



# WEBINAR SERIES

5 Pillars to Crush Content Strategy

June 3rd, 2020

# Announcements



**Webinar Recording:** Look for an Email Link Tomorrow



**Announcements:** Introducing CMC 365



**WriterAccess Demo Request?** Free 30-Day Trial



**Questions?** Post Your “Questions” in the Control Panel



**Twitter Love:** @ByronWhite, @Andersenology

# Meet Today's Webinar Guest



## Brandon Andersen, Co-Founder of Ceralytics

- Chief Strategists and Co-Founder of Ceralytics
- Manages Product Development and Team Lead
- Communicates with Clients All-The-Time
- Located in Tampa Area, FLA
- Fabulous Husband and Bustling Dad (Ages 3 and 6)
- Do Reach Out to Brandon!

[Linkedin.com/in/brandonandersen/](https://www.linkedin.com/in/brandonandersen/)

[@Andersenology](#)

[brandon.andersen@ceralytics.com](mailto:brandon.andersen@ceralytics.com)

# WriterAccess News and Updates



## Byron White, Founder WriterAccess

- Content Marketing Conference
  - CMC Digital and Live
  - Live Boston April 27-29
  - Virtual Tickets Now \$349
  - Workshop Webinar Recordings
  - The Plan for 2021

ByronWhite@WriterAccess.com, @ByronWhite



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Welcome to CMC Academy!



Byron White, CMC Founder and Chair

Welcome to CMC 2020—now a digital experience. All our keynotes, workshops, and sessions are pre-recorded for on-demand learning. We'll be hosting a LIVE Q&A session with our keynotes at 11:30 AM to 12:30 PM ET. And our Virtual Comedy Club takes the digital stage at 5 PM to 6 PM ET featuring 6 comedians, LIVE! Enjoy!

[Welcome Video](#)

APRIL 21 LIVE EVENTS



Ask our keynotes Ann Handley, Andrew Davis, and Andrew Tarvin anything!

[Watch Recording](#)



Join our Comedy Club featuring comedians Andrew Tarvin, Casey Balsham, Don McMillan, Shalewa Sharpe, Michael Albanese, and Kasha Patel!

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CMC 2020 Digital Keynotes





## The 2020 Workshop Webinar Series Schedule. Register Now!

### About Workshop Webinars

Register for our FREE Workshop Webinars offering deep dive training from expert speakers and content strategists. Each 3 hour workshop is hosted by CMC founder Byron White and feature expert speakers on the topic, available live or on-demand in the CMC Portal. We cover the pillars for content marketing including content planning, creation, optimization, distribution, performance, management, and comedy!

[Can't Make it? Buy a Virtual Ticket.](#)

Sure, anyone can attend the live Webinar Workshop using zoom. But only [CMC 2021 ticket holders](#) will have access to the workshop recordings to view on-demand in the [CMC 365](#).

### Secure Your Seat

**REGISTER NOW**

### 2020 Workshops

- ✓ Comedy – June 9, 2020
- ☐ Content Planning – July 14, 2020
- ☐ Content Creation – Aug 25, 2020
- ☐ Content Management – Sep 22, 2020
- ☐ Content Optimization – Oct 13, 2020
- ☐ Content Amplification – Nov 17, 2020
- ☐ Content Performance – Dec 15, 2020

[Privacy Policy](#)

# Discount Code: Byron25

## CMC 2021 Registration

Sure. You can access [CMC Digital Lab](#) until the end of May, FREE. But to keep the learning going year-round, secure your ticket now to CMC 2021 for a live or virtual experience, and get instant access to our member only-portal hosting 200 sessions, keynotes, decks and resources from CMC 2017 to 2020!

<b>VIRTUAL</b> Virtual All Access	<b>CONFERENCE PASS</b> Live Wednesday & Thursday	<b>ALL ACCESS PASS</b> Live Tuesday to Thursday	<b>WORKSHOPS ONLY</b> Live Tuesday Only																																																
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# 5 Pillars to Crush Content Strategy

The days of throwing content at a wall and seeing what sticks are over.

