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# Content Marketing Planning for 2013

Domain: 2, 5    Total CEUs: 1

SMPS  
CEUs

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**Chat live on Twitter!**

**Today's Hashtag:**

 **#Hingecontentmktg**



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## Contact Information



### FIND ME ONLINE!

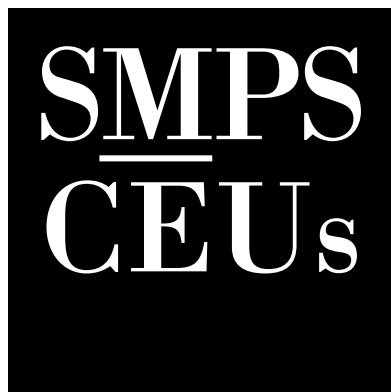
Twitter	@BrandStrong
Facebook	sylvia.montgomery1
LinkedIn	sylviamontgomery
Google +	Sylvia Montgomery
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## SMPS CEUs

Hinge is an SMPS Approved Provider of continuing education units (CEUs)!



Steps:

1. Register to attend our no-cost webinars
2. Attend the webinar
3. Email:  
[smontgomery@hingemarketing.com](mailto:smontgomery@hingemarketing.com) --  
Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar\*
5. Report your CEUs to SMPS

\*Must email Sylvia prior to start of webinar.

# Agenda

- › Different types of content and why each is useful
- › How content correlates to SEO and web traffic
  - › Part I - Creating the Content
  - › Part II - Creating the Content Marketing Calendar
  - › Part III - Creating Visible Experts<sup>SM</sup> with your Content



# Background



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2 Books, 6 Major Studies

Available at [www.hingemarketing.com/library](http://www.hingemarketing.com/library)

## What is Content Marketing?

“Publishing educational content to your website in an attempt to attract and nurture targeted web visitors.”

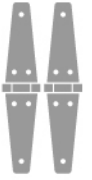
# Content Marketing in a Nutshell

1. Determine what your prospects are looking for online
2. Write content using important words and phrases, owning them as thought leader
3. Attract quality web visitors and earn trust over time
4. Convert % of visitors into leads



## Early Stage Vs. Late Stage Visitors

- Some visitors will be early in the buying process, more interested in educational content. You must build a long-term relationship of trust with these people.
- Others will need your service now and be ready to buy.
- It's important to have content, language, and offers that appeal to both types of visitors.



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# PART I

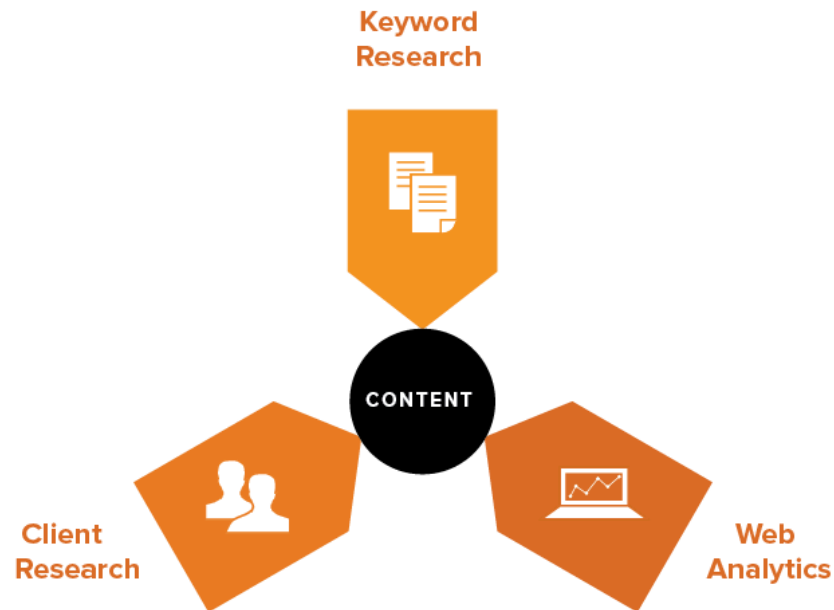
## Creating the Content



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# Create Engaging Content

## 1.CREATE

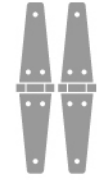


# What Do We Mean by Content?

## Company Content

- Case Studies
- Services Descriptions
- Company News and Awards
- Team Bios
- Company History





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# What Do We Mean by Content?

## Educational Content

- Blog Posts
- Infographics
- Videos and Webinars
- White Papers
- eBooks
- Kits and Guides
- Research Reports





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## Stock Vs. Flow

### **Get Visitors to the Site!**

Flow Content – Short, sweet, and published often. Think blog posts.

