



Build a Content Marketing Machine

**Increase Your Leads and Grow Your
Business**

Session 3: Attract

Session 1: Get Strategic: How leaders are growing their business on the modern web

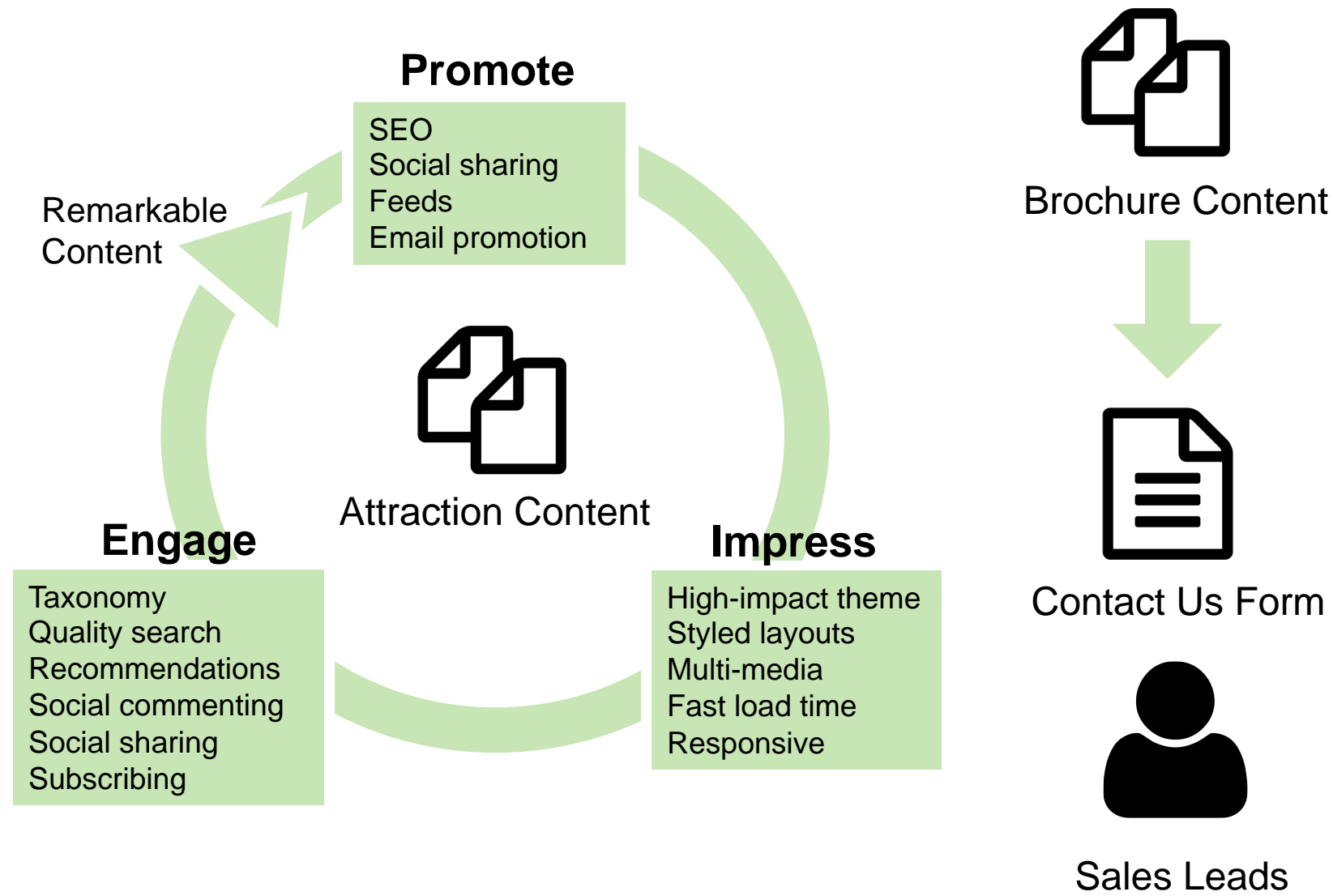
Session 2: Manage Right: Building state-of-the-art websites that look great on all devices

Session 3: Attract the Masses: Content, SEO, and social media that drives traffic and engagement

Session 4: Convert More: Driving sales by optimizing lead conversion and customer retention

Session 5: Work Smarter: Measuring and maximizing results with intelligent analytics

Attract



Content is king?



Why Engagement Content & Social Media Work



Produce great stuff and people will come to you, produce really great stuff and your customers will share and disseminate your message for you.



Ann Handley & CC Chapman

*Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More)
That Engage Customers and Ignite Your Business*

You Are a Publisher



All companies, no matter what the size, must start to think more like publishers than ever before. Consumer behavior has changed drastically over the past few years. Customers are more accepting of content from “non-media” sites and the barriers to publishing are now non-existent.



