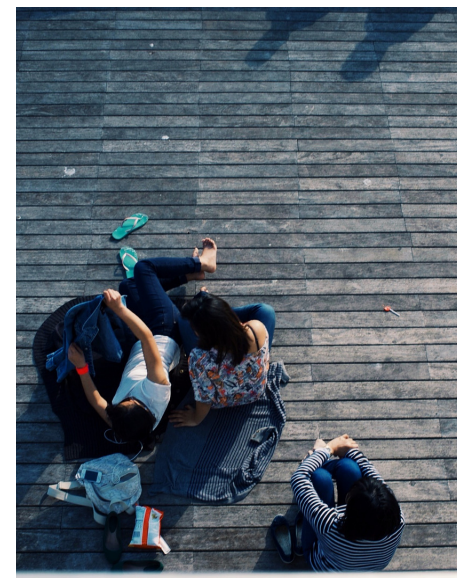




# CONTENT MARKETING

LET'S TALK BRASS TACKS  
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# What does content marketing mean?

1

**CONTENT CREATION**

*Make cool content*



2

**CONTENT DISTRIBUTION**

*Get (the right) people to see it*

# How is it implemented?

## CONTENT CREATION

PHOTOS

VIDEOS

BLOGS

GRAPHICS

PODCASTS

EMAIL

AUDIO

LIVESTREAMING

SLIDESHOWS

PRESS RELEASES

WHITEPAPERS...

+++

## CONTENT DISTRIBUTION

SOCIAL MEDIA CHANNELS & ADS

BRAND'S WEBSITE

OTHER WEBSITES

OTHER BLOGS

NEWS PLACEMENT

TV SEGMENTS

AUDIO STREAMING

SEARCH ENGINES

EMAIL

OUTDOOR ADVERTISING

PRINT/TRADITIONAL ADS

DIGITAL ADS





## VIDEO

# 80%

Video traffic will be 82 percent of all consumer Internet traffic by 2020, up from 70 percent in 2015



EMAIL

44%

email subscribers who made at least 1 purchase from an email marketing campaign.





**How can you implement it  
strategically for your  
business?**


# PICK AND CHOOSE



## CONTENT CREATION

- ✓ PHOTOS
- ✓ VIDEOS
- ✓ BLOGS
- ✓ GRAPHICS
- ~~PODCASTS~~
- ✓ EMAIL
- ~~AUDIO~~
- ✓ LIVESTREAMING
- ~~SLIDESHOWS~~
- ✓ PRESS RELEASES
- ~~WHITEPAPERS...~~

## CONTENT DISTRIBUTION

- ✓ SOCIAL MEDIA CHANNELS & ADS 
- ✓ BRAND'S WEBSITE
- ~~OTHER WEBSITES~~
- ✓ OTHER BLOGS
- ✓ NEWS PLACEMENT
- ~~TV SEGMENT~~
- ~~AUDIO STREAMING~~
- ~~SEARCH ENGINES~~
- ✓ EMAIL
- ~~OUTDOOR ADVERTISING~~
- ~~PRINT/TRADITIONAL ADS~~
- ✓ DIGITAL ADS



!!!!

OMG

!!!!

## PLAN | ORGANIZE

Pick the areas of focus. How much are you capable of creating?

Create a content calendar that is realistic, approaching the pieces that will make the most impact for your industry.

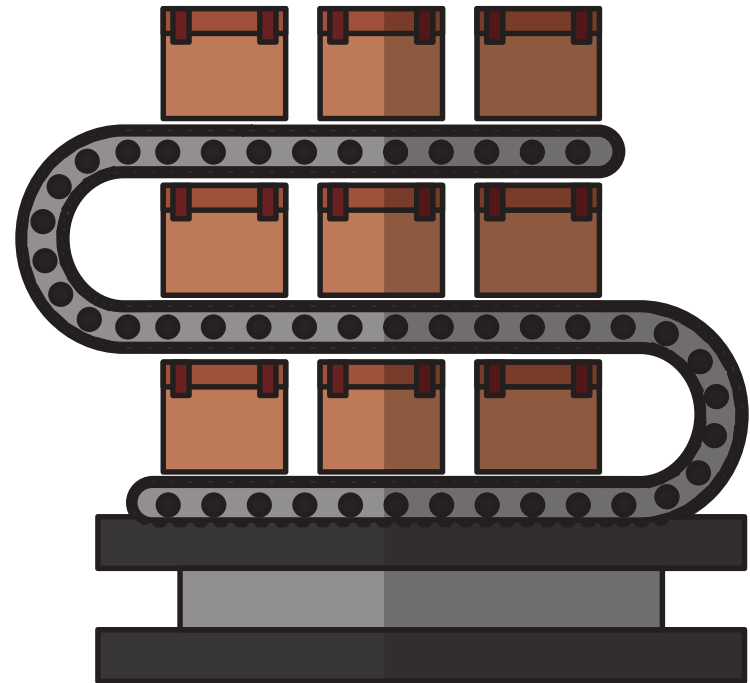
## CREATE

It takes time, team and talent to create good content. Decide who will write, shoot, edit and design. Set realistic deadlines for the content creators and give them time to produce quality work that is strategic, seasonal and hits all your channels.

## LIBRARY

Establish a living library of content in order to get ahead of postings and prepare for distribution.

# CONTENT CREATION



## RESOURCES

MAILCHIMP

GOOGLE FOR WORK

IMOVIE

ADOBE PHOTOS

PREMIUM BEAT

# CONTENT DISTRIBUTION



## RESOURCES

HOOTSUITE

INSIGHTLY

FACEBOOK ADS

PR WEB

@CROWDSIREN

## SCHEDULE

Queue up the content in a way that reflects the content calendar and allows for necessary approvals. Ensure that content is going to multiple channels.

## EDIT

Give your content a last look!

## POST

Let it fly! Post to each channel and ensure content is in the correct format for each

## AMPLIFY

Now you need to ensure people see your content. Amplify with ads that are smart & targeted in order to maximize your reach.





**CROWDSIREN.COM**

**THANK  
YOU**

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