

# Content is Currency

*Developing Powerful  
Content for Web &  
Mobile*

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# What is Content Marketing?

*Content marketing is a marketing technique of 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.***

# Key Points

- Through **killer content**, you convert prospects into customers and customers into loyal, lifelong, repeat buyers.
- Utilizing the power of opt-in permission to deliver **killer content** via e-mail, RSS feeds, social media channels, and other methods, your goal is to become **a valued resource for hundreds and thousands of people** who, in time, will want to buy what you sell.
- You don't want to sell them once and never see them again. You want that **killer content** to help you make a friend—**a friend who enjoys buying from you—for life.**

# What Types of Content?

- Blog posts
- Website pages
- YouTube videos
- E-books
- Case studies
- Podcasts
- Webinars
- E-newsletters
- Digital magazines
- Press releases
- Articles
- White papers
- Content widgets
- Autoresponders
- E-mails

# Analyzing Your Current Content

1. Take inventory of the content you currently have in place
2. Review the content for quality (writing/production)
3. Review it for search engine optimization
4. Analyze its social marketing potential
5. Rewrite or rework it to correct any mistakes
6. Brainstorm a list of additional content items you may need

## The Goal:

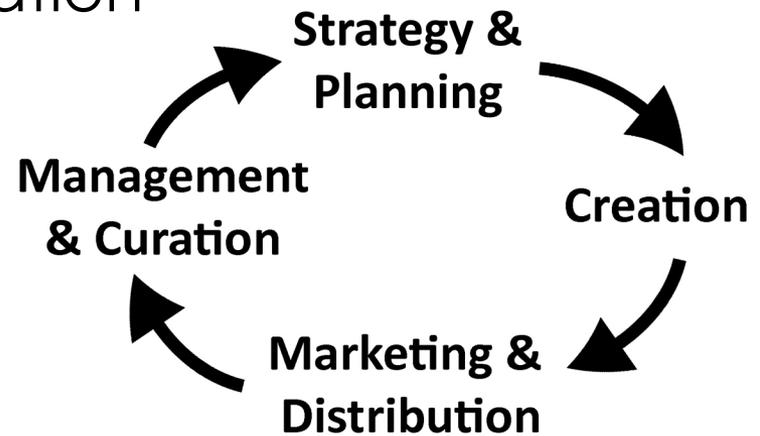
**Your content should be compelling to readers, visible to search engines, linkable to partners, shareable through social media, and transferable to mobile devices.**

# Current Trends in Content Marketing

- Social media marketing gets huge
- Mobile marketing becomes the real deal
- Content marketing expands into new venues (smart phones)
- Online retail continues to take market share from other channels
- Integrated marketing comes of age (mobile with TV)
- Location-based services are growing
- Target market segmentation are driving more dollars to content marketing
- Quality content is more important than quantity

# The Content Lifecycle

- Content strategy & planning
- Content creation
- Content marketing/distribution
- Content management/curation



# The Content Marketing Machine

- Three Pillars
  - Content, design, and usability
- Considerations
  - What types of content you produce
  - How you put your content in front of your prospects/customers
  - How you are supporting your content
- Three Channels
  - Content that makes up your site and blog
  - Content you use for lead generation (white papers, webinars)
  - Off-site content. (tweets on Twitter, decks on SlideShare, status updates on Facebook, videos on YouTube Channel)

# The Seven Prong Approach to Content

1. Leverage your client testimonials or positive reviews
2. Use all the great rules of SEO to guarantee top placement in the search engines
3. Support your content building process by enticing prospects with a free trial service or small product sample
4. Guarantee your products and services
5. Monitor the competition
6. Actively pitch the media
7. Build partnerships with others in your industry

# Ensure Content Impact

- **Reciprocity.** Provide valuable, exclusive content. Subscribers will “pay you back” at some point in the future.
- **Commitment and consistency.** You’ll get commitment when they opt in. You’ll develop consistency by staying true to your brand message. Then develop time-sensitive offers.
- **Consensus.** People trust opinions of friends and family over the things you are saying. Use reviews, case studies, and testimonials to get them to believe—and buy.
- **Affinity.** If they like your company, they’ll buy from your company. Use recommendations or endorsements from others who like your company.
- **Authority.** As an expert, you are a known authority, so leverage it. Show how others have benefited from your products and services.
- **Scarcity.** People don’t want to miss out. So show them what they could miss if they don’t get in on the offer. Create a sense of urgency to inspire action.

