

Paying It Forward: Vantiv's ROI from Content Marketing

OMNICOMMERCE = in-store + e-commerce + m-commerce

Although mobile payments have attracted a lot of attention:



10% are interested in using mobile phone payments



Usage is still low and likely to remain that way for awhile

39% say they will be using mobile phone payments in five years



2% have actually used mobile phone payments



However, mobile technologies are having a profound impact on merchants, driven by consumer shopping habits.



55% research and purchase online



46% purchase in-store without online research

Coupon downloading by phone has grown in popularity

Online research and purchasing of products worth more than \$50 is now more common than shopping in the store and purchasing without online research.

15% have purchased a product in a store with a downloaded coupon



The blurring of lines shows up in the growth of "showrooming."



28% regularly use showrooming while shopping for higher-priced items.

35% have used showrooming to shop in-store but purchase online.

38% have used showrooming to shop in one store and purchase in another.



THIS IS ESPECIALLY TRUE OF MILLENNIALS



82%

Smartphone/tablet ownership:

61%

21%

Receive coupons on phones:

15%

Use showroom techniques:

31%

Compare via mobile device and purchase online:

20%

29%

Compare via mobile device and purchase in another store:

17%

RESULT

MOBILE CHANNELS ARE NOT REPLACING TRADITIONAL CHANNELS. THEY ARE BEING ADDED TO THEM.

Soon after **Vantiv**, a payment-processing company that serves financial institutions and large merchant organizations, was spun off from **Fifth Third Bank**, it embarked upon a content marketing program designed to familiarize the market with this new entity and establish itself as a thought leader in the industry. The fulcrum for the program was a survey of U.S. consumers and their attitudes about payment systems (credit cards, debit cards, mobile payments, etc.). This was coupled with a telephone survey of top executives in its market. When the surveys were completed and the results analyzed, the findings provided the basis for the company's content marketing strategy.

The strategy was built around four webinars. For each of the webinars, the company generated a white paper. The white paper was distributed to webinar attendees and then posted on the company's thought leadership Web page, where it was used to collect information from people looking to read the paper. The white paper was then repurposed for different channels. Two-page fact sheets (called Vantiv Points) and one-page summaries of the white paper were sent to the sales team, clients, analysts and the media. Blog posts drawn from the white papers appeared on the company's blog, as did thematic infographics (see illustration at left). The company's PR team approached trade publications with bylined article pitches. Key findings were posted on **LinkedIn** and sent out as tweets.

As a result of the volume of material created, the thought leadership section of the company's website became its most popular destination, and a host of business and general-interest publications used the content in articles covering the growth of mobile payments.

As a direct result of the content marketing program, Vantiv brought in:

- 4,431 prospects, of which 665 converted (attended webinars, downloaded papers, or expressed interest in the company)
- 281 came in directly because of thought leadership marketing efforts (they were not in the database prior to the campaign)
- 377 names were passed on to sales (qualified as solid potential leads)
- 87 turned into "opportunities" and 59 were closed—new business won
- 59 pieces of business represented revenue in 2012 of \$1 million
- Return on investment was greater than 400 percent