# Your presenters...



Brandon Andersen  
Chief Strategist, Ceralytics  
@andersenology



Byron White  
CEO, WriterAccess  
@ByronWhite

# The 5 Keys to Kick-Ass Content Marketing

1. **Start with the End:** Identify which goals you actually need to focus on
2. **"Read" Your Audience:** Extract more meaning from data you already have
3. **Attack Pain Points:** Tap competitive intelligence tools for insights
4. **Create the Framework:** Pick the framework that best aligns goals with needs
5. **Map and Measure:** Tie your efforts back to the bottom line with objective data

# Let's Talk Content Strategy



We should write about virtual bathrooms.

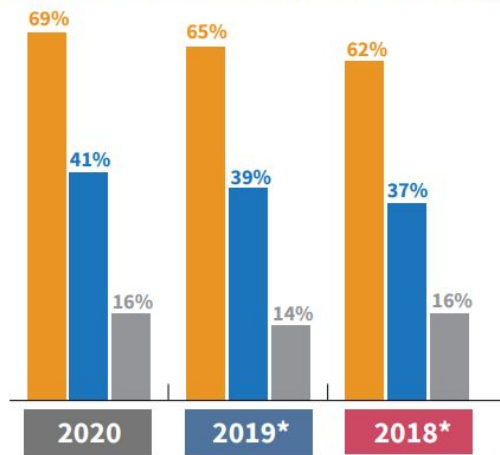
How about VR for pets?

Virtual naps.

What if we use data to help us decide what will work?

Geez, Greg. What's the fun in that?

## Percentage of B2B Marketers With a Documented Content Marketing Strategy

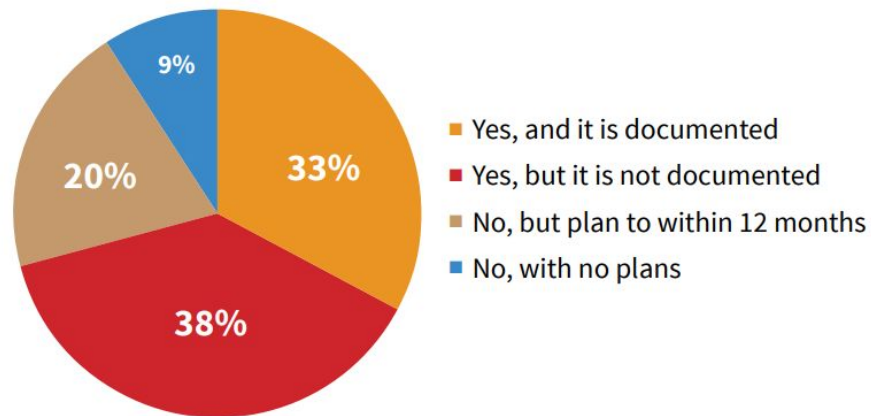


■ Most Successful
 ■ All Respondents
 ■ Least Successful

\*As reported in the 2019 and 2018 versions of this report.

Base: B2B content marketers; aided list.  
 2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

## Percentage of B2C Marketers With a Content Marketing Strategy



- Yes, and it is documented
- Yes, but it is not documented
- No, but plan to within 12 months
- No, with no plans

Base: B2C content marketers; aided list.  
 2020 B2C Content Marketing Benchmarks: Content Marketing Institute/MarketingProfs

# 59%

Don't even know what a successful content marketing program

# LOOKS LIKE





# 1. Start with the End

# Start with your business objectives

## BUSINESS VALUE OF CONTENT STRATEGY

---



# Decide on metrics

- **Brand Health:** Sentiment, Share of Voice
- **Marketing Optimization:** Cost-savings, CPL decreases
- **Revenue Generation:** Leads, Sales
- **Operational Efficiency:** Call deflection, Reduction in cold-calling
- **Customer Experience:** FAQ popularity, Social Shares
- **Innovation:** Feedback on new ideas, Identify customer pain points

