

ideaLaunch™

Reachi

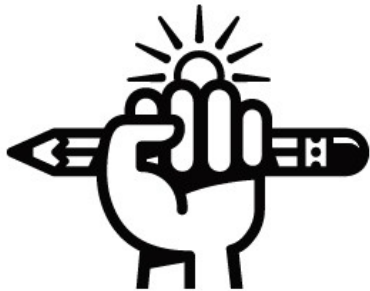
comes

Byron White
Founder and CEO
ideaLaunch and WriterAccess

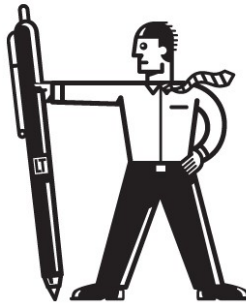
Content Marketing Webinar v23
Tuesday May 31, 2011
2 PM EST

Chris Bechtel
Founder and CEO
iPressRoom





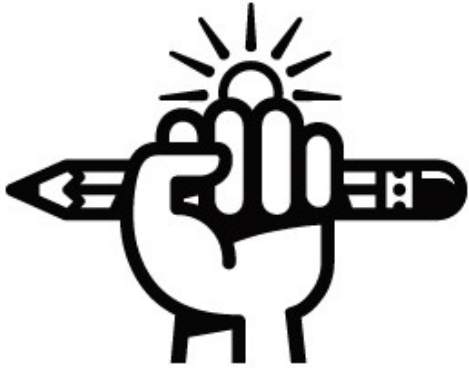
Content
Marketing
Revolution



10
Press Release
Tips



Conversion
Enhancement
Tips



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 it 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 customers engagement and desire for more.

Engagement

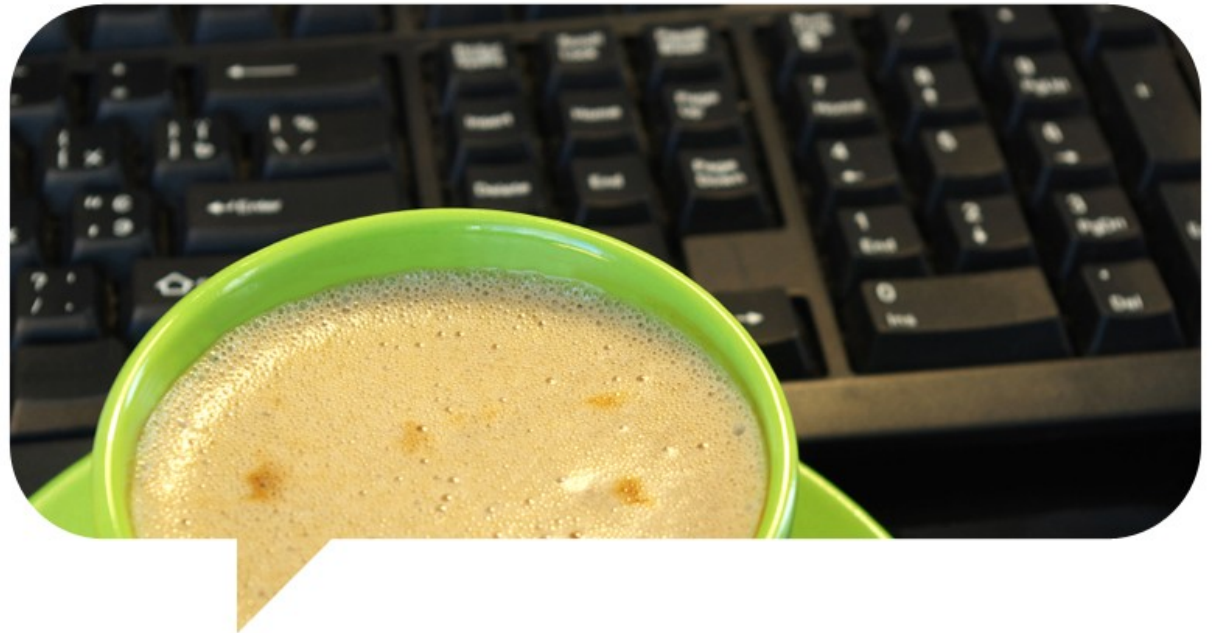
- Downloads
- Time on Page
- Action on Page
- Repeat Visitation
- Send to Friend
- Social Bookmark



