

WEBINAR LESSON 3 OF 12  
JULY 2 WEDNESDAY 7 PM



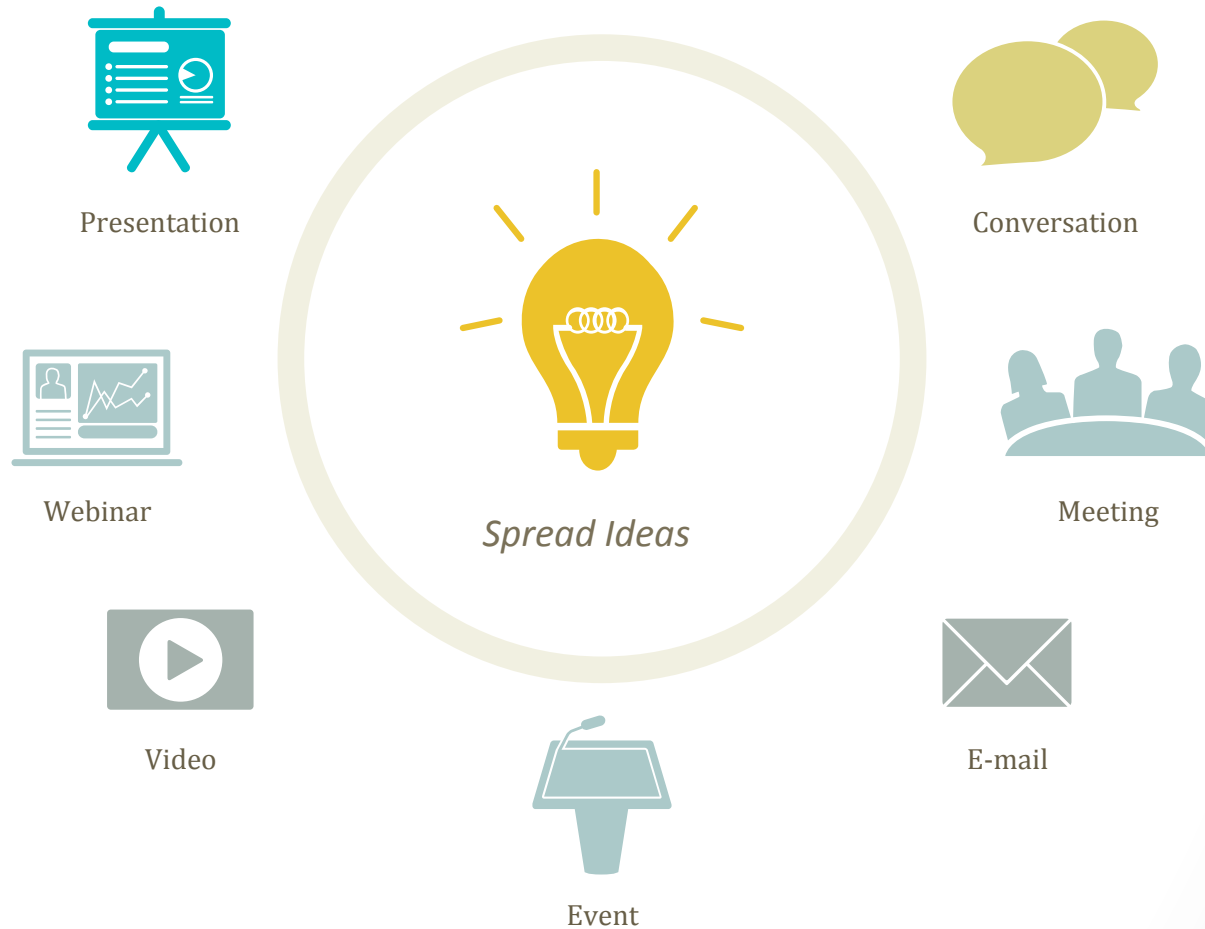
# Improving Writings and Maximize its Effect



— Digital Creators Boot Camp —

# Improving headlines and emphasis

# Central theme – Spread ideas



# Tighten your writing

- No to “bait and switch”.
- NO TO ALL CAPS.
- Use numbers and lists.
- Talk to the reader.
- How-to
- Ways-to
- Clarity

# 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

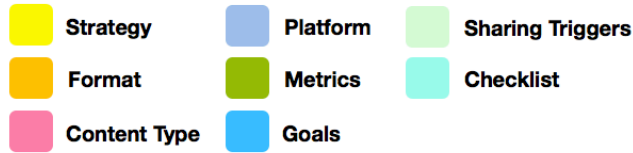
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Number + Adjective +  
Keyword + Rationale + Promise =  
**The Ultimate Headline**

Sharing what you  
wrote

# The Periodic Table of Content Marketing

An overview of the key elements of content marketing



## A seven-step guide to success

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the key **metrics**, and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

1 <b>Cs</b> Content strategy												68 <b>Pv</b> Page views	76 <b>Uv</b> Unique visitors	84 <b>Nv</b> New visitors	91 <b>Br</b> Bounce rate	99 <b>Tf</b> Traffic		
2 <b>Ar</b> Article	10 <b>Sh</b> Slideshow												69 <b>Nl</b> New leads	77 <b>Do</b> Downloads	85 <b>Cl</b> Cost per lead	92 <b>Kp</b> Key pages	100 <b>Le</b> Leads	
3 <b>V</b> Video	11 <b>Vi</b> Visualisation												70 <b>Bm</b> Brand metrics	78 <b>Rp</b> Reputation metrics	86 <b>Pm</b> PR metrics	93 <b>Dg</b> Demographic metrics	101 <b>Br</b> Branding	
4 <b>Im</b> Image	12 <b>Pr</b> Press release	18 <b>Ho</b> 'How-to' based	21 <b>Re</b> Reviews	25 <b>Qu</b> Question-based	30 <b>Ti</b> Timesaving	35 <b>Bp</b> Best practice	40 <b>Co</b> Compilations	45 <b>Ca</b> Case study	50 <b>St</b> Stats	55 <b>De</b> Debates	59 <b>We</b> Website	63 <b>Bl</b> Blogs	71 <b>Of</b> Offline media	79 <b>Mi</b> Microsite	87 <b>Am</b> Acquisition metrics	94 <b>Rm</b> Retention metrics	102 <b>Sa</b> Sales	
5 <b>Ev</b> Event	13 <b>Wb</b> Webinar	19 <b>Iv</b> Interviews	22 <b>As</b> Ask the experts	26 <b>Rs</b> Resources	31 <b>Lb</b> Linkbait	36 <b>Hi</b> Hivemind-based	41 <b>Ee</b> Event-based	46 <b>Rc</b> Research	51 <b>Tr</b> Trends	56 <b>Cm</b> Competitions	60 <b>Tw</b> Twitter	64 <b>Fa</b> Facebook	72 <b>Li</b> LinkedIn	80 <b>Pi</b> Pinterest	88 <b>Is</b> Instagram	95 <b>Sc</b> Search metrics	103 <b>S</b> Search	
6 <b>Gm</b> Game	14 <b>Ap</b> App	20 <b>Qz</b> Quizzes	23 <b>Ex</b> Experiments	27 <b>Pd</b> Productivity	32 <b>Fu</b> Fun	37 <b>Te</b> Templates	42 <b>Bg</b> Beginner's guides	47 <b>In</b> Inspiration	52 <b>Op</b> Opinion	57 <b>Ch</b> Checklists	61 <b>Yo</b> YouTube	65 <b>Vm</b> Vimeo	73 <b>Gp</b> Google+	81 <b>Fo</b> Forums	89 <b>Tu</b> Tumblr	96 <b>Nm</b> New members	104 <b>Me</b> Members	
7 <b>To</b> Tool	15 <b>Eb</b> Ebook	24 <b>De</b> Definitions		28 <b>Gl</b> Glossaries	33 <b>Da</b> Data	38 <b>Pc</b> Product-based	43 <b>Sv</b> Surveys	48 <b>An</b> Analysis	53 <b>Fi</b> Fiction	58 <b>Gf</b> Gifs	62 <b>Re</b> Reddit	66 <b>Ig</b> Imgur	74 <b>Vn</b> Vine	82 <b>Sl</b> Slideshare	90 <b>Fl</b> Flickr	97 <b>Sm</b> Social metrics	105 <b>Sh</b> Shares	
8 <b>P</b> Print	16 <b>So</b> Social			29 <b>Ga</b> Galleries	34 <b>Mm</b> Mindmaps	39 <b>Fr</b> Frameworks	44 <b>Tm</b> Testimonials	49 <b>Dm</b> Demos	54 <b>Nj</b> Newsjacking			67 <b>Hn</b> Hacker News	75 <b>Ps</b> Partner sites	83 <b>Ad</b> Advertising			98 <b>Eg</b> Engagement metrics	106 <b>En</b> Engagement
9 <b>El</b> E-learning	17 <b>Em</b> Email																	

