CONTENT OUTREACH

Practical Exercises
**Exercise 1**

**Lesson Goal: Outline how to effectively seed content**

You would like to build understanding, awareness, and thought leadership within your industry through third parties and by being seen by the right audiences.

Develop the content seeding plan for your company or a company you would like to work for by following the steps below:

- Begin by selecting five relevant and engaging pieces of content (for example: blog post, video, image) from around the web.
- Next, document where you could post this content on your owned social channels and what dates they should be posted. For example, if you are creating content for YouTube, post your video on Facebook, Twitter, Pinterest, and any other social networking sites that you use.
- State in your document the date when you plan to review metrics such as page views, likes, reach, engagements, and followers for your seed content. Note in your document that when metrics show that posts are performing well organically, you should boost this content with social media advertising spend.
- The final stage of the content seeding plan is ‘amplifying’ your post through potential audiences who are crucial to your industry. Note how you plan to tag or share your post with influencers within your industry, so that you may be able to gain additional engagement or shares by leveraging their audiences.
- Finish by showing how you will maintain your network by nurturing the network with additional content.
Exercise 2

Lesson Goal: Outline different way to promote your content on social media

You decide to implement a plan across your organization to optimize relevant departments’ email signatures as a tactic to help optimize content on your owned media channels.

Create an email signature for yourself that includes recent awards or reviews of the organization or department. Consider including an image or icon in the signature alongside your logo, and link to customer testimonials under a ‘What Our Customers Say’ section.
Lesson Goal: Recognize how to analyze the effectiveness of your content

To use Google Analytics, you can use your own website and Google account. If you do not have a personal or company website, you can log into your Gmail and then sign up for the free Demo account [here](#).

Follow the steps below to analyze the effectiveness of your content.

Set your date range to the last two months in the top right-hand corner. Then:

- Navigate to the ‘Behaviour’ tab on the left-hand menu of Google Analytics.
- Choose ‘Site Content’ from the ‘Behaviour’ menu.
- Choose ‘All Pages’ in the ‘Site Content’ menu.
- In the metrics section in the center of the screen, sort highest to lowest by pageviews and take note of the top five pages to understand content popularity.
- Now sort by entrances to see which pages people use to start engaging with your site.
- Now sort by page exits to see which pages people tend to leave you site on.
- With this information, you can quickly understand the most popular content on your website.
Lesson Goal: Outline how to implement a content strategy

To help with your content promotion strategy, it’s helpful to organize the elements in a visual way to sense-check how they align to the overall goal.

To do this, create a table in Excel and name the columns: Date, Audience, Content, Channels.

Enter the go live date for your top five content pieces for the week ahead. For each one, include a description of the audience you are targeting, a description of the content you are using, and the channels it will be distributed on.

When you have populated all columns for the five pieces of content, reflect to see if everything lines up. Does each piece of content match the audience, is the channel choice correct, and so on.

Consider making amendments to the different variables if necessary.