

ideaLaunch™

Great Ideas | Great Content | Great Results



Monthly Content Marketing Webinar | PPC ROI | June 30, 2010



ideaLaunch: What's New

WriterAccess: New Content Marketplace

WriterAccess BETA
An ideaLaunch Company

617.227.8800

About | Contact | Writing Tips | Writers Apply | Clients Apply | Log On

The Affordable Marketplace for US-Based Writers

Thousands of US Based Writers
Professional Writers

Articles for Blogs, News, SEO, and more

Original, CopyScape Verification Included

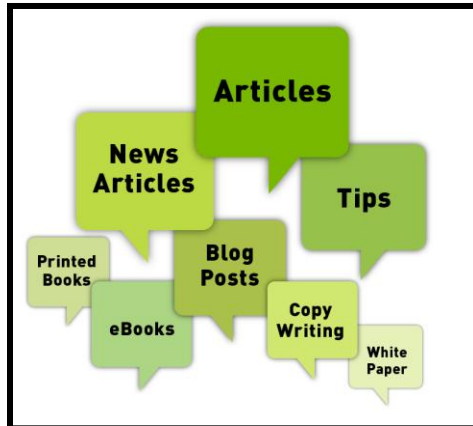
Launch Projects with Escrow Guarantee

Only Pay for Articles You Approve

[Launch a Project](#)

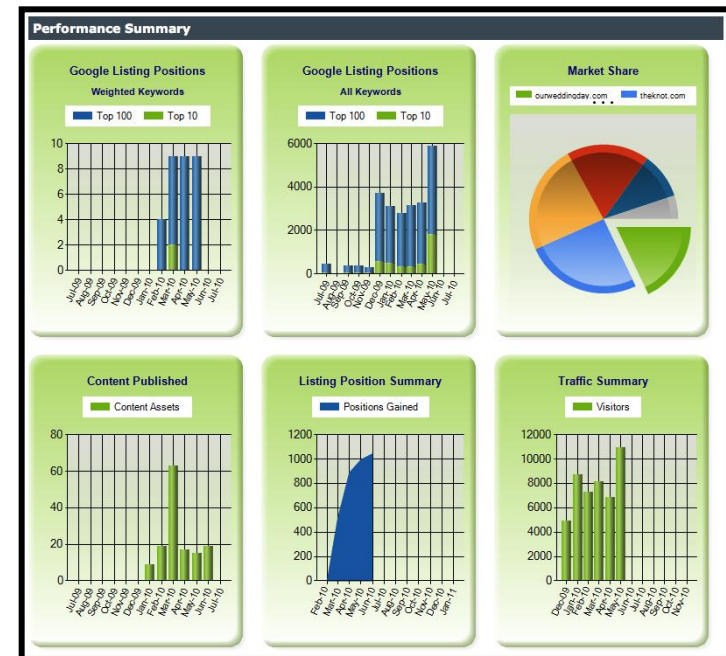
Writer Access is a marketplace powered by ideaLaunch, a leading content marketing agency serving hundreds of clients from Fortune 100 companies to startup businesses. Thousands of approved writers are ready to start writing your articles, blog posts, news articles, premium articles, SEO articles and more. They're all US-based professional writers, journalists and copywriters whose passion is producing original, engaging content at an affordable price. Our robust technology makes it easy to launch, approve, manage and deploy content with just one-click-and-go!

ideaLaunch: New Site Design



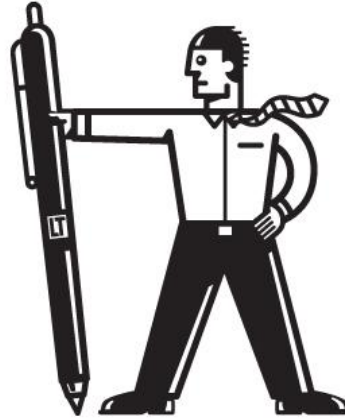
WordVision™

WordVision: New ROI Charts





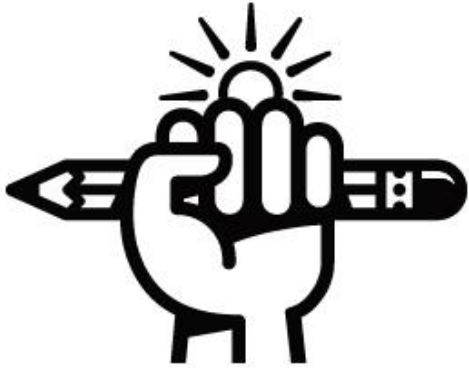
**The
Content
Marketing
Revolution**



**10 Tips
Content
Marketing
Success**



**Tracking
Content
Marketing
ROI**



The Content Marketing Revolution

idea**launch**™



It's the art of listening to your customers' wants and needs.