107 <b>Fu</b> Funny	108 <b>Sx</b> Sexy	109 <b>Sg</b> Shocking	110 <b>Mv</b> Moving	111 <b>Un</b> Unbelievable	112 <b>Cv</b> Controversial	113 <b>Co</b> Cool	114 <b>Ig</b> Illuminating	115 <b>Rd</b> Random	116 <b>Zg</b> Zeitgeist	117 <b>Aw</b> Cute	118 <b>Up</b> Uplifting	119 <b>Di</b> Disgusting
120 <b>Sq</b> Search queries	121 <b>Se</b> Search optimisation	122 <b>Ce</b> Copy editing	123 <b>Fm</b> Formatting	124 <b>Hd</b> Headline optimisation	125 <b>Tv</b> Tone of voice	126 <b>Gd</b> Brand guidelines	127 <b>Pe</b> Plain English	128 <b>Do</b> Device optimisation	129 <b>Fc</b> Fact-checking	130 <b>Cd</b> Credit sources	131 <b>Ct</b> Calls to action	132 <b>Fd</b> Invite feedback



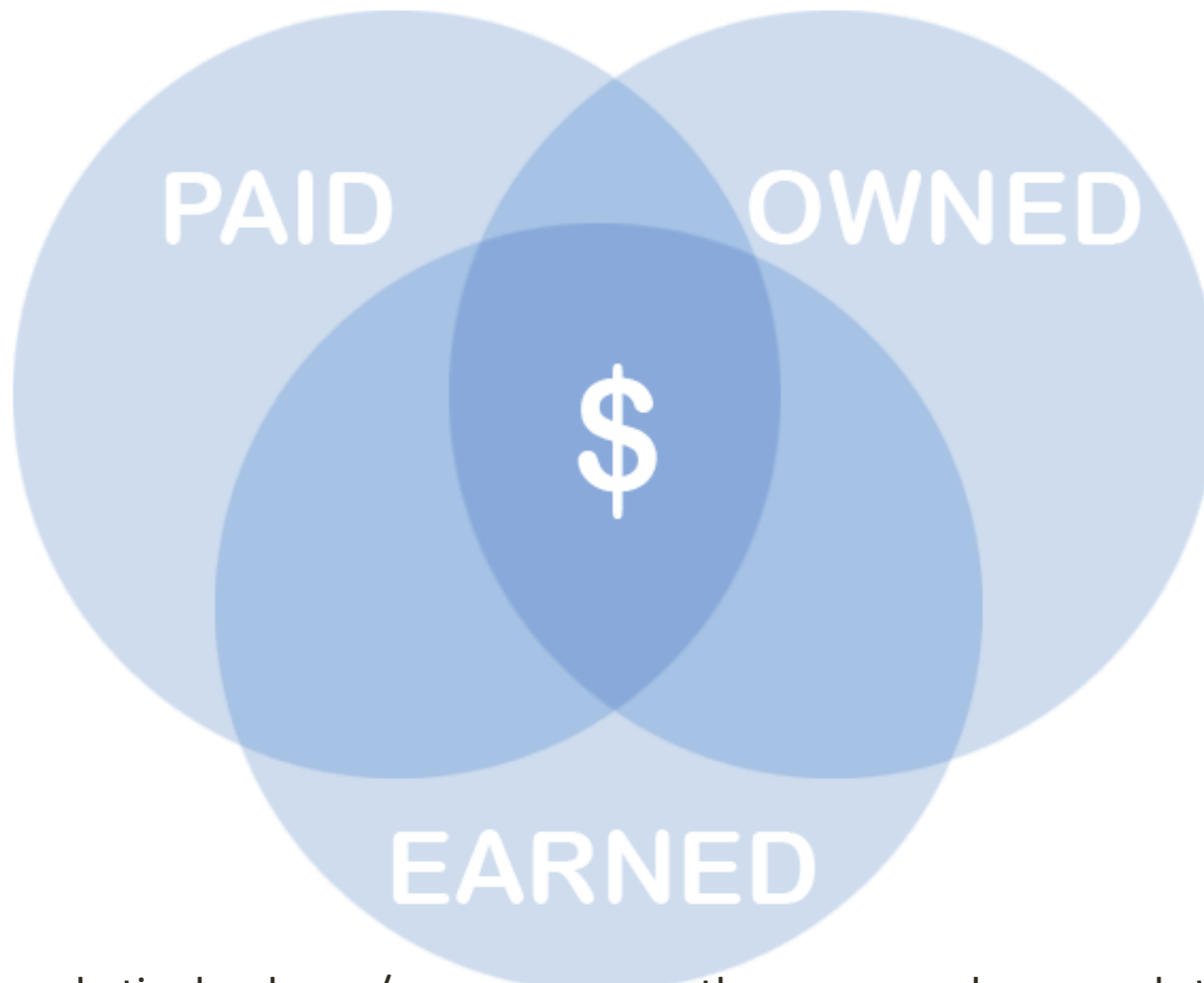
Devised & designed by Chris Lake (@lakey).

