



Content Marketing Clinic: The Communicators' Role in Content Creation

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Why does Trusted Content matter?



**Growing
up in Iran**

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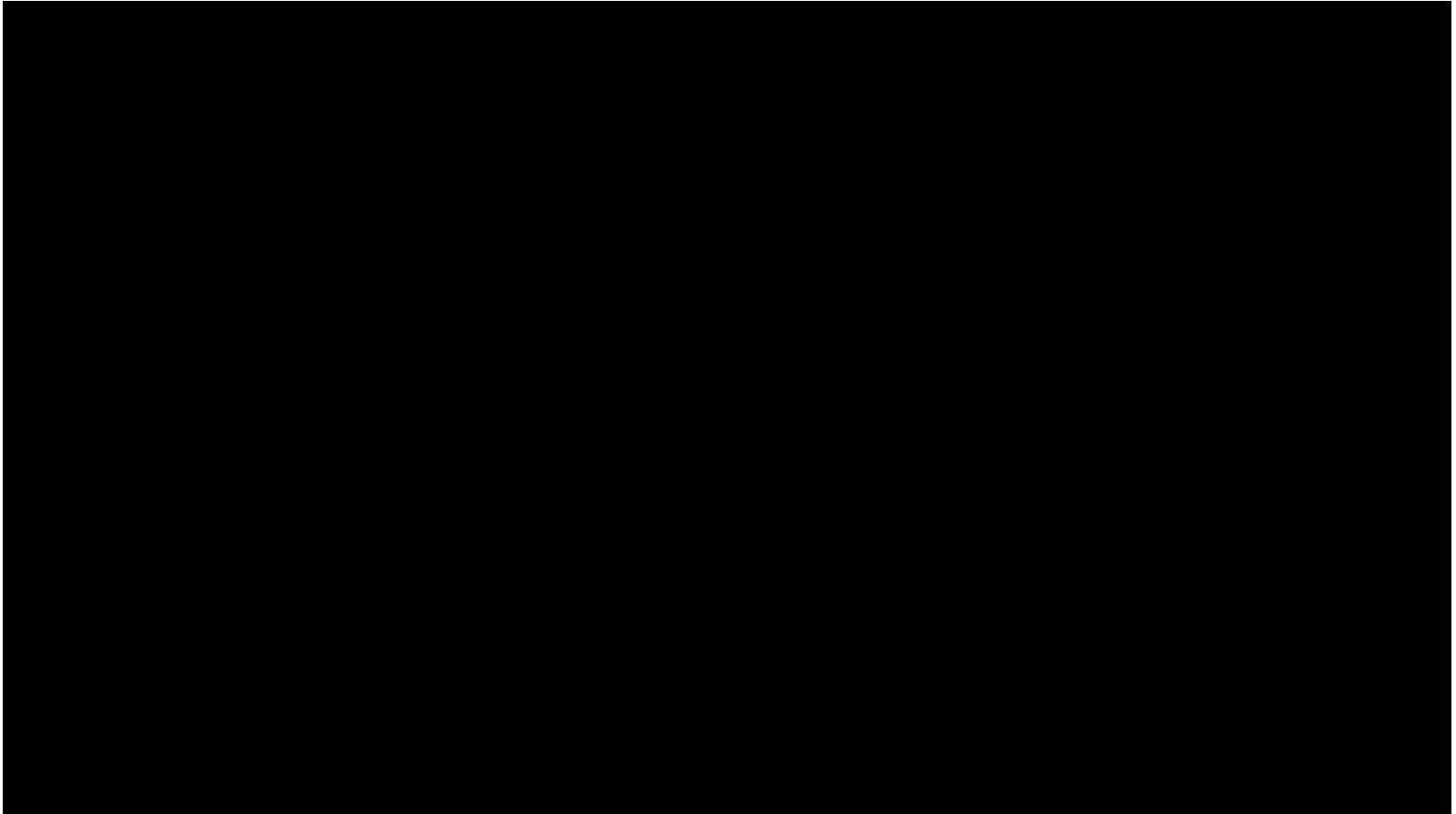
Trusted content is needed, now more than ever



inPowered discovers and amplifies the most **trusted content** to help brands educate consumers and drive awareness.

