

The Ultimate Content Marketing **PLAYBOOK**



What is Content Marketing?

*Content marketing is a technique of creating and distributing relevant and valuable content to **attract, acquire, and engage** a clearly defined and understood target audience - with the objective of **driving profitable customer action**.*



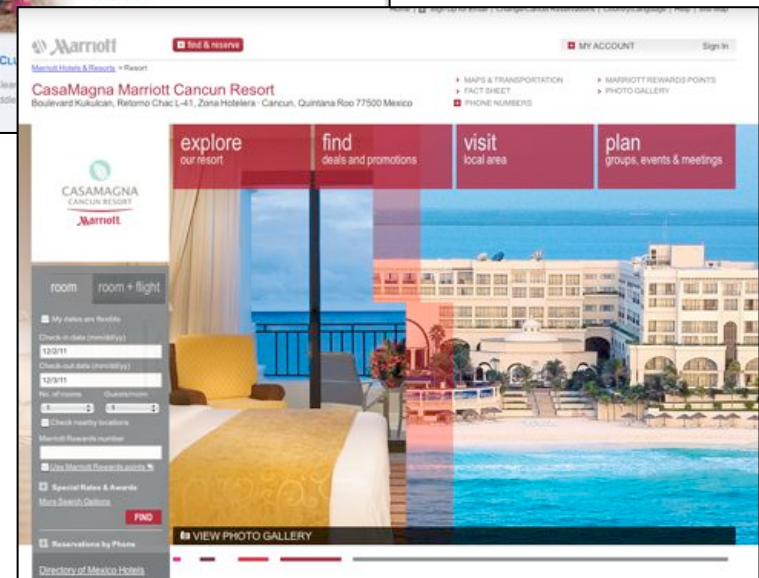
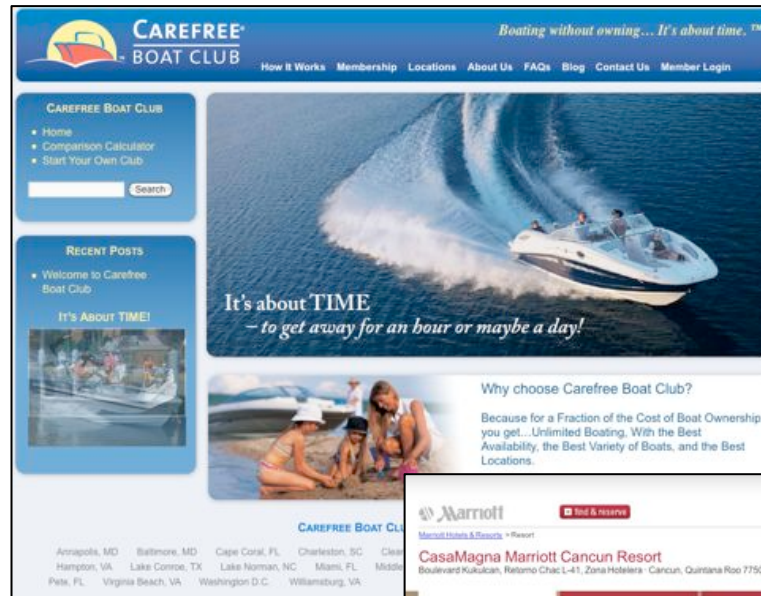
Content Delivers

- Through **great content**, you convert prospects into customers and customers into loyal, lifelong, repeat buyers.
- Utilizing the power of opt-in permission to deliver **content** via e-mail, RSS feeds, social media channels, and other methods, your goal is to become **a valued resource for hundreds and thousands of people** who, in time, will want to buy what you sell.
- You don't want to sell them once and never see them again. You want your **content** to help you make a friend—**a friend who enjoys buying from you—for life.**



What Types of Content?

