

ideaLaunch™



Monthly Content Marketing Webinar
October 2010
Capturing Mindshare

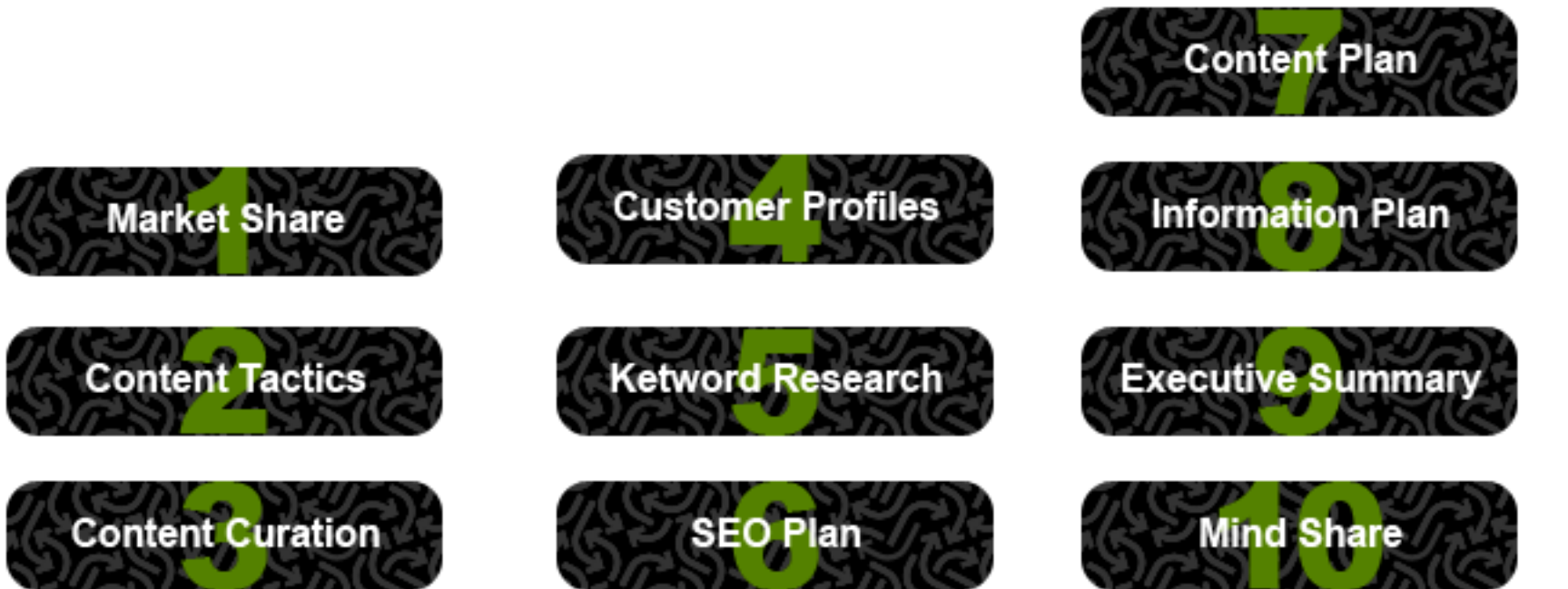
Byron White
ideaLaunch

Mike Roberts
SpyFu

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The Content Planning Process to Capture MindShare



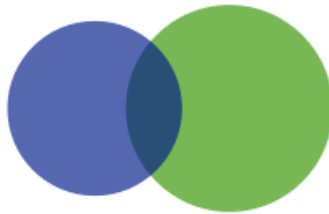
Evaluate the organic market share of keywords and traffic.



Organic Market Share Report

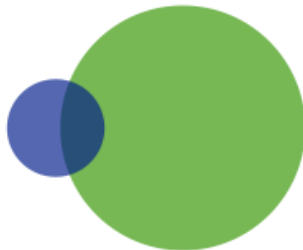
Organic Market Share displays keywords that your site and the selected competitor both have top 100 listing positions for at Google.

- **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.



● **marketingprofs.com** vs. idealaunch.com ●

Share -	Share =	Share +
386	107	584



● **junta42.com** vs. idealaunch.com ●

Share -	Share =	Share +
66	44	647



Evaluate the competitors content marketing tactics and strategy.