Listen Up

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



And the science of delivering content to them in a compelling way.

Measurements

- Books
- Blogs
- eBooks
- RSS Feeds
- Printed Books
- Web
- Widgets



It's constantly testing campaigns to learn what works and what doesn't.

Prediction Testing

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo Target Testing
- ➔ Usability Testing



And measuring readers' engagement and desire for more.

Engagement

- ➔ Downloads
- ➔ Time on Page
- ➔ Action on Page
- ➔ Repeat Visitation
- ➔ Send to Friend
- ➔ Social Bookmark



It's catching readers orbiting at high speeds at the right time and place.

Anytime Content

- ➔ Applet
- ➔ Desktop
- ➔ Mobile
- ➔ RSS Feeds
- ➔ Podcasts
- ➔ Social Networks



And engaging them with things they want and need on websites, gadgets and apps.

iPhone Apps

- Urban Spoon
- Amazon Kindle
- Sirius XM
- Salesforce.com
- Flixter
- Fandango



It's developing a content pipeline to educate, earn trust and drive sales.

New Sales Pipeline

- ➔ Offer Content
- ➔ Accumulate Leads
- ➔ Score Leads
- ➔ Distribute Leads
- ➔ Induce Trial
- ➔ Score New Activity
- ➔ Measure Success



And scoring content engagement to find out who's most likely to buy.

SalesForce Scoring

- Free Tool Interaction
- Content Downloads
- Proposal Downloads
- Newsletter Sign Ups
- Widget Interaction
- Customer Logon





10 Tips Content Marketing Success



1.) The content marketing plan is the nerve center.

Table of Contents

- ➔ Scope of Project
- ➔ Competitive Research
- ➔ Customer Research
- ➔ Keyword Research
- ➔ **SEO Plan**
- ➔ **Content Plan**
- ➔ **Performance Plan**



2.) Free research tools offer mind share.

Free Research Tools

- WordVision.com
- SpyFu.com
- Compete.com
- QuantCast.com
- SEOMajestic.com
- Raven-SEO-Tools.com
- Tools.SEOBook.com
- SEOToolSet.com
- LinkVendor.com
- MarketLeap.com

ideaLaunch™

MAJESTIC SEO

quxntcast

HubSpot

compete

SEOBOOK
LEARN. RANK. DOMINATE.



3.) Competitive intelligence pinpoints opportunity.

| Content Asset | 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 |
| | | |



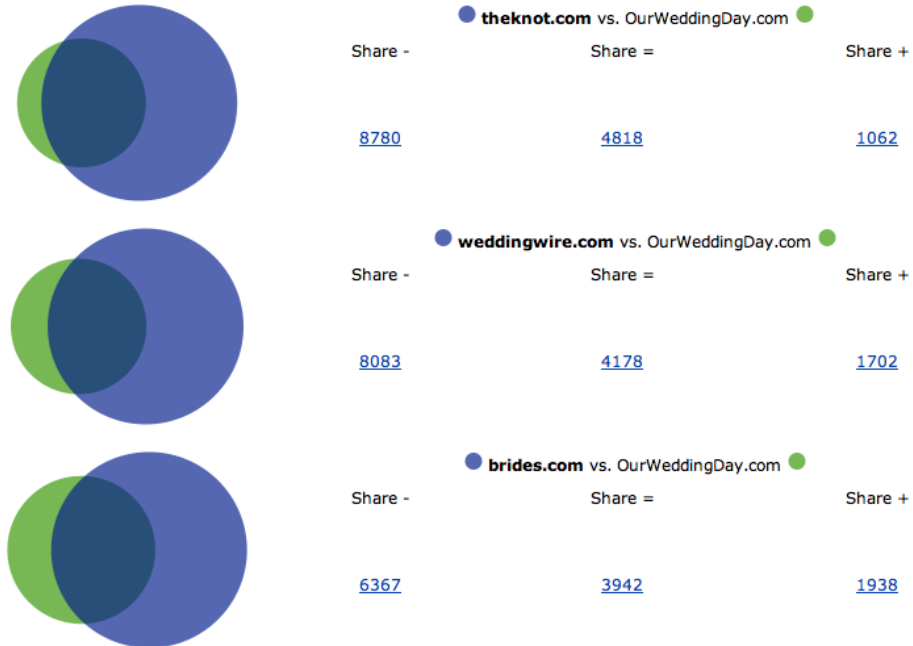
Competitive intelligence pinpoints marketshare.

