

# WHY CONTENT MARKETING IS THE NEW SEO

Brisbane HUG  
Oct 5, 2016



**PEOPLE DON'T CARE ABOUT YOU,  
YOUR PRODUCT OR SERVICE...**



**ONLY ABOUT THEMSELVES,  
THEIR ISSUES,  
THEIR WANTS AND NEEDS...**

# **HOW TO SELL.... WITHOUT SELLING**

# THE INTERNET IS CROWDED







A high-angle, wide shot of a massive crowd of people, likely at a festival or sporting event. The crowd is dense and diverse in age and appearance. A yellow arrow originates from the text box and points down to a person in a pink shirt in the lower-middle section of the crowd.

**HOW DO YOU STAND OUT FROM  
THE CROWD?**

**What is your pink shirt?**



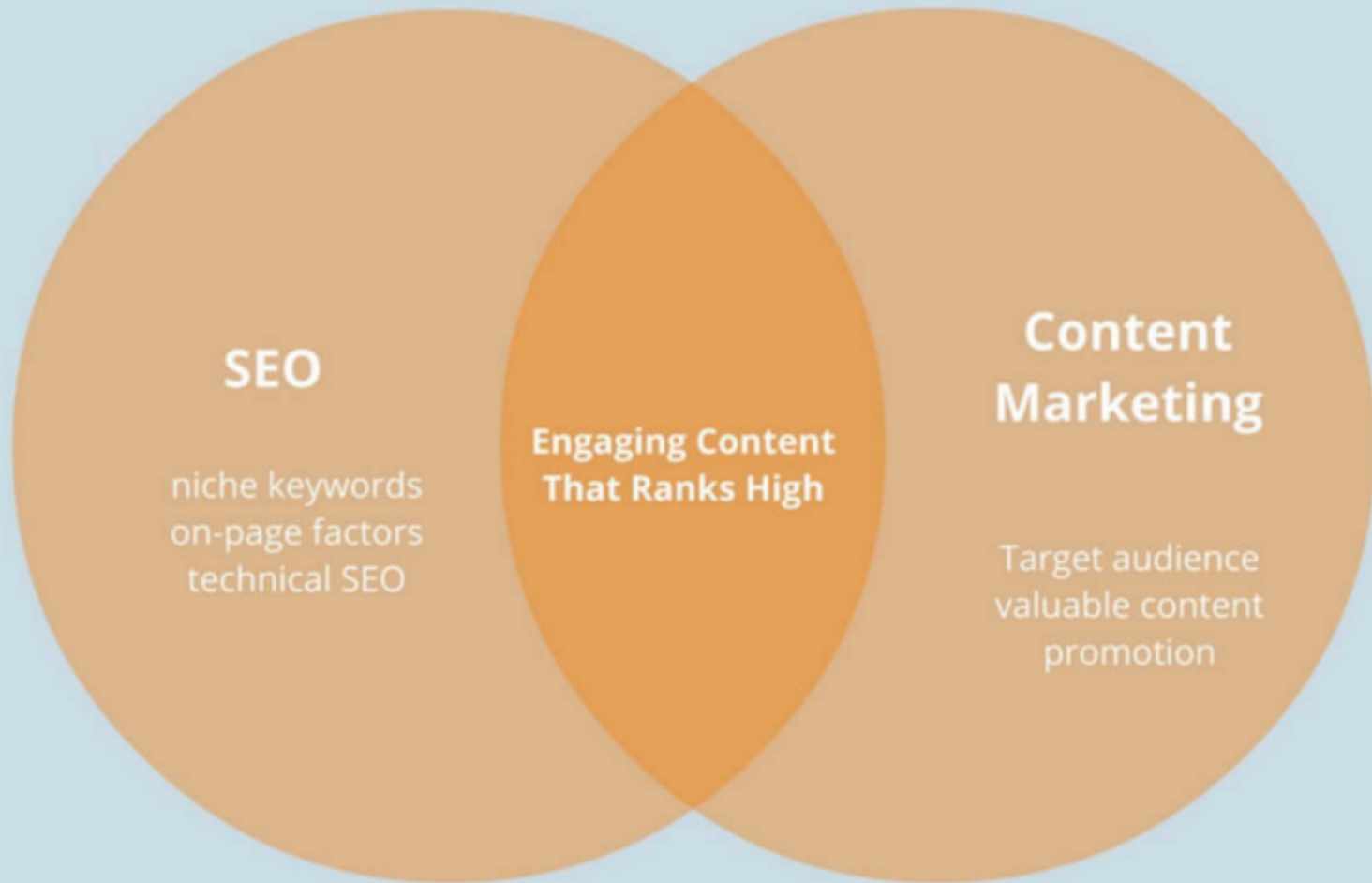