65%

of marketers struggle to measure  
content effectiveness

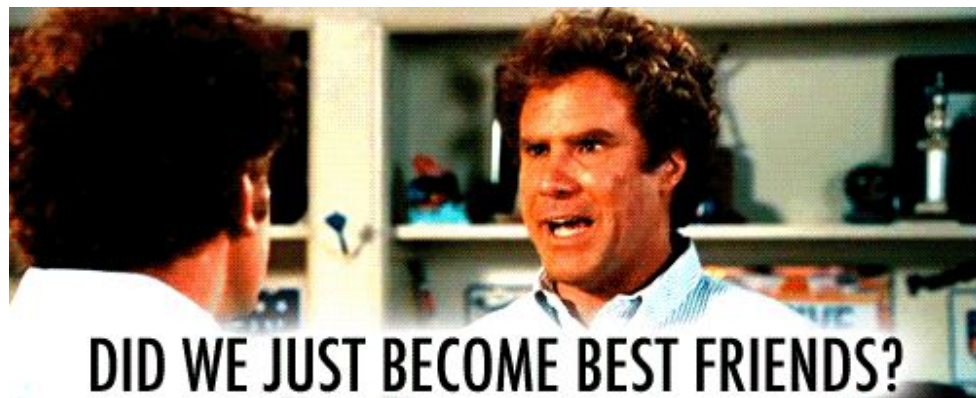
# Identify metrics you will use to measure success

- Each goal needs **at least one metric** that can prove its success or failure
- Measure along the way! Not just at the end!



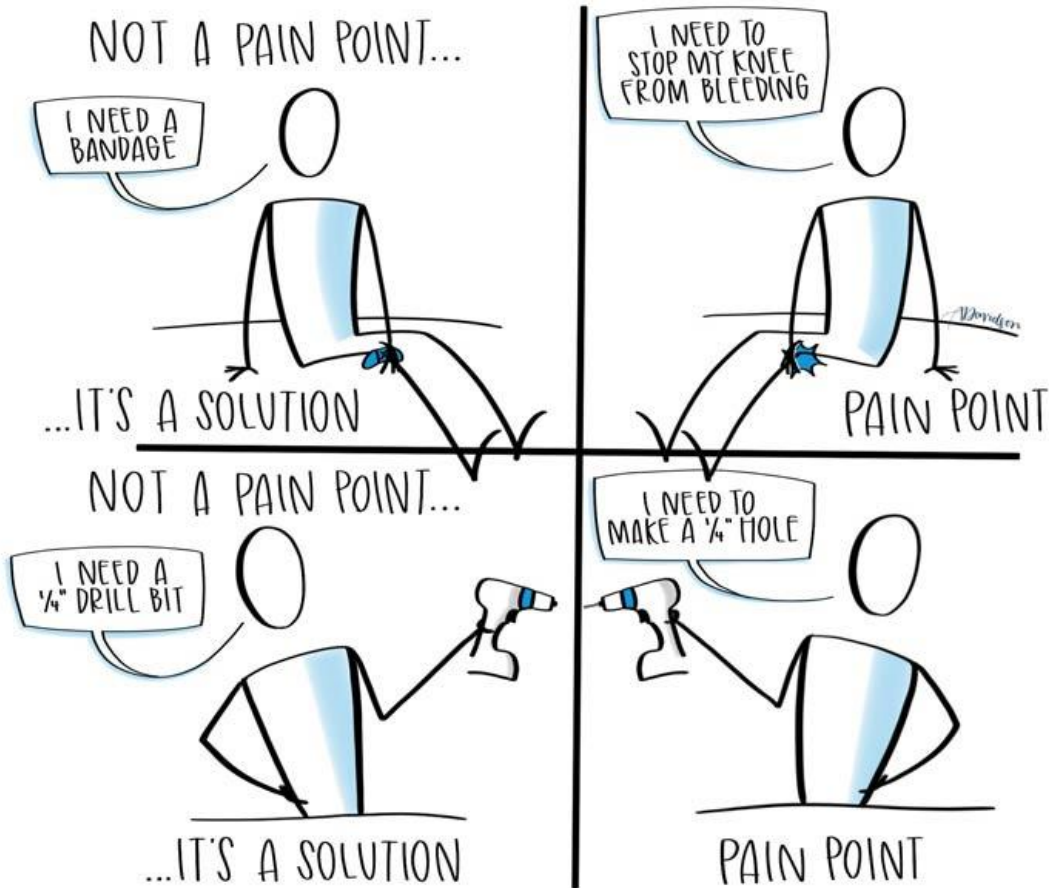
# Don't know if you have goals set up in Google Analytics?

