

Content Marketing is a Team Sport



Content Marketing Webinar 52
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ideaLaunch and WriterAccess





Special Guest
Robert Rose
Chief Strategist
Content Marketing Institute



Content Marketing is a Team Sport



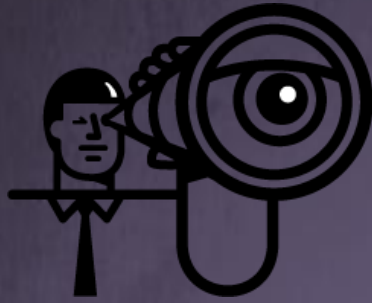
The Dream Team



The All Star

A man in a dark suit is shown from behind, sitting in a chair with his hands clasped behind his head. Above him are three thought bubbles of varying sizes, all drawn with a light green, hand-drawn style. The largest bubble at the top contains the text "The Dream Team" in white. The background is a dark, textured green.

The Dream Team



Planner



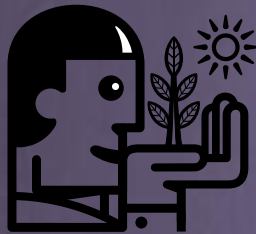
Writer



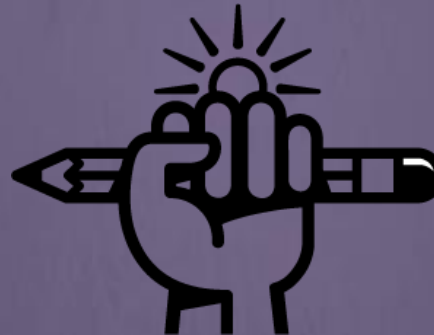
Optimizer



Thought Leader



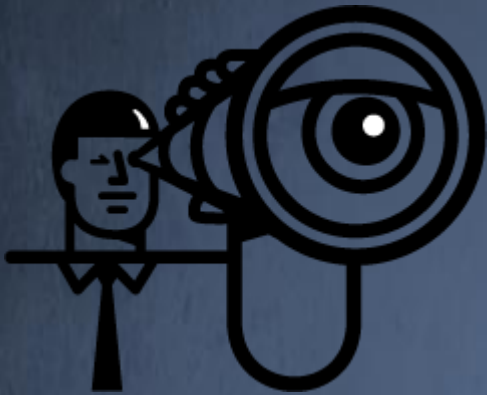
Performer



Editor



Designer



Planner

CURATION TOOLS

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

PERFORMANCE TOOLS

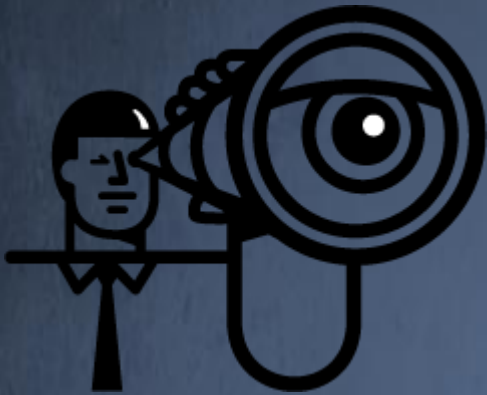
SpyFu Recon Reports
WriterAccess Analytics
Moz Analytics
Raven Tools
GeoRanker
Hubspot
Majestic SEO
Authority Labs
SERPs

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



	YourSite.com	Competitor.com
Traffic	A	C
PPC Spend	B	A
Content Portfolio	B	B
Content Authority	C	B
Publishing Frequency	D	C
Social Reach	F	D
Social Conversations	F	F
Testimonials	A	F
Partnerships	B	A
Internal Links	C	B
Inbound Links	C	C
SEO Strength	A	C
SEO Performance	B	A
Testing Methodology	A	B



The content plan answers these key questions:

- How much content do we need?**
- How good does it need to be?**
- How frequently do we publish? -**
- What channels do we target?**
- What kind of ROI will we get?**



