

# How to Effectively Promote Content





# Building a promotional plan





One of the biggest challenges marketers face when creating content is **visibility**.

# Did you know...

Almost half of your customers likely view three to five pieces of content before engaging in your sales process?

SOURCE: HUBSPOT

**TED**

**IDEAS** WORTH **SPREADING**



TED Talks  @TEDTalks · Jun 18

Y'all, it's time to talk about sloths.



**Sloths! The strange life of the world's slowest mammal**

Sloths have been on this planet for more than 40 million years. What's the secret to their success? In a hilarious talk, zoologist Lucy Cooke takes us

[ted.com](https://www.ted.com)



4



28



117



ted  • Follow




ted  Here's a fun fact: Three-toed sloths fart through their mouths. You're welcome for this knowledge. Sloths are typically known for their lazy, sluggish behavior, and let's be honest — sleeping all day doesn't sound half bad. But the truth is, there's so much more to these incredible creatures. They also have a four-chambered stomach, and it takes them up to a month to digest a single leaf! "Sloths have taught me a lot about slowing down," says zoologist Lucy Cooke. "I think that the planet would benefit if we all took a slowly digested leaf out of their book." For more sloth fun facts (plus some adorable footage!), visit [go.ted.com/slothfacts](https://go.ted.com/slothfacts)

Photo courtesy of [@luckycooke](#)



66,600 likes

JUNE 7

Add a comment...

Post



TED

June 1 at 9:31 AM · 🌐



Get your sloth on this weekend.



TED.COM

## Everything you've ever wanted to know about sloths

Sloths have been on this planet for more than 40 million years. What's t...

766

1K Comments 426 Shares



# Questions to ask yourself when creating a promotional plan:

---

# Questions to ask yourself when creating a promotional plan:

---

- What content do I have available to promote?

Use a **content audit and planning sheet** to keep track of all your content creation efforts.

# Questions to ask yourself when creating a promotional plan:

---

- What content do I have available to promote?
- When should I promote this content?

# Pro Tip:

When experimenting with the best times to share content with your audience, optimize for engagement.



Remember, your audience across channels **doesn't** want the same amount of content.

# Questions to ask yourself when creating a promotional plan:

---

- What content do I have available to promote?
- When will I promote this content?
- Which persona can benefit from this content?

# Buyer Persona

A semi-fictional representation of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals



# Questions to ask yourself when creating a promotional plan:

---

- What content do I have available to promote?
- When will I promote this content?
- Which persona can benefit from this content?
- How and where does this persona consume content?

# Questions to ask yourself when creating a promotional plan:

---

- What content do I have available to promote?
- When will I promote this content?
- Which persona can benefit from this content?
- How and where does this persona consume content?
- How can my messaging resonate with this persona?

Why don't I just share **all of**  
**my content** on **all of my**  
**channels?**



**An effective promotional plan will deliver  
unique value to all of your audiences.**

# Pro Tip:

One easy way to improve your content promotion on Facebook is to refrain from sharing the same posts from Instagram.

There are **many tools** out there for managing your content promotion.

Social Blog Editorial | Trello

Secure | https://trello.com/b/y8odMqUm/social-blog-editorial

Boards

Social Blog Editorial ☆ Buffer BC Public 19

Calendar Show Menu

### Content Ideas

We'd love your ideas! Care to tweet us at @buffer? :)

#### How we use this board

Start here: This card explains how we use this board

Buffer Guide to Holiday's Marketing

The Buffer guide to Twitter marketing

10x: How to get Instagram followers

Creating The Perfect Facebook Ad: 50 Examples To Help You Get it Right

The Ideal Facebook Event Photo

Add a card...

### Pipeline (ready to be written)

Start here: Template Trello card for posts in the pipeline

Facebook's Latest Push for Video is Here: 10 Things Marketers Should Know About Facebook Watch

How to Use Facebook for B2B Marketing

How Affordable Influencer Marketing Can Drive Sales

How to Measure ROI for Influencer Marketing

What Facebook Page Posts Drives the Most Engagement and Why, According to Buffer Data/100,000 Facebook Posts

Add a card...

### Content to Relaunch

The Complete Guide to Getting Started with Facebook Ads

Everything You Need to Know About Snapchat Geofilters (And How to Build Your Own)

7 Social Media Engagement Metrics for Tracking Followers and Growing Community

Guides & Courses How to Create the Perfect Facebook Page for Your Business: The Complete A to Z Guide

Twitter Video: The Marketing Advantage No One Is Using... Yet!

Add a card...

### In Progress

Coding for Marketers: XX Tips and Tricks to Help You Master Code

Complete guide to social media analytics

Social Media Will Replace TV

Add a card...

### Editing

How to Schedule and Engage

It's Time to Revisit Your Social Media Strategy: What to Do Instead

Add a card...

Google Calendar - August 2018 x Harvest

https://calendar.google.com/calendar/b/1/r?pli=1

Calendar TODAY < > August 2018 🔍 Month ⚙️

August 2018

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Add a friend's calendar +

My calendars

- My Calendar
- Birthdays
- Reminders

Other calendars

- Forecast - Sterling Cooper ...
- Holidays in New York City

Terms - Privacy

Mon 30	Tue 31	Wed 1 Aug	Thu 2	Fri 3
7 hrs - Watch Redesign (Accutron W				
6				10
3 hrs/day - Leather Shoes (Butler Footw				
13				17
6.5 hrs/day - Re-Wax (Glo-coat Floor Wax				
Aut Et - Milestone for Reboot (Hea				stus Magni Ducimus - Milestor
20	21	22	23	24
2.5 hrs/day - Re-Wax (Glo-coat Floor Wax)				Labore Hic - Milestone for Torch Re
4.5 hrs/day - Watch Redesign (Accutron Watches)		Publish - Milestone for Watch Rede		
		Sint In - Milestone for Resoling (Bu		
27	28	29	30	31
2.5 hrs/day - Re-Wax (Glo-coat Floor Wax)				Rerum Laborum - Milestone for Re-
		Kickoff - Milestone for Ten Pin (Luc	4.5 hrs/day - Ten Pin (Lucky Strike)	

7 hrs - Watch Redesign (Accutron Watches)

Monday, 30 July

Final Push Before Design Review

Last refreshed August 2. Visit Forecast to see your most up-to-date schedule: <https://fc.solitary-cherry-0716.hstage.co/88903?startDate=2018-07-30>

Forecast - Sterling Cooper Advertising Agency - Harry Cra...

