

Best Practices in Content Marketing

Anna Byrne



VOICE - BROADBAND - WI-FI

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Best Practices in Content Marketing

1. Understanding What Content is...
2. ... and Why its Worthwhile
3. Various Types of Content
4. Use the Right Tools
5. Content Editorial Calendar & Amplification
6. Develop Customer Personas
7. Build a Strong Team
8. Measure Performance

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5 Months of Magnet



NETFLIX





Call View Tools

September 17 2015 www.advertiser.ie **NEWS 29**

Lam and O'Shea to speak at NUIG open days

Two sporting icons will be guest speakers at this year's autumn open days at NUI Galway.

Professor Eamon O'Shea, former manager of the Tipperary senior hurling team, and Dr Liam Conboy, former head coach, will make guest appearances on the open days held on Friday October 2 and Saturday October 3.

The open days are aimed at school groups, but all members of the public are welcome to attend.

Each year, NUI Galway welcomes more than 4,000 visitors to its open days in October and April and it is an opportunity for students, along with their parents and families, to explore the campus.

The program includes short subject talks and master classes, designed to give students a real insight into studying at NUI Galway, while hands-on science workshops, interactive sessions with IT systems and robotics, and tours of the campus will run throughout the day.

Some of subject-specific stands will be in the main exhibition area in the Buley Atrium where lecturers and current students will be available to answer questions on courses, CAO points, employability, and career progression routes.

The 'Parent's Program' on Saturday will provide information on important issues such as fees and funding, careers, accommodation, career development and support services for students.

Conor Longman, NUI's director of marketing and communications, said: "Studying open days is the perfect opportunity to get a real feel for university life at NUI Galway, talk to lecturers and current students, and get all the information needed to make that important decision."

Tours of the campus will feature the state-of-the-art sports complex and gym, the new building, and tours of student accommodation. Guided walking tours of the main campus will also take place throughout the afternoon. To join in advance and receive an open day programme visit www.nuigalway.ie/open-days or contact 091 484141 or visit@nuigalway.ie.

Sharon Shannon

8.00pm - Friday 10th October

Tickets €22.50

BOOK NOW ON 091 880688 or on ticketmaster.ie

LOUGH REA HOTEL & SPA

Receive free notifications on WhatsApp for upcoming events at the Loughrea Hotel. Add your contact and your name to our WhatsApp list: 091 880688 - www.whatsapp.com/channel/00299100000000000000 @loughreahotel



THERE'S AN EASIER WAY TO TAKE YOUR BUSINESS TO THE CLOUD

Want to improve your job skills?

NUI Galway is offering a range of short practical courses that will help you succeed at work:

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- Essential Trainer Skills (Foundation Dip)
- Skills for Professional Development (Foundation Dip)
- Advanced Trainer Skills (Certificate)
- Youth Work Practice (Certificate)
- Community Development Practice (Diploma)

Centre for Adult Learning and Professional Development
T: 091 484141 • training@education.nuigalway.ie
www.nuigalway.ie/adultlearning

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*Offer ends September 30th 2015. Terms and conditions apply.



Best of luck to Ireland in the Rugby World Cup!

Drag contacts here

All ▾

-  Conor de Bhaldráithe
-  Daire Grehan
-  Donal Murphy
-  Echo / Sound Test Service



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Content Marketing is...

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"Content Marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience - with the objective of driving profitable customer action".

– Content Marketing Institute.

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"Content Marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience - with the objective of driving profitable customer action".

Creating & distributing.

Valuable.

Relevant.

Consistent.

Attract & acquire.

Clearly defined audience.

Profitable customer action.

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CONTENT MARKETING'S WINNING DRIVE



- ### CONTENT GOALS
- 1 Brand Awareness
 - 2 Lead Conversion & Nurturing
 - 3 Customer Conversion
 - 4 Customer Service
 - 5 Retention/Loyalty
 - 6 Upsell
 - 7 Passionate Subscribers



CONTENT MARKETING INSTITUTE
www.contentmarketinginstitute.com

For more explanation of this infographic, go to <http://bit.ly/cm-101>
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Why Content Marketing is Key

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Traditional: Outbound

- Interruptive Ads
- Cold Calling
- Cold Emails (buying lists: SPAM)
- Marketer-centric
- Instant Impact
- Short shelf life
- Mass Marketed: Loud Speaker
- High cost of distribution

Content: Inbound

- Attraction, Intriguing
- SEO
- Blogging
- Customer-centric
- Long term
- Permission based
- Low distribution cost

