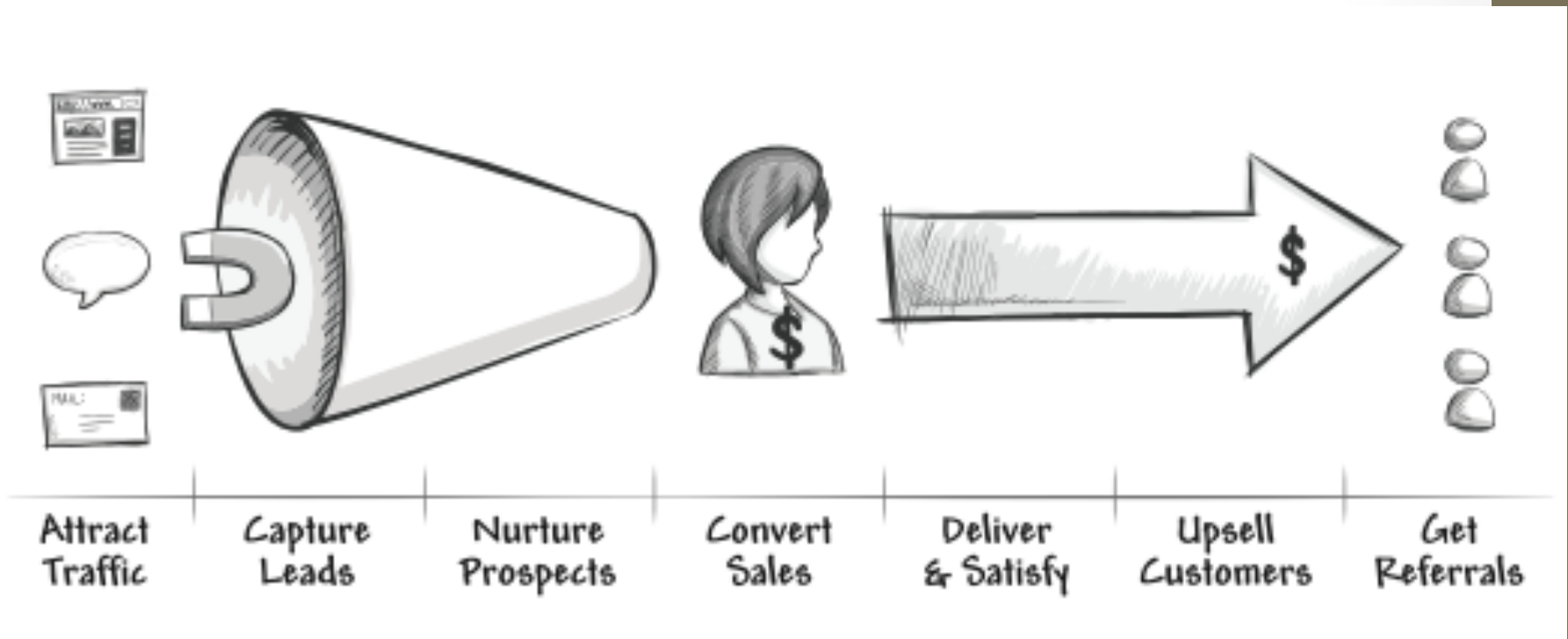
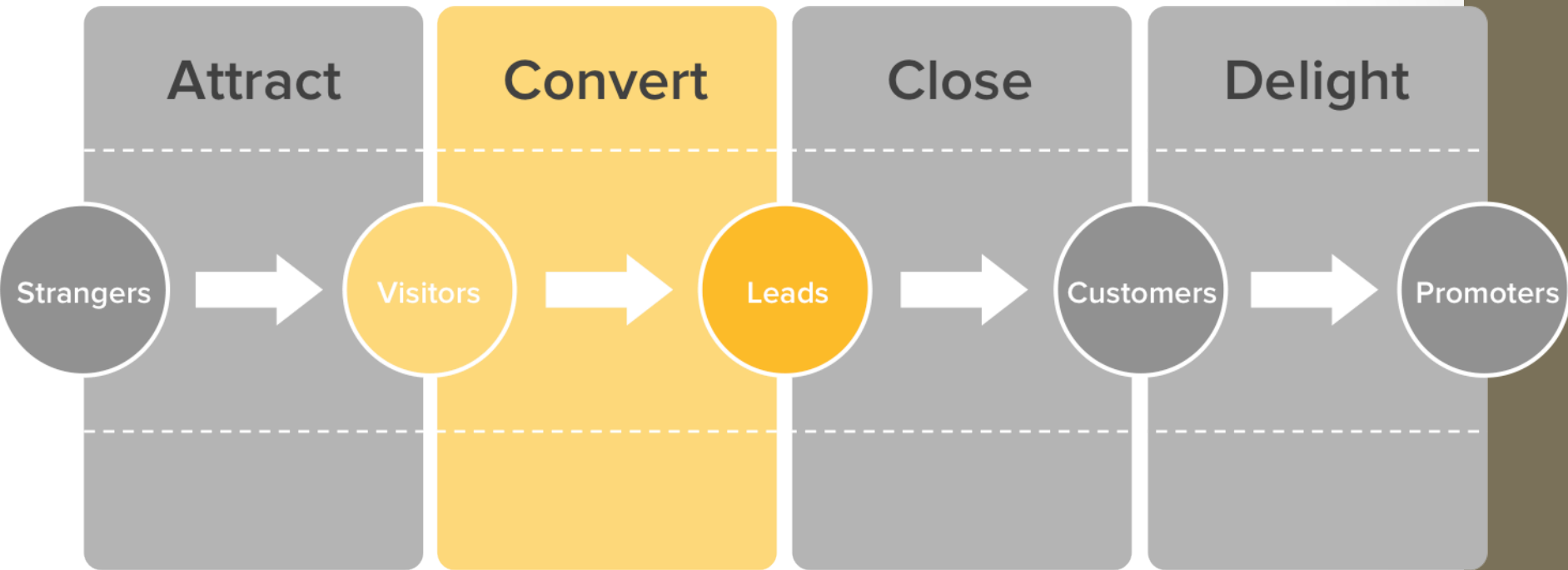


