



Content Strategy
Is the
“Hidden Engine”
of the Marketing
Cycle

**Don't Interrupt,
Attract!**

Jennifer Burke, IntelliCraft Research
Marketing Tool Talk.com
@theinfohound

#LMCC17

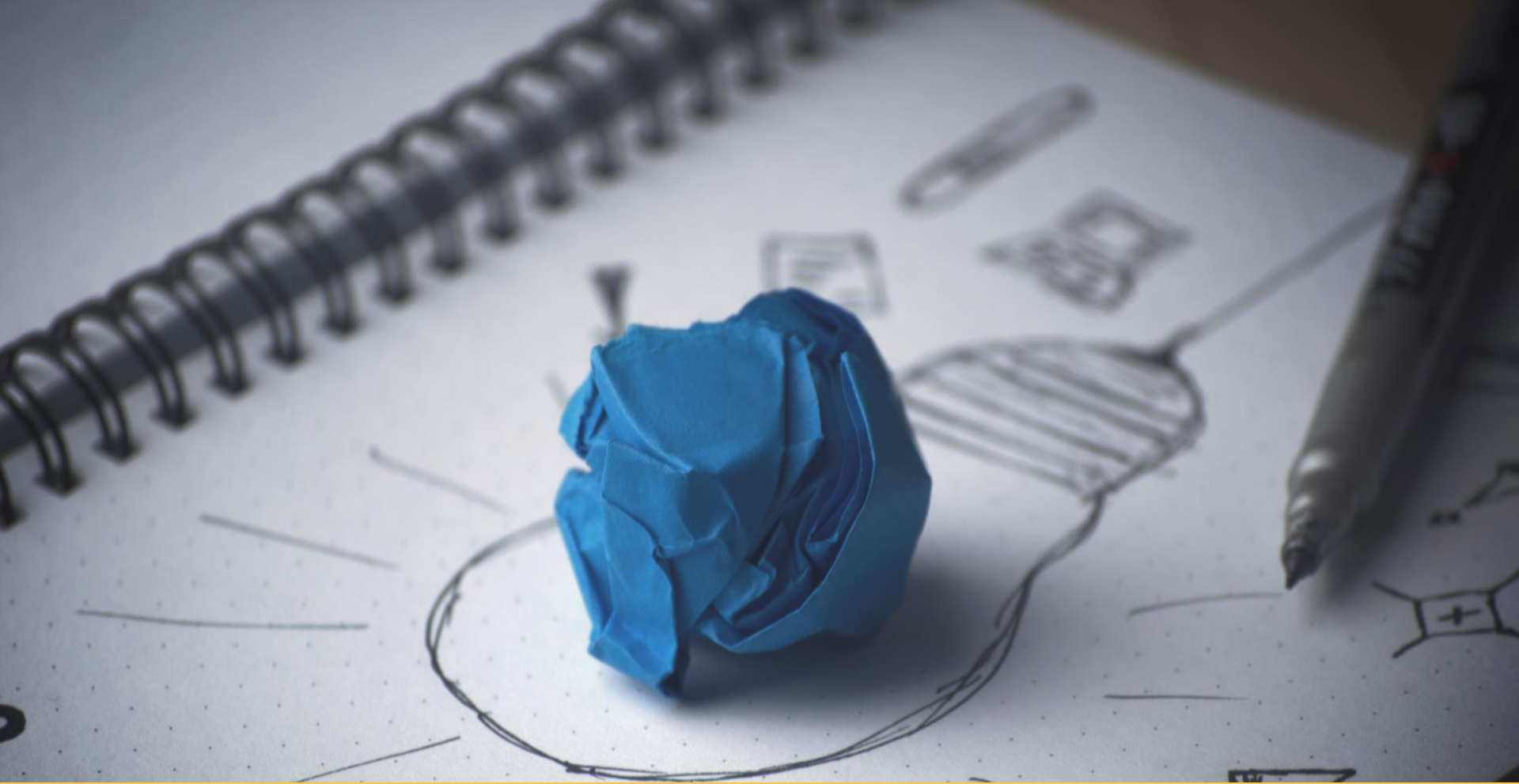
Today's Talk

IS ABOUT...

- Importance of Attract, not Interrupt in marketing
- Common mistakes to avoid
- How Content Strategy [CS] drives Content Marketing (really ALL marketing)
- Let's relook at good practices for CS

IS NOT ABOUT ...

- Everything Content Marketing [CM]
- How do develop personas
- Social media planning
- SEO
- Details of creating content
- Repurposing, recycling
- All the tech or the tools (Unusual for me, I know!)



Planning

How often do you get to think or plan vs. marketing 'emergencies'?



