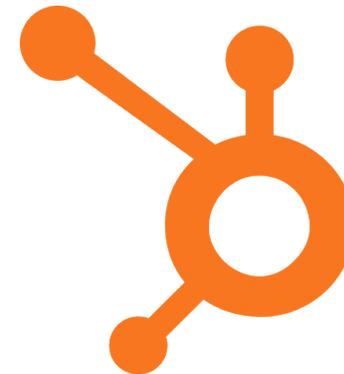


# CONQUER YOUR CONTENT

How To **Create** Seriously Awesome **Content** At Every Stage



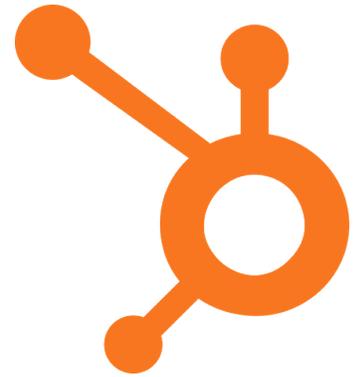


# WHAT IS CONTENT?

- Content is “valuable, relevant and consistent [materials used] to acquire a clearly defined audience” with the purpose of “changing or enhancing consumer behavior”.  
*(based on Content Marketing Institute definition of content marketing)*
- Unless you’ve been living under a rock, you’ve likely heard **content** is the most important thing ever. *(at least as of today...)*
- Everyone from Google to your prospects considers and evaluates content in both overt and subconscious ways that directly translate into your chance of success.
  - As of TODAY, Moz released its 2015 Marketing Survey – 85% of online marketers surveyed were involved in content marketing! <https://moz.com/blog/2015-online-marketing-industry-survey>
- It is the foundation of any inbound marketing strategy and campaign.
- Yet it can also be one of the biggest hurdles marketers and businesses face in executing their inbound marketing campaigns.

**Why?**

BECAUSE STARTING HERE  
ISN'T EASY.



...



# YOUR STARTING POINT

- On average, 65% of the buyer's journey is complete **BEFORE** you have any knowledge of who he or she is.
- Therefore, your starting point is mapping out your buyer persona's journey.
- Content only matters if it matters to your buyer.

## Awareness (Problem Solving)

- Social Media
- Blog Posts
- Guest Posts
- Articles

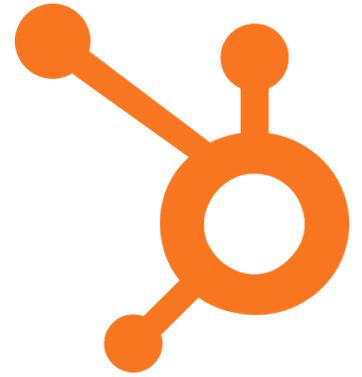
## Consideration

- White Papers / Guides
- Videos
- Infographics
- Quizzes / Calculators

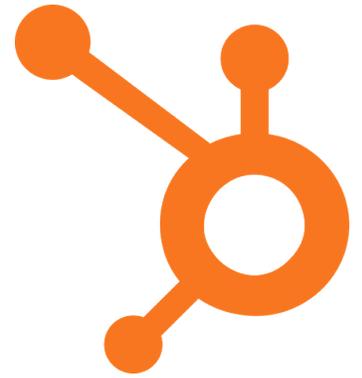
## Decision (Outreach / Purchase)

- Demos
- Case Studies
- Pricing Matrix
- Product Comparisons

# EXAMPLE – EVENT COMPANY



- AwesomeTech Events produces 1 big tech conference a year in New York City. They want to improve both their sponsorship engagement as well as attendee enrollment this year.



# AWARENESS

- What kinds of problems / issues might people be looking for that AwesomeTech could answer with content related to their event or tech conferences?

## **Attendee Issue**

Where can I learn more about industry changes?

I need CPE credits to fulfill my professional licensing this year.

What tech conferences are happening this year?

How can I convince my boss to pay for a conference this year?

## **AwesomeTech Content**

Blog post on the emerging trends discussed in the event's breakout sessions.

Article on tech conferences doing double duty this year.

A highlight listicle of "must attend" 2015 tech conferences

Infographic or blog post on "If your boss' concern is X, then Y"



### **Sponsor Issue**

Where can we find IT decision makers this year?

Where are our competitors showing up?

How can we improve our brand awareness?

How do we sponsor events for IT professionals?

### **AwesomeTech Content**

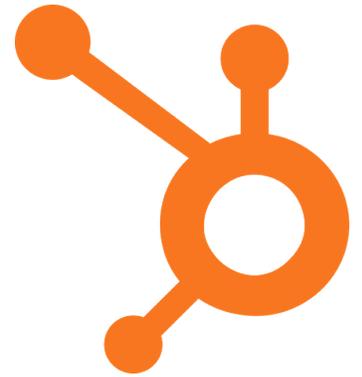
Highlight reel/event recap (video?) with demographics in a blog post

Spotlight of current and previous sponsors with paragraphs/explanations of involvement and purpose.

A white paper on how to leverage events to improve brand awareness

A how-to guide on how to make the most of event sponsorships from creating a great booth to pre- and post-event management

# CONSIDERATION



- Congratulations! After reading your awesome content aimed at helping your prospects address their problems, they're now considering YOUR event! But now what?
- Here your goal is to turn prospects into qualified leads. (i.e., get some contact info!)

