

Content Marketing Campaigns

S1: Hi, in this module, we shall speak about the topic “Content Marketing Campaigns”

The New Generation...

- Do you still watch ads on TV?
- Do you pay any attention on magazine ads?
- What about newspaper ads?

Traditional Marketing is becoming LESS and LESS effective..

S2: The traditional world of marketing has been long shut off by the consumers. In this new generation, people often skip the advertisements they watch on the television, ignore the magazine or newspaper advertisements. Instead, the generation today are more adept at online surfing that they can

take in online information without a care for banners or buttons, making them irrelevant.

In short, traditional marketing is becoming less and less effective! But there has to be a better way!

This is the point where Content Marketing begins to shine.

What is Content Marketing?

- Content Marketing is a strategic approach focused on creating and distributing **VALUABLE**, **RELEVANT** and **CONSISTENT** content
- To **ATTRACT** and **RETAIN** clearly-defined audience
- **Goal: To drive profitable customer ACTION**

S3: First of all, for those who are not familiar with content marketing, I shall provide you a short description of it.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience. And, ultimately, the goal is to drive profitable customer action.

TRADITIONAL MARKETING

VS.

CONTENT MARKETING

How Different is Content Marketing compared to Traditional Marketing???

S4: So do you want to know how is content marketing different from traditional marketing? By knowing the extreme benefits you can get from content marketing, I believe that after this you will never consider traditional marketing ever again!

What are the 2 Traditional Methods of Marketing?

1. DIRECT RESPONSE
2. BRANDING

Both methods are divided in the past..

But truth is, one method cannot be effective without another!!!

S5: But before we jump into comparison, we also need to understand more about the traditional methods of marketing, which are: Direct response and Branding.

However, this divide today represents a false dichotomy.

So what is the problem with these methods?

Answer is one method cannot be effective without another.

This about it. Companies that focus on Branding alone will go broke if they never figure out how to sell. But at the same time, companies that focus on direct response alone eventually go broke because everyone on this planet hates them.

Has this ever happened to you?

Let's imagine ourselves as our customers instead. Will you happy if you keep getting calls from telemarketers? How do you feel? Annoyed? Pissed?

So, what products do you go for usually? Let's say you are given a choice to purchase Product A which you've never heard of your entire life, or product B which you heard or read about it regularly? If you're one of the majority you would definitely go for the branded one isn't it? We always buy the products that we trust. Period.

Buyers DON'T start with sales anymore!!



S6: The major flaw of traditional marketing is they are 90% focused on selling the products. As I mentioned before, we don't like to be sold to.

Today, 90% of the pieces of content are consumed before a purchasing decision is made. Instead of sales, they start with, and 'buy' your thoughts and leadership.

Content Marketing vs Traditional Marketing



S7: Take note and remember, that buyers don't buy your products and services, they 'buy' your perspective and approach to solving their problems instead

On the other hand, Content Marketing aka modern way of marketing are more focused on selling the ideas about the product. Ideas equal solutions and values. Which is why content marketing is the new path to revenue!

Go ahead and think for a moment, why do you hate telemarketers or promoters so much?

Traditional Marketing

- INTERRUPTS
- 3 Fatal Flaws:
 - Only holds attention for a SHORT TIME
 - INTERRUPTS instead of offering something valuable
 - EXPENSIVE

S8: It's simple actually. Because it interrupts you in a variety of ways, looking to capture your attention for a brief period of time. These interruptions can also be in ways of radio, television, magazine ads, posters, street banners and many more.

Although they did try to get your attention, there are 3 fatal flaws in this method:

Number 1, your attention only holds for a short amount of time.

Number 2, often time you are interrupted instead of being offered something valuable. The outcome of this is, you get pissed, you hate it, and you will not buy.

Number 3, this traditional publicity tends to be expensive. Especially if all the campaigns are not successful.

Content Marketing

- Gives VALUABLE INFORMATION
- MANY forms of content
- A lot of Advantages!!

S9: Now, I shall explain to you why content marketing is the winning solution.

Instead of interrupting you, it gives you valuable information! It can come in many different forms of content and provides a lot of advantages!

Forms of Content Marketing

- Blogs
- Articles
- Podcasts
- Downloadable guides
- Info graphics
- Videos
- Apps
- Social Media
- Conversations
- Printed Digital Publications
- User-generated Contents
- Cheat sheets / Workbook
- Swipe Files

S10: So how many forms of content marketing are there? Some of them are: Blogs, articles, podcasts, downloadable guides, infographics, video, apps, social media conversations, printed digital publications, user-generated contents, cheat sheets or workbooks and swipe files. Do you see the power in having so many forms?

