Content Marketing & Strategy:

Getting Started, Making It Better

An Infopeople Webinar

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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
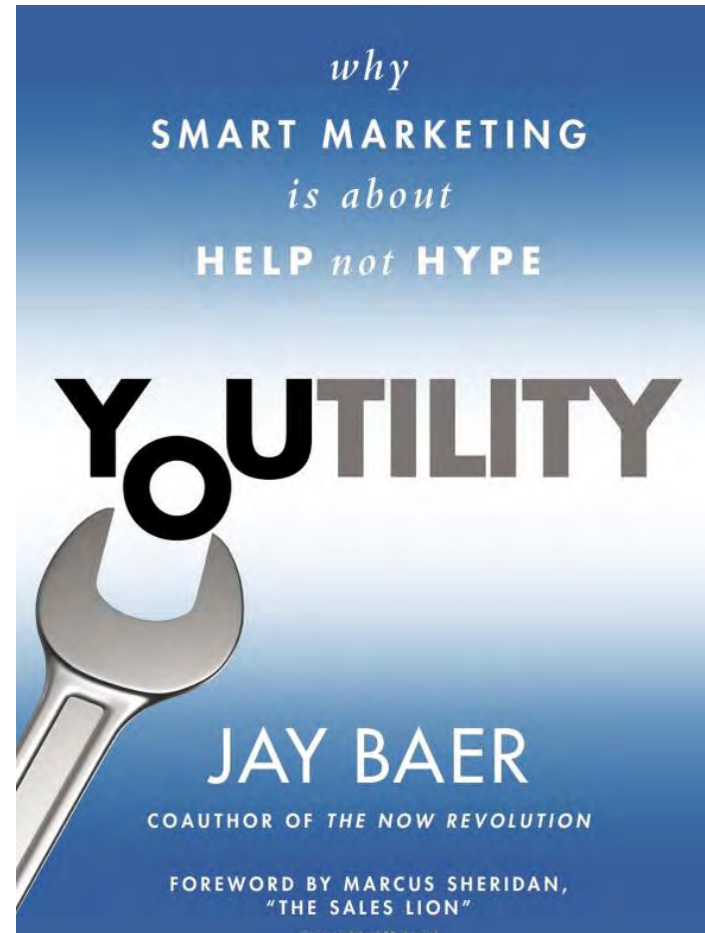
What's actually relevant?

Be useful.

Will I finally get "Excel?".

Will I get a better job?

Will my child gain important literacy skills?
.

Will that new database create the citations for me?

Will my house sell faster, or for more money?
.

Can I more easily reserve a quiet study room?

"Youtility"

Jay Bauer

"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."

why
SMART MARKETING
is about
HELP not HYPE

YOUTILITY

JAY BAER

COAUTHOR OF *THE NOW REVOLUTION*

FOREWORD BY MARCUS SHERIDAN,
"THE SALES LION"

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?

Gotta have/do these things:
Strategic ✓
Relevant ✓
Targeted ✓
Consistent ✓
Goals ✓

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?
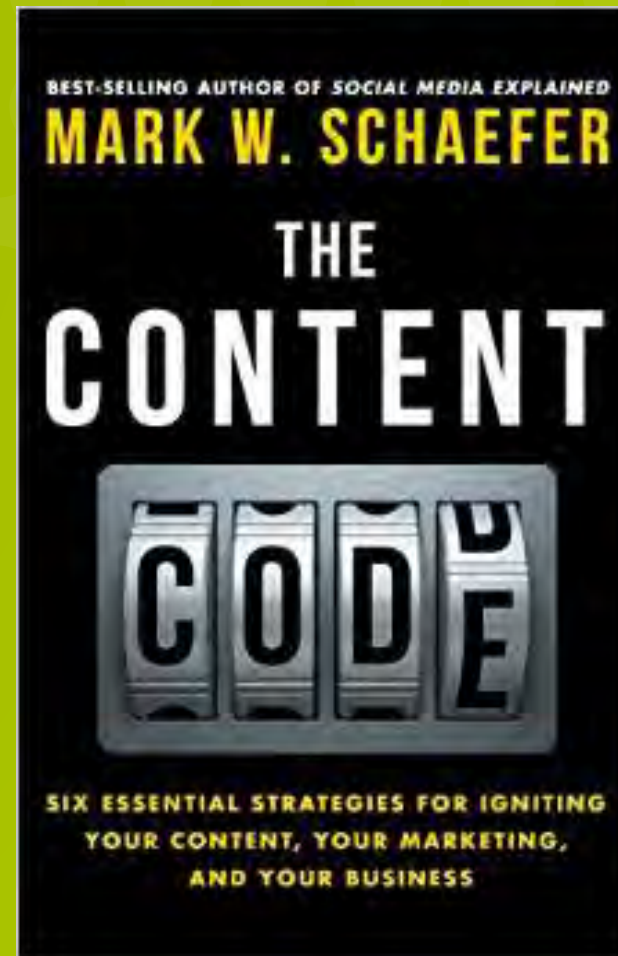
The cost of ongoing failure

