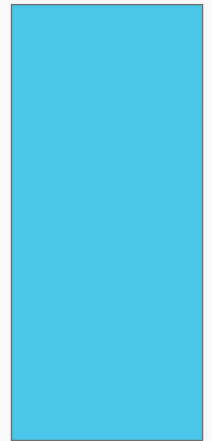




#dimbootcamp

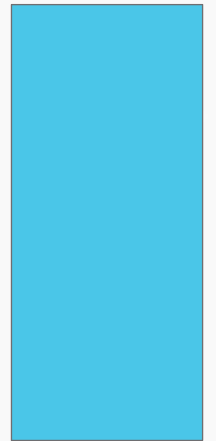
CONTENT DEVELOPMENT

JANETTE TORAL
[HTTP://DIGITALFILIPINO.COM/INFLUENCER](http://digitalfilipino.com/influencer)

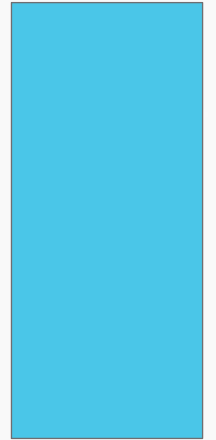


57% OF A PURCHASE DECISION IS
MADE BEFORE THE BUYER EVEN
TALKS TO THE COMPANY.

CORPORATE EXECUTIVE BOARD (NYSE: CEB)



VARIOUS CONTENT TYPES AND
WHERE THEY ARE MOST EFFECTIVE.



inboundMARKETING

7 STEPS

Lead Generation Strategy

7 Critical Steps We Guide Our Clients Through for Inbound Marketing Success.

STEP 1

PLAN

Success begins with an Inbound Planning Day.



Assess your current needs



Set objectives and measurable goals



Develop an effective content strategy



Develop personas



Define responsibilities



Brainstorm premium content ideas

STEP 2

CREATE

Develop content that will attract visitors, convert visitors to leads, and position you as a thought leader.



<http://blog.thecenterforsalesstrategy.com/blog/bid/149917/Inbound-Marketing-101-The-Seven-Steps-to-Lead-Generation-Infographic>

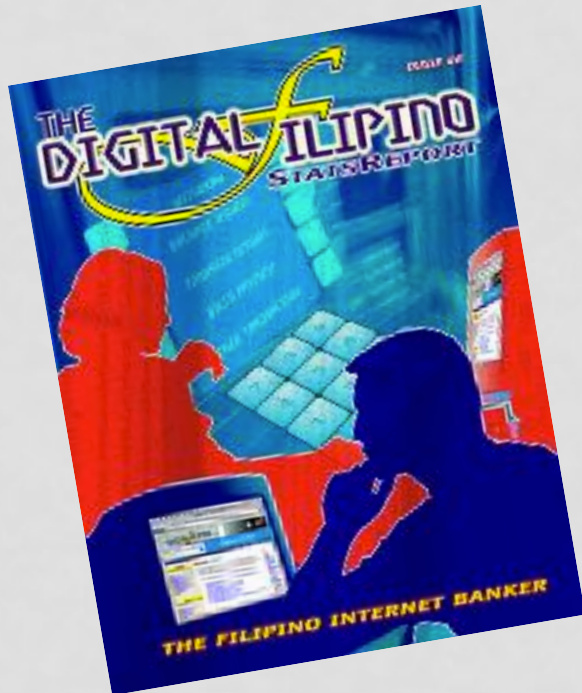
E-BOOKS

- Establishing yourself as a subject matter expert.
- Assert expertise and mastery.