# IT'S ALL ABOUT THE STORY

# CONTENT MARKETERS FOCUS

- Quality of content
- Right type of content
- Appropriate medium

# SEO CONTENT FOCUS

- Focussed
- Catch in search
- Shareable for backlinks



**Image Source: Outbrain**

# SEO & CONTENT GO TO COUPLES THERAPY



[www.youtube.com/watch?v=D4efpYx-GZ0](https://www.youtube.com/watch?v=D4efpYx-GZ0)



**Without content, there is no search.**

**Without search, no one would  
find your content.**

**Good SEO is  
good content marketing**

**And vice versa**

**CM + SEO = G-LOVE**

# WHY GOOGLE IS CM BEST MATE



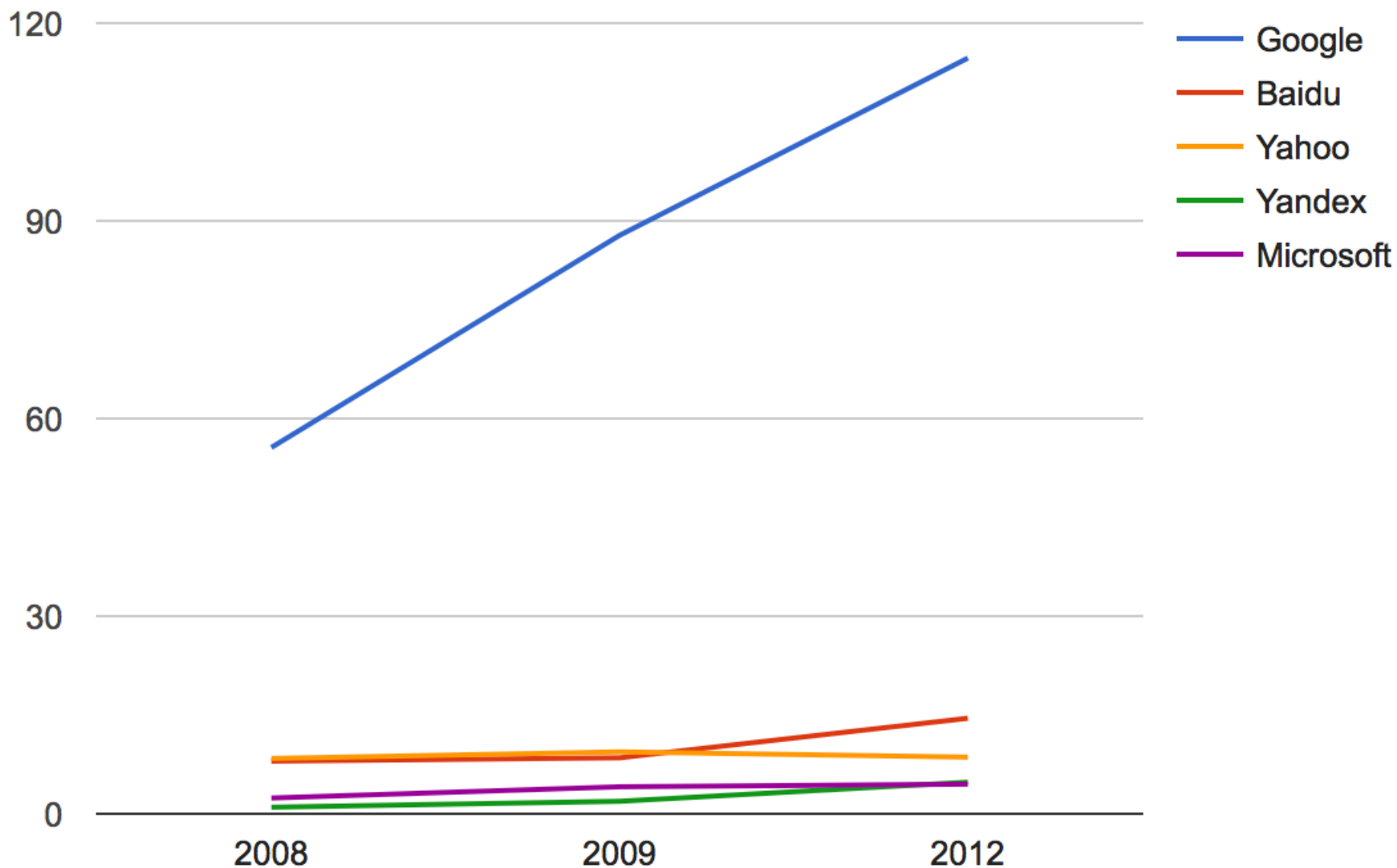
# HOW MANY GOOGLE SEARCHES ARE MADE....



