



# **CONTENT OUTREACH**

Transcript

# Content Outreach

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# **LESSON 1: CONTENT SEEDING**

## Content Seeding

So, what is content seeding? Well, a good content seeding strategy will involve content creation at the heart. Content seeding is what you do with that content once you've created it. We're going to look at ways in which you can target different audiences using different business objectives, and also delivering that content to the right place at the right time. What are the benefits of content seeding? Well, this content will deliver you wider reach than more traditional forms of marketing if done correctly. By tailoring your content to your specific audiences, you can make sure that you're reaching the right audience with a highly relevant message, increasing your relevancy at that moment in time. You can increase traffic and awareness of your brand using content seeding, benefit your SEO and your search engine ranking, and also generate sales leads and business interest leads into what it is that you are selling. So, when we look at the ecosystem in which content can be seeded, there are three main areas, the first of which are your owned channels. These are channels in which you have full, creative, and administrative control over. Indeed, these can feature your social media platforms for your business or brand, your company website, or any collateral that you use for marketing purposes that you have full control and autonomy over.

Another area to consider is the earned and paid section. These are essentially third-party channels that you necessarily don't have full control over but you can help influence, either through trying to pay for placement of your business or product message, or trying to use methods like PR to try and generate organic coverage for your brand or business. The center objective in this particular slide is the collaborative space. This is where your earned and paid channels also work well with your owned channels. Where we look at this kind of space, stuff for forums, review sites, influence or marketing, a collaborative approach helps benefit your brand but also the third-party channels by providing content that benefits both of you.

Mechanics of content seeding can involve items like posting. So, this is publishing native to your social media channels. What we then look at is a form of measurement. How are we deciding on how this is being successful with our intended audience? Or what the resonance is? So, stuff like measuring the reach, the engagements, or indeed the sentiment, which is hugely important. A particular post that's published on a social media platform channel may have huge engagement but that engagement might be negative. So make sure to measure the sentiment of any engagements if that is a KPI that you want to measure. We then consider boosting. So, if a piece of content has been published to a channel and it gets great pickup organically, then it may be worth considering putting some paid investment behind to get it out to a wider audience and further your business message. And lastly, amplifying. So, if a consumer or a third-party, or a member of the media has engaged with your brand or your business in a positive way, why not amplify that and leverage it to its maximum potential? This may involve putting some media placement or media spend behind it to get it out to a much wider audience again.

Leveraging this UGC, or user generated content, form of marketing can be very impactful for your business. So, what are some challenges when it comes to content seeding? Well, reach can be a challenge. Many of the social media platforms now charge brands and businesses to achieve great reach. This is part of their own wider business model to charge brands, to get seen by consumers. Understanding that social media is a 'pay for play' space will be integral to your social media strategy and also to getting great content seeding. Relevancy, making sure that your brand or your business message is seen at the right space at the right time, can be challenging. News agendas, topical moments, everything shifts, so trying to keep up-to-date with that can be quite a challenge. Transparency, making sure that all of your content is very clearly paid for, if it is indeed paid for, or organic. To not mislead consumers, we have to be very careful to declare anything that is a paid

promotion or an advertisement and can't be dressed up as essentially organic content. This is very important when we get on to the point of discussing influencer marketing.

The content creation itself. So, making sure that you have the resource adequate to create content, whether that be video, graphic design or indeed copywriting, and making sure that you can fulfill the content needs of your intended audience. Measurement can be a tricky area for a lot of businesses. Being able to determine the success or indeed the failures of a piece of content, and being able to learn from it and optimize going forward, can be a challenge if you're new to content seeding and content outreach. Make sure you invest some time in preparing what success looks like for your brand or business before you invest in the content creation aspect and be able to track and measure the benefits and the return on your investment. Budget and resource, as we touched on: obviously resource in terms of content creation can be a challenge, especially for smaller businesses, budget can be a difficult space to play in. This is important to consider when we do talk about the reach and how the social media platforms are now charging brands for them to be seen within an algorithm-based newsfeed. And lastly, tight collaboration. Making sure that all of your marketing materials have a consistent narrative, that your social media isn't telling a different story to your above-the-line TV ad, or that your outdoor advertising isn't consistent with your Instagram or your Twitter campaign that you're running at present. Making sure that all of your business aspects, whether they be online or offline, are all working together in the one direction, with a consistent brand tone of voice and message.

This can be a challenge when content seeding, as it may be very enticing or impulsive to kind of jump on a trend that might be really topical at the moment. But trying to make sure that your campaign and your strategy ties through to your entire brand positioning piece can be a challenge. We're going to look at a case study from Unilever. This platform, All Things Hair, was set up to help them market their hair care offering. This is a great example of content seeding that used owned, earned, and collaborative channels all together. The brands that look after hair care in Unilever, including Dove, TRESemmé, and Suave, all put together their resources to create a YouTube channel that created their own content but also employed the use of third-party content. They used beauty bloggers from across the U.K. and Ireland to help create content for that channel. Leveraging on their own audience and their own influence, they were able to build out a very cohesive campaign that reached over 64 million people globally. This campaign reached as far as Russia and Brazil, being able to show people great inspiration for hairstyles that were quite topical, using their products at the heart of it all. This was a masterclass in content seeding and it was a great success for the brand, continuing to grow to this day.

An example of bad content seeding came from Honda. They decided one year to redirect their entire television advertising budget and try to create a media platform around the brand. This included live gigs and product reviews, some lifestyle pieces that necessarily weren't very easily linked back to the brand. Ultimately, it was deemed a bit of a failure. The campaign and the product, in terms of the website, was rushed to market. Users were very confused by the consumer journey in which they were supposed to carry out on the site, and ultimately it was a great example of good content but probably just seeded in the wrong way. Consumers just didn't see Honda as a media channel and really didn't buy into the process.

When looking at engagement on content, it's worth considering different platforms. When we talk about this, it's essentially that audiences engage differently on different platforms. The same person could retweet something on Twitter but could decide they're only going to comment on it on Facebook. Really, the audiences interact in very different ways when they're brought to different social media platforms. Key things to consider in this area are that there is no one size that fits all. Largely, different audiences for different businesses will really interact in very different ways. It's

important for you to trial and trial again, and try and identify exactly how your audience interact with certain elements of content as per the individual channels. Have a look at what content formats are available on the different channels.

So Facebook 360, lead generation tools that are available through Twitter, LinkedIn, emails. There's a whole host of very unique content formats that are individual to each of the platforms. Being familiar with these content formats for seeding your content will help you optimize correctly as per the social media platform. Consider your personas. We're going to develop this later on in this presentation. However, it is very important to mention it now that your different intended users at the different stages of their buying process, or indeed their awareness of your brand of business, will want different types of content from you. Make sure that you're creating content that is mapped out against an individual content persona and is based on real insights about your target audience.

And lastly, trial and test. In saying this again and again, you'll maybe find a nugget or a gem or something exceeds expectations and really performs very well. Sometimes there's no rhyme or reason to this, and it might be just that you've stumbled upon a spot of sheer luck. Being able to try and emulate this again and again and learn from your mistakes will help you gain great engagement on your social media content. It's important not to mislead audiences when seeding your content.

Some important things to consider are the following. Declarations on your content. Certainly, if you're seeding a piece of paid for media through an influencer channel, or indeed through a third-party publisher, it is definitely worth declaring on that piece of content that what you're seeding is in fact a paid for advertisement. We must never mislead consumers, and there can often be harsh repercussions, including fines. Individual business verticals such as pharmaceuticals or indeed the banking or industries around insurance all have their own set of rules for declaring content that is paid for. Make sure that you're familiar if you operate in one of these regulated industries.

Truthful messaging. Making sure essentially that you're not misleading customers by effectively telling them lies through your content. Make sure that you are always truthful in the content that you put out or anybody who's employed on your behalf to put out content. Make sure that the voracity of what they're saying is always checked. Clarity of involvement must be stated by your third-party publishers. This might be as simple as a fee was paid to me for X, or indeed I was supplied with free products for a review of the latest pharmaceutical product. Making sure that you're declaring exactly what your relationship is with the influencer or with the third-party channel, and that they declare it, too. And lastly, bio declaration. This may sound a bit complex but it's actually quite simple. Very much it means that it's a declaration or aligning your bio, your about section, to inform people who follow you or like your brand exactly what it is that you're going to be speaking about. That way you're not necessarily seeding out cat videos all day, but actually subtly suggesting insurance messages by night. Essentially, what you're doing is you're letting your social audiences know what kind of content they should expect to see from you, so you're not misleading them.

## **Content Seeding Cycle**

Content seeding is an ongoing cycle. As you plan, create and seed, measure, and adapt, it should influence your next revolution or your next phase of content seeding. As such, no two revolutions of the content seeding cycle should ever really be the same as you grow, adapt, and learn. When we talk about planning, the most important thing to start off with is mapping your objectives. What is it that you hope to achieve with your content seeding? Then looking towards your target audience, what kind of content are they actually consuming? Where are they consuming it and what channels are they using? Lastly, it's worth considering what resource you have at your disposal. This might be from a budgetary perspective or indeed from a headcount perspective. You might need a graphic

designer for a certain project and then you might need to hire an agency for another project. Being very aware of your resource and what you need to commit to help achieve your planning process will then move you into the creation and the seeding section.

In terms of the create and seeding, this is the copywriting, the designing, the editing of video content, anything really where you're putting investment and time into creating that content. In this, we then focus our efforts towards getting that content out to our intended audience. This is the seeding section and this may involve your owned, earned, or collaborative platforms. Then we move on to measurement. Measurement will help us determine when the content has been a success or a failure, looking at things like engagement, sentiment, reach. Being able to track the real impact of your content seeding and being able to identify the successes and failures will help you learn. These learnings then get woven into your adaptation section. Adapting helps you optimize and also introduces new efficiencies into your content seeding capabilities. In terms of your content seeding adaptation, this should naturally flow back into your planning section for the next revolution of your content seeding strategy. In creating a content seeding plan, what measurement or what management of your content should you put in place? Well, certainly tracking social engagement and sentiment is a tried and tested method. This is definitely worth considering from a budgetary perspective and also from an accurate measurement perspective, setting up in advance of your campaign.

So, once you have mapped out exactly what is happening with your campaign and the kind of strategies and tactics that you're willing to employ, making sure that you have measurements starting off from the start, will work out more efficient and cheaper for you than trying to measure retrospectively. Consider measuring the individual formats that you have at your availability. Being able to suggest the appropriateness or the success in individual formats per channel will help you optimize and utilize best case scenarios going forward. Have a look at how the individual channels themselves perform. It may be the case that doing one or two channels very well is far better for your business than trying to be on every single social media channel, encompassing. This is particularly important for consideration around content paid promotional budgets on the individual platforms, too.

And lastly, trying to limit and trying to, I suppose, remove any instances of cluttering or conflicting content. This can be a challenge, certainly in larger businesses where there are numerous stakeholders really. Being able to give one singular brand or business voice campaign objective and creative style will help you stand out and deliver consistency that is identifiable as your business to consumers.

