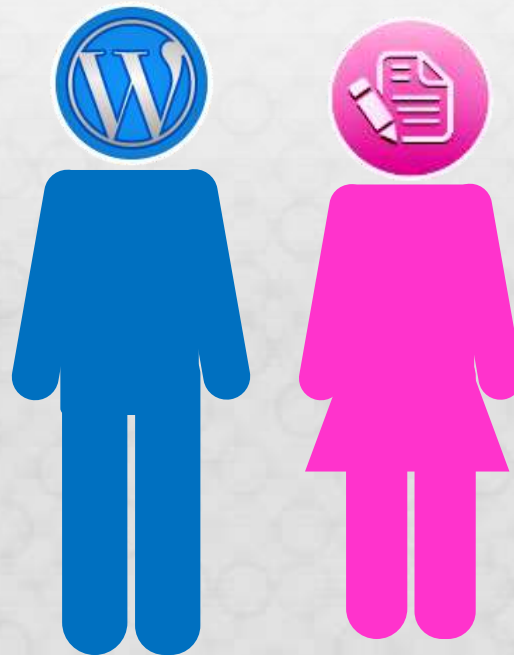


Content  
Marketing

WordPress



Content Marketing + WordPress:  
A Match Made Online

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**HELLO**  
my name is

*Darcy Sullivan*

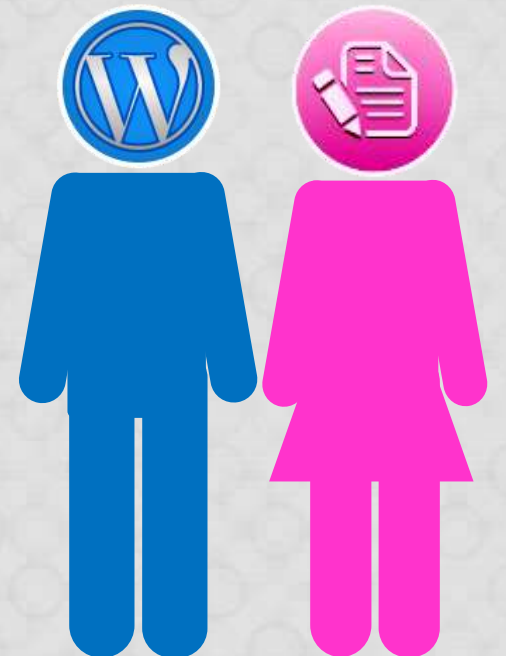
**PROPEL**   
MARKETING AND DESIGN, INC.

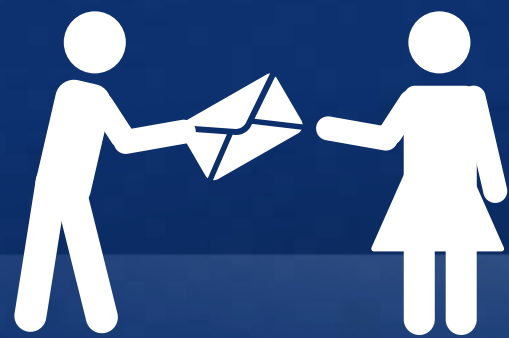


**PURDUE**  
UNIVERSITY

# Overview

- Why Content Marketing & WordPress are the perfect pair
- Simple steps to create a Content Marketing plan
- Tips & tools for creating content without giving yourself a headache
- How to integrate Content Marketing with your WordPress website
- What makes content “shareworthy”
- Questions



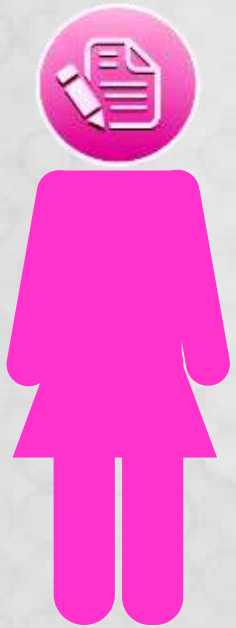


# The Power Couple

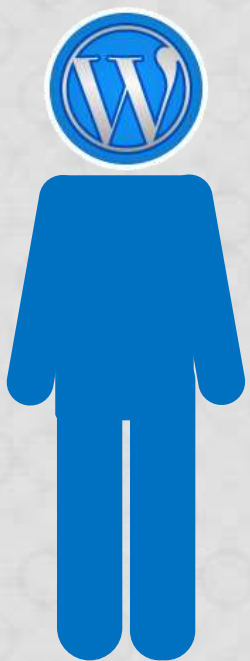
*WordPress & Content Marketing*



# Content Marketing & WordPress



Content Marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.

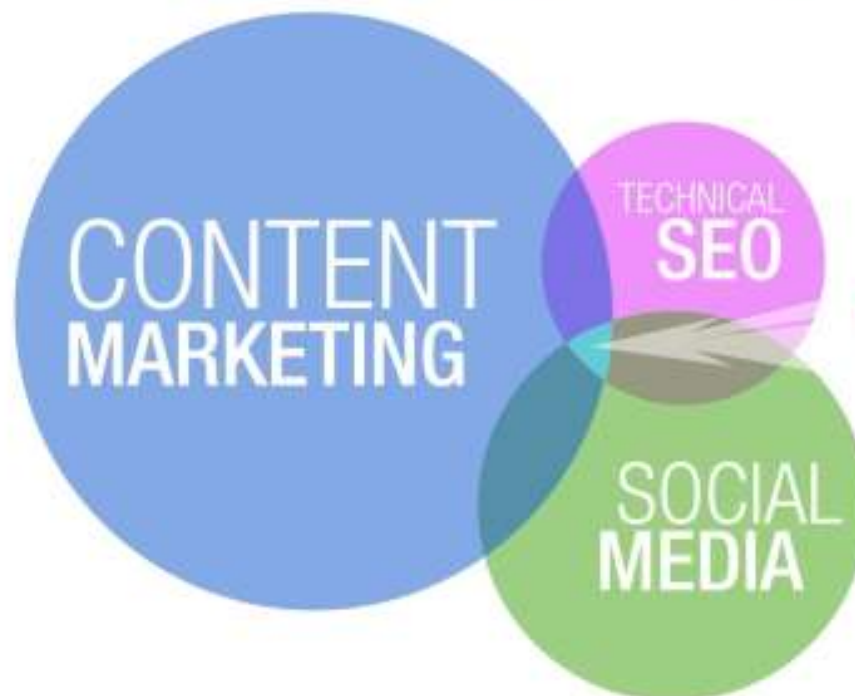


WordPress is the top platform to deliver the content you've developed.



