

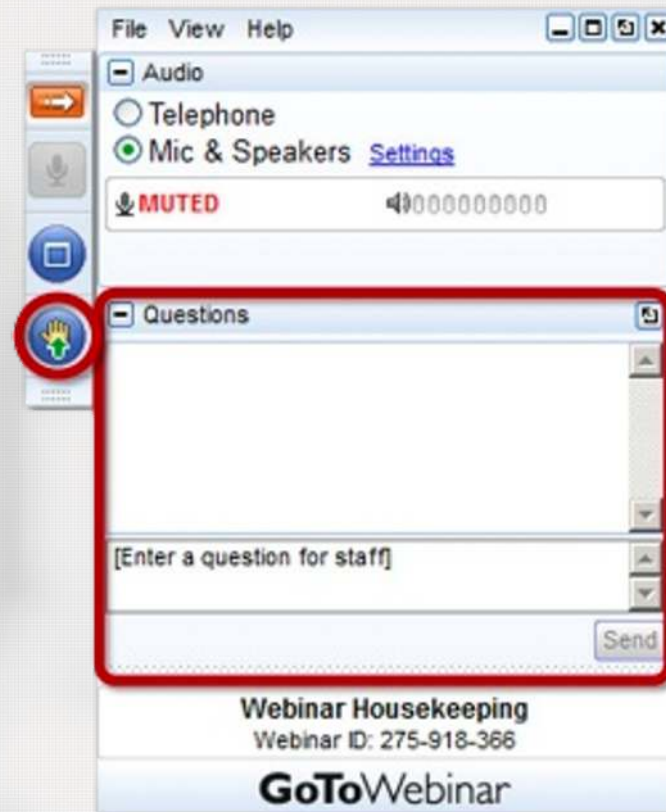


Master Class:
Advanced Content Marketing Strategy for 2017

Housekeeping

- **Ask questions!** Use the comment box to submit your questions (see image to the right)
- We will answer questions at the end of the presentation
- This webinar is being recorded and will be distributed via email, and also made available on scribblelive.com shortly

#ContentMasterClass



Today's Agenda

- **Planning, Measurement & Execution for Great Content in 2017**
- **Using Content Marketing to Build Your Digital Brand**
- **“Use What You’ve Got”**
Why Dumping Resources into Creating More and More Content Is Actually a Mistake
- **Using Technology for Advanced Content Planning in 2017**



Matt Heinz

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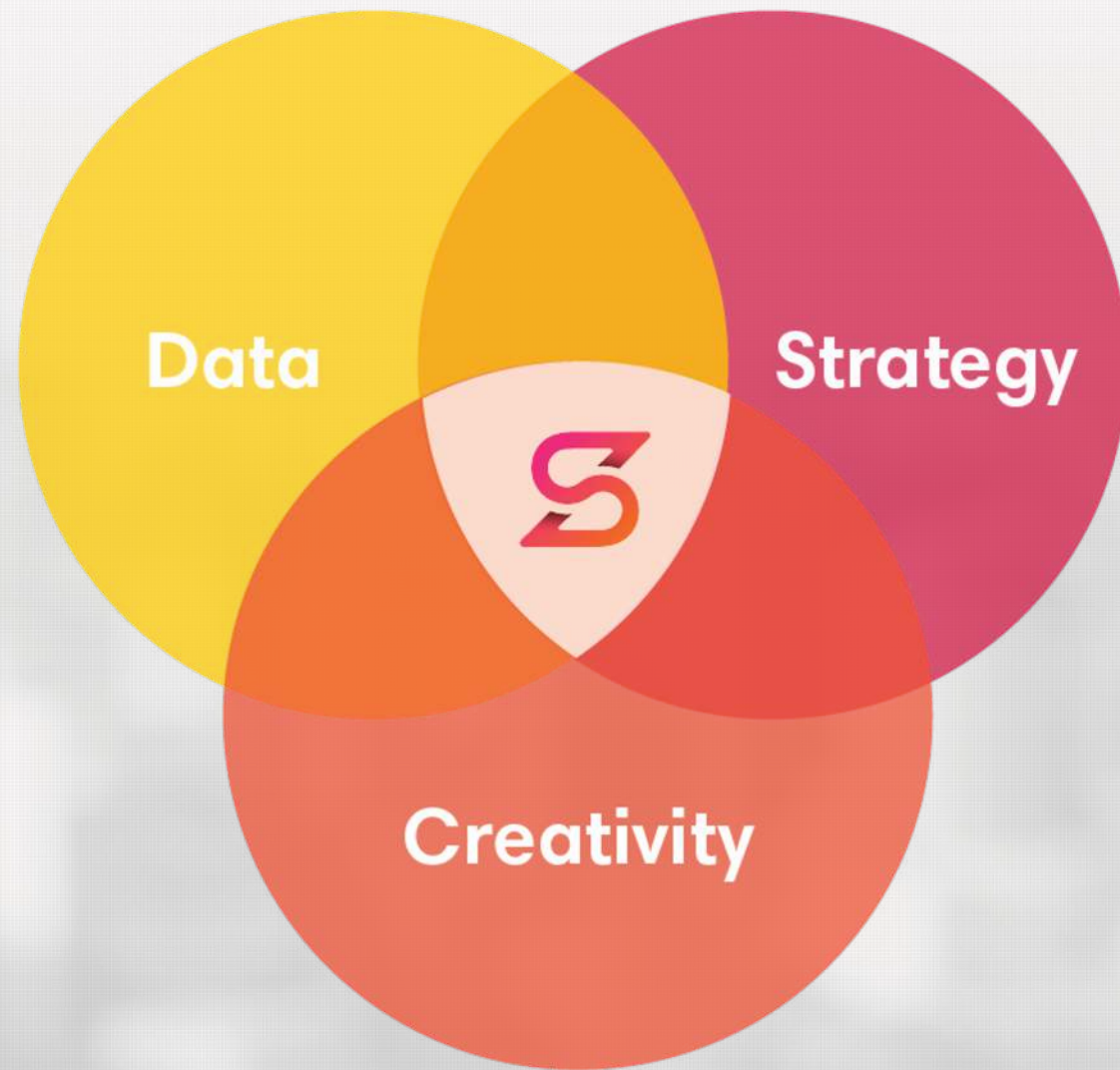
VP Revenue Operations
& Marketing, ScribbleLive
@timothypeters