## **Social Media Formats**

We're going to look now at the benefits of both organic and paid for social media formats. Largely, organic will help you test content. If you're unsure of your content strategy, or indeed your content style, or rather if your content will resonate with your audience, seeding something out organically is a great measure. Being able to put something out into the public will, essentially, not hamper you too much if you haven't put a huge advertising spend behind it.

Organic is also a great way to build relationships. Ongoing engagement with a consumer, back and forth, maybe a Q&A or consumer query doesn't require great advertising spend behind it. This will help you engender good will, and also positive relationships with your target audience. If your message isn't necessarily one that you want to trumpet from the rooftops, say, for example, a negative story that you're obliged to respond to, you don't really want to be putting paid social behind it. So sometimes there are messages from a brand or a business that are intended to have

low reach. And lastly, what we find is that actually organic messages tend to have a slightly higher engagement. And this isn't always the rule of thumb but if you consider that a post that maybe reaches 100 people and 10 people engage with it, that's certainly a higher engagement rate than if you put paid social behind it and it got seen by 10,000 people and 10 people engage with it.

So always consider the benefits and usages of organic social in the mix of your content strategy. When we look at paid social media ad formats, there are great benefits here, too. Some of them would be increased reach. You can achieve great reach far beyond what is normally experienced from organic posts. This will help you get into the newsfeeds of your intended audience. However, one consideration is making sure that your targeting is absolutely right. Sloppy targeting can lead to content wastage and being seen by essentially a highly irrelevant audience. We tend to see higher conversion rates with paid social formats, too. This is a great benefit for you in terms of actually driving your business agenda.

Paid formats also offer a more diverse set of formats. Platforms like Instagram allow access to formats that aren't available through organic. This is great for innovating your content seeding strategy. Organic and paid social media formats work hand-in-hand. You can see on the left-hand side that there's 25% more conversions based off somebody who placed some paid social media advertising. This was a great benefit to that marketer. However, it is worth considering the individual format by channel. On the right, you can see that Facebook and Twitter both led to higher conversion rates for the marketer, on the paid side rather than the non-paid. However, you can see Pinterest didn't quite deliver. It's very important to be aware of the audience's perception of ad formats per channel. Whether something is tired, whether the ad format has become stale, or in fact whether the ad format just isn't relative or relevant to that particular audience. Platform penetration with your target audience should be seriously considered before any investment in paid social. And always make sure that the paid social format is a fit for your creative style.

For example, a three-minute video that is promoting your brand or business won't work on Instagram, where only 60-seconds of paid promotional advertising are available. And lastly, on owned channels, consider these key rules for when your content seeding out on your blog. Earning links and back links to your website through clever cross-functional blog posts or by featuring guest slots can help improve the SEO on your site. In terms of the SEO, identifying and consistently using keywords that you wish to rank for in your content posts without what we call content stuffing – this is where content keyword is repeatedly added with absolutely no relevance or significance. Avoid this, or Google will penalize SEO optimizing on your site. Consider your blog as an opportunity to give audiences an inside view of exactly what your business does. This will help grow the understanding of your business and also engender a human connection between your business and your target consumer.

As we mentioned, guest slots can be quite effective and powerful in earning those back links, but also leveraging an influencer or a potential celebrity aspect to getting their access to their communities and their audiences. And lastly, why not conduct some outreach? If there's a blog post that you feel might be relevant to a certain journalist or a certain influencer, why not reach out to them? Ask them for comment or indeed maybe ask them for their opinion on the individual piece that you've written about. This can be an effective way of gaining additional reach for your individual blog post.



# **LESSON 2: CONTENT PROMOTION AND OPTIMIZATION**

## Content Promotion

So what is content promotion? Well, content promotion is the process of gaining additional exposure for the content that you have created through a combination of organic and paid social media formats. This can also include public relations and link networking. As we mentioned before, there are three ecosystems in which content promotion exists. The paid: this is through maybe traditional ads or even through liaising with media publishers to place your content – this can include social media influencers. The owned channels: these are the ones in which you have full creative and autonomous control. These are the ones that are a lot easier for you to dictate the messaging and the content around. And, finally, the earned space: earned is really where your content has been shared by like-minded individuals who see value and merits in the content that you're creating. This is a great space for public relations to play a role. It's important to see how these individual areas and content ecosystems interact with each other, and also the overlaps in which you can leverage and exploit for your content promotion bias.

Here are some very practical methods by which you can promote your content. Number one would be social media: through owned and organic, and also promoted content formats, you can get your message out to your intended audience. Largely, these are channels that you can control yourself but also leverage the social media of other affiliates and influencers. Public relations: this is a way of contacting the media and other influencer or publisher channels where there may be no real aspect of a paid placement but far more earned. So, researching and building relationships with these publishers or with these third parties is key, and getting your message out through their channels and leveraging their audiences. Link networking: this is essentially a way to build relationships with other online platforms to earn a link back to your individual social platform or indeed your website. Tactics around link networking can include featuring guest bloggers or indeed featuring a column yourself on somebody else's website or blog. And lastly, as we've mentioned a number of times, influencers. So, this is utilizing an influencer's own channel to get your brand or business message out. Review conducted a study which found out a peer-to-peer recommendation had a 70% more likelihood of an impact and also more of the audience connection in a very genuine incredible way. Influencer networks and accessing them to get your product or brand message out there will come across seemingly as a peer-to-peer recommendation. But beware, any paid placements must be declared as advertising so as not to mislead consumers.

So, we're going to look at the individual ways in which content can be promoted by the various social media platforms. Facebook offer a number of paid formats, these include boosting posts to increase engagement, recruiting page fans with paid like ads. They can also include click to website formats and video view formats. Facebook have a wide variety of self-service advertising options, and largely they allow you to set your ad based on whatever it is that your object is. So make sure to match your ad format with the ad objective in the ad service self-service platform. Twitter, too, also offer a great range of advertising formats. Again, this can be mapped against exactly what your objective is. Great formats here include fan recruitment, promoted trend, also video view through the video card, or indeed lead generation, and website click formats. Instagram have started incorporating more and more paid formats, these largely include solely advertising-based formats like click to side cards, video views, and also their very innovative Carousel ads, where a user can show up to three or four images in one singular ad as a scroll-through. Tumblr includes sponsored posts, and sponsored videos in their individual advertising formats.

SnapChat is a little bit more difficult to access. Largely any advertising formats placed with SnapChat have to be placed directly as there's no self-service platform available to consumers or indeed to brand marketers. Advertising format here can be quite expensive. Anything from up to \$35,000 to

place certain ad formats up to, reportedly, \$750,000, can be a real challenge for a lot of small businesses. Formats here are quite inventive. A great example would be Cadbury sponsored a filter for Creme Eggs around Easter. Other formats would be promoted stories. There is a lot of innovation in this space and SnapChat will continue to find value to add to consumers through using brand marketers' money. And finally, Reddit. There are adverts available here by way of paid social bookmarks. This essentially means that your posts will be pinned to the top of a thread.

We're going to take a look at the owned and earned space and map out the difference between the two by format. Talking big picture, let's look at the best way in which you can optimize your owned and earned content channels. So, your owned social media platforms, being able to utilize these from an owned perspective will help you drive your brand visibility and awareness. Your company website should be exactly the same. Make sure to consider an E-Zine or maybe you utilizing a mailing list on your website for future remarketing purposes and updating your potential brand customers and all the activities that's happening within your business. A company blog is a great way of earning additional SEO but also showcasing the incentives and the benefits of working with your business. And finally, incorporating an RSS Feed or a really simple syndication feed, will allow users to get an alert every time there's a new blog post on your site. This adds value and visibility to your brand.

In the earned space, consumer social media or what we call user generated content or UGC. So being able to interact with the consumers' owned social media platform and getting benefit or kudos from them in terms of positive reactions, retweets, or shares on your content. Consumers' blogs, indeed their reviews, anything where a consumer is expressing an opinion – really if you're getting positive sentiment out of it, it is an earning channel for you. Media publishers, too – be aware that trying to get your message on their channels in an organic sense is of great benefit because you're accessing their audiences who are very invested in their media brand. Check-ins, whether it's on Facebook or Foursquare, having positive sentiment every time somebody visits your establishment, will only garner future reach and engagement with your brand or business. And finally, influencer endorsement – being able to show that your brand is getting great endorsement from very key influencers in a particular area will help build visibility, credibility, and also desirability for your business.

So, with your content promotion there are of course challenges to be very aware of. The first of these is budget – making sure that your content is matched correctly to a persona to avoid any budget wasted, and also making sure of the adequate budget to support exactly what your KPIs and objectives are. Limited personnel can also be a challenge. Try to introduce efficiencies through content automation, whether that's scheduling content far in advance or being able to identify opportunities in which you can leverage or reuse user generated content, will help you achieve the best use of the personnel that you have at your disposal. Choosing the right content – essentially not throwing good money after bad. If a piece of content doesn't do great for you on social media, there's no point in trying to throw additional advertising spend behind it to try and glimmer some sort of success out of it. If it doesn't work, the best case is to learn from the mistake and optimize going forward. And lastly, making sure that you're choosing the right platform. Making sure that the content, format, the content style, and also that your audiences are using that platform. Be sure that the content is adequately matched to the platform that you choosing to seed on before investing in any content promotion.

## Paid Promotion

Paid promotion: what is it? Well, paid promotion is paying for any media space or placement. Usually ads are advertorial, they're targeted towards your individual audience segmentation. Paid promotion is a great opportunity to identify whether your content is working, whether the marketing message resonates with your audience, and also allows for great scale and reach for your marketing message.

So, what are the benefits of paid promotion? Well, ensuring your content reaches the right audience at the right time by essentially making it visible in their news feeds. Maximizing your reach and getting your content seen by the right amount of people to make it worthwhile investing and creating it in the first place. And, also, brand visibility. Essentially, by increasing your brand awareness, making sure that people who essentially may have never heard of your brand or your business offering before are very aware by seeing your content that's been boosted into their news feeds. It's worth knowing also here that spending good money after bad makes no sense. If you've created a piece of bad content, don't necessarily throw a huge amount of paid social behind it to help it achieve business objectives for the sake of it. Try to learn and move on.

A common mistake for content marketers is investing heavily in content creation but not necessarily putting a decent paid budget behind it. So what you can have is a situation where you've created a big budget piece of content but the value in your return is quite low. We often operate by the mantra that if it's worth putting the investment and time into creating, it's worth promoting.

So having an adequate spend support for all of your content would make a lot of sense, especially if you're spending a lot of money in content creation, giving it a fair chance and giving it visibility on the social platforms, so audiences can see it and engage with it. As mentioned previously, the social platforms are moving to introduce algorithm-based news feeds.

But what does this mean? Well, first, the platforms state that it will improve a social-media users' experience on the platform by prioritizing the content that is relevant to them, that has been peer-reviewed, and, essentially, is popular within their own social circles. Secondly, the social platforms themselves, as previously mentioned, can generate revenue by charging brands to access the news feed of these users or of news users who essentially aren't aware of them or seeing their content through their social circles.