Writer





Characteristics of Great Writers

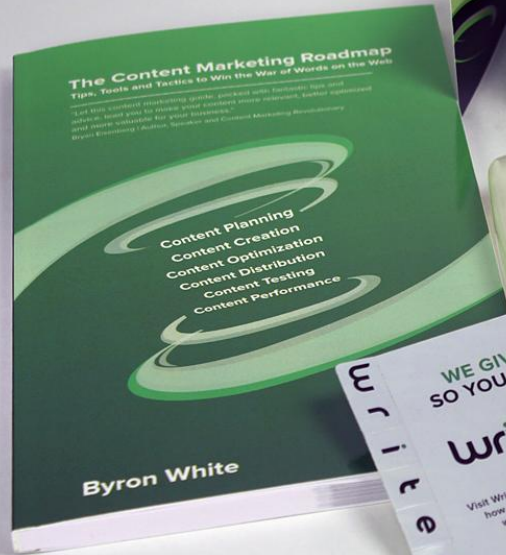
- Curiosity
- Passionate Voice
- Well Traversed
- Make Meaning
- Keep it Simple
- Less is More
- Short and Sweet
- Fresh Insight
- Results Driven
- Inquisitive
- Storytellers
- Journalists
- Researchers
- Socratic
- Optimizers
- Knowledge Seekers
- Wordsmiths
- Deep Diggers
- Big Picture Thinkers



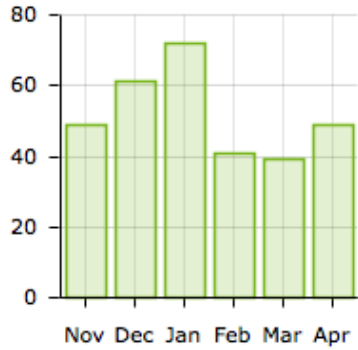
Designer

Design Goals and Brand Alignment

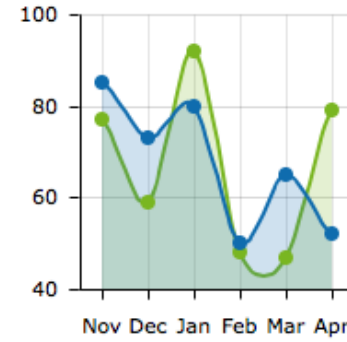
- Communicate the brand language
- Stand out from the pack
- Look great AND test well
- Offer surprise and delight
- Find meaning and purpose
- Tell the story well visually
- Get passed around and shared
- Engage readers that come back for more
- Peer recognition and awards



Content Published

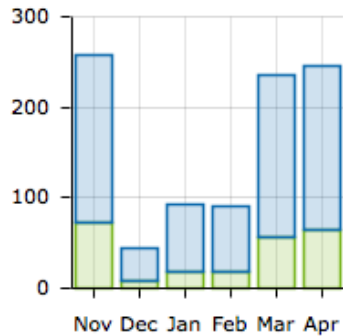


Social

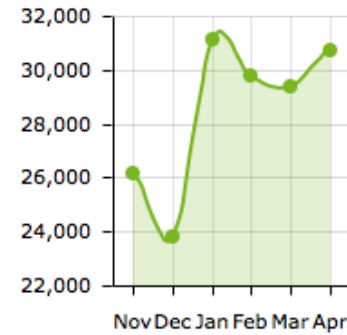


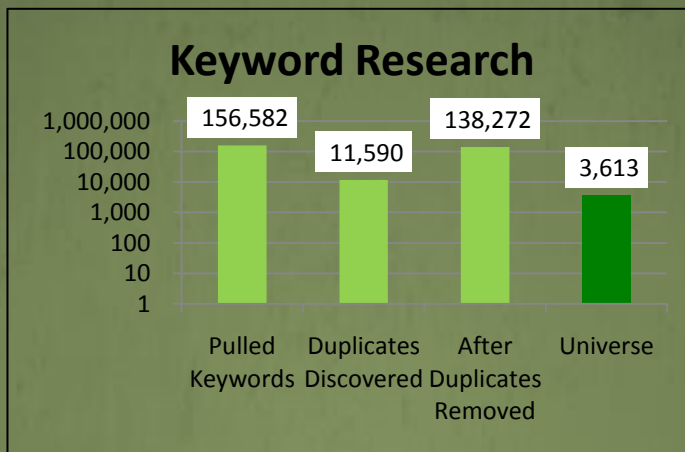
Optimizer

Listing Positions



Traffic







Conversion = (Content + Usability + Motivation + Incentive) - (Friction + Anxiety)

- **Content:** Are you earning trust with information customers want and need?
- **Usability:** Is your content and imagery optimized for conversion?
- **Motivation:** Do you have clear reasons to buy and not try the competition?
- **Incentive:** Are you offering any incentives or trial or reward?
- **Friction:** Have you identified potential resistance and reduced the pain points?
- **Anxiety:** Have you pinpointed the concerns and resolved the issues?



