

INBOUND MARKETING

Attracting Customers With Great Content, 10/11/2011

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AGENDA



- Inbound vs. Outbound Marketing:
- Inbound Marketing: Three Components
- Key Concept: Give, Don't Sell
- Getting Organized
- Content Targeting within Buying Funnel
- Great Examples
- Brainstorm
- Content Ideas, Tips, Do's, Don'ts



Inbound vs. Outbound Marketing



- Technology is making traditional (outbound) marketing such as cold-calling, print advertising, T.V. advertising, junk mail, non-solicited email and trade shows less effective and more expensive.
- **Inbound Marketing is marketing focused on *getting found by customers.***
- Learn how to attract highly qualified customers to your business like a magnet instead of interrupting people with various forms of outbound marketing

Inbound vs. Outbound Marketing

Sell to customers through promotion of features, benefits.

Outbound	Inbound
Print Ads	Blogs, Ebooks, White Papers
Television Ads	Viral YouTube Videos
Cold Calling	Search Engine Optimization
Trade Shows	Webinars
Email Blasts	Feeds, RSS
	

Attract customers through giving away great content.

Earn trust and build an audience that buys later based upon perceived brand value and reputation.

Inbound vs. Outbound Marketing

□ Outbound Marketing is **PUSH**

- The **Model**: based upon interruption, distraction, solicitation.
- The **Budget**: usually costs money.
- The **Media Plan**: optimizing advertising dollars wisely can be tough.

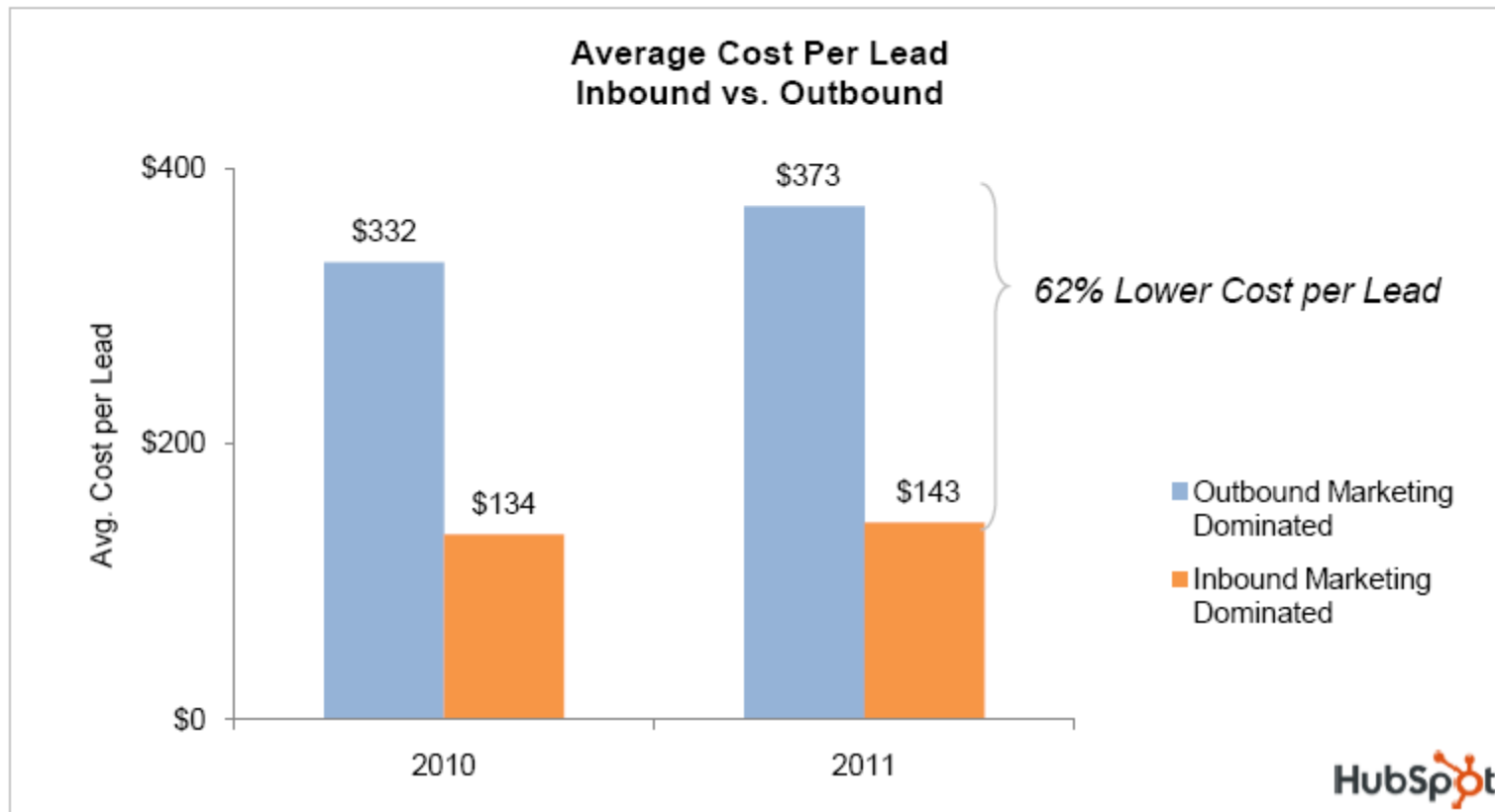
Challenges: *TIVO, Caller ID, Do Not Mail, Email Overload, Rising Costs*

□ Inbound Marketing is **PULL**

- The **Model**: Inbound Marketing is based upon the Law of Attraction
 - ...and I'm not talking about The Secret.
- The **Budget**: soft costs, time and resources. Some hard costs.
- The **Media Plan** – is supplemented with a **Content Strategy Plan**.
 - Customers are researching, needing to find information. Be there to receive them and graciously give away what they are looking for.

Challenges: using your brain versus your budget, being compassionate for your customers and passionate about your products and services.

Avg. Cost per Lead: Inbound vs. Outbound



According to HubSpot, on average Inbound leads cost 60% less than Outbound Leads, generated by paid advertising – 2009, 2010 State of Inbound Marketing Reports - Two Years of Data.

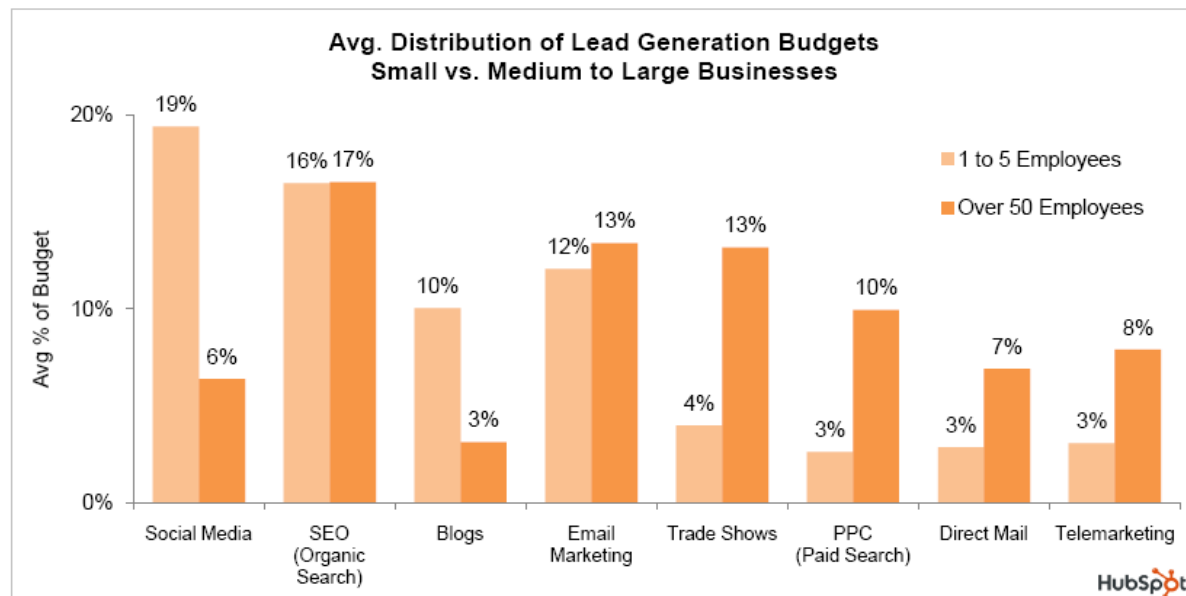
Inbound Biggest Winners: Small Businesses



