

Creating a Content Offer

A recipe for building and marketing your content the right way.

Madison, WI HUG

March 2016



AGENDA

- 1 Introduction
- 2 What is Content Marketing
- 3 Planning and Building Your Offer
- 4 Marketing Your Offer



Melissa
Abreu

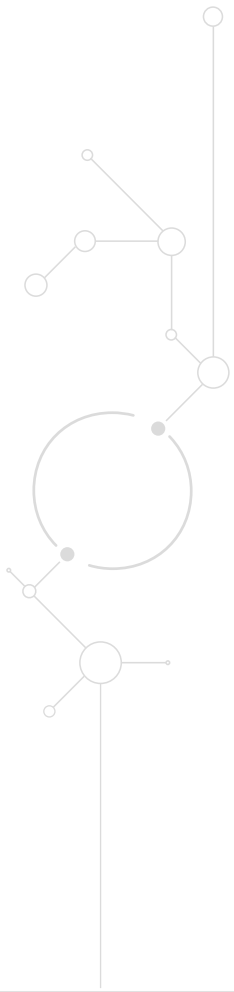
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Sr. Channel Consultant



2

WHAT IS CONTENT MARKETING?



Content Marketing is...

“any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers.”

The Ever-Reliable Wikipedia



Content is the
backbone of
Inbound Marketing.



3

PLANNING AND BUILDING YOUR CONTENT OFFERS



Let's start from the beginning...

Before creating an offer, ask yourself:

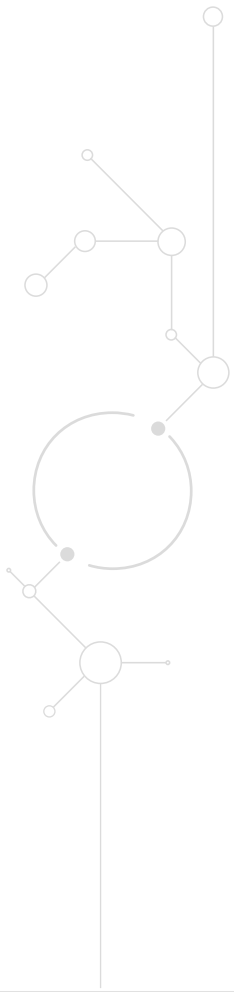
- ✓ Who is your target audience?
- ✓ What are their biggest concerns?
- ✓ Does your offer solve for those concerns?
- ✓ What are your goals?
- ✓ Does your offer align with those goals?





