Content Marketing & Social Amplification

Who AM I

Judith Lewis

Obligatory slide !

- CANADIAN
- Run DeCabbit Consultancy doing SEO, PPC, Social Media and integrated marketing campaigns
- Online since 1985, online marketing since 1996
- Worked in-house within e-Commerce, Publishing & High Tech
- Have worked with GalaCoral, Google, Vapemate, NatWest/RBS, National Gallery, CIPD, Fidelity, NBC Universal, Readers Digest, Bayer, Amadeus, AMD, AmEx, TotalJobs, Virgin.com, Virgin Startup, Zopa, NSPCC, GE & more
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Contextualising
Social Media

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.593 BILLION	**4.021 BILLION**	**3.196 BILLION**	**5.135 BILLION**	**2.958 BILLION**
URBANISATION: **55%**	PENETRATION: **53%**	PENETRATION: **42%**	PENETRATION: **68%**	PENETRATION: **39%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

Hootsuite™ we are social

Some Stats

Substantial 'reciprocity' across major social media platforms

% of __ users who also ...

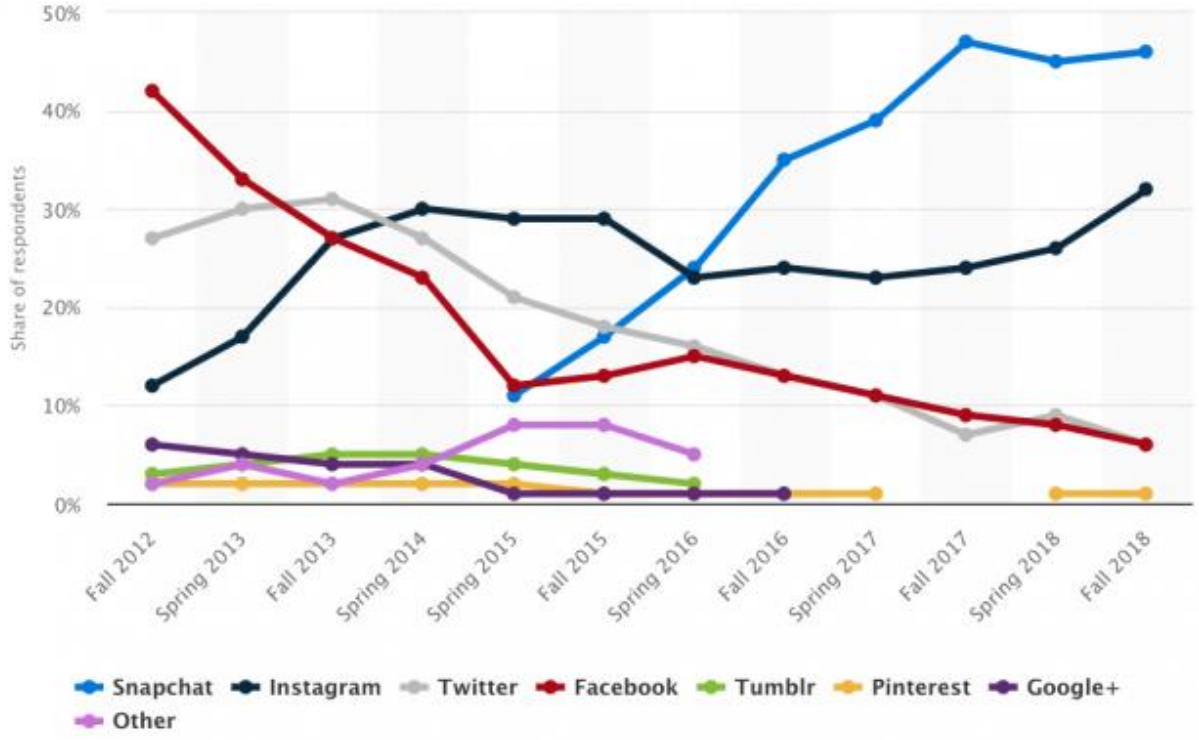
	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users also use Facebook