Joe Pulizzi
Get Content Get Customers

Types of Attraction Content

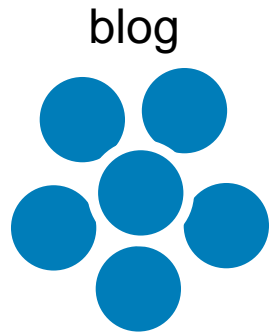
Written

- Article
- Blog
 - Micro blog/tweet
- Wiki
- Forum
- Whitepaper
- E-Book
- Newsletter

Multimedia

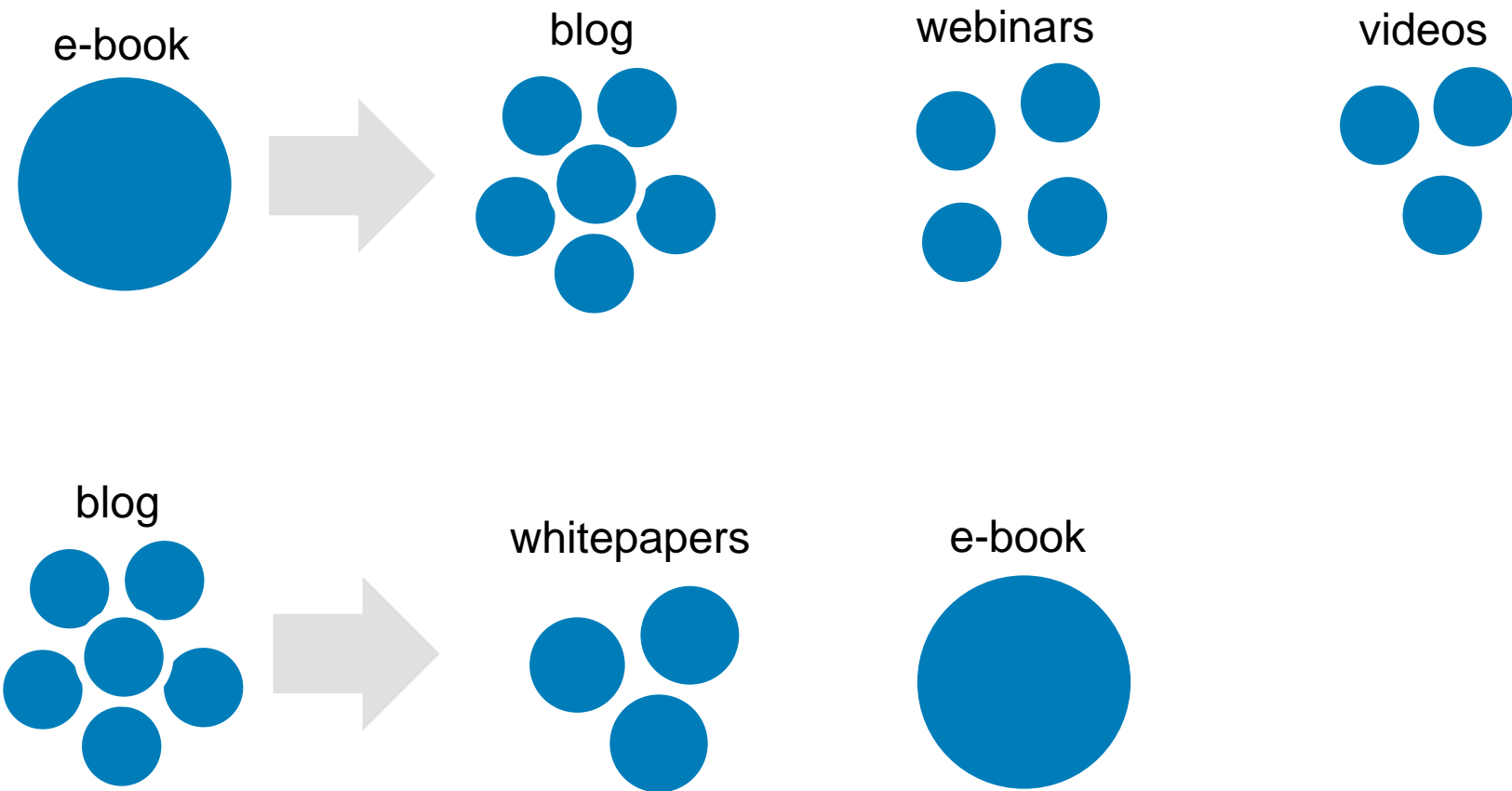
- Videos
- Audio
- Webinar
- Live streaming
- Podcast
- Photos
- Presentation slides
- Animations

Where To Start



- Simple
- Great hub
- Fundamentals
- Control
- Social
- Ownership
- SEO

Repurpose Content



Process



Planning

- Results
- Audience
- Topics

Create

- Authoring
- Optimizing
- Publishing

Promote

- SEO
- Social media

Planning: Results

**Content should have goals.
That support the site goals.**



Planning: Audience – Get Targeted

Enthusiasts	Shoppers	Staff
local newspaper	bike shoppers	staff
sports blogger	new mom/parent	website administrator
fans	person who wants to upgrade their bike	
Renters	Owners	Job Seekers
tour guide	bike owners	job seekers
people from out of town	casual bikers	
hotels that need bikes for guests	new bike rider	
	competitive rider	

