


List of Appendices

	Title	Source	Page #
Figure 1	Content plan	Odden, 2012	80
Figure 2	Simple version of the channel plan	Pulizzi & Rose, 2011	81
Figure 3	Distribution channel matrix	OpenView, 2013	81
Attachment 1	Questionnaire	author	82
Attachment 2	Interview questions	author	94
Attachment 3	Adidas Facebook page content analysis from April, 2015 to July, 2015	author, based on Facebook.com	95

Appendix

Figure 1: Content plan.

Situation	Your company sells a series of time saving & scheduling applications for smart phones.
Goals	<ul style="list-style-type: none"> • Increase product awareness • Grow networks • Increase citations in media & social • Increase sales
Persona Overview 	<div> Name: Joe Small Business Owner Title: CEO Industry: B2B Software Sales </div> Pain Points <ul style="list-style-type: none"> • Minimal Budget • Would like an assistant but cannot afford costs • Works 60-80 hours per week • Has trouble managing his calendar for meetings and other obligations
Brand Solution	<ul style="list-style-type: none"> • SEO • Content Planning • Social Media Strategy
Search Keywords	<ul style="list-style-type: none"> • Virtual Assistant • Apps for phone • Help Me Organize
Social Topics	<ul style="list-style-type: none"> • Time saving tips for business owners • Get organized in 10 minutes a day • Time is Money: Tips on increasing efficiencies at a minimal cost

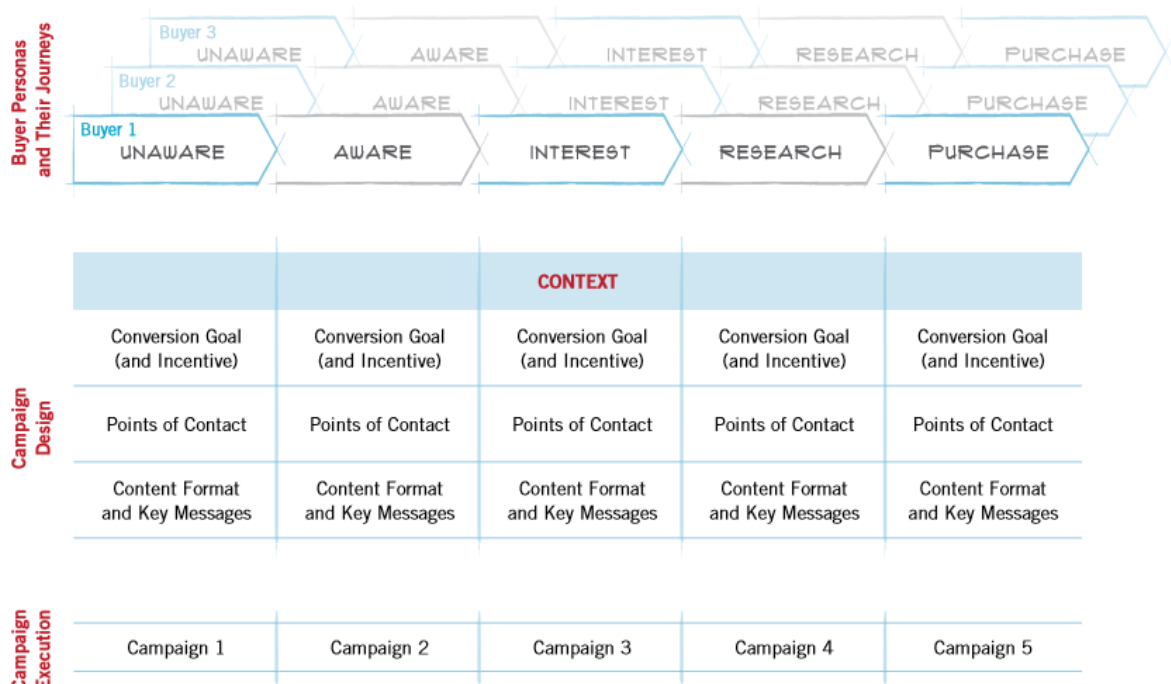
Source: Odden, 2012.

Figure 2: Simple version of the channel plan.

CHANNEL	NAME	STRUCTURE	TOPE	DESIRED ACTION
Blog	Main Corporate Site	News Section - 250-Word Blurbs announcing new items	Professional	Click to blog (all phases)
	Product Micro Site (New Blog)	Blog with 500-750 word posts	Casual/ conversational	Subscribe Phase 1 - Add "White paper download Phase 2"
	Main Corporate Blog	Cross Linking - Making sure existing posts are linking into new Micro site	N/A	Link to blog posts
	Sales Twitter Channel @Sales	Conversational	Friendly - Focused on being our "broadcast" platform and online conversation. Add to existing Twitter content.	Click through to blog posts. RT's of our information.
	CRM Twitter Channel @CRM	N/A	N/A	N/A
	Linked In	New Linked In Group	Asking questions to generate conversation	Follow and join group on Linked In - Click through to blog

Source: Pulizzi & Rose, 2011.

