The Can’t Miss Formula of Content Marketing

Carla Johnson
Speaker. Author. CMO.
29 January 2020
A little about me...

Speaker. Author. CMO.
Let’s get to know you...

- Name
- Where do you work?
- What do you do?
- What made you come today?
- What do you want to walk away with?
Our Goals for Today

- Understand content marketing best practices and how to apply them
- Learn why a business case matters and develop a content marketing mission statement to guide your efforts
- Know why and how to create content across the buyer journey
- Use an editorial approach to attract and convert the audience members into prospects
- Distribute content to the channels your buyers use most
- Calculate the ROI of your content marketing program
WHY CONTENT MARKETING?
Every minute on the internet

A Minute on the Internet in 2019
Estimated data created on the internet in one minute

- 3.8m requests
- 347,222 scrolls
- 1m views
- 87,500 people on Twitter
- 4.8m GIFs served
- $996,956 spent online
- 390,030 apps downloaded
- 1m logging in
- 4.5m videos watched
- 2.1m snaps taken
- 1.4m swipes
- 46,200 new posts
- 694,444 hours watched
- 188m emails sent
- 41.6m messages sent

Sources: Lori Lewis & Officially Chad via Visual Capitalist
We Tune Out the Noise
Your brand is not what you sell

I got just the thing you need...
Marketing is changing

Brand-led → Customer value-driven

Ad campaigns → Always-on content

Demographics → Individual intent
“We need to stop interrupting what people are interested in and become what people are interested in.”

Craig Davis
Former Chief Creative Officer
J. Walter Thompson
Corporate websites now tell stories
Average B2B Buyer engages with 11 pieces of content

How many of these touchpoints belong to your brand?
IMAGINE: You show up first in Google

Google

Your product category

improve student learning

About 33,900,000 results (0.43 seconds)

Scholarly articles for improve student learning
Turning points 2000: Educating adolescents in the 21st. ... - Jabian - Cited by 1116
Koht's Learning Cycle to improve Student Learning - Sride - Cited by 387
Will rational tests improve student learning? - Shepard - Cited by 243

Organizing Instruction and Study to Improve Student Learning
ses.ed.gov/...PracticeGuide.aspx/... - United States Department of Education
This guide includes a set of concrete actions relating to the use of instructional and study time that are applicable to subjects that demand a great deal of content...

Strategies to Improve Student Learning
https://www.uky.edu/.../Strategies-for-Improving... - University of Kentucky
Strategies to Improve Student Learning. There is increasing evidence that students learn most effectively when... They understand course and program goals...

Improving Student Learning By Supporting Quality Teaching...
www.eeweek.org/.../specific_qualityteaching_12.11.pdf - Education Week
by AIM Hightower - 2011 - Cited by 2 - Related articles

LMS

About 35,000,000 results (0.77 seconds)

Learning management system - Wikipedia, the free... https://en.wikipedia.org/wiki/Learning_management_system
A learning management system (LMS) is a software application for the administration, documentation, tracking, reporting and delivery of online educational technology (also called e-learning) courses or training programs.

Best LMS (Learning Management System) Software | 2015 ...
www.capecomm.com/learning-management-system-software/
First and compare LMS software. Free, interactive tool to quickly narrow your choices and contact multiple vendors.

LMS Solutions Inc | Full Service Advertising Agency LMS...
lmscadillac.com/
Effective & Affordable Advertising Solutions Philadelphia PA.

LMS-PMA: Commercial Real Estate | Lancaster, PA | York...
www.lms-pma.com/
The Mission of LMS Commercial Real Estate and Property Management Alternatives, Inc. is to use our knowledge and experience to create superior value and...

LMS
https://easyrip.eu/
LMS Regular Maintenance Schedule (Tuesday, August 25, 2015). The LMS Team reserves a weekly maintenance schedule every Sunday from 8am through...

Urban Dictionary: LMS
www.urbandictionary.com/define.php?term=LMS
- Urban Dictionary
One meaning for "LMS" is an acronym for my status, which can be used in one of the many recent Facebook trends where someone will post something...