Planning: Topics

Audience driven

- Conjecture
- Ask
- Monitor
 - Customer touch points
 - Social media
 - Search

Author/staff driven

- Passions
- Recent projects
- Existing content

Organization driven

- News and events
- Success stories

Process



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Create: Authoring

Be human, be authentic, be yourself

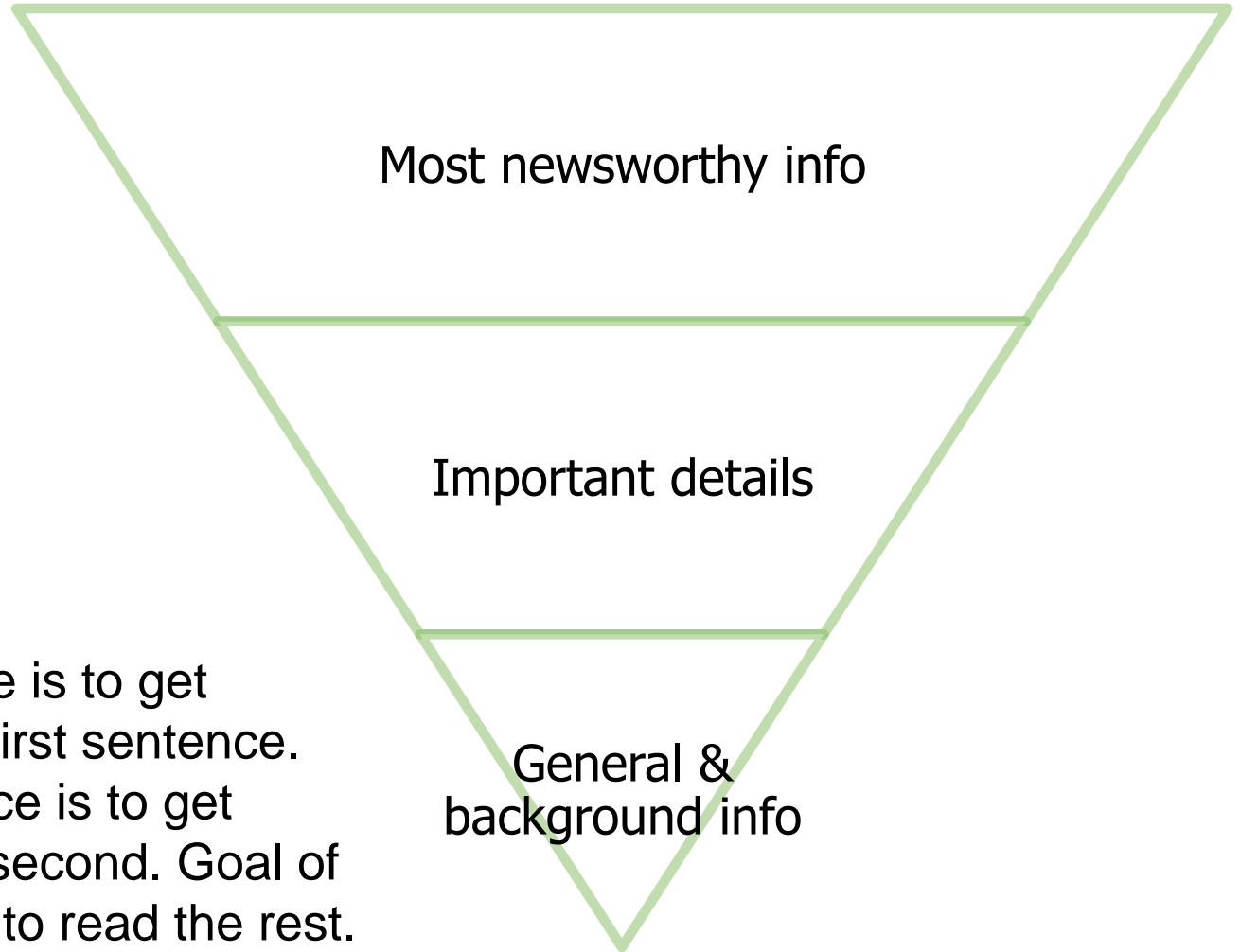
Share or solve; don't shill

Blend the art of story telling (literature)
with the science of reporting (journalism)

Delight and surprise

add blog post

Create: Engagement-Focused Inverted Pyramid



Goal of the headline is to get people to read the first sentence. Goal of first sentence is to get people to read the second. Goal of second is get them to read the rest.

Create: Headlines & Hooks

- “What’s in it for me” test
- Hook: pique curiosity, intrigue, challenge conventions
- Power words: secrets, hints, how-to
- Unique analogies
- Relate to trending topic
- Lists

blog post with hook

Create: Optimizing (Human Factors)

Scanable & Chunkable

- right sized
- headers
- bullets
- emphasis, strong, blockquotes, sidebars

Media integration

- Photos, videos, audio, presentation slides

Links to read more

- Dig deeper
- Related

Tag and categorize

stylize your post

Process



Planning

- Results
- Audience
- Topics

Create

- Authoring
- Optimizing
- Publishing

Promote

- SEO
- Social media

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INTERACTIVE



Everything

Shopping

More

Any time

Past 24 hours

All results

Fewer shopping sites

More shopping sites

Page previews

More search tools

Something different

bicycles

road bikes

bmx bikes

cannondale

specialized

New Bikes Up To 60% Off

[www.BikesDirect.com](#) Brand Name MTBs w Full Warranties Buy Direct. Save Big. Free Shipping
BikesDirect.com is rated ★★★★★ on Google Products (46 reviews)

Mountain Bikes - Cheap

[www.NexTag.com/Mountain-Bikes](#) High Performance Mountain Bikes for Less. Save on Top Brand Names.

Brands for mountain bikes: [Trek](#) [Diamondback](#) [Cannondale](#) [K2](#) [Schwinn](#)

Gary Fisher Mountain Bikes

The Gary Fisher website is the next best thing to riding. It's home to high performance bikes for the mountain, for the city, for the family.

Bike Finder - HiFi Pro 29 - Superfly 100 - X-Caliber
[fisherbikes.com/](#) - Cached

Specialized

UK & Ireland. LANGUAGE: English. Belgium. LANGUAGE: Français · Nederlands · English. Mexico. LANGUAGE: Español · English · Portugal. LANGUAGE: ...

