

CONTENT MARKETING CONQUERED

Your Free e-Book

The Easy Guide to
Content Marketing



Dolezal Consulting™

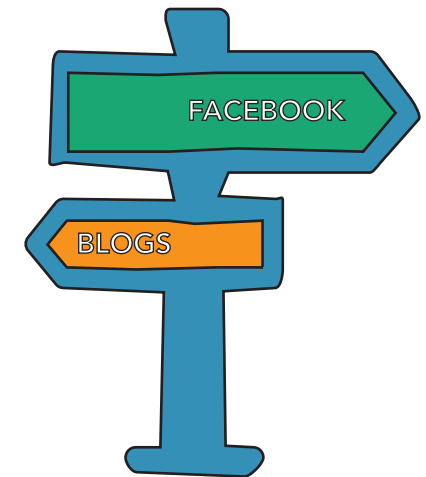
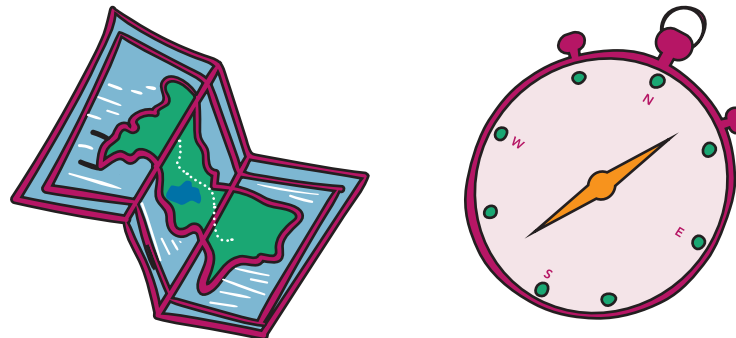
INTRODUCTION

Content Marketing is a relatively new term to describe a concerted response to all that UGC (user generated content) out there.

This is terrific and terrifying all at the same time, because if you are a busy business owner, trying to take care of the day-to-day, this is just one more thing to worry about. How will you jump in? How will you respond to reviews about your products and services? How will you influence peoples' views about what you do or sell?

This little handbook is designed to explain the **'whys and wherefores'** of Content Marketing and help you to get started, without becoming a slave to Social Media or disappearing into the timewarp that is Facebook.

Read On... **Help is at hand**

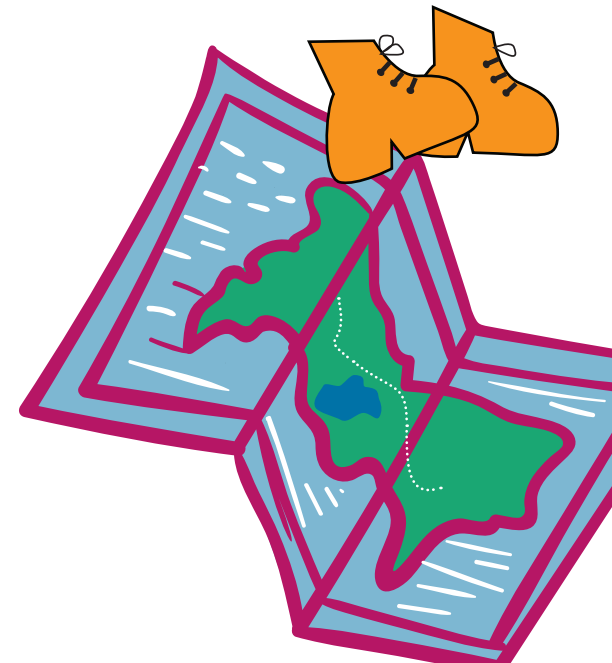


Since the advent of Web 2.0, the launch of sites such as Wikipedia and Wordpress (early adopters) have shown just how much the general public has to say about... EVERYTHING!

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BRIEF HISTORY OF {CONTENT} MARKETING