+



# [INSERT MONTH + YEAR]

**KEY:**

- Holiday
- Campaign
- Ebook
- Webinar
- Blog Post
- SlideShare
- Product Launch
- Experiment
- Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

# Promoting content organically



# 10 ways you can promote your content organically:

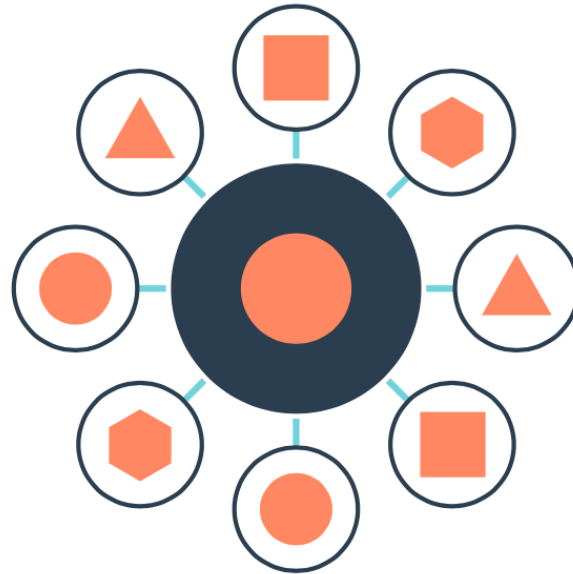
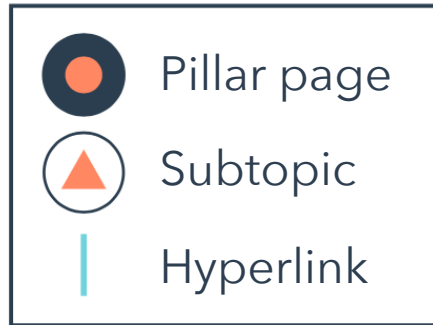
---

1. Search engine optimization



Optimize your content for **specific topics and keywords** that you want to be known for.

# The Topic Cluster Model

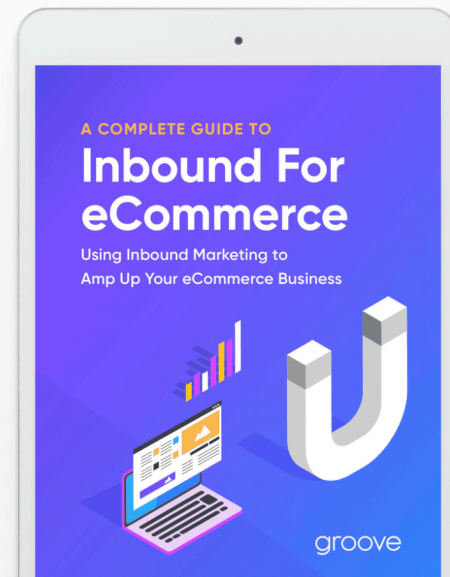


Resources / [Inbound Marketing for eCommerce: The Complete Guide](#)

44 MIN READ

# Inbound Marketing for eCommerce: The Complete Guide

Discover easy ways to ignite your site's performance with this comprehensive guide to eCommerce inbound marketing. [Watch Now >>](#)



Download a PDF of the  
eCommerce Inbound Guide.

First name\*

Last name\*

Email\*





About 24,400,000 results (0.62 seconds)

What Is **Inbound Marketing for eCommerce**? First things first: let's start with a definition. "**Inbound marketing** is a set of **marketing** strategies and techniques focused on using content relevant to current and prospective buyers and pulling those customers and prospects toward a business and its products."



### [Inbound Marketing for eCommerce: The Complete Guide](https://www.groovecommerce.com/resources/inbound-marketing-ecommerce)

<https://www.groovecommerce.com/resources/inbound-marketing-ecommerce>

? About this result

Feedback

### [Inbound Marketing for eCommerce: The Complete Guide](https://www.groovecommerce.com/resources/inbound-marketing-ecommerce)

<https://www.groovecommerce.com/resources/inbound-marketing-ecommerce> ▼

★★★★★ Rating: 4.5 - 8 reviews

What Is **Inbound Marketing for eCommerce**? First things first: let's start with a definition. "**Inbound marketing** is a set of **marketing** strategies and techniques focused on using content relevant to current and prospective buyers and pulling those customers and prospects toward a business and its products."

[Introduction](#) · [Creating a Strategy](#) · [Attracting Visitors](#) · [Converting Traffic](#)



About 2,870,000,000 results (0.70 seconds)

## How to Create a Content Marketing Strategy

1. Define your goal. What's your aim for developing a **content marketing** plan? ...
2. Conduct persona research. ...
3. Run a **content** audit. ...
4. Choose a **content** management system. ...
5. Brainstorm **content** ideas. ...
6. Determine which types of **content** you want to create.

Sep 4, 2018

### How to Develop a Content Strategy: A Start-to-Finish Guide

<https://blog.hubspot.com/marketing/content-marketing-plan>

#### Content Marketing is the New Black

By Chris Eked and Claire Schain

"Content marketing has become central to digital marketing strategy. Its objective is simple: create genuinely useful or entertaining content for many specific niches of your target audience not to overtly promote your business, but to build rapport and brand equity and give it away for free."

— Scott Brinker, Conversion Science, Search Engine Land

Create good content. Become a thought leader. Engage your customers. Sounds simple enough: just start blogging and tweeting and you'll be widely quoted, shared on social networks, and respected in your industry in no time. Brand recognition will jump and undetected leads will start flowing.

The objective is simple. The execution isn't.

**Creating content is expensive.** Distributing it is tricky. Unless you've already established yourself as a trusted, authoritative source, you may not have the name recognition to overcome the clutter of the bloggers and social networks.

neilpatel.com



# Inbound Links

Links that direct visitors from another website to yours



**Backlink opportunities** include content from websites and blogs relevant to your industry.



ahrefs



**SimilarWeb**

# Example email template

Hi [first name],

My name's [your name] and I work for [company name]. We specialize in [focus of business].

I'm reaching out because I was reading your article on [topic] and loved it. I thought it was the perfect explanation of [topic].

I think I have a way to help your readers of this article even more. We just released a new [content type] on [content topic], [name of content]. [List two to three benefits or takeaways of the content].

Would you be willing to link to this content in your article? Again, we ask because we think it would be incredibly helpful and relevant to your readers, and if you're willing to share it, we'd be very grateful! Here's the link: [Insert Link].

Let me know either way. Great job on the article!

