Agenda
Here's what's on today's docket:

- Shift your thinking
  Or fail.

- What and why
  What is content marketing, and why you should be implementing it.

- The planning stages
  What do you need to plan to do?

- Thinking outside (one) box
  Make the most of what you create
Shift your thinking…

Or you’re gonna fail. No, really.
Talking turkey
vultures

Getting inner-city kids to care
What’s actually relevant?

Be useful.

Will I finally get “Excel?”
Will my child gain important literacy skills?
Will my house sell faster, or for more money?
Will that new database create the citations for me?
Will I get a better job?
Can I more easily reserve a quiet study room?
“Youtility is marketing upside down. Instead of marketing that's needed by companies, Youtility is marketing that's wanted by customers. Youtility is massively useful information, provided for free, that creates long-term trust and kinship between your company and your customers.”

Jay Bauer

“Youtility”
Just telling people about your stuff isn’t enough

Effectiveness is about the payoff
Make the leap
From promotional to useful
What and why

What is content marketing, and why you should be implementing it.
What is content marketing, anyway?

Anything that tells your story.

- Blog posts
- Videos
- Images
- Tweets
- Pretty much anything else online
“So, basically it’s marketing that doesn’t suck. In fact, it is marketing that is helpful to its audience.”

--- Garrett Moon
CoSchedule Co-Founder
What makes it effective?

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<th>Gotta have/do these things:</th>
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<td>Strategic</td>
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<td>Goals</td>
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This is what you’re probably used to
New questions you should be asking

01 Why does this make the library valuable to the chosen community or audience?

02 Was this designed to meet a targeted audience’s need?

03 Where can this content best serve people at their point of need?
The cost of ongoing failure

ACQUIRED REP FOR USELESSNESS

LACK OF INTEREST/TRUST

NO PERCEIVED VALUE OF LIBRARY
What’s the difference?

Content marketing is RELEVANT

Information ISN’T
“Content shock”
500% INCREASE OVER FIVE YEARS
The planning stages

What you need to plan to do
The basics
Your audience isn’t everyone
Figuring out audiences

Who is your target market?
Is there more than one? (Probably)
Time to do some research
No, you can’t skip this step
Personas, not roles

• What are their needs?
• What are their wants?
• What are their interests?
• What are their pain points?
• What emotions can you appeal to?
Examples of personas

• Busy two-parent working families who need convenience
• Teens that need somewhere to escape to
• Older adults looking for valuable ways to spend their time
Clusters (OrangeBoy)

- **Occasionals**
  - Cardholders
  - Read, but not a lot
  - Visit library infrequently
  - Library competes for their business with on-line stores, and local bookshops

- **Dependables**
  - Visit the library a few times a month
  - Enjoy books, DVDs, programs and everything else the library has to offer
  - Place holds via the online catalog
  - Can be found browsing shelves for additional materials after they pick up their holds
  - They almost always use the library as their sole source for materials they enjoy
Free persona templates

• Hubspot (http://offers.hubspot.com/free-template-creating-buyer-personas)

• Person.app (http://personapp.io/)

Create an editorial calendar
What are the benefits?

- Provide a place to generate post ideas and key topics.
- Assign writing and other editorial tasks to key members of your team.
- Create a publishing schedule that helps you maintain a consistent presence.
- Allow you to make in-process adjustments with drag-and-drop ease.
- Visualize your marketing strategy in a way that everyone can understand.
- Act as a communication point to team members.

http://coschedule.com/blog/content-marketing-editorial-calendar/
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<th>Social Conversation Theme(s)</th>
<th>Blog Post Title</th>
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Two rules to make your calendar rule
1. One calendar to rule them all

One calendar.
That’s it.
No more.
Really, I mean it.
2. Include social sharing on your calendar
A Social Sharing Schedule Timeline

- **Twitter**
  - On publish
  - Same day as post
  - Day after post
  - Week after post
  - Month after post
  - Custom Date
- **Facebook**
  - On publish
  - Same day as post
  - Day after post
  - Week after post
  - Month after post
- **Google+**
  - On publish
  - Same day as post
  - Day after post
  - Week after post
- **LinkedIn**
  - On publish
  - Same day as post
  - Day after post

http://www.convinceandconvert.com/content-marketing/improve-editorial-calendar/
Free editorial calendar templates

- CoSchedule (http://coschedule.com/editorial-calendar-template)
- HubSpot (http://offers.hubspot.com/blog-editorial-calendar)
- A whole Pinterest board of editorial calendars and related items (https://www.pinterest.com/scrappinmichele/editorial-calendar/)
Making publishing better
Tell a story

“People think in stories, not in statistics.”

--Arianna Huffington, The Huffington Post
Due back in three weeks.
From Librarian Catherine:

"A father came into Central Library and asked for the Chronicles of Narnia books. I took him to the full shelf, yet I noticed when he was leaving that he was empty handed. I asked if I could put a certain one of the books on hold for him.

“He said he was from Columbus, Ohio, and traveled all over the country for work and liked to visit public libraries. He takes a picture of The Chronicles of Narnia on the shelf at each library he visits and then sends it to his young children at home. They like to see what editions (one had one from the 1960s) each library has. It’s a great way for him to stay connected to his family when he is on a business trip.”
Switch things up
Follow the 30-70 rule

30% PROMOTIONAL

70% ENGAGING

This stuff isn’t about your stuff.
Checklist (http://www.convinceandconvert.com/content-marketing/publishing-checklist/)

- Is my title effective?
- Does my content have a main takeaway?
- What is the CTA?
- Is my content useful?
- Is my content error-free?
- Is my content visually interesting, or is it a wall of text?
- Did I include images?
Cross-platform strategy
Create once and re-purpose
Re-purposing content is more than just reposting content.
Take your blog post and…

• Make a picture or infographic for Pinterest
• Add hashtags for Twitter and Instagram
• Does the title make sense as a tweet?
• Create a teaser and post to Facebook
• Etc.
• (And do this more than once!)
The big take-aways
Remember:

1. MOVE BEYOND PROMOTION AND GET USEFUL
2. FIGURE OUT WHO YOU’RE REALLY TALKING TO
3. PLAN AHEAD, NO EXCUSES
4. RE-PURPOSE, DON’T RE-POST
Keep in Touch

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