You may share it around, embed it on your website, print it out or tear it up, with appropriate credit.

Copyright Econsultancy Ltd.



# Content Promotion

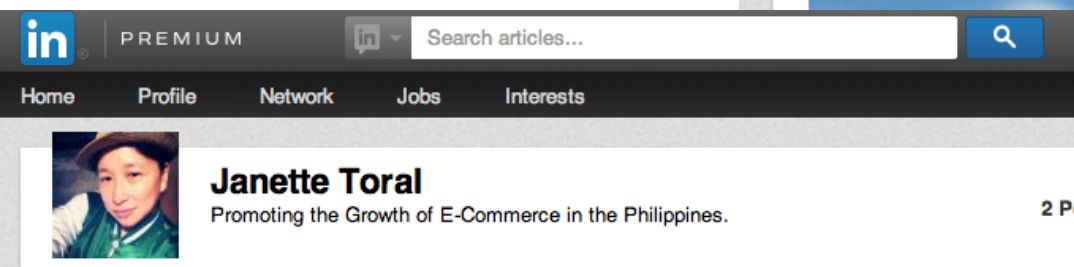


<http://marketingland.com/your-necessary-three-pronged-approach-to-content-promotion-55504>

# BLOGGING WILL BE MORE COMPETITIVE.



LinkedIn article header for "10 Years of Blogging and Moving Forward" dated March 24, 2014. The article has 234 views, 6 likes, and 1 comment. Social sharing options include Tweet (3), Like (110), G+1 (10), and Share (15).



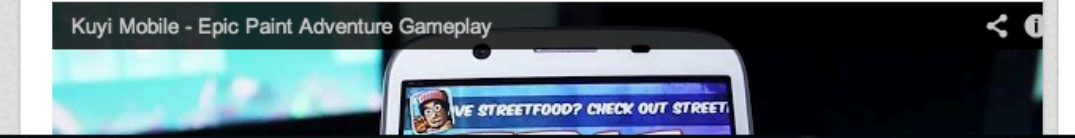
LinkedIn profile header for Janette Toral, with the bio "Promoting the Growth of E-Commerce in the Philippines." Navigation tabs for Home, Profile, Network, Jobs, and Interests are visible.



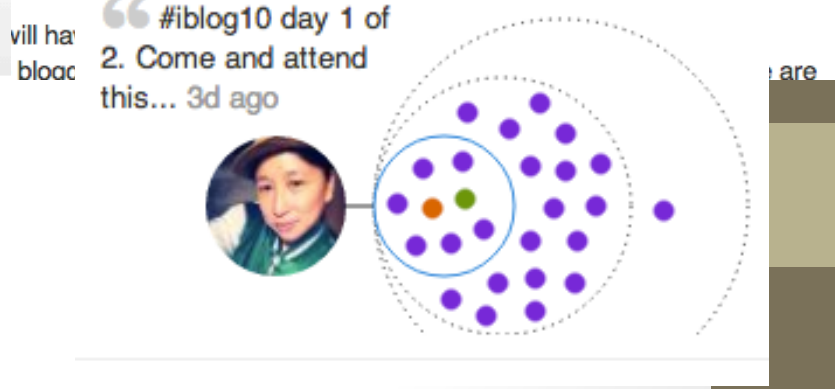
LinkedIn article header for "Promoting Mobile Games through Influencers (Epic Paint Adventure experience)" dated March 20, 2014. The article has 308 views, 7 likes, and 0 comments. Social sharing options include Tweet (7), Like (29), G+1 (6), and Share (20).

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:



LinkedIn "Who's Viewed Your Updates" overlay showing 58 views, 2 likes, and 3 comments. It includes a navigation arrow for 7/51 items and a quote from a user: "#iblog10 day 1 of 2. Come and attend this... 3d ago". A circular visualization shows a profile picture surrounded by purple dots representing views, with one orange dot for a like and one green dot for a comment.



A circular visualization of social media engagement. A central profile picture is surrounded by a cluster of purple dots representing views. One orange dot represents a like, and one green dot represents a comment. The visualization is overlaid on a quote from a user: "#iblog10 day 1 of 2. Come and attend this... 3d ago".



# Link your Google+ profile to the content you create

## Make your content feel personal

[Inside Google+ — How the Search Giant Plans to Go...](http://www.wired.com/epicenter/2011/06/inside-google-plus.../1)  
[www.wired.com/epicenter/2011/06/inside-google-plus.../1](http://www.wired.com/epicenter/2011/06/inside-google-plus.../1)



by [Steven Levy](#) · in 838,229 Google+ circles · [More by S](#)  
Jun 28, 2011 – Follow [@stevenlevy](#). **Google**, the world's company, is formally making its pitch to become a major networking.

You can link content you publish on a specific domain (such as [www.wired.com](http://www.wired.com)) to [your Google+ profile](#).

1. Make sure you have a profile photo with a recognizable headshot.
2. Make sure a byline containing your name appears on each page of your content (for example, "By Steven Levy").
3. Make sure your byline name matches the name on your Google+ profile.
4. Verify you have an email address (such as [stevenlevy@wired.com](mailto:stevenlevy@wired.com)) on the same domain as your content. (Don't have an email address on the same domain? [Use this method to link your content to your Google+ profile](#))

## Understand how your content appears in search

This page shows search statistics for pages for which you are the verified author. [Learn more about verifying authorship.](#)



For example:

Submitting this form will add your email address to the [Work section of your profile](#), which by default is viewable only by your circles. You can keep your email private if you wish. It will also add a public link to the domain of the email address to the [Contributor to section of your profile](#).

[Sign up for Authorship](#)



Search for people, pages, or posts

Hangouts

Home

Hangouts On Air

Hangouts On Air

View all

Start a Hangout On Air

Broadcast your conversation to the world for free on YouTube. [Learn more](#)



What to Watch

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming

Browse channels

Sign in now to see your channels and recommendations!

Sign In

## Janette Toral

Home Videos Playlists Discussion About

Uploads



**Bloggers as Activist #iblog10**

2 days ago



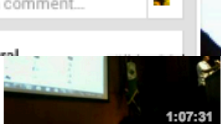
**Blogging as Part of Internet Marketing and Advertisin...**

2 days ago



**Bloggers as Digital Marketers #iblog10**

2 days ago



**Building Communities through Blogging #iblog10**

2 days ago



**Vibal Foundation Presentation #iblog10**

3 days ago



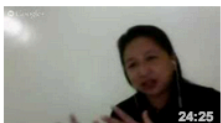
**Bloggers as New Media Personalities #iblog10**

3 days ago



**Webinar demo**

4 months ago



**Bloggers as Digital Influencers - 2nd Laguna...**

4 months ago



Janette Toral

Attended AIE College  
Lives in Quezon City, Philippines

1,977,353 views



About Posts Photos YouTube +1's Reviews

Share what's new...