Why Are You Marketing? |

Photo by [Eunice Lituañas](#) on [Unsplash](#)



**What Does
Content
Marketing
Mean to You?**

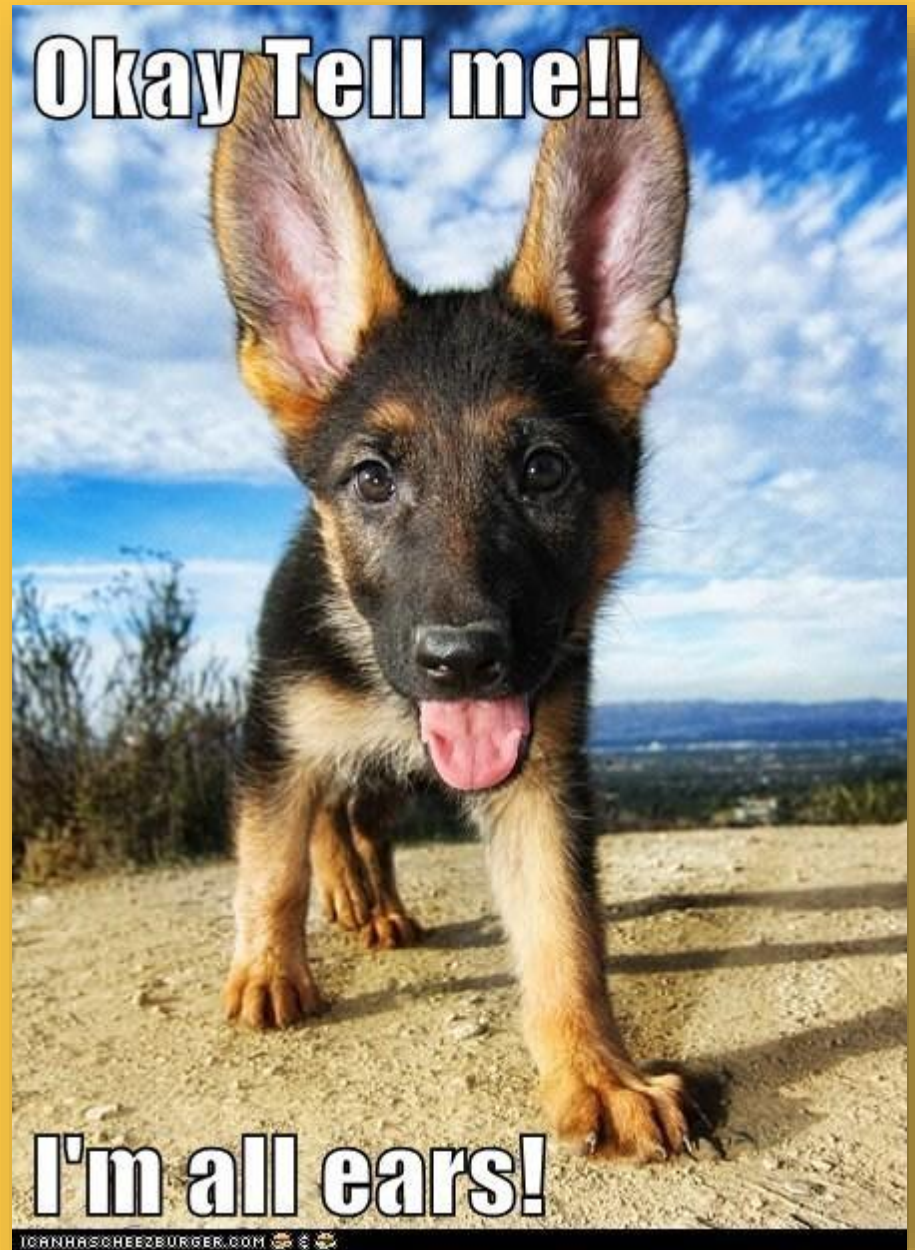
“Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”



I DEMAND ATTENTION!



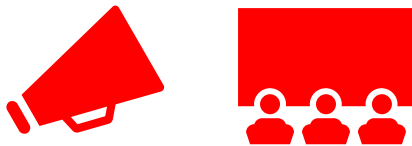
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Interrupt vs. Attract

“Old School”

- Traditional marketing
- Outbound
- Push
- Interruption
- Aggressive
- One-way
- Volume/Quantity