### **Get Visitors to Take Action!**

Stock Content – Longer, more substantial and published less often. Think ebooks.

# Writing for Robots *and* Humans

You've got to be  
engaging to your  
audience!



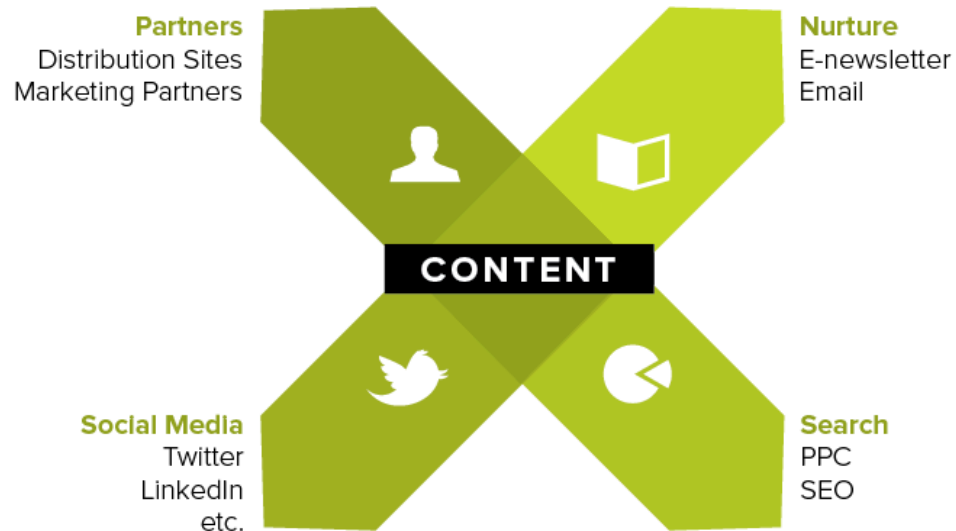
You've got to use the  
right keywords!



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# Promote Content

## 2.PROMOTE







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# Find, Nurture or Qualify with Content

**2 Add your topic**

- Industry News
- Commentary/ Humor
- Analysis/ Opinion
- Research study
- Problem Identification and Analysis
- Solution Identification and Description
- Case Studies
- Useful tools
- Planning/ Budgeting Guides
- Solution Comparison Guide
- Vendor Selection Guides
- Step by Step How To's
- Return on Investment Analysis
- Product/ Service Demo
- Tracking/ Analysis Guide

**3 Calibrate level of commitment**

- Free/Open Access
- Free/Minimal Registration
- Free/Detailed Registration
- Free/In Person Attendance
- Paid/Minimal Registration
- Paid/Detailed Registration
- Paid/In Person Attendance

**4 Choose the format**

- Blog Post
- Infographic
- Podcast
- Video
- Slide show/ PPT
- Webinar
- Article
- White Paper
- E-book
- Multi part Kit
- Printed Book
- Online Course
- Application
- Virtual Event
- Seminar
- Roundtable Discussion
- 1:1 Meeting

**5 Promotion/ Distribution**

- Website
- Search Engine Optimization
- Pay Per Click Advertising
- e-Mail
- PR/ Press Coverage
- Distribution Websites/ Directories
- Syndicated Content
- Marketing Partnerships
- Guest Blog posts
- Online Publication
- Print Publication
- Print Display Ads
- Online Display ads
- Postal mail
- Social Media
- Professional Conferences/ Events
- Speaking Engagements

**20,000 Leads Under the Sea**

There's an ocean of leads out there. How are you going to hook them? Choose one item from each list below and catch a new client of your own!

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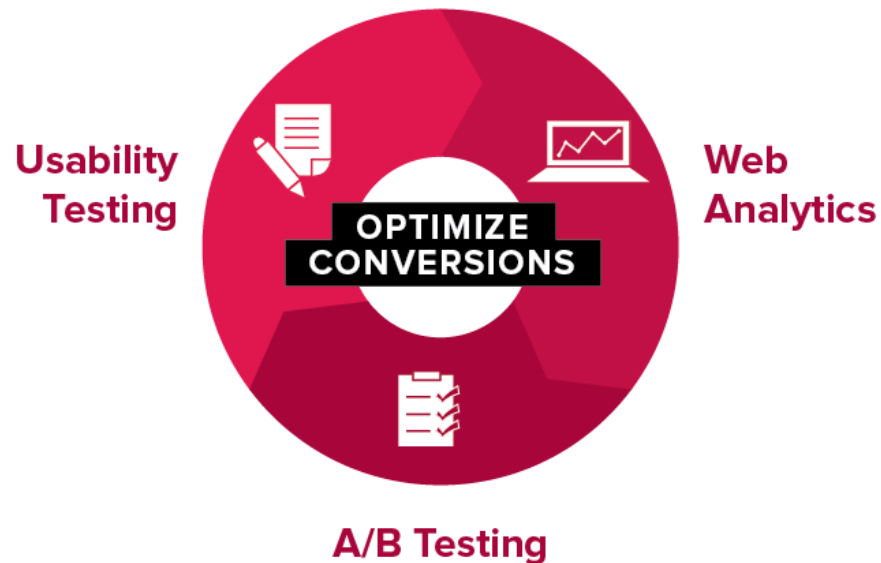
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# Convert to Greater Engagement