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 developing a 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 for Press Release Success



Creative Ideas for Press Releases

Idea **1** Session

- Article Resources Center
- Courseware
- eBook/Printed Books
- Podcasts
- Printed Books
- Tip Centers
- **Webinars**
- Whitepapers
- Widgets
- WorkBooks
- Videos
- Non-Profit Donations
- **Speaking Engagements**
- Community Service
- **Green Initiatives**
- Cause Support
- Internships
- Volunteer Vacations
- **Remarkable Employees**
- **Remarkable Company Policy**
- Unusual Holiday Celebration
- Viral Marketing Campaigns
- **Promotions**
- Benefit Packages
- Hiring Bursts
- Retirements
- **Record Sales**
- Record Hits
- Record Views
- Popular Posts
- Military Service
- Hot News Topics
- First-Of-A-Kind



Research the Competition

Competitive Research

WEBSITE
OPTIMIZER
.....
AUTHORIZED
CONSULTANT
.....
Google



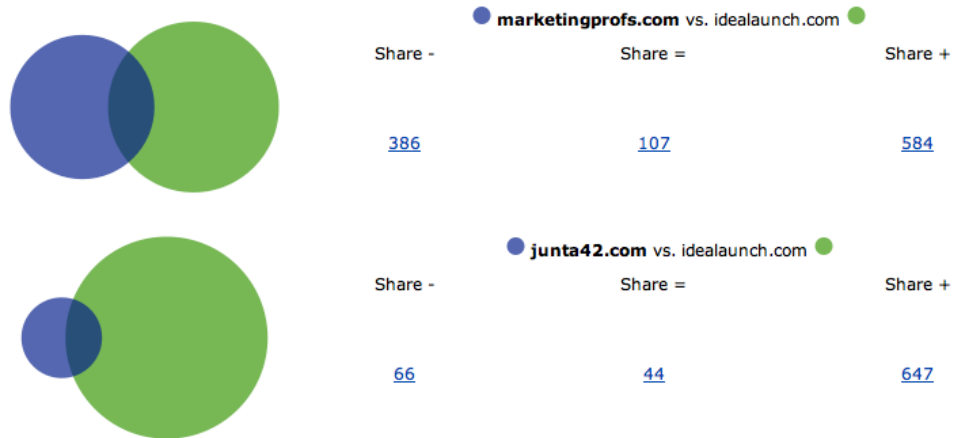
Junta42
Top Blogs
Content Marketing Blogs
19

wordvision™

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.



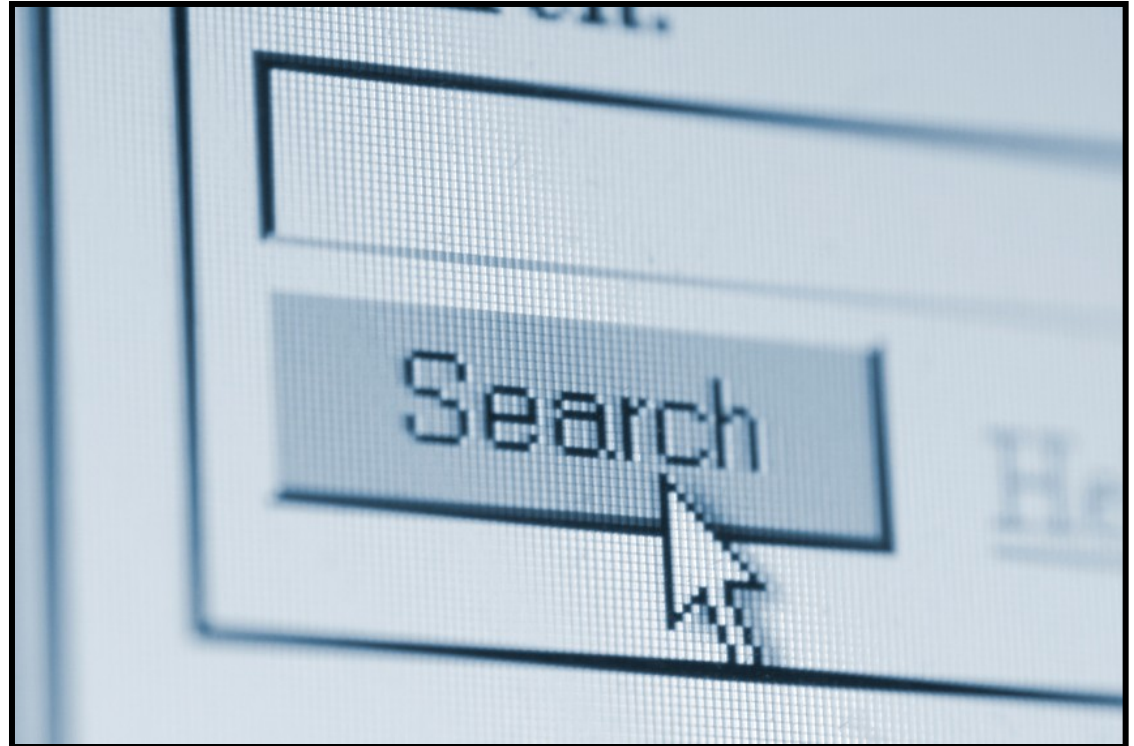
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Find your customers wants and needs