Text Photos Link Video Event



Janette Toral

Shared publicly - Yesterday 8:26 PM

Thank you **+Mighty Rasing** for the kind inclusion. **#iblog10**



iBlog: The 9th Philippine Blogging Summit

Notes, Excerpts, & Reflections from iBlog10 with Carlo Ople, Brad Geiser, Bien Nillos, Sonnie Santos & Janette Toral  
[pinoyyuppie.com](#)

In this special episode of the Happy Month Podcast...

Add a comment...



Janette Toral

Shared publicly - 1:07 PM

Helping this blogger out will be greatly appreciated.



Janette Toral

Shared publicly - Yesterday 8:26 PM



Lessons learned on Outdoor Adventure Park blogger relations  
[medium.com](#)



Janette Toral

Shared publicly - 1:07 PM



Lessons learned on Outdoor Adventure Park blogger relations  
[medium.com](#)



Janette Toral

Shared publicly - Apr 5, 2014



#iblog10 day 2. Join this free event today. Details at  
[http://www.iblog10.com](#)



Janette Toral

Shared publicly - Apr 4, 2014



With Tonyo Cruz and Francis Acero.

You may know

View more



Adrian Benipayo



Philips Yu



Jack Madrid in common



Brad Geiser



Rosan Cruz and Sara Alva



Janette Toral

Shared publicly - Yesterday 8:09 PM

Congratulations **+Jonji Y. Gonzales** for a succesful **#phnet20** event.



TenMinutes.Ph Celebrates Internet Anniversary in Cebu The Cool Way  
[tenminutes.ph](#)

TenMinutes.PH organized the...  
[http://www.tenminutes.ph](#)

 **Janette Toral**  
@digitalfilipino

# Twitter Report: Top Five Reasons Why Anne Curtis @annecurtissmith Is The Number One Filipino Celebrity On Twitter [shar.es/kj3gE](http://shar.es/kj3gE)

Reply Delete Favorite More


RETWEETS  
**75**


FAVORITES  
**86**



7:48 PM - 24 Jul 2013

Reply to @annecurtissmith




 **Anne Curtis-Smith** @annecurtissmith · Jul 24  
@digitalfilipino thank you for this! :)  
Details Reply Retweet Favorite More

 **Janette Toral** @digitalfilipino · Jul 24  
@annecurtissmith you are welcome po. :)  
Details Reply Delete Favorite More



- Advanced Search
- All people
  - People you follow
  - Everywhere
  - Near you

Who to follow · Refresh · View all

-  **Kris Bernal** @soKRISme ×  
[Follow](#)
-  **Diva Montelaba** @imdivamo... ×  
[Follow](#)
-  **GMA Party Pilipinas** @Party... ×



#iBlog10



## Results for #iBlog10

Turn on hashtag alerts for this search


Save

Top / All

 **resly amador** @cablay28 · 1h  
"@GMANewsOnline: VIDEO: Howie Severino, ibinahagi ang ebolusyon ng news gathering at coverage sa iBlog forum [gmane.ws/1qbLzDg](http://gmane.ws/1qbLzDg) #iBlog10  
Expand Reply Retweet Favorite More

 **Joallore** @clickflickca · 2h  
@clickeric Must be nice...recently joined an #iBlog10 chat in Philippines. Hope you're having fun! What a life you live! Amazing!  
View conversation Reply Retweet Favorite More

 **Raymond Nicolas** @reimundniklaus · 3h  
BLOGGED: #iBlog10 The 10th Philippine Blogging Summit [reimundniklaus.tumblr.com/post/819433919...](http://reimundniklaus.tumblr.com/post/819433919...)  
View summary Reply Retweeted Favorite More

 **Reggie Ramos** @dronthego · 3h  
Btw, thanks to @digitalfilipino and the rest for organizing #iBlog10! It inspired me to aim for a much higher goal than i ever imagined!  
Expand Reply Retweeted Favorite More

 **Juliet Z. Cruz** @globalpinay · 3h  
Good morning Monday! #iBlog10 [fb.me/2PtUEJCJV](http://fb.me/2PtUEJCJV)

← → ↻ <https://hootsuite.com/dashboard#/publisher>

Apps | Storify this | Paper.li

Compose message... Click to select a social network

**Publisher**

Export to...

**Scheduled**

**Today**

**3:10pm** **How to Maximize Social Media Tools** <http://ow.ly/vI7sE>  
by Janette Toral

**Past Scheduled**

**RSS Feeds**

← → ↻ <https://hootsuite.com/dashboard#/tabs?id=1082308>

Apps | Storify this | Paper.li

Compose message... Click to select a social network

digitalafilipino × Lists × +

**Home Feed**  
(digitalafilipino)

30+ unread messages ↑

**Add Social Network** ×

- Twitter**
- Facebook
- Google+
- LinkedIn
- foursquare
- WordPress
- mixi

**Add Twitter Profile**

To allow HootSuite access to your Twitter account, you must first give authorization from Twitter.com

**Connect with Twitter**

Follow HootSuite on Twitter for updates and announcements

**Submit**

Compose message... Click to select a social network

**Twitter Profile Overview - digitalafilipino** PDF CSV

[← Back to Report List](#)

Listed **429**

**Follower Growth** ↓

digitalafilipino

**Most Popular Links** ↓

Rank	Date	Post	Clicks
1	Apr 10, 2014	<a href="http://ow.ly/vDj6s">http://ow.ly/vDj6s</a> <a href="http://www.bloggingfromhome.com/2014/04/how-to-...">http://www.bloggingfromhome.com/2014/04/how-to-...</a> How to maximize social media tools? <a href="http://ow.ly/vDj6s">http://ow.ly/vDj6s</a>	4 clicks

Templates

**Twitter Profile Overview**

- Twitter Engagement - Summary
- Twitter Engagement - Detailed
- Twitter Aggregate
- Facebook Page Overview
- Facebook Insights
- Facebook Aggregate
- LinkedIn Page Insights
- Google Analytics
- Ow.ly Click Summary
- URL Click Stats - Ow.ly

Reports

- All Reports
- Drafts

Customize

Labels + Add Label

No Labels found

**Mentions**  
(digitalafilipino)

- IBayaniha 11:23am via @marlian blogging i
- SolanoPa 9:52am via @digitalfil
- EmorejLa 8:38am via @digitalfil
- Cedrodrig Apr 11, 11: @digitalfil
- nhiceysc Apr 11, 4:1

Retweeted by digitalafilipino

Accounts +


 **digitalfilipino**  
Twitter 2

 **Your Facebook**  
Connect it now

 **Connect More**  
Profiles, Pages and

Buffer 

Analytics 


Schedule 

Settings 



5 Daily content suggestions available for the next 17 hours. [View Suggestions](#)


## Today

 [How to Maximize Social Media Tools http://buff.ly/PZPFDC](#)  
2:00 PM via Web

Accounts +

 **digitalfilipino**  
Twitter 2

 **Your Facebook**  
Connect it now

 **Connect More**  
Profiles, Pages and


 Like 23k

 Follow @buffer

- Get Support
- FAQ
- The Awesome Plan
- Developers
- More

Buffer 

Analytics 



Schedule 

Settings 



## Wednesday 8th January



Posts Analysis

 **★ TOP TWEET**  
Join the E-Commerce Entrepreneurs Summit on 2/15 at SMX. Early bird until 1/15. #ecomsummit <http://buff.ly/19djjk2> 

