Content Marketing + WordPress: A Match Made Online

A version of this presentation can be found at:
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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 website development platform to deliver the content you’ve put together.

Value of Content at Given Quality Levels

Most amazing thing the web has ever seen

Quality of Content

Truly Impressive

Good

Pathetic

Harmful

Zero

Quite Small

Decent

Massive

Value of Putting that Content on Your Site

You've got to get to at least here.
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

- Promote
- Social Media
- Optimize
- Content

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
"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
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
Do a Social Push
Plan your social and promotional push

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
- Customer stories
- Checklist
- Blog post

- *** 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

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FIRST 10

&

Smart Insights
Content Marketing Planning Template

2015 CONTENT MARKETING PLANNING TEMPLATE: CONTENT MATRIX

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](http://create.visual.ly)
- [https://infogr.am/](http://https://infogr.am/)
- [https://venngage.com](http://https://venngage.com)
- PowerPoint (Hubspot has downloadable templates)

Video

Video is growing rapidly – puts a voice to your message

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

Email Marketing

- MailChimp ***
  - I use a paid pop-up plugin that I got from [http://codecanyon.net](http://codecanyon.net/)
- AWeber
- Constant Contact

Podcast Plugin

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

Blog, Website, & Social Media 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

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

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

Information pulled from http://nytmarketing.whsites.net/mediakit/pos/
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.

Information pulled from http://nytmarketing.whsites.net/mediakit/pos/
THANK YOU

www.PropelYourCompany.com
QUESTIONS & ANSWERS

Don’t be shy.

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Wrap Up

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