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Inbound Methodology



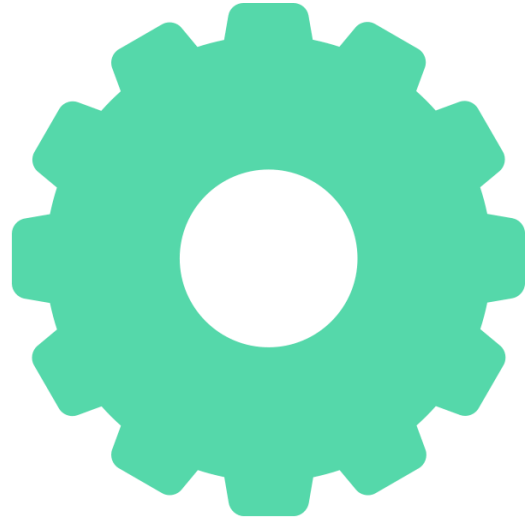
by **HubSpot**

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Varied Content Types

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Listicles

Hero

Buzzfeed

✓ Funny

✓ Evergreen content

✓ Engaging



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How to

Heroes

FX Buckley: How to Make...

- ✓ Casual
- ✓ Personal
- ✓ Educational

SoSueMe

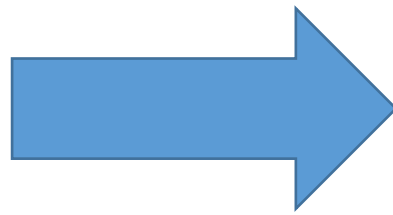
- ✓ Helpful
- ✓ Repeat Viewers
- ✓ Partnerships



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Content Curation

Hero: Joe.ie



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Newsjacking

Hero

Oreos: Dunk in the dark.
Super Bowl power outage.

- ✓ **Responsive**
- ✓ **Topical**
- ✓ Simple
- ✓ Clever
- ✓ Didn't cost a thing!

CC: KitKat: we don't bend we break (iPhone 5)



Power out? No problem.

1:48 AM - 4 Feb 2013

15,884 RETWEETS 6,488 FAVORITES



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Seasonality

Hero

Phorest: Salon Software

Christmas Marketing Templates

- ✓ Helpful
- ✓ Increases Usage
- ✓ Makes Product Stickier
- ✓ Easy for users
- ✓ Highlights Features & Benefits



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Seasonality

Hero

John Lewis #ManontheMoon

- ✓ Emotive
- ✓ Great storytelling
- ✓ Continues a conversation



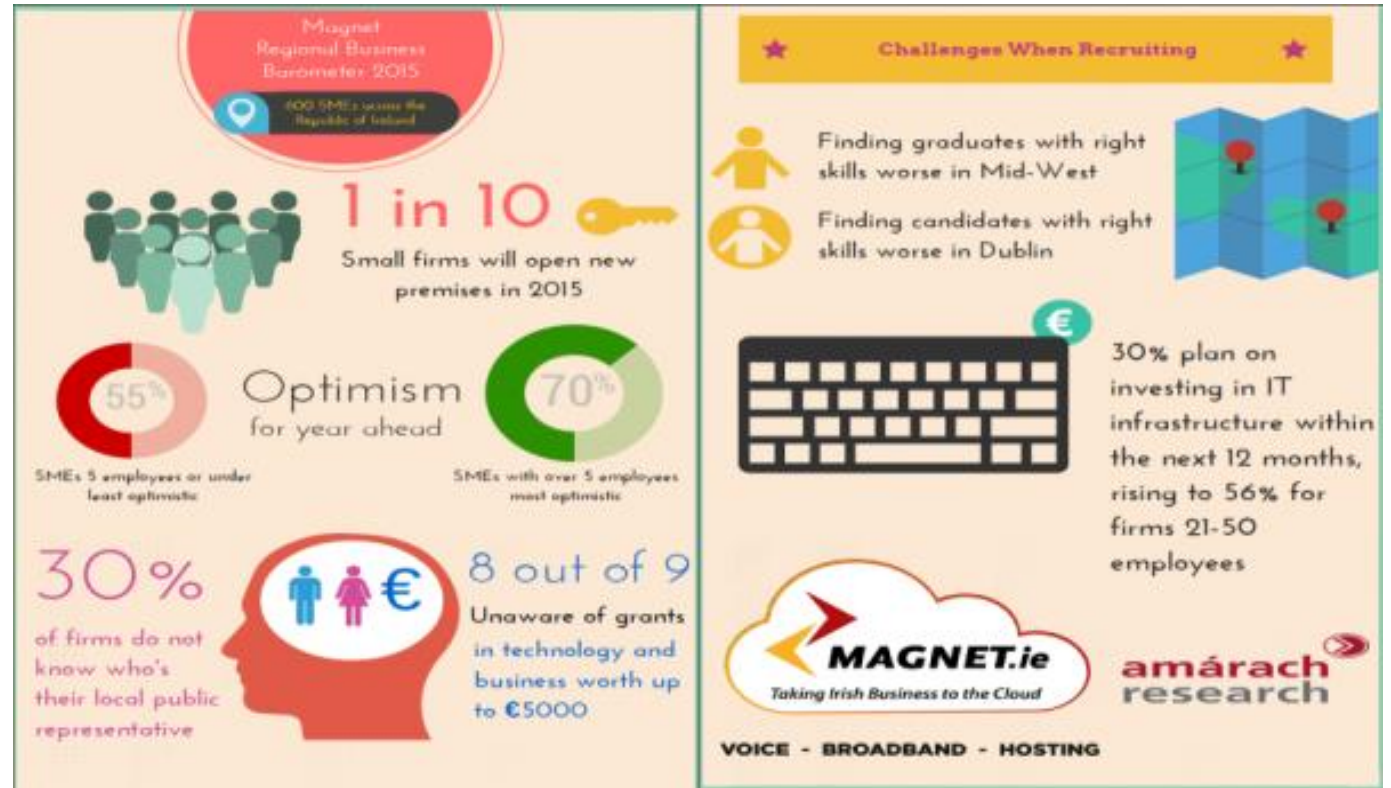
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Thought Leader

