



# 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 3: Creating Shareable Content
- Q & A
- Your Action Assignment



## **Recap: 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



## **Recap: Customer-Journey Map**

1. Define 1 or 2 profiles of a typical ideal client.
2. Personal description statement
3. Their Motivations, Goals & Behaviours



## **Recap: 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*



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## **Recap: Customer-Journey Map**

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



## **Recap: Customer-Journey Map**

### The Journey

- Choose customer goals that line with business goals - What do they want when interacting with your business?



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## **Recap: Customer-Journey Map**

### Tasks

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



## **Recap: 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





## **Recap: Customer-Journey Map**

### **Content**

- What do they need from you to achieve their goals?
- Share Someone Else's Content
- Create Your Own Content



## **Recap: Content Curation – Someone Else’s Content**

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



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**Recap: 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



## **Recap: Content Curation – Someone Else’s Content**

### Where to find content

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



## **Recap: 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



## **Recap: 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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**Recap: 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



## **Recap: Content Curation – Someone Else’s Content**

### Where to find article-based content

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





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## **Recap: Content Curation – Getting Organized**

Put it all together into a manageable structure

- Excel Sheets

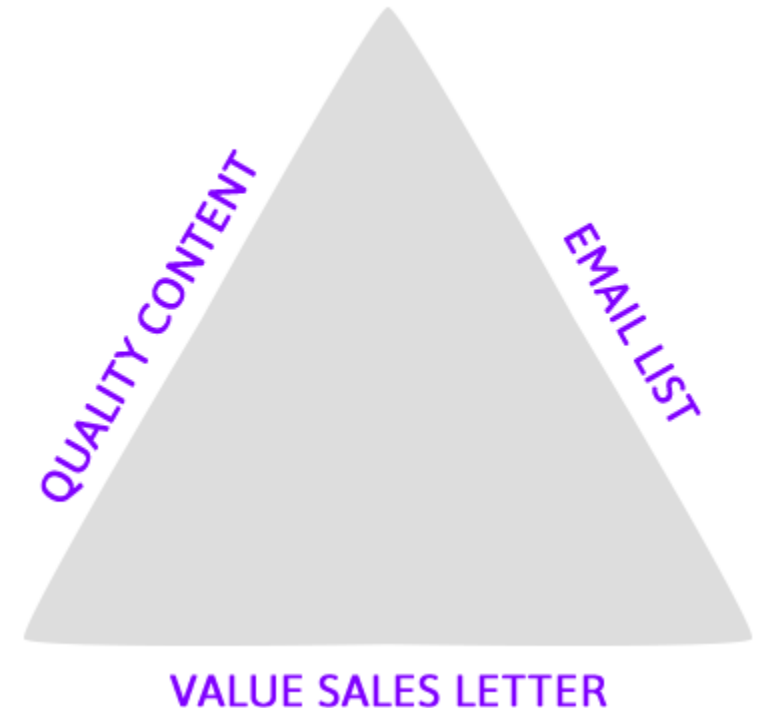


## Creating Shareable Content

What exactly is “content”?

- Content equates to value
- Compelling
- Informative, Entertaining or Useful
- An Exchange:
  - For Traffic
  - Monetization

## TRIANGLE OF TRUST





## **Creating Shareable Content**

What exactly is “content”?

- An Exchange Using Monetization:
  - Direct Sales
  - Upsell
  - Post-Sales Offers – “You Might Also Like...”



## **Defining Content**

Content is found in the form of:

- Images/Photos:
  - Inspirational
  - Tips
  - Memes
  - Work Environment
  - Pinterest and Instagram



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## **Defining Content**

Content is found in the form of:

- Video:
  - Facebook Live
  - YouTube
  - Vimeo
- Audio
  - Podcasts
- Presentations
  - Slideshare



## **Defining Content**

Content is found in the form of:

- Text
  - Articles / Editorials / Reviews
  - White Papers / Case Studies / eBooks / Reports
  - Books
  - How-to and quick tips lists
  - Direct Social Media posts
  - Instant messaging



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**To Add Value to Our Reader**