The three things to be very conscious of here are visibility. Visibility is lower even more so for businesses within the social news feed. Media networks and media publishers get a higher interest or get higher visibility within the news feed. This is again a victim or a benefit of the algorithm, depending on which side of the fence you're on.

Budgets need really to be garnered towards proper social investment in the same way that an awful lot of businesses carve out a TV-advertising or print-advertising budget for the year. And lastly, making sure that you adapt with formats that work for you, investing in maybe trialing new innovations, but always making sure that you're learning from your experiences and you're adapting your social-media advertising plan.

The ways in which you can place social-media advertising generally come in two formats. This is how the social-media platforms charge you for placing your advertising. One of these formats is auction-based, the other one is fixed-based. We're going to go through some examples of how auction and fixed can impact your social-media content-promotion strategy.

In a social space, auction-based advertisements can charge you based on your cost per like, your cost per engagement, your cost per fan acquisition, or indeed cost per conversion. Fixed social-media advertising placements are generally around cost per impression. These are where you're charged a fixed price and you're not competing with other brands.

Essentially, a fixed piece of inventory might be a banner or a home-page takeover, whereas an auction-based piece of advertising might appear in a news feed but is also competing with three or four pieces of content that are all looking for that exact same target audience. You will achieve better reach and better consistency for your auction-based if you have direct-content copy, if you make sure that your relevancy is absolutely high-end, and that your content is perfectly produced.

With search advertising, this is largely based again on an auction system. Determining your right keywords, that your content and context isn't misleading for your audiences, and that any imagery that you use is highly produced and looks great will help you achieve a higher relevancy ranking with the individual search platform that you place your advertising on.

Fixed formats are a little less frequent here. On display advertising, again, as discussed, fixed items might include homepage takeovers, skyscraper ad units, banners or mid-page units. Largely these are negotiated at a fixed rate with the media owners themselves. So, for example, if you wanted to run a home-page takeover on perezhilton.com, you might brand either side with your individual brand and you'll be set a fixed charge for that.

Whereas, if you were running a Google Display campaign, that would be based on an auction basis across a wide variety of Google-affiliate websites. So being very aware of the two individual types of format buying will help you adjust your message accordingly. In terms of the media outlets, we've discussed digital display as some of these individual media outlets also charge in auction-based format, depending on how many sites are part of that media conglomerate.

Other concepts to consider, especially which is becoming increasingly popular in the media-outlet space, are native advertising. This can be advertising which is, essentially, a more online and digital version of the old-school advertorial-based content which sits within the normal news feed of regular content on the media outlet. This is becoming more and more popular at the moment.

And lastly, bloggers and influencers. There's not really an auction-based system here but this is very much a rate card of fixed prices. Some bloggers charge maybe \$200, \$300 for a tweet or an Instagram post that endorses your product. Again, be very, very aware of declaration if pursuing this particular method of pay promotion.

Facebook advertising will be covered in a later module but, at this stage, it's important for you to know that Facebook advertising appears in three spaces. Within the social news feed of Facebook for consumers who are browsing their friends' and family's posts, Facebook offer an opportunity for brands to insert their message amongst that news-feed content. Facebook display advertising largely appears on the right-hand side of a desktop view of Facebook.

And finally, Facebook Network. So this is where there's essentially a network of affiliate brands, media publishers, and indeed mobile apps that Facebook has access to. Ads can appear here essentially outside of Facebook but are displayed through Facebook's ad-buying process.

With Facebook advertising formats, it's very important that you're mapping each of your ad placements to an ad objective. On this slide, you can see a number of ad objectives that Facebook

offer up within their self-service platform. Matching your ad to an ad objective will help you achieve the best reach relevancy and engagement for your piece of content.

Follow the guidelines specific to each ad format. Rules like text overlay are quite important for successful placement of your Facebook or indeed Instagram ad through the Facebook platform. Moving on to Twitter, again, this will be covered in greater detail in the Twitter module, but Twitter has also started to prioritize content serving based on audience insights.

Sponsored content will push ahead of this algorithm just like Facebook. The formats are designed essentially to align to a business objective. Some formats include just text. Where possible on this, include links, include @ mentions of other users, and hashtags for your campaign.

Summary cards preview website content with a short description and an image. These also utilize a call-to-action button, so make sure to fulfill yours. Image cards allow for a single image or maybe for an image gallery, depending on what your content objective is. Player cards allow for audio, video, and live-streaming content formats.

Product cards showcase a key product and their details with a shortened link to convert your audience in a more effective way. These are great if you have an e-commerce perspective to your brand new business. Lead-generation cards are great little tools for capturing user details directly within a tweet.

From the click of a button, a user can capture their individual email and send it to your brand new business. Mobile-app cards allow an app summary and a download call-to-action button. These can be tailored for iOS or Android phones. The Facebook-owned platform Instagram has introduced great advertising formats to help content reach more fans.

Always make sure to connect your Facebook and Instagram accounts before activating any Instagram advertising. Some formal objectives for Instagram advertising include app download, video views, or clicks to website. And Instagram also benefits from really powerful targeting tools worked into Facebook's ad manager, so make sure you're targeting effectively.

Google-owned YouTube has a number of advertising formats available to social-media marketers. These will help your video content achieve more views. Some of these formats include Google AdWords for video, which enables pre-roll content and what we call video on-demand, multiple auction formats which allows your video content to essentially compete with other people's video content throughout the Google Display Network.

Fixed formats, which are, as we've mentioned before, the likes of banner ads, interstitials, and mid-page units. And also, great targeting which is utilized through Google AdWords panel. Here's an overview of some of those YouTube formats available to content marketers. In-search ads highlight your video in the YouTube search terms. This makes your video stand out ahead of all of your competitors. In-display shows your video as a sponsored item in the Suggested Videos panel on the right-hand side. You can see it's highlighted in yellow here. In-stream ads, also known as a pre-roll, play as a trailer before another video. These can also be incorporated to have a call-to-action overlay footer which shows during video playback. In-slate video ads show your video as a suggestion at the end of a video play. These videos can be targeted great through contextual advertising and being able to identify your audience interest sets.

With the auction format, you are competing for ad space with other advertisers so make sure to set a maximum cost per view or a cost per impression. Try to outbid other advertisers for your content to

be seen ahead of theirs but make sure to keep an eye on your content-marketing budget so these costs don't spiral out of control.

Here's an example of YouTube's fixed inventory format. You can see this has been booked by a car brand, Toyota. On the top, they have a headline banner and a mid-page unit. Digital-ad formats are generally booked directly with a YouTube sales representative.

It's important to note that these fixed-inventory formats can be localized to your country, so you can change the language based on wherever you are and it also means that YouTube can resell this format in a number of different regions. Other auction formats that we touched on briefly are search feed marketing. You can see here, with Google, there is search terms which are highlighted in orange. These search terms have essentially been paid for in terms of placement. They're targeted by demographic, keyword, and also by auction bid, as we discussed previously. Targeting and optimizing is incredibly important to make sure that you're obtaining the most from your budgets. Google also offers a dynamic network of partner sites in which display advertising can be displayed.

Essentially this is moving images with a call-to-action banner that gets you to click through to an intended search or destination. Google display advertising appears by both contextual and specific placements on the Google Display Network. This means you can identify audience interest sets and topical interests to have your ad automatically displayed, but you can also specifically decline or choose which sites your content will be displayed on by using manual processes, too.

These are placed through the Google AdWords manager. Targeting and optimizing here, again, is important to keep track of your budgets and make sure that they're effectively spent. With LinkedIn formats, we'll cover this in more detail in the LinkedIn module, but, at this stage, you should know that LinkedIn primarily offer two advertising formats for content marketing. There are also additional recruitment advertising formats but these aren't relevant for this module. The two formats available are text ads and sponsored updates. Both are available through LinkedIn self-service advertising platform. LinkedIn also operates this algorithmic news feed similar to Facebook, which means publishers really need to leverage their updates with sponsored payment to achieve greater reach and potential engagement with their audiences.

Text ads – these are largely display ads which run alongside profile pages. These can incorporate an image and a line of text. Largely, these should always include a call to action. Sponsored updates can be content like articles or posts from an individual or a business which can be sponsored and pushed into more users' news feeds. These are very similar to a Facebook promoted post, and the news feed that LinkedIn use is called Pulse.

Snapchat's advertising formats are a little more difficult to activate, as we mentioned previously. Finding information about this can be challenging as there's no self-service option available for brands at the moment. As mentioned before, these largely operate on fixed-price models and have to be placed directly with a Snapchat sales representative. Anything from £35,000 up to \$750,000 for 24 advertising placements have already been reported in the media.

Some of these formats include interstitials for brands placed through the platform's news or discover section. These are treated very similar to just mobile interstitial formats. You can see, on this slide here, BMW sponsored the CNN discover section. Sponsored filters are an engagement-orientated and very innovative format for users. Essentially, a sponsored filter allows brands to custom design a pure engagement with a consumer.



These offer a really fun and novel way to engage, however, can be a very expensive proposition. The example here from Cadbury was the aforementioned Easter launch of their Creme Egg campaign, which saw a very bespoke custom creative where fans could essentially create their own Creme Egg moment. And lastly, Sponsored Stories will add a brand stream of content into the organic news feed of users.

Essentially, content really is consumed by Snapchat users largely by the brands or businesses or indeed users that they follow. With a sponsored story, this negates the need for anybody to be following you and pushes your content straight into their news feed.

Currently, there's only one form of paid promotion format on Pinterest. This is sponsored pins, a great format for driving traffic, if you have an e-commerce perspective, as there is a Buy button included with this format.

Reddit offer promoted posts and a sponsored link to a thread on the platform. This can be placed either on the Reddit home page or within a dedicated subreddit. Your budget and impressions and frequency will limit essentially how many people get to see your piece of content. It's very important to note that, while this is a paid placement and the nature of Reddit is upvotes and downvotes, your paid placement won't be removed from the top spot despite however many downvotes it may end up getting. This is great for getting great visibility for your brand message on one of the Reddit subreddits or on the main page.

Tumblr sponsored posts allow publishers to reach an intended audience through a self-service platform. This is activated on the news feed of your intended audiences. Essentially, content can be text-, image-, or GIF-based, GIFs being incredibly popular on the Tumblr platform. Targeting can be used and also using hashtags on the platform is advisable.

Here we'll look at the various mechanics by which social content can be promoted. First, the paid social advertising. As we've discussed, this involves getting your content or your message into the social news feeds of your intended audiences. These are generally activated through self-service platforms available through the individual social-media platforms.

Search and display advertising – these are ad formats which generally appear in the search news feed of an individual website. They can involve digital inventory, in the examples of an MPU, or a mid-page unit, a skyscraper, or a headline banner. Search advertising generally appears in the search terms as a highlighted search result pushed up to the very top of the results.

Paid syndication is where, essentially, editorial content is used in an advertorial way. This helps get your brand or your business objective out to a wider reach and a dedicated media-publisher audience.

