

WEBINAR LESSON 2 OF 12
JUNE 25 WEDNESDAY 7 PM



Writing for the Web



— Digital Creators Boot Camp —



THE MIND OF A DIGITAL MARKETER

1 SEO

SEO is the practice of increasing a websites organic ranking in search engines. But what's rankings without revenue?

2 Conversion Optimization

SEO brings traffic, but traffic means nothing if it doesn't convert into \$\$\$\$. Digital marketing consultants help bring PROFITABLE traffic. That's why your consultant should also be skilled in ...

3 Web Design

Digital Marketers skilled in web design not only bring you a beautiful website that reflects positively for your brand, but they also have a solid idea of the web layouts that convert the best.

7 Advertising

Online advertising such as AdWords and Facebook Ads are much more than set and forget, a skilled digital marketer can lower CPC and increase conversions

6 Analytics


Analytics, combined with conversion optimization can help you determine where traffic is coming from, and which channels are the most profitable.

5 Social Media

Some niches thrive with traffic from Facebook, Twitter, Pinterest, etc. Many businesses tend to take on social media themselves, but a true digital marketer knows the difference between using social media as a business and as a end user.

4 Copywriting

Digital Marketers who have maintained their own blogs should have honed their writing skills to write for conversions, people and search engines.



“Every time you communicate,
you’re either *adding value*,
or *taking up space*.”

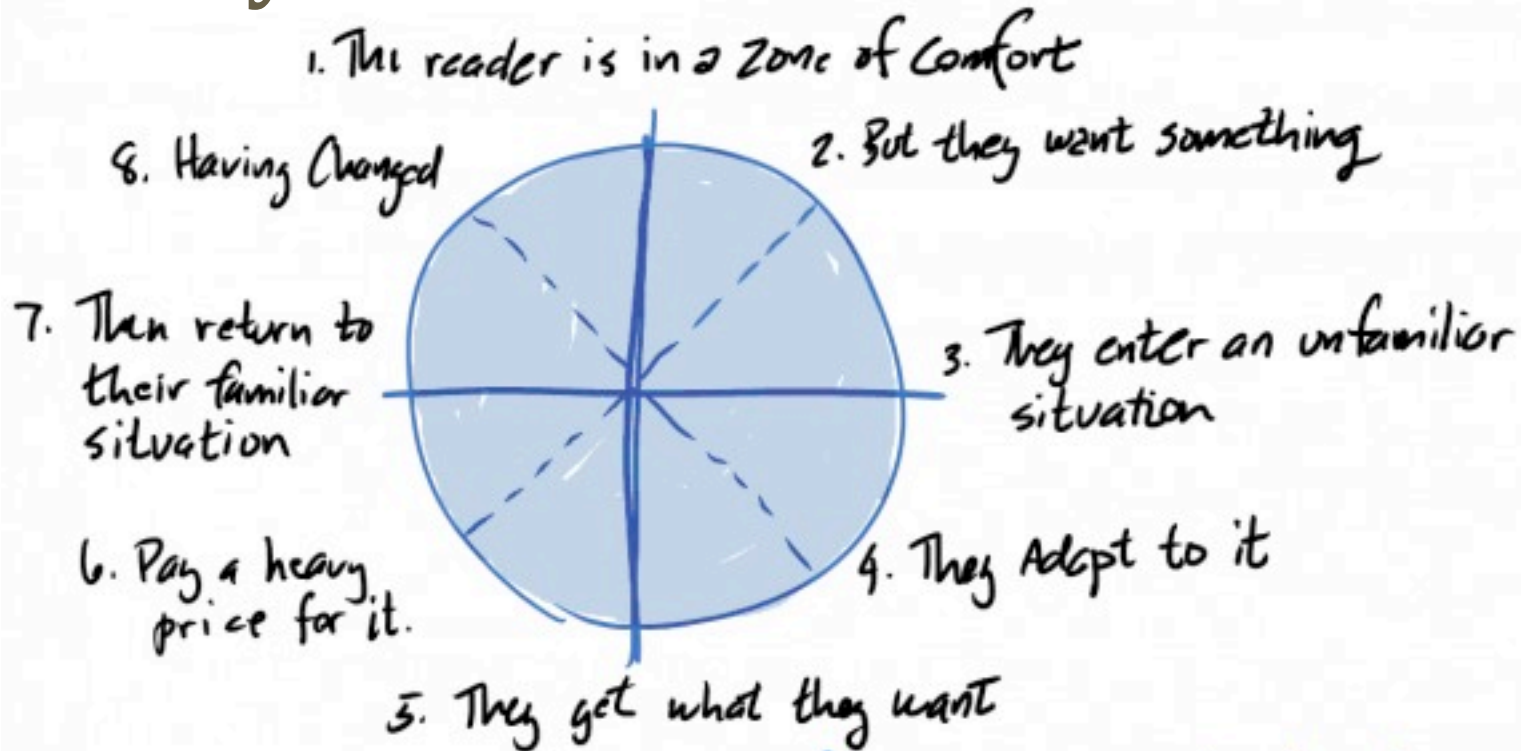
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Elements of a good
article, blog post,
anecdote