- Blog posts
- Website pages
- YouTube videos
- E-books
- Case studies
- Podcasts
- Webinars
- E-newsletters
- Digital magazines
- Press releases
- Infographics
- White papers
- Content widgets
- Autoresponders
- E-mails



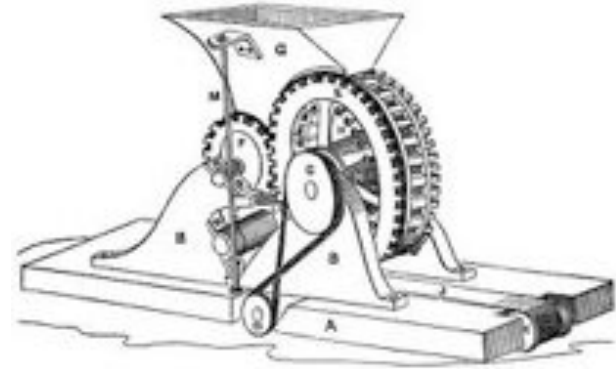
The Content Lifecycle

- Content strategy & planning
- Content creation
- Content marketing/distribution
- Content management/curation



The Content Marketing Machine

- Three Pillars
 - Content, design, and usability
- Considerations
 - What types of content you produce
 - How you put your content in front of your prospects/customers
 - How you are supporting your content
- Three Channels
 - Content that makes up your site and blog
 - Content you use for lead generation (white papers, webinars)
 - Off-site content. (tweets on Twitter, decks on SlideShare, status updates on Facebook, videos on YouTube Channel)



The Seven Prong Approach to Great Content

1. Leverage your client testimonials or positive reviews
2. Use all the great rules of SEO to guarantee top placement in the search engines
3. Support your content building process by enticing prospects with a free trial service or small product sample
4. Guarantee your products and services
5. Monitor the competition
6. Actively pitch the media
7. Build partnerships with others in your industry



Current Trends in Content Marketing

- Social media marketing gets huge
- Mobile marketing becomes the real deal
- Content marketing expands into new venues (smart phones)
- Online retail continues to take market share from other channels
- Integrated marketing comes of age (mobile with TV)
- Location-based services are growing
- Target market segmentation are driving more dollars to content marketing
- Quality content is more important than quantity



Analyzing Your Current Content

1. Take inventory of the content you currently have in place
2. Review the content for quality (writing/production)
3. Review it for search engine optimization
4. Analyze its social marketing potential
5. Rewrite or rework it to correct any mistakes
6. Brainstorm a list of additional content items you may need



The Goal:

Your content should be compelling to readers, visible to search engines, linkable to partners, shareable through social media, and transferable to mobile devices.

Ensure Content Impact



- **Reciprocity.** Provide valuable, exclusive content. Subscribers will “pay you back” at some point in the future.
- **Commitment and consistency.** You’ll get commitment when they opt in. You’ll develop consistency by staying true to your brand message. Then develop time-sensitive offers.
- **Consensus.** People trust opinions of friends and family over the things you are saying. Use reviews, case studies, and testimonials to get them to believe—and buy.
- **Affinity.** If they like your company, they’ll buy from your company. Use recommendations or endorsements from others who like your company.
- **Authority.** As an expert, you are a known authority, so leverage it. Show how others have benefited from your products and services.
- **Scarcity.** People don’t want to miss out. So show them what they could miss if they don’t get in on the offer. Create a sense of urgency to inspire action.

* From: “Influence: The Psychology of Persuasion”, by Robert Cialdini

Website Content Modules

- **Information module**—main body copy
- **Lead-generation module**—e-book, white paper, or free trial offer
- **News module**—scrolling news section on the home page
- **Opinion module**—a preview of your blog on the home page
- **Impulse buy module**—perhaps a graphic banner that advertises your new product
- **Human interaction module**—live help assistance feature



Content “Hooks”

- Provide something important—The Resource Hook
- Tie into what’s relevant—The News Hook
- Go against the grain—The Contrary Hook
- Take the offensive position—The Attack Hook
- Make people laugh—The Humor Hook
- Contests, interviews, How to videos, reviews



Mobile Content – The Revolution is Here

- Gartner estimates that **by 2013 more people will be accessing the Internet via mobile phones than on personal computers**
- Our mobile phones are always with us, they make any message we receive immediately available
- We check our phones often - Makes mobile marketing perfect for last-minute or time-sensitive calls to action
- Mobile nature of delivery increases the odds that the recipient is already “out and about” and available to act now
- Steps to take?
 - Mobile friendly website (Wordpress Touch plugin/Mobify/Others)
 - Mobile ads (SMS Text/video/Google Mobile ads)
 - Mobile & Social integration
 - Mobile apps/QR codes