Hero

Magnet: Regional Business Barometer with Amárach Research.

- ✓ Helpful
- ✓ Unique
- ✓ Local



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Repurposed your Content

HOT XV FOOTBALL

1. Ken O'Halloran - Cork
2. Paddy McGrath - Donegal
3. Eoin Cadogan - Cork
4. Paddy Holloway - Westmeath
5. Stephen Cronin - Cork
6. Gary O'Donnell - Galway
7. Dean Ryan - Clare
8. Anthony Maher - Kerry
9. Fionán O'Curraoin - Galway
10. Aidan Forker - Armagh
11. Anton Sullivan - Offaly
12. Jamie Malone - Clare
13. Patrick McBride - Antrim
14. Paddy McBrearty - Donegal
15. Danny Cummins - Galway

HOT XV HURLING

1. Stephen O'Keefe - Waterford
2. Aaron Craig - Westmeath
3. Fergal Moore - Galway
4. Kieran Joyce - Kilkenny
5. Shane Durkin - Dublin
6. Joseph Cooney - Galway
7. Kieran Bergin - Tipperary
8. Aidan Walsh - Cork
9. Patrick O'Connor - Clare
10. David Burke - Galway
11. Darragh O'Connell - Dublin
12. Patrick Cronin - Cork
13. Dan Currams - Offaly
14. Charles Dwyer - Laois
15. David Treacy - Dublin

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GAA Hot 100

NUMBER OF PLAYERS IN THE TOP 100

County	Number of Players
Galway	12
Dublin	8
Tipperary	7
Down	6
Clare	5
Westmeath	4
Offaly	3
Carlow	2
Wexford	2
Other	1

COUNTY RANKING

- 1 Galway Football 5.16
- 2 Dublin Hurling 5.08
- 3 Sligo Football 5.05
- 4 Donegal Football 5.04
- 5 Galway Hurling 4.98
- 6 Antrim Football 4.96
- 7 Dublin Football 4.88
- 8 Cork Football 4.86
- 9 Westmeath Hurling 4.85
- 10 Tipperary Football 4.84
- 11 Cork Hurling 4.83
- 12 Cavan Football 4.79
- 13 Tipperary Hurling 4.76
- 14 Clare Football 4.75
- 15 Down Football 4.72
- 16 Laois Football 4.71
- 17 Monaghan Football 4.70
- 18 Kerry Football 4.70
- 19 Kerry Football 4.69
- 20 Kildare Football 4.64
- 21 Offaly Hurling 4.67
- 22 Armagh Football 4.66
- 23 Offaly Football 4.64
- 24 Roscommon Football 4.60
- 25 Carlow Football 4.55
- 26 Westmeath Football 4.53
- 27 Louth Football 4.52
- 28 Wicklow Football 4.52
- 29 Longford Football 4.48
- 30 Wexford Football 4.48
- 31 Waterford Hurling 4.48
- 32 Clare Hurling 4.45
- 33 Mayo Football 4.39
- 34 Waterford Football 4.35
- 35 Waterford Hurling 4.35
- 36 Kilkenny Hurling 4.32
- 37 Limerick Football 4.31
- 38 Limerick Hurling 4.18
- 39 Mayo Football 4.18
- 40 Fermanagh Football 4.16
- 41 Leitrim Football 4.09
- 42 Laois Hurling 4.04
- 43 Tyrone Football 3.96

BEST LOOKING PROVINCE?

Connacht: 4.71
Ulster: 4.63
Munster: 4.59
Leinster: 4.56

BEST LOOKING SPORT?