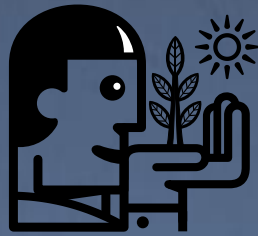
Editor



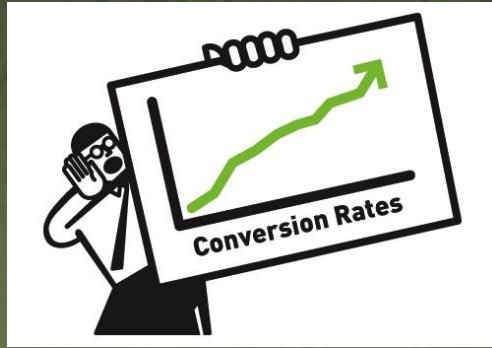


The Chic Casa Company was founded in 1983. The company makes blankets, tapestry hangings and other home décor. It makes a “Home Sweet Home.”

Chic Casa does more than make home décor. We create warmth, with a full line of cushy blankets, warm wall hangings and other sensational stuff to spruce up your living space. Since 1983 we’ve been turning houses, apartments and the starkest of offices into places you can call “Home Sweet Home.”



Performer





Thought Leader

The Content Marketing Roadmap

Tips, Tools and Tactics to Win the War of Words on the Web

"Let this content marketing guide, packed with fantastic tips and advice, lead you to make your content more relevant, better optimized and more valuable for your business."
Bryan Eisenberg / Author, Speaker and Content Marketing Revolutionary

Content Planning
Content Creation
Content Optimization
Content Distribution
Content Testing
Content Performance

Byron White



PROFESSIONAL WRITING SKILL AND PRICE GUIDE

A GUIDE ON WHAT TO EXPECT WHEN
YOU PAY MORE FOR WRITING



BYRON WHITE

Byron White

The All Star



If you could choose ONE all star on the dream team to manage content marketing process and deliver the ROI you demand for your investment, who would it be?

Thought Leader? Probably not, they're too busy dreaming up the next book or running the business



Designer? Brand design skills and wordsmithing are like apples and oranges.



Writer? Good choice to win the war of words on the web, but not lead the charge.



Performer? Certainly a good choice on the surface, hedging the ROI bet. But looking forward not backward is the key to content marketing success.



Editor? Hmm. The last choice. Lets discuss.



Hang on. One more candidate. Meet Social Power. Plugged into linked in. Plug into industry trends. Plugged into the conversations in your industry that get passed around.



She follows all the channels to connect with customers and reads all the content published in each channel.



She knows how to get the right assets in front of the right people at the right time to enhance their buying experience.



She knows how to run a brainstorm session and gather ideas, develop stories and then publish relevant content that engages customers and keeps them coming back for more.



She understands the power of testing and how to decrease user acquisition cost.

A

B

C



She has an editing background to spot check the work freelance writers and editors.



She puts the power of the cloud to work access freelance writers, designers talent.



WriterAccess

DesignerAccess
CoderAccess

She has a cute boyfriend that lets her work all the time, serving up great ideas for breakfast.



She's motivates employees to join the content marketing revolution.



She knows how to curate all the great ideas and publish the best stories.



