

Let's Get this Party Started!



<https://www.jbmediagroupllc.com/wcavl/>



Sarah Benoit
Co-founder and Lead
Instructor
of the **JB Media Institute**

Telling Your Story with WordPress

Content Marketing





Content Branding

What is a Branding?

“ Branding should both precede and underlie any marketing effort. Branding is not push, but pull. Branding is the expression of the essential truth or value of an organization, product, or service. It is communication of characteristics, values, and attributes that clarify what this particular brand is and is not.

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. ”

James Heaton of Tronvig Group

Branding

→ Values

What are the key drivers and motivators of your business? What does your company care about?

→ Visuals

What colors, fonts, and style are aligned with your brand? What type of images and photos will connect with your audiences?

→ Stories

What are the stories behind your brand, business, or organization? Who are the main characters?

Who are your audiences?

Your audience is not EVERYONE.

Your audiences are small groups or niches that want you to connect with them personally.

Make them feel something and they will become customers, supporters, clients, advocates, etc.

Exercise #1

Answer the following questions:

1. What do you want people to experience when they visit your website?
2. What kind of person or people will want to visit your website and why?
3. What is one of your favorite brands and why?

Share your answers with someone next to you.



Your brand is what you
say it is AND it's what
others say about it.

Quick Tip



Social media accounts are excellent opportunities to build your brand by providing exceptional customer service, easy to find social sharing options, and encouraging reviews.

Example: SylvanSport



Rebecca Parker ▸ SylvanSport

May 28 · 🌐

We are excited to take our "Go" camping for the first time. Any tips on how to pack up all our gear? I'd love to see pictures of the Go with the gear for camping loaded in the back!

2 Comments



Like



Comment



Share

Oldest ▾



SylvanSport Hi Rebecca. We're big fans of the Rubbermaid Action Packers. They're incredibly durable, stackable & lockable. Are you familiar with our facebook owners group? Shoot me an email and i'll send you the info. seyl@sylvansport.com Thanks! - Seyl

Like · Reply · 11w



Chris Sloan Hey Rebecca! We bought our GO over the weekend and are super excited to get GOing as well! Who knew every campground in NC would be full on Memorial Day weekend.... Had to break out the ol' tent, but still used our GO mats to sleep on. Very comfy!

Seyl, I sent you an email tonight, too.

Like · Reply · 11w



Write a comment...



Phyllis Ann Phillips ▸ SylvanSport

June 5 · Cockeysville, MD · 🌐

Question..... we just purchased this Sport Go..... when you book camping trips, can I still do a tent site or do I have to do a camper site now? Thanks

1 Comment



Like



Comment



Share



Oldest ▾



SylvanSport Hi Phyllis. Congrats on your new GO and welcome to the SylvanSport family! There isn't really a standard at campgrounds, so it would depend on the policy of that particular one. Are you familiar with our owners group? It's a great place to ask questions like this and you can see what other owner's experiences have been. Shoot me an email seyl@sylvansport.com and I'll get you info on the group. Thanks!

Like · Reply · 10w



Write a comment...



Jeff Beinecke ▸ SylvanSport

June 29 · 🌐

Have you seen a clean way of adding a portable AC? I have a GO and love it but would really like AC in the summer.

3 Comments



Like



Comment



Share



SylvanSport Hi Jeff. Are you familiar with our Owners Group? There are a lot of posts in there with a few different possibilities of adding an A/C unit. If you're interested in joining, shoot us an email and we'll get you set up. marketing@sylvansport.com Thanks!

Like · Reply · 6w



View 1 more reply



SylvanSport Jeff Nice! Will keep an eye out for your email!

Like · Reply · 6w

Write a comment...



Examples: LonelyPlanet and GeekWire

Search Lonely Planet and beyond



Video Destinations Bookings Shop

Sign In

Plan the perfect trip
to Lisbon or Dubrovnik.