Best,  
[Your Name]

# 10 ways you can promote your content organically:

---

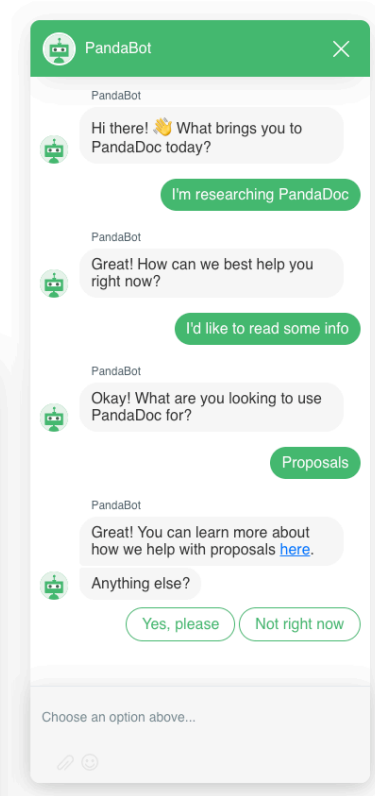
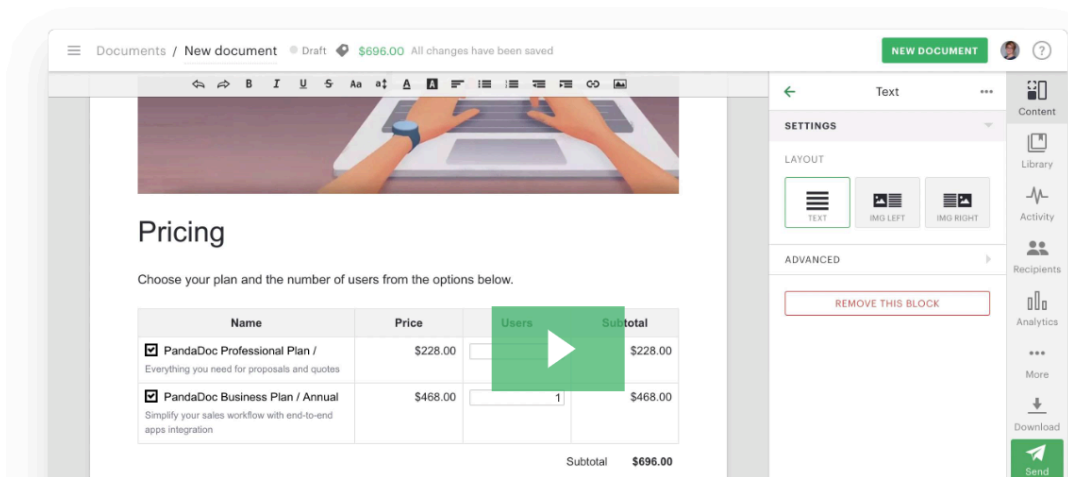
1. Search engine optimization
2. Bots and messaging apps

# Sales documents that close

Empower your sales team to create, send, track, and eSign beautiful proposals, quotes, and contracts

Try it free Request a demo

No credit card required



16:42



WSJ

The Wall Street Journal

Typically replies instantly

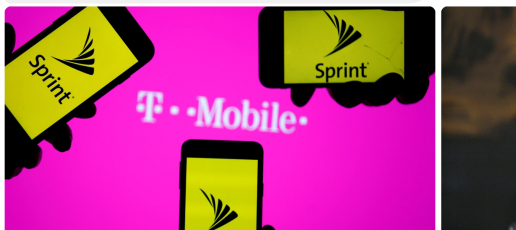


16:38

Get Started

Hello! Welcome to WSJ Messenger.  
We're here to send you breaking news  
and live markets data from our  
award-winning newsroom.

Let's get started.



States to File Suit in Bid to Block Merger  
of Sprint and T-Mobile

Wells I  
Two To

SHARE

READ MORE...

Send a message...

Today's Top News

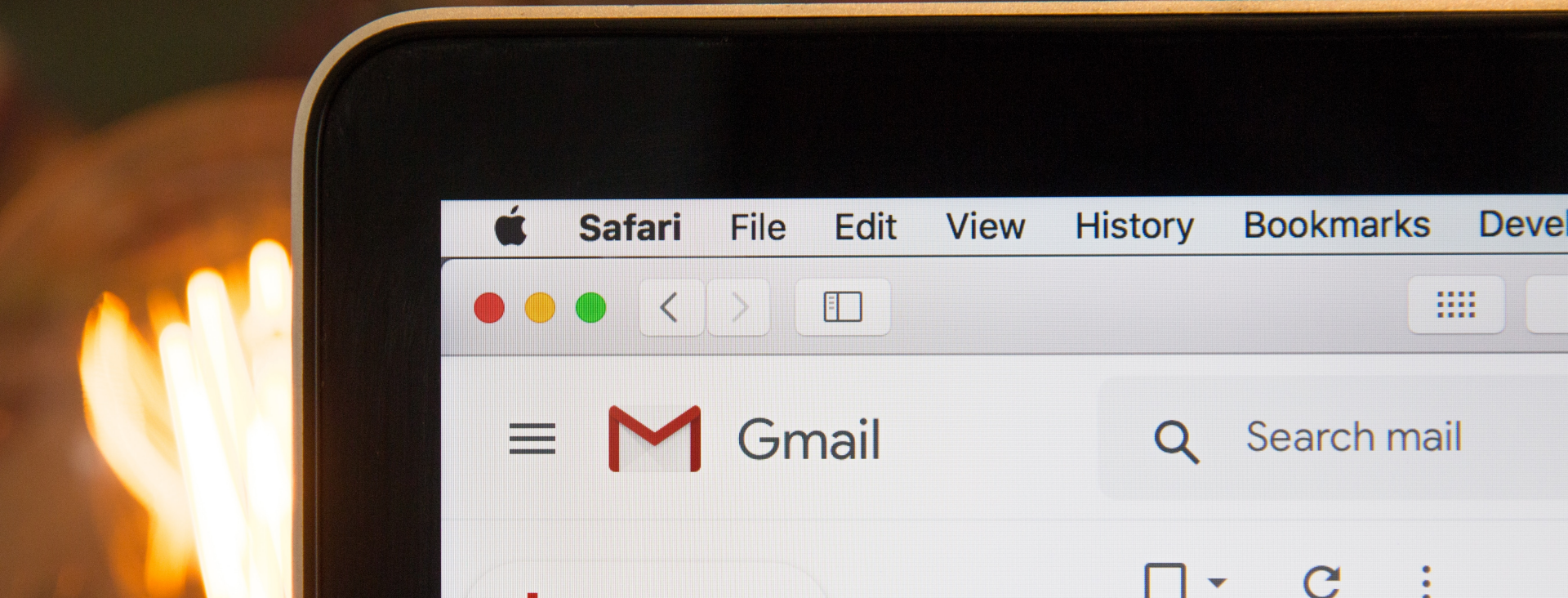


# 10 ways you can promote your content organically:

---

1. Search engine optimization
2. Bots and messaging apps
3. Email





You don't want to **saturate** your email database.  
If you do, your emails won't perform well.