Mobile Friendly Website Content

- Keep your pages short and compact
- Make navigation easy
- Create content that's "touch friendly"
- Go easy on the images
- Most important information at the top of the screen
- Break up copy into small sections
- Keep sentences brief
- Use short words (fewer syllables)
- Don't force users to scroll too much



Content: Ensure Wide Distribution

1. Post it on your website with no strings attached. It's free and you require no personal information from prospects
2. Blog about it
3. E-mail your in-house database
4. Post it on your social media profiles
5. Publish a press release (pitch it to the media too)
6. Create an ad campaign using banner and text ads
7. Reach out to popular and respected bloggers in your industry and get them to blog about it
8. Mention it in your next monthly newsletter
9. Use it as a basis for a webinar or podcast episode
10. Produce a video about it



Eight Steps to Great Content

1. You learn who your customer is and where the pain points are.
2. You develop consistent, relevant content in multiple channels.
3. You let go of all control, and let your ideas spread.
4. People share your ideas and link to your content.
5. People find your content through social media and search engines.
6. Prospects and customers start relying on your expertise—the relationship begins.
7. You become the trusted solutions provider in your industry.
8. Your customers tell others about you.

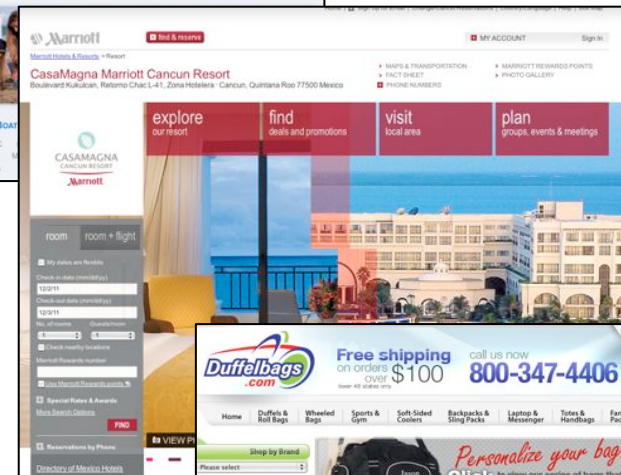
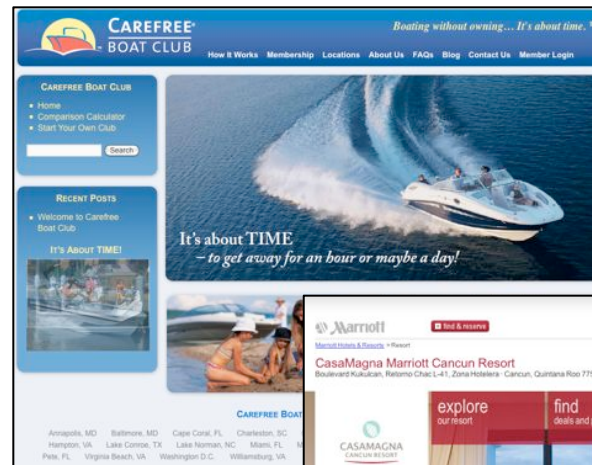


CONTENT IDEAS

Website Copy

Best Practices

- Your website is the foundation of your online presence, make it the very best content possible
- Always be thinking about appealing to both site visitors AND search engines, you need to do both
- Update your site content at minimum once a month, preferably weekly
- Include a compelling free offer, social profile links, video, latest news and calls to action



Articles

Best Practices

- Develop articles that connect with readers and are optimized for the search engines.
- Add real value with new information based on research and trends, no Fluff!
- Can be reworked, curated and leveraged for other content: blog posts, e-books and more.
- Ensure your articles have “link juice” and can be shared in the social web.

