

# TAP INTO THE POWER OF CONTENT MARKETING

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# WHY ARE PR PROFESSIONALS THE ORIGINAL CONTENT MARKETERS?

- Storytelling is an integral part of content marketing, and public relations professionals have always known how to tell a story
- PR professionals know how to write – or they should!
- PR professionals know how to build relationships. Social media is all about relationships, with a “two way street” expectation



# HOW TO MOVE FROM CONTENT CREATION TO A CONTENT STRATEGY?

- Your content should be useful, “findable”, shareable, and well integrated
- You can still create press releases and other content you are used to creating, but employ it in a variety of ways



# OPTIMIZE YOUR CONTENT FOR FINDABILITY

- NOTE THAT GOOGLE'S KEYWORD PLANNER TOOL IS NOW PART OF ADWORDS

Google AdWords

Home

Campaigns

Opportunities

Tools and Analysis ▾

Billing ▾

Keyword Planner

Plan your next search campaign

What would you like to do?

▾ Search for keyword and ad group ideas

Enter one or more of the following:

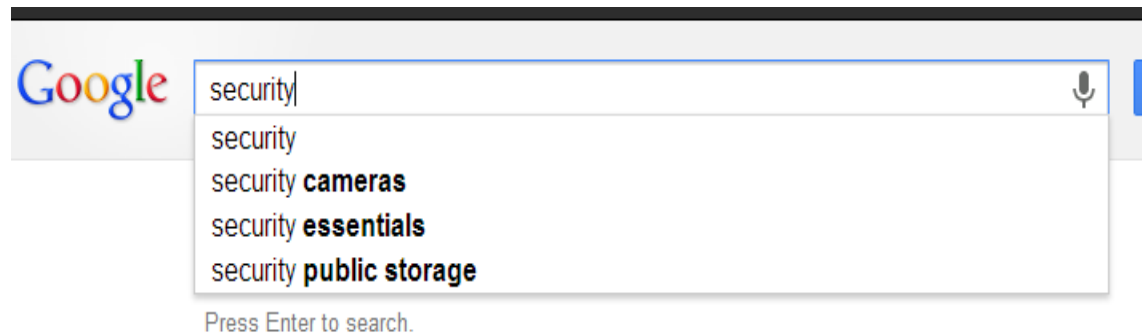
Your product or service

For example, flowers or used cars



# YOU CAN EVEN GET IDEAS OF KEYWORD POPULARITY VIA AUTO-COMPLETE

- A security equipment company might want to blog about security cameras, or share links to news about them, to drive traffic.





# CREATE GOOD HEADLINES FOR DISCOVERABILITY

- Most press release headlines are too long. Google indexes 65 characters
- Strong headlines not only attract attention in search results, but catch the eye of anyone who doesn't yet know what he or she wants.
- How does your headline look on a mobile device?
- How does your headline look in an aggregation/curated display?



# USE VISUALS FOR “LIKEABILITY”

- Multimedia boosts views of press releases
- Photos boost Facebook engagement
- Posts with videos attract 3 times more inbound links than plain text posts. (Source: [SEOMoz](#))
- Pinterest drives sales directly from its website -- of people with Pinterest accounts, 21% have purchased an item after seeing it on Pinterest. (Source: [PriceGrabber](#))
- Videos attract 300% more traffic and nurture leads (Source: MarketingSherpa)



# TEXT-ONLY CONTENT:

- **BLUEBERRY CHEESECAKE:** New York style cheesecake topped with juicy blueberries







# MULTIMEDIA DRIVES ENGAGEMENT AND CAN BE REPURPOSED INTO OTHER CHANNELS

All News | News with Multimedia

Like 64 Tweet 5 +1 0 Share 0 Pin it Share Email Print View Report

## Smart Multimedia Gallery

August 03, 2012 05:30 AM Pacific Daylight Time

### Happy Birthday, Pink Cadillac

*What is 43 and has no wrinkles? The Mary Kay pink Cadillac!*



Mary Kay Ash didn't know it then, but when she requested pink as the color of her new Cadillac, she started something big. She had unknowingly created the model Career Car program for her dream compan... More »

DALLAS--(BUSINESS WIRE)--It was a hot Texas summer in 1969, when the pink Cadillac was born weighing 4,650 pounds, measuring 225 inches with a roaring engine and 375 horsepower. Today more than 19,000 pink Cadillacs have been in the hands of Mary Kay Independent Beauty Consultants. Currently, there are more than 1,200 Mary Kay pink Cadillacs on the road nationwide.

