A person in a dark suit is sitting in a chair, viewed from behind, with their hands clasped behind their head. They are looking up at a large, glowing green thought bubble that contains the main title. Three smaller, similar thought bubbles are positioned to the left of the main one, appearing to trail off from it.

How to sell content marketing services and deliver the ROI your clients demand

Monthly Content Marketing Webinar V 50
February 28th, 2014

WriterAccess



Byron White - Byron@WriterAccess.Com - [@ByronWhite](https://twitter.com/ByronWhite)



The Pitch



How to sell content marketing services?

The Workflow



How to manage the workflow and automate the process

The Results



How to deliver the ROI your clients demand?



The Pitch



The Socratic Approach

No-one wants to be sold to in todays marketplace. Instead, we need to learn a prospect clients needs, and determine if our services are a good match.

Stop selling.

Start asking questions.

Learn the needs and goals.

That's the pitch.



The Socratic Approach

Smart Questions by Smart Content Strategists

- What are your goals for content marketing?
- How do you currently track the success?
- Who's on your team and what are their roles?
- Who will manage and approve the content?
- Who is responsible for content ideation?
- How "social" are your employees and customers?
- Where do your customers hang out online?
- How do your customers find you?
- Who is your competition and what is your edge?
- How much content are you publishing?
- How is it performing?
- What is your most successful content asset?
- How is the quality of your content?
- What content assets resonate well with your readers?
- Have you created personas for your customers?
- What happened on X date to spike traffic?
- What do you attribute X link popularity too?
- How is your X PPC monthly spend performing?
- Who's creating and managing your social accounts?
- How did you acquire your likes and followers?

Drinking the Content Marketing Kool-Aid

Forward-thinking companies are starting to act like old school publishers—gathering ideas, developing stories and publishing a steady stream of content that engages readers and keeps them coming back for more.

- Is your client sipping, drinking or chugging content marketing?
- Is the company on-board and excited to dive in?

The Match Made In Heaven

The best clients come with a sense of urgency, clarity on what they want, and defined objectives that need to be met, with respect for your skill and ability to deliver.

The best agencies know how to dive into the clients business and surface with a plan to deliver on the creative ideas necessary to achieve the goals and objectives. And they have a proven track record to back it up.



Do Your Homework Before the Pitch

Before the pitch, you need to crunch the data and size up the situation, complexity and challenges for success.

- How is their site performing?**
- Who is the competition?**
- What's the keyword focus?**
- How much social clout?**
- Publishing frequency?**
- Content quality?**
- Traffic?**
- Listing positions?**

Research it all!

New Age Content Marketing Tools

CURATION TOOLS

Shareist
Newblur
Repost
Scoop
Story Crawler
Storify
Curata
Feedly
Feed Demon
Curation Soft

CONTENT PLATFORMS

Contently
CrowdSource
Helium
Scribe
Scripted
Textbroker
Skyword
Zerys

RESEARCH TOOLS

Analytics SEO
Authority Labs
Hub Shout
Moz
Majestic SEO
SERPs
SpyFu

WORKFLOW TOOLS

CopyScape
DivvyHQ
KaPost
Marketing.AI
Plagiarism
Plagiarism Detect
Plagium
WA Content Planner



You Get What You Pay For

Lets face it, quality content is subjective. Aligning the expectations is part of the pitch.

- Client needs to provide samples of excellence to set the bar
- Review the specifications and requirements up front
- Complete the Creative Brief Wizard before you price the project
- Pricing varies with research, complexity, visibility and skills

The Proposal

A

B

C

The research is done. You've sized up what needs to be delivered to max the return on investment. Rather than a single proposal within the budget, show the options. Showcase different levels of services and solutions that will likely deliver different results. That's solution selling. And that wins.



The Proposal

A

B

C

Sample Proposal



Content
Marketing
Proposal
XYZ Company

WriterAccess.com/Content-Marketing-Proposal

Get Everyone on the Same Page

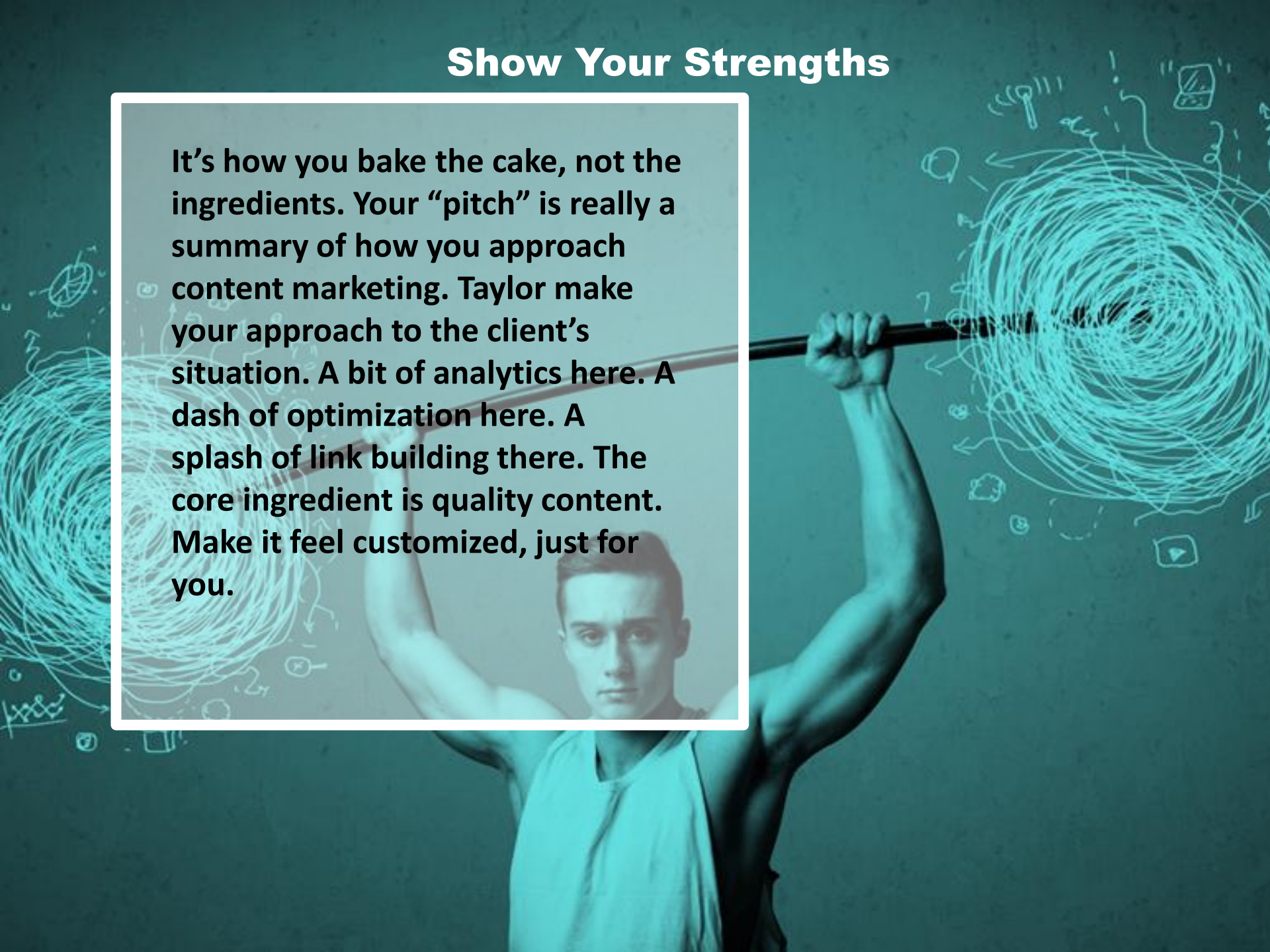
As part of the pitch, you need to clarify who does what, when, where and how, on both sides of the table.