Learning Management System | Online LMS | eLearning ...
IMAGINE: You own the category www.Makeup.com owned by L’Oreal
IMAGINE: You own the target audience

www.WeAreTeachers.com
IMAGINE: Marketing that attracts buyers

AMEX OPEN Forum is the **largest source of new leads** for AMEX’s Small Business Division.
IMAGINE: You are a top source in your industry
Make your customer the hero of your story

Content Marketing

What Brands Publish

What Customers Want

Business Instinct

Empathy

Charity
The promise of content marketing...

To *earn* your audience instead of *buying* it.
The Solution (& Exercise) ...

Content that deliver value to your customers

Objective - What’s the business problem you want to solve? It is always bigger than a marketing problem. Our example - Help educators better understand their students’ learning attitudes and inspire students to become excited and engaged in learning.

Outcome What outcome do you want to deliver to customers because of your content? Our example - Connect with the target decision-makers and generate measurable results by delivering compelling content that captures attention, educates buyers and drives conversions.

Measures for success (for our example)
• PRIMARY: Conversion (Subscribers, Leads, Trials)
• SECONDARY: Engagement (time on site, social shares)
• Reach (Content Visitors and Pageviews)
Content Marketing best practices

We’ll build on the key factors to content marketing success

1. Documenting your content marketing strategy
2. Have someone accountable for content
3. Map content to the customer journey
4. Consistently publish quality content
5. Balance paid, owned and earned media
6. Focus on building the number of subscribers to your content
7. Track content marketing ROI to prove the value of what you do
## Sample assessment

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<th>Best Practice</th>
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<td>Measurement template / ROI defined</td>
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Overall: ?
Content Marketing maturity curve

“The Buyer Journey is nothing more than a series of questions that must be answered.”

~ IDC
THE CONTENT MARKETING FRAMEWORK
Content Marketing

A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.
Effective content marketers 5Xs more likely to have a documented strategy
McKinsey Customer Journey

1. The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

2. Consumers add or subtract brands as they evaluate what they want.

3. Ultimately, the consumer selects a brand at the moment of purchase.

4. After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.
1. Inquiry
Best-in-class organizations distinguish inquiries that come from inbound and outbound sources.

2. Marketing Qualification
The second phase of the waterfall shows the work that needs to be done to get leads ready for sales.
- AQL represents the critical system-generated qualification stage.
- TAL calls out the first key handoff of demand.
- TQL indicates a prospect ready for sales attention.
- TGL pinpoints leads created by "small-net fishing" and cold calling.

3. Sales Qualification
The third phase adds leads that are generated by sales or partners, making for a complete demand waterfall.
- SGLs
- SALs
- SQLs

4. The Close
Our final phase shows the ultimate result of opportunities from all three primary sources.

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Kampanje.com
A Long, Hard Slog

Illustrative B2B Buying Journey

**Bold** is indicative of always-on “validation” and “consensus creation” activities.

- Executive Presentation and Questions
- Budget Approved
- Web Search
- White Paper Download
- Overwhelming Information About the Problem

**Problem Identification**

- Misalignment on Problem
- Web Search
- White Paper Download
- Overwhelming Information About the Solution

**Solution Exploration**

- Group Diagnostic Deployment
- Peer Discussions
- LinkedIn Discussion

**Requirements Building**

- Online Content Shared
- Online Virtual Demo
- Business Case Data Unavailable
- More Information Needed From Sales Reps

**Supplier Selection**

- Supplier's Buying Guide Download
- Supplier's Demos
- Buying Group Debate

**Purchase Decision**

- Contract Updates Required
- Discussion With Customer References
- Customer Testimonial Videos Review

**End-User Input**

- Feasibility Review
- Supplier Website Visit
- Procurement Flag

**Buying Group Turnover**

- Budget Cut
- Legal Flag
- Capital Review Board

**CEO Turnover**

- Contact With a Former Colleague
- Web Search
-的趋势报告待审
- 供应商网站访问

**Supplier Website Visit**

- RFP Response Comparison
- Supplier's Demos

**Purchasing Rules Overrule Group Decision**

- Buying Group Debates
- Group Disagreement on Requirements

Source: Gartner analysis.
The Content Marketing Framework
The Content Marketing Framework

Mission Statement: Serves as your North Star

Audience insights: Who is your core target?
  What do they search for? (5-10 focus keywords)
  What channels do they use?
  What content do they read and share?