Go make best friends with the person who oversees Google Analytics. Buy them pizza...and donuts. Tell them they are your new best friend.



## 2. "Read" Your Audience

# PAIN POINTS VS SOLUTIONS



# Define your audience

What are their demographics? Do their demographics matter? Look out for false-positives.

What are their pain points? It's not a drill they are looking for.

Where do they get information?

Who influences them?



Sally Social

"I care about virtual reality & augmented reality."



Researchin' Ron

"I care about virtual shopping & virtual store fronts."



Buyin' Barbara

"I care about virtual store simulations & virtual store research."



# Content Audit

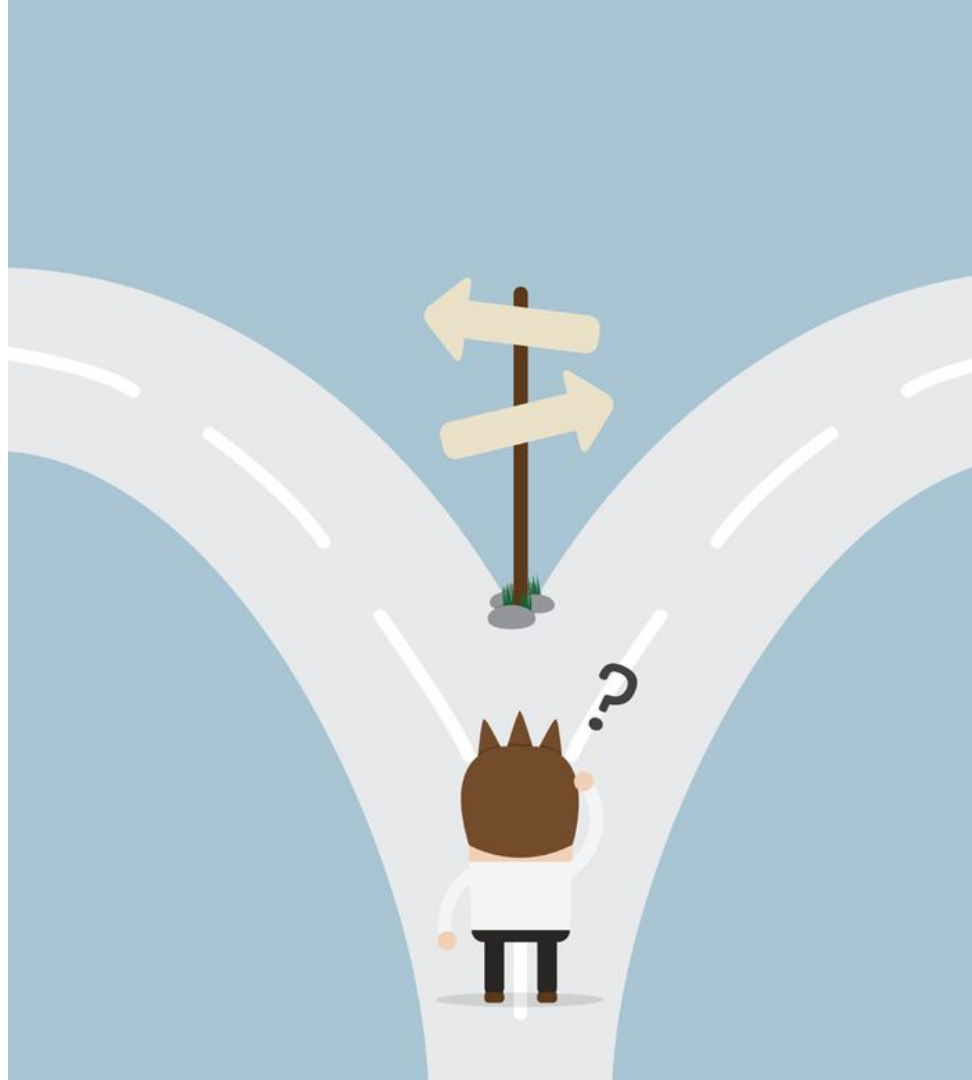
Where are you currently performing well?