Content Assets	OWD	<u>TheKnot</u>	Brides.com	Wedding Wire	Martha Stewart	Wedding Channel
Top 5/10 Lists	√	+	√	√	-	+
Evergreen	+	+	+	+	+	+
News	+	√	+	√	-	-
Blog	+	+	+	√	+	+
Tips	√	+	+	+	+	+
Photo Galleries	-	+	+	√	+	√
Forums	+	+	+	+	+	+
Checklists	-	+	+	+	+	+
Tools/Widgets	√	+	√	√	√	√
Content Marketing Tactics						
Figurehead	-	+	-	-	+	√
Bylines	√	+	+	-	+	√
Blog Publishing Frequency	+	+	√	√	+	+
Twitter	-	+	+	+	√	√
<u>Facebook</u>	-	+	+	+	√	√
Testimonials	√	+	+	+	+	+
Corporate Sponsors	√	+	+	+	+	+

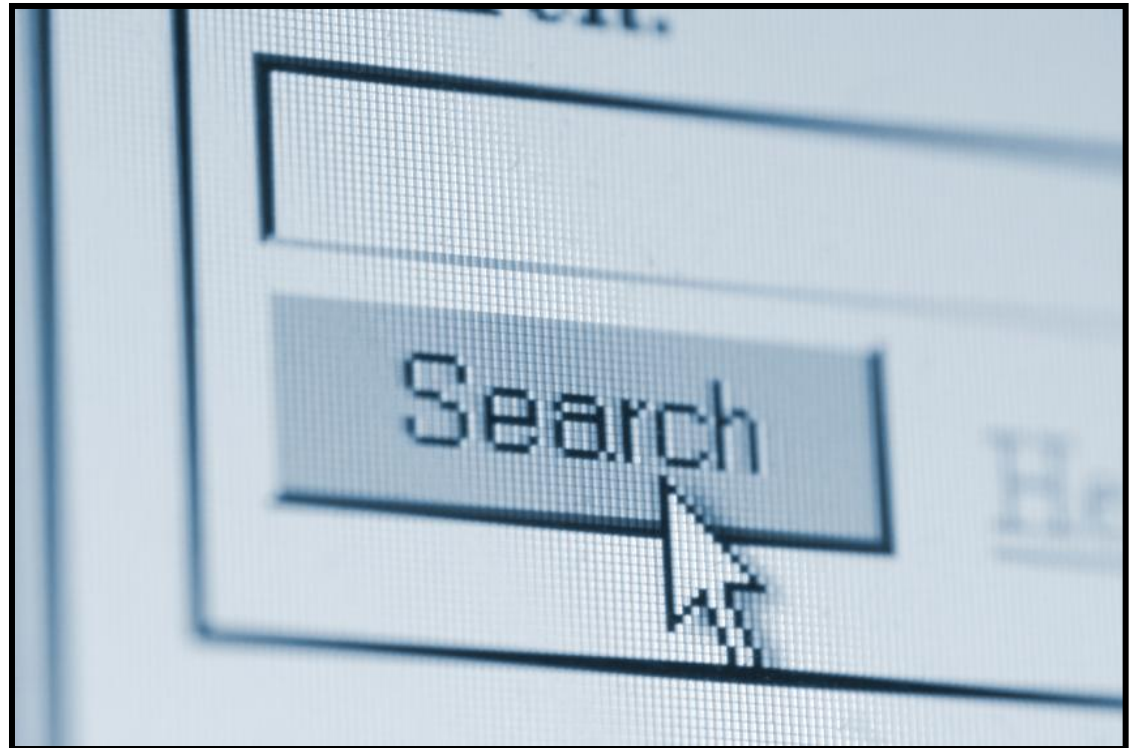
Curate the content on-site and off-site and the social conversations on the web

Category	Category Articles	Sub Category	Sub Articles
Wedding Traditions	73	Religious	14
		Cultures	8
		Brides	10
		Popular Wedding Traditions	33
		Roles & Responsibilities	8
Wedding Etiquette	95	Etiquette	23
		Gift Registry	9
		Bride Etiquette	13
		Wedding Party Etiquette	11
		Guests	22
Honeymoons	34		34
Destination Weddings	11		11
Booking & Hiring Vendors	80	Music	6
		Wedding Vendor Tips	12
		Theme and Style	13
		Travel	4
		Spa	6
		Wedding Planner	6
		Food, Drink, and Cake	11
		Photography	8
		Flowers	9
		Venue	5
Wedding Style	71	Dresses & Gowns	33
		Rings	4
		Attire	16
		Accessories	18
Wedding Beauty	28	Hair	7
		Makeup	9
		Spa & Fitness	12



Find the wants and needs of readers and customers

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



Use keyword research tools to help find the hot topics and develop keyword silos

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

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MAJESTIC SEO

quxntcast

HubSpot

compete

SEOBOOK
LEARN. RANK. DOMINATE.