- Who handles ideation?
- Who's approves the content?
- What skill do they need?
- What's the turn around time?
- How far in advance do we plan?

Displaying your deep understanding of the workflow earn trust required for the close.

Show Your Strengths

It's how you bake the cake, not the ingredients. Your "pitch" is really a summary of how you approach content marketing. Taylor make your approach to the client's situation. A bit of analytics here. A dash of optimization here. A splash of link building there. The core ingredient is quality content. Make it feel customized, just for you.



The Muscle Behind the Pitch

Sure, you may dazzle your prospects with a scientific approach, glitzy proposal and smooth talking rap. But what really matters is what your current clients have to say about you, and the performance and service you deliver them with each opportunity. Build your business with referrals built-in, and built to last.



The Workflow



It's a Team Sport

Content marketing is a team sport.

-- Who's going to run day to day content ideation, creation, optimization and distribution?

-- Are you using outside freelancers or a platform?

-- How does the content flow from draft to approval to publishing?

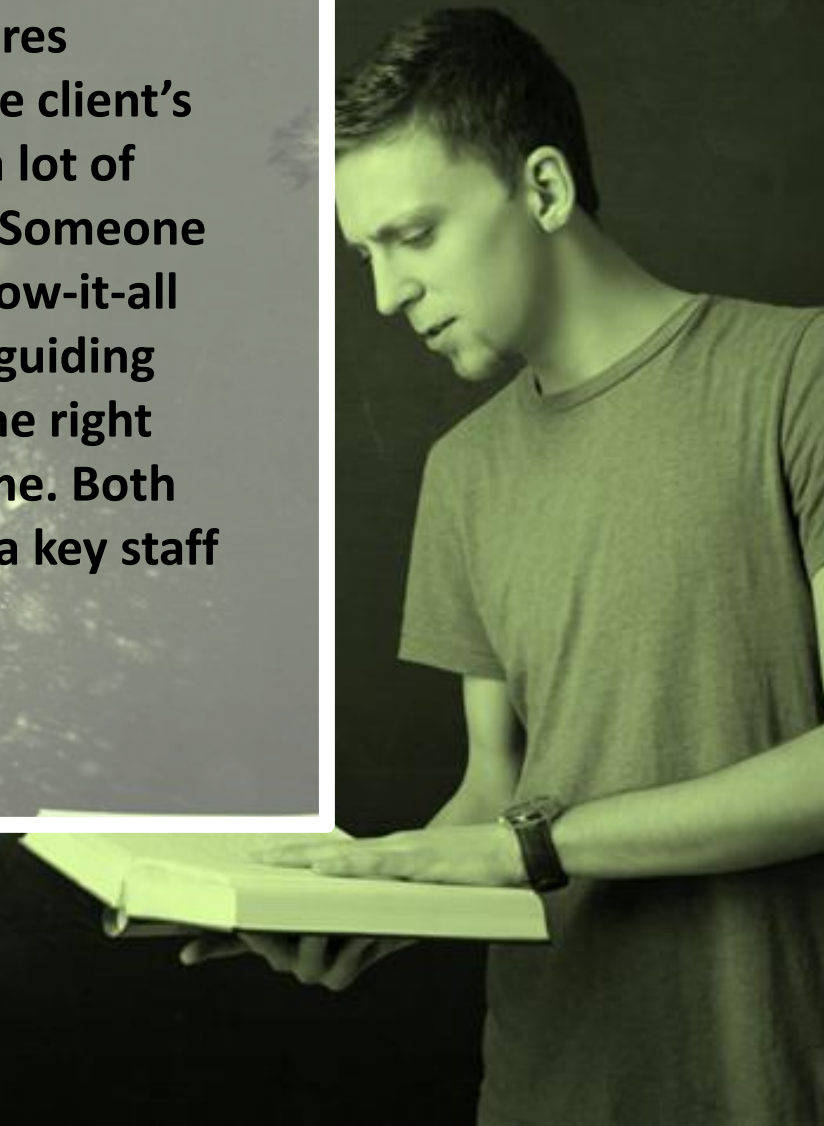
-- What's the experience of each player?

These answers determine your ability to scale and deliver the ROI clients demand.



The Captain of the Ship

Delivering on quality and performance goals requires immersing yourself in the client's market. And that takes a lot of work. And a lot of time. Someone needs to become the know-it-all and captain of the ship, guiding the content process in the right direction, at the right time. Both you and the client need a key staff member for this role.