Small Companies Continue to Spend More of Their Budgets on Inbound Marketing

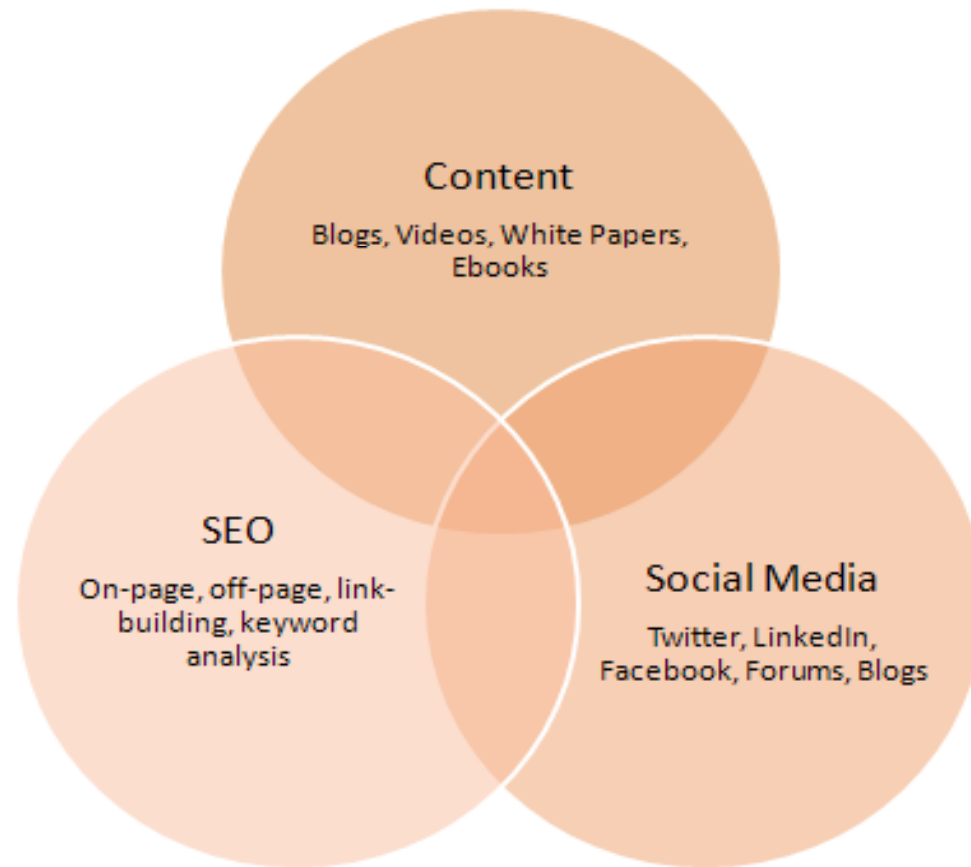
In a continuation of a trend identified in previous reports, small businesses are attempting to level the playing field by focusing on lower-cost inbound lead generation techniques.

- In 2011, small businesses (1 to 5 employees) plan to spend 49% of their lead generation budgets on inbound marketing.
- In comparison, medium-to-large businesses (50 or more employees) only plan to spend 36% of their lead generation budgets on inbound marketing.
- Small business are only giving 10% of their budget to outbound, while medium-to-large business are allocating 28% of their budget to outbound channels.
- Small businesses plan to spend dramatically more of their budgets on social media and blogs.
- Medium-to-large businesses plan to spend more of their budgets on outbound methods, including trade shows, direct mail and telemarketing.



Inbound Marketing: 3 Components

Components of Inbound Marketing



Inbound Marketing: 3 Components

Businesses must get found online by the consumers searching for their products and services in the:

Search Engines

Google™

Technorati™

Blogosphere

YAHOO!

Blogger

msn.

Social Media

digg

del.icio.us

SU

reddit

HubSpot

Customer Behavior by Component



□ **Search Engines**

- Enter product/service keywords in Google/Bing

□ **Blogs**

- Research, read and get valuable free insights from the experts (your brand) to make an informed decision.

□ **Social Media**

- Observe friends behaviors with Brands (endorsement)
- Seek opinions, ratings, reviews.

Customer Behavior by Component



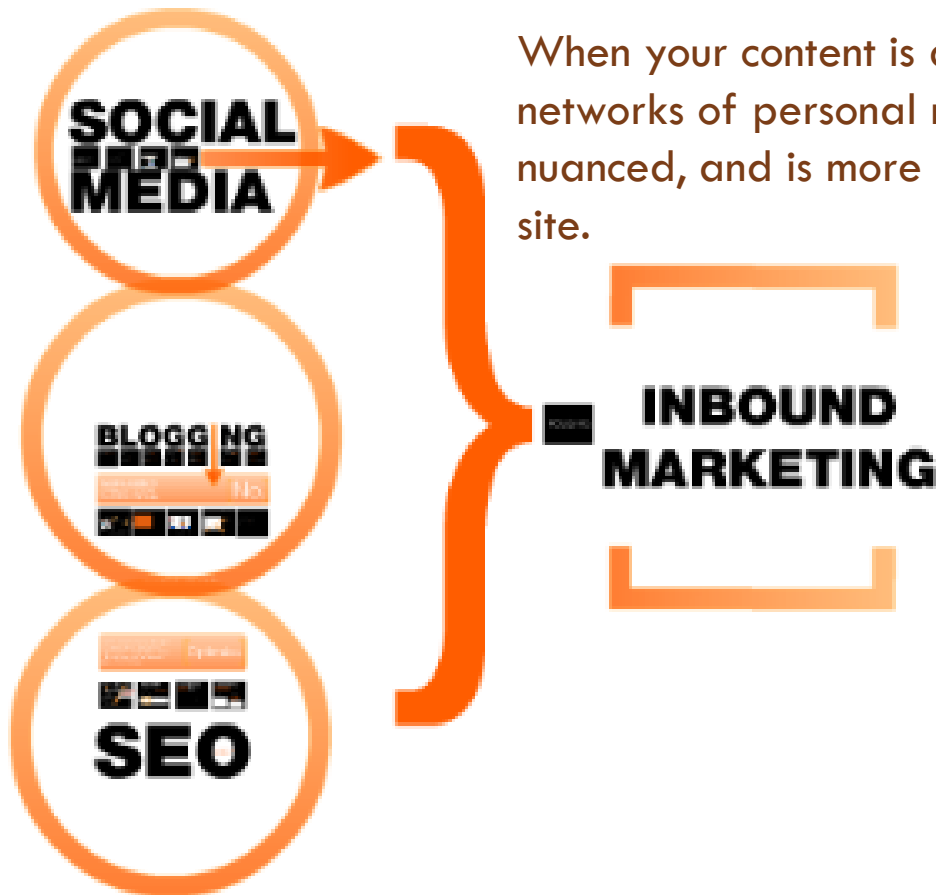
Customer Behavior by Component



Inbound Marketing - Leverages All Three

Social media amplifies the impact of your content.

When your content is distributed across and discussed on networks of personal relationships, it becomes more authentic and nuanced, and is more likely to draw qualified customers to your site.



Inbound Marketing = Content Creation



- At the core of inbound marketing is - *publishing compelling content that attracts inbound links and potential buyers to your website.*
- Fundamentally, inbound philosophy is – *fulfilling research needs with passionate, entertaining, relevant and FREE information.*
- HubSpot Founder Dharmesh Shah reports that *customers who blog regularly average about six times more inbound leads than those who don't.*

