



It's not you, it's your content

Melissa Harrison, CEO, Allee Creative

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Melissa Harrison

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Mother of 4.

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Gen Xer.



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Some of our issues

So much to do. So little time.



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The issues...

- Right now, we are managing **4+ generations in the workforce** which has an effect on business and the way we communicate.
- Organizations continue to **struggle with engagement** and the right strategy to entice everyone at all stages.
- Digital marketing strategies can be critical in order to get ahead, but **limited resources** don't always make this a priority/possible.



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Why digital scares us

- Not sure how to measure effectiveness
- Inability to produce relevant, timely, enough and/or engaging content
- Lack of budget
- We want to protect everything that our brand/org is good at; we're not willing to give content away for free.



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Don't think "free"; think thought leadership, relationships and trust

Google and Facebook will win every time when it comes to answering questions and pain points that your potential clients have – get ahead of them by creating content that you are willing to share with anyone who can find it in order to set yourself apart, be a **go-to resource**, **build trusting relationships** and **share your story**.



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Be OK giving away:

- Blog articles
- Social media posts
- Podcasts
- “Membership” to LinkedIn group(s)
- General email announcements and mailings
- Invitations to Twitter chats, Facebook Live, etc.
- Templates, eBooks, white papers



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**Build your brand with content that is relevant, showcases
knowledge and builds trust.**



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Client/customer-only content:

- Printed newsletters/publications
- Customized community forums
- Website with additional (client-gated) content for download
- Mentoring programs or training
- Special events



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It costs less time and effort to keep current clients; give them additional support in way of free content to show you truly care about their needs and providing solutions to pain points.



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Here's what we know

Information about our clients...about *people*.



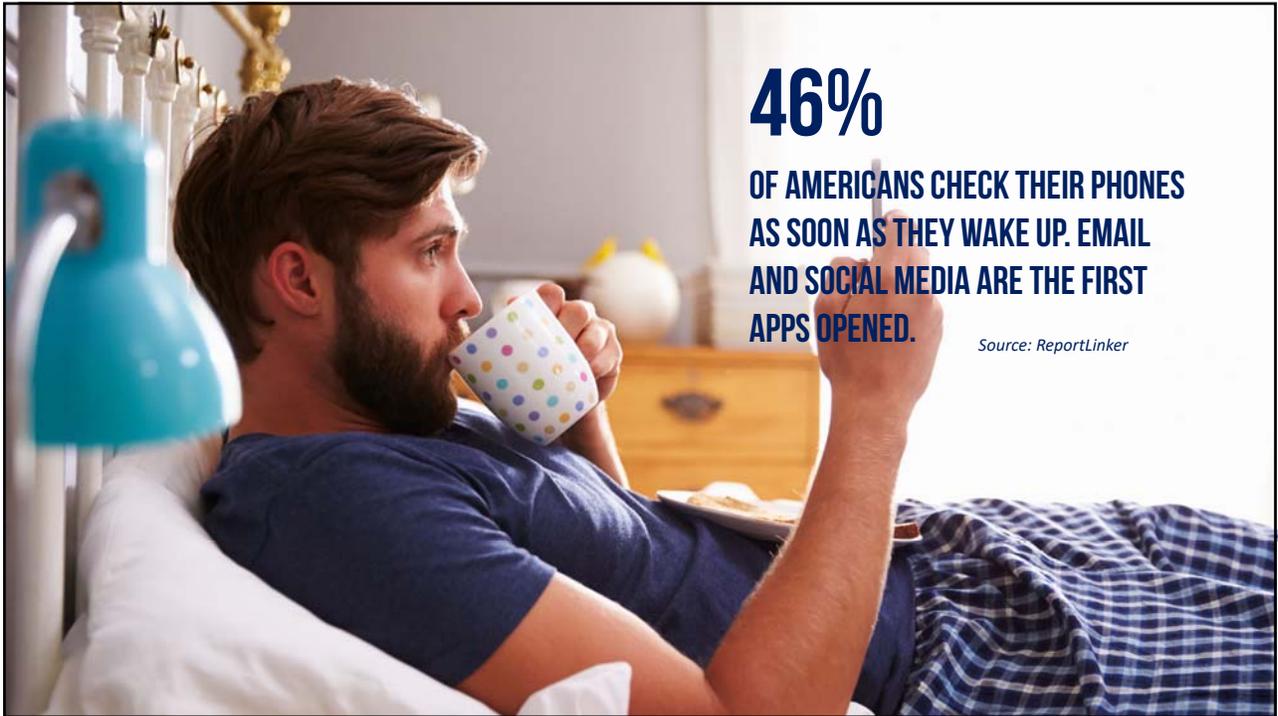
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A close-up photograph of a person's hand holding a white smartphone. The phone's screen is dark and unlit. The background is a soft, out-of-focus grey.