**2.3 MILLION  
per second**

**115 BILLION+**  
**per month**

**Number of monthly searches worldwide (in billions)**



# WHAT IS CONTENT MARKETING?



# CONTENT MARKETING

**The distribution of valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience – with the objective to driving a profitable customer action.**



# CONTENT MARKETING

The distribution of **valuable** and **compelling content** to attract, acquire, and **engage** a clearly defined and understood **target audience** – with the objective to driving a **profitable customer action**.

**“Traditional marketing is telling the world you are a rock-star. Content marketing is showing the world you are one.”**

**Robert Rose – Lead Strategist, Content Marketing Institute**

**“Traditional marketing talks at people.  
Content marketing talks with them.”**

**Doug Kessler, CoFounder & Creative Director, Velocity Partners**

# CONTENT MARKETING

## CASE STUDY – SCHLITZ BEER





**In the 1920s, Schlitz beer went  
from 5th in the market to 1st.**



**Copywriter, Claude Hopkins,  
highlighted their water purification  
process in an advertisement.**



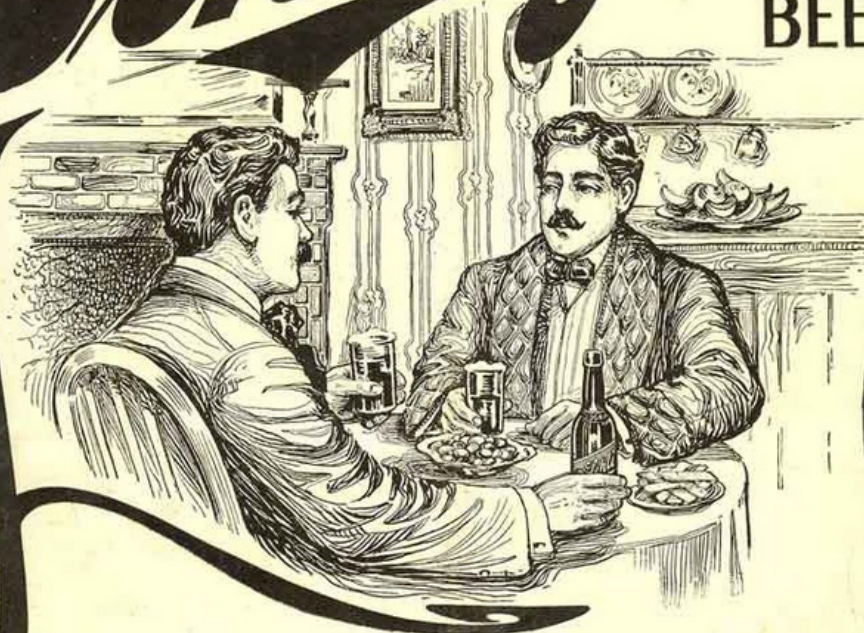
**Never mind that all beer companies  
used the same process.**



**No one had told that story before.**

# Schlitz

## THE FAMILY BEER



Visitor: "Does your whole family drink beer?"

Host: "Just Schlitz beer—no other. Our physician says that Schlitz beer is good for them."

Visitor: "Why Schlitz beer and no other?"