Your target audience
is the HERO

NOT YOU.

Imagine your customer in a journey...



- Dan Harmon, Creator of COMMUNITY (NBC)

WIRED (PRINT) OCTOBER 2011, Page 105

Hero's Journey

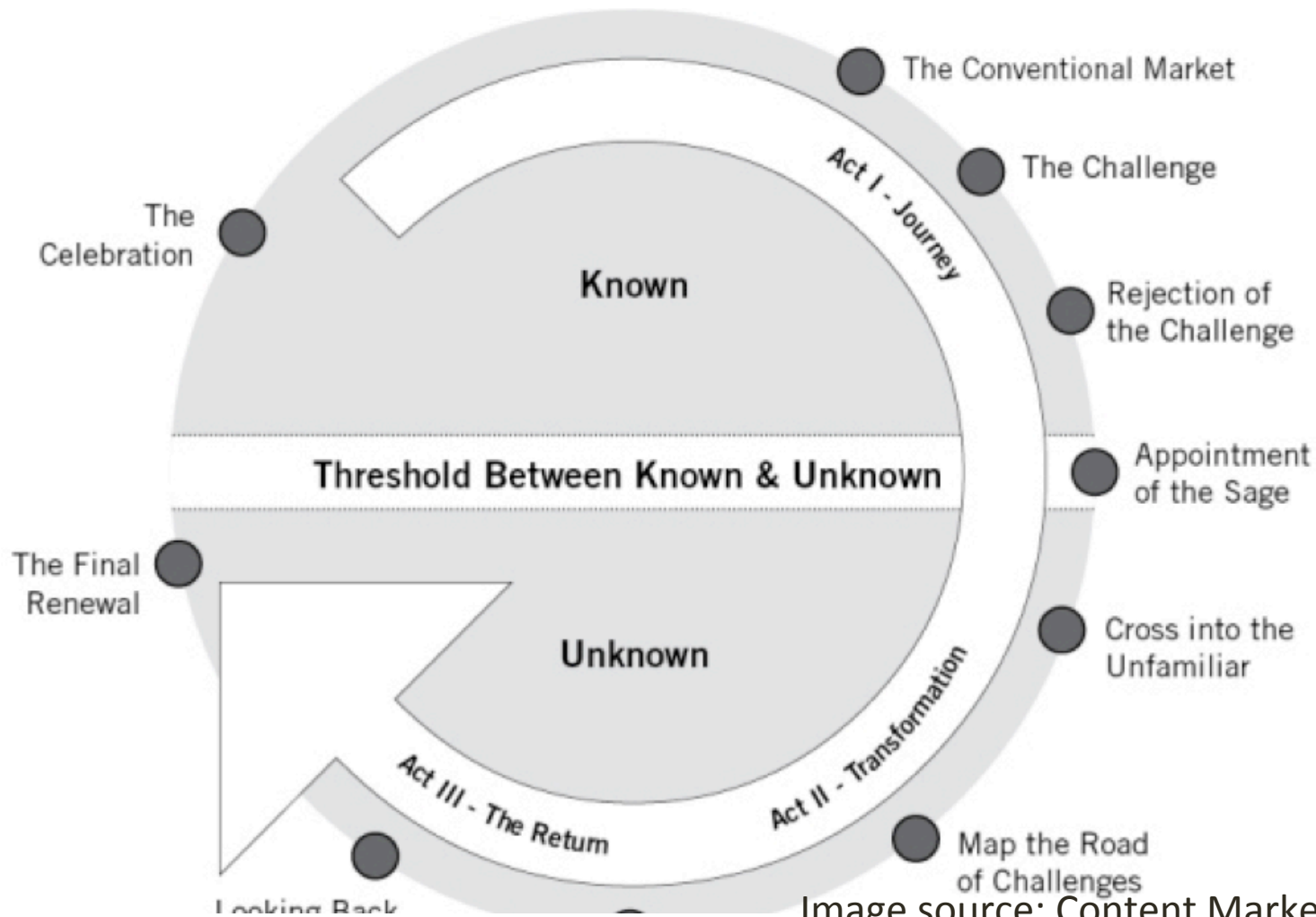


Image source: Content Marketing Institute

The Journey to Resolve

Dilemma

Outcome

In the Beginning

Lessons Learned

Classic Storytelling Arc

www.PRinYourPajamas.com

Inside the Ideal Blog Post



Headline: 6 Words That Count

Storytelling Hook

Fewer Characters at First

Featured Image

Subheads for Scanning

Content & the 1,500-word Sweet Spot

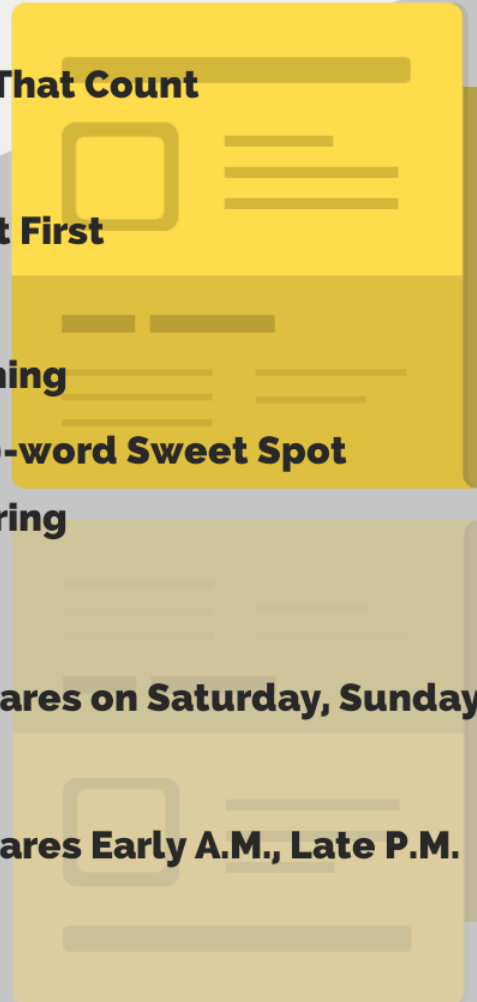
Soundbites for Sharing



The Most Shares on Saturday, Sunday



The Most Shares Early A.M., Late P.M.





Stand out,
or don't bother.

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Headlines

- Surprise
 - “This is Not the Best Start-up (but could have been)”
- Questions
 - “Do you know how to create a perfect start-up?”
- Curiosity gaps
 - “10 Steps in Building a Start-up. Number 7 is the hardest.”
- Negatives
 - “Never make these start-up mistakes”
- How to
 - “How to Build a Start-Up?”
- Numbers
 - “14 Steps in Creating Start-Up”
- Audience referencing
 - “For people wanting to venture into Start-Up Investing”
- Specificity
 - “The 6 Part Process to Start-Up Crowdfunding”

Ultimate Headline

Ultimate Headline Formula

Number + Adjective +
Keyword + Rationale + Promise =
The Ultimate Headline

Use featured image



The longer the blog
post, the more
shares it will get.