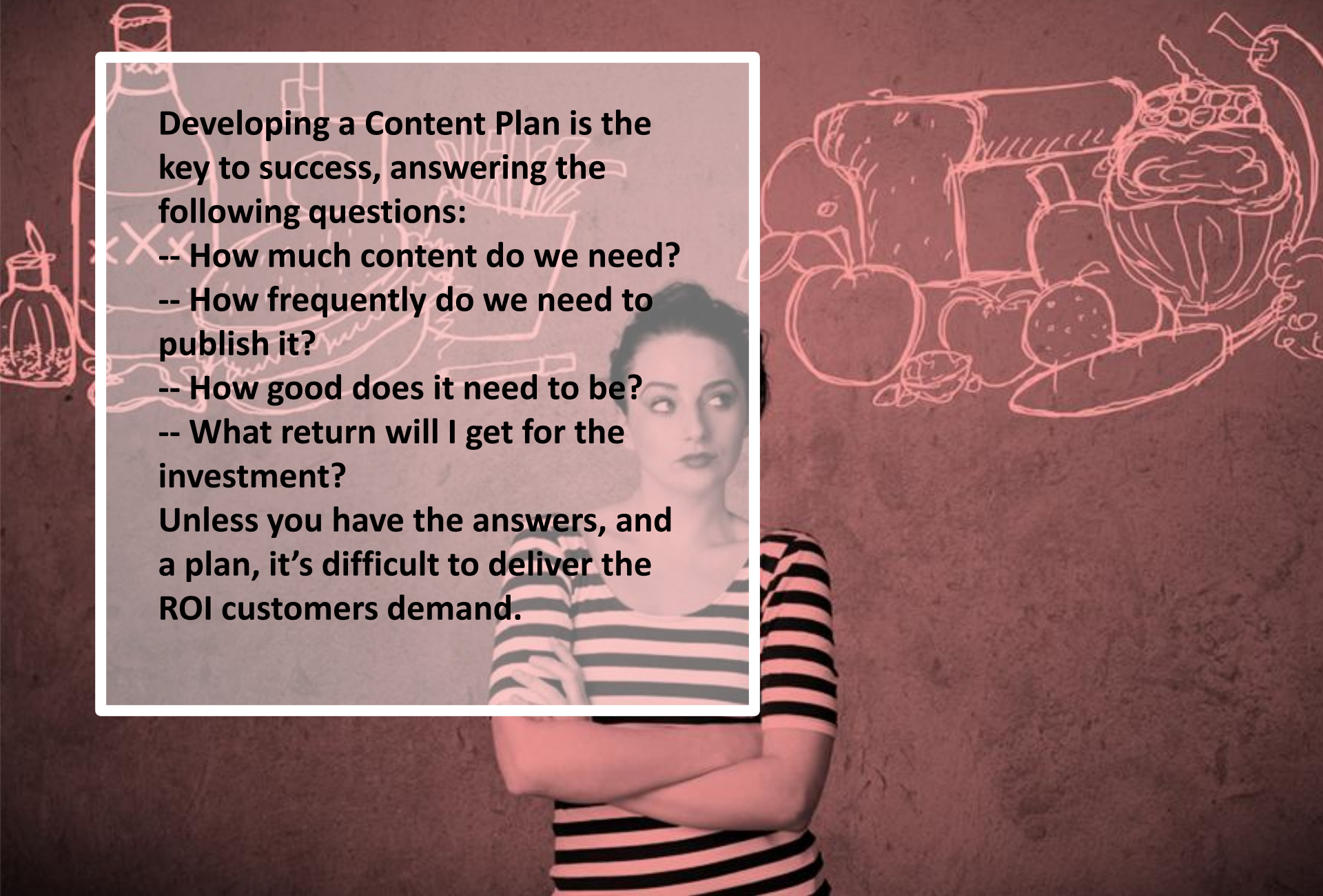


Stick to the plan or the plan will stick you

Developing a Content Plan is the key to success, answering the following questions:

- How much content do we need?
- How frequently do we need to publish it?
- How good does it need to be?
- What return will I get for the investment?

Unless you have the answers, and a plan, it's difficult to deliver the ROI customers demand.



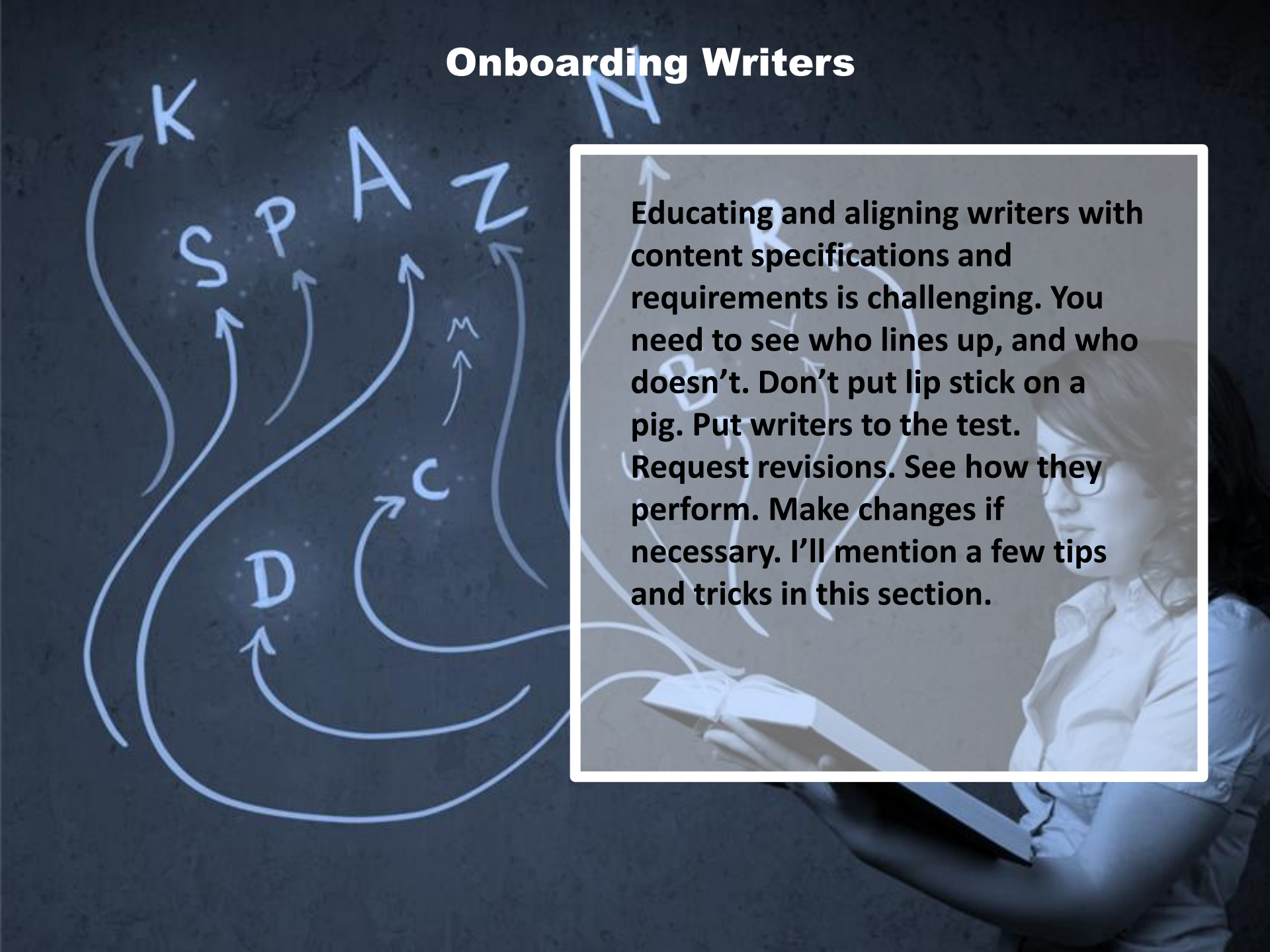
Stick to the plan or the plan will stick you



Magic Mountain
Content & SEO Plan

WriterAccess.com/content-plan-template

Onboarding Writers

The background features a chalkboard with various letters (K, S, P, A, Z, D, C, M, N, B, R) and arrows drawn in white chalk, suggesting a complex flow or process. In the foreground, a woman with glasses is seen from the side, reading a book.

Educating and aligning writers with content specifications and requirements is challenging. You need to see who lines up, and who doesn't. Don't put lip stick on a pig. Put writers to the test. Request revisions. See how they perform. Make changes if necessary. I'll mention a few tips and tricks in this section.