Traditional  
**SEO** GOOGLE'S  
SWEET SPOT

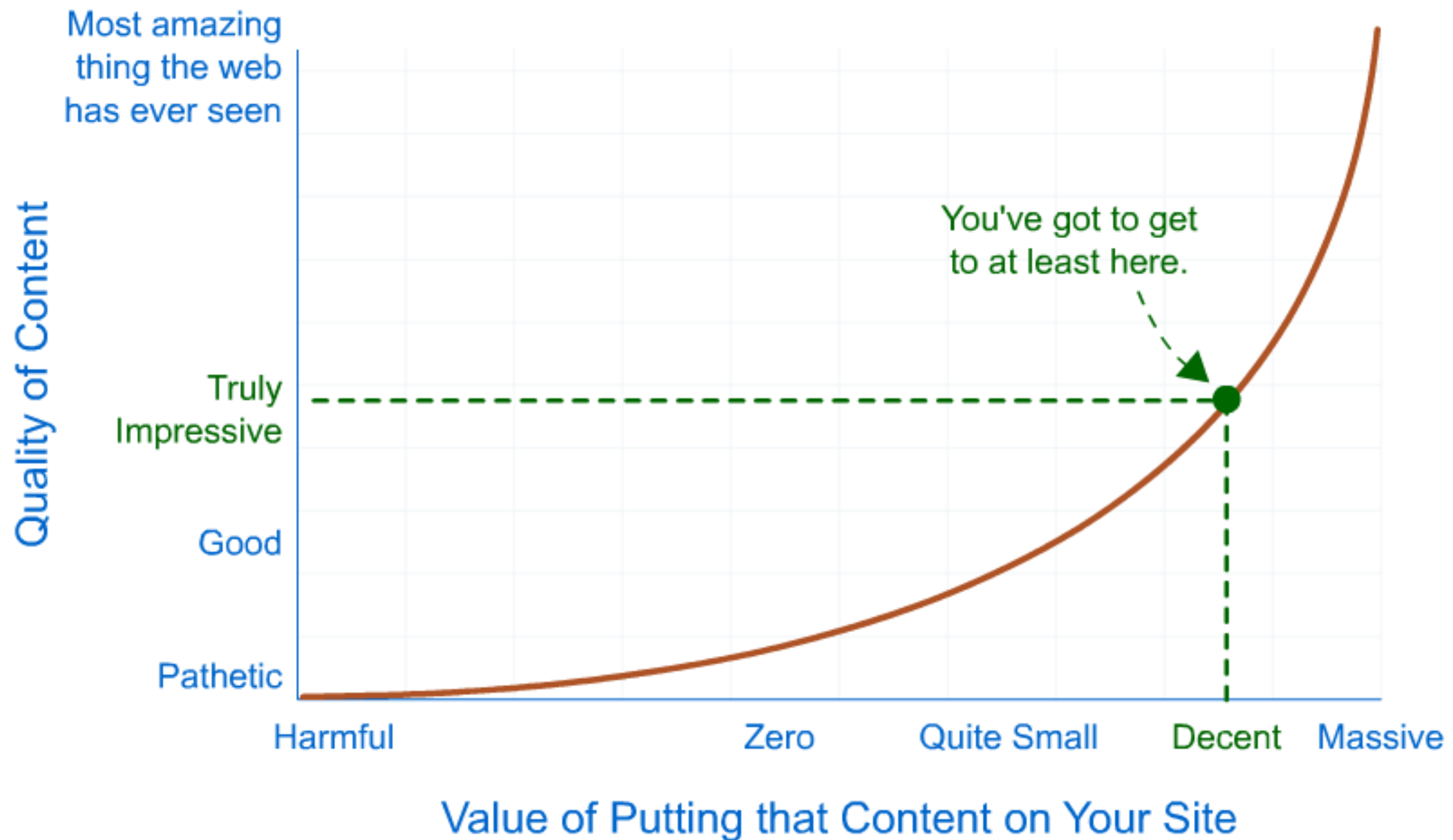
**Yesterday**



**INBOUND  
MARKETING**  
GOOGLE'S SWEET SPOT

**Today**

# Value of Content at Given Quality Levels



# Creating Valuable Content

Great  
Content +

SEO  
Friendly +

Social  
Sharing +

Link  
Building

gives you

Higher  
Rankings

More  
Followers

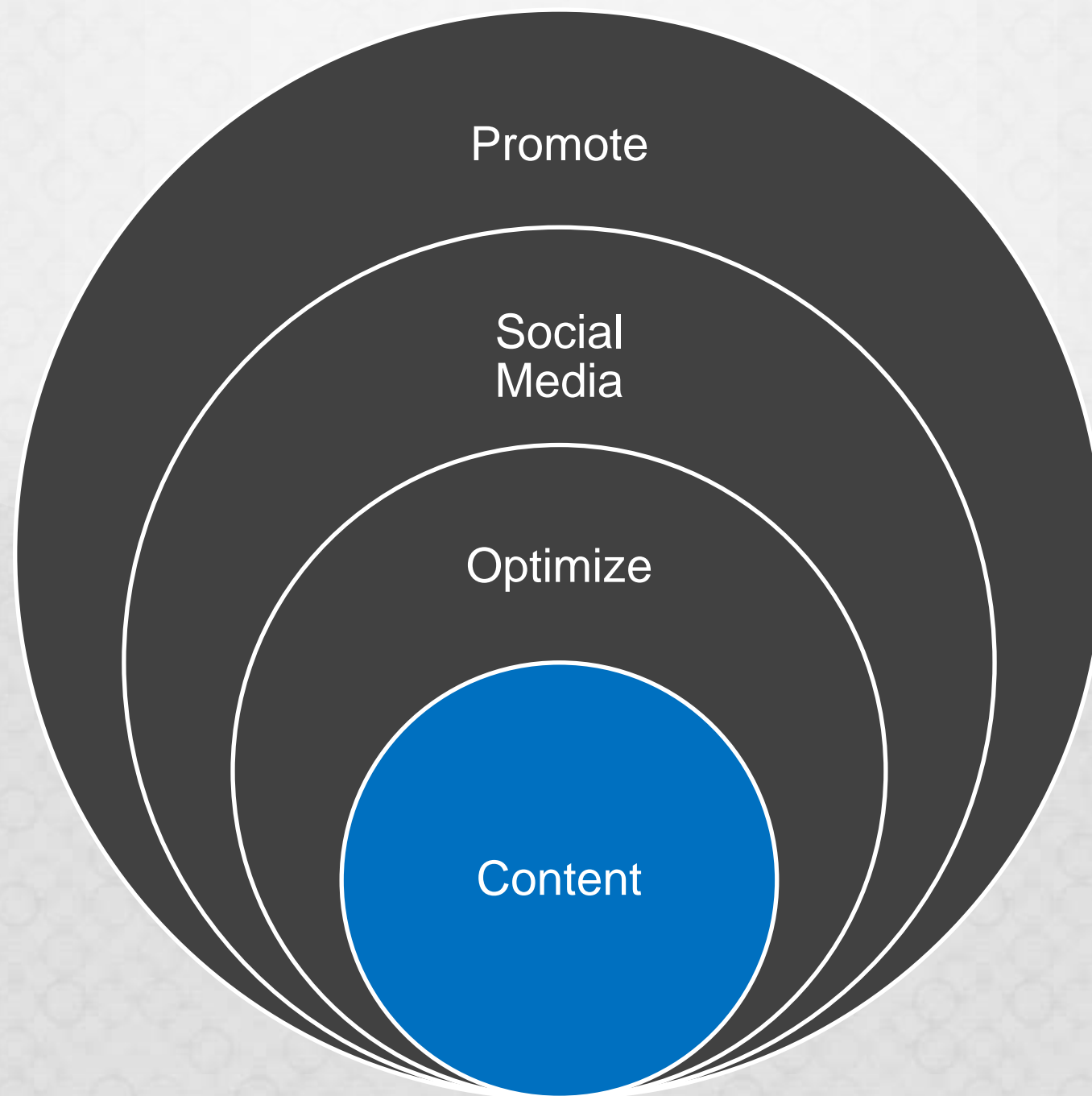
More  
Readers

More  
Influence

= More  
Sales



