



Social Blast: eMarketing for Entrepreneurs

An online social media & marketing monthly membership program that teaches you **what to do**, **when to do it** & **how to do it**.

With Susan Friesen

- Introduction
- Content Marketing Part 1: Boosting Business Visibility with Content Marketing
- Q & A
- Your Action Assignment



Recap: Social Media Management Recap

- Social Media is time consuming
 - Stay top of mind with your followers
 - Build brand visibility
 - Make meaningful connections
- Pre-Schedule posts
- Post to multiple accounts
- Interact with followers
- View stats



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Boosting Business Visibility with Content Marketing

Recap: Social Media Management Tools

- More advanced features:
 - Content Curation
 - Re-purpose previous posts
 - Monitor/Add Twitter followers
 - Team participation
 - Post drafts / approvals

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Recap: Social Media Management Tools

- Buffer (www.buffer.com)
- Hubspot (www.hubspot.com)
- Postcron (www.postcron.com)
- Meet Edgar (www.meetedgar.com)
- SocialOomph (www.socialoomph.com)
- SproutSocial (www.sproutsocial.com)
- Recurpost (www.recurpost.com)
- eClincher (www.eclincher.com)
- Hootsuite (www.hootsuite.com)



Boosting Business Visibility with Content Marketing

What is Content Marketing?

“Content marketing is the marketing and business process for 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.”



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Creating shareable content:

- Articles
- Images
- Audios
- Videos
- Slide Presentations

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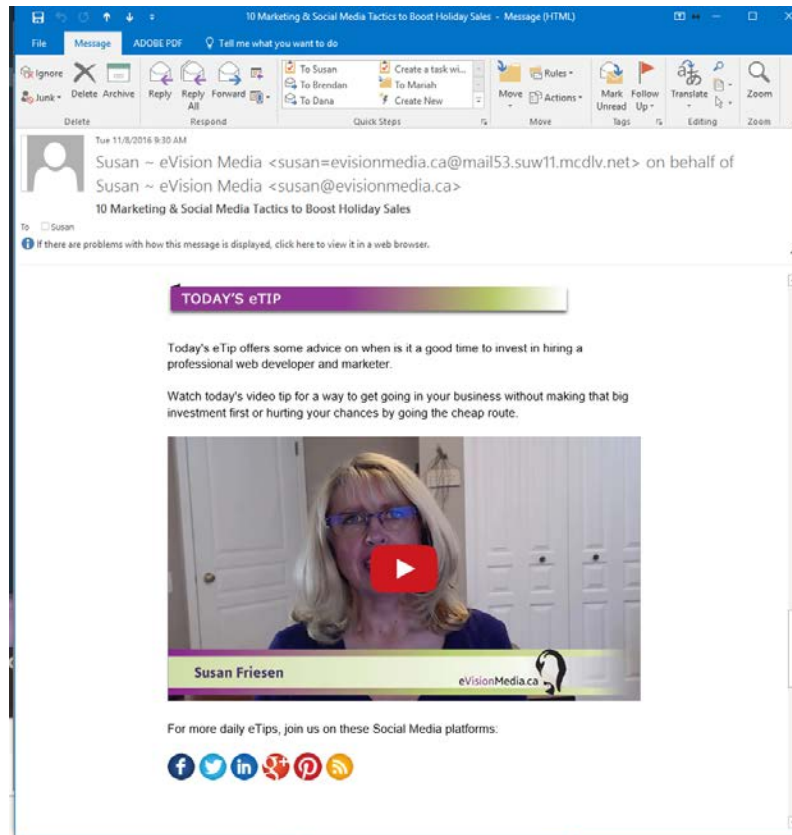
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- Add video to Facebook
- Flush out a more in-depth article
- Create quotables & tip snippets
- Infographic
- Post audio portion as podcast

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Why Content Marketing

- Relationship Marketing to build ‘know, like and trust’ factor with followers
- Content Marketing attracts paying clients in non-evasive, non-selling, more authentic ways
- AKA Inbound Marketing: Draws people IN
- Outbound Marketing: PUSH marketing (TV/Radio/Newspapers/Google Ads)

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Benefits to Content Marketing

- Improves Brand Awareness
- Increases Brand Visibility
- Builds the “Know, Like and Trust” factor
- Industry Expert positioning
- Sets the stage for converting followers into paying clients
- Creates Brand Advocates
- Opens opportunity for dialogue on Social Media
- Benefits SEO efforts
- Builds Repeat Business

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Challenges to Content Marketing

- Time consuming
- Keeping track of activities
 - Use Excel or other organizational tool
- Get help!
- Not having a plan in place
- Not knowing what type of content to produce
- Not being consistent
- ROI – Justifying the time/costs

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Challenges to Content Marketing

- Social Media, Relationship Marketing and Content Marketing = Long Term Strategies
 - Consistent effort needed
 - Sales
 - Leads
 - Referrals
 - List Size Growth
 - JV Partnerships
 - Speaking Opportunities etc
- Get help!

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Content Marketing Strategy

1. Understand who you are creating content for
 - Who is your ideal target market?
 - What do they want to hear/learn from you?

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Content Marketing Strategy

2. Why are you doing content marketing?

- Generate leads?
- Increase brand awareness?
- Position you as a thought leader?
- Showcase your expertise?
- Bring attention to your events?
- List building?
- Attract JV and speaking opportunities?

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Content Marketing Strategy

3. Assess your resources

- How much time can you allot to this?
- How much budget are you willing to spend?
- Who will take care what you don't have time for?
- What will their responsibilities be?

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Content Marketing Strategy

4. How to stand out in the crowd

- How do you differentiate from your competitors?
- How to get your target market to notice you?
- What part of your USP can you capitalize on?
- Avoid being a copycat!

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Content Marketing Strategy

5. Decide on best social media channels

- Google Analytics
 - Which social media channels are driving the most traffic to your site?
- Facebook Insights
 - Likes, comments shares?
 - Who is liking your page?

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Content Marketing Strategy

5. Decide on best social media channels

- Twitter Notifications and analytics
 - “Audiences” > who is following you
- LinkedIn Groups
 - Where’s your target market hanging out?
 - Are they active?

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Q & A

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Your Action Assignment

- Review today's recording to get a solid understanding of what Content Marketing is
- Understand who your ideal target market is and what they will want to receive from you
- Determine what your goals are for content marketing
- Assess your time availability and budget allotment for any outsourcing needed
- Figure out how to capitalize on your USP
- Decide on the top 2-3 social media channels to focus on

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