how to develop & use Content Marketing

Marissa Wasseluk
New Media Producer
Community Media Workshop
Connecting the community with the media…

The Workshop promotes news that matters.
Get to Know Your Presenter!

- New Media Producer at Community Media Workshop
- Resident social media guru
- Member of NTEN
- Blogger
today’s goals

• Define “content marketing”
• Understand why & how nonprofits use content marketing
• Begin your own content marketing strategy
• Take away some content marketing “to do’s”
CONTENT is...

- annual reports
- custom magazines
- print or online newsletters
- blog posts
- articles
- success stories
- whitepapers
- video
- in-person events
- research reports
- email

“WE ALREADY MAKE THOSE THINGS!”
said the nonprofit communicator.
content marketing is...

• Creating & distributing content to attract, acquire & engage a target audience with the objective of changing or enhancing their behavior

• Showing the world you’re awesome (rather than just telling them)

• Info-tainment!
content marketing is NOT...

• *Strictly* social media
• Haphazard
• *Strictly* promotional
• BORING.
• A new concept
1900

The Michelin Guide distributed to help “weary travelers” find lodging & maintain their cars
1904
Jell-o distributes free book of recipes
1930’s

P&G sponsors soap operas!
1980s

Hasbro creates cartoon series
The Lego Movie

2014
WHY???
Great content is the key to being more easily found in Internet searches
Search Engine Optimization
Great content helps you reach people & make connections
Make a Wish

He must be stopped. Get him #SFBatKid. RT @PenguinSF: Muahahaha! No love for @49ers - I'm a @Seahawks (bird) fan, of course! #SFBatKid

11:36 AM - 15 Nov 2013

263 RETWEETS 150 FAVORITES

Read more about how this story “went viral” - http://www.cnbc.com/id/101207123
Content Components

GOALS!
Typical Goals of the Nonprofit Content Marketer

• Brand Awareness/ Reinforcement
• Conversion / Nurturing
• Loyalty & Retention
• Push out Passion Projects
Content Components

Your Story
Content Components

• Your Story
  – How did your organization begin?
  – What problem do you solve?
  – What bonds you to your supporters?
Who Am I?

Solving the Organizational Existential Crisis
keywords

Connecting the community with the media, the workshop promotes news that matters.

More Goals: to educate nonprofits in communications, train grassroots organizers, to support community media, to alert mainstream media to community issues.
ONLY exercise

1. Write down what you think makes your organization unique
2. Does what you wrote also apply to any of your peer organizations?
3. If it does, dig deeper. WHAT makes your organization unique?
Content Components

• Your Story
  – Your “only”
    • Show supporters what makes you unique
    • Show them a world without you

• Leveraging stories from the community
Episode 4: Meet Kyhron and Dan

Get to Kyhron and Dan in their first episode. Hear from a Big Brothers Big Sisters Mentor Manager about how a great match comes together.

About this episode

In the fourth episode you’ll meet Kyhron and Dan and see the power of positivity to achieve your dreams. Plus, you’ll hear from Donaida, the mentor manager who works very hard to make sure that the right Bigs and Littles get matched.
Content Components

Your voice!
Now that I’ve got a voice…

What’ll I say?
content marketing is like broccoli & cheese
Broccoli – what you want people to know; what’s good for them
Cheese – what people want
Find a balance.
Content Components

DEVELOPING YOUR CONTENT

• Find Ways to be helpful
  – Everyday tips (lifehacks)
  – Link to advice or current events
Content Components

DEVELOPING YOUR CONTENT

• Craft messages that are
  – Rewarding
    • Are the benefits of consuming this content clear to your audience?
  – Realistic
    • Address any barriers to following through on your call to action
  – Real-time
    • This content addresses something happening RIGHT NOW!

6 R’s of Messaging developed by Kivi Leroux Miller of Nonprofitmarketingguide.com
Content Components

DEVELOPING YOUR CONTENT

• Craft messages that are
  – Responsive
    • Addressing your audience’s questions or concerns
  – Revealing
    • Sharing something new or interesting about your organization
  – Refreshing
    • Maybe sharing something your audience didn’t know before!

6 R’s of Messaging developed by Kivi Leroux Miller of Nonprofitmarketingguide.com
Tactics for getting your content noticed online
Search Engineering Optimization
What Doesn’t Work

The Worst SEO Blog Ever!

If you don’t think this is the worst blog about search engine optimization, then I don’t think you know how to read.

September 1, 2010

Wow. What a day, eh? Sphinn (or the Sfin, whatever) totally steals Apple’s thunder on whatever the hell that fucker in a black turtle neck was yammering on about. Did not see that coming. Whoda’ thunk it?

So, maybe there wasn’t any thunder being stolen, but still. On my the Twitter feed (believe it or not, I still look at that thing), it’s been getting more characters than Apple, unless you count from Syzak (no, I do NOT want a friggin’ iPad!), who was the only one that said anything about an iPod or something Apple-related.

Now, what you’re really here for is the answer to the “What does Sphinn killing voting mean for me?” question, aren’t ya? Well, here you go:
Anatomy of a Blog

Measure Performance With New Facebook App Insights
(April 5, 2012 by Jennifer Beese)

Facebook has announced three new app insights tools that will help developers better understand the growth and engagement of their apps.

The new data will aid developers in creating marketing strategies or deciding on feature alterations. Some additional insights for Growth Account, Tangle Heatmaps, and Drill Down.
SEO best practices

• Create content consistently and often
• Use keywords, tags and metadata
• Keep your site and content organized
• Be social and share your content
SEO best practices

• Frequent, Consistent Content
• Make it *easy* for folks to find your content!
  – Accurate page titles
  – Title tags
“Atomizing”

• How will you get your community involved in the content?
• How will you share the content?
• What can the base content offering become?
Content Atomization

Turn each content piece into lots of different related pieces

- Slideshares
- Infographics
- Webinars
- Email Series
- Blog Post
Charity: Water

A likely scenario:

1. The walk for water that used to take everyone here three hours, now takes 15 minutes. And the water is safe to drink.

2. A hygiene worker teaches your village the importance of sanitation. Your community builds latrines and sets up handwashing stations.

3. You join the Water Committee to oversee your village's new water source. As a woman, this is your first local leadership position.

4. You use the extra time and new water source to start a vegetable garden and feed your family. You sell your extra food at the market.

5. Your kids spend more time in school instead of walking for water. They graduate to become teachers, hygiene workers or business owners.

6. A nearby village learns how water transformed your community. They petition for a well in their village, and the cycle starts again.
Content Marketing DOs

• Communicate in a consistent voice
• Align your content with specific goals
• Engage your readers
  – Incorporate a call to action
• Show, don’t tell
• Optimize your content for keyword searches
• Repurpose your content
Questions?

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Specific
Measured
Actionable
Realistic
Timely