The average smartphone user touches his/her phone **2,617 times a day** (up to 5,000 times a day!) and **spends over 2 hours** browsing it.

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46%

OF AMERICANS CHECK THEIR PHONES AS SOON AS THEY WAKE UP. EMAIL AND SOCIAL MEDIA ARE THE FIRST APPS OPENED.

Source: ReportLinker

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70%

OF PEOPLE FEEL CLOSER TO AN ORGANIZATION AS A RESULT OF CONTENT MARKETING.

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Additionally...

- **70-90%** of the buyer's journey is complete prior to engaging a vendor (Forrester)
- Consumers engage with **11.4 pieces of content** prior to making a purchase (Forrester)
- Consumers are **5x more dependent on content** than they were 5 years ago (Nielsen)



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Talkin' 'bout my generation...



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Who are they?

While there are “cusp” generations and overlap, generally speaking:

Baby Boomers	Born 1946-1964	54-72yrs.
Gen X	Born 1965-1980	38-53yrs.
Millennials	Born 1981-1996	22-37yrs.
Gen Z	Born 1997-2012	6-21yrs



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Millennials | Gen X | Baby Boomers

MOST INSPIRED TO GIVE BY	
Social Media	39%
Email	23%
Website	20%
Direct Mail/Post	6%

MOST INSPIRED TO GIVE BY	
Social Media	33%
Email	26%
Website	19%
Direct Mail/Post	9%

MOST INSPIRED TO GIVE BY	
Email	33%
Social Media	19%
Direct Mail/Post	18%
Website	16%

Source: 2018 Giving Reports, Nonprofit Tech for Good



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What about the younger generations?

Do not discount Millennials or Gen Z. They are our changemakers. Our consumers. Our future managers and decision-makers.



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Millennials

Gen Y. Echo Boomers.



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Keep in mind:

- They are the largest generation in the U.S. workforce
- They'll soon be the largest living adult generation
- They're nearly the largest voting generation
- All of them are of working age, are less likely to have mortgages and have more disposable income
- Topics of interest depend on where in the Gen Y age range they fall into



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Gen Z

Gen Tech. Gen Wii. Digital Natives.



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Keep in mind:

- They expect greater transparency, accountability and personal validation
- They want brands to engage with them on a personal level
- Social status and community mean a lot to them (generation of YouTube, Twitch and Instagram)
- They seek content opportunities endorsed by influencing peers and idols
- Many are “old souls in young bodies” with one foot in digital and the other in traditional values



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Digital marketing

Content focused with your end-users in mind.



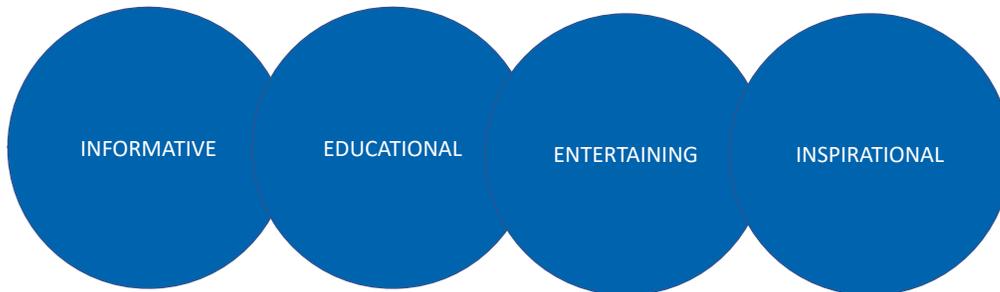
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Content marketing

It's still the name of the game.

Don't start with your agenda and objectives, start with your audience's needs.