# Creating Content Isn't Enough





# STRATEGY

*Creating an Easy Plan*

# Know thy audience

## buyer persona

### 1 – Define Buyer Persona

Quick outline of your ideal client / current client base

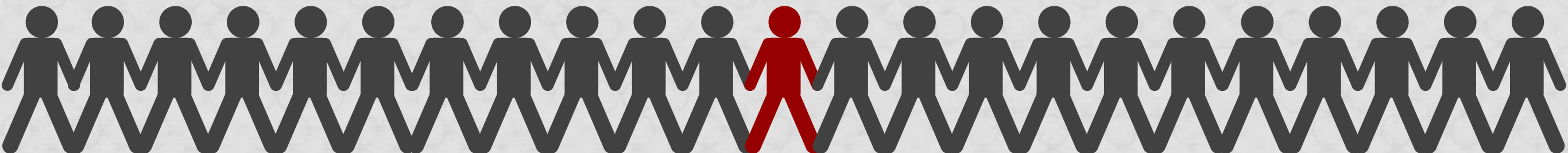
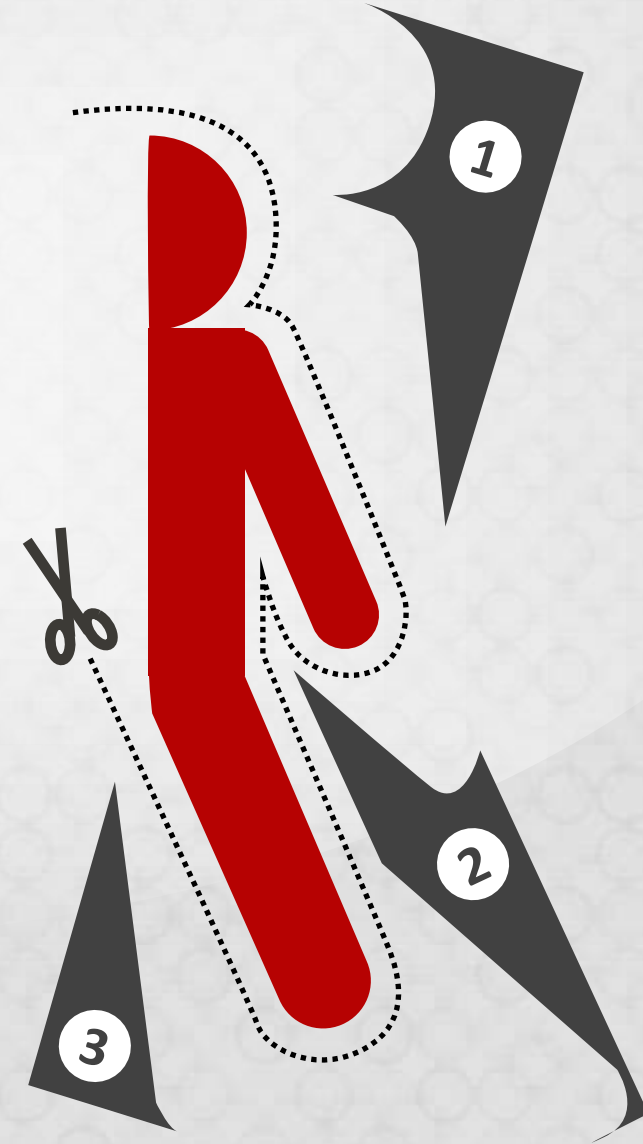
Example -- Small business just getting started that needs a website and will hopefully need continual website updates.

### 2 – Hot Topic Ideas

Think of the top 3-5 questions you constantly get asked.