WATCH NOW

Meet a traveller: William Mackesy,
chronicler of the world's greatest
walks

James Kay
Lonely Planet Writer

SHARE



GeekWire

NEWS JOBS EVENTS RESOURCES ABOUT



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LATEST

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Russians toss satellites and install
animal tracking system in marathon
spacewalk



Trending: Google doubles down on massive Seattle campus with another new building in Amazon's backyard

**TLDR: Alexa-Cortana integrations now available,
thousands block Fortune 500 companies on Twitter,
T-Mobile wants to fix customer service**

by STARLA SAMPACO on August 15, 2018 at 4:47 pm

Post a Comment f Share 3 Tweet Share Reddit Email

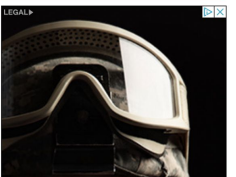
Sponsored by
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GeekWire's TLDR daily video show features 3
stories in less than 3 minutes — offering the
most important details on the most interesting
stories from GeekWire and the world of tech.

Alexa-Cortana Integrations Are Now Available

CORTANA-ALEXA INTEGRATION

Early-bird tic: The 2018 GeekWire Summit!



Example: The Regeneration Station

 **Elizabeth Dray** recommends The Regeneration Station. August 3 at 12:34 PM · 🌐

The regeneration station is awesome! Not only did we find high-quality, very reasonably priced furniture but the staff is great. Sebastian, who helped us in store, was very helpful/knowledgeable and super patient with my dad who asked 9,000 questions. Dustin and Jake, who delivered the furniture, went above and beyond to make sure everything was arranged and set up perfectly. Highly recommend!

1 Comment

 Like  Comment  Share

 **The Regeneration Station** thanks so much for the kind words 😊 we love serving our community and look forward to helping again in the future!!

Like · Reply · 1w

 Write a comment...   

 **Kristen Daniels Dotti** reviewed The Regeneration Station — 5★ September 28, 2017 · 🌐

Dustin was kind and helpful, I so appreciate having someone help lift the headboard I bought and get it into my house. Thank you for the eco-friendly service of Regeneration Station and the ease of getting a "new to me" item moved into my home.

2 🌟 1 Comment

 Like  Comment  Share

 **The Regeneration Station** Thank you Kristen!! We appreciate your business and if you need anything else we got you covered. Don't forget we have free beer this Sunday!!

Like · Reply · 45w

 Write a comment...    


 **Steven Luke** reviewed The Regeneration Station — 5★ March 26 · 🌐

Showcase Your Work at

 **The Regeneration Station**
Furniture Store · 46,699 Likes
or join us for


   

1 Comment

 Like  Comment  Share

 **The Regeneration Station** Thanks Steven! Hope to see ya again soon 😊

Like · Reply · 20w 1 🌟

 Write a comment...    

Social Sharing Plugins

- ➔ [Social Warfare](#)
- ➔ [Easy Social Share Buttons](#)
- ➔ [MashShare](#)
- ➔ [WP Social Sharing](#)
- ➔ [Custom Share Buttons Floating Sidebar](#)

Quick Tip



If you have a physical location make sure your NAP (name, address, and phone number) is the same on your website, social media, and Google My Business.

Example: Harvard Bookstore



Harvard Square's
Independent Bookstore

© 2018
Harvard Book Store
All rights reserved

Contact

Harvard Book Store
1256 Massachusetts Avenue
Cambridge, MA 02138

Tel (617) 661-1515
Toll Free (800) 542-READ
E-mail info@harvard.com

Store Hours

Monday - Saturday: 9am - 11pm
Sunday: 10am - 10pm

Map

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www.harvard.com/

Explore book recommendations, author events, gifts, and more from Harvard ... Gift Cards: Redeemable at Harvard Book Store and online at harvard.com.

DS: 0 TS: 0 Get Trust metrics with free SEMrush account - [Connect](#)

L: 11.2K LD: 57.6K I: 21.7K Rank: 327K Age: wait... whois </> source

Rank: 34.6K Adv Disp Ads: 0 Pub Disp Ads: 0

Events

Upcoming Events. Anna-Lisa Cox (6/19) ... gift cards. Upcoming ...