ScribbleLive Content Marketing Platform

Bring data, strategy and creativity into every business to achieve incredible results.





Use data to power strategy





Master Class: Advanced Content Marketing Strategy for 2017

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Matt Heinz

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Everything the light touches...







A widening gap between investment & ROI

According to CEB:

45% of B2B marketing budgets go to content

84% of marketers expect to increase content spend

Only 45% of marketers think content marketing is working

66% of marketers can't connect content metrics & business metrics

Planning fundamentals

Buying committee members
Personas
Buyer's journey
Format preferences
Internal “buying committee”

Measurement expectations

The right metrics

Can you buy a beer with it?

Operational vs Executive dashboards

External impact

Profit center vs cost center mentality

Great content is...

Targeted
Contextual
Evocative
Integrated
Measured

Three execution considerations

Format types

Sales integration/leverage

Appropriate response/CTA/next step

Shelf life strategy

Distribution best practices

1. Dlvr.it
2. GaggleAMP
3. Triberr
4. Influencers
5. Hashtags
6. Link from old, popular posts

Long tail best practices

1. Repurposing
2. Re-edit old posts with new keywords
3. Tools
 1. TweetOldPost
 2. LinkedIn Publishing
 3. Search
4. Seasonal surfacing



Getting sales to use your content

1. How does it help them make money?
2. Get sales leadership to buy-in first
3. Show examples of how it works
4. Teach, train, launch, reinforce, measure & celebrate
5. Create systems that make it easy

Housekeeping

- FREEBIES:
 - *Full Funnel Marketing (my new book)*
 - *My Content Marketing World “Content Marketing Hacks” preso*
 - *My award-winning* bacon recipe*

Just note what you want via matt@heinzmarketing.com



Using Content Marketing to Build Your Digital Brand



@JuntaeDeLane

My focus:

- How content helps to develop your identity.
- How to use content to gain more visibility.
- How to leverage content to increase credibility.



Three Tenets of Digital Branding



**Digital
Identity**



**Digital
Visibility**



**Digital
Credibility**

Content Marketing Integration



IDENTITY

Using Content to Develop Digital Identity



A photograph of three men, likely the members of the hip-hop group 3rd Strike, is shown with a strong yellow color overlay. The man on the left wears a beanie with 'naughty NATURE' written on it. The man in the center wears a beanie and a thick chain necklace. The man on the right is partially visible. Overlaid in the center of the image is the text 'O.P.P.' in a large, white, bold, sans-serif font.

O.P.P.

Digital Identity Action Plan

OBJECTIVE

PPROMISE

PERSONALITY

A conceptual image featuring a magnifying glass held over a computer keyboard. The word "VISIBILITY" is written in large, white, bold, sans-serif capital letters across the center of the image, positioned directly within the lens of the magnifying glass. The keyboard keys are visible in the background, with some letters like W, E, S, Z, X, C, V, B, N, Y, and U clearly legible. The entire image has a warm, golden-yellow color cast.

VISIBILITY



Map Content with SEO


Facebook Algorithm Change

A woman with blonde hair, wearing a white button-down shirt and a dark tie, is holding a black smartphone in her right hand. She has a distressed or shocked expression, with her left hand covering her mouth and eyes. The entire image is overlaid with a semi-transparent green filter. The word "CREDIBILITY" is written in large, white, bold, sans-serif capital letters across the center of the image.

CREDIBILITY



Testimonials Help “Street Cred”

The background features a central illustration of a man in a dark suit and tie, with multiple arms reaching out in various directions. He is surrounded by numerous business and technology-related icons, including a bar chart with a magnifying glass, a document with a checklist, a lightbulb, a calendar, a chess piece, a stopwatch, an envelope, gears, a person icon with arrows, and corner brackets. The entire scene is set against a dark blue background.

Reach Out To Influencers

Ask Customers For Written Endorsement





“Digital Branding Is The Oil In Your Sales Engine”

@JuntaeDeLane

Without Long-form Storytelling, You Will Never Be a Thought Leader. Why? Find out!



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How to Improve Your Content Marketing with Digital Branding



Juntae DeLane | December 8th, 2016

Content marketing has become one of the most prominent techniques used by brands to attract, educate, and convert an audience.