Hurling Average: 4.58
Football Average: 4.61

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FAVOURITE AMONGST...

100 CLASH OF THE LAST!

18-30s FAVOURITE PLAYER: FERGAL MOORE - GALWAY HURLING FAVOURITE TEAM: DUBLIN HURLING	OVER 60'S FAVOURITE PLAYER: GARY O'DONNELL - GALWAY FOOTBALL FAVOURITE TEAM: DUBLIN HURLING
HETEROSEXUAL WOMEN FAVOURITE PLAYER: SHANE DURKIN - DUBLIN HURLING FAVOURITE TEAM: DUBLIN HURLING	HOMOSEXUAL WOMEN FAVOURITE PLAYER: NIALL MCKEEVER - ANTRIM FOOTBALL FAVOURITE TEAM: SLIGO FOOTBALL
HIGHEST EDUCATION LEVELS FAVOURITE PLAYER: SHANE DURKIN - DUBLIN HURLING FAVOURITE TEAM: ANTRIM FOOTBALL	LOWEST EDUCATION LEVELS FAVOURITE PLAYER: KIERAN JOYCE - KILKENNY HURLING FAVOURITE TEAM: SLIGO FOOTBALL
NO PLASTIC SURGERY FAVOURITE PLAYER: SHANE DURKIN - DUBLIN HURLING FAVOURITE TEAM: DUBLIN HURLING	HAD PLASTIC SURGERY FAVOURITE PLAYER: EOIN CADOGAN - CORK FOOTBALL FAVOURITE TEAM: GALWAY FOOTBALL
REPUBLICAN VOTERS FAVOURITE PLAYER: PADDY HOLLOWAY - WESTMEATH FOOTBALL FAVOURITE TEAM: DUBLIN HURLING	DEMOCRAT VOTERS FAVOURITE PLAYER: SHANE DURKIN - DUBLIN HURLING FAVOURITE TEAM: GALWAY FOOTBALL
LOWEST EARNERS FAVOURITE PLAYER: FERGAL MOORE - GALWAY HURLING FAVOURITE TEAM: WESTMEATH HURLING	HIGHEST EARNERS FAVOURITE PLAYER: PATRICK O'CONNOR - CLARE HURLING FAVOURITE TEAM: SLIGO FOOTBALL
WANTING TO LOSE WEIGHT FAVOURITE PLAYER: SHANE DURKIN - DUBLIN HURLING FAVOURITE TEAM: SLIGO FOOTBALL	WANTING TO STAY THE SAME FAVOURITE PLAYER: SHANE DURKIN - DUBLIN HURLING FAVOURITE TEAM: GALWAY FOOTBALL
SINGLE FAVOURITE PLAYER: PADDY MCBREARTY - DONEGAL FOOTBALL FAVOURITE TEAM: ANTRIM FOOTBALL	BLONDE HAIR FAVOURITE PLAYER: EOIN CADOGAN - CORK FOOTBALL FAVOURITE TEAM: WESTMEATH HURLING

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More Examples of Great Irish Content

<http://www.256media.ie/2015/11/29-irish-content-marketing-examples/>

- Maxi Taxi –recording conversations with punters: positive way
- Smacht – Padraic O Maille
- Temple Street
- The Happy Pear
- Littlewoods



Content for All Stages of the Journey

MARKETING & SALES FUNNEL

Defining the 6 stages of the marketing and sales funnel.



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Context (Right Place, Right Time)

- Context is personal.
- Not one size fits all.
- Nurture leads through the funnel with relevant content.



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Different Sizes

- Bitesize
- Lunch
- Three course dinner

Image/short video/social post.
Blog/case study.
eBook/white paper.



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Information ~~Overload~~ Pollution



“While crap content overkill is on the horizon, at the very least brands are starting to understand that facilitation, conversation and utility are far smarter traits to emphasise than interruption in the digital era.”

- Shane O’Leary, The Irish Digital Outlook 2015.



Use the Right Tools

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General

- Google Analytics – analysing web traffic
- WordPress – CMS (website)
- Excel - planning
- Mailchimp – email marketing
- Rapportive – cyber stalking!
- Unbounce – landing page builder
- Marketing Automation – all in one
- Salesforce – Sales team: integration