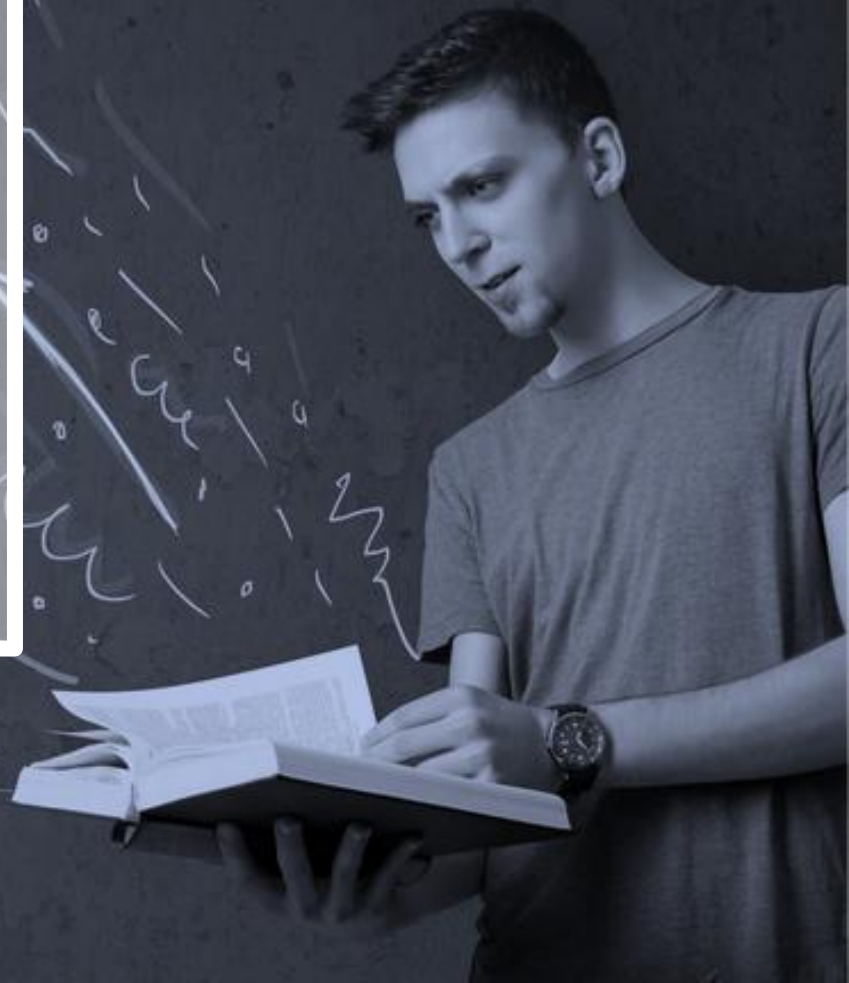
Get the Words Out and Traffic In

You need to publish a steady stream of content to achieve results. Some battles require LOTS of content for success. Examples include new websites, competitive keywords, re-optimization of sites, low link popularity. Choose your battles wisely. Go big with the low lying fruit. Don't shoot for the moon. Aim for results.



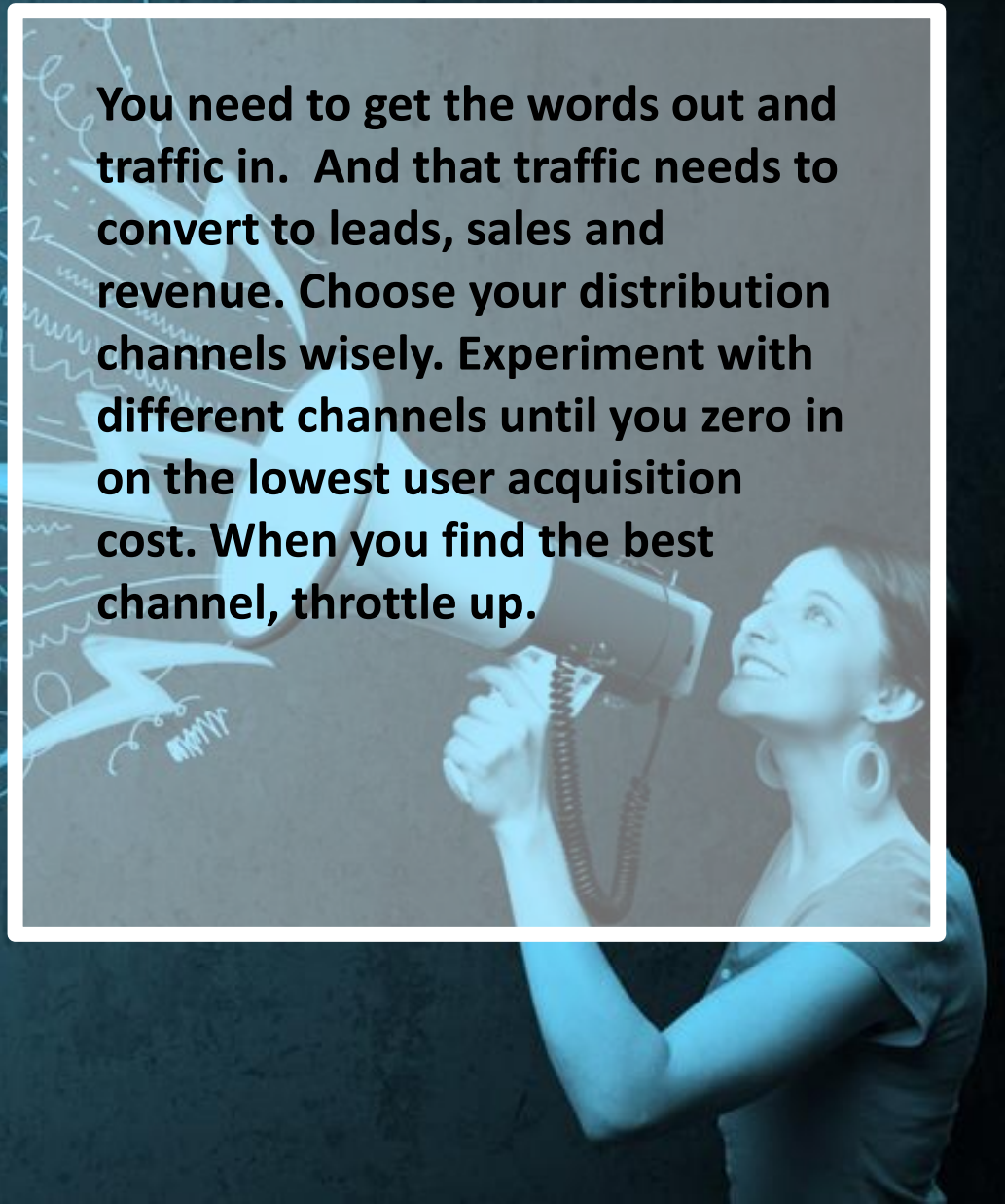
Optimize for Multiple Channels

Optimization is the new SEO. You still need to make a case for top listings in the search engines, but the rules have changed. No more black hat. No more fool the search engines. Just great content by great writers(authorities). Multi-channel distribution. On-page optimization. Personalized approach. And a sprinkle of internal link building and AB testing. You win. They loose.



Get the word out

You need to get the words out and traffic in. And that traffic needs to convert to leads, sales and revenue. Choose your distribution channels wisely. Experiment with different channels until you zero in on the lowest user acquisition cost. When you find the best channel, throttle up.



Automate the content marketing machine

The ability to repeat the process for multiple clients is the only way to scale. Avoid things that slow the machine down, like client approval on every asset, keyword density checks, and more. Your goal is to earn their trust, deliver results, and keep the content marketing machine running full blast.



Make Ideation The Big Thing

The Agencies with the big ideas get paid the big bucks. Ideation will surface as the defining characteristic that separates the leaders from the pack. Hire creative thinkers on your in-house team to deliver what customers need. Make ideation the center of your agency, and retention with customers and fans will follow.



Tricks and Treats



You need the competitive edge to win the war of words on the web.

- How, What, When, Where, Why Search Engines**
- Blog, Tweet, Facebook Post, FAQ All-In-One-Order**
- Find the Stories with Employees**
- Roll Up Articles for eBooks**
- Learn What Works and Repeat**
- Monitor On-Site Search**
- Track Conversion Paths**
- Review Info Content Influence**
- Writer Platforms for Scale**

Motivating Your Writers

Surprisingly, writers care more about recognition than money, according to lots of studies.

Motivate your writers the recognition they deserve. Small rewards help to deliver the quality content you demand every day, every project, every asset.

The Results



Show the Battle Victories

Show the small victories with automated reports:

- SpyFu Recon Report
- WriterAccess Content Planner
- MOZ
- Raven Tools
- GeoRanker Local Serp
- HubSpot
- Majestic SEO
- Authority Labs
- Analytics SEO
- SERPs



To like or to share, that is now the question

You're going to need to engage your clients readers and fans, and keep them coming back for more. Creating persona's helps; showcasing who they are, what they want and where they hang out. Creating Super Persona's is even better, showcasing what makes them laugh, cry, re-tweet, like, love or share.



