CONTENT STRATEGY

Exploring effective content for the Web.
What is the Goal of Your Content?

• Branding the company or yourself
• Drive traffic to your site
• Generate leads
• Provide product information to support a sale
• Support an Adwords campaign
• Provide valuable insights or information (thought leadership)
Define Your Goal

- Know what you want to achieve with the content
- Be as specific as possible
- Be realistic about your resources
- Set a deadline
- Determine some way to measure your performance

Often referred to as **SMART**:
- specific
- measurable
- achievable
- realistic
- timebound
What is the channel for your content?

- Your blog/website
- A third party blog or website
- Social media
  - Facebook
  - Twitter
  - Pinterest
  - Google +
  - Instagram
  - LinkedIn
  - …and others
Defining the audience defines the tone

**Target Audience**
- Small businesses/startups
- Corporate decision makers
- IT professionals
- Online shoppers

**Writing Style**
- Professional, not intimidating
- Business speak
- Technical
- Personal, engaging
What makes content effective?

• Useful
  • It answers a question or solves a problem

• Emotional
  • It taps into anger, anxiety, awe, or love

• Entertaining
  • It’s funny, cute or clever

• Visual
  • It’s a video, image or provides visual summary of a complex topic
A Blank Idea Map

IDEA MAP

Describe the goal: __________________________
Describe the reader: _______________________
Pick a channel: ____________________________

Social Media:

Promotional Links:

Time and Supplies:

Core Idea = Unique Selling Proposition

Ancillary Ideas

1. How can I engage my reader?
2. What is the call to action?
A Real World Example

IDEA MAP

Describe the goal: **Generate leads**
Describe the reader: **Inventors**
Pick a channel: **MPA Website**

Social Media:
- LinkedIn
- Kickstarter

Promotional Links:
- Guest blog on IP WatchDog

Time and Supplies:
- cost includes modest contributions on Kickstarter

Core Idea = Unique Selling Proposition

**Posting on Kickstarter allows people to steal your invention.**

Tap into anxiety. Provide a solution. Offer free 15 minute consult.

1. How can I engage my reader?
2. What is the call to action?

Ancillary Ideas

A. Case study of IP theft
B. Fund your invention
C. Crowdfunding measures market acceptance

Crowdfunding and Provisional Patents

Category

Tags
Content Strategy Flow Chart

Goal:
Drive traffic to site
Generate Leads

Channel

Leading Industry Site
Guest blog articles on this topic
link to crowdfunding page on MPA Website

MPA Website
Static page includes testimonial
and a free 15-minute consult
(call to action)

Social Media
LinkedIn groups and Kickstarter comments
point to MPA Website
Find the Right Channel

Writing for an established Website can pay big dividends in referrals.

We Understand the Business of Innovation
Your idea for a product or service is ready to be launched to the world.

Or is it?

Before you go public, you need to protect that idea, proactively defend it from inevitable counterfeits, and feel confident in its revenue potential.

At Markets, Patents & Alliances, I take my clients through each step of the process. From the initial search of the US Patent Office, to refining the concept and filing the patent, to navigating crowdfunding or identifying investors, and lastly, to defending your product against counterfeits.

I have over 20 years of experience in research and product development, and for 13+ years, have provided comprehensive patent agent services and Innovation consulting.
Measure Success

• What does MPA measure?
  • Unique page views per month
  • Referrals (i.e., 43% of traffic came from IP WatchDog)
  • Monthly contacts from Website (phone calls & contact form)
  • Number of new clients per month
  • Average value of new clients
Where can you find ideas?

- Gather Data
  - Existing marketing materials
  - Create a list of successful past projects, achievements, professional connections and organizations
- Do Google/Bing Searches (and read the top 5 hits)
  - On keywords
  - On competitive sites
- Find Trending Topics
  - Using Google Alerts or Google Trends
  - On Blog/News aggregators
  - Using Facebook or Twitter hash tags
Google Trends: Compare Terms

Topics

Kickstarter  Indiegogo  Crowdfunding
Search term  Search term  Search term

Interest over time


presented by tadpole graphics | june 2014 | www.tadpolegraphics.com
Google Trends: Explore Geography

Regional interest

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<th>Region</th>
<th>Interest Level</th>
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View change over time
## Google Trends: Discover Terms

### Not enough search volume to show results.

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Content is King

• Be original (even if you have to hire help)
• Use various media (including video, audio and images)
• Don’t be boring (even if your industry is)
The Lesson is: Don’t Be Boring!

https://www.youtube.com/watch?v=V-gHi3xTBF0&feature=fp
Find a Story Worth Telling

Brooker’s Powder Coating found a way to tell an entertaining story about an industrial process.

Instead of 3 minutes of boring industrial shots, this video shows how Brooker’s gave new life to a bike named “Pinky”.

https://www.youtube.com/watch?v=5kHCh1E6REo
Moving Forward

• Build a “Content Calendar” that might include:
  • Story/content idea
  • Complimentary promotion
  • Targeted posting dates
  • If the story was posted on time or scheduled in advance
  • The channel where the content appears
  • Metrics you want to track (per story or overall site performance), ie.
    • Unique page views
    • Email subscribers
    • Conversions
    • Facebook Likes/Shares
    • Retweets
    • Pinterest posts
    • Google + mentions
Contacting Luisa

I’m always happy to hear from other Meetup members. Feel free to contact me with questions or comments:

Luisa Simone  
Tadpole Graphics  
[mailto:luisa_simone@tadpolegraphics.com](mailto:luisa_simone@tadpolegraphics.com)  
503-752-8450 (cell)