Mission Possible: Quality Content Marketing

Optimize Your Content Strategy Through Marketing Automation and Social Media

Bryan Tobin
Usability Manager | SharpSpring

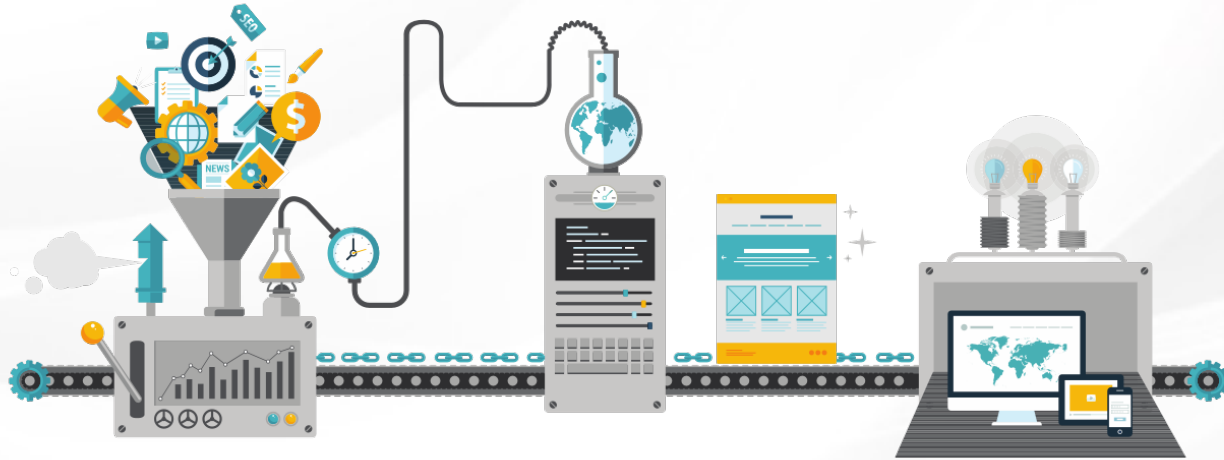**Travis Simpson**
President | Symbolscape Media

Greetings

Who's In The Audience

- SharpSpring Partner Agencies

- Agencies Considering SharpSpring

- In-House Marketing Professionals

Why Are We Here?

- Discuss how to optimize your content strategy
  - Share marketing best practices
  - Provide real-world stories

SharpSpring

Housekeeping

Questions?

- Phone lines are muted
- Submit via:
  - Chat Box
  - Twitter: #SharpTweet or @SharpSpring

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming SpringBoard Live – Partners Only:

Killer Lead Gen Strategies for Event

Friday, April 21, 2017

Upcoming Webinar:

Your Secret Weapon for Getting New Clients

Wednesday, May 10, 2017

Future Partner Presenters:

Email Koertni Adams at
koertni.adams@sharpspring.com

#SharpTweet live with us

SharpSpring

Introductions

Bryan Tobin
Usability Manager | SharpSpring
As Usability Manager, Bryan is responsible for creating content to help users get the most out of SharpSpring. This includes maintaining the support forum and creating instructional "how to" videos. Working in collaboration with Marketing, Support, and Development, Bryan helps create an exemplary experience for every user.

Travis Simpson
President | Symbolscape Media
Travis Simpson is a content marketing consultant and President of Symbolscape Media, a boutique content marketing studio based in San Francisco. He works with clients to create and deploy custom B2B content marketing solutions on the marketing automation technology backbone.

SharpSpring

Producing High Quality Content Marketing

Travis Simpson
Symbolscape Inc
Travis Simpson
President, Symbolscape
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@cmquarterback

PARADIGM SHIFTS IN MODERN MARKETING

More money than brains.

No brainer.

Doing content marketing *without* marketing automation is a waste of time.

MARKETING AUTOMATION WEAPONIZES YOUR CONTENT

CONTENT *WITHOUT*
MARKETING AUTOMATION

MARKETING AUTOMATION WEAPONIZES YOUR CONTENT

CONTENT *WITH*
MARKETING AUTOMATION

Evidence of Content Fatigue

5% OF CONTENT PIECES GARNER 90% OF ALL CONTENT ENGAGEMENT

"Marketing Truth or Marketing Hype?" Beckon, November 2016.