And lastly, paid bloggers or influencers. This is where you place your brand message or your business objective through the platforms or the channels of a key influencer or a blogger. Really, in this space, you need to be considering how much you need to declare to comply with your local Advertising Standards Authority. Anything that is an advertisement that has been paid for needs to be declared and transparent as such.

When considering these ad formats and these advertising place mechanics, it's very important to note the increased usage of ad blockers. Ad blockers are a piece of software that operate as a plugin to be used on a desktop computer, in the internet browser, or on a smartphone that



essentially will block search and display advertising from appearing on that user's phone or indeed on their desktop computer.

The real difficulty in this is a lot of media owners and media publishers rely heavily on the revenue generated by these display advertisements and the usage of these ad blockers prohibits generation of revenue for these sites. This has led to the rise of what we call native advertising which, essentially, can't be detected or blocked by an ad blocker.

Here's a great example of native advertising from a media publisher, BuzzFeed. They're the leading publisher of online native advertising and have actually moved their entire business model to depend solely on native advertising. You can see, within the news feed, the native ads have been clearly declared as native advertising but the quality of the content that lies within the articles is so high and is so engaging and right for the BuzzFeed audience that these still receive great click-through engagement and reach with the intended consumer audience.

This is a great example of how to overcome an issue such as ad blocking within your content-promotion strategy. Media owners are driving the adoption and collaboration process behind native content and finding room at the table for everyone. From the brand marketers to whatever agencies they're using and the media publisher's own editorial staff, they believe the best way to operate is actually to have everybody input into the creative process.

Take, for example, the brand marketer who knows their audience implicitly. They will have similar interests and similar identifications of end-user goals that the media publisher will have. Likewise, the media publisher knows their audience better than anyone else. And being able to incorporate an element of creativity from any potential agency that's involved all makes everything work much better and actually delivers a much more integrated product and higher results.

## **Owned Promotion**

Owned promotion – this is when the marketing channels of a particular brand or business are owned completely. And it may seem like a very obvious thing to state, but taking stock of all of your owned channels and making sure they're all, essentially, singing off the same hymn sheet, will help you deliver the best return on your investment for your content promotion. From an owned perspective, key items to consider are your corporate website. This can be a public or, indeed, an internal facing website but essentially that there's consistency in the communications and that you're sharing information effectively. Your social media channels, from the top company execs who are sharing their LinkedIn news on their personal profiles, to the Facebook and Twitter accounts of your corporate brand, making sure that there is a set of consistent guidelines and also an objective for the content that everybody is sharing for the business that all delivers on the same business objective. On your blog, generating news items. So where there's something interesting or something insightful or maybe some learnings or some research that you've done on a particular section of your industry, being able to profile this through your blog content will help drive awareness, credibility, and thought leadership for your brand or business. Be sure to do this with a consistent tone of voice.

And lastly, email signatures. Again, it may seem like a silly thing to bring up, but making sure that you're linking back to your company website and company corporate social media platforms through your email signature will help close that loop when interacting with members of the public, or indeed, with your consumers or customers. Driving them back to your digital channels will help close that loop for you and can encourage consistent engagement with your brand or business. Let's take a look at some ways in which you can maximize your own promotional channels. RSS feeds – or, as we call them, really simple syndication feeds – will help update your users with an email to their inbox as

soon as you update your blog post. Working this into the field of your website is great for encouraging return visits. Utilizing your social media platforms, making sure to include social share buttons on your website, or indeed, on your blog post, so that people can then close the loop and engage with you in a social basis after they've been on your website.

Evergreen content – producing content that essentially never becomes dated or will work for you at any time of the year. So being able to create content, something like, Top Five Ways In Which You Can Create Great Visuals. There's no timely nature to that and the virtues within it may hold true for a long time. Being able to create this evergreen content will help increase your utility to your consumers.

And then, lastly, subscription services. So something like a monthly newsletter or an ease-in can help encourage visits back to your site after somebody has interacted with you. Consider doing this as a form of ongoing marketing and building up a thought leadership basis but also updating your prospective clients or customers with what's happening with inside of your business.

## **Earned promotion**

Earned promotion is the content marketing via the channels that don't necessarily belong to your brand or business, but are, as such, third-party channels. Marketing through these channels would allow you to access alternative audiences that necessarily may not be aware of or engage with your business on a day-to-day basis. Key aspects of earned promotion would be trying to leverage online news sites, selling in story or content that you've produced for your brand or business to generate awareness and exposure to an online news sites individual audience. Being able to conduct blogger or influencer outreach, sharing your content with maybe a blogger or influencer who you have identified is interested in exactly the same things that your piece of content addresses.

So, for example, if there was a food blogger and you posted Five Top Ways in which to Make Potatoes, food blogger might find this quite interesting and share it on with their friends after you've influenced them by sharing the content with them first. By doing this, you can leverage additional reach and scale for your content.

User-generated social media – so, leveraging content that users have produced that is positive towards your business. This can be anything from even graphics to photos, or indeed, social media check-ins or reviews with your brand or business. Being able to share this positivity, this peer-to-peer review, will help garner and benefit your brand or business by additional great word of mouth. Affiliate partnerships can work really well for you, too. In the digital social space, a lot of brands are activating, obviously, in the same arena that you are. Once they're not competitors and once they don't have ulterior motives, you can team up with them to activate certain brand partnerships that can help you access their audiences and then access yours. For example, a children's toy company might decide to team up with a local zoo, in which they give away tickets to the zoo and the zoo get to give away items of children's toys. It's mutually beneficial as they have the same intended target audience and they can access each other's social media platforms.

And lastly, word of mouth marketing. This is where a stunt or activity has generated such consumer interest that, in the real world, people have taken photographs, have written a post and have posted them to their social media platforms, that you can then leverage for further amplification of your individual stunt. Word of mouth is very important and very popular. Being able to leverage this will maximize your opportunity, but remember to always keep your eyes open for unplanned word of mouth marketing as well. While earned promotion is a fantastic asset to your content marketing, it's important to identify both the advantages and the limitations of this type of content marketing.

Advantages include reduced wastage. With this, you're leveraging an audience that is very bought into your particular brand communications or brand message. As such, there is more relevancy for this audience and less wastage of reaching audiences where the message isn't quite as relevant. Around authenticity, being able to leverage earned content or earned promotion will help you generate a nice resonance with an audience who, essentially, see this as an organic placement because largely, it is.

And then peer recommendation. As discussed before, a peer-to-peer recommendation is a lot stronger than a direct ad. Earned content is that peer recommendation, through a relied and most trusted resource. Limitations to earned content promotion include control. It's very hard to control the message of an earned placement because largely, you don't have a huge amount of say in it. This is something that somebody has decided to do organically, and as such, should be treated with awareness that control isn't really something that you're going to be able to exercise over this.

Responsibility – with earned content, really, the brand or business owner is seen to have the final responsibility for the content even though the control isn't there. This may require delicate relationship building and negotiation if the content isn't in line with your brand values, to try and leverage or have the content edited or changed.

And lastly, credibility. Ultimately, the credibility of your business could be called into question if an earned channel has been your biggest fan and then has been found out to be carrying out some slightly untoward dealings or business goings on. Make sure that if you're targeting individual platforms or influencers to try and earn coverage or promotion, that you're very convinced and very sure of their clean profile and that you want your brand or business associated with them.

Maximizing earned content is a little trickier as there is less control. But here are some rules that may help. Identifying relevant titles and channels, so making sure that the audience is a correct match with your business objective and with your target consumer personas. Making sure that the earned platforms have visually appealing assets from which they can incorporate whether that be video or really nicely produced graphics. Always make sure that your content is easy to read and isn't confusing or convoluted. This will lead to better shareability for your content and being able to maximize earned in a very powerful way. And lastly, make sure that your content is sharable in the first place – being able to ask yourself the question, "Would I share it?" and being able to answer, "Yes," will help you determine whether your content is worthy of earned promotion from an individual or a media platform.

## **Audience Profiling and Demographics**

Consumer motivations around consuming content can largely be broken into three objectives. One is education – learning how to do something new or finding out a bit of topic of interest. For example, how to mend a broken dishwasher or how to throw the perfect party. Being able to educate yourself using social content is a great way of being able to upscale yourself and a lot of people are doing it at the moment online. Information – so finding really practical information, prices, opening times, a location of a retailer. Again, this is very functional and doesn't have much of an emotional connection with the brand or business. And lastly, entertainment. When we say entertainment, this can be tugging on the heartstrings with a very emotional piece of content, or exciting, delighting, and surprising somebody using hilarious content. Essentially, people use social content as a new form of entertainment that largely is even replacing some TV station content.

Being aware of the three large motivators of consumption of content online will help you tailor exactly what thread you want to go after and maybe it's a mix of all three. When developing your consumer

personas, it's important to do a bit of psychographic profiling. When we say psychographic profiling, it's not that complicated. Really, what we're trying to do is determine what our consumer audience needs are and their motivations. We can look at a number of varying factors in which build up this picture. Being able to look at the individual audience's background, ascertain as much information about them as possible will help influence your consumer personas. Being able to determine their job details, their spending pattern, are they full-time employees or are they students, maybe they're job hunters. Looking at where they get their main sources of information from. This can be anything that influences their buying behavior. So, do certain individuals use TripAdvisor to check out reviews before they book into a hotel? Or maybe they look at Amazon product reviews before purchasing your brand or your service.

Then consider what their end goals are. Being able to leverage your product or your business as delivering or helping to deliver on those end goals will help that consumer believe in what you have to offer, and likely increase your conversion. Have a look at their key purchase actions. Are they window shoppers? Do they make considered purchases? Is this a lifetime investment or are they going to buy with you a number of times? Being able to determine what the touch points are with your brand or business and identifying their key purchase actions. Have a look at their challenges and pain points. How can you insert your brand or your business offering into what is their day-to-day challenges or what they find difficult to solve? Being able to add utility to their day-to-day life by inserting your brand or your business offering will them achieve a much easier life and also make your brand or business irresistible to them. And lastly, map out their objectives. Make sure their objectives in whatever activity or business they're carrying out match up with what you'll have to offer. Tailor your message, be able to offer services or brand business aspects that maybe they haven't thought about before or maybe you haven't thought about based off of your research of your target audience objectives. Establishing consumer personas will help you understand your audience's behaviors, needs, and preferences.

As you can see from this slide, we have three very different target users. It's very important for you to prioritize which one of these potential profiles has the highest value for you and create content largely directed towards that consumer. It's very hard to create content for every single different type of consumer persona. So make sure that you're largely generalizing and then effectively create a halo around that particular user for like-minded audiences. When establishing these consumer personas, some key items to have a look at are, geography: Where are they based? What language do they speak? What time zone are they in? Platforms: Which platforms are they using? How often are they checking them? Are they desktop users or largely mobile? Looking at their demographic, so this is everything from their age, their life stage and their gender, maybe their sexual orientation or indeed their relationship status. Being able to look towards individual demographic key pointers will help you determine what platforms, what channels, and what content will reach them best.