Print

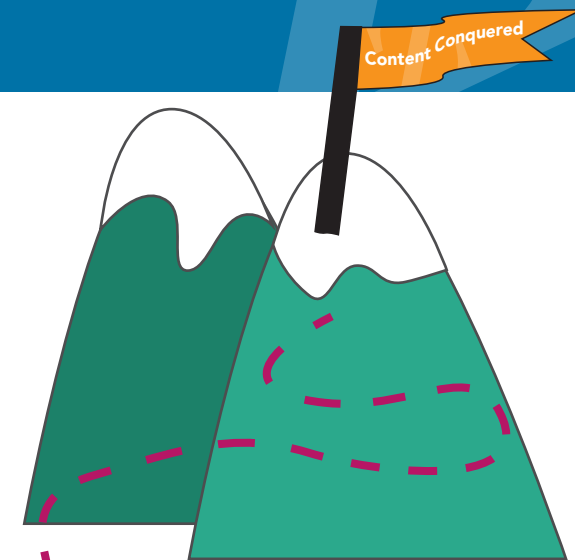
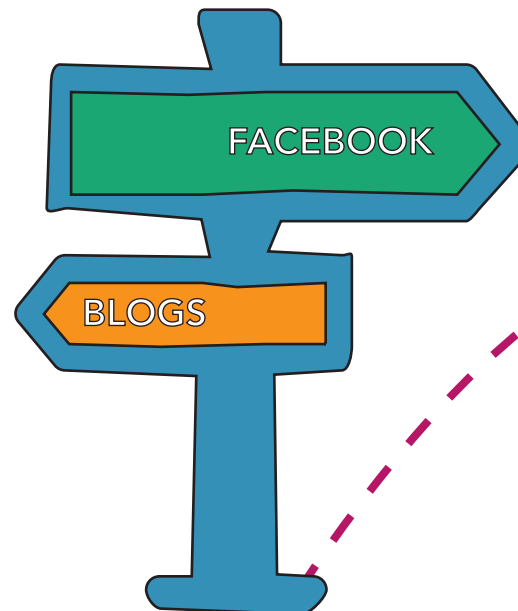
The invention of movable print in Europe by Gutenberg in the 1450s made way for the printing press: handbills, flyers, posters, books (including the bible), magazines, you name it. For the first time, information about your products and services could be seen and read even when you weren't there. You could stimulate interest in advance and remotely. It did, of course, rely on people being able to read, so that's why illustrations (images) have always been so powerful - think: early pub signs!

Magazines

The first magazines were launched in the mid 1700s, full of content: stories, illustrations, articles, research. There are many examples from across Europe of companies using print to promote their enterprises with brochures and pamphlets from the 18th century onwards.

Radio

The next big technological innovation was radio in the 1890s. It took a couple of decades (of modification and mass production) for the radio to be in every household, but its enduring popularity has meant that it is still an excellent medium for entertainment, enlightenment and yes, advertising. (The first ad agency opened on Madison Avenue in 1919).



Since men and women first made or grew a surplus there has been trade. And since the market place evolved, there has been some form of marketing.

BRIEF HISTORY OF CONTENT MARKETING

Television

Television followed in the 1930s and by the 1950s, many households owned or had access to a TV set. In the UK, the BBC started regular broadcasting in 1930. Commercial television in the UK started with ITV in 1955, but in USA they had only commercial channels, so no barriers to advertising. This was the era made popular by the TV series, "Mad Men".

The Internet

For the next 40 years, advertising was the dominant tactic for promotion, followed closely by printed materials. Then in the 1990s, the internet developed within American universities and was soon opened up to the rest of the world via the world wide web. For the first time, you could have a brochure online! More people could see it, it soon cost less than advertising and you could change it when you needed to. Early websites tended to be just that, online brochures, and a virtual shop window for the organisation.

Web 2.0

Then, in 1999, what's known as Web 2.0 was launched. For the first time, websites could accommodate User Generated Content (UGC), content that their customers, students, visitors, suppliers, spectators, news hounds, could contribute.



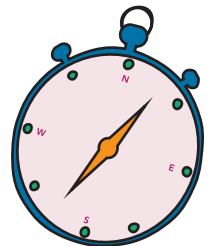
‘Marketing’ as an activity, taking stuff to market, is thousands of years old. Marketing, as a science, is only about a hundred years old.

BRIEF HISTORY OF CONTENT MARKETING

“A Web 2.0 site may allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community in contrast to websites where people are limited to the passive viewing of content.”

Wikipedia

Blogger	1999	“Free weblog publishing tool from Google, for sharing text, photos and video.”
Wikipedia	2001	“A free encyclopaedia built collaboratively using wiki software”
LinkedIn	2003	“Connecting the world’s professionals to make them more productive and successful.”
Wordpress	2003	“A semantic personal publishing platform with a focus on aesthetics, web standards, and usability...”
	2004	In the meantime, Google was going public Yahoo, Bing, Ask Jeeves were jostling for our search engine loyalty; MySpace, Flickr, Vimeo, saw their stars rise... and fall, as other, newer, more attractive content sharing platforms were launched.
Facebook	2005	“Facebook is a social utility that connects people with friends and others who work, study and live around them.”
YouTube	2005	“Share your videos with friends, family, and the world.”
Twitter	2006	“Instantly connect to what’s most important to you. Follow your friends, experts, favorite celebrities, and breaking news.”
Instagram	2010	“Capture and Share the World’s Moments.”
Pinterest	2011	“Pinterest is a tool for collecting and organizing things you love.”
	Now	Snapchat, Periscope, Facebook Live, YouTube Live...