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<https://twitter.com/HarvardBooks>

www.nytimes.com/2018/06...

8 hours ago · [Twitter](#)

Wednesday @ 7pm: National Book Award-winning poet Terrance Hayes discusses his latest book of poetry, AMERICAN SONNETS FOR MY PAST AND FUTURE ASSASSINS
[ow.ly/hJj30ky3wc](https://www.nytimes.com/2018/06/19/arts/terrance-hayes-discusses-his-latest-book-of-poetry-american-sonnets-for-my-past-and-future-assassins.html)
pic.twitter.com/vkV2r9y...

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Next Tuesday @ 7pm: @SteinArlene presents her latest book, UNBOUND: Transgender Men and the Remaking of Identity, in conversation with Ruben Hopwood
[ow.ly/PW2n30kayIM](https://www.nytimes.com/2018/06/19/arts/stein-arlene-presents-her-latest-book-unbound-transgender-men-and-the-remaking-of-identity-in-conversation-with-ruben-hopwood.html) Co-sponsored by @MassHumanities
pic.twitter.com/e6xQSTY...

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Harvard Book Store ★

4.6 ★★★★★ 458 Google reviews

Book store in Cambridge, Massachusetts

[Website](#) [Directions](#)

Independent bookstore offering new & used titles, plus Harvard University gifts, since 1932.

Address: 1256 Massachusetts Ave, Cambridge, MA 02138

Hours: Closed · Opens 9AM ▾

Phone: (617) 661-1515

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Know this place? [Answer quick questions](#)

Questions & answers

Q: Readings by authors & poets

[Ask a question](#)

A: What is something that happens at book stores, Alex?
[See all questions \(4\)](#)

Reviews from the web

4.6/5 [Facebook](#) · 547 votes

Popular times [?](#)

[Wednesdays](#) ▾

Example:
Harvard
Bookstore



Content Research and Strategy (AKA Listening)

1. Read all comments and reviews.

- Learn from what you read.
- Ask clarifying questions if you need more details.
- Positive and negative feedback is valuable. Where are you winning and where are you falling short? Create a unified response.

2. Learn from the competition.

Find out how your competitors' brands are performing and what they are doing.

Free Tools:

- [Google Alerts](#)
- [SharedCount.com](#)
- [Klear.com](#)
- [SimilarWeb](#)
- [SpyFu](#)

Paid Tools

- [Buzzsumo.com](#)
- [Mention.com](#)
- [Brand24.com](#)
- [SproutSocial.com](#)
- [Hootsuite.com](#)

3. Research hashtags & keyword terms.

Find out how people search online for topics related to your products and services.

Hashtag Research Tools

- Twitter and Instagram
- [Hashtagify.me](https://hashtagify.me)
- [Hashtags.org](https://hashtags.org)
- [Ritetag](https://ritetag.com)
- [HashtagTracking](https://hashtagtracking.com)

Keyword Research Tools

- Google Keyword Planner
- [Answer the Public](https://www.answerthepublic.com)
- [Keyword.io](https://keyword.io)
- [Wordstream Keyword Tool](https://wordstream.com/keyword-tool)
- [Moz.com Keyword Explorer](https://moz.com/keywordexplorer)

***Make note of niche audiences.

Quick Tip



Hashtags can be branded or non-branded. Hashtags are best on Instagram and Twitter. Don't use them on Facebook too often.

4. Collect customer feedback.

Ask your current and past customers and clients to share their experience.

Google Forms (Google Drive):

Design forms for free and turn them into spreadsheets.

Survey Monkey:

Design your own surveys and collect data.