Devices – this is a particularly important when it comes to serving app and install outs. So if you're running an iOS app campaign and you're serving that ad to android users, you're creating wastage because the app is not going to be downloaded on that device. Be clever and figure out what device your audience is using most. Embrace your speed – consider if your audience really has the connectivity to be able to stream high definition video content or largely if they need low resolution graphics based on where they are and the services that they have access to.

Let's now discuss three tactics in which you'll be able to define your audience and their motives when engaging with your content. This will help you tailor your message appropriately to the right audience at the right time, and also help them identify what it is that they're looking for. These methodologies can help increase your conversions by up to 20%. The first of this is keywords, being able to establish what we call a keyword universe of commonly used threads or search strings of

words that consumers are using to try and find your brand or business. This will help you identify exactly what kind of content and language you should be using when trying to advertise or promote your content out into the web. Will users be happy that with what they find when they originate on your site? Making sure that your content and your business offering are aligned with your keywords will lead to a lack of any kind of misleading of consumers. Personalization of content can be very, very powerful. Being able to identify a consumer based on their individual stage of buying process or indeed by their location or their audience interests. Personalizing content is making it highly relevant for an individual user at the moment in time. Content can be automated to personalize too. This is a very effective tool in terms of getting additional conversions and hitting the right users at the right time.

And lastly, identifying search trends. So mapping out of using tools like Google Search Trend Analyzer, what time of year, what time of day, and even what time of hour. Certain search trends are very popular. So for example, you might notice on Google Search Trends that crosswords or Sudoku puzzles are particular highly searched around the lunch time period. You're identifying a consumer behavior and being able to leverage that would create great content if you were, say for example, a tea or coffee brand. So knowing that people may drink tea or coffee during their lunch break and are also searching for puzzles to occupy them while doing so, could actually be a really nice way of marrying the two objectives together and making your content highly relevant.

Here's a great example of content personalization from the master of e-commerce and personalization, Amazon. You can see here, Amazon used consumer's previous interactions with the brand to create a suggested "here's what we think you might like," or "here's what other users like you have also purchased." This is a very clever way in trying to upweight the spend with Amazon by leveraging existing consumer data that they have on file. These lists not only demonstrate the brand's interest in the consumer, but also it's a very shrewd way of driving more sales.

## **Content Optimization**

With the rise of smartphone penetration, we're seeing a trend termed multi-screening emerge more and more. This is essentially where consumers are watching TV at the same time as consuming content through their mobile phone. More and more there's an opportunity to overlay the content that you're essentially seeding out through social media platforms to be timely and relevant with what consumers are watching on TV.

This slide is a great example of Just Eat, the mobile takeaway app delivery service seeding a content around the popular Netflix show House of Cards. They timed their content to be seeded at the same time that the show is being watched, making their content highly relevant in a second screening space. Essentially, it's about adapting your message to that moment in time without infringing on any intellectual property rights but also making sure that your narrative is consistent with your brand and that you're utilizing mobile formats effectively. Twitter has some great advertising targeting platform aspects that can tie in directly to television conversation moments.

Generally speaking, before content is promoted it should always undergo an optimizing checklist. So, what is this checklist? Well, be aware of what device and what access your audience has to your content. Developing a mobile-first strategy will allow for scaling up to tablet or desktop; it's very hard to do the reverse. Thinking of your keywords and making sure that they feature or are related to the content in which you're seeding. Making sure that video and images aren't appearing cropped or cut-off in newsfeeds. And also utilizing optimizing tools like Yoast for SEO purposes through WordPress, and being able to leverage as much pre-data that you have before the content goes out into the web. Good content optimization will benefit you by improved and prolonged reach and



search engine optimization. This will help boost your rankings. It will increase your impressions and your click-through rates. It will also lower your cost per click and your cost per acquisition. Being able to drive a larger number of downloads if you've got a mobile app, and ultimately will lead to more leads, inquiries, or acquisitions of new fans or new customers. Optimizing your content based on the interests of your audience and also their consumption behaviors and platform usage will help benefit your brand to be seen in the right light at the right time.

Some further methods of content optimization include images. They should always be responsive for mobile and should be resized and non-cropped preview for newsfeeds of the individual social platforms. Always include alt tags for screen readers for maybe less accessible users. Targeted keywords should always appear on the titles of any blog or web pages and within the opening paragraphs. Video content should primarily be native or embedded and not clicked out to a third party site. Subtitles should always be included. Assume that silent autoplay is what is being consumed by your audience. This effectively means that the content is being watched with the sound turned off, which is a trend that we're noticing more and more in digital marketing. And finally, web pages should always include social share buttons to further accommodate and encourage further social sharing of your content on the web. In terms of platform specific optimization, there are some key elements to consider here. Copy length is a very important consideration around Twitter, it's important to make sure that your message is concise and to the point. Copy length restrictions don't really come into play in other platforms such as Facebook, but it's certainly worth making sure that your copy is always clear and concise and to the point. Native video and images perform much better on the individual platforms themselves rather than sharing third-party platform links. What this means is posting a piece of native video to Facebook or using Twitter's video card will achieve much better reach and success – and, ultimately, engagement – with social audiences than cross posting a YouTube link onto Facebook or, similarly, a Facebook link onto Twitter. So always make sure that you're utilizing the native features on the individual platforms.

Utilizing hashtags will achieve a great consistency and a thread for your individual campaign. By utilizing these on both Facebook, Twitter, and also on Instagram, users can click through to discover more content generated around your campaign or indeed content topic that you're investing your content around. Utilizing audience targeting – Facebook allows this for all posts, whether they're be paid or organic. This will help make sure that your message is being delivered to a highly relevant audience regardless of whether there's budget behind it. Unfortunately, this content targeting doesn't exist in an organic placement on other social media platforms such as Instagram or Twitter. However, paid formats can help you achieve this.

And lastly, dark social. So, dark social is essentially where content is only visible by the intended target audience through a paid promotion. Always be aware that dark social may be being run by your competitors but you may not actually be able see it. Essentially, this allows for very, very highly targeted content to avoid being seen on your newsfeed, but to be seen on the newsfeed of your intended audience. This is a great way to avoid wastage on your social paid promotion budgets.

In terms of optimizing for search, there are a number of key steps to follow. Targeted keywords – as mentioned before, you should select one keyword for an individual blog post and try and use that peppered throughout the individual piece of content, but be careful of keyword stuffing. Generally speaking, the rule of thumb is about 2.5% frequency of that word within the individual article. Unique content is important to making sure that your content isn't essentially pushing the same words consistently. Try again and pull out individual instances from your keyword universe that you've established previously and try not to repeat this on an ongoing basis. Page titles should always conclude your keyword. Essentially, SEO friendly page titles, maybe google.com/smallbusiness rather

than google.com/an indeterminate string of letters or numbers. Make sure that your page titles make sense and can be read in whatever your local language is to improve your SEO.

Page descriptions should always contain the keyword, and this is everything from embedded content to your individual snippet that might give a preview for this page. And real time contextualizing is of course always important. Keep your blog up-to-date and well-stocked with relevant content.

And finally, how do we optimize offline integration? Well, this is sometimes where teams can become siloed. So making sure the teams are very integrated from the online and the offline will make for a consistent brand narrative and also increase your relevancy and your reach with your target audience. There's great value in offline integration and having a full, through-the-line integration of your content will help essentially tell that narrative in a much clearer way. So where are key aspects in which you should be identifying opportunities for offline integration? Well, your website should be included in all collateral, whether that be printed leaflets, bags, anything essentially where you need to have your website declared would make sense. So think of business cards, leaflets, hand bills, posters, always declare your website on those individual platforms. Other linked social platforms – so if you think about your Facebook page should probably include a website, your website should include links to all of your social platforms. Make sure that you're joining the dots between all of your digital platforms.

Consider your individual social handles. Again, these can appear on an outdoor billboard campaign as frequently as they could appear on a TV advertising campaign. Again, you're driving people from one format into another format by clever integration of all of your platforms.

As we touched on previously, multi-screening and being able to incorporate social elements into any TV advertising that you may have running at the time – clever ways of doing this in the past have included a call-to-action where consumers have been invited to Shazam the soundtrack of a particular ad to be directed towards a digital platform. Try to innovate your individual media buys or in advertising formats that are in a non-digital space to include a digital element too.

And then below the line, add collateral. This can be everything from in-store labeling to in-store stickers, if you operate a retail business. But make sure that essentially everything that you have happening from your brand has consistent messaging and always includes your digital platforms.

## **Influencer Marketing**

Influencer marketing is the exercise of profiling and marketing towards specific individuals, rather than large, volume-based demographics. Why do we do this? Well, for the first time in history individuals are starting to gain more reach and more engagement on media platforms in some of the most trusted brands and businesses in the world. For example, here you can see a popular blogger in the UK by the name of Zoella has 10.2 million YouTube subscribers. This is incredible when you consider that the BBC, a very established broadcasting company in the world around a considerable amount of time, only has 3.06 million YouTube subscribers. So on the individual platform, this blogger, who is very much into her fashion and beauty, has a lot more reach than a very established long-standing broadcaster of high quality TV content.

Some important limitations to be aware of, however, when utilizing influencer outreach or you influencing marketing are their reach, making sure that essentially their reach isn't just what you're going after. You really want their relevancy. Reach is great but, ultimately, if a very low percentage of that reach is relevant for you, then it doesn't really warrant the need to incorporate that influencer in

your influencer marketing strategy. So, balancing your relevancy and reach objectives and making sure that relevancy is at the foremost will make for successful influencer marketing. Also, peer recommendations. Peer recommendations are fantastic but ultimately we need to be disclosing whether these are paid for recommendations or organic peer recommendations and not necessarily something that needs to be declared.

So the benefits and limitations of influencer marketing as a whole are, essentially, this is a great way of super charging word of mouth. Being able to ultimately get a really high percentage retention rate, 37 according to McKinsey, higher than traditional advertising. Essentially, these recommendations coming from influencers are very much seen as that peer-to-peer approach. Being able to connect with the individual influencer's audience and leverage their audience, which are very bought into their own brand, will add great reach and significance for your individual marketing proposition. It's native. So as, discussed with the rise of ad blockers, being able to see this content through an individual influencer's channel will not come into effect where ad blockers are concerned. And then it also benefits the SEO. Research done by Procter & Gamble found that user generated content, or this seemingly influencer approach, helped benefit a 25% additional to search traffic through this user generated content approach to brands and businesses.

Limitations, once again come back to the issue of control and being able to control that message. Sure, a paid placement dictated by a contract would help exercise that control for your brand or business. But be aware that not all influencer of marketing campaigns will have a contract in place. Declaration is incredibly important. We've touched on it a number of times, but ultimately making sure that any paid or sponsored partnerships or relationships are declared by the influencer is the brand marketer's responsibility. There can be heavy fines for breach of misleading consumers by seeding out what seems to be organic content but is actually paid for. Being aware of industry specific regulations, particularly around the marketing of alcohol, insurance, also anything to do with pharmaceuticals – these can be heavily regulated industries. Make sure that any influencer that you're targeting with your influencer marketing or working with is aware of them, too, to make sure that you're compliant. And lastly, authenticity. Essentially an influencer doesn't want to appear that they have sold this as they would compromise the integrity of their own channels and their own audiences. So make sure you work with an influencer to make sure that the content is relevant, and is credible and authentic to be coming from that influencer and isn't just peddling a brand message for you or your business.

