



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 2: Creating a Content Calendar / Getting Started with Content Curation
- Q & A
- Your Action Assignment



Social Blast: Content Marketing Series
Creating a Content Calendar / Getting Started with Content Curation

Recap: 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.”



Recap: Boosting Business Visibility with Content Marketing

Creating shareable content:

- Articles
- Images
- Audios
- Videos
- Slide Presentations



Recap: Boosting Business Visibility with Content Marketing

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



Recap: 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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Recap: 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



Recap: Challenges to Content Marketing

- Time consuming
- Keeping track of activities
 - Use Excel or other organizational tool
- 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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Recap: 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!



Recap: 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?



Recap: 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?



Recap: 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?



Recap: 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!



Recap: Content Marketing Strategy

5. Decide on best social media channels
 - Google Analytics
 - Facebook Insights
 - Twitter Notifications and analytics
 - LinkedIn Groups



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Content Marketing Calendar

Serves as a marketing roadmap

Performance-Driven model

- Customer-Journey Map
- Things people want to accomplish when interacting with your brand
- Mapping content to those customer goals



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Customer-Journey Map

1. Define 1 or 2 profiles of a typical ideal client. Example:
 - Persona: Solo Entrepreneur
 - Name, Age, Occupation, Where they Live & Something Personal



Customer-Journey Map

Name: Sandra Brightman

Age: 48

Occupation: Self Employed running a consulting business

Lives in: Anywhere in North America

Personal: Married with grown children



Customer-Journey Map

2. Personal description statement. Example:

“I have a passion to help others and also want to spend quality time with my family. I don’t like wasting time so I need to have someone I can count on who not only knows what I need but also does it quickly and efficiently.”



Customer-Journey Map

3. Their Motivations, Goals & Behaviours

Example:

Motivations:

- *Is busy juggling her time between business and family needs*
- *Needs help taking care of marketing that doesn't have time for nor knows how*
- *Understands what it needs to build a successful business and doesn't want to waste time, energy or money in doing so*
- *Looking for inspiration, support and motivation to help her get through the tough times*



Customer-Journey Map

3. Their Motivations, Goals & Behaviours

Example:

Goals:

- *Finding a resource she can depend on who will have her best interests in mind*
- *Seeing an ROI in her marketing investments*
- *Having someone on her team who is responsive and knowledgeable in the web and marketing field*



Customer-Journey Map

3. Their Motivations, Goals & Behaviours

Example:

Behaviours:

- *Customer-service centric*
- *Enjoys more how she's helping others than making money*
- *Likes convenience, stability and professional service*



Customer-Journey Map

1. Customer Persona
2. The Journey
3. Channels
4. Content



Customer-Journey Map

The Journey

- Choose customer goals that line with business goals - What do they want when interacting with your business?
- *Wants to learn how to build a successful business.*



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Customer-Journey Map Tasks

What would this person do in order to achieve that goal?



Customer-Journey Map

Tasks

- *Go online and attend free webinars, take online courses and read blog articles to learn as much as they can*
- *Determine what they need to know in order to be able to hire resources for their team to help them achieve business success*
- *Ask their friends, business associates and other people for references on them finding help with their business*
- *Research and contact the ideal people to see if they'd be a good fit for their needs*
- *Hire their ideal resource*



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Customer-Journey Map Channels

- How to get in front of them. Where do they hang out?
 - Social Media: Facebook, Twitter, LinkedIn, Instagram, Pinterest etc
 - Online and offline magazines
 - Industry leader blogs & newsletters
 - Google Search
 - In person networking
 - Masterminds, private groups, community forums



Customer-Journey Map

Content

- What do they need from you to achieve their goals?
 - *Write Articles*
 - *Post articles to blog*
 - *Send in newsletter*
 - *Disperse to several social media channels*



Content Curation

- 1. Sharing Someone Else's Content**
- 2. Creating Our Own Content**



Content Curation – Someone Else’s Content

1. Saves time
2. Supplements our own content
3. Spreads Goodwill



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Content Curation – Someone Else’s Content

What to be aware of:

- Ensure other person gets full credit
- Give proper attribution to author including link back to original
- Share from someone with similar target market as you
- Only share content in your area of expertise
- Double check before sharing
- Personalize before sharing



Content Curation – Someone Else’s Content

Where to find content

- Use different formats
 - Images
 - Videos
 - Quotes
 - Infographics
 - Articles



Content Curation – Someone Else’s Content

Where to find article-based content

- Other people’s blogs
- Article Repositories & Directories
- Social Media blogs:
 - LinkedIn Pulse
 - Medium
 - Facebook Notes



Content Curation – Someone Else’s Content

Where to find article-based content

- Social Media News feeds
- Blog RSS Feeds
- Industry leader newsletters
- SmartBrief
- Feedly
- Alltop
- Tumblr
- Digg



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Content Curation – Someone Else’s Content

Where to find article-based content

- Scoopit!
- Medium
- Stumble Upon
- Spungelt
- YouTube
- Quora
- Online Magazines
- Google Search
- Article Repositories



Content Curation – Someone Else’s Content

Where to find article-based content

- Hootsuite
- SproutSocial
- Instapaper
- Postcron
- BuzzSumo
- ContentGems



Content Curation – Getting Organized

Put it all together into a manageable structure

- Excel Sheets



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Q & A



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Your Action Assignment

- Review today's recording
- Create a Customer-Journey Map
- Determine your sources of content curation
- Set up an Excel sheet to map out your content calendar
- Map out next week's content and schedule it in a content management scheduler like Hootsuite