word**vision**™

Organic Market Share Report

Organic Market Share displays keywords that your site and the selected competitor both have top 100 listing positions for at Google.

- **Share -** are keyword phrases that your competitor has a Top 100 listing and you do not.
- **Share =** are keyword phrases that both you and your competitor have a Top 100 listing for.
- **Share +** are keyword phrases that you have a Top 100 listing for and your competitor does not.



4.) SEO Plans drive search engine success.

SEO Plan

- Keyword Universe
- Golden Keywords
- Keyword Silos
- Internal Links
- PPC Price
- Search Volume
- Search Market Share

This is a list of every Yaz related keyword WordVision is tracking for your site.

| Phrase | Weight | Position | Volume | Cost |
|-----------------------|--------|----------|--------|------|
| yaz pill | 4 | >100 | 9900 | 4.09 |
| yasmine birth control | 3 | >100 | 2400 | 3.33 |
| yasmin birth control | 9 | >100 | 12100 | 2.83 |
| yasmin 21 | 4 | >100 | 140 | 1.96 |
| cheap ya | | | | |
| yasmin c | | | | |
| Keyword | | | | |

These are the most popular terms for people taking or who want to take Yaz. They are also highly competitive in the Yaz lawsuit space. Improving the listing positions for these keywords will be the biggest measurement for success.

| Phrase | Weight |
|----------------------|--------|
| yaz side effects | 10 |
| yasmin birth control | 9 |
| yasmin side effects | 9 |
| yasmin tablets | 9 |
| pregnant on yaz | 8 |

Keyword Universe / Yaz Keywords / **Yaz Golden Keywords** / YAZ Category Map



5.) Priority keywords drive content strategy.

Golden Keywords

















































- 150 Keywords
- Priority
- Weighted
- 1/3 Top 50-100
- 1/3 Top 1-50
- 1/3 Top >100
- Keyword Silos
- Primary Keywords
- Secondary Keywords

All Keywords

View all the keywords currently in your database.

Tag: Golden Keywords Phrase: starts with

[Advanced Options](#) [Export CSV](#)

| | Phrase | PPC Price | Search Volume | Weighting | Sep | Oct | Nov ^Z _A ↑ | Recent Trend |
|---|--------------------------|---|---|---|-------|-------|---------------------------------|---|
| Viewing 1 - 50 of 153 | | | | >> | | | | |
|     | hiring freelance writers |  |  |  | 17 | 28 | 32 | -4  |
|     | content marketing |  |  |  | 43 | 48 | 33 | +15  |
|     | improve conversion rate |  |  |  | 28 | 21 | 33 | -12  |
|     | marketing webinar |  |  |  | > 100 | > 100 | 41 | +59  |
|     | marketing content |  |  |  | > 100 | 62 | 42 | +20  |
|     | marketing webinars |  |  |  | > 100 | > 100 | 43 | +57  |



6.) Category Maps make SEO easy for writers.

Category Map

- Hot Topic
- Primary Keywords
- Secondary Keywords

| Content Topic | Primary | Secondary |
|----------------------------|----------------------------|-----------------------|
| Wedding Fashion and Beauty | wedding dresses | wedding party fashion |
| | wedding dress | weddings fashion |
| | wedding bridesmaid dresses | |

| Content Topic | Primary | Secondary |
|----------------------------------|------------------------------|------------------------|
| Wedding Traditions and Etiquette | wedding traditions | etiquette for wedding |
| | traditional wedding | wedding gift etiquette |
| | jewish wedding traditions | |
| | wedding etiquette | |
| | wedding invitation etiquette | |



7.) Expand your content assets portfolio.

