



Content Marketing Fitness

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Have You Ever Started A Diet?





And Slipped?





Started an Exercise Program?





And Stopped?

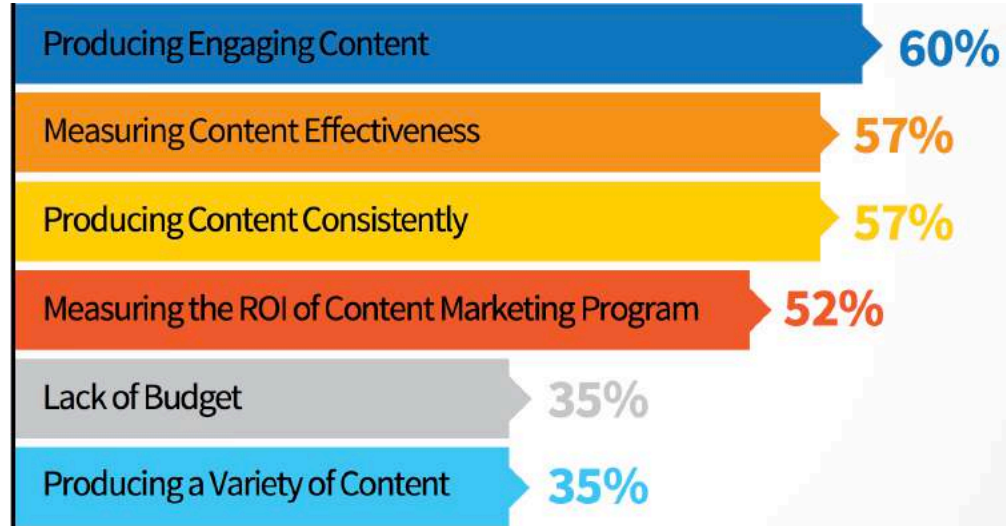


What it Takes to Be Healthy and Fit



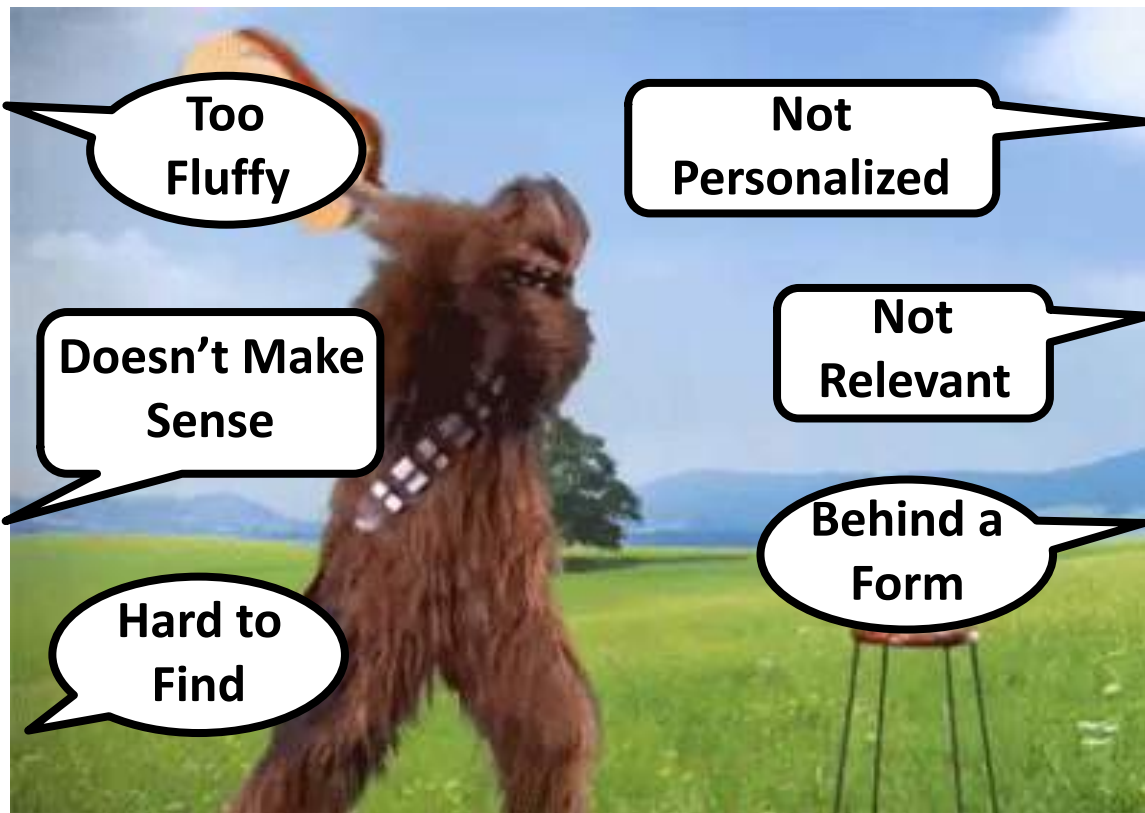
Can Apply to Better Content Marketing

But There Are Challenges



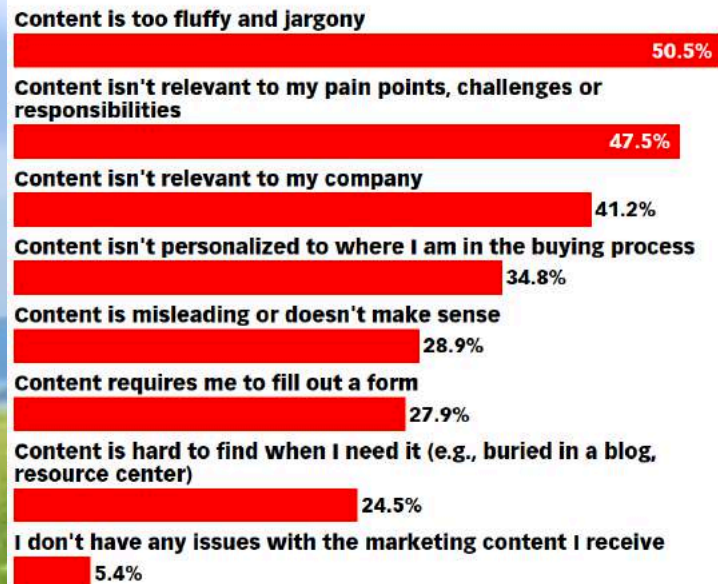
B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Buyers Have Issues with Content



What Are the Biggest Issues that US B2B Marketing Decision-Makers Have with the Marketing Content They Receive?

% of respondents, Dec 2018



Source: PathFactory and Heinz Marketing, "Inside the Head of a Marketing Leader: The Buyer's Journey," March 13, 2019

245897

www.eMarketer.com

These Issues Can Affect Marketing Health

Did anyone get a
blog post up this week?

Let's cover that same
topic again. And again.



2,000 words with
no images is ok, right?



Challenges and Health: I Can Relate

2018: Not Healthy!



And prone to wearing
strange fur hats

Something Had to Be Done!

2019: Much Healthier

My transformation
taught me lessons
in marketing.



And a cooler hat

Optimize with diet &
exercise: Not a goal,
but a journey.

Marketing & Fitness Transformation Steps Align

Make a Plan

Get Martech

Commit – Always On

Get Help/Smart

Be Accountable

Set Goals

Be Adaptable

See the Challenge

Optimize



TopRank Marketing



We're in the Marketing
Transformation Business

TopRank Marketing Does Heavy Lifting for B2B Brands

TopRank[®]
Marketing

CONTENT – SEARCH - INFLUENCE



3M



LinkedIn

ORACLE

Adobe



A silhouette of a person in a yoga pose, specifically the Tree Pose (Vrikshasana), stands against a vibrant sunset sky. The person is balanced on one leg with the other leg bent and the foot resting on the inner thigh. Their arms are raised, with hands joined at the tips above their head. The sky is a mix of orange, yellow, and purple hues, with scattered clouds and rays of light from the setting sun. A solid black horizontal band runs across the middle of the image, containing the main text.