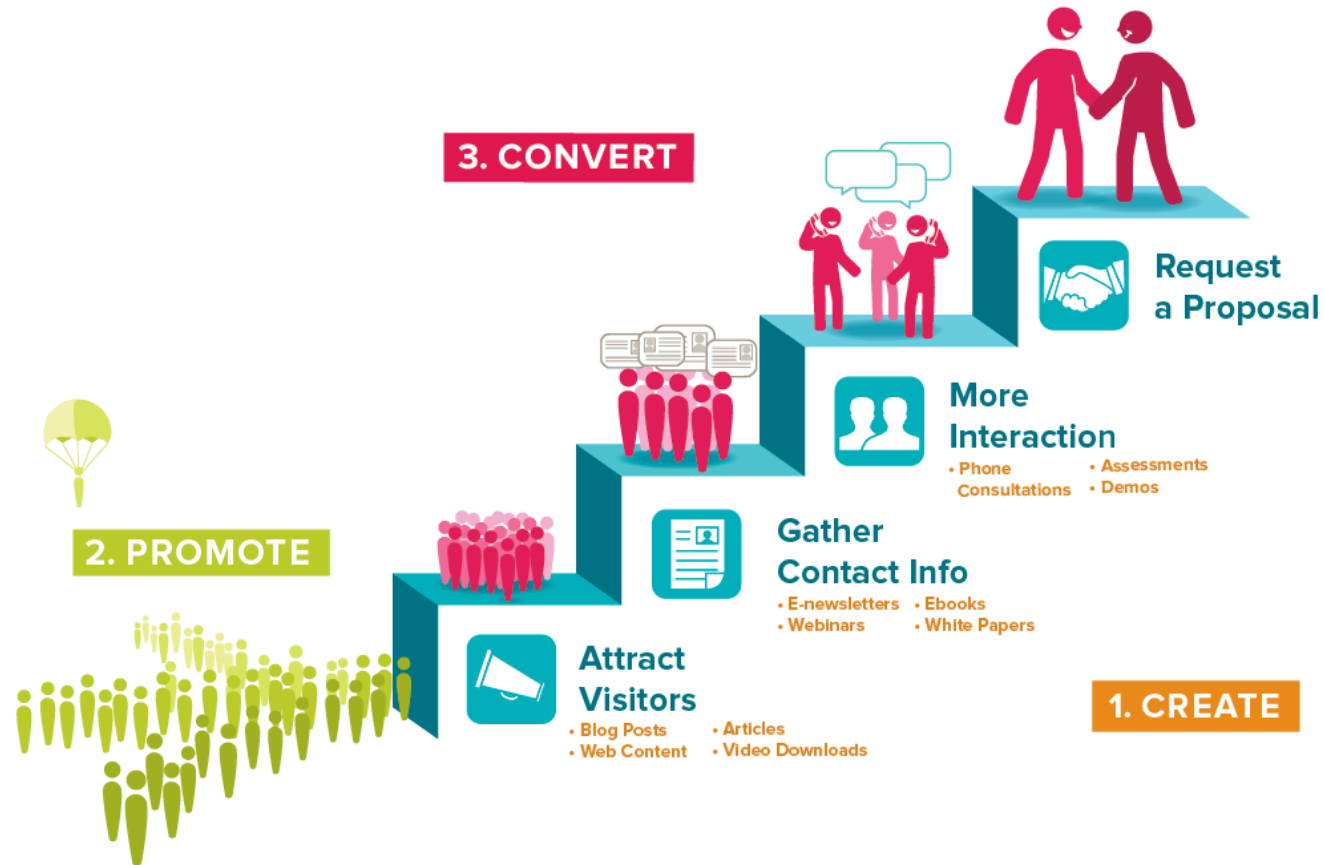
## 3.CONVERT

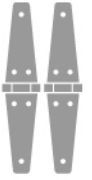




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# Building Trust Through Engagement