While content marketing is a powerful and proven technique alone, you can combine content marketing and digital branding to achieve greater results.

How are Content Marketing and Digital Branding Complementary?

Search



Subscribe to our newsletter

SUBSCRIBE



DigitalBrandingInstitute.com

Pam Neely, Marketing Content Creator

I currently write for

- Scoop.it
- Act-On Software
- Nifty Images
- Sticker Mule
- Ghostwrite for *Forbes*, *Entrepreneur*, *Huffpost*, *AllBusiness.com* and other publications

19 years experience promoting companies, products and content online



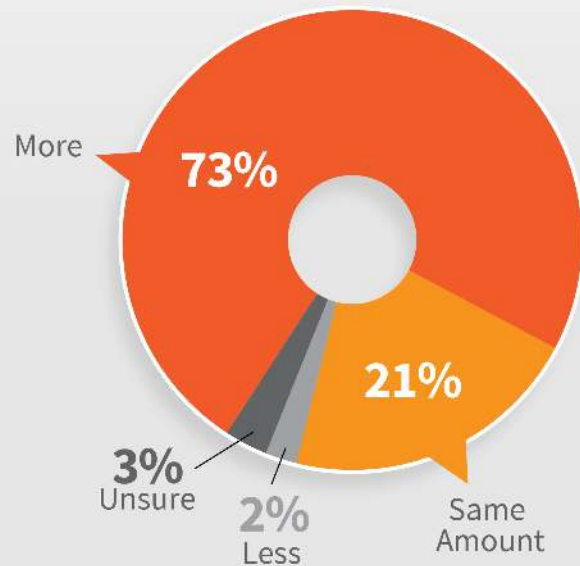
Use What You've Got



We're creating more content every year

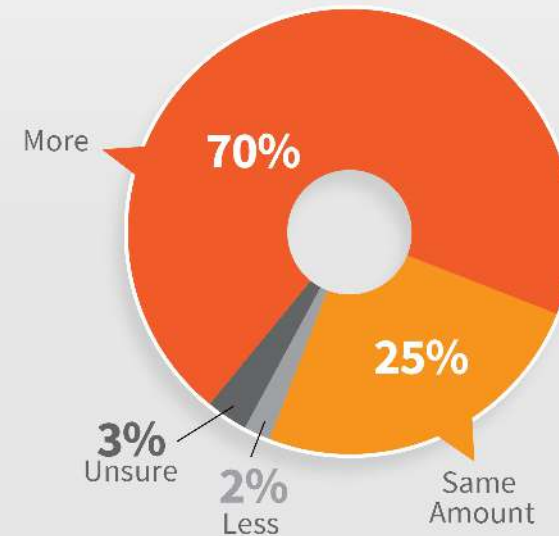
Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

**Expected Change in B2C Content Creation
(2016 vs. 2017)**



2017 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

**Expected Change in B2B Content Creation
(2016 vs. 2017)**



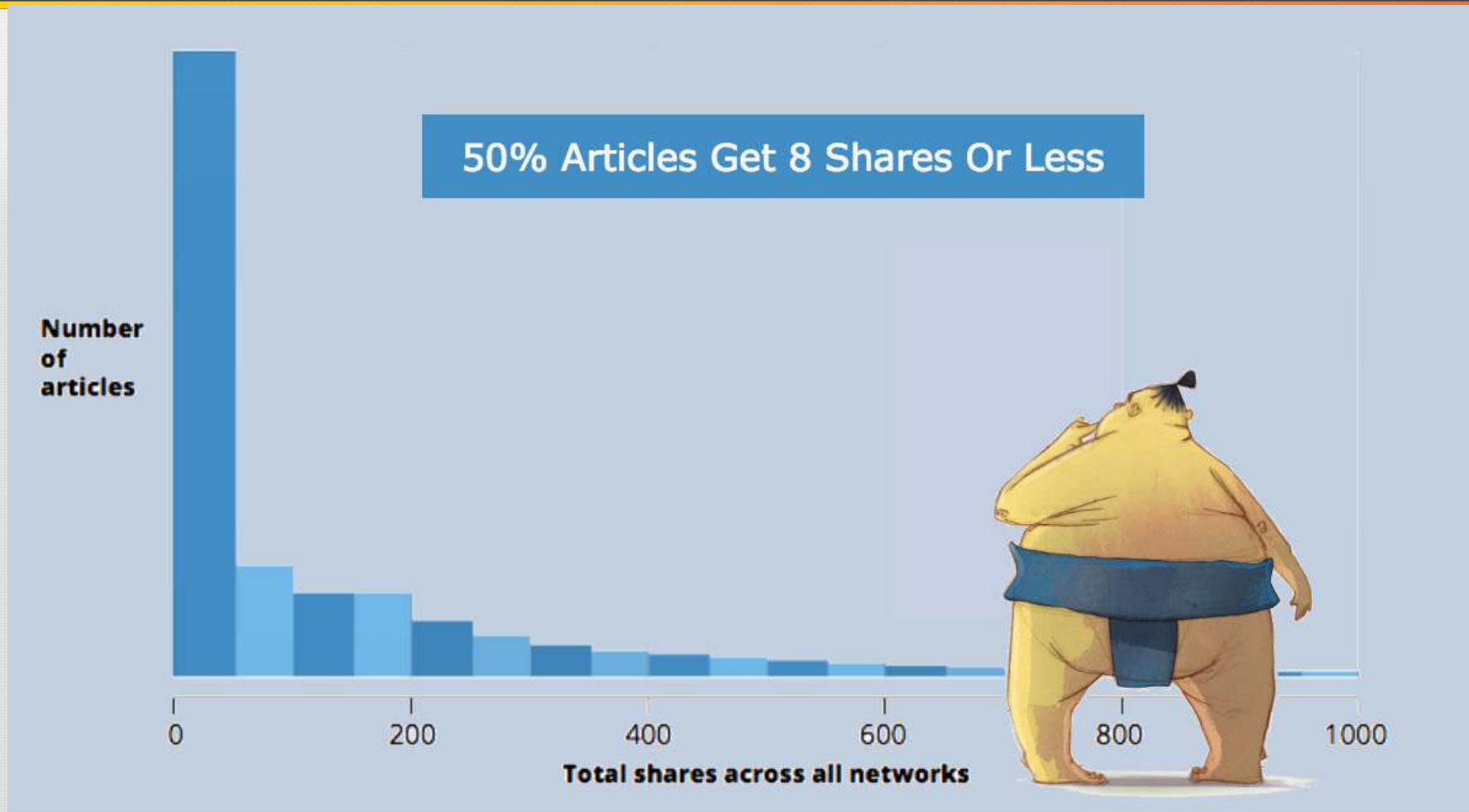
Base = Content marketers; aided list.