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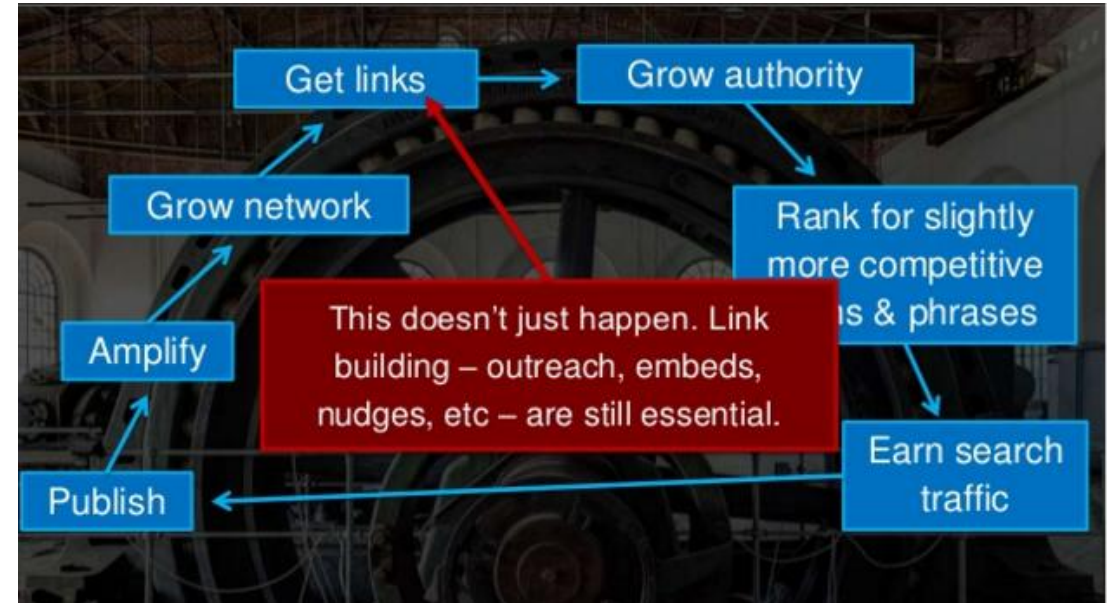
Writing for the Web

Blogging

- Keyword Planner
- EditFlow
- Buzzsumo

SEO

- SEO Yoast
- MozBar
- Alexa
- PageRank



The algorithm is flattening. (Rand Fishkin, Oct '15, Learn Inbound)

Wins don't have to be hard-fought: capitalise on 'lazy' tactics like revisiting old content, re-sharing on social, and really understanding why old content resonates so well.

Link-building and outreach NB.

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Social

Image Editing

- PowerPoint
- Canva
- Piktochart

Social Media

- Hootsuite
- Buffer



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Resources

Websites

- Content Marketing Institute
- HubSpot
- Digital Marketing Institute
- 256 Media
- NewsCred
- Contently
- CopyBlogger
- Simply Zesty

Influencers

- Joe Pulizzi
- Ian Cleary
- Michael Brenner
- Jeff Bullas
- Ann Handley
- Gerry Moran
- Jay Baer

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Content Editorial Calendar & Amplification

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Editorial Calendar

- Think like a media company or a publisher
- Be consistent

Why?

- Track who is doing what and at what stage.
- Resource planning.
- Better ideas.

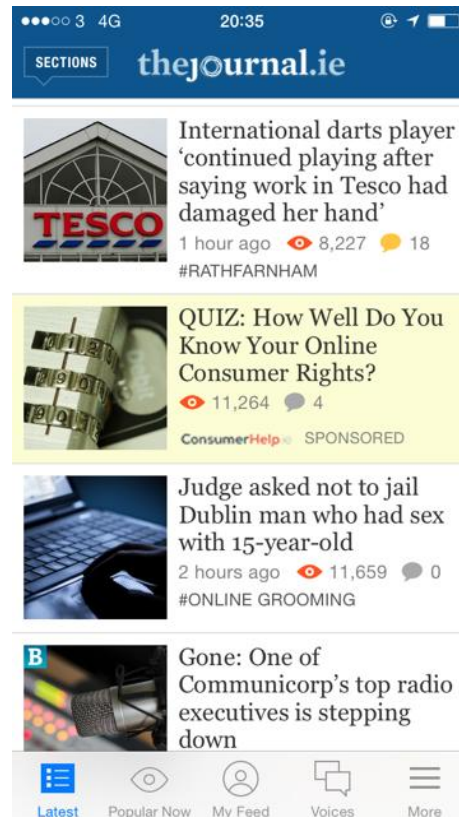
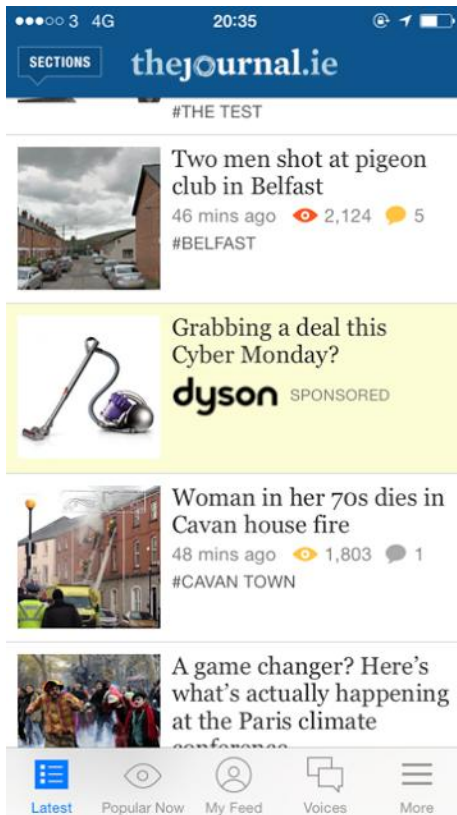
Blog-Editorial-Template (3).xls [Compatibility Mode] - Excel