These are content sharing platforms ‘by the people, for the people’, if you look at the language they use to describe themselves. The words ‘buy’ and ‘sell’ are distinctly absent.

BRIEF HISTORY OF CONTENT MARKETING

As well as blogging software and social media platforms, another innovation is the consumer review website.

Which!, TripAdvisor, Money Super Market, Parkers, Glass, AutoTrader - all now have users reviews too.

Even the media now rely increasingly on contributions from their audience, both for entertainment, such as daytime BBC Radio programmes, to News Services who will often use eye-witness accounts, images and footage as part of their research and reporting.

All of this consumer sharing has turned everyone into a critic & reviewer - all very empowering - but goodness has it raised expectations!

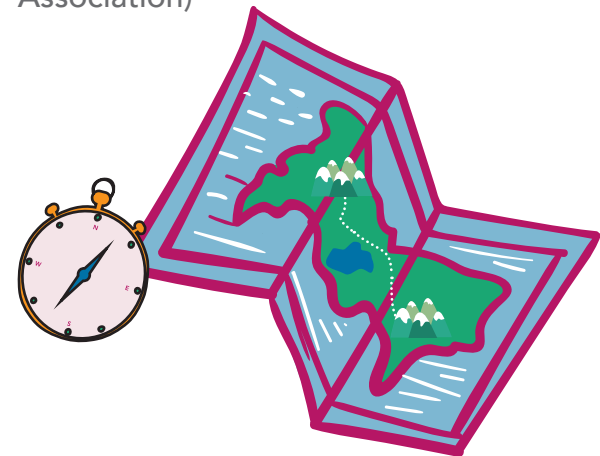
There is a BIG sharing, reviewing audience out there, who have completely changed the way they buy.

They'll start researching, then look at your site, then a competitors, then review sites, then talk to friends - **OFTEN VIA SOCIAL MEDIA** - looking for Social Proof that yours IS the 'best buy'. They'll even ask 'the CROWD'.

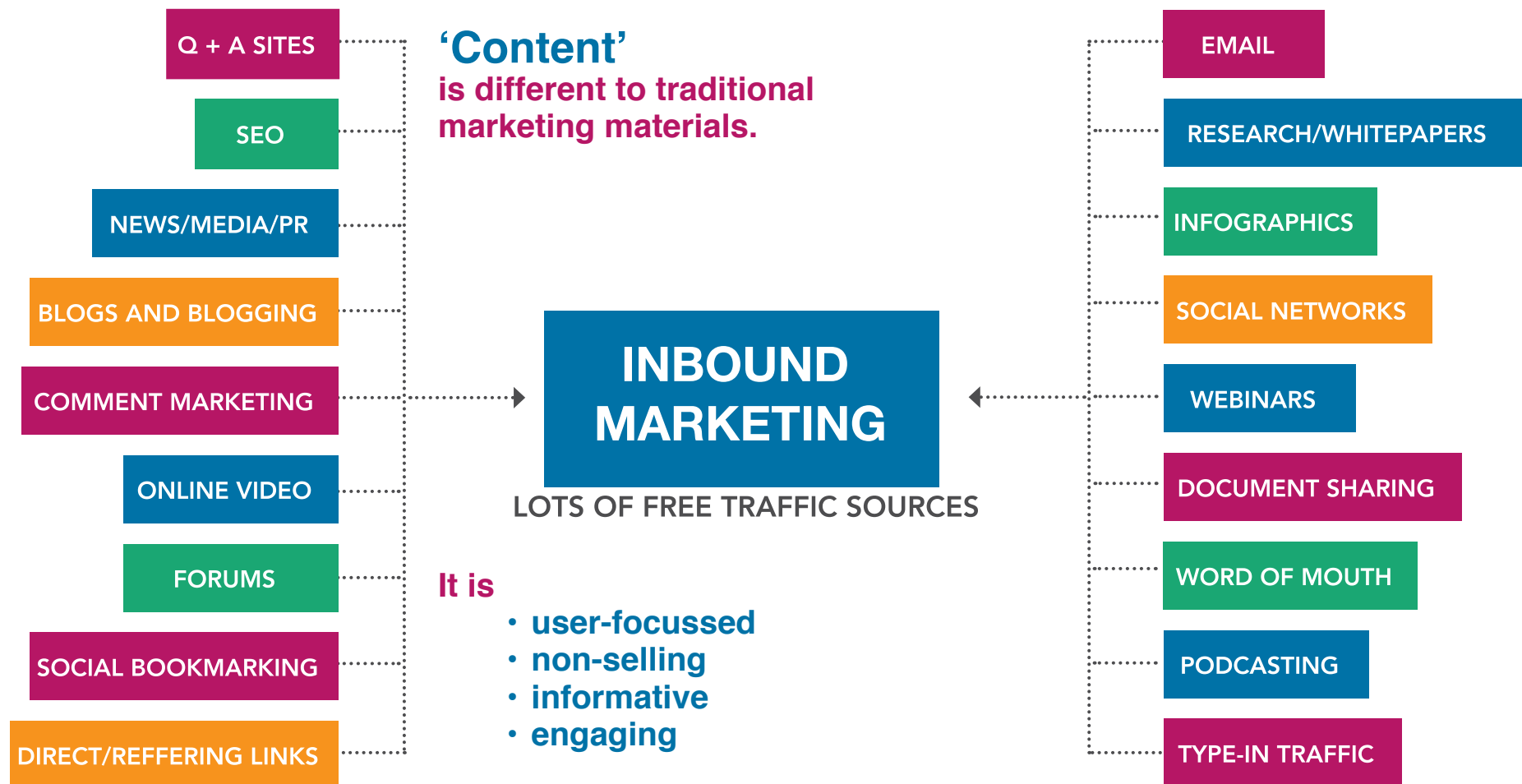
If they visit your site or look for you online, they'll expect to find not just the basics, but more and more info to help them choose you - photos, reviews, testimonials, some personality and maybe a blog or videos about past projects, case studies, how to use your products, how to fix, clean or assemble (your) products; how your business started (your story); what's on the week/month they visit your accommodation; what is the background to the services you have developed, for example.