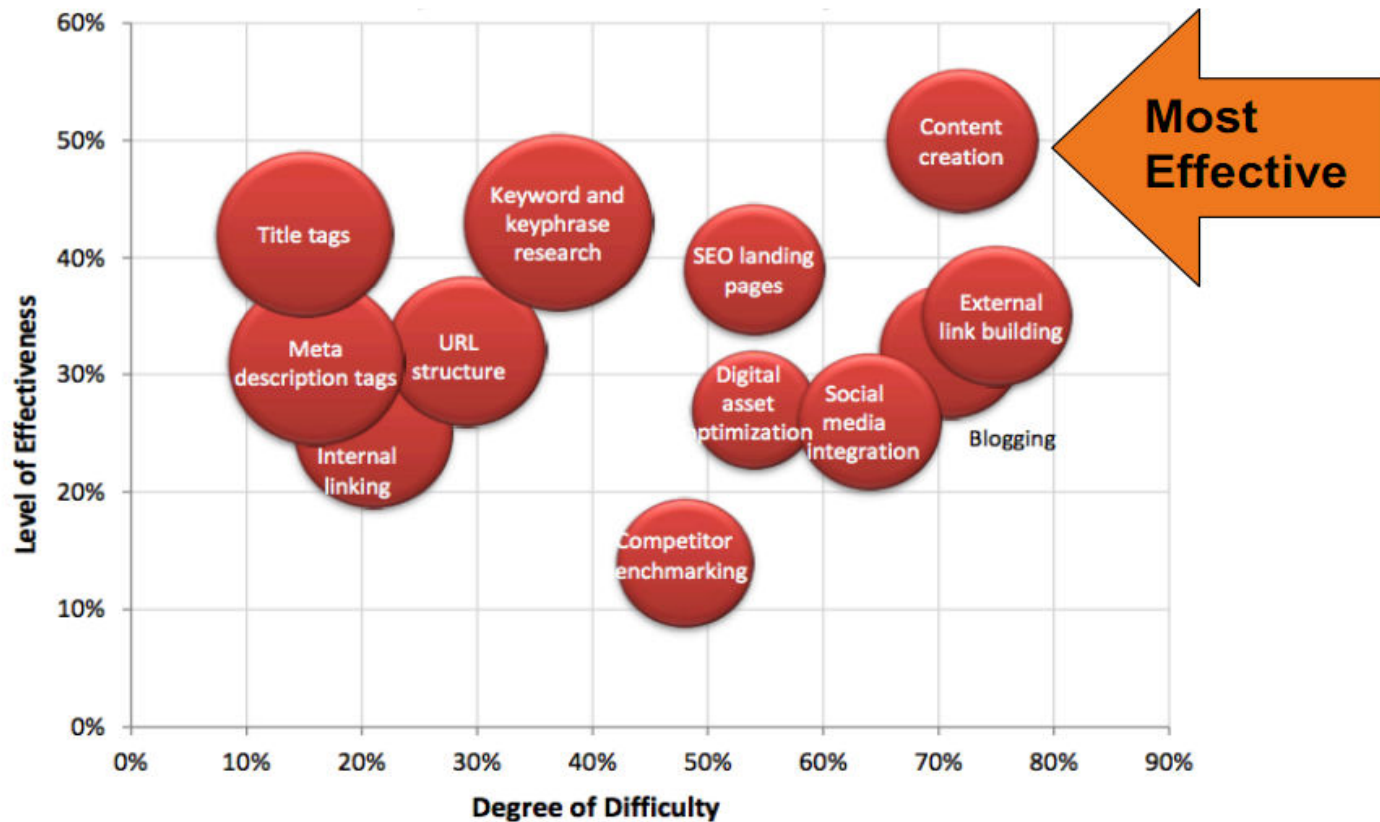
Inbound Marketing: Giving, not Selling



People want access to great insights and great people.

Reveal, make it easy, do not charge, have compassion, ask how you can help – be of service.

Correlating Content Creation Effort & SEO Effectiveness



Google's Secret Algorithm for SEO?

it's all about the content....

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- Would you be comfortable giving your credit card information to this site?
- Does this article have spelling, stylistic, or factual errors?
- Are the topics driven by genuine interests of readers of the site, or does the site generate content by attempting to guess what might rank well in search engines?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the page provide substantial value when compared to other pages in search results?
- How much quality control is done on content?
- Does the article describe both sides of a story?
- Is the site a recognized authority on its topic?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

- Was the article edited well, or does it appear sloppy or hastily produced?
- For a health related query, would you trust information from this site?
- Would you recognize this site as an authoritative source when mentioned by name?
- Does this article provide a complete or comprehensive description of the topic?
- Does this article contain insightful analysis or interesting information that is beyond obvious?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Does this article have an excessive amount of ads that distract from or interfere with the main content?
- Would you expect to see this article in a printed magazine, encyclopedia or book?
- Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
- Are the pages produced with great care and attention to detail vs. less attention to detail?
- Would users complain when they see pages from this site?

Google Webmaster Central Blog
Official news on crawling and indexing sites for the Google index



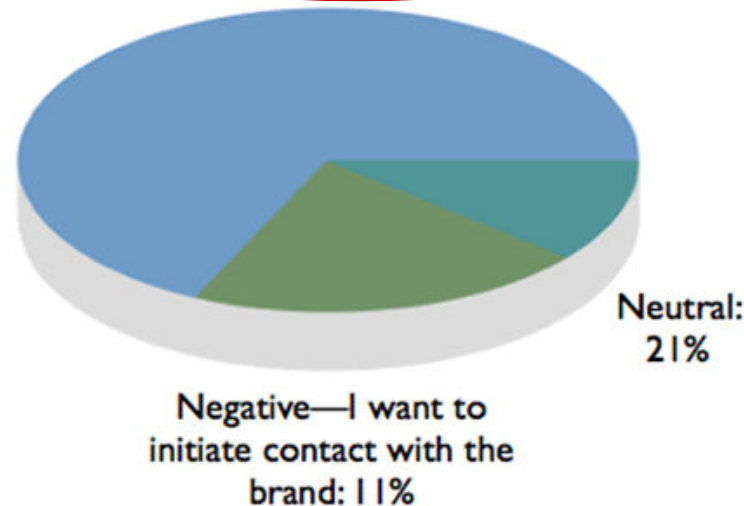
<http://goo.gl/huekf>

What counts as a high-quality site for Google?

Brands initiating social media contact – what works? Content

Reaction to the brand initiating engagement in social media

Positive—if the brand provides content relevant to me: 68%



Q: Consider a situation whereby a brand that you like follows you on Twitter or friends you on Facebook. What would your reaction be?

Inbound Marketing: Blogging



THE STATE OF INBOUND MARKETING

Introduction

Summary

This report is based on a January 2011 survey of 644 professionals familiar with their business' marketing strategy.¹ The key takeaways are:

- **Inbound marketing channels are maintaining their low-cost advantage:** Inbound marketing-dominated organizations experience a cost per lead 62% lower than outbound marketing-dominated organizations.
- **The gap between spending on inbound vs. outbound continues to widen:** In 2009, inbound marketing had a 9% greater share of the lead generation budget; in 2011 its share was 17% greater.
- **Blogs and social media channels are generating real customers:** 57% of companies using blogs reported that they acquired customers from leads generated directly from their blog.
- **More and more business are blogging:** Businesses are now in the minority if they do *not* blog. From 2009 to 2011 the percentage of businesses with a blog grew from 48% to 65%.
- **Businesses are increasingly aware their blog is highly valuable:** 85% of businesses rated their company blogs as "useful," "important" or "critical;" a whopping 27% rated their company blog as "critical" to their business.

Inbound Marketing: Two Types of Content



- **GAS**: Disposable, Time-Sensitive, Front-of-Mind, More Frequent, Keeps the Pump Primed
- **ROCKET FUEL**: An Investment, Preplanned, High Shelf Life, Longer Reach, Incoming Link-Worthy, Less Frequent, Greater Insights.

Include Both in your Content Calendar

Inbound Marketing: Blogging



- Own your URL – brandname.com/blogpost, blog.brandname.com
- Blog 2-3X per week to build a steady following.
- Consider a Blog before a web site, gather feedback, insights. Get published.
- Measure by performance – inbound links, number of visitors, comments and actual leads.

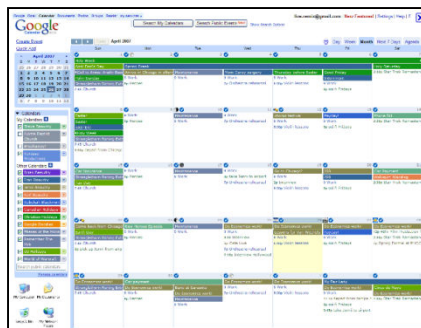
Getting Organized

Create a Content Planning Strategy

- Brand Promise – why?
- Target Audience – who?
- Business Objective – what?
- Purchase Funnel – where?
- Content Quality - Gas or Rocket Fuel?
- Content Production Costs?
- Content Formats (video, text, graphics, images)
- Keywords Targeting? – Customer Challenge?
- Content Calendar & Frequency.
- Distribution Channels
- Measurement

Example: Content Schedule

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O		
1																	
2		Date	Title	Topic/Category	Keywords	Media	Media	Repost	Repost	Repost	Promote	Promote	Promote	Promote	Promote		
3	9/15/2020	Mon	Managing Content Marketing for B2B	Content Marketing	B2B, Marketing, Content	Image		Newsletter	Slideshare		FB	News/Book	Tw, Del, Stu	Network	Cross p		
4	9/16/2020	Tues	Twitter chats	Social Media, Twitter	Twitter Chat, Twitter Marke	Image				Blog 2	FB		Tw, Del, Stu				
5	9/17/2020	Wed	MarketingSherpa SEO Guide Review	SEO	SEO Guide, Report	Image	video							Network	Cross p		
6	9/18/2020	Thur	BIGLIST Update	SEO Blog Review	SEO Blogs	Image				Blog 3		News/Bookm					
7	9/19/2020	Fri	5 Tips on social media advertising	Social Media, Advertisi	Social Media Avertising	Image		Newsletter		Blog 2	FB	News/Book	Tw, Del, Stu				
8																	
9	9/22/2020	Mon															
10	9/23/2020	Tues													Cross p		
11	9/24/2020	Wed															
12	9/25/2020	Thur															
13	9/26/2020	Fri													Cross p		
14																	
15	9/29/2020	Mon															
16	9/30/2020	Tues															
17	10/1/2020	Wed															
18	10/2/2020	Thur															
19	10/3/2020	Fri															
20																	
21	10/6/2020	Mon															
22	10/7/2020	Tues															
23	10/8/2020	Wed															
24	10/9/2020	Thur															
25	10/10/2020	Fri															
			Date	Title	Topic/Category	Keywords											
			9/15/2020	Mon	Managing Content Marketing for B2B	Content Marketing	B2B, Marketing, Content										
			9/16/2020	Tues	Twitter chats	Social Media, Twitter	Twitter Chat, Twitter Marke										
			9/17/2020	Wed	MarketingSherpa SEO Guide Review	SEO	SEO Guide, Report										
			9/18/2020	Thur	BIGLIST Update			Media	Media	Repost	Repost	Repost	Promote	Promote	Promote	Promote	
			9/19/2020	Fri	5 Tips on social media a			Image		Newsletter	Slideshare		FB	News/Book	Tw, Del, Stu	Network	Cross p
								Image				Blog 2	FB		Tw, Del, Stu		
								Image	video							Network	Cross p
			9/22/2020	Mon	Facebook Marketing Bas			Image				Blog 3		News/Bookm			
			9/23/2020	Tues	Spotlight on Search: Ever			Image		Newsletter		Blog 2	FB	News/Book	Tw, Del, Stu		
			9/24/2020	Wed	Book Review: Engage! Br												
			9/25/2020	Thur	B2B Thursday: Social Me			Image	PPT		Slideshare		FB		Tw, Del, Stu		
			9/26/2020	Fri	5 Tips on social ecomm			Image				Blog 1					Cross p
								Image	video								
								Image		Newsletter		FB					
								Image			Slideshare	Blog 3		News/Book	Tw, Del, Stu		Cross p