Show me the money

You need to constantly measure content marketing performance, and report on the success:

- Traffic**
- Listing Positions**
- Conversion Rates**
- Time on Page**
- Bounce Rates**
- User Acquisition Cost**
- Multi Channel Conversion Rates**
- Unsubscribes**
- Lead Generation**
- Lifetime Value by Source**



One and Only One Question

Determine your Net Promoter Score using one simple question:

“How likely is it that you would recommend our agency to a friend or colleague?”

1 2 3 4 5 6 7 8 9 10

Promoters – 10 or 9

Passives – 8 or 7

Detractors – 6 or Below

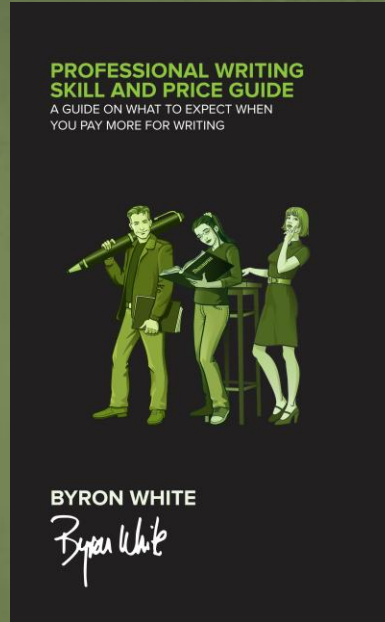
***The Ultimate Question 2.0 Fred Reichheld**

The Analytics Ball of Wax

You've got to look deep to find performance success. Dive into the data, analytics, customer support, phone support, page abandonment, shopping cart abandonment and more for clues on how your content marketing efforts may be winning the war of words on the web.



Download My New Book



Let's Talk!
Byron White
617-227-8800 x 201
Byron@WriterAccess.Com
@ByronWhite

WriterAccess.com/WritingSkillGuide



THE WEB MARKETING ROAD TRIP



The top 12 ways to be more strategic in your web marketing.



Snake Oil Salesman 2.0



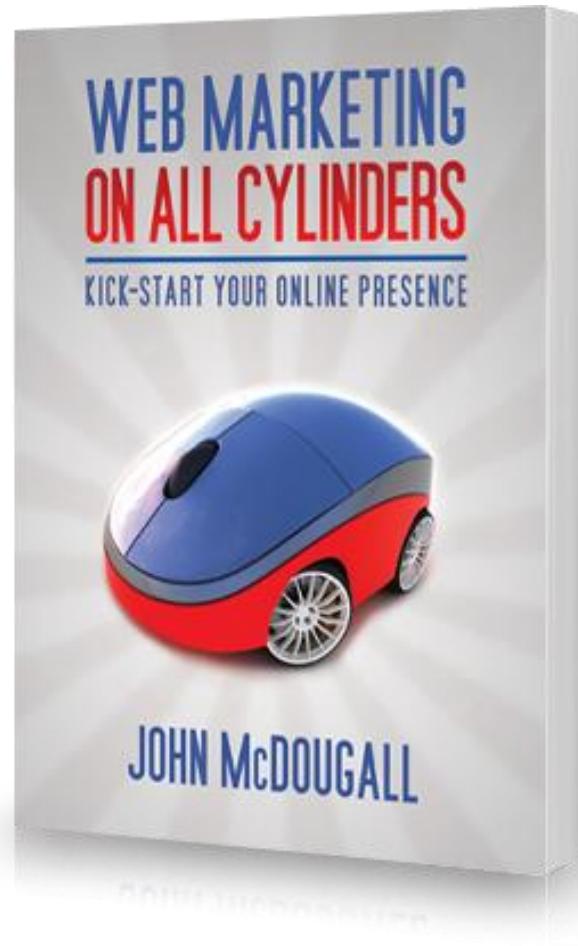
Photo "dcmaster" on Flickr

1. Strategy Roadmap



In 18 years I have never been given a client's traditional marketing plan!

Web Marketing On All Cylinders



2. Survey the Landscape



Customer in driver's seat; reviews affect ranks and conversions

Add Value or Be Blocked Out



Madmen were about reach and being cute vs Madmen 2.0 are about engaging

All cylinders must work together

Strategy

SEO

Social Media

Link Building

Content

Blogging

PR

Email Marketing

Mobile

PPC

Analytics

Conversion Optimization



Traffic Jam in SERPS

Google Search

About 92,000,000 results (0.44 seconds) [Advanced search](#)

Everything
Maps
Videos
Images
Blogs
Books
More

Any time
Past 2 days

All results
Wonder wheel
Sites with images
More search tools

Something different
reflexology
aromatherapy
shiatsu
chiropractic
acupressure

Text Links


[Massage - Wikipedia, the free encyclopedia](#) ☆
Massage is the manipulation of superficial layers of muscle and connective tissue to enhance the function and promote relaxation and well-being. ...
History - Equipment - Massage methods - Associated methods
[en.wikipedia.org/wiki/Massage](#) - Cached - Similar

[Massage Therapy - Deep Tissue Massage - Swedish Massage](#) ☆
Massage Therapy, Deep Tissue Massage and Swedish Massage, Massage Envy believes every body deserves a great customized massage, so we've made relaxation ...
[www.massageenvy.com/](#) - Cached - Similar

[Welcome to The American Massage Therapy Association](#) ☆
The American Massage Therapy Association offers massage therapy information and resources for AMTA members, consumers, news media, schools, students, ...
[www.amtamassage.org/](#) - Cached - Similar

Local business results for **massage** near Gloversville, NY - [Change location](#)

Local Search



- A Beau Monde Progressive Hair** - [beaumontehairandspa.com](#)
235 North Main Street, Gloversville - (518) 725-1500
[Directions and more »](#)
- B Sessions** - [maps.google.com](#)
288 North Main Street, Gloversville - (518) 725-8516
[Directions and more »](#)
- C Adirondack Mousse Hair Salon** - [maps.google.com](#)
2470 State Highway 30, Mayfield - (518) 661-7580
[Directions and more »](#)

[More results near Gloversville, NY »](#)

Videos for **massage**

- [Indian Oil Massage \(Kerala\)](#)
14 min - Mar 30, 2007
[www.dailymotion.com](#)
- [World's Greatest Head Massage](#)
5 min - Aug 28, 2008
[www.youtube.com](#)

Video Search

Images for silly advertising people - Report images



Google Search [Advanced Search](#)

Search: the web pages from the UK

Web [Show options...](#) Results 1 - 10 of ab

News results for **christmas**



One of the best adaptations of a classic **Christmas** tale - 1 hour ago
By MARIO E. BAUTISTA Charles Dickens' classic 1843 **Christmas** story, "A Christmas Carol," is one of the most adapted yuletide tales ever on screen. ...
[Hollywood News](#) [Manila Bulletin - 68 related articles »](#)

Christmas - [Wikipedia, the free encyclopedia](#)
Christmas or **Christmas Day** is an annual holiday celebrated on December 25 that commemorates the birth of Jesus of Nazareth. The date of commemoration is not ...
[Etymology](#) - [Celebration](#) - [History](#) - [Controversy and criticism](#)
[en.wikipedia.org/wiki/Christmas](#) - Cached - Similar

[Santa Claus and Christmas at the Northpole](#)
Enjoy **Christmas** with Santa Claus at the North pole, an award-winning **Christmas** web site. Send a letter to Santa Clause or a **Christmas** card to a friend.
[www.northpole.com/](#) - Cached - Similar

Your 1-Stop Shop for the Top 2009 **Christmas** Gifts — [Christmas.com](#)
At **Christmas.com** it's **Christmas** everyday. Side-step the holiday hassle, seasonal rat race, and last-minute shopping sprints at the mall. ...
[www.christmas.com/](#) - Cached - Similar

Latest results for **christmas** - [Resume](#)

I've got a prize for the best guess on how many **Christmas** turkey dinners we're going to sell this year?
[thealbionpub](#) - [twitter.com](#) - 2 minutes ago

Advent calendar related injury number one - major papercut. **Christmas** should really be risk-assessed.
[LauraLsh](#) - [twitter.com](#) - 2 minutes ago

Pinterest | LinkedIn

[www.linkedin.com/company/pinterest](#)

Welcome to the company profile of **Pinterest** on LinkedIn. **Pinterest** is a tool for discovering things you love, and doing those things in real life. Ben...