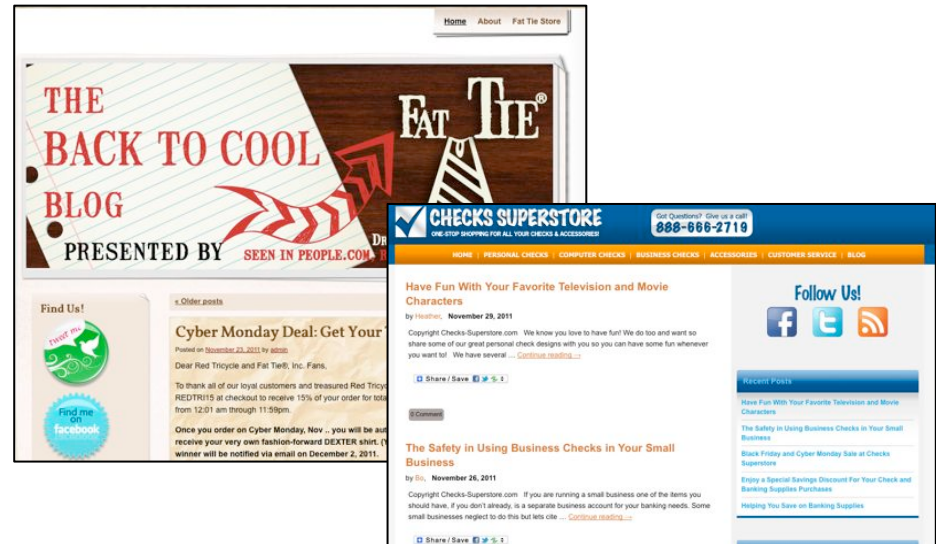
The collage consists of three overlapping screenshots:

- Top Screenshot:** A webpage for 'webrageous studios' featuring an article titled 'How to Stop Click Fraud' dated November 22nd, 2011. The article discusses the impact of click fraud on ad returns and provides reasons why it happens. A contact form is visible on the left side of the page.
- Middle Screenshot:** A webpage for 'accelerance' (FEARLESS IT OUTSOURCING) featuring an article titled 'Download the 2012 IT Planning Guide For Application Development'. The page includes a navigation bar with 'Find By' filters for Technology, Location, Industry, Company, and Success Stories.
- Bottom Screenshot:** A webpage for 'ATRIIS' featuring an article titled 'Meeting Travel and Expense Challenges'. The article's sub-headline is 'Business owners are faced with special challenges and demands with travel and expense'. The text discusses the complexity of travel and expense management and offers solutions.

Blog Posts

Best Practices

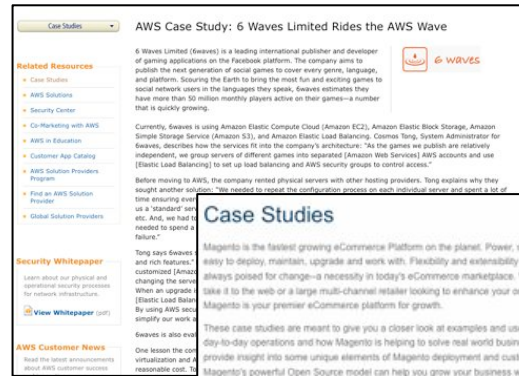
- Develop an editorial calendar based on what your audience wants to know. Include interviews, opinion pieces, reviews and more.
- Include compelling images or a unique graphic to truly engage readers – copy shouldn't stand alone.
- Be sure your posts are tagged and optimized – don't forget the URL and title tag.
- Commenting and participating on other blogs in your industry can only help your traffic.



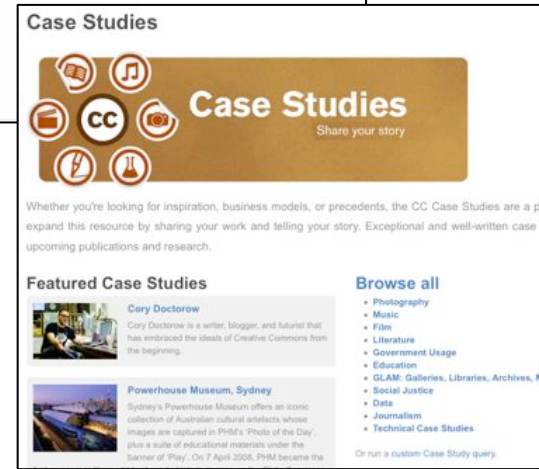
Case Studies

Best Practices

- Develop case studies that speak to your target audiences, aligning to the verticals you reach.
- Be sure to include the ROI piece and a quote from your client.
- Your prospects need to see their own challenges in the case study narrative.
- 30% of your previous clients will agree to a case study – asking them to participate is the first step.