New Message



To:

Subject:

**Chelsey Davidson**

Director of Marketing

123.456.7899

**Klowd**

Home Automation Made Easy

[www.klowd.io](http://www.klowd.io) | [in](#) [f](#) [t](#) [v](#)

UPCOMING WEBINAR:

**Home Automation 101**

*and what it means for your family*

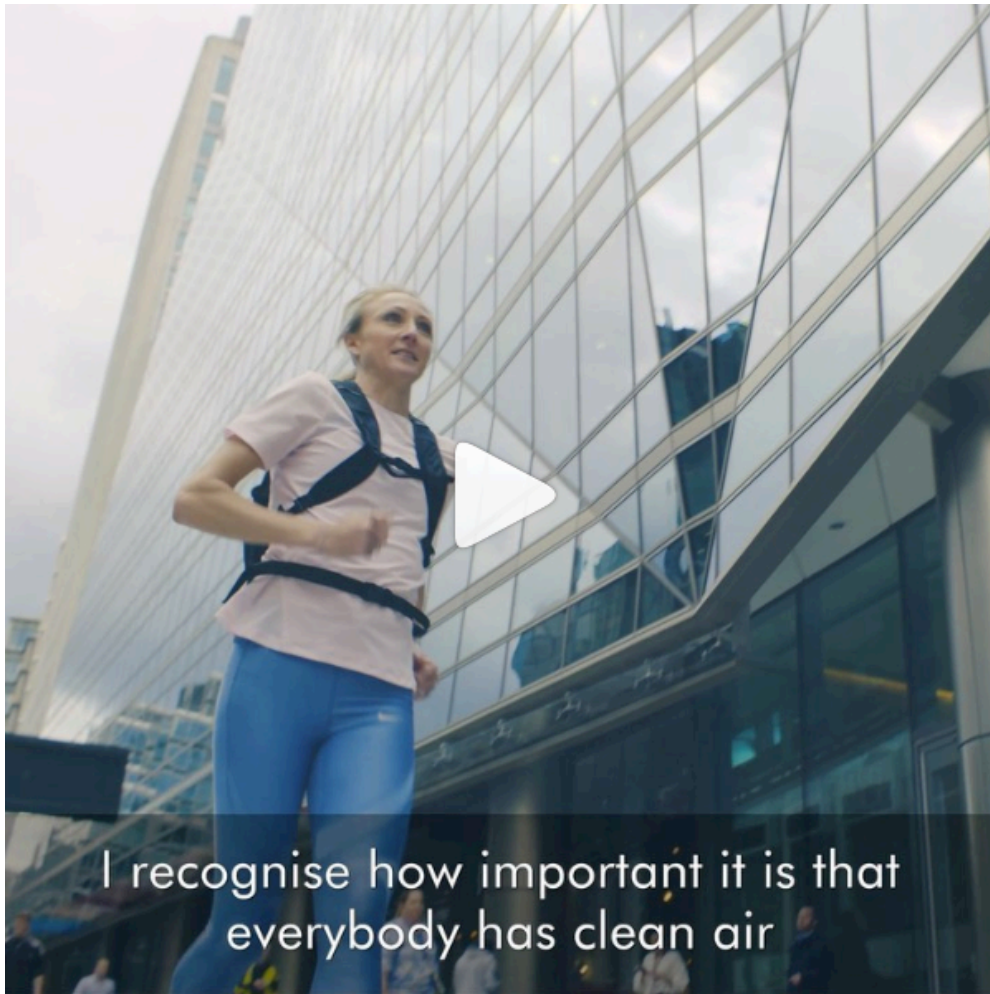
 Klowd

REGISTER NOW

# 10 ways you can promote your content organically:


---

1. Search engine optimization
2. Bots and messaging apps
3. Email
4. Social media



dyson  • [Follow](#)



dyson  For Clean Air Day, Paula Radcliffe partnered with Dyson to investigate the levels of pollution she's exposed to each day. Watch her tour London with Dyson's latest technology that monitors pollution in real-time. [#DysonHome](#) [#CleanAirDay](#)

1w



morgane.walther Hello Dyson, 

I bought a fan Sunday. Do you think I will receive it on Wednesday (48 hours later) as planned? I'm 7 months pregnant and I confess that I am afraid of the Paris heat wave.

Thank you very much for doing the



16,611 views

JUNE 20

Add a comment...

[Post](#)

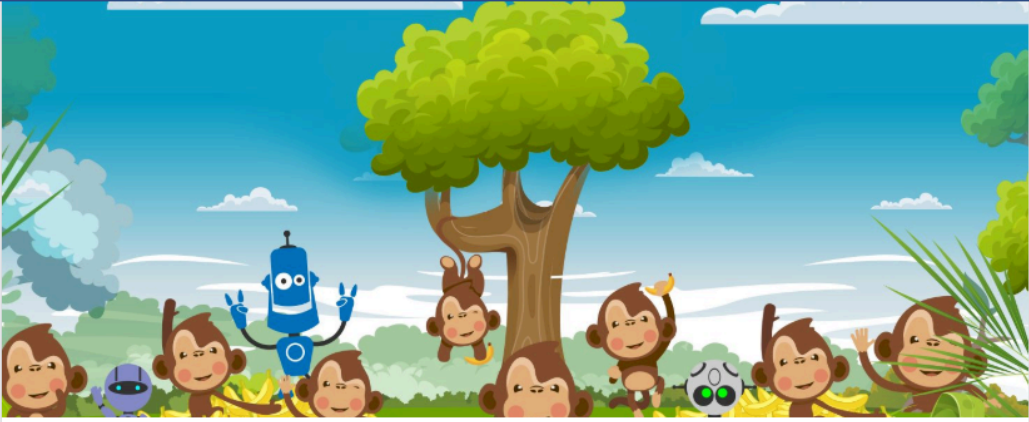
# MobileMonkey Island - Facebook Messenger Marketing, Chatbots & FB Ads

Closed group

- About
- Discussion**
- Announcements
- Members
- Events
- Videos
- Photos

Search this group

Shortcuts  
MobileMonkey Island - ...



Joined ▾ ✓ Notifications ➔ Share ... More

Write Post | Add Photo/Video | Live Video | More

Write something...

Photo/Video | Watch Party | Tag Friends | ...