Marketing, Like Fitness is a Journey

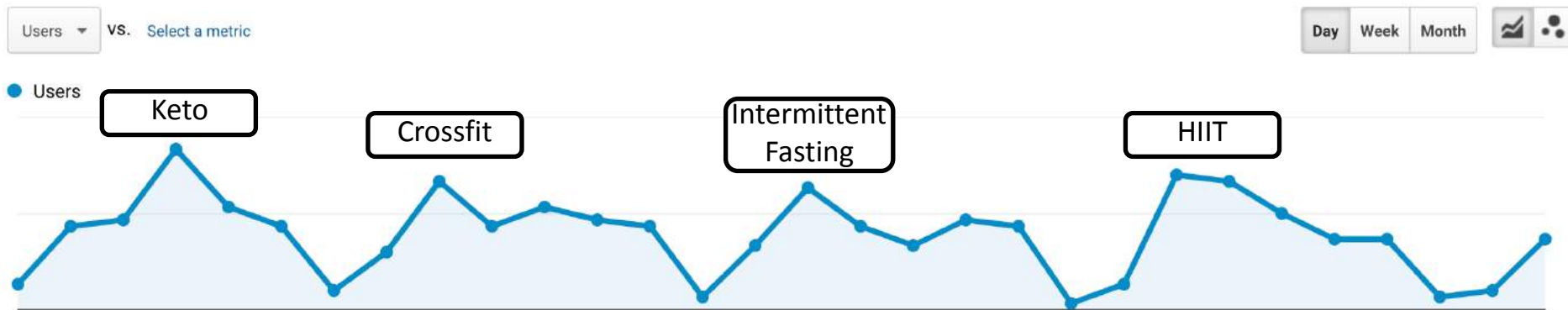
#mpb2b

@leeodden

#MarketingFitness

What Most People Do to Get Healthy Isn't Working

Start, Stop. Start. Stop. **Diet & Exercise**

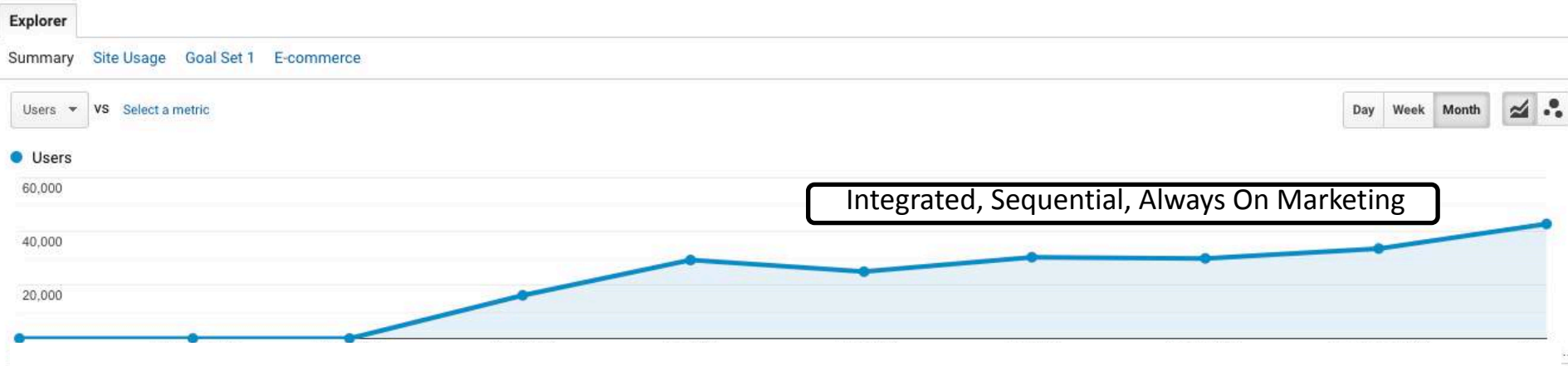


Marketers Aren't Doing Any Better

Start, Stop. Start. Stop. **Disconnected Campaigns**



Solution: For Long Term Marketing & Fitness Health



**Always On Content & Optimization Makes
Your Brand The Best Answer for Customers**

How? With these 10 Content Marketing Exercises

1. Customer Insight
2. Strategy & Goals
3. Benchmark KPIs
4. Develop the story
5. Design the content mix
6. Choose collaborators
7. Create & publish
8. Promote
9. Measure & optimize
10. Repurpose



1. Customer Insights: Goals, Pain, Influences

Search Queries

accounting software
smb accounting software

Social Networks

LinkedIn
Twitter

Industry Influencers

Business Book Author
Business Consultant

Peer Influencers

Business Owners
Clients

Industry Publications

Inc Magazine
Small Biz Blogger

Industry Events

Small Business Expo
Association Events

SMB Owner



Content Types

Blog Posts
Business Advice Articles

Content Topics

How to grow your business
Small business operations

Forums, SIGs

Small business owners forum
Small Business Association

2. Strengthen Your Core Strategy & Goals

SMB Owner



Challenge: SMBs view accounting software as expensive, unsure of value.

Strategy: Compare successful investments in other areas and showcase the payoffs. Relate to accounting software.

Goal: Increase awareness, engagement, leads and revenue from the SMB market.

Turn Your Strategy Into a Plan

SMB Owner



Phase 1: Challenge & Change Perceptions

Multichannel campaign

- Celebrity business influencers
- SMB publication advertising
- SMB blog editorial
- Brand editorial

Phase 2: Drive Leads and Sales

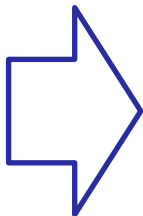
Targeted campaign

- Customer advocates & case studies
- SMB publication editorial
- PPC & Social Ads
- ROI calculator lead gen tool
- Email campaigns

3. Goals & KPIs

GOALS:

- Awareness
- Engagement
- Leads
- Revenue



KPIs:

- Search Visibility
- Time on page
- Form completions
- Sales



METRIC:

- #4, #7, #32
- 4 min
- 43
- \$34,004



ALWAYS take benchmark measurements for progress comparisons!

4. Evolve From Strategy to Story

SMB Owner



Strategy: Compare successful investments and payoffs, relate to accounting software.