Smiley Cookie
 Topics: customized product configurations; back-end integration with the warehouse management system; targeted marketing tools
 The Smiley Cookie site supports cookie gift baskets and the ability to order custom cookie configurations. They chose Magento Enterprise because it's flexible, easy-to-use and based on a platform that would support plans for online growth.



eBooks

Best Practices

- A substantive eBook with solid information and advice will positively impact your sales prospect funnel.
- Ensure your eBooks are not behind a firewall so you can optimize them for the search engines.
- Include links in your eBooks to improve the content and SEO.
- Don't sell your products or services – but do include your brand messaging.



On Hold Messaging



*Why It's a Necessary Part of Your
Marketing Strategy*



eNewsletters

Best Practices

- This is a perfect opportunity to show your commitment to **content marketing** – share value added information that helps your prospects and customers.
- Commit yourself to a consistent publishing schedule, whether weekly, bi-weekly or monthly.
- Analysis is everything - Track views and interaction and make changes where needed.
- Do not sell your services! Interested companies will contact you based on the value you are providing.



Meeting Travel and Expense Challenges



Business owners are faced with special challenges and demands with travel and expense

The challenge of complexity, interdependence and in some cases, outdated ways of doing things, leave businesses confused

Businesses everywhere need to find the areas of inefficiency in their operation and take the time to analyze the current environment and to try to find better ways of doing what they have always done

So, despite challenges how can businesses grow their business?

Technology combined with superior customer service provides the answer. An end-to-end solution across all travel management needs from planning to reporting delivers results

Lets take a look at what measurements can be taken to manage, track and control expenses related to **business travel**

Companies can issue travelers with business credit cards which provides some expense tracking advantages or companies can also draw up corporate contracts to receive discounts and then of course contracting the services of a travel management company is known to streamline travel costs

The cost saving tactic that can be most useful is travel spend software which provides end-to-end solutions. End-to-end from planning to reporting.

To find out more about such a solution and the various modules Travel Manager, Expense Manager & Travel Spend Reporting [contact/ask/call](#) Atrix or alternatively follow our next post.

Microblogging & Social Media

- Create sharable content
- Make sharing and tagging easy
 - Add a blog and use the plug-in “Share This” to get others to distribute it for you
 - Add your social media icons to the top of every content piece
 - Use the Facebook “Like” button on your content
- Proactively share content
- Encourage the “mashup”
- Be a resource for others, whether or not you benefit directly
- Build relationships with those who help the most
- Participate and get involved—genuinely
- Create compelling content
- Develop an SMO strategy and make it an everyday activity

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font with a white outline.The LinkedIn logo, consisting of the word "Linked" in black and "in" in white inside a blue square.The Facebook logo, featuring the word "facebook" in white, lowercase, sans-serif font inside a dark blue rounded rectangle.The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.

Social Research Tools

- [Search.Twitter.com](#)
- [Facebook.com/lexicon](#)
- [ThunderThimble.com](#)
- [TechRigy.com](#)
- [BlogSearch.Google.com](#)
- [BlogPulse.com](#)
- [IceRocket.com](#)
- [Delicious.com](#)