### Announcements See All (16)

**Daniel Golder** Admin · June 10 at 12:21 PM

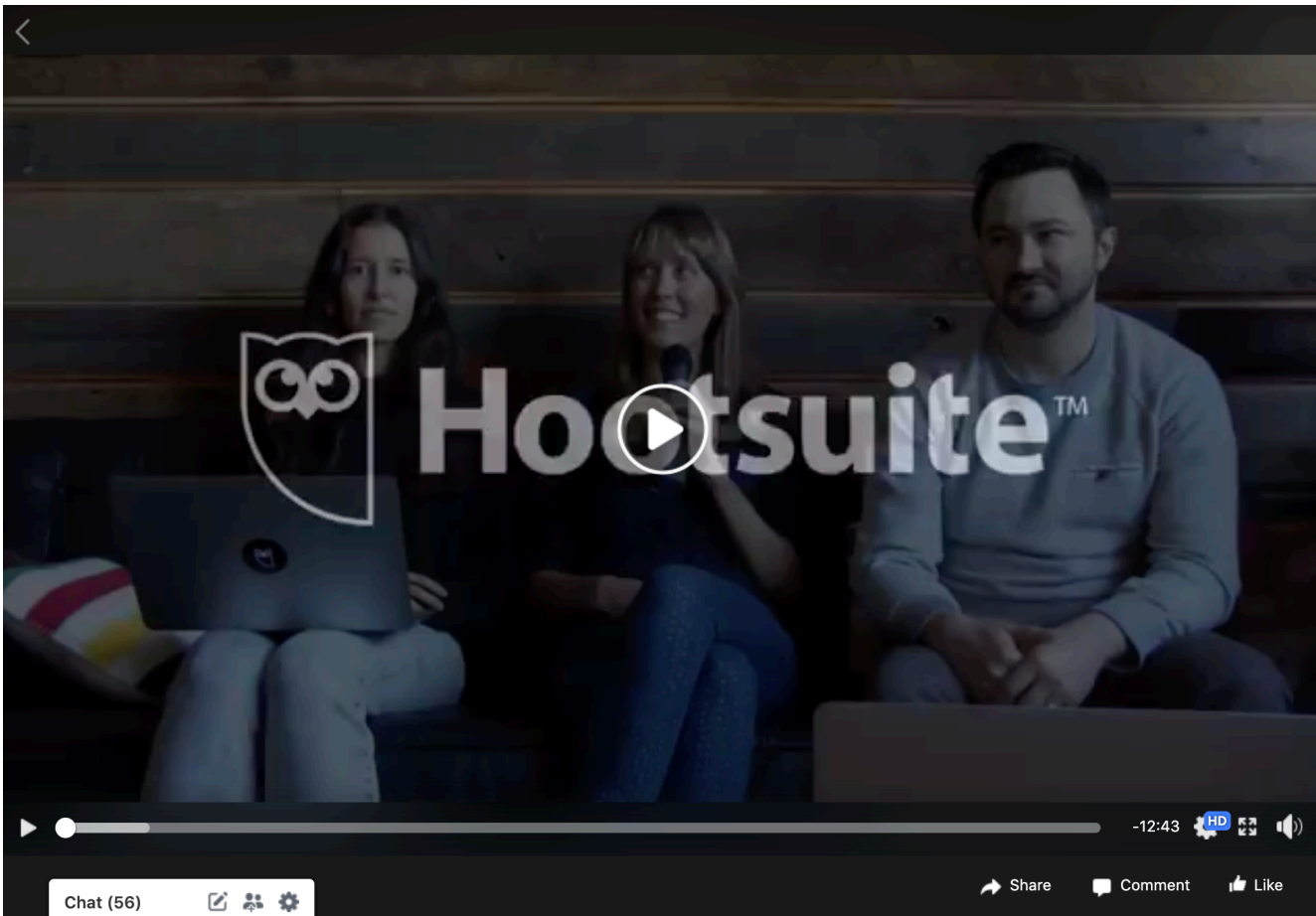
By popular demand, you can now add widgets before existing widgets in your dialogues. We hope this makes bot building easier and more fun! 🎉🔥

Welcome Dialogue

GROUP BY


**MobileMonkey**  
4,841 like this  
[Send Message](#)

- POPULAR TOPICS IN POSTS
- Chatbot Builder (...)
  - Messenger Ads (3...) | Chat Blaster (30)
  - Subscription Mes...
  - Comment Guard (...)
  - Website Chat (16)
  - Custom Audience...
  - Link to Messenger...
  - Automation & Con... | ...



## #HootLive: Social Media Trends 2019

 **Hootsuite** was live.  
about 5 months ago · 🌐

Emily Copp: Lead Copywriter, and co-author of our 2019 Social Trends Report  
James Mulvey: Senior Manager, Content Strategy  
Eva Taylor: Senior Manager, Global Social Marketing

Get ready to join the conversation and download our data-backed report: <http://ow.ly/TiFs50kkRi9>

#socialtrends2019  
[See Less](#)

   159

25 Shares 36K Views


 Like  Comment  Share 

[Comments](#)


[Up Next](#)

Most Relevant ▾

View 6 more comments





 **Juana Bernal Marquez** · 6:14 #EXCELLENT 🏆  
#THINKHIGH 🌐 #BLESSINGS 🙏  
FROM #MEXICO 🇲🇽 🇲🇪 🇵🇪 🇯🇵 🇮🇹 🇸🇪

Like · Reply · 19w

 **Mariela MaCa** · 12:16 For new brands on social media. Do u recommend paid followers or to grow organic?

Like · Reply · 21w

 **Hootsuite** · 12:43 Buying followers

 Write a comment...   

# 10 ways you can promote your content organically:

---

1. Search engine optimization
2. Bots and messaging apps
3. Email
4. Social media
5. Live events and webinars

# 10 ways you can promote your content organically:

---

1. Search engine optimization
2. Bots and messaging apps
3. Email
4. Social media
5. Live events and webinars
6. Podcasts



# 10 ways you can promote your content organically:

---

1. Search engine optimization
2. Bots and messaging apps
3. Email
4. Social media
5. Live events and webinars
6. Podcasts
7. Influencer marketing



How to Get Website Traffic With Evergreen Content ...



Watch later



Share

WEBINAR :

BUILD

YOUR WEBSITE

TRAFFIC



Tim Soulo

AHREFS

Brian Peters

BUFFER

# 10 ways you can promote your content organically:

---

1. Search engine optimization
2. Bots and messaging apps
3. Email
4. Social media
5. Live events and webinars
6. Podcasts
7. Influencer marketing
8. Word-of-mouth

You can do this with your content and climb the mega mountain of Google search. Working backward step by step, you can create a valuable piece of **long-form content** – and create a map on how to blaze that trail the next time.

Your mountaintop is a resource-driven pillar page, which serves as a library to showcase your **top-performing content** on a specific topic.

Climb the mountain of Google search backwards step by step by creating a resource page, says @JustinRChampion.

CLICK TO TWEET 

And to help you visualize the climb, let's think about the travails of a dentist's patient. Put yourself in the dentist's chair, getting your teeth cleaned. Your dentist informs you that you're susceptible to gum disease and recommends you take your oral hygiene seriously.