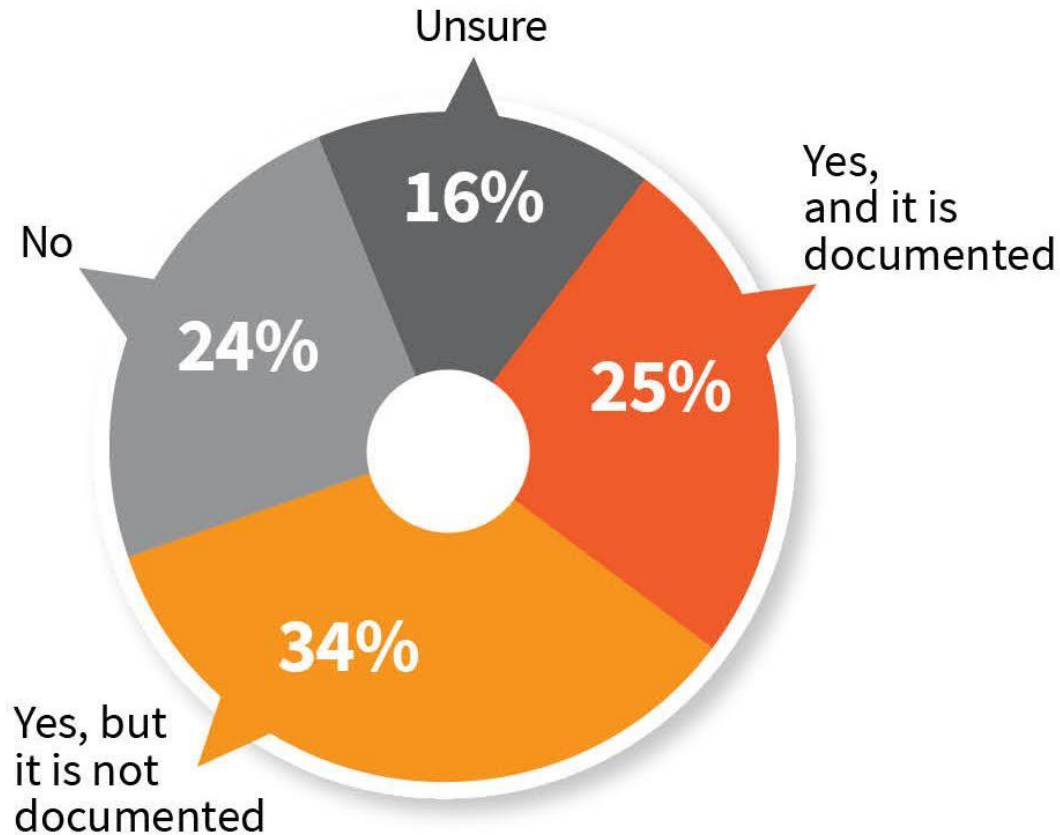


“New School”

- Content-based marketing
- Inbound
- Pull
- Attract, engage
- Permission
- Two-way conversations
- Quality



Percentage of Nonprofit Marketers Who Have a Content Marketing Strategy



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

Let's Avoid Common Mistakes

- Not Doing Research - Making Assumptions
 - Being Inconsistent
 - More Is NOT Better
 - Believing Your Content Will Go 'Viral'
 - No Voice for Your Brand
 - Not Taking Advantage Of What's Already Been Created
 - Who's in Charge Around Here? "Bueller Bueller ... Bueller?"
 - Not Planning Content Promotion in Your Schedule
 - Forgetting to Include a CTA
-
- NO Content Strategy!

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Soapbox Moment

Photo by [Borna Bevanda](#) on [Unsplash](#)

What's Content Strategy?

CS is ...

- **Substance** – what is needed
- **Structure** – framework, the how
- **Process** – who does what, when, with what tools, what resources
- **Governance** – decisions and ownership

CS is Not ...

- Your social media accounts and what to post there today
- A list of blog posts, topics, or articles to put on your website
- Series of how-to, educational videos or podcasts or blog posts
- Your newest service and how you're promoting use of it

No More Adhoc Content

A close-up photograph of a cat's face and paws peeking out from under a white, textured blanket. The cat has white fur with brown patches and a pink nose. Its paws are also visible, showing dark fur with lighter patches.

Substance

- Audience
- Message
- Voice, Tone
- Topics
- Source

Structure

- Workflow
- Where
- Tools
- Maintenance



Content Strategy

Controlling voice, tone, style, format, for right mix of content (high quality, engaging, relevant) for each channel, for the purpose of meeting needs of your audience/community.

Getting Better at Content Right Now

- Do Less, Not More
- Know What You've Got
- Listen More
- Roles, Responsibilities
- Be Like Nike – Just DO IT



You DO Need a Content Audit



Knowing What You've Got = Audit

- Count = quantitative inventory, 'what's there (or everywhere)'
- Assess = qualitative, 'Is it any good?'
- Audits also include talking and listening – with all stakeholder
- Keep a user/patron's eye to content as you review
- Review for:
 - Readability
 - Actionability
 - Intended audience
 - Intended action
 - Depth
 - Age/currency of content
 - Tone/voice

How Will You Answer These Qs – Daily?

- Why?
- For Whom?
- What?
- When?
- Where?
- How?
- With what?
- How often?
- What's next?



Photo by [Emily Morter](#) on [Unsplash](#)



Who's In Charge Here?

**Being responsible and
'owning' content**



'Doing' all the content

A grayscale photograph of a paved surface. In the upper left, the word "START" is painted in large, bold, sans-serif capital letters. In the foreground, there is a checkered pattern of light and dark gray squares, resembling a starting line on a track. The overall tone is motivational and minimalist.

START

Let's Just Do It

Because we gotta start somewhere.