### 3 – Create a Content Plan Around These Topics

Example – Quick blog on how to backup your website



**"When building a community,  
start simple. Solve one  
problem and go from there."**

**-David Spinks, CEO at  
CMX Media**



Quote pulled from [Hubspot.com](https://www.hubspot.com)



**"There's nothing original anymore. Grab something relevant to your audience and put your own spin on it."**

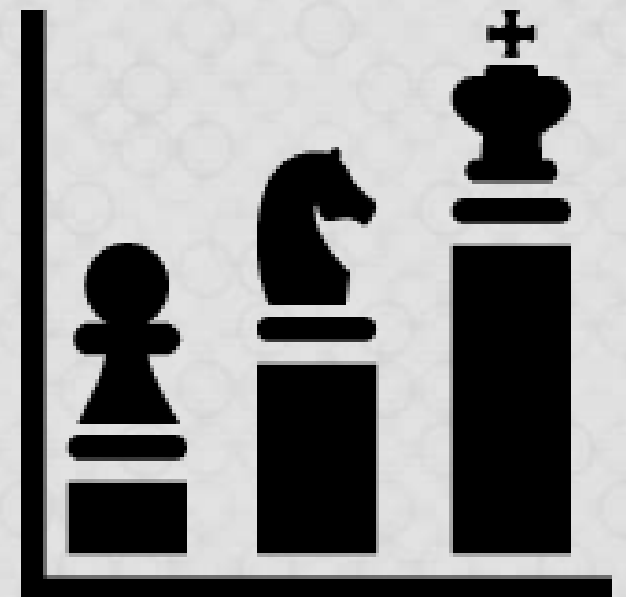
**-Jason Miller, Senior Content Manager at LinkedIn Marketing Solutions**



Quote pulled from [Hubspot.com](https://www.hubspot.com)

# Content Marketing Objectives

- Brand Awareness
- Lead Generation
- Website Traffic
- Industry Leader
- Sales / Customer Acquisition
- Connect with a New Audience
- SEO
- Etc.



# Examples

- How & Why to Run Updates on Your WordPress Website
- How to Backup Your WordPress Website
- 10 Things to Consider When Evaluating a Website Makeover



BE YOURSELF

EVERYONE ELSE IS ALREADY TAKEN

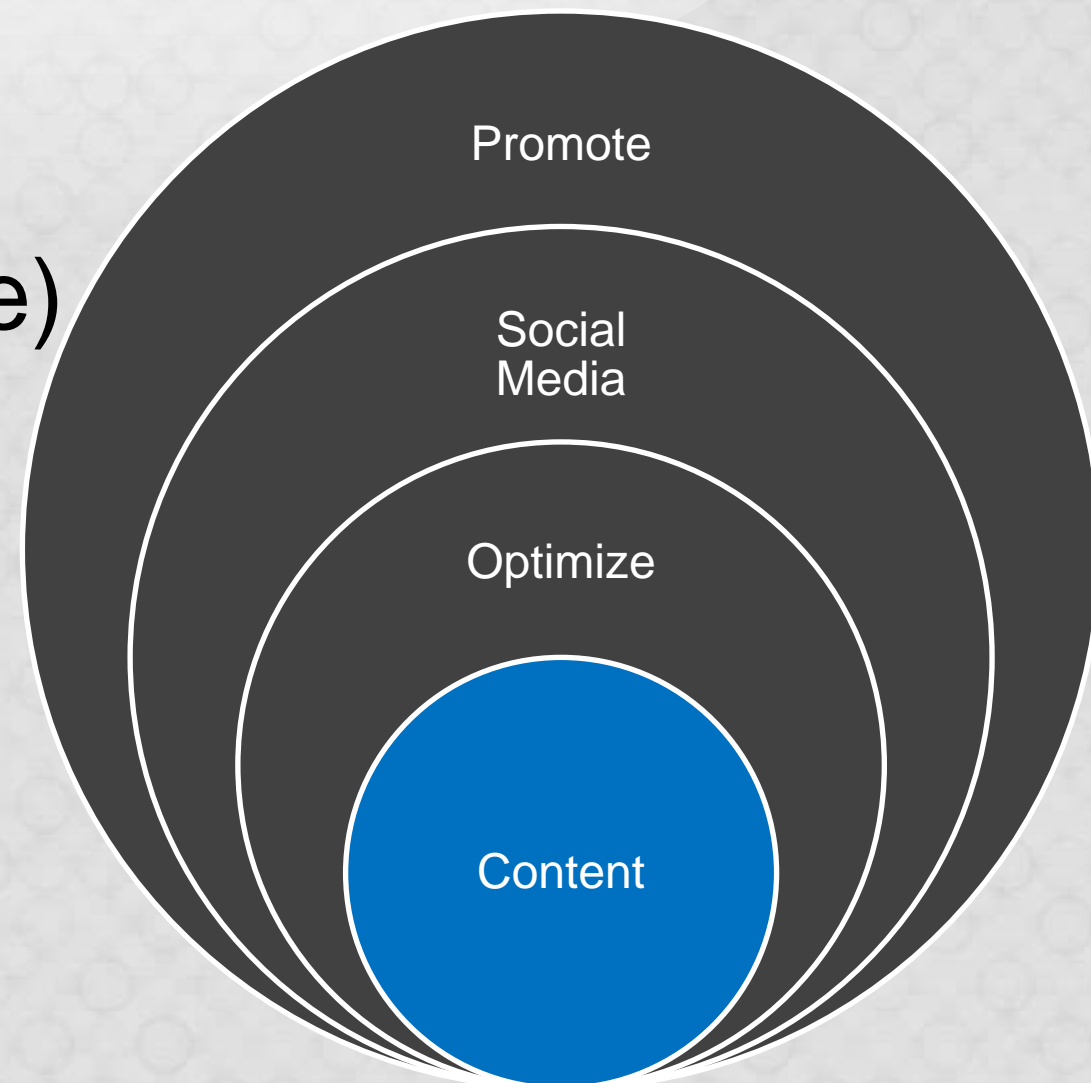
*Oscar Wilde*





# Once You Have Your Topics

- Create content around your hot topics.
- Make sure they are optimized
  - For SEO & all devices
- Share/push them socially
- Promote content
  - Email
  - Press Release (if appropriate)
  - Paid Advertising



# Tips for Actually Getting It Done

- Put it on your calendar.
- Leverage other people's content
  - Write a blog post about a useful infographic or include a helpful video and give your advice surrounding it.
  - Do a weekly/monthly roundup
- Leverage outside resources
  - Have something transcribed: webinar / podcast
  - Proofreader from eLance







# Types of Content

## Tips & Tools for Content



# Types of Content

- Infographics
- Articles
- Podcast
- FAQs
- Webinar
- Newsletter
- Workbooks
- Press releases
- Free consultation signup
- Register for a class
- Weekly round-up
- How-to's
- Ebooks
- Guides
- Data sheets
- White papers
- Case studies