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# PART II

## Creating the Content Marketing Calendar



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# **CAPTURE & ASSESS**



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## Capture – Look Outside

- Industry trends
- Controversial issues





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## Assess – Look Inside

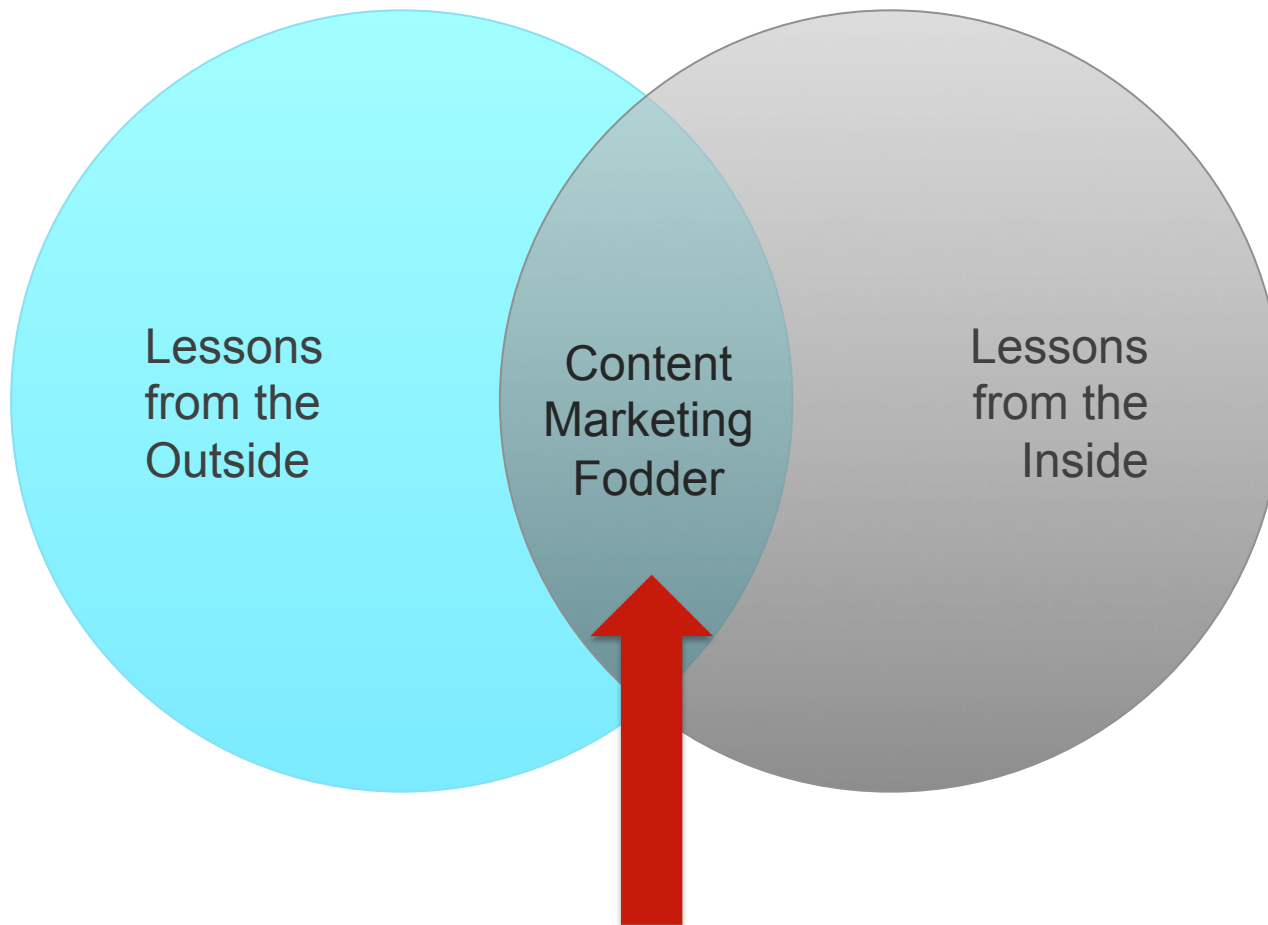
- Services
- Industries
- Target Audiences





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## Bring it Together







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**2**

**STRATEGIZE**

## Defining Your Content Calendar Strategy

- What are the issues of importance to your clients/prospects?
- Which website pages get more traffic now?
- Which website pages do you want to drive traffic to?
- Are you ranking for the keywords that you want to be associated with?
- Which key words are most aligned to BD efforts?