Creates opportunity to have many billboards on the highway of Google



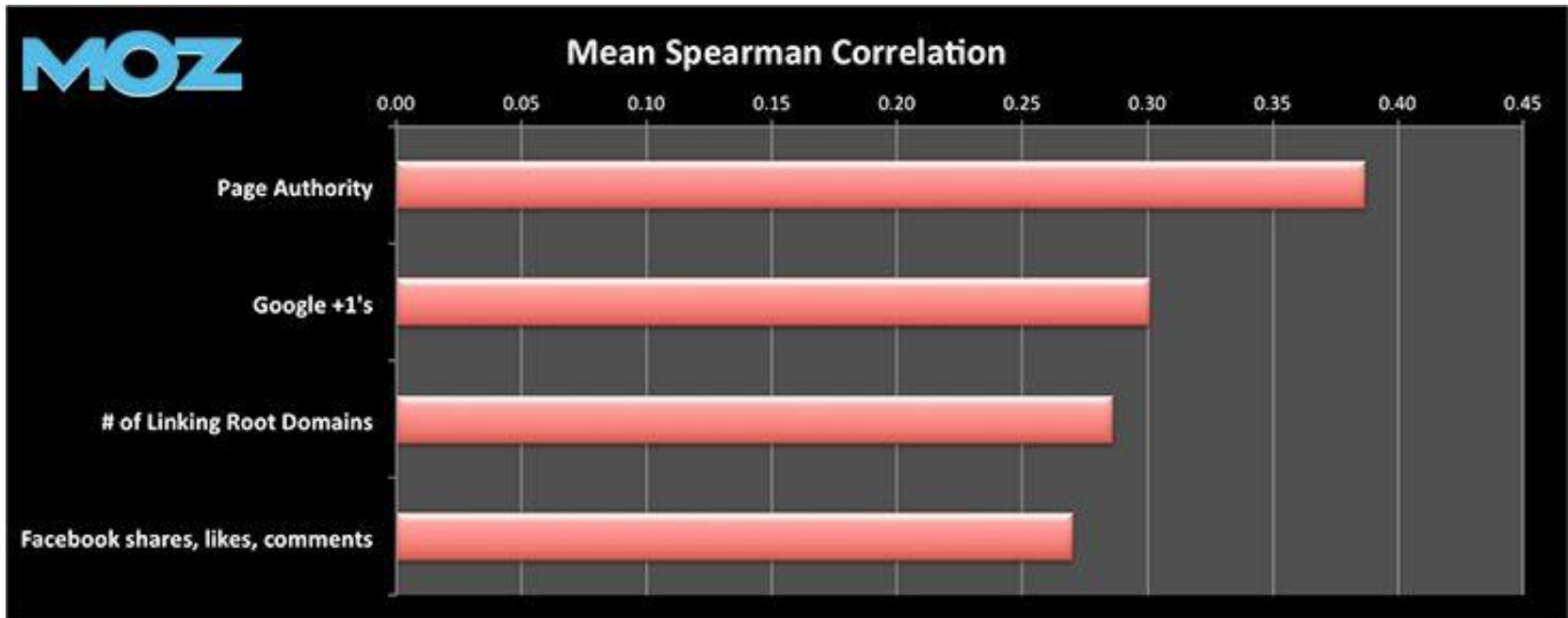
Core web presence – Plus “satellites”

3. Pit Crew not “Webmaster”



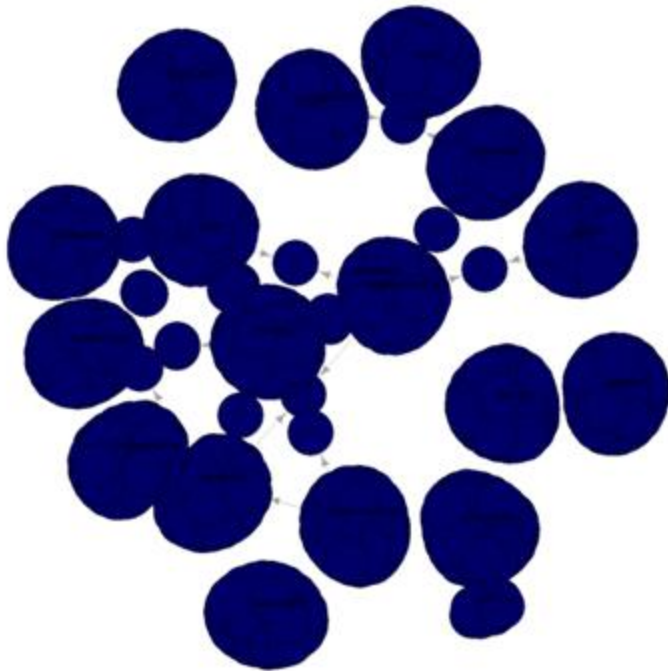
People hate “webmasters”/ mktg people for the wrong reasons; do too much not too little

4. ShareVille: New data proves SEO and social part of the same zone

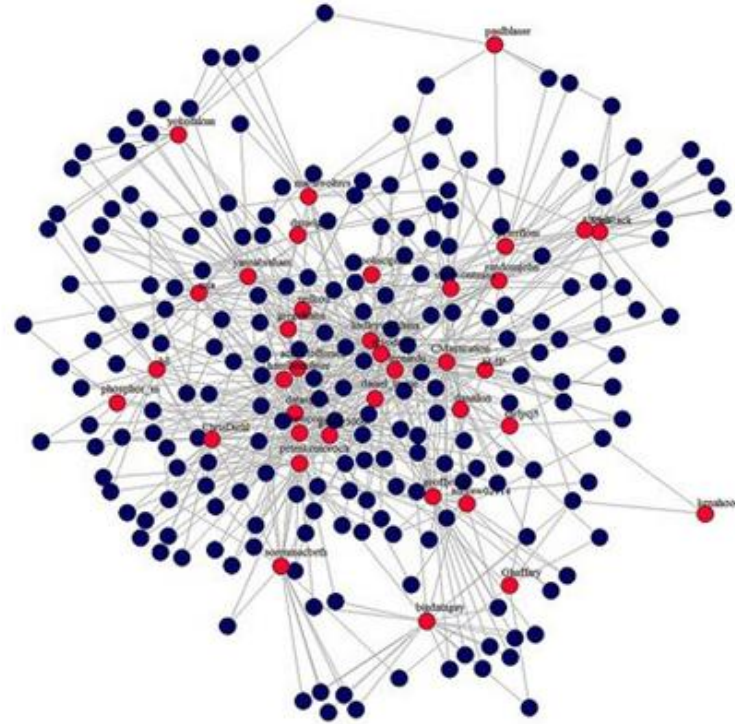


+ See Searchmetrics 2013 ranking factors

Link farms and Like farms



Unnatural



Duanne Forrester of Bing says “Don’ t be tempted to game it”

“SEO is now less and less about on-page optimization and more about social sharing and overall brand reputation online.” Moz

On page optimization is still a prerequisite to ranking.

