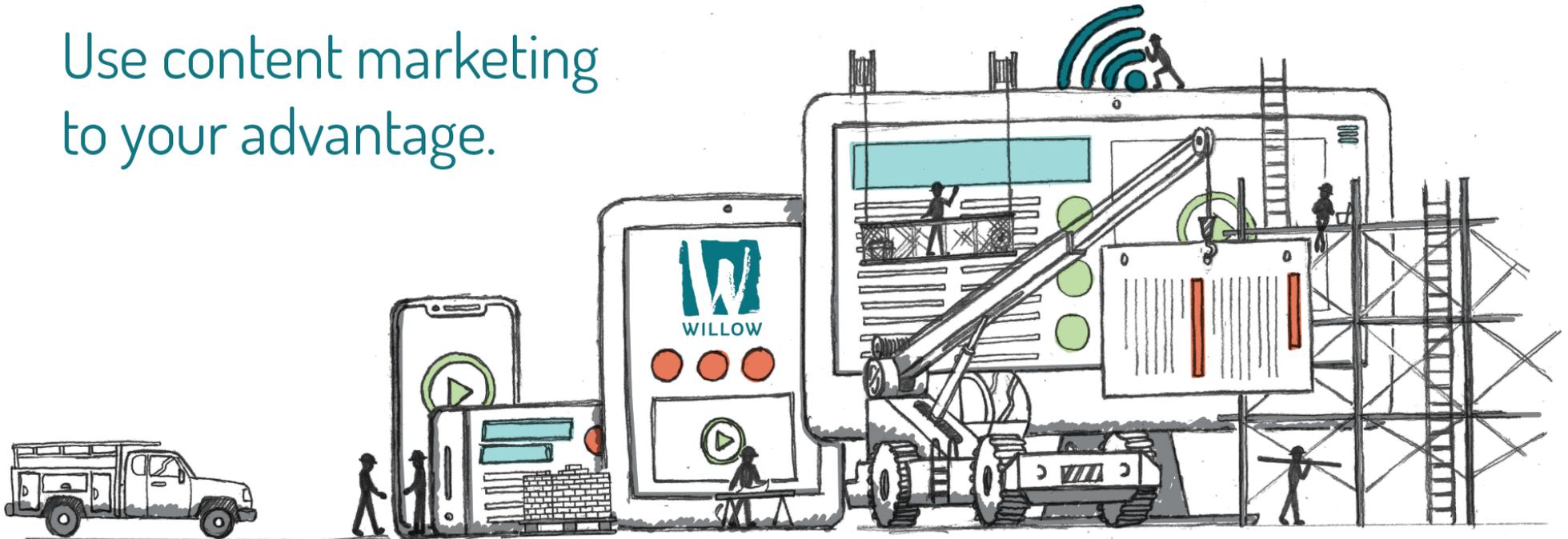


BUILD AWARENESS, BUILD ENGAGEMENT.

Use content marketing
to your advantage.



WILLOW



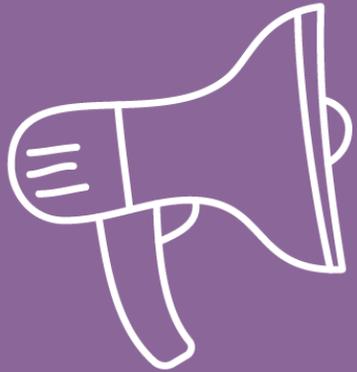
HOW TO DEVELOP A
CONTENT STRATEGY
{THAT WORKS!}



Agenda:

- A. The Importance of Content
- B. How Content Works for Brands
- C. Goal Setting
- D. Audience Identification & Persona Development
- E. Impact of Search
- F. Content Channels & Tactics
- G. How To Get Started
- H. Tools That Help

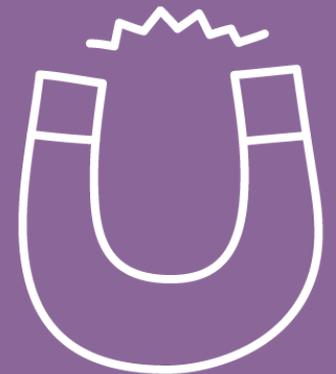




Why is content important?

Content does two things:

- Builds Awareness
- Builds Engagement





But how?