SpyFu



The SEO plan guides optimization, SEO scoring and performance goals

Silo	Premium Articles	Tips	News	Blogs	Total
Gowns & Dresses	10	12	24	4	50
Weddings	18	12	8	4	42
Flowers	6	12	18	5	41
Style	6	12	18	4	40
Hair & Makeup	4	16	16	3	39
Seasons	6	8	16	6	36
Planning	8	15	9	4	36
Destination Weddings	6	8	18	3	35
Wedding Party	8	16	8	3	35
Honeymoons	6	8	18	3	35
Wedding Reception	10	12	8	2	32
Cake	6	8	12	3	29
Wedding Ceremony	6	10	9	3	28
Branded Terms	6	9	12	0	27
Accessories	6	8	9	3	26
Religion	8	6	9	1	24
Etiquette	10	12	1	1	24
Culture	8	6	9	0	23
Wedding Expos	2	4	12	4	22
Vendors	10	10	0	1	21
Traditions	6	10	0	1	17
Wedding Websites	10	6	0	0	16
Photography	2	8	6	0	16
Wedding Rings	6	4	0	1	11
Preparing for Married Life	4	4	0	1	9
Wedding SKUs	2	4	0	0	6



The Content Plan guides content creation and development process

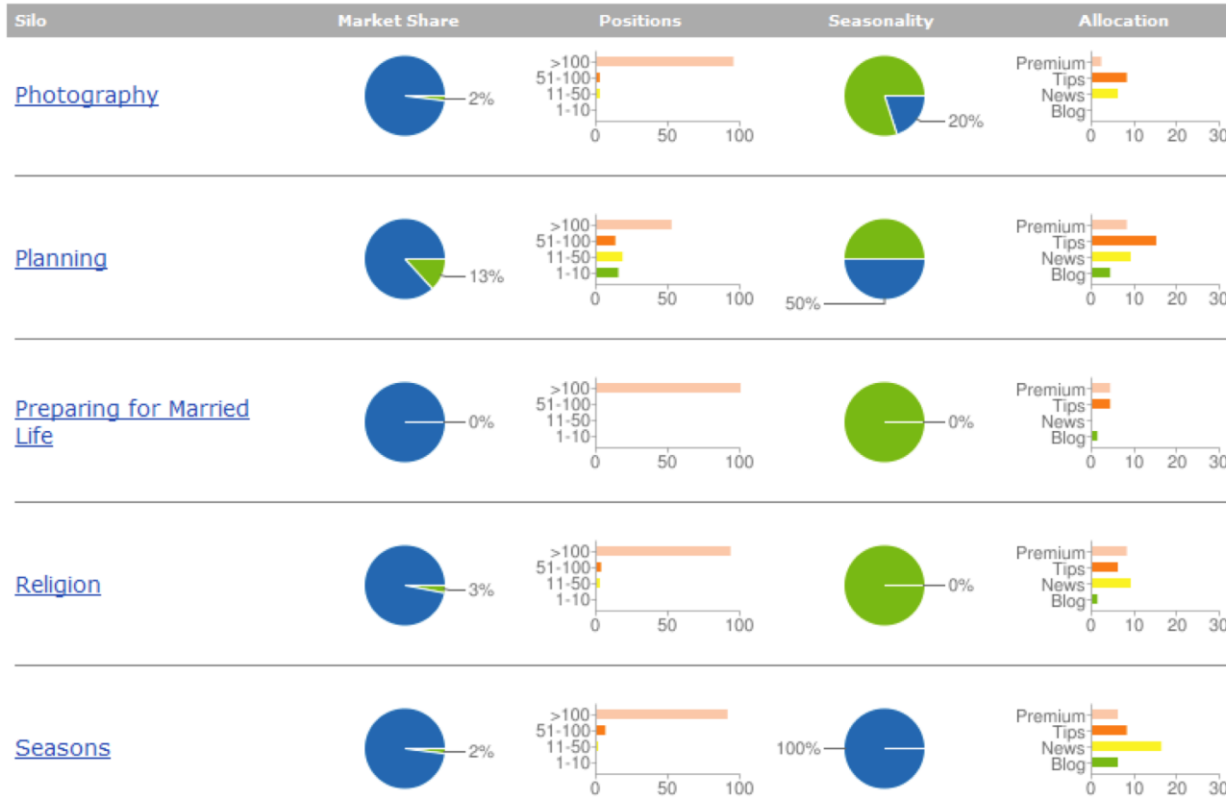
Category	Premium Articles	Tips	News	Blogs	Total
Wedding Style	27	34	48	12	121
Booking & Hiring Vendors	20	35	38	7	100
The Wedding Reception	24	24	18	5	71
Wedding Planning	24	24	14	4	66
Wedding Beauty	10	24	26	5	65
Wedding Traditions	16	20	14	3	53
Wedding Themes & Colors	12	16	18	6	52
Wedding Ceremony	12	19	15	5	51
Wedding Etiquette	16	20	7	3	46
Destination Weddings	8	10	20	4	42
Honeymoons	7	10	20	3	40
Preparing for Married Life	4	4	2	3	13



