CONTENT DISTRIBUTION E-BOOK

CONTENT

INTRODUCTION
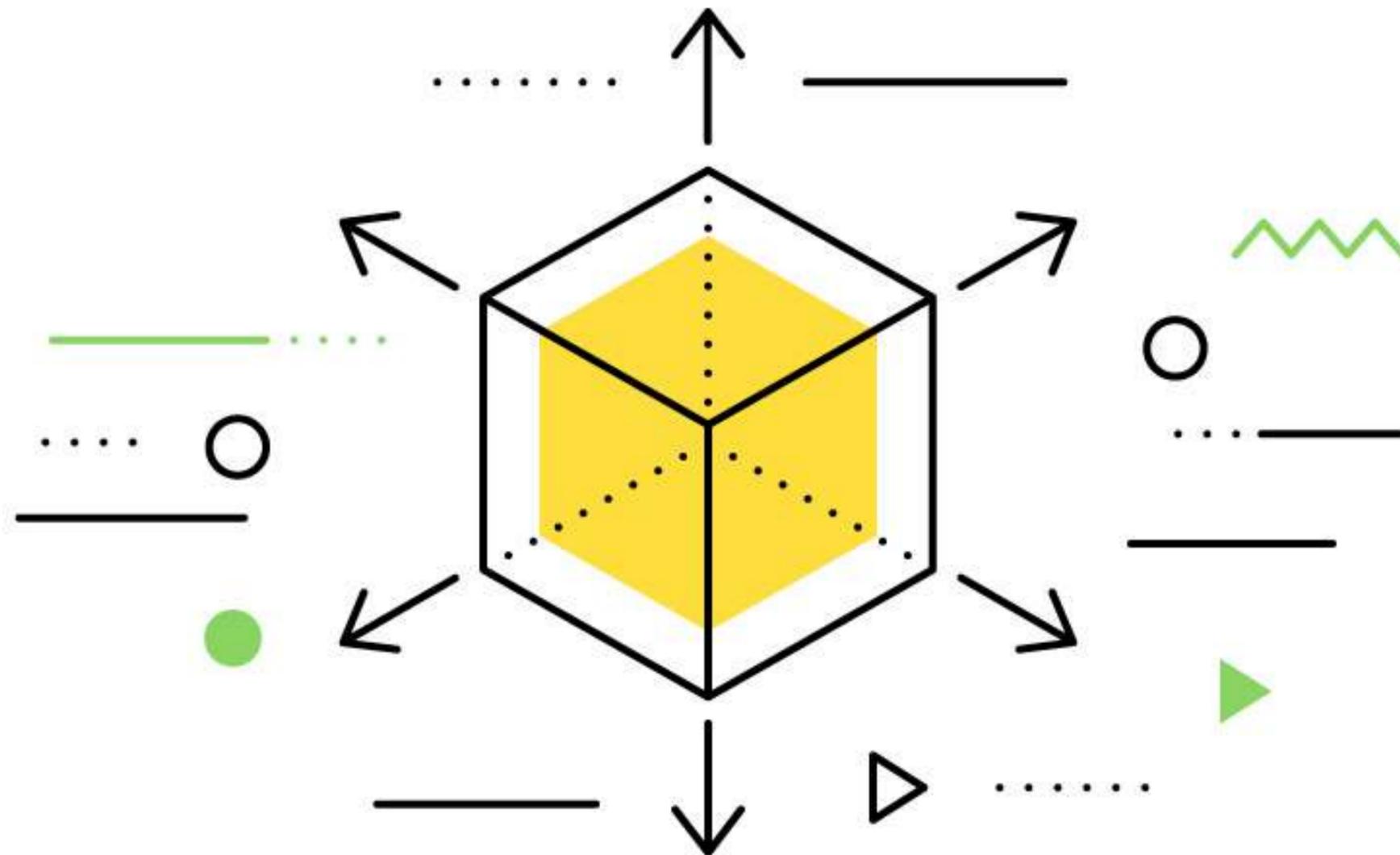
What Is Content Distribution?

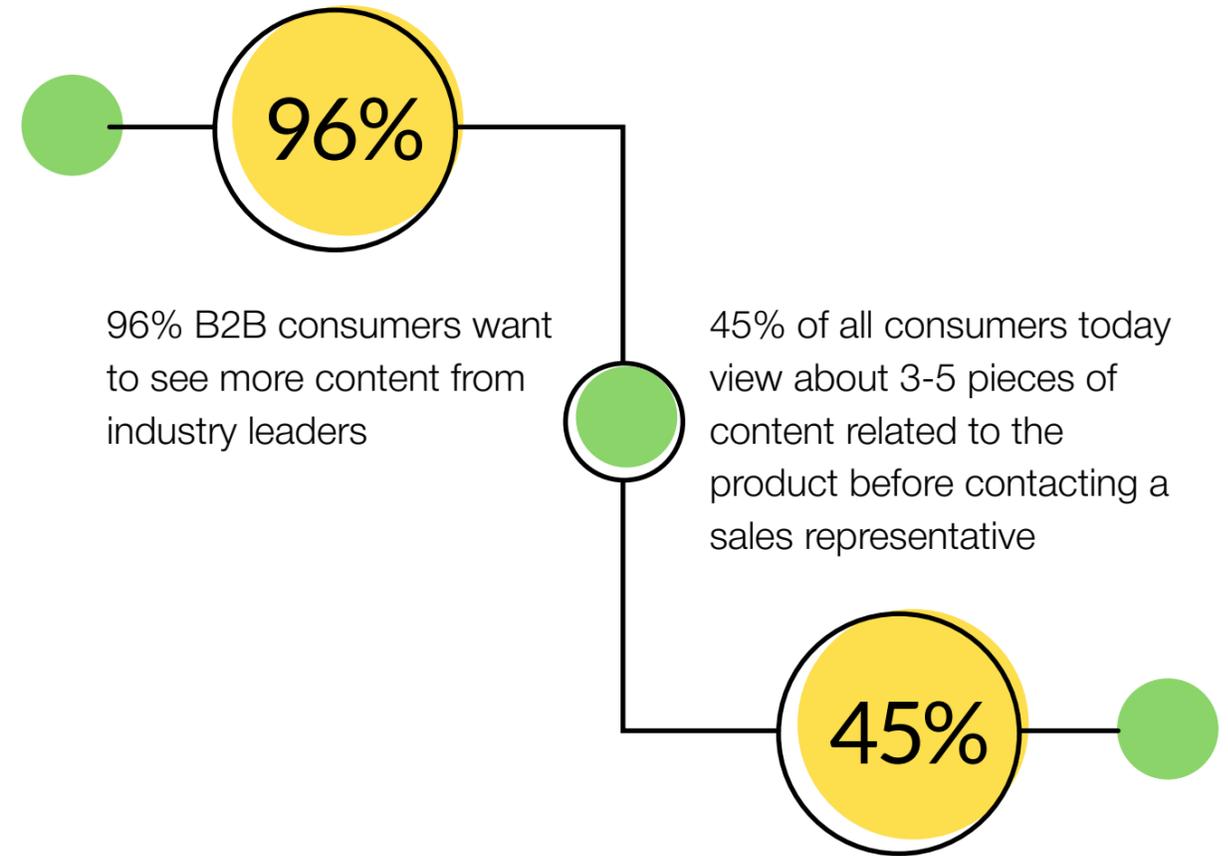**"Content is king, but distribution is queen and she wears the pants."**

Jonathan Perelman of BuzzFeed

Content distribution is the act of content promotion. This term encompasses all actions taken to share a piece of content through a variety of channels.

The number of those actions is huge, and in order to ensure that your content reaches the targeted audience, you must have a sound content distribution strategy.

The distribution strategy is a combination of tools for promoting specific types of content to specific audiences. To achieve desired marketing results, you should customized to the business' unique needs.

Why Content Distribution?

96%

96% B2B consumers want to see more content from industry leaders

45% of all consumers today view about 3-5 pieces of content related to the product before contacting a sales representative

45%

Effective content distribution combined with quality content result in:

- **Increased traffic**
- **Increased ROI**
- **Boost of awareness for your brand/product**
- **Higher conversion**

The quality of your content doesn't matter if it doesn't reach your targeted audience.
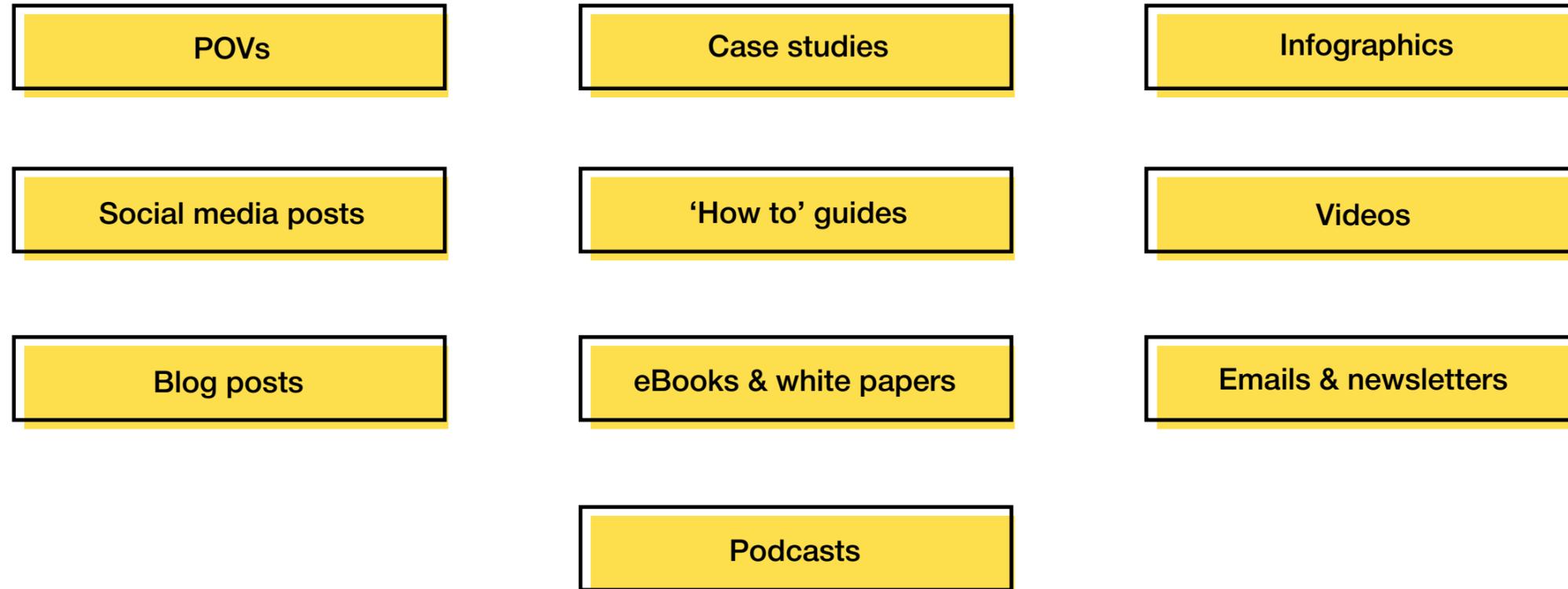
Content Creation vs. Content Distribution

Content creation and content distribution are two essential parts that make up content marketing. Both parts are equally important, as distributing poor content is just as damaging as not distributing good.