“the definition of marketing, the four ps, the product lifecycle ... those concepts haven't changed and they remain at the core of marketing today. The tools and how we're able to assess all of this have changed, but the core concepts haven't changed.”

David Reibstein, Wharton Professor and 2012-2013 aMa Chairperson
aMa (American Marketing Association)



WHAT IS CONTENT MARKETING?



INBOUND / CONTENT MARKETING SALES FUNNEL



The aim of content (or inbound) marketing is to guide on a journey of discovery. You want to make them aware of what you do (**ToFu**), compel them to visit your website or landing pages*, then filter out the unready or unsuitable (**MoFu**) before converting them into happy customers, who turn into fans and ambassadors for your brand, products and services.

How long does this journey take? Depending on the complexity or importance of the purchase, it could take a year. It could take minutes.

Your promoters will also need content aimed at them (affirmation) and will contribute to the Social Proof future prospects will be looking for when they start their journey of discovery.

*Landing pages: these can be shown but are often hidden pages on your website, or on another software platform, like LeadPages or InstaPage, designed to help the visitor make one, key decision.

ToFu: Top of funnel

MoFu: Middle of funnel

Bofu: Bottom of funnel

WHAT THE EXPERTS ARE SAYING

Marcus Sheridan

"The Sales Lion", The Mad Marketing Podcast

Stuff everyone wants to know...

COST

PROBLEMS

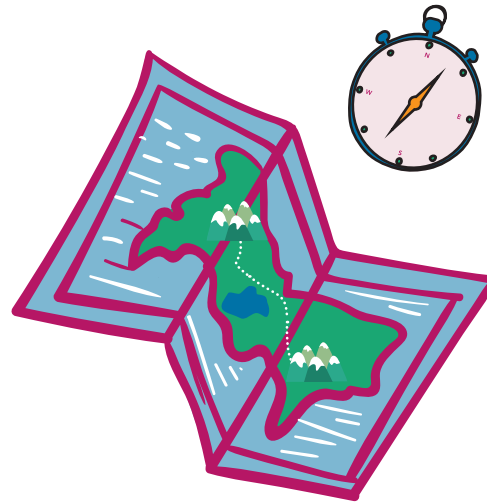
COMPARISONS/V.S.

AWARDS

THE BEST

REVIEWS

THOUGHT LEADERSHIP



Mark W Schaefer

"{grow}", The Marketing Companion Podcast

Decide what you want for the future of your business and how Content Marketing can help achieve these goals.

Before you have a **CONTENT MARKETING STRATEGY**, you need a **MARKETING STRATEGY** and ideally an overall **BUSINESS STRATEGY**

Define what makes you different: **"ONLY WE..."**
What sets you apart from the rest of the world.

Stanford Smith & Mark W Schaefer -

"Born to Blog", Pushing Social Podcast. The culture of your organisation may influence the type that is most comfortable for you. Different markets may favour a different type.

CONTENT OVER TOOLS

Concentrate on building the content first, then pick the best platform - don't get hung up on the tool.

CONTENT SHARECROPPING

Don't put all your best content on someone else's platform. Build your own website or blog so you own it. You can distribute it on these other platforms.

ME-TOO-ISM

Are you willing to do what they did to get to where they got? If you are, then you can have it too.

