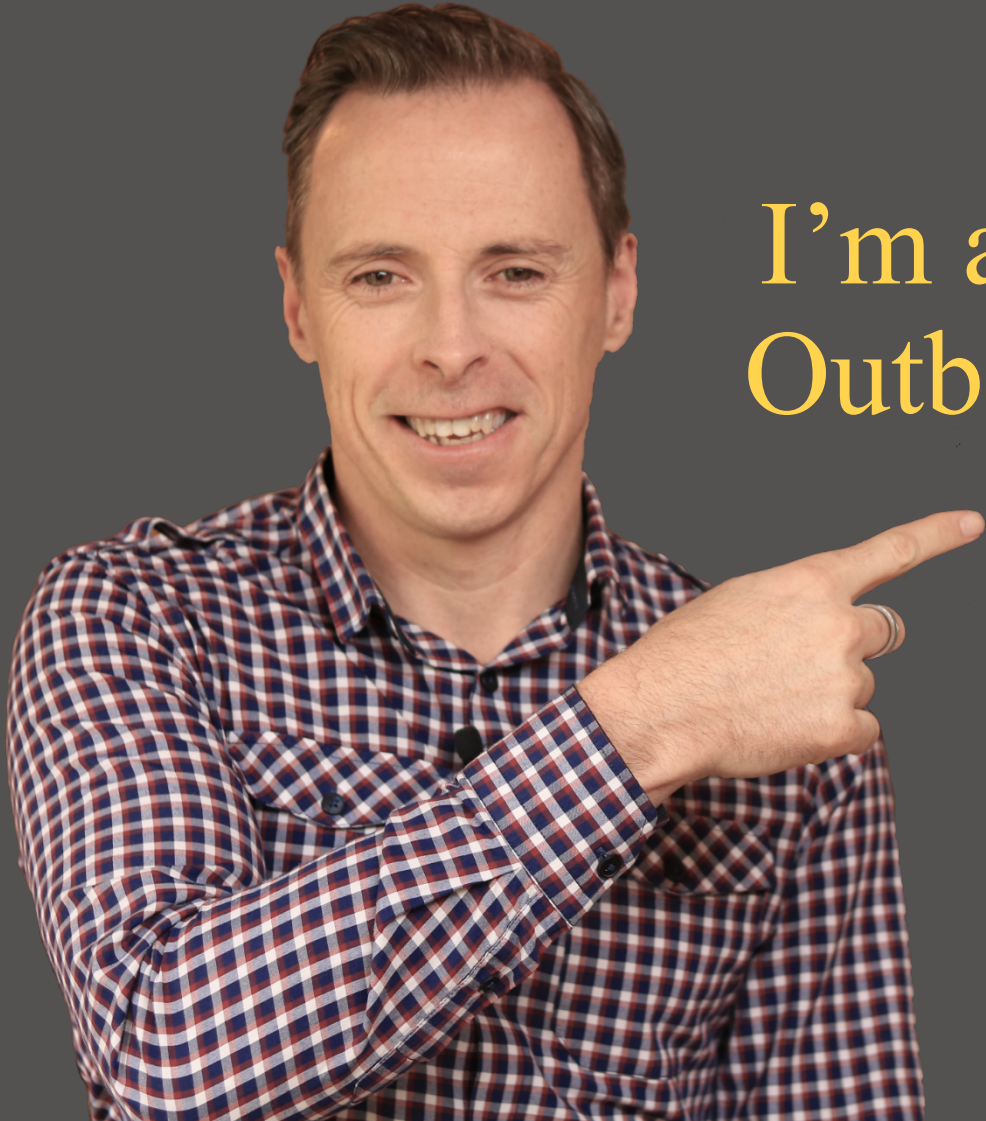

How to **ELEVATE** the Results of Your Content Marketing

Ian Cleary | @IanCleary



Founder RazorSocial and OutreachPlus

RAZORSOCIAL  OUTREACH PLUS



I'm an Inbound and Outbound Marketer

ELEVATE

5 Step Framework for Content Marketing

5

Analyse and optimize

4

Outbound Marketing Promotion

3

Create and Publish Content

2

Content goals and funnels

1

Build your foundation

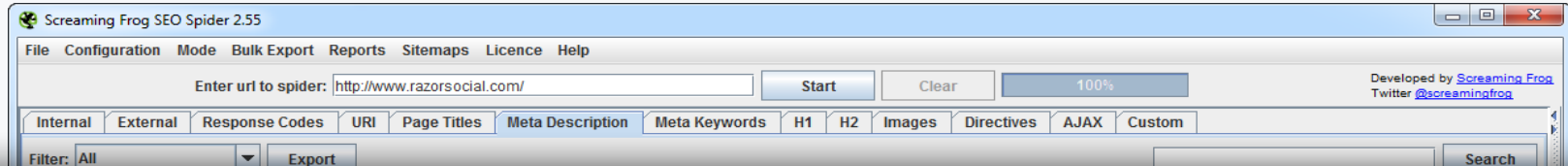


STEP 1

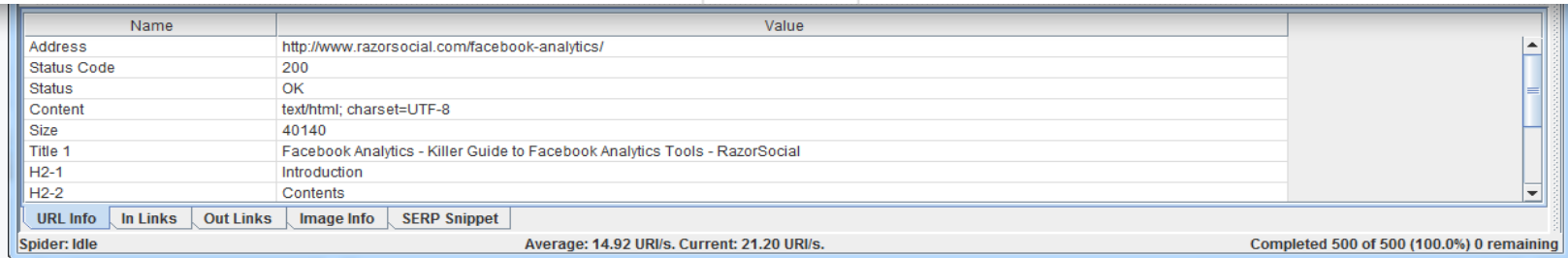
**Build on your
foundation**



Optimize your website



	Address	Occurrences	Meta Description 1
1	http://www.razorsocial.com/	1	Razorsocial is the best resource on the web for free information on so...
2	http://www.razorsocial.com/best-wordpress-plugins/	1	This article shows you the best wordpress plugins from 54 social me...
3	http://www.razorsocial.com/facebook-analytics/	0	
4	http://www.razorsocial.com/category/social-media-analytics/	1	View a broad range of great social media analytic posts
5	http://www.razorsocial.com/facebook-strategy/	1	You need Facebook Strategy or you'll end up wasting your time compl...
6	http://www.razorsocial.com/hashtag-search/	1	Are you looking to track the use of hashtags on the web, social media ...
7	http://www.razorsocial.com/google-analytics-alternatives/	1	Google Analytics is great but maybe you are looking for Google Analyti...
8	http://www.razorsocial.com/social-media-google-analytics/	1	Google analytics is very useful to reviewing traffic from social media. I...
9	http://www.razorsocial.com/twitter-hashtag-analytics/	1	Twitter Hashtag analytics tools can help you report on and analyze the ...
10	http://www.razorsocial.com/twitter-tools/	1	Here are 10 fantastic twitter tools that you have to use if you want to be...
11	http://www.razorsocial.com/facebook-analytics/komfo/	1	Komfo provides a full social media management platform which inclu...