Phase 1: Challenge & Change Perceptions

Multichannel campaign

- Celebrity business influencers
- SMB publication advertising
- SMB blog editorial
- Brand editorial

Invest in Your Success Campaign

Top Investments to Accelerate Your Business

- Featuring influencers + brand
- Publish on brand blog, influencer blogs
- Place as native advertising, industry pubs
- Run social ads featuring influencers, retarget followers

5. A Holistic Approach for Best Answer Experiences



Answer Buyer Questions in Formats They Want

Online Quiz

Guest Post

Blog Post

Infographic

**Do I need accounting software for
my small business?**

Influencer
Roundup

Guest Post

eBook

Blog Post



Answer Buyer Questions in Formats They Want

When should a
small businesses
Invest in accounting
software?

10 SMB Finance
Experts on Accounting
Software

Are You Ready for
Accounting Software?
Take the Quiz

**Do I need accounting software for
my small business?**

Retail Business
Owner's Guide
to Financial Software

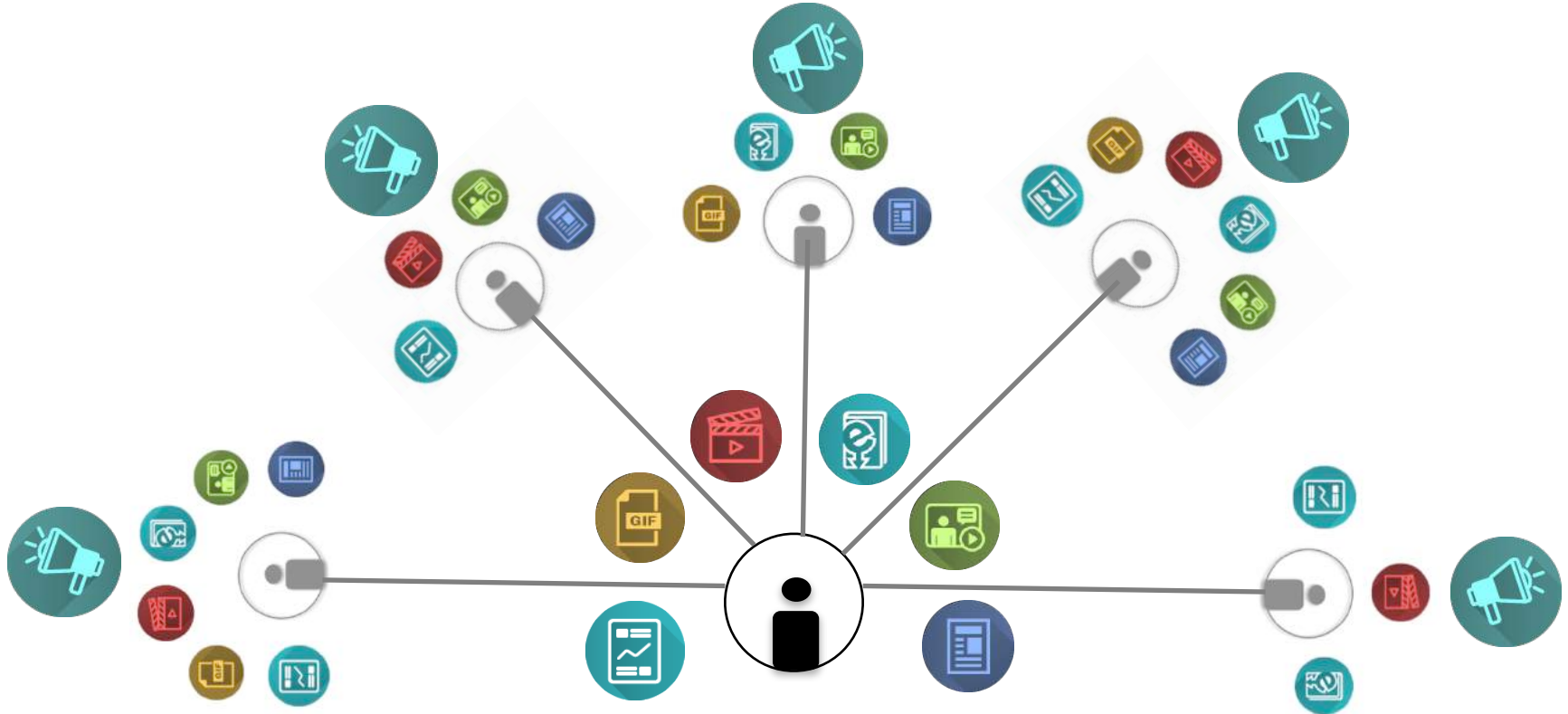
When SMBs should
Invest in accounting
software