BREAK THE MOULD

Be authentic, be yourself.

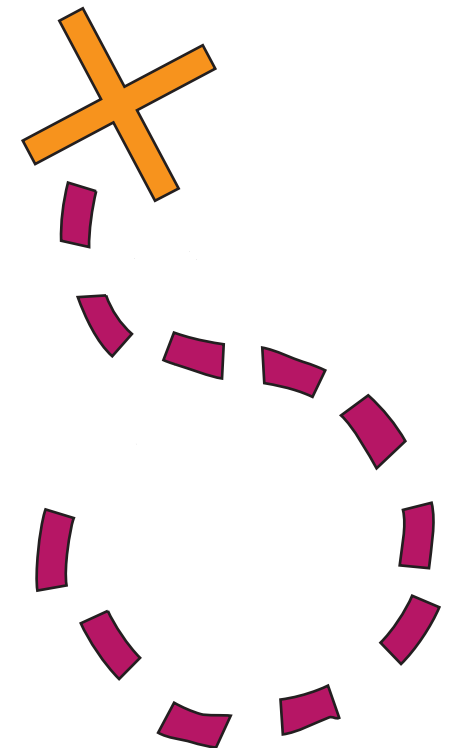
WHAT THE EXPERTS ARE SAYING

Joe Pulizzi - Content Marketing Institute & Podcast

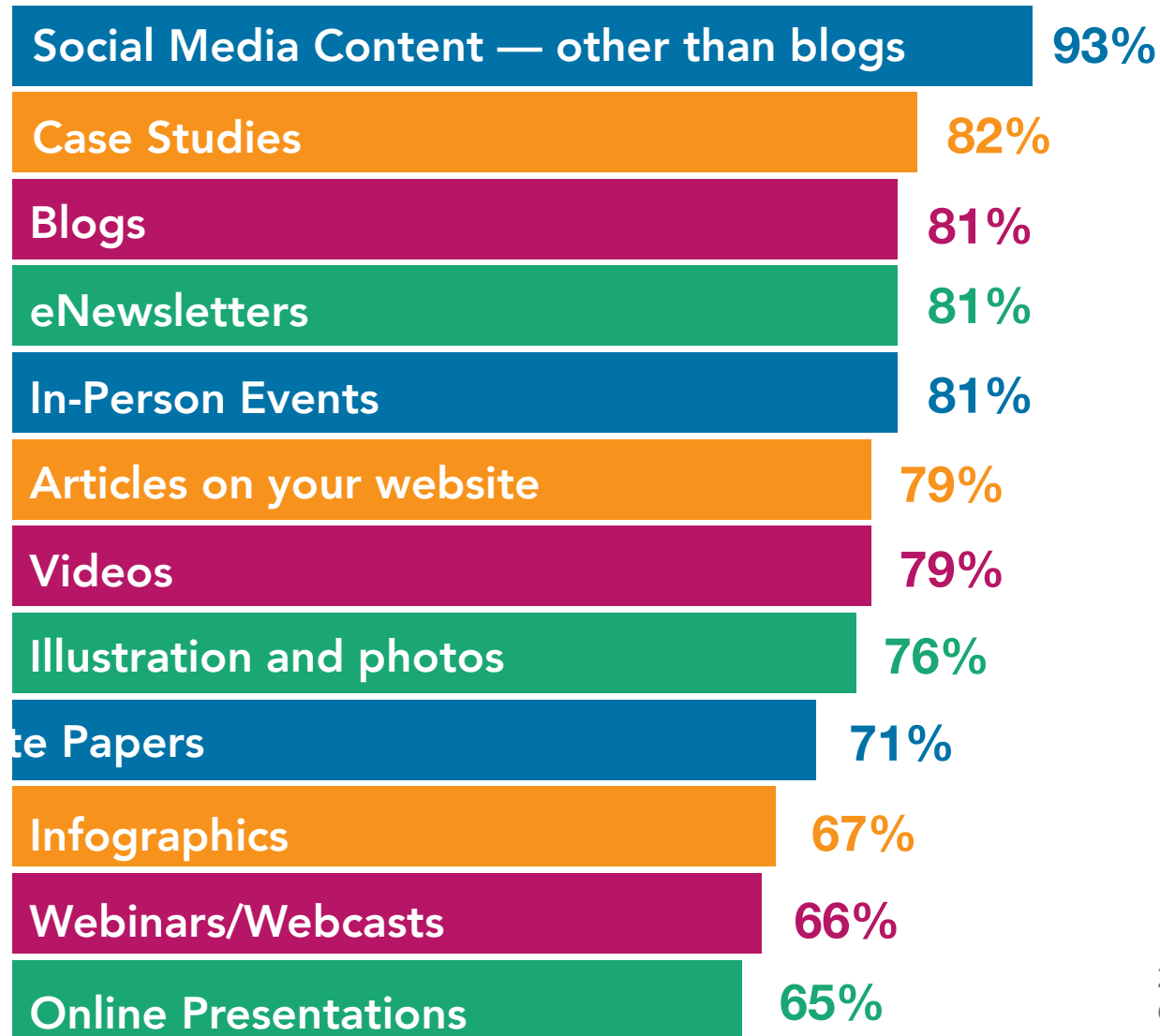
Content Marketing is about owning, not renting your own media. We're all publishers now - the only difference between marketers and publishers is how the money comes in: sales v subscriptions?