Content Assets

- Articles
- Courseware
- eBooks
- Podcasts
- Printed Books
- Tip Centers
- Webinars
- Whitepapers
- Widgets
- WorkBooks

| Plan and Map | | |
|--------------------------|--|---|
| SEO Plan and Content Map | Complete plan for SEO and Content Strategy | √ |

| Content Creation | | Quantity |
|-----------------------|---|----------|
| Articles: Blog | On-site and off-site posts to fuel social media | 25 |
| Articles: News/SEO | Keep readers informed and Support SEO | 25 |
| Articles: Newsletters | Catch readers on-the-fly and on-the-desktop | |
| Articles: Premium | Build trust with content created by experts | 5 |
| Articles: Tips | Appeal to readers and the search engines | 50 |
| Copywriting | Sharpen the message and motivate the sale | |
| Courseware | Online courses educate and drive sales | |
| eBook | Build your brand long after readers pass you by | |
| Printed Book | Make your company THE industry authority | |
| Tip and Advice Center | Optimized for readers and the search engines | |
| Webinar | Drive leads and sales with information content | |
| Workbook | Turn complex problems into simple solutions | |
| Widget: Mobile | Auto-feed content to opt-in mobile subscribers | |
| Widget: Prediction | Solve problems and engage readers | |
| Widget: Pricing | Calculate savings, pricing or dollar values | 1Widget |
| Widget: Test | Test widgets showcase expertise | |
| Widget: Twitter | Auto-feed content tweets keep you social | 1 Widget |

| Content Optimization | | |
|------------------------|--|----------|
| Directory Submission | Links from up to 650 directories | |
| Internal Link Building | Support SEO with internal link building | 20 Pages |
| Optimization Services | Optimization of pages for search engine appeal | 20 Pages |
| Audit Session | Expert advice to improve SEO and content | Included |
| WordVision | Keywords, tags, reports and competitor setup | Included |
| XML Sitemap Feed | Prioritize pages for search engine indexing | |

| Content Testing | | |
|-----------------|---------------------------------------|---|
| Experiments | 2 Experiments Challenge Original Page | √ |



8.) Social media conversations drive content strategy.

Social Research Tools

- Search.Twitter.com
- Facebook.com/lexicon/
- ThunderThimble.com
- TechRigy.com
- BlogSearch.Google.com
- BlogPulse.com
- IceRocket.com
- TweetDeck.com



9.) Scoring SEO keeps writers and SEO on track.

Score Content

Score content on a scale of 1 to 100, 100 being the best it can be. Scores are based on data crunching of All Keywords entered into WordVision. Improve scores by using the [Keyword Cloud](#) to find the best keywords to include in your content.

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore

Label Content for Easy Reference:

Analyze

| | | | |
|----------------------------|---|-------------------------------------|----------------------------------|
| Grade B | Phrase: Disney URL: http://www.go.com | PageRank 8 | |
| Meta Analysis | Content Analysis | Link Analysis | Performance Analysis |
| KW in Title: No | Words on Page: 452 | Google Link Popularity: 3500 | Google Position: > 100 |
| KW in Descr.: No | Phrase Exact Match: 23 | Yahoo Link Popularity: 42500 | Yahoo Position: > 100 |
| KW in Keywords: Yes | Phrase Partial Match: 0 | MSN Link Popularity: 7 | MSN Position: 0 |



10.) Tag publishing dates.

| Scored Content | | |
|----------------------|---|---|
| Name | SEO Essentials for Writers | |
| Title Tag | search engine strategies - seo firm - jobs | |
| META Keywords | search engine strategies - seo firm - jobs - search - internet - marketing - writing - testing - strategy - search engine | |
| Score | 85 | |
| Date Scored | 11/15/2009 | Date Published <input type="text" value="11/16/2009"/> <input type="button" value="Save"/> |

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore likely to provide quality information.