How Accounting
Software Helps Grow SMB
Construction Companies

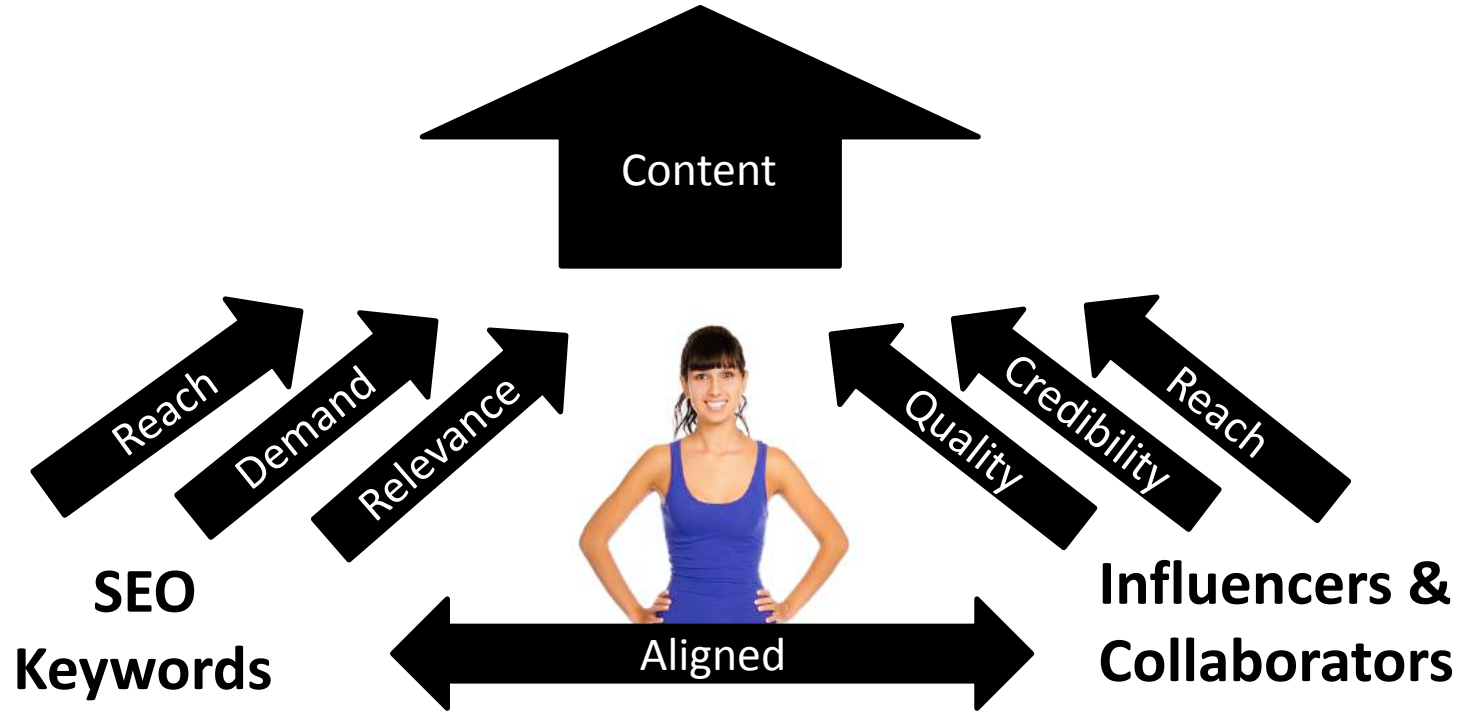
Accounting Software
Do's and Don't's for
Small Businesses

Real Estate Broker's
Guide to Accounting
Software

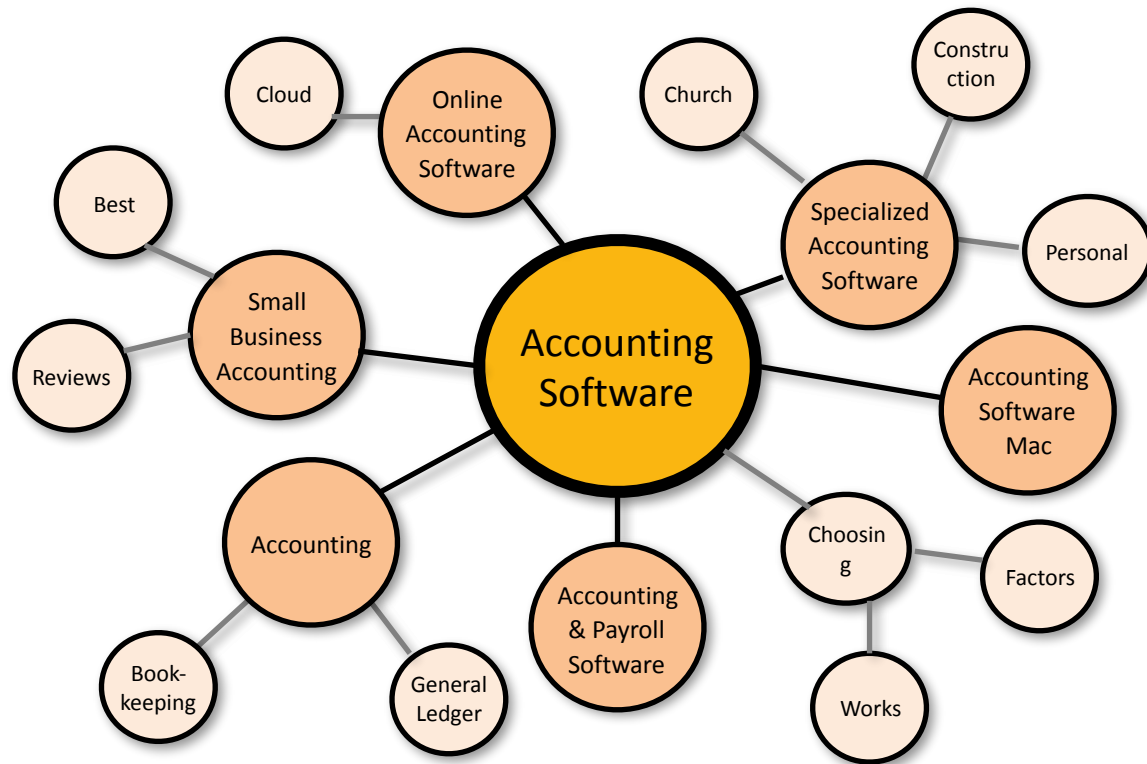
6. Boost Quality & Reach with Influencers