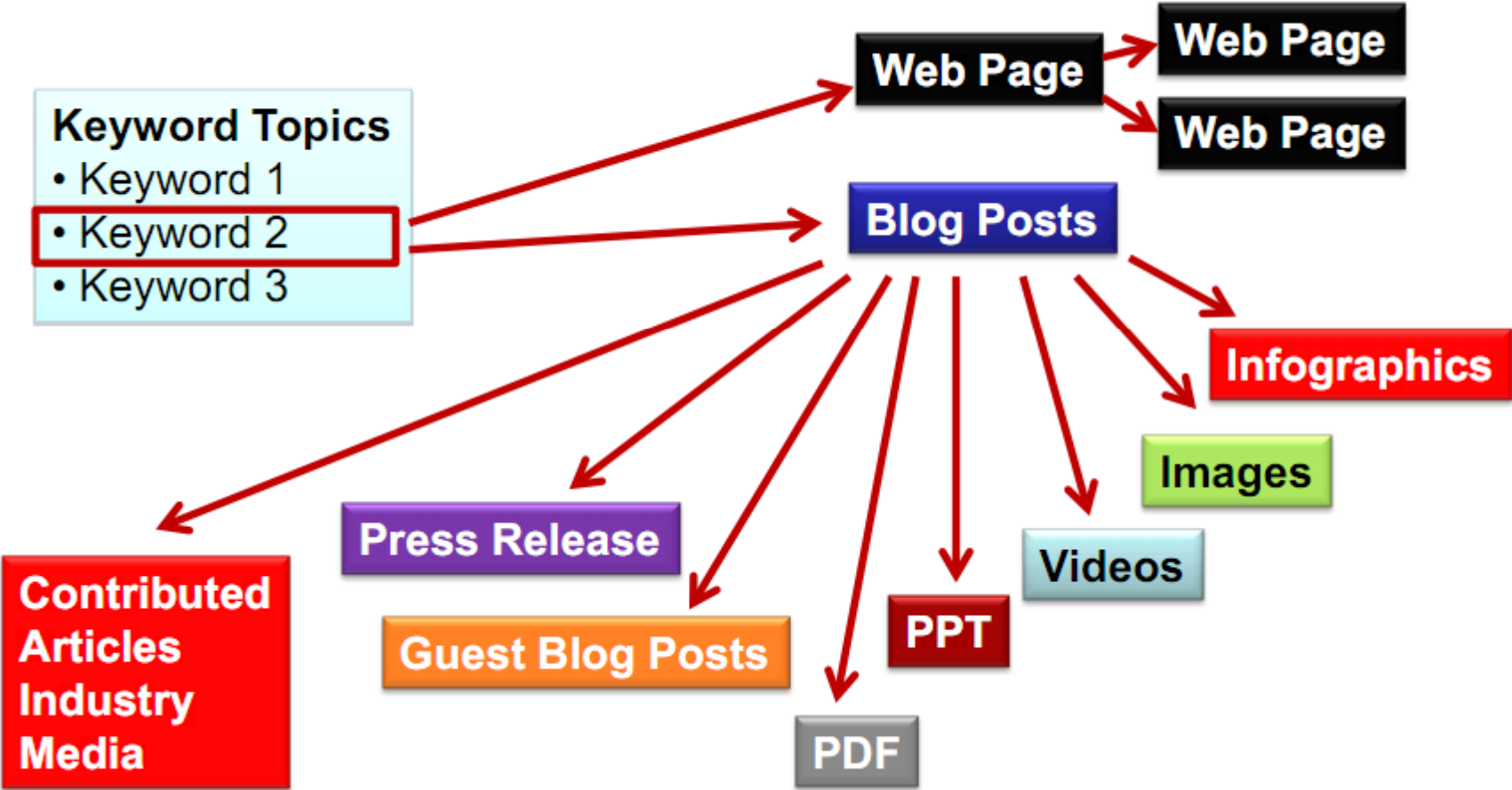
Commit to a Calendar – Schedule Regular Gas and Rocket Fuel content appropriately.

Content Formats



- Video
- Podcast (MP3, M4A, .MOV, AVI)
- Webinar (.MOV)
- PowerPoint (.PPT)
- RSS Feed – XML
- Documents (PDF)
- QR Code
- Images, Graphics, Charts, Infographic
- HTML, Text

Content – Keyword Driven



Content Targeting in Buying Funnel

Less than 4 out of 10 (38%) B2B marketers say they tailor their content to specific stages of the buying cycle, according to MarketingSherpa's 2008-2009 Business Technology Marketing Benchmark Guide.

That means that you can gain a big advantage over 62% of your competitors when you create high-value content that addresses the different needs and questions the buying committee asks at different stages of the buying cycle.

Levi's promises "Instant access to exclusive content."

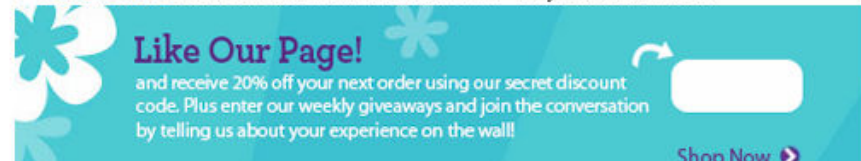


CLICK LIKE ABOVE FOR INSTANT ACCESS TO EXCLUSIVE CONTENT FROM LEVI'S



Source: Marketing Sherpa, How to Create High Conversion Content for Lead Generation

1-800 Flowers offers a discount code for 20% off your next order.



Like Our Page!
and receive 20% off your next order using our secret discount code. Plus enter our weekly giveaways and join the conversation by telling us about your experience on the wall!

Show Now ▶

DIGISTORE offers "Discount Codes, Unadvertised Specials, Free Monthly Giveaways."