1,500 words or more.

Make it personal.



Share your

Passion

Use it to benefit
others.

- Janette Toral

Make it visual

Tactics to influence through writing

Define who you are!

What is your culture?

What is your strategy?

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
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

Become an authority

Become a

DIGITAL INFLUENCER

You don't lead when you
don't have influence
and followers.

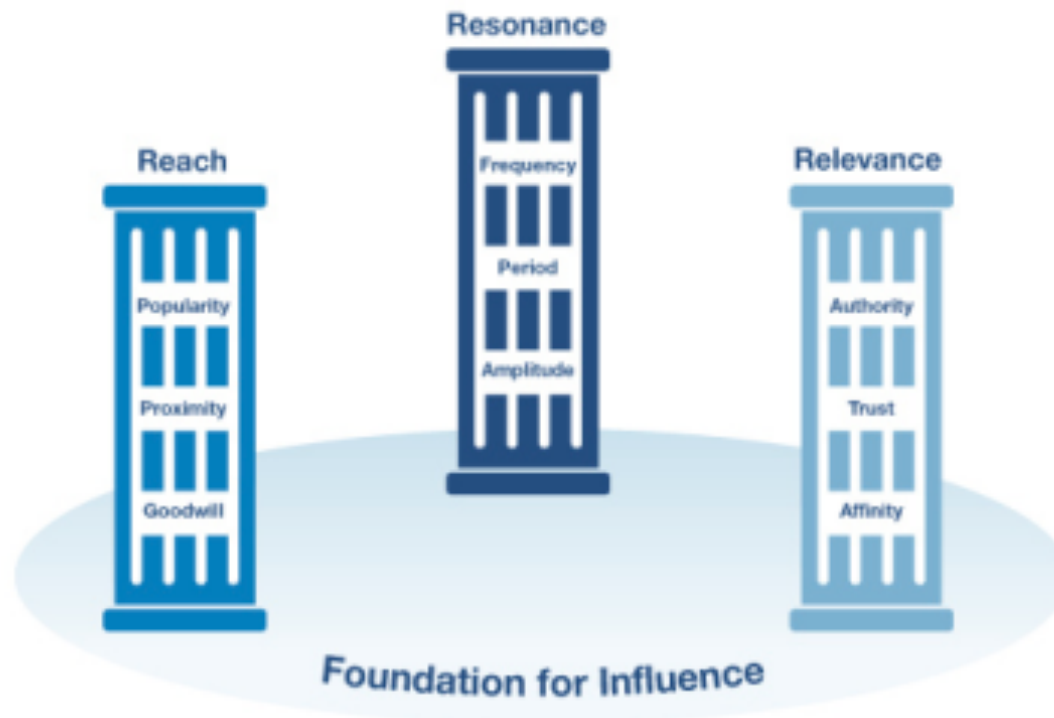
Janette Toral

Pick the
communication style
that suits you best.

Do you know what makes you fascinating to others?

Let people know that you care...