Those who work full-time and work on their website in their free time can benefit from night courses on search engine optimization (SEO) offered by community colleges. This is especially useful for individuals who are looking to upgrade their SEO skill and knowledge to get higher-paying writing assignments and jobs. These classes are usually quite informative and





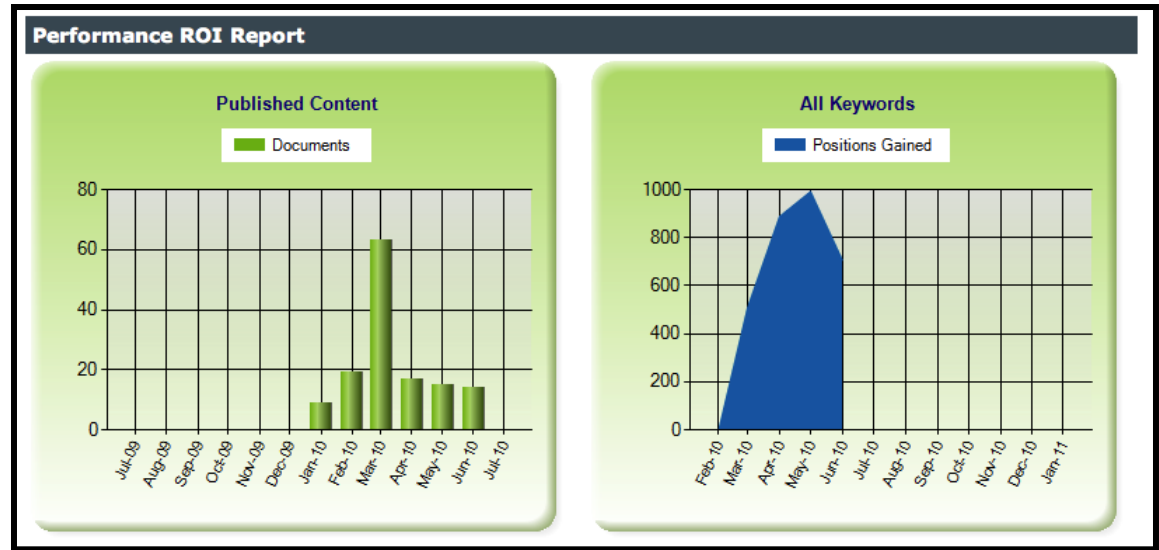
Tracking Content Marketing ROI

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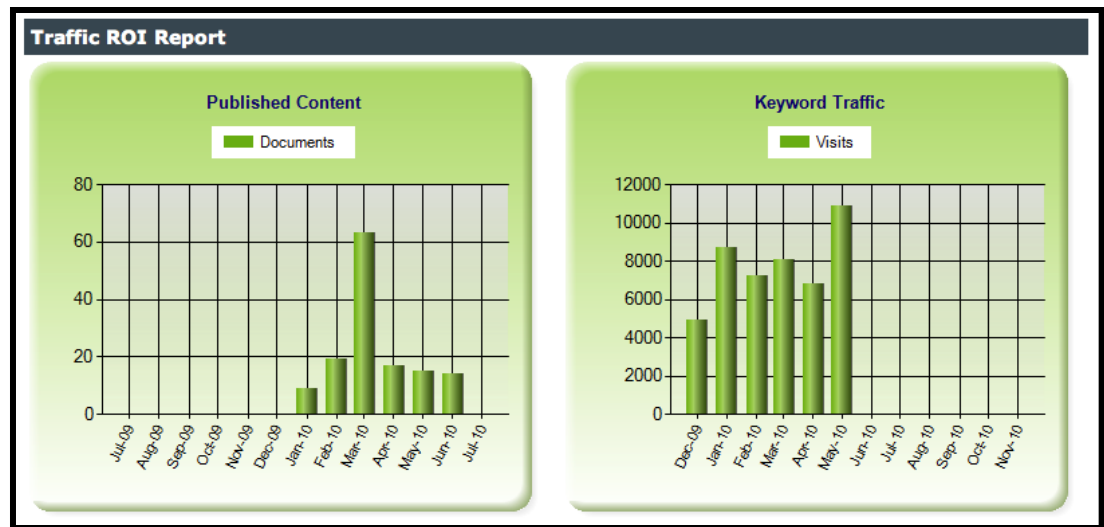
Listing Positions