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# Core Content





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# Find, Nurture or Qualify with Content

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- Webinar
- Article
- White Paper
- E-book
- Multi part Kit
- Printed Book
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- Virtual Event
- Seminar
- Roundtable Discussion
- 1:1 Meeting

**5** Promotion/ Distribution

- Website
- Search Engine Optimization
- Pay Per Click Advertising
- e-Mail
- PR/ Press Coverage
- Distribution Websites/ Directories
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- Guest Blog posts
- Online Publication
- Print Publication
- Print Display Ads
- Online Display ads
- Postal mail
- Social Media
- Professional Conferences/ Events
- Speaking Engagements

**20,000 Leads Under the Sea**

Start with your goal. Find, Nurture or Qualify.

Ahoy! There's an ocean of leads out there. How are you going to hook them? Choose one item from each list below and catch a new client of your own!

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- Industry News
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# Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				11/1/12	11/2/12	11/3/12
					October Fab 5 Email	
					October Fab 5 Blog Post	
11/4/12	11/5/12	11/6/12	11/7/12	11/8/12	11/9/12	11/10/12
	Lee F BP	Email 3 for Sylvia TBD Webinar	DFK Speaking		Post Webinar Blog	
			Sylvia TBD Webinar			
			SM 3 for Sylvia TBD Webinar			
			Recording Email Post Webinar			
			Offer Email Post Webinar			
			Katie BP			
11/11/12	11/12/12	11/13/12	11/14/12	11/15/12	11/16/12	11/17/12
	Visible Expert BP 4	PSEF/Blog/Pivot Email	Alex BP	November Digest PIVOT	Marketing Guide Release	
					Email for Marketing Guide	
					Lee E. BP	
11/18/12	11/19/12	11/20/12	11/21/12	11/22/12	11/23/12	11/24/12
	Marketing Guide Blog		Katie BP		3 Guides to Help You Plan for 2013	



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November

Month

11

Year

2012

Content Types

- Webinar
- Blog Post
- Guide
- Email
- Infographic
- Hinge Case Story
- Research
- Social Media
- PIVOT
- Speaking



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Content Types



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# Blogging Calendar

## Monthly Blogs December

Critical Dates	Blog Title	Rules	Scheduled	KPs to Assign
Monday, December 3, 12	[Name] Blog Post	Mondays - Lee F. (Executive Topic)	0%	brand strategy
Wednesday, December 5, 12	[Name] Blog Post	Wednesdays - TBD (Wild Card Topic)		engineering logos
Friday, December 7, 12	[Name] Blog Post	Fridays - Sean (Marketing Topic)		virtual cmo
Monday, December 10, 12	[Name] Blog Post	Mondays - Lee F. (Executive Topic)		merger integration checklist
Wednesday, December 12, 12	[Name] Blog Post	Wednesdays - TBD (Wild Card Topic)		brand positioning/brand positioning statement
Friday, December 14, 12	[Name] Blog Post	Fridays - Sean (Marketing Topic)		
Monday, December 17, 12	[Name] Blog Post	Mondays - Lee F. (Executive Topic)		
Wednesday, December 19, 12	[Name] Blog Post	Wednesdays - TBD (Wild Card Topic)		
Friday, December 21, 12	[Name] Blog Post	Fridays - Sean (Marketing Topic)		
Monday, December 24, 12	[Name] Blog Post	Mondays - Lee F. (Executive Topic)		
Wednesday, December 26, 12	[Name] Blog Post	Wednesdays - TBD (Wild Card Topic)		
Friday, December 28, 12	[Name] Blog Post	Fridays - Sean (Marketing Topic)		
Monday, December 31, 12	[Name] Blog Post	Mondays - Lee F. (Executive Topic)		

Blog Date	Status	Author	Key Phrase	Scheduled	
Monday, December 3, 12	Not Started	Lee F	Fab 5	0	
Wednesday, December 5, 12	Not Started	Katie		0	
Friday, December 7, 12	Not Started	Alex		0	
Monday, December 10, 12	Not Started	Lee F		0	
Wednesday, December 12, 12	Not Started	Sylvia		0	
Friday, December 14, 12	Not Started	Sean		0	
Monday, December 17, 12	Not Started	Lee F		0	
Wednesday, December 19, 12	Not Started	Lee E		0	
Friday, December 21, 12	Not Started	Daniel		0	
Monday, December 24, 12	Not Started	Lee F		0	
Wednesday, December 26, 12	Not Started	Alex		0	
Friday, December 28, 12	Not Started	Daniel		0	
Monday, December 31, 12	Not Started	Lee F		0	
Total Count				0	

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## **Frequency**

- Blog posts – 1x per week
- Webinars – 1x per month
- White papers / Guides – 1x per quarter
- eBooks – 1x per year
- Case stories – 1x per month
- Newsletter – 1x per month
- Emails (as distribution vehicle) – 2-3x per month

**Quality + Consistency = Good Content Marketing**



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## Blog Post Characteristics

- 200 - 700 words
- Educational in nature, not promotional
- Written with your target prospects in mind
- Minimal block text
- Usage of headers, bullet points
- Usage of graphics, videos and other media when possible
- Keyword rich





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## Guides (stock)

- Strengthen relationships with existing clients
- Establish trust with prospects
- Encourage visitors to take action

**DOWNLOAD NOW**

A white mouse cursor with a black outline is pointing at the bottom right corner of the green button.