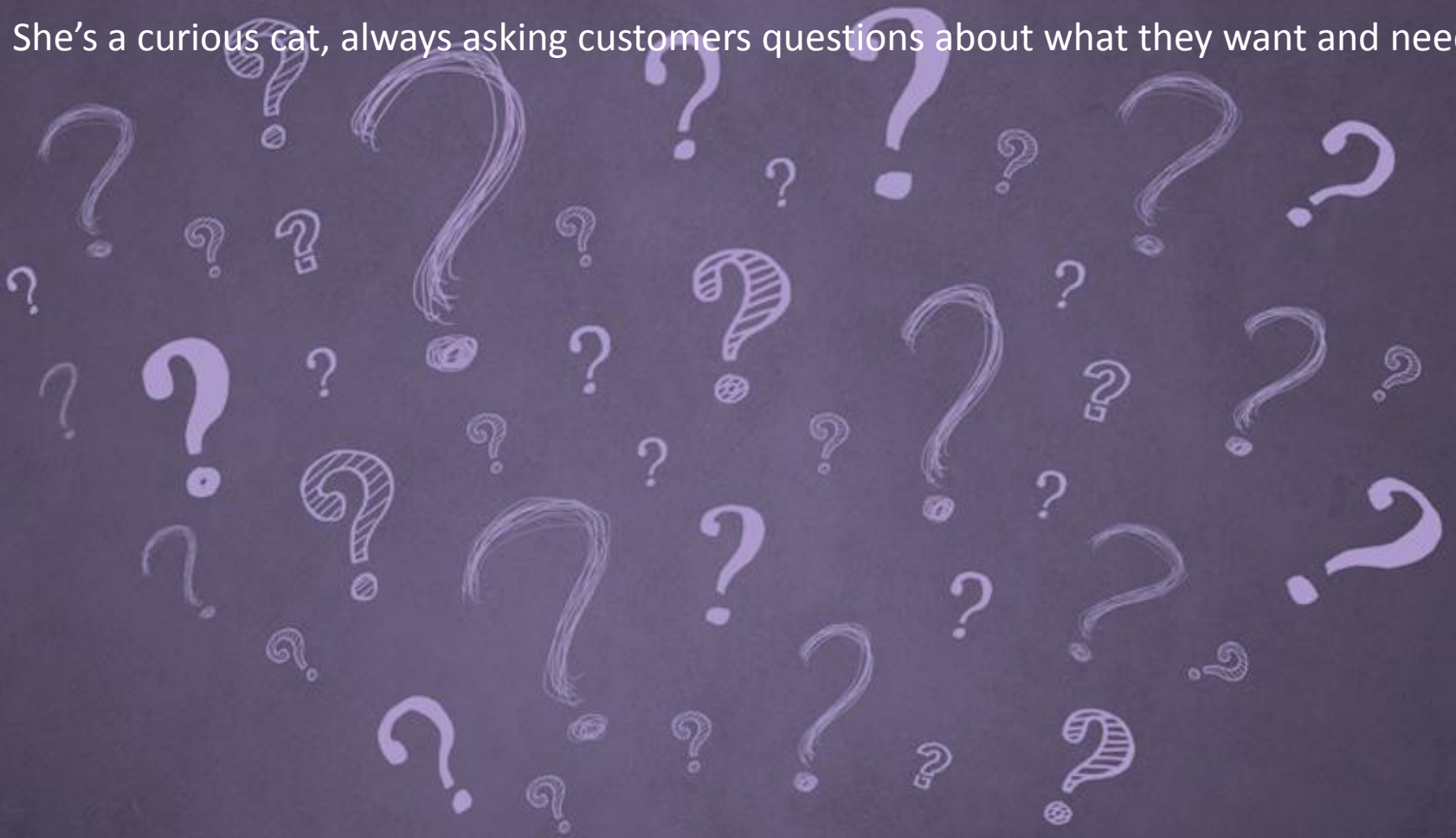
She knows that ideation and creative solutions are the new marketing roadmap.



She powers up with the right technology and methodology to achieve goals.



She's a curious cat, always asking customers questions about what they want and need.



Is This You?

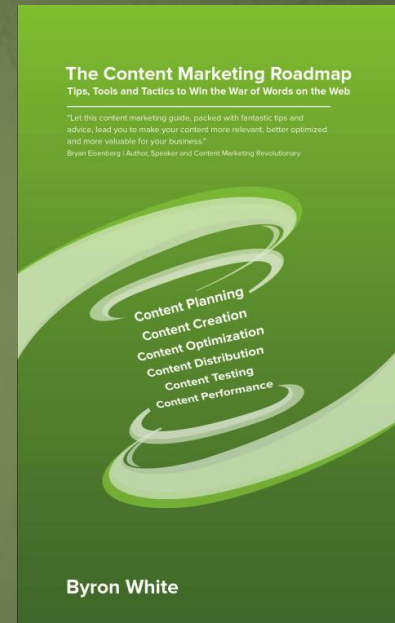
If so, you're possibly the MVP at your company and capable of single handedly running the Content Marketing process delivering the ROI your boss demands from the investment.



Two Books to Help You Along the Way



WriterAccess.com/WritingSkillGuide



WriterAccess.com/ContentRoadmap