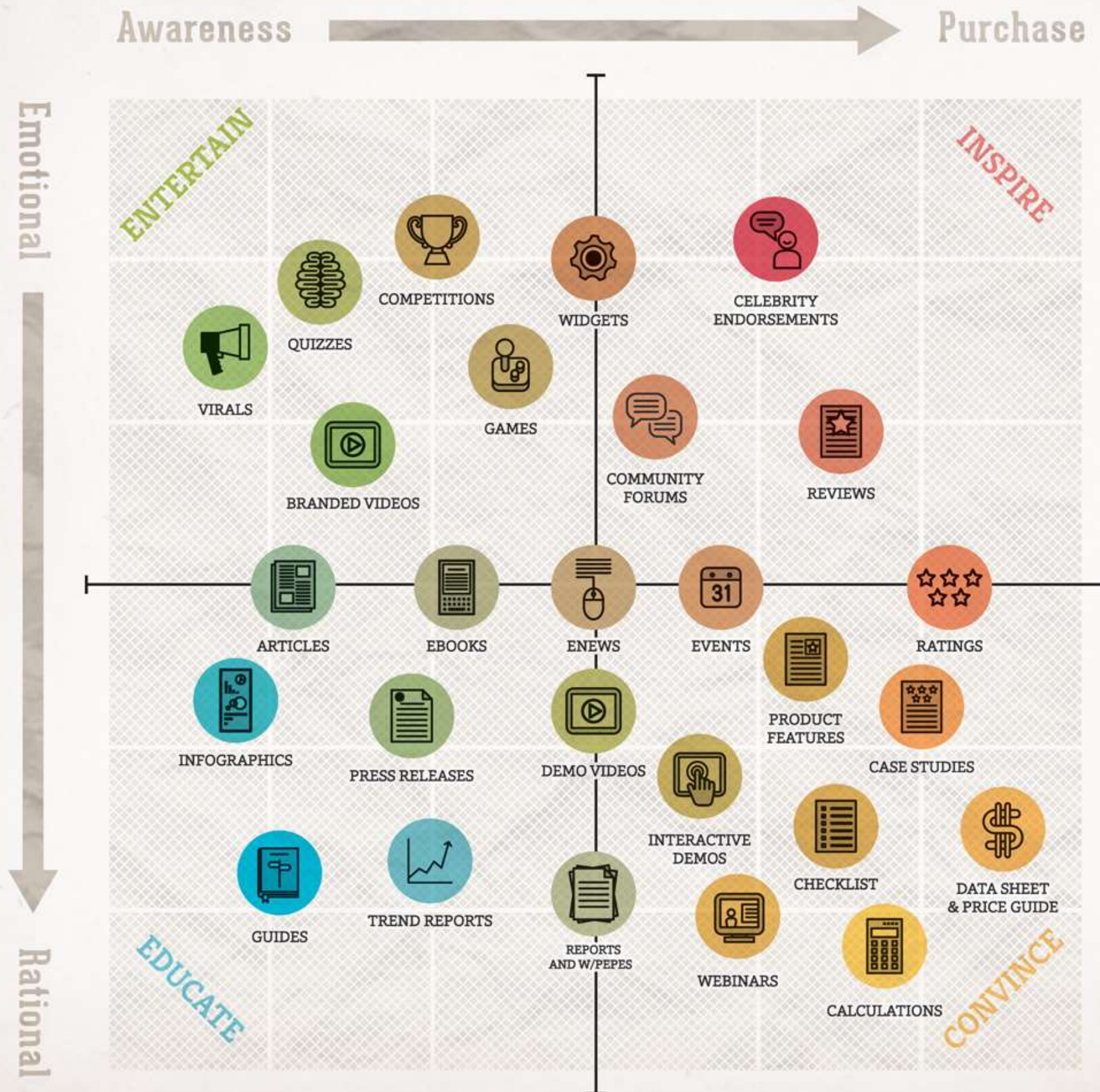
# Types of Content

- SlideShare
  - White Papers
  - How-To's
  - Blog Post
  - Checklist
- 
- \*\*\* Gated Material \*\*\*
    - Must provide email address
  - Video & Audio
    - Puts a voice behind you





# The Content Marketing Matrix



What are your marketing goals for content?

To help review your content marketing options for your B2C, B2B or not-for-profit organisation, and map content formats against customer purchase intent and decision style.

Use the four quadrants Entertain, Inspire, Educate and Convince as a starting point to spark your own ideas.

Let us know what you think  
 @smartinsights and  
[www.smartinsights.com](http://www.smartinsights.com)

BROUGHT TO YOU BY

**FIRST 10**

&





*Please* TAKE  
RESPONSIBILITY  
— for the —  
**ENERGY**  
YOU BRING INTO  
[THIS SPACE]

- DR. JILL BOLTE TAYLOR



# Focus on Your Identity

- Start with one – Maybe a weekly email blast or blog post
- If you're writing a blog or newsletter make sure your authentic voice is coming through.
- Helps to think of a particular client or the person you identify in your buyer persona rather than thinking of how you're going to relate to 100s of people
- Don't write for SEO – write for your client



# Example

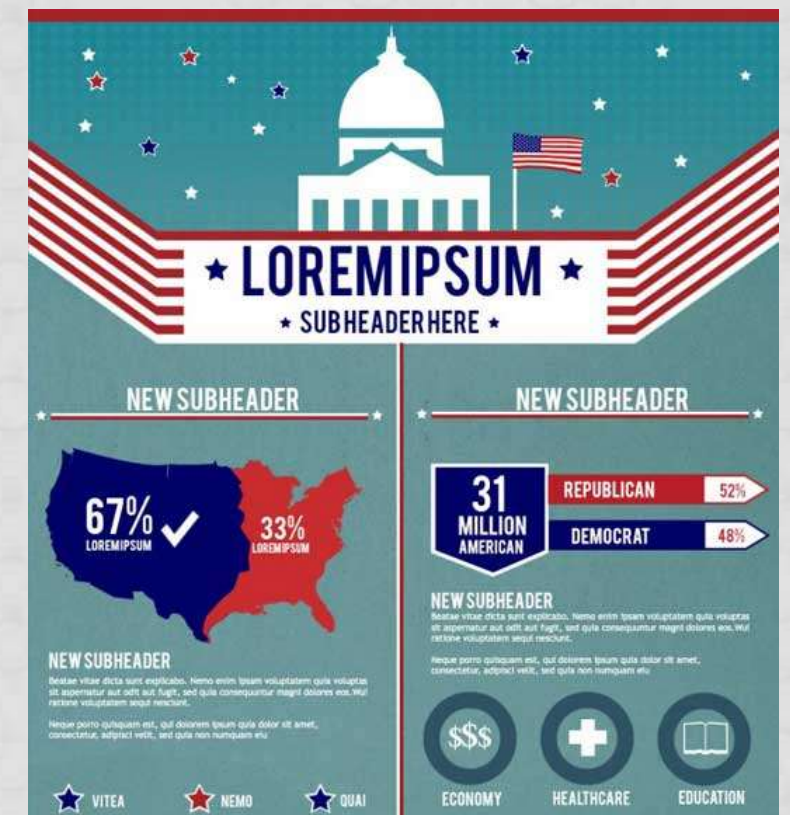
I do a newsletter a week, usually pushing back to a blog post or talking about an upcoming event.