The background of the slide features a close-up of several sharpened colored pencils in shades of blue, teal, pink, red, and yellow. They are positioned as if about to draw on a piece of paper. The paper has a faint, grey line drawing of a large, stylized leaf or feather with intricate internal patterns, including dashed lines and small circles.

Staying Inside the Lines

Voice
Tone
Style

What is Voice in Content?

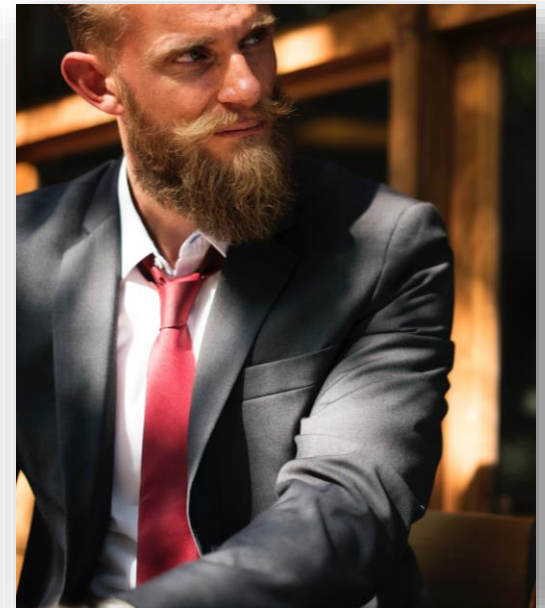
“Voice is the sum of all the strategies used by the author to create the illusion that the writer is speaking directly to the reader from the page.”

-Don Fry, quoted by Roy Peter Clark in *Writing Tools: 50 Essential Strategies for Every Writer*

“Think of a good conversation with a friend, leaning in for the drama, leaning back for a laugh. How does your content become that friend?”

-Patti Wolter, Medill on *Media Engagement*, from *Content Strategy for Professionals* course

Is your library the: *Trusted Friend*, or *Helpful Authority*, or *Innovative Changemaker*, or *Responsive Performer*?



Tone



STYLE



Curt

Casual



Formal

VS.

Informal



Lyrical





Technical







Workflow + Planning

Editorial Calendar Is Great ... But It's NOT Strategy

CMI Editorial Calendar Template  									
File Edit View Insert Format Data Tools Add-ons Help									
  100% View only									
fx	Author								
	A	B	C	D	E	F	G	H	
1	Author	Date Draft Submitted	Expected Edit Date	Editor Update	Status	CTA	Publication Date	Topic/Title	
2									
































Copy of CMI Editorial Calendar Template  

File Edit View Insert Format Data Tools Add-ons Help Last edit was 3 minutes ago

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ublish Date

A	B	C	D	E	F	G
Publish Date	Author	Headline	Status	Call to Action	Category	Notes
1/1/2018						
1/1/2018						
1/1/2018						
1/2/2018						
1/3/2018						
1/4/2018						

MON	TUE	WED	THUR
<div>9</div> <div>✓  Upload source file</div> <div>10:35  History of Girl Develop It</div> <div>3:39p  History of Girl Develop It</div> <div>6</div> <div>✓  Stage social messages in the queue</div> <div>6:11p  10 Steps to Great Web Design</div> <div>uncategorized</div> <div>7:02p  10 Steps to Great Web Design</div> <div>7:58p  10 Steps to Great Web Design</div> <div>9:54p  10 Steps to Great Web Design</div> <div>8 [Social Campaign] Inspiring Women in Tech</div> <div>12:11p  "There is no recipe, there is no one</div> <div>1:58p  "There is no recipe, there is no one</div>	<div>20</div> <div>✓  Write 25 social messages</div> <div>27</div> <div>8  Social Video Campaign</div> <div>2:10p  Girl Develop It is now in 52+ cities</div> <div>3:47p  Girl Develop It is now in 52+ cities</div> <div>3</div> <div>1:08p  "You get to choose how you react</div> <div>3p  Grace Hopper Social Campaign</div> <div>5:24p  [Email] Intro to JavaScript</div> <div>7:21p  "You get to choose how you react</div>	<div>21</div> <div>28</div> <div>4</div> <div>3:35p  Social Video Campaign</div> <div>3:44p  Goofing around at the company pi</div> <div>6:01p  Goofing around at the company pi</div> <div>6:08p  Fun around the office.</div> <div>9:54p  Fun around the office.</div>	<div>22</div> <div>12:13  [Podcast] HTML & Coding 101</div> <div>29</div> <div>10:30  "It's mentorship and hands-on, as</div> <div>12:57p  "It's mentorship and hands-on, a</div> <div>5</div> <div>10:33  "Don't be afraid to ask for what yo</div> <div>10:53  "A ship in port is safe, but that is n</div> <div>1:26p  "A ship in port is safe, but that is n</div> <div>1:47p  "Don't be afraid to ask for what yo</div> <div>2:40p  Coworkers who wear the same sh</div>