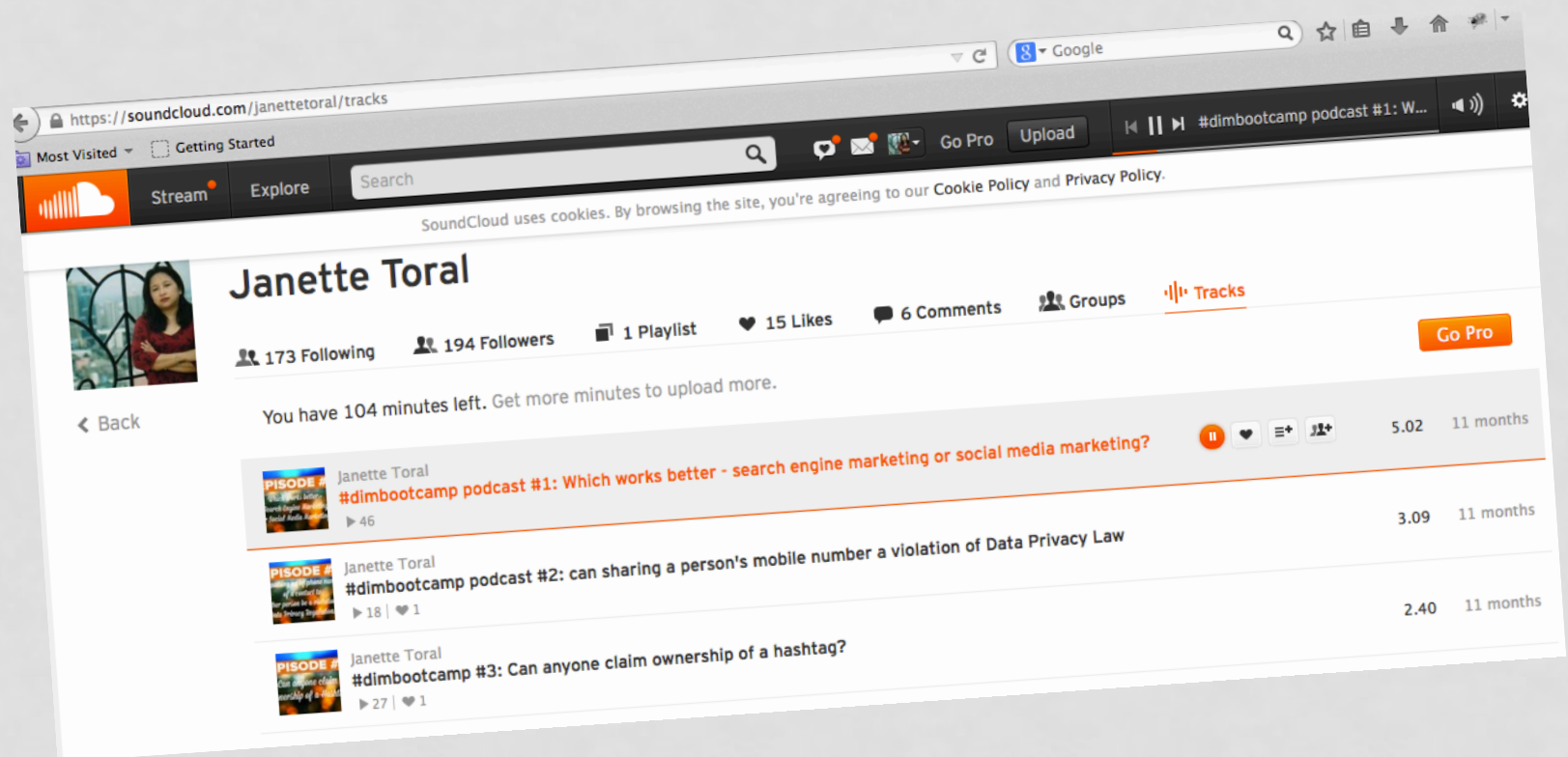
WHITEPAPER

- Prelude to a full book. Meant to be used to assert an industry situationer. Brief in content. Similar to reports.



PODCAST

- Audio book type. Generating content to be heard by people on the go.
- Can be used as base content for video creation.

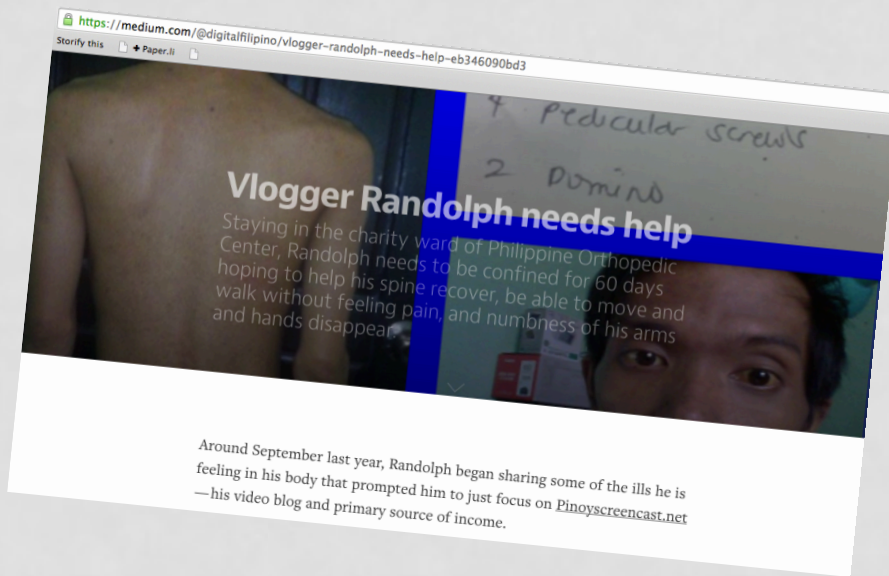


The screenshot shows a web browser displaying the SoundCloud profile of Janette Toral. The browser's address bar shows the URL <https://soundcloud.com/janettetoral/tracks>. The page features a navigation bar with 'Stream', 'Explore', and a search bar. Below the navigation, the profile header for 'Janette Toral' is visible, including a profile picture, a 'Back' button, and statistics: 173 Following, 194 Followers, 1 Playlist, 15 Likes, and 6 Comments. A 'Go Pro' button is also present. A message indicates 'You have 104 minutes left. Get more minutes to upload more.' The main content area displays a list of tracks:

Track Title	Duration	Upload Date
Janette Toral #dimbootcamp podcast #1: Which works better - search engine marketing or social media marketing?	5.02	11 months
Janette Toral #dimbootcamp podcast #2: can sharing a person's mobile number a violation of Data Privacy Law	3.09	11 months
Janette Toral #dimbootcamp #3: Can anyone claim ownership of a hashtag?	2.40	11 months

BLOGGING

- Give full details about a specific topic.
- Assert subject matter expertise.



IMAGES

- Connect visually to readers.

E-Learning Considerations

1

Innovative

What makes it different and better?

2

Sustainable

Will it cover operations and fund growth? Does it have reasonable long term value?

3

Relevant

Will the target market see it as a must have? Why will they trust you?

