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Content Marketing and Strategy

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.

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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?

- Strategic
- Relevant
- Targeted
- Consistent
- Goals

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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

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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

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The basics

1. FIGURE OUT TARGET AUDIENCE
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

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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

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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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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.

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2. Include social sharing on your calendar

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)
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Making publishing better

Tell a story

“People think in stories, not in statistics.”
--Arianna Huffington, The Huffington Post

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Follow the 30-70 rule

30% PROMOTIONAL
70% ENGAGING

30%
70%

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

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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
Content Marketing and Strategy

Remember:

1. Move beyond promotion and get conceptual
2. Figure out who you’re trying to talk to
3. Remember, no excuses
4. Re-purpose, don’t re-post

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