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The beginning of our content journey



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Trusted content (press coverage) is most influential



Consumers trust credible 3rd-party articles/reviews most when making a purchase.

55%
trusted
content

32%
branded
content

15%
brand's
social
networks

10%
banner
ads

So we flipped the content marketing model on its head

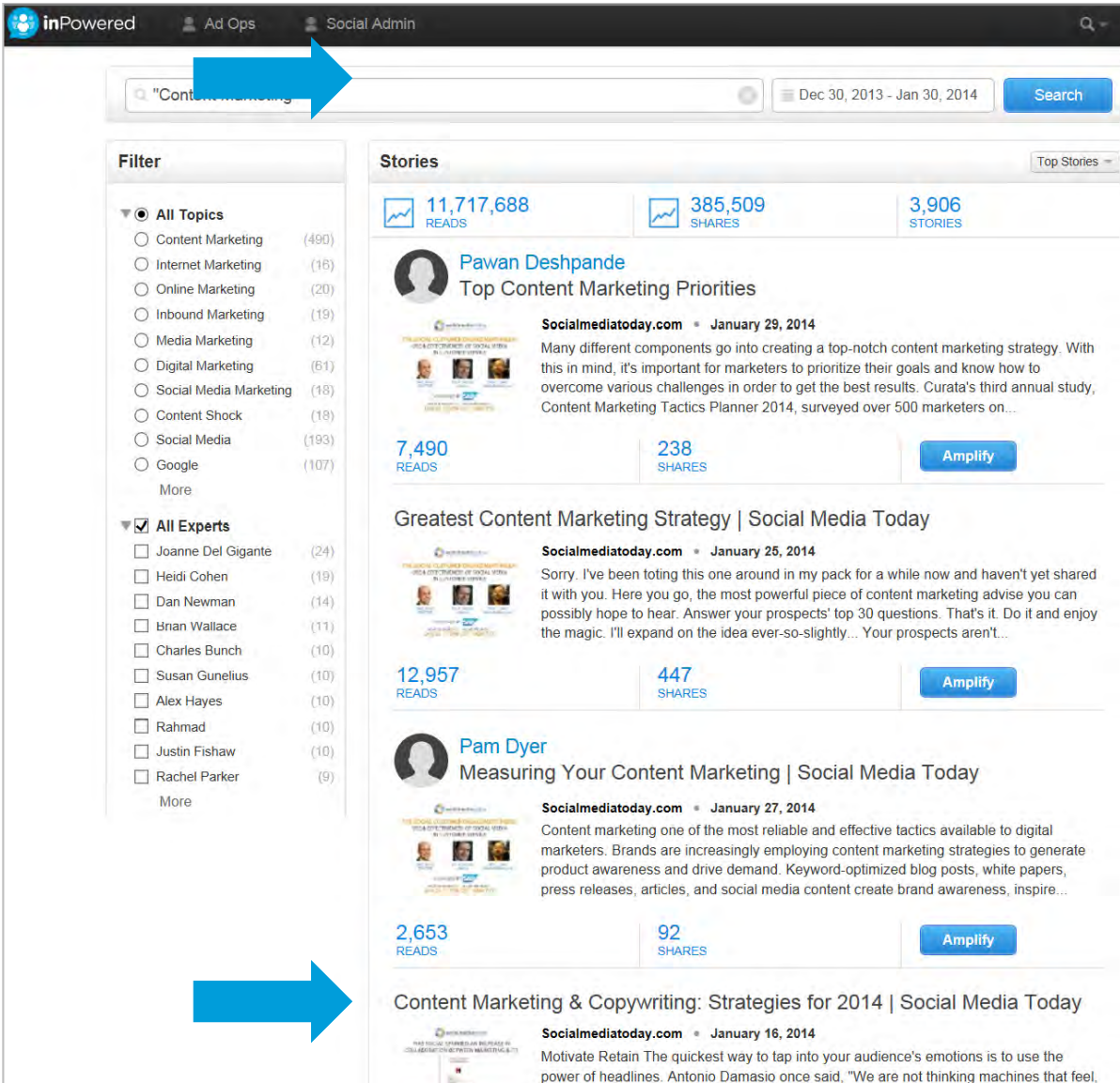


ONLINE



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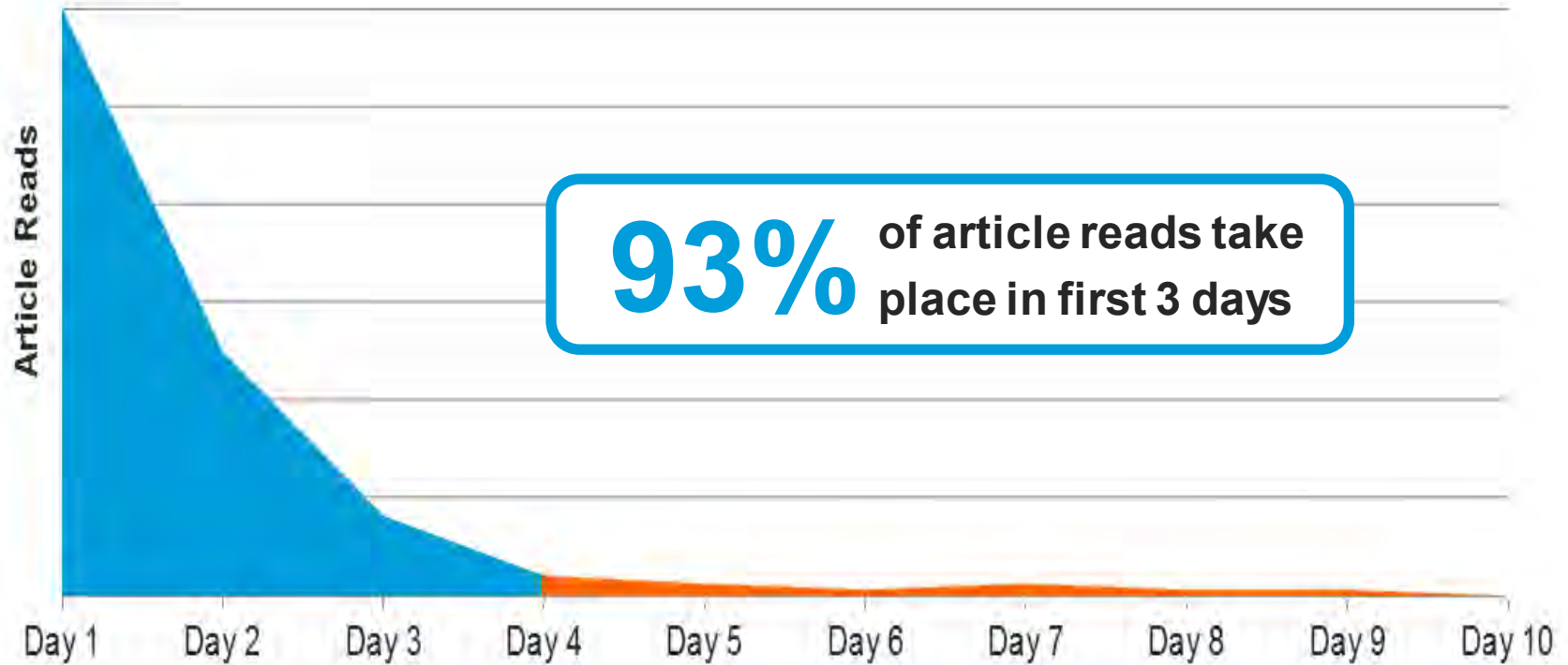
Eating our own dog food