# Building Trust by providing information, advice, expertise

Janette Toral

# Problems in the Lifecycle?





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

# 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.



### STEP 3

## DISTRIBUTE

Share content specifically designed to appeal your ideal customer.



Use a Content Calendar to schedule strategic content distribution



Help you get found through keywords for SEO



Promote your posts on social media and beyond



Utilize email marketing to bring visitors back

### STEP 4

## CAPTURE

Convert visitors to leads to generate a list of qualified prospects.



Premium content offers



Compelling calls to action



Landing pages | contact form

### STEP 5

## ANALYZE

Review the data to determine what's working, what's not, and how to adjust.



Use Hubspot tools to identify:

- Top lead sources
- Which topics/posts are read most
- Which offers are converting readers to leads

# Tone of voice

- Single and looking
- Living for the weekend
- Still goes to the High Street most Saturdays
- Fashion advice gained from peers / magazines
- Low paid office / retail work
- High unsecured debt
- 1 long Mediterranean holiday a year
- Range of social media / music / mobile
- Income less than £20,000
- Disposes of income

Up to 25

- Settling down
- Occasional night with the girls
- Less time for High Street – doing things with partner / kids
- Children now dominating spare time
- Low paid office / retail work / housewife
- Secured debt / mortgage
- Short med holiday or UK weekend away
- Facebook / TV / magazines
- Income less than £25,000
- Saver when ends meet

25-34

Audience Ages Behaviours and Interests

- Family life
- Housewife
- Teenagers going through school (social events around this)
- Participates in a weekly organised social activity
- Secured debt / mortgage – less by later in the bracket
- Books / eating out
- Holiday in the UK
- TV / magazines
- Income less than £35,000
- Looking for a bargain

35-50

- New found freedom
- Housewife
- Children moved out
- Participates in a weekly organised social activity
- Secured debt / mortgage nearly finished
- Books / eating out / gardening
- TV / Magazines
- Foreign holiday – wants to see the world
- Income less than £25,000
- Looking for a bargain

50+

A distracted customer is easy to lose. If they lose interest, you lose the sale.

# Types of Media

## Paid

- Print ads
- TV ads
- Display ads
- Paid search
- Promoted post on Facebook or LinkedIn
- Sponsored Tweets

## Owned

- Your web or mobile site.
- Your blog on own site or public platforms.
- Social media presence.
- Your apps.
- Printed collaterals.