# 10 ways you can promote your content organically:

---

1. Search engine optimization
2. Bots and messaging apps
3. Email
4. Social media
5. Live events and webinars
6. Podcasts
7. Influencer marketing
8. Word of mouth
9. Content syndication

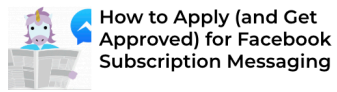


# How to Build a Chatbot for Facebook Messenger in 5 Minutes

[9 Comments](#) / [Chatbots](#) / By [Virginia Nussey](#)



## Featured Posts



[How to Apply \(and Get Approved\) for Facebook Subscription Messaging](#)



[How to Grow an Agency Business with Chatbot Marketing Services](#)



[7 Super-Actionable Facebook Messenger Marketing Tips to Try Right Now](#)



[4 Ways to Hack Facebook's Algorithm To Revive Your Organic Reach for 2018](#)

## Categories

[Brand Marketing](#)





2



Marketing and Entrepreneurship

SOCIAL MEDIA

PAY PER CLICK MARKETING

ENTREPRENEURSHIP

MOBILEMONKEY FACEBOOI

# How to Build a Chatbot for Facebook Messenger in 5 Minutes



Larry Kim

Follow

Jun 20 · 6 min read



# 10 ways you can promote your content organically:

---

1. Search engine optimization
2. Bots and messaging apps
3. Email
4. Social media
5. Live events and webinars
6. Podcasts
7. Influencer marketing
8. Word of mouth
9. Content syndication
10. Content repurposing



THE BASICS:

# eCommerce Inbound Marketing





# Supplementing organic efforts with paid promotion



# 4 ways you can promote your content with paid advertising:

---

1. Google ads



You can create **search ads** for specific key phrases to promote your content.



About 2,810,000 results (0.75 seconds)

## Marketing Persona Creation | Has Never Been Easier | socialbakers.com

**Ad** [www.socialbakers.com/](http://www.socialbakers.com/)

Automate how you create your **buyer personas** across channels. Request Your Demo. Try It For Free.

The Ultimate Guide to **Inbound Marketing Personas**. **Buyer personas** refine your **inbound marketing** efforts. They streamline the sales process. And they can even improve customer and product support.



### Inbound Marketing Personas - SmartBug Media

<https://www.smartbugmedia.com/inbound-marketing-personas>

? About this result

Feedback

### Inbound Marketing Personas - SmartBug Media

<https://www.smartbugmedia.com/inbound-marketing-personas>

The Ultimate Guide to **Inbound Marketing Personas**. **Buyer personas** refine your **inbound marketing** efforts. They streamline the sales process. And they can even improve customer and product support.



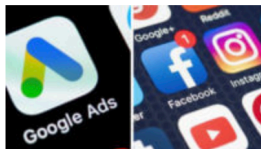
**Display ads** offer great brand visibility and can be used to reach new audiences.



### CMOs must dig deeper on attribution

We need to be able to communicate complex data outcomes to the rest of the C-level in a way that is compelling, understandable and relatable....

Andy Betts | Jun 20, 2019 at 10:32 am ET



### Are you on the wrong platform? Paid search vs. paid social

The right answer for your business depends on what you're trying to market, who you're trying to market to and what your marketing goals...

Jacob Baadsgaard | Jun 20, 2019 at 8:00 am ET



### Successful teams attend SMX East

Unify, inspire, train, and reward your marketing team for a job well done in 2019: Send them to Search Engine Land's SMX® East, November...

Lauren Donovan | Jun 19, 2019 at 3:00 pm ET



### Adopting new martech? You don't have to choose between agile and waterfall

Our approach to adopting new marketing technology doesn't need to be so black and...

Jennifer Cannon | Jun 19, 2019 at 2:55 pm ET



[LEARN MORE ABOUT OUR SMX EVENTS](#)

Search Engine Land

FEATURING: **BARRY SCHWARTZ**

## DECODE THE SCIENCE OF SEO

Explore the 2019 Periodic Table of SEO

[VIEW THE WEBINAR REPLAY](#)

## WHITE PAPERS

**Lead Nurturing Trends: Benchmarks from the Agency Perspective**

**A Marketer's Guide to a Perfect Launch**

**The Future of Search: Capturing the Hearts and Minds of Generation Z**

**Top 10 Must-Haves for Marketing Automation**

**3 Things Every CMO Should Know About The Creative Production Process**

[SEE MORE WHITEPAPERS](#)

## WEBINARS

**Remarketing** allows you to target ads to a specific audience who have visited your website before.



# 4 ways you can promote your content with paid advertising:

---

1. Google ads
2. Social media ads

Suggested Post



Dollar Shave Club

SPONSORED ·



Here's why so many people are joining the Club.



Curious about Dollar Shave Club?



LIKE



COMMENT



SHARE



Write a comment...



Post





volvocarusa

Sponsored ▾



[Learn More](#)



▶ 4,538 views



## Pro Tip:

If you're new to advertising on Facebook, give remarketing a try first. Remarketing on Facebook is often the most effective form of paid advertising and has the highest return on investment.



**ROTHY'S** ✓

@rothys



Light, flexible, machine washable - and powered by recycled water bottles. [#LiveSeamlessly](#)

♥ 282 1:43 PM - Jun 16, 2017



**Rothy's - A Wardrobe Game Changer**

[rothys.com](https://rothys.com)

💬 74 people are talking about this



Join LinkedIn and Forrester for a live discussion!

[Register now](#)



Evolving B2B buyer dynamics have thrust the sales enablement function into the spotlight. Winning companies are ensuring sales and marketing teams work together to support this critical need.

Join me and featured guest, Mary Shea, Principal Analyst at Forrester Research, as we discuss marketing's role in enabling the modern seller. In this live broadcast, you'll learn why sales enablement is playing a more critical role than ever, competencies modern practitioners need to succeed and what the future holds for marketers.

Don't wait to register. Find out more about what's causing this shift, and what you can do to be on the leading edge.

Sincerely,



LinkedIn Sales & Marketing Solutions

[Register now →](#)



reed.co.uk Official Love Mondays Camp...



Watch later



Share



# 4 ways you can promote your content with paid advertising:

---


1. Google ads
2. Social media ads
3. Paid influencer marketing





**calsnape**  • **Following**  
Dawson, Yukon Territory



**calsnape**  A good roadtrip isn't just about the destination. It's about the people, the conversations along the way, the lows, the highs and the really special moments you share along the way. Last week I drove 2,717 kilometres north through BC, Yukon and Northwest Territories to the Arctic Ocean with [@mazdausa](#), it was a wild experience and a fun way to end the year!  
[#CXarcticdrive](#) [#roadsreimagined](#)  
[#sponsored](#)

26w



[kb\\_arts02](#) [Omg I want a white](#)



**75,502 views**

DECEMBER 19, 2018

Add a comment...