Business Case: What is the main business objective?

Current State: How do you achieve results today, and what does it cost you?

Budget: Is it predetermined, are you reallocating from something else or are you asking?
Content Marketing Mission Statement

The **WHY** of your content strategy that explains **WHAT** problem you will solve for **WHOM** and **HOW**.

This is the North Star of your entire content marketing program.
Insights, Inspiration, and Connections to Grow Your Business

Stay up to date with growth topics and areas of interest to you.

Connect to business owners like you and see what powers their growth.

Access member exclusive content by experts in small business.

Sign Up Today

Already a member? Log in

Check Out Our Top Stories
EMV Resources
Helping your small business with the new security standards
Content Marketing Mission Statement

**Indium:** We help engineers with expert advice to answer their most challenging industrial soldering questions.

**Digital photography school:** We give digital camera owners simple tips so they can get more out of their cameras.
Content Marketing Mission Statement
(Will always support your business objective)

We help (target audience) with (what will be delivered to the audience) so they can (what’s the outcome for the audience?)
Content Marketing Mission Statement
(Will always support your business objective)

Become the premier destination for students, teachers, administrators and parents interested in education and technology so they can improve student performance in the classroom.
EXERCISE: Content Marketing Mission Statement
(Will always support your business objective)

We help (target audience) with (what will be delivered to the audience) so they can (what’s the outcome for the audience?)
An intent or interest-based approach

Your Target Personas

What You Should Create Content About

Your Audience’s Interests

Focus more here
Build the business case

Reach early-stage buyers
• Fair “share of conversation”
• Unbranded search traffic on your website

Engage new buyers with your brand
• Cost of content marketing vs advertising
• Content engagement vs advertising conversion
• Subscribers, value per subscriber

Conversions you would never have reached
• Leads
• Trials

• Marketing ROI
The Content Marketing Destination

Foundation | Destination | Team | Editorial | Customer Journey | Distribution | Measurement

UX
Branding
Destination
CMS
Building a world—class digital experience

1) Categories across the top show visitor what space you are in
2) Engaging images help humanize the site and break text
3) Published content horizontally with dates and authors shows frequency
4) Share buttons encourage social sharing
5) Mid-stage offer on right
6) Newsletter/subscription sign up
The Content Marketing Framework

Who does what?

- Design
- Build
- Content
- Distribution
- Measurement
Workflow

- PLAN
- CREATE
- PUBLISH
- MEASURE
- OPTIMIZE

Content marketer/editor
Contributors + Curator
Designer
Community Manager
SEO/Paid Specialist
Email Distribution/Lead Gen
Analytics
The Content Marketing Framework

- Foundation
- Destination
- Team
- Editorial
- Customer Journey
- Distribution
- Measurement

- Structure
- Topics
- Type
- Tone
- Imagery
- Headlines
- SEO
Unique point-of-view trap

Brands often become consumed with their story . . .

Not their customers.

Be uniquely valuable!
Volume is important

- Traffic and conversions go up with each new article you publish
- Do your return diminish as you publish more? (see below)
- Optimize content budget vs. paid distribution budget
- Increasing frequency will increase organic + social % of total page views

![Graph showing the impact of frequency on page views](image-url)
Answering customer questions

- Early-stage Searches
- Middle-stage Searches
- Brand Searches

Do I have a problem? (10-3000 X)

What problem do I have? (2-10 X)

Who can help me? (1 X)
Content Exercise

- **Audience**
  - Early
  - Middle
  - Late

- **Stage**
  - Early
  - Middle
  - Late

- **Questions / Concerns**
  - What is / are they? Why important?
  - How to? When?
  - Who? How much? Where?