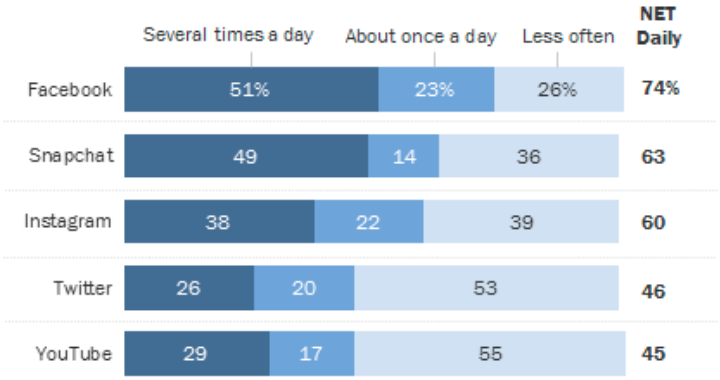
Twitter Users Are in Decline



Some Stats

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

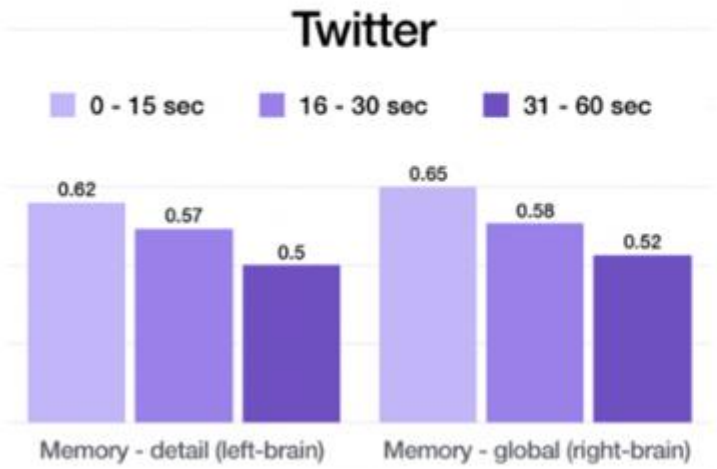
PEW RESEARCH CENTER

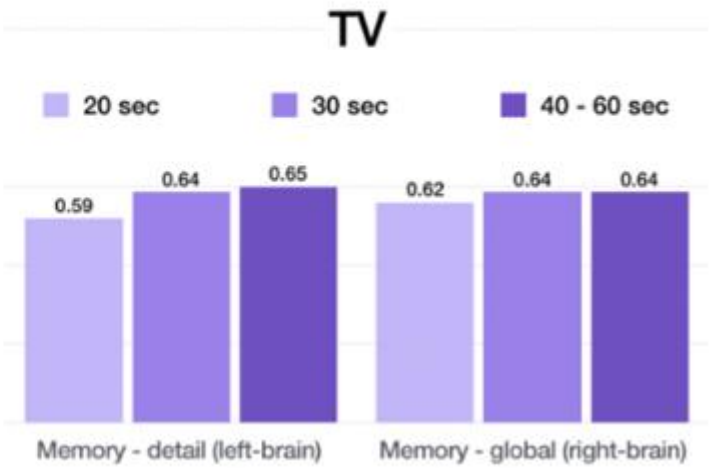
Some Stats

Responding Quickly to Customer Complaints Makes People Willing to Pay More in the Future
A study of tweets to airlines shows that when a tweet is answered in five minutes or less, the customer will pay almost $20 more for a ticket on that airline in the future.
ADDITIONAL AMOUNT WILLING TO PAY ($U.S.)
$20
15
10
5
0
$2.33
3.19
8.53
19.83
60 MINS OR MORE
21–59 MINS
6–20 MINS
5 MINS OR LESS
RESPONSE TIME
SOURCE WAYNE HUANG ET AL.
© HBR.ORG