%

Blog Output

Organic Shares
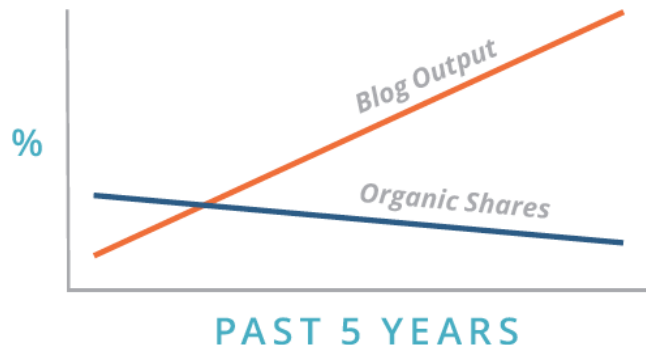
PAST 5 YEARS

OVER THE LAST 5 YEARS, THE NUMBER OF BLOG POSTS HAS INCREASED BY 800%

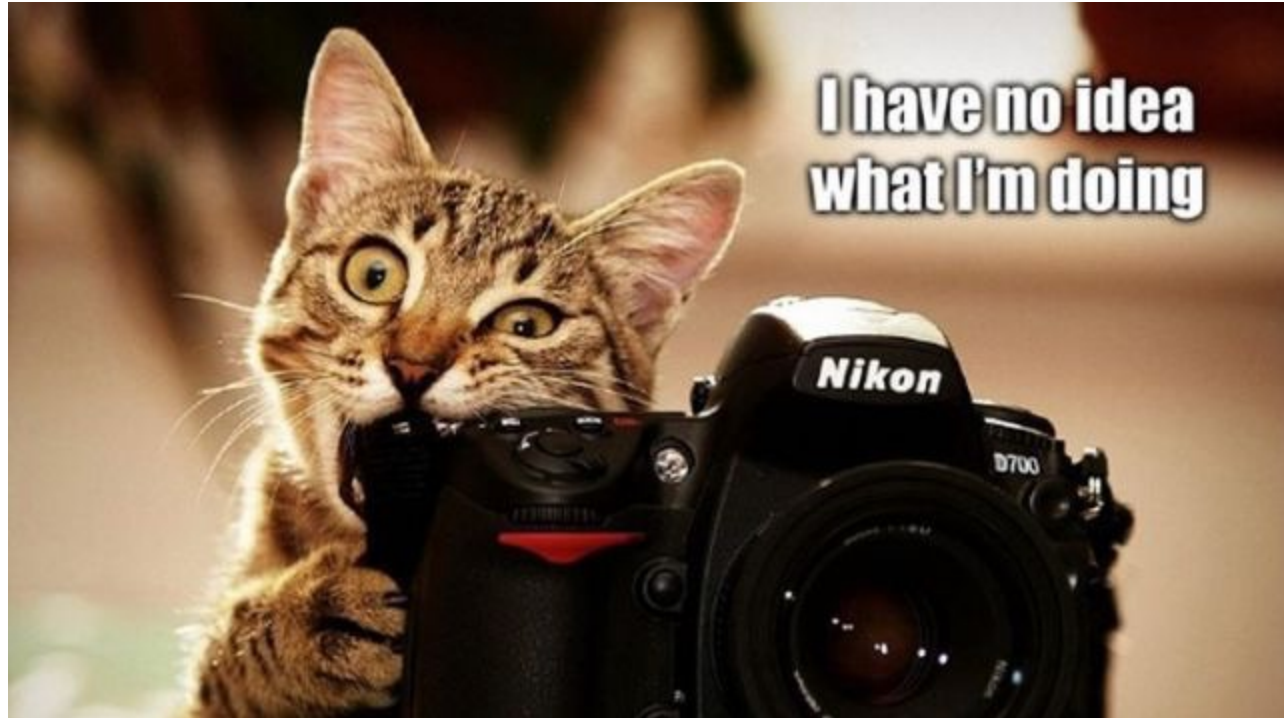OVER THE SAME PERIOD, THE NUMBER OF SOCIAL SHARES DECLINED BY 89%

"Blogging Report" Trackmaven, October 28, 2016.

THE EPIDEMIC OF CONTENT POLLUTION

Why Is This Happening?

Poll

THE TALENT GAP

SELECTIVE ATTENTION

What the "content fatigue" discussion should tell us is that we need to focus on making better content.
Not less, not more—just better.

So What?

Content is all the marketing that's left...

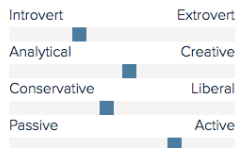Seth Godin

MAKING BETTER CONTENT

Larry Just Looking

"I'm really skeptical about whether you know what you're doing."

Age: 35
Work: CEO
Family: Married, 1 kid
Character: Geek

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Jobs

- Building best in class marketing technology.
- Finding brands that need great marketing technology.
- Leading teams and managing direct reports.
- Appeasing investors and palliating board members.
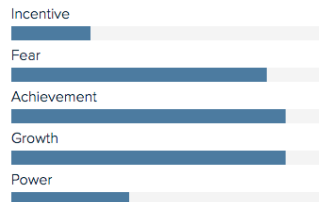- All I do is win.

Pains

- Dealing with cofounder disputes.
- Finding credible and trustworthy creatives.
- Creating authentic, engaging owned media.
- Ad spend is effective but leased property.