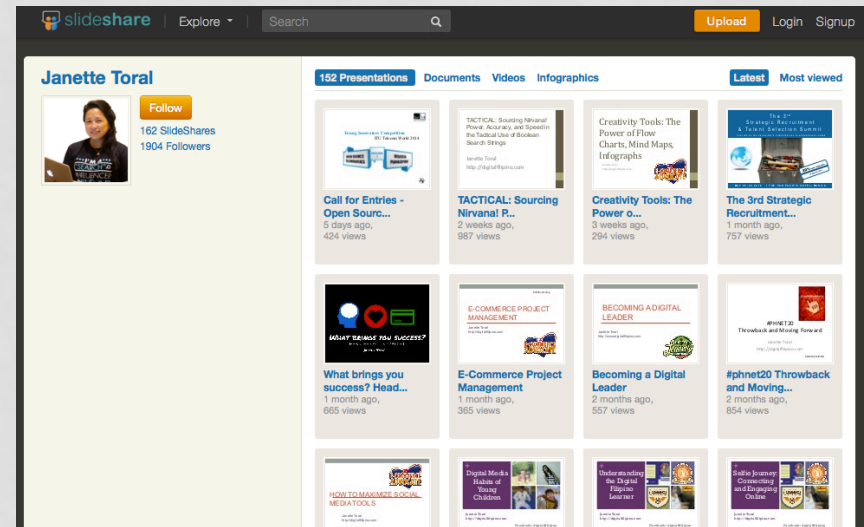
WEBINAR



- Build and record learning or topic materials.
- Assert self as subject matter expert.
- Monetize content.

PRESENTATIONS

- Disseminate presentations, guides, and how-to.
- Great assertion of expertise for public speakers and trainers.



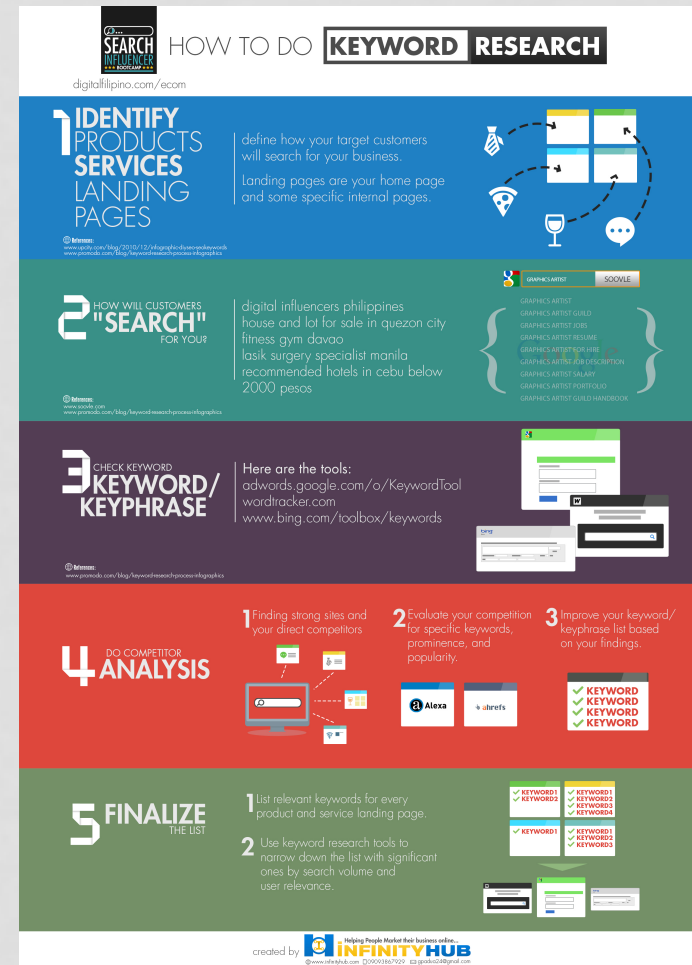
VIDEOS

Rank		Title
1		Personal Branding and Reputation Management Through Social Media Sun Jan 30, 2011
2		Lessons Learned in doing Social Media for SMEs Tue Jan 11, 2011
3		Build an Online Presence with 3Cs - Content, Community, Conversation Mon Jan 10, 2011
4		Changes in the Philippine Blogosphere Tue Jan 18, 2011
5		Tapping Blogs for Online Campaigns Wed Jan 19, 2011
6		Using Social Media for Internal Corporate Publications Wed Jan 12, 2011
7		Internet Advertising Growth in the Philippines Fri Jan 14, 2011
8		How Social Media is Changing the Way Companies Communicate to their Customers and Prospects Tue Jan 18, 2011
9		Social Media Use for Executive and Entrepreneurs Thu Jan 13, 2011
10		Making an Online Contest Click Sun Jan 23, 2011

