

SEO Tactics to Create Social Media Content

The internet of things vs. your message

Who is this guy?



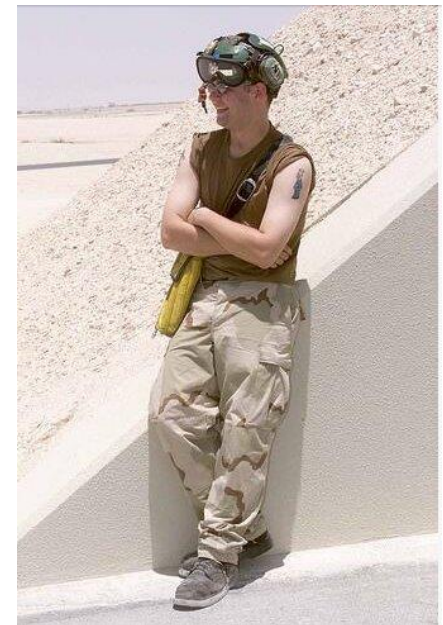
I have an odd past...



Social Times Your Social Media Source



**PORTER
NOVELLI** 



@lafauce

What I love....

▶ Insight driven PR

- Using SEO, Boolean and SEM to figure out what a conversation is saying
- Create things that fit into that conversation

▶ Crisis or Issues Work

- LOVE it
- Biggest achievement was writing the TIDE Pods digital issue response plan
- 2 years of work and research to create dark sites, dark SEO lists, social content, monitoring framework