- i. Search – indexable keywords, helpful & informative (websites, blog posts, articles, videos)
- ii. Social Media – conversations and REAL responses
- iii. Gated or “Exclusive” Content – whitepapers, ebooks, infographics
- iv. Earned Media – media coverage (backlinks & third-party validation)

What's the Goal?

Ultimate, what are you trying to accomplish?

- More Customers?
- Grow Membership?
- Increase Revenue?





WARNING:

Content alone WILL NOT help you achieve these goals; however, when combined with other efforts it will help.

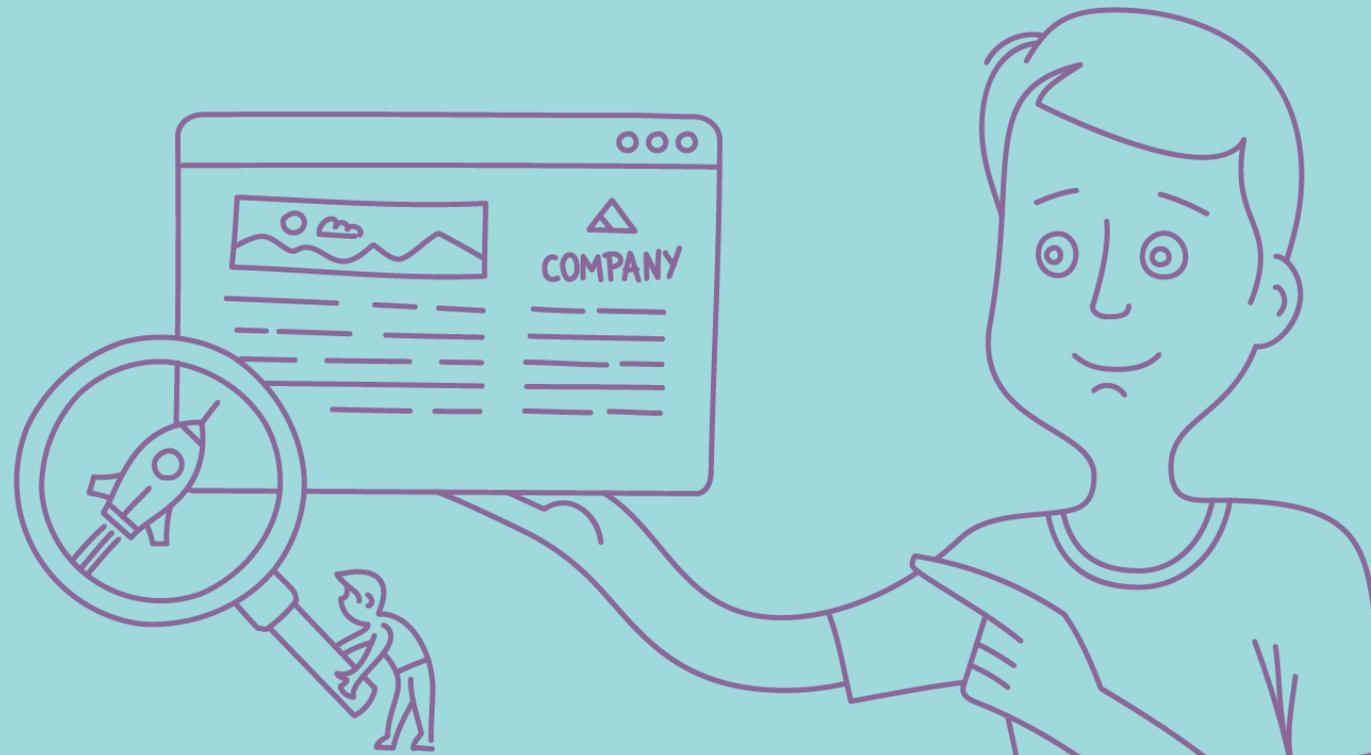


So, it's important to set specific goals for your content strategy:

(examples)

1. Increase website traffic
2. Grow social media audiences
3. Increase subscriber list / downloads

Let's talk about how people — you know, your customers, clients or members — find you.





But first, who are they?

Audience Identification:

- Who are you trying to reach?
- Who are your current customers/members/partners?
- What do they “look” like?



Persona Development:

- Now that we know who your audience is, let's give them a face. Seriously.



PERSONA A:

MIKE has been working with Custom Concrete for 12 years. He started out with the residential crew and worked his way up into management. He is married and has two children. On the weekends, he helps coach his son's baseball team and he attends church with his family. He's very involved in the community and has been supporting Open Doors through Custom Concrete for several years now.