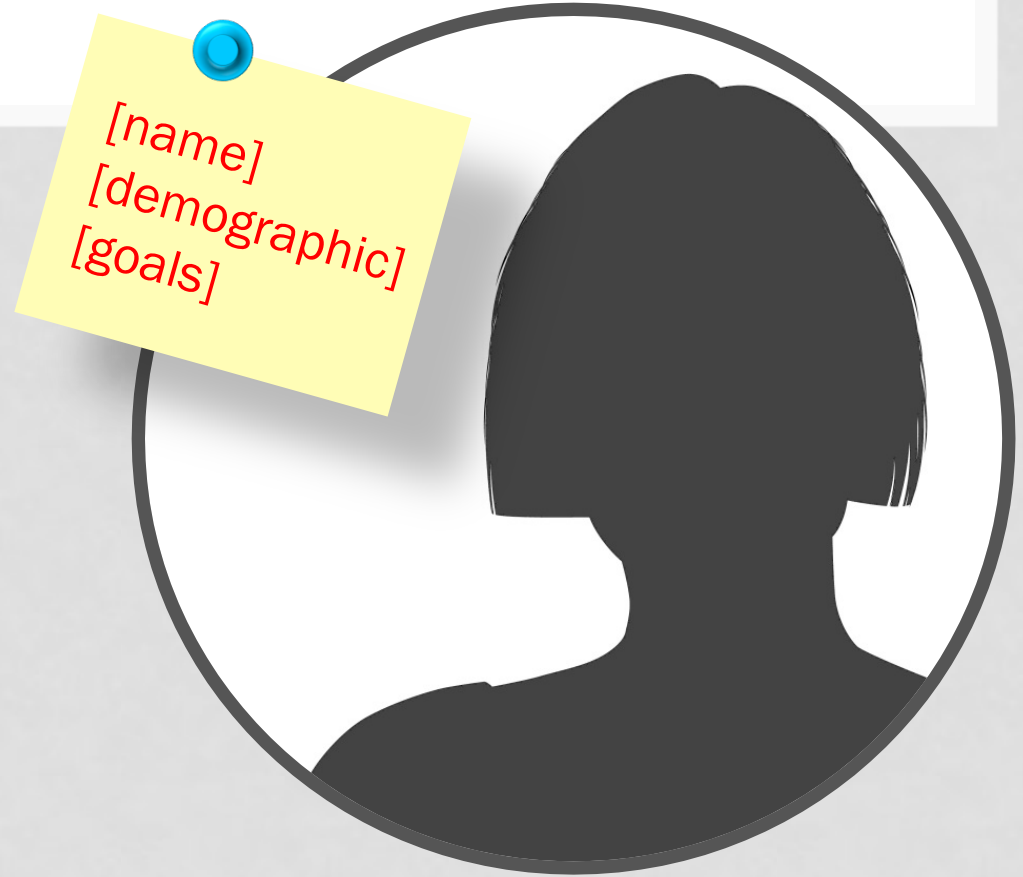
- Be seen in person build affinity and trust on content generated.
- Ideal for creating series.

INFOGRAPH

- Convey ideas illustrating a flow or expanding on a big idea.



Audience targeting



Business Model - The Empathy Map

#4 understand your audience

Customer Perspective:

Content Developers

What really counts: Create content that resonates with the audience.

Major preoccupation: Clients giving content projects. Sustainability of site.

Worries: Response rate, conversion from content generated.

Aspiration: Sought after content developer.

Friends say: "You should learn how to create videos / infographs"

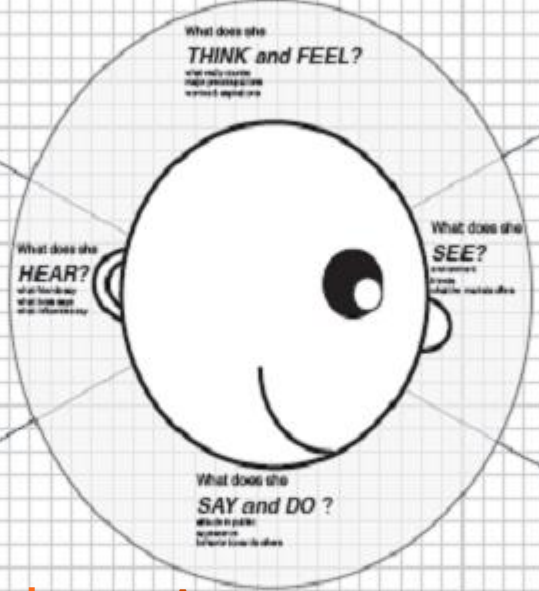
Environment: Many content developers.

Boss say: "We need leads / conversion from your work."

Friends: Liking content done by others. Respond or not to your content.

Influencers say: "Don't sell. Connect."

Market offers: Marketplaces where content developers sell services.



Behavior towards others: Friendly. Encourages sharing.

Appearance: Competitive. Simple. Friendly.

Attitude in public: Responsive. Engaging.

Fears: Client not satisfied. No response.