Persona name: _____





10 Tools to get you started.

SEARCH

LAYOUTS

TEXT

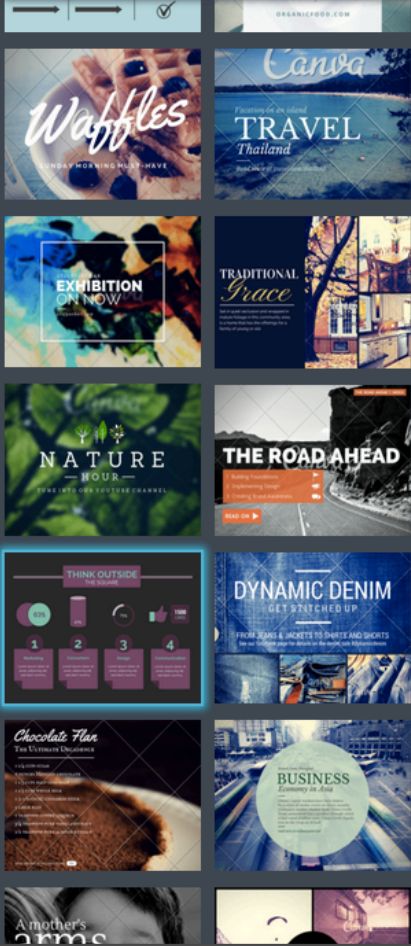
BKGROUND

UPLOADS

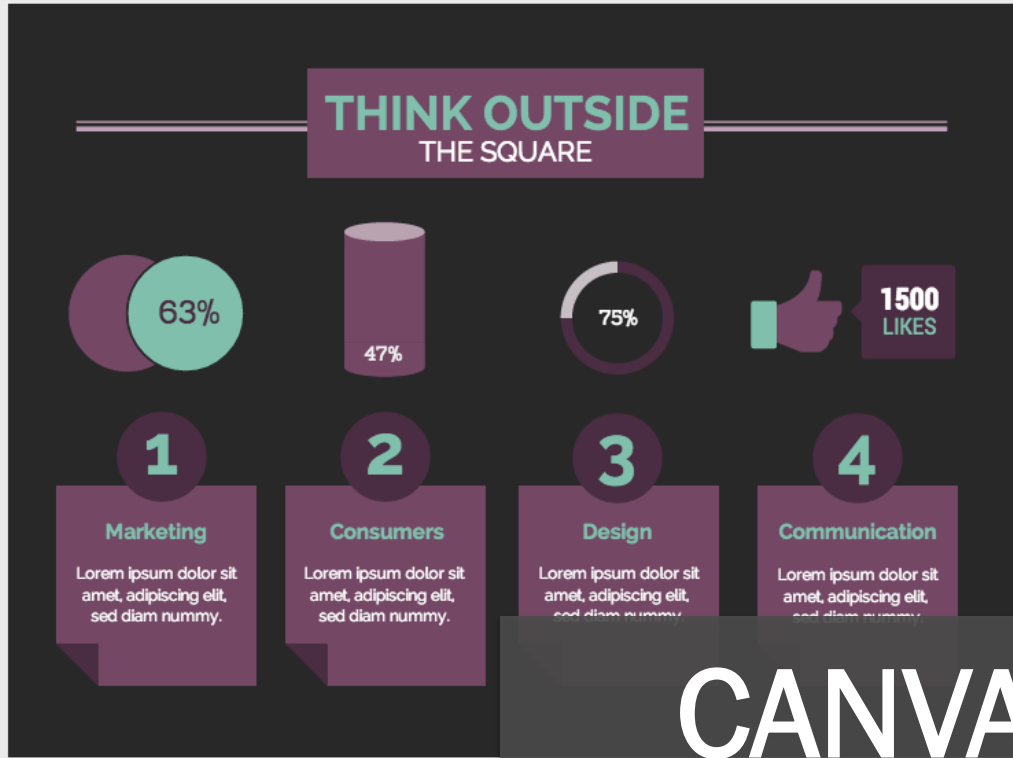
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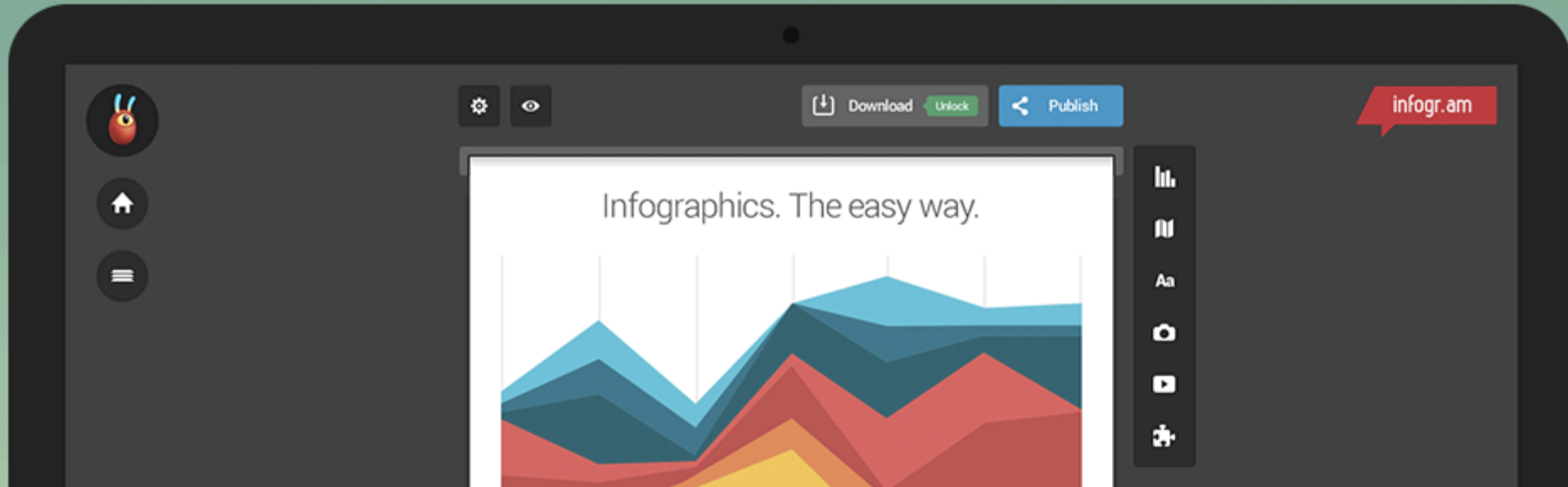
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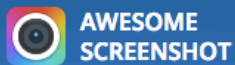
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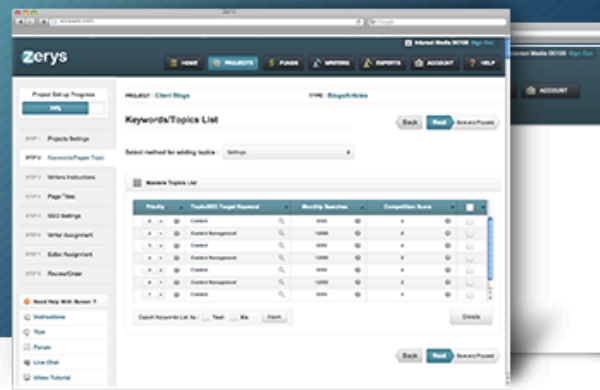
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Pages