However, they aren't split 50/50.

To achieve the best results in content marketing, use the 80/20 rule. Spend 20% of your time developing valuable content and 80% sharing it.
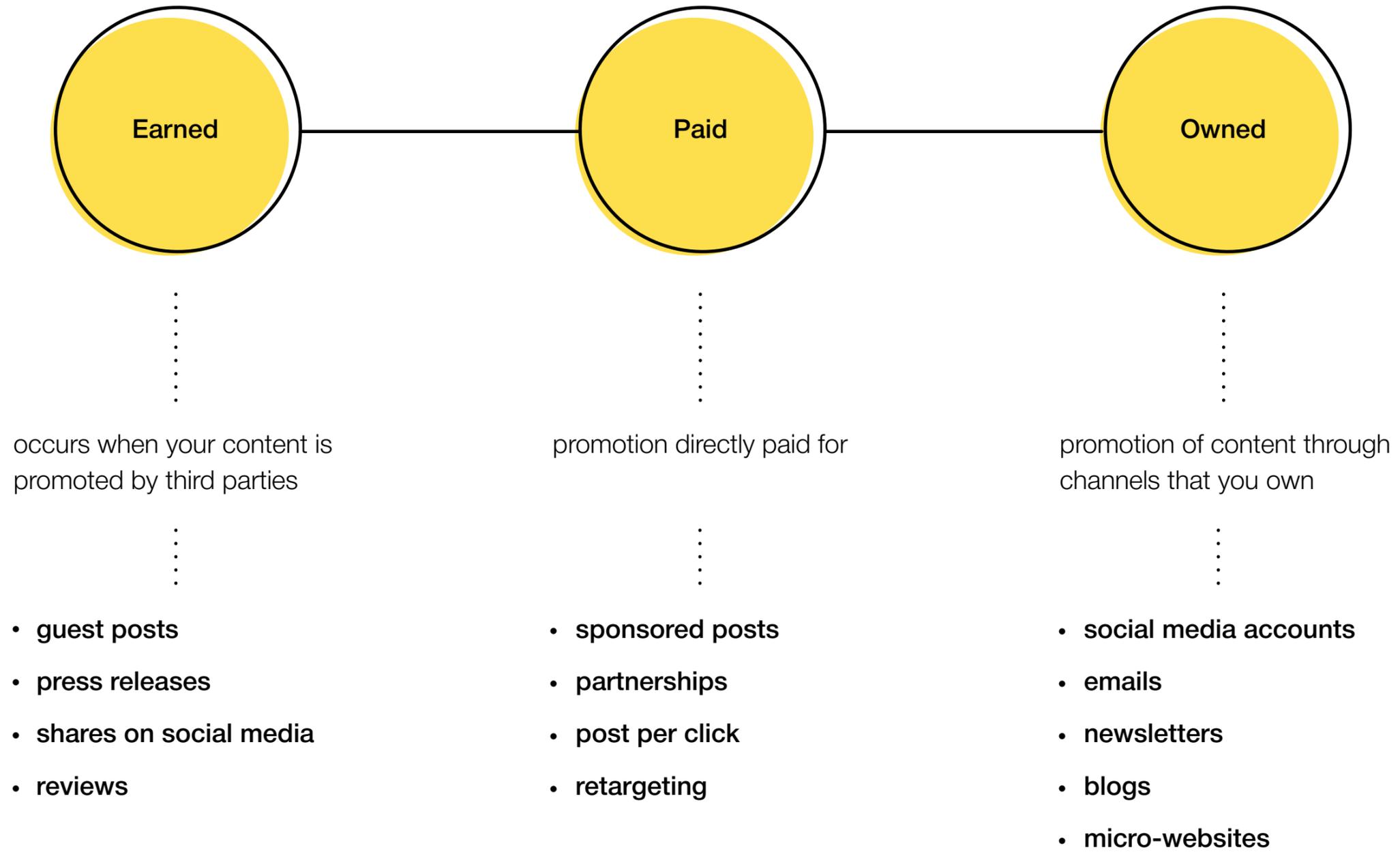
Types of content you can promote include:

POVs	**Case studies**	**Infographics**
Social media posts	**'How to' guides**	**Videos**
Blog posts	**eBooks & white papers**	**Emails & newsletters**
	Podcasts	

You can save time and effort when working with content by multiplying it. This way, you'll have one highly valuable piece of content adapted to a variety of channels for more efficient distribution.

Implementing content repurposing is what allows you to get the 20/80 ratio necessary for great content marketing.

Types of Content Distribution

Earned	Paid	Owned

occurs when your content is promoted by third parties

promotion directly paid for

promotion of content through channels that you own

- guest posts
- press releases
- shares on social media
- reviews

- sponsored posts
- partnerships
- post per click
- retargeting

- social media accounts
- emails
- newsletters
- blogs
- micro-websites

Industry Specific Platforms
for Distribution

An efficient content marketing strategy must leverage all three types of distribution.
This will result in a cost-efficient increase of Web exposure for your business.
Most likely your customers are spread out in different media channels.

That's why the best option is to mix these types of distribution in varied proportions,
depending on the prevailing media channel for you particular target audience.

For example, brands oriented towards teens should focus more on sharing and
distributing through appropriate social media. Brands from obscure industries,
like heavy machinery, will get more benefits from paid advertising and SEO.

The audience is what determines the best platforms for content distribution.

B2C businesses	B2B businesses
Paid and owned content distribution platforms are best suited for B2C companies.	B2B companies are best to focus on earned and owned channels.
However, they can also benefit from earned channels of niche opinion influencers.	Of those, social media require extra attention, especially Linked In as 94% of B2B companies actively use this network.
• paid • owned • influencers	• earned • owned

Examples of Good
Content Distribution

- Getting your blog to the niche-popular bookmarking websites.

- Turning employees into brain ambassadors by motivating them to share your content.

- Adding a link to your new post to social media bios. Be sure to mention 'link in the bio' in the social media post dedicated to promoting your new content.

- Developing a social media calendar for sharing your posts over and over so that your quality content draws a new audience.

- Setting up a Quora account and joining discussions related to your business and/or content. Provide links to relevant content.

- Buying ads in social media to promote large pieces of content, not only your business.

- Including links to posts in personalized emails.

New Message
Recipients
Subject

Hi everyone,

If you haven't already, you should totally check out Wisestamp! :)

Brittany Berger
Head of Content & PR
Mention.com

On the mention blog: 5 Keys to a People-Focused Inbound Marketing Startegy

- Content alone does not perform well, you need to distribute it to your target audience.

- Rule 20/80: Spend 20% of your time developing valuable content and 80% sharing it.

- Content repurposing saves time and allows more efficient content marketing.

- When looking for the platform to distribute your content, think where your target audience hangs out and combine these platforms for your content distribution strategy.

Keep reading the next chapter to know how to tailor the content specifically for your target audience.

WHAT CONTENT DOES YOUR TARGET AUDIENCE NEED
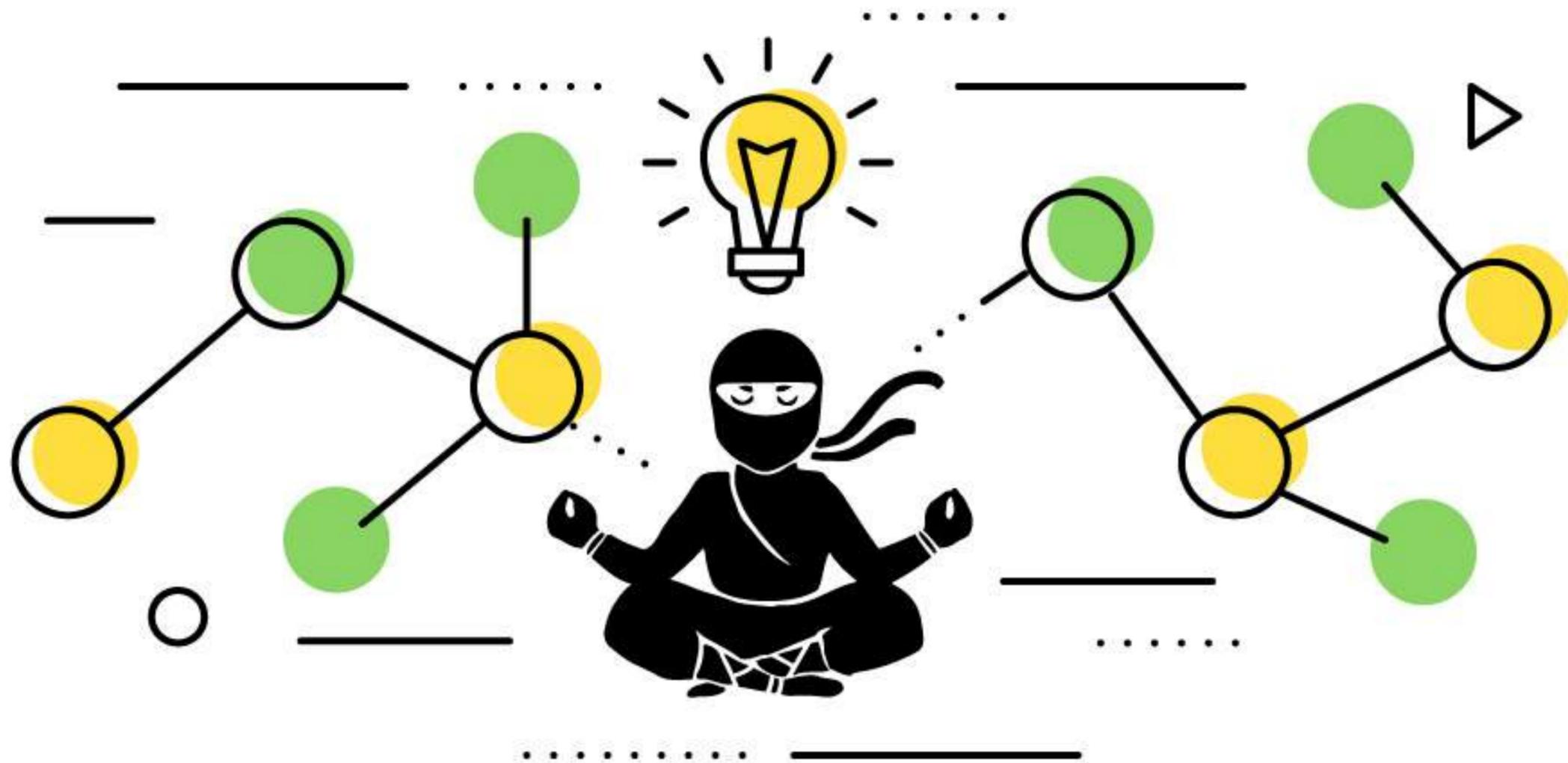
If you want your content to bring you customers, it is not enough for it to be good. It should be both good and suitable for your target audience – in terms of topic, style, medium used, everything. Not only do different groups of people have different interests, they perceive information in different ways as well. Content optimized for one demographic will bounce right off another one.

Which means that it is your job as a marketer to define who your customer is, what their interests are, how to best grasp their attention and what kind of medium they are most responsive to.