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Content marketing is the creation of **relevant content** that provides **value** to your audience by **engaging** them, providing answers to their pain points and, ultimately, **driving action**.



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Decide: What do you want to accomplish?

- Community/client engagement and education?
- Increased loyalty/recurring business?
- Company/services/brand awareness?
- Thought leadership and trust?
- New business? Increased revenue?
- Employee recruitment/retention?



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Your marketing goals should directly support your organization's business goals.

If you don't want your business goals are for the year, you cannot set a marketing plan.



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It's more than social media.

- Website content and landing pages
- Blog posts and articles
- Email newsletters
- Webinars
- White papers, ebooks, guides
- Infographics and other visuals
- Interactive media such as videos, surveys, etc.



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Using content to grow business

Example of business development through content



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CASE STUDY:

Allee Creative #12MonthsOfMarketing Program Launch



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How we did it

- Business need and objectives
- Program development
- Content creation
- Distribution strategy
 - Channels
 - Frequency
 - Paid vs. organic
 - Personal channels vs. brand channels



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Results and key learnings



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Your turn

What business need do you need to solve through content?



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GROUP DISCUSSION



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Content ideas

Create engaging content year-round.



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Ways to tell your brand's story year-round

- Use webinars and online videos to **showcase expertise**, share a story or provide education
- Comment and engage online during other **special events**, major news, etc. (not just your news)
- Write an **A-Z guide** for your services
- Ask clients, vendors or those positively affected to **share their story**/give testimonials



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Ways to tell your brand's story year-round (cont.)

- Tell the world about an employee/vendor/client who went above and beyond (**print is not dead!**)
- Celebrate awards.
- **Create video(s)** to tell your brand's story (i.e.: Can even produce weekly 1-min "tip" videos); create an emotional connection
- **Use infographics** to showcase the impact of experiences (i.e. dollars raised, awareness created, engagements, etc.)



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Don't reinvent the wheel

Use content you already have (content audits are a great way to start!)



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Repurpose what you already have

- Use **content from your blog/landing pages** in print, snippets on social media, video clips, etc.
- Use **testimonials** in more ways than just online (think images on social, voiceovers for video, as call-outs in brochures and promotional materials)
- Use verbiage from **RFPs, awards** or other internally-produced documents
- Repurposes your **top-performing email blasts**
- Use **printed materials** in snippets across digital



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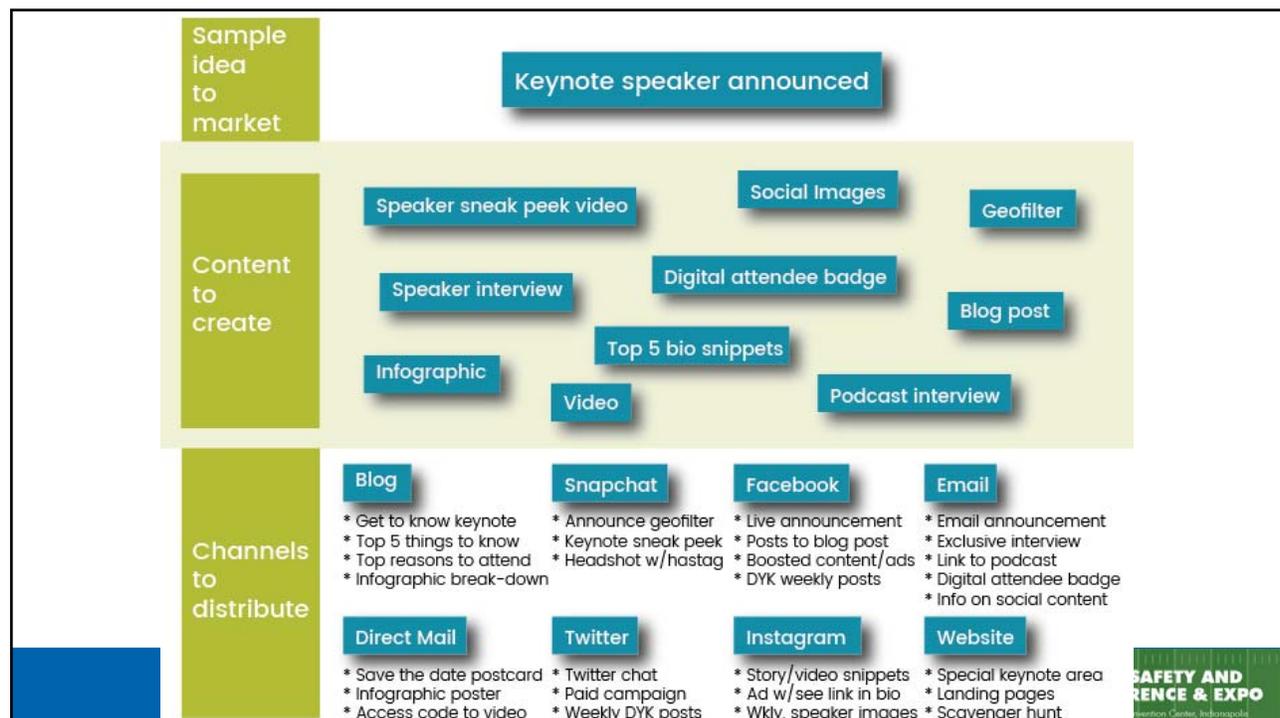
Always cross promote

