



# CONTENT MARKETING PLAYBOOK 2014

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# What is Content Marketing?

- Content marketing is about delivering the content your audience is seeking in all the places they are searching for it. It is the effective combination of created, curated, and syndicated content.
- Content marketing is the process of developing and sharing relevant, valuable, and engaging content to a target audience with the goal of acquiring new customers or increasing business from existing customers.
- Definitions from: “Epic Content Marketing” by Joe Pulizzi

# Content Mktg VS Social Media Mktg



- ❑ Social media marketing is anchored on social networks. A rent to own audience.
- ❑ Content marketing is anchored on your “hub” – your website or blog. A place you own. It is then pushed out to other channels and platforms, including social media.
- ❑ Content marketing makes you a media publisher.
- ❑ Content marketing is the umbrella that social media falls under.

# Where do I start?



- ❑ Strategy – develop a content plan for 3 months.
- ❑ Research keywords and then choose your keyword(s) and topic for each content piece.
- ❑ Create a mini content strategy campaign for each significant content piece.
- ❑ Create content piece – I recommend starting with video. You can then tweak and repurpose for other platforms.
- ❑ Determine formats to repurpose for.
- ❑ Choose platforms to distribute to.

# Content Formats to Choose From

- Article
- Automation Campaign
- Blog Post
- Book
- Case Study
- Curated Content
- Digital Magazine
- Direct Mail
- Ebook/Audiobook
- E-Learning Series
- Endorsed Content
- E-Newsletter
- Micro-content
- Mobile SMS/App
- Print Mag/Newsletter
- Online Survey Research
- Podcast
- Press Release
- Teleseminar
- Video/Film
- Webinar/Webcast/Hangout
- Website content
- Wikipedia
- White Paper

# Content Platforms to Choose From



- Amazon/Kindle
- Facebook
- Flickr
- Google+
- Instagram
- iTunes Application
- iTunes Podcast
- LinkedIn
- Pinterest
- Press
- Reputation Sites
- Tumblr
- Twitter
- YouTube
- Website
- Wikipedia

# Places to Collect Online Reviews

- AVVO – Lawyers
- Better Business Bureau
- City Search
- Consumer Reports
- Dex Knows
- Facebook
- Four Square
- Google+
- Insider Pages
- LinkedIn
- Judy's Book
- Kudzu
- Local.com
- Merchant Circle
- Super Pages
- Twitter
- Yahoo
- Yellow Bot
- Yellow Pages
- Yelp
- Your Website

# 5 Search Engines to Target



- Amazon
- Google Search
- iTunes
- Twitter
- YouTube



# Important Skill Sets



- Curation
- Social Media
- Syndication
- Tech Savvy
- Video Production
- Writing

# Analytics



- Google Analytics
- Facebook Page Insights
- YouTube Analytics
- Hootsuite
- PI Stats – developed by SM2/Speaker Media
- HubSpot Analytics – advanced and expensive

# Desired Outcomes



- More cases and better quality cases
- More referrals
- Improved Top of mind awareness/Brand awareness
- More media coverage
- Media relationships with targeted journalists
- Greater credibility and expert status/thought leader
- Great profitability
- Better quality of life – Must Systematize



GROWING relationships  
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