Building up Your Buyer's Persona

Simply put, a buyer's persona is a generalized representation of your ideal customer. Your real clients may sway from this average, but the majority of them will gravitate to it in most aspects. For example, if your buyer's persona is a high-earning male in his thirties, it doesn't mean that 100 percent of your customers are like these. Some of them will be female, some will be younger or older. Nevertheless, most of them will fall within this description or won't deviate too much from it.

There are two primary groups of criteria defining your buyer's persona: demographic and psychographic.

Buyer's portfolio

- Age _____
- Location _____
- Gender _____
- Income level _____
- Education level _____
- Marital or family status _____
- Occupation _____
- Ethnic background _____

Psychographic Audience Defining Criteria

- Interests _____
- Hobbies _____
- Values _____
- Attitudes _____
- Behaviors _____
- Lifestyle preferences _____
- Religious background _____

Keep in mind, however, that not all of these criteria are equally relevant in all situations. Depending on your business niche and marketing strategy, one or two may be crucial, most are less important and some completely irrelevant. For example, a vegetarian store playing an affordability card should concentrate on income level and lifestyle preferences of their customers: people who want to maintain vegetarian diet without too much expense. Everything else doesn't matter.

Adapting Your Content to Different Buyer's Personas

Although a buyer's persona doesn't represent all your customers, it serves as an anchor. It is much easier to imagine how a specific person is going to react to your content than an abstract percentile representation of your entire customer base.

To understand what kind of content you need and how you need to adjust your policy, you should ask yourself the following:

- ✓ Who are your potential clients?
- ✓ What do they want?
- ✓ What do they need?
- ✓ Where do they get their information?
- ✓ Where do they get their information?
- ✓ What form of content do they prefer?
- ✓ Who do they trust?
- ✓ What don't they trust?
- ✓ How can you help them?

Let's say your audience primarily consists of millenials. The majority of millenials are avid blog readers – they are used to this format and feel it to be natural. In addition to that, they aren't very keen on reading long texts unless they are extremely interested in them. Finally, they constitute about a half of all the people who primarily browse the Internet using mobile devices.

Your natural course of action would be to add a mobile-friendly blog to your website and make sure you primarily publish short (about 300 words), informative, value-heavy blog posts.

You target baby boomers? They enjoy world news but don't like long pieces and mainly use laptops as their primary surfing device. Solution: tie your information to the bigger picture and don't exceed 300-400 word per article.

These are just examples, but they show the approach you should stick to. Find out your audience's preferences, then customize your content to fit it.

What if Your Target Audience falls into Several Segments?

This is all very good, but what if you have more than one buyer's persona to consider? No demographic exists in isolation and there is no product or service that is marketed to a single demographic. For example, if you target female teenagers, you have to consider those whose money they pay you with – their parents.

Solution 1

To solve this problem is to create content that would appeal to all the audiences (or at least wouldn't alienate some of them) you want to attract. However, "multipurpose" content is by definition weaker than one that targets a single group. By trying to catch them all, you risk catching no one.

This means that universal posts should constitute a small part of your content, with the rest aiming at different buyer's personas individually.

Solution 2

Another solution is to create separate entry points for different types of customers. This means that you create content that is optimized for specific segments of your audience, post it in places frequented by the members of these segments but links in these articles lead to different landing pages. Thus, it is possible to present an image appealing for several segments without alienating all the others.

Content Types and How to Use Them

Blog Posts
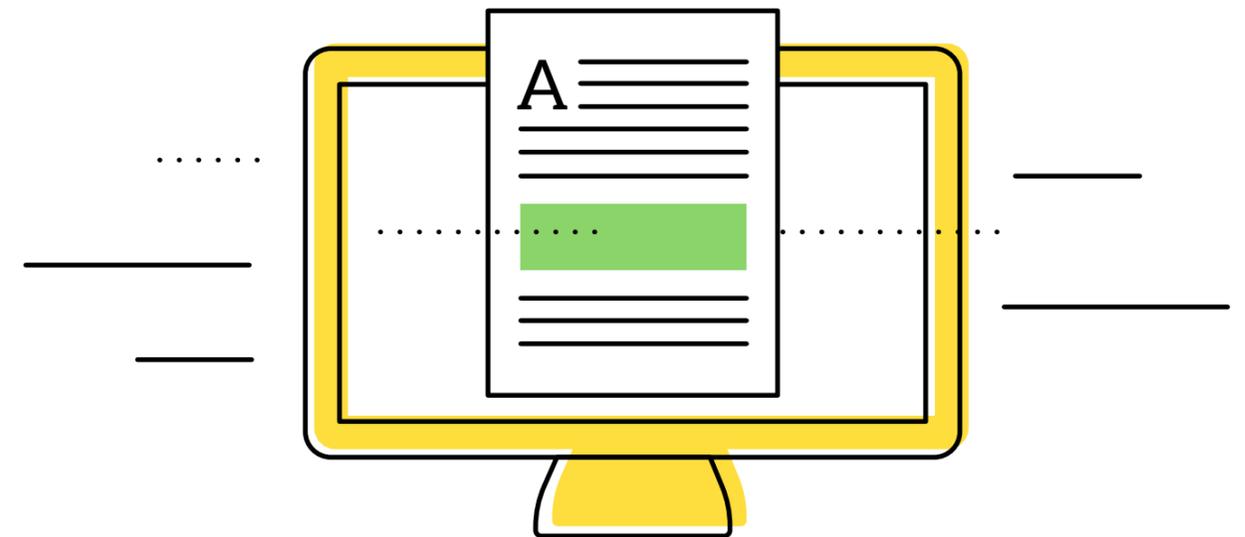
It would be wrong to say that blog posts appeal better to any specific type of audience because, well, modern Internet is mostly blog posts. Most popular websites are either blogs or have blogs as a centerpiece, with the rest of the content playing secondary roles. The question is not whether you should use blog posts to work with your audience, but what kind of blog it is going to be and how you intend to write.

It is impossible to give a detailed instruction as to what kind of blog you should lead for every audience, because there are too many combinations.

It depends on:

- **Who** you write for;
- **What** you write for.

As a good rule of a thumb, you should use shorter posts interspersed with pictures, gifs and videos for younger audiences, notorious for their short attention span, and longer, more elaborate pieces for older people.

Decide who your target audience is and customize your blog content so that it fits.

There are, however, a lot of things that you should do almost irrespectively of who your readers are:

SEO optimization

Don't listen to those who say that great content doesn't need to be optimized for search engines. There is too much competition out there to ride out on quality alone. Of course, SEO today isn't what it had been 10 years ago, and being optimized doesn't preclude content from being an interesting read. You can either hire a specialist or a team of specialists or try doing it yourself.

To do so:

1. Find your keywords (there are plenty of tools for that, some of them free);

2. Define your LSI (latent semantic indexing) words. These are not keywords but rather words that are thematically important for your niche. Sometimes they are synonyms of high-frequency keywords. Sometimes they are just often used in texts on the chosen topic.
   For example, when you write about SEO your primary keywords would be "SEO", "optimization", "search optimization" etc. Words like "services", "results", "query", "position" are not keywords but are often used in texts on this topic – hence they belong to your LSI. Nobody knows for sure exactly how Google determines LSI and what their relative value is, but there are a lot of tools that can help you get a grip on things. Find which results remain the same from tool to tool and use them.

3. Write high-quality, interesting, valuable blog posts using your keywords and LSI, but use them sparingly or you will be penalized for being spammy.

Work on your blog post titles

Your titles may be more or less formal, long and emotional depending on your audience, but here are the rules that work almost always:

- Be accurate. Avoid clickbait.
- Make it non-generic. Use some assonance or alliteration. Employ emphatic language.
- State the value right off the bat. Readers must know how they will benefit from reading.
- If you use visuals in your post, make it clear in the title.
- Be concise. Keep the title within 70 characters so that it isn't cut short in search engine results (it also keeps them twee-table, even leaving some space for comment). Keep it no longer than 6-13 words.
- Try to place keywords in the beginning.

However, don't overdo the optimization. You should, above all, keep the title human.

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Intersperse long and short blog posts

Short ones don't look like much of a commitment and will help you get new readers. Long ones (over 1000 words) should contain detailed data for those interested enough to go in-depth.

Choose a strong topic and keep to it throughout your blog. All the best and most popular blogs are the ones that are very clear about their target audience and give them exactly what they want.

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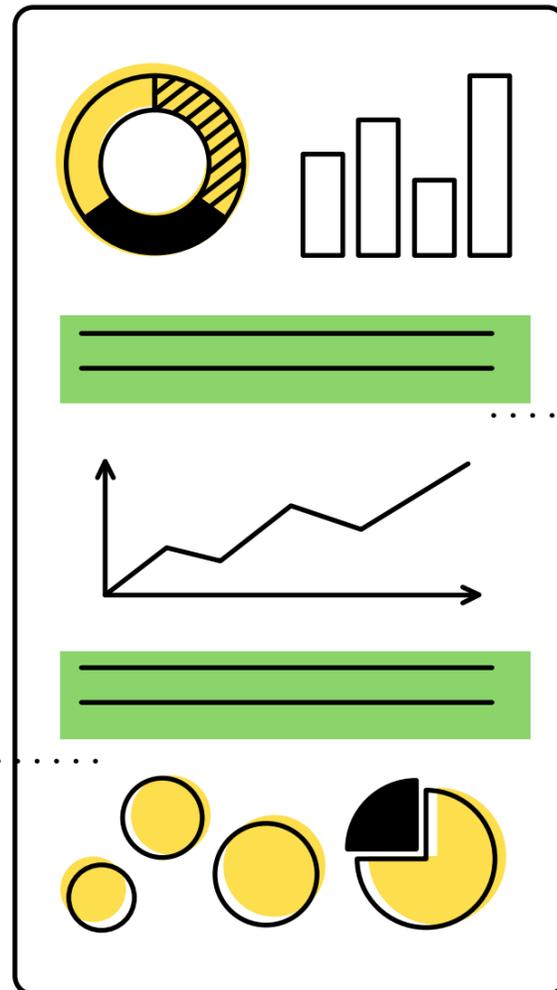
Infographics

Infographic is exactly what it says on the tin: it is information presented in the graphic form. They acquired immense popularity over the last decade, and for a good reason. People today suffer from information overload – we perceive much more information that we can efficiently process. The majority of people don't read more than a couple dozen words on an Internet page they open and forget what they've read a few minutes afterwards, because there is just too much to deal with.

Infographics are an effective way to deal with this problem: they present data in the form that is both heavily condensed and easy to retain. An infographic you can look through in a minute can easily contain the same amount of information than an article that takes 10 minutes to read. And, as human brains are visually wired, you are likely to remember more of it.

In addition to that, they are excellent for giving readers initial understanding of a certain topic. Those really interested will invest in reading a long and detailed article on the topic, but even those with marginal interest in the subject can sacrifice a couple of minutes to look through an infographic. Again, more visually-oriented people and younger people be turned off by plain text but attracted by a well-made inforgraphic. Combining textual articles with infographics and other visuals can make them attractive for all the parties.

To make them work:

- **Tailor them to your target audience**

  Take a look at your buyer's persona and ask yourself: will they be excited to see an infographic on this topic? Will they stumble over themselves to share it with their friends? Don't try to make them generally appealing – you will end up creating a boring and generic piece of content. Choose a very narrow topic within your niche and tell your audience something they don't know.