PERSONA B:

KATE'S husband works for Custom Concrete and she enjoys keeping up with the company as well as bringing their kids to family-friendly company sponsored events throughout the year. She's a stay at home mom but always on the go in her "mom bus" between school, after school activities like soccer and Girl Scouts, and errands for the family. She is proud of her husband and appreciates the work he does and how he is treated and respected by Custom Concrete.





And where are they looking?

- Search Engines
- Impact of AI (Siri and Alexa)
- Optimization — Indexable Keywords
 - What are indexable keywords?
 - Why are they important?
- Social Media

Keyword Equity vs. Keyword Dominance



PAGE TARGETING THE PHRASE "RUNNING SHOES"

TITLE: *Running Shoes* for Runners Who Love High Quality, Comfortable Shoes

H1 HEADER TAG: Find the Best **Running Shoes** to Fit Your Needs

An illustration of a pair of running shoes, one from a top-down perspective and one from a side profile. The shoes are light grey with red laces and a red stripe on the side.

BODY COPY: Some compelling text about the benefits of choosing the right **running shoes**, finding the brands and sizes that fit your feet and how to compare **running shoes** in an easy-to-follow, logical fashion. This would also be a good place to describe how different **running shoes** apply to different activities like trail running, long distance running, sprinting, etc.

ALT ATTRIBUTE FOR PHOTO: The Famous **Running Shoes** of an Olympian

URL: <http://www.yourdomain.com/Running Shoes>

<https://moz.com/beginners-guide-to-seo/basics-of-search-engine-friendly-design-and-development>



A recent Pew Research Center survey of U.S. adults finds the social media landscape in 2018 is defined by a mix of long-standing trends and newly emerging narratives. **Facebook and YouTube dominate this landscape**, as notable majorities of U.S. adults use each of these sites.

Facebook remains the primary platform for most Americans. Almost two-thirds (68%) of U.S. adults report they are Facebook users and three-quarters of those users access the social network on a daily basis. With the exception of those older than 65 years of age, the majority of Americans across a wide range of demographics now use Facebook as a means to communicate, share, and connect.





Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Total	Men	Women	White	Black	Hispanic	Age 18-29	Age 18-24	Age 25-29	Age 30-49	Age 50-64	Age 65+	<\$30K	\$30K-\$49K	\$50K-\$74K	\$75K+	High School or Less	Some College	College+	Urban	Suburban	Rural
Facebook	68%	62	74	67	70	73	81	80	82	78	65	41	66	74	70	75	60	71	77	75	67	58
YouTube	73%	75	72	71	76	78	91	94	88	85	68	40	68	78	77	84	65	74	85	80	74	59
Pinterest	29%	16	41	32	23	23	34	31	39	34	26	16	20	32	34	39	18	32	40	29	31	28
Instagram	35%	30	39	32	43	38	64	71	54	40	21	10	30	42	32	42	29	36	42	42	34	25
Snapchat	27%	23	31	24	36	31	68	78	54	26	10	3	23	33	26	30	24	31	26	32	26	18
LinkedIn	25%	25	25	26	28	13	29	25	34	33	24	9	13	20	24	45	9	22	50	30	27	13
Twitter	24%	23	24	24	26	20	40	45	33	27	19	8	20	21	26	32	18	25	32	29	32	17
WhatsApp	22%	20	24	14	21	49	27	25	31	32	17	6	20	19	21	25	20	18	29	28	19	9



Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.
 Source: Survey conducted Jan. 3-10, 2018
 "Social Media Use in 2018" PEW RESEARCH CENTER



And, what are they looking for?

- Blog posts
- Articles
- Infographics
- Videos
- Photos/Imagery/Inspiration
- Podcasts
- Webinars
- Ebooks and Whitepapers
- Reviews
- Newsletters/Emails



Reminder:

The PERSONA should drive the MESSAGE and METHOD!



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 **SOCIAL**
PLATFORMS & THEIR
CONNECTED AUDIENCES



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So how can we get the right content in front of the right people at the right time?



Getting Started:

The Basics (Now that we know why we're creating content, who we want to see it, and how we plan to get it in front of them, let's get the ball rolling!)