I use MailChimp which integrates nicely into WordPress and is free up to a certain number of emails.



# Infographics

- [create.visual.ly](https://create.visual.ly)
- [www.easel.ly/](https://www.easel.ly/)
- <https://infogr.am/>
- <https://venngage.com>
- PowerPoint (Hubspot has downloadable templates)
- <http://graphicriver.net/>





# Video

Video is growing rapidly – puts a voice to your message

- Phone
- Built-in Computer Features
- Camtasia
  - Allows you to record a PowerPoint presentation





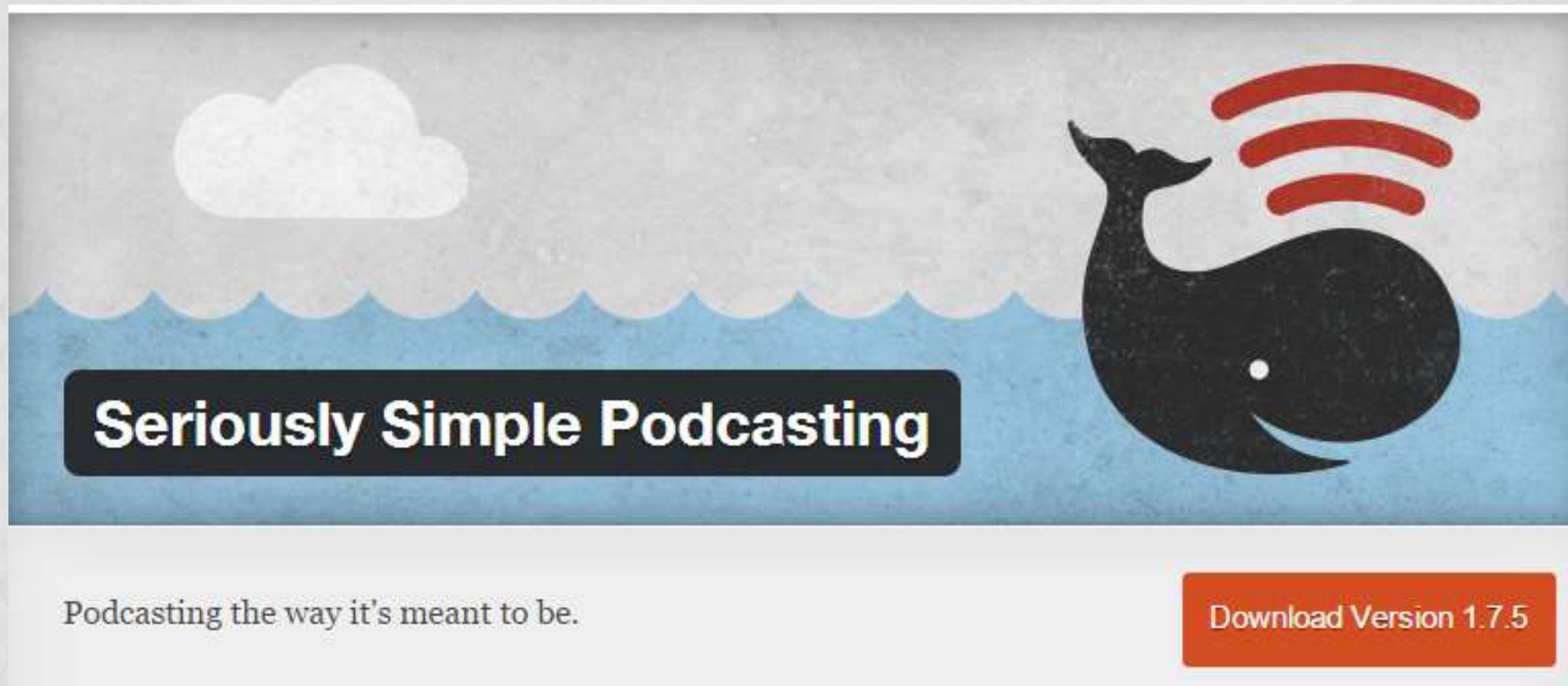
# Email Marketing

- MailChimp
  - I use a paid pop-up plugin that I got from <http://codecanyon.net/>
- AWeber
- Constant Contact



# Podcast Plugin

- Podcasting plugin
- Podlove Podcast Publisher
- Blubrry PowerPress Podcasting plugin
- Seriously Simple Podcasting



# Blog / Website Images

Design tools for non-designers:

- PicMonkey
- <http://www.gimp.org/>
- Canva
- PowerPoint
- Fiverr.com
- <http://graphicriver.net/>