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Descriptions



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Release



Video Script



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PLACE IT

Multi Stage, JPG (105)

Interactive Demo, JS (54)

Devices

iPhone (751)

iPhone 6 (624)

Tablet (401)

iPad (341)

Android (277)

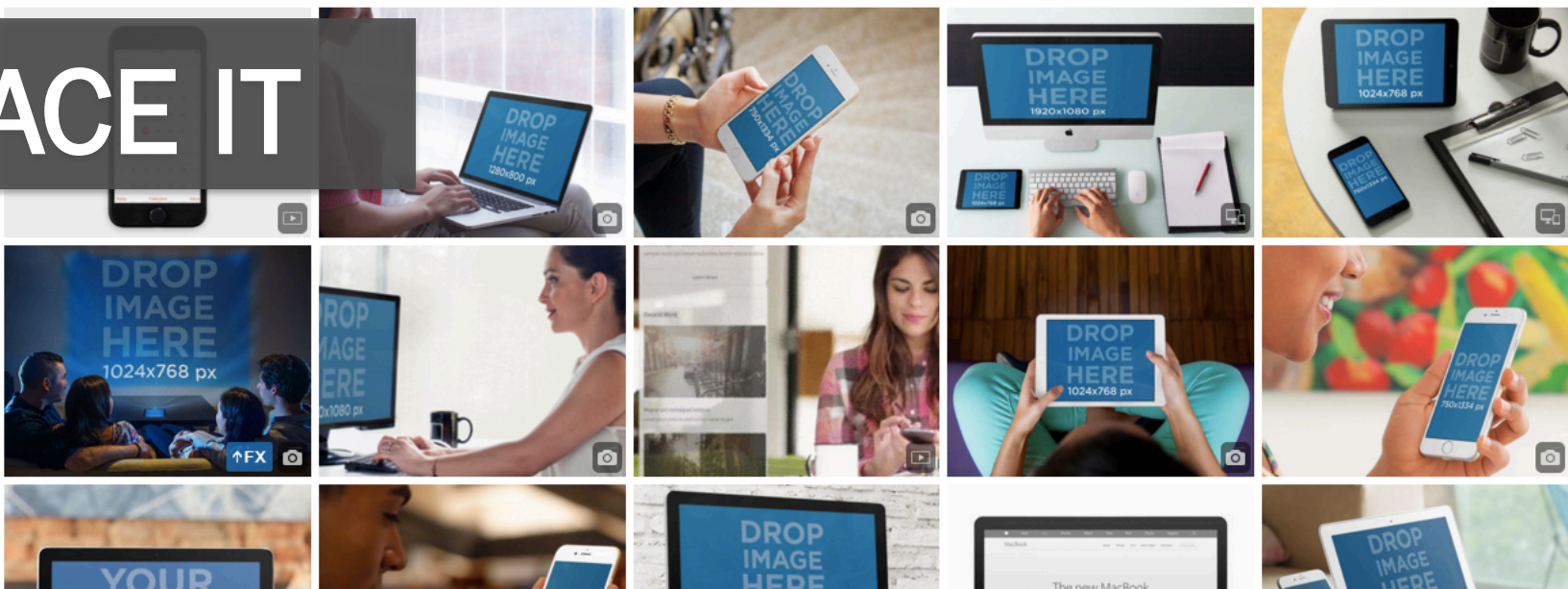
Laptop (202)