Figure 3: Distribution channel matrix.



Source: OpenView, 2013.

Attachment 1: questionnaire.

Thank you for agreeing to take part in this survey. It is aimed at measuring the level of your interaction with content marketing of a sport brand, identifying your interests and motivations for doing sport. It will take only 5 minutes of your time. We would like to learn more about you and your experience. Please, answer openly and truly.

Q1 Please, choose maximum 4 information sources that you use more often.

- Magazines
- Newsletters from companies
- White paper series
- Companies' Websites
- Mini sites with specific content
- Blogs
- Forums
- Video channels
- Ebook series
- Webinars
- In-person sources
- Social media

Q2 What percentage of your time a day do you spend on these social media channels?

- FACEBOOK
- TWITTER
- INSTAGRAM
- YOUTUBE
- LINKEDIN
- PINTEREST
- GOOGLE +

Q3 Do you follow social media publics (for ex. groups, video channels, and etc.) of any sport brand?

- Yes
- No

Q4 If you answered "Yes" to the previous question, then, please, specify the name of the brand and the social media public you follow. You can mention up to 3 options.

Q5 What content providers do you trust more when make a decision about purchase of sport goods? Please, organize the options from 1 (most trusted) to 5 (less trusted).

- Family and friends
- Thought leaders (for example, bloggers)
- Company which sells the sport goods you want to buy
- Sportsmen' expert opinion
- Other people

Q6 Which of the following mostly describes you as a decision maker?

- I make a final decision fast based on my experience, short information, and individual assumptions.
- I look for the arguments and the evidences in different information sources. And then I make a final decision pretty fast.
- I usually reevaluate information before coming up with a final decision. Thus I require more time than others.
- It is difficult for me to make a final decision. Therefore I usually delegate it to others.

Q7 Have you ever bought any adidas products?

- Yes, I have.
- No, I have not

Q8 If you answered "No, I have not" to the previous question then please skip this question. Which of the following statements characterize your "journey" as an adidas customer? Please, group them respectively.

***Problem - in this case - unsatisfied need/ challenge you faced.**

1) This is about me:

- Search for information about the brand and its products on the internet;
- Provide personal information and subscribe for content offered by adidas;
- Search for content provided by adidas that offers problem-solving solutions;
- Evaluate and compare problem-solving solutions provided by adidas and its competitors (for example, Nike);
- Make a decision about the purchase from adidas based on gathered information;
- Share personal experience with others through writing reviews and comments below adidas posts on different social media channels;
- Maintain loyalty to the brand and/or a particular product;
- Generate brand related content in the form of photos, videos, blog posts, and etc., and distribute it among friends.

2) This is not about me:

Q9 How often do you do sports?

- Never
- Less than Once a Month
- Once a Month
- 2-3 Times a Month
- Once a Week
- 2-3 Times a Week
- Daily

Q10 If you answered "Never" to the Q9 then skip this question. What sport activities do you prefer doing? Please, choose maximum 3 options.

- American football
- Badminton
- Baseball
- Basketball
- Boxing
- Cycling
- Football
- Handball
- Outdoor
- Rugby
- Running
- Swimming
- Table tennis
- Tennis
- Training
- Volleyball
- Wrestling
- Other

Q11 If you answered "Other" to the previous question, please, specify the sport activities you prefer doing.

Q12 If you answered "Never" to the Q9 then skip this question. Please, tell us what motivates you to do sport?

Q13 If you answered "Never" to the Q9 then skip this question. Please, tell us what do you find the most challenging in doing sport?

Q14 What does success mean to you?

Q15 What is your gender?

- ---Select---
- Male
- Female

Q16 What is your age?

- ---Select---
- 16 - 20
- 21 - 25
- 26 - 30
- 31 - 35
- 36 and over

• **Q17 Please, select your country of residence.**

- Afghanistan (1)
- Albania (2)
- Algeria (3)
- Andorra (4)
- Angola (5)
- Antigua and Barbuda (6)
- Argentina (7)
- Armenia (8)
- Australia (9)
- Austria (10)
- Azerbaijan (11)
- Bahamas (12)
- Bahrain (13)
- Bangladesh (14)
- Barbados (15)
- Belarus (16)
- Belgium (17)
- Belize (18)
- Benin (19)
- Bhutan (20)
- Bolivia (21)
- Bosnia and Herzegovina (22)
- Botswana (23)
- Brazil (24)
- Brunei Darussalam (25)
- Bulgaria (26)
- Burkina Faso (27)
- Burundi (28)
- Cambodia (29)
- Cameroon (30)
- Canada (31)

