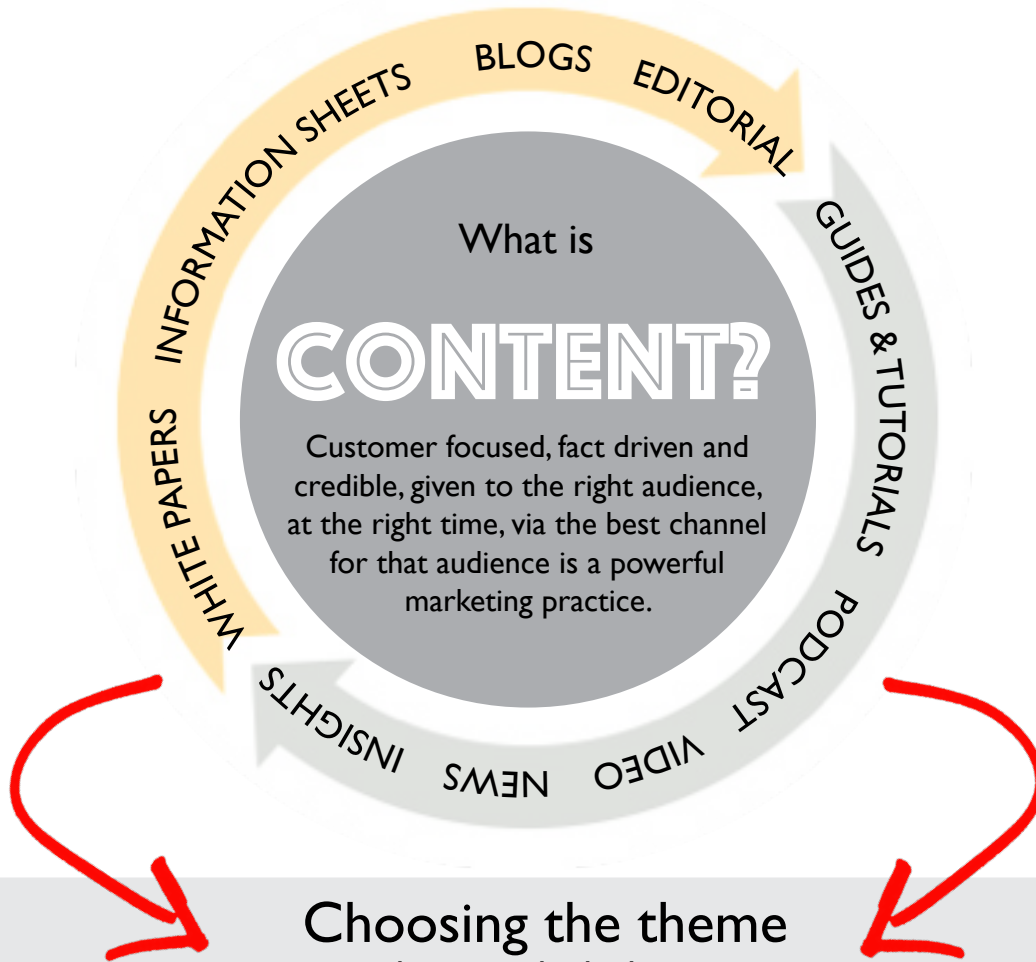


waboom

Content marketing is no longer an option,

it's a strategy!

(at a glance, by Jennifer Holmes...)



Choosing the theme

things to think about:

What's the aim?

Inform
Help or Inspire
Thought leadership
Retention

What's the KPIs?

Organic web visits
New MQLs
Conversion rate
E-commerce

What's essential?

Keyword research
User intent SEO
Links & Tags
The correct channel

Choosing the format

things to think about:

The best format(s) for that theme depends on its purpose & lifetime value, for example:

Format	Lifetime	Delivery
News	Short	Web/Podcast/Social*/PR
Blog	Medium	Web/Email/Social*
White paper	Long	Web feature & download/PR/Linkedin
Tutorials & Guides	Long	Web feature & download/Video/Email/Social*
Insights	Short/Med	Web feature/Social*

Social* includes FB/Twitter/Linkedin/Youtube/etc

A formula that works...