Video Content

Best Practices

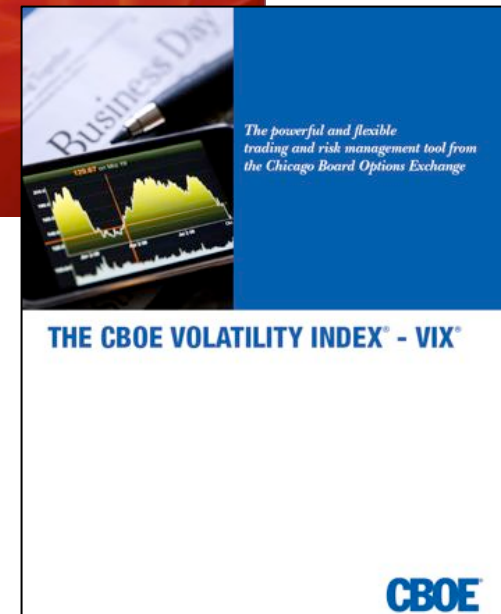
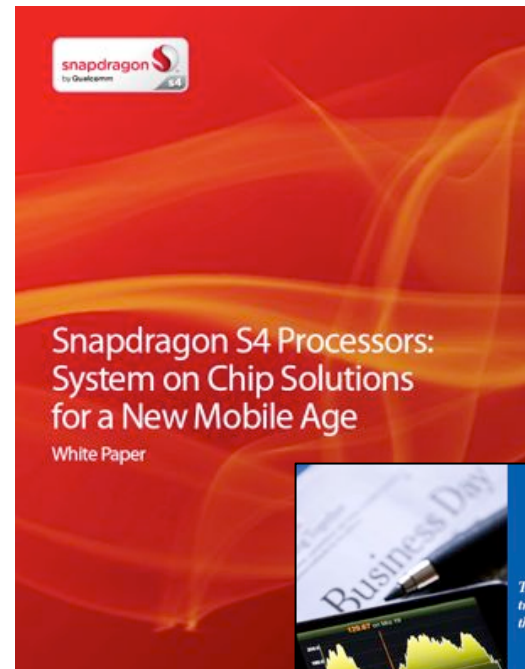
- Nothing coverts better than video, it can tell your the story with higher impact, engagement and ROI.
- Its about telling a story! Find the angle, develop the story and get your viewers truly engaged.
- Expensive editing and production is not needed or expected, think instead, how can I authentically connect?
- Like any other type of content, don't sell your products and services, inspire connection.



White Papers

Best Practices

- Use as an opportunity to establish or further your industry expertise.
- Don't think *formal* “essay”, think *engaging* “story”, backed by research and facts.
- Include graphs, charts and/or interactive elements.
- Keep in mind the repurposing aspect of content - perhaps turn a series of white papers into a book.



Email Auto-Responders

Best Practices

- Your best opportunity to “stay in front of” of your prospects and customers on an ongoing basis
- Don't overtly sell. Add value and provide advice that will motivate them to respond
- Use as a way to further build the relationship
- Send out on a schedule, but don't make it once a day for a week, think once a week for 2 months

Auto-responders: ATRIIS

1. Welcome to Atris - Thanks for Joining Newsletter/Overview of Products/Services

Dear Prospect,

Welcome to the Atris newsletter! We look forward to sharing strategies, tips, recommendations and other value added information with you from the world of corporate travel and travel procurement in the coming months.

As a long time provider of these services to companies all over the world, we feel that we have a quite a bit of knowledge that we can pass along to you as you seek to bring efficiency to the travel program at your company.

One thing we all know: **Travel is expensive!** With the globe trotting long distance flights, the multiple night hotel stays and the costly per diems, it's still a huge hit to the bottom line. So the question becomes, how do we get our arms around this and start re-gaining control?

That's where Atris can help.

The fact is that **travel is one of the largest cost centers** for most companies. But even with best-in-class companies, savings opportunities are below 60%. Whether due to lack of oversight or inefficiency, there are clearly opportunities to save money. Centralized management of travel policy can bring about significant adoption.

Travel Management Challenges

- Procurement of travel related products is not travel procurement
- Booking tool products are first generation and not effective in cutting down costs
- The market is looking for generation two procurement

And what are the **most common problems** out there? The number one is that many times, travel is approved and has no intent to save the company money.

Auto-responders: NEW JERSEY AUTO AUCTION

1 – Trade Ins

Hi Bob,

Do you have a car or truck to trade in? If so, you've come to the right place.

The New Jersey State Auto Auction accepts all kinds of trade ins and offers top dollar for your used car or truck. Been to the dealer and couldn't believe the price they offered you? You're not alone. The worst thing you can do is trade your car in at the dealer.

And forget about the hassle of trying to sell your vehicle on your own. You'll spend all of your time dealing with "lookie loos" and talking to people who want to towball you on price. It can be a total time killer.