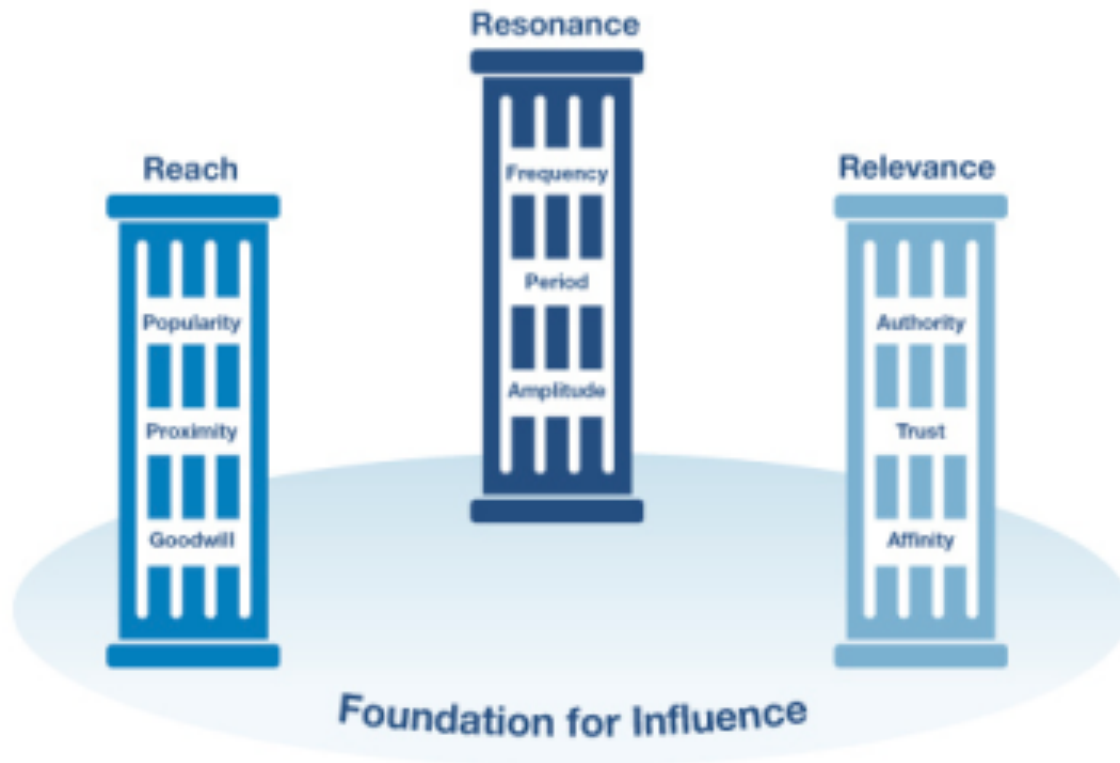
## Earned

- User tweets about you.
- Retweets from followers.
- Likes, Replies, Shares got from users through social media channels.
- Bloggers writing about you.
- Online reviews.
- Word of mouth



# Pillars of Influence

Figure 1. Framework: Pillars of Influence



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

*Make great*

**CONTENT**

*and*

**VISITORS**

*will come*

# 70 / 20 / 10 Content Model

- 70% core content
  - Positioning
  - Proposition
  - Reason to believe
- 20% innovate on what works
  - Product launches
  - Campaigns
- 10% - completely new
  - Experiment and test
  - Hot topic news story or event

# Post Great Content

- Practical Tips
- Quotes
- Re-share product updates
- Your activities
  - Work-related.
- Tag people and pages (sensibly) in your post to help gain views, likes, comments, and shares.



# BLOGGING MATURES

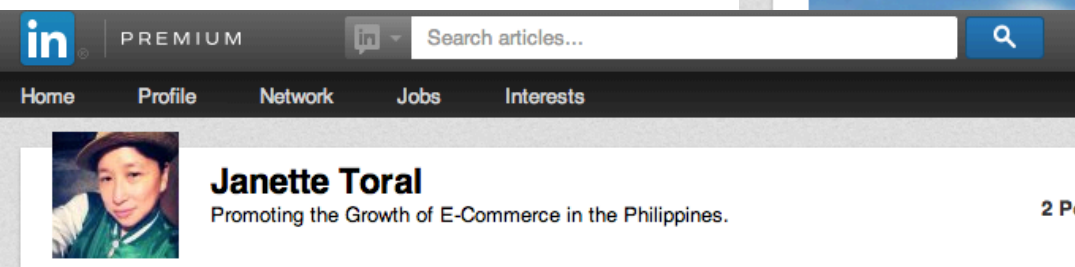
- Have a voice
- Build influence
- Expand network
- Earn online
- Fairness wins
- Gain recognition
- Mainstream
- Social media mastery



# 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



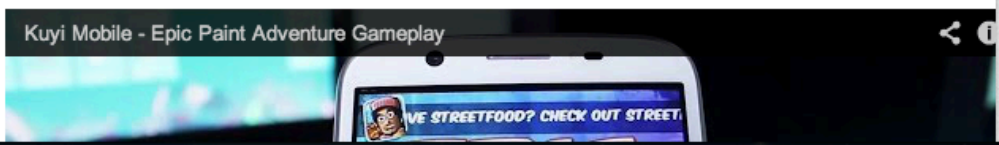
LinkedIn PREMIUM Search articles...  
Home Profile Network Jobs Interests  
**Janette Toral**  
Promoting the Growth of E-Commerce in the Philippines.



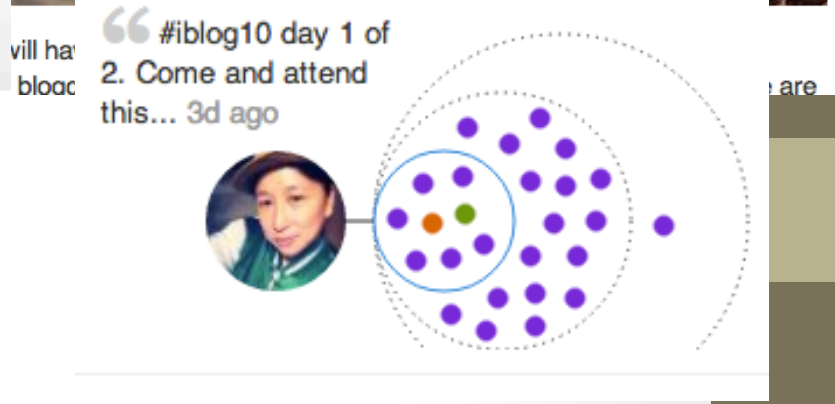
**Promoting Mobile Games through Influencers (Epic Paint Adventure experience)**  
March 20, 2014 | 308 views | 7 likes | 0 comments  
7 tweets | 29 likes | 6 g+1 | 20 shares