WordPress Form Plugins:

Jetpack, Gravity Forms, Ninja Forms

5. Analyze your Insights and Analytics.

Social media and email marketing:

- ★ **Reach/Impressions** - the number of people who see your content
- ★ **Engagement/Engagement Rate** - the number of likes, comments, shares, retweets, hearts, etc. and reach divided by engagement equals the engagement rate.
- ★ **Posts/content performance** - content engagement and reach stats
- ★ **Network growth** - new likes, followers, fans, pins, subscribers, etc.
- ★ **Email list growth/engagement** - open rates and click-through rates

5. Analyze your Insights and Analytics.

Google Analytics:

- ★ **Website traffic/conversions** - website visitors and conversions (requires Google Analytics and Goals)
- ★ **Acquisition** - where did you acquire the traffic from? SEO? Social media? Referral Links? Email? Direct?
- ★ **Content Drilldown** - what site pages are the most popular and have the most traffic? Which pages keep people on the site longer?
- ★ **Geo** - where are your website visitors located?
- ★ **Mobile Devices** - how much of your traffic is from desktops and laptops, tablets, and phones?

Quick Tip



Use a plugin or theme settings to add Google Analytics and track how your website visitors find your website.

Exercise #2

What is one strategy we just covered that you think you can execute on your own?

When can you get it done?

Share your next step with someone next to you.



Content Development and Optimization

Why is the Purpose of Each Page?

What information, calls to action, stories or content will people find on the page?

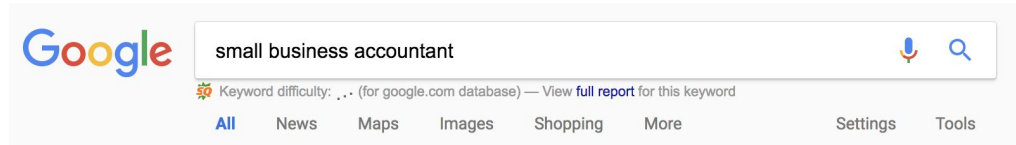
What are the reasons they are visiting and what are the benefits of landing on your website?

What value are you bringing to people?

Keyword Architecture

- Have keyword friendly permalinks
- Use keyword terms in Headers/H tags/Headings, as well as subheadings and bolds. H1, H2, and H3 are most valuable
- Write meta data for each page using your theme settings or a plugin like [Yoast](#) or [All in One SEO](#)

Meta Data



Meta
Titles

3. Asheville, NC Accountant | Asheville, NC | Small Business Alternatives

www.accountingasheville.com/ ▼

Please call **Small Business Alternatives** now at (828) 385-4741 for quality **Accountant** services in Asheville, NC.

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🕒 L: 1 🕒 LD: 1 📄 I: 10 📄 Rank: n/a 📅 Age: 2013|09|14 👤 whois </> source 📊 Rank: 24.4M
📊 Adv Disp Ads: 0 📊 Pub Disp Ads: 0

Meta
Descriptions

4. Austin CPA, PC | Asheville Accountants

austincpapc.com/ ▼

Austin CPA, PC offers award winning **accounting** services to Asheville and Western North Carolina. Voted Best Of in Mountain Xpress 2 years in a row.

🕒 L: 9 🕒 LD: 10 📄 I: 4 📄 Rank: 16.9M 📅 Age: 2015|04|02 👤 whois </> source 📊 Rank: 2.23M
📊 Adv Disp Ads: 0 📊 Pub Disp Ads: 0