- **Keep them simple and focused**

  An infographic makes it easy to put a lot of data into limited space, but don't overdo it. Make it too busy and overloaded with details, and readers will get confused. Choose topic and stick to it. Separate the infographic into multiple smaller ones if necessary, but don't try to put it all on one page.

- **Remember about graphics**

  The whole point of infographics is to make the informational part more vivid by adding visuals, and we don't mean graphs and diagrams. Add pictures, icons, bright colors and maintain balance between text and visual elements.
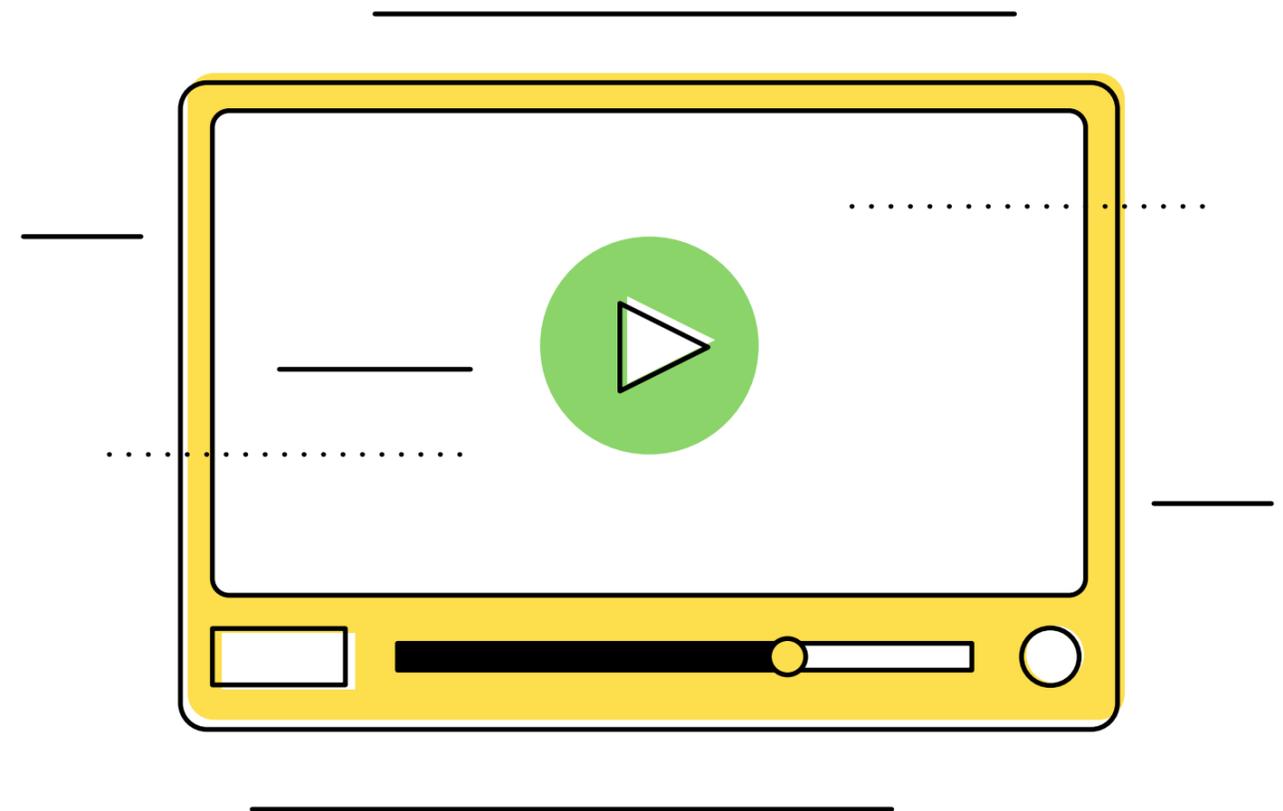
- **Don't forget whitespace**

  Keep elements in balance and don't clump them together.

- **Learn from good examples**

  Infographics help you attract attention of more visually oriented and younger people, hook new visitors and can easily go viral with promotion.

Videos

Videos are truly the face of modern Internet due to ever-growing bandwidths. According to statistics, 50% of internet users look for product videos during research. More than 100 million videos are watched every day through Facebook alone.

This is even more important if you are dealing primarily with younger audiences, the younger, the more important. Millennials usually prefer video to text. Generation Z (those born after 1995) have even more expressed preference – they will normally look for video on the topic before they look for text and jump right to the video within an article if one is present. So put special emphasis on your video content if they are your primary audience.

To make it work better:

- **Keep them short and duplicate their contents in text, if necessary**

  Depending on the purpose of video content you may want to limit their length. The shorter the video, the more likely your visitors are watch it to the end. However, don't try to keep within a certain limit – it is more important to achieve your goal. E.g., if you film a video instruction on how to use a product, don't waste your time on smalltalk – just show how it is used. But don't presume that viewers understand less obvious things just because you want to keep it shorter than 5 minutes.

  You may want to duplicate the contents of the video in text for older audiences – they often feel annoyed at the prospect of watching through an entire video to get some little detail, so give them text to skim through.

- **Work in a variety of formats**

  Every video format has its use – from 6-second Vine videos to full-length documentaries. Just keep in mind your audience and the purpose of a video. Vines are extremely popular among teenagers because they are short, expressive, easy to create and share, but older people are likely to perceive them as immature. And longer formats can be hard to sell to younger audiences.

- **Help your clients**

  Create video instructions to lead them through complicated processes. Help them choose from several of your products by comparing and contrasting them. Give tips for better use of your products.

- **Create videos on topics related to your niche**

  Not necessarily dealing with your products. For example, Luxy Hair, a hair extension shop, has a YouTube channel that is incredibly popular due to their regular hair care tips – not suggestions on better use of their goods.

- **Don't be afraid to be silly**

  Sometimes a bit of silliness is everything you need to go viral. Take a look at this Dollar Shave Club that made them famous.

- **Keep it simple**

  Create a tight script and follow it. Avoid jargon words. Don't get bogged down by your own ideas.
  Shorter and unusual videos can be created with intention of going viral. Video content is excellent at attracting younger audiences. There probably no better way for creating instructional content.

Presentations
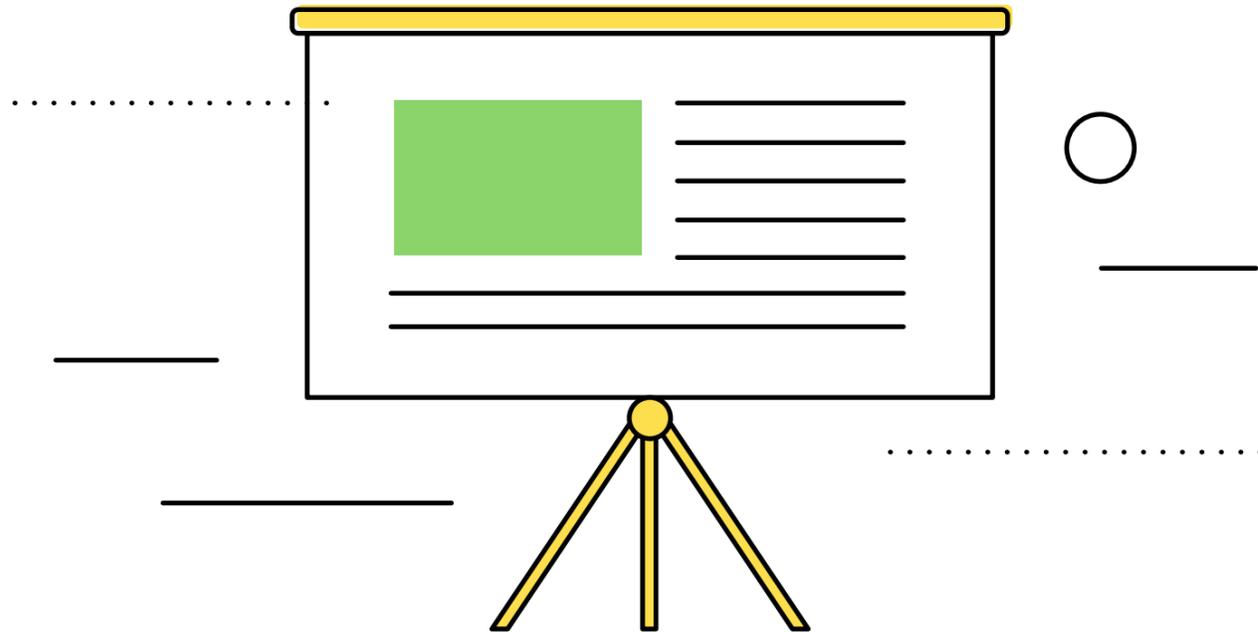
Presentations are primarily used to provide information for fellow professionals in a certain area. Therefore, you can expect your audience to be well aware of the subject you are dealing with, which lets you concentrate on the gist without having to explain every little thing.

- **Don't use PowerPoint**

  There are plenty of better tools like Prezi, many of which will let you create a professional-looking presentation even without design experience.

- **Be audience-oriented**

  Make it easy for them to participate. Ask if they have something to add or ask. Eliminate technical issues ahead of time.
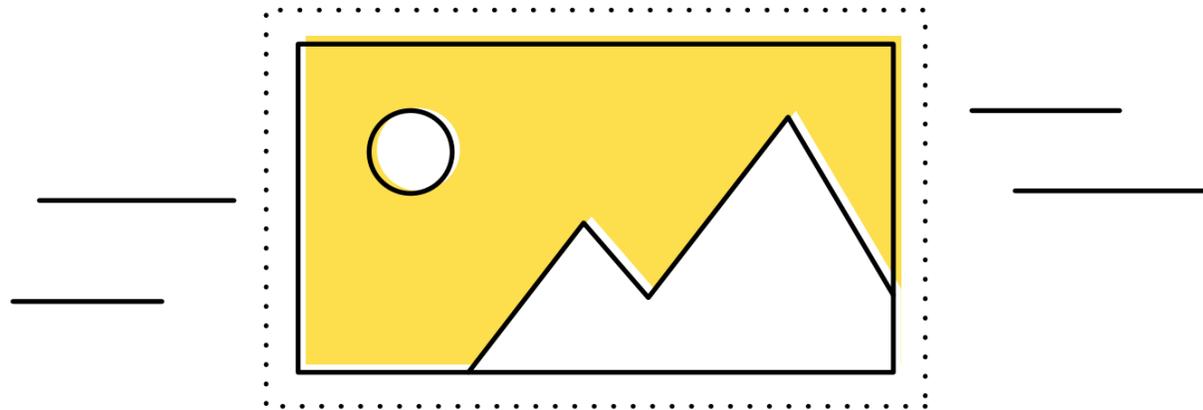
- **Learn your audience beforehand**

  Some want facts, others persuasive arguments. Find out before you start.

- **Develop a consistent style**

  It may not be your primary concern, but if you intend to go on you have create your trademark way of presenting things.

Images

Articles interspersed with images every 75-100 words get shared more often, are better remembered and are easier to find if the reader forgot where he saw them.

However, make sure you keep them relevant and take your audience into account. For example, websites aimed at younger audiences (like Buzzfeed) put images, often irrelevant, every sentence or two. Their audience seems to like it – but in most other cases you should use images (especially gifs) in moderation.

How to improve your other content with images:

- **Accompany social media posts with images**

- **Use images to showcase your products**

  Make sure they are high-quality. Hire a professional photographer if necessary.