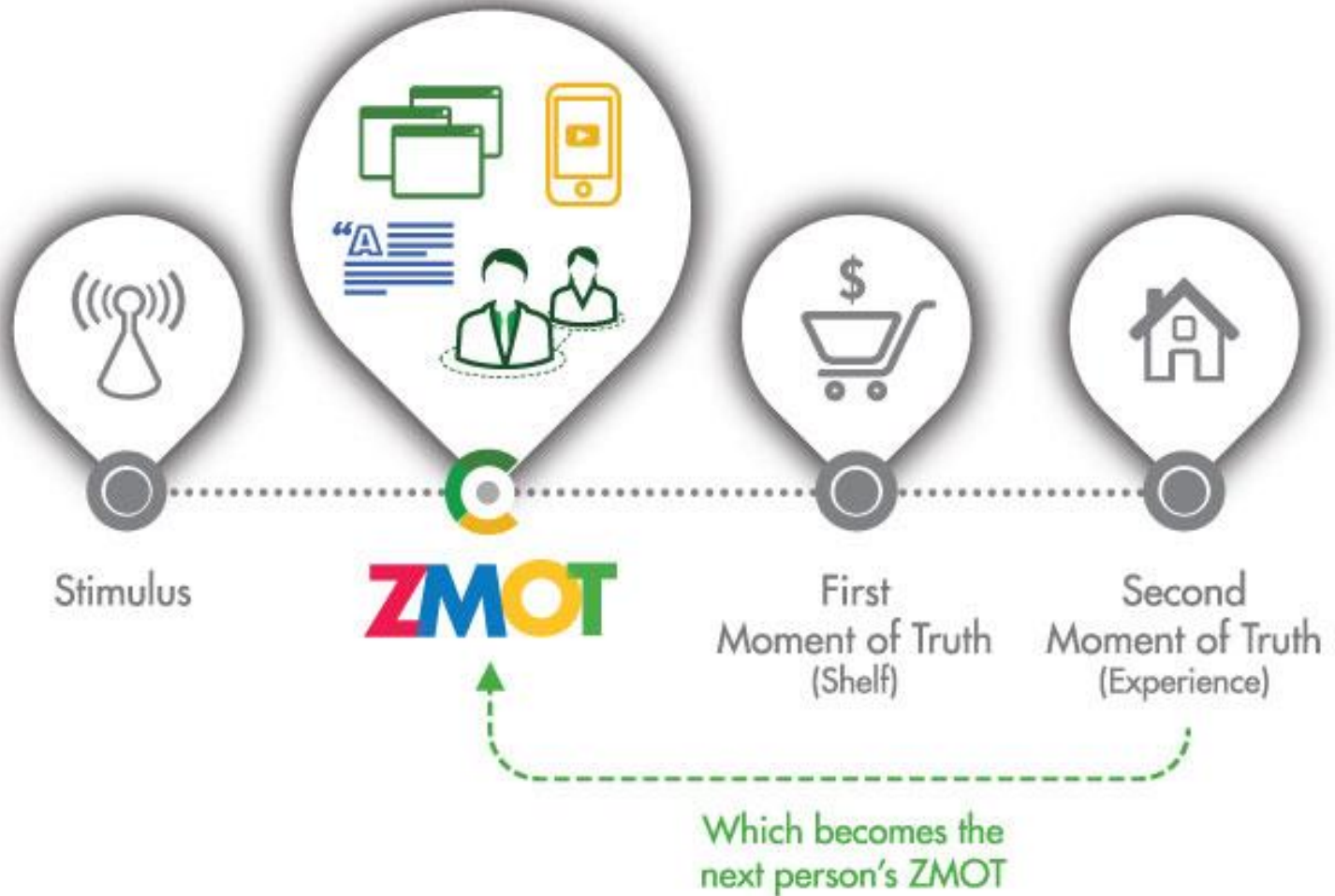
Our Agenda for Today

- ▶ ZMOT
- ▶ The Long Tail
- ▶ The Biased Story Arc
- ▶ Message Mirroring
- ▶ Boolean Theory
- ▶ Conversion Modeling
- ▶ Why
- ▶ Tools we can use
- ▶ Research
- ▶ Key Content Takeaways
- ▶ What can we create to get into SEO
- ▶ How we break into the story arc