- Cape Verde (32)
- Central African Republic (33)
- Chad (34)
- Chile (35)
- China (36)
- Colombia (37)
- Comoros (38)
- Congo, Republic of the... (39)
- Costa Rica (40)
- Côte d'Ivoire (41)
- Croatia (42)
- Cuba (43)
- Cyprus (44)
- Czech Republic (45)
- Democratic People's Republic of Korea (46)
- Democratic Republic of the Congo (47)
- Denmark (48)
- Djibouti (49)
- Dominica (50)
- Dominican Republic (51)
- Ecuador (52)
- Egypt (53)
- El Salvador (54)
- Equatorial Guinea (55)
- Eritrea (56)
- Estonia (57)
- Ethiopia (58)
- Fiji (59)
- Finland (60)
- France (61)
- Gabon (62)
- Gambia (63)

- Georgia (64)
- Germany (65)
- Ghana (66)
- Greece (67)
- Grenada (68)
- Guatemala (69)
- Guinea (70)
- Guinea-Bissau (71)
- Guyana (72)
- Haiti (73)
- Honduras (74)
- Hong Kong (S.A.R.) (75)
- Hungary (76)
- Iceland (77)
- India (78)
- Indonesia (79)
- Iran, Islamic Republic of... (80)
- Iraq (81)
- Ireland (82)
- Israel (83)
- Italy (84)
- Jamaica (85)
- Japan (86)
- Jordan (87)
- Kazakhstan (88)
- Kenya (89)
- Kiribati (90)
- Kuwait (91)
- Kyrgyzstan (92)
- Lao People's Democratic Republic (93)
- Latvia (94)
- Lebanon (95)

- Lesotho (96)
- Liberia (97)
- Libyan Arab Jamahiriya (98)
- Liechtenstein (99)
- Lithuania (100)
- Luxembourg (101)
- Madagascar (102)
- Malawi (103)
- Malaysia (104)
- Maldives (105)
- Mali (106)
- Malta (107)
- Marshall Islands (108)
- Mauritania (109)
- Mauritius (110)
- Mexico (111)
- Micronesia, Federated States of... (112)
- Monaco (113)
- Mongolia (114)
- Montenegro (115)
- Morocco (116)
- Mozambique (117)
- Myanmar (118)
- Namibia (119)
- Nauru (120)
- Nepal (121)
- Netherlands (122)
- New Zealand (123)
- Nicaragua (124)
- Niger (125)
- Nigeria (126)
- North Korea (127)

- Norway (128)
- Oman (129)
- Pakistan (130)
- Palau (131)
- Panama (132)
- Papua New Guinea (133)
- Paraguay (134)
- Peru (135)
- Philippines (136)
- Poland (137)
- Portugal (138)
- Qatar (139)
- Republic of Korea (140)
- Republic of Moldova (141)
- Romania (142)
- Russian Federation (143)
- Rwanda (144)
- Saint Kitts and Nevis (145)
- Saint Lucia (146)
- Saint Vincent and the Grenadines (147)
- Samoa (148)
- San Marino (149)
- Sao Tome and Principe (150)
- Saudi Arabia (151)
- Senegal (152)
- Serbia (153)
- Seychelles (154)
- Sierra Leone (155)
- Singapore (156)
- Slovakia (157)
- Slovenia (158)
- Solomon Islands (159)

- Somalia (160)
- South Africa (161)
- South Korea (162)
- Spain (163)
- Sri Lanka (164)
- Sudan (165)
- Suriname (166)
- Swaziland (167)
- Sweden (168)
- Switzerland (169)
- Syrian Arab Republic (170)
- Tajikistan (171)
- Thailand (172)
- The former Yugoslav Republic of Macedonia (173)
- Timor-Leste (174)
- Togo (175)
- Tonga (176)
- Trinidad and Tobago (177)
- Tunisia (178)
- Turkey (179)
- Turkmenistan (180)
- Tuvalu (181)
- Uganda (182)
- Ukraine (183)
- United Arab Emirates (184)
- United Kingdom of Great Britain and Northern Ireland (185)
- United Republic of Tanzania (186)
- United States of America (187)
- Uruguay (188)
- Uzbekistan (189)
- Vanuatu (190)
- Venezuela, Bolivarian Republic of... (191)

- Viet Nam (192)
- Yemen (193)
- Zambia (194)
- Zimbabwe (195)

Q18 Please, choose one of the job categories which mostly describes your current employment.