WHY You Need To Add Content Marketing To Your Business **NOW**

- Create LOYALTY to the brand
- Educate your clients so they buy in the future
- Create reciprocity among clients so they may buy from you out of gratitude
- Attract clients just by writing blog

S11: Instead of flaws, content marketing provide 8 major advantages to your business! Which further reinforces why you need to add content marketing to your business now!

Number 1, by providing value to the clients, you create loyalty to the brand

Number 2, the blogs or videos you can educate your clients so they buy in the future.

Number 3, you can create reciprocity among clients that may buy from you out of gratitude

Number 4, you can attract clients just by writing in your blog

More Advantages..

- Create viral content that links with the website
- Grabs attention of public from different demography
- EASY
- INEXPENSIVE

S12: Number 5, you can create viral content that links with the website, attracting crazy amount of clients!

Number 6, through multimedia formats, the attention of public from different demography is attracted

Number 7, it's so much easier to put up contents in the internet than on the television, radio, magazine etcetera

Number 8, it's totally INEXPENSIVE!!!



S13: Moreover, Content marketing costs 62% LESS than traditional marketing and generates 3 times as many leads! Do you still need to ask why go for content marketing?

Hey, I can go up to number 100 if I want to.

Do You Still Need To Ask?



S14: But you get the idea, content marketing is the KING!

How To Build A Successful Content Marketing Campaign?

1. QUALITY Content

S15: After understand the WHAT and WHY of content marketing, finally I will tell you HOW to build a successful content marketing campaign!

In order to build a successful campaign, 3 things need to be aligned:

The first thing is, quality content. What is content marketing without mind-blowing contents? It is the core, the heart of everything we've discussed so far. Without a strong core, everything tumbles, even if you have the greatest strategies in the world. Thus, quality content is number 1 in the whole equation.



S16: So, what makes a quality content? Understand that marketing used to be about making myth and telling it. Now, it's about telling a truth and sharing it.



S17: Today's market is no longer interested in lies and myths, they want no-nonsense, straight to the point truth of whatever problems they are facing and solutions to solve them!

What makes a Quality Content?

1. Provides VALUES
2. RELEVANT
3. Consistently published

S18: This is what quality content is all about. It provides values! Values is what makes your clients put their trust on you. It is what really drives traffic to you!

Let's take a moment and imagine, you are going for fishing. The market is a big fish pond. In this pond, the fish which is the 'traffic' is already in there. So, you don't have to create traffic. All you need to know how to drive them to you. The bait you are using is the valuable content we are speaking about. The better bait you use, more traffic is going to come to you.

However, not all fish is going to go for your bait. It needs to be the bait that they want. This brings us to point number 2. The content you provide must be relevant. We need to know who the people we are going for are and also our target demography. Are they young? Old? Fitness enthusiasts? Internet marketers? Housewives? Students? Medical specialists? Know your customers and provide relevant, valuable content!

With these 2 points, we have a pretty good 'bait' to drive good traffic. But, what if the quality contents you are providing is just once in a blue moon? Will your traffic be consistently coming to you? Content marketing is not a one hit wonder thing. You need to be consistent in publishing your content to keep your audience spell-bound to the values you are providing. Keep your audiences stick to you!

How To Build A Successful Content Marketing Campaign?

2. Build RELATIONAL BANK ACCOUNT

S19: The second major thing on how to build a successful content marketing campaign, we need to build relational bank account with marketing.

What Is Relational Bank Account?

- Relationship with customers = Bank Vault
- Are you willing to give \$1000 to a stranger of a Best Friend?

S20: So, what is relational bank account?

Think of your relationship with customers as a bank vault.

Some marketers view their customers as an unlimited bank vault that they can constantly make withdraws from. But the vault is actually empty at the beginning of the relationship. It's up to the business to build trust and goodwill with customers BEFORE asking for the sale.

When you set up a bank account, the bank doesn't give you money. And the same thing is true to your customers. However, we're too often in withdrawal mode with our customers. Instead, we should focus more on making deposits!!

Ask yourself: would you give \$1 to a stranger?