[www.specialized.com/](#) - Cached - Similar

Shopping results for mountain bikes



[Diamondback Topanga FS 26 Men's](#)
\$499.99 new
Sports Authority



[Cannondale F7 Bike - 2010](#)
\$599.00 new
REI



[Mens Schwinn Protocol Mountain](#)
\$419.99 new
Target



[K2 Twister 24 Girls' Front-Suspension](#)
\$230 new
6 stores



[Schwinn Delta Sport Dual-Suspension](#)
\$296.52 new
Amazon.com

Mongoose - BMX Bikes, Mountain Bikes and Urban Bikes

Official site of Mongoose Bikes, maker of BMX, Mountain, and Urban Bikes.

[www.mongoose.com/](#) - Cached - Similar

TrekBikes.com Country/Language Selection

Official site featuring a complete bike catalog, online accessories store, training and maintenance tips, cycling team information, and dealer directory.

[www.trekbikes.com/](#) - Cached - Similar

Mountain bike - Wikipedia, the free encyclopedia

A mountain bike or mountain bicycle (abbreviated MTB or ATB (all-terrain bicycle)) is a bicycle created for off-road cycling. ...

[en.wikipedia.org/wiki/Mountain_bike](#) - Cached - Similar

Kona Mountain Bikes

Product index, FAQ, dealer list, images, contact information, and technical information.

[www.konaworld.com/](#) - Cached - Similar

GT Bicycles | Welcome to GT

GT Mountain Bike Technology Learn about the innovative technologies that makes GT mountain bikes faster, and stronger than anything else around. ...

[www.gt bicycles.com/](#) - Cached - Similar

Cannondale | The Official Site of Cannondale Bicycles

Official site of Cannondale Bicycles, maker of Road Bikes, Mountain Bikes, and Recreation Bikes.

[www.cannondale.com/](#) - Cached - Similar

Mountain bike product reviews forums classifieds trails

Product reviews, ratings and classifieds for mountain bikes, mountain bike trails, cycling, bicycle, bike, mountain bike trail, mountain biking, cycling, ...

[www.mtbr.com/](#) - Cached - Similar

Mountain Bike Magazine

Daily and weekly updates from the world of mountain biking.

[www.bicycling.com/mountainbike.com](#) - Cached

Sponsored links

Sponsored links



[Next Power Climber 24-inch Dual-Suspension ...](#)
\$88.00 - Walmart

Mongoose Mountain Bike

Shop Sears for Mongoose Mountain Bike and Save. Top Brands.

[www.Sears.com/Sporting-Goods](#)

Terra Firma Promo

Adv & Mountain Bike Racing in Texas
Beginner to Advanced Races

[www.terrafirmapromo.com](#)
Texas

Full-Suspension Mt. Bikes

Buy direct from the manufacturer.
Rated highest quality. Save \$100s.
[Fezzari.com/DHMountainBikes](#)

Discount Mountain Bikes

Find the Right Mountain Bike at a Great Price at Become today!
[Become.com/Mountain-Bikes](#)

Mountain Bikes

Find Great Deals on Sporting Goods
Clearance Items at AOL® Shopping!
[Shopping.AOL.com](#)

Cheap Mountain Bikes

Run away with Savings!
Cheap Mountain Bikes at SHOP.COM
[SHOP.COM](#)

Mountain Bikes

Find Mountain Bikes Online.
See This Week's Featured Products
[www.Target.com](#)
9440 Marsh Ln, Dallas, TX

Mountain Bikes Cheap

We've Got Mountain Bikes Cheap!
Find Great Deals and Low Prices.
[Bikes.Smarter.com](#)

[See your ad here »](#)

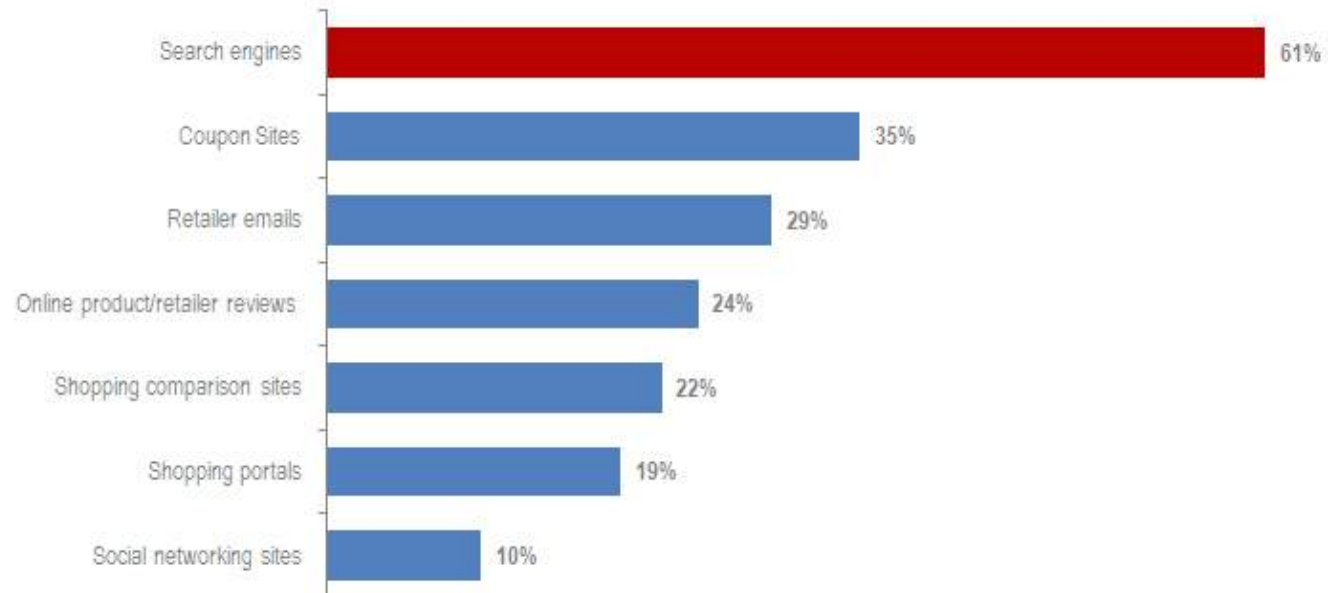
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Why Search Engine Marketing Works