word**vision**™



Traffic

word**vision**™



idealaunch™



Repeat Visitation



| | Visitor Type <input type="button" value="None"/> | Visits <input type="button" value="Visits"/> | Visits |
|----|---|--|--------|
| 1. | ■ Returning Visitor | | |
| | October 1, 2009 - October 31, 2009 | 2,667 | 50.32% |
| | May 1, 2009 - May 31, 2009 | 936 | 41.20% |
| 2. | ■ New Visitor | | |
| | October 1, 2009 - October 31, 2009 | 2,633 | 49.68% |
| | May 1, 2009 - May 31, 2009 | 1,336 | 58.80% |



Time-On-Site

THE NEW YORK CONSERVATORY FOR DRAMATIC ARTS
SCHOOL OF FILM & TELEVISION

Download Course Catalog

Industry Tips

The ins and outs of the acting business

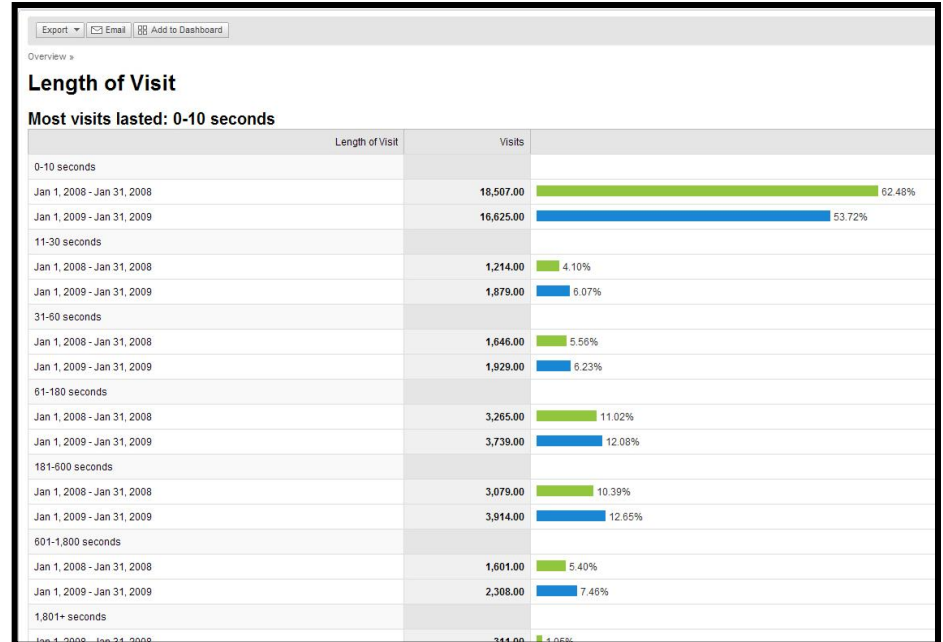
Overview

The New York Conservatory for Dramatic Arts (NYCDA) has compiled a host of acting tips and information on the ins and outs of acting and the business.

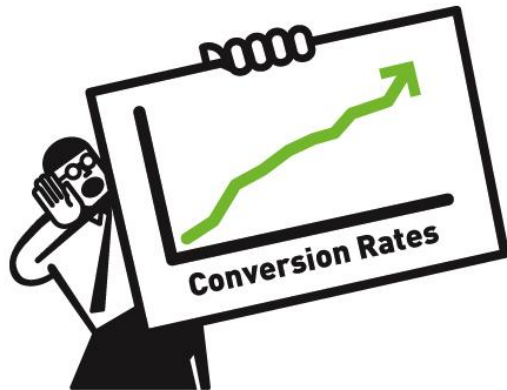
Whether you are just starting an acting career or have been going on auditions for years, read our acting tips to take your acting career even further. You'll find acting information about the types of classes that are available for you to take, working with an acting agent, how to impress casting directors, and much more.

Click thru the categories to the left to find acting information that will help you in starting your career, or advancing it even further!