Site Audit

Project: Tracking Razorsocial Keywords / razorsocial.com

Date: Jul 8, 2017 (03:43:49)

Total Score

90%



Crawled Pages

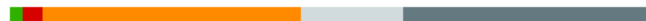
100



- Healthy (2)
- Broken (3)
- Have Issues (40)
- Redirects (16)
- Blocked (39)

90%

100



- Healthy (2)
- Broken (3)
- Have Issues (40)
- Redirects (16)
- Blocked (39)



Quora

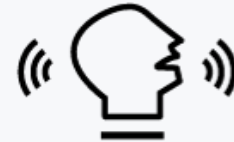
kwfinder



Start your content
research

Buzzsumo

TubeBuddy



ANSWER
THE PUBLIC

















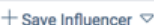
Google

Keywords competitors are ranking for

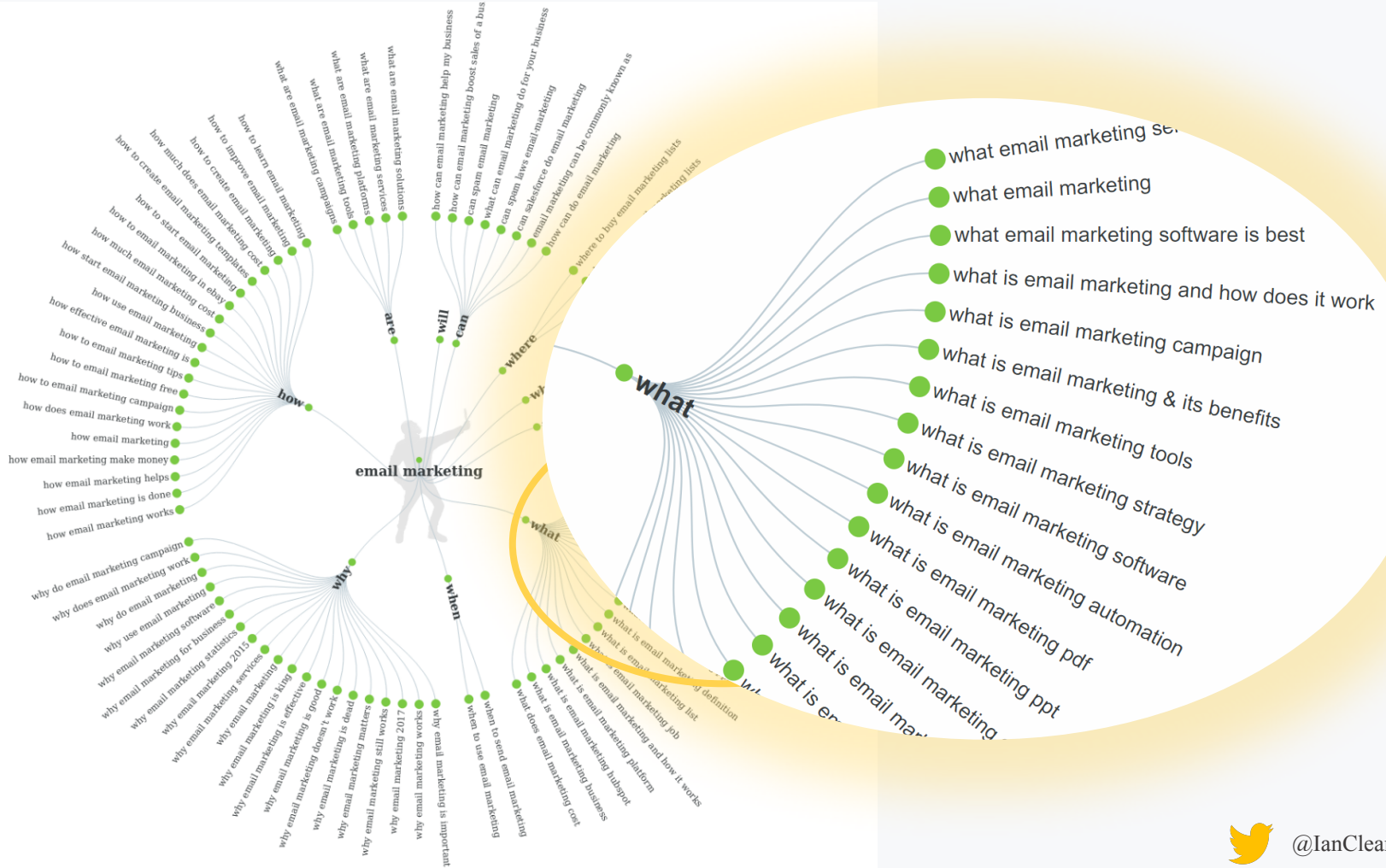
SEMRush.com

<input type="checkbox"/>	Keyword	Pos. <small>↕</small>	Volume <small>↕</small>	KD <small>↕</small>	CPC
<input type="checkbox"/>	cleveland clinic	41 (40)	110,000	88.64	
<input type="checkbox"/>	roi	75 (84)	49,500	74.87	
<input type="checkbox"/>	texas children's hospital	67 (57)	33,100	83.02	
<input type="checkbox"/>	icd	71	27,100	81.34	
<input type="checkbox"/>	allina	20	22,200	80.64	
<input type="checkbox"/>	profit margin	90 (91)	22,200	89.20	
<input type="checkbox"/>	stratification	97 (96)	22,200	87.97	
<input type="checkbox"/>	himss	62	18,100	72.79	

Find out influencers related to topics

content marketing		Search	Options	Sort by: Relevancy	Page 1 of 2820			
How to run an Advanced Search		All Links Shared						
			PAGE AUTHORITY	DOMAIN AUTHORITY	TWITTER FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
<input type="checkbox"/>	 <p>Joe Pulizzi  69 joepulizzi @joepulizzi joepulizzi.com founder, content marketing institute; co-founder, orange effect foundation; author, #killingmarketing #contentinc. #orange Influencer Blogger</p>	   	63	56	136.5K	12%	64%	3.9
<input type="checkbox"/>	 <p>Brian Clark  brianclark further.net/brian-clark Writer, traveler, entrepreneur. Click the bio link if that was too pithy. Influencer Blogger</p>	   	56	48	186.3K	35%	27%	3.2
<input type="checkbox"/>	 <p>Mark Schaefer  56 markwschaefer @markwschaefer businessesGROW.com , marketing strategist. podcaster, author of 6 books including known. Influencer Blogger</p>	   	71	69	165.3K	16%	37%	2.0

Sub topics to include in your content



Can you rank?