- **Be consistent in your visual style**

  Use images of the same style, with the same density throughout your content.

- **Alt tag your images**

  Search engines use alt tags to find relevant images, so make sure every image in your content has alt tags that reflect their nature.

- Think of your buyer's persona while creating the content to craft the most engaging content for your target.

- If your target audience falls into several segments, decide whether the piece of content would aim to target all of them at once (rarely successful) or create separate entries for every segment.

- Remember that every type of content has its own peculiarities that you should keep in mind to make it efficient. Some of the fundamental types are described above.

Keep reading to see how you can create several pieces of content out of 1 idea.

CONTENT REPURPOSING

**Multiplying 1 Piece of Content to Various Content Forms**

Statistically, 60% of marketers create one or more pieces of content a day. However, creating a genuinely valuable piece takes more than a day's work. So, what's the catch?

The 'catch' is content multiplication, which is the art of making many pieces of content out of one, highly valuable, core.

To understand how this works, you should remember the 80/20 rule. In the context of content marketing, it means that 80% of your returns come from 20% of content.

As for content distribution, the 80/20 rule means that you should spend 20% of your time on creation and 80% on distribution. Multiplication allows you to achieve the desired 20-80 split as adjusting content takes less time than developing new pieces for every channel.
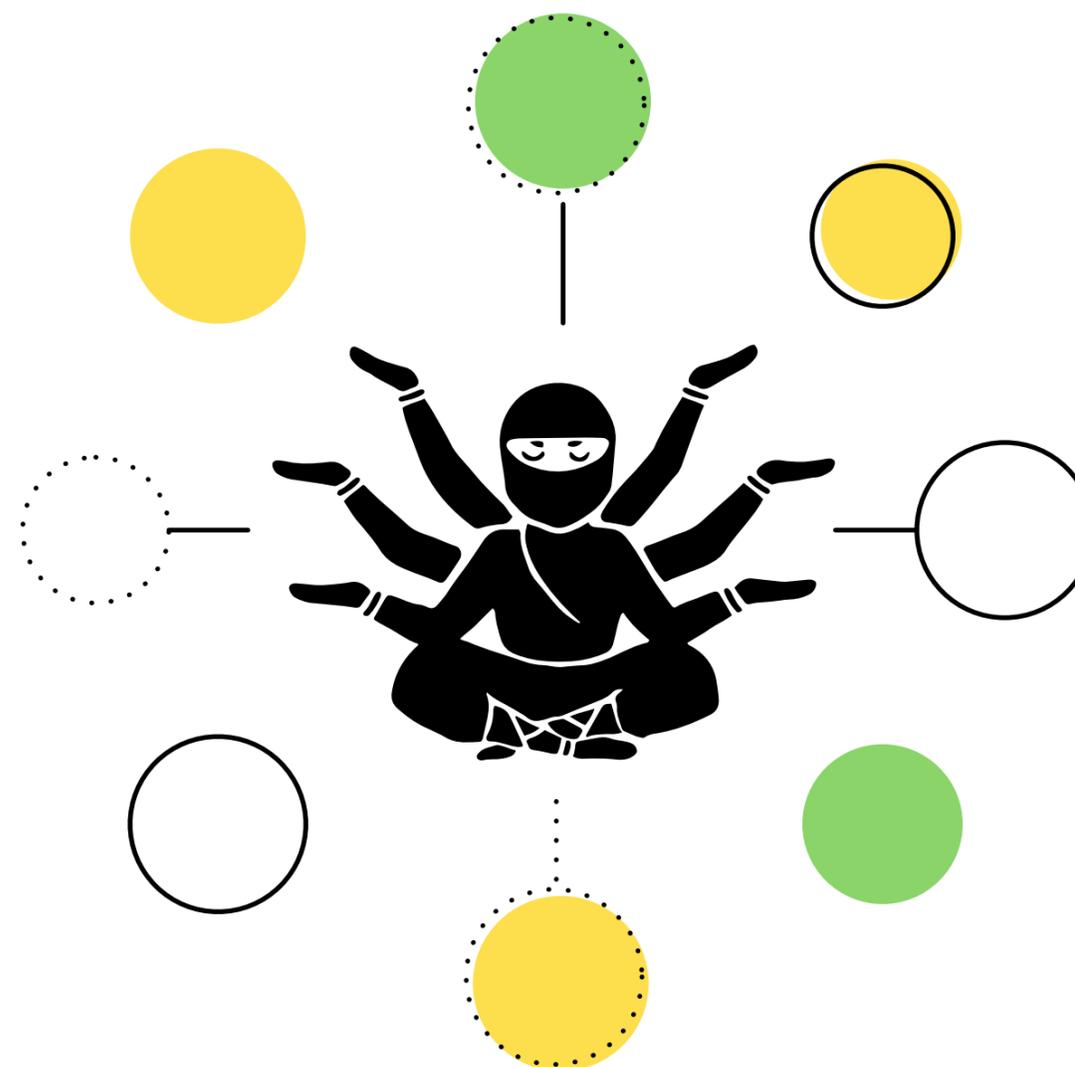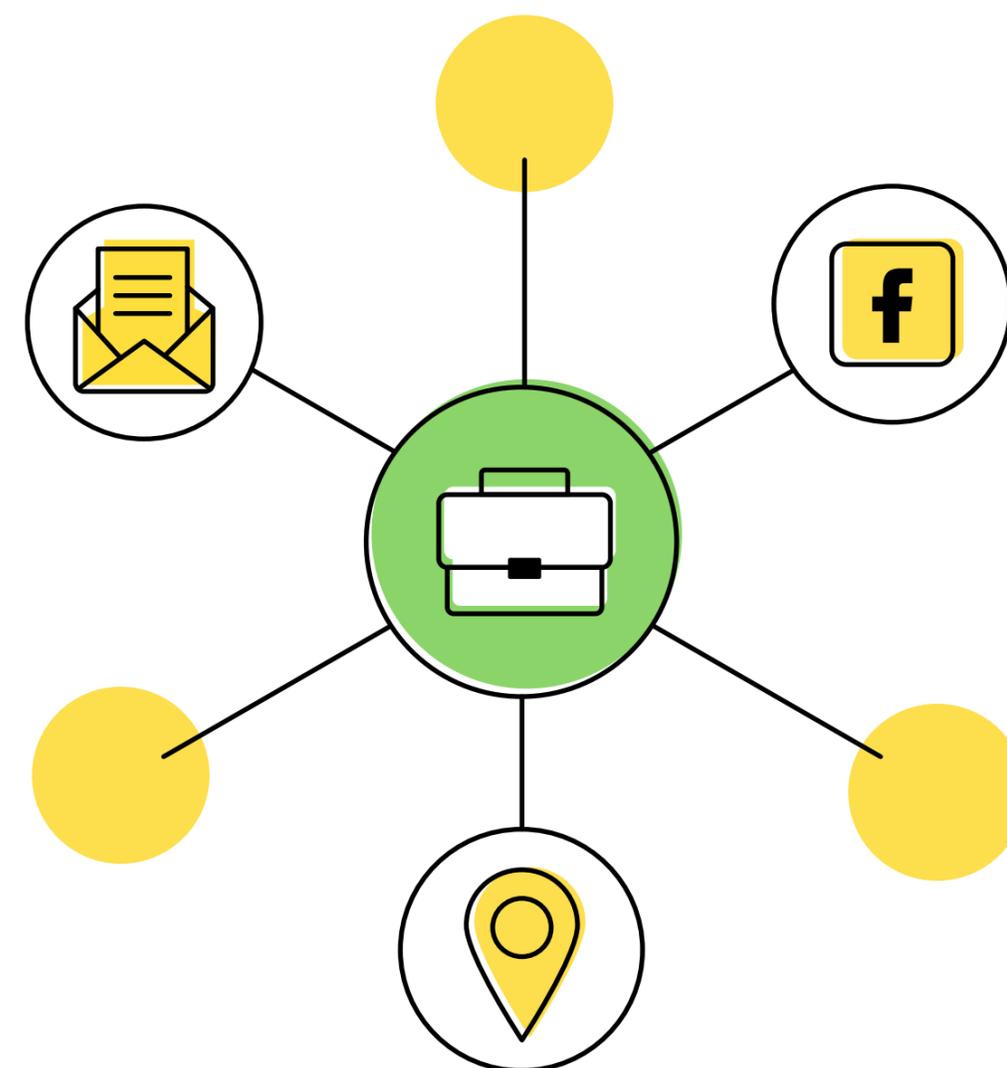
What Does Content Multiplication Mean?

Content multiplication is the act of modification a piece of content so it can serve several purposes. The adjustments must account for the distribution channel requirements and the audience's interests.

The purposes of content multiplication include:

- To save time and resources necessary for developing multiple pieces of content from scratch.

- Sharing one (adjusted) piece of content through multiple channels.

- Better targeting as you adjust content to different buyer's profiles.

Content Multiplication Ideas

Create a Blog Post

The initial blog post is the presentation of your idea. Consider using 'evergreen content' as it's easier to adapt. Think through future adjustments when creating the original piece to speed up the multiplication process.

Make an Infographic Based on the Initial Post

41.5% of professional marketers agree that infographics are the most engaging type of visual content. They are also over 3x times more likely to get shared on social media, so integrate them into your SMM campaign.

Develop the Initial Post into an e-Book

Expand your initial post as you develop your idea further and get data from its application in real life. You can combine several 'core' pieces of content to produce a more valuable e-book.

Make a Video from Your Blog Post

Create a video where you go over your main idea in detail. Use tools like Magisto or Animoto and make this first video long. You can later share it on YouTube and post on your blog and website.

Create a 'Behind the Scenes' Video

'Behind the scenes' videos are great for 'humanizing' brands and thus boosting customer loyalty. Use your mobile phones to shoot the process of the video/content development and share it under the hashtag #creativegeniusatwork or similar.

Adjust the Video for Various Platforms
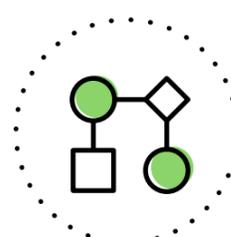
Instagram and Twitter will require videos that last 30 seconds to a minute. Don't simply condense your initial video to a summary. Instead, create small series to share on social media daily.

Make a Podcast Based on the Video

Use tools like Candidio and Speechpad for making, editing, and transcribing your podcasts. Share them on iTunes and your social media channels. Note that 64% of podcasts are listened through mobile devices, so format for that.

Make a Presentation from the Video (and Share in SlideShare)

Visual content is 40x times more likely to get shared on social media.
Use PowerPoint or a similar tool and share your presentation online through Slide-Share, LinkedIn, and Facebook. Use it in your future webinars or the like.

Make a Case Study Based on the Initial Idea

Develop a case study based on the idea's implementation. Case studies promote brand authority, but only include one if it's relevant so it doesn't look 'weak'.

Make an Email Newsletter out of the Presentation

Email use is set to go up to 3 billion users by 2020. So, bring awareness to your presentation by including it in your email newsletters. Include links to other repurposed pieces (video, survey, etc.).

Make a Post with Customers' Reactions to the Idea

Share feedback you got to the initial post. Be sure to acknowledge all customers/users who offered their opinions and repost this blog post with necessary tags through your social media channels.

- Content multiplication is the act of modification a piece of content so it can serve several purposes.