Customer Research

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



Find the story within your employees

Employee Research

- ➔ Promotions
- ➔ Donations
- ➔ Speaking Events
- ➔ New Company Policy
- ➔ Board of Advisors
- ➔ Company Party
- ➔ Employee Recognition
- ➔ Awards
- ➔ Industry Recognition
- ➔ Certifications

MadMen Inspires HubSpot's New Vacation Policy

Posted by Brian Halligan on Wed, Jan 06, 2010 @ 07:00 AM

102
tweets

29

retweet

Share

I have been watching [MadMen](#) recently and it is remarkable how much corporate culture has changed in the last 50 years. I suspect 50 years from now, someone will build a hit show that pokes fun at today's corporate culture. At HubSpot we are building a forward looking culture that is routed in the future, not the past. To that end, we announced our new vacation policy this week. Our new vacation policy is that there is no vacation policy, no paid time off forms, no vacation rollover, nothing. If people want to take time off, they can take time off.



So, why the heck is HubSpot being so liberal with its vacation policy? A few reasons.

1. The state-of-the-art vacation plan these days is a relic of an era when people worked 9 to 5 in an office, like our fathers did. The internet and mobile devices have enabled our employees to work where they are comfortable (often at home) and the hours they are comfortable (often in the middle of the night).

Free Keyword Research Tools

Keyword Research

- ➔ 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.

SpyFu

ideaLaunch™



Optimize Images for Readers and Bots

Image Research

- ➔ Customize Stock
- ➔ Infuse Brand
- ➔ Create Captions
- ➔ HyperLink Text
- ➔ Link Images
- ➔ Optimize Image Name



Centralize the Publishing to Max the Result

SEO Plan

- ➔ Long Tail
- ➔ Short Tail
- ➔ All-Tail Universe
- ➔ Golden Keywords
- ➔ Weighted Keywords
- ➔ Keyword Silos
- ➔ Internal Links
- ➔ Content Scoring
- ➔ WordVision Technology

Content Plan

- ➔ Long Tail
- ➔ Short Tail
- ➔ All-Tail Universe
- ➔ Golden Keywords
- ➔ Weighted Keywords
- ➔ Keyword Silos
- ➔ Internal Links
- ➔ Content Scoring
- ➔ WordVision Technology



Press Release Calendar

Editorial Plan

- Speaking Events
- Content Releases
- Employee News
- Policy News
- New Accounts
- Awards
- Philanthropic News

Speaking Event Press Releases	
April	Content Conversion Conference Speaking
May	PR Web Thrive 2010 Speaking
May	Content Marketing Webinar: Press Release Strategy
June	PR Web Content Marketing Speaking
June	Software & Information Industry Association
June	AFFCon Affiliate Conference Denver
July	Content Marketing Webinar: PPC Strategy



Optimize for the Search Engines

Optimization Plan

- ➔ PressReleaseGrader.com
- ➔ WordVision.com
- ➔ PageStrengthTool.com
- ➔ SEOContentGrader.com

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:

SEO Essentials for Writers

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**

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Track the Performance



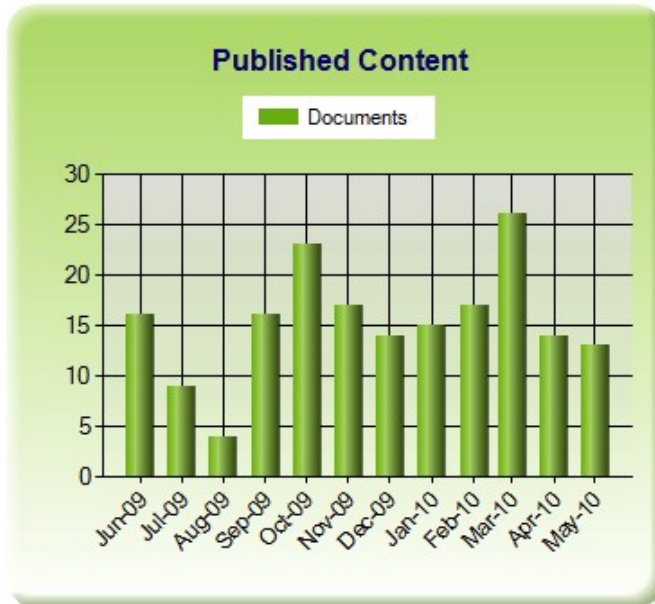
- Tag Published Date
- Track Link Phrases
- PageStrengthTool.com
- SEOContentGrader.com



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	11/16/2009 <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

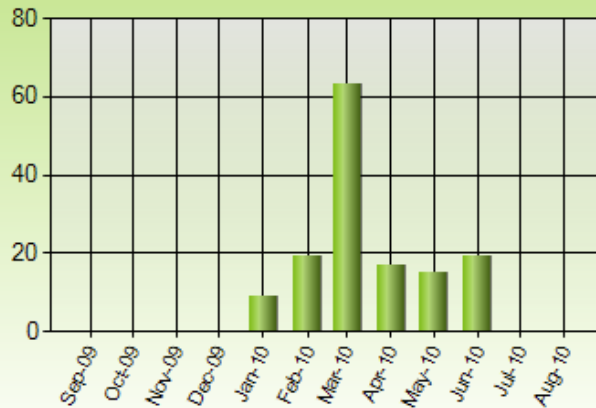


Track increased traffic from releases

Traffic ROI Report

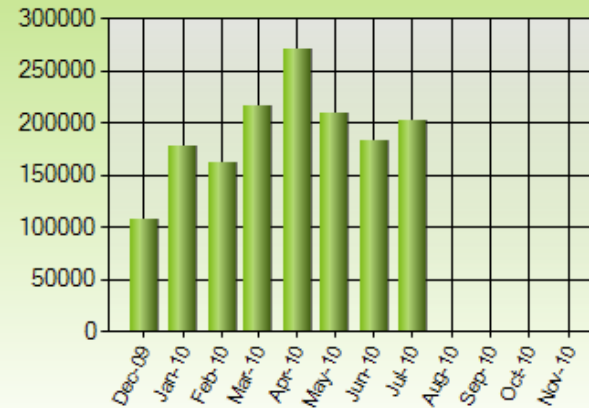
Published Content

Content Assets



Keyword Traffic

Visitors



Track repeat visitation and engagement

	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%



Track time-on-site for release stickiness

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

Download Course Catalog

About Us
Two-Year Conservatory Program
Summer Program
Apply Now
Audition Schedule
Scholarships + Financial Aid
Alumni
Course Catalog
Student Services
Acting Tips
Contact Us

Read our Blog
Join us on Facebook
Follow us on Twitter
Videos on Youtube
Photos on Flickr