LACK OF INTEREST/TRUST

ACQUIRED REP FOR
USELESSNESS

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
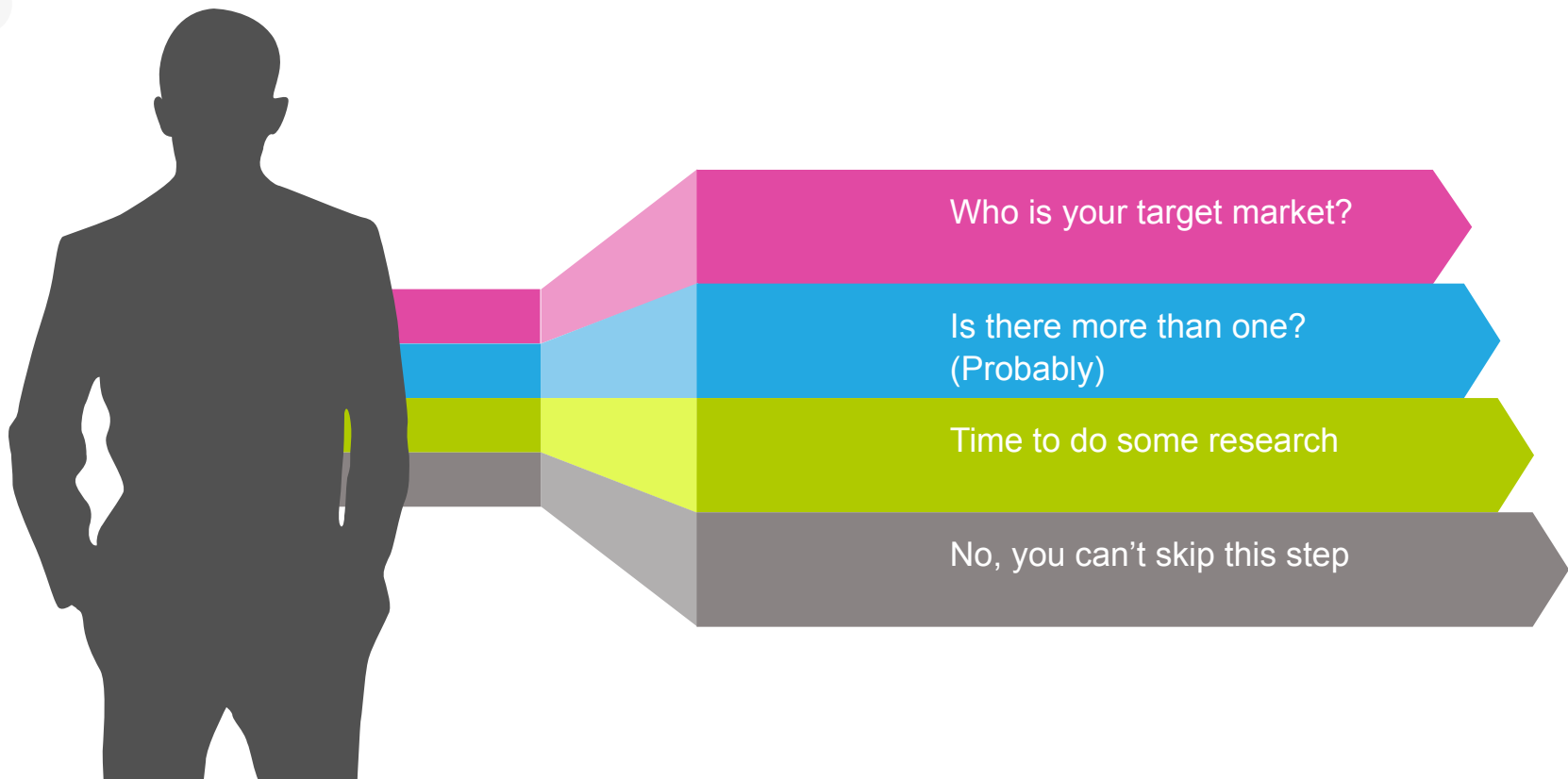
The basics

