

CONTENT MARKETING FOR BEGINNERS

10 Steps to Start the
Conversation





“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action.”

Joe Pulizzi, Founder, Content Marketing Institute



The Furrow
A JOURNAL FOR THE AMERICAN FARMER

PUBLISHED QUARTERLY BY
G. L. SHAUL
Clarinda, Iowa.

AGENCY FOR THE
Celebrated John Deere Plows
Cultivators and Harrows

SPRING ANNOUNCEMENT * It gives us pleasure to announce to our many friends that our stock of

**H
A
R
D
W
A
R**

Implements, Vehicles and Hardware

for the spring trade of 1897 is complete in every department. It is a satisfaction to be able to offer our patrons the VERY BEST in these lines. We have some LEADERS which it will pay you to examine early, and we believe we can suit you in quality and price. It is well to remember that PRICE DEPENDS UPON QUALITY. If you expect to invest anything in farm machinery, vehicles or building material this spring it will be to your interest to examine our stock, as it is generally conceded that the man or firm who sells the

John Deere Plows

has the best in their class, and it is reasonably safe to assume that other lines will be kept



Popular Courses

Marketing

Sales

Service

Tutorials

CERTIFICATION COURSE

Inbound Sales

5 lessons

2:11 hours

Start certification

CERTIFICATION COURSE

Content Marketing

14 lessons

6:12 hours

Start certification

CERTIFICATION COURSE

Inbound Marketing

11 lessons

4:28 hours

Start certification

CERTIFICATION COURSE

Inbound

7 lessons

1:54 hours

Start certification



Cherry and lime
 pudding with
 raspberries
 page 74



Puddings

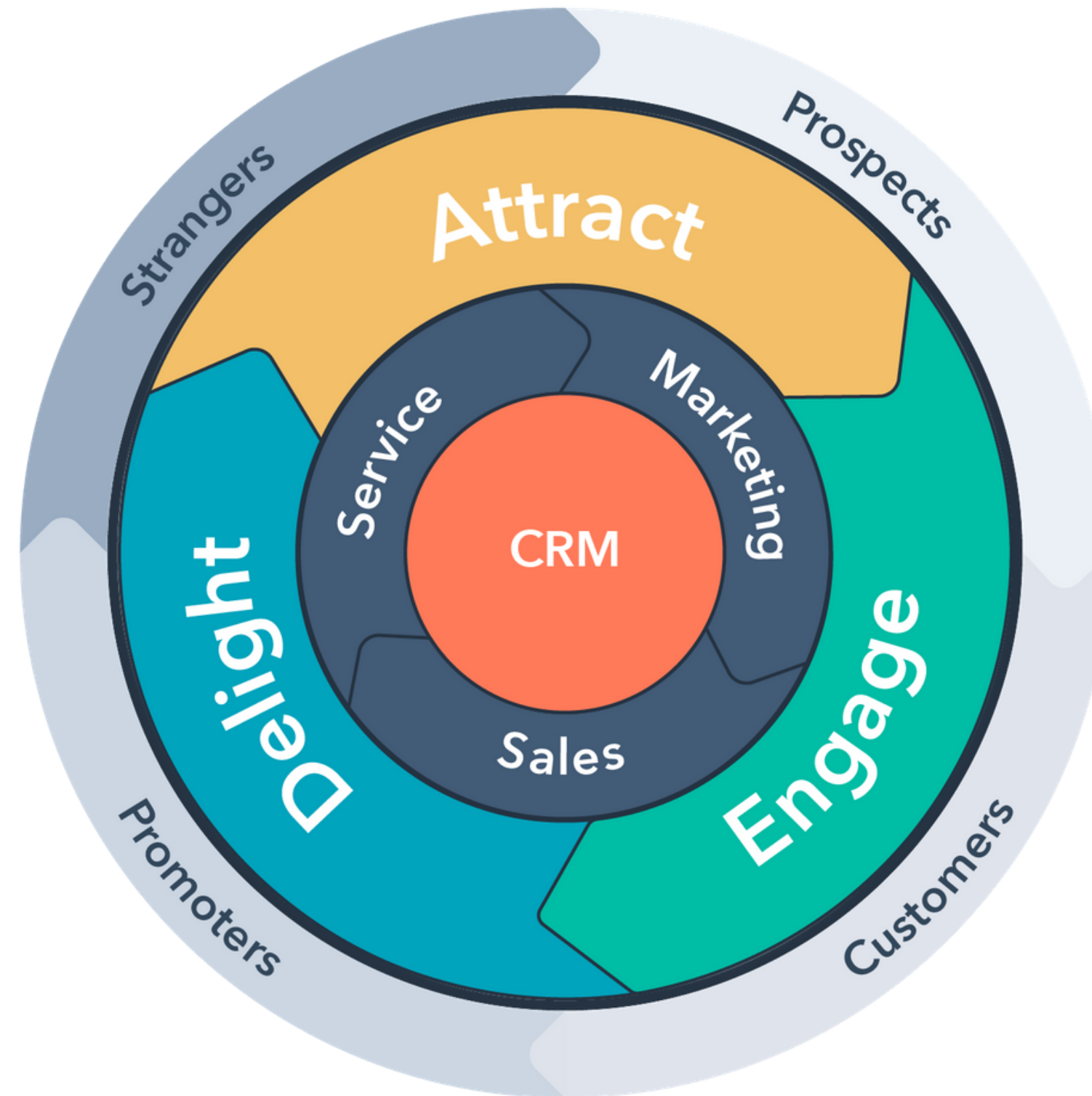
Pretty fab!
 Whipping up these
 showstopping creations is much
 easier than it looks...
 RECIPES Lucy O'Reilly
 PHOTOGRAPHY Sam Jones

