



Content Curation

Monthly Content Marketing Webinar Series | January 27th, 2011

Hosted by Byron White | Chief Idea Officer

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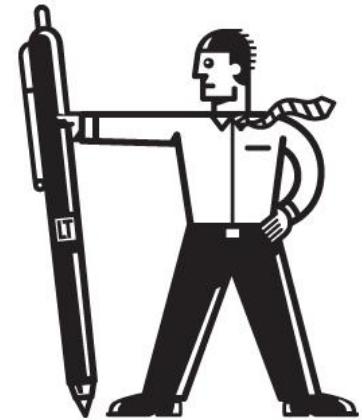




**Content
Marketing
Revolution**



**Content
Curation
Overview**



**Curation
By
StoryCrawler**



The Content Marketing Revolution

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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

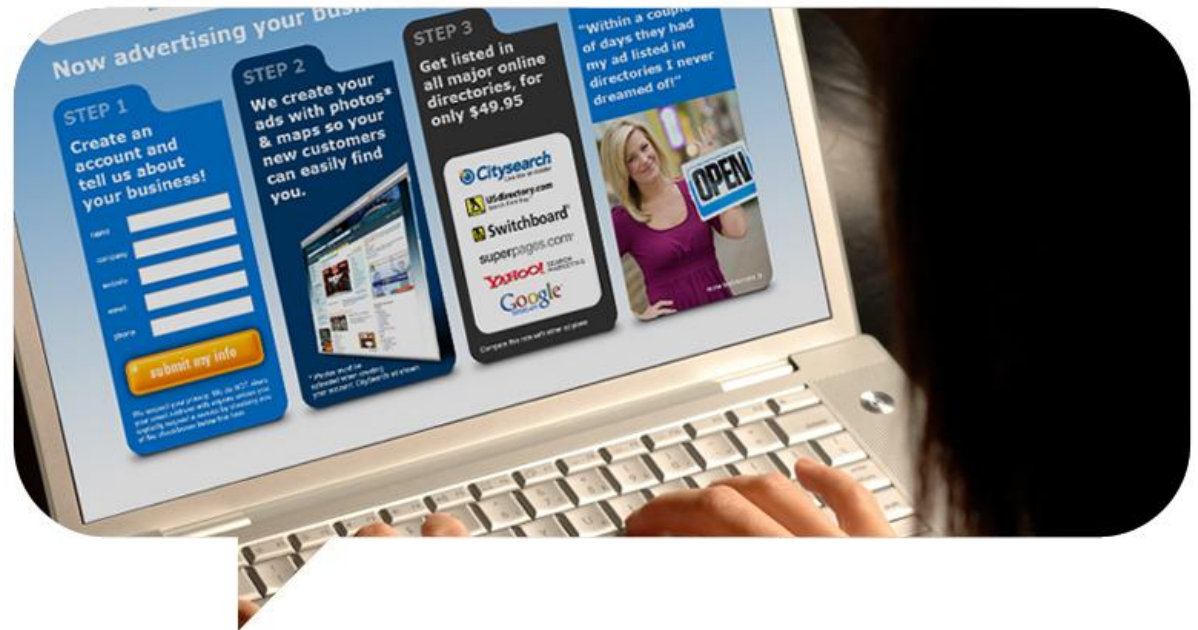
- Books
- Blogs
- eBooks
- eMail
- RSS Feeds
- Printed Books
- Web
- Widgets



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

- Open Rates
- Click Rates
- 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






Content Curation Overview



Curation and the Content Marketing Process



Content Marketing

- Content Planning
- Content Curation**
- Content Creation
- Content Optimization
- Content Distribution
- Content Testing
- Content Performance

Content Curation
Evaluate content assets.

Request Demo



Curating content on your own website

The Client

A leader in the wedding industry was looking to grow their business organically– the content marketing way. Goals focused on increasing traffic and improving listing positions in the search engines. They were also looking for an outsourced solution to compliment their in-house team.