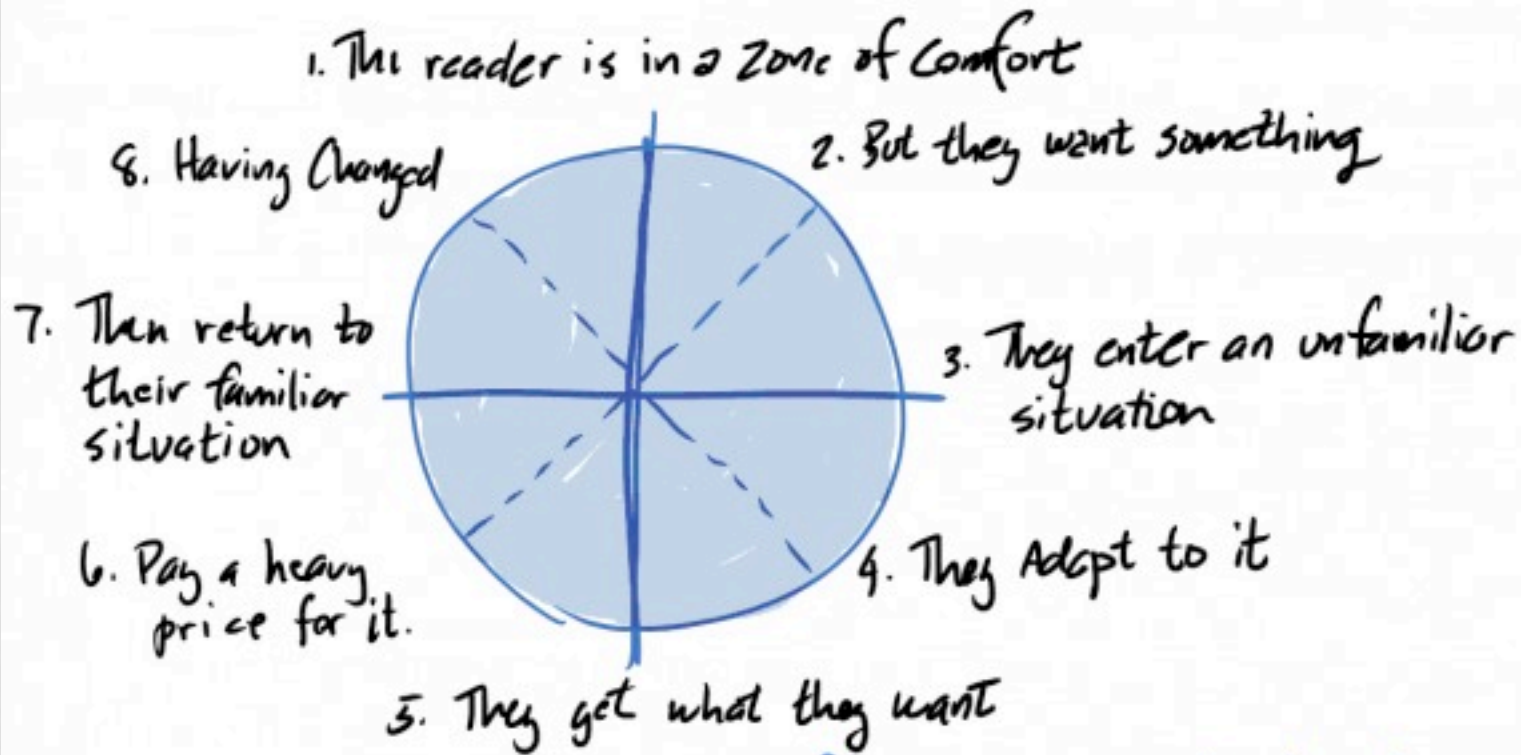
PAIN
 (fears, frustrations, obstacles)
Obstacle: Artist block.

Frustration: Not getting results.

Wants / Needs: High response rate. Satisfied clients.

GAIN
 (wants/needs, measures of success, obstacles)
Obstacle: Prioritizing and managing tasks.

Measure success: Authority status.



- Dan Harmon, Creator of COMMUNITY (NBC)

WIRED (PRINT) OCTOBER 2011, Page 105

THE 49 PERSONALITY ARCHETYPES

		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
	PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
	POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

**C
O
N
T
E
X
T**



SOCIAL MEDIA

AWARENESS

FAMILIARITY

OPINION/IMAGERY

CONSIDERATION

PREFERENCE

SHOPPING

PURCHASE



ABOUT PURCHAS



Peer reviews

Mixed sources

Perceptive reference

Crowd

Cognitive fluency

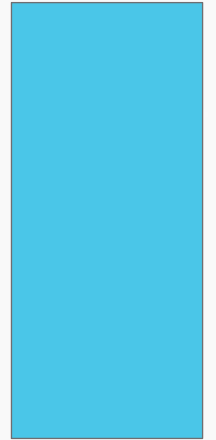
Product visualization

Social media

Emotional decision

Subconscious decision

CONTENT PLAN



Make great

CONTENT

and

VISITORS

will come

#1. Identify Customer/Client Problems & Obstacles



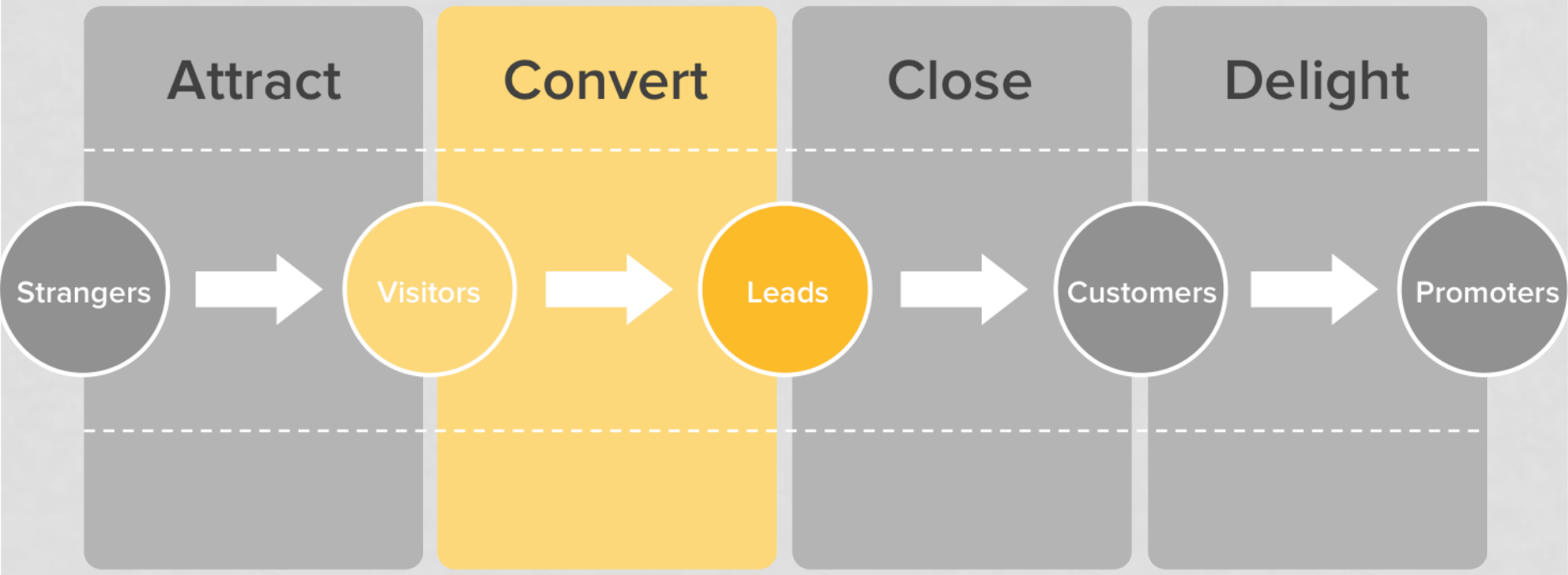
#2. Determine Product/Service Results & Benefits