As touched on previously, it's far more beneficial for you to work with an influencer who has a smaller, more relevant audience for your brand than a influencer who has a larger audience but that audience is essentially less relevant for your brand. Remember, the most efficient use of influencer channels and relevancy should always trump reach. For example, a piece of rugby content could be seeded with David Beckham for £10,000 for one Instagram post. This would reach 23 million followers. However, his audience are football fans and not really that enthusiastic about rugby. A cheaper activity would be seeding a tweet with Scottish rugby player David Denton. This would set you back £150, and would actually have a 100%, or near enough, relevancy to that audience. To work with influencers as a channel it's very important that a value exchange occurs. This doesn't always have to be money but it should always benefit both parties. Examples of benefits a brand can offer, essentially come down to maybe free product. Money can't buy experiences, exclusive access behind the scenes, or discount codes. Essentially what a brand looks for in return are maybe vlogs, blogs, social media endorsements, check ins, or shares of content. So, as you can see from this display or this slide here, it's not necessarily always about a paid partnership. However, some influencers do operate on a rate card system.



In terms of tactics that you can implement when conducting influencer marketing, some of these include seeding product, being able to show or place product in the individual social post of an influencer for either testimonial or review purposes, or pretty much just product placement. Providing influencers with online discounts – a lot of cosmetic brands do this quite successfully where they will team up with a beauty blogger and give them a personalized discount code to seed out to their audiences. They are able to track this personalized discount code and ascertain whether this beauty blogger really delivered a good return on investment for them. Being able to generate some really nice user generated content around your brand by leveraging a partnership with an influencer, so for example, if you are a pizza brand and you wanted to team up with a particular famous boy band, maybe they would generate content where they show pictures of pizza on their Instagram every night that they're after a tour. So this is a great way of essentially creating content in conjunction with an influencer that also serves your purpose as a brand. And then channel takeovers, so where maybe you give the reins or the logins of all of your social platforms to an individual influencer where they essentially curate it for you for a day. This can add a great aspect of individual personality and, if it's perfectly aligned with your tone of voice, can be very powerful.

One important thing to note is around the declaration of influencer marketing and legislation by advertising standards authorities around the world. Essentially, it's crucially important that any paid influence promotion be declared. This is essentially to prevent consumers from being misled. Countries like the UK and Ireland have moved, through their individual advertising standards authorities, to implement harsh rules to dictate and govern this to a responsible way. Essentially, anything that is an advertisement should always be declared as such. This can be vocally done by the influencer themselves saying, "I am working with x-brand," or they could include #ad or #spons in the post copy. Making sure the influencer declares the nature of the relationship is the responsibility of the brand or the business. So make sure this is included in any contractual arrangements. Make sure that anything that the consumer sees, that is published by the influencer on behalf of your brand, is truthful. This can be a very difficult area because you need to be able to stand over the veracity of anything that your individual influencer is saying on behalf of your brand. Making sure this is 100% truthful and not misleading in any way. When working with an influencer, it's important from a brand perspective that this influencer is not encouraging any illegal or irresponsible activity on behalf of your brand. Just because it's coming from a platform that isn't owned by you explicitly, it doesn't mean that you are not responsible for the message which is seeded out. Use common sense. And lastly, as touched on before, several industries are regulated by their own terms of advertising standards. These include alcohol, cosmetics, and also business around banking and insurance. Make sure that you're compliant with your particular business set of regulations.

We're going to look on a case study from a U.S. anti-morning sickness drug. They utilized a page placement with popular reality TV show star Kim Kardashian. The pharmaceutical company responsible, Duchesnay, were ordered to have Kim Kardashian remove an Instagram post that didn't comply with their FDA regulations on drug usage. They stated the ad was false and misleading, because it failed to disclose the side effects of using the drug which was used for morning sickness. The star was forced to repost the original image with an additional 300-word verbatim disclaimer on the potential side effects. This was embarrassing for both the influencer and the brand, as they failed to comply with the individual regulations on the pharmaceutical industry. While the content reach was incredibly high – over 44 million Instagram users saw the content – it definitely drew scrutiny as the reach was much higher. This example shows that disclosure and complete honesty are key in dealing in such manners.

So why and how should you use influencer marketing tools? Well, this will help you determine key influencers in the individual areas that you're looking to activate, and suggest some ideas for partnerships. They will also help you measure the reach and the engagement with that individual's audiences, and help you deliver, I suppose, real insight into the success or the failings of any content partnerships with these influencers.

Some of these tools include NeoReach which is a great tool for managing a lot of mid-level influencers at scale. This is perfect for larger markets like the U.S. where the influencer base is quite large. Being able to input designated keywords and interest segments and being able to pullout suggested lists of influencers in those areas is quite a handy asset to have at your disposal. Using tools like TweetReach will help you estimate the reach of that individual's tweets and be able to measure the content partnership success or failings. Using tools like Followerwonk and Brandwatch will help you pick up mentions of untagged brands. So, if you are looking towards a brand campaign around a particular brand of ice cream, however you are not on Twitter at that particular moment in time, or users aren't tagging your brand, you'll be able to use these tools to determine where social conversation is happening, even if you're not being tagged with potential high power influencers.

## **Word of Mouth Marketing**

Word of mouth marketing traverses both the online and offline space to deliver on your business objectives, but also generate great buzz. It allows brands to deliver a 360 approach to their content marketing. So what are the benefits? Well, let's take a look. For a lot of brands, this can be a very exciting "big bang" moment of awareness. It's perfect for product launches. It delivers a great opportunity to innovate or excite potential aspects of your business that necessarily maybe haven't been done this way before. Brands can benefit from great online buzz where people get very excited and share images or videos from your particular word of mouth marketing stunt. They're great in terms of PR and brand visibility. Also, from a B2B perspective, in showing your potential customers from a business side what activities you're investing in as a brand to market your brand or business. Limitations are that, essentially, they can be quite expensive. There are sometimes single moments that don't really offer any evergreen or ongoing consistency or interest. It can be kind of hard to measure the direct return on investment, because essentially it's generating buzz and not clicks through a website or an acquisition page. They can appear as a little bit gimmicky and sometimes can actually damage brands. So make sure that these are treated as adequately and as appropriately in line with your brand tone of voice and your brand guideline as possible to deliver a proper consistent and cohesive brand moment.

The key principles of brand word of mouth marketing. Well, essentially what we're looking to do here is build advocacy. So turning occasional passing interest into a more engaged and fanatic user, so ultimately we're exciting people and disrupting their flow. Being able to reward existing fans and being able to give something back and do something nice for them in a very unexpected and surprising way. Being able to create a dialogue or conversation around a brand or business that maybe hasn't been talked about in a while, or has had negative conversation about this. Being able to shift that dialogue a few phases. And then, being able to measure return on investment. As we mentioned, these are very difficult things to be able to track. However, you could map it into your sale spikes. So, while it's not necessarily a digital objective in terms of being able to measure, there may be a real life sales rise around the time that you do word of mouth marketing campaign.

Word of mouth marketing comes in many different varieties and is a fantastic way of creating that dialogue that we discussed. Word of mouth marketing can be any mix of the following. So, guerrilla activity, this is unexpected marketing often done as a covert and genuine activity which is revealed at some stage. In this image, you can see a giant octopus took over Dublin city center for three days. It

was revealed to be mobile phone operator Three leveraging a TV character asset from their advertisement. This stunt, in the second image in the center, was a large-scale branded activity executed to gain media attention. Samsung launched their new phone using a jetpack man to fly over t busy city center location with the tagline “A different perspective”. This generated huge media user generated content and provoked conversation and content creation around the world. It was further utilized by having a camera placed on top of the head of the jetpack man himself, which created 360 video. And lastly, surprise and delight. Rewarding members of the public at random with no warning, and being able to disrupt their day-to-day flow and map in your particular business opportunity. The Molson Canadian beer fridge rewarded Canadian members of the public with a free fridge full of beer, should they be able to produce a Canadian passport.

## **Blogging and Social Bookmarking**

So what are bloggers? Well, a blogger is anyone with a personal site in which they publish interest specific content. Sometimes this can be under an assumed name or they can be group blogs. Blogger outreach is definitely an important aspect to building relationships for favorable content and user generated content around your brand or business. It can also help you learn valuable backlinks to your website. Outreach should offer value for their audiences. Examples of value for bloggers include: blogger ambassadors for your campaign or your business, blogger exclusive invitations to events or briefings, blogger discount codes, as we touched on previously, to be able to show their influence on your sales, and gifting, being able to conduct desk drops or media drops and maybe giving tickets or again, exclusive invitation to help build those invaluable relationships.

Here are some ideas or tactics around courting bloggers, and how you may and conduct this blogger outreach. Remember to treat bloggers with an air of respect, the same as journalists. Their influences are often higher or sometimes on par with some of the biggest name journalists in individual cities. Some ideas might be, using third-party authors or guest bloggers to curate your channels or to guest blog for you. Being able to take personal recommendations from bloggers and incorporate them into your marketing mix. Highlighting a blogger of the week for example, would be a great way of utilizing and further growing that relationship through your social media platforms. Remember, a higher relevancy is far more important than a higher reach. So, always be aware of who the audience of an individual bloggers are.

The social bookmarking – as previously discussed, the importance of peer-to-peer recommendations when it comes to content online is not to be underestimated. Social bookmarking is an entirely peer-to-peer-led way of discovering content that has been recommended by audiences who have similar interest sets to you. Social bookmarking allows users to store bookmarks and add tags of content right across the web and, essentially, have these bookmarks visible as either public or private. Visitors to social bookmarking sites can then search for content by their interest or their keyword and see content that’s been tagged by like-minded users for discovery. Benefits of utilizing social bookmarking in your content promotion strategy include competitor analysis – being able to track the keywords that you’ll be posting to find insights and content created by other competitors in this space that has been tagged similarly.

Discovery of new content, by tagging your content, will essentially help audiences find your content when essentially, they may have not thought of your brand or your business opportunity beforehand. With the exception of Google nofollow links to your page, all real social bookmarking content will include a backlink to your site. User discussions on social bookmarking sites can certainly help inspire your brand ideas around content promotion, but can also help you identify any crisis or negativity towards your brand, too. Reddit is a particularly good resource for this. Content seeding through these social bookmarking sites will help get your content in front of a very specialized group

of audience interests. It can help you deliver high relevance to your individual audience at that moment in time. And lastly, social bookmarking can be a great tool of research, to scope out the content that you want to create, and also identifying the content behaviors of your consumers and what content they're consuming.