Did you know we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City? See them all right here: <http://www.njstateauto.com/preowned/index.cfm>.

So why should you consider trading in your vehicle with us?

- We'll offer you the highest price. **Kelly Blue Book or higher!**
- Hundreds of vehicles to choose from. Leave your clunker with us and ride home in something nicer!
- **No pressure!** Stroll the lot, take a look at the vehicles and talk to an associate when you want to, you are in total control.
- Financing for **trucks**. If you've been turned down before, those days are over.
- **Live auctions** every Saturday at 12:00 noon – see how you can save!
- The nicest people in the car business. :)

If you've had a negative experience in the past with a trade in, we think you'll enjoy our customer service. **See how the New Jersey Auto Auction is different.** We are here, seven days a week, ready to serve you!

Be sure to find out more about our Warranty Plans, Auto Financing and Full Auto Service Department - Need an oil change or auto repair? Call Brian, our dedicated Service Manager, and he'll take care of you. Come down in the next two days, and **get an oil change on your current vehicle for free!**

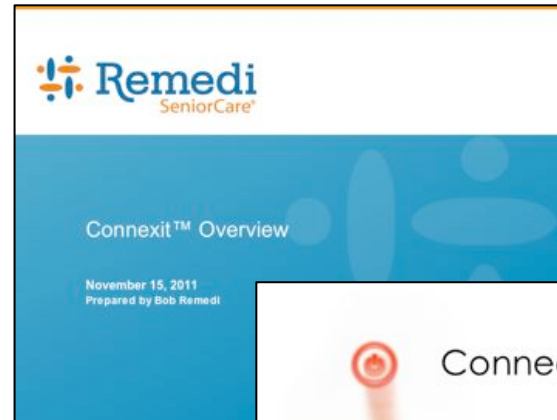
A sales associate will contact you soon to answer any questions you may have. If you would like to talk to us today, feel free to call us at (201) 200-1100.

We look forward to working with you on your trade in!

Slide Decks

Best Practices

- Provide substantive information about your products and services, but be sure to leave them wanting more.
- Make the language in your deck reflect your brand.
- Don't make them too text heavy, include a graphic on every slide.
- Use as an opportunity to provide thought-leadership.
- Distribute on SlideRocket.com, SlideShare.net, SlideService.com, PPTExchange.com, SlideLive.com, AuthorStream.com and more.



Micro Sites

Best Practices

- Build a brand around a key product or service
- Focus on your prospects needs and remove information that gets in the way of this connection.
- Try different variations of headlines, copy and graphics for A/B and multivariate testing for maximize traffic and ROI.
- Think of it like blogging: Make it a conversation and build your community – one prospect at a time.

ENTER OUR CONTEST TO WIN \$500, PHOTO SHOOT, COMPLETE SHIRT LINE

FAT TIE
By Steve Orlin, De Maguire, Mark Tracy, and in-Road Studios

MY ACCOUNT | MY CART | CHECKOUT | LOGIN

DRESS SMART. START EARLY.

SHOP ABOUT WHOLESALE PRESS BLOG CONTEST VIDEO LOOK BOOK CONTACT

BACK to COOL

CALL: 760-393-1171

Home
Frank Sinatra Tribute
Fat TIE Tribute
Show Packages
Videos
Contact Us

The Ultimate Frank Sinatra Tribute Show

The swingin', sultry sounds of Sinatra are back with the ultimate Frank Sinatra Tribute Show starring Nick D'Egilio! Featuring the exact look, feel, singing style and attitude of old Blue Eyes himself, you simply won't believe your eyes and ears. From "Luck Be a Lady" to "The Way You Look Tonight" and everything in between, get ready for the best in flashback entertainment.

Looking to create a little excitement at your next private event, convention or special celebration? Planning a martini lounge theme event or a throw back to old Hollywood? Look no further! Nick D'Egilio and the Dry Martini Orchestra are available for any special event, wedding, anniversary celebration, birthdays, retirement parties, roads and corporate events. This group is a remarkable tribute band showcasing all the Sinatra signatures – the updated entertainment style, the smooth music and don't forget the comedy routines. The Fat TIE is also available for meet and greet and photo opportunities with your guests.