What topics are driving awareness to your site?

What topics are driving engagement?

What topics are driving conversion?

What does your existing buyer's journey look like online?



# Qualitative data for pain points

Qualitative data is open-ended and involves us interpreting the meanings of what people bring to us.

- Focus groups
- Open-ended questions on surveys
- Interviews with clients or client support reps

*Qualitative data has bias by the person giving data and the person interpreting the data.*



# Quantitative data is highly underutilized

Quantitative data is close-ended, based in numbers, aims for objectivity, and can be ranked or measured.

- Can identify pain points and rank them in order of importance/priority
- Enables broader analysis of industries or industry sub-sets
- Pain points are identified without internal bias

Name	Sample Date	Event Type	DISCUS Gender	Number of Flights 2 Final Participants 10					
Place	Name	F/P	#1	#2	#3	#4	#5	#6	
3	Dominick McGlamery	1/1	127-10.00	143-10.00	150-03.00	Foul	156-07.00	133-00.00	
2	Victor Bobzien	1/2	148-00.00	148-02.00	156-11.00	130-00.00	148-08.00	154-11.00	
6	Luke Bartley	1/3	150-05.00	150-05.00	148-00.00	143-04.00	Foul	144-09.00	
8	Franklyn Kostyla	1/4	123-04.00	129-03.00	147-10.00	133-10.00	Foul	118-05.00	
19	Henry Patoine	1/5	120-01.00	120-01.00	120-05.00	-	-	-	
13	Ray Fail	1/6	133-08.00	124-11.00	123-10.00	-	-	-	
15	Tyson Goatley	1/7	Foul	131-00.00	118-05.00	-	-	-	
16	Frank Livsey	1/8	125-00.00	129-08.00	127-11.00	-	-	-	
14	Jonah Stonerock	1/9	133-00.00	110-00.00	128-06.00	-	-	-	
20	Donnie McPeck	1/10	Foul	Foul	Foul	-	-	-	
11	Christian Habersham	2/1	136-00.00	137-05.00	134-02.00	-	-	-	

# 3. Attack Pain Points

# Competitive Intelligence

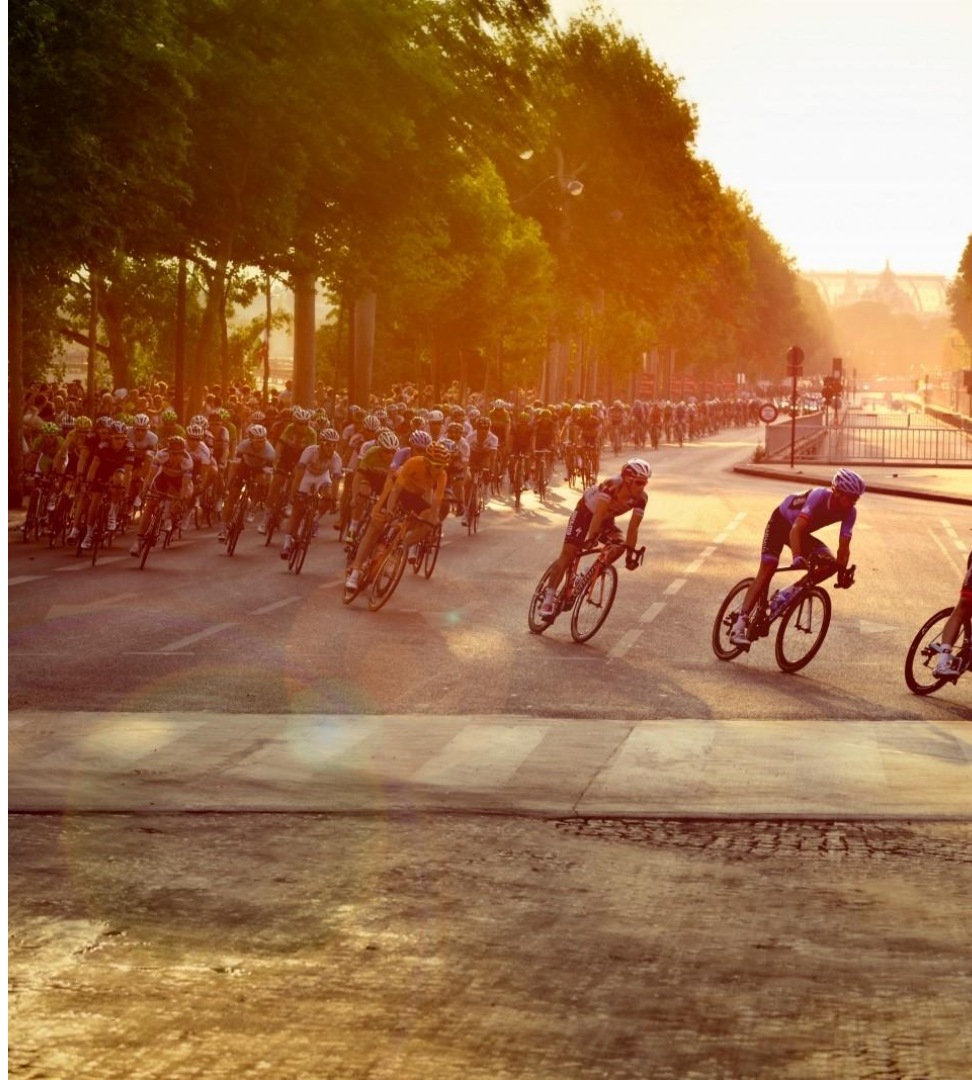
Get outside your bubble.