The screenshot shows the inPowered dashboard interface. At the top, there's a navigation bar with 'inPowered', 'Ad Ops', and 'Social Admin'. Below that is a search bar containing 'Content Marketing' with a blue arrow pointing to it. To the right of the search bar is a date range 'Dec 30, 2013 - Jan 30, 2014' and a 'Search' button. On the left side, there's a 'Filter' section with two main categories: 'All Topics' and 'All Experts'. Under 'All Topics', 'Content Marketing' is selected with 490 items. Under 'All Experts', several names are listed with their respective item counts. The main content area displays a list of 'Stories'. The first story is by Pawan Deshpande, titled 'Top Content Marketing Priorities', published on January 29, 2014, with 11,717,688 reads and 385,509 shares. The second story is 'Greatest Content Marketing Strategy | Social Media Today' by Socialmediatoday.com, published on January 25, 2014, with 12,957 reads and 447 shares. The third story is 'Measuring Your Content Marketing | Social Media Today' by Pam Dyer, published on January 27, 2014, with 2,653 reads and 92 shares. The fourth story is 'Content Marketing & Copywriting: Strategies for 2014 | Social Media Today' by Socialmediatoday.com, published on January 16, 2014, with 2,653 reads and 92 shares. A blue arrow points to the search bar, and another blue arrow points to the 'Content Marketing & Copywriting' story title.

- Identify experts
- Discover most trusted and influential content

But trusted content's lifespan is short



Amplifying our trusted content



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**Measure for what actually moves
the needle**



Outbrain
Taboola



91%
bounce rate

Don't optimize for a click. Optimize for a read.

Get started for free today:

<http://inpwr.com/prnews>



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Key takeaways



- Branded content is going the way of the banner ad.
- Flip the content marketing model on its head, and let PR lead the way.
- Leverage tools that help you get more trusted coverage from the most credible and influential sources.
- Once you get great coverage, flaunt it (but don't forget to measure).
- Use your best press coverage to become the content marketing superstar you were born to be.



Appendix/Leave Behind: How inPowered works

inPowered amplifies your coverage

With inPowered, you can discover your most influential press coverage, extend its life and reach to educate many more consumers, and measure its impact on driving real business results.

Here's how it works:

DISCOVER

what experts are saying about your brand or products

Bose offers the best noise-canceling in-ear headphone.

David Carnoy, CNET

The QuietComfort is the market leader for a reason.

Alan Henry, LifeHacker

Bose's technology is a wonderful thing.

Matt Schneiderman, Mashable

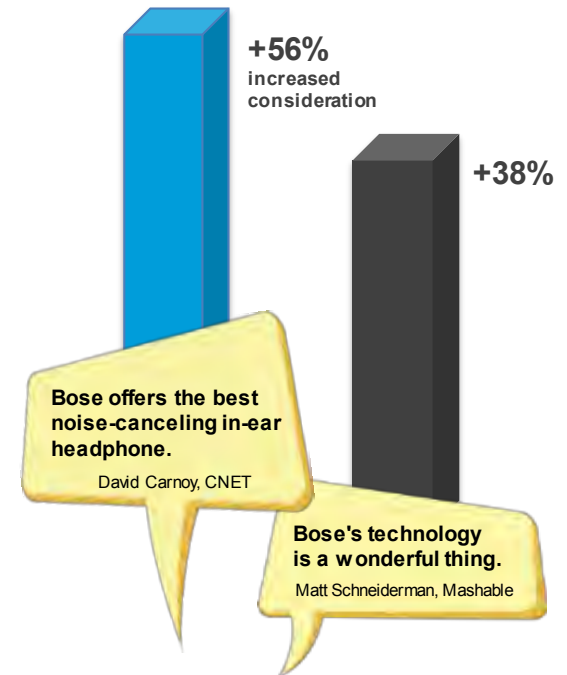
AMPLIFY

the stories you love to increase their readership



MEASURE

each story's impact on brand consideration



1 DISCOVER

what experts are saying about your brand or products – **and see which articles are driving the greatest reads and social shares - for free.**

Every day, we process hundreds of thousands of articles to discover the most trusted content from top experts writing about your brand, products or relevant trends.