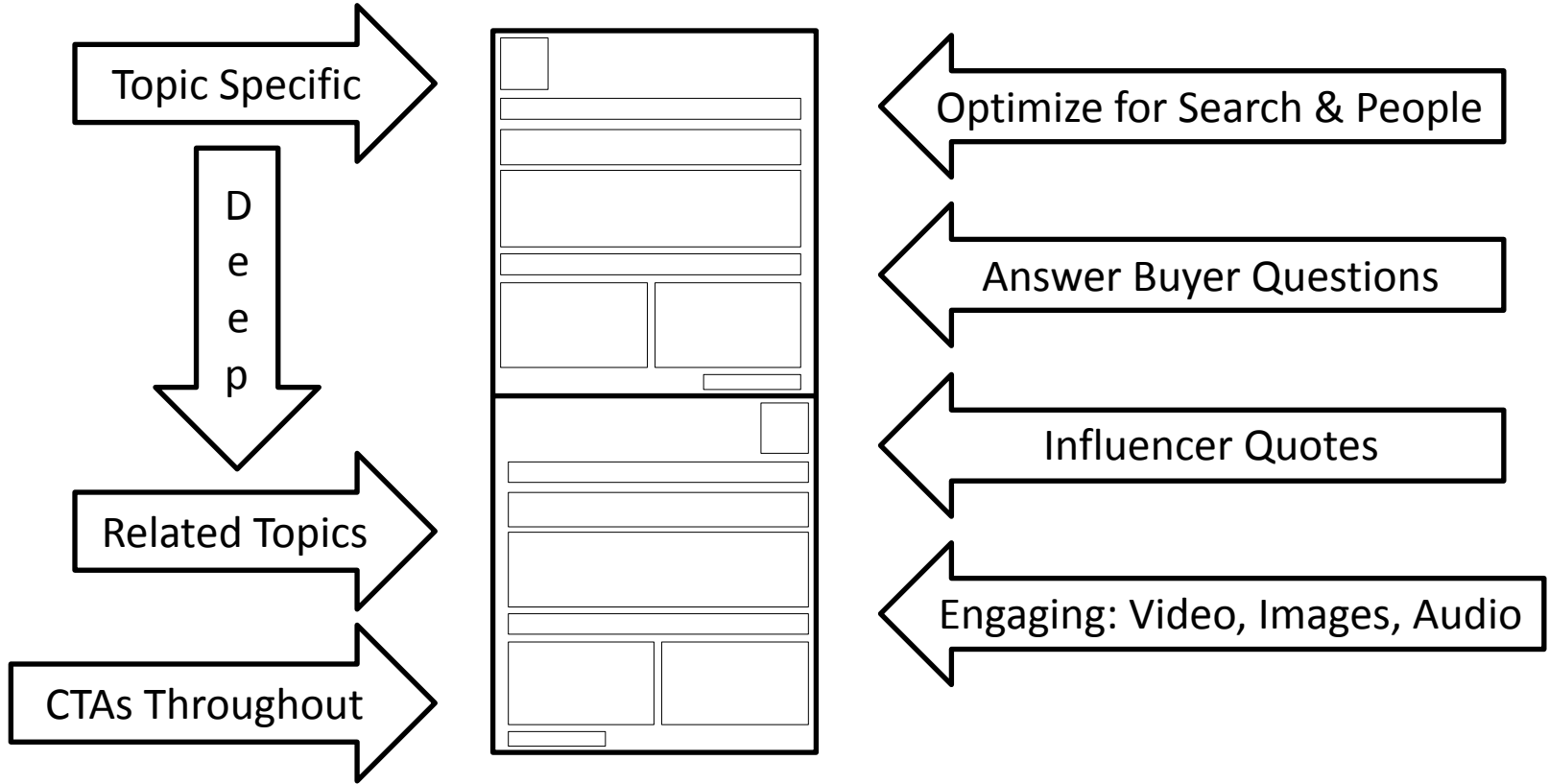
Topic Alignment: Content, SEO & Influence