While it's not necessary to maintain a consistent presence on these social bookmarking websites, it can be great to utilize it at certain moments in time. Here's a very simple diagram that outlines exactly how content seeding works through a content bookmarking website. Essentially, phase one would be to create the content, then secondary, would be to submit it through one of the various social bookmarking websites. Some of these include Reddit, a news feed of user-submitted content where content is voted up or down based on its popularity and you just get to comment on the individual posts. StumbleUpon is a social bookmarking plugin which sits on top of a web browser. Essentially, when you sign up to StumbleUpon, you designate your audience interests and you just click the button and it redirects you to a random website that matches in with your interests. It's a great way to waste some time. Digg is another great website where all content is user submitted and, essentially, gets promoted to the front page by people clicking on the content. It's a great example of a user-generated media site.

And finally, Pinterest, a great social platform where users pin content to boards. This content can be found anywhere across the web. It can be anything from online advertorials to nice pieces of video, or indeed photographs, or graphic content. Essentially, boards are curated by the users themselves and submitting your content up onto Pinterest and generating it as a pin, will help other people find it and discover it using hashtags. Essentially, what we're looking for in any usage of social bookmarking is awareness, shares, and, ultimately, traffic.

## **Resourcing**

For your social media marketing, resourcing is a very important aspect to consider. While having someone ultimately responsible for your social media marketing strategy in-house is crucial, it is a decision not made lightly. Making the decision to manage and maintain all aspects internally is something that can take considerable resource. We'll look at the pros and cons of having an internal team working on all elements of your social media marketing. The pros would include specific industry knowledge, having the insight into exactly what your competitors are doing, and really understanding what your key USP is in the marketplace. Understanding targets and crisis issues from a sales perspective and certainly from any skeletons hiding in the closet. Developing a social media culture for your business or organization is effective very much if it's in-house. Being siloed or being set to externally to an agency can prohibit the growth of that culture internally. Cost and flexibility on budgets isn't really an issue when it's in house. These are far more easy to manage and navigate when you're not dealing with an agency. And lastly, personality-based channels effectively work much better. So, for example, Snapchat, which is very much a personality-based platform, works great if there's an internal social media team running it. Great examples of this include the Taco Bell Snapchat account which is run by three people who actually run the social media for Taco Bell.

Cons around in-house social media marketing include limited resources. Essentially, you need to dedicate an entire role, at least, if not more, to managing the social media platforms of your business. Make sure that you're dedicating adequate resource and that you have resource at hand to do this. Limited knowledge and expertise can be a challenge. So making sure that your individuals who are looking after social media are upskilled – maybe some of you who are watching this presentation now. Helping to make sure that you are up scaling and optimizing your knowledge of the social media platforms will make sure that your business or your brand isn't left behind. Limited relationships can also be a challenge. This is specifically to the media networks or the influencer

networks and building these relationships can take time. A lot of agencies have established these relationships and working with them can help you leverage it a lot easier. And lastly, we all suffer sometimes from a lack of fresh thinking or creative new ideas as this can be especially hard if something is kept internal. Getting fresh perspective and external input can always be a benefit. So, it's very important to stay motivated and stay inspired if you're taking this in-house.

So, what are the pros and cons of outsourcing your social media marketing? Well, in terms of pros, you can rely on extensive knowledge of social media campaigns across multiple industries. Essentially, an agency will have awareness of stuff that's happening outside of your own particular vertical and not necessarily always working with your competitors. Campaign experience from an agency perspective will help you prevent any first-time mistakes. Essentially, you won't be the only client working with this particular agency and they will have had seasoned experience of launching campaigns in a social media marketing space.

Strategic and planning focus will essentially have a long term strategy in mind for you and your business. So, making sure that the tactics aren't just short term is very important when you're hiring an agency. In terms of the tools, agencies have access to a wide variety and vast array of tools which you can leverage as a client. This is everything from in-audience insights to analytics and also social listening that you can help benefit your content marketing by leveraging their tools. There's a greater synergy awareness certainly from an agency perspective, where they can identify great affiliate partnerships and great opportunities for you to scale by teaming up with other brands and other like-minded media organizations. It also helps you free up your internal resource and doesn't necessarily hinge on having to hire extra full-time employees from a business perspective.

Cons with working with an outsourced social media agency include costs. It can be an expensive undertaking. Making sure that you have adequate budget to dedicate to this will ensure a best return on investment. Understanding your company, whether it's the culture or indeed any skeletons in the closet necessarily that you don't want to disclose to a third party. Making sure that you have a fully briefed agency who understand the intricacies of your business from the offset will prevent this from happening. Reporting can be a little bit inconsistent. This can be a challenge especially if you're engaging multiple agencies. You could have a PR, an advertising, and a social media agency all reporting in very different styles. Make sure to dictate and corral exactly what metrics and objectives you're outlining for reporting their successes or their failures. Awareness of internal expectations. This can be treading the fine lines of politics from an internal office perspective and making sure that the agency doesn't necessarily stick their foot in it by sending the wrong piece of content to the wrong person internally. This can be a challenge when managing an agency. And lastly, an agency team are not necessarily 100% dedicated to your business. Agencies have a vast array of clients and knowing that you're one on a roster and not necessary their sole client, it's important for you to understand the expectations based on their time.

So who can you outsource your content creation to? 62% of companies outsource their content marketing. It helps them introduce efficiencies and leverages that seasoned industry experience. Some ideas around where you could potentially leverage or potentially outsource your content marketing include dedicated digital and social agencies – these are experienced within the social field, they're content creators, and they understand the technical aspects of social media. PR agencies – they understand brand marketing, they're great writers, and they can, ultimately, help gel together a numerous amount of brand activity in the one consistent message. Advertising agencies – if there's above-the-line going live, which also has a social input, there can be a consistency achieved across utilizing the same assets on social as your above the line assets. Media outlets creative teams – as discussed previously with native advertising, media outlets are now employing creative teams in-house to create content for their platforms. While it may not be a long-term



solution, it certainly could be a solution for a particular campaign platform or a short period of time. Freelance writers and journalists, obviously, have great writing skills so could help you generate content certainly for blog posts or for copy for social media. Freelance graphic designers can also be considered in this arena. Professional photographers or videographers, in this sense, can also help you create great content for your social media platforms and help excite with innovative new formats for you to utilize as a brand.

So, considerations to take into account when hiring an agency. Number one would be budgets. Are their hourly rates comparable to their competitors? Are their budgets line itemed so you can see the individual cost per action? Is their plan or pitch coming in on budget? And are they outsourcing to an expensive third party? Consider their reputation within the industry. Have they won awards? Do they have a good name in the industry? Do they have comparable brands and clients who are within your remit? Do they have comparable brands and clients in their stable who would be at a similar level to your own brand or business? And are they in the media themselves? Have they been contentious? Always look at the reputation of an agency before hiring them. Consider conflict. Do they have clients who may serve a conflict to your business? Do they have conflict procedures in place? Or is it possible that the client base that they have just would not be compatible with your business? Have a look at the profiles of the team members. Do some research as to the people who you'll be working with on a day-to-day basis. Are they thought leaders within their industry? Do they have a good profile online? Consider experience within the vertical and not necessarily from a conflict perspective, but maybe it's old accounts that they used to have. Maybe it's experience within a very difficult or tricky area to navigate in terms of marketing codes. For example, alcohol or pharmaceuticals that they have explicit advertising or marketing credibility and knowledge of the code.

And lastly, local knowledge. It shouldn't be underestimated that having local knowledge on sensitive issues around maybe culture or historical items is absolutely something worth considering. Hiring a foreign agency to operate in your local market can lead to misunderstanding and embarrassments around potentially slang words, colloquialisms, historically sensitive subjects. Make sure that you're locally activating with somebody who has in depth knowledge of your local audience and your local consumer. Items to consider when resourcing internally, however, include planning ahead. For example, if video content is an objective for you and you've noticed that the social platforms are prioritizing video content, maybe considering a videographer would help you achieve an in-house benefit and content creation process that you don't have to go to an external third party supplier for. Have a look at involving your key internal stakeholders. Make sure to involve those teams in the decision around resourcing and what resources you could pull from various disciplines, whether they be the marketing teams, the legal teams, or indeed the PR teams.

Define your goals. Always link resourcing back to delivering on a business or brand goals to help support your case for additional FTE, full time employees, or budget where needed. Defining job descriptions internally will make sure that everybody knows what exactly their role is in terms of the social media marketing mix. This will ensure that nothing falls through the gaps. Have a hiring and training strategy where you're investing in your staff to upskill them in the ever increasingly fast moving social media marketing world. Make sure to spot opportunities in which somebody's natural talents could be amplified and built upon. For example, if somebody has a creative flair, they may benefit from a design course and then you can further utilize this asset internally to add towards your team. And finally, make sure to conduct exit interviews. This is standard business practice across the board, but, ultimately, utilizing exit interviews will help you leverage learnings and insights in how you can optimize your team based on anybody who leaves your team. This will help you plan for the future, adopt, and optimize going forward. Some structural challenges to consider when trying to resource for in-house social media marketing include budgets. They're definitely under pressure

from a number of key areas when it comes to marketing. So make sure that you're carving out a dedicated budget for your social media marketing purposes.

Education in the organization around the value of social media marketing can be a challenge, especially in more longer standing or kind of old, more traditional-focused businesses. Being able to establish education on the value of good content and the benefits for your brand are key. Breaking down the silos internally will help you do this. Whether it be through your legal teams, your PR teams, or your advertising teams, making sure everybody is on the same page with your social media marketing strategy will help break down these silos. B2B sales can be a very complex area. A more in-depth content relationship building is needed here. If the industry, as mentioned before, is highly regulated, navigating these particular codes of conduct or standards authority guidelines can be particularly tricky. So make sure that you're fully up to speed with the regulations in your particular vertical.

And lastly, with any brand or business communication through social media, it's always important to implement a human tone of voice and not come off as cold or corporate. This can lead to a lack of human-relationship-building between the brand and also you can end up damaging the brand more so than benefiting it. Just like snowflakes, no two content marketers are the same. So what should you look for when hiring a content marketer to add to your team? Well, creativity is essential. What you're looking for is a team of very diverse people who come to the table with varying backgrounds, adding their creative flair, their individual insight, and their personality to work that they work on. Making sure they themselves are quite active across social media and are social media savvy. That they're self-motivated and they have some sort of a vision for the work that they want to achieve and what they want to bring to your business. Being able to find people who are good listeners and focus on solutions and not highlighting problems. Somebody with a multi-channel discipline. Essentially, if somebody comes to you from a background of another media, this is highly beneficial for you because it identifies the opportunities around media placements for your social media marketing campaigns. Somebody who is results- and analytics-driven will show you the benefit of your social media content and not just throw away content for the sake of it. Ideally, you want somebody who is a good communicator and, ultimately, a strategic thinker.

# **LESSON 3: CONTENT ANALYSIS**



## Setting Objectives

Before you even begin to think about creating a piece of content, it's very important to start by defining your goals.