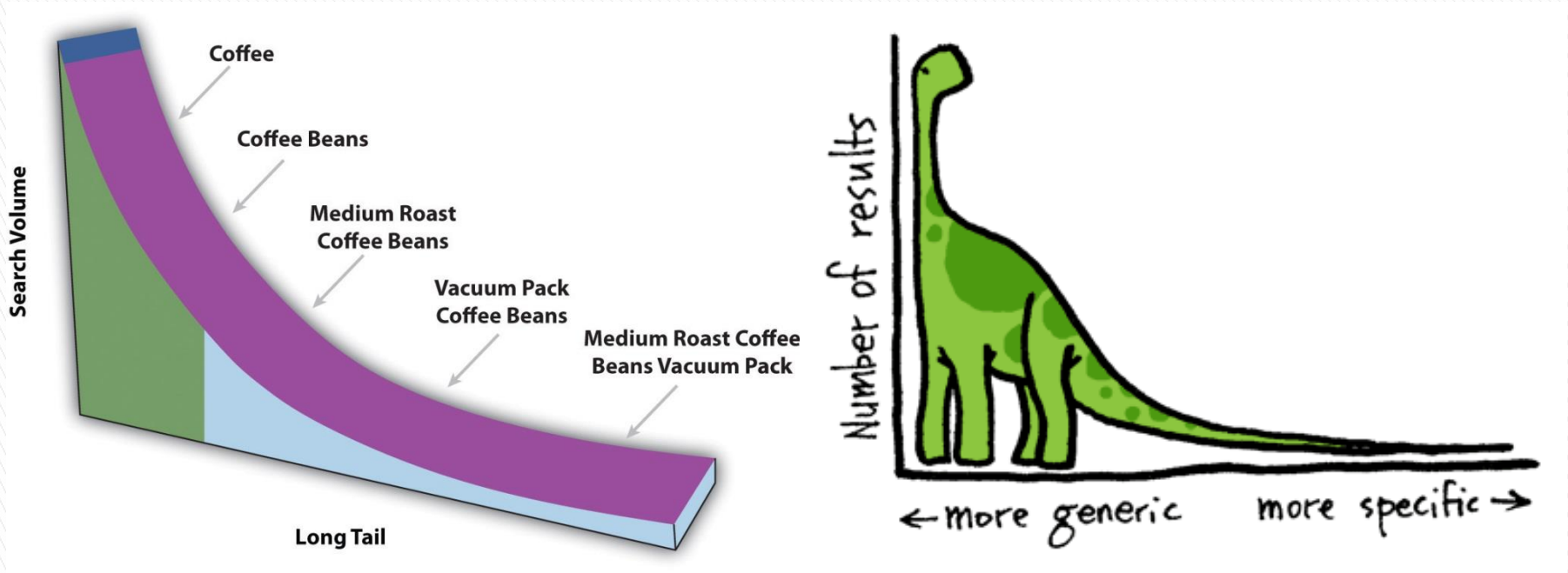
Some Theory

Some Practice

What is ZMOT



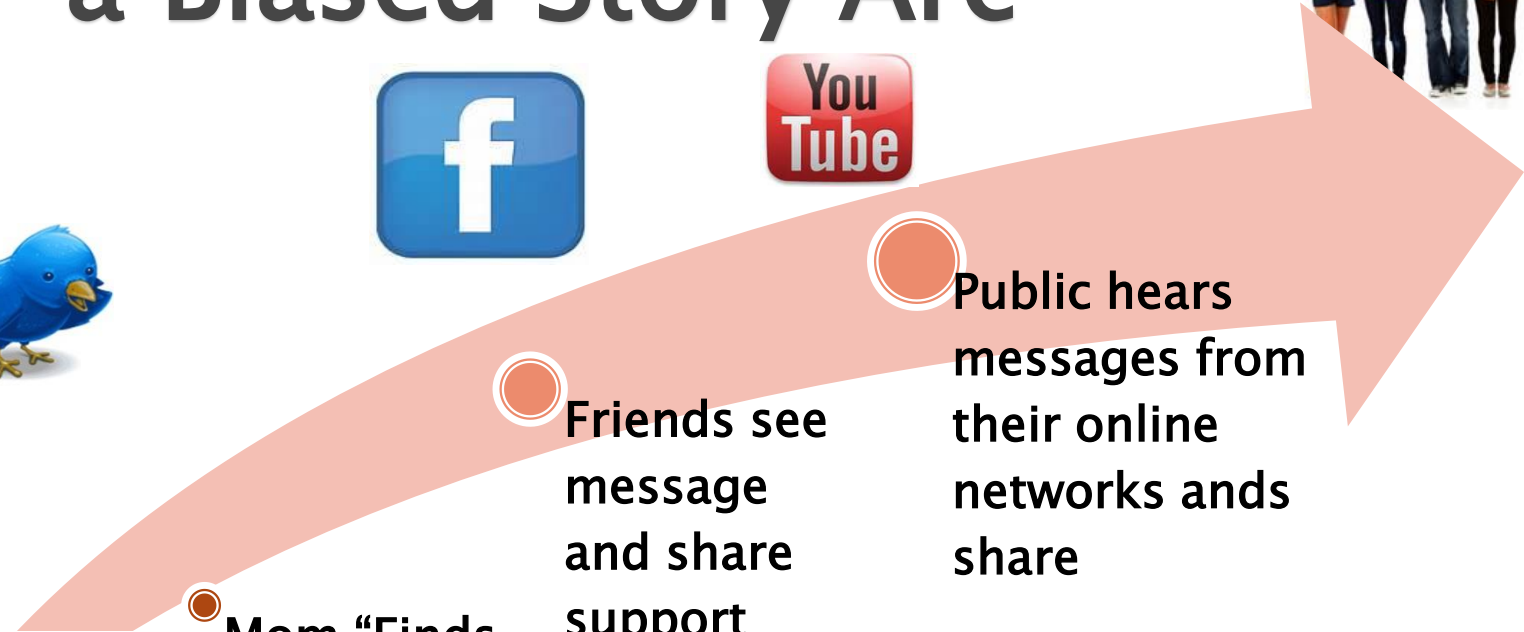
The Two Sides of the Long Tail



SEO

Content Marketing Over Time

Social Media Creates a Biased Story Arc



Mom "Finds a story and posts to social"