**KITCHEN
 SECRET**

Let those salted caramel sauce
 tins rest in the fridge – use
 it to sandwich cakes together,
 or top and drizzle over the
 cream, pecans or brownies
 for a quick fix!

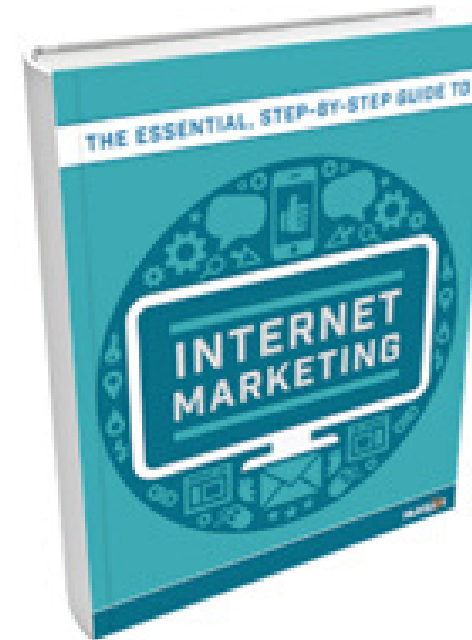
For more ideas
 visit our website
 or follow us on Instagram
 @trgmagazine
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1. DEFINE YOUR GOALS





HubSpot is an inbound marketing and sales software platform that helps companies attract visitors, convert leads and close customers.



THE ESSENTIAL GUIDE TO INTERNET MARKETING

Learn the building blocks for successful online marketing

FIRST NAME *

LAST NAME *

EMAIL *

CONTINUE

2. KNOW YOUR AUDIENCE

A **buyer persona** is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your buyer persona(s), consider including customer demographics, behaviour patterns, motivations, and goals. The more detailed you are, the better.





Marketing Mary

Director of Marketing

- Skew female, 32-45
- Urban
- College
- Married, 2 children

Suzy is employed by a company as the Director of Marketing on a good salary. She's been there 3-4 years and has enjoyed some success with the company. However, she's feeling overwhelmed operating without a viable marketing roadmap & feeling the pressure of demonstrating real ROI for their marketing efforts.

Background

Title

Director of Marketing

Organization

20+ Million, 200+ employees, US-based

Industry

Financial services, manufacturing, medical services or not for profit

Learning

Actively researches digital marketing strategy, improve lead/revenue generation and marketing plans. Delegates tactical recon for SEO & PPC to subordinates.

Engages with authority blogs, peer LinkedIn groups & posts. Attends local events, presentations & webinars. Attends 2-3 tradeshows per year.

Social Networks / Associations

Marketing associations, chambers of commerce, leads groups, networking events, LinkedIn & Facebook for personal use. Resides on 1-2 area boards to offer MarTech expertise.