Macbook (166)

Desktop (98)

Samsung Galaxy (93)

Google Nexus (60)



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4

MARKETING YOUR OFFER

8 Ingredients for a Full-Fledged Campaign

Target Audience

Social Media Sharing

Goals

Email

Conversion Path

Drip Nurturing

Blog Posts

PPC

Download 5 Free Blog Post Templates

Essential templates that any marketer can use to quickly create blog posts.

Let's face it -- blogging can be daunting. Staring at a blank, white screen can be incredibly debilitating, especially when you're starting a draft from scratch.

To get you past the oh-so-common writer's block, we've put together 5 essential blog post templates every marketer needs. All you need to do is fill in the blank.



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- Please Select -

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1. Compelling Title
2. Related Image
3. Bulleted Take-Aways
4. No Navigation
5. Form

Thank You Page

1. Offer
2. Sharing
3. Navigation
4. Next Steps

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- ✓ Want a simpler way to publish your new posts on your site?
- ✓ Is your blog optimized for mobile devices?
- ✓ Does your blog platform have built-in SEO tools?
- ✓ Are you getting instructive support to improve your posts?
- ✓ Is your blog integrated with social media to make sharing easy?



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Call to Action

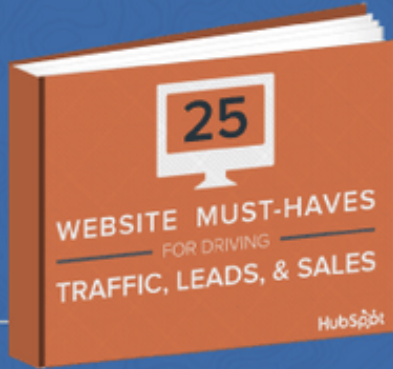
1. Content
2. Action Verbs
3. Expectations



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8 Ingredients for a Full-Fledged Campaign

Target Audience

Social Media Sharing

Goals

Email

Conversion Path

Drip Nurturing

Blog Posts

PPC

How to Write the Perfect LinkedIn Invitation [Template]

by [Lindsay Kolowich](#)

🕒 September 8, 2014 at 2:00 PM

Imagine you're at a networking event. You're milling around and meeting people, cheese

across the room. Oh! It's that the woman who wrote that awesome article in Business Insider! You want to pitch a marketing partnership and say (drum roll please):

"I'd like to pitch a marketing partnership with you."