Our willingness to give depends on the person asking. For example: we are more willing to give \$1 to a person in a suit asking for money for the pay phone compared to a disheveled drunken stranger who is making you uncomfortable.

Point is, as long as we feel comfortable, most of us would be willing to give \$1 to a stranger in need.

So, what if the amount were \$1000?

Almost nobody will say yes to a stranger asking for this amount.

But when your best friend asks for \$1000, you at least consider giving it to them.

This, ladies and gentlemen, is what relational bank account is about!



- 'Do I Know You?'
- 'Do I Like You?'
- 'Do I Trust You?'

S21: When you ask a prospect or customer for money, they ask themselves:

'Do I know you?'

'Do I like you?'

'Do I trust you?'

If they say 'yes' to these questions, you succeeded in building relational bank account with this customer!

Consider These Definitions...

- **BRANDING: Deposit** into customer's relational bank account
- **SELLING: Withdrawal** from customer's relational bank account

S22: Let's recall what we learnt previously about BRANDING and SELLING, and now relate it to relational bank account!

Branding- is anything that makes a deposit into a customer's relational bank account.

Selling- is anything that makes a withdrawal from a customer's relational bank account.

Anytime you try to sell someone something, you are making a relational bank account withdrawal. However, be aware that too many withdrawals can break customer trust.

4 Ways To Build Your Relational Bank Account?

1. Make them LAUGH
2. Make them CRY
3. Make them feel a part of something
4. Deliver Actual Value in ADVANCE

S23: Now, I will give you 4 ways to build your relational bank account.

Method 1: Make them laugh.

Think about the ads that grab your attention. Why did it made a lasting impression to you? Most likely is because it gives you emotions! And making you laugh is one of them. Being funny is easy when a product is funny, but humor can also be difficult with ordinary products. Anytime you make someone laugh, they like you more and it builds up your relational bank account.

However, it doesn't always work. It's funny when you can make fun of yourselves and show people you don't take yourself too seriously. So, make sure that being funny is relevant to you and what you are offering. You never want a doctor who make fun of himself treat you right?

The second method is to make them cry.

Same concept as method 1, giving your customers emotions but this is very difficult for it to work. But when it works, it can be extremely powerful. Even though we know it's just an ad or blog post, we can't help but feel affected.

You can do this by trying to relate your brand to your customers' memory, create nostalgia. If you hit the sweet spot, you can attach your brand into deeper memory of your customers!

The third method is making them feel that they are a part of something.

Think about why Apple is so successful all these years? It was so because people felt included in their mission. They put their customers' experience as number 1 priority. Consequently, even when Apple struggled, people stayed loyal to their brand over the years. Apple can sell whatever they want to sell because their customers are loyal to the brand and identify themselves by it.

In order to do the same in your business, be authentic and take a stand. Let the people know what you're about so they can know if they want to be a part of it. Here's my homework for you: make a list of what you believe in your brand, what you stand against, and anything else that might help customers identify with you.

The fourth method is to deliver actual value in advance.

It means giving your prospects valuable and usable content they actually want before you ask for money. Help them first, Sell after.

Here's a scenario: You are stuck in the middle of a desert, your car broke

down and you need help. There is no network, no food and no water. You are stranded out alone.

Here comes a guy named John, coincidentally found you lost in the desert. He offers to help you out of the desert but he asked you to pay first before he offer his service. You have no choice but to pay whatever price he demanded, but are you happy about it?

What if, John offers you help without asking for money first. Instead, he gets you out of the desert, offers you food and water. If he ask you for money later, you would have gladly offer it right? Because he provided value in advance.

What if, John gets you out of the desert for free? Offers food and water for free? And later you know that he sells furniture for a living. Most probably you will buy furniture from him right? The power of deliver value in advance is just amazing.

How To Build A Successful Content Marketing Campaign

3. Build a Successful Content Marketing Strategy

S24: Finally, the third way to build a successful content marketing campaign is to build a successful content strategy. Now that you have great, quality contents with fantastic relationship with your prospects. Without an effective documented marketing strategy, do you think you can rake in the maximum profit possible?

Why do you need a documented content strategy **RIGHT NOW!!!**



S25: 97% of Effective Content Marketers have a strategy. So if you still don't have one, I truly encourage you to have one now!

7 Steps To Build a Killer Strategy

1. Objectives
2. ONE big thing
3. Tracking
4. Audiences
5. Audiences Needs
6. Content Execution
7. Content Amplification

S26: Question is, how to build a successful content marketing strategy?