- Acting Agents + Agencies
- Acting Classes + Workshops
- Acting Conservatories + Universities
- Acting for the Comedy Genre
- Acting for the Drama Genre
- Acting for the Horror Genre
- Auditions + Callbacks
- Film Acting
- Monologues
- Pursuing an Acting Career
- Resumes, Headshots + Portfolios
- Stage Acting



Conversion Rates

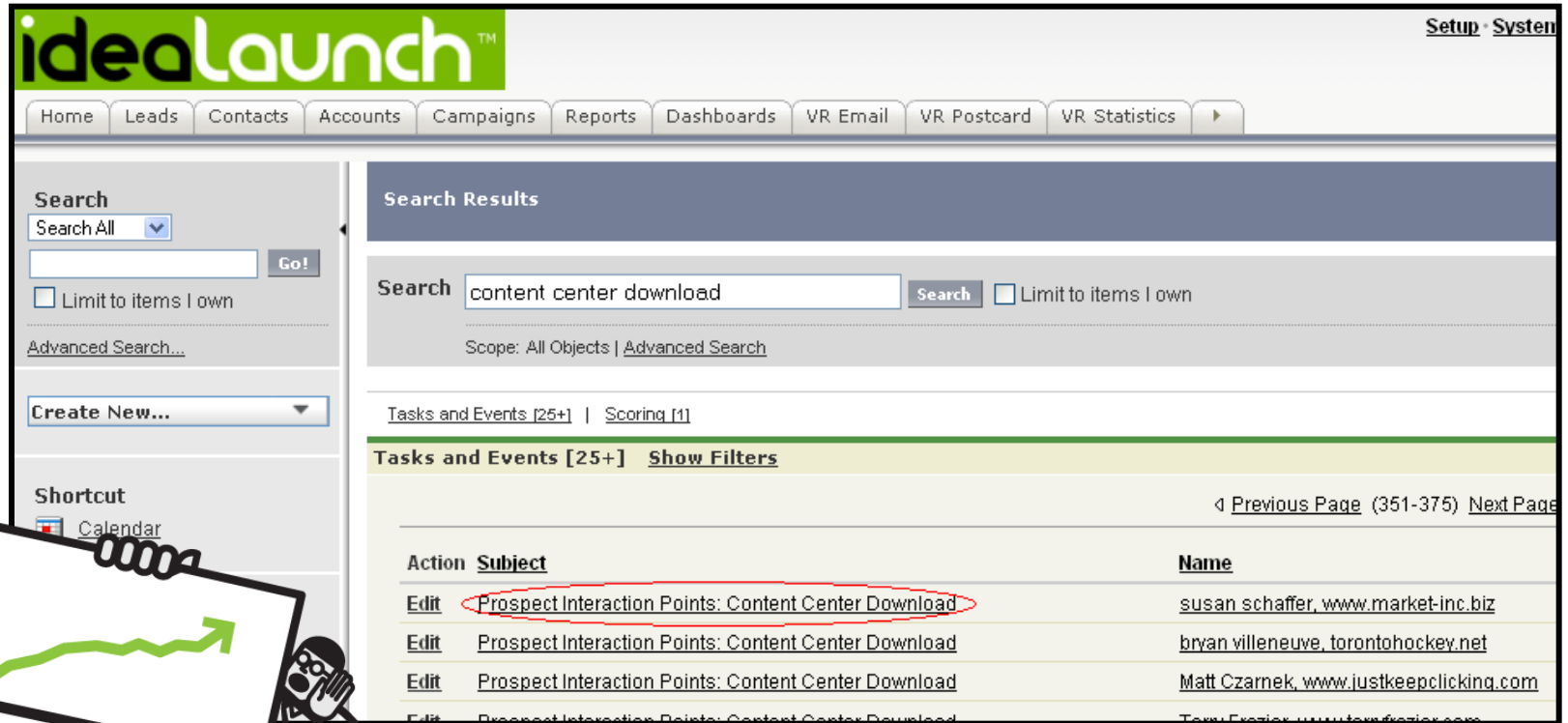


The screenshot shows the Google AdWords interface for a 'Catalog Request Variations (copy)' experiment. The experiment is running and was created on Dec 5, 2008. A green banner indicates 'High-confidence winners found' and suggests running a follow-up experiment. Below this is a table of variations with columns for Variation, Status, Est. conv. rate, Chance to Beat Orig., Observed Improvement, and Conv./Visitors.