We're not making the most of the content that we've got

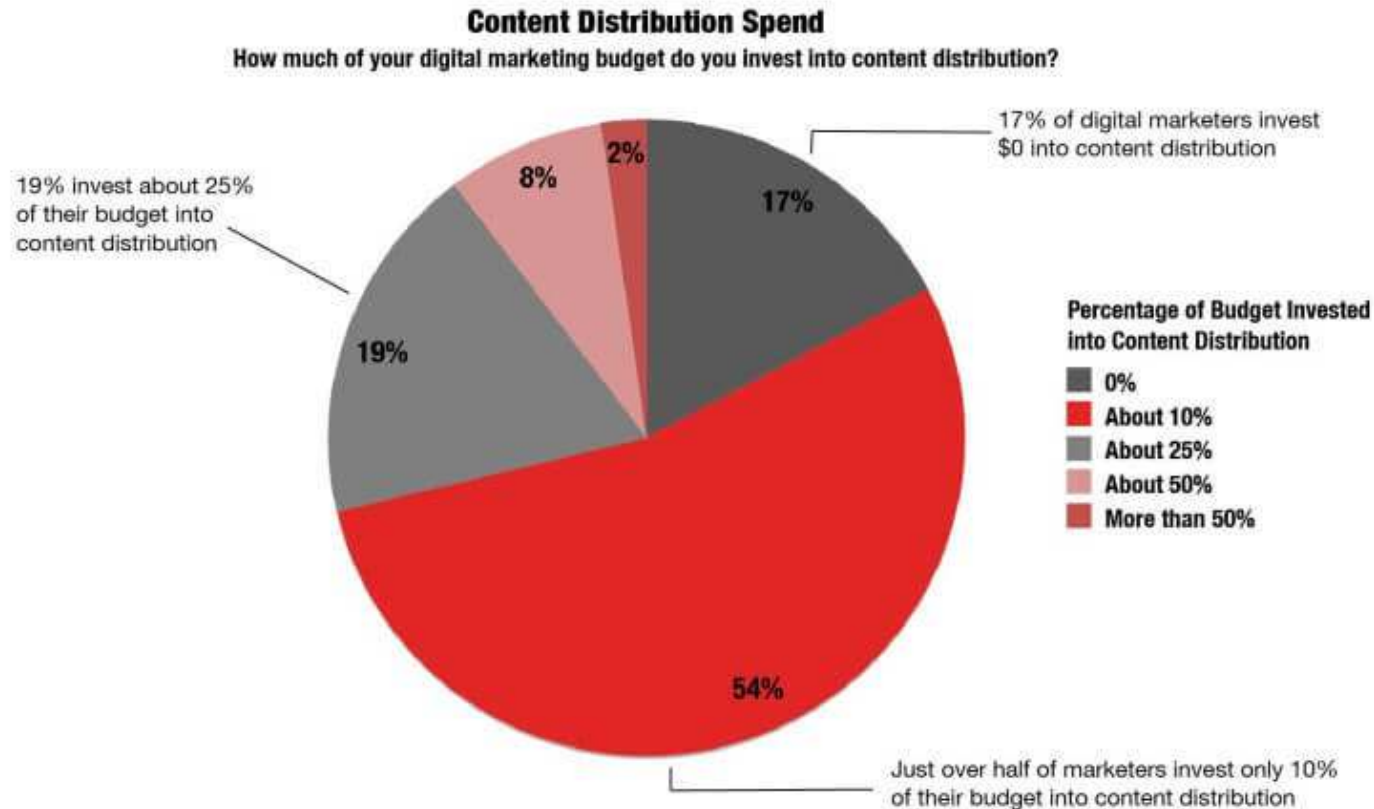
- We're not promoting it well enough
- We're not repurposing it well enough
- We're not republishing (optimizing) our older content enough