Free template CMI

CoSchedule

Word – my
Facebook biz
page in Oct



Sun	Monday	Tuesday	Wednesday	Thursday	Friday	Sat
	10/2	10/3 Tool from upcoming webinar (Biteable video)	10/4 Oct Webinar reminder	10/5 World Teacher Day https://www.someecards.com/teacher-appreciation-cards/teacher-appreciation-week-english-grammar-spelling-internet/	10/6 Friday Fun Promo – 6 reasons animated videos https://youtu.be/RNOVSijGW3Y	10/7
10/8	10/9 Indigenous Resources post	10/10 Mental Health + Libraries	10/11 -Webinar reminder + Qs -20 Reasons animation post	10/12 Webinar Day	10/13 Friday Fun http://www.feedyourreader.com/wp-content/uploads/2014/04/Reading-22.jpg	10/14
10/15	10/16 Dictionary Day – avoid jargon; my Atoz glossary	10/17 LMCC rel post – Myth of CM	10/18 Here's what missed on Webinar – tip/tool	10/19 4 Video Ideas for Fall -1 tip from my LMCC pres	10/20 Friday Fun http://www.gocomics.com/realitycheck/2014/04/05	10/21
10/22	10/23 Embracing fears – what look like?	10/24	10/25 3+ tools I like for [video] – do you use?	10/26 - 1 tip from my LMCC pres	10/27 Friday Fun	10/28
10/29	10/30 Beat Video Fears –	10/31				