The screenshot displays the inPowered Discover interface. At the top, the search bar contains 'Bose' and the date range is 'Sep 15, 2013 - Oct 31, 2013'. The 'Filter' sidebar on the left shows 'QuietComfort 20i' in the search bar and filters for Sentiment (Positive, Neutral, Negative, Pending) and All Experts (Tim Gideon, Karen Day, William O'Neal, Geoff Morrison, Rajkumar R, Matt Schneiderman, Mr Lead Gen). The main content area lists three articles:

- Tim Gideon**: Bose QuietComfort 20i. Pcmag.com • August 14, 2013. 98,695 READS, 3,671 SHARES, 6 STORIES. 42 READS, 1 SHARE.
- Geoff Morrison**: The Best Noise-Cancelling In-Ear Headphones. Thewirecutter.com • September 4, 2013. 654 READS, 26 SHARES.
- Matt Schneiderman**: Bose's Tiny Noise-Canceling Earphones Deliver Sweet, Sweet Sound. Mashable.com • September 15, 2013. 97,329 READS, 3,621 SHARES.
- William O'Neal**: Bose QuietComfort 20i review. Techradar.com • August 28, 2013. (partially visible)

An 'Amplify' button is present for each article. A tooltip for the 'Amplify' button is visible in the bottom right corner, showing the inPowered logo and social media icons for Facebook, Twitter, and LinkedIn.

engadget NEWS REVIEWS FEATURES SHOWS FORUMS MORE search products & articles SIGN UP or LOG IN

Bowers & Wilkins P3 headphones arrive in red this October for \$200

BY JOE POLLICINO • 2 months ago





Bose's Tiny Noise-Canceling Earphones Deliver Sweet Sound

Bose's QuietComfort 20i (\$299.95) earphones adapt the company's noise-cancellation tech in an extremely compact design. The earbuds even have an...

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WELCOME TO THE NEW engadget

2 AMPLIFY
the stories you love to increase their readership

Find consumers actively researching your product category wherever they are across the web, social, search, and mobile.

Search for people, places and things

Jennifer Shapiro Edit Profile

Update Status Add Photos/Video

What's on your mind?

Michelle Buskey and 1 other

Sponsored

See Lee Brice seatgeek.com

Seatgeek found tickets to Lee Brice on 01/25 for as little as \$126

Old Navy's Latest Looks oldnavy.gap.com

Check out our great new styles at Old Navy, where fashion and fun unite. Shop now!

Shop Classic Styles modcloth.com

ModCloth has 1000s of wonderful dresses & separates. Revamp your wardrobe now!

Stephanie Madero and Beth Tomlinson like this.


Chic Finds jossandmain.com

Effortlessly refresh your decor with chic furniture

inPowered - Suggested Post

Bose's Tiny Noise-Canceling Earphones Deliver Sweet, Sweet Sound

Read Matt Schneiderman's review from Mashable.



Like • Comment • Share • 57,216 8,791 8,912 • Sponsored

New York Post

Super Bowl tickets are already seeing supersized markups - from \$500 to nearly \$3000 in one case - and prices could rise even higher:

Google noise canceling head

Web Images Videos News More

Best Noise Cancelling Earbuds

Ad www.amazon.com/Electronics-Acc...

★★★★★ 367 seller reviews

Big Savings on New Gear: up to 40% Free 2-Day Shipping w/Amazon Prime!

Download Amazon's App

[Bose QuietComfort Review](#)

Ad www.inpwr.com

Bose's noise canceling earphones deliver sweet sound. Read the review.

2 AMPLIFY

Match the articles you amplify to the right audience

We scan each article to identify relevant keywords and topics that let us find consumers with an interest in your product - wherever they are across the web.