- Content multiplication boosts your content marketing as a whole, because it gives you more time to develop valuable content.

- You get to promote your brand through efficient distribution of adjusted versions of the initial piece.

Keep reading to know more about Social Aggregation platforms and how to use them for content distribution.

SOCIAL AGGREGATION

Guide to Platforms like Quora, Reddit, and less known alternatives
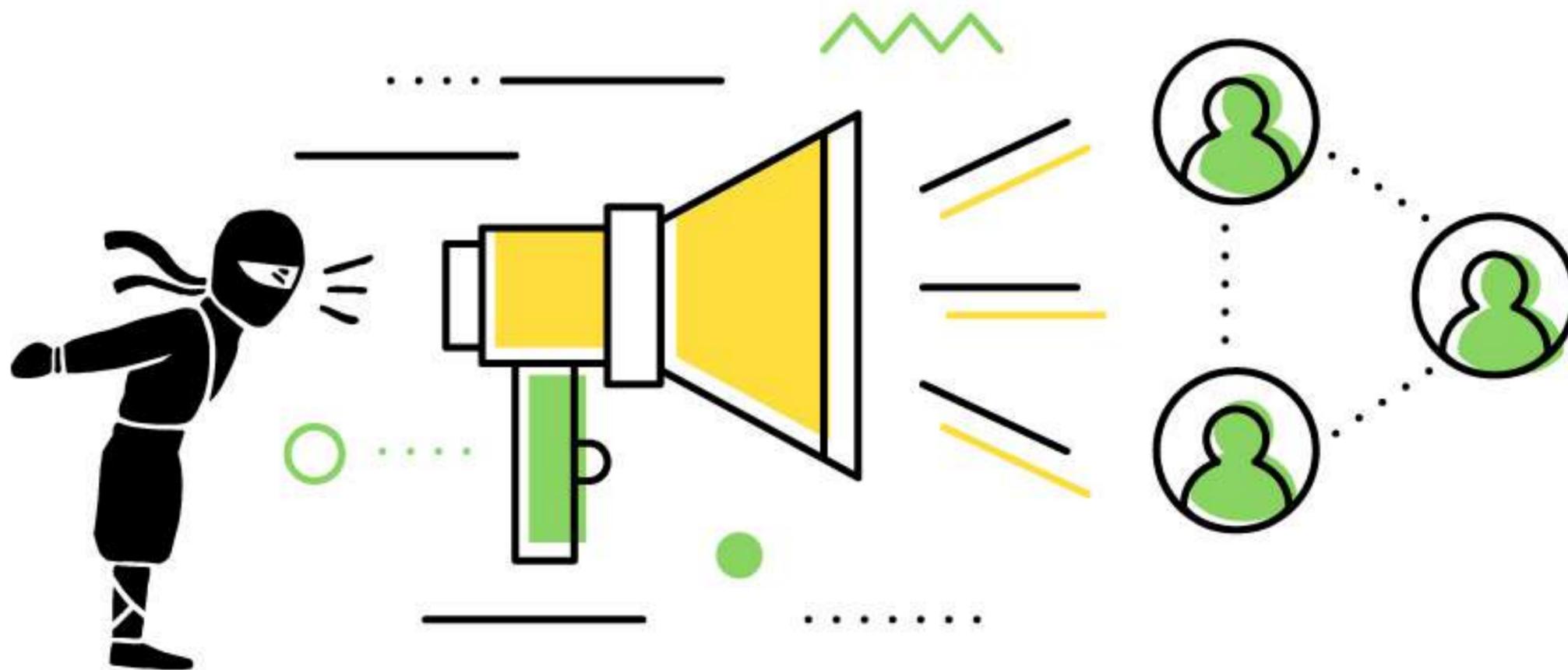
In today's competitive market, creating content is not enough. Even excellent content won't attract attention unless it is amplified – and social network aggregations are perfect tools for that.

Excellent content won't attract attention unless it is amplified.

Why? Let's take a look at the two most important networks of this type: Reddit and Quora.

Reddit allows its users to sign up, submit content and discuss it with fellow users. This is no different from other social media like Facebook or Twitter. There is a catch, however: it is tailored for specific types of content, combining the viral nature of social media with a forum structure. It is divided into near-infinite number of subreddits – sections dedicated to specific subjects. Once content is published, other users can up- and downvote it, reflecting its quality.

Quora is a Q&A community: one user asks a question and receives answers from other members. Topics cover everything from business and politics to personal problems. Again, users up- and downvote answers based on how relevant and useful they are. The more actively you answer questions and the more useful your answers are, the greater is the amount of traffic you drive.

Why Use Aggregation Networks?

250 million   200 million
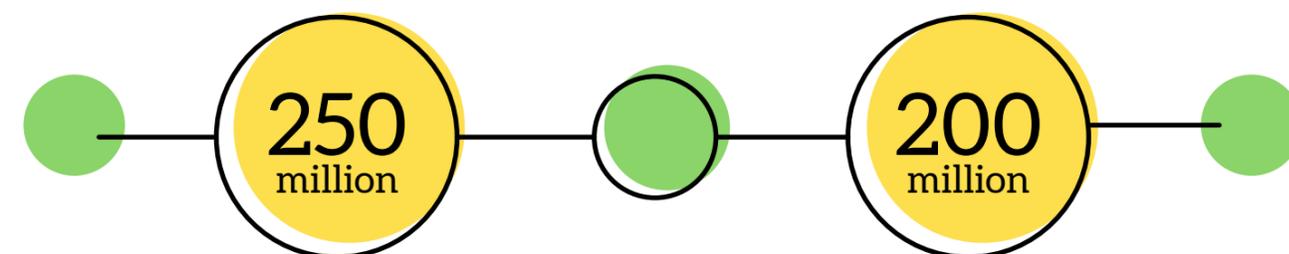
They let you tap into an enormous stream of traffic. Reddit has almost 250 million active users and is the 9th most visited website in the world. Quora boasts 200 million unique users. 47 percent of Reddit users are online almost around the clock. Other networks may be less impressive but still have a lot to offer. Takeaway: Reddit truly is the front page of the Internet, and if you don't use it and the likes of it to drive traffic, you leave money on the table.

There are over 3 million blog posts published every day, each vying for the attention of potential readers. Don't hope to win the race without a boost.

Potential Difficulties of Using Aggregation Networks for Content Distribution

- **Negative PR.** Aggregation networks are a delicate tool. Use them clumsily, and your efforts will backfire;

- **Time-consuming account maintenance.** Aggregation networks are very dynamic. This doesn't just mean that you have to constantly post new pieces and participate in discussions to keep relevant and popular. It means that users expect to get answers in under an hour, otherwise they will either lose interest or believe you don't care about your customers;

- **Complicated and sometimes counter-intuitive etiquette.** Some of the dos and don'ts are stated publicly, like reddiquette. Others are not mentioned directly and you should learn how to follow them by the ear.

- **Specific audience.** You want to use Reddit and Quora for marketing purposes. Ironically, it is exactly what their audience doesn't want you to do. Nobody likes to be an object of someone's advertising strategy, but redditers particularly detest attempts to openly market something. If they screen your posting history and find that all or most of your content comes from a corporate website you, will be banned in a matter of minutes.

To avoid this, work systematically and make aggregation a regular part of your content distribution strategy, as the majority of marketing 101 guides don't account for it.

Which Aggegation Network to Choose?

Maintaining the presence on an aggregation network requires a lot of effort. You cannot afford to invest equally into all of them, and you don't need to. Make a choice based on your target audience. For example, 58 percent of active Reddit users are 18-29 years old, 71 percent are men, 47 identify themselves as liberal.

List of Aggregation Networks

. . . .

Reddit

Reddit, the self-styled front page of the Internet, is a network consisting of thousands of smaller communities, or subreddits. By carefully choosing a subreddit to post in and doing it regularly you can quickly build up reputation as an expert in your chosen field.

To succeed on Reddit:

- Create a profile that looks and feels natural, not as a marketer;

- Subscribe to subreddits that are relevant for your business;

- Listen and take notice of user behavior to learn the unwritten rules of the platform;

- Choose subreddits that are right for you. Large ones will bring more traffic but low conversion. Small, niche subreddits, on the contrary, have a small number of users, but they are highly engaged and easy to convert;

- Start posting useful, interesting, high-quality content. At first it is better to avoid using your own content altogether, for it is too easy to be accused of promoting it;

- Keep this up until you amass a few hundred karma points to prove that you are a valuable member of community. It will help you later on: when you start promoting your content your karma will help you avoid suspicion;

- Start promoting your content carefully and sparingly. Professional marketers suggest a ratio of about 1:10 between posting your own and someone else's content. Never engage in direct marketing: you can, for example, offer a valuable idea and only mention your post in passing. Make sure your content is as high-quality as everything else you post;

- Start adding links (again, sparingly) to your content after you achieve this status;

- Use redditads (reminders of the date and time of an event including a link to its official page). It is an excellent way to keep users who are already aware of your brand posted about events related to it;

- Keep your followers informed on the news about your business or set up a calendar of the events;

- Make sure your customer support is always timely and excellent. Respond quickly, be polite, solve problems. It is an excellent way to get exposure.

Things to avoid doing:

- Submitting the same content multiple times to different subreddits;

- Consistently submitting links to your website;

- Directly asking for upvotes;

- Posting content that is illegal or prohibited on a particular subreddit;

- Sharing somebody's private information;

- Being obviously promotional.

Pros:	Cons:
• You can effortlessly target a very narrow audience; • Consistent promotion of brand authority; • Huge pool of potential leads.	• Looking for the subreddits that suit you best may be time-consuming; • There are many trolls ready to downvote your content at a drop of a hat.

Q Quora

Quora is a knowledge-sharing network. It is built around the concept of people asking questions and getting valuable insights from experts. Building reputation here means being a recognized expert in your field.

To succeed on Quora:

- Set up a profile that doesn't look like that of a marketer. Just like Reddit, Quora doesn't like marketing, and if you are suspected of it your account will be banned. Once you are banned, you are very unlikely to be reinstated;

- Choose a set of relevant topics you will work with. Browse through all the topics matching your relevant keywords and follow them;

- Include information on these topics in your bio. Show why your expertise can be trusted;

- Consider the number and quality of asked questions before joining a topic (target recently active topics with 5-10 followers and over 1000 views – they are most likely to bring you traffic);

- Use of imagery (primarily screenshots) makes your answers look more impressive and trustworthy. It also makes your answers more readable;

- Offer detailed but simple answers that are easy to understand. Be extra careful with promoting your content. Don't link to the same things multiple times and add links only if they are really relevant for the topic. Be helpful above everything else. Don't try to promote your content in every answer, it is a surefire way to get banned. Make sure you have a lot of high-quality content on the topic before you even start promoting here, and link your answers to different blog posts. Give enough info for your answer to be valuable, but leave your readers wanting for more;

- Be consistently active in your chosen topics to build up a reputation as an expert.