Excel



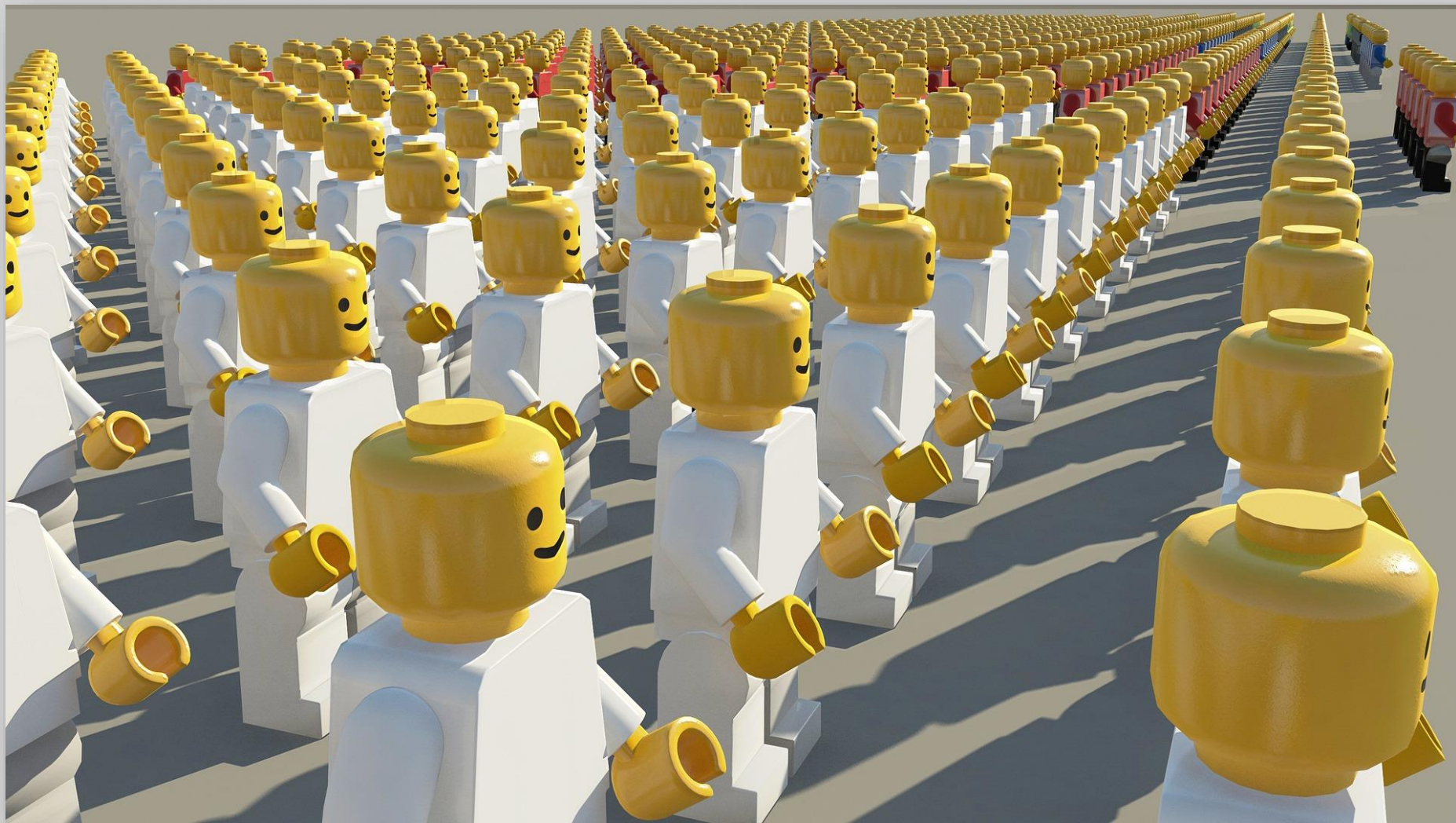
D138		Education must be one cease being intimidated by strange situations. - Maya Angelou								
	A	B	C	D	E	F	G	H	I	
104	Wednesday	Visioning/writing/philosophical advice	3/12/2014	"Keep your fears to yourself, but share your courage with others." - Robert Louis Stevenson						
105	Thursday	change/datal advice	3/12/2014	"Not everything that is feared can be achieved, but nothing is feared until it is faced." - James Baldwin					92	
106	Friday	Humor	3/14/2014	A good laugh and a long sleep are the best cures in the doctor's book. "Isiah Proverb"					0	
107	Monday	Leadership	3/17/2014	The most valuable thing you can make is a mistake - you can't learn anything from being perfect." - Adam Osborne					86	
108	Tuesday	Knowledge/learning	3/18/2014	A successful man is one who can lay a firm foundation with the bricks others have thrown at him." - David Brinkley					112	
109	Wednesday	visioning/writing/philosophical advice	3/18/2014	Either you run the race or the race runs you. Jim Rohn	yes	T			114	
110	Thursday	change/datal advice	3/20/2014	If you've made it to 35 and your job still requires a name tag, chances are you've made a vocational error. Dennis Miller					121	
111	Friday	Humor	3/19/2014	When I thought I couldn't go on, I forced myself to keep going. Success is based on persistence, not luck." - Ernest Lederer	yes		T, FB		122	
112	Monday	Leadership	3/25/2014	"I tell those who better than we'll said. Benjamin Franklin					53	
113	Tuesday	Knowledge/learning	3/25/2014	A person is successful if they get up in the morning and goes to bed at night and in between does what he wants to do." - Bob Dylan					130	
114	Wednesday	visioning/writing/philosophical advice	3/26/2014	"Those who cannot change their minds cannot change anything." George Bernard Shaw	yes				83	
115	Thursday	change/datal advice	3/27/2014	Red meat is not bad for you. Now blue-green meat, that's bad for you! - Tommy Smothers	yes				88	
116	Friday	Humor	3/28/2014	Expect problems and eat them for breakfast. Almed A. Montepert					62	
117	Monday	Leadership	3/27/2014	You can learn new things at any time in your life if you're willing to be a beginner. - @busharabiz (Elna mindset)	yes		T, FB		72	
118	Tuesday	Knowledge/learning	4/19/2014						72	
119	Wednesday	visioning/writing/philosophical advice	4/20/2014						0	
120	Thursday	change/datal advice	4/20/2014						0	
121	Friday	Humor	4/14/2014						0	
122	Monday	Leadership	4/17/2014	Never mistake activity for achievement. John Wooden					51	
123	Tuesday	Knowledge/learning	4/19/2014	There are two educations. One should teach how to make a thing, the other how to live. - John Adams					70	
124	Wednesday	visioning/writing/philosophical advice	4/19/2014	"Don't set your goals by what other people deem important."					83	
125	Thursday	change/datal advice	4/19/2014	Action is the foundational key to all success. - Pablo Picasso					67	
126	Friday	Humor	4/19/2014	Comrade is a beautiful old word." - Carol Burnett					43	
Surpass Outcomes					Surpass Outcomes					

A11		Workshop Creation																											
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V						
		November				December					January					February					March								
	Week of	18	25		2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31							
ACTIVITY																													
Pay AIF workshop fee																													
Pay AIF ad fee - it will run ads in 2014 - BY 12/31																													
A/V fee to hotel - advance or onsite?																													
Registration opens for Conference																													
Registration opens for Workshops																													
Reg closes?																													
<u>Workshop Creation</u>																													
Draft Presentation (or edit current)																													
Draft workshop activities, lessons, cases																													
Edit workshop activities																													
Time presentation + activities																													
Handouts - draft, edit																													
Handouts, presentation - print, package																													
<u>Marketing specific activities</u>																													
Leave-behind collateral - mg biz																													
--- Design collateral																													
--- Print collateral																													
<u>Email</u>																													
Info-found Newsletter promo																													
Info-found email list blast promo																													
Alliand, asros, prof Listserv blast(s)																													
---BUSLIB																													
---SLA - Philly, DC, LMD, B+F, Solo																													
---AIF-L																													
Emails to any LIS/MBA schools																													
<u>Social Media</u>																													
LinkedIn Group posts - engage pre-promo																													
LinkedIn Group posts - 'promo'																													
LinkedIn - mg personal feedpage																													
Facebook Group posts																													
Facebook - IntelliCraft page																													
Facebook - MY pagefeed																													
Twitter - Info-found@IntelliCraft																													
Twitter - personal@IntelliCraft																													