1 FIGURE OUT TARGET AUDIENCE(S)

2 CREATE PERSONAS

3 CREATE EDITORIAL CALENDAR

4 PUBLISH

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/

Monthly Theme:	Social Conversation Theme(s):	Blog Post Title	Target Primary Audience	Target Seconday Audience	Target Tertiary Audien
Week of Jan 6					
Weekly Theme:					
Monday, January 6, 14					
Tuesday, January 7, 14					
Wednesday, January 8, 14					
Thursday, January 9, 14					
Friday, January 10, 14					
Week of Jan 13					
Weekly Theme:					
Monday, January 13, 14					
Tuesday, January 14, 14					
Wednesday, January 15, 14					
Thursday, January 16, 14					
Friday, January 17, 14					
Week of Jan 20					
Weekly Theme:					
Monday, January 20, 14					
Tuesday, January 21, 14					
Wednesday, January 22, 14					
Thursday, January 23, 14					
Friday, January 24, 14					

Two rules to make your calendar rule
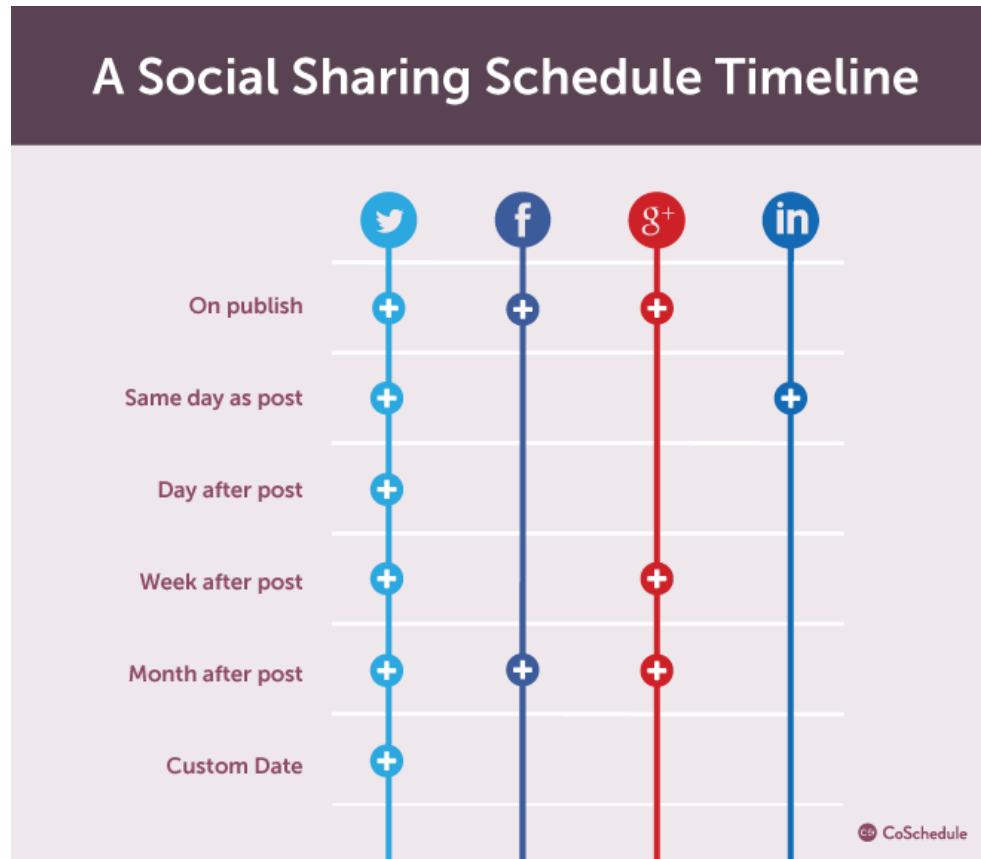
1. One calendar to rule them all

One calendar.