Use Moz's Opensite Explorer (OSE)

moz.com/researchtools/ose/

URL:

 [Hide Metrics](#)

Authority

DOMAIN AUTHORITY ⓘ

76 /100

PAGE AUTHORITY ⓘ

80 /100

Metrics

RED ⓘ

ESTABLISHED LINKS ⓘ

2,122 Root Domains

61,150 Total Links

Can you rank?

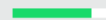
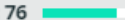


Moz toolbar

moz.com/researchtools/ose/

Online Marketing Blog - TopRank®

www.toprankblog.com/ ▼

Grow your business with TopRank® **Online Marketing** original **digital marketing** content trusted by thousands of brands every day.

1) PA: 80  61,150 links | DA: 76    Link Analysis

The Top 75 Must-Read Online Marketing Blogs | Unbounce

unbounce.com/online-marketing/75-marketing-blogs-to-make-your-rss-r... ▼





Apr 28, 2013 - The top **online marketing blogs** are collected all in one place, nicely categorized to cover content marketing, optimization, testing, and more!

2) PA: 57  96 links | DA: 76    Link Analysis

HubSpot Blogs | Marketing

blog.hubspot.com/marketing ▼ HubSpot, Inc. ▼

One of the best parts about being in **marketing** is that most of us can work anywhere and everywhere -- as long as we have an **internet** connection, it's relatively ...

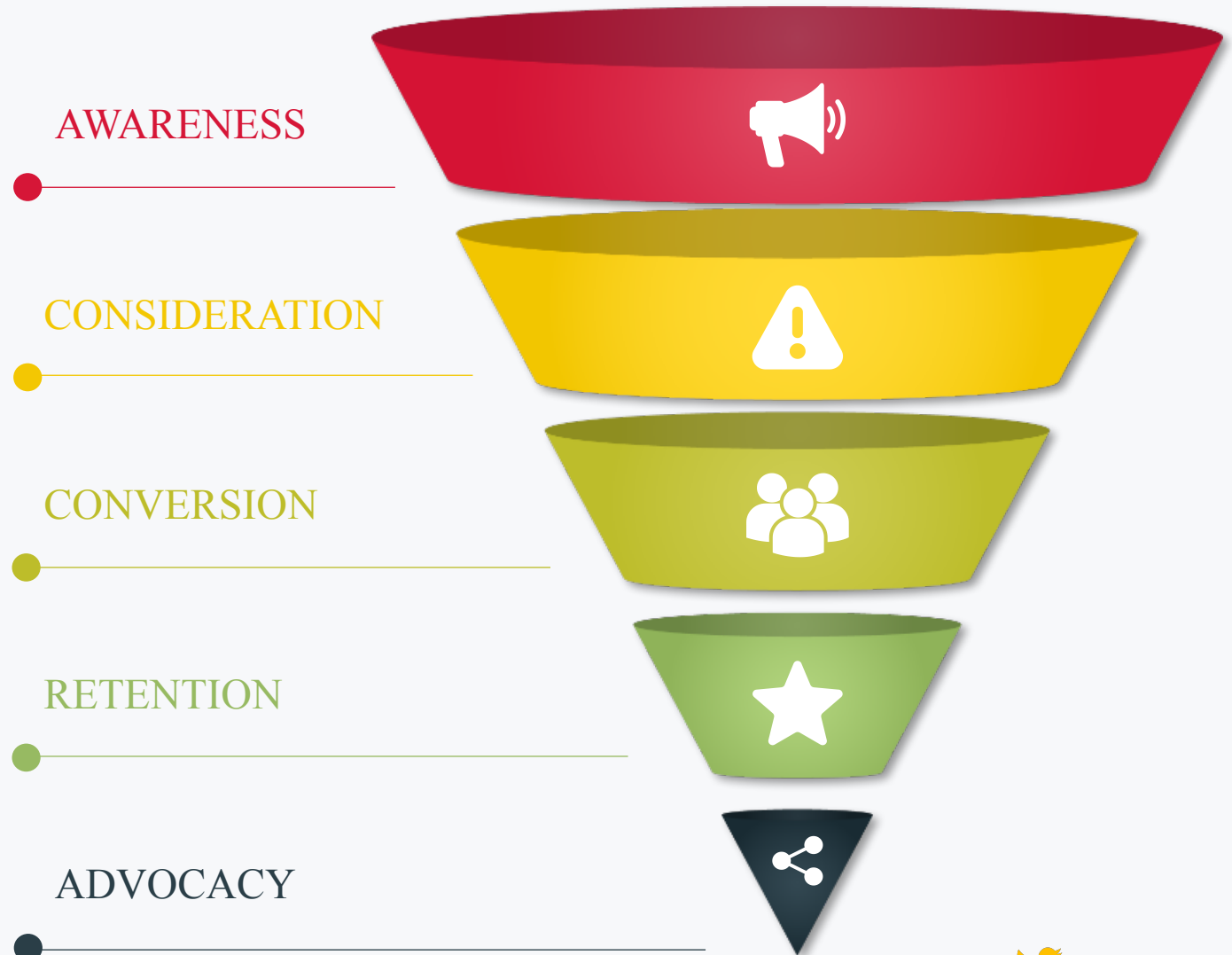
3) PA: 81  15,514 links | DA: 90    Link Analysis