8:11 PM via Web


2 Retweets	0 Favorites	1 Mention	1 Click	10.2k Potential
------------	-------------	-----------	---------	-----------------

## Thursday 19th December

 see you online at One Internet Day tomorrow 12/20 (free event). Register at <http://buff.ly/18zQHx> #1InternetDay 

3:01 PM via Web

0 Retweets	0 Favorites	0 Mentions	1 Click	9.1k Potential
------------	-------------	------------	---------	----------------

 **★ TOP TWEET**  
Paul Walker tops Filipino searches in Google for 2013 <http://buff.ly/1hm7Hbs>

Home icon, Search icon, Notification icon (1)

62

Janette Toral

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Create

Schedule

Measure

What do you want to share today?

## Schedule and share your content

Hong Kong (GMT+08:00) ▼

Today

8:45 pm



How to Maximize Social Media Tools  
<http://klou.tt/1twlu8ajmucfe>



Home icon, Search icon, Notification icon (1)

62

Janette Toral

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Create

Schedule

Measure

---

Perks

Settings

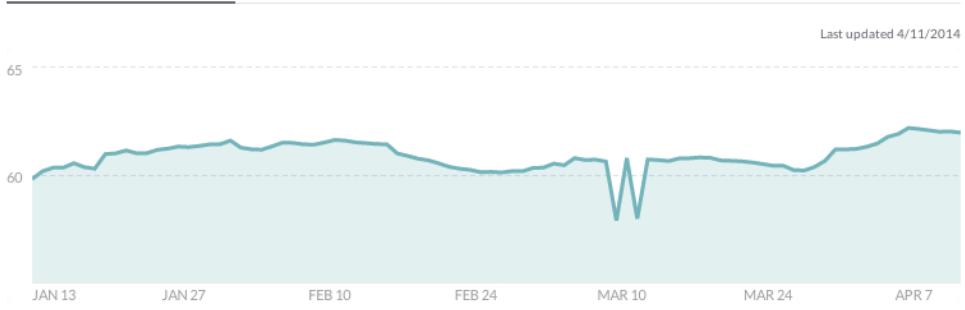
Log Out

What do you want to share today?

## Measure and track your impact



90-DAY SCORE HISTORY NETWORK BREAKDOWN



**57.86**  
90 Day Low

**▼ 0.06**  
1 Day Change ⓘ

**62.15**  
90 Day High

Recent Activity ⓘ

Recency | Score Impact







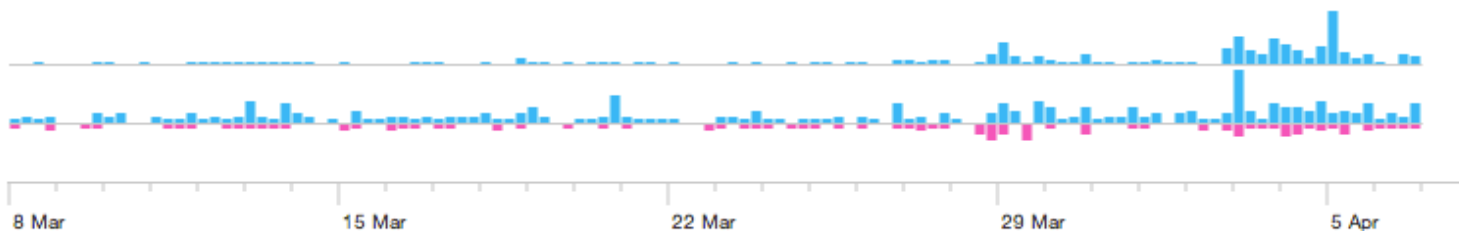
# Tweet activity

Download CSV

Mentions, Follows, Unfollows (6-hour increments, all in Pacific time)

483 mentions

272 follows  
99 unfollows



## Top interests ?

- 53% Pop
- 50% Business and news
- 42% Romance (Movies and television)
- 42% Comedy (Movies and television)
- 41% Technology
- 35% Politics and current events
- 32% Reality TV
- 31% Business and finance
- 28% Action and adventure
- 25% Entrepreneurship

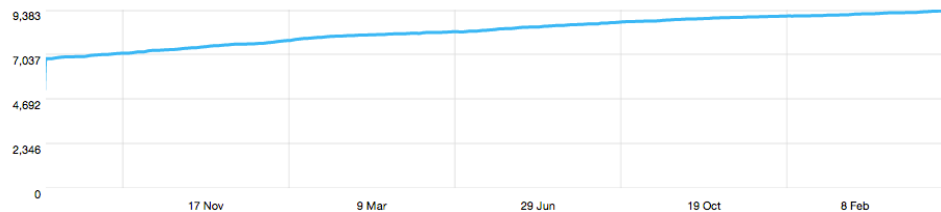
## Top cities

- 19% Makati, PH
- 12% Quezon City, PH
- 7% Manila, PH
- 4% Cebu, PH
- 2% Pasig, PH



## Followers

9,379 followers as of 4/5/2014 (days shown in Pacific time)



### Interests

Most unique interests ?

- 50% Business and news
- 24% Tech news
- 11% Startups
- 10% SEO

### Location

Top countries and states

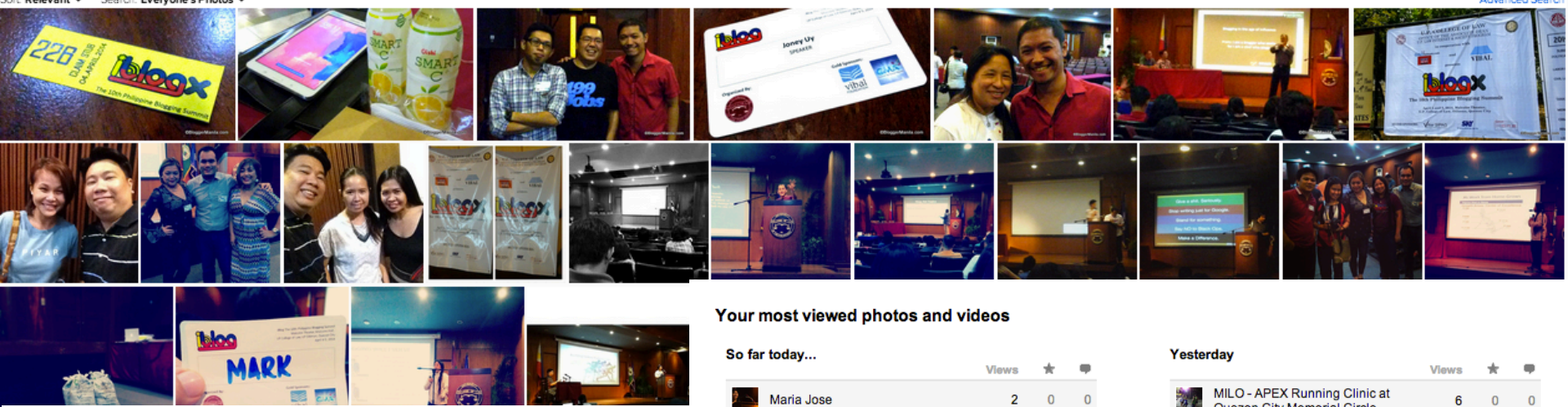


### Gender



### Your followers also follow

- 38% annecurtissmith · Profile
- 37% ANCALERTS · Profile



### Your most viewed photos and videos

So far today...