Friends see message and share support

Public hears messages from their online networks and share



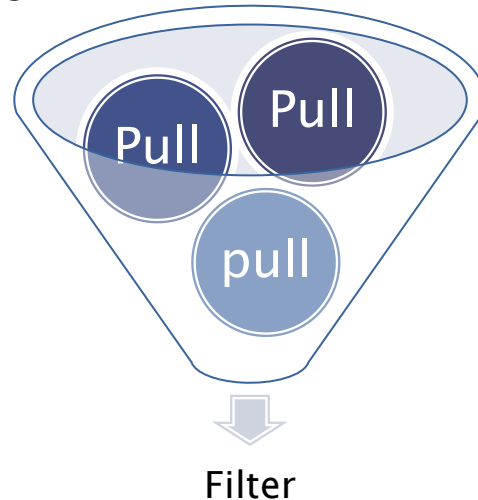
Message Mirroring

- ▶ Identify what words or archetypes are used in a conversation
- ▶ Collate those items into your conversation
- ▶ Get the share



Boolean Theory

It is how the internet works



Widget AND (danger word AND danger word AND danger word) NOT (stupid chatter AND other stupid chatter)

Widget AND (watch word AND watch word AND danger word) NOT (stupid chatter AND other stupid chatter)

Content Modeling

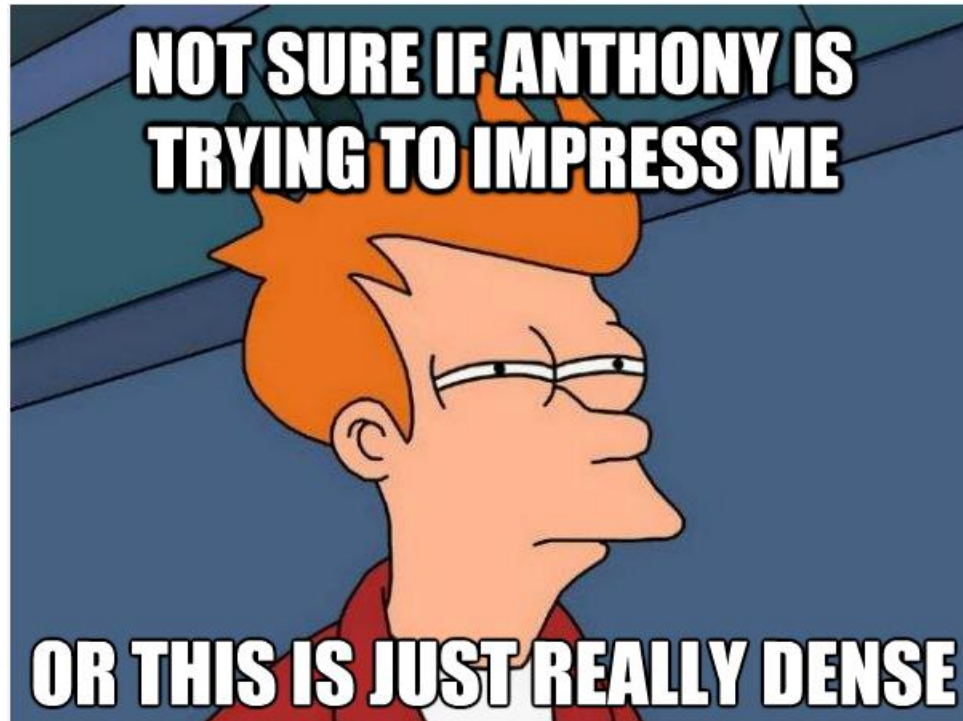


Why

- ▶ Google loves social
- ▶ Google is where people 'find' information
- ▶ ZMOT drives opinions before they interact
- ▶ People share opinions and friends believe as fact
- ▶ Biased story arc amplifies
- ▶ Social and SEO are the same



That's Alot



Practical Examples

»» Not really but it works... trust me.