Pros:	Cons:
• Great for building up authority and reputation; • Chance to show off your expertise in the field; • High lead generation rate due to added authority; • Easy targeting as you can accurately identify potential leads through their questions; • Opportunity to influence customers' opinions with your answers.	• You are limited to the format of a detailed and specific answer, it may be hard to insert a content link naturally; • Your answers can be downvoted by other users, which might damage your reputation, especially if it looks as if you are promoting yourself; • Abundance of answers creates fierce competition.
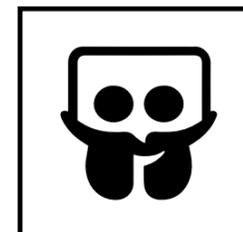
SlideShare

SlideShare is an aggregation network specializing in presentations only. Over 70 million professionals use it, among them 41 percent of US B2B marketers. Note that 19.7 million presentations from SlideShare are posted to LinkedIn. Using both networks in synergy can double the effects.

To succeed on SlideShare:

- Choose a fascinating topic. Remember, you have millions of presentations to compete with. The types of presentations that work best are
1) shocking
2) useful or explanatory and
3) emotion-oriented;

- Choose a memorable and catching title;

- Decide what you want to include. Remember that the format of a presentation demands that you trim away everything except the most important, so eliminate irrelevant details;

- Make it simple. Avoid complexity like plague. Practice shows that people forget a slide immediately after moving on from it, so don't expect them to draw parallels with what they've already seen.

Make every slide self-sufficient. Don't overburden it with information.

- Make your slides visually appealing. The core of your content may be awesome, but if it looks ugly, you immediately lose a potential advantage;

- Use mini-infographics in presentations;

- Provide valuable data for niche specialists;

- Share on as many social media as possible (Facebook, LinkedIn, Twitter, Pinterest). Don't forget your own blog;

- Insert an URL of your homepage into your call to action and make it obvious that your link is clickable (you may even mark it as such).

Pros:	Cons:
• You get to share visual content, which generates more shares; • Huge pool of professionals to target.	• Restrictive content format; • Highly specialized audience.
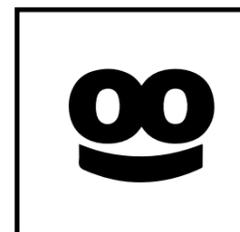
Taboola

Taboola is a platform for sharing content designed to monetize it and drive traffic. Over 340,000 websites use Taboola today. Use this network to get your content noticed by third-party websites.

To succeed on Taboola:

- Use the paid option for better results;

- Attract visitors by intriguing and mysterious ads;

- Don't use obvious clickbait;

- Meet users' expectations. Your content should always coincide with the ad leading to it;

Pros:	Cons:
• Chance to build up influencers base; • Authority boost through connecting to reputed third-party websites.	• It is a paid service.

- Social aggregation networks help you reach bigger audience if your content adds value.

- Be aware of the negative part of this type of distribution, such as possible negative pr, time-consuming account maintenance, counter-intuitive etiquette, and specific audience.

- Choose your platform wisely, taking in consideration your target audience and specifications of your business.

Keep reading to find out more about reaching your audience through blogs and media websites.

PROMOTION ON MEDIA PLATFORMS

Reachhing the broad audiences through blogs and media websites

The purpose of content promotion on media platforms is not to just get your message through to as many people as possible. It is to ensure that this message is relevant to those who get it – otherwise, you get yet another example of spray and pray media promotion.
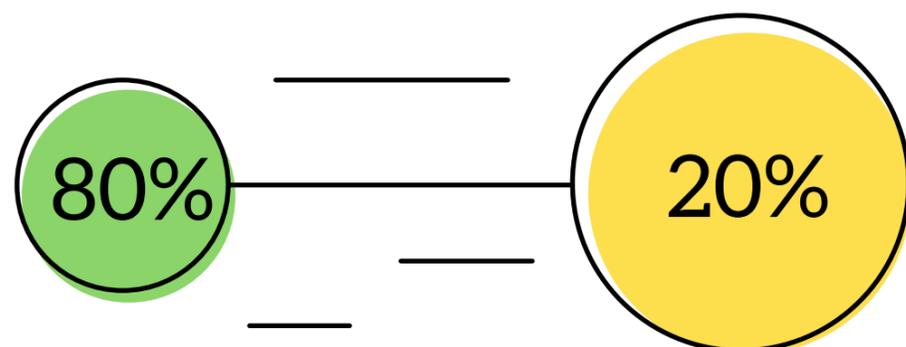
80% **20%**

The rule of 80/20 is applicable in this direction as well. 80 percent of your target audience hangs out on a few platforms only. The winning strategy is not to spread your message across as many platforms as possible – it is to single out these couple of platforms and put all your effort into building a good relationship with them and create high-quality, useful, relevant content for them.

The higher the platform's is rated - the choosier it becomes to suggested content.

Choosing the Right Media Platforms for Content Promotion

The platforms you should concentrate on are the ones with the most influence in your niche. If you keep track of your industry, you already know some of them, as they are the primary source of info. The rest you can easily search in a search engine with your main keywords.

Search: | social media marketing| • • 🔍

social media marketing blogs
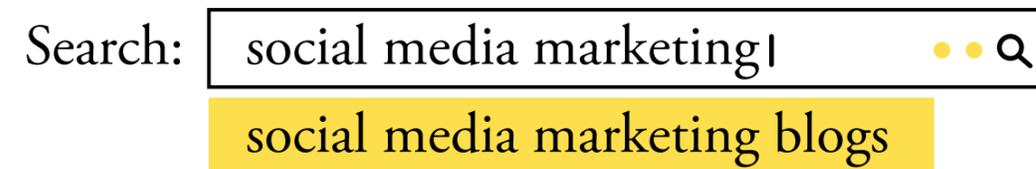
Try Googling "social media marketing blogs". The search returns SocialMediaExaminer, Hubspot blog, and Hootsuite blog as top results, which means that they should be your primary targets.

Bear in mind, however, that it works both ways. You want your content on the best media platforms so that the greatest number of relevant people can see it. Platform owners want the best content from industry influencers that can bring them new readers – and the higher their ratings are, the choosier they get. Before you reach out to the top players, you already should have made a name for yourself as an expert and have a history of producing useful content that attracts readers on other media platforms (or your own blog/website).

Benefits of Content Promotion on Media Platforms

Promoting a piece of content in media elevates your standing in the niche and generates organic traffic. It helps with brand building as you can use content to develop a 'personality' for your business.

Efficient content promotion on media platforms also results in quality backlinking. It boosts your SEO and increases your website's organic traffic.

Content Promotion Methods

You can leverage media platforms for the promotion of your content in two ways:

- publish your content on their platform as an expert/ guest blogger
- approach other authors and ask them to link back to your content.

Guest Posting

Guest posting means publishing your content on media platform or someone else's blog.

To promote a large piece of your original content through guest posts you can:

- create a post on the same subject that will include a backlink to the content piece you want to promote.
- rewrite your piece completely making a new large and informative article. It must include backlinks to your company and original content.
- create a highly detailed guest post from a small piece of your original content referring the readers to it for more.
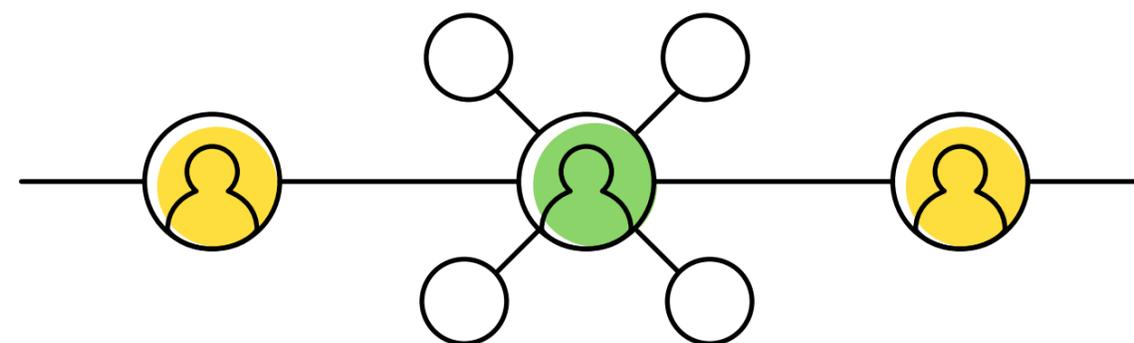
Any guest posting strategy starts with researching the media platforms you want to post on. Take your time and learn everything you can about each of them.That's a tedious work, but in the long run, one thoroughly researched platform will be of more use than a dozen you've approached haphazardly.

Intro to guest posting process:

1. **Learn if they accept guest posts in the first place**

If officially they don't but you still want to publish on their platform, do a bit of digging and find out if they accepted guest posts in the past.

If they did, reach out to those who managed to land a guest post with them and ask how they did it.

If they didn't, try reaching out to the platform owner and ask what can induce them to publish your post. Perhaps if you write a really fantastic post on a particular topic they will put their usual policy on hold just this once.

Remember – all this effort is well-invested. One post on a well-reputed and popular platform is worth a couple dozen that will be accepted at a drop of a hat. Don't be afraid of reaching out and being persistent – more people than you expect will get back to you.

2. **If they accept guest posts, learn the requirements:**

- format

- style of articles

- preferred topics

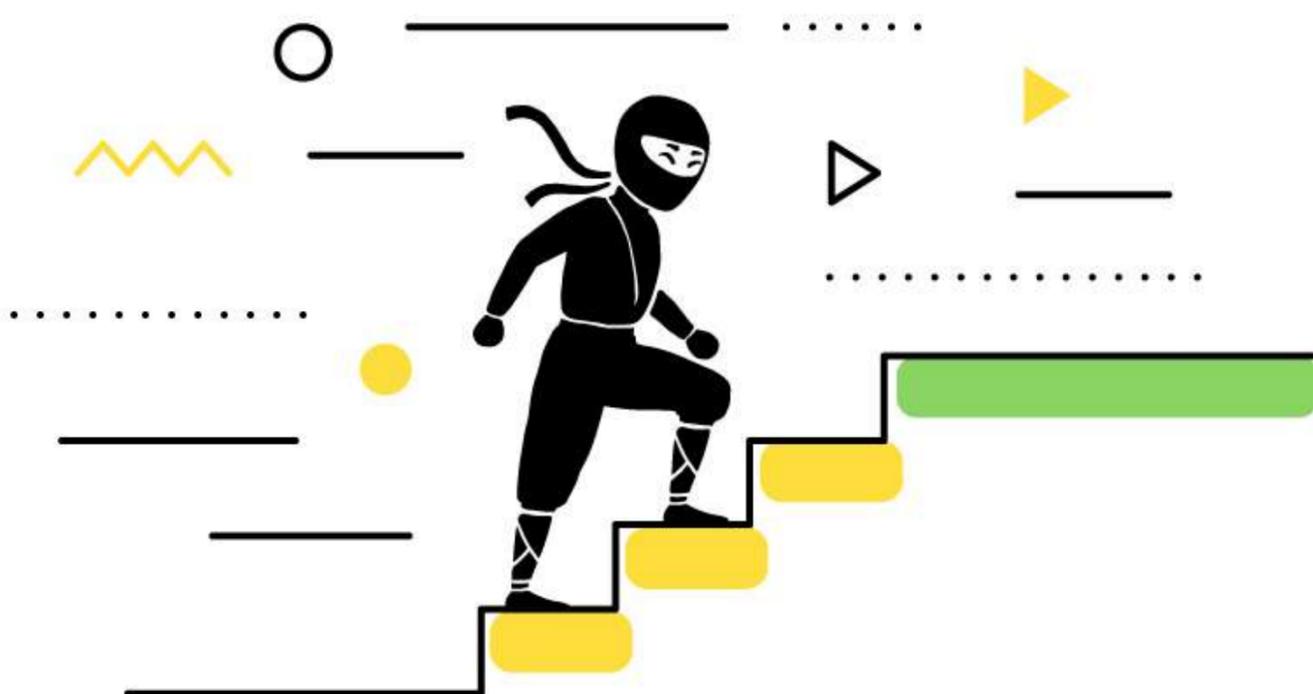- linking guide (e.g. whether you can post a backlink in your bio)

  If you prepare a post that fits their requirements right off the bat, it will make a favorable impression and make them more likely to accept it without further revisions. And lay a good groundwork for further cooperation.