	Views	★	🗨
Maria Jose	2	0	0
Telecommunications - Smart.com.ph	2	0	0
Marvin of Home & Haven	2	0	0
Chikka.com - Chat category	2	0	0
AyosDito.ph - Classifieds category	2	0	0
Nokia.com.ph - Gadgets category	2	0	0
Pep.ph - Entertainment category	2	0	0
Typhoon2000.ph - Reference category	2	0	0
Globe.com.ph - Telecommunication category	2	0	0
John Lloyd Cruz addresses fans	1	0	0

[All photos and videos...](#)

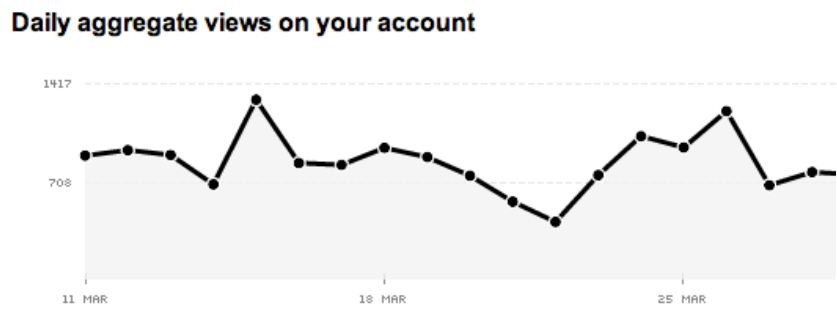
Yesterday

	Views	★	🗨
MILO - APEX Running Clinic at Quezon City Memorial Circle	6	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	6	0	0
Portal - Ph.Yahoo.com	5	0	0
Domains.ph - E-Service category	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0

[All photos and videos...](#)

## Stats for: Your account

Stats are shown in GMT, where it's currently 3.46AM on 7th April 2014 (Mon)



### View counts

	So far today	Yesterday	All time
Photos and Videos	43	720	242,612
Photostream	40	121	81,602
Sets	41	144	97,516
Collections	0	0	226
Galleries	0	0	526
	<b>124</b>	<b>985</b>	<b>422,482</b>



# Maita Siquijor for Residences Manila

Manila home search consultant; International Realtor Member, National Association of Realtors (NAR), USA; Trustee, PAREB-Muntinlupa Real Estate Board (PAREB-MUNREB); digital marketer

Alabang, Muntinlupa City, ... · [www.maitasiquijor.com](http://www.maitasiquijor.com) ·

## Repins from

- Anna Galeon-Policarpio
- Lindsay Voegele
- Nenette Madero

26 Boards    143 Pins    10 Likes    [Unfollow All](#)    208 Followers    142 Following

### House Plans

6 pins

[Unfollow](#)

### Home Accents

4 pins

[Unfollow](#)

### Study Room

3 pins

[Unfollow](#)

### Home Lights

2 pins

[Unfollow](#)

### Dining Room Ideas

### Creative Renditions

### Laundry and Service Areas

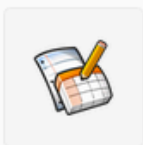
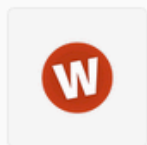
### Color Inspirations



## Explore Zaps!

Pick from thousands of Zaps that other people have shared to use as a template. A Zap is a connection between two apps that automates time-consuming tasks.

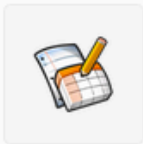
Click here and select the apps you use...



### Save Wufoo Entry to Google Docs Row

Save new Wufoo entries to a new Google Docs spreadsheet row.

Use this Zap



### Save Gravity Forms Submission to Google Spreadsheet

This Zap will save my new Gravity Forms submissions to a Google Spreadsheet.

Use this Zap



### Post RSS Feed to Facebook Page

This Zap lets you post an RSS feed to a Facebook page.