Host: "Because Schlitz beer is pure. There are no germs in it. Schlitz beer is brewed in absolute cleanliness, and cooled in filtered air. The makers go down 1400 feet for the water they use in it. They filter the beer, then sterilize every bottle—by Pasteur's process—after it is sealed."

Visitor: "But beer makes me bilious."

Host: "Schlitz beer will not, that's another advantage. Biliousness is caused by 'green' beer—beer hurried into the market before it is sufficiently aged. Schlitz beer is aged for months in refrigerating rooms before it is bottled."

Visitor: "And what do you pay for it?"

Host: "Just what you pay for other beer. I secure the most careful brewing in the world for what you pay without it. I get a beer that costs twice as much as common beer in the brewing, by simply demanding Schlitz."

Visitor: "I'll do that next time."

Host: "Yes, and ever afterward. People are learning these facts, and Schlitz sales now exceed a million barrels annually. Ask for the brewery bottling."

# WHY IS CONTENT THE NEW SEO?



# ALGORITHM CHANGES



# **PANDA (Feb, 2011)**

- High-quality sites higher in results**
  - Demoting lower quality sites**
  - Duplicate content spanking.**

# **PENGUIN (Apr, 2012)**

- Reduced trust of unnatural backlinks**
  - Backlink spanking.**

# **HUMMINGBIRD (Sep, 2013)**

- A whole new animal (I know)**
- Not a change, a new search engine**
- To better understand what users mean**

**RELEVANCY**

**TRUST**

**VALUE**



**IF YOU CAN'T BEAT EM.....**

**JOIN EM**

# GOOGLE FRIENDLY CONTENT TO ATTRACT CUSTOMERS



**PEOPLE BUY INTO YOU,  
BEFORE THEY BUY FROM YOU.**

**7 blog topics guaranteed to work every time**

# BE A TRUSTED GUIDE

**What are the competitive differentiators, guide the audience through the process and continue to offer value for the life of the product.**

# **BE A TRUSTED ADVISOR**

**Build loyalty and trust with your audience.**



# **ESTABLISH AUTHORITY**

**With consistent, high-value content that  
delivers value to your audience.**

**BE REWARDED WITH  
HIGHER PAGE VIEWS**

# KEY TAKEAWAYS





**STAND OUT FROM THE CROWD**  
**What is your pink shirt?**





# FIND YOUR TOPIC

Then create the best and most relevant and useful content on the internet. Don't be equal to your competitors, be better.





# HOW INTERESTING IS YOUR CONTENT

Ask yourself “Would I read and share this content?”



# BUYERS JOURNEY

Are you showing up in your prospects  
self-determined buying journey?

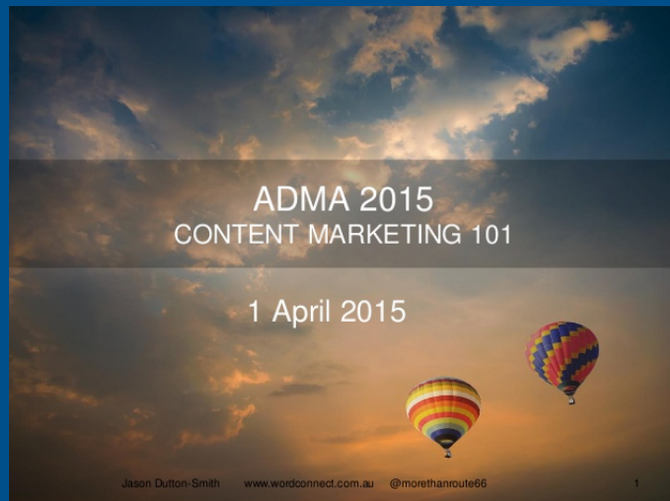


# FIND YOUR UNIQUE STORY

# **YOU DIDN'T FAIL.... YOU TESTED**

**Jason Dutton-Smith**







# I WOULD LOVE TO CONNECT WITH YOU

**LINKEDIN – Jason Dutton-Smith**

**TWITTER - @morethanroute66**

**WEB – [www.wordconnect.com.au](http://www.wordconnect.com.au)**

**INSTAGRAM - /tj747**

**SLIDESHARE - [www.slideshare.net/tj747](http://www.slideshare.net/tj747)**