**Post**

# 4 ways you can promote your content with paid advertising:

---

1. Google ads
2. Social media ads
3. Paid influencer marketing
4. Native advertising



Don't miss Uber's Director of Data Science, Franziska Bell, at Transform 2019, July 10-11. [Grab your ticket now!](#)



## ProBeat: Tablets were always doomed

EMIL PROTALINSKI    JUNE 21, 2019 10:30 AM



SPONSORED

## How Qualcomm is ushering in the age of edge computing

PRESENTED BY QUALCOMM TECHNOLOGIES, INC.  
JUNE 19, 2019 2:29 PM



## Google Brain's XLNet bests BERT at 20 NLP tasks

KHARI JOHNSON    JUNE 21, 2019 10:16 AM

PlayStation VR

PLAYSTATION® VR BUNDLE

**BLOOD & TRUTH AND EVERYBODY'S GOLF VR**

DISCOVER A NEW WORLD OF PLAY

More Than 200 Incredible Games and Counting

EVERYONE to MATURE 17+  
**E-M**  
ESRB [esrb.org](http://esrb.org)

SEE MORE

PS4\* system required (sold separately).

MOST READ



# Content promotion in action



# The campaign:

---

1. Compared and contrasted the return on investment of Facebook ads vs. Google ads

# The campaign:

---

1. Compared and contrasted the return on investment of Facebook ads vs. Google ads
2. Quantified the typical average results via clickthrough rates, conversion rates, and costs

# The campaign:

---

1. Compared and contrasted the return on investment of Facebook ads vs. Google ads
2. Quantified the typical average results via clickthrough rates, conversion rates, and costs
3. Gave a grade to both Google and Facebook ads according to their strengths and weaknesses

# FACEBOOK ADS: Do they even work?

Comparing the Value of the World's Biggest Online Display Advertising Networks

	facebook	Google Display Network
Advertising Reach	A+	A+ <i>great job!</i>
Revenues / Growth	A- <i>good effort!</i>	A
Advertising Performance	B+	A
Ad Targeting Options	C	B
Ad Formats	D+	A

**Winner! (for now)**

## facebook vs GOOGLE DISPLAY NETWORK™

### ADVERTISING REACH

The world's largest **social network** comprising over 845 million monthly active users.

The world's largest online **display advertising network** comprised of Google properties including: **YOUTUBE BLOGGER GMAIL** Plus 2 million other websites\*

51% reach of all internet users.

90% reach of all internet users.

1 TRILLION Pageviews per month

180 BILLION Ad impressions served up each month

### REVENUES / GROWTH

Growth Rates & Advertiser Adoption

Facebook Q1 2012 Revenues  
**\$1.06 BILLION**

Google Display Network Q1 2012 Revenues\*  
**\$2.9 BILLION**

-6.5%

-32%

Facebook Revenues Q1 2012 vs. Q4 2011

Facebook Profits Q1 2012 vs. Q4 2011

Facebook's earnings and revenues fell in the first quarter of 2012. Revenues in the first quarter were 6.5% lower than in the fourth quarter of 2011 and profit down 32% from the end of 2011\*

+1%

+0.7%

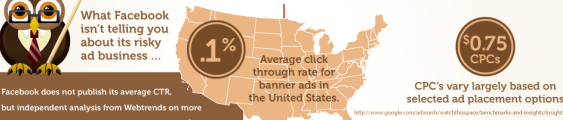
Google Display Network Revenues Q1 2012 vs. Q4 2011

Google Display Network Profits Q1 2012 vs. Q4 2011

\* Excludes 78 in revenues from Google Search.

## ADVERTISING PERFORMANCE

Who offers the greatest measurable advertising ROI for advertisers?



Facebook does not publish its average CTR, but independent analysis from Webtrends on more than 11,000 Facebook campaigns showed that the average CTR for Facebook ads in 2010 was 0.051%.

The rate, according to the Webtrends report, dropped from 0.063% in 2009, which points to a downward trend.

**THE AVERAGE CTR OF AN AD ON THE GOOGLE DISPLAY NETWORK IS 0.4%, ALMOST 10 TIMES AS HIGH AS A FACEBOOK AD.**

### ACCORDING TO TBG DIGITAL, IN Q1 2012



the feeling that marketers are paying for the concept of the Facebook audience rather than reality is difficult to shake.

Facebook average click-through rates decline by half about two days after they are released.



Depending on the targeting options used, the CTR on Google Display Network can be up to 36 times higher.

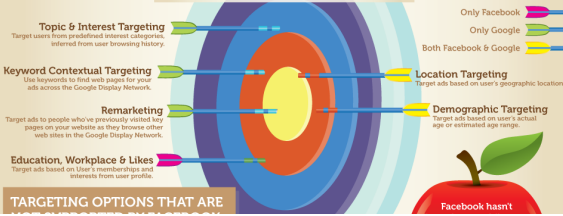


Google Advertisers drive around 20% of their conversions through the Google Display Network\*



## AD TARGETING OPTIONS

Who provides the most precise ad targeting options?



NOT SUPPORTED BY FACEBOOK

- No mobile advertising options!
- No retargeting options
- No partner sites
- No keyword-based contextual targeting options

Facebook hasn't figured out mobile yet... About 425 million people use Facebook every month on mobile devices—and they don't see ads. Facebook earns no significant revenue from its mobile apps on iPhone and Android.

## AD FORMATS

Who supports the most engaging ad formats?

- 1. THE FACEBOOK AD**  
Title, Description + Image
- 2. SPONSORED STORIES**  
Facebook ads—and the prices they command—are small compared with other sites because of an early decision by CEO Mark Zuckerberg to keep Facebook unbranded.
- 3. TEXT ADS**  
Ad related to webstream.com
- 4. IMAGE ADS**  
including Flash Based Ads
- Ads in Videos**
- Ads in mobile web or games!**

## Google Display Network IS OUR WINNER FOR NOW...

"OPEN QUESTIONS REMAIN: DOES FACEBOOK EVEN WANT TO BE A GREAT ADVERTISING COMPANY? Facebook was not originally created to be a company. It was built to accomplish a social mission — to make the world more open and connected. ...Simply put: we don't build services to make money; we make money to build better services."

(From Mark Zuckerberg's Letter to Shareholders - Official Company S1 filing)  
<http://media.bloomberg.com/news/2012-01-04-facebook-stated-outpathers-in-webstream>

DO YOU ADVERTISE ON GOOGLE?  
Find out how you're doing with the FREE AdWords Performance Grader.

[wordstream.com/google-adwords](http://wordstream.com/google-adwords)

Information compiled by WordStream, not official Google research. | Google Display Network and Facebook are trademarks of their respective owners. produced by NowSourcing.com





**87 different countries wrote about this particular story generating **millions of links.****

**We tried out a bunch of different stories:**

---

# We tried out a bunch of different stories:

---

1. What industries does Google get all their revenue from?

# We tried out a bunch of different stories:

---

1. What industries does Google get all their revenue from?
2. What are the most expensive keywords on Google?

“The Facebook IPO was the biggest story of the time. And so we absolutely needed to come up with some way to insert ourselves into that conversation.”