Social and SEO like bread and butter



Social and branding enhances link signals for SEO

Like vs +1 for SEO



1 billion users: Google search, YouTube and Maps | Android/Chrome not far behind, G+

5. Trustland: PR and Links



Nobody builds major highways to a crappy store. What's the hook? Blog? GBP

G+ Author Rank / Thought leaders

[Dave Ramsey Homepage - daveramsey.com](http://daveramsey.com)

www.daveramsey.com/ ▼

Financial Peace University. Dave's most popular class on budgeting, dumping debt and building wealth. Register today. Find a Class | Attend Online - Online ...

[Seven Baby Steps - The Dave Ramsey Show - Tools - Financial Peace University](#)

[How to get good but cheap **financial advice** - Bankrate.com](#)



www.bankrate.com/.../getting-good-but-cheap-financial-advice-... ▼

by Sheyna Steiner - in 51 Google+ circles

You don't have to be wealthy to afford good **advice**, but the **advice** could prove to be valuable. Learn more about personal finance and investing at ...

[Best Massachusetts **Financial Advisors** - 2013 Ratings - Barrons.com](#)

online.barrons.com/report/top-financial-advisors/1000/massachusetts ▼

Barron's 2013 annual ranking of the nation's top **financial advisors** in the state of Massachusetts.

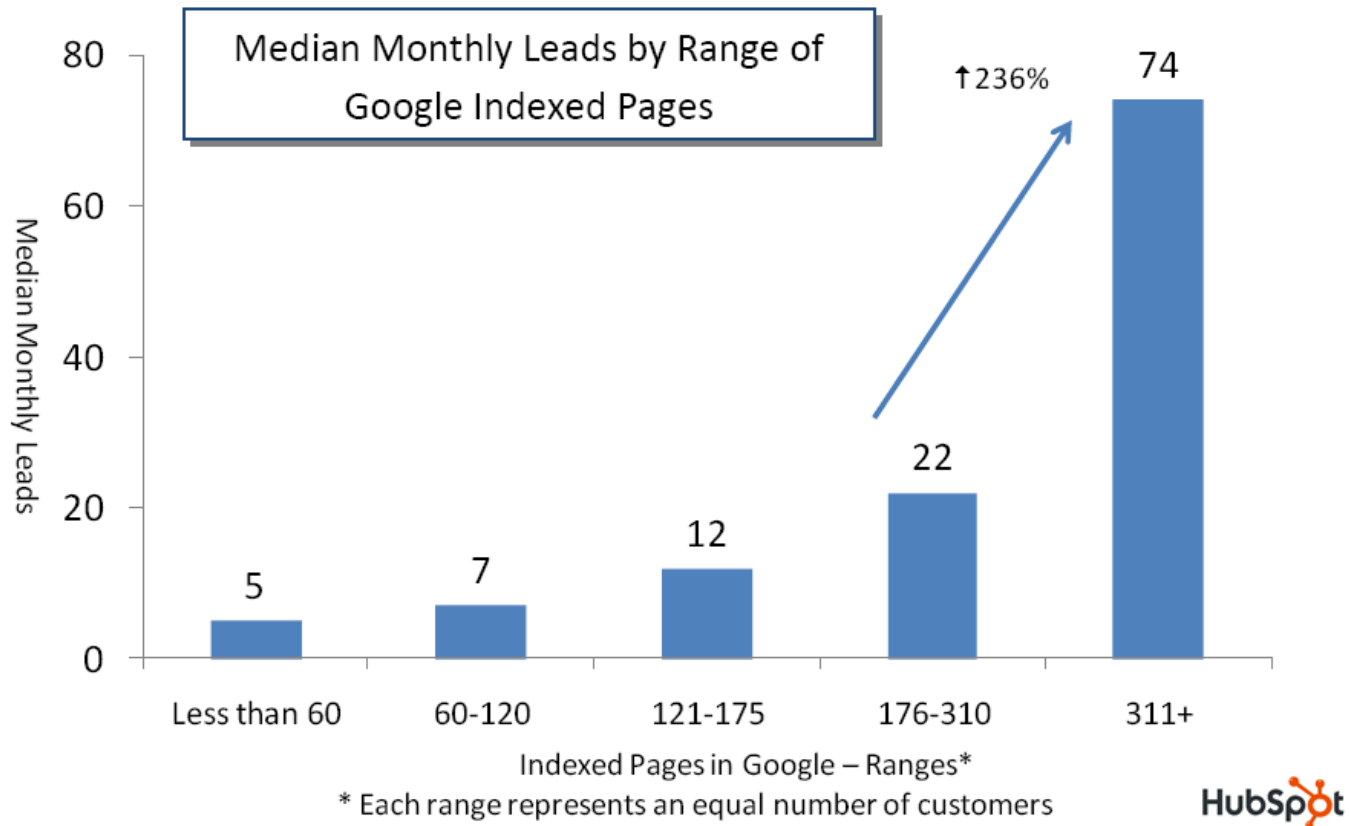
People / search engines / journalists follow authorities. Experts/authorities write.

6. ContentFuel: for Social/SEO/Links/PR

The image shows a screenshot of the Suze Orman website homepage as of March 2009. The website has a blue header with the 'SUZEORMAN' logo and navigation links for Home, About Suze, Suze's Scrapbook, Contact Suze, and Search. A date indicator shows 'March 01, 2009'. A central banner features a photo of Suze Orman holding her '2009 ACTION PLAN' book, with text stating '2009 is the Year You Can't Afford to Make Any Mistakes with Your Money!' and 'Suze's 2009 Action Plan delivers honest, straightforward guidance—what to do, when to do it, and how to do it.' A green starburst graphic highlights the book as a '#1 New York Times Best Seller'. Below the banner are buttons for 'LEARN MORE' and 'BUY NOW'. A sidebar on the left lists various resources like '2009 ACTION PLAN UPDATES', 'SUZE'S BOOKS & KITS', and 'SUZE ON TV & RADIO'. On the right, there is an advertisement for Ameritrade with the slogan 'IF YOU DON'T SAVE YOURSELF, WHO WILL?' and a promotion for a '\$100' bonus on a new account. The bottom of the page is divided into three columns: 'CHECK THIS OUT' with a video player for a CNBC broadcast, 'SUZE'S BOOKS & KITS' with a list of products including 'Identity Theft kit', and 'WHAT YOU NEED TO KNOW' with an article titled 'Mortgage Help: The Government's New Plan Explained'.

Video, Infographics, Podcasts, Whitepapers, Blog Posts, Images etc.