- ---Select---
- Not employed
- Accounting/ Finance (1)
- Administration and Secretariat (2)
- Art/ Design/ Architecture (3)
- Banking/ Financial services/ Insurance (4)
- Customer service (5)
- Economics/ Business (6)
- Education/ Social Policy/ Training (7)
- Food industry (8)
- Health and social care (9)
- Legal services (10)
- Manual work/ Manufacturing/ Service industry (11)
- Marketing/ Sales (12)
- Media/ Advertising/ PR (13)
- Other (14)
- Pharmaceutical (15)
- Publishing, press, and printing (16)
- Research and Development (17)
- Restaurant/ Catering (19)
- Telecommunications (20)
- Tourism and accommodation (21)
- Transport/ Logistics/ Supply (22)

Attachment 2: interview questions.

My name is Karina. I am a Double-degree Master student of International Business. I am currently working on my master thesis “Content Marketing Strategy in business: the case of adidas”. I would be glad if you could spend 10 minutes of your time to answer the following interview questions which are very important for my analysis. Your expert opinion and contribution will be highly appreciated.

Answers for the interview questions may be kept anonymously, if you wish so.

Please, write your answers below the questions and then forward the MS Word file to mysina.karina@yandex.ru

- How can you describe Adidas as a brand? What story does the brand tell to the audience?
- Who is the perfect buyer for Adidas? What are his/her needs and pain points?
- What does the Adidas’s consumer buying cycle look like? Which stages of the buying cycle are seen to be the most challenging for customers?
- How do you organize a digital content planning? Which tools do you use and why? Do you use any content agencies’ services for the purpose of content creation? Which content distribution channels do you find the most engaging?
- How do you define and measure the success of digital marketing strategy?
- What will the Adidas as a brand look like in five years time?

The results of my analysis can be sent back to you if you wish. Your feedback will be also very valuable for me.

Best Regards,

Karina Mysina

Attachment 3: Adidas Facebook page content analysis from April, 2015 to July, 2015.

Audit of adidas official Facebook page. April, 2015 - July, 2015.					
Size of time interval (in number of days)	Content type	Specified content	Likes	Shares	Comments
-	long video	adidas Climachill commercial	4,712	905	166
4	short video	"Take today" commercial	1,342	306	110
1	long video	adidas: Here's to the Takers	153,802	8,664	1,634
3	promotional picture	adidas Football Predator Instinct boots	2,332	160	111
4	promotional picture	adidas Football boots, Limited edition	2,145	186	121
2	promotional picture	adidas Originals ZX FLUX with a link to possible customization of sneakers	1,890	90	105
3	promotional picture	adidas Ultra boost running shoes	2,729	139	116
2	promotional picture	the best fitting football boots from adidas football Limited edition	4,252	182	160
2	promotional picture	new adidas Ultra Boost for women	1,175	46	91
2	announcement of adidas related event	meet your favourite basketball player in adidas store, Munich	234	12	50
0	long video	adidas Climachill commercial	4,746	237	123
1	announcement of adidas related event	running maraphon in London	1,875	49	174
5	sportsman related post	congratulations to NBA player of the year	783	16	101
4	promotional picture	adidas go app	671	24	156
9	promotional picture	adidas Football No Dye pack Limited edition	3,697	170	200
2	promotional picture	adidas Ultra boost new design	1,604	57	126
3	long video	adidas Football revolution video with hashtag "be the difference"	1,293	258	246
4	promotional picture	adidas Originals Stan Smith shoes	2,398	165	162

3	promotional picture	adidas Football X15 and ACE15 boots	1,439	58	106
0	short video	adidas Football ACE15 commercial	849	132	156
0	short video	adidas Football X15 commercial with a slogan "Destroy order. Smash defenses. Create victory"	1,322	229	628
5	promotional picture	new adidas Golf boots	2,263	132	257
9	promotional picture	adidas Originals Pride Pack	2,558	158	83
3	promotional picture	adidas go app	814	28	68
4	promotional picture	new uniform for Real Madrid C.F.	1,086	90	45
0	promotional picture	adidas Golf apparel	559	22	32
0	promotional picture	uniform for German Women Football team	1,197	25	52
2	promotional picture	new adidas Yeezy boost	2,109	96	106
2	promotional picture	new adidas running Ultra boost	875	20	90
6	short video	new adidas commercial for Yeezy boost by Kanye West	679	74	66
0	promotional picture	adidas Football ACE15	2,649	69	50
1	promotional picture	new adidas Basketball crazy light boost	1,004	35	43
0	non-branded world wide discussed event	adidas celebrates "a victory day in the fight for equality"	3,042	217	126
2	announcement of adidas related event	announcement of upcoming event in cooperation with Parley for the Oceans	1,153	42	51
1	announcement of adidas related event	announcement of current event in cooperation with Parley for the Oceans	600	46	45
0	promotional picture	adidas concept shoes created from Ocean garbage	1,865	177	101
0	promotional picture	from presentation of adidas concept shoes created from Ocean garbage	918	57	93

1	announcement of adidas related event	about past Parley for the Oceans event	629	12	157
1	promotional picture	uniform for Arizona State Sun Devils	918	67	300