## How to Create a Guide?

Write a guide from scratch and then break it up into pieces, repurposing for the blog

OR

Write several related blog posts and compile them into a guide

**Blog Post + Blog Post + Blog Post = Guide**



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## Content Creators

- Internal –
  - **Technical professionals**
  - Marketing staff
- External –
  - Guest speakers/writers
  - Industry influencers
  - Outsourced marketing staff



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# Promote Guides in Sidebar of Related Pages

## CONTENT MARKETING

- Research Services
- Growth Strategy
- Branding Services
- Creative Services
- Online Marketing**
  - Content Marketing**
  - Email Marketing
  - Search Engine Optimization (SEO)
  - Social Marketing
  - Web Analytics
- Outsourced Marketing
- Video Marketing


Nothing is more fundamental to the success of an online marketing strategy than producing great content. If it's valuable, people want to read it. And share it. And link to it. It's like finding gold coins at every turn.

High quality content — blog posts, articles, white papers, infographics, podcasts, videos — promotes your expertise, gives you something to talk about and share on social media and attracts valuable new search engine traffic. It can also produce qualified leads and help close more business.

In fact, content marketing is a proven way to attract and nurture new prospects that otherwise may never know about your firm. The Hinge content creation team consists of professional industry experts who understand how to write for the web. Every keyword-rich piece we create is indexed by search engines and gives people more reasons to visit or link to your website.


### Why Content Marketing?

- Position your firm as a thought leader
- Attract high quality web traffic



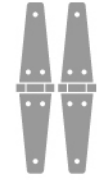
**Content Marketing Guide for Professional Services**

[DOWNLOAD NOW](#)



**READY**



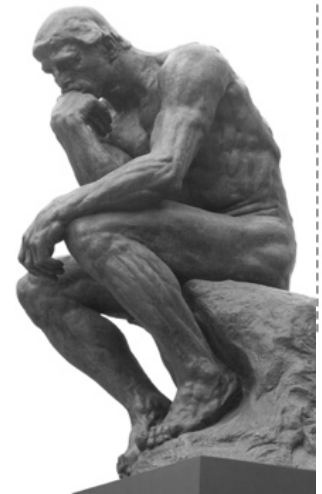


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## Key Concern for Executives

“I **think** online marketing is important, but I don't have the **resources** to do it all.”

- ✧ Few firms have both the time and money to execute on a full range of online marketing techniques
- ✧ Executives want to carefully invest in marketing that produces new business consistently
- ✧ So... what techniques are most effective?



## Getting the Team Involved

In order to give content a chance at visibility, you must give it an initial push

Encourage staff to share posts in social media

---

Share:  Like 5  Tweet 2  Share 4  +1 1  [Email link](#)