Role

Reports to

VP of Marketing or CEO

Team

Marketing Manager, and/or 1-3 supporting team members

Responsibilities

Marketing strategy, brand positioning, management of marketing budget. Planning & logistics for annual tradeshow exhibit.

Job Measurement

Leads generated via form submissions & inbound phone calls. Steady posting of blog & social articles. Positive public brand recognition. Consistent daily activity of staff. Positive affirmation from sales team. Demonstrate ROI for marketing efforts.

Tools

CRM, MailChimp, Google Analytics, MS Outlook, MS Excel, MS Word.

Engages with free trial software in hopes that a wider stack will improve marketing efforts.

Challenges

Too many marketing channels, which has best ROI, where to spend time & budget. Not sure how to align company goals with our ideal client's needs. Difficulty generating new content for blog & social media. Struggles to quantify marketing efforts and their outcomes. No central reporting. Website not generating enough leads for sales team.

Goals

Generate more website traffic, increase qualified inbound leads, have the sales team close more business deals. Increase product/sales awareness. Improve marketing efficiency through better tools. Have a solid marketing strategy with measurable results. Demonstrate ROI to leadership

Preference

Likes to be reached

Email, phone, in-person meeting & LinkedIn direct message.

Vendor research

Google search, online reviews, peer recommendations & accreditation.

3. CREATE A TOPIC LIST

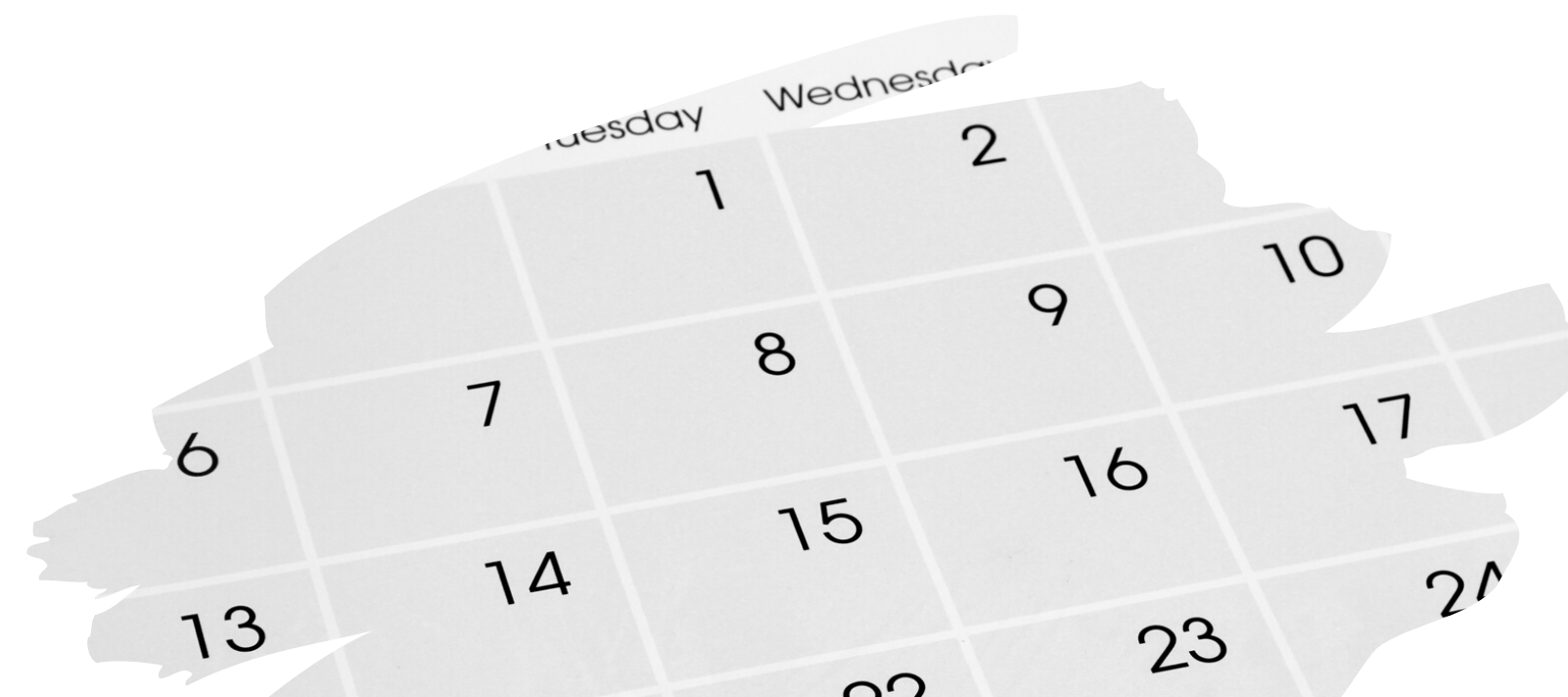
- Use keyword tools
- Look at your competitors
- Think about your buyer personas' issues and pain points
- Think about how topics relate to the buyer's journey
- Build topic clusters