#3. Brainstorm Messaging, Categories & Structure

#4. Manage the Creation Process with Systems

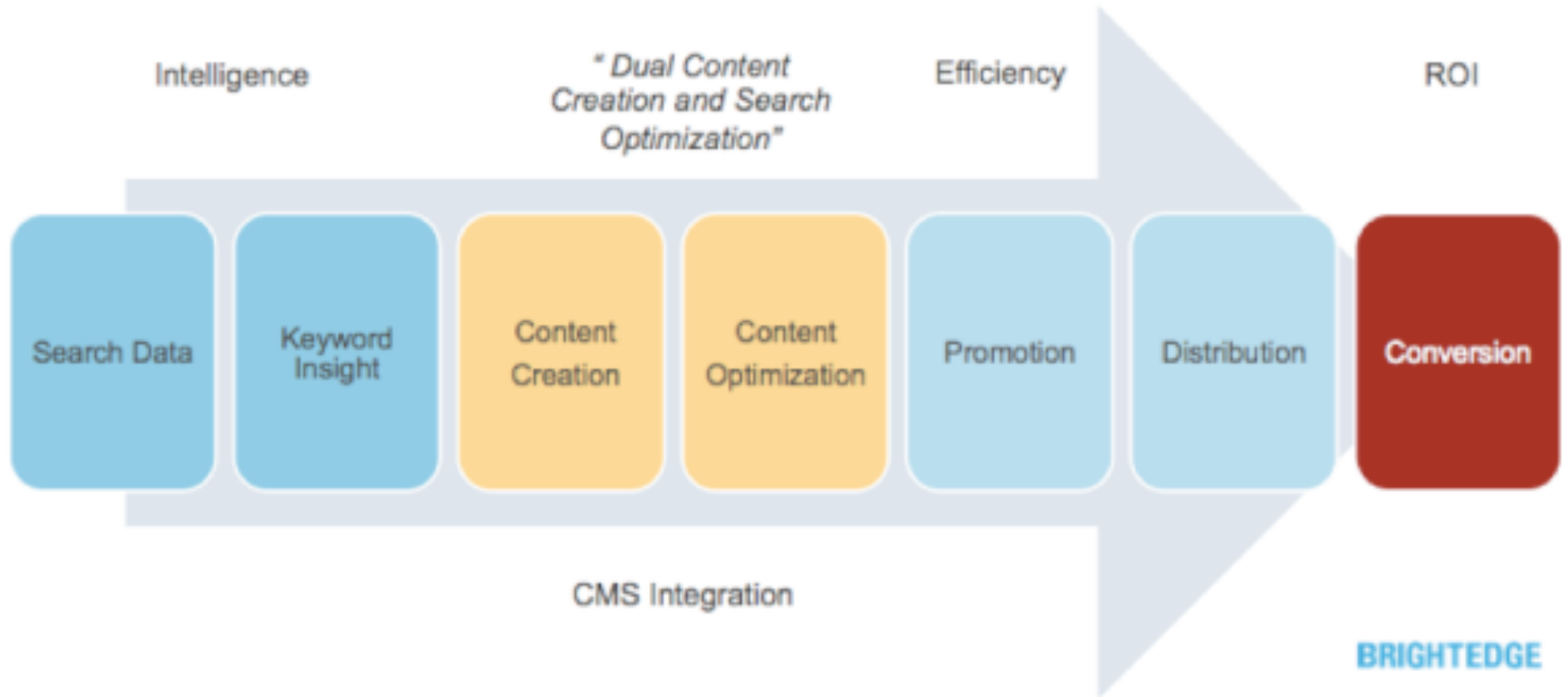
#5. Create a Uniform Content Template to Follow

<http://moz.com/ugc/case-study-5-steps-to-create-a-killer-content-marketing-strategy>