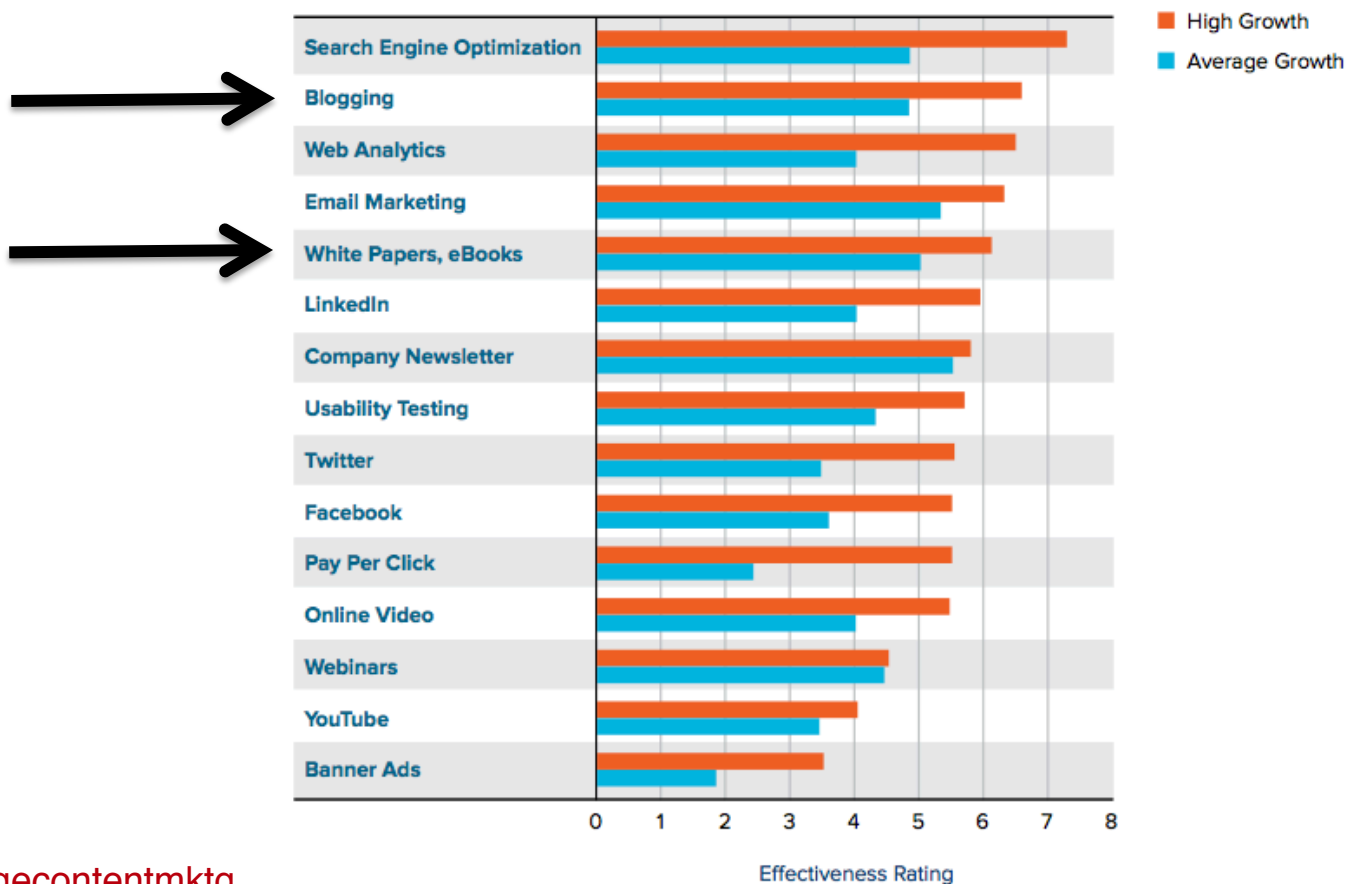
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# High Growth, Lead Generating Firms are Creating Content

Fig 27. Effectiveness Rating: High Growth vs. Average Firms



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# 5 Reasons Your Should Be Creating Fresh, Educational Content

1. Attract Search Engine Traffic
2. Use as Social Media Currency
3. Educate and Nurture Prospects
4. Qualify Leads
5. Build Trust







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**3**

**ADJUST**

## Consider Role of SEO

- ① Conduct keyword research
- ② Optimize web page with keyword phrase
- ③ Build inbound links to page
- ④ Track rankings of page
- ⑤ Repeat

# An SEO focus on **early** *and* **late** stage leads

## Early Stage Keywords

- ✧ “Benefits of sustainable building”
- ✧ “How to hire a green architect”
- ✧ “What is the better buildings challenge?”
- ✧ “BIM definition”

## Late Stage Keywords

- ✧ “Memphis architecture firm”
- ✧ “General contractor DC”
- ✧ “MEP services”
- ✧ “Green design services”



## Keyword List and Usage Recommendations

**Volume** – The higher the better!

**Difficulty** – The lower the better!

**Relevance** – Does the keyword make sense to your business? Is someone searching this likely to be in your target audience?

# Properly Implementing A Keyword

## 4 Key Steps

1. Include the Keyword in the Title of the Post
2. Include the Keyword in the Post URL (will happen automatically if it is in the title)
3. Use the keyword 2-4 times in the body of the post
4. Tag the post with the keyword and include the keyword in the meta description (in CMS)

## Finding Keyword Opportunities edit

Keyword	Difficulty	Global Search Volume	Local Search Volume
Technology marketing	?	xx	xxx
Marketing IT	?	xx	xxx
How to market technology	?	xxx	xxx
Tech firm marketing	?	xxx	xxx



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## Visits and Quality of Visits by Keyword

Keyword	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
hinge marketing	3,348	4.99	00:04:03	36.53%	34.89%
(not provided)	2,830	3.26	00:02:58	69.93%	57.42%
brand promise examples	2,272	1.35	00:01:09	88.20%	84.64%
hinge	2,192	3.43	00:02:40	61.63%	55.02%
lead generation ideas	1,661	1.76	00:01:41	87.72%	77.24%
brand messaging	828	1.81	00:01:21	86.47%	85.39%
marketing firm	305	1.92	00:01:02	86.89%	80.33%
brand promise	248	1.72	00:01:03	78.63%	86.29%
successful brand names	246	1.49	00:01:05	69.11%	60.16%
hingenmarketing	193	5.20	00:03:44	25.91%	34.72%



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## What types of results are we looking for here?