4. CREATE A CONTENT CALENDAR

- Plan your content in advance
- 3 months is a good place to start
- Think content type, topics, buyer stage journey, platform, seasonality
- Share with stakeholders



| | | TOPIC/TITLE | CONTENT/DETAILS | KEYWORD(S) | Photo | TAP PERS |
|---------------|---------------|--|---|--|---|---------------------------------------|
| Week 5 | | | | | | |
| Blog Post | 2 | Triangles in Strategic Marketing vs Product Management | Defining the corners of the Triangle - Marketing / Strategy / Technical - the importance of separation and defining areas of responsibility | Product Marketing, Strategy, Product Management | Product Mgt Triangle Diagram | Product Marl Senior Exec Product Mgr |
| Author: | Charles Dimov | | | | | |
| Due Date: | 23-Jan-15 | | | | | |
| Publish Date: | 23-Jan-15 | | | | | |
| WEEK 5 | | | | | | |
| Blog Post | 3 | Product Management at the Edges | Defining the edges of the PM Triangle model | Product Marketing, Strategy, Product Management | Detailed PM Triangle Diagrams (5) | Product Marl Product Mgr |
| Author: | Charles Dimov | | | | | |
| Due Date: | 31-Jan-15 | | | | | |
| Publish Date: | 31-Jan-15 | | | | | |
| WEEK 6 | | | | | | |
| Blog Post | 4 | Marketing Strategy - does it matter anymore? | Does ACPP and AIDA mean anything anymore... or is it OK to just hack at all the different digital platforms at once? | Marketing, strategy, digital, AIDA, ACPP | Chess Pieces vs checkers | Marketing Di Senior Exec |
| Author: | Charles Dimov | | | | | |
| Due Date: | 5-Feb-15 | | | | | |
| Publish Date: | 5-Feb-15 | | | | | |
| WEEK 7 | | | | | | |
| Blog Post | 5 | ACPP / AIDA - Marketing Strategy Basics | Define the ACPPA stages of the marketing model | ACPPA, Marketing Strategy, Sales Cycle, AIDA, | Hand drawn Traditional Marketing Funnel | Marketing Di Marketing M: (Elizabeth) |
| Author: | Charles Dimov | | | | | |
| Due Date: | 9-Feb-15 | | | | | |
| Publish Date: | 9-Feb-15 | | | | | |
| WEEK 7 | | | | | | |
| Blog Post | 6 | Digital Marketing Plan: A Simple Plan in Action | How to use the ACPPA / AIDA model in a Digital Marketing context | ACPPA, Digital Marketing, Marketing Funnel, Marketing Plan, Marketing Strategy | XL Planning Matrix (3 examples) | Marketing Di Marketing M: (Elizabeth) |
| Author: | Charles Dimov | | | | | |
| Due Date: | 14-Feb-15 | | | | | |
| Publish Date: | 14-Feb-15 | | | | | |
| WEEK 7 | | | | | | |
| Blog Post | 7 | Smart Digital Marketing = Making Choices | Example of XYZ - taken to point of cutting out certain platforms to focus on core platforms for growth | ACPPA, Marketing Strategy, AIDA, ACPP | Spreadsheet with cut out Platforms | Marketing Di Marketing M: (Elizabeth) |
| Author: | Charles Dimov | | | | | |
| Due Date: | 16-Feb-15 | | | | | |



5. MIX YOUR CONTENT LENGTH

- **Create skimmable content**
- **Create long-form content**
- **Use PDFs and ebooks for longer articles**



6. KEYWORDS ARE KEY

- Use one keyword phrase per article
- Keyword phrase should appear in title (H1) and subheadings (H2)
- Use a keyword tool to research
- Avoid keyword stuffing!