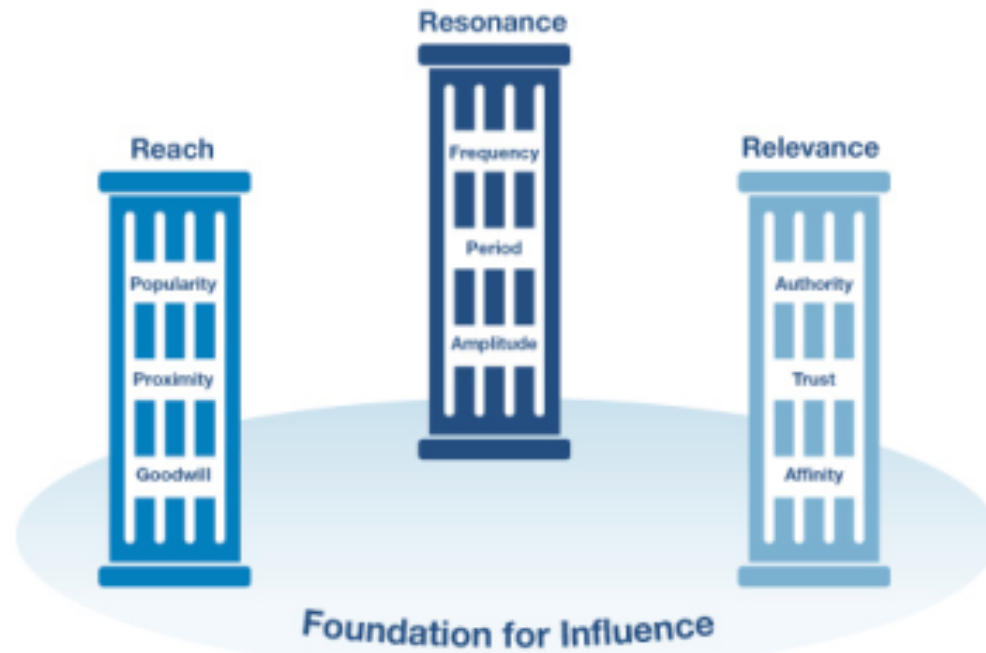
<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

CONTENT



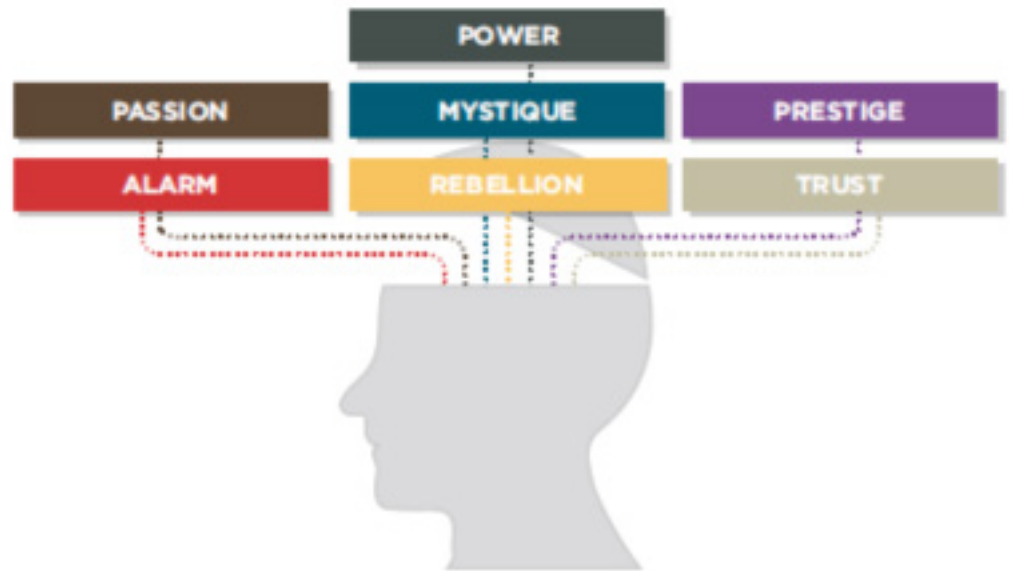
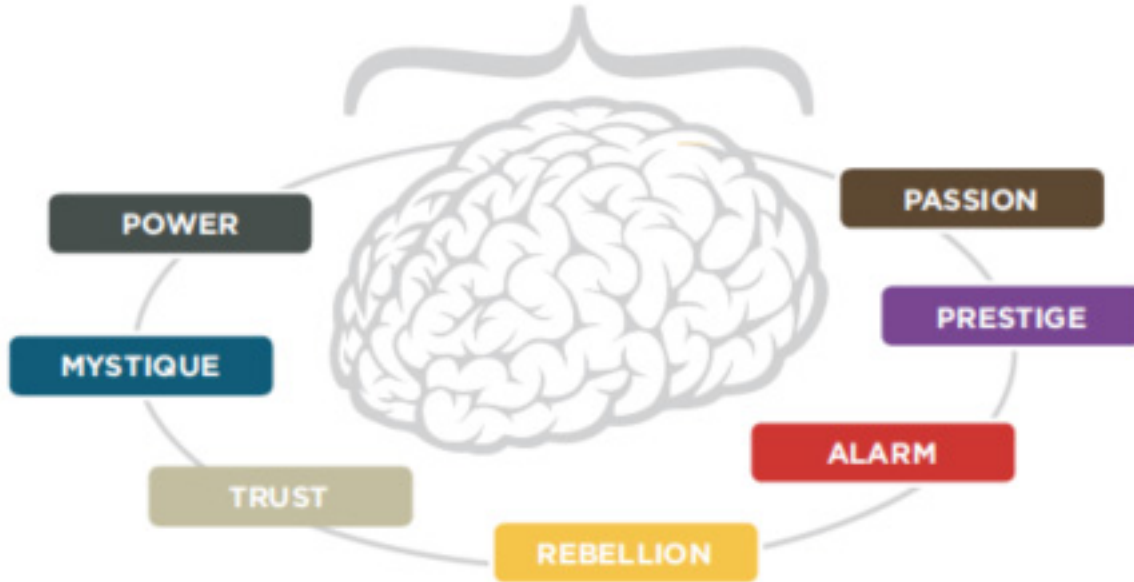
DEVELOP YOUR BRAND VOICE

Figure 1. Framework: Pillars of Influence



Source: "The Rise of Digital Influence," Altimeter Group (March 21, 2012)

7 Triggers of Fascination



DEVELOP A CONTENT PLAN

- Define clear goals and objectives.
- Identify your target audience.
- Align to your audience reasons for “buying”
- Identity type of contents to be used.