Industry Tips

The ins and outs of the acting business

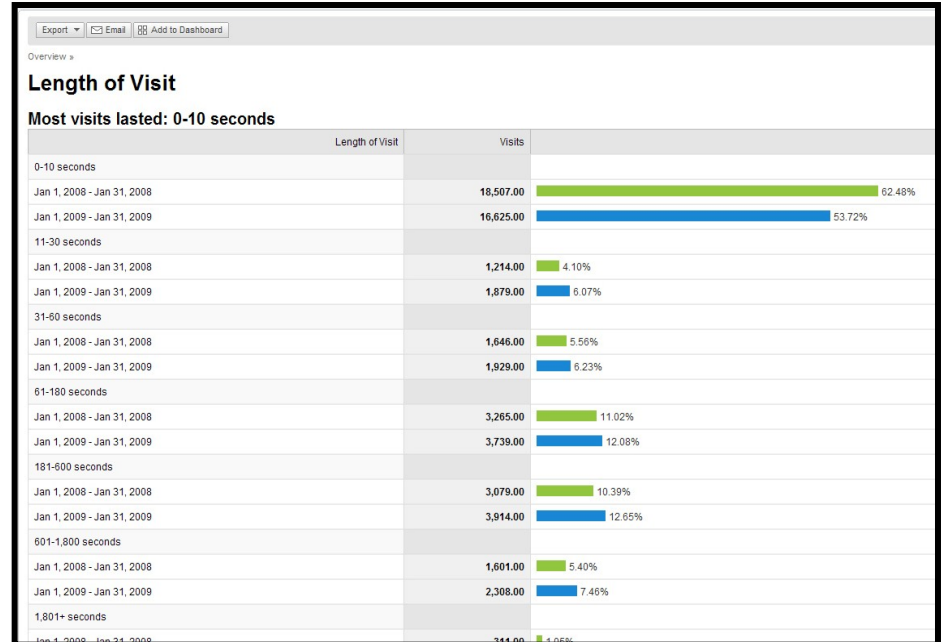
Overview

- 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

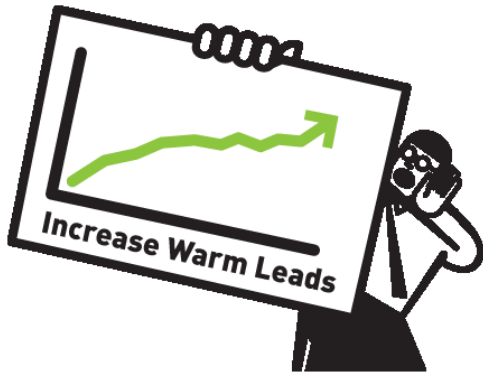
The New York Conservatory for Dramatic Arts (NYCDA) has compiled a host of acting tips and information on the ins and outs of acting and the business.

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!



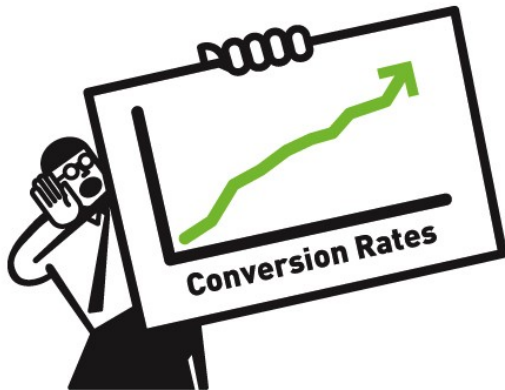
Track lead generation from organic traffic

A screenshot of the ideaLaunch CRM interface. The top navigation bar includes 'Home', 'Leads', 'Contacts', 'Accounts', 'Campaigns', 'Reports', 'Dashboards', 'VR Email', 'VR Postcard', and 'VR Statistics'. A search bar on the left contains 'content center download'. The search results table has columns for 'Action', 'Subject', and 'Name'. The first row shows an 'Edit' action for the subject 'Prospect Interaction Points: Content Center Download' and the name 'susan.schaffer.www.market-inc.biz'.

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



Track improved conversion rates



Google AdWords [Get an overview of the new interface.](#) aaron@lifetips.com | [Send feedback](#) | [Help](#) | [Sign out](#)
Customer ID: 562-873-205

Home Campaigns Reporting Tools Billing My account

Tools > Website Optimizer > Catalog Request Variations (copy) > Report

Catalog Request Variations (copy)

Running - [Pause](#) | [Stop](#) | [Follow Up](#) | [Copy](#) | [Settings](#) | [Report](#)

Created: Dec 5, 2008 | Launched: Dec 5, 2008

☆ **High-confidence winners found**
[Run a follow-up experiment to validate the results »](#)

Variations (3) Download: PDF XML CSV TSV Print

Disable All Combinations (3) Key: Winner Inconclusive Loser

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 »					
<input type="checkbox"/> Var Testimonial	Enabled	17.8% ± 1.0%	99.9%	31.4%	668 / 3752
<input type="checkbox"/> Var Selective	Enabled	16.0% ± 0.9%	99.5%	18.0%	602 / 3764