Figure 1. Framework: Pillars of Influence



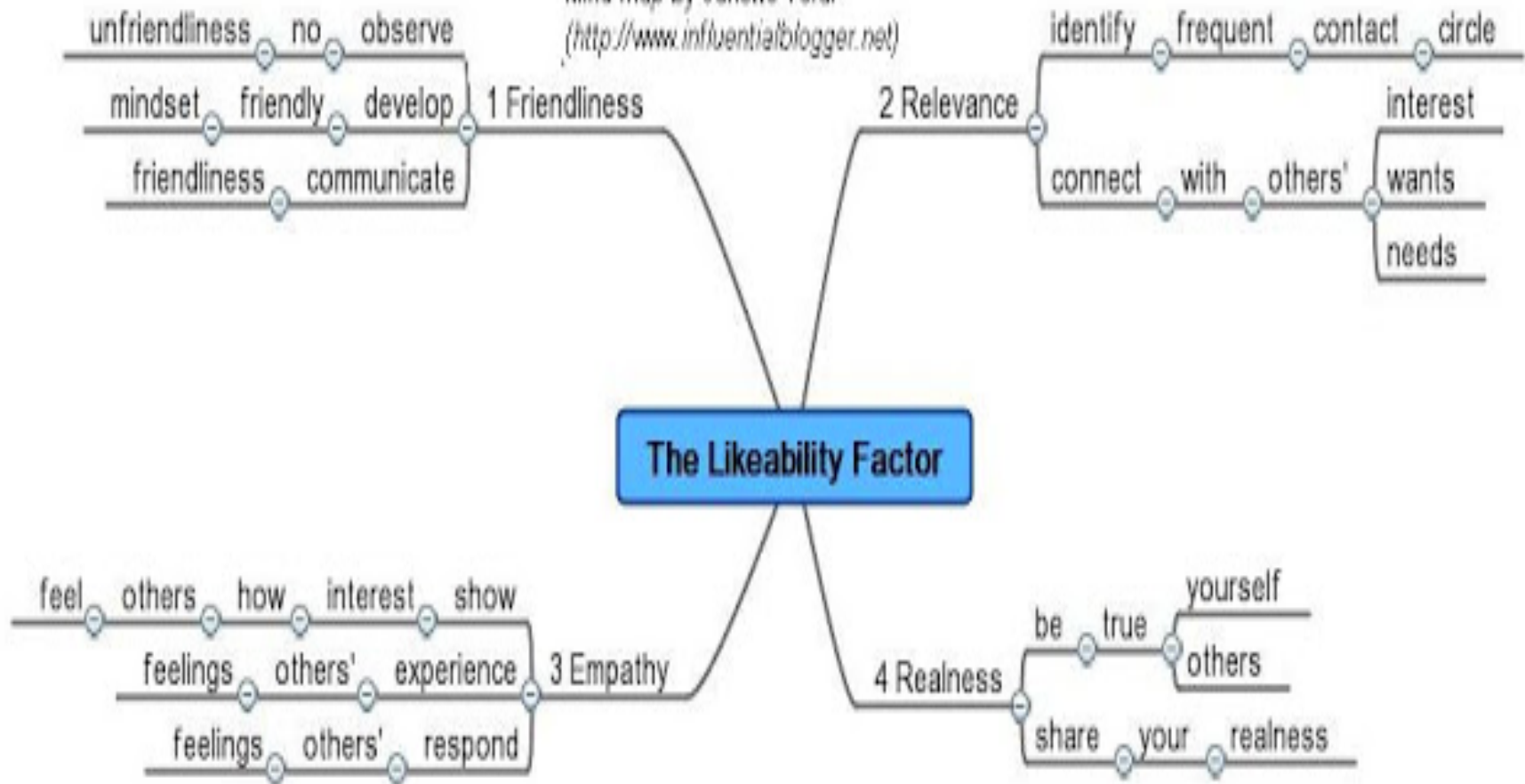
Source: "The Rise of Digital Influence," Altimeter Group (March 21, 2012)

Your actions can make them like you (or not)

The Likeability Factor (by Tim Sanders)

Mind map by Janette Toral

(<http://www.influentialblogger.net>)



You will not make a difference
by being quiet. You only make
a difference by *being heard*.



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BLOGGING MATURES

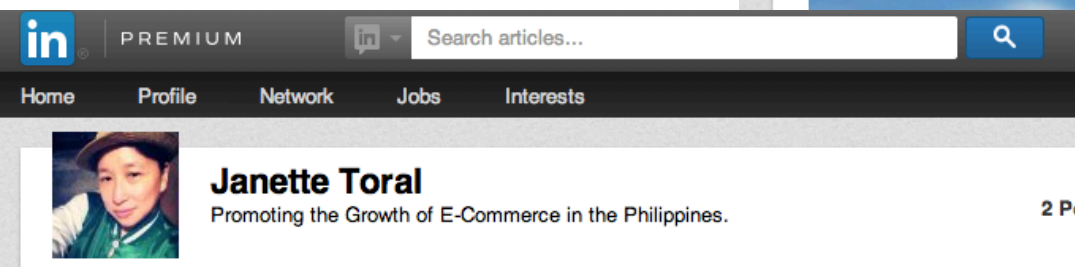


- Have a voice
- Build influence
- Expand network
- Earn online
- Fairness wins
- Gain recognition
- Mainstream
- Change agent
- Social media mastery
- Relevance

BLOGGING WILL BE MORE COMPETITIVE.