	A	B	C	D	E	F	G
			TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA(S)	OFFER/CTA
1							
2	MONDAY						
3	Author:	Pamela Vaughan	12 Revealing Charts to Help You Benchmark Your Business	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marketer	Free Report: Marketing Benchmarks from 7K Businesses
4	Due Date:	20/10/2015					
5	Publish Date:	23/10/2015	Blogging Performance [NEW DATA]				
6							
7	TUESDAY						
8	Author:	Anum Hussain	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marketer	Free Guide: Learning SEO from the Experts
9	Due Date:	20/10/2015					
10	Publish Date:	23/10/2015					
11							
12	WEDNESDAY						
13	Author:	Maggie Georgieva	How to Craft the Right Questions for Your Next Marketing Survey	Use an excerpt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marketer	The Ultimate Guide to Using Surveys in Your Marketing
14	Due Date:	20/10/2015					
15	Publish Date:	23/10/2015					
16							
17	THURSDAY						
18	Author:						
19	Due Date:						
20	Publish Date:						
21							
22	FRIDAY						
23	Author:						
24	Due Date:						
25	Publish Date:						
26							
27	SATURDAY						
28	Author:						
29	Due Date:						
30	Publish Date:						

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Content Based Paid Advertising: In-stream

- Native advertising
- Sponsored content



Content Discovery Platforms

- Outbrain – Independent.ie
- Content Click -> Joe.ie
- Tabaloo
- Yahoo Gemini – Yahoo partner sites
- Manual – the Journal

A scenic view of a coastal town with colorful buildings and a harbor filled with boats. The foreground shows the bow of a blue boat with orange and red buoys. The middle ground features a harbor with several boats, and the background shows a row of colorful buildings (white, blue, yellow, red) along the waterfront under a blue sky with scattered clouds.

Develop Customer Personas

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Do you Know Who your Customers Are?

BACKGROUND: Basic details about persona's role, key information about the persona's company Relevant background info

DEMOGRAPHICS: Gender, age range, household income (consider a spouse's income, if relevant)

IDENTIFIERS: Buzzwords & mannerisms

GOALS: Persona's primary & secondary goal

CHALLENGES: Primary and secondary challenge to persona's success

HOW WE HELP: How you solve your persona's challenges & help achieve their goals

COMMON OBJECTIONS: Identify the most common objections your persona will raise during the sales process

REAL QUOTES: Include a few real quotes (taken during interviews) that well represent your persona to make it easier for employees to relate to/understand to them

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SAMPLE SALLY



BACKGROUND:

- Head of HR, married with 2 children (10 and 8)
- Worked at same company for 10 years; worked up from HR Associate

DEMOGRAPHICS:

- Skews female, age 30-45, suburban, dual HH Income: \$140,000

IDENTIFIERS:

- Calm demeanor, usually assistant screening calls, wants collateral mailed/printed

GOALS:

- Keep employees happy and turnover low, support legal and finance teams

CHALLENGES:

- Getting everything done with a small staff, rolling out changes to the entire company

HOW WE HELP:

- Make it easy to manage all employee data in one place
- Integrate with legal and finance systems

COMMON OBJECTIONS:

- Worried will lose data moving to a new system, doesn't want to have to train the entire company on it.

REAL QUOTES:

- "It's been difficult getting company-wide adoption of new technologies in the past."
- "I've had to deal with so many painful integrations with other departments' databases and software."

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How to Build Buyer Personas

- Use data:
 - Google Analytics
 - CRM
 - Email Lists
- Talk to Sales
- Carry out Surveys
- Focus groups

Sample Magnet Customer Persona

Business Centre Becca

Background: Commercial Director of Shared Office Centre, joined the organisation last year.

Demographics: Female, 30-45, Sandycove, married, no kids, HH income €140K.

Identifiers: Career driven, ambitious, involved in big deals and PR.