What do you want to achieve with your social media content? Having these content goals as SMART, so that they're specific, measurable, attainable, relevant and time-based. Consider the various objectives. Lead generation, lead nurturing, increase brand awareness, customer acquisition, customer attention, cross-selling or upselling. Maybe, all of the above? Or some of the above? Whatever you do, always make sure that those goals are smart. Establishing key performance indicators or KPIs that are aligned to your business objectives will keep your content marketing strategy on track. Monitoring of these KPIs allows rich territory for learnings, adaptations and optimizing going forward. Benchmarking your results against industry competitors allows active comparisons and also marketers to mature and adapt their campaigns. It's important to always be very realistic when establishing these KPIs and not set your sights too high. Be realistic, and try and earn growth, not necessarily exponentially, but more as an evolution on previous campaigns.

In the slide here, you can see a typical architecture for brand who is setting KPIs. Overall business objectives should always be the overarching goal with any individual campaign. Here are some examples of goals within specific areas: a campaign specific goal might be Coca Cola's Diet Coke campaign, which aims to introduce a new occasion of Diet Coke, the Diet Coke break. Platform specific might be that Coca Cola aims to increase Diet Coke break conversation on Facebook or Twitter by 25% in three weeks. Demographic specific goals, maybe that they want to increase conversation about the Diet Coke break to 80% of females using the platform. A content specific goal might be aiming to stimulate 100 pieces of user generated content around the Diet Coke break. And lastly, a channel specific goal, might be that Coca Cola want to deliver a reach of one million through owned content promotion around the Diet Coke break. So here you can see one overarching campaign KPI, but ultimately individual moments or smaller KPIs that are underneath this overarching campaign proposition.

## Analytics

Social tracking is important for reporting on the success or failures of any campaign. It's the process by which you compile results on your brand or business performance on social media. This helps to identify the content that is performing well and the content that may need to be optimized, improved or completely removed from your content marketing mix. Key things here would be establishing a social tracking aspect or reporting element before your campaign kicks off. As mentioned before, this is far more cost effective to do futurespectively than retrospectively. Tracking would allow you to monitor individual search terms or crisis moments that keep popping up that essentially may need a larger implementation or strategy around. Tracking would allow you to amend and optimize your campaign going forward as the marketing progresses and matures.

Social tracking will, at the end of a campaign, allow you to compile a full campaign report and visualize the results in easy-to-digest fashion. Benchmarking successes and failures for future campaigns will allow you to optimize everything going forward. Make sure your social tracking reports always recap on what learnings can be implemented and how you can evolve your marketing strategy. Some common metrics that are used across the individual social platforms include a wide variety. We've outlined them here on this slide. Essentially, your social media metrics change based on your platform and your content type. Here's an overview: make sure that you will measure effectively on each of the individual platforms by identifying the similarities and trying to compare like

with like. Video views, for example, can be measured across Facebook, Instagram and Twitter. However, video views is not an objective metric for LinkedIn. Facebook has the highest types of metrics which are measurable by any brand or business. Make sure to familiarize yourself with all of these metric types to allow for establishing a baseline, setting your objectives and ultimately recognizing good results for your content marketing.

Outside of your social media platforms there are other metrics to consider. Specifically, here's a list of related metrics to your website, some of which are quantitative, and some which are qualitative. Other metrics in here also are considered around your brand itself, including brand awareness. Defining targets for as many of these metrics as possible will help your campaign keep on track. That said, no one size fits all. So make sure that planning your content strategy will help deliver great results on every one of these aspects. That's a hard task to achieve. So maybe it could be a case that grouping metrics into groups of four or five and splitting this out over a number of campaigns will make them a lot more achievable for you and your brand.

## **Measurement and Tracking**

Some third-party analytics tools that are worth considering from a social perspective include the ones listed on this slide.

Radian6 is a particularly powerful tool for measuring social sentiment and the reach of your content. It can also help you identify conversations where the brand isn't being tied and show you where your content is being shared elsewhere. NewsWhips' insights can show you great growth aspects and opportunities for scaling your content based on what's topical and interesting to your particular audience set. For your website, make sure to include an analytics platform such as Google Analytics. This will enable you to, essentially, track a number of key determined metrics for your website. To install, essentially take the Google Analytics code and implement it to your website through your web developer. Use a Google tag manager to segment content back-clicks using your specific platform or format tagging. Measure user acquisition channels – have a look to see which channels are performing the best in terms of driving people back to your website. Google Analytics shows a great visualization of this for you. Identify specific networks that are performing well and invest more heavily in terms of content promotion or content creation for these platforms. Identify which content is driving people there through your social media analytics. Measure total conversions that have originated as traffic from social media to establish a true return on your investment for content marketing: the Holy Grail, as we call it.

# **LESSON 4: CONTENT STRATEGY**

## Content Promotion Strategy

When planning your content promotion strategy there are a number of key areas to consider. Number one would be your audience. Who are they? What platforms are they using? Where are they based? What are their audience behaviors in terms of consuming content? Recognizing as much information about your audience and forming those personas is absolutely key as we've touched on previously.

The content itself. What is the job to be done with this content? Is it about convincing or is it about converting? Trying to determine what is the theme or what are the pillars that this content is relating to, and ultimately, optimizing this content per your audience intent and per the platform as we've discussed. Next you should consider the channels. So, what are these channels? Where are your audiences engaging in content consumption? And ultimately, choosing the channels best suited to your business objectives. Number four is considering your resource both from a budgetary and from a human perspective. Do you need additional assistance in this content creation? Making sure that your content creation and promotion strategy is resourced effectively both from a budgetary and from a human input level will make sure that your content promotion is fulfilled accurately.

Budgets and pricing. Making sure, essentially, that you have mapped out enough of a social media advertising spend in much the way you would map out a traditional media advertising spend. Be sure to map this out and be considerate of exactly what you need to achieve in order to meet your objectives in KPIs and that you have a relevant and adequate budget to do that. Scheduling content. Considering what time of day your audience is online, how they would receive the messaging that you seed there at that particular time of day. As mentioned before, messaging around consuming ice cream isn't exactly something that would fit in with a breakfast time audience. So, making sure that you're relevant at that moment in time for scheduling your content, but also using scheduling content as a form of automation to reduce your resource input requirements.

Setting of analytics for campaigns to make sure that you can measure the success or failings of individual campaigns in advance, again, futurespectively rather than retrospectively. Also, familiarizing yourself with the analytics platforms available to you through the individual social media platforms. And lastly, future planning. Taking on board all of your learnings of successes and failure that you can optimize going forward from previous campaigns. When we talk about content promotion, how can we set objectives from the promotion of the content itself? We'll start by reviewing and refining your company's vision and mission. Take a look at the marketing itself and the team's objectives and strategies. So, for example, in your company vision you would highlight where do we see the business going? The company mission would be why does this business exist? Our objectives might be what do we want to accomplish with this marketing strategy? And ultimately, your marketing strategy should be how should we achieve these objectives? Here's a few other objectives to consider.

Traffic – using timed links will show you how much traffic an individual piece of content has resulted into your website. Awareness – some marketers use content promotion purely for brand awareness and launching their business into the public eye. Thought leadership – utilizing advertorials as a content promotion format can help build credibility for your business. Downloads – the usefulness or utility of your offering to others by your content helping to drive downloads. For example, eBooks or whitepapers can be very effective in this space. And ultimately conversions should be the key to all of this. Customer acquisition should always be your overall objective and trying not to get distracted by having fun with individual social formats or jumping on a trend because it's shiny and new.

## Audience Segmentation

When we segment our audience, it's very important to recognize tech adoption aspects by the individual social media platforms and their usage. In general, we can group audiences into four broad-spanning categories. Being aware of these will help you determine how and where you promote your content. Baby boomers were born in the 1940s to 1960s. They're slow to adopt tech because they're an older generation. However, they do have a higher spending power. The larger social media platforms are still accessible and can be sometimes quite popular with this audience. For example, Facebook. Generation X was born between 1960 and 1980. Generally, they're settled with families by now. They're parental marketing targets. Millennials came of age in the 2000s. They grew up with technology. Necessarily, smartphones weren't around when they were born, but they would've been the first utilizers and users of smartphones certainly from a generational perspective. And then what we call Generation Z. They were born in the mid-2000s. They've never known life without smartphones. Instant connection on social media are part of the everyday for this audience.

Segmenting your audience further by other key aspects will make sure that your message content, placement and context are hyper-relevant for your audience and make it really easy for them to access and relate to. Key areas to address when segmenting include, their age. Don't just think about their date of birth, but think about their life stage. Consider if they have children, the level of education that they have, are they in career or a part-time job? Look at their gender. Is this something that's important to your campaign, whether you're reaching a male or a female audience? Maybe your product has an asexual focus. Indeed, if sexuality is something that's going to be worth considering with your particular audience. Location and geography – this is everything from physical location within the world, to what somebody identifies to as their genealogy. It could be somebody who is Hispanic but is based in the U.S. Identifying exactly what their consumer behavior is or their cultural background is very important. Also, consider their physical location in the world. Maybe they're commuting to work when they see your particular piece of content. Maybe they're stuck in a car. Essentially, you need to be tailoring as much as possible to the physical location of your audience.

Platform specificity – where you're placing your content, are hashtags commonplace there? Does your video work best? Essentially, identifying the strengths and weaknesses of the individual platform and determining if your content is a right fit for it. Looking at the economic demographic – this is spending power and how much money or is your client or prospective consumer into luxury goods or are they looking for bargain and budget? Being able to tailor your message effectively and using the language and phraseology and even the image design is hugely important here. Consider what device they're viewing on. Are they using a desktop computer largely or smartphones on the go? And ultimately, what browser they're see all of this through. Is it one with high connectivity that's super-fast and has been updated to the latest operating system? Or is it one in an area where there's limited 3G or wi-fi signal and ultimately, you need to optimize for a lower resolution for your end graphics or creative to ultimately provide ease of access for those users.

With all campaigns, you should provide a final recap documented report. The purpose for this is to ascertain really what worked and what didn't. Taking learnings from this document and implementing them for future campaigns will only add to your success. Key areas to address in this document would be consumer feedback. What was the public's perception? Was the sentiment negative or positive? Did you have great input from users or were they purely uninterested? Analytics and data – how many actions did your content result in? Whether it was clicks to website, physical engagements or app downloads. Being aware of the cold, hard facts from the individual platforms and being able to measure these and benchmark them against content going forward.

Objectives – how many of your objectives did you meet, exceed or not exceed? Essentially, being able to tie these back to a very cold and hard business data aspect such lead generation, people picking up the phone or closing sales will help you to determine the true return on investment for your content marketing. And then relevancy scores. Again, a really nice thing to include in a summary document is how the individual platforms rated your relevancy. Facebook and Twitter and Google all provide you with a relevancy score for your content promotion. This essentially means that in a ranking of 1 to 10, with one being very high, they can rank exactly how your content performed with social audiences when it was displayed. For example, somebody clicking hide on your ad or flagging your ad as “irrelevant to me” would degrade your quality score or your relevancy score on the individual platforms.