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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
Wedding Beauty	28	Accessories	18
		Hair	7
		Makeup	9
		Spa & Fitness	12

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Curating content assets of the competition

Quantity	Articles	Blogs	eBooks	FAQs	Job Descriptions	Copy	Tips	News
24 Seven Talent	16	0	0	14	200	18	15	114
Aquent	24	310	0	8	228	19	0	180
Creative Circle	0	0	0	0	406	6	0	0
Creative Group	9	0	9	13	225	62	15	100
Guru	0	0	0	25	0	9	27	16
Artisan Talent	0	593	0	0	44	64	44	120
Frequency								
24 Seven Talent	Monthly	-	-	Static	Weekly	Static	Static	Weekly
Aquent	Static	Weekly	-	Static	Weekly	Static	-	Weekly
Creative Circle	-	-	-	-	Weekly	Static	-	-
Creative Group	Static	-	Static	Static	Daily	Static	Static	Weekly
Guru	-	-	-	Static	-	Static	Static	Monthly
Artisan Talent	-	Weekly	-	-	Weekly	Static	Static	-
Quality								
24 Seven Talent	C	-	-	C	D	C	A	B
Aquent	A	B	-	A	B	B	-	B
Creative Circle	-	-	-	-	C	B	-	-
Creative Group	A	-	A	A	A	A	A	A
Guru	-	-	-	D	-	D	C	C
Artisan Talent	-	B	-	-	B	C	B	B



Curating advanced content marketing tactics


Quantity	Photo Galleries	Podcasts	Webinars	Videos
24 Seven Talent	41	0	0	0
Aquent	0	0	25	2
Creative Circle	0	0	0	0
Creative Group	372	9	0	0
Guru	13,450	0	0	0
Artisan Talent	70	0	0	1
Frequency				
24 Seven Talent	Static	-	-	-
Aquent	-	-	Static	Static
Creative Circle	-	-	-	-
Creative Group	Static	Semi-Monthly	-	-
Guru	Static	-	-	-
Artisan Talent	Static	-	-	Static
Quality				
24 Seven Talent	B	-	-	-
Aquent	-	-	C	A
Creative Circle	-	-	-	-
Creative Group	A	B	-	-
Guru	C	-	-	-
Artisan Talent	A	-	-	B



Curating social media tactics of the competition

Quantity	Facebook	LinkedIn	Twitter
Aquent	4237	6253	2000
24 Seven Talent	3432	-	2077
Guru	2777	-	1570
The Creative Group	9081	1220	1191
Creative Circle	-	-	-
Artisan Talent	873	273	398
Frequency			
Aquent	Daily	0	Weekly
24 Seven Talent	Daily	-	Daily
Guru	Weekly	-	Weekly
The Creative Group	Daily	0	Daily
Creative Circle	-	-	-
Artisan Talent	Daily	0	Daily
Quality			
Aquent	A	A	B
24 Seven Talent	C	-	B
Guru	B	-	D
The Creative Group	D	A	C
Creative Circle	-	-	-
Artisan Talent	D	A	B

Curating industry news, posts, tweets and more.

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Content Marketing News Stream

Podcasting for Business & Email Marketing Best Practices w/ Christopher S. Penn [@InboundNow #5]
StoryCrawler Category: Business : Content Marketing | Jan 27, 2011 | No Comments

In episode 5 of Inbound Now, Christopher S. Penn (@cspenn), vice president of strategy & innovation over at Blue Sky Factory joins us to share some valuable insights on podcasting and email marketing best practices. Chris is an avid blogger and has been in the podcasting game since it's inception in early 2004. In this episode we talk about: Podcasting ...

Getting Comfortable With Discomfort: the Art of Transformation
StoryCrawler Category: Business : Content Marketing | Jan 27, 2011 | No Comments

By Lisa Petrilli I'm starting to realize just how important it is for a leader to be comfortable with discomfort. Why? Because it's in the discomfort of true transformational change that we understand the depth of our humanity (and flaws) we move beyond our flaws to discover our real potential to soar we come to terms with our own reality ...

How Much Time Do You Spend Reading Blogs?
StoryCrawler Category: Business : Content Marketing | Jan 27, 2011 | No Comments

It's the Arment Dietrich Facebook question of the week time and this week's question comes from Elizabeth Shelby. Elizabeth is a student at NYU, but is from Houston. All that snow is probably killing her right now (and I'm insanely jealous)! She asks, "I have a question for your weekly Spin Sucks video post. How do you (Gini, or any ...

About

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“The only marketing left is content marketing.”

Seth Godin

Free Book Download: ideaLaunch.com/101

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