Half of all articles get 8 social media shares or less



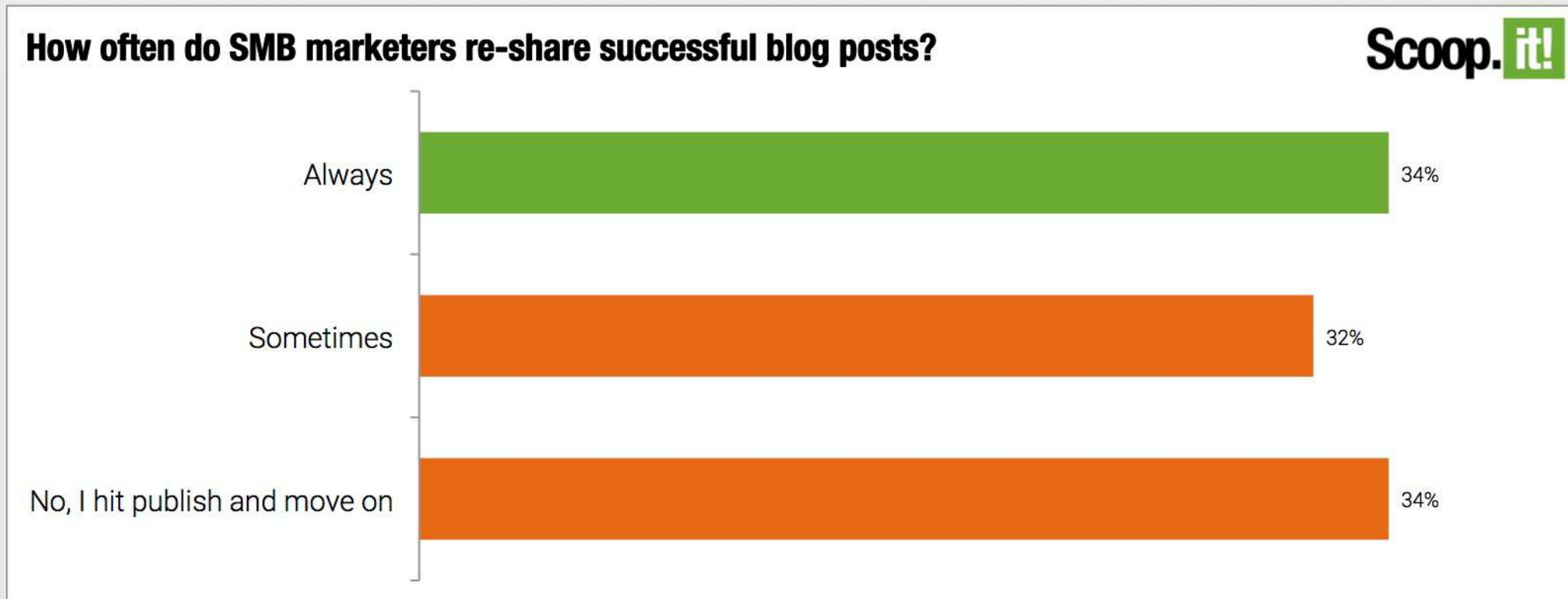
Most marketers spend 10% or less of our budgets distributing our content



gShift 2016 survey: 250 digital marketers were asked, “How much of your digital marketing budget do you invest into content distribution?”



Only 34% of marketers always re-share successful blog posts



The rest of us are missing out



Marketing Land: Tweet And Repeat: The Power Of Sharing And Sharing Again



How do you fix it?

Invest in content promotion



Re-share your content on social

Proposed schedule for social shares:

- Share once a week the first week after publication
- Share every 3 days for the next two weeks
- Share once a week for the next 2-3 months
- Share once a month for a year after that