Use this Zap

Get help

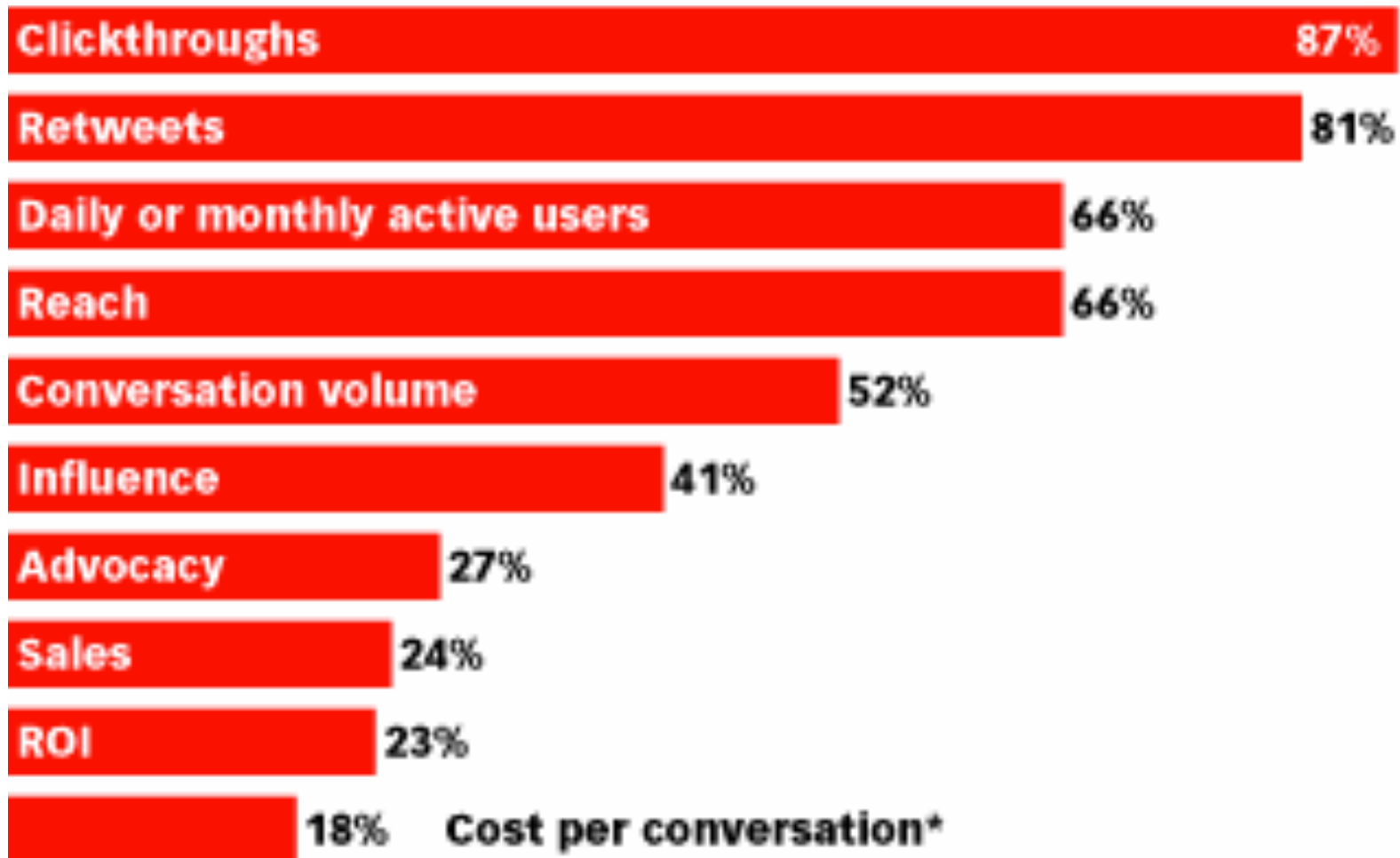
# Measuring content effectiveness

# Measure Content Marketing

Measure	Reach	Act	Convert	Engage
<b>Volume Measures</b>	<ul style="list-style-type: none"> <li>▶ Unique visitors</li> <li>▶ New visitors</li> <li>▶ Brand/direct visits</li> <li>▶ Audience share (vs competitors)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lead volume</li> <li>▶ % product/service interactions</li> <li>▶ Pages per visit</li> </ul>	<ul style="list-style-type: none"> <li>▶ Sales volume</li> <li>▶ Lead volumes</li> <li>▶ Follower or fan volumes</li> </ul>	<ul style="list-style-type: none"> <li>▶ Email list quality</li> <li>▶ Repeat transactions</li> <li>▶ Repeat visits</li> <li>▶ Exit surveys - 4Q</li> </ul>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>▶ Share of audience</li> <li>▶ Key sites with your content visible in search</li> <li>▶ Follower or Fan volumes</li> <li>▶ Share of search / search presence (findability)</li> <li>▶ Inbound links</li> <li>▶ Referring domains</li> </ul>	<ul style="list-style-type: none"> <li>▶ Page engagement rate (Bounce, pages per visit, duration)</li> <li>▶ Shares by users (shareability)</li> <li>▶ PostRank score</li> <li>▶ Comments and site interactions</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lead sign-up and conversion rate by engagement tool</li> <li>▶ Subscription to email or RSS</li> </ul>	<ul style="list-style-type: none"> <li>▶ Active customers % and email active)</li> <li>▶ Conversion to Fan or Follower</li> <li>▶ % social interaction content such as Facebook comments</li> <li>▶ Repeat conversion</li> <li>▶ Email open and CT</li> </ul>
<b>Commercial Measures</b>	<ul style="list-style-type: none"> <li>▶ Cost per click and cost per sale</li> <li>▶ Brand awareness</li> </ul>	<ul style="list-style-type: none"> <li>▶ Goal value per visit</li> <li>▶ Online lead contribution (£, % of total)</li> <li>▶ Cost per lead</li> <li>▶ Customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>▶ Conversion rate to sale</li> <li>▶ Channel conversion rate</li> <li>▶ Online-originated sales, revenue and product</li> <li>▶ Avg order value or cost per sale</li> </ul>	<ul style="list-style-type: none"> <li>▶ Retained sales growth and volume</li> <li>▶ Revenue per visit</li> <li>▶ Revenue per channel category</li> <li>▶ Lifetime value of customer / loyalty</li> </ul>

<http://www.smartinsights.com/content-management/content-marketing-strategy/measuring-content-marketing-kpis/>

# Measure Content Marketing

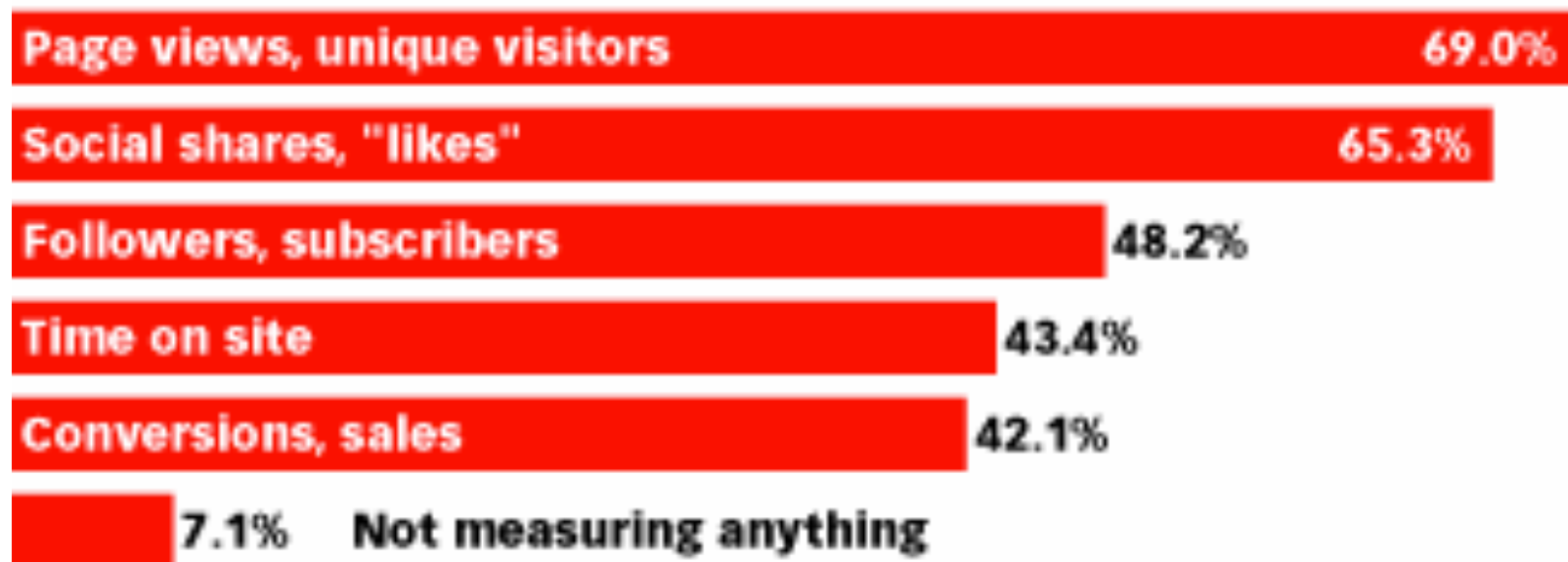


<http://www.emarketer.com/Article/Finally-Most-Brands-Measuring-Social-Content-Effectiveness/1010961>

# Measure Content Marketing

## Metrics Used to Measure Content Marketing Success According to US Marketers, May 2014

*% of respondents*



Source: Contently, "A Crisis of Confidence: The State of Content Marketing Measurement," May 20, 2014

<http://www.emarketer.com/Article/Finally-Most-Brands-Measuring-Social-Content-Effectiveness/1010961>



HOW DO YOU MEASURE

# CONTENT MARKETING?

Content tactics can effectively move people through a conversion funnel by building awareness, supporting consideration and converting people into leads and customers, as well as product and brand advocates.