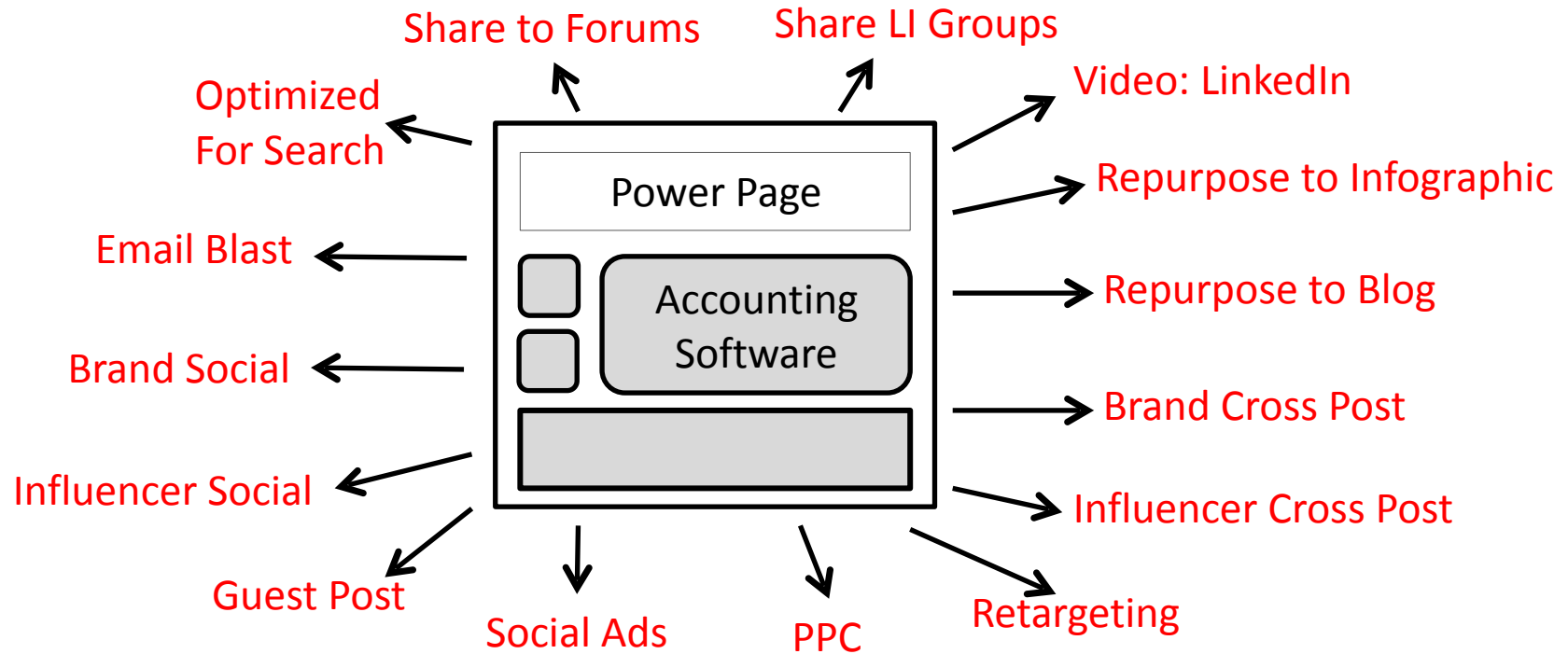
7. Hub and Spoke to Push Primary & Secondary Topics



Powerful Content: Power Page Hub



8. Content Promotion Channels to Pull Buyers In



Pre & Post Promotion Timeline

Pre Launch

Influencer outreach:

- ✓ Pre-written social shares
- ✓ Content previews
- ✓ Mini-infographic on blog

Launch

Publish & Promote:

- ✓ Announcement blog posts
- ✓ Social promotions
- ✓ Influencer blog posts
- ✓ Influencer social
- ✓ Paid social promotion
- ✓ Brand social shares
- ✓ Email blast

Post Launch

Repurpose:

- ✓ Image tile quotes shared on social networks
- ✓ Feature interviews
- ✓ Article excerpts on LinkedIn Forum
- ✓ Recombined influencer content on brand blog

Long Term

Repurpose influencer content:

- ✓ Blog posts
- ✓ Social shares
- ✓ Image assets
- ✓ Motion graphic
- ✓ Infographic