If you are new to creating a strategy, don't worry. Cause I'm going to give you 7 simple Steps to build a Killer Strategy!!

STEP 1: What Are Your Objectives?

- Why are you doing this?
- Is content marketing going to increase awareness?
- Is it going to increase sales?
- Is it going to increase loyalty?

S27: Step 1 is know your objectives! To create any well-planned strategy, you need to ask questions. So always ask questions! Why are you doing what you

are doing? Is content marketing going to increase brand awareness among your audiences? Is it going to help increase sales? Is it going to increase your customers' loyalty? Write them down! All these questions will give you so much clarity about your business, plus it gives you a lot of motivation to succeed. Clarity is power. Also, remember to always know your why before the how.

STEP 2: What's Your ONE Big Thing?

- What's so special about YOU and YOUR content?
- What is your ONE thing that makes you UNIQUE?

Usually, it's not your product or services.

It's your **STORY**, your company's **SOUL** that shines!

S28: Step 2 is know your one big thing! Guess what? Someone else has already thought of your great idea. So, what makes you and your content special? What makes you unique? Usually, the big thing is not your product or your services. It's your story! It can also be your company's soul that shines in content marketing!

So, think for a moment and write down your one big thing!

STEP 3: TRACKING

- **WHY?** To know if your content is actually **WORKING**
- Your objectives dictate your metrics
- **Don't track everything. Only track a few things that actually matter!**

S29: Step 3 is tracking or taking measurements. Why do you do it? Answer is simple, to know if your content is working. Is it helping to achieve your objectives? The metrics you are tracking have to be congruent to your business objectives. Are you tracking your audience's brand awareness? Their consumption? Your sales? The amount of leads you are generating?

However, don't track everything! Just track a few things that actually matter.

Now, write down what are you going to track in order to know if your content is working.

STEP 4: Know Your Audiences

- Who Are They?
- What Do They Like?
- How Do They Spend Their Time?
- What Influences Them?

S30: Step 4 is Know your audiences. Ask yourself. Who are they? What do they like? How do they spend their time? What influences them? Write them all down. You need to know them in order to attract them!

STEP 5: What Are Your Audience's Needs?

What content do they WANT from you?

S31: After knowing them, step 5 is know their needs. Question for this is simple. Just ask yourself, what content do they want from you?

7 ways to find their NEEDS?

1. Web analytics (popular content)
2. Internal search data
3. Search analytics (popular search terms)
4. Social listening
5. Customer interviews
6. Sales/customer service

S32: For this I have a bonus tip for you. Because I'm going to give you 7 ways to find your audiences' needs.

They are web analytics, internal search data, search analytics, social listening, interviewing customers and via sales or customer service. Just pick some of these ways and study them. From there, you can list down what they want from you. Simple right?

STEP 6: Content Executions

- Do your RESEARCH!!!
 - What are the optimal content types my audience wants?
 - Note: DON'T rely on other people's case study. DO your OWN research

S33: Then we move on to step 6, which is content executions. What kind of contents are you going to provide? What content is current market interested in? To answer this, do your research!! In the meantime, don't rely on other people's case study as it can be faulty and inaccurate. Do your own research!

2 Main Types Of Content Execution

- ROCK
 - Heavier
 - More lasting
 - More Value
 - Targeted closer to decision making stage
- PEBBLE
 - Lighter
 - Disposable
 - Less Value
 - Targeted at initial stages

S34: There are 2 main types of content execution and I would call them 'rock' and 'pebble'.

Imagine a huge rock and small pebbles. These are metaphors of content. The first type 'Rock' is heavier, more lasting, provides more value and targeted closer to decision making stage. What I mean is the content it provides is more to the CORE and provides tremendous values to those who come across it. At the same time, this amount of content it provide is a lot and detailed. Those who are close to decision making would pay more attention to this type of content execution.

On the other hand, pebbles are lighter, disposable, less value and targeted at initial stages. Simply said, this type of content execution is more superficial, provides less value. It is more of an introduction to a larger thing.

A very detailed research report is a ROCK



S35: An example of rock is a very detailed research report

A blog post is a Pebble



S36: Whereas an example of pebble is a blog post

Bonus Tips!!

- You can take your big ROCK and turn them into MANY PEBBLES! In many different places!!

S37: However, you can actually break your big rock and turn them into many pebbles and place them in many different places. Meaning, even if you have a huge detailed content, you can turn them into many mini-contents or topics and show them in many different platforms!