We Have an Issue/Product to Move



Tools we can use



LISTEN **MEASURE** **UNDERSTAND** **ENGAGE**

Monitor billions of conversations happening in blogs, social networks, forums, news sites, and more

Learn how we can help you »

Social Media Software for brands, businesses, and agencies

[REQUEST A DEMO](#)

Social Media Monitoring

Comprehensive real-time monitoring dashboard to collect all relevant online conversations to gain insights with detailed metrics and intuitive graphics.

● Watch Heartbeat in action

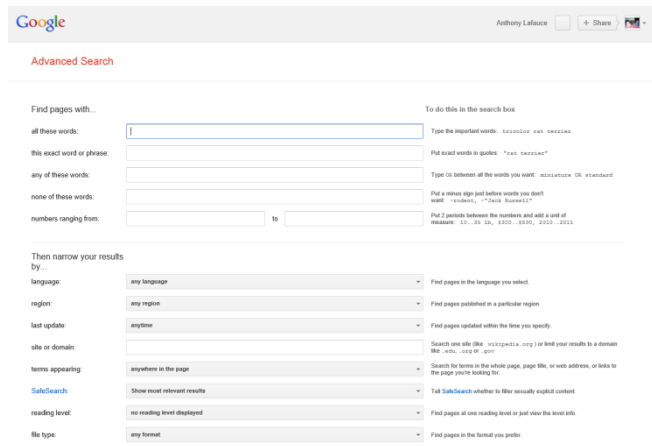
Analytics and Insights

In-depth research platform with true global coverage, including automated sentiment, demographics, influencers, historical analysis and intelligent reporting.

● Sysomos Media Analysis Platform

[DOWNLOAD OUR FREE TIP SHEETS](#)
Social Media Tips for 2013

Our Customers

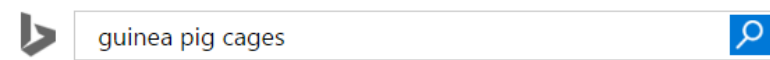


Research

"guinea pig" AND NOT (enzyme OR effect OR test OR findings OR drug OR research OR testing)



Guinea pig Booboo attracts thousands of Instagram followers



Web Images Videos Maps News Explore

1,810,000 RESULTS Any time ▾

Guinea Pig Cages | Amazon.com
Ad - Amazon.com/PetSupplies · Amazon.com
Low Prices on Guinea Pig Cages
You have visited amazon.com 6 times in last 7 days.

Guinea Pig Cages - Great Pet Housing!
Ad - www.Wayfair.com/Pet-Housing · Wayfair
Great Pet Housing! Free Shipping On Orders Over \$49.
Buy Small Pet Housing at Wayfair. Enjoy Free Shipping & browse our ...

Guinea Pig Cages | PetSmart.com
Ad - PetSmart.com/GuineaPigCages · PetSmart
Shop PetSmart® To Find Quality Guinea Pig Cages Today!

Guinea Pig Cages 70% OFF - Lowest Price On Guinea Pig Cages.
Ad - Guinea-Pig.stuccu.com
Lowest Price On Guinea Pig Cages. Free shipping, in stock. Buy now!