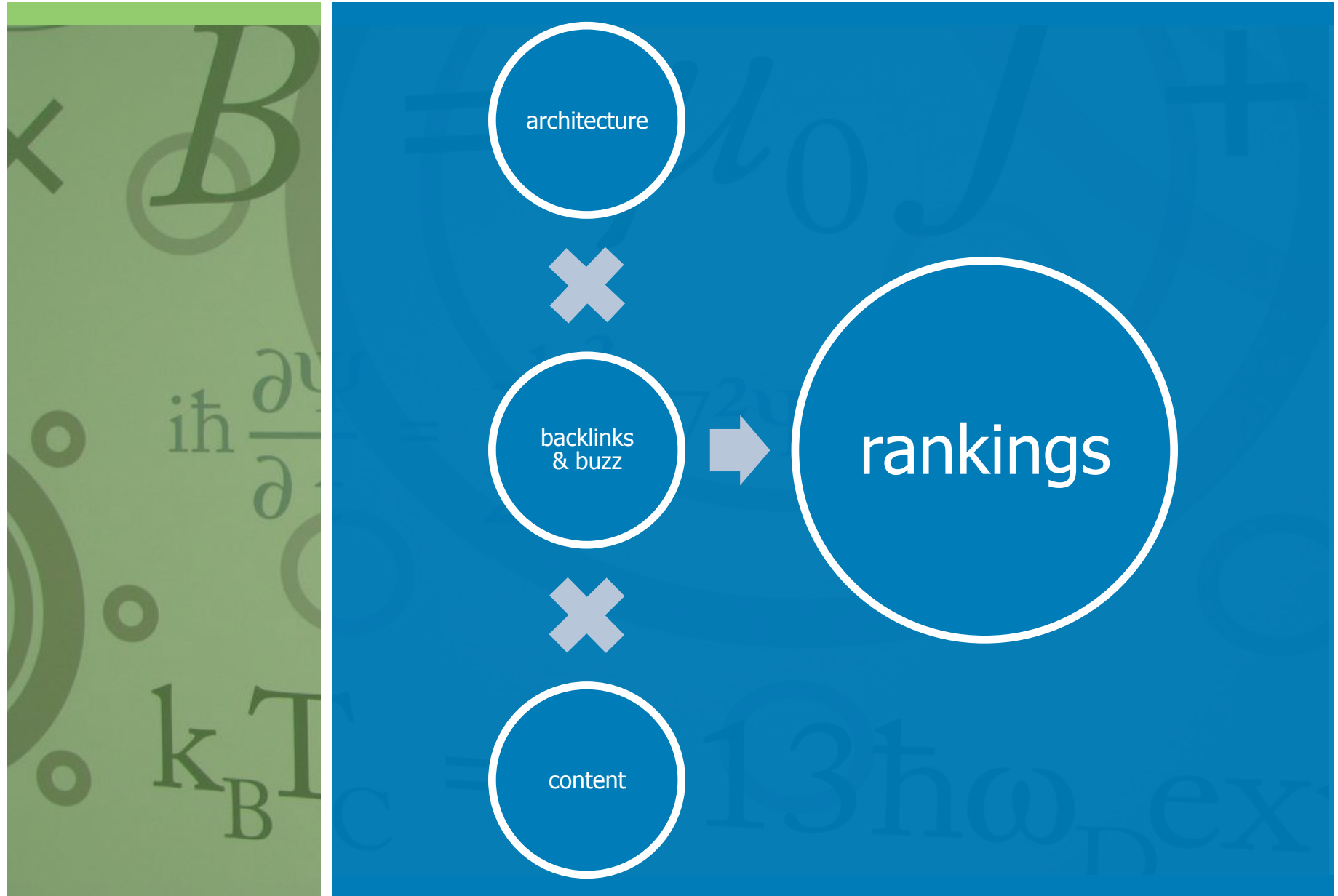
- Its where most start their research
- Specific searches (long tail)
- Identified need
- All steps of the buying cycle