STEP 2

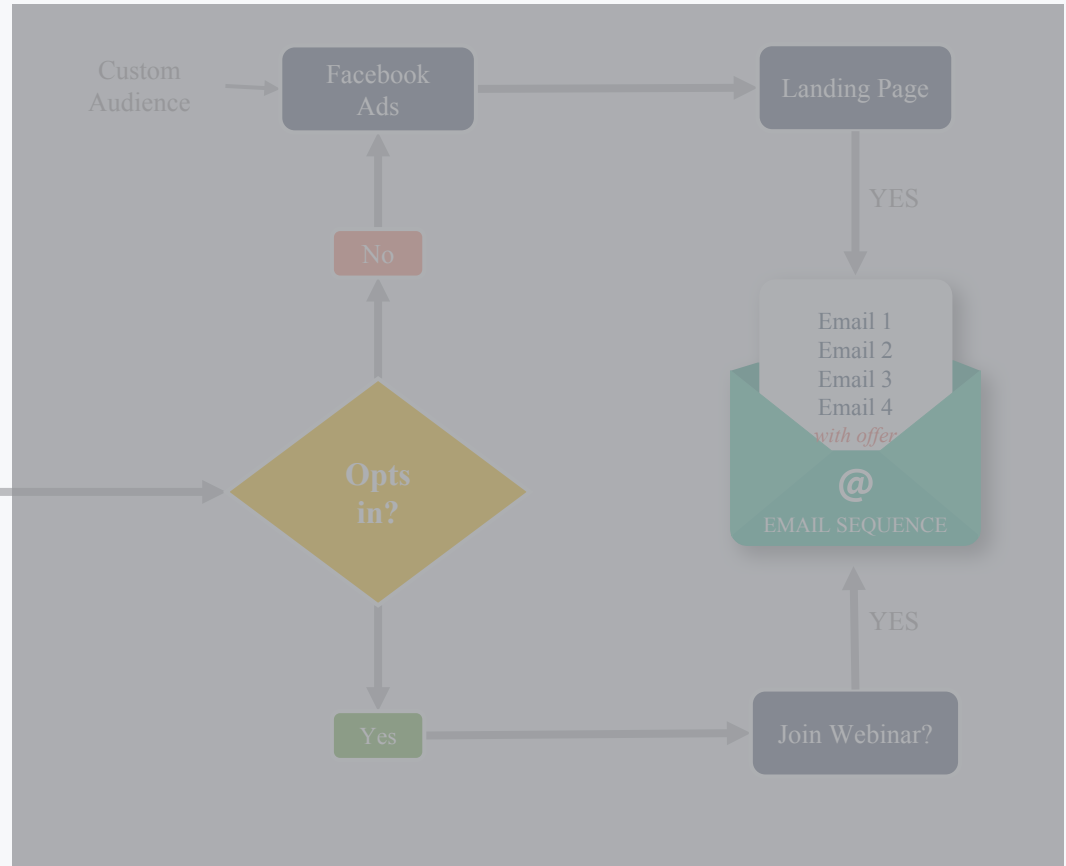
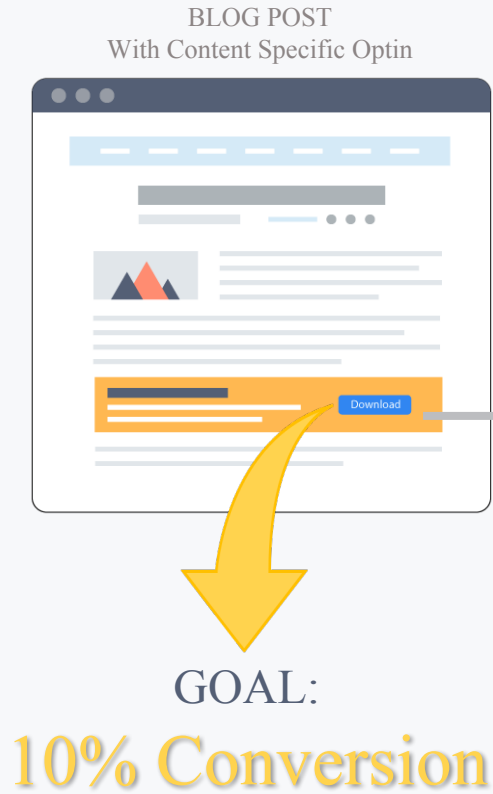
Content Goals and Funnels



Create content for each phase of the funnel



Map out the funnels



Track every stage of your funnel

Funnel optional

 ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Main site	www.razorsocial.com	<input type="checkbox"/> NO
2	Optin	www.razorsocial.com/optin	<input checked="" type="checkbox"/>
3	Webinar	www.razorsocial.com/webinar	<input checked="" type="checkbox"/>
4	Webinar registration	www.razorsocial.com/thank-you	<input checked="" type="checkbox"/>

+ Add another Step

STEP 3

Create and Publish Content



Build your editorial calendar

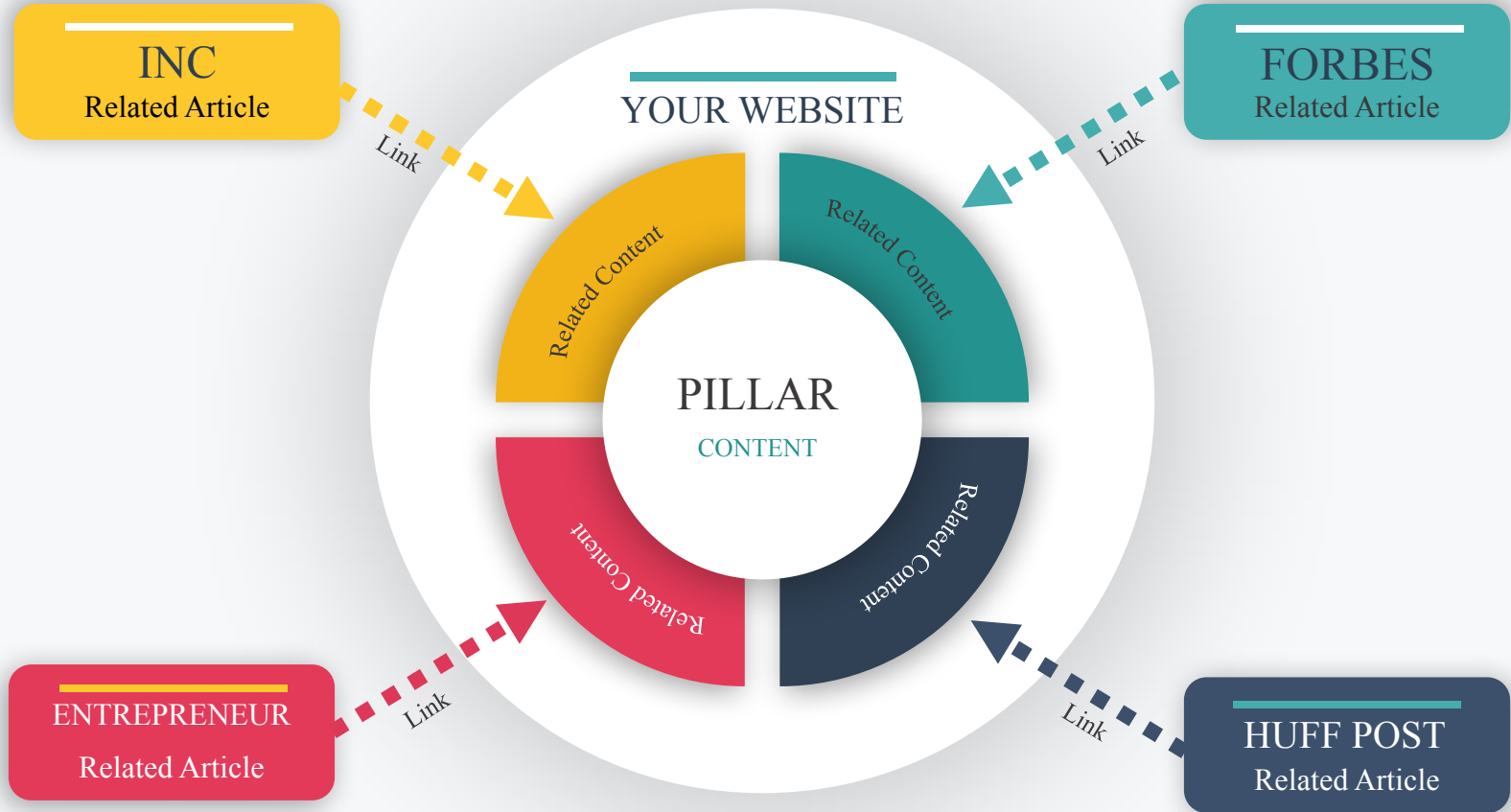
The screenshot shows a Trello board titled "Content Calendar" with a background of grey stones. The board is organized into six columns, each with a dropdown menu and a plus sign for adding new cards. The columns are: Ideas, Content Creation, Video Editing, Imagery, Optimization and Distribution, and Published and promoted. Each column contains several cards representing content items, with titles, dates, and user avatars. The "Published and promoted" column is the most populated, showing a variety of content types including videos, guides, and infographics.