3. **Write the post with this info in mind**

- Review and revise it carefully.

- If you know any industry specialists (being in it, you should), ask them to read it for you and point out potential flaws.

- Make sure it is perfect – especially if it is the first time you deal with the platform in question.

4. **Pitch the post to the media platform**

- Personalize it so that it appeals to this particular blog owner.

- Don't just say that you are an avid reader of their blog – be one.

- Study their writing style and preferences, show that you are aware of the blog contents.

- There is no surefire sales pitch, it all depends on the personality and position of a particular blog owner.

- In most cases you want to be relatively informal and business-like: avoid overly formal and stuffy language but don't try to be buddy-buddy. Don't ramble, get right down to business – your addressee is a busy person.

Try something along these lines:

New Message
Recipients: Editor
Subject: Content suggestion

I think [your topic] will tie in brilliantly with your post [link to a relevant post on the blog] and will be interesting for your readers.

However, I'm sure you're busy and might not have time/opportunity/etc. to research it and write a big post on the subject yourself/it is not your primary area of expertise etc.

I'm offering to write this post for you. I have considerable experience in the industry and my posts have been featured on [links to your previous guest posts].

I've studied the style of your blog and am confident in my ability to provide a post that will be a great addition to your site.

Please, let me know of your decision

If you don't have guest posts to showcase, explain that you are new to the field and include links to some of your industry-relevant posts for the blog owner to assess the quality of your writing.

However, having some guest posts under your belt is highly recommended before pitching to any heavy-hitters – you may start with the platforms that openly accept guest posts. Try MyGuestBlog to find blogs interested in your content.

You should think about accepting guest posts on your site – thus you can add a mutually beneficial exchange offer to your pitch.

If you want your guest posting efforts to bring results, keep in mind that landing a guest post onto a relevant platform is just a first step.

Following steps:

- Promoting it on your channels. Mention it in your blog, on your Twitter, Facebook and all other social media platforms.

- Writing a tie-in post for your blog. Choose a topic that is somehow connected to the one covered in the guest post and send your readers to read it for additional info;

- Subscribe to the comments and reply to them in a timely and relevant manner. This will not just increase your brand visibility and improve your position as an expert but earn you a few valuable backlinks as well.
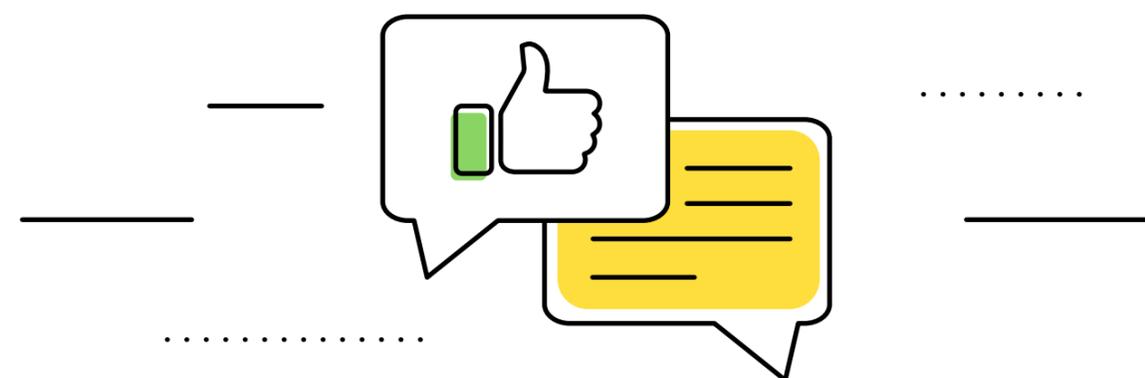
Learn more in our
Guest Posting Strategy
Step-by-Step guide

Backlinking

Let's list some other ways to get high-quality backlinks to your content:

- Using high-ranking social bookmarking and networking sites;

- Posting press releases on popular news media platforms;

- Submitting large pieces of content (e-books, white papers, etc.) to relevant document sharing websites;

- Commenting posts on niche-relevant blogs (make sure your comments are relevant as well, otherwise you will be penalized for spam and/or banned by the blog).

- Using broken links. Many websites link to pages that were there at one point in the past but are no longer there. If you have content that is similar to what was on these now absent pages, you can contact the website owner and suggest that they replace their broken link with a working one leading to your website. Alternatively, you can create content specifically to replace these "missing links";

- Link suggesting. Links to relevant content may serve as value adding element. When you find articles that may benefit from links leading to your website, you can suggest that their owner do just that.
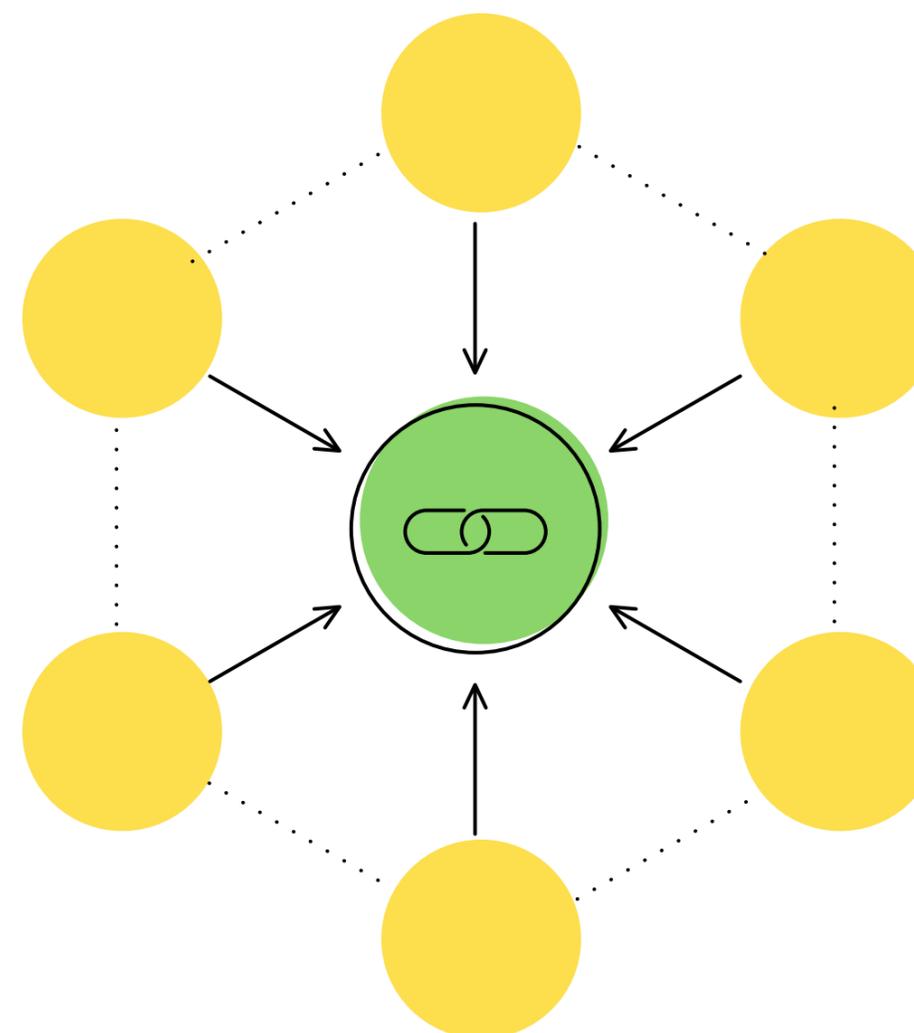
- The message you convey through the media platform should be useful to its reader.

- The higher the platform is rated the harder it is to land a post there.

- Usually publishing articles on high-quality blogs requires a strong portfolio to step in.

- Two main methods of content promotion through media platforms and blogs are guest posting and backlinking.

Keep reading to get to know more about content distribution via email.

EMAIL MARKETING

In theory, email marketing is a powerful tool that allows you to personalize relationship with your customers by synchronizing different communication channels and tracking their behavior.

In practice, the absolute majority of email marketing campaigns are worse than useless – they are repetitive, boring, annoying, and the only action they can motivate the customer to do is to mark them as read without reading or unsubscribe altogether.

This doesn't mean that you shouldn't use email marketing. This means that you shouldn't use it mechanically. Put effort and creativity in it. Otherwise, don't bother.

Put effort and creativity in your email marketing. Otherwise, don't bother.

Synchronizing with Your Website
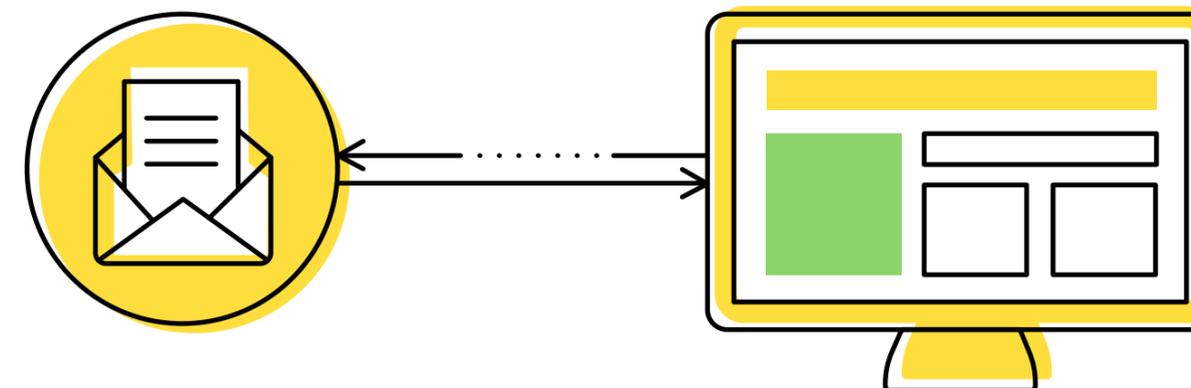
Even the most though-through email marketing campaign will fall on deaf ears if it isn't backed up by a website with relevant, valuable content. High-value content demonstrates that you have something to offer. Emails you send to your subscribers shouldn't be isolated – they should bring them to the content customized to their preferences, thus growing your audience, motivating them to share this content and further spread brand awareness.

This means that you need a solid email marketing tool that can be easily integrated with your website and, preferably, social media relevant for your business. Using one allows you to control and monitor all your communications through a single tool, engage in behavior-based marketing, shorten your sales cycle and run closed loop analytics.

Tools for e-mail marketing

- Hubspot Content Manager
- ConstantContact
- MailChimp
- AWeber
- and others

5 ways to synchronize E-mails with Your Website

- Follow up website forms with leads. Once a client contacts you through your website, you should immediately get back to them. Integrate your