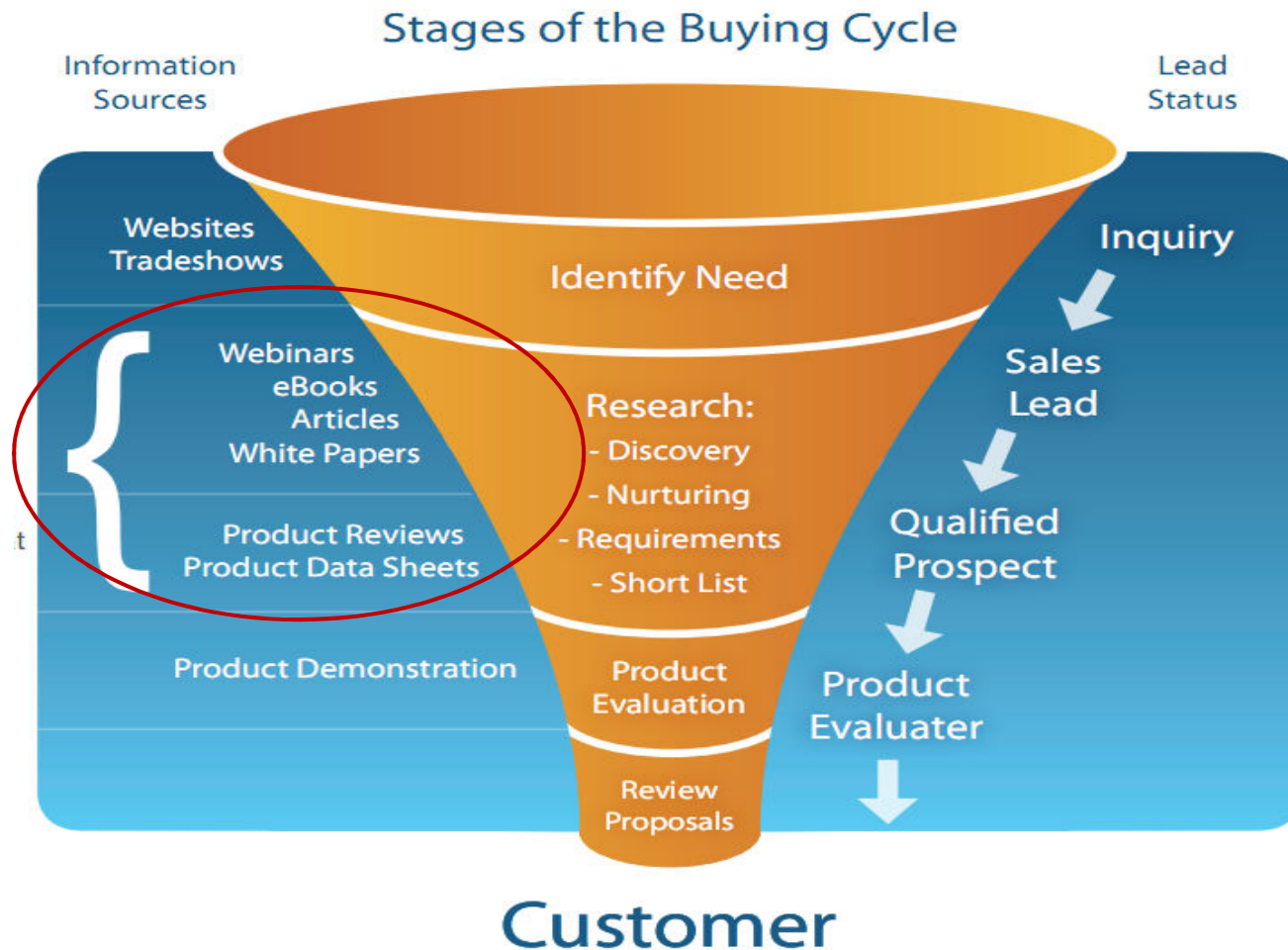
CLICK THE "LIKE" BUTTON FOR SPECIAL DISCOUNTS!

DIGISTOR®

Like us and you'll get instant access to the DIGISTOR Promotion page!

- DISCOUNT CODES
- UNADVERTISED SPECIALS
- FREE MONTHLY GIVEAWAYS

Content Targeting in Buying Funnel



Inbound Success: The Pioneer Woman

The screenshot shows the website's header with the URL <http://thepioneerwoman.com/> and the site name "the pioneer woman". Below the header is a navigation menu with categories: HOME, CONFESSIONS, COOKING, PHOTOGRAPHY, HOME & GARDEN, HOMESCHOOLING, and ENTERTAINMENT. A search bar and social media links (E-Mail, RSS) are also present.

The main content area features a large image of a recipe titled "The Pioneer Woman Cooks!" with the date "Oct. 11, 2011" and the text "If You Love Step-by-Step Recipes...". Below this are social media icons for Twitter, Facebook, and YouTube.

On the right side, there is a bio for "Ree" with a small portrait and the text: "MY NAME IS Ree. I'm a desperate housewife. I live in the country. I channel Lucille Ball, Vivien Leigh, and Ethel Merman. Welcome to my frontier!". Below the bio are social media links for About, Facebook, Twitter, and Contact.

Below the bio is a featured recipe for "Caramel Apple Sticky Buns" with a photo of the buns and the text: "Caramel Apple Sticky Buns. Pure, sweet, gooey wonderfulness." and a "Read" button.

At the bottom left, there is a section titled "Recently on ThePioneerWoman.com" with a link to "Color Blindness" dated "Oct. 10, 2011 in Homeschooling" and a link to "Citrus Butter Cookies" dated "Oct. 10, 2011 in Cooking".

- Free Content
- Advertising Revenue

The advertisement for life'sDHA features the brand logo at the top with the tagline "HEALTHY BRAIN, EYES, HEART". Below the logo, the text reads: "Every child needs DHA Omega-3 for healthy brains, eyes, heart." A green button with a play icon and the text "FIND IT" is positioned above the phrase "IN YOUR FAVORITE FOODS AND BEVERAGES". The advertisement also includes images of various food and beverage products.

Inbound Success: Social Media Examiner

HOME FREE UPDATES UPCOMING EVENTS GETTING STARTED ABOUT US CONTACT

SocialMedia Examiner

Your Guide to the Social Media Jungle

Get Updates Via   

search 

Browse Social Media Categories

Case Studies	Expert Interviews
How To	Research
Reviews	Tools
Videos	View Points

Join 105,000+ of your peers! Get our latest articles delivered to your email inbox and get the FREE Facebook Marketing Video Tutorial!

Enter your name

Email

I'D LOVE UPDATES [More Info...](#) 

 **Social Media Examiner** on Facebook

You like this.

How a Scrapbooking Company Used Social Media to Beat Target as Best Brand in Minnesota

By [Casey Hibbard](#)
Published October 3, 2011

On the morning of June 10, Kristen Jacobs was monitoring the Twittersverse for mentions of her employer, [Creative Memories](#), as she usually does. One tweet in particular stood out.

Upon closer inspection of the tweet and link, Jacobs discovered that **Creative Memories was going head-to-head with one of America's biggest retailers, Target**, in a "Minnesota Brand Madness" challenge put on by the *Minneapolis St. Paul Business Journal*.

 1,157 

- Builds loyal audience and earns
 - Subscribers
 - Fans
 - Followers
- that lead to real B2B customers

□ Video

Inbound Success: Mint.com

The collage consists of several overlapping screenshots from the Mint.com website and blog:

- Top Left:** The main Mint.com homepage. The headline reads "Easily organize, track and manage your finances." Below it, a sub-headline says "Mint makes it easy to keep track of all your financial accounts—online or on your mobile device. Your transactions are pulled together in one place and automatically categorized, so you can set budgets and achieve your savings goals. Even better, it's free." There is a "Free! Get started here >" button.
- Top Right:** A screenshot of a browser window showing a blog post on "Building or Re-building Your Credit". The URL is "https://www.mint.com/blog/". The page features the "mintlife" logo and navigation links for GOALS, SAVING, INVESTING, TRENDS, HOW TO, MINT UPDATES, and EDUCATION. The article title is "Building or Re-building Your Credit" by John Ulzheimer, dated 10/10/2011.
- Middle Left:** A screenshot of a tweet from @kerstiniето, dated October 10, 2011. The tweet says: "Building or Re-building Your Credit http://t.co/N2ciBrVa October 10, 2011".
- Middle Right:** A screenshot of a "Cash Back Credit Card" comparison table for Chase Freedom. The table lists features like Bonus Cash Back (\$100), Quarterly Cash Back (5%), and Unlimited Cash Back (Full 1% cash back).
- Bottom Left:** A screenshot of a video player with the title "Eat, Drink and Be Thrifty: Spending." and a "BUSIEST MONTH? MARCH" graphic.
- Bottom Center:** A screenshot of a tweet from @kerstiniето, dated October 10, 2011. The tweet says: "Building or Re-building Your Credit via @mint http://t.co/gV3ADYG4 October 10, 2011".

Mint.com — FREE Personal Financing Management

□ **Content Strategy**

- News and tips posts, link roundups, slideshows, videos, and infographics were all key components in Mint's content strategy, and they were held to a strict editorial standard.

□ **Content Credibility – lead to sales**

- By establishing itself as a smart resource that was easy and accessible to the financially curious, Mint was able to leverage its content credibility to convert readers into buyers of its actual product, highly personalized financial products

□ **Brand Value - lead to \$170 Million Sale to Intuit**

- Mint.com connects with more than 16,000 US financial institutions and supports more than 17 million individual financial accounts. By May 2011, Mint had more than five million users

Inbound Marketing – Blog Success

- Mint is consistently lauded as a pioneer in successful blog content marketing. Big takeaways:
 - Dedicate resources to content (whether paying outsourced/contributed writers or in-house editors).
 - Enforce high quality editorial standards on all content types (writing, illustration, video).
 - Share content through social channels.
 - Remember consistency and patience in building up an audience.

Video Content



- YouTube is the leading video search engine and second or third search engine overall.
- If you aren't doing video marketing, you are missing out on opportunities to reach your potential customers.

Video Content - Production

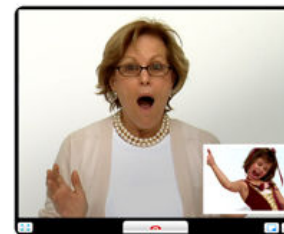
Go Professional, Hire Out



Higher Quality, Higher Cost
Depends upon Brand business objectives, customer position in the buying funnel, value of product/service.

Example: new car.

Do-it-Yourself



Lower Quality, Lower Cost
But might be just right for your Brand.
More disposable, personable, potentially even more credible.