Goals: Grow the business at an accelerated rate, entice new companies, offer customers the best range of flexible services. Stand out from competitors.

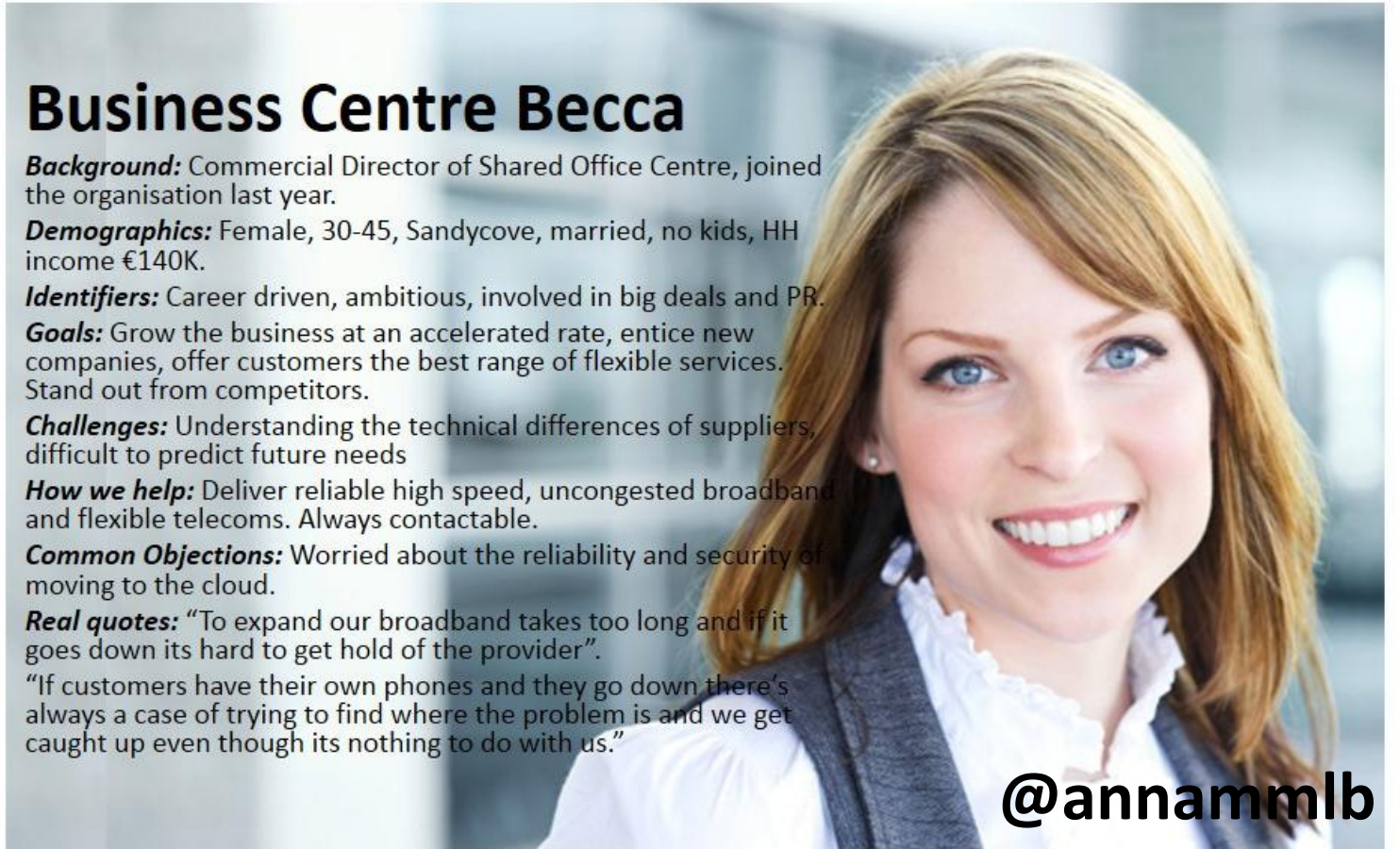
Challenges: Understanding the technical differences of suppliers, difficult to predict future needs

How we help: Deliver reliable high speed, uncongested broadband and flexible telecoms. Always contactable.

Common Objections: Worried about the reliability and security of moving to the cloud.

Real quotes: "To expand our broadband takes too long and if it goes down its hard to get hold of the provider".

"If customers have their own phones and they go down there's always a case of trying to find where the problem is and we get caught up even though its nothing to do with us."



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Build a Strong Team

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Quality & Talent

- Don't pollute!
- Add value.
- Good quality content takes **time** and **talent**.
- Varied skills:
 - Multimedia.
 - Writing.
 - Organising.
 - Analytical.
- Better investment than ad spend!