FIRST: Plan ahead - look at industry milestones, events, key dates, product launches etc. Then for each piece...

Decide on the aim

- **Inform** - really useful intelligently written informative stuff
- **Help** - give advice, guidance, instruction and answers
- **Inspire** - provide tangible solutions, ideas and proof
- **Thought leadership** - demonstrate knowledge & expertise
- **Retention** - awesome features they can't wait to get their hands on!

Choose the theme

Based on the aim we can look at content options - for example if we've decided to **inspire** our audience, think about what might make their day! Think about what they might need to know, and provide the answer.

Pick your channels

Once we know the aim and the theme of the content it's time to decide how best to release it. Based on previous campaign performance we should have a good idea of which channels would be the best.

Get started - do the research

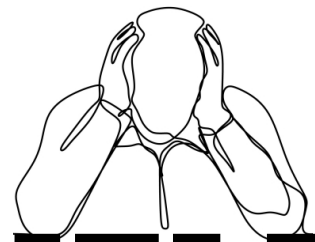
1. **Keyword search** - GA trends and many other online tools will give us the best keywords (and search terms) to include in the piece.
2. **SEO** - online tools such as Squirrly will help with snippet content etc and Headline Analyser is great for creating the best email subject lines.
3. **Links** - ensure only relevant links are included - Google does not like content to be link-heavy!
4. **Page title** - using keywords and SEO research, ensure the page title (if a web piece) is 'to the point' and includes at least one keyword.
5. **Tags** - be sure to include what's current, trending or most prevalent in searches, as well as other pages on our website that are relevant.

Write the content, it must:

- Be direct - relate to the customer
- Be useful - address their needs/problems
- Be direct not fluffy
- Be factual and relevant (current)
- Be on brand

Monitor the campaign

- Engagement - Organic web visits/Open & CTR (email) /social interactions/direct contact (calls)/length of engagement (video)
- Conversion rate/New MQLs
- E-commerce/Revenue
- Behaviour flow - what do they do next (GA)



HELP

the most common search term involves 'help', so they may search:

"how can i get help with faster payments?"

how to get faster payments

YOUR FREE GUIDE



...this guide will quickly show you how...

"awesome"



Example 1:

EDITORIAL

What's the aim: Retention

The company

Forces War Records

A subscriptions based online specialist military genealogy website.

The format

Monthly magazine created in-house. Uploaded to the web as a 'Flip-book' and also used in customer emails to announce the latest edition (and encourage site visits).

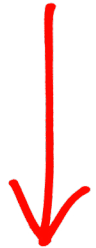
The content

Using collaborative marketing to leverage from other major players in the industry such as Who Do You Think You Are?, Family Tree etc. who supplied articles and often adverts.

The tutorials and How to... features were written by specialists within the company, showcasing their knowledge and expertise, increased trust and customer loyalty.

The outcome

Existing subscribers looked forward to seeing the latest editions, and with new subscribers it increased credibility, shortening the registration-to-subscribing time.



Achievements

Best campaign for increased web visits:

- web visits were 400 times higher than the previous day
- Backlinks increased substantially via shared content



Example 2:

INSIGHTS

What's the aim: Thought Leadership

The company

Valldata, renowned within the not-for-profit sector.

The format

A series of white papers demonstrating Valldata's wealth of knowledge within the industry sector. Facilitated by becoming a partner with Knowledge Peers, which resulted in a 'Round Table' including several well-known industry experts. The event was broadcast as a podcast on both websites.