Enter Keyword or website URL to find suggestions: Choose Industry (Optional): Select Country (Optional):

Showing 10 of 700 keywords [Download Keywords](#)

| Keywords | Google Search Volume | Competition | CPC | Opportunity Score |
|------------------|----------------------|-------------|--------|-------------------|
| cars for sale | 1,220,000 | Medium | \$1.35 | 10 |
| used cars | 1,000,000 | Medium | \$1.89 | 10 |
| cars com | 1,000,000 | High | \$0.36 | 10 |
| truck | 823,000 | High | \$2.23 | 10 |
| car sales | 673,000 | High | \$0.25 | 10 |
| suv | 550,000 | High | \$7.70 | 10 |
| second hand cars | 201,000 | Medium | \$0.41 | 10 |
| car valuation | 201,000 | Medium | \$1.13 | 10 |
| car dealer | 201,000 | High | \$3.05 | 10 |
| classic cars | 201,000 | High | \$0.55 | 10 |



Keyword Surfer

Clipboard



Keywords ideas ^

| Keyword | Similarity | Volume | ★ |
|-----------------------|------------|--------|---|
| food at vietnam | 5% | 135000 | ★ |
| restaurant in saigon | 38% | 8100 | ★ |
| restaurants in saigon | 33% | 8100 | ★ |
| restaurants saigon | 30% | 8100 | ★ |
| saigon restaurants | 30% | 8100 | ★ |

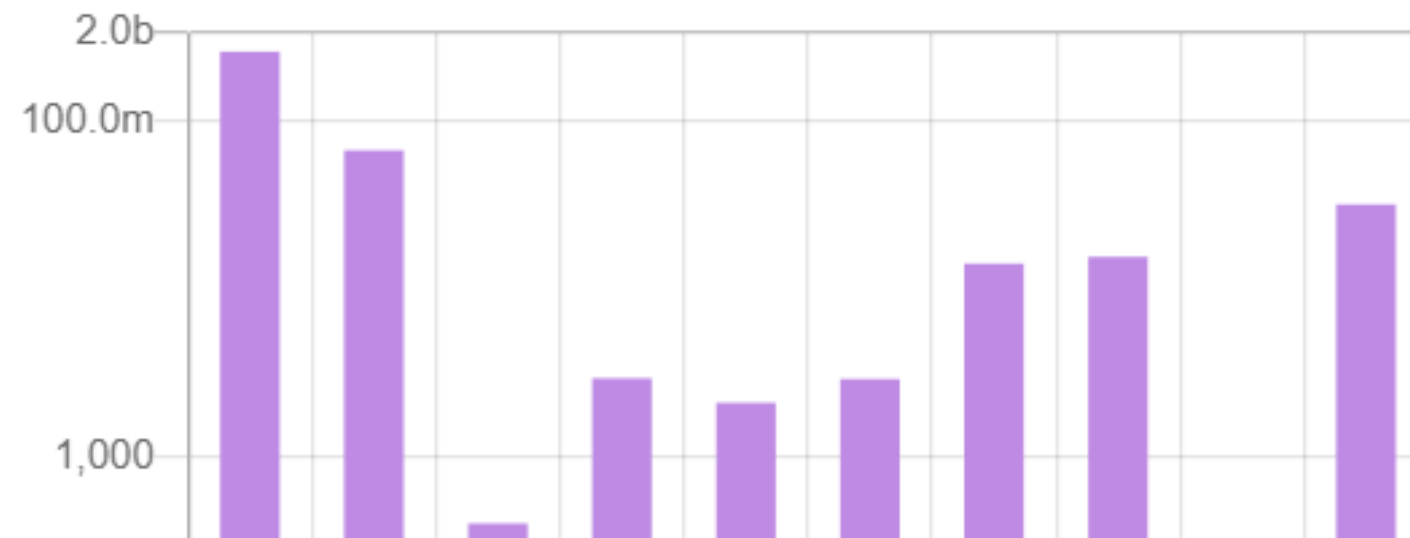
SURFER

Per page: 5

1-5 of 19 < >

Correlation charts ^

Traffic Words Keywords



7. USE VISUALS

- Posts with images attract 94% more traffic than those without
- Images break up text & make posts easier to read
- Images aid comprehension
- Think stock photos, graphs, infographics



