

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:



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



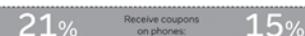
Coupon downloading by phone has grown in popularity



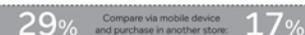
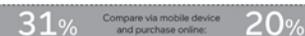
The blurring of lines shows up in the growth of "showrooming."



THIS IS ESPECIALLY TRUE OF MILLENNIALS



Use showroom techniques:



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