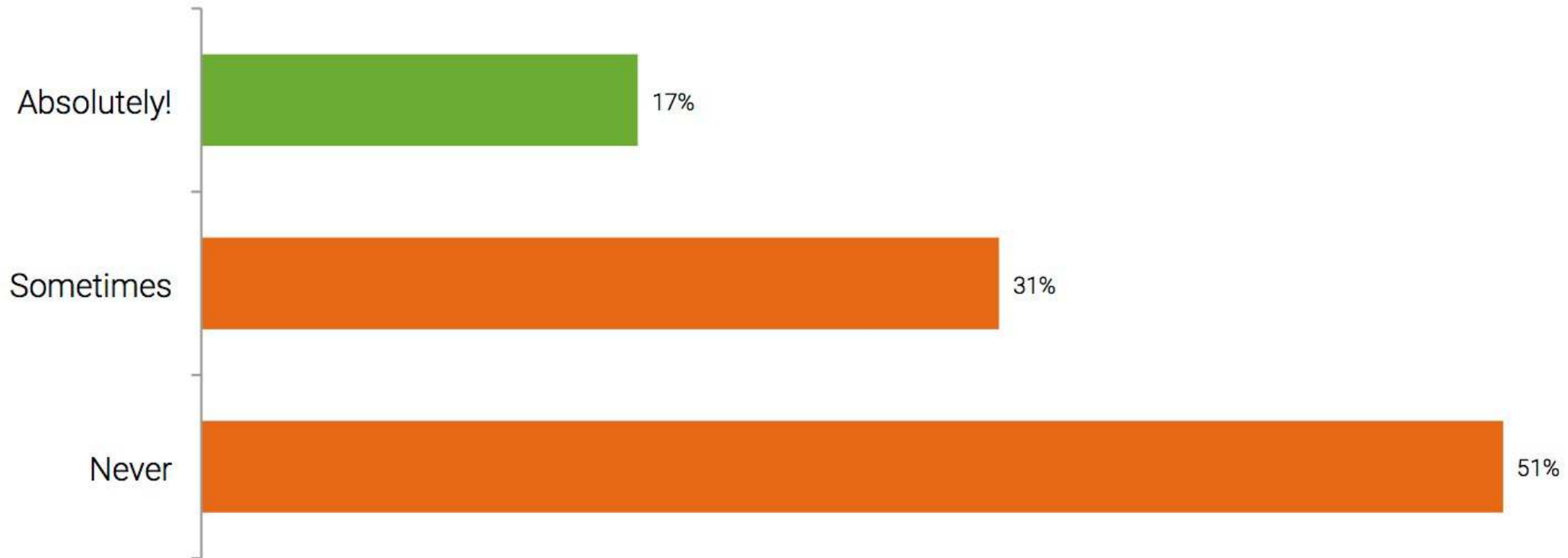
Send content updates to your email list

Content promotion for "awesome content" blog post				
Activity	Time Spent (hours)	Traffic as a result	Traffic per hour	Percentage of results
Email outreach	5	1500	300	20.45454545
Emailing subscribers	0.5	500	1000	68.18181818
Social media promotion	3	300	100	6.818181818
Forum posting	3	200	66.66666667	4.545454545
		Total	1466.666667	

Repurpose your content

Do SMB marketers repurpose content from one format to another?

Scoop.it!



Just a few of the things a blog post could be made into

- An infographic or just a simple graphic
- A SlideShare deck
- A video
- A quiz
- A couple dozen social media updates
- Content for your email newsletter
- A segment on a podcast
- The basis of an interview (perhaps on someone else's podcast)
- Quora or other forum answers

What does repurposing do?

- Makes your content accessible to people who prefer different formats (like watching a video as opposed to reading a post).
- Gets your content out on a bunch of different platforms, and thus different audiences.
- Basically clones your content. You end up with 5-7 different versions of the content, but they cost dramatically less to produce than the original content did. Thus, you get more content for less money – and time.



Republish

What if took some of our old content and republished it with updates, in an expanded version? ...Maybe after we've spiffed up its SEO and added a better targeted content upgrade or some other lead gen call to action?



Well, HubSpot did exactly that

- Called the tactic “historical optimization”
- Basically a content audit
- At least a couple of days’ worth of work, but big returns

CoSchedule blog: “How To Improve Your Content With A Content Audit Template”



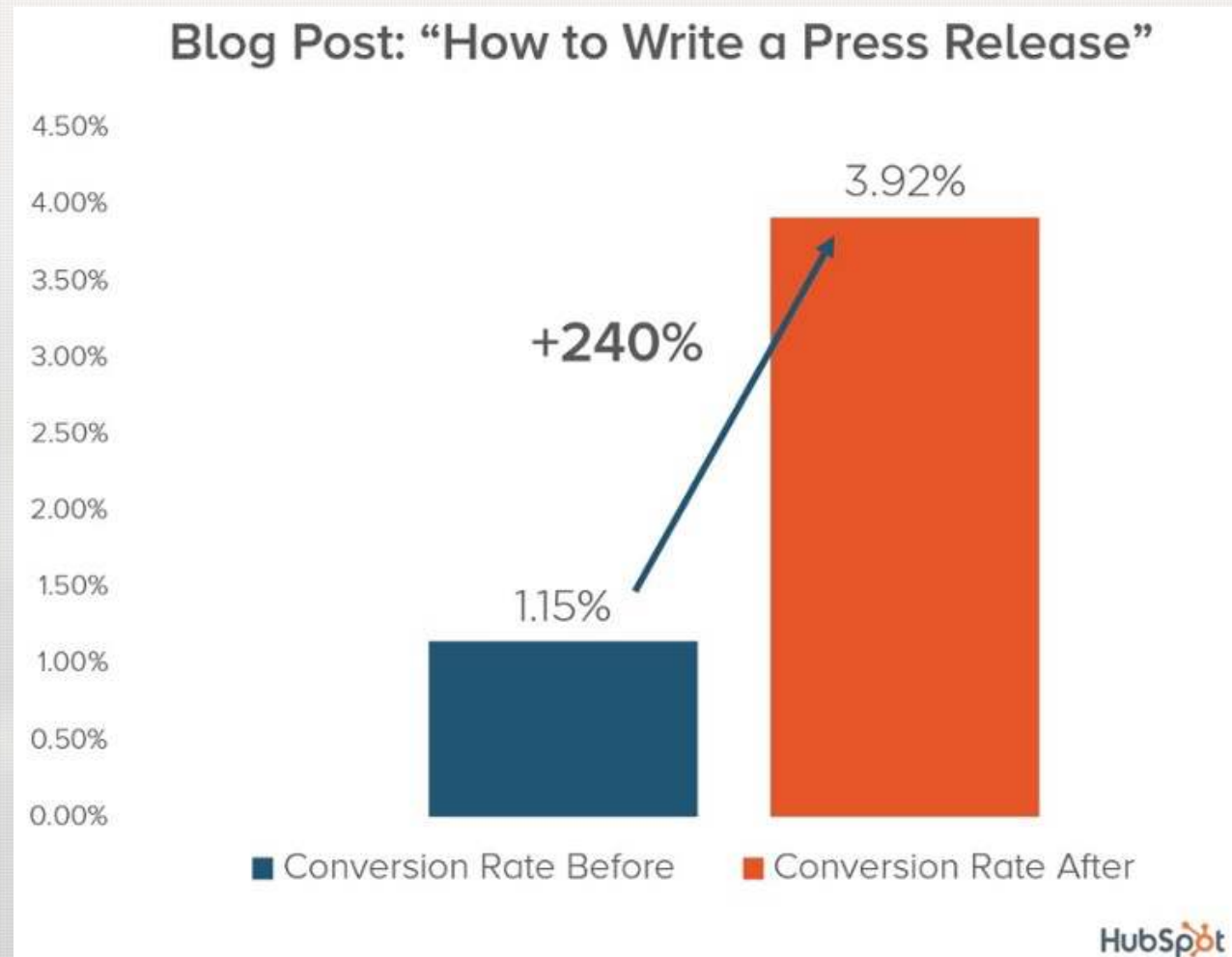
**Guess how much historical optimization
increased HubSpot's leads by....**