- **Keyword Index**
  - 100
  - 10
  - 1
Early-Stage Questions Content Type

• What is transformed learning?
• Why is transformed learning important?
• What is an LMS?
• Why is an LMS important?
• What is Meta Cognitive Analysis?
• Why is MCA important?
• What does Student Success look like?
• Why is Student Performance important?
• What data and analytics can help students achieve success?
• Why is data and analytics important in the classroom?
• What is a customized learning experience?
• Why is a customized learning experience important?
• What are mentoring tools?
• Why are mentoring tools important?
• What is an innovative learning system?
• Why is an innovative learning system important?
• What is an intelligent tutoring system?
• Why is an intelligent tutoring system important?

Blogs
Quizzes
News
Infographics
Social Content
Explainer Video
Whitepaper
Ultimate Guide / E-book
Webinars
Content Exercise

- How to achieve student success with transformed learning
- When is it time to consider transforming your classroom experience
- How to achieve student success with Meta Cognitive Analysis
- 5 signs your teachers need meta cognitive analysis tools
- How to achieve student success with customized learning experiences
- How mentoring tools help achieve student success
- How to achieve student success with an intelligent tutoring system
- 5 questions to ask before choosing an LMS
- When is it time to consider a new LMS
- 10 steps to implement and run an LMS your teachers will love
- 9 things teachers need to know about Meta Cognitive Analysis
- 7 things parents need to know about Meta Cognitive Analysis
- 5 things administrators need to know about Meta Cognitive Analysis
- The parents guide to student success
- The administrators guide to student success
- The teachers guide to student success
- 7 secrets to achieve Student Success
- How to deliver a customized learning experience
Late-Stage

• Who are the top authors / influencers in transformed learning
• Where can I learn more about Meta Cognitive Analysis
• How much are LMS
• How much are mentoring tools
• How much are intelligent tutoring systems
• How much are Meta Cognitive Analysis tools
• How hard is student Meta Cognitive Analysis to implement
• Research shows mentoring tools improve student performance
• Research shows meta cognitive analysis improves student performance
• Research shows intelligent tutoring systems improve student performance
• The administrators guide to buying an LMS
• The administrators guide to buying Meta Cognitive Analysis tools
• The administrators guide to buying an intelligent tutoring systems

Questions

Content Type

Blogs
Quizzes
News
Infographics
Social Content
Explainer Video
Whitepaper
Ultimate Guide / E-book
Webinars
Content Exercise (and priority)

**Audience**

**Stage**
- Early
- Middle
- Late

**Questions / Concerns**
- What is / are they? Why important?
- How to? When?
- Who? How much? Where?

**Keyword Index**
- 100
- 10
- 1
Ultimate list of post ideas

- Lists
- How-to
- Case study
- Problems
- FAQs
- Checklist
- Ultimate Guide
- Definition
- Series
- Stats
- Rants
- Interviews

- Quotes
- Inspiration
- Holiday
- Guard down
- Behind scenes
- Off topic
- Profile
- Crowd-sourced
- Link roundup
- Best of the web
- Pick of the week
- People to follow

- Stories
- Satire
- Cartoon
- Meme
- Parody
- Review
- Survey
- News
- Trends
- Issues
- Questions
- Answers
- Challenges

Source: http://www.slideshare.net/DigitalMktr/the-ultimate-list-of-blog-post-ideas-infographic
Exercise of the 5 WHYS

https://www.carlajohnson.co/wickedly-effective-storytelling-exercise-of-the-5-whys/
### Sample Editorial Calendar

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Article Title</th>
<th>Content Pillar</th>
<th>Funnel Stage</th>
<th>Format</th>
<th>CTA</th>
<th>Distribution Channels</th>
<th>KPIs</th>
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</table>
What is the right mix of content?

**Custom Content**
Share on-brand stories and recipes which are created specifically for your brand.

**Licensed Content**
Boost credibility, publishing cadence, and direct traffic with a high-volume of fully-licensed, compliant content.