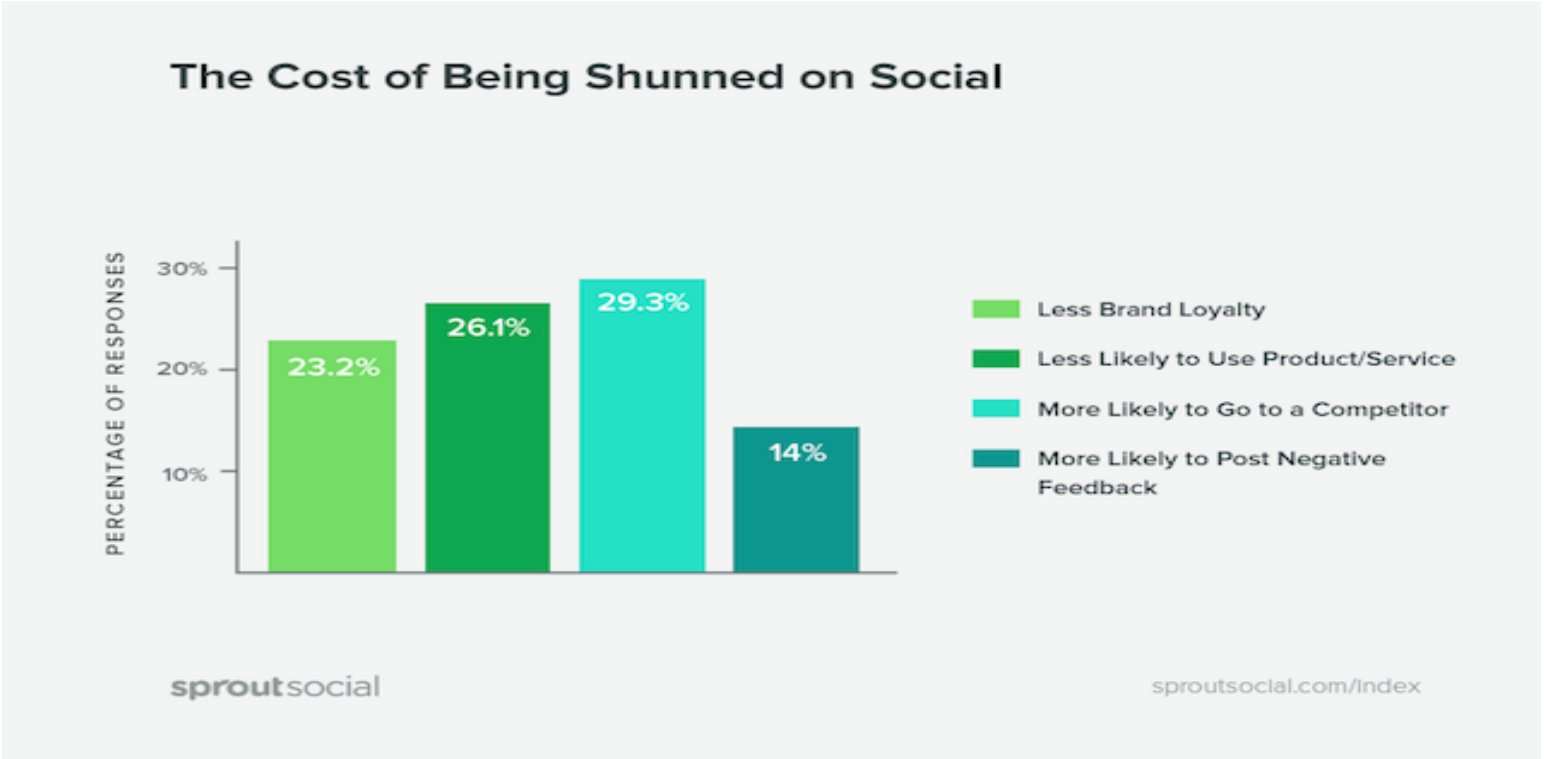
Video Ads Are Good for Branding

A 15 second ad on Twitter is just as effective as a 30 second ad on TV for stimulating a memory response



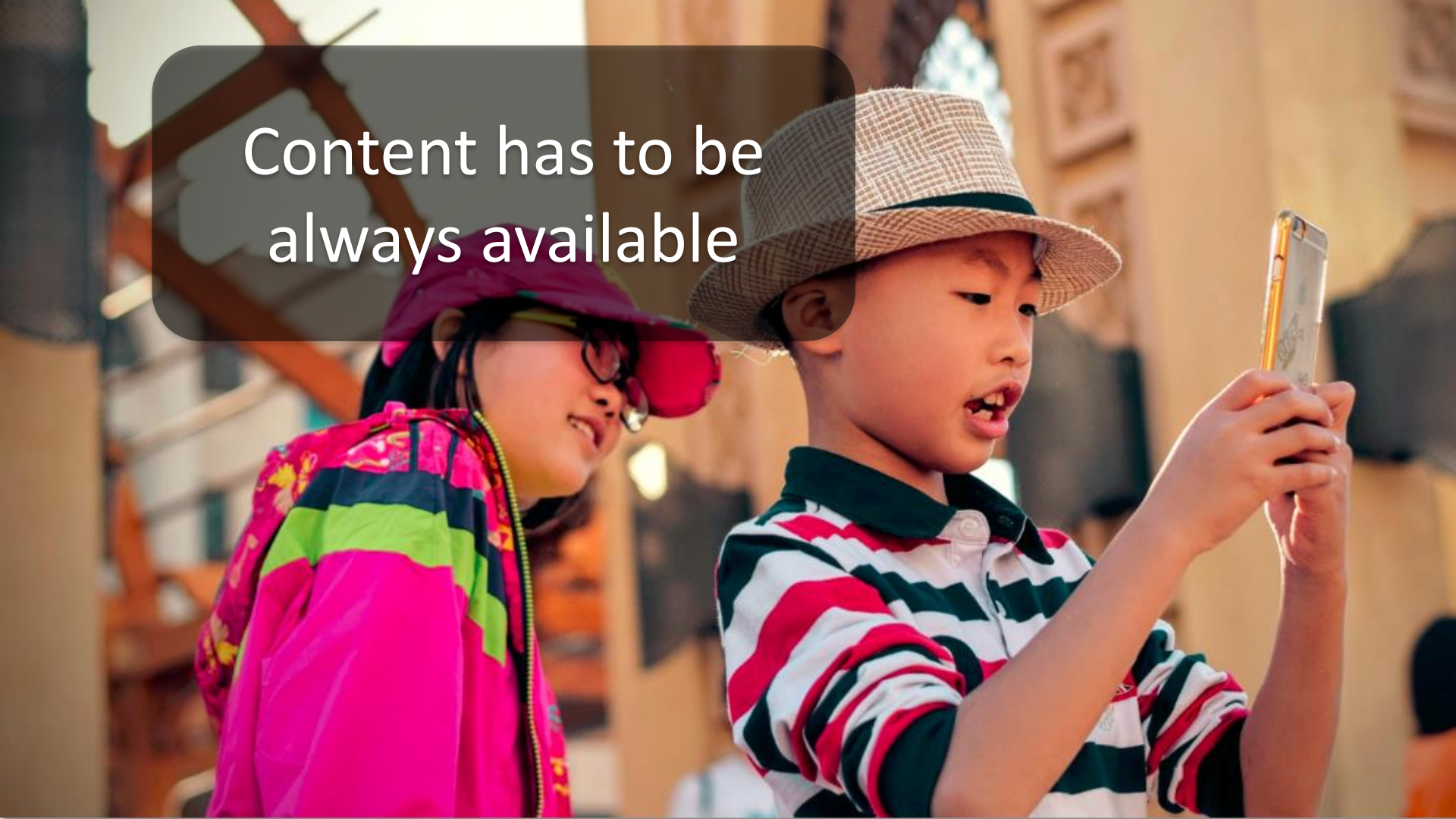


29% of consumers are more likely to go to a competitor if they're ignored on social



Let’s Talk About Content

Content
consumption has
changed


Content has to be
always available

Often made
understandable in
small chunks

And often consumed through flash briefings or voice related formats
amazon

So what’s the secret to good content creation?