Content proportionate to leads



25 page sites have no hope in advanced SEO

Size and links + engagement

Bank of America

Pages of site indexed: **382,000**

Links to website **452,000**

Monthly visitors **10 million plus**

Wells Fargo

Pages of site indexed: **129,000**

site:blogs.wellsfargo.com **15,400 pgs**

Monthly visitors **5 million plus**

Competitive content analysis

WebPages																																		
1	http://www.meltontackle.com/																																	
2	http://www.meltontackle.com/2012-melton-tackle-excel-long-range-trip/																																	
3	http://www.meltontackle.com/about/																																	
4	http://www.meltontackle.com/about/careers.html																																	
5	http://www.meltontackle.com/about/company-history.html																																	
6	http://www.meltontackle.com/about/contact-information.html																																	
7	http://www.meltontackle.com/account/																																	
8	http://www.meltontac	<table border="1"> <thead> <tr> <th>Websites</th> <th>No. of Webpages</th> <th>No. of Blog Pages</th> <th>No. of PDF</th> <th>No. Of Docs</th> </tr> </thead> <tbody> <tr> <td>FishermansOutfitter</td> <td>895</td> <td>443</td> <td>0</td> <td>0</td> </tr> <tr> <td>MeltonTackle</td> <td>8539</td> <td>51</td> <td>0</td> <td>0</td> </tr> <tr> <td>AllTackle</td> <td>4523</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>TackleDirect</td> <td>2773</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>BassPro</td> <td>1905</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	Websites	No. of Webpages	No. of Blog Pages	No. of PDF	No. Of Docs	FishermansOutfitter	895	443	0	0	MeltonTackle	8539	51	0	0	AllTackle	4523	0	0	0	TackleDirect	2773	0	0	0	BassPro	1905	0	0	0		
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FishermansOutfitter	895		443	0	0																													
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AllTackle	4523		0	0	0																													
TackleDirect	2773		0	0	0																													
BassPro	1905	0	0	0																														
9	http://www.meltontac																																	
10	http://www.meltontac																																	

See our blog on how to do this mcdougallinteractive.com/blog

7. Blogs: Likes tires are the foundation

S. No.	URL	Linked (in-times)
1	http://www.stonetemple.com/	176
2	http://www.stonetemple.com/blog/	68
3	http://www.stonetemple.com/matt-cutts-and-eric-talk-about-what-makes-a-quality-si	64
4	http://www.stonetemple.com/articles/interview-matt-cutts-012510.shtml	50
5	http://www.stonetemple.com/blog	41
6	http://www.stonetemple.com/search-algorithms-and-bing-webmaster-tools-with-dua	29
7	http://www.stonetemple.com/articles/t-shirt-contest.shtml	24
8	http://www.stonetemple.com/articles/interview-matt-cutts.shtml	22
9	http://www.stonetemple.com/articles/interview-matt-cutts-061608.shtml	19
10	http://www.stonetemple.com/15-methods-for-paid-link-detection/	15
11	http://www.stonetemple.com/articles/interview-priyank-garg.shtml	14

Link Tools: Ahrefs, Majestic SEO, Open Site Explorer

Panda vs Penguin: Toll Booths



Panda = No Low Quality

Penguin = No Spam

**Hummingbird = Conversations
+Mobile +Context +Reputation**



8. HalfwayPoint Resort: Conversions



\$92 to \$1 spent converting yet 2% conversion rate, Schwans 43% CR!

9. Paylandia: Paid ads offer stability



PPC costs skyrocketing so master LP and QS (CRO + PPC synergy)

10. FollowUp Village: Fuel Efficiency



Lead response times

**“Responding to web leads
within 5 minutes
leads to a 900% increase
in conversations”**

insidesales.com

**“Responding to leads
within an Hour
generates 7x the conversations”**

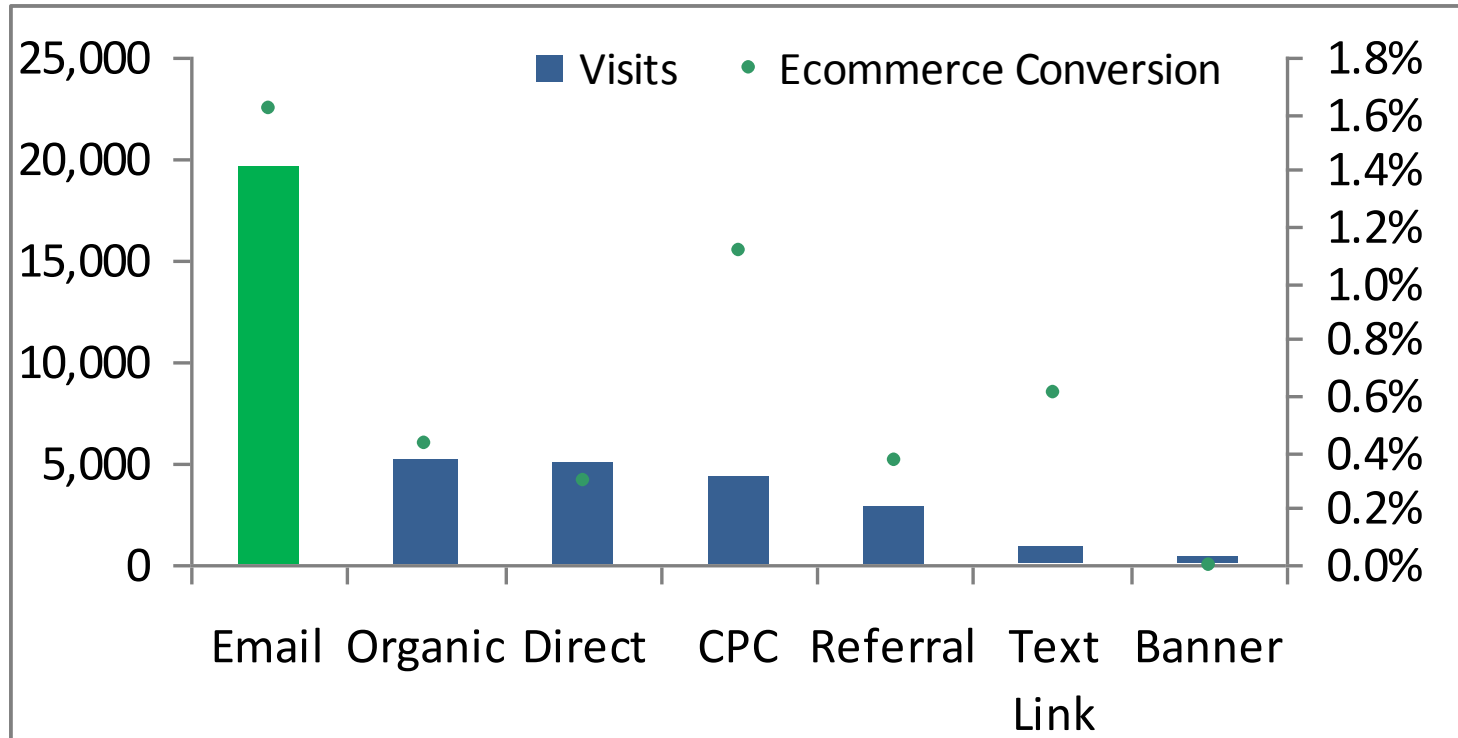
HubSpot

11. MobilePlanet: Out of this world



2014 more visits by mobile, than desktops, 3 seconds, responsive.

12. ROI Campground: Traffic Sources



Get found, convert, analyze – Hubspot – last click, attribution
Phone, forms, email signs ups, live chat, downloads

Takeaways

1. Create an internet marketing strategy doc
2. All tactics feed on each other
3. Content / engagement strategy is #1 priority
4. Conversion testing vs. guessing
5. Get serious about tracking ROI
6. Don't put all your eggs in one basket

Download:

<http://go2.mcdougallinteractive.com/bloggging-for-business-and-seo>