Understand what your audience cares about by seeing what performs well in your industry.

Where do you currently have content gaps?

Where are your opportunities?

How are you positioned vs. your competition?



# Identify pain points your competition is addressing

If you copy everything your competition does, you're going to be copying their mistakes

- Instead, find out what things are actually working for your competition
- Utilized **content intelligence platforms** to identify where your competition is having success and where you have content gaps
- Fill content gaps with 10x content

# Identify HOW competitors are attacking pain points

- What mediums are working best for your competition?
- Does your competition rely on evergreen content or trending content?
- How in-depth does your competition go in their content?
- Are your competitors having success, or are other players having more success?



# Know your real competition

It's very likely that your online competition isn't who you go up against in sales.

- In content strategy, you are most-likely going up against industry publications or even national publications
- Everyone is vying for your audience's attention. You need to know who is winning and why.
- Content intelligence software automates this process and can audit entire publishing sites in hours, not months



# 4. Create the Framework

# How/why you are unique?

How does your brand uniquely deliver value to your audience?

What is the “Soul” of your company that stands out in each piece of content?

Create an editorial mission statement:

*Fast Company: Written for, by, and about the most progressive business leaders, Fast Company and FastCompany.com inspire readers and users to think beyond traditional boundaries, lead conversations, and create the future of business.*