| Variation | Status | Est. conv. rate | Chance to Beat Orig. | Observed Improvement | Conv./Visitors |
|---|---------|-----------------|----------------------|----------------------|----------------|
| Original | Enabled | 13.6% ± 0.9% | — | — | 512 / 3778 |
| ★ Top high-confidence winners. Run a follow-up experiment » | | | | | |
| Var Testimonial | Enabled | 17.8% ± 1.0% | 99.9% | 31.4% | 668 / 3752 |
| Var Selective | Enabled | 16.0% ± 0.9% | 99.5% | 18.0% | 602 / 3764 |

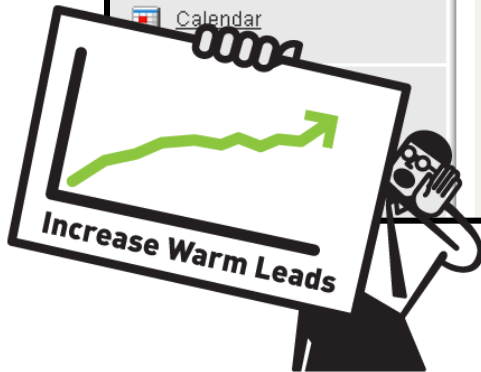


Content Engagement



The screenshot displays the ideaLaunch CRM interface. At the top, the logo 'ideaLaunch™' is on the left, and 'Setup · System' is on the right. A navigation bar contains tabs for Home, Leads, Contacts, Accounts, Campaigns, Reports, Dashboards, VR Email, VR Postcard, and VR Statistics. On the left sidebar, there is a 'Search' section with a dropdown menu set to 'Search All', a search input field containing 'content center download', and a 'Go!' button. Below this is a checkbox for 'Limit to items I own' and a link for 'Advanced Search...'. Further down is a 'Create New...' dropdown and a 'Shortcut' section with a 'Calendar' icon. The main content area is titled 'Search Results' and shows the search criteria: 'Search content center download' and 'Scope: All Objects | Advanced Search'. Below this, there are sections for 'Tasks and Events [25+]' and 'Scoring [1]'. A table titled 'Tasks and Events [25+] Show Filters' is displayed, with navigation links for 'Previous Page (351-375)' and 'Next Page'. The table has three columns: 'Action', 'Subject', and 'Name'. The first row is highlighted in yellow and has 'Prospect Interaction Points: Content Center Download' circled in red. The other rows are partially visible.

| Action | Subject | Name |
|--------|--|--|
| Edit | Prospect Interaction Points: Content Center Download | susan schaffer, www.market-inc.biz |
| Edit | Prospect Interaction Points: Content Center Download | bryan villeneuve, torontohockey.net |
| Edit | Prospect Interaction Points: Content Center Download | Matt Czarnek, www.justkeepclicking.com |
| Edit | Prospect Interaction Points: Content Center Download | Tony Frazier, www.tonyfrazier.com |



Content Conversion

| Opportunities | | New Opportunity | | Opportunities Help ? | |
|--|-----------------------------|-----------------|------------|----------------------|--|
| Action | Opportunity Name | Stage | Amount | Close Date | |
| Edit Del | Online Education Services-S | Closed Won | \$9,000.00 | 11/5/2009 | |

| Campaign History | | Add to Campaign | | Campaign History Help ? | | |
|---|------------------------|-----------------|-------|-------------------------|--------------------------|-----------------------|
| Action | Campaign Name | Start Date | Type | Status | Responded | Member Status Updated |
| View Edit Del | November Webinar Blast | 11/12/2009 | Email | Sent | <input type="checkbox"/> | 11/12/2009 5:58 PM |
| View Edit Del | October Webinar Blast | 10/13/2009 | Email | Clicked | <input type="checkbox"/> | 10/17/2009 11:25 AM |



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“The only marketing left is content marketing.”

Seth Godin

Free Book Download: ideaLaunch.com/101

ideaLaunch™