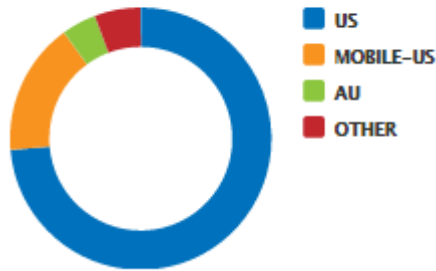
Guinea Pig Cages Store
www.guineapigcagesstore.com ▾
Guinea Pig Cages you can Trust! Welcome to the official C&C Cages Store brought to you by the creator of the Cubes and Coroplast Cages for guinea pigs.
Clearance Items · Standard Cages · Deluxe Covered Cages · Cage Cubby XL System

Top Keywords

guinea	306
awesome	96
peanuts	96
coolpetvideo	95
tricks	95
pigs	35
link	17
submitted	15
cute	14
time	13

Research

ORGANIC KEYWORDS



 <p>▶ 15:58 HD</p> <p>Top Ten Tips for New Guinea Pig</p> <p>YouTube</p>	 <p>▶ 2:09</p> <p>Tribute - Cute Guinea Pigs</p> <p>YouTube</p>
 <p>▶ 0:36</p> <p>Guinea pigs FLOOD! meal</p> <p>YouTube</p>	 <p>▶ 2:00 HD</p> <p>To the Guineamobile!</p> <p>YouTube</p>



 <p>▶ 0:55</p> <p>Guinea pig NOISES!</p> <p>YouTube</p>	 <p>▶ 4:01</p> <p>Pets 101- Guinea Pigs</p> <p>YouTube</p>	 <p>▶ 1:18</p> <p>Our three Guinea pigs fighting for a</p> <p>YouTube</p>	 <p>▶ 0:45</p> <p>Baby Guinea Pig Popcorn</p> <p>YouTube</p>
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Key Content Takeaways

- ▶ Pet conversation is dominated by cute
- ▶ Sales in pets products are image based
- ▶ SOE and keywords are dominated by social posts (lots of shares)
- ▶ High volume low authority
- ▶ Long tail is based on
 - Pet guinea pig
 - One cute pet guinea pig
 - How to find a cute guinea pig
- ▶ Videos and image posts will get legs
- ▶ People are fond of their special guinea pig

Findings

Ideas

Key Content Takeaways

- ▶ Guinea pig
- ▶ Cute
- ▶ Family
- ▶ Pet
- ▶ Loveable
- ▶ Pop corning
- ▶ Jumping
- ▶ Care
- ▶ Food
- ▶ Happy
- ▶ Hamster
- ▶ Gerbil
- ▶ Care for guinea pig
- ▶ How to make guinea pig happy
- ▶ Is your guinea pig the cutest
- ▶ How to have a guinea pig as a family pet
- ▶ Fun loving, popcorning, guinea pigs
- ▶ Why a guinea pig is better than a XXXX