Bose's Tiny Noise-Canceling Earphones Deliver Sweet, Sweet Sound

4.1k
SHARES

Share on Facebook Share on Twitter +



Bose QuietComfort 20i Review

Noise Cancellation Goes Small, With Big Convenience

Mashable

[OPEN GALLERY](#)

Bose's QuietComfort 20i (\$299.95) earphones adapt the company's noise-cancellation tech in an extremely compact design. The **earbuds** even have an "Aware" mode that switches off the noise cancellation without interrupting your music.



BY MATT SCHNEIDERMAN
SEP 15, 2013



Mashable Choice highlights the products and services we've tested and would recommend to others. Consider it Liked, Favored, +1 ed and Pinned.

I must admit: I'm a fan of Bose's around-ear **noise-cancelling headphones**. Despite their bulk, I pack the QuietComfort 2 headset and additional AAA batteries in my carry-on for all my trips — whether they're via planes, trains, or budget bus lines.

3 MEASURE

each article's impact on brand consideration

Upon finishing an article, users are asked how much more likely they are to consider your product.

inPowered optimizes your campaign to ensure maximum lift in consideration metrics.

The image shows a screenshot of a Mashable article titled "Bose's Tiny Noise-Canceling Earphones Deliver Sweet, Sweet Sound". The article features a video review of the Bose QuietComfort 20i headphones. A survey overlay from inPowered is displayed over the video, asking: "Are you more likely to consider [Bose QuietComfort 20i](#) after reading this story?". The survey has two buttons: "YES" and "NO".

The article includes social sharing options for Facebook and Twitter, with a share count of 4.1k. The article is dated SEP 19, 2015, and is written by EY MATT SCHNEIDERMAN. The article text includes:

Mashable Choice highlights the products and services we've tested and would recommend to others. Consider it Good, Potential, +1 ed and Picked.

I must admit, I'm a fan of Bose's around-ear noise-cancelling headphones. Despite their bulk, I pack the QuietComfort 2 headset and additional AAA batteries in my carry-on for all my trips — whether they're via planes, trains, or budget bus lines.

I still take my in-ear headset for ease of use; once I'm at my destination I don't want to plip on big cans for a quickie phone call. The QuietComfort 20i will change that, though, since it combines Bose's noise-cancelling technology with in-ear design.

SEE ALSO: 20 Searchers Made Ridiculous by Google Autocomplete

The hush of Bose's noise canceling technology is a wonderful thing. Whether it's muting the roar of a subway or a jet engine, the hum of motor traffic, or the white noise of an office, the sound of quiet is in and of itself an improvement over standard headphones.

The in-ear QC 20i headphones could double as sleeping aids, fitting snugly into the ear holes (three tips sizes, included, fit all), with winged attachments anchoring them within the inner lobe. Flipping the switch on the attached battery (which also holds the exterior noise sensor) fills your aural cavities with a blankness deeper than earplugs alone could provide.

