

Knotch

Knotch Content Masters

**Playbook: Establish
content distinctness to
stand out from the crowd**

Establish content distinctness to stand out from the crowd

In a noisy world, it's easy for content marketing to get lost in a sea of sameness. Thematic distinctness starts with understanding your buyer, taking a unique stance, and using content to not just inform but at times enthrall audiences.

“Audiences expect content that’s more personalized, customized, or delivered in an engaging way that’s relevant to the channels they’re consuming content on. The bar keeps moving for what it takes to be distinct and that’s what makes contenting marketing so fun.”

Jenn Eldin

SVP and Head of Content
Marketing at Bank of America



BANK OF AMERICA 

3 insights on how to establish your content distinctness

1. Recognize that the bar for great content marketing keeps rising. Previous eras of content marketing focused on promotional, then shifted to more editorial. Now that audiences are inundated with so much content that can be found across multiple and different sources, neither promotional or editorial are sufficient. To be truly audience driven, brands need to deliver content that is personalized, relevant, and appropriate for the channel. Content marketing today requires marketers to constantly adapt to what audiences want to hear and how they want to receive it, while ensuring that it's connected to what your brand stands for.

2. Differentiation comes from not just content, but how you deliver it. Your brand may have expertise that gives your content a perspective that is truly unique. On the other hand, there may be content themes that can be covered in similar ways by others. In this latter case, differentiate your content marketing by getting creative with formats, mediums, headlines, custom imagery, etc. Make your message more engaging and tailored to different channels. Identify white space in your competitive set's content. Start from your brand and content strategy, then give the team the freedom to unleash their creativity!

3. Challenge the team to look externally and bring in outside-in thinking. Fresh ideas are crucial for sparking creativity. Be intentional about creating moments or space to bring outside thinking into the organization, which is often too easy to forget with everyone's busy schedules. Encourage experimentation and maintaining “what if” and “yes, and...” mindsets within the team and internal partners. It can be as simple as keeping an eye on how audiences consume information on TikTok, inviting guest speakers from other industries, or setting aside time at your next offsite.

Case study: Three ways Bank of America creates distinct and memorable content marketing

In the examples below, Bank of America shows how it stays up to date on audience trends, expresses its unique content voice, and engages new audiences across channels in creative ways.

>>Watch the Knotch Content Masters session with Jenn Eldin, SVP and Head of Content Marketing at Bank of America, and Davis Brown, SVP of Content Strategy at Knotch

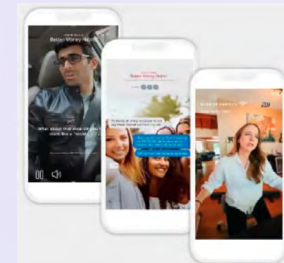
Harnessing employee passion for a video answer series

BofA has an employee champion program called “Better Money Habits Champions,” made up of volunteers who are passionate about financial education and are open to helping people in their communities. BofA saw an opportunity to bring these champions into its content marketing and decided to get creative. The content team sent kits to champions to record quick video answers to the top financial questions they hear every day. These videos were then worked into existing content and shared as standalone pieces. These videos added a relatable, engaging touch to BofA’s content while highlighting the genuine passion of their employees.



Relating to younger audiences with emerging social formats

To make financial education more engaging, BofA’s content team explored trending visual formats on TikTok that were gaining popularity outside the finance world. One approach they tested was the “group chat” format, where information is presented much like a live text conversation, making it feel more dynamic and authentic. BofA also experimented with a green screen technique, using influencers to share financial tips while pointing to visual aids, like pie charts, that appear behind them. By tapping into creative visual formats, BofA made financial education more accessible and engaging for a TikTok audience.



Increasing financial literacy with a “Future Self” meme

To connect with younger audiences, BofA’s content team tapped into a popular TikTok meme where people talk to their future selves. For BofA, the idea was simple: Share videos in which your future self gives the present you financial advice. This approach was a new direction for BofA’s “Better Money Habits” content, which typically hadn’t explored humor. The experiment paid off, allowing the brand to infuse fun into financial education while engaging with a younger audience.