Mary Kay Ash didn't know it then, but when she requested pink as the color of her new Cadillac, she started something big. She had unknowingly created the model Career Car program for her dream company. In 1969, the top five Independent Sales Directors earned the use of a 1970 Cadillac Coupe de Ville.

The pink Cadillac is the most coveted incentive awarded by Mary Kay. The modern day Cadillac comes in pearlized pink – a color unique to the Mary Kay Career Car program. Qualified Mary Kay Independent Sales Directors who earn the use of a pink Cadillac can choose from the CTS, or SRX models. Other cars offered within the Career Car program are the Cadillac Escalade Hybrid, Chevy Malibu, Toyota Camry, Chevy Equinox and the newest addition, the Ford Mustang.

The pink Cadillac's baby sister, the Mary Kay black Ford Mustang, is part of the celebration also as it turns one year-old, and it is available to qualifying Independent Sales Directors for another year. There are 186 Mary Kay Ford Mustangs on the road. Mary Kay announced at its annual Seminar in Dallas this year that it was extending its black Ford Mustang program for an additional year – through September 2013.

Fun facts about the Mary Kay Career Car program:

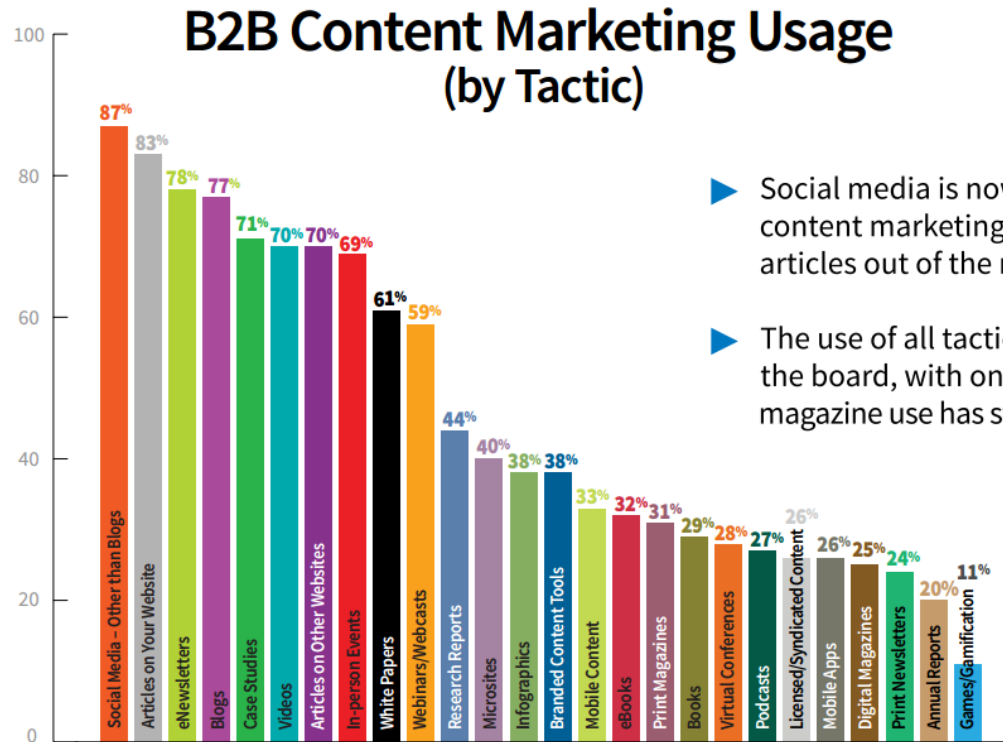
## Release Versions

- English
- Spanish
- EON: Enhanced Online News

Company



# VIDEO IS A FAST GROWING CATEGORY OF CONTENT MARKETING – 70% IN THIS SURVEY



- ▶ Social media is now the most popular content marketing tactic, knocking articles out of the number one spot.
- ▶ The use of all tactics has risen across the board, with one exception: Print magazine use has stayed the same at 31%.