Example: used car

Video Content for People with No Time

The image shows a Google search result for 'Sierra Window Coverings' on the left and a YouTube channel page for 'Hunter Douglas Window Fashions' on the right.

Google Search Results (Left):

- Search:** Sierra Window Coverings
- Business Name:** Sierra Window Coverings ★
- Address:** 10624 Jeffrey Way, Truckee, CA 96161, CA 96161
- Phone:** (530) 587-2131
- Website:** sierrawindows.com
- Categories:** Lodging, Window Treatment Store, Interior Designer, ...
- Review:** 1 review, Your rating: ★★★★★
- Description:** Sierra Window Coverings offers a wide variety of window treatments in the Truckee / Tahoe area. We specialize in motorized window treatments and offer an impeccable reputation. - From the owner

YouTube Channel Page (Right):

- Channel Name:** Hunter Douglas Window Fashions
- Channel Description:** Hunterdouglas's Channel
- Navigation:** Find A Dealer, Why Buy Hunter Douglas, Save up to \$300 Celebrate the Season, HunterDouglas EXTRAORDINARY WINDOW FASHIONS
- Video Player:** HunterDouglas hunterdouglas.com
- Video List (Right Side):**
 - Getting Started (7 months ago)
 - Hunter Douglas Products (5 months ago)
 - Things to Consider (8 months ago)
 - Television (8 months ago)
 - Just For Fun (1 week ago)
- Actions:** Upload a photo, Report inappropriate video

Blog Content for People with No Time

- Search Technorati – By Audience, By Topic
- Find Blog service that (1) Retweet comment Blog.

Technorati beta

Search for posts...

Join / Sign In / Help

Women Technology Business Entertainment Lifestyle Sports Politics Videos Blogging

Blog Directory Top 100 Tags People Write for Technorati State of the Blogosphere Android Technorati Blog Soapbox

Ads by Google Blogs ADS on Blogs Top Tech Blogs Top 100

Home / Blog Directory / Living / Family

Living (50657)

- Health (17473)
- Religion (10622)
- Arts (19673)
- Pets (2937)
- Fashion (8756)
- Food (15461)
- Family (15512)
- Home (17355)
- Travel (12472)

Living / Family blogs Show: Blogs / News Sites / Both

- Code Name: Mama**
@ http://codenamemama.com
Recent: **Ink Garden**
Looking for a way to customize stationary or gifts with your own photographs? I'd like to introduce you to ...
Family Auth: 917
Change -1
TOP 100 LIVING
- Hobo Mama: A natural parenting ...**
@ http://www.HoboMama.com
Recent: **Working from home, Part 2: Answers to Ask Me Anything**
This is a continuation of my answer to an Ask Me Anything question about how Sam & I came to be working ...
Family Auth: 907
Change -3
TOP 100 LIVING
- Natural Parents Network**
@ http://naturalparentsnetwork.com
Recent: **Teaching Children to Shop Responsibly**
The author's son tries to find organic fair trade chocolate. Kids are ripe for conversations about right ...
Family Auth: 904
Change -1
TOP 100 LIVING
- TouchstoneZ: Mindful Parenting ...**
@ http://touchstonez.com
Recent: **This Week's Warm Link Hugs: 9 October**
Family Auth: 897
Change -3
TOP 100 LIVING

Would You Go Back To School If You Qualified For A Grant? See If You Qualify!

Click Your Age:

-25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48+

See Degrees Now classesUSA™

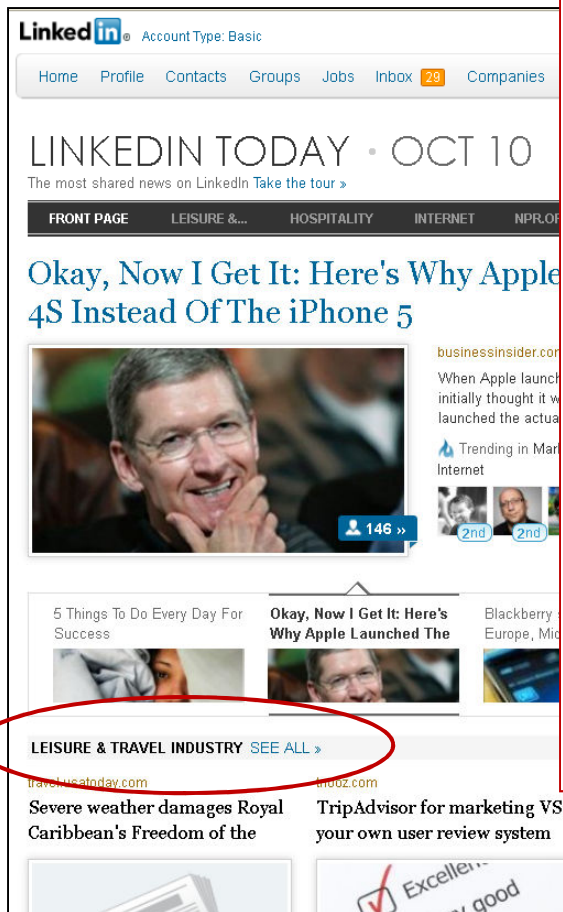
What is authority?

Top 10 movers

Rank	Topic	Family Authority	Change
66	Bipolar Disorder -	125	↑ 160
10	Free Your Parenting	671	↑ 64
95	Health for Life	113	↑ 33
91	3D Ultrasound pictures,	114	↑ 8
72	Anger Management	122	↑ 7
81	Baby care	118	↑ 2

Blog Content for People with No Time

Sign up for Industry Topic
comment in your own Blog



LinkedIn Today · OCT 10

LINKEDIN TODAY · OCT 10

FRONT PAGE LEISURE &... HOSPITALITY INTERNET NPR.ORG

Okay, Now I Get It: Here's Why Apple 4S Instead Of The iPhone 5

businessinsider.com

When Apple launch initially thought it w launched the actual

Trending in Mar Internet

5 Things To Do Every Day For Success

Okay, Now I Get It: Here's Why Apple Launched The

Blackberry, Europe, Mid

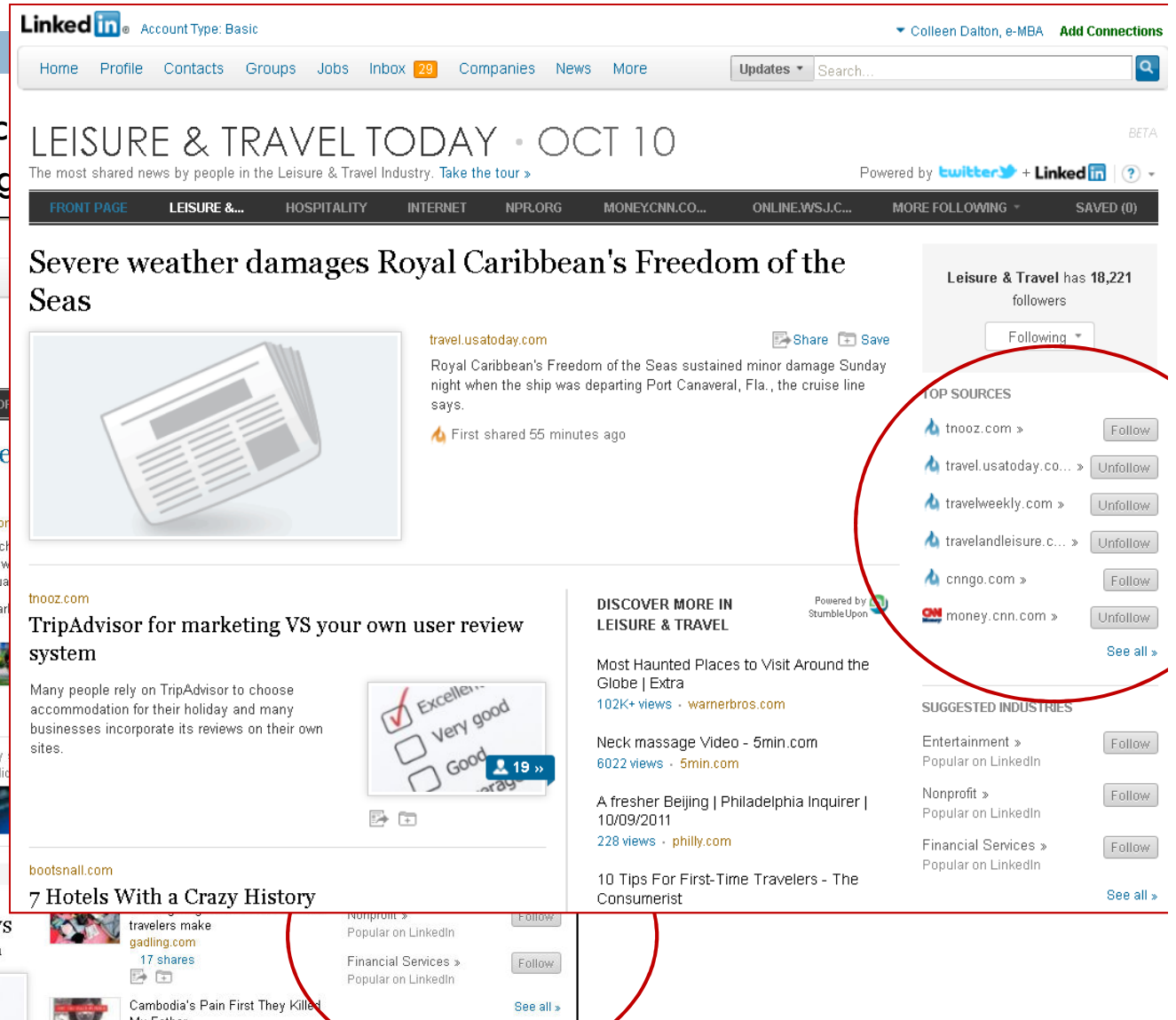
LEISURE & TRAVEL INDUSTRY [SEE ALL >](#)

travel.usatoday.com

Severe weather damages Royal Caribbean's Freedom of the Caribbean

tnooz.com

TripAdvisor for marketing VS your own user review system



LinkedIn Account Type: Basic

Colleen Dalton, e-MBA Add Connections

Home Profile Contacts Groups Jobs Inbox 29 Companies News More

Updates Search...