\* From: “Influence: The Psychology of Persuasion”, by Robert Cialdini

# Website Content Modules

- **Information module**—main body copy
- **Lead-generation module**—e-book, white paper, or free trial offer
- **News module**—scrolling news section on the home page
- **Opinion module**—a preview of your blog on the home page
- **Impulse buy module**—perhaps a graphic banner that advertises your new product
- **Human interaction module**—live help assistance feature

# Content “Hooks”

- Provide something important—The Resource Hook
- Tie into what’s relevant—The News Hook
- Go against the grain—The Contrary Hook
- Take the offensive position—The Attack Hook
- Make people laugh—The Humor Hook
- Contests, interviews, How to videos, reviews



# Social Media Content Tips

- Create sharable content
- Make sharing and tagging easy
  - Add a blog and use the plug-in “Share This” to get others to distribute it for you
  - Add your social media icons to the top of every content piece
  - Use the Facebook “Like” button on your content
- Proactively share content
- Encourage the “mashup”
- Be a resource for others, whether or not you benefit directly
- Build relationships with those who help the most
- Participate and get involved—genuinely
- Create compelling content
- Develop an SMO strategy and make it an everyday activity

# Mobile Content – The Revolution is Here

- Gartner estimates that **by 2013 more people will be accessing the Internet via mobile phones than on personal computers**
- Our mobile phones are always with us, they make any message we receive immediately available
- We check our phones often - Makes mobile marketing perfect for last-minute or time-sensitive calls to action
- Mobile nature of delivery increases the odds that the recipient is already “out and about” and available to act now
- Steps to take?
  - Mobile friendly website (Wordpress Touch plugin/Mobify/Others)
  - Mobile ads (SMS Text/video/Google Mobile ads)
  - Mobile & Social integration
  - Mobile apps/QR codes

# Mobile Friendly Website Content

- Keep your pages short and compact
- Make navigation easy
- Create content that's "touch friendly"
- Go easy on the images
- Most important information at the top of the screen
- Break up copy into small sections
- Keep sentences brief
- Use short words (fewer syllables)
- Don't force users to scroll too much

# Content Distribution Steps

1. Post it on your website with no strings attached. It's free and you require no personal information from prospects
2. Blog about it
3. E-mail your in-house database
4. Post it on your social media profiles
5. Publish a press release (pitch it to the media too)
6. Create an ad campaign using banner and text ads
7. Reach out to popular and respected bloggers in your industry and get them to blog about it
8. Mention it in your next monthly newsletter
9. Use it as a basis for a webinar or podcast episode
10. Produce a video about it



# Eight Steps to Content Success

1. You learn who your customer is and where the pain points are.
2. You develop consistent, relevant content in multiple channels.
3. You let go of all control, and let your ideas spread.
4. People share your ideas and link to your content.
5. People find your content through social media and search engines.
6. Prospects and customers start relying on your expertise—the relationship begins.
7. You become the trusted solutions provider in your industry.
8. Your customers tell others about you.

# Content Marketing Take Aways

## Make all of your content:

- **Relevant**—your content needed to be managed throughout its entire *life cycle*
- **Optimized and sharable**—the search engines and social networks are a key channel for your content
- **Leverageable**—the content needs to serve multiple roles and be used to inform other pieces of the content universe
- **Profitable**—the success of the content should be partially measured by its impact on your organization's bottom line

# Content Marketing Best Practices

- Source content from everywhere within your company
- Align the “pain points” of your prospects with content “cures “
- Develop content that appeals to different types of decision makers
- Develop content for all three stages in the buying cycle
- Develop great content in all the different formats and channels
- Use social media to build, connect, and grow relationships
- Seek to educate your prospects with compelling content
- Measure your content marketing progress

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