**Community Content**
Leverage content from customers, employees, influencers that grows and engages your community.
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Boost credibility, publishing cadence, and direct traffic with a high-volume of fully-licensed, compliant content.

**Community Content**
Leverage content from customers, employees, influencers that grows and engages your community.

- **Custom Content**: 50% - 80%
- **Licensed Content**: 0% - 20%
- **Community Content**: 10% - 50%
The Content Marketing Framework

Foundation | Destination | Team | Editorial | Customer Journey | Distribution | Measurement

- Content by stage
- Subscriptions
- Conversions
Content architecture mapped to buyer journey

**PRODUCT MARKETING**
- Product content
- Offers
- Brochures
- Cust Testimonials
- Case studies

**CONTENT MARKETING**
- Blogs
- Quizzes
- News
- Infographics
- Social Content
- Video
- Whitepapers
- Webinars
- Events
- Newsletters
- How-To Guides
- Customer Profiles
Content architecture mapped to buyer journey

**PRODUCT MARKETING**
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- Webinars
- Events
- Newsletters
- How-To Guides
- Customer Profiles
What about gating?

• “Ultimate” guides for each keyword
• Research reports for each keyword
• Books / excerpts
• Events
• Tips from the pros
The Content Marketing Framework

Foundation  Destination  Team  Editorial  Customer Journey  Distribution  Measurement

- Content
- Owned
- Earned
- Paid
- Subscriptions

- Benchmarks
- Reports
- Measures
- Cadence
- Testing
- Optimization
Even great content needs a push

The average Hollywood movie spends 50-60% of production budget on distribution.
Dani is looking to connect with Tyler to land her dream job. Here’s how she uses three well-crafted messages to achieve her goal. #HelpingYouConnect

7,109,263 people like this

6,989,540 people follow this
The value of subscribers

Subscribers are **9x more likely to convert** than non-subscribers

B2B buyers engage with 20 pieces of content on average, and **90% comes via their inbox**
## Content marketing KPI dashboard

### Content Marketing Dashboard

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<th>Metric</th>
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<th>Annual Target</th>
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<td>Articles published</td>
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Content marketing KPI framework

- **Brand Awareness**
  - Paid vs. Organic Search Traffic
  - Unbranded Search Traffic
  - Organic Search Share of Voice

- **Brand Health**
  - Time on Site
  - Repeat Visitors
  - Social Shares

- **Conversions**
  - Cost per Lead
  - % of Leads Sourced By Content Mktg
  - Total Conversions

- **Retention**
  - Retention Rate
  - Upsells

- **Subscriptions**
  - Bounce Rate
Content marketing strategy roadmap

**Q1**

**Build CM biz case**
1. Content audit
2. Determine what % of content gets used now
3. Define business value

**Focus on subscriptions**
1. Email newsletter strategy
2. Offers / subscription CTA
3. Track conversions

**SEO**
1. Swarm keywords important to target audience
2. Create content in different formats (lists, quizzes, series)

**Q2**

**Site enhancements**
1. Navigation bar
2. Content categories
3. Top Posts
4. CTAs
5. Image selection
6. Comments

**Re-purpose content**
1. YouTube videos
2. LinkedIn articles
3. Interlink other posts

**Q3**

**Paid distribution**
1. A/B test with LinkedIn, Twitter, Facebook and Outbrain
2. Put money behind high-performing organic content

**Social distribution**
1. A/B test sharing same content
2. Engage influencers, publishers

**Q4 +**

**Report on progress to business value**
1. Subscribers, Leads
2. Map progress to business value
3. New audience reached
4. Unbranded search terms
5. Conversions

**Ongoing**
1. Track top posts, topics, authors
2. Social engagement
3. Testing offers
4. Sales team feedback on conversions
Takeaways & refinements
Thank You!

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URLs for reference

- Indium Engineer to Engineer
- Cleveland Clinic Health Essentials
- Lincoln Electric Arc Magazine
- Tim Washer Cisco product launch