The content

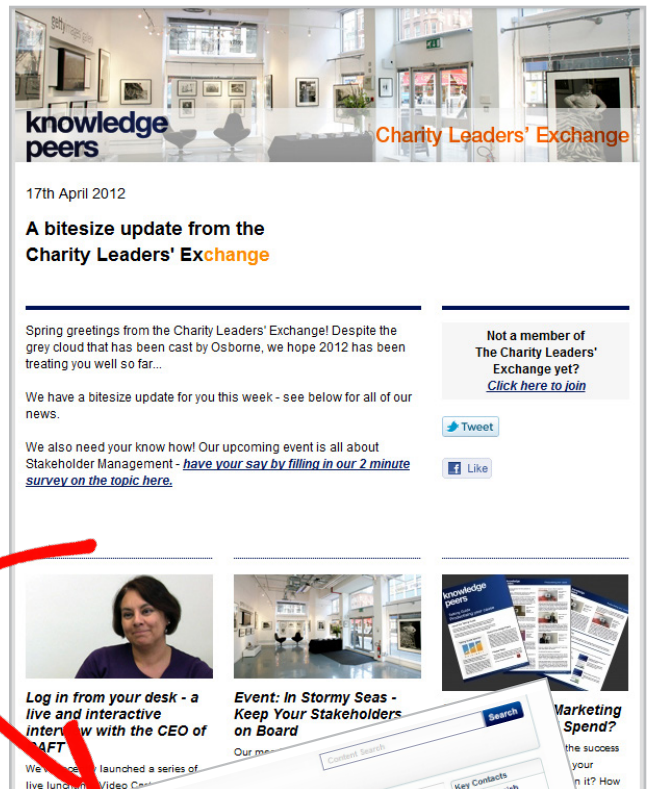
Building credibility through describing their knowledge of the industry, as well as providing case studies as evidence. By defining their offerings into 4 clear segments, and showcasing their expertise, the brand exposure worked its magic...

The outcome

Won a 5 year contract with one of the UK's largest charities.

Achievements

- Lead to winning industry awards
- Became a partner of The Institute of Fundraising



Example 3:

BLOGS

What's the aim: Inform

The company

Clever Digit Media, Angel Investors & Digital Solutions company.

The format

Blogs on the web, shared via social, and on their relevant LinkedIn Showcase pages.

The content

Information about a generic business interest. These blogs were very much aimed at drawing people in, answering a question they may have been mulling over. A clear CTA on each blog provided the reader with an incentive to get in touch to 'discover more good stuff'!

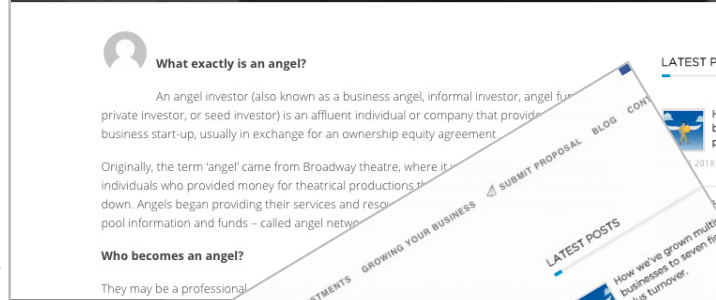
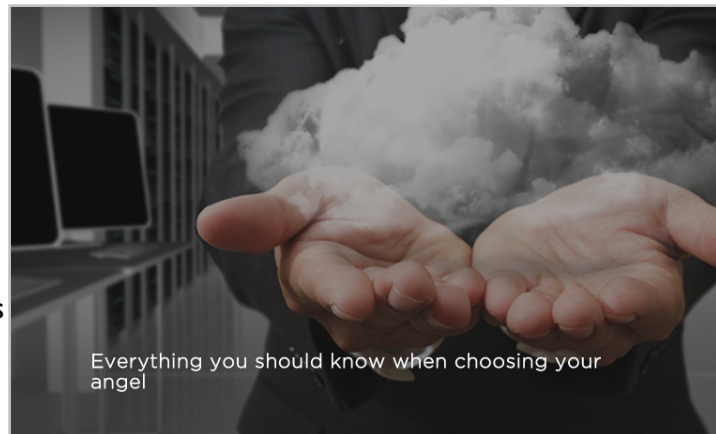
The outcome

An increase in contact from entrepreneurs, quickly leading to a face to face discussion.

Achievements

- Increase in business interest

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Did you know that the success of your business is influenced by your customer's reasoning, environment and emotional behaviour, as well as being governed, to an extent, by their automatic psychological thought processes? This article will help you to identify which psychological, physical or emotional elements affect their choice to say "yes" or "no" to your business offerings, or at least increase your chances of gaining them as a customer. Your data, from every communication platform, digital and traditional, holds the key. There are several metrics you'll need to consider when looking at your data, the most relevant are these four:

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