LinkedIn PREMIUM Search articles...
10 Years of Blogging and Moving Forward
March 24, 2014 | 234 views | 6 likes | 1 comment
3 tweets | 110 likes | 10 g+1 | 15 shares



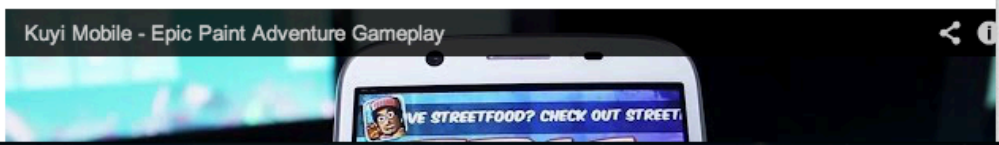
LinkedIn PREMIUM Search articles...
Home Profile Network Jobs Interests
Janette Toral
Promoting the Growth of E-Commerce in the Philippines.



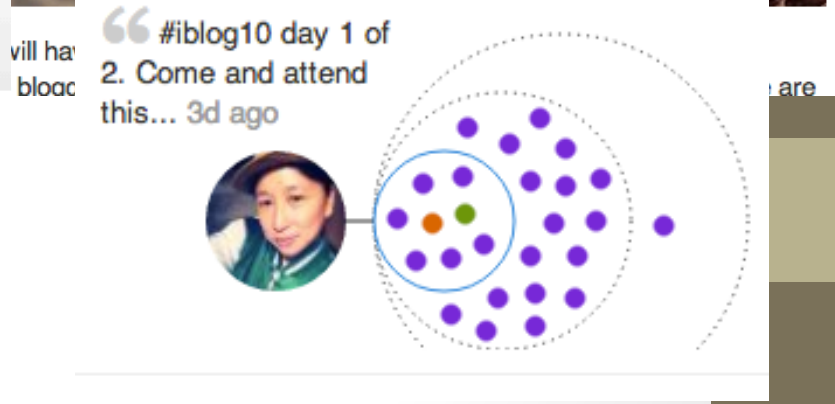
Promoting Mobile Games through Influencers (Epic Paint Adventure experience)
March 20, 2014 | 308 views | 7 likes | 0 comments
7 tweets | 29 likes | 6 g+1 | 20 shares

When you have limited budget, promoting a new product or service will be constrained. This was the challenge of Filipino game developer Erick Garayblas of [Kuyi Mobile](#) had as he prepared for the global release of Epic Paint Adventure (available in [IOS](#) and [Android](#)) mobile game.

To work-around this limitation, he used various social media (such as a [Facebook event page](#)) to spread the word and asked for help. I think what got people moving to help involves the following factors:



Who's Viewed Your Updates < 7/51 >
58 views | 2 likes | 3 comments



“ #iblog10 day 1 of 2. Come and attend this... 3d ago

Visualization: A central profile picture of Janette Toral is surrounded by a cluster of purple dots. A blue circle highlights a subset of these dots, and a larger dotted circle encompasses the entire cluster.

Write a follow-up
post for every post
you wrote.

Publish in another channel or blog.

Activate your Google + Authorship

Your keywords or topics must also be in your blog profile and social media bio.

Make it easy for readers to connect with you.

Add and follow back those who interact with you via social media.

Let them know they can contact, invite, interview you.

Network and recognize both high-profile and beginner bloggers.

Show it via social media.

Interview and feature them in your blog.

WRITE WELL.

DAILY IF YOU CAN.

PRACTICE MAKES PERFECT.

Be available and not
available.



Do not be
afraid to
fail, quit, and
start all over
again.

Janette Toral