Larry Kim  
Founder of WordStream



# Example email template

Hi [first name],

My name's [your name] and I work for [company name]. We specialize in [focus of business].

I'm reaching out because I've been following you for a while now, and I appreciate how often you share helpful content to your followers. We just released a new [content type] on [content topic], [name of content]. [List two to three benefits or takeaways of the content].

We're really proud of this and think your follower base would love it too. If you're willing to share it, we'd be very grateful! Here's the link: [Insert Link].

Thanks for your time, and have a great day!

Best,

[Your Name]

“Every once in a while you get lucky, and you really time things perfectly with a story that there’s a lot of global interest in.”

Larry Kim  
Founder of WordStream





Once I started to see success organically,  
I immediately thought of **paid promotion.**



“It’s so rare to have a campaign that is doing this well. We should just go all in on this campaign because no other content marketing campaign will generate this kind of ROI for us.”

Larry Kim  
Founder of WordStream



**Some of the paid advertising efforts included:**

---

# Some of the paid advertising efforts included:

---

1. Custom audiences on Twitter including handles of influential journalists

# Some of the paid advertising efforts included:

---

1. Custom audiences on Twitter including handles of influential journalists
2. Remarketing because you also want your core industry to know that you have this interesting story

“We spent tens of thousands of dollars promoting the story, even though it was doing fine organically. It was just to get more mileage out of a winning hit.”

Larry Kim  
Founder of WordStream



There were **different personas** interested in consuming this content:

There were **different personas** interested in consuming this content:

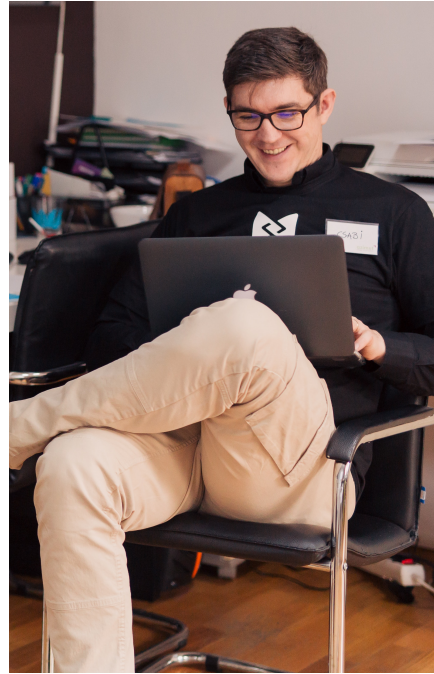


The business press

There were **different personas** interested in consuming this content:



The business press



Marketers



There were **different personas** interested in consuming this content:



The business press



Marketers

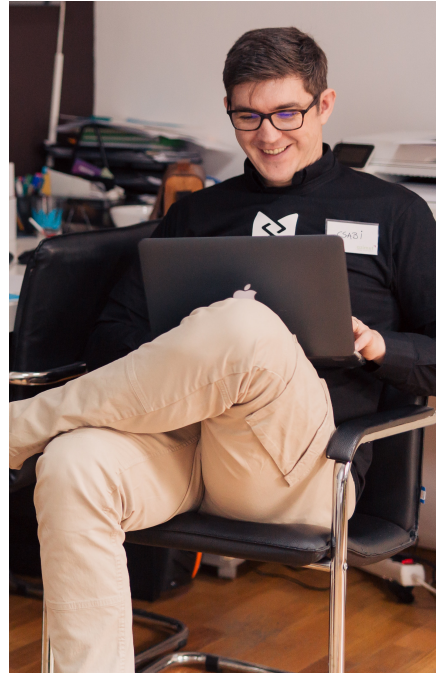


Technology enthusiasts

There were **different personas** interested in consuming this content:



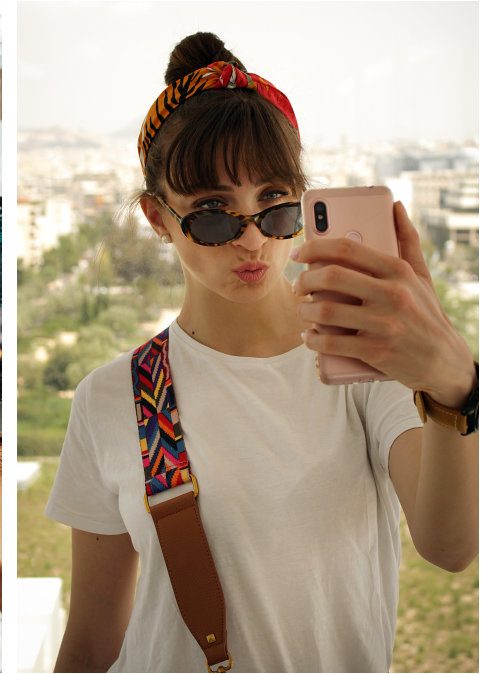
The business press



Marketers



Technology enthusiasts



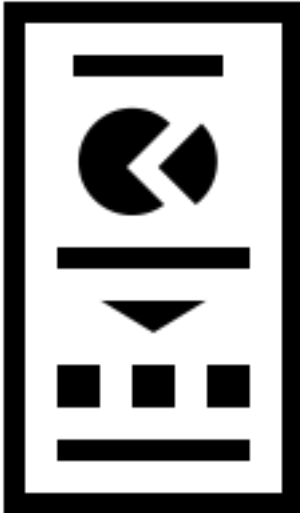
General Facebook users

I turned it into **four infographics** with different headlines:

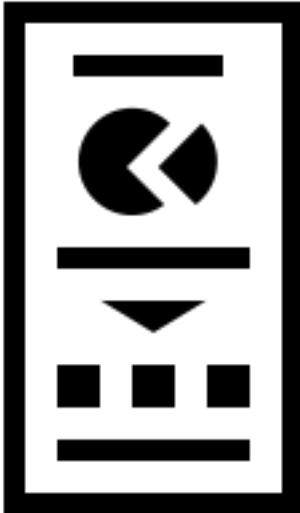
Headline 1



Headline 2



Headline 3



Headline 4





# Improving your content promotion



When building out your content promotion plan, create a schedule that you can **stick to.**



**Regularly promoting content keeps you  
at the top of your audience's radar.**



**Don't just promote content **for the sake**  
of promoting something to your audience.**

# Pro Tip:

Create a master internal resource where you can share all of your experiments and results so that others can see and learn from your work.



Learn from your **customers.**

Learn from your **competitors.**

Learn from the **experts.**