Take one idea across all channels



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Your turn

What is a “big event” in your organization that could sustain multiple levels of content?



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Effective content

Tracking what works

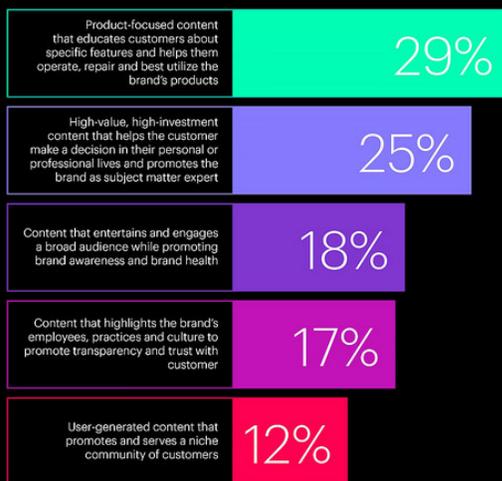


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FIG 9: BEST PERFORMING CONTENT ARCHETYPES

Q: Which one of the following types of content performs the best for your company?

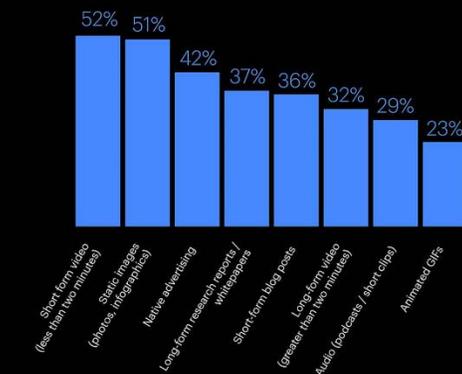


ALTIMETER
@PROPHET

Source: Altimeter Digital Content Survey, Q3 2018, Base: N=400

FIG 10: BEST PERFORMING CONTENT FORMATS

Q: What content formats perform the best for your company? (choose 3)



ALTIMETER
@PROPHET

Source: Altimeter Digital Content Survey, Q3 2018, Base: N=400

Source: Altimeter Group (via Convince & Convert blog) survey of 400 organizations with 1,000+ employees



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The success of your content will be different depending on industry, size of company and what you determine as a KPI (key performance indicator).

In order to speak to the success of your content, you must monitor, track and report on metrics.



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Baseline metrics to track

- Engagement
- Reach
- Clicks
- Website traffic
- Referral sources
- Conversions
- Downloads



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Paid vs. organic content

When planning for digital, always assume for some paid campaigns



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A study by Go-to-Market Strategies suggests that about half of for-profit companies spend **6% of their revenue on marketing**. Another study estimates that it's closer to 10% for most companies (and closer to 3% for small business and nonprofits)



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Your turn

Effectiveness of paid advertising through social media, Google, etc.



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How do we stay organized?

Content calendars will be your best friend



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Lay out the plan

- Objectives and goals
- Metrics for success
- Target audience/personas
- Topics list
- Channels and frequency
- Calls to action
- Budget
- Timeline



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Utilize production + content calendars

- Social media content calendar
- Email marketing/publication production calendars
- Blog content calendar
- Lead gen/paid campaign creative docs + timelines
- Online scheduling tools
- Spreadsheets!