40%?

100?...



240%!



The Wrap up

Cool it on the content creation. Get more mileage out of your content by

- Budgeting and allocating resources to promote your content
- Repurpose everything you publish (at least twice)
- Do a content audit or historical optimization to republish older content (over a year) and optimize it before you republish



The Challenge: January Content Fast

Publish no original content in January. Spend the entire month:

- Doing an audit and republishing your greatest hits
- Publishing reformatted content that's done well
- Set up automatic re-sharing all your old content



See the follow-up post on PamNeely.com





scribble
LIVE

**Using Technology for
Advanced Content Planning in 2017**

A	B	C	D	E	F
	Important Dates	Blog Post	Content Type/Event #1	Content Type/Event #2	
Week of May 21					
Monday, May 21, 2012					
Tuesday, May 22, 2012					
Wednesday, May 23, 2012					
Thursday, May 24, 2012					
Friday, May 25, 2012					
Week of May 28					
Monday, May 28, 2012					
Tuesday, May 29, 2012					
Wednesday, May 30, 2012					
Thursday, May 31, 2012					
Friday, June 1, 2012					
Week of June 4					
Monday, June 4, 2012					
Tuesday, June 5, 2012					
Wednesday, June 6, 2012					
Thursday, June 7, 2012					
Friday, June 8, 2012					
Week of June 11					
Monday, June 11, 2012					
► Overview	Blog Posts - Scheduled	Blog posts - Ideas	Existing Content for CTA	+	

PLAN

Search...

DASHBOARD

STRATEGY

CONTENT STRATEGY

TOPIC AREAS

CONTENT TYPES

PERSONAS

TEAM

LANGUAGES

OUR STORY

CHECKLISTS

IDEAS

STORYLINE

PRODUCE

CALENDAR

TASKS (1)

ANALYTICS

content?

What is your style?

Which channels do we use?

How will you promote your content?

Other important factors

Strategy: Easy

Business goals ("Growth")4

Growth goals are long-term goals for growing your company. You'll be able to select which strategic goals you want to pursue for each persona, as well as associate individual pieces of content with personas for tracking and attribution. Please note: it is extremely important to have a goal when creating content. Choose your goals carefully and be precise, otherwise your content will lack focus and your audience will notice.

Notes: Here you can write down notes for this parameter.

Suggestions

Customer satisfactionInfluenceTest DrivesBoost Sales

Create option

Tone2

Notes: Here you can write down notes for this parameter.

Personal (Informal)Businesslike (Formal)

Create option

Customer Journey4

Notes: Here you can write down notes for this parameter.

1. Awareness2. Consideration3. Decision Making4. Loyalty

Create option

Search...

DASHBOARD

STRATEGY

IDEAS

STORYLINE

PRODUCE

CALENDAR

TASKS (1)

ANALYTICS

Editorial

Quick search

Settings

Team

Create topic

Filters

Technology Thought Leadership

Create story

How Honda is Tackling AI (5 articles/0)

Create article

	Edit	Priority	Content type	Deadline	Status	Thumbnail	Overview	Promotion URL	Updated at
			Influencer Partnership	2016-06-24			ASIMA Influencer Outreach No exposé available.		2016-08-02
			Video	2016-06-22			ASIMA Video Update No exposé available.		2016-08-02
			Blog Article	2016-06-24			How Honda is Tackling AI Here's an article about ASIMA, Honda's robot!		2016-11-24
			Tweet	2016-06-24			How Honda is Tackling AI [tweet] No exposé available.		2016-08-31
			LinkedIn Update				linkedin post No exposé available.		2016-11-08

Search...