Think Strategically

Which content brings in traffic?

Which content inspires action?

Which keywords should I focus on?

Where can we improve CTR?

Know your
Target
Audience

Persona Mapping is the First Step

Identify	Questions	Answers	Map	Create
• Personas – define concerns and understand motivations and needs	• What questions do your personas ask at each stage of the buying process?	• Develop a content plan that answers these questions	• Map answers to stages in buying process and pair with keyword plan	• Create keyword optimised sharable content that adds value and answers questions

Think About Possible Questions in Keywords

Keyword (by relevance)	Avg. monthly searches	Volume (UK)	Competition
calories in red wine	27,100	2,400	Low
calories in white wine	12,100	1,600	Low
calories in a bottle of red wine	12,100	1,300	Low
calories in a glass of red wine	18,100	1,000	Low
calories in a glass of white wine	8,100	720	Low
calories in a glass of wine	12,100	1,000	Low
low calorie wine	8,100	880	Medium
calories in a bottle of white wine	4,400	720	Low
calories in a bottle of wine	12,100	2,400	Low

Alexa -
How many calories in a glass of wine?
amazon

Google

how many calories in a 250ml glass of red wine

All Shopping News Images Videos More Settings Tools

About 240,000 results (0.65 seconds)

Large glass (250ml) of average strength red wine = **214 calories** = one bag of Cheesy Wotsits. A bottle of average strength red wine = **644 calories** = 14 jaffa cakes or McDonald's Cheeseburger and medium fries. Large glass of medium dry white wine = **190 calories** = two and a half digestive biscuits. 18 Apr 2009

Average wine drinker puts on half a stone of fat a year, says campaign ...

www.telegraph.co.uk/.../Average-wine-drinker-puts-on-half-a-stone-of-fat-a-year-says-c...

About this result Feedback

Google Featured Snippets

People also ask

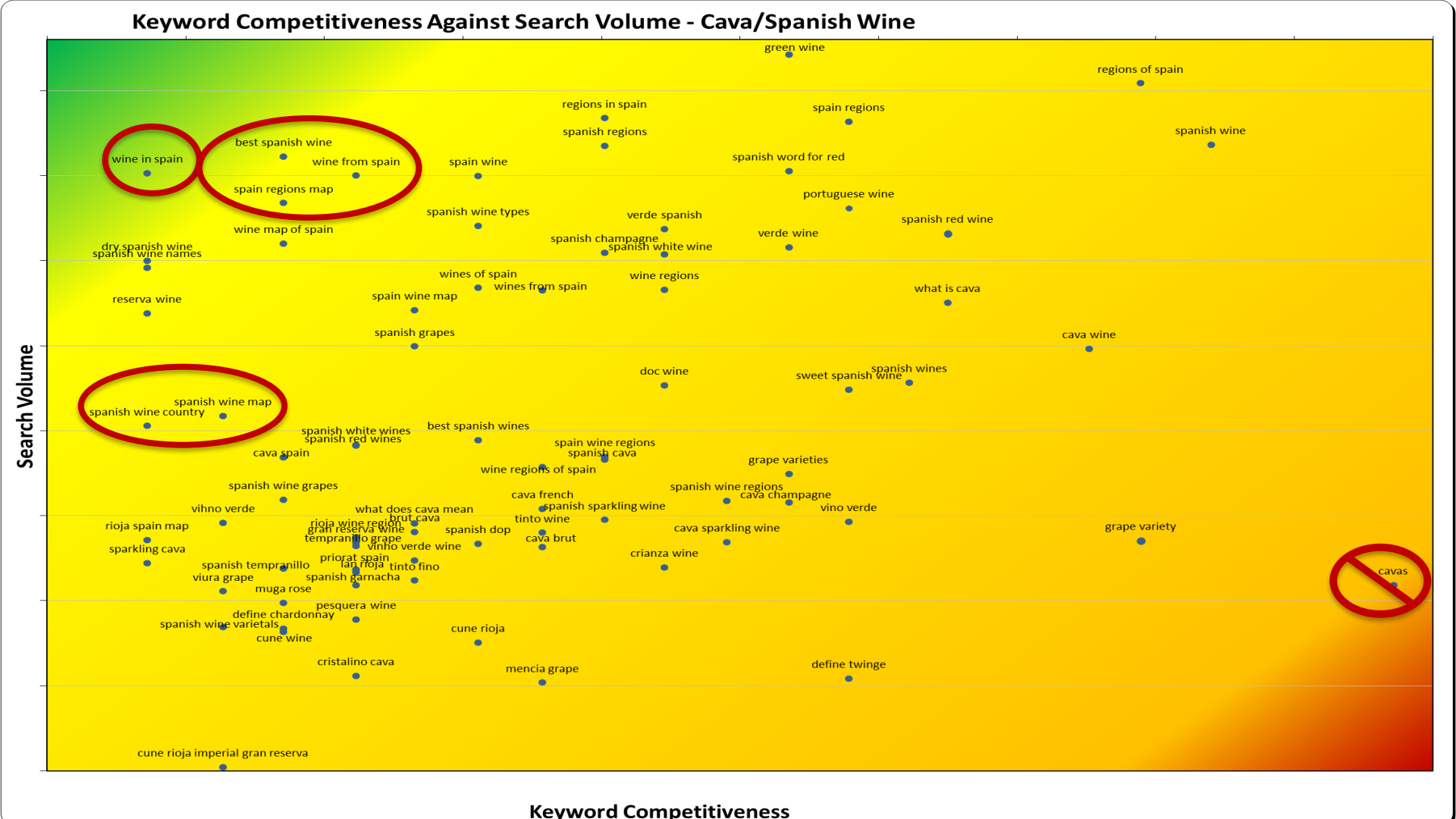
How many calories are in a 750 ml bottle of wine?

How many calories are in a glass of dry red wine?

Think About the Year in Advance

Mark all relevant holidays & releases

Do Your Keyword Research


Keyword Competitiveness Against Search Volume - Cava/Spanish Wine
Search Volume
Keyword Competitiveness
green wine
regions of spain
regions in spain
spain regions
spanish wine
spanish regions
best spanish wine
wine in spain
wine from spain
spain wine
spanish word for red
spain regions map
portuguese wine
spanish wine types
verde spanish
spanish red wine
wine map of spain
spanish champagne
verde wine
dry spanish wine
spanish white wine
spanish wine names
wines of spain
wine regions
wines from spain
what is cava
reserva wine
spain wine map
spanish grapes
cava wine
doc wine
spanish wines
sweet spanish wine
spanish wine map
spanish wine country
spanish white wines
best spanish wines
spanish red wines
spain wine regions
cava spain
spanish cava
grape varieties
wine regions of spain
spanish wine grapes
spanish wine regions
cava champagne
cava french
spanish sparkling wine
vino verde
vihno verde
what does cava mean
tinto wine
rioja spain map
rioja wine region
brut cava
gran reserva wine
spanish dop
cava sparkling wine
grape variety
tempranillo grape
cava brut
sparkling cava
vinho verde wine
crianza wine
priorat spain
spanish tempranillo
tinto fino
viura grape
spanish garnacha
cavas
muga rose
pesquera wine
define chardonnay
spanish wine varietals
cune rioja
cune wine
cristalino cava
mencia grape
define twinge
cune rioja imperial gran reserva

Map Content Out

Content Calendar

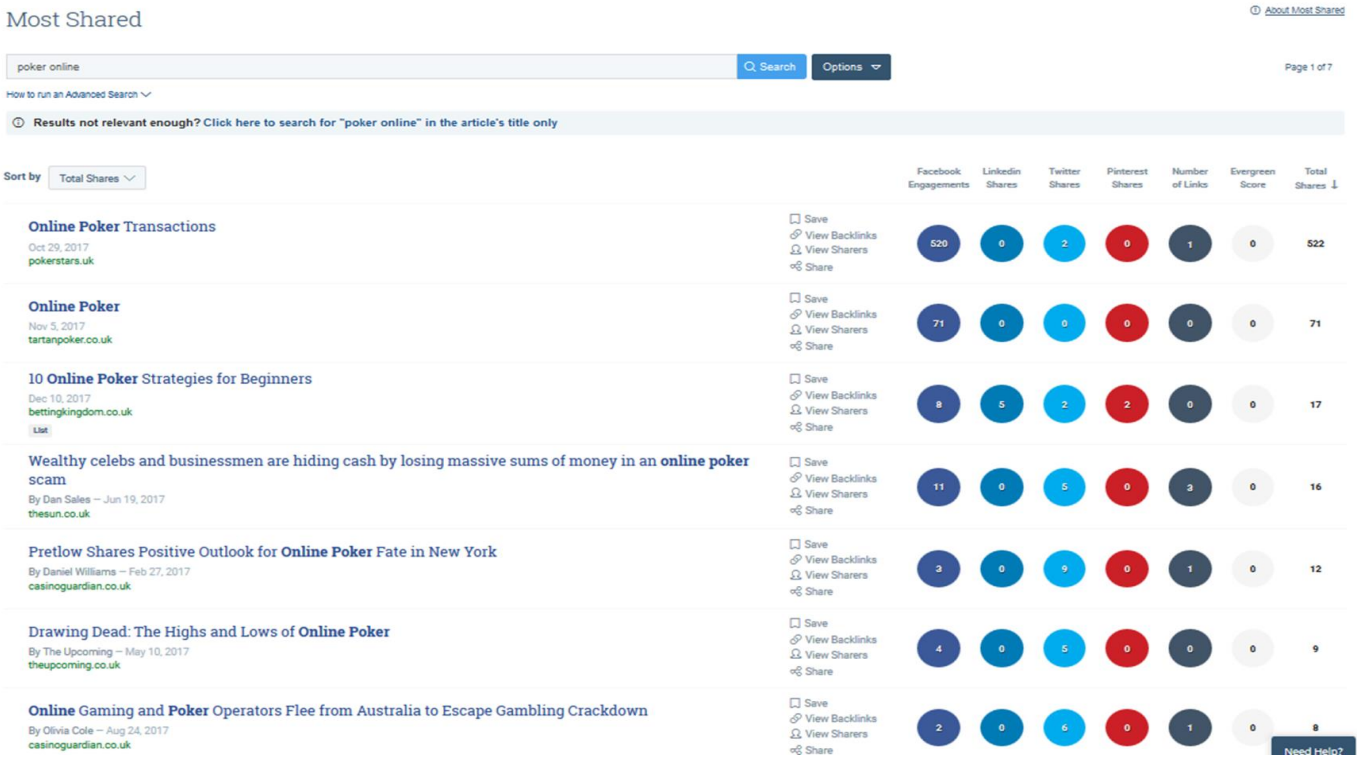
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4	5	6
Blog Title		5 Things that motivate me to work hard in my 20s	The job search: utilizing your resources	How to Find the Perfect Side Hustle for You	10 Practical Stocking Stuffers for Adults	Giveaway Roundup
Author		DC	Sally	Cat	DC	DC
Blog Title						Weekly Roundup
Author						DC
	8	9	10	11	12	13
Blog Title		Online Shopping Alternatives to Amazon	I was a triple major in college and where it got me	The # Qualities of Successful Entrepreneurs	Big Home Projects you Should Budget For	Giveaway Roundup
Author		DC	Sally	Cat	DC	DC
Blog Title				Three Ways to Take Your Business to the Next Level in the New Year	5 Ways to "Get" Money this Holiday Season	Weekly Roundup
Author				DC	Victoria	DC
	15	16	17	18	19	20
Blog Title		How I plan on getting a free $400 for travel in the New Year	Why I still use my six year old PC	How To Set Realistic Goals for the New Year	Polio Campaign for Rotary - Post #1	Giveaway Roundup
Author		DC	Sally	Cat	DC	DC
Blog Title						Weekly Roundup
Author						DC
	22	23	24	25	26	27
Blog Title		How to Stay Safe When Buying and Selling on Craigslist	TBD	Merry Christmas from Young Adult Money	Blog Tools: Editorial Calendar for 2014 [Free Download]	Giveaway Roundup
Author		DC	Sally	DC	DC	DC
Blog Title						Weekly Roundup

Measure the Right Things

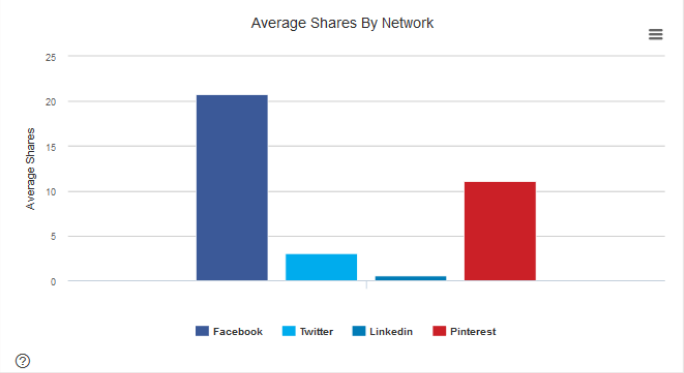
“Likes” is not a valid KPI. Increased sales within a target demographic could be.

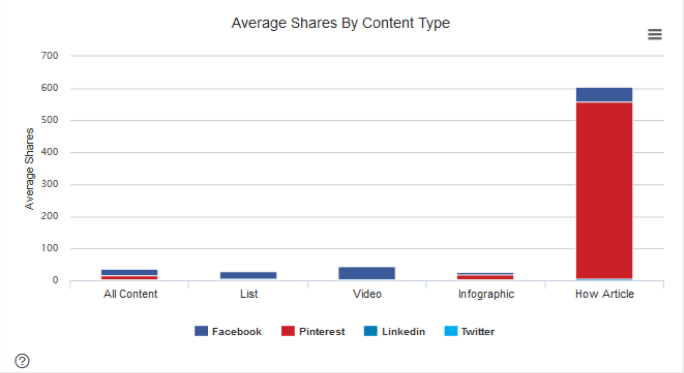
Now Think &
Promote
Differently

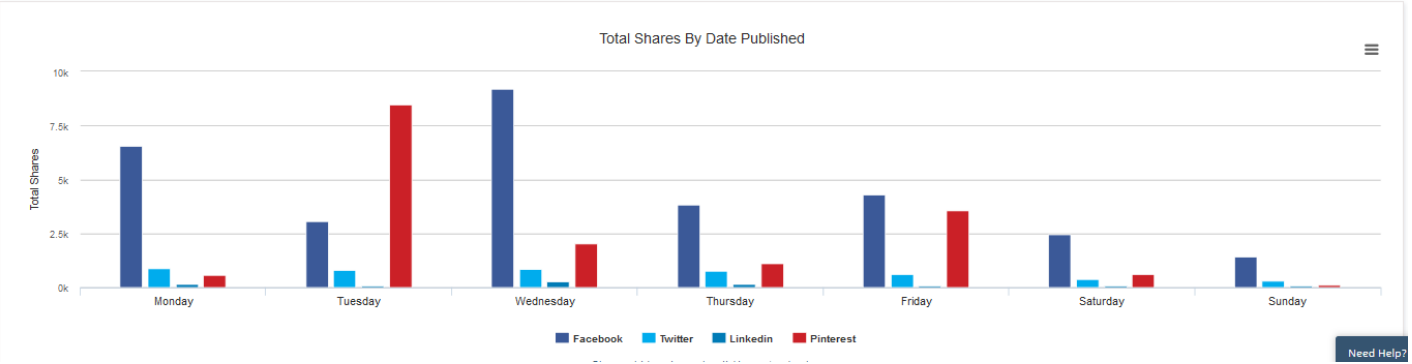
BuzzSumo – What Content Gets Shared



BuzzSumo – When is it Shared?







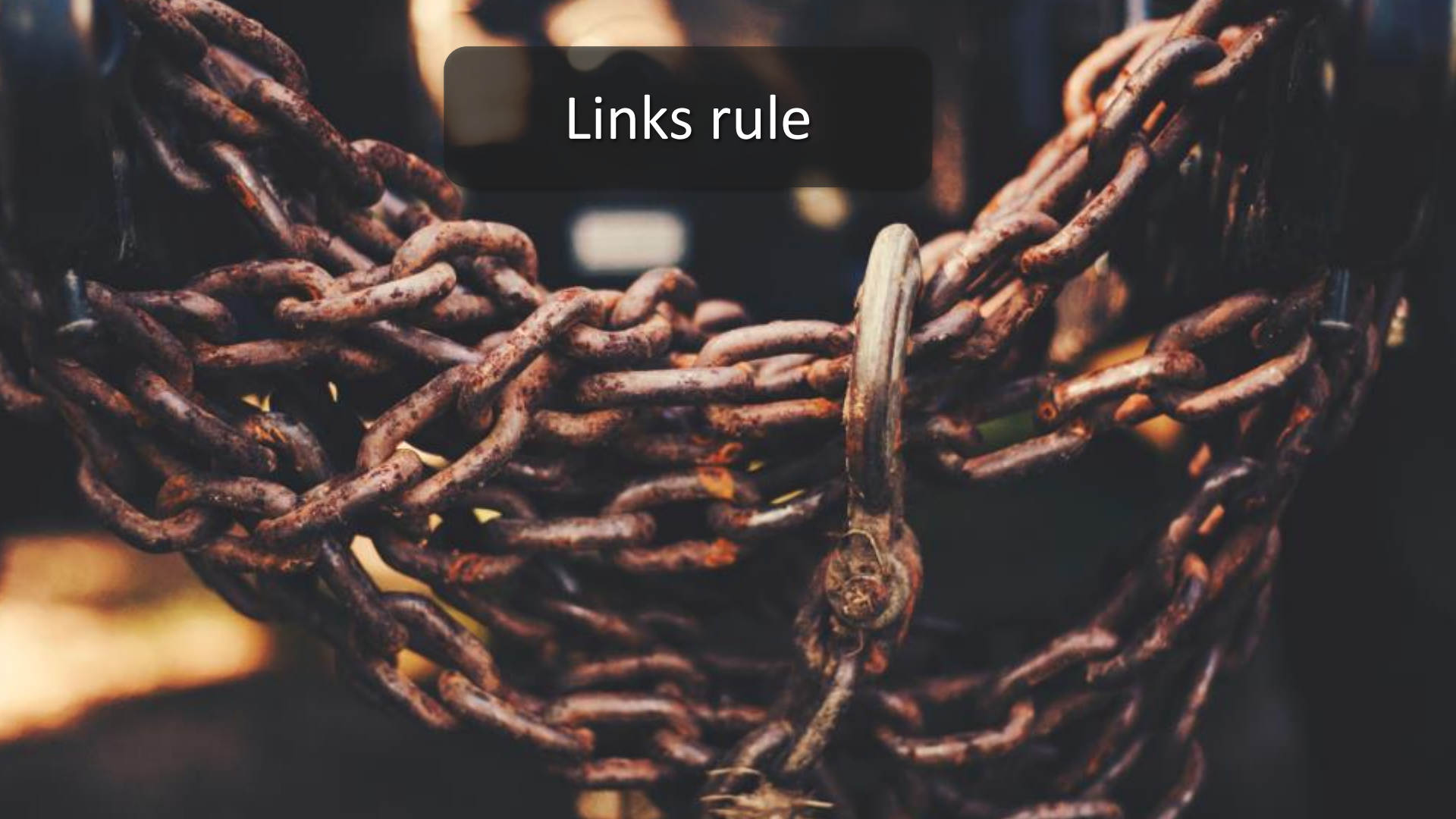
So how to guarantee the win?

Featured Snippets come first

Be a brand

Spy on the competition

Consider other channels


Links rule

Social Media Links Aren’t Changing Rankings

SERP CTR Does Matter

Tips

Tools

- Social Promotion Tools
  - Social Oomph (free & paid) for mass scheduling, etc.
  - Sendible (paid) for mass scheduling across platforms, assigning tasks, automating posting, complete overview
  - Hootsuite (paid)
- Search Tools
  - SEMrush
  - Screaming Frog
  - Majestic

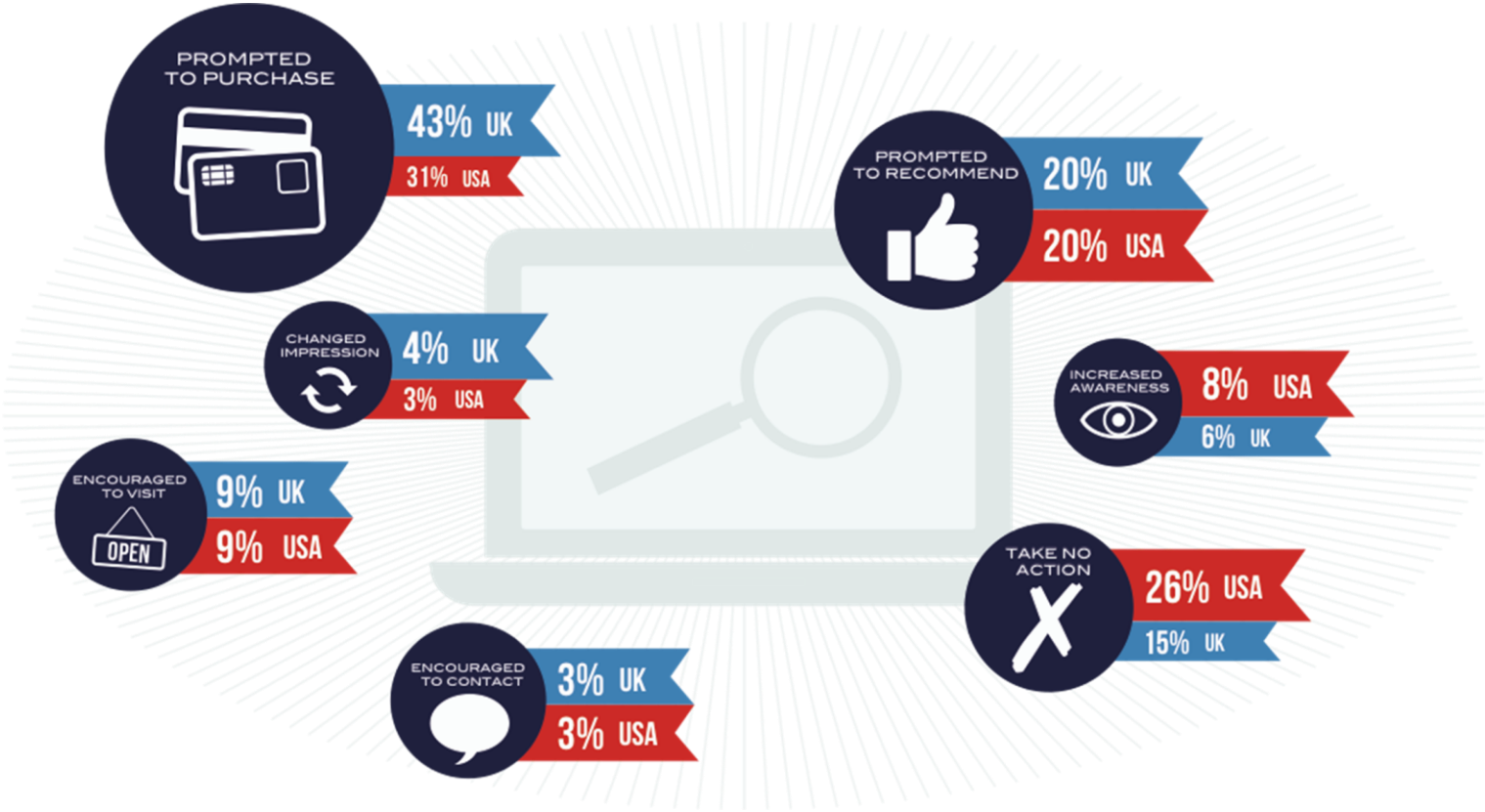
Summary of Actionable Tips

- Revise code to include Schema
- Optimise for answers to questions
  - be clear what question you are answering
- Identify alternate channels for marketing
- Automate to a point but monitor manually at least every 3 days
- Clicks on search results count
- Links are essential
- Don’t be tricked into thinking social links count as links
  - Google says they won’t use a signal to influence its search rankings unless they have high confidence in the meaning of that signal

Tips for Content Success

- Think big (data)
- Create engaging content
- Use an editorial calendar with your topic seasonal cycles
- Write powerful/engaging titles
- Evergreen content means constant traffic
- Emotional, controversial or useful content wins
- Keep it simple
- Socially promote all content

Actions Taken After Online Interaction



ASK MORE
QUESTIONS

You Can Find Me Online

Twitter: @JudithLewis
@Decabbit
LinkedIn: http://uk.linkedin.com/in/judithlewis
Web: http://www.decabbit.com
Food Blog: http://MostlyAboutChocolate.com
HuffPost: http://www.huffingtonpost.co.uk/judith-lewis
SEO Blog: http://www.SEO-Chicks.com
ShideShare: http://www.slideshare.net/DeCabbit/