Sounds ridiculous, right? That would never happen in real life. So why would you invite someone to connect on LinkedIn with an introduction like that?

When you want to connect with someone professionally, especially someone who doesn't really know you, you need to introduce yourself and explain *why* you'd like to connect with them. Were you inspired by their latest article or blog post? Did you want to pitch a co-marketing partnership with them? Are they perfect for a job opening at your office?

Provide context for your offer with a blog post.



Even if you've met the person before, there's a chance they won't remember who you are. Always include a one- or two-sentence tidbit on what you do.

6) Kind Parting Words

It's always nice to include a few kind parting words about their work, job experience, or company.

7) Sign Off

Don't forget a warm sign-off! It's a small detail that can make your invitation feel much more welcoming and personal.

Whether you're recruiting someone, complimenting them on their work, or telling them how much you enjoyed meeting them at yesterday's event, a personalized LinkedIn message with the elements we listed above can go a long way.

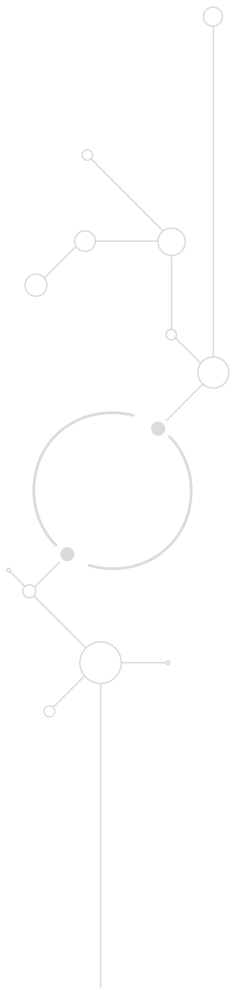
What other tips do you have for creating LinkedIn invitations people will want to accept?

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We've built Context for our Content.

Now we need to share it with
the world.



Laura Fitton @Pistachio · View in HubSpot Sep 9

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[View on blog.hubspot.com](http://blog.hubspot.com)

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To save you time, we've put together a [kit of pre-designed templates](#) so you can quickly create killer content. The Content Creation Kit includes templates for blog posts, ebooks, infographics, press releases and SlideShare presentations.



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[Email this guide](#)

All the best,
Niti



Niti Shah (1-800-541-9313)
Head of Email Marketing

HubSpot The 2014-2015 State of Inbound is finally here! Find important takeaways from our survey of over 3,500 professionals on how inbound has evolved -- and how it's still evolving.



State of Inbound 2014-2015

hubs.ly · The 2014 State of Inbound Marketing Report is a comprehensive overview on how the industry has evolved and how companies around the globe have shifted the way they do marketing.

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Sharing is Caring

- Social Media
- Email
- PPC

8 Ingredients for a Full-Fledged Campaign

Target Audience

Social Media Sharing

Goals

Email

Conversion Path

Drip Nurturing

Blog Posts

PPC

But wait!
There is one more step.

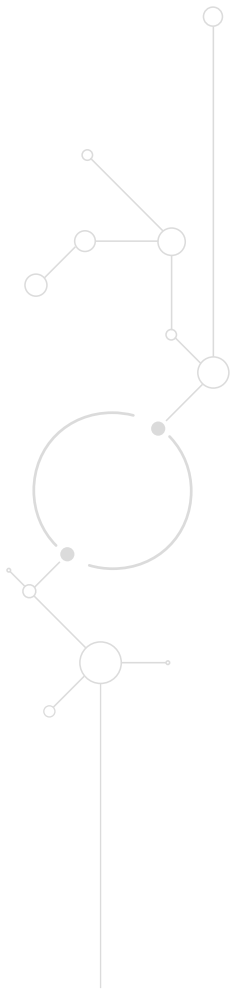




Analyze.

Rinse.

Repeat.



**A well-built
campaign will
continue to work
for you.**

QUESTIONS ?