EMAIL

SOCIAL

BLOG

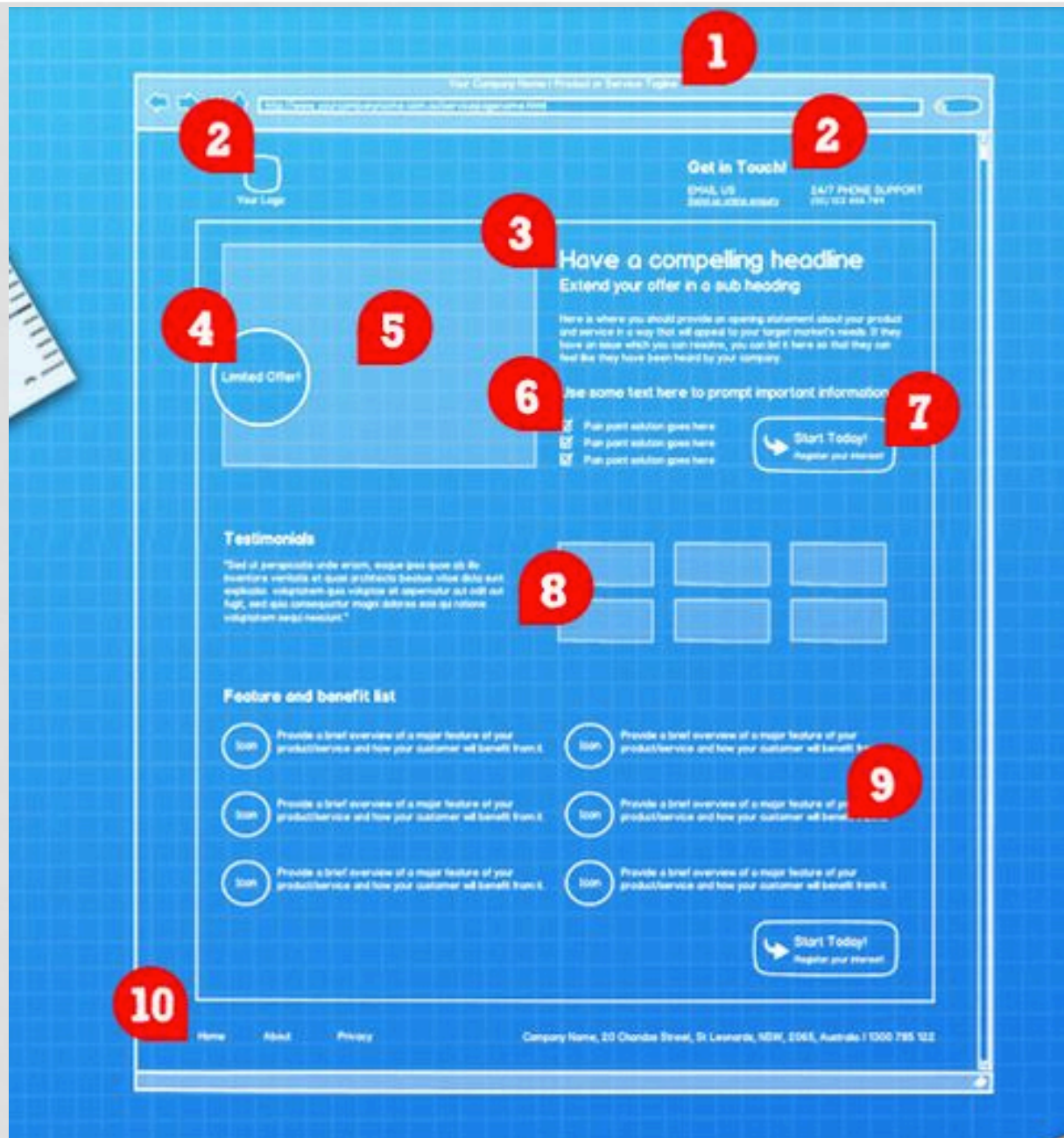
LANDING
PAGE WITH
FORM

OFFER GIVEN
& LEAD
GENERATED

<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

TAKE ADVANTAGE OF EMAIL

- Deliver content specific to customer pain points.
- Don't use attachments.



#1. Identify Customer/Client Problems & Obstacles



#2. Determine Product/Service Results & Benefits

#3. Brainstorm Messaging, Categories & Structure

#4. Manage the Creation Process with Systems

#5. Create a Uniform Content Template to Follow

<http://moz.com/ugc/case-study-5-steps-to-create-a-killer-content-marketing-strategy>

WORKING WITH CONTENT CREATORS

- Copyright
- Compensation
- Byline



#dimbootcamp

SEE YOU AT THE NEXT
WEBINAR!

[HTTP://DIGITALFILIPINO.COM/INFLUENCE](http://digitalfilipino.com/influence)