Column	Card Title	Date	User
Ideas	[OP] - Your marketing pitch sucks in your outbound emails	Nov 7	Du
Ideas	[RZ] - How to build engaging video with Lumen5	Oct 11	Du
Ideas	[RZ] - How to manage your online reputation	Sep 20	Du
Ideas	[OP] - How to measure influence	Oct 31	Du
Ideas	[OP] - Inbound or Outbound Marketing?	Oct 24	Du
Ideas	[RZ] - How to Get Free Imagery using Tack	Tomorrow	Du
Content Creation	[Guest Post - forbes] - [Forbes] - How to achieve more success with content marketing	Today	Ma
Content Creation	[OP] - A Guide to Social Media Outreach	Oct 17	Du
Content Creation	[OP] - The BRIDGE formula for running successful influencer marketing campaigns	Oct 10	Du
Content Creation	[OP] - 57 Examples of the best Influencer Campaigns	Oct 3	Du
Content Creation	[OP] - How to find influencers in your niche	Sep 26	Du
Content Creation	[OP] - 47 Email Outreach Tips from Key Industry Influencers	Sep 5	Du
Content Creation	[OP] INFOGRAPHIC - The PAUSE method for the perfect Outreach		
Video Editing	Guidelines - video editing		
Imagery	Guidelines - Imagery		
Optimization and Distribution	Guidelines - Optimization/Distribution		
Optimization and Distribution	The Ultimate guide to content promotion	May 25	Du
Optimization and Distribution	[RZ] - The Honeymoon Period for Chatbots	Aug 2	Du
Published and promoted	[YouTube video] - how to build a content conversion funnel	Jul 19	Du
Published and promoted	[Video] - Podcast Software	Jun 15	Du
Published and promoted	A guide to LinkedIn Tools	Jun 1	Du
Published and promoted	[Video] - A streamlined video process for YouTube	May 30	Du
Published and promoted	How to choose a microphone for your videos	Mar 30	Du
Published and promoted	X Useful Google Analytics Admin settings explained	May 18	Du
Published and promoted	[VIDEO] - Producing an editorial calendar template - with Bojan for Editing	May 2	Du



Strategic content
could be
10x more work
but have
1000x more value

Pillar content



The Conversation PRISM



3.27k backlinks



Ranking for 527 keywords



Links from 622 domains



The screenshot shows the Outreach Plus interface. On the left is a dark sidebar with navigation items: Welcome, Dashboard, Inbox, Campaigns, Prospects, Templates, Research, and Tasks. The main content area is titled "Live Broken Link Checker" with an information icon. Below the title is the subheading "brokenlinkcheck.subheading". The main section is titled "FIND BROKEN LINKS" with a broken link icon. It contains a text input field for a website address and a text input field for keywords. A red "FIND" button is located at the bottom right of the main section.

OUTREACH PLUS

Welcome

Dashboard

Inbox

Campaigns

Prospects

Templates

Research

Tasks

Live Broken Link Checker ?

brokenlinkcheck.subheading

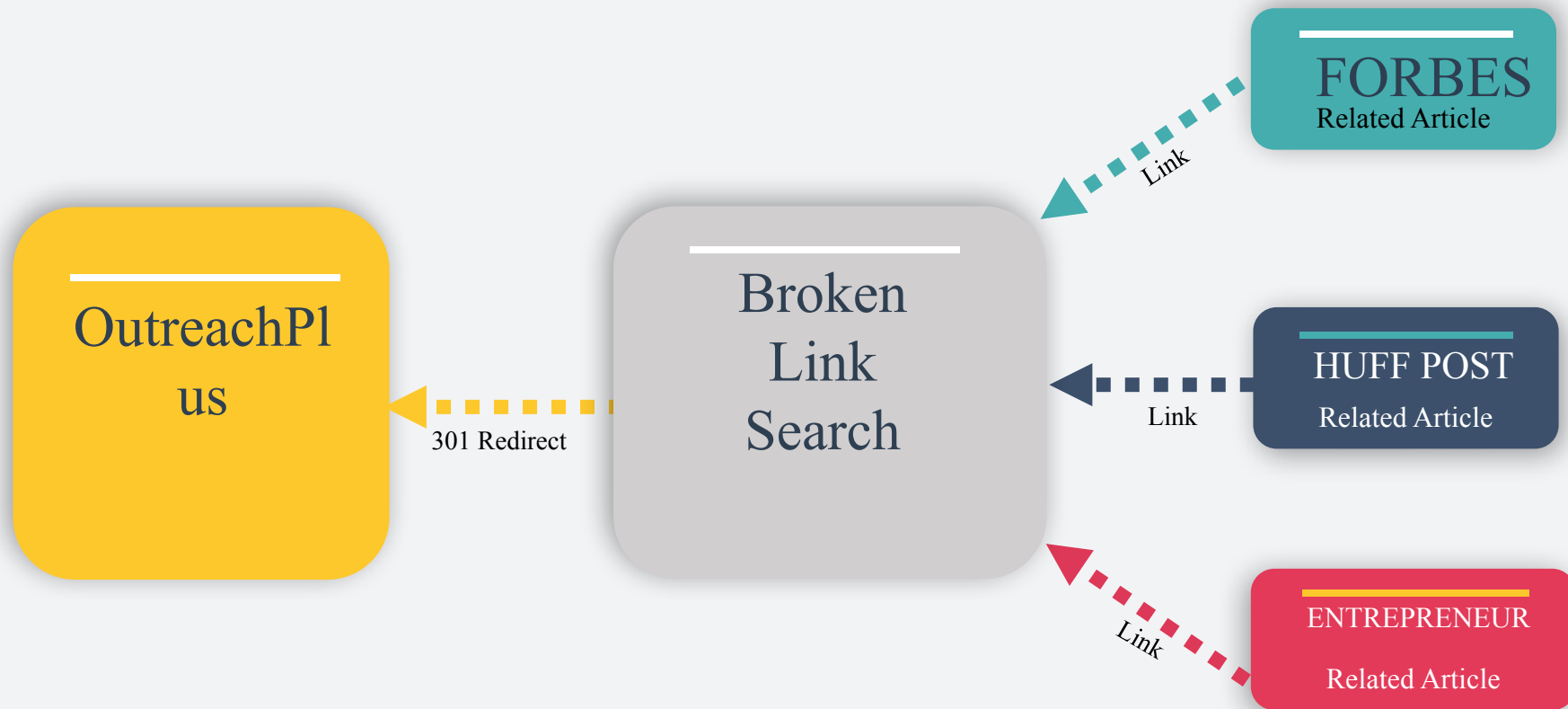
FIND BROKEN LINKS 🔗

Enter the website address (or URL) below (e.g. www.example.com) to identify broken links