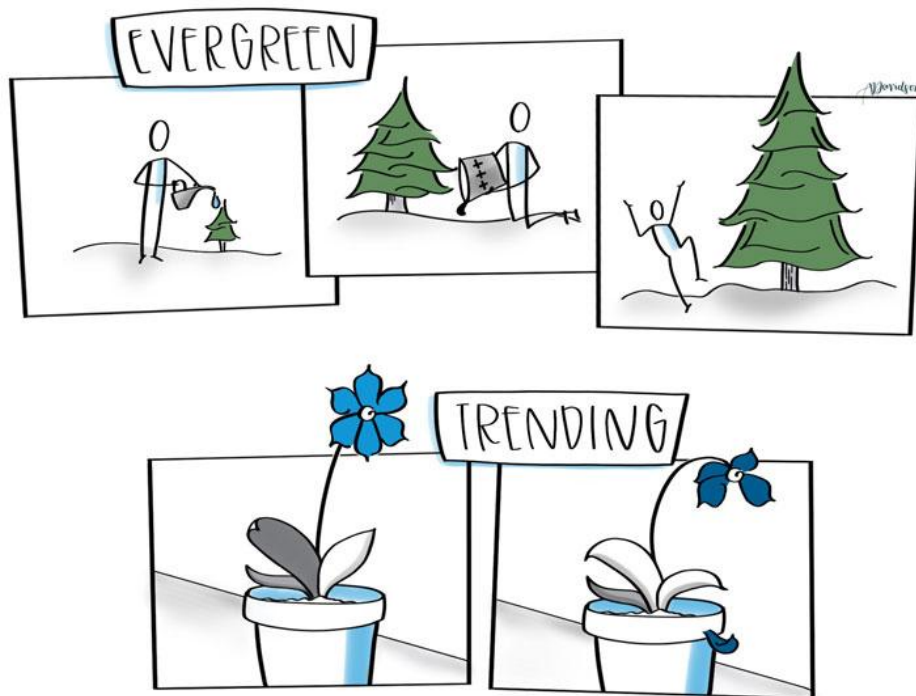


# What do audiences expect from your brand?

For some brands, being on top of trends is essential. For others, trends in their industry may be slow to take shape.

- Is your brand a trendsetter?
- Is your brand a thought leader?
- Is your brand a rock of the industry?

## EVERGREEN VS TRENDING CONTENT



# Trendsetter Framework

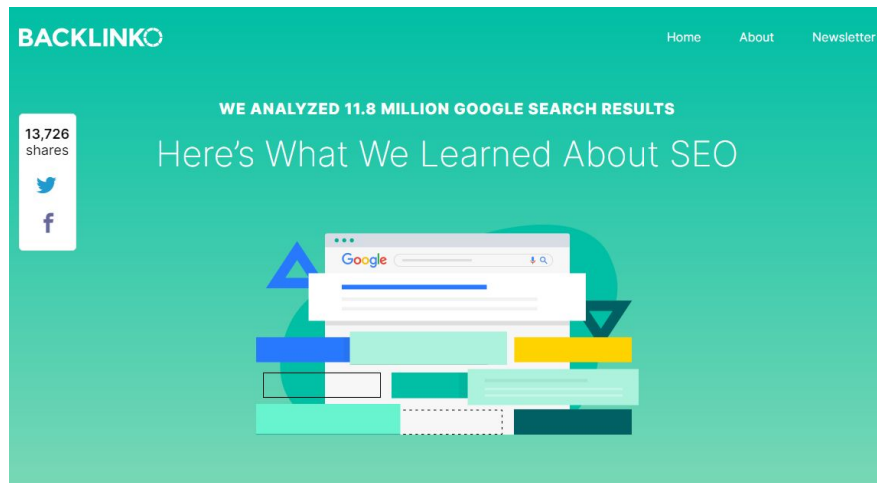
- Highly engaged on social media as a distribution point
- Consistent content that users look forward to on a regular basis
- Content is created with an emphasis on how the brand is perceived in the market
- “We need X number of posts per week!”



# It's okay to not be a trendsetter!

A lot of effort goes into being at the bleeding edge of trends and trying to stay ahead of the curve. Often, this is to the detriment of the content marketing program overall.

Being an industry rock doesn't always mean being a trendsetter or always being the first to the punch in reporting new things in the industry.



 by Brian Dean - Updated Apr. 28, 2020

We recently analyzed 11.8 million Google search results to answer the question:

Which factors correlate with first page search engine rankings?

We looked at content. We looked at backlinks. We even looked at page speed.

With the help of our data partner [Ahrefs](#), we uncovered some interesting findings.