9. Measure & Optimize Content & Influence

Content Performance Metrics

REACH

Search Visibility
Social Media Visibility
Views & Impressions
Traffic by Source
Traffic by Segment
Content Distribution
Media Placements
Blog Mentions
Brand + Affinity
Brand Sentiment

ENGAGEMENT

Page Views
Click Through Rate
Social Network Size
Social Interactions
Content Interactions
Comments, Shares
Time on Site, Content
Paths Through Site

CONVERSION

Newsletter Subscriptions
Demo & Trial Requests
Contact Us
Orders

- Volume
- Frequency
- Length of Sales Cycle
- Revenue Per Order

Influencer Metrics

INFLUENCERS

Content quality
Shares made, quality
Share frequency
Social Interactions
Attribution to action

COMMUNITY

Engagement
Propagation
Attribution to action

10. Repurpose with Ingredient Content

Listicle Blog Post

Infographic

Newsletter

Motion Graphic

eBook

	A	B	C	D	E	F	G
1	Content Marketing Quotes						
2	Quote	Source URL	Source Site Name	Author Name	Position	Company	Author Twitter
28	Make every detail perfect, and limit the number of details to perfect.	advertising.com	9 Kitter Branding	Quinn Jones	CEO	Twitter	@jack
29	"The key is, no matter what story you tell, make sure you keep the focus."	advertising.com	29 Inspirational Movie Quotes	Chris Engen	Author	@inspiring	@inspiring
30	Your content and stories are the only differentiator you have left. Use it wisely and accordingly.	advertising.com	Top 100 Marketing	Robert Rose	Lead Strategist	CMO, Digital Clarity	@RobertRose
31	The best content creators use their story as the spine of their communications.	advertising.com	Top 100 Marketing	Alex Hunsley	CMO	Munich & Hunsley	@munichhunsley
32	The best content creators have a distinct voice.	advertising.com	Top 100 Marketing	Alex Hunsley	CMO	Munich & Hunsley	@munichhunsley
33	The best content creators take risks. They experiment. And they sometimes fail.	advertising.com	Top 100 Marketing	Alex Hunsley	CMO	Munich & Hunsley	@munichhunsley
34	The best content creators have fun. If you aren't having fun creating content, you aren't doing it right.	advertising.com	Top 100 Marketing	Alex Hunsley	CMO	Munich & Hunsley	@munichhunsley
35	Determine what stories you need to tell, then determine the right format and marketing mix to communicate your content that moves to power. Anyone has the opportunity to create it and power through their content.	advertising.com	Top 100 Marketing	Mark Schuchman	Author	Brandcast Marketing	@brandcastmedia
36	If you're not creating quality content or the source is not credible, it will fail fast.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
37	To support your content creation engine, have an ongoing process within your organization to ensure you've got all the content you need.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
38	Content marketing is not just a marketing tool. It's a highly successful methodology for generating leads.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
39	To build great content, you are going to have to spend time with your customers.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
40	Make your customer the hero. Tell your customer's story about how they solve problems using your product.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
41	Good content builds trust, demonstrates authority, and shows leads.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
42	Content marketing is about identifying the content your audience is looking for, and distributing it to all the places.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
43	Content marketing elevates a brand, by creating its voice in a person's life.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
44	Make sure your content has a solid foundation. You have to understand your content, if it doesn't reflect the unique.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
45	Gaining executive support for content marketing requires that it be tied to business objectives.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
46	Content marketing is not about you. It's about them.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
47	Create and share content that will be meaningful to your audience, not content that is focused on your own credit.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
48	There is no concept of SEO or SMO in social media. It's about helping me setting. And to help me setting.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
49	The best publishers of content are the ones who show their love for the brand that is necessary to build their brand.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
50	If a company wants to be a great content creator, they need to have a great content strategy that is not just a content strategy.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
51	Good content is different than traditional content. Today you must create content that educates, entertains and is easy to share.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
52	The best secret to great content marketing is to focus on creating meaningful and valuable business content that is easy to share.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
53	Engage with your prospects, past and present, and create a community of content creators, formats, and ideas.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
54	If content marketing is a successful game, you are not playing out of the league for the first time.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
55	Be close to your customer and your sales team, and you'll never run out of great content ideas.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
56	Make sure you talk with real customers or on-going buyers. If you are short on ideas, talk with 10 customers.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
57	The most engaging content is a response.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer
58	Posting trends to what your customers need can help you answer questions that your prospective customer.	advertising.com	Top 100 Marketing	Leslie Newer	Program Director	Westside BPO	@lesnewer

How Did I Lose 65lbs and Stay Fit?

- Commit: Crawl, Walk, Run
- Break a Big Goal Into Mini Goals
- Eat Raw & Eat Less
- Be Consistent & Persistent. Make Healthy Eating and Activity a Habit
- Connect with Others: Marketing Fitness on FB

Thank You!



<https://tprk.us/mfitness>

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B2B Content & Influence

Marketing Fitness Group 