## 1. AWARENESS

Exposing new people to a brand, product or service

### MEASURING AWARENESS SUCCESS:

1. Higher ranking in search engine results pages
2. Steady increase in website's "first time visitors"
3. Social metrics - such as likes, followers, +1s, upvotes, etc.

Why is Awareness Important?



### OF ONLINE EXPERIENCES

begin with a **Search Engine**



### OF SEARCHERS

do not move past the first page of results



Quality content can increase the number of keywords for which a site can rank

Social Media is an excellent content distributor

## 15,100,000

online consumers say they research via social media before making a purchase



go to social networking sites to read product reviews.

Associate your brand **#trendingtopic**

Outcomes:

Web site traffic

Social followers

Improved search engine rankings

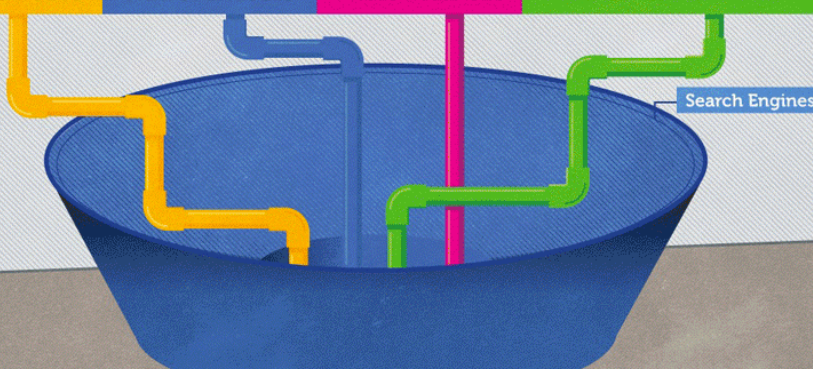
HOW TO GENERATE AWARENESS? CONTENT TACTICS INCLUDE

BLOG POSTS

NEWS ARTICLES

PRESS RELEASES

SOCIAL MEDIA CONTENT



# 2. CONSIDERATION

Inspiring potential customers to engage; read, download, comment, share etc.

## Measuring consideration success:

1. Increased total page views
2. Longer visit duration
3. Lower bounce rate
4. Social metrics
  - Such as video views, content shares, positive comments / interactions

### Why is consideration important?

Search engines rank content based on relevance

1. Time spent on site per user
2. Amount and age of pertinent, original content
3. Social chatter about site
4. Sites with 300+ indexed pages, traffic is increased by 236%
5. Sites with 400-1000 indexed pages received 600% more leads

### Trust

4. **61%**

of consumers feel better about a company that delivers custom content

### Social Media

5. **65%**

of social media users learn about products and services

### Outcomes:

Informed decision making

Favorable comparisons

Lower bounce rates

Social recommendations

Brand trust

### HOW TO DRIVE CONSIDERATION? CONTENT TACTICS INCLUDE

"CATEGORY LEVEL"  
WEBPAGE CONTENT

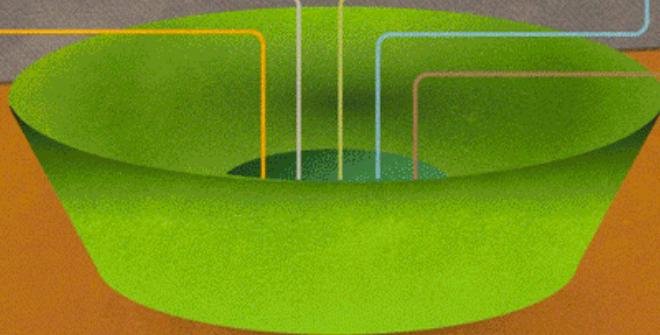
"LONG TAIL"  
BLOG POSTS & NEWS ARTICLES

NEWSLETTERS

FAQS

WHITE PAPERS

Many factors impact consideration



# 3. CONVERSION

When a customer makes a purchase, or fills out a form to be contacted

## MEASURING CONVERSION SUCCESS:

1. Increased conversion rate measured by sales or leads
2. Track which content sources contribute to the conversion funnel
3. Social metrics
  - Track social media referrals from (Facebook, Twitter, Pinterest, etc.)
4. Measure subscriber vs. non-subscriber behavior

## Why Does Content Marketing Drive Conversions?

### Search Engines

supports searches for specific products/services

6.  Over **39%** of all customers come from search

### Social Media

Amplifies traditional word of mouth

Grows organically with time unlike pay per click.

7.  **77%** of B2C companies have acquired a customer through Facebook

8.  **41%** of B2B companies have acquired a customer through Facebook

### Outcomes:

Sales or leads

Knowing which tactics deliver ROI (marketing intelligence)

## After conversion

After conversion, people share their experiences with others on blogs, social media and community message boards.

These discussions reference content, which builds links and positively impacts search and social media awareness.

Quality content "refills" the funnel.

### Sources:

1. <http://www.searchenginejournal.com/10-stats-to-justify-seo/36762/>
2. <http://blog.hubspot.com/blog/tabid/6307/bid/14416/100-Awesome-Marketing-Stats-Charts-Graphs-Data.aspx>
3. <http://www.nielsen.com/us/en/newswire/2011/friends-following-and-feedback-how-were-using-social-media.html>
4. <http://www.customcontentcouncil.com/news/content-marketing-%E2%80%93-powerful-local-businesses>
5. <http://www.nielsen.com/us/en/reports/2012/state-of-the-media-the-social-media-report-2012.html>
6. <http://www.marketingcharts.com/direct/search-engines-growing-source-of-customers-for-online-merchants-21781/>
7. <http://blog.hubspot.com/blog/tabid/6307/bid/31550/20-Fresh-Stats-About-the-State-of-Inbound-Marketing-in-2012.aspx>
8. <http://blog.hubspot.com/blog/tabid/6307/bid/23778/42-Tweetable-Facts-to-Squash-Marketing-Fantasies.aspx>

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