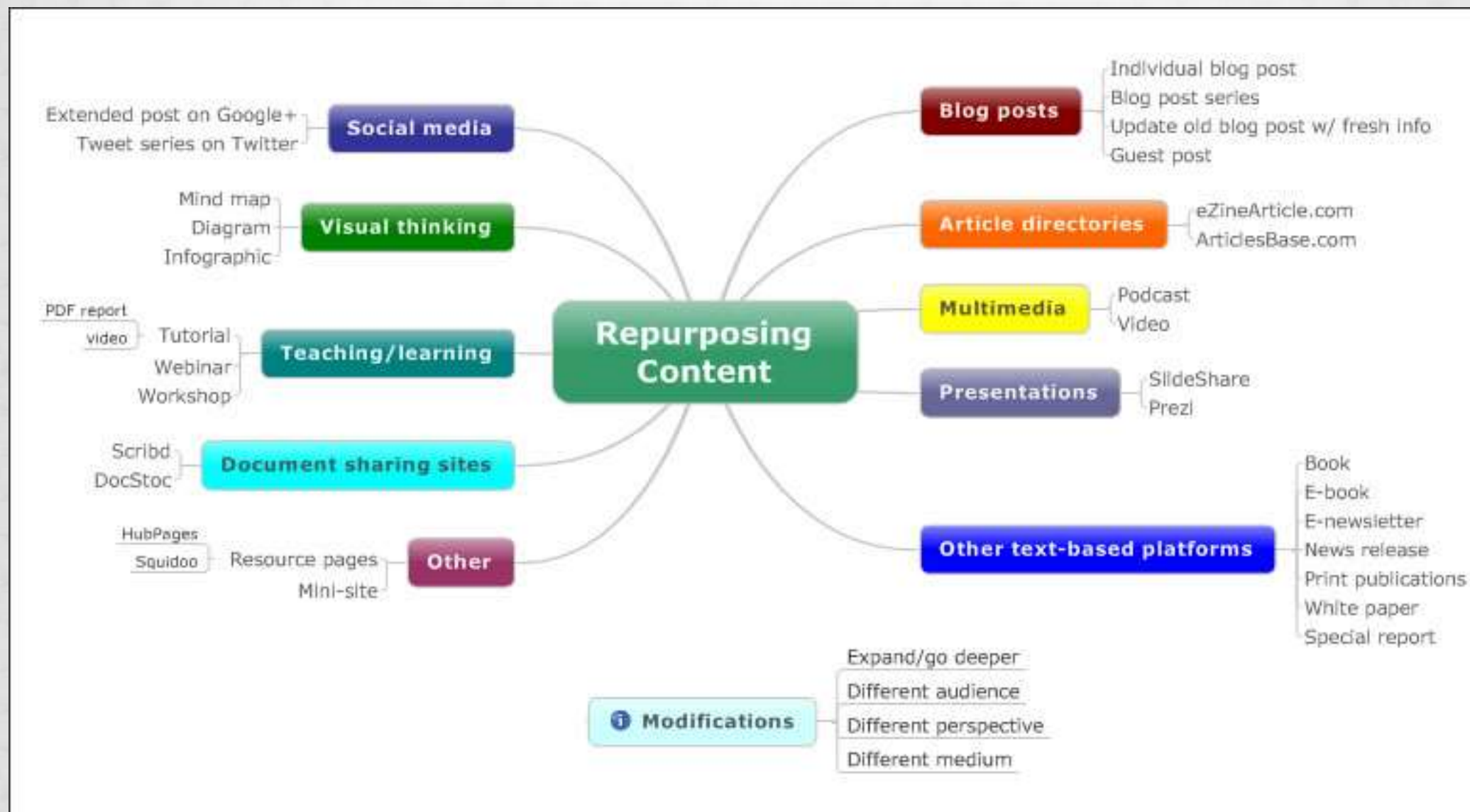




# Repurpose Your Content

Repurpose instead of duplicate.

Example >> Newsletter >> Blog >> Social





# Make Sure Your Content is Responsive

## Social Media Posts, Blog, Website, Newsletter



DESKTOP PC

SMARTPHONE

TABLET



# Integrating Content Marketing with WordPress

# SEO - Search Engine Optimization

- SEO – Identify keywords
- Content Marketing – What the customer needs, including keywords
- SEO Plugins
  - WordPress SEO by Yoast \*\*\*
  - Scribe SEO
  - Moz
  - Video SEO by Yoast
  - Local SEO by Yoast



# Website Traffic Tracking

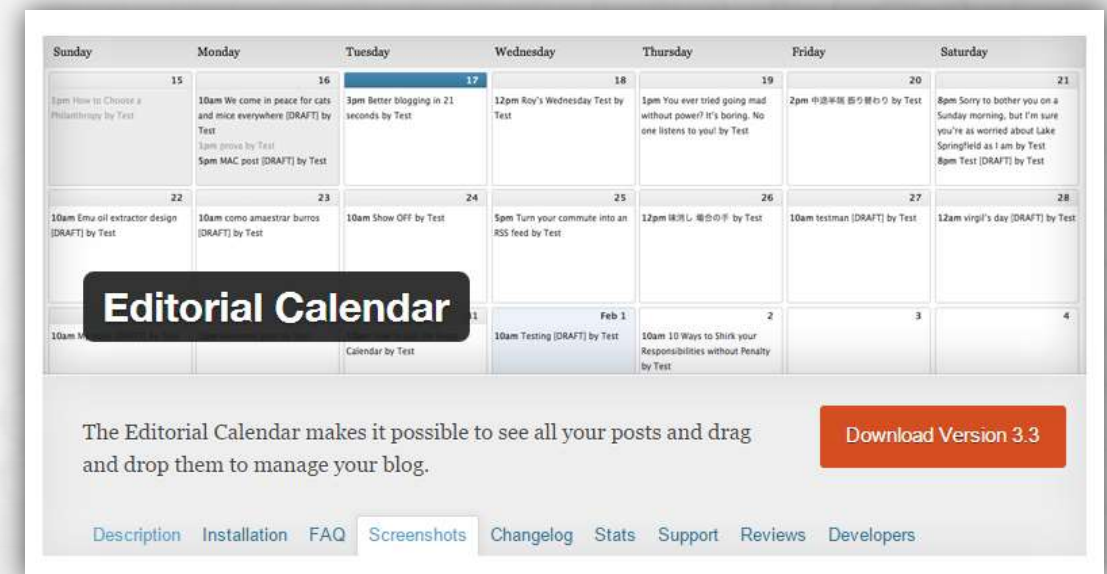
- Plugins:
  - Google Analytics
  - Clicky \*\*\*
  - Heatmap Plugins





# Schedule Content

- Plugins:
  - Editorial Calendar
  - WP Project Manager
  - CollabPress
  - Edit Flow
- It makes planning blog posts easy.
- You can see your whole editorial calendar on one screen.
- It's easy to reschedule blog posts.



# Get Social

Make it easy to share your information from your website.