Meta Data

Meta Title = 60 characters, relates to the title of the page or post

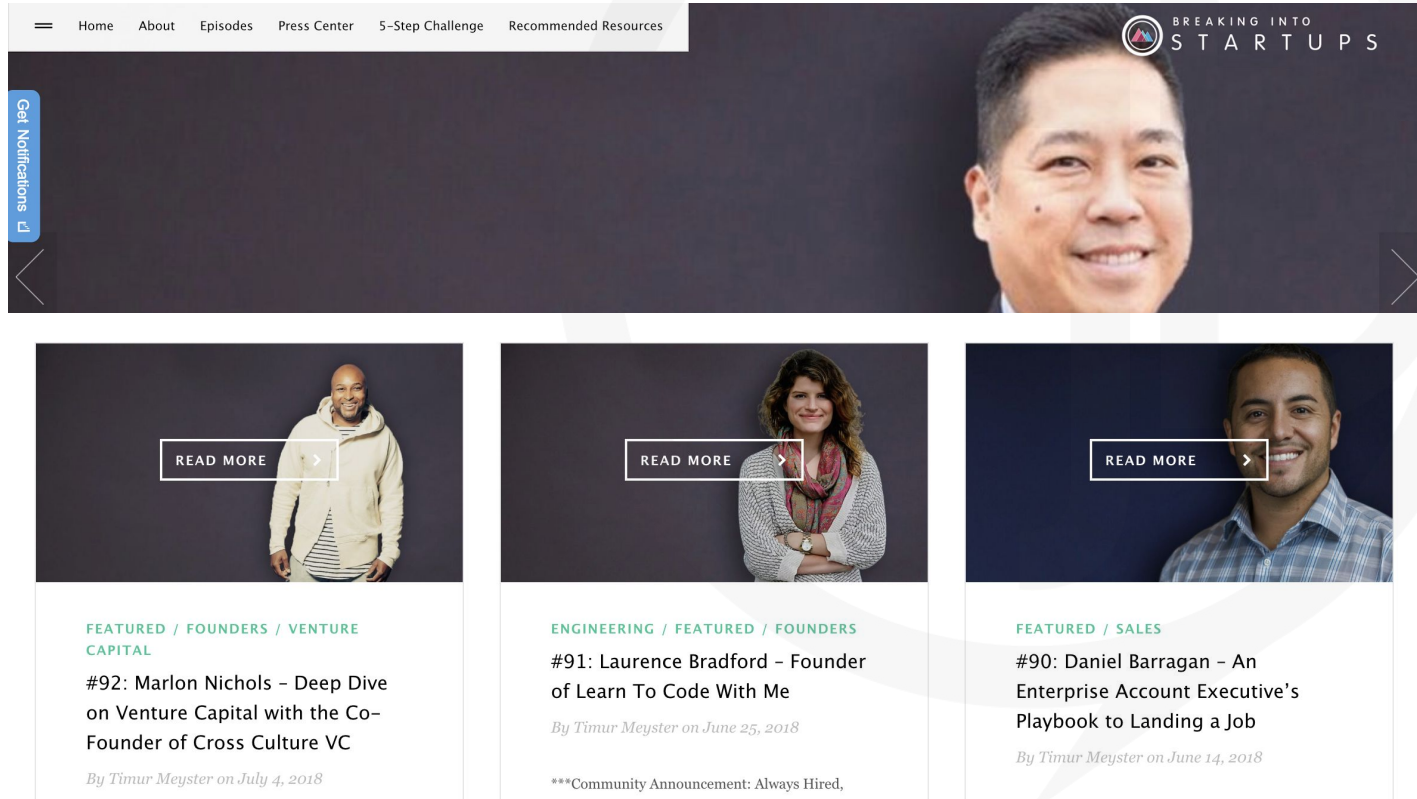
Meta Description = 160 characters, must summarize what the visitors can expect on the page

Audience Segmentation

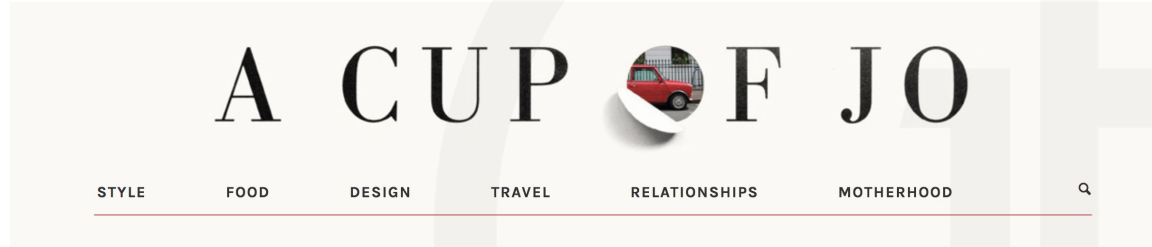
Your audiences are made up of different groups of people that care about different things i.e. niches.