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## **Creating Our Content**

- **Blog Articles**
- **Blog Benefits:**
  - **SEO**
    - Increases traffic to your site
  - **Humanizes Your Brand**
    - Brings out your unique personality
    - Touch on issues, concerns & passions
    - Building a trusting relationship with readers
    - Increases your brand's likeability quotient





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## **Creating Our Content**

- **Blog Benefits:**
  - Supports Social Media Efforts
    - Quality content will help you stand out from your competitors
  - Provides Excellent Value to Newsletter Subscribers
  - Builds Authority in Your Industry
    - Share important industry-related information & insights to build your expertise
    - Builds trust & familiarity



## **Creating Our Content**

- **Blog Benefits:**
  - Helps Improve Conversion Rates
    - Helps build brand loyalty
    - Can experience a 13X increase in ROI
  - Helps Generate Inbound Links
    - Integral part of SEO program
    - Serves as great resource for other bloggers and media



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## **Creating Our Content**

- **Blog Benefits:**
  - Increases Leads
    - More website pages = more leads
    - 400-1000 pages of content gets up to 6X's more leads
    - More content > More form submissions > more email opt-ins > more quote requests > more sales
  - Generates Community & Discussion
    - Poll your audience
    - Gain insights into customers' needs
    - Structure content based on what's learned



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**Creating Our Content – Blog Articles**

- Blogging serves as the nucleus of content marketing efforts
- Hard to be successful at content marketing without it
- Success means understanding and connecting with your audience
  - What are their challenges?
  - You'll attract the right people who are looking for that information



## **Creating Our Content – Blog Articles**

- **#1 Obstacle: Don't know what to write about**
- **3 Categories:**
  - Educate
  - Inspire
  - Inform



## **Creating Our Content – Ideas for Blog Articles**

- **Articles**
  - Share tips about what you know
  - “What challenges do my ideal clients have that my offerings solve?”
  - Frequently asked questions from customers



## **Creating Our Content – Ideas for Blog Articles**

- Tutorials
  - “How to...” (fill in the blank)
- Case Studies
  - People love stories!
  - Demonstrates problems that were solved after working with you
  - Add before/after photos



## **Creating Our Content – Ideas for Blog Articles**

- Expert Interviews
  - Garner more respect through association
  - Affiliate commission possibility
- News and Announcements
  - Conferences you're attending
  - New products being launched
  - Introduce new team members
  - Ways giving back to the community





## **Creating Our Content – Ideas for Blog Articles**

- **Reviews**
  - Opportunity to receive freebies
  - Affiliate commission potential
- **Lists**
  - Hottest types of blog content
- **Business Challenges**
  - Provide insight to what's happening in your business
  - What's learned through trial and error



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**Creating Our Content – Ideas for Blog Articles**

- Recycle Old Content
  - Re-work past articles from years ago
  - Fresh perspective, updated material, more current
  - Remove old post
- Quick Tips
  - 1-2 minute video or short article that benefits reader
  - Make it short, concise and to the point
  - Side note: Invite guest bloggers



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**Write down your ideas!**



## **Creating Our Content – How to Write a Blog Article**

- You **MUST** know who you're writing for
- Start with a topic and working title
- Write an introduction
- Organize article body points in bullet form
- Write the article



### **Creating Our Content – How to Write a Blog Article**

- Carefully edit and proofread
  - Grammar good?
  - Does it flow smoothly?
  - Spelling errors fixed?
  - Add formatting
    - Avoid long paragraphs
    - Use headlines and bullet lists
- Write a conclusion
- Add a call to action
  - What do you want them to do next?



### **Creating Our Content – How to Write a Blog Article**

- Find a suitable image
  - Position centered at top of article for social sharing
- Pick a catchy title
  - Revisit the draft title and refine
  - Needs to be accurate and clear
  - Be compelling enough
  - Benefits-driven are effective
    - “How to...”
    - “9 Ways to...”
- Add the article as a blog post



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**Q & A**



## **Your Action Assignment**

- Review today's recording
- Review Your Customer-Journey Map and Persona's
- Post to social media images, videos and text posts that your customer persona would find of value
- Brain storm and write down blog article topics
- Write an article and post to your blog!