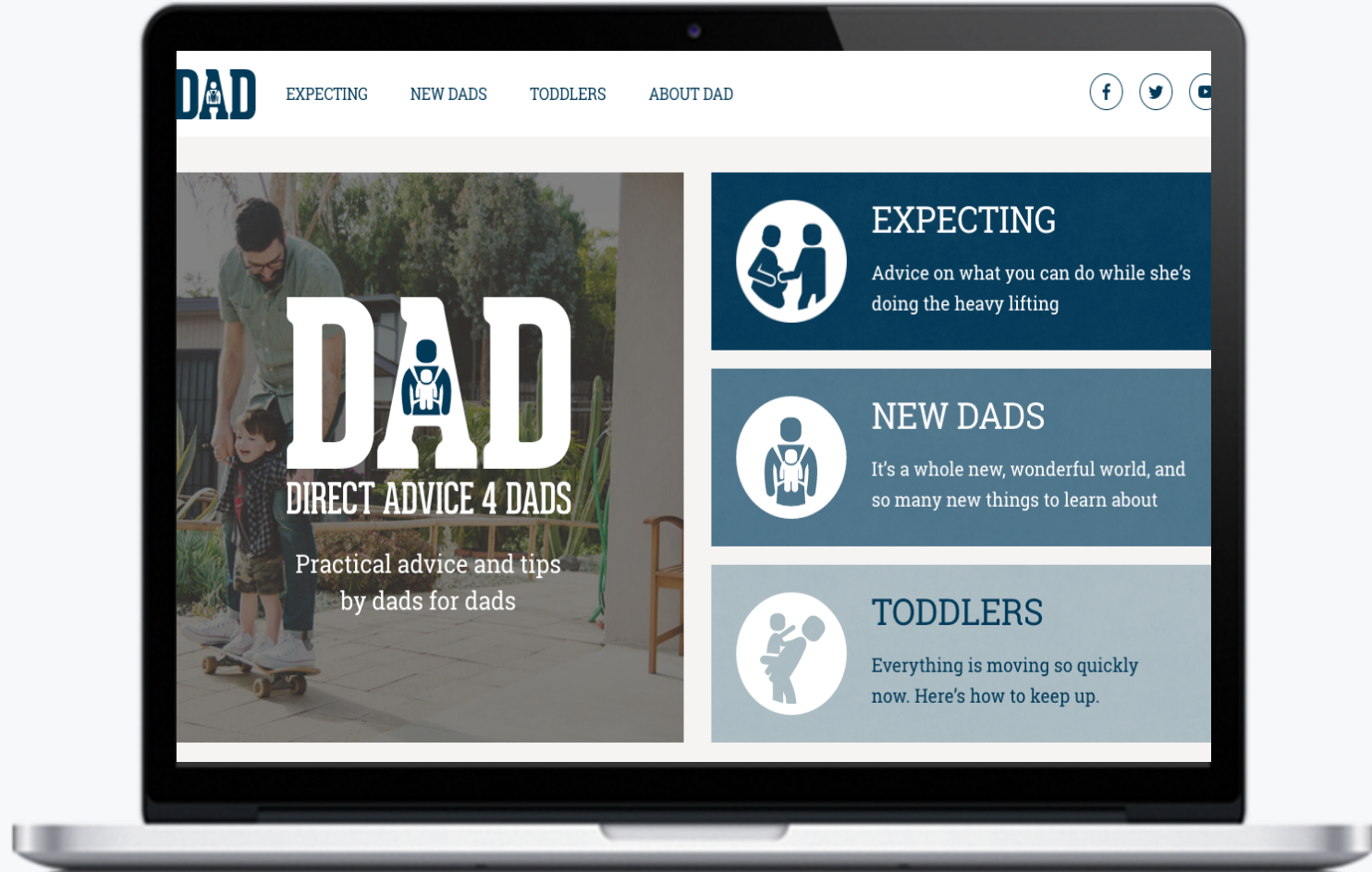
Keywords email outreach OR outreach

FIND

Example Pillar Content



Microsite



Moving from pillar content to pillar concept



Sophisticated
MARKETER LIVE

Hosted by Jason Miller

Special guests:

-  **Lauren Goldstein**
VP of Strategy, Babcock & Jenkins
-  **Russell Glass**
Head of Products, LinkedIn
-  **Justin Gray**
CEO, LeadMD

STEP 4

Outbound Marketing



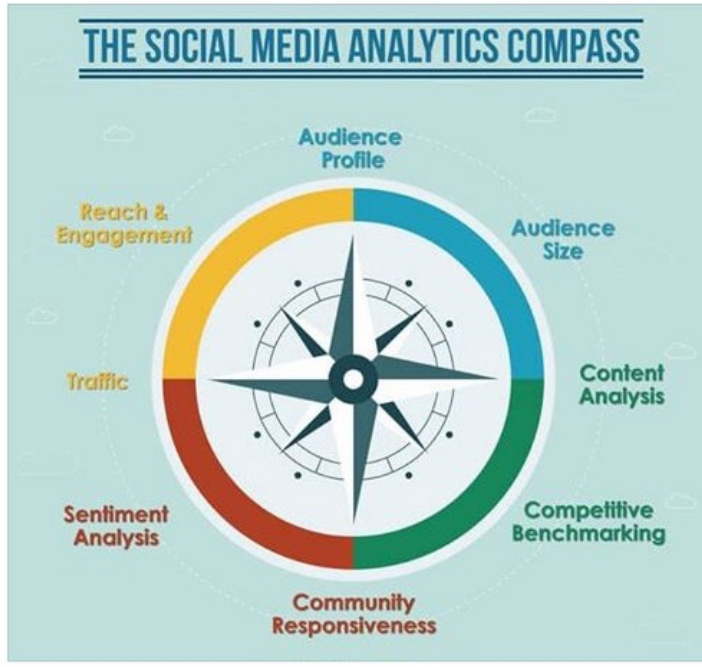
Content Pre-promotion



Ian Cleary

February 17 at 7:42pm · 🌐

The Social Media Analytics Compass - A guide on what and how to measure on social media. Thanks to the following for their input - Brian Carter, Mark Schaefer, David Blundell, Lilach Bullock, Dan Purvis, Martin Jones, Mark Fidelman, Julia Bramble, Gregory Bailey, Beatrice Hunt, Steve Eisenberg, Stephan Hovnanian - <http://www.razorsocial.com/social-media-analytics-tools/>



The Social Media Analytics Compass: What and How to Measure

Author: Ian Cleary | Updated: January 26, 2017

75

5.4K SHARES



1.1K



3.0K



226



372



732



@IanCleary

Social distribution

The screenshot displays the Agorapulse dashboard for a Facebook account named 'RazorSocial'. The interface is divided into several sections:

- Header:** Shows the account name 'RazorSocial', a settings gear icon, and navigation tabs for 'Inbox 2', 'Listening 39', 'Publishing' (which is the active tab), and 'Reports'.
- Filter Bar:** Below the tabs, there are filter options: 'Calendar' (selected), 'List', and a series of status filters: 'Assigned to me' (checked), 'To approve' (checked), 'Queued' (checked), 'Scheduled' (checked), 'Published' (checked), and 'Failed' (checked).
- Calendar View:** The main area shows a calendar for 'September 2017'. It has buttons for 'Month' (selected) and 'Week'. The calendar grid shows posts scheduled for various times on different days. For example, on Monday the 28th, there are posts at 09:00, 13:00, 17:00, and 20:30. On Tuesday the 29th, posts are at 09:00, 14:19, 17:01, and 21:01. On Wednesday the 30th, posts are at 09:00, 14:30, 17:00, and 21:00. On Thursday the 31st, posts are at 09:00, 10:00, 16:00, and 21:01. On Friday the 1st, posts are at 09:02, 12:02, 16:00, and 21:00. A 'Schedule' row is highlighted for the 4th, 5th, 6th, 7th, and 8th, with posts at 09:00, 12:00, 16:00, and 20:00 on the 4th; 13:00 on the 5th; 09:00 and 12:00 on the 6th; 09:00 on the 7th; and 17:00 on the 8th.
- Left Sidebar:** A dark sidebar contains the Agorapulse logo, a 'Publish' button, and a list of connected accounts with their respective post counts: 'RazorSocial' (2), 'Ian Cleary' (1), 'Ian Cleary' (1), 'RazorSocial' (81), 'Ian Cleary' (81), and 'razorsocial' (99+).

Email Outreach



Build backlinks



Get press mentions



Guest posts on authority websites



Influencer outreach



Biggest problems with Email Outreach



**NOT TARGETING THE
RIGHT AUDIENCE**



**NOT ENOUGH
PERSONALIZATION**



NOT FOLLOWING UP



BuzzSumo monitoring for mention links



How to Boost Sales with Social Media Storytelling

By Vinay Koshy maximizesocialbusiness.com - Block domain No Link DA: 52

...he advocates. He also provides advice on how to handle challenges that many in his audience face like in this post. Ian Cleary founder of **Razorsocial**...

- Save
- Share
- Remove

3 weeks ago

Total Shares: 257



59 Experts Discuss SEO Metrics to Measure ROI (Dashboard Inside)

By Robbie robbierichards.com - Block domain No Link DA: 43

...campaigns that are flagged for additional review. #49. Ian Cleary | **Razorsocial** Traffic generated, new email subscribers from that traffic, and revenue...

- Save
- Share
- Remove

4 weeks ago

Total Shares: 249



Get press links

LEAD

9 Super Simple Ways You Can Practice Emotional Intelligence Every Day

You'll need it. By the year 2020, expect emotional intelligence to be one of the top 10 job s



By Marcel Schwantes *Principal and founder, Leadership From the Core* [@MarcelSchwantes](#)



Email outreach

Prospects ⓘ
List of all your contacts

WEBSITES **CONTACTS** Bulk Actions ▾ Add to List + Contact

Search 🔍 Project 1 -> Influencer Outreach ▾ All Prospect Temperatures ▾

<input type="checkbox"/>	FIRST NAME	LAST NAME	EMAIL	WEBSITE(S)	LISTS	IN CAMPAIGNS	LAST CONTACT	CONTACT TEMPERATURE	CONTACT TEMPERATURE
<input type="checkbox"/>	Jeremy	White	jeremy.white@gmail.com		Lead Gen	1		Neutral	Neutral
<input type="checkbox"/>	Peg	Hatheway	peghatheway@aol.com		Influencers	2		Neutral	Neutral
<input type="checkbox"/>	Logan	Brodie	logan.brodie@yahoo.com		Good Feedback Influencers	2	Friday, January 19, 2018	Warm	Warm
<input type="checkbox"/>	Maverick	Bourne	maverick@bizcloud.net	www.bizcloud.net	Influencers	2	Friday, January 19, 2018	Cold	Cold
<input type="checkbox"/>	Bradley	Harlow	bradley@razorsocial.com	www.razorsocial.com	Good Feedback Influencers	2	Friday, January 19, 2018	Hot	Hot
<input type="checkbox"/>	Jason	Norman	jason.norman@yahoo.co		Good Feedback Influencers	2		Very Warm	Very Warm

Email outreach

The screenshot shows the Outreach Plus dashboard. On the left is a dark sidebar with navigation items: All Projects, Welcome, Dashboard, Inbox (with a red notification badge '0'), Campaigns, Prospects, Templates, and Tasks. The main content area is titled 'Dashboard' and includes a 'PERFORMANCE' section with three cards: Open Rate (88.5%), Response rate (38.5%), and Click Rate (27.5%). To the right is a 'LATEST OUTREACH TIPS' section with a video player and three tips. Below this is a 'PROJECTS ACTIVE FOR' section with a table of project data and a 'View all projects' button.

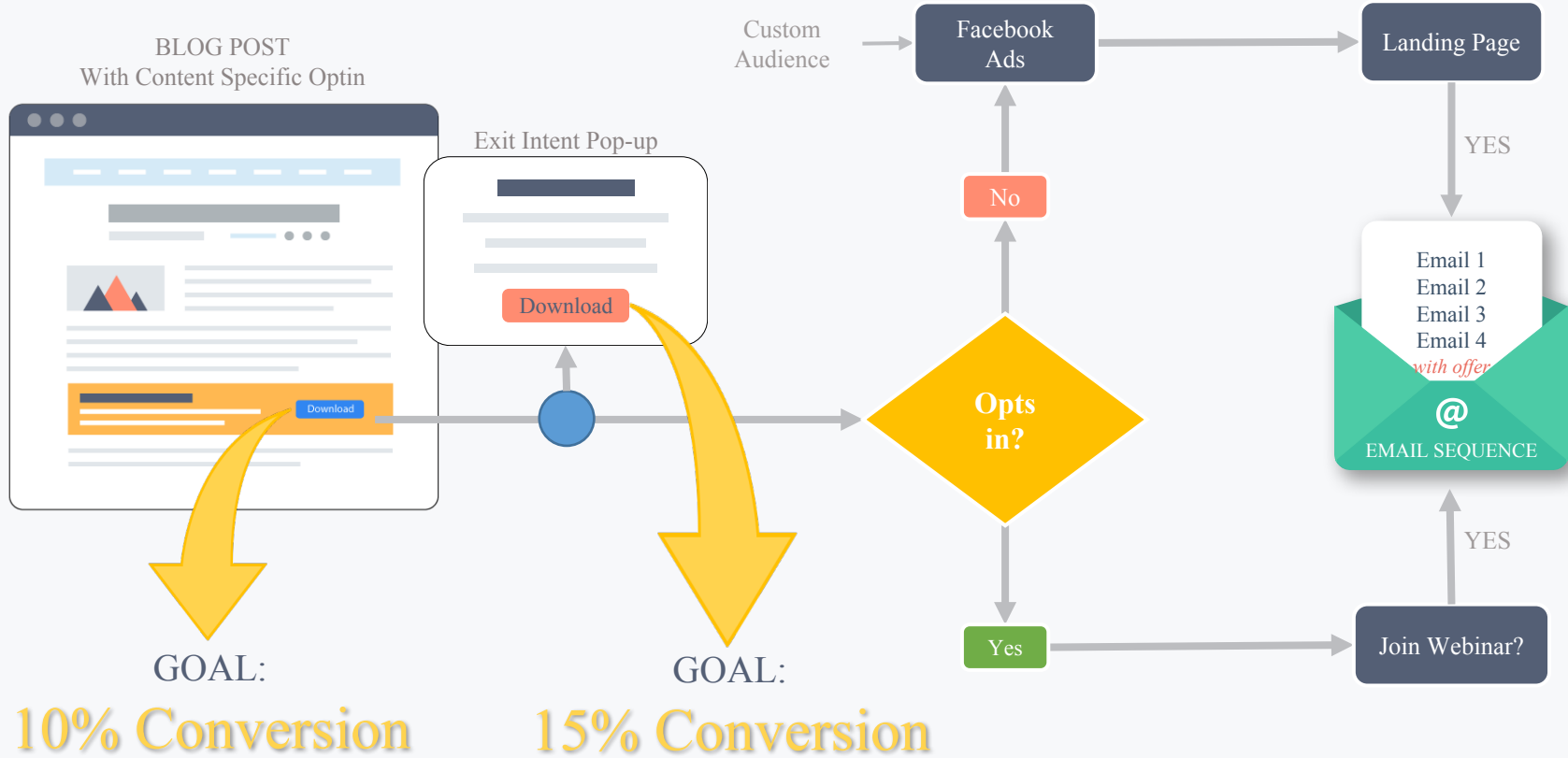
PROJECT NAME	CAMPAIGN	EMAIL OPEN RATE	RESPONSE RATE	CLICK RATE
Hanover Real Estate	0	0%	0%	0%
Oswald Accountants	1	100%	33%	33%
Leads4You.com	3	77%	44%	22%