The Information Plan offers the architectural layout for SEO and content

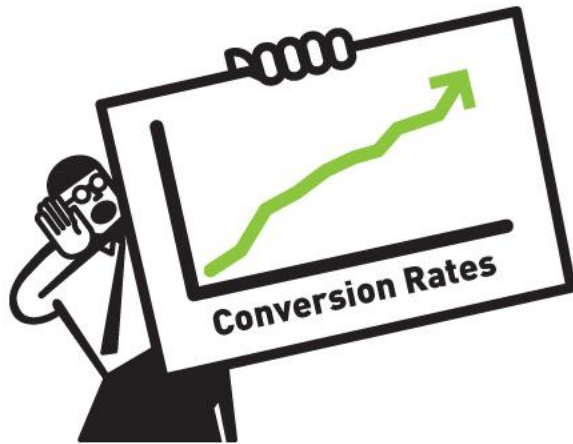


The Executive Summary offers a benchmark for performance



Mind Share

Measure ROI and improved mind share in a variety of ways.



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Tagging the published date of content is required for measuring performance.

Secrets to ROI Tracking

- ➔ Tag Published Date
- ➔ Track Link Phrases
- ➔ Build Keyword Silos



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="11/16/209"/> <input type="button" value="Save"/>
<p>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.</p> <p>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</p>			