Show rows: 15 1 to 2 of 2

Common Questions

- [What does my report mean?](#)
- [How do I update my page to a preferred combination?](#)
- [If the results are inconclusive, what do I do?](#)
- [How can I remove one combination from an experiment?](#)
- [How do I run the experiment again with some changes?](#)



Track increased sales from those leads

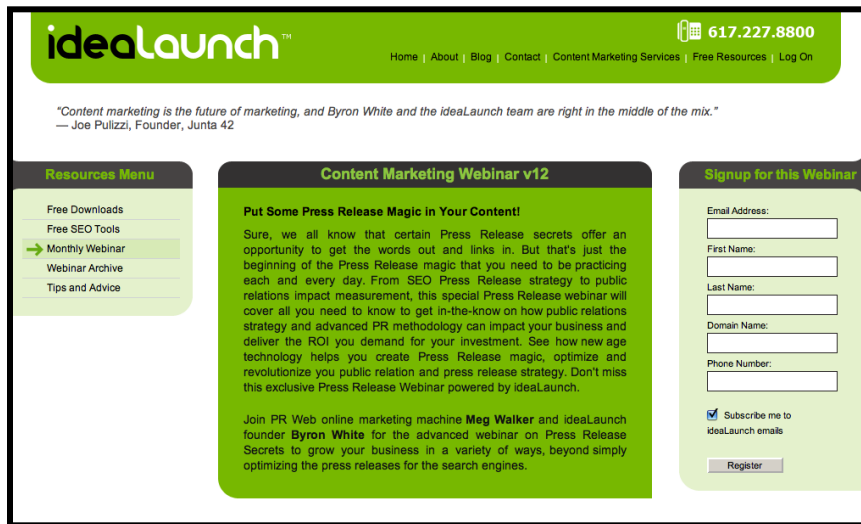
Opportunities		New Opportunity		Opportunities Help ?	
Action	Opportunity Name	Stage	Amount	Close Date	
Edit Del	Education Services-S	Closed Won	\$9,000.00	11/5/2009	

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



Live Case Study: Press Release Magic

➤ Press Release Magic #4



The screenshot shows the ideaLaunch website with a green header and navigation menu. The main content area features a webinar announcement titled "Content Marketing Webinar v12" with a registration form. A sidebar on the left contains a "Resources Menu" with links to "Free Downloads", "Free SEO Tools", "Monthly Webinar", "Webinar Archive", and "Tips and Advice".

ideaLaunch™ 617.227.8800
Home | About | Blog | Contact | Content Marketing Services | Free Resources | Log On

*"Content marketing is the future of marketing, and Byron White and the ideaLaunch team are right in the middle of the mix."
— Joe Pulizzi, Founder, Junta 42*

Resources Menu

- Free Downloads
- Free SEO Tools
- ➔ Monthly Webinar
- Webinar Archive
- Tips and Advice

Content Marketing Webinar v12

Put Some Press Release Magic in Your Content!

Sure, we all know that certain Press Release secrets offer an opportunity to get the words out and links in. But that's just the beginning of the Press Release magic that you need to be practicing each and every day. From SEO Press Release strategy to public relations impact measurement, this special Press Release webinar will cover all you need to know to get in-the-know on how public relations strategy and advanced PR methodology can impact your business and deliver the ROI you demand for your investment. See how new age technology helps you create Press Release magic, optimize and revolutionize your public relation and press release strategy. Don't miss this exclusive Press Release Webinar powered by ideaLaunch.

Join PR Web online marketing machine Meg Walker and ideaLaunch founder Byron White for the advanced webinar on Press Release Secrets to grow your business in a variety of ways, beyond simply optimizing the press releases for the search engines.