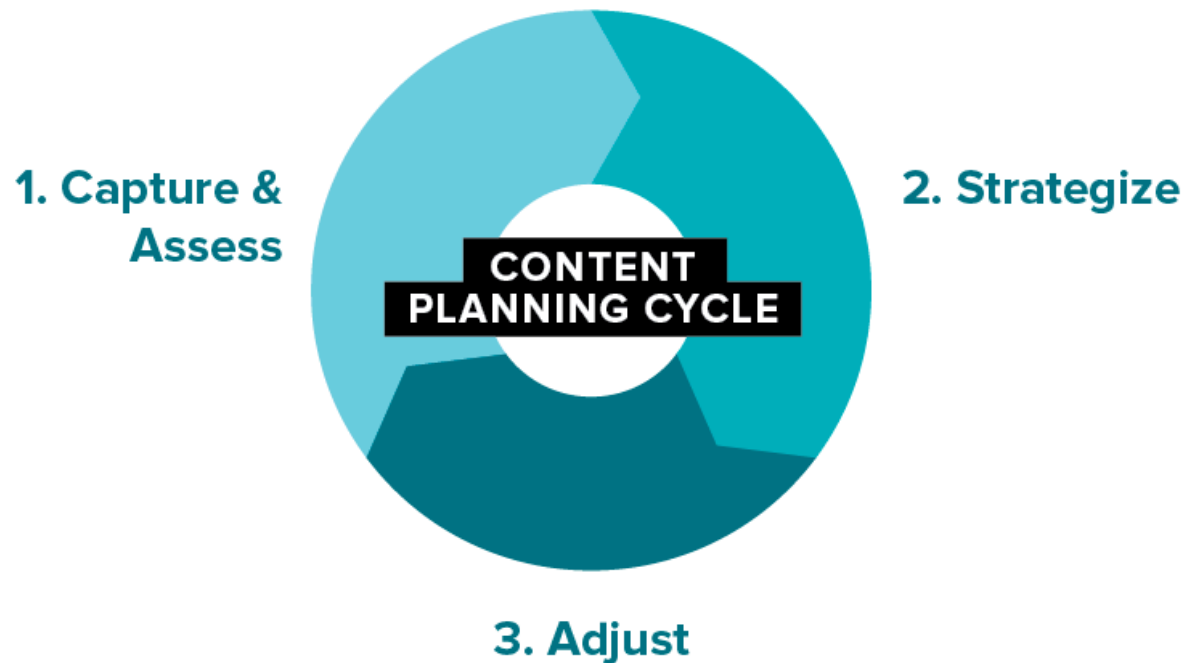
- Rankings
- Traffic from organic search (by keyword)
- Conversions (soft and hard)
- New Business

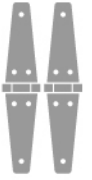




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# Content Planning Cycle

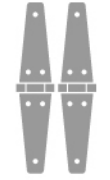




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# PART III

## Creating Visible Experts<sup>SM</sup> with Content



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## What is a Visible Expert<sup>SM</sup>?

- Individual with high visibility and acknowledged expertise who can command influence within a specific target audience.





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## Why Content?

- Allows technical professionals to speak to their expertise without being “salesy”
- Serves as a platform for reaching greater numbers
- Personality of the expert can be captured through various formats

## Benefits of Creating Visible Experts

- Increase firm visibility
- Attract new clients
- Command higher fees
- Strengthen firm's brand
- Attract strong partners

# Complimentary Content Marketing Review for Professional Services

✓ For webinar registrants only!

› **We'll discuss:**

- Your firm's content marketing
- Strategy
- Implementation



Email [smontgomery@hingemarketing.com](mailto:smontgomery@hingemarketing.com) or  
call: **703.391.8870**

## Thank you! Questions?

**Sylvia Montgomery**

[smontgomery@hingemarketing.com](mailto:smontgomery@hingemarketing.com)

 @BrandStrong

**[www.hingemarketing.com](http://www.hingemarketing.com)**

703-391-8870

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