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:

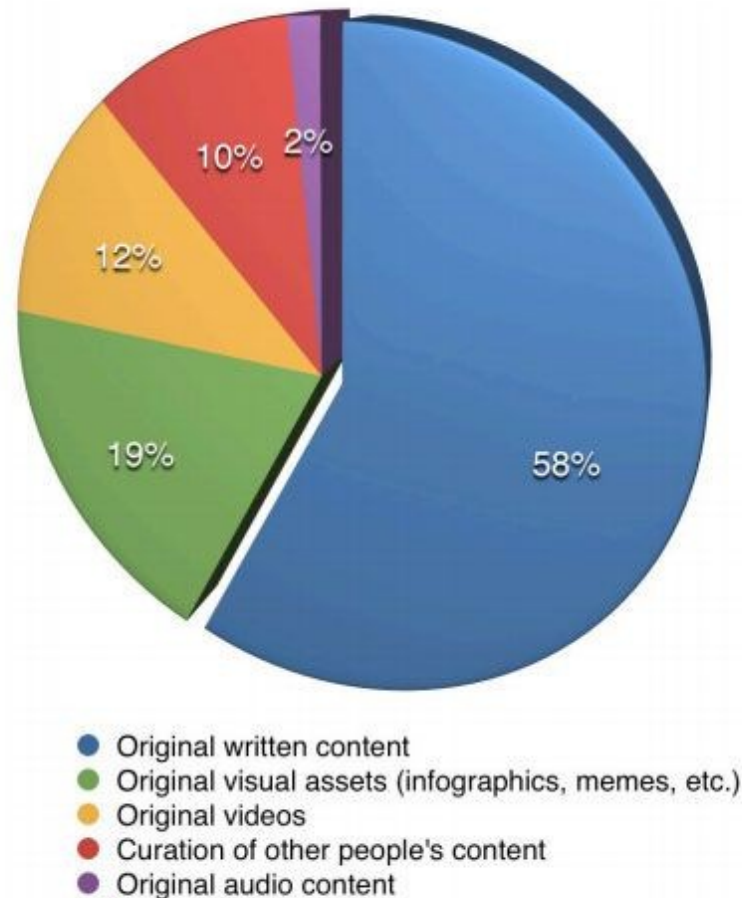


Who's Viewed Your Updates < 7/51 >  
58 views | 2 likes | 3 comments



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


# Content trumps visuals



# Presentations

- Disseminate presentations, guides, and how-to on real estate investing.

**Janette Toral**



Edit profile

166 SlideShares  
1989 Followers

Quezon City, NCR, Philippines

Promoting the growth of E-Commerce in the Philippines since 1997.  
at DigitalFilipino.com

Advertising / Marketing / PR

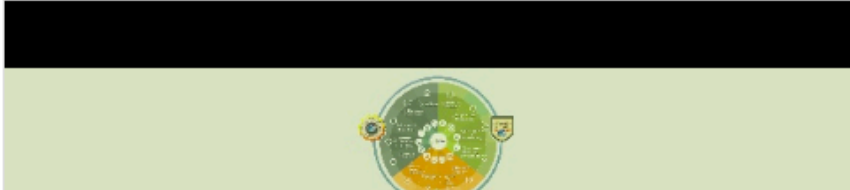
<http://www.digitalfilipino.com>

Promoting the growth of e-commerce in the Philippines since 1997. Janette Toral is the site owner of DigitalFilipino.com She currently serves her community in the DigitalFilipino Club and the public at large through training and consulting in the area of e-commerce, digital marketing, blog campaign, and the


Janette Toral

Embed

Presentations 155



Benefits of becoming an  
**E-Commerce Specialist, E-Commerce Entrepreneur,  
E-Commerce Professional**