Ready to Book Frank?
Turn your next event into a swinging old lounge with the best Frank Sinatra Tribute... experience show in the country! Nick and the crew will treat you right.

Looking to bring in the Entire Fat Pack?
Have Frank invite Sammy, Dean, Tony and Patsy and make it a night to remember. Grab a cocktail, sit back, relax and enjoy the music.

Contact us today.

Available as is
Tribute to Sinatra, Fat Pack Reunite, meet & greet or Nick D'Egilio & The Dry Martini Orchestra show from one to 25+ people, we have the right style & fit for your next event

© 2012 Fat TIE. All rights reserved. For more information, please contact us. Website by ContentLaunch. Created by TheFatTIE.com

Webinar/Webcast

Best Practices

- Gives you a chance to present value added information to B2B decision makers in an interactive, live environment
- Combine slide deck with live voiceover
- One hour length with 45 minute presentation time and 10-15 minutes for questions
- Make them free to participants
- Over 40% of B2B firms use webinars because **THEY WORK**
- You benefit twice: once during the live event and every time you use the recorded event for a lead generation download

The logo for GoToWebinar, featuring the text "GoToWebinar" in a blue, sans-serif font with a trademark symbol, set against a white background with a subtle drop shadow.

Mobile Application

Best Practices

- Two types: native apps developed for specific devices (iPhone, iPad, Droid, etc) & web apps
- Need to be designed to help your customers *do something*; they need to have a specific purpose and be value added
- Think about how it could be used regularly by your target market (ie. Easily booking a hotel if you are Hotels.com)
- Easy interface that is integrated with the social networks



Podcast

Best Practices

- Like a talk radio program, but shorter duration and distributed through iTunes or RSS
- Find a niche or theme that you can become the authority in
- Focus on providing real value, similar to any other content
- Develop a personality and connection with your audience that will make them come back for more
- Weekly or biweekly schedule
- Build subscriber base consistently
- Like your blog, it's a big commitment that takes a lot of time, but can pay big dividends



Infographic

Best Practices

- Presents information or data visually in a compelling and creative way
- Should focus on taking complex or broad information and making it easier to understand
- Great way to grow traffic on the search engines and sharing through social networks; people love them
- Seek to be original and come up with new ideas or insights
- It's always a joint project between a designer and a content marketing expert, it must look good AND be substantive



SUMMARY

Content Marketing Best Practices

- Source content from everywhere within your company
- Align the “pain points” of your prospects with content “cures”
- Develop content that appeals to different types of decision makers
- Develop content for all three stages in the buying cycle
- Develop great content in all the different formats and channels
- Use social media to build, connect, and grow relationships
- Seek to educate your prospects with compelling content
- Measure your content marketing progress



Best
Practices

Content Marketing Take Aways

Make all of your content:

- **Relevant**—your content needed to be managed throughout its entire *life cycle*
- **Optimized and sharable**—the search engines and social networks are a key channel for your content
- **Leverageable**—the content needs to serve multiple roles and be used to inform other pieces of the content universe
- **Profitable**—the success of the content should be partially measured by its impact on your organization's bottom line



Content Questions



- What types of content do you need for your specific business, target market, and industry?
- How does content influence search engine rankings and sales conversion?
- How do search engines rank content and why?
- How do you develop, distribute, and leverage social media content to connect with your target market and grow market share?
- How do you integrate the unique elements of your web presence: website, landing page, blog, article, e-mail, newsletter, autoresponder, pay-per-click (PPC) ad, and press release copy, as well as online video and audio content?
- How about content development strategies for Twitter, Facebook, LinkedIn, YouTube, and other social networking sites?
- How can I use mobile content in this rapidly developing and promising marketing channel?
- What are the best strategies for automating content creation, distribution, and management?

Your Content Challenges

- The issues facing every company are unique
- The Content Launch team would love to help answer the important content marketing questions you have

Contact us for a **FREE, no obligation content review** *today!*

Contact Information

- (760) 451-8700
- info@contentlaunch.com
- Skype: contentlaunch



CEO Jon Wuebben:

- (909) 437-7015 mobile
- jon@contentlaunch.com
- Twitter: @jonwuebben