ROCK = BBC
television broadcast

PEBBLE = Instagram
video

BBC now creates 15-second news stories with Instagram video.

S38: An easy example is BBC now creates 15-second news stories with Instagram video from a long television broadcast. The rock in this example is

the television broadcast whilst the pebble is the Instagram video. You get the picture right?

Now you know the types of execution available out there, you know what to do. But it's a big chunk of work! Sometimes it will get a bit too messy.

How To Create Your Content Planning Worksheet

- Date
- Format/Channel
- Author
- Description
- Persona
- Audience Needs
- Funnel Stage
- Call-to-Action
- Tracking

S39: So, in order to be more organized in this step, I will teach you how to create your own content planning worksheet. Put in the date, the format or channel, author, description, personas, audience needs, funnel stage, call-to-action and tracking into columns.

Content Planning Worksheet Example:

Launch Date	Content Type	Author	Content Description	Persona	Audience
11/25/13	Blog Post	Pamela Reyhan	Describe nature, purpose and expected outcome of the content here.	Select One	Select
11/26/13	Video	Pamela Reyhan	Describe nature, purpose and expected outcome of the content here.	Select One	Select
11/27/13	Facebook Post	Pamela Reyhan	Describe nature, purpose and expected outcome of the content here.	Select One	Select
11/28/13	Instagram	Pamela Reyhan	Describe nature, purpose and expected outcome of the content here.	Select One	Select
11/29/13	Ebook	Pamela Reyhan	Describe nature, purpose and expected outcome of the content here.	Select One	Select

	Persona	Audience Need	Funnel Stage	Measurement	Call to Action
nd tent	Select One	Select One	Select One	Select One	Find out who's responsible for shoveling snow: tenant or landlord?
nd tent	Select One	Select One	Select One	Select One	Find out who's responsible for shoveling snow: tenant or landlord?
nd tent	Select One	Select One	Select One	Select One	Find out who's responsible for shoveling snow: tenant or landlord?
nd tent	Select One	Select One	Select One	Select One	Find out who's responsible for shoveling snow: tenant or landlord?
nd tent	Select One	Select One	Select One	Select One	Find out who's responsible for shoveling snow: tenant or landlord?

S40, S41: Here is an example of a planning worksheet to help keep you organized. As you can see there are different columns with different categories written on it, but it is best that you make those words short and clear. I am sure that you do not want the planning to be messy and difficult for you to read. Remember, it is always good to have your work organized.

NEXT, SCHEDULE IT!!

S42: After planning them out, schedule them. Put your content strategy on a detailed calendar with views by week, month, quarter and year. You can use excel or google doc for it. If you want an upgrade in scheduling, you can also go for dedicated software for it. After you schedule it, everything will be in place and execution will be as easy.

STEP 7: Content Amplification



Content is FIRE, Social Media is GASOLINE

S43: The final step to build a killer strategy is via content amplification. Understand, that your content is fire, social media is gasoline.

Why Amplify Content?

- The fact that you created some content does NOT mean anyone will see or care about it
- You must market your marketing and create a distribution plan for each piece of content

S44: Why? Because, the fact that you created some content does not mean anyone will see or care about it. You must market your marketing and create a distribution plan for each piece of content. So, where do you amplify them?

11 Ways To Amplify Your Content NOW

- Employee's social
- Customer's social
- Email
(internal+external)
- Organic search
- Paid search
- Display ads
- Paid social ads
- Organic social
- Guest posts
- Earned media (PR)
- Offline ads

S45: I will give you 11 ways to amplify your content now! You can do it on your employee's social media, customer's social media, internal or external email, organic search, paid search, display ads, paid social media ads, organic social, guest posts, earned media and offline ads.

There you had it. The 7 steps to build a killer content marketing strategy!

3 Steps To Build A Successful Content Marketing Campaign?

1. QUALITY Content
2. Build RELATIONAL BANK ACCOUNT with marketing
3. Build a Successful Content Strategy

S46: To sum it up, the 3 steps to build a successful content marketing campaign are:

Number 1, provide quality content.

Number 2, build relational bank account with marketing

Number 3, build a successful content strategy

With all these arsenals up your sleeve, I am confident that you will definitely be a content marketing expert if you take action!



S47: Remember, your job is not to make boring brochures. Your job is to tell interesting and informative stories. Stories sell!!