Don't forget your audiences are made up of current and past customers, as well as prospective new customers.

Example: BreakingIntoStartups.com



Example: CupofJo.com



8 Tips for Home Shopping on eBay

By Joanna Goddard



Alex's 10-Minute Salmon Sandwich

By Joanna Goddard



Single Woman Seeks Role Model

By Caroline Donofrio



Example: NiaShanks.com

NIA SHANKS

NEWSLETTER START HERE ARTICLES ABOUT SHOP LOGIN



Be More, Not Less.

The source for women who demand health and fitness information that doesn't suck.

You Owe It to Yourself to Give Fewer Shits

JANUARY 16, 2018 by NIA SHANKS



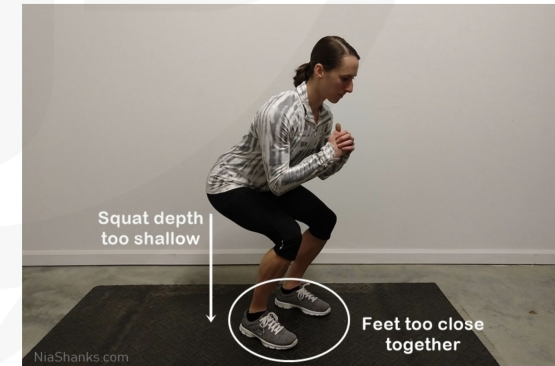
How to Like Your Body More

AUGUST 7, 2018 by NIA SHANKS



Squats Don't Work Your Glutes (Because You're Squatting Wrong)

MARCH 13, 2018 by NIA SHANKS



Blogging and Landing Pages

Blogging

Blog posts are a great way to share knowledge, stories, and updates in an easy to access format.

Landing Pages

Product, service, event, or promotional pages featuring calls to action and designed for conversion.

Quick Tip



Use keyword research to generate ideas for blog post and website page topics. For instance research how people search for your services and then create pages and posts about those topics using those terms and phrases.

Landing Pages

When people click from your social media to your website they must land on a page with clear calls to action so they convert.

Anatomy of an Successful Landing page

- ★ Headline and sub-headline
- ★ Call to action
- ★ Graphic, image, or video that gets and keeps attention
- ★ Testimonials/Reviews/Accolades
- ★ Benefit list/Offer/Incentives

Quick Tip



Test your landing pages to ensure they produce conversions. Use Google Analytics, click tracking and heat mapping tools like HotJar, and human feedback to ensure great usability.

Multimedia Content

Don't be afraid to try new things!

- ★ Live streams
- ★ Video content
- ★ Slideshows/carousels
- ★ Stories
- ★ Boomerangs
- ★ Collages
- ★ Groups
- ★ Articles/blogs



What do
the people
want or
need?

Quick Tip



Explore how video content can be a part of your content strategy. Build a Youtube channel and share videos on your website.

Content Banks

Have a place online (*i.e. Google Drive, Drop Box, Slack, Asana, Basecamp*) where you can store content ideas like links, screenshots, photos, videos, event coverage, etc.

Why? It makes it as easy as possible for other people to contribute and makes repurposing content across channels simple.

Content Calendars

Outline at least 2 weeks of content in advance. Include events, sales, news, etc.

Why? This allows you to make some time for real time content and engaging.

Create a system where you can go on vacation, take a sick day, or get a promotion and pass the social media responsibilities.

Exercise #3

What ideas have we covered that stood out to you? What do you feel you could take action on?

What content ideas do you have for your website?

Share your next step with someone next to you.



Content Distribution and Promotion

Share Your Content

Distribute Content via Social Media and Email Marketing

- Link to blog posts and important landing pages
- Create website content on a regular basis that people can expect to see on all channels
- Have consistent, clear calls to action everywhere

News Feeds

Getting to the top of social news feeds is the key to increased Reach and Engagement, which lead to an increase in followers and fans. Then more conversation that happens on your social posts the more exposure they will receive.