## **Attendee Consideration**

Is this event worth my time?

Where is it being held? What is there to do around the area?

Is this the best option for me this year?

## **AwesomeTech Content**

(Agenda, obviously). Download / view XYZ presentation from last year (Email to them)

Attendee guide to making the most out of the conference – events, activities, nearby attractions, etc. (Email to them)

Comparison chart to other events, special offers/prizes/features



## **Sponsor Consideration**

What impact will my presence make?

How can I get the most value from my investment?

Is this the best option for me this year?

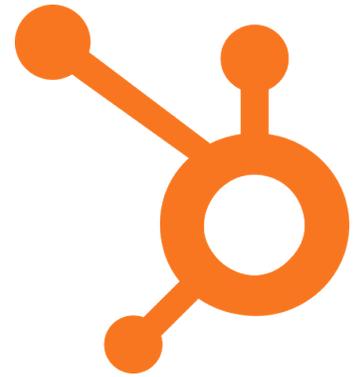
## **AwesomeTech Content**

Video testimonials, Sponsor case studies  
(Email to them)

Matrix: Package opportunities, bundle sponsorships, add-ons (Email to them)

Comparison chart to other events, special offers/prizes/features

# DECISION



- Houston, we have contact! Congratulations – you have qualified leads now! But how do we go about converting them into customers?

## **Attendee Buying Decision**

Are there discounts?

Where do I stay? How do I get around?

What else can I get/do?

## **AwesomeTech Content**

Coupons for sharing, bringing a friend, savings with vendors, etc. (try to make dependent on email address, etc)

Complete visitor package, links to hotels and nearby transportation, downloadable quick fact sheet

Pre-conference workshop information, newsletters and training sessions, sponsored content, mailing lists for future prizes



## **Sponsorship Decision**

When do I have to decide?

How do I manage all the details?

What else can I get/do?

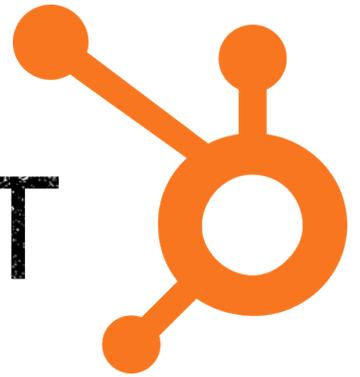
## **AwesomeTech Content**

Early bird pricing information, limited sponsor levels (updated), promotions via sales rep, etc.

Outreach by dedicated support rep, comprehensive checklist/shipping manifesto, (download or email)

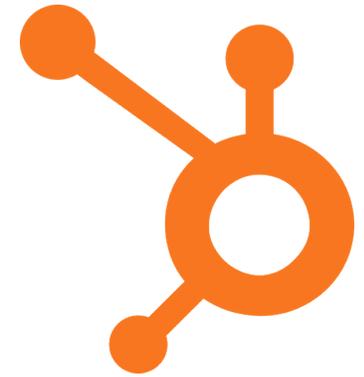
Additional opportunities to sponsor webinars or upgrade (i.e., logo on attendee lanyard, access to attendee list, etc). Post-sponsorship promotion offers, etc.

# GET MORE FROM CONTENT

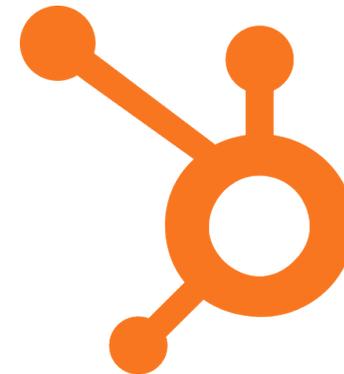


- Layer in Buyer Personas
- Lead Scoring
  - Marketing > Sales Funnel / Hand Off
- Post Interaction Lead Nurturing
  - Does everything have a CTA?
  - List Segmentation
- Current Content Library Analysis
  - Taking inventory of your current assets
  - Where do they align in the buyer journey?
  - Do you have any holes?
- Content Flow on Site
  - Is your content accessible the way it should be for your buyer? Are their needs and questions being addressed front and center?

# CONTENT INVENTORY ANALYSIS

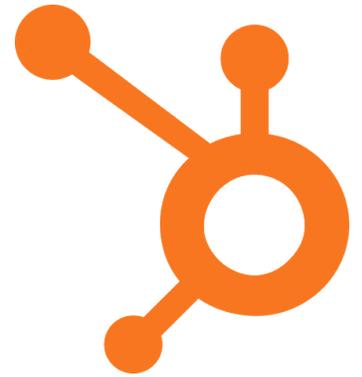


# %	# %	# %
Title A Title B Title C	Title 1 Title 2 Title 3	Offer X Offer Y Offer Z



# VOLUNTEERS?

- Talk about your business
- What questions/concerns might your prospects need answered?
- Potential topics for content-based answers



# THANK YOU

Questions, Comments and Ideas for Future HUG Meeting Topics?

Want to Give An Upcoming Presentation or Write A Blog Post?

Let Me Know!

Andrea Boccard, HUG Leader

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