DASHBOARD

STRATEGY

IDEAS

STORYLINE

PRODUCE

CALENDAR

TASKS (1)

ANALYTICS

Calendar

< June 2016 >

Week

Month

Year

Range

Today

Sidebar

Print

Mon	Tue	Wed	Thu	Fri
CW24 Jun 13	Jun 14	Jun 15	Jun 16	Jun 17
#MoreThan60 Campaign				
		#MoreThan60 Full Video	#MoreThan60 Post More Than 60 Facebook Push	
CW25 Jun 20	Jun 21	Jun 22	Jun 23	Jun 24
2016 Civic Launch				
	JG Secure Videos of A...	Airbag Recall 2016 ASIMA Video Update	New Civic Product Page	How Honda is Tackling AI ASIMA Influencer Outreach How Honda is Tackling AI [tweet]
CW26 Jun 27	Jun 28	Jun 29	Jun 30	Jul 01
2016 Civic Launch				

Compact

Big

Color type

Color story

Weekends

Filters

Backlog

All elements visible.
Show all

Warnings

Overdue (10)

Elements

Articles (9)

Stories (2)

Tasks (1)

Content type

Blog Article (1)

Video (2)

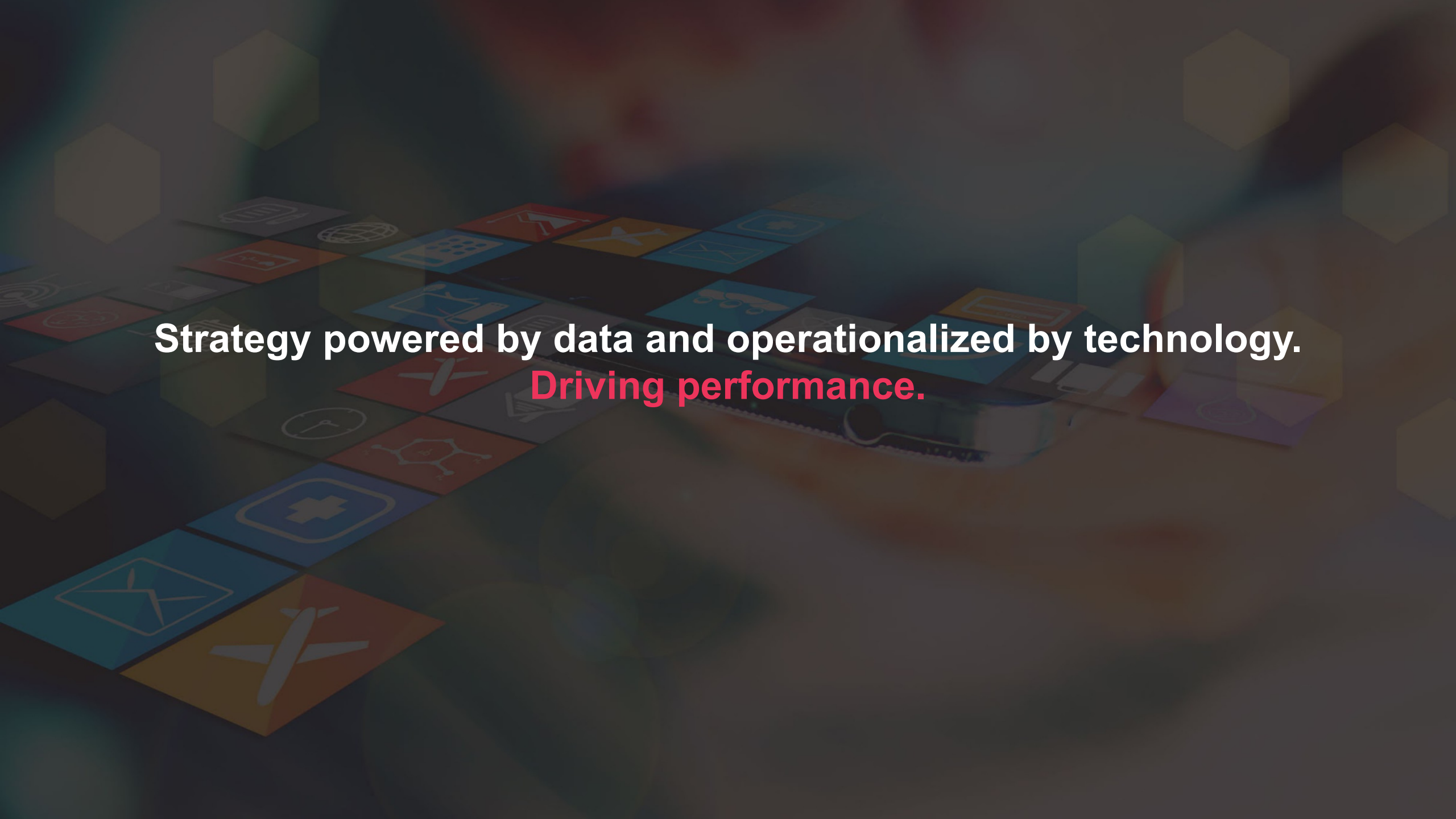
Influencer Partnership (1)

PR Release (1)

Facebook Post (1)

Tweet (2)

Website Text (1)



Strategy powered by data and operationalized by technology.
Driving performance.

Questions?



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& Marketing, ScribbleLive
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Great Content Starts **Here**

Special offer

Free Content Strategy Consultation

tim.peters@scribblelive.com