Documents 9  
Infographics 2  
Videos 0

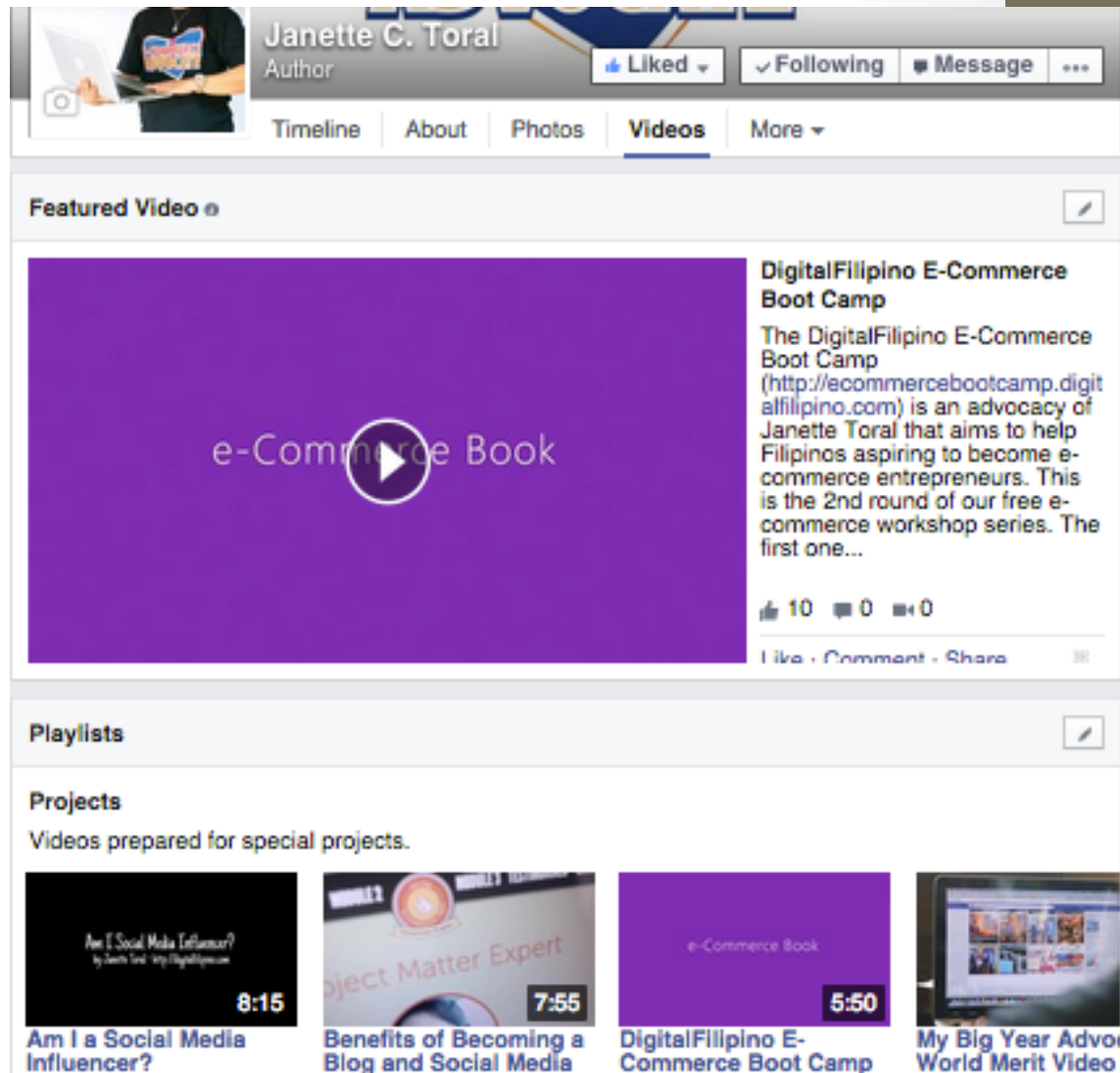
1 of 22

Benefits of Becoming an E-Commerce Specialist, Entrepreneur, Professional 3100 views



# Videos

- Be seen in person build affinity and trust on content generated.
- Ideal for creating video series on real estate and upload on your Facebook page.



The image shows a screenshot of a Facebook profile page for Janette C. Toral. The profile header includes her name, 'Author' status, and navigation options like 'Liked', 'Following', and 'Message'. Below the header, there are tabs for 'Timeline', 'About', 'Photos', 'Videos', and 'More'. The main content area features a 'Featured Video' section with a purple video player titled 'e-Commerce Book'. To the right of the video is a text description for 'DigitalFilipino E-Commerce Boot Camp', which is an advocacy for helping Filipinos become e-commerce entrepreneurs. Below the video, there are 10 likes and 0 comments. Underneath the featured video is a 'Playlists' section with a 'Projects' sub-section. The 'Projects' section contains four video thumbnails: 'Am I a Social Media Influencer?' (8:15), 'Benefits of Becoming a Blog and Social Media' (7:55), 'DigitalFilipino E-Commerce Boot Camp' (5:50), and 'My Big Year Advor World Merit Video'.

# E-books

- Establishing yourself as a subject matter expert.
- Assert expertise and mastery.
- E.g. create an e-book on real estate investing. (Can be your Facebook informative post compilation.)



# IMAGES

- Connect visually to readers.
  - Create images in Canva.com
  - Look at insurance boards at Pinterest for ideas.