LEISURE & TRAVEL TODAY · OCT 10

The most shared news by people in the Leisure & Travel Industry. [Take the tour >](#)

Powered by [twitter](#) + [LinkedIn](#)

FRONT PAGE LEISURE &... HOSPITALITY INTERNET NPR.ORG MONEY.CNN.CO... ONLINE.WS.J.C... MORE FOLLOWING SAVED (0)

Severe weather damages Royal Caribbean's Freedom of the Seas

travel.usatoday.com

Royal Caribbean's Freedom of the Seas sustained minor damage Sunday night when the ship was departing Port Canaveral, Fla., the cruise line says.

First shared 55 minutes ago

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Welcome to Birdfeeders.com!

Our site is an excellent resource for information on **Hummingbirds**, **Wild Birds** and **Orioles** as well as the greatest selection of gorgeous and affordable **Hummingbird Feeders**, **Wild Bird Feeders**, **Oriole Feeders**, **Feeder Accessories**, **Bird Baths**, and **Birdhouses!** read more»

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bird feeders

the Wild Bird Journal Blog

Categories: Uncategorized

Submitted By: Admin

Oct 05

Wild Wednesday Giveaway

We have our winner for this week and will be contacting them via email. Thanks to everyone who played and for all your wonderful comments—we really enjoyed reading them all! You can be a winner too and get this feeder at feeder at 20% off when you use code **WBOASIS** at check out. This code is eligible today through Sunday, October 9, 2011!

Enjoy! <http://www.birdfeeders.com/store/hummingbird-feeders/22/>

Hummingbird migration is underway, so this Wild Wednesday Giveaway we are helping you attract and feed the hummers as they pass through your yard towards the south! The **Perky-Pet® Hummingbird Oasis Feeder** is the perfect stop for migrating hummingbirds with its six feeding ports and built in ant moat. A sixteen ounce nectar capacity, and its pole mounted or hanging capabilities, makes this a **must-have** for all bird watchers. Leave a comment on this post to be entered to win!

Every bird watcher should have this feeder, so we're going to share the Wild Wednesday Giveaway birding love with a sweeeeeet discount! Use code **WBOASIS** for 20% off this feeder from today through Sunday, October 9, 2011. Enjoy!

Blog Authors

- Ruby
- Crowley
- Scarlet Tanager
- Cappy
- Goldie
- Mr. Jay

11 lb. seed capacity

~~\$64.99~~ **\$53.07** SALE

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Content Topics – Writing Tips

- Write something worth reading
- Include keywords
- Always have a call to action, engagement
- Provide a link for further information
- Have an interesting, engaging, creative personality.
- Truly Magnetic Content is unique, useful, well executed, begs for more, makes smart use of the channel and the format.
- Rate Your Content! Breakthrough, Excellent, Good job, Me too, and Failure.

Content Topics – More Tips



- Produce content with the goal of being seen as a “thought leader” rather than simply for the sake of having large quantities of content.
- Publish diverse types of content, and don’t confine yourself to a single topic.
- Don’t just produce content about yourself; create content that’s helpful to your audience.

Example: Skittles



Skittles

How would you store and protect one million Skittles? It's sort of an emergency.

Sunday at 6:00pm via The Rainbow · · Unlike · Comment

You and 8,144 others like this.

View all 4,840 comments

Write a comment...

Skittles is extremely smart in using posting small, brand-coherent pieces of content, like the piece here “How would you store and protect one million Skittles? It’s sort of an emergency”. A highly likeable and shareable piece of Skittles content (proven by the fact it received over 8000 likes and over 4500 comments). Instead of merely doing Facebook campaigns (which they do, to drive awareness and increase their number of followers), this approach makes sure they interact with at least a part of their Facebook followers on a regular basis, gradually engaging, and making sure they keep popping up in user newsfeeds.

Content Topics - Clues

- Look at the top 20 most popular keyword search terms in your Analytics (external and internal). Look at top 10 most visited pages.
- Ask Customers – “How can we help you?”
 - ▣ Surveys, Polls, Interviews.
 - ▣ Create content based upon answers to unique customer questions.
- Ask front line staff (chat, phone, counter) “*What are they asking? What are their needs?*”
- Read the most popular blogs for your target audience.
- Setup Google Alerts on your most valuable Keywords.
- Network, network, network. Informal, antidotal feedback and inquiry through conversations with customers.

Content Topics – Keyword Tools

- Google's Keyword Suggest
- Google Adwords
- Google Discussions
- Answer Sites: Yahoo Answers, Quora, LinkedIn, Facebook, Twitter
- Digg, StumbleUpon
- How are customers talking about your Brand?

Discussions

Recipes

Patents

Fewer

Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

Google

solar thermal panels

CR4 - Thread: Temp Inside a [Solar Thermal Panel](#)

cr4.globalspec.com/thread/.../Temp-Inside-a-Solar-Thermal-Panel

9 posts - 7 authors - Last post: Feb 5

My evacuated tube **solar thermal panels** can be configured to consistently reach 300F (150C) year round. However I usually set them up to run ...

When building **solar thermal panels** what is best? Single Double or ...

[answers.yahoo.com > ... > Environment > Other - Environment](#)

Solved - 1 answer - Aug 5, 2008

Top answer: imagine how hot your car can get sitting in the sun with the windows closed and increase that because you will have more effective window space. ...

[Solar power for hot water use, worth installing?](#) - Jul 3, 2008

[Are solar panels worth buying?](#) - Jul 3, 2008

[How many solar panels would it take to replace two nuclear power ...](#) - Jul 3, 2008

[How does solar thermal work?](#) - Jun 27, 2007

[More results from answers.yahoo.com >](#)

Brainstorm Blog Topics – Coffee Shop



- Teeth Whitening Tips
- Same Taste, Less Wired – Going Decaf
- Five Tips – How To Talk To That Guy in Line
- Coffee Shop Wireless Camping – Do's & Don'ts
- Behind the Scenes with The Coffee Roaster
- How The Beans Got Here – *So Fresh*
- Top Ten Confessions of a Starbucks Addict
- Coffee Grinds & Composting – So Dark, Rich
- Natural Easter Egg Dyes - Coffee Grinds & Beets!
- Lines Happen. Tai Chi Techniques No One Will Notice.

It's not a sales pitch, it's helping people.

Content Topics –Tone & Intention



- You CARE about solving their problems, providing them with access to great people and valuable insights. No longer “sell, sell, sell”.
- Be *very empathetic* to customer’s needs.
- Ultimately, customers are seeking recognition and a sense of accomplishment through self-empowerment and research. Be there for them!
- Ideally, they are proud to be associated with your brand and need affirmation “*I made the right choice, I did not get “taken”*”.

Brainstorm! Keep it Simple

KEYWORD(s)	CONTENT TOPIC – Title Ideas	CONTENT FORMATS	CUSTOMER NEEDS
Keywords: Solar Thermal Power.	How to Find Federal and State Rebates	Recommended Links to .GOV Blog: Table/Graph Widget/Calculator Infographic	To Save Money To Buy To Protect the Environment
Long Tail: Are Solar Panels Worth Buying?	How One Neighborhood Joined Together	Video Story: Interviews	Validation Inspiration Empathy

Inbound Marketing – Long Tail



how to change fluorescent light bulb

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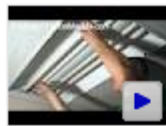
Blogs

Flights

Discussions

Recipes

[How to install or **change fluorescent bulbs** in recessed office ...](#)



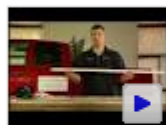
www.youtube.com/watch?v=5rkUhU6Inlk

Dec 3, 2009 - 1 min - Uploaded by davep42 -

[Block all www.youtube.com results](#)

This video shows you how to install or **change fluorescent** bulbs in ...
Wow! this helps a ton, I spend so Long trying to get the ...