Google processes
over 1 billion
searches a day

How frequently do you use the following tools when shopping online? Top Two Box

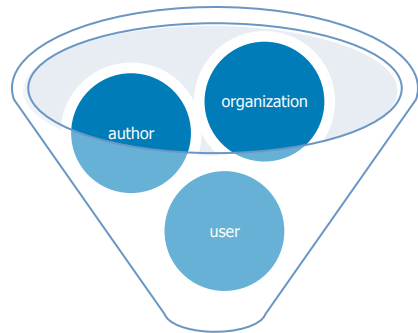


SEO Magic Formula

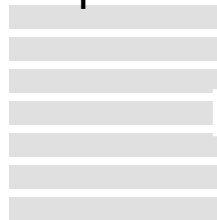


Content Workflow

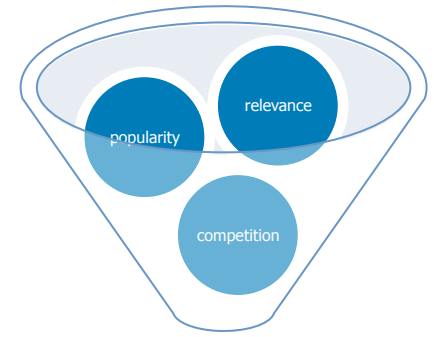
topic driven



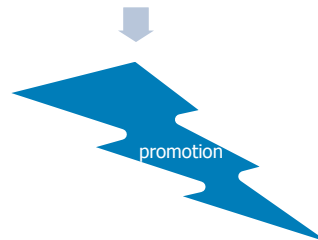
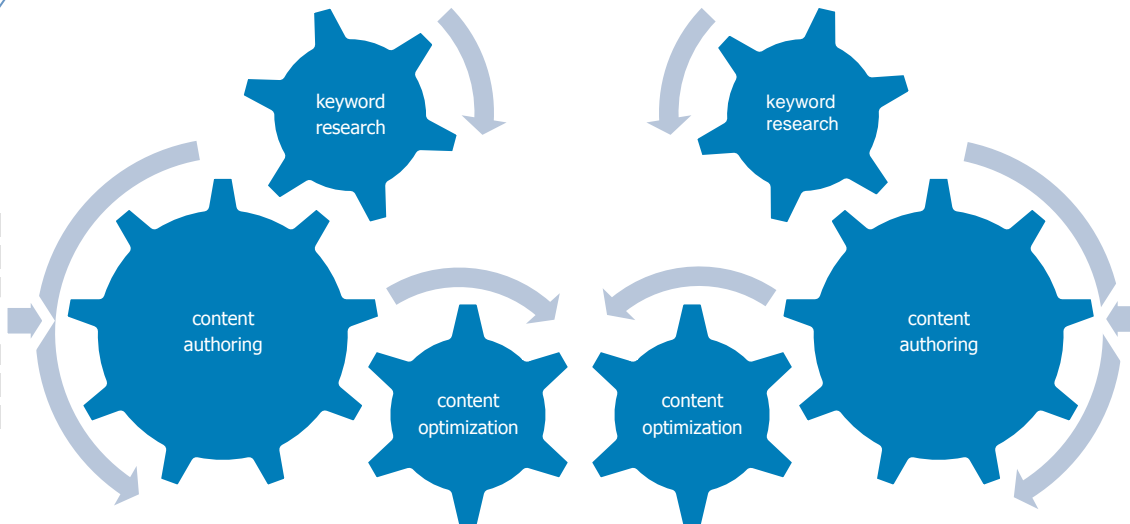
topics