Signup for this Webinar

Email Address:

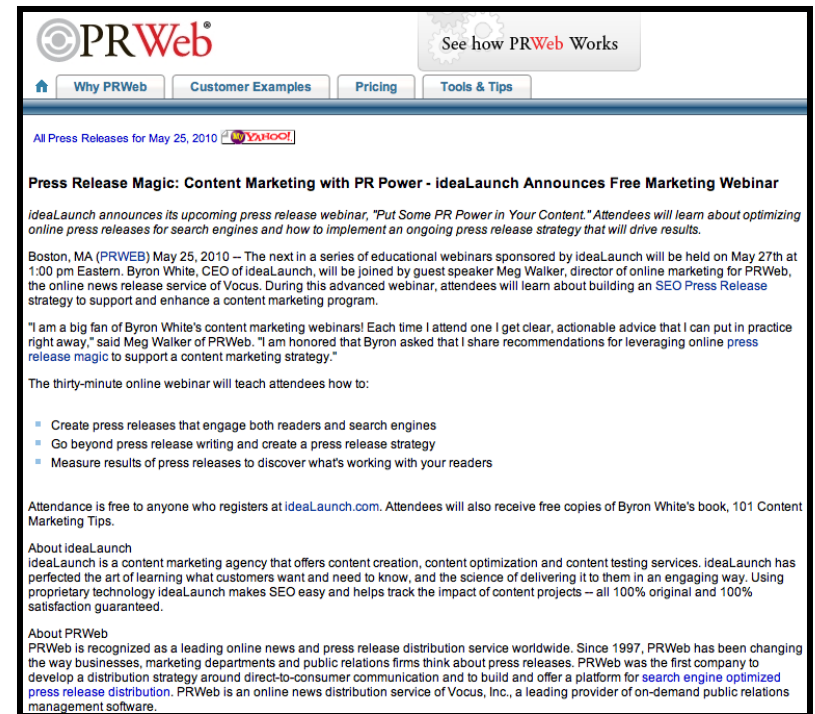
First Name:

Last Name:

Domain Name:

Phone Number:


Subscribe me to ideaLaunch emails



The screenshot shows the PRWeb website with a blue header and navigation menu. The main content area features a press release announcement titled "Press Release Magic: Content Marketing with PR Power - ideaLaunch Announces Free Marketing Webinar". The announcement includes a quote from Meg Walker of PRWeb and a list of topics to be covered in the webinar.

PRWeb See how PRWeb Works

Why PRWeb | Customer Examples | Pricing | Tools & Tips

All Press Releases for May 25, 2010 

Press Release Magic: Content Marketing with PR Power - ideaLaunch Announces Free Marketing Webinar

ideaLaunch announces its upcoming press release webinar, "Put Some PR Power in Your Content." Attendees will learn about optimizing online press releases for search engines and how to implement an ongoing press release strategy that will drive results.

Boston, MA (PRWEB) May 25, 2010 -- The next in a series of educational webinars sponsored by ideaLaunch will be held on May 27th at 1:00 pm Eastern. Byron White, CEO of ideaLaunch, will be joined by guest speaker Meg Walker, director of online marketing for PRWeb, the online news release service of Vocus. During this advanced webinar, attendees will learn about building an SEO Press Release strategy to support and enhance a content marketing program.

"I am a big fan of Byron White's content marketing webinars! Each time I attend one I get clear, actionable advice that I can put in practice right away," said Meg Walker of PRWeb. "I am honored that I share recommendations for leveraging online [press release magic](#) to support a content marketing strategy."

The thirty-minute online webinar will teach attendees how to:

- Create press releases that engage both readers and search engines
- Go beyond press release writing and create a press release strategy
- Measure results of press releases to discover what's working with your readers

Attendance is free to anyone who registers at [ideaLaunch.com](#). Attendees will also receive free copies of Byron White's book, 101 Content Marketing Tips.

About ideaLaunch
ideaLaunch is a content marketing agency that offers content creation, content optimization and content testing services. ideaLaunch has perfected the art of learning what customers want and need to know, and the science of delivering it to them in an engaging way. Using proprietary technology ideaLaunch makes SEO easy and helps track the impact of content projects -- all 100% original and 100% satisfaction guaranteed.

About PRWeb
PRWeb is recognized as a leading online news and press release distribution service worldwide. Since 1997, PRWeb has been changing the way businesses, marketing departments and public relations firms think about press releases. PRWeb was the first company to develop a distribution strategy around direct-to-consumer communication and to build and offer a platform for [search engine optimized press release distribution](#). PRWeb is an online news distribution service of Vocus, Inc., a leading provider of on-demand public relations management software.



Byron's Content Marketing Tips book here: ideaLaunch.com/101

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Twitter: ByronWhite

Chris Bechtel
Founder and CEO
iPressRoom
Chris@iPressRoom.com
Twitter: ChrisBechtel