[Home Repair & Maintenance : **How to Replace a Fluorescent ...**](#)



www.youtube.com/watch?v=jtl_IBloqAs

Sep 29, 2008 - 1 min - Uploaded by expertvillage

Replace a fluorescent lightbulb taking care not to break the bulb.

Learn **how to replace a fluorescent lightbulb** using the ...

[Home Repair & Maintenance Tips : **How to Change a Ballast in a ...**](#)



www.youtube.com/watch?v=rqmlGkdYrVw

Nov 9, 2008 - 4 min - Uploaded by eHow

Change a ballast in a **fluorescent** light using an electrical tester to check for safety , and by twisting it 30 degrees to loosen the ...

[More videos for **how to change fluorescent light bulb** »](#)

Content Examples - Unleaded Gas



- Announce a new product or upgraded service.
- Post photos of events, parties, people.
- Share a relevant experience, a story.
- Write “How To”
- Create Lists of Ideas
- Talk about Poll Results & Insights
- Quizzes, Trivia and Contests
- Provide lists of useful links, APPs, resources.

Content Examples - Rocket Fuel



- Conduct an interview with an Expert
- Review a Book
- Write a Book
- Identify Trends
- Conduct a Webinar
- White Paper, Case Study (PDF)
- Survey Results & Insights (press release)

All Content needs SEO Optimization

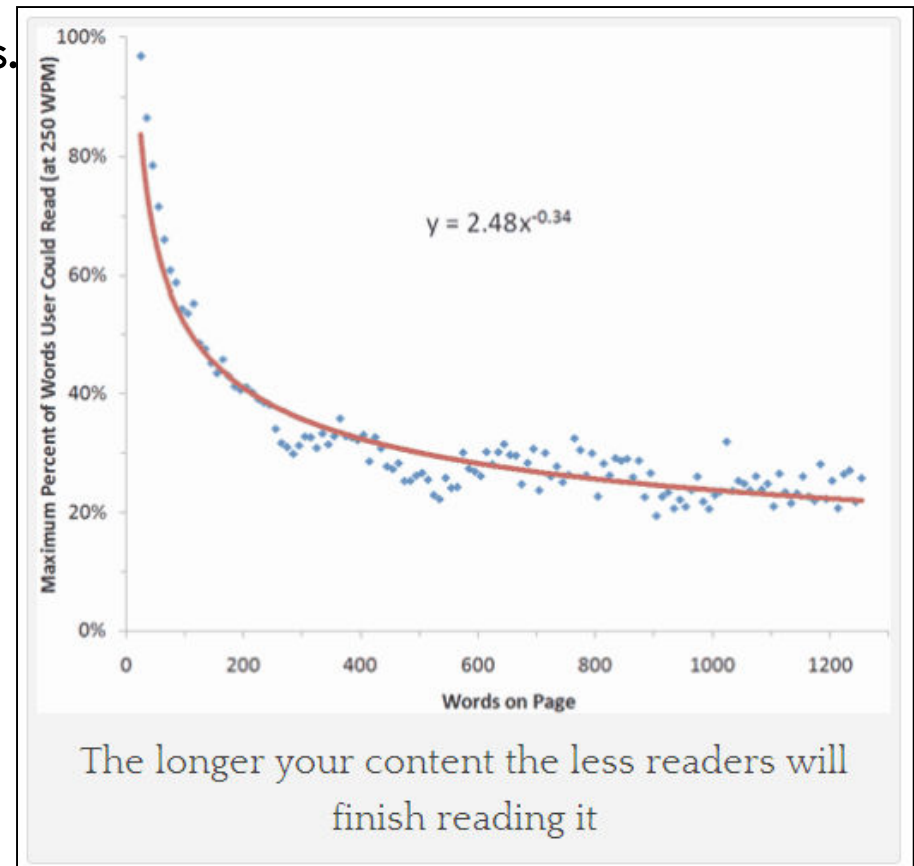
Case Study vs. White Papers

- The core elements of a **Case Study** include:
 - The specific problem – Real Scenario/Real Company
 - *How the San Diego Zoo Segmented & Targeted Kids*
 - *How Portland Oregon Capitalized on Social Media*
 - Why solution X was selected. Research.
 - The Actual Results & Lessons Learned
 - 1) Pilot, 2) Test 3) Prove 4) Scale

- The core elements of a **White Paper** include:
 - General business challenges
 - A discussion of the solutions
 - Business benefits

Content: Get to the Point, Quickly!

1. Strong, Intriguing Headlines & Subtitles.
2. Express Urgency.
3. Communicate Impact.
4. Help, do not Sell!
5. Use Counts in Headlines (Top 5).
6. Headline = 65 Characters.
7. Use Search Keywords.
8. Write at an 8th grade reading level.
9. End with an action item.



Content Headlines - Examples



2 ways to build quality back links you probably never heard of

by [Ilias Chelidonis](#) on [OCTOBER 7, 2011](#) in [BUSINESS & MARKETING](#), [HOW TO GUIDES](#), [INFOGRAPHICS](#), [SEO](#)

Building quality (and not any) back links is key ingredient of a successful search engine optimization strategy because it helps to bring in traffic as well as increase your overall website quality. The new Google panda algorithm pays less attention to page rank but quality back links are still one of the main ranking factors. [...]

[READ FULL STORY](#) • [0 COMMENTS AND 2 REACTIONS](#)



30 factors that affect your SEO ranking

by [Ilias Chelidonis](#) on [OCTOBER 3, 2011](#) in [HOW TO GUIDES](#), [INFOGRAPHICS](#), [SEO](#)

I am sure all of you have heard about Google Panda. The most exciting thing about this project is that it took its name from the Google Engineer who architected the new algorithm. Why am i saying this? Because what Google did with the Panda project is to force all these website owners who were posting content just to [...]

[READ FULL STORY](#) • [0 COMMENTS AND 12 REACTIONS](#)



6 tools to create polls and quizzes on Facebook

by [Ilias Chelidonis](#) on [SEPTEMBER 30, 2011](#) in [GENERAL](#)

Although promotions and contests are great ways to engage your Facebook fans with your brand, polls and quizzes can also help you keep your audience excited. They do not require a considerable amount of time for planning, are easy to set up and you can learn a lot about your fans habits and demographics. Example [...]

The 7 Second Content Test



- Where am I?
- What can I do here?
- Why should I do it?

Your web page or blog content must be able to answer at least two of these three questions within seven seconds of a customer arriving on your page. Give your content this test!

Otherwise, they will hit the back button and select other Search Results that gives them the information, research and recommendations they want.

Tip: Title, very short paragraph, bullets with subtitles. Period.

Outsourcing Content Creation

The image shows a browser window with two overlapping web pages. The background page is Junta42, a content marketing platform. The foreground page is Brafton, a content marketing agency.

Junta42 Website:

- Header: Contently beta, Home, About, Publishers, Writers, Blog, login, email, [password field], [forgot pass?], [remember me]
- Navigation: SUBMIT A PROJECT, VENDOR DIRECTORY, LOGIN, SIGN UP, CONTACT US
- Content: "Welcome to Junta42 content marketing specialists." "Submit a project today and have content vendors to choose from... a free service so if you have a pro quality content give us a try." "SUBMIT A PROJECT" button.
- Footer: "3 REASONS TO USE JUNTA42..." "1. Save Time and Money" "We can save you days, weeks and..."

Brafton Website:

- Header: Brafton NEWS, Follow @Brafton · 1,590 followers, RSS, LinkedIn, Twitter, Facebook
- Navigation: HOME, ABOUT US, WHAT WE DO, NEWSROOM, BLOG, CONTACT US, What are you looking for? SEARCH
- Content: "news content marketing" "We write news, blogs and articles for websites and provide the consultancy to build your brand with content." "Brafton's integrated content marketing services bolster your business' presence in search, social and email channels by magnifying SEO efforts and encouraging social sharing." "content + seo + social + email = engagement, leads conversion" "GET CLIENT EXAMPLES" button.
- Blog Post: "BRAFTON BLOG" "Internal linking: Good for SEO, good for conversions" "October 2, 2011"
- Recent Newsroom Posts: "Former Google employees start Search Quality Alliance", "Social media marketing reaches 98 percent of 18- to 24-year-olds", "Facebook ad revenue demonstrates rise of social marketing", "Facebook marketing reaches 84 percent of new mothers", "Smartphones, tablets account for 7 percent of web traffic".

Summary



- Inbound vs. Outbound Marketing:
- Inbound Marketing: Three Components
- Key Concept: Give, Don't Sell
- Getting Organized
- Content Targeting within Buying Funnel
- Great Examples
- Brainstorm
- Content Ideas, Tips, Do's, Don'ts

THANK YOU!

Colleen Dalton

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