<http://www.pinterest.com/pin/395683517233731254/>

# Customer acquisition

- Lead generation magnets
  - Books, reports, CDs, online videos
  - Website
  - Sales letters
  - Follow up for unconverted leads
  - In-bound call script

# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1 <b>Cs</b> Content strategy	
2 <b>Ar</b> Article	18 <b>Sh</b> Showshow
3 <b>V</b> Video	11 <b>Vi</b> Visualisation
4 <b>Im</b> Image	12 <b>Pr</b> Press release
5 <b>Ev</b> Event	13 <b>Wb</b> Webinar
6 <b>Gm</b> Game	14 <b>Ap</b> App
7 <b>To</b> Tool	15 <b>Eb</b> Ebook
8 <b>P</b> Print	16 <b>So</b> Social
9 <b>Ei</b> E-learning	17 <b>Em</b> Email

<span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Strategy	<span style="background-color: lightblue; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Platform	<span style="background-color: lightgreen; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Sharing Triggers
<span style="background-color: orange; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Format	<span style="background-color: limegreen; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Metrics	<span style="background-color: cyan; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Checklist
<span style="background-color: pink; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Content Type	<span style="background-color: lightblue; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Goals	

## 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.

82 <b>Pv</b> Page views	78 <b>Uv</b> Unique visitors	84 <b>Nv</b> New visitors	81 <b>Br</b> Bounce rate	83 <b>Tf</b> Traffic
86 <b>Nl</b> New leads	77 <b>Do</b> Downloads	85 <b>Cl</b> Cost per lead	88 <b>Kp</b> Key pages	108 <b>Le</b> Leads
70 <b>Bm</b> Brand metrics	76 <b>Rp</b> Reputation metrics	80 <b>Pm</b> PR metrics	89 <b>Dg</b> Demographic metrics	101 <b>Br</b> Branding
89 <b>We</b> Website	83 <b>Bl</b> Blogs	71 <b>Of</b> Offline media	79 <b>Mi</b> Microsite	87 <b>Am</b> Acquisition metrics
84 <b>Tw</b> Twitter	84 <b>Fa</b> Facebook	73 <b>Li</b> LinkedIn	80 <b>Pi</b> Pinterest	85 <b>Is</b> Instagram
80 <b>Yo</b> YouTube	86 <b>Vm</b> Vimeo	72 <b>Gp</b> Google+	81 <b>Fo</b> Forums	88 <b>Tu</b> Tumblr
82 <b>Re</b> Reddit	88 <b>Ig</b> Instagram	74 <b>Vn</b> Vine	82 <b>Sl</b> Slideshare	80 <b>Fl</b> Flickr
	87 <b>Hn</b> Hacker News	75 <b>Ps</b> Pinterest	83 <b>Ad</b> Advertising	86 <b>Eg</b> Engagement metrics

24 <b>Ho</b> "How-to" based	25 <b>Re</b> Reviews	26 <b>Qu</b> Question-based	27 <b>Ti</b> Timesaving	28 <b>Bp</b> Best practice	29 <b>Co</b> Compilations	30 <b>Ca</b> Case study	31 <b>St</b> Stats	32 <b>De</b> Debates	33 <b>We</b> Website	34 <b>Bl</b> Blogs	35 <b>Of</b> Offline media	36 <b>Mi</b> Microsite	37 <b>Am</b> Acquisition metrics	38 <b>Rm</b> Retention metrics	39 <b>Sa</b> Sales
19 <b>Iv</b> Interviews	22 <b>As</b> Ask the experts	23 <b>Rs</b> Resources	24 <b>Lb</b> LinkedIn	25 <b>Hi</b> Humor-based	26 <b>Ee</b> Event-based	27 <b>Rc</b> Research	28 <b>Tr</b> Trends	29 <b>Cm</b> Competitors	30 <b>Tw</b> Twitter	31 <b>Fa</b> Facebook	32 <b>Li</b> LinkedIn	33 <b>Pi</b> Pinterest	34 <b>Is</b> Instagram	35 <b>Sc</b> Search metrics	36 <b>S</b> Search
20 <b>Qz</b> Quizzes	21 <b>Ex</b> Experiments	22 <b>Pd</b> Productivity	23 <b>Fu</b> Fun	24 <b>Te</b> Templates	25 <b>Bg</b> Beginner's guides	26 <b>In</b> Inspiration	27 <b>Op</b> Opinion	28 <b>Ch</b> Checklists	29 <b>Yo</b> YouTube	30 <b>Vm</b> Vimeo	31 <b>Gp</b> Google+	32 <b>Fo</b> Forums	33 <b>Tu</b> Tumblr	34 <b>Nm</b> New members	35 <b>Me</b> Members
24 <b>De</b> Definitions	25 <b>Gl</b> Glossaries	26 <b>Da</b> Data	27 <b>Pc</b> Product-based	28 <b>Sv</b> Surveys	29 <b>An</b> Analysis	30 <b>Fi</b> Fiction	31 <b>Gf</b> Gifts	32 <b>Re</b> Reddit	33 <b>Ig</b> Instagram	34 <b>Vn</b> Vine	35 <b>Sl</b> Slideshare	36 <b>Fl</b> Flickr	37 <b>Sm</b> Social metrics	38 <b>Sh</b> Shares	39 <b>En</b> Engagement
	24 <b>Ga</b> Galleries	25 <b>Mm</b> Mindmaps	26 <b>Fr</b> Frameworks	27 <b>Tm</b> Testimonials	28 <b>Dm</b> Demos	29 <b>Nj</b> Newspacking			37 <b>Hn</b> Hacker News	38 <b>Ps</b> Pinterest	39 <b>Ad</b> Advertising		36 <b>Eg</b> Engagement metrics	37 <b>En</b> Engagement	

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> Zeligest	117 <b>Aw</b> Cute	118 <b>Up</b> Uplifting	119 <b>Di</b> Disputing
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 Lane (Skaley)

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

Copyright Econsultancy Ltd.