keyword driven



keywords

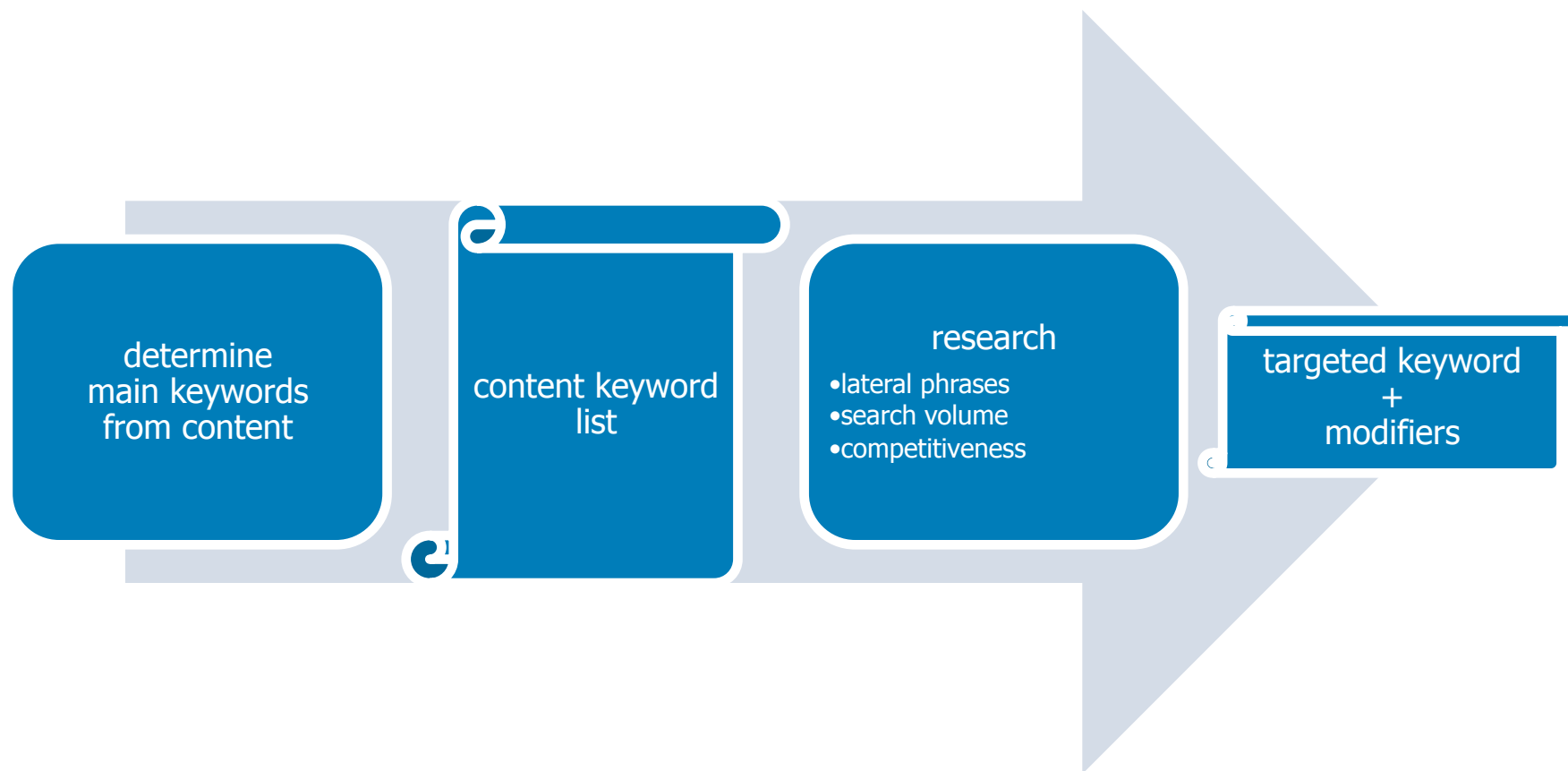


Site Keyword Research



Keyword research

Page Keyword Research



Content Optimization

page title

- 40 – 75 characters
- use target keyword phrase at least one time

body

- 200 – 800 words
- include target keyword phrase 2 – 4 times
- keyword phrase prominence > 50%

meta description

- 10 – 25 words

meta keywords

- 1 – 15 phrases

Content analysis

SEO Insight

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INTERACTIVE



It's Huge

- If Facebook were a country it would be the most populous nation on Earth.
- 640 Billion minutes are spent on Facebook each month
- 4 Billion YouTube videos are viewed per day
- 95% of companies use LinkedIn to find and attract talent
- 500 million tweets every day on Twitter
- 336 million active users on LinkedIn
- 289 million active users on Twitter
- 289 million active users on Instagram (photo sharing) integrated with Twitter.
- 10 million users on Periscope (Live-broadcasting, great for events) with users watching 40 years of video per day.

Why Social

Facebook has
1.39 billion users.
50% log on per
day.

- Most effective way to create awareness (latent need)
- People trust people
- Enables champions
- Social boosts search