8. REPURPOSE YOUR CONTENT

- **One piece of content can be replicated across multiple formats**
- **Use your top performing content**
- **Videos, infographics, ebooks, podcasts, webinars, slide decks...**



9. PUBLISH & SHARE

- **Think about optimum publishing times**
- **Think about the channels your buyer personas use**
- **Tweak the message for each platform**
- **Share internally as well as externally**



10. ANALYSE

- Use Google Analytics or Hubspot
- Key metrics: traffic source, bounce rate, time on page, signups, CTR, exit rate, social media engagement
- Learn what's working & what isn't





[Back to analytics tools](#)

Traffic Analytics

Date range: Custom time period ▾ 08/01/2017 → 03/31/2018 Frequency: Monthly ▾

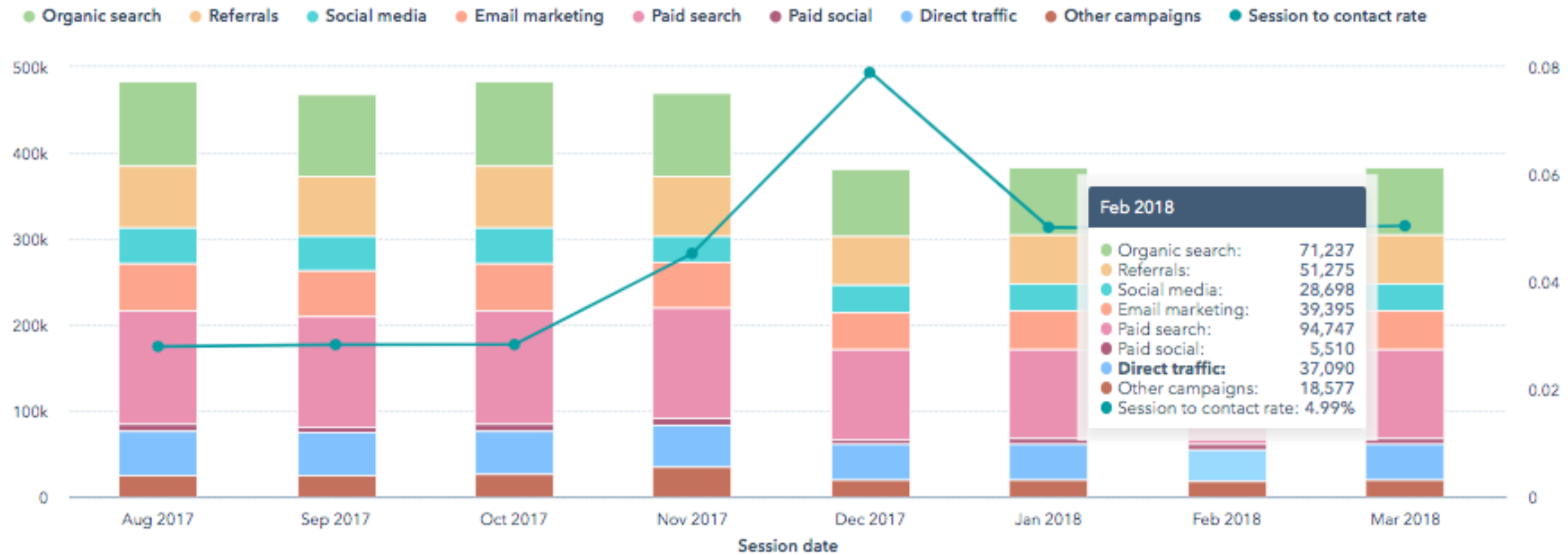
Sources Topic clusters Pages UTM Parameters

Analytics view: All analytics activities ▾ Include offline sources

Export Save as report

Sessions ▾ and Contact conversion rate ▾

Style: Combination ▾



Help



FOREWORD BY MICHAEL BRENNER
VP CONTENT STRATEGY, SAP

JOE PULIZZI

COAUTHOR OF GET CONTENT GET CUSTOMERS

EPIC CONTENT MARKETING

HOW TO TELL A DIFFERENT STORY,
BREAK THROUGH THE CLUTTER, AND
WIN MORE CUSTOMERS BY MARKETING LESS



QUESTIONS?





THANK YOU FOR JOINING!

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