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A large group of people is sitting on a grassy lawn in front of a modern building with a large, abstract sculpture. The scene is outdoors on a sunny day with a clear blue sky and some clouds. The people are dressed in casual summer attire. The building in the background has a distinctive architectural style with a large, dark, angular sculpture in front of it. The overall atmosphere is relaxed and social.

Measure Performance

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Understand the Metrics

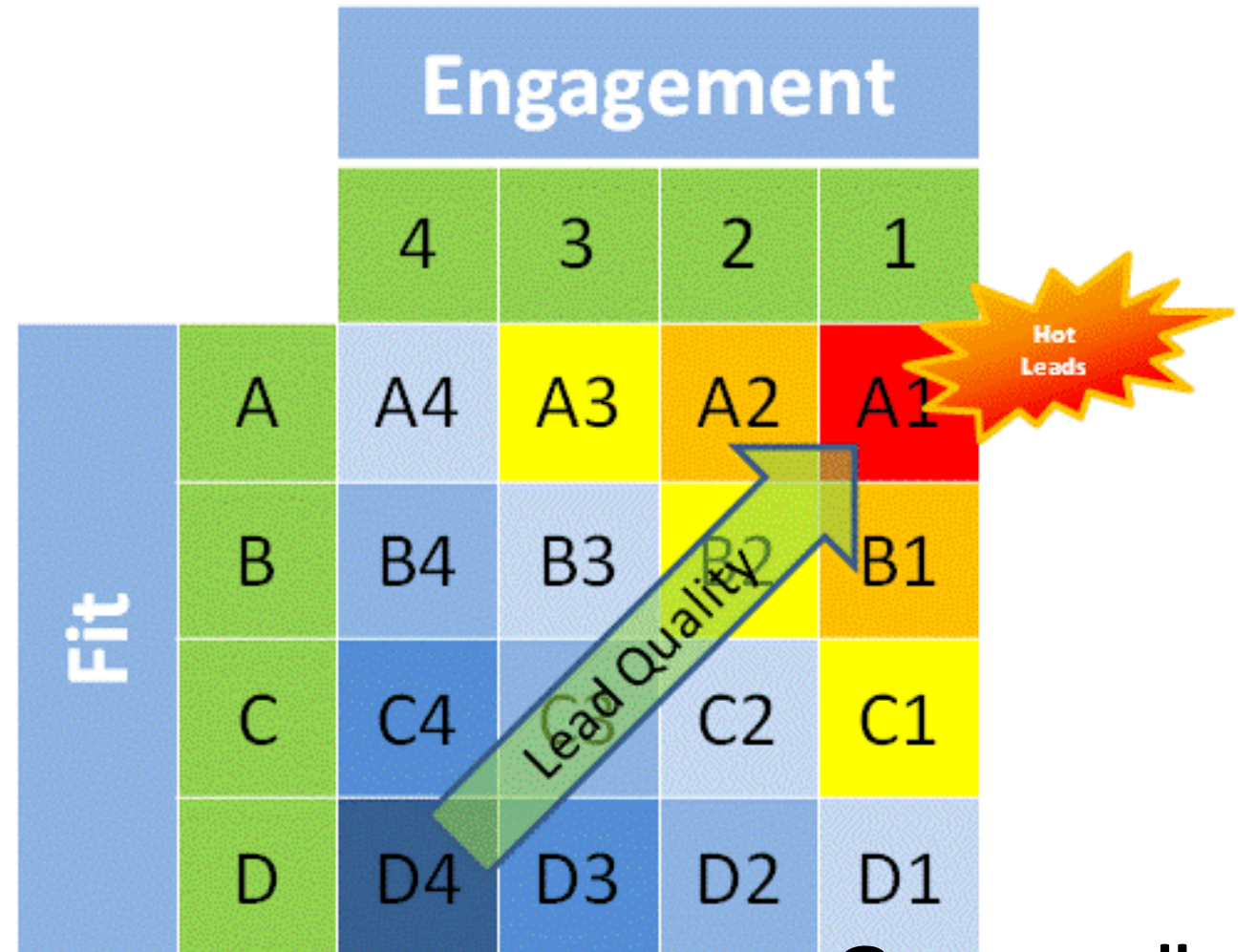
- Vanity Metrics: hits and page views – they're only the tip of the iceberg.
- Dig deeper: 5 layers to penetrate.
- Be familiar with tools:
 - Google Analytics – date filter, compared to last month, then Dublin v Galway, then acquisition overview, then conversion, drill down per source.



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Marketing Qualified Lead & Lead Scoring

Scoring leads' quality: engagement & fit, allows you to assess ROI and make better decisions for future campaigns.



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**“You won’t be great when you start but
you have to start to be great.”
– Paul O’Connell.**

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