# Criteria for Modern Content Investments:

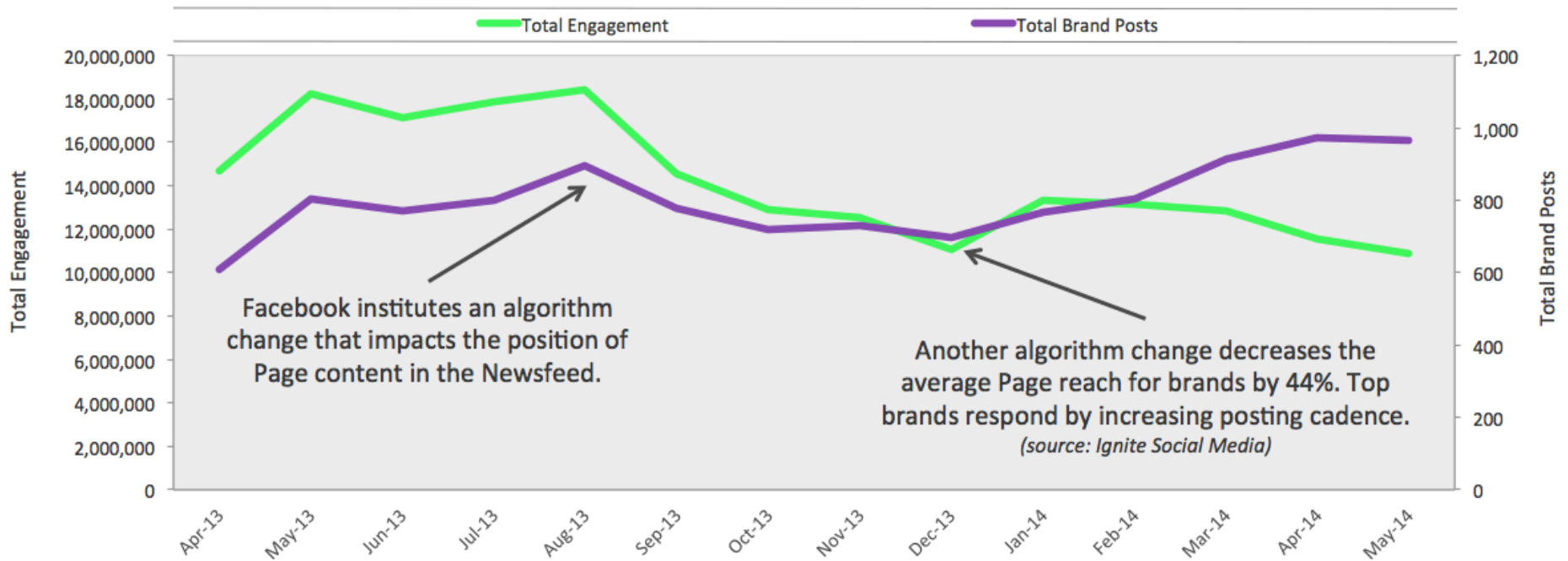
- One-of-a-Kind** – appears nowhere else on the web
- Relevant** – contains content engines can interpret as on-topic
- Helpful** – resolves the searcher’s query in a useful, efficient manner
- Uniquely Valuable** – provides information that’s unavailable elsewhere
- Great UX** – is easy & pleasurable to consume on any device
- Likely to Spread** – convincingly answers the question:  
“Who will amplify this content and why?”

# Choose the right channel



# Don't oversell

## Engagement and Post Totals for Top 10 Interbrand Facebook Pages





# Content Marketing Metrics

## Page Impressions

**The obvious starting point.** Average impressions per post (or views per video) is a useful benchmark, but don't obsess over this one, unless you're desperate for ad revenue / reach.

## Unique Visitors

**How many people actually consume your content?** More interesting than views, which can be affected by spikes, poor usability choices, and low-rent moves such as pagination.

## New vs Returning

**What kind of content pulls in newbies, and why?** Content that attracts a lot of first-time visitors is great for extending brand awareness. Returning visitors are loyal - your core audience.

## Quantity of Content

**How much content do you need to publish per month?** How much does each content creator need to produce? Remember that quality truly matters more than quantity.

## Visits Per Post

**What kind of traffic should each piece of content deliver?** Remember the importance of tactical, low-volume content. It's not all about popularity.

## Views Per Visitor

**Multiple pages viewed means you're hitting the spot.** Depth of engagement can be revealing. Look for trends in visitor flows, and try to replicate them.

## Sources

**Where is your traffic coming from?** Which sources deliver the best quality of visitor? How is this changing over time?