Marketers polled said their: biggest content marketing challenge used to be "producing the kind of content that engages" but are now saying "producing enough content", so try to plan your content upfront - then modify for your different platforms.

- The content assets may be in your employees - especially in a services or consultancy business - but don't expect them to be good writers - just get the content in whatever format and give it to someone who can turn it into **GOOD COPY**.
- Approach guest bloggers - **PEOPLE WHO ARE WELL-KNOWN** - and publish their content on your platforms!
- Aim for email sign up - you want to **OWN THE CHANNEL** so get their email address and get them onto your mailing list as soon as possible.
- **OUTSOURCE** - copywriters, editors, existing bloggers and freelance journalists are all looking for ad hoc work.
- Content marketing is largely **FREE** - it's the money you used to spend on advertising. The cost is **TIME**.
- PR can do some of this for you, but increasingly they'll expect to find it on your site or via your own streams - this is content **YOU OWN, SHARE IT, PUBLISH IT** - and it builds **TRUST IN YOU!**



B2B CONTENT MARKETING TACTIC USAGE



2016 B2B Content Marketing Trends North America:
Content Marketing Institute/MarketingProfs

GETTING STARTED WITH CONTENT MARKETING

Research your industry, your products or services

Don't be afraid of the competition! Research your industry and identify areas that aren't being addressed by other providers. This could be a particular product that customers find difficult to get a hold of or a lack of customer service. It could be that your competitors aren't sharing content across the platforms that you use or maybe they are just not producing any content!

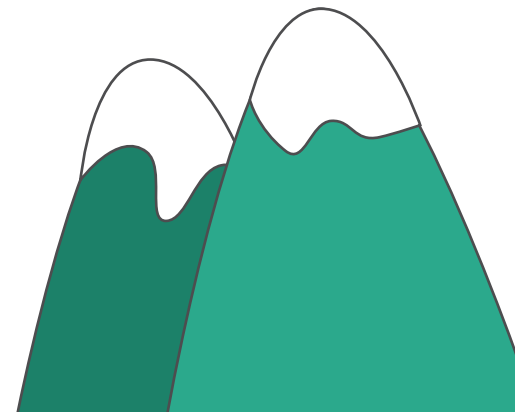
Do your competitors encourage engagement between their customers? Do they respond to customer questions and complaints in a timely and appropriate manner? If not, make it your job to do so and start building a relationship with your customers based on honesty and trust.

If you offer a service rather than a physical product is there anyone else offering the same and, if so, how are you different? It might be that you offer free shipping, a free consultation, a percentage discount on orders over a certain amount. Find out which other businesses your customers are considering and identify areas of your business that are unique to you. Then shout about them!

Be a curator

Start collecting information as you conduct your research. As you build up your 'library' create files for each area of your research. If your ideas start piling up with little or no organisation you will soon find that you will become lost and lose interest. A great place to start is by searching for your product or service on a search engine such as Google or Bing. You will soon find out both what the industry and the public (or customer) is saying and they'll probably be very different!

Research and make note of places where customers leave reviews, make comments or join forums about your product or service and join the conversation making sure to solve a problem, answer a question or share your ideas. You could ask your own customers to share their good experiences of your product on your website or on your Facebook page; great for building up that all important 'social proof'!



GETTING STARTED WITH CONTENT MARKETING

Quality Control

Now you've got together some great ideas and have created some pieces of content, take a few moments and put yourself on the receiving end of your blog post, video, webinar or other. You could even ask a colleague or (honest!) friend to give you a hand with this. Read your content out loud or ask your helper to do the same. Does it pass the content quality control test? Did you or your helper switch off after the first sentence or did you engage them throughout? At the end of the exercise ask yourself (or your honest friend) whether your content ticked any of the following 'boxes':

- **Relevant** Is your content relevant to your customers in terms of answering questions, giving information, providing information that is currently not being shared anywhere else?
- **Interesting** If it's not interesting you will soon know about it!
- **Useful** Does your content solve a problem, does it give instructions?
- **Quality** Is your content grammatically correct and checked for spelling errors?
- **Valuable** Ask yourself how you have added value to your customer experience.
- **Sharable** Does your content shout out to be shared by your followers? Is it unique, is it entertaining or even controversial?
- **Engaging** Does your content encourage your audience to engage with you and each other about your brand or product?
- **Passionate** Is your passion about your product, service or brand obvious or does your content come across as being 'forced'?
- **Educational** Does your content teach your audience something that they didn't know about your business and brand? What have they learned in the few minutes that it has taken them to read or listen to your content?