# Quiet Thought Leader Framework

- Content is created with long-term success in mind
- Most content is in-depth and answers most questions people have about a specific topic
- Heavy emphasis on SEO and keywords to rank for
- Heavy emphasis on driving a specific goal for each piece of content - Calls to Action are key



# Content Plan

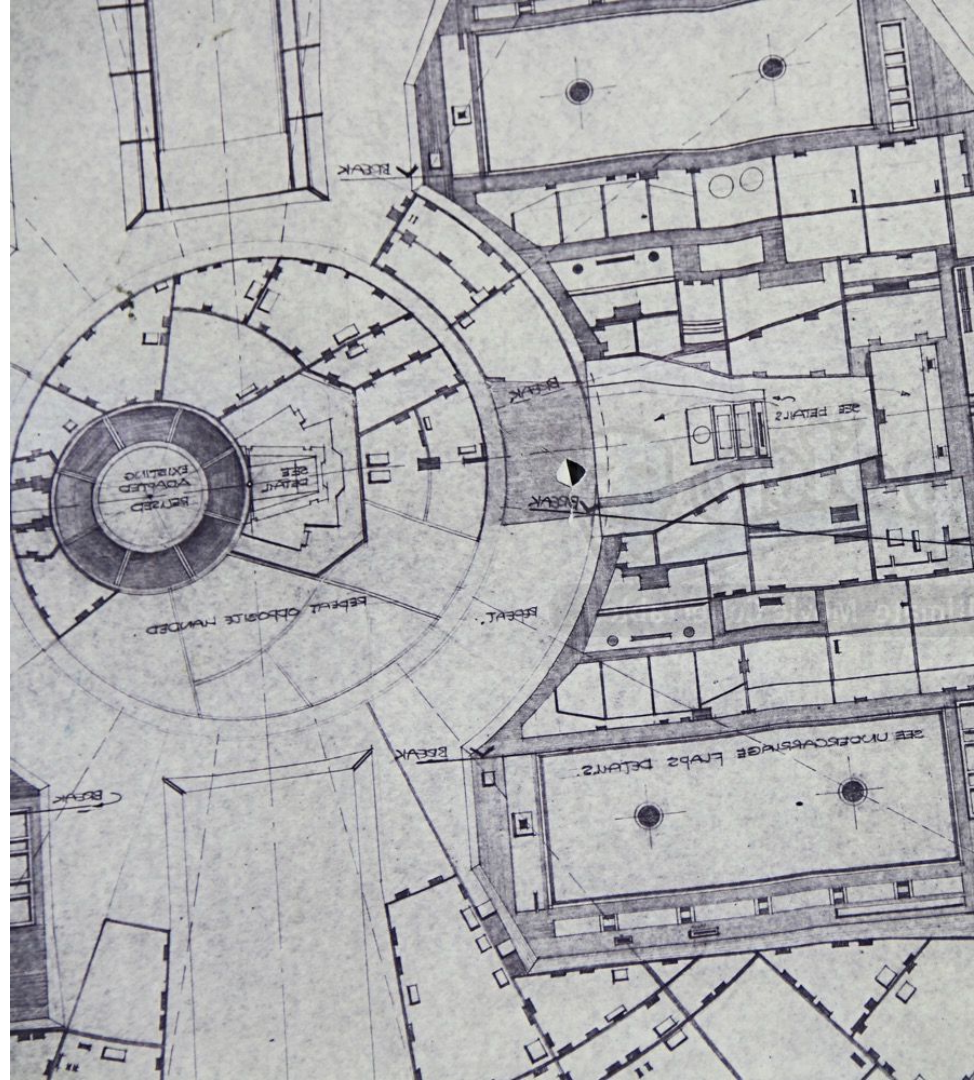
What will you be creating? Blogs?  
Webinars? Videos?

Where will you be publishing content?

How will you be creating it?  
Internal/external?


What's the frequency of creating and  
repurposing of content?

What's your editorial calendar?



# 5. Map and Measure





You manifest  
what you  
measure.



ceralytics

# This should already be in place!

Remember Step 1? Yeah, that's this.

You should already know what metrics matter.

# But there are still questions to ask

- How often will you be reporting?
- Who will do the reporting?
- Are any metrics needed in real-time? (Trendsetter strategies may want to be in real-time.)
- How will you incorporate these metrics back into your strategy?

# Don't just measure at the end!

We said it before, but it's worth mentioning again. Don't put your strategy on autopilot and hope it will work out.

No strategy is perfect. Measure along the way to ensure that you can make adjustments.



# Questions?



Brandon Andersen  
Chief Strategist, Ceralytics  
@andersenology



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CEO, WriterAccess  
@ByronWhite