Form your Content Team

- Who are your thought leaders?
- Who are your contributors?
- How does everyone like to work?
Make it easy for them to do it!
 - Write blog posts and articles?
 - Interview-style?
 - Webinars/Podcasting?
 - Public Speaking?
 - Through Design?
(i.e., illustrations, animation, photography)





Develop topics and think through targeted keywords

- Review your FAQs (what are people always asking for?)
- Join the conversation!
Find out what's trending with your audiences.
- Look at your website analytics:
What's your most viewed content to-date?



Getting Serious: Making the Time

IMPORTANCE OF INDEXABLE KEYWORDS – It's recommended that brands add 3,000 new indexable keywords per month. With an average blog post of 600 words, that's 5 posts per month. It's not impossible, but it will take time!





Getting Serious: Content Brief



Content Brief

AUTHOR: _____ PROOF DATE: _____ PUBLISH DATE: _____

CONTENT CHANNEL(s): _____

IMAGERY/GRAPHICS: _____

TOPIC: _____

WORKING TITLE: _____

TONE OF VOICE: _____

SUPPORTING POINTS: _____





Getting Serious: Making the Time

TO INCREASE ODDS FOR SUCCESS, provide HELPFUL content that is EASY to find and EASY to consume, then offer audience members a way to learn more and stay engaged with your brand.





Monitor & Measure Success

- Review Analytics – what’s working, what’s not?
- Most engaging social platform?
Best day/time to post?
- Most engaging content type(s)
- What’s missing?



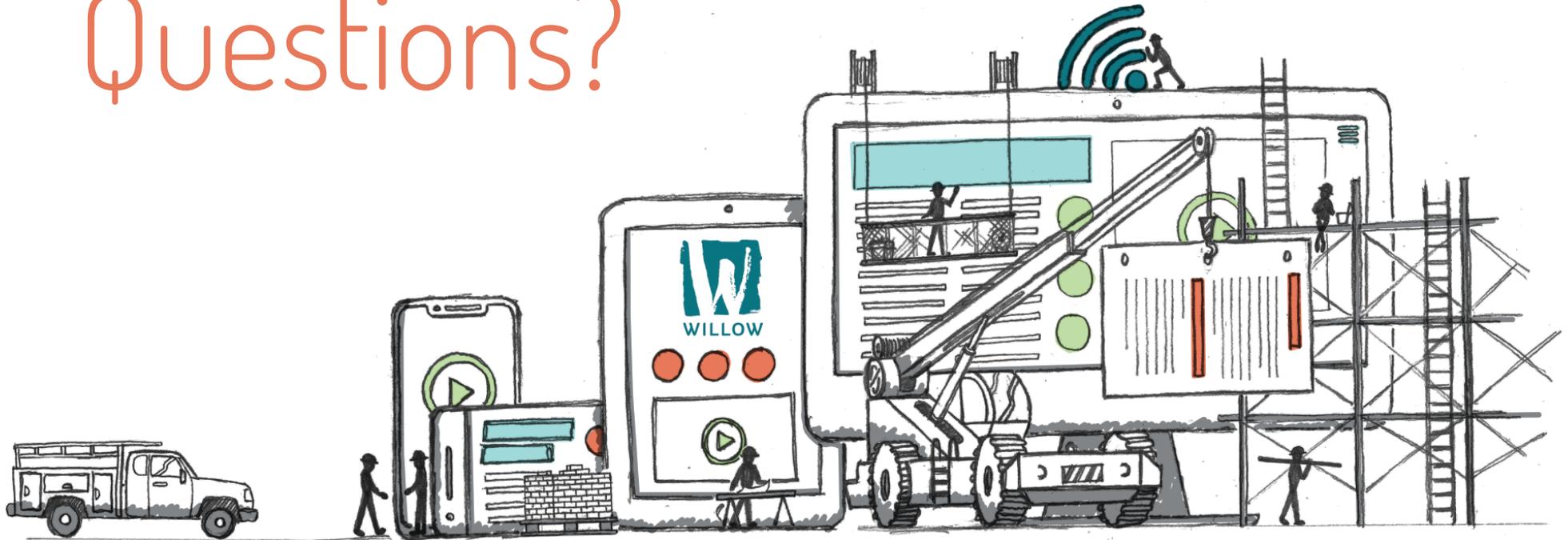
Getting Good:
Monitor &
Measure Success
(then repeat)

Tools That Help

- Grammarly
- Voicera
- Rev.com
- Yoast
- Moz.com



Questions?



WILLOW



Thank You!