News feeds are run by algorithms that are run by artificial intelligence that learns from people's behaviors what they want to see most.

Quick Tip



Facebook created news feed values, one of which is “Constant Iteration.” It is their commitment to consistent innovation and adaptation of their algorithm technology. Watch the Facebook Newsroom to stay up to date.

Earned/Natural Links

The more websites that link to your website the more authority you build in the search engines.

- ★ Public Relations and media relations
- ★ Influencer marketing
- ★ Partnership marketing
- ★ Event promotion
- ★ Local listings

Partnership Marketing

Join forces with partners, influencers, and other businesses or organization in your community that have active, engaged networks.

- ★ Tag each other's accounts and comment back and forth to each other on social media
- ★ Share each other's posts and website links on social media
- ★ Mention each other in email marketing
- ★ Blog about each other
- ★ Link to each other's websites

Events

Be prepared for sales and registrations:

- Create landing pages on your site with clear calls to action
- Facebook Event Pages (if applicable)
- Eventbrite/Brown Paper Tickets

- ➡ Prioritize events that are the most important.
- ➡ Make sure you have content before, during, and after.
- ➡ Create live coverage of the event whenever possible.

Quick Tips



Create video content before, during, and after events. Post it to Youtube, Facebook, and anywhere else that is relevant.

Then post it to your blog or website.

Social Advertising

Get to know your ad managers.

Before you boost a post, promote a tweet, or promote a pin learn how the ad manager works. This will help your social advertising more effective.

Build and save qualified audiences.

Target people with specific demographics, behaviors, interests, likes, and dislikes.

Quick Tip



Facebook's Shop tab can be connected to Paypal or Stripe to sell directly. If you have a shopping cart with WooCommerce, Shopify, or BigCommerce you can connect Facebook to your cart.

Exercise #4

Name 1 - 3 ways you will promote your website?

Share your next step with someone next to you.

Resource List

The following slides outline educational websites that I personally use to stay up to date on the latest trends, changes, and news.

Choose at least 3 of these to regularly review and engage with.

Resources

Content Marketing

- [Content Marketing Institute](#)
- [Moz.com](#)
- [WordStream](#) (B2B Content Marketing)
- [Marketo.com](#)
- [Neil Patel](#)

Resources

SEO

- [Ahrefs.com](#)
- [Moz.com](#)
- [Search Engine Journal](#)
- [Search Engine Land](#)
- [Google's Official Blog](#)

Resources

Design and Usability

- ScienceofPeople.com
- NNGroup.com
- Usability.gov
- SmashingMagazine.com
- UXMag.com
- ThinkwithGoogle.com
- [Google Trends](https://trends.google.com/trends)

Social Media

- [Social Media Today](#)
- [Buffer.com](#)
- [Hootsuite.com](#)
- [GaryVaynerchuk.com](#)
- [Sprout Social](#)

Get Updates from the Source

- <https://newsroom.fb.com/>
- <https://www.blog.google/>
- <https://www.thinkwithgoogle.com/>
- <https://blog.twitter.com/>
- <https://business.twitter.com>
- <http://blog.business.instagram.com/>
- <https://business.instagram.com/>
- <https://business.pinterest.com/en>
- [LinkedIn Sophisticated Marketers Guide to Thought Leadership](#)

Free learning opportunities:

- ★ [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday June 5, 2019
- ★ [Free Digital Marketing Toolkit](#)

Online courses:

- ★ [Free Digital Marketing Toolkit](#) Find out more about our [Intro to Content Marketing Course](#) and [Tourism and Local Marketing Intro Course](#).

Asheville events:

- ★ [Free Digital Marketing Toolkit](#) If you are local to Asheville get tickets to our June 21 Bootcamp Marketing through Partnerships: Stronger Together or attend the [DIY Local and Tourism Marketing Workshop](#) in November.

QUESTIONS?



“You do amazing things.
More people should know.”

Sarah Benoit

Lead Instructor & Co-founder
of the JB Media Institute

Find me on social media!

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