Note: Don't try to tick all the above 'boxes'! It's almost impossible! Start with two or three and building up from there. Then you'll find the task of creating great content easier as you go.

KEEPING GOING...

Choose your platforms

Once you have collated your ideas and written your content, make sure you choose how you share your content with care. Start with the platforms you feel comfortable on. If you don't it will show!

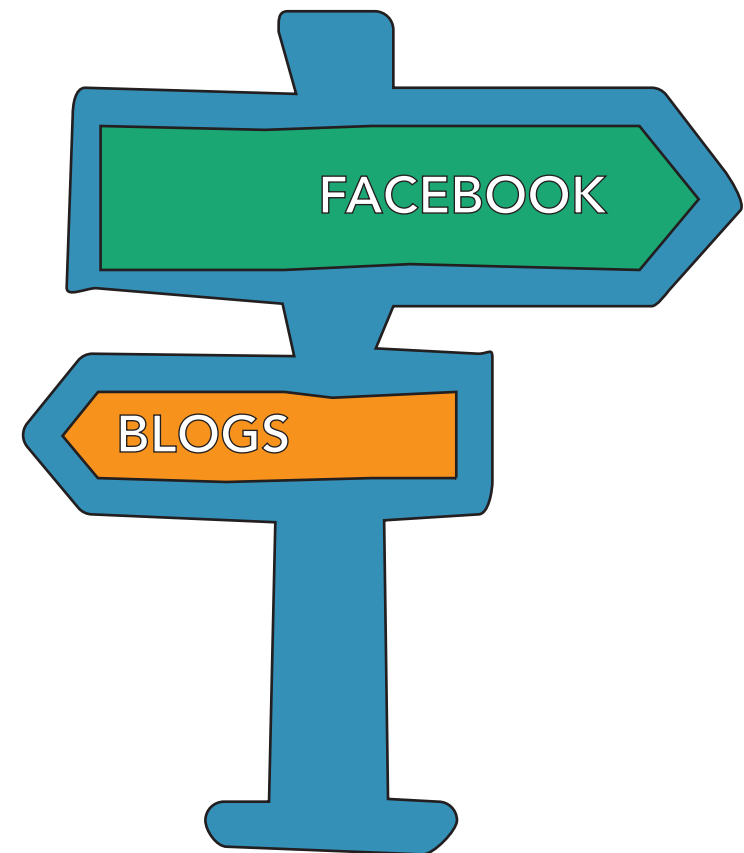
If you're a great writer then stick with blog posts, white papers and 'How To' lists, for example. However, if you're a budding TV star and are comfortable on camera then video is a fantastic way of sharing your content, introducing yourself to your customers in person and building confidence in yourself and your business.



Share!

The really crucial bit! Once you're happy with your content and comfortable with your platforms the time has come to share your great, groundbreaking ideas with the world! If you have a Facebook page, give your 'likers' a taster in a couple of sentences and post a clickable URL so people can access your content easily and in one click. If you're on Twitter or LinkedIn do the same.

If you're sharing a blog post, make sure that you've made it as easy as possible for your readers to not only engage with you but share your posts on their timelines and Twitter accounts. Make sure that your blog page has sharing buttons to make it as easy as possible for your readers to share your content over their own social profiles.



KEEPING GOING...

Measure!

Measure how your content has affected your online visibility. Tools such as Google Analytics and Webmaster Tools are free of charge and provide a wealth of information such as daily visitors to your site, numbers of new vs. returning visitors, how they found you, how long they stayed on your site, the list goes on! Take a snapshot of these types of figures before you get started and keep an eye on your analytics as you start to share your content. If your content passes the quality control department, your analytics should start to show some positive signs of growth!