2013 B2B Content Marketing Benchmarks-North America: CMI/MarketingProfs

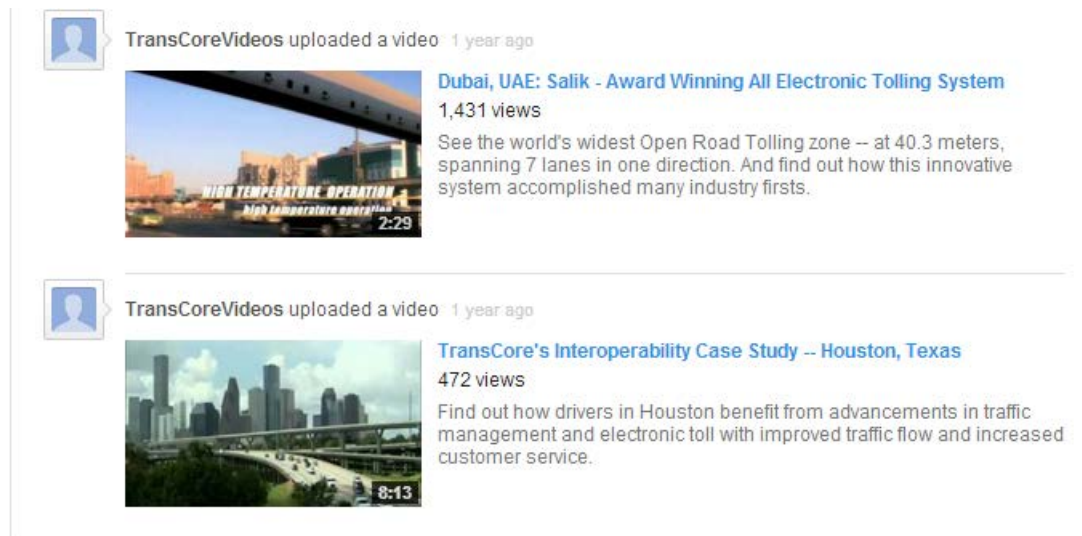


5



# GOT VIDEO?

- This B2B company's video channel offers information for a target audience.



The screenshot displays a video channel interface with two video entries. Each entry includes a profile picture icon, the channel name 'TransCoreVideos', the upload time '1 year ago', a video thumbnail, the video title, view count, and a brief description.

**TransCoreVideos** uploaded a video 1 year ago

**Dubai, UAE: Salik - Award Winning All Electronic Tolling System**  
1,431 views

See the world's widest Open Road Tolling zone -- at 40.3 meters, spanning 7 lanes in one direction. And find out how this innovative system accomplished many industry firsts.

**TransCoreVideos** uploaded a video 1 year ago

**TransCore's Interoperability Case Study -- Houston, Texas**  
472 views

Find out how drivers in Houston benefit from advancements in traffic management and electronic toll with improved traffic flow and increased customer service.



# REPURPOSING TACTIC: ARCHIVING YOUR TWEETS

Your Twitter archive [Request your archive](#)

You can request a file containing your information, starting with your first Tweet. A link will be emailed to you when the file is ready to be downloaded.

[Save changes](#)



# SOME TWEET, TWEET LOVE

- If a tweet generates a lot of interest, turn that into a blog post
- Analyze your most popular tweets to look for more interesting information you can share
- Create a “top tweets” area of your main site or blog



# DON'T JUST PUSH OUT CONTENT TO SOCIAL MEDIA – BRING IT BACK INTO YOUR SITE(S)

- FrontPoint Security uses Facebook comments to humanize its front page

OUR CUSTOMERS LOVE US  
AND THE FEELING IS MUTUAL

Love the ease of installation, great customer service and great response to alarms. I have had the system for over a year now and could not be happier!

Kevin White  
Facebook ★★★★★



# CONTENT THAT SERVES YOUR MARKETING GOALS IS:

- Useful to your audience(s)
- Findable/discoverable (optimized)
- Often visual
- Multi-channel
- Measurable





# RESOURCES

- <http://contentmarketinginstitute.com/>
- <http://blog.hubspot.com>
- <http://www.econtentmag.com>

