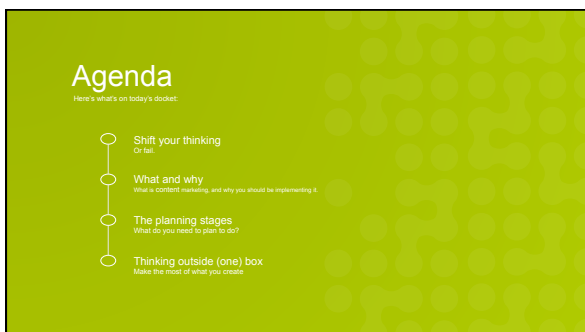
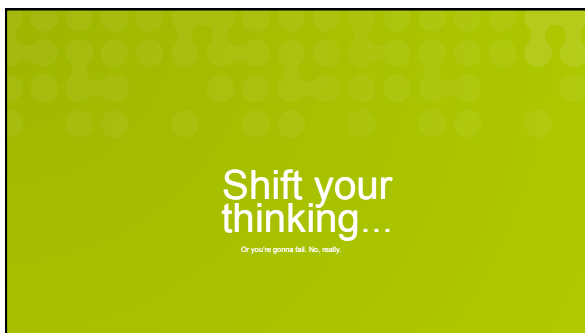


Content Marketing and Strategy

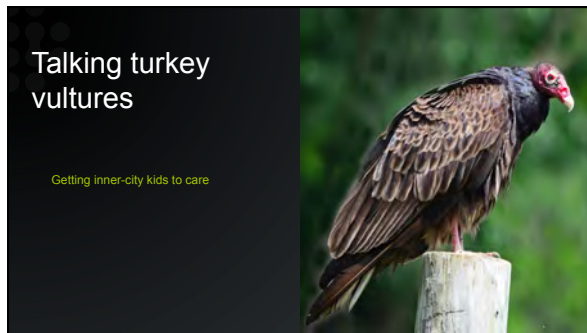


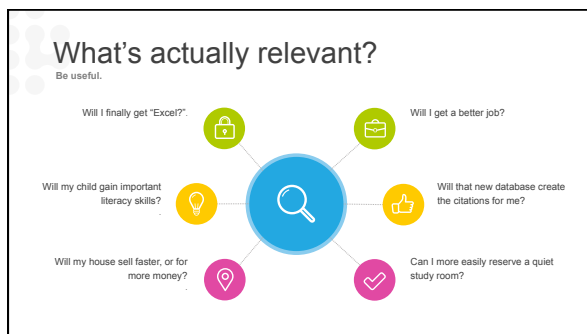




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Content Marketing and Strategy






The image shows the cover of the book "Youtility: Why Smart Marketing is About Help not Hype" by Jay Baer. The cover is blue with a wrench icon. To the left, a quote from Jay Bauer is displayed on a green background: "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."

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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
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“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	✓




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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
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Content Marketing and Strategy

What's the difference?

Content marketing is RELEVANT	Information ISN'T
---	-----------------------------

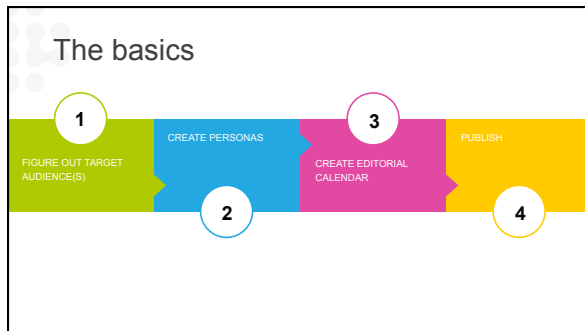
"Content shock"
500% INCREASE OVER FIVE YEARS

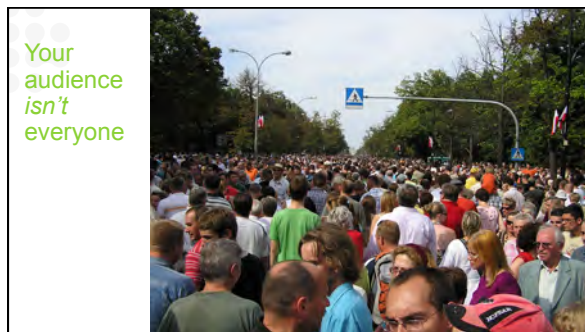


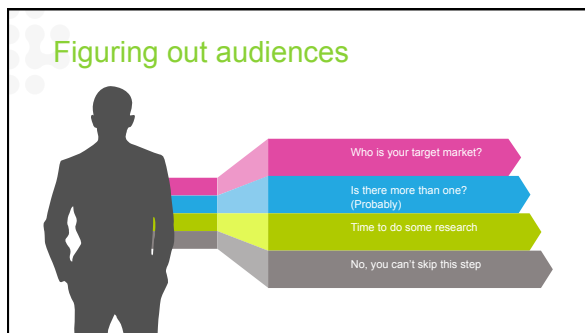
The planning stages
What you need to plan to do

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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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Content Marketing and Strategy

<http://www.pammarketingnut.com/2014/01/content-marketing-editorial-calendar-template-2014/>

Monthly Theme	Social Conversation Theme(s)	Blog Post Title	Target Primary Audience	Target Secondary Audience	Target Tertiary Audience
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.



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Content Marketing and Strategy

2. Include social sharing on your calendar



<http://www.convinceandconvert.com/content-marketing/improve-editorial-calendar/>



Frequency	Twitter	Facebook	LinkedIn	StumbleUpon
On publish	Yes	Yes	Yes	Yes
Same day as post	Yes	Yes	Yes	Yes
Day after post	Yes	Yes	Yes	Yes
Week after post	Yes	Yes	Yes	Yes
Month after post	Yes	Yes	Yes	Yes
Custom Date	Yes	Yes	Yes	Yes


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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Content Marketing and Strategy

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 12:53pm · 46
Due back in three weeks.

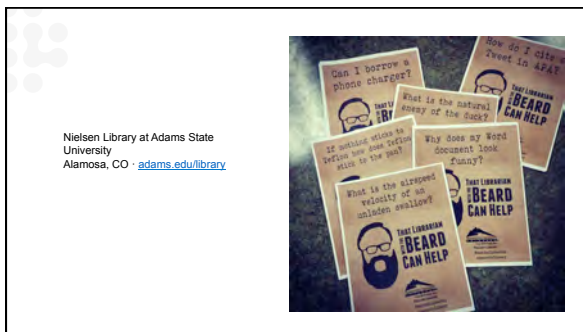
Like Comment Share

Rebecca Katzemeyer and 304 others like this. Tap Comments · 2 photos

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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

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Content Marketing and Strategy

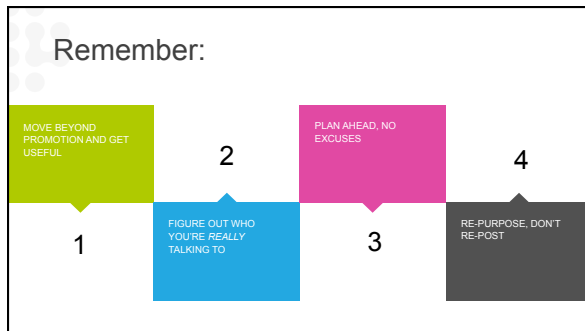
Re-purposing content is **more** than just reposting content.

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



Keep in Touch

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www.meanlaura.com
facebook.com/meanlaura

Infopeople *helping libraries think differently*

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