That's it.

No more.

Really, I mean it.

2. Include social sharing on your calendar

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*

Elsie the Library Cat
April 21 at 12:33am · 🌐

Due back in three weeks.

Like · Comment · Share

👍 Rebecca Katzenmeyer and 304 others like this.

Top Comments ▾

↪ 2 shares

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 1950s) each library has. It's a great way for him to stay connected to his family when he is on a business trip."

Nielsen Library at Adams State University
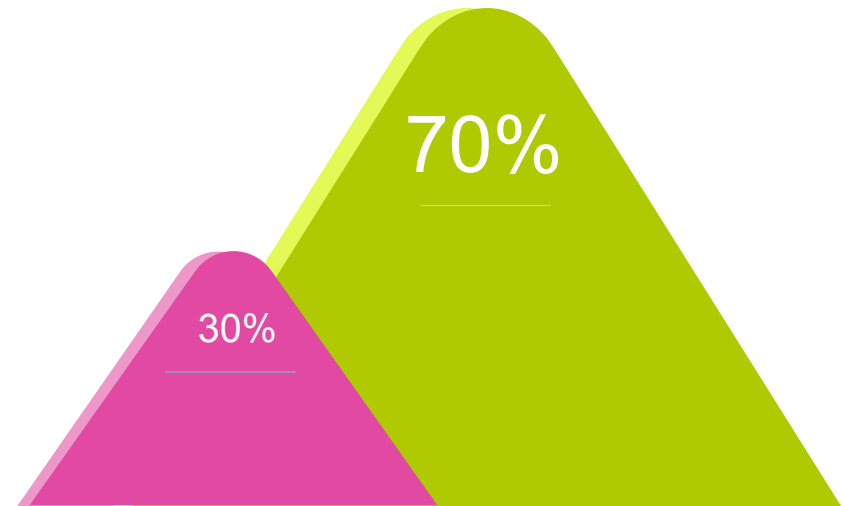Alamosa, CO · adams.edu/library

Switch things up

Follow the 30-70 rule

30% PROMOTIONAL

70% ENGAGING

This stuff isn't about your stuff.

70%

30%

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:

MOVE BEYOND PROMOTION AND GET USEFUL

1

2

FIGURE OUT WHO YOU'RE *REALLY* TALKING TO
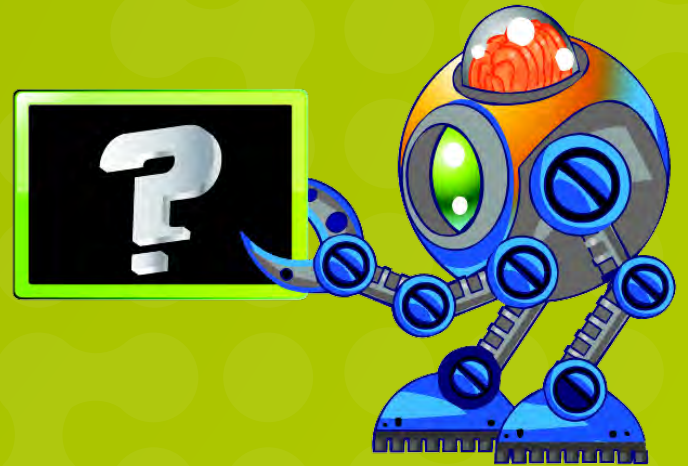
PLAN AHEAD, NO EXCUSES

3

4

RE-PURPOSE, DON'T RE-POST

Keep in Touch

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Infopeople

helping libraries think differently