Key Terms

Buckets

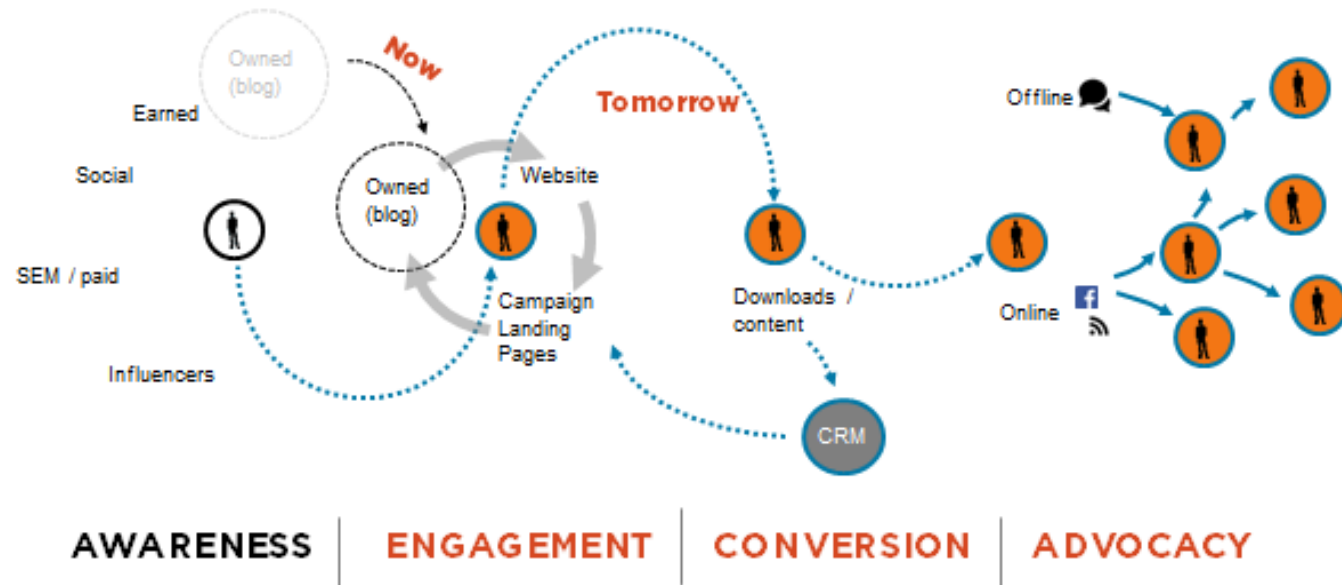
What can we create to get into SEO

- ▶ Let's have a discussion on what to create!



How we Break into the Story Arc

- ▶ Create social channels
 - Editorial calendars
 - A/B test content
 - Track results
- ▶ Create 3rd party Advocates



At the End of the Day...



Case Study Review: If there is time



Pollinator Engagement Program

Industry-Led Engagement

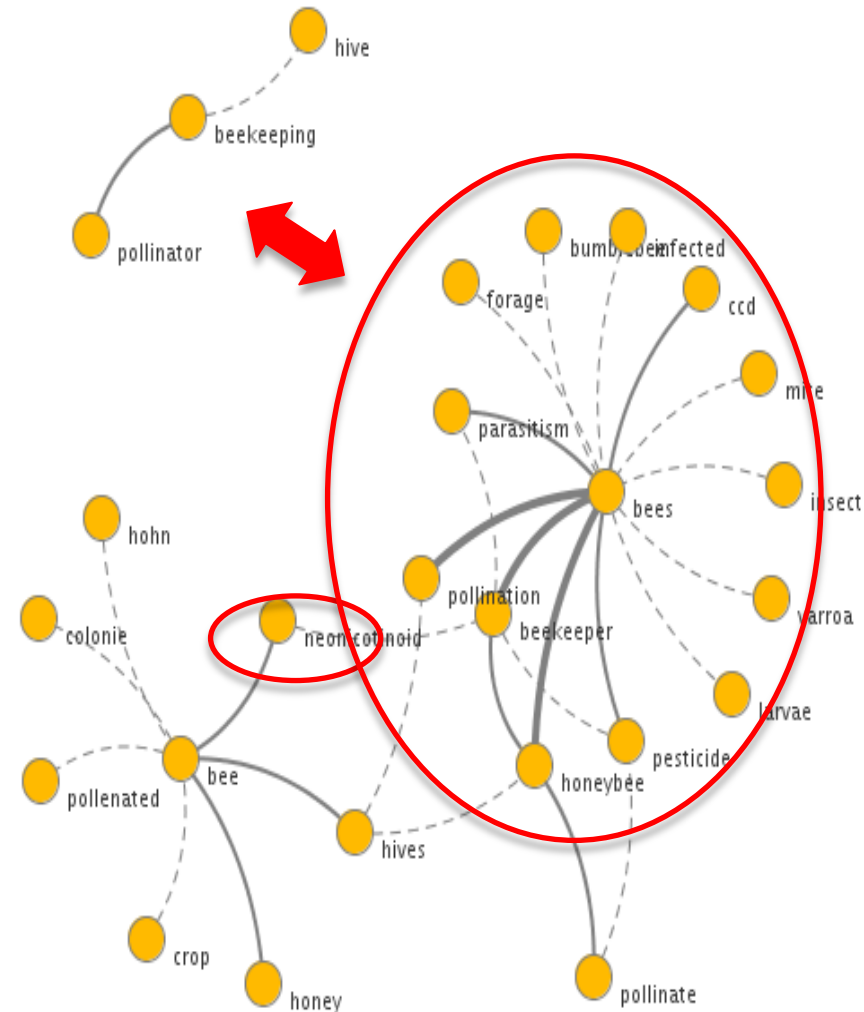
- Initial audit was used to identify problem words associated to issue
- Found key words that were not linked to conversation
- Began to message against those key words
- Note secondary conversation not linked to main conversation