## Devices

**What percentage of your traffic uses a tablet or smartphone?** You may need to adapt your content (and user experience) as the proportion of handheld traffic increases.

# Content Marketing Metrics

## Shares

**Total shares is a strong metric to track.** You can segment by content type, by distribution channel, and also take an overall view (total shares of all content per week / month).

## Share Ratio

**Should a piece of content attract 10 or 100 shares per 1,000 views?** Discover your average sharing ratio to spot the outperforming content. Produce more of the good stuff.

## Engagement Rate

**How shareable is your content?** On Twitter your engagement rate is calculated as total followers divided by social actions (replies, retweets, mentions, favourites).

## Premium Shares

**Not all retweets are equal.** Shares that include comments are way more interesting, more revealing, and can be incredibly valuable in driving engagement.

## Comments

**They came, they saw, they commented.** Onsite comments are a vital indicator of quality. If you're producing lots of content that attracts no comments then you're doing it wrong.

## Bounce Rate

**Say hello, wave goodbye.** Another easy one to figure out. If lots of people are leaving quickly then something isn't right. It could be labelling or a UX problem. Or worse.

## Time On Site

**Do visitors read all of your post, or watch all of your video?** Are they browsing multiple pages? How does content length affect time on site?

## Completion Rate

**What percentage of visitors filled out that form? Or completed that survey, or voted, or played that game, or watched that video to the end?**

## Clickthrough Rate

**Are those links actually clicked on?** The labelling and positioning of links can make all of the difference. Whether headlines or internal links, it's wise to monitor CTR.

## Amplification Metrics

**Social amplification will extend the reach and longevity of your content.** Understand how this works per content format / channel. Experiment and measure the results.

## Influencer Metrics

**Reach out and touch.** Are the influencers and journalists from top-tier publications sharing or interacting with your content? If not, why not?

## Feedback

**Does your content generate feedback from your audience?** This can help you to refine and finesse your products and services (as well as your content strategy).

# Content Marketing Metrics

## Search Metrics

**Improving SEO is one of the best reasons to invest in content.** Monitor changes in search positions, new inbound links, and non-brand search referrals, among other things.

## Brand Metrics

**The content marketing team partly manages the brand nowadays.** Content, search and social affect the traditional brand metrics, such as recall, favourability and purchase intent.

## Reputation Metrics

**Are people saying nice things about your brand, your products, your people?** Sentiment scoring tools can help tell you whether you're doing the right things.

## Follower Growth

**What content works best in driving growth in fans and followers?** Track growth over time and look for spikes, which can be correlated to content.

## Keyword Value

**Gap analysis FTW.** Produce lots of high value, high ranking content and you will save a fortune in paid search costs, while creating valuable pages.

## PR Metrics

**Most press releases are ignored.** Use smart content marketing tactics to attract journalists and influencers. Track articles / mentions and the number of inbound enquiries from journalists.

## Reach

**Awareness extends beyond the brand.** Launch content campaigns at product level, with specific goals based around reach / awareness. Set goals and monitor progress.

## Competitor Metrics

**Don't spend all of your life looking over your shoulder.** But do undertake competitor benchmarking audits from time to time. Contrast and compare. Are you a leader, or a lagger?

# Content Marketing Metrics

## Sales

**Show me the money!** Embrace attribution and prove the value of content in the purchase journey. Change your culture so that sales and content teams work well together.

## Leads

**Is there something we can help you with?** Laser-guided content will steer visitors towards paid-for products and services. Your sales people should track where leads come from.

## Profit

**The ultimate KPI.** How does your content affect Average Customer Lifetime Value? What types of content deliver the best ROI? Measure this over the long term.

## Members

**Try before you buy.** Some sites require visitors to create accounts, to test products and services, or to log in and comment. Freemium models, for example. Sign ups FTW.

## Downloads

**Get them on the hook.** Many firms create whitepapers, research, and apps, which need to be downloaded. Targeted content will help drive downloads (aka 'leads').

## Recommendations

**Invest in advocacy.** Your most supportive customers, prospects, fans and followers will recommend your brand and products. Create content to encourage advocacy. It's very powerful.

## Key Pages

**Always remember to direct visitors to your key pages.** Quality content often includes lots of internal links to hub pages, category pages, product pages and registration forms.

## Retention Metrics

**Keeping your existing customers happy.** The top 1% of your customer base is worth way more than the average customer. What kind of content works best for these people?

## CRO

**Content helps to convert.** In some cases, a tiny change to the content on a page will have a dramatic effect on your conversion rate. Test, tweak, and repeat.

## Audience Metrics

**What makes your audience tick?** Consider aggregating some of these metrics to figure out whether your audience is responding to your efforts. If not, make some changes.

## Longevity

**What percentage of your output is 'evergreen'?** Evergreen content is the gift that keeps on giving, and delivers returns over the long run. Is this traffic increasing, proportionately?

## Email Subscribers

**Hook them in.** Email remains a key driver of sales for many businesses, so content that generates lots of newsletter subscribers is to be cherished.