Facebook Likes

Twitter Followers/@mentions

Backlinks

Increased Comments

Time spent on website/pages

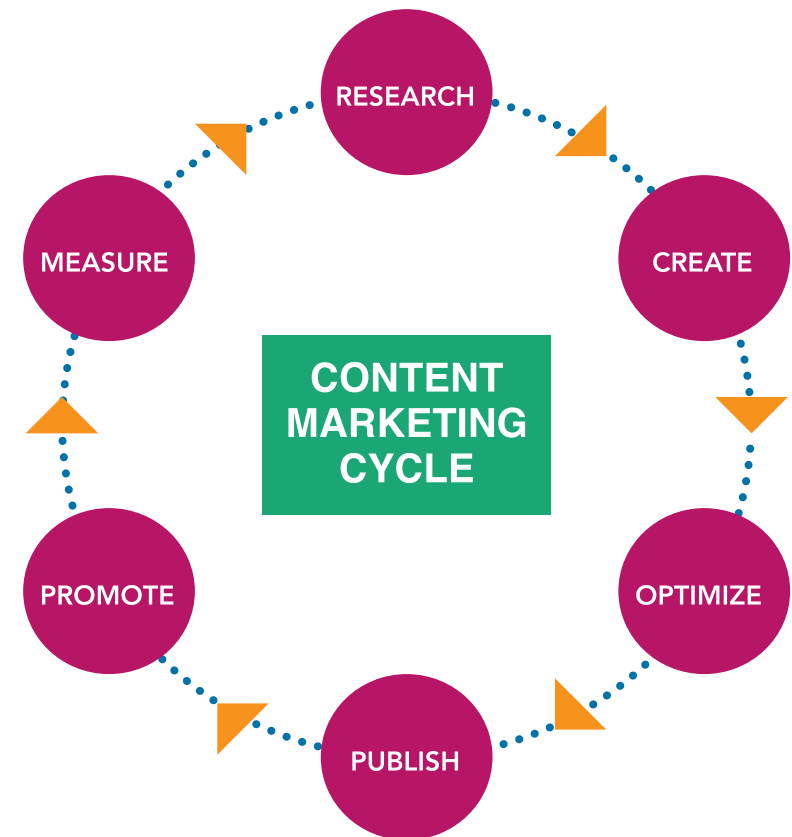
Increased number of page views per visitor

Increased 'checkouts' £ \$ €, goal conversions

Start over!

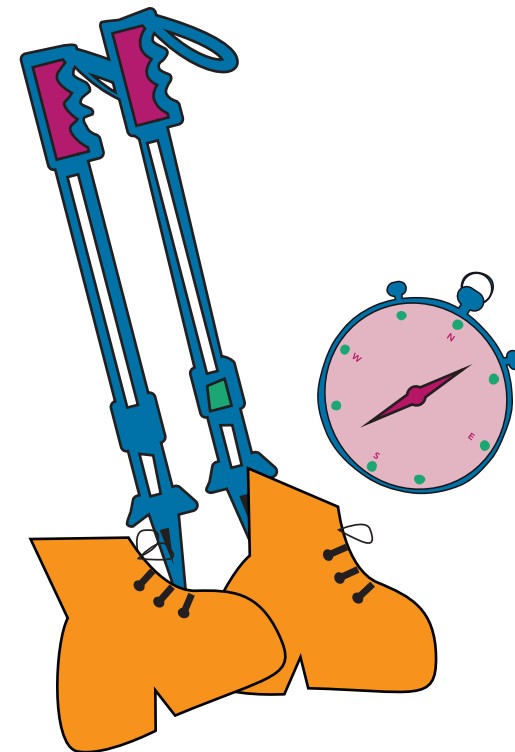
So, you measure, research, curate, share and measure again! The good news is that over time (remember you are not going to see vast numbers of visitors to your site overnight!) all of your effort will pay off. Not only will you increase website visitors, an increase in facebook likes or Twitter followers, your social proof should be on it's way up too!

The bad news is that it's time to start the process all over again! On a serious note, producing and sharing great content should not become an onerous task. It should be something that you enjoy. If not, take a break and come back to it when you're ready. The world will still be waiting!



OTHERS WORTH CHECKING OUT!

Michael Stelzner	Social Media Examiner
Joe Pulizzi	Content Marketing Institute
Mark W Schaefer	{grow}, The Marketing Companion
Marcus Sheridan	The Sales Lion, Mad Marketing
Andy Crestodina	Content Chemistry - SEO
Mari Smith	Facebook guru
Andrea Vahl	facebook and social media
Ileane Smith	Queen of podcasting
Michael Hyatt	Blogging and webinars
Derek Halpern	Email marketing
Chris Brogan	Blogging
Copyblogger	Copywriting



AND FOR THE REALLY INTERESTED...

Now you've read the e-book, you are ready to take your next steps with Content Marketing.

We want to help you conquer that mountain so come and check out our online programme.

Content Marketing ~ Conquered will guide you to the top in 6 easy steps. We've poured all our experience into making it the most user-friendly programme possible.

Look under the **Courses** tab on our website:
dolezalconsulting.com/courses

We will be there to support you, each step of the way.

Here's to your journey....

Warmest wishes

Joanne

