how to develop & use
Content Marketing

Marissa Wasseluk
New Media Producer
Community Media Workshop
today’s goals

• Understand how to better manage your content
  – Organizing content & Optimizing Workflow
    • Learn to develop & use content calendars
  – Curating Content

• Further refine your own content marketing strategy

• Learn how to measure your efforts

• Review content marketing “do’s”
Content Atomization

Turn each content piece into lots of different related pieces

- Slideshares
- Infographics
- Webinars
- Email Series
- Blog Post
core topics

• Based on organizational goals
• Break these topics into 3 different kinds of content
The Garden of Content

• Perennial
• Annual
• Evergreen
“Annual” Content

short lived, but with lots of pizazz!
“Perennial” Content

come back year after year, but do require regular maintenance
“Evergreen” Content
Evergreen Examples

• Stories from your organization’s history
• Universal advice or topics.
• Share your core principles or techniques.
• Answers to Frequently Asked Questions
• Write on beginner topics that help the person starting out.
## Core Topics List

<table>
<thead>
<tr>
<th>Core topic</th>
<th>Evergreen</th>
<th>Perennial</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications Resources</td>
<td>How to use Our media guide</td>
<td>Communications Tips</td>
<td>Featured training</td>
</tr>
<tr>
<td>Terkel Awards</td>
<td>Why we host The awards</td>
<td>Who won The awards</td>
<td>Terkel #tbt</td>
</tr>
<tr>
<td>Community Journalism</td>
<td>Do’s &amp; Don’ts Production</td>
<td></td>
<td>Latest gadgets/apps</td>
</tr>
</tbody>
</table>
Core Topics
based on organizational goals

• **Annual** - short lived
• **Perennial** - come back year after year, but do require regular maintenance
• **Evergreen** - stay fresh from season to season.
:: BREAK ::
Optimizing Workflow

AKA – maintaining your sanity
where does the time go?
(approximately)

• Facebook :: 3 hours weekly
• Twitter :: 5 hours weekly
• Pinterest/Photography :: 5 hours weekly
• YouTube/Video :: 2 hours weekly
• LinkedIn :: 2 hours weekly
• Blogging :: 10 hours weekly
• Experimentation with new tools such as Instagram, Sulia, Pheed, Google+, Tumblr, Kickstarter, etc. :: 5 Hours Weekly
• Research, reporting and strategy :: 3 hours weekly
• Website and e-newsletter content :: 5 hours weekly
Assess Yourself

• Listening / Monitoring
• Engaging
• Creating / Curating
• Measuring

Capacity – do you have the resources & ability to attain the goal you’ve set?
### What platform deserves my attention?

<table>
<thead>
<tr>
<th></th>
<th>Creating</th>
<th>Listening/ Monitoring</th>
<th>Responding</th>
<th>Measuring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog / Website</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Facebook</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Linkedin</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
tools to save your sanity

• Google Alerts
• Hootsuite
• Buffer
• Paper.li
• Rebel Mouse
• Sprout Social
• Your calendar!
| Hooks to Consider   | Description                                                                                                                                                                                                                                                                                                                                                     | More In                                                                 |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| month-long Volunteer Appreciation Month | Your organization could not accomplish all that it does without volunteers. How will you celebrate the people that give their time to your cause? Don't forget your board of directors, who also volunteer their time.                                                                                                                                         |
| 1                  | Cesar Chavez's Birthday                                                                                                                                                                                                                                                                                                                                       | More tip leveraging Fools' Day                                                                                             |
| 1                  | As we celebrate the birthday of one of our nation's great civil rights leaders, it's an excellent opportunity to revisit the cause he championed: decency, dignity, fair treatment, and fair pay for farm workers and working people everywhere.                                                                                                           |
| 13                 | National Scrabble Day                                                                                                                                                                                                                                                                                                                                       | Organizations around the country that work on adult or child literacy, learning disabilities, and a variety of other education-related causes also host Scrabble contests to raise money and awareness. |
| 14                 | Passover begins                                                                                                                                                                                                                                                                                                                                            | Passover is a Jewish Holiday that commemorates the story of the Exodus, in which the ancient Israelites were freed from slavery in Egypt. Passover observance is filled with rich traditions, rituals, and meaning, including reminders to rid oneself of arrogance and of the bitterness of slavery. Whether your organization has a Jewish focus or not, Passover is a special time for bringing any community together to help others overcome their suffering by sharing stories that celebrate diverse cultural roots. |
| 6-12               | Week of the Young Child                                                                                                                                                                                                                                                                                                                                     | Week of the Young Child website                                                                                           |
elements of a content calendar

• Dates in the future
• Brief description of content (type) and/or post written out
• Links / short links
• Audience reaction (numbers associated to post) / notes on lessons learned
  – Helps you find your “cheese”
Ways to organize your content calendar

• Audience
• Program
• Channel
example content calendar

<table>
<thead>
<tr>
<th>Date Posted</th>
<th>Topics</th>
<th>Format</th>
<th>Day Posted</th>
<th>Time Posted</th>
<th>Reach</th>
<th>Virality</th>
<th>What did we learn?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Question, Link, Photo, Video, Poll</td>
<td>unique number of people who saw the content</td>
<td>Percentage based on Reach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Instructions:
1. Use first 3 columns to plan your content for the month, add additional rows
2. Weekly add the day/time, add the metrics
3. Monthly review for patterns - what content resonated the most? Jot down your insights in the last column and use that to help plan next month

Note: These counting metrics should support your overall result goals and you should track other channels. Should relate to your ladder of engagement.
techniques to save your sanity

• schedule planning time!
  – routines
• avoid “Info Overload”
  – re-post relevant news
  – Re-post evergreen topics
• curate content
Content curation is not about collecting links or being an information packrat, it is more about putting them into a context with organization, annotation and presentation. Content curators provide a customized, vetted selection of the best and most relevant resources on a very specific topic or theme.”

— Beth Kanter
• 50% Curated Content
• 30% Original Content
• 20% Promotional Content
Content Contribution

• Encourage anyone to contribute
  – Editorial meetings – reinforcing your voice
  – User-generated content
    • Be the “funnel” for content for consistency sake

• Share your goals, celebrate milestones

• Encourage different types of content formats
Content Contribution

- Offer support
- Rewards
- Feedback
Curation Tools

- Content Discovery tools
- Buffer app
- Pinterest / “Pin it” button
- Storify
- Google Alerts
:: BREAK ::
STRATEGY
STRATEGY = MEASURED GOALS
Specific
Measured
Actionable (Attainable)
Realistic
Timely
Metrics mean *nothing* if they’re not *connected to a goal*. 
basic elements of your content marketing strategy

• State your goals. And not too many of them — maybe five, tops.
• Figure out a way to track those goals.
• Set a timeline for measurement.
• Check in: did you meet the goals?

See more at: http://www.mightybytes.com/blog/crafting-your-brands-story-content-jam-2013-recap/#sthash.8dwoHRDl.dpuf
Content Marketing DOs

• Create quality over quantity content
• Stay Organized
• Measure results
• Continually keep track of audience reaction/response to your content
• Compare to earlier measured results
Questions?

marissa@newstips.org  @marissapaige