Pollinator Engagement Program

Industry-Led Engagement

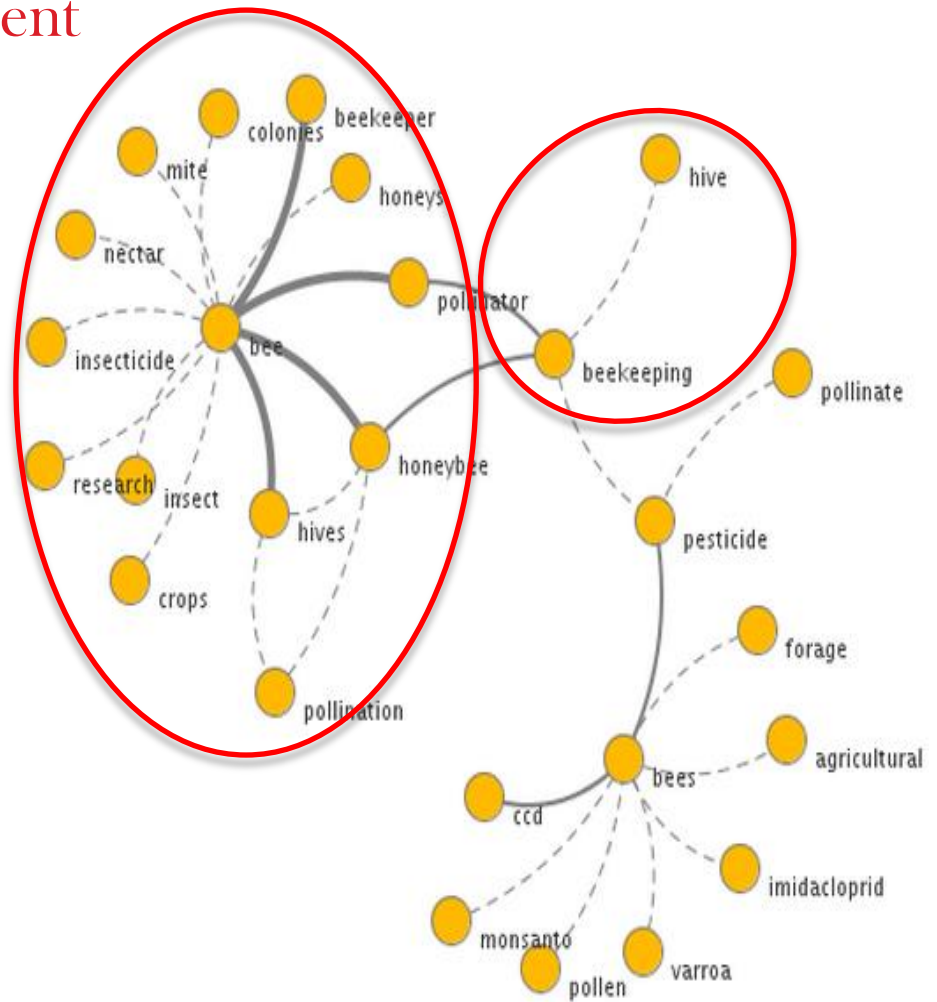
- After three months we begin to see a fuller conversation
- Conversation around neonics has begun to separate
- We continue to see a separate beekeeping conversation



Pollinator Engagement Program

Industry-Led Engagement

- Beekeeping conversation has begun to link with fuller conversation
- CCD conversation no longer the richest conversation
- Overall shares and likes of created content increasing and being found more readily



Questions