Bio

Larry Kim founded WordStream in 2007. He bootstrapped the company by providing internet consulting services while funding/managing a team of engineers and marketers to develop and sell software for search engine marketing automation. In August of 2008 he secured a $4M Series A investment from Sigma Partners and later in 2010, a $6M Series B investment led by Egan Managed Partners. Today WordStream is a multi-million-dollar company with over 2,000 customers across dozens of industries.
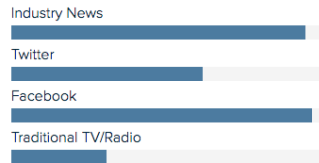
Motivation

Incentive

Fear

Achievement

Growth

Power

Brands

MOZ   SEJ   MTA MARTECH ADVISOR

Media Diet

Industry News

Twitter

Facebook

Traditional TV/Radio

—

Use social media to gather customer insights and learn what kind of content your audience cares about most.

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🐦 **Analytics**   Home   **Tweets**   Audiences   Events   More ⌄

Symbolscape 🎥 📨 📣 @symbolscape · Apr 5   236   2   0.8%
Must read for serious content marketers stuck in
"campaign mode." Stop campaigning, start thinking like a
publisher.
moz.com/blog/constant-…

View Tweet activity

Symbolscape 🎥 📨 📣 @symbolscape · Apr 3   162   2   1.2%
A thousand employees can make a complaint and it will
fall on deaf ears, but one Internet troll with the same idea
can move mountains.

View Tweet activity

Symbolscape 🎥 📨 📣 @symbolscape · Mar 31   116   0   0.0%
thenextweb.com/dd/2017/03/30/…

View Tweet activity

Symbolscape 🎥 📨 📣 @symbolscape · Mar 22   480   13   2.7%
"'Happy hours' were invented in the 1920s on naval ships
- to make sea life a little less boring" #USSMidway
#SMMW17
blog.hubspot.com/sales/conversa…

View Tweet activity

Symbolscape 🎥 📨 📣 @symbolscape · Mar 21   202   1   0.5%
Insight here is a radical truth: marketing is now the domain
of creatives learning marketer skills, not vice versa.
skyword.com/contentstandar…

View Tweet activity

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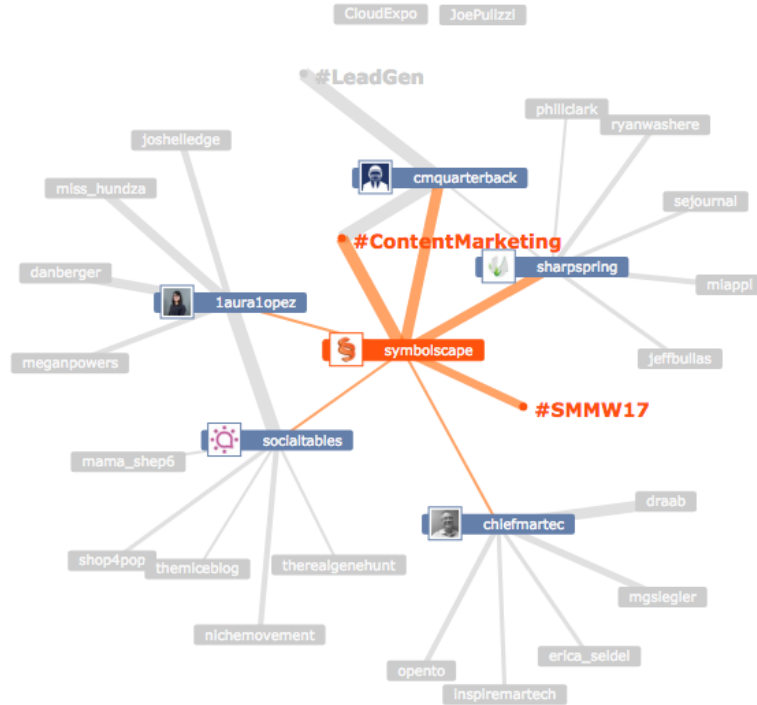
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748 Opens by 630 Leads

Opens/Deliveries:	**13.3%**
Unique Opens/Deliveries:	11.2%

16 Unsubscribes

Unsub/Deliveries:	**0.3%**
Unsub/Opens:	2.1%
Unsub/Unique Opens:	2.5%

26 Clicks by 11 Leads

Clicks/Deliveries:	0.5%
Unique Clicks/Deliveries:	0.2%
Unique Clicks/Unique Opens:	1.7%
Unique Clicks/Opens:	1.5%
Clicks/Unique Opens:	4.1%
Clicks/Opens:	3.5%

Spam:	0
Bounces:	58
Deliveries:	5,614

RINSE AND REPEAT

Be the messenger,
not the message.

*People don't care about our brands and products—
they care about how we can help solve their problems.*

THANK YOU

Poll

SharpSpring

Questions?

SharpSpring

Continue The Conversation

With Travis:

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Symbolscape Media

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With Bryan:

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Usability Manager
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