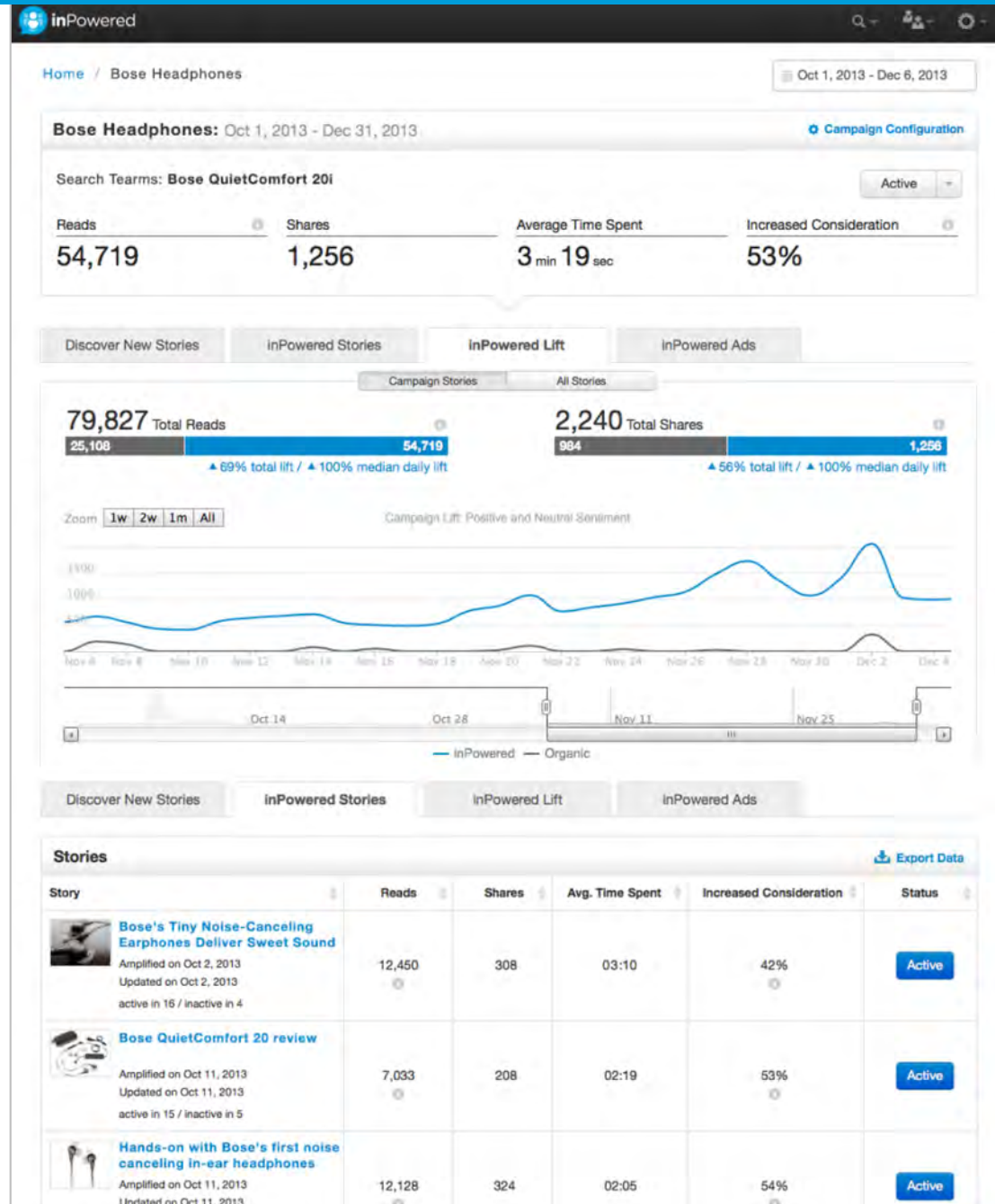
The right side of the screenshot shows a "What's Hot" section with several featured articles, including "10 Tech Visionaries Who Died in 2013" and "Why Marketers Need to Master Page Flow".

OPTIMIZE FOR MAXIMUM IMPACT

Detailed engagement and consideration data enables real-time optimization that drives toward greatest ROI.

Article-level metrics include:

- Organic reads and shares
- Paid reads and shares
- Lift over organic
- Time spent reading content
- Increased consideration
- Benchmark comparisons



inPowered Core Differentiators

- **Existing content:** Leverage the great articles you already worked so hard to get. No incremental cost or resources for original content creation.
- **End-to-end capabilities:** Discover and amplify your top content and measure its business impact with one easy-to-use solution.
- **Article-level consideration metrics:** Understand the business impact of every story amplified beyond just page views and traffic.
- **Network agnostic:** Reach people actively researching your products (or similar products) wherever they are online – across display, search, social and mobile.
- **Turn-key:** Pick the articles you want to amplify, determine how many more people you want reading those articles, and let inPowered do the rest.