Publish Date	Topic	Category	Keywords	Post Type	Format (text, video, images)	Offer -Sell	Content Upgrade	Featured Image for Promo Use?	New?	Existing?	Curated?	Date Pub'd
August												
w/o 8/1	mistakes smart libraries make	Mistakes/challenges							y			
w/o 8/8	curated marketing roundup email	Roundup (timely)									y	
	Mindset, Strategy mistakes	Mistakes/challenges										
w/o 8/15	CM 101 in 4 steps	Content Marketing								y		
w/o 8/22	Audience, Tactics mistakes	Mistakes/challenges										
	My Summer Reading	Opinion/PoV/Personal										
w/o 8/29	Metrics mistakes	Mistakes/challenges										
September												
w/o 9/5	Why care about CM	Content Marketing										

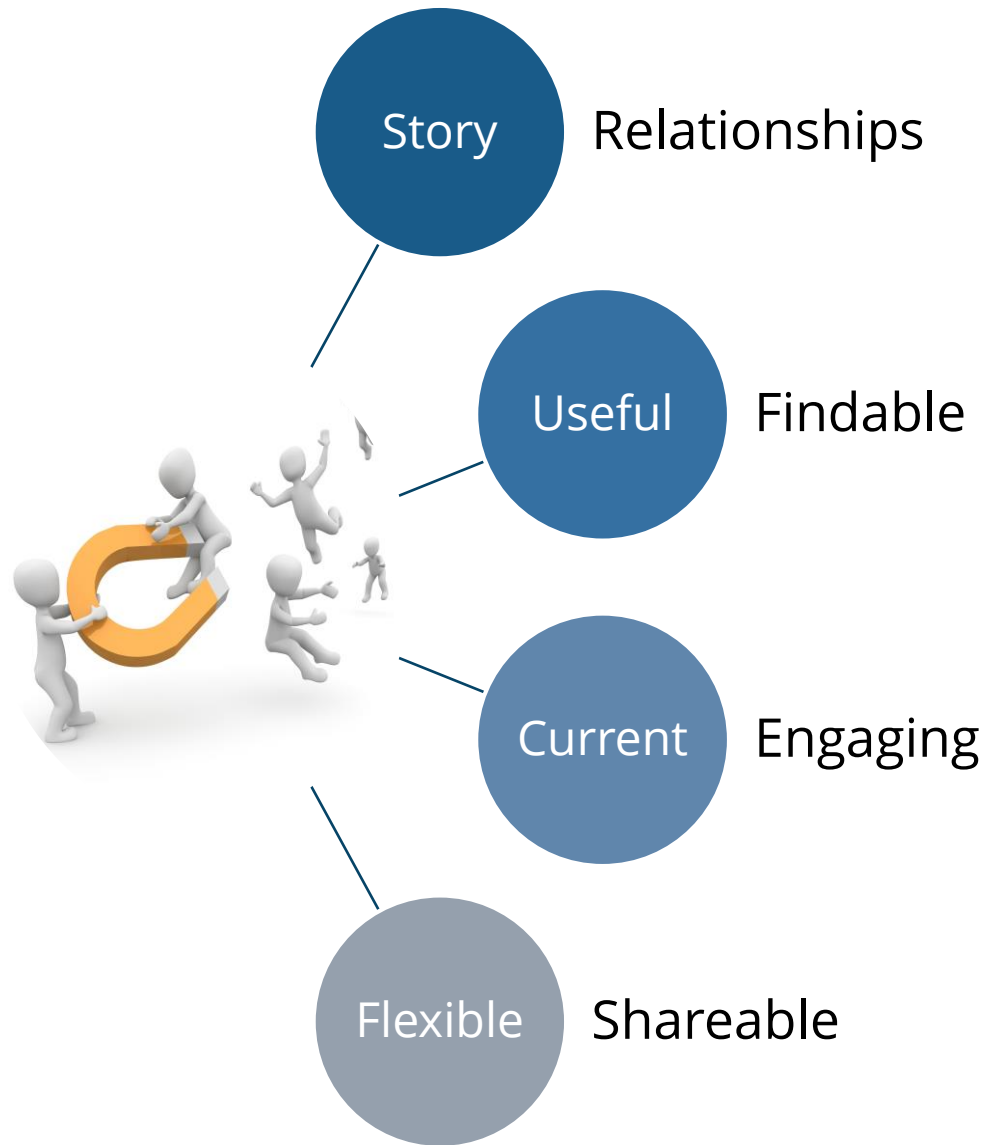
Modeled from schedule from Hubspot
 -Pulls category info, content upgrade info from a different sheet