STEP 5

Analyze and Optimize



Optimize your funnel



Not entering your funnel

OptinMonster.com



Welcome to **BAUBLEBAR**

TAKE 15% OFF*

your first purchase

Enter your email below to get started

Enter Your Email Here

Get Started Now

Enter Site Without Coupon

*Valid for first time customers only. See email for restrictions.

List segmentation to help with retention



TELL US ABOUT YOUR BUSINESS

Help us personalize your OutreachPlus experience

What type of business are you? ▾


How many employees do you have? ▾

What experience do you have with email outreach? ▾

NEXT


ConvertKit Abandon sequence

ConvertKit.com

 **OUTREACH PLUS** Start your free trial now!

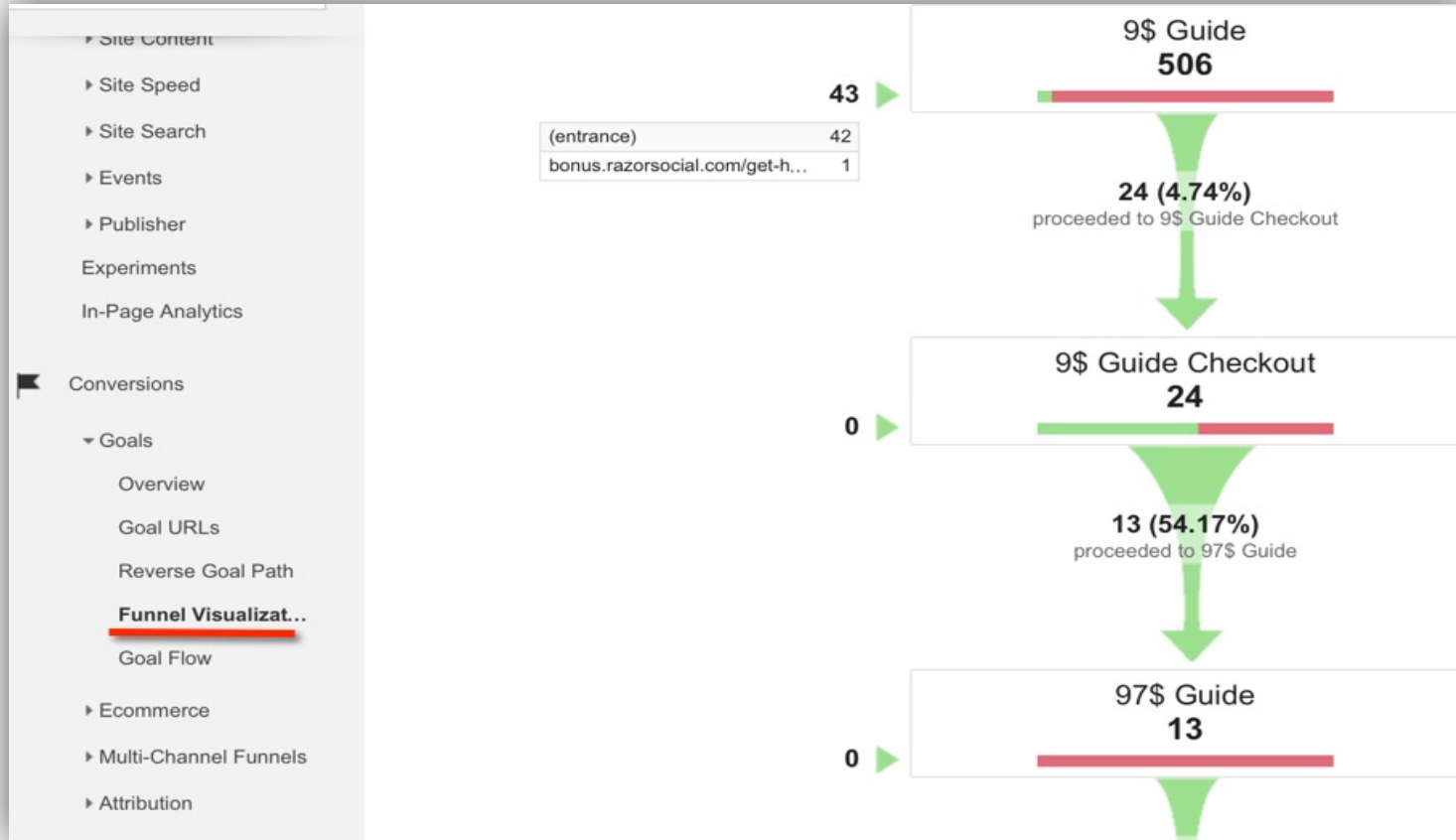
Account Information

EMAIL

Email Subject

Goal Visualization



ELEVATE

5 Step Framework for Content Marketing

5

Analyse and optimize

4

Outbound Marketing Promotion

3

Create and Publish Content

2

Content goals and funnels

1

Build your foundation





THANK YOU

Ian Cleary | @IanCleary

Interested in ELEVATE



RAZORSOCIAL

RazorSocial.com

Interested in outreach?



OUTREACH **PLUS**

OutreachPlus.com