

Using Data to Determine Content – And Success

Data-drive educational content was developed that aligned with an insurance client’s farm safety messaging. As the team reviewed the data, they made a correlation between policies written and content marketing that was done during the same period.

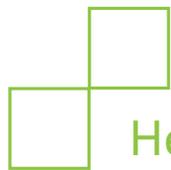
Challenge

The insurance client was seeking a way to own farm safety messaging through educational content and promotion. They were unsure which topics would resonate most with farmers and therefore, were looking for expertise in this area.

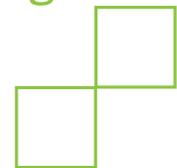


Solution

Farm Journal proposed a content development and education campaign to align with the company's farm safety messaging and collect information on those who interacted. A series of prewritten content was posted, as well as content written specifically for the company. The content was segmented into main topics and then tracked by Farm Journal's Trusted Intelligence Platform to determine which topics were of interest to the company's core marketing audience. The topics that performed best were identified.



Helped the company segment its customers by using content marketing, and data modeling built exclusively for their systems



Outcome

The company used the data for internal analysis and was able to make a correlation between policies written and content marketing that was done during the same period. The topics that performed best were used in an extended campaign, this time to generate specific leads. The company was given a list of those leads as well as contact information and behavioral profiles based on engagement with posted content. The partnership is now in its second year and Farm Journal will be helping the company segment its customers by using content marketing, and data modeling built exclusively for their systems.