## Plugins:

- Flares
- Social Media Feather
- Slick Social Share Buttons
- Options direct from social sites (i.e. Facebook)



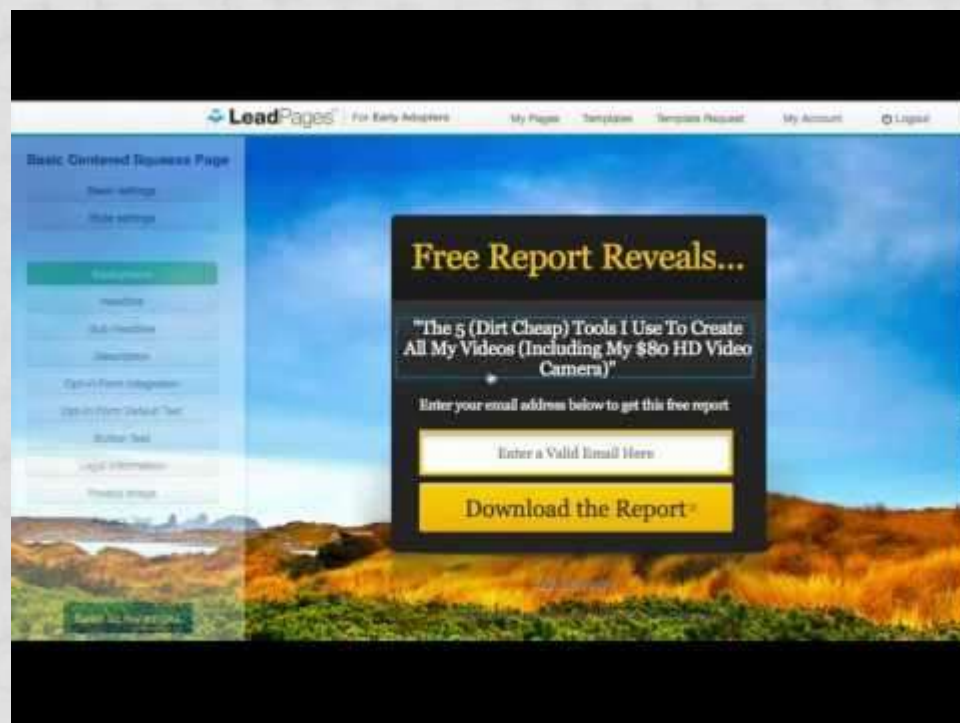
\* Make sure you have links on your website to your social media pages.



# LeadPages

Leadpages.net

Creates site templates for giveaways and creates an easy lead-generation machine.

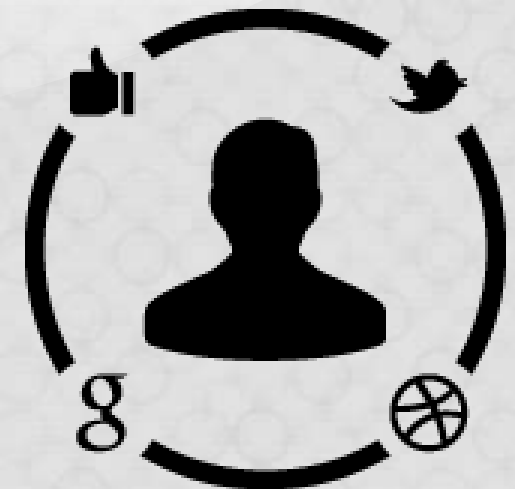




# Making It Easy

## Social Media Management Tools

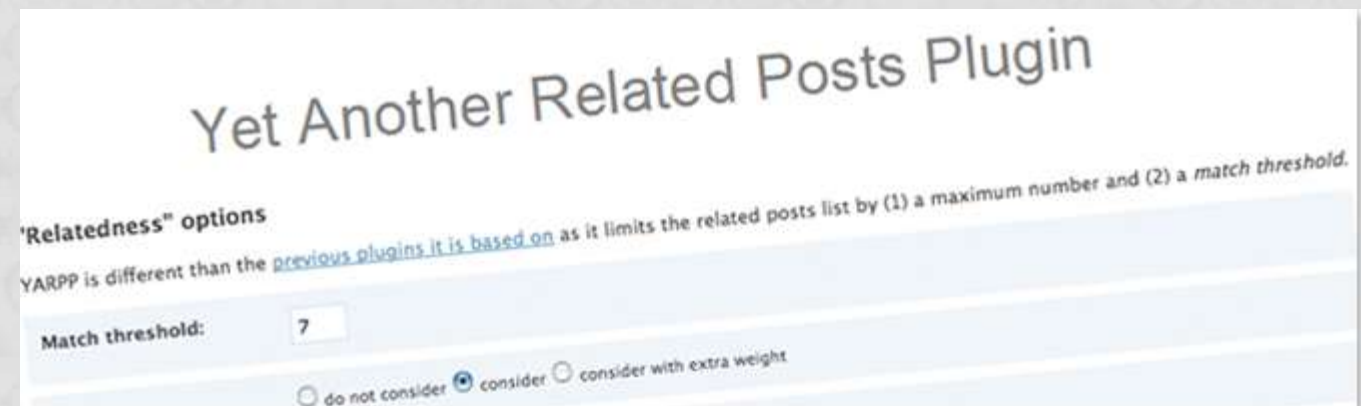
- Hootsuite
- BufferApp \*\*\*
- Tweet Deck
- Sprout Social
- SocialOomph
- Etc.





# Spread Content on Your Website

- Plugins:
  - Custom Sidebars
  - YARPP (Yet Another Related Posts)
  - Better Related Posts
  - Theme Built-in



# More Great Plugins for Marketing

- Evergreen Post Tweeter
- Click To Tweet by Todaymade
- Digg Digg
- nrelated Related Content
- W3 Total Cache





How do people choose the things  
they want to share online?

# 5 Reasons People Share Content Online

1. To bring value and entertaining content to others
2. To define themselves to other people
3. To grow and enrich existing relationships
4. To feel a sense of self-fulfillment
5. To get the word out



# 7 Things to Remember if You Want More Shares

1. Sharing is how consumers connect with each OTHER, not with YOU.
2. Your audience has to trust you to want to share you.
3. The simpler, the better.
4. Have a sense of humor.
5. Embrace a sense of urgency.
6. Engage after the fact.
7. Email is still king. If twitter goes down tomorrow, you don't want to lose contact with your 15.5K followers.



THANK YOU

[www.PropelYourCompany.com](http://www.PropelYourCompany.com)



## QUESTIONS & ANSWERS

*Don't be shy.*



# Wrap Up

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Blog: [Propelyourcompany.com/blog](http://Propelyourcompany.com/blog)