Post Types	Categories	Formats	Offers (CIAs to other content/products)	Content Upgrade Offer	Existing Content
Lists	Strategy	All text		SMART goals worksheet + emails	beating challenge-time
How-to	Tactics	Video		10 parts marketing plan worksheet	9 common challenges all face
Case Study	Examples	Images (infographics, mostly pics)	video tools ebook	marketing mix worksheet	What is content marketing
Checklist	Tools	Audio		content marketing - general	why care about CM
Definition(s)	Mistakes/challenges		other ebook	CM - repurposing	is CM really new
Ultimate Guide	Video		course	editorial calendar	CM 101-4 steps
Opinion/Rant/PoV	Roundup (timely)		consulting	CM- Next Level e-course/ebook	Goals of CM
Behind Scenes	Content Marketing		training/workshop	CM planner worksheets	What goes in CM plan
Roundup	Opinion/PoV/Personal			library tools	Greatest lie of CM
Interview/Conversation	Content Creation			general marketing tools	graphics for non-designers
Review/Comparison				marketing fundamentals ebook	19 ways brainstorm
Promotion (event, course)				Writing online e-course (free)	11+ fave image tools





Magnetic, Attracting Content



Let's Sum It Up

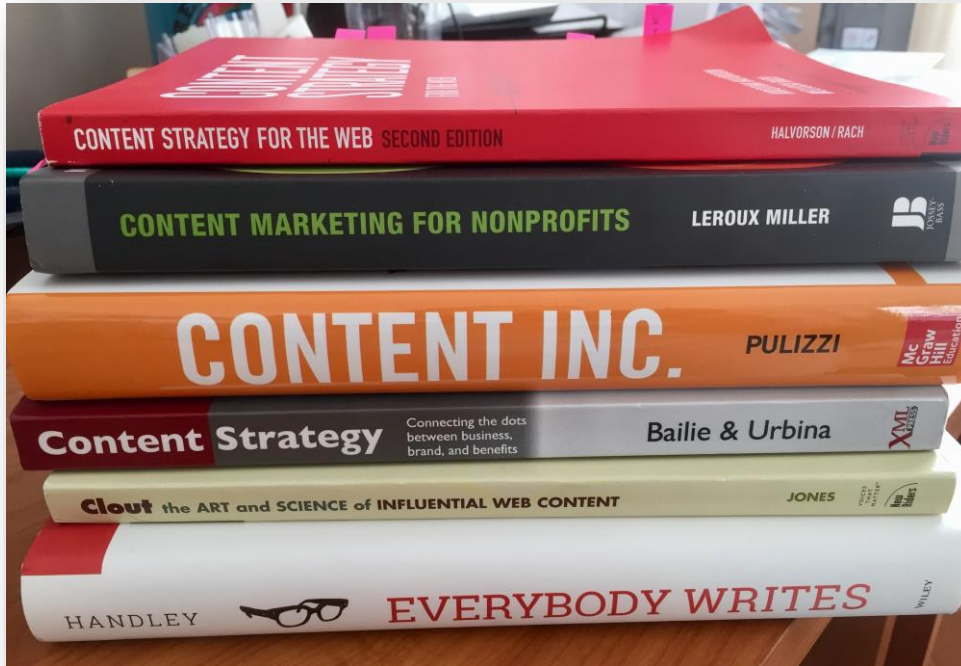
- Be clear, succinct
- State what content your org produces should accomplish
- Clarify tone of all your content
- State your org's content voice
- Define overall topics, types, formats of content
- Be clear about what channels, platforms for distribution are appropriate for your org, your community (and your limited resources)
- How does your content support, complement, or relate to your users' experiences
- How does your content relate or fit your audience/user personas
- When scheduling, assign roles/responsibilities, CTAs, and metrics

The background is a blurred image of a board game. It features a map with various colored regions (brown, grey, yellow). There are several game pieces: red and black cubes, yellow and black circular tokens, and a black rectangular piece. A red line is drawn across the map.

Yes, it's hard

But you're ahead because you are HERE.

My Content Strategy 'Bookshelf'



- Kristina Halvorson's *Content Strategy for the Web*
- Bailie & Urbina's *Content Strategy: Connecting the Dots Between Business, Brand and Benefits*
- Colleen Jones *Clout: The Art and Science of Influential Web Content*
- Ann Handley *Everybody Writes*
- Ann Handley, CC Chapman *Content Rules*
- Margot Bloomstein *Content Strategy at Work*
- CMI website (contentmarketinginstitute.com) & their CCO print publication (free)
- Scott Abel, The Content Wrangler blog & twitter
- And more ...

Contact Me for More!



jburke@intellicraftresearch.com



Library Marketing Tips:
www.intellicraftresearch.com/blog



Sign up for FREE monthly webinars:
www.marketingtooltalk.com



@theinfohound



What if marketing were easier?

Marketing
TOOL TALK.com



A large teal speech bubble with a white outline, pointing downwards and to the right, set against a dark purple background.

before you
leave
bit.ly/lmcc17

LIBRARYMARKETINGCONFERENCE.COM