Track improved listing positions impacted by content deployment

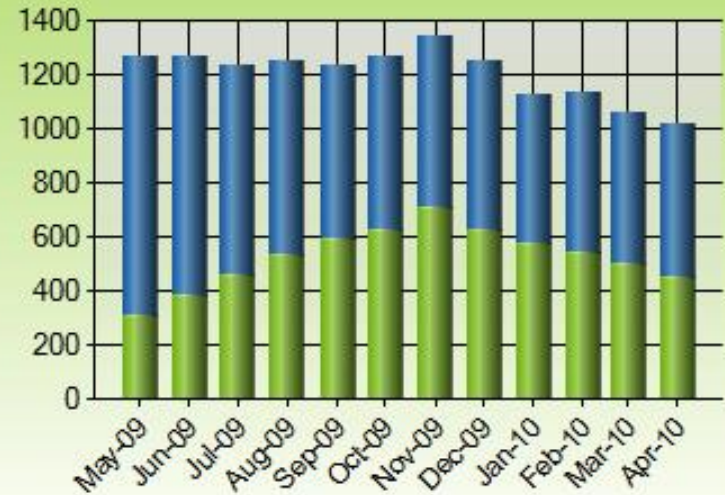
Published Content

Documents



All Keywords at Google

Top 100 Top 10

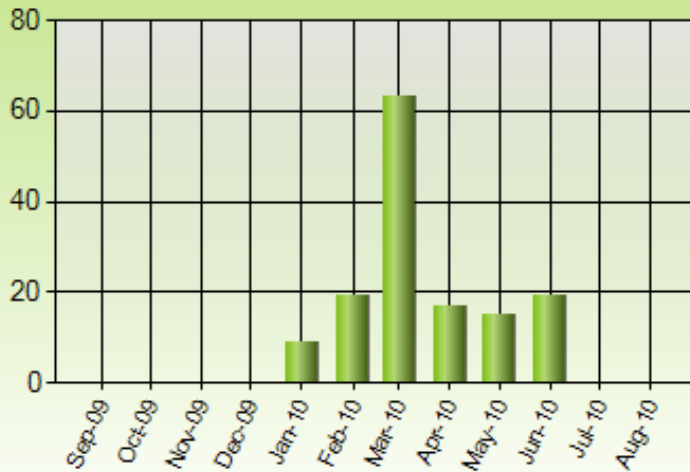


Track increase in organic traffic impacted by content deployment

Traffic ROI Report

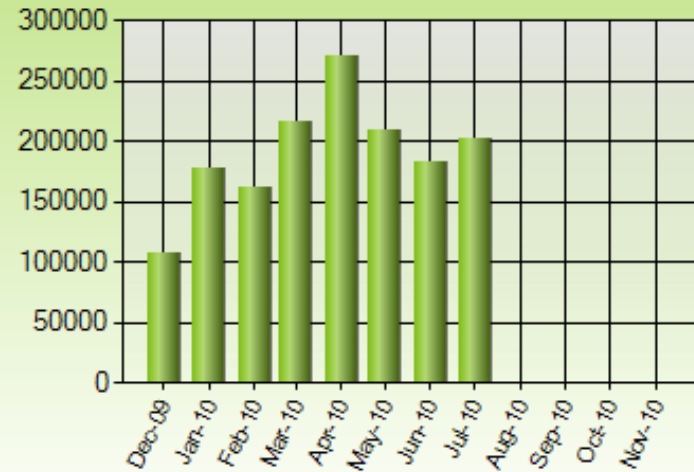
Published Content

Content Assets



Keyword Traffic

Visitors



ROI Measurement 10

Track increases in time-on-site and return visitors

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

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

Export | Email | Add to Dashboard

Overview »

Length of Visit

Most visits lasted: 0-10 seconds

Length of Visit	Visits	
0-10 seconds		
Jan 1, 2008 - Jan 31, 2008	18,507.00	62.48%
Jan 1, 2009 - Jan 31, 2009	16,625.00	53.72%
11-30 seconds		
Jan 1, 2008 - Jan 31, 2008	1,214.00	4.10%
Jan 1, 2009 - Jan 31, 2009	1,879.00	6.07%
31-60 seconds		
Jan 1, 2008 - Jan 31, 2008	1,646.00	5.56%
Jan 1, 2009 - Jan 31, 2009	1,929.00	6.23%
61-180 seconds		
Jan 1, 2008 - Jan 31, 2008	3,265.00	11.02%
Jan 1, 2009 - Jan 31, 2009	3,739.00	12.08%
181-600 seconds		
Jan 1, 2008 - Jan 31, 2008	3,079.00	10.39%
Jan 1, 2009 - Jan 31, 2009	3,914.00	12.65%
601-1,800 seconds		
Jan 1, 2008 - Jan 31, 2008	1,601.00	5.40%
Jan 1, 2009 - Jan 31, 2009	2,308.00	7.46%
1,801+ seconds		
Jan 1, 2008 - Jan 31, 2008	344.00	1.06%
Jan 1, 2009 - Jan 31, 2009		





Track increases in lead generation interacting with content assets



The screenshot shows the ideaLaunch CRM interface. At the top, there is a navigation bar with tabs for Home, Leads, Contacts, Accounts, Campaigns, Reports, Dashboards, VR Email, VR Postcard, and VR Statistics. Below this is a search bar with the text "content center download" and a "Search" button. The search results are displayed in a table with columns for "Action", "Subject", and "Name". The first row is circled in red and shows "Prospect Interaction Points: Content Center Download" under the Subject column and "susan.schaffer.www.market-inc.biz" under the Name column.

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	Tom.Frazier.www.tomfrazier.com



ROI Measurement

Track increased sales impacted by content marketing

Opportunities		New Opportunity		Opportunities Help ?	
Action	Opportunity Name	Stage	Amount	Close Date	
Edit Del	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



Free Content Marketing Tips book here: ideaLaunch.com/101

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Book Author

101 Content Marketing Tips

Speaker Events 2010

BrightTalk

Search Engine Strategies

PR Web Thrive

Inbound Marketing Summit

28 Total Speaking Events