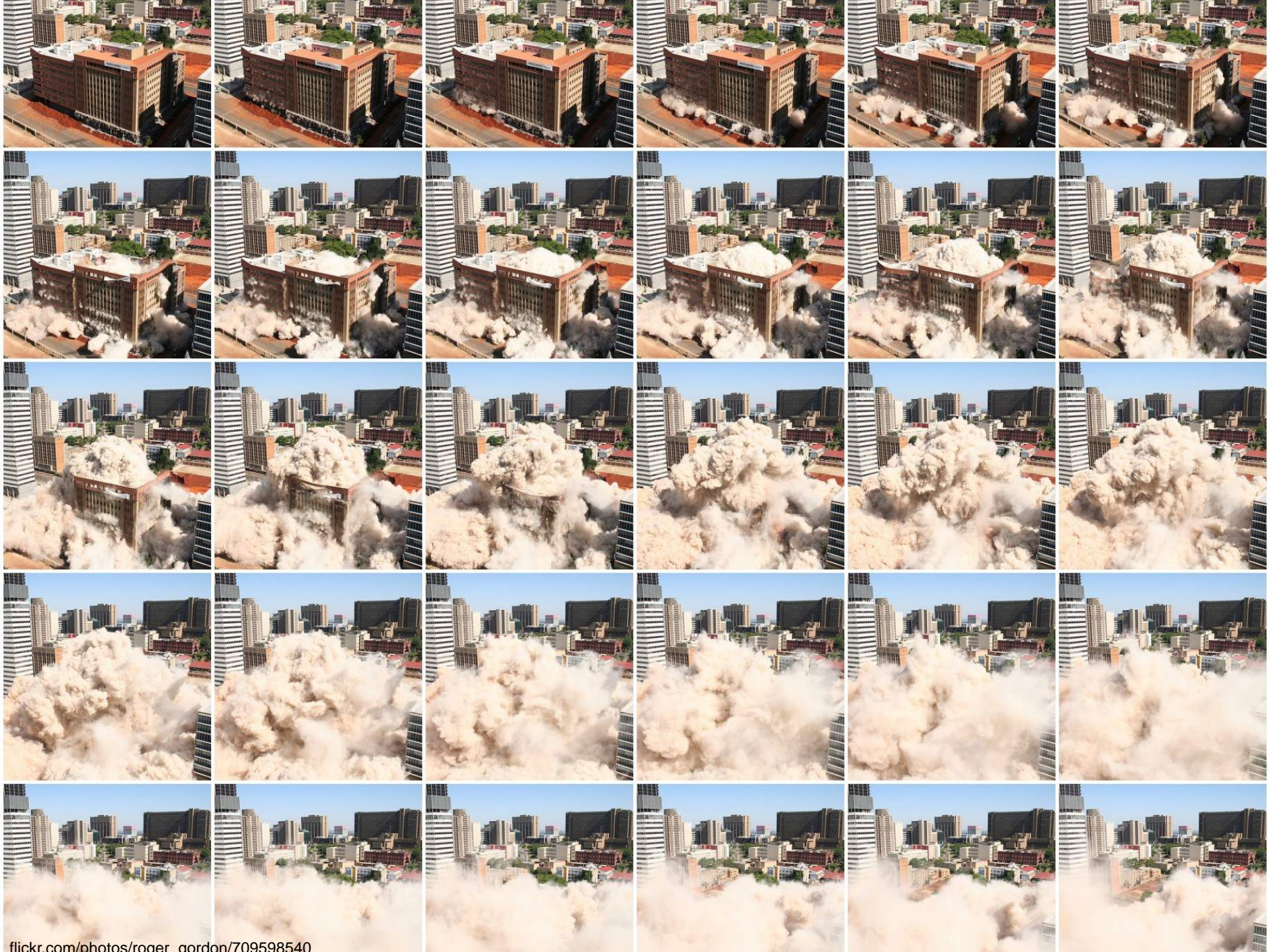
**Certified
moving &
storage
company**

USDOT 132558
NYSDOT T34864
GVW 25,900

T-Mobile

**Smart
Wholeson**

360 MADISON AVENUE





Why Social Media

reach

- where the masses are
- connected
- influencers
- sharing minded

interaction

- preferred channels
- free advanced tools
- familiar tools

engagement

- viral content
- two way conversation
- human

Step By Step – Getting Started

1. Create social networking accounts and pages on Facebook, Twitter, LinkedIn Company Pages/Groups Google+, YouTube or Instagram for your business
 - Complete each bio (In most cases under 140 characters)
 - add the location of your company
 - add the URL of your website
 - add your field of industry
 - contact information where applicable.
2. Add social network profile links to your site
3. Add social sharing and bookmarking links to your site
4. Add Facebook, Twitter or other relevant widgets to your site

Social Media Integration

**remarkable
content is king
& engagement
is queen**

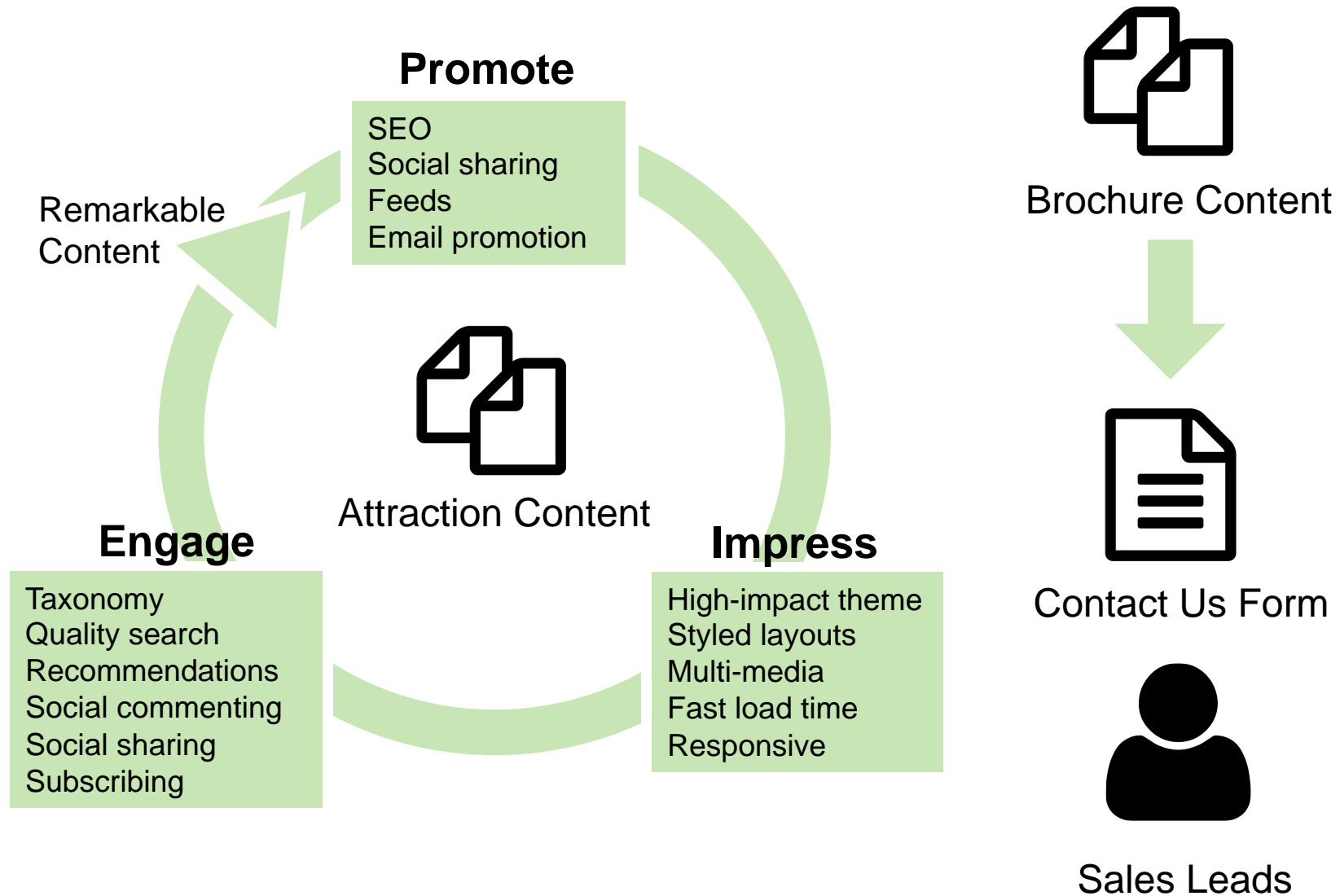


Read more

Social Sharing

Social Commenting

Creating a Great Attraction Website



Thank You!



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flickr.com/photos/nilson/255662963

flickr.com/photos/genista/3432987963

flickr.com/photos/vernhart/1073265478

flickr.com/photos/paullew/4304362073

flickr.com/photos/soldiersmediacenter/397695157

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