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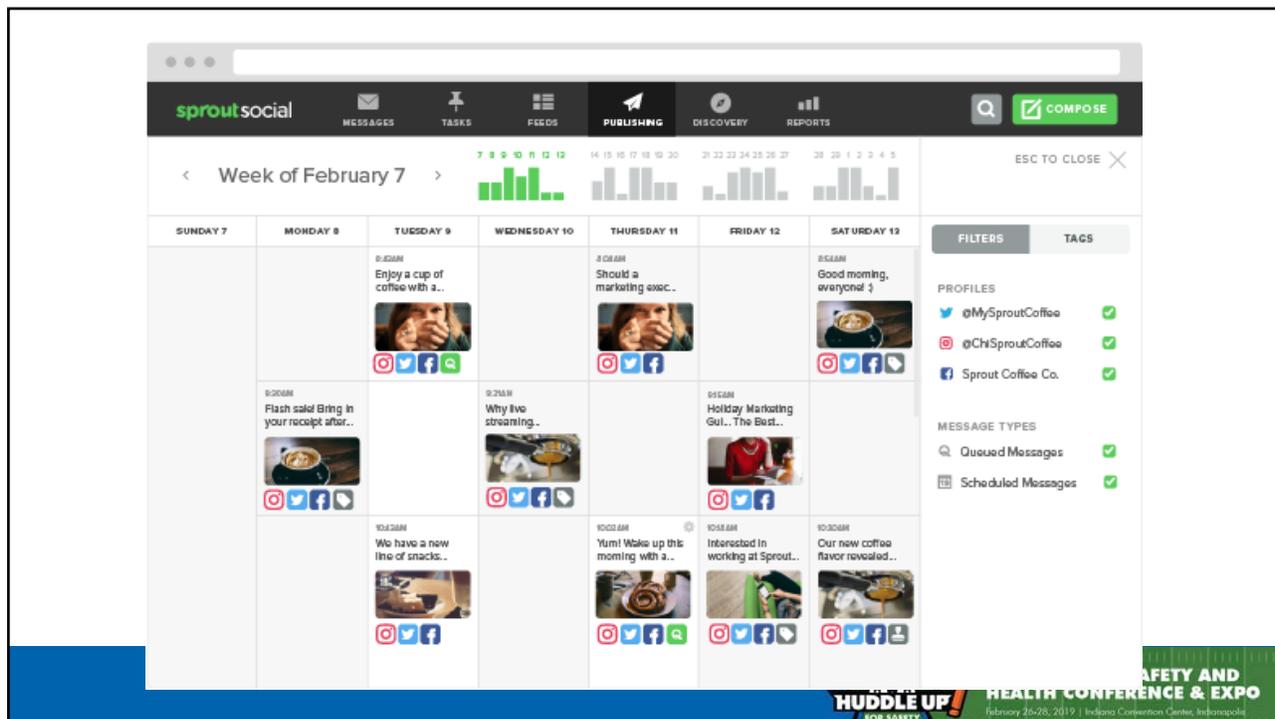
	A	B	C	D	E	F	G	H	I	J	K
	DATE	DAY	NOTES	FACEBOOK	IMAGE	POSTED	TWITTER	IMAGE	POSTED	LINKEDIN	IMAGE
1	1	Tuesday	New Years Day								
2											
3											
4											
5	2	Wednesday									
6											
7											
8	3	Thursday									
9											
10											
11	4	Friday									
12											
13											
14	5	Saturday	Association Holiday Party								
15											
16											

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Additional tools to consider

- Asana
- Freshbooks
- Pexels
- 123RF
- SproutSocial / Spredfast / Hootsuite
- Slack
- Facebook Creative Hub / Ripl / Boomerang

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Closing remarks

Take it all in. Start small and grow.



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Be OK with no.

For some of us, saying “no” is harder than for others. Many times it comes down to personality types, control, the fear of disappointing others or not being “in” with the newest gadget.

The same holds true in marketing. Just because it is shiny and new does not mean you need to do it.



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At the end of the day...

Engage your audience by creating a digital marketing plan with content that is about **THEM**. Make it **STICKY**. Make them see you as a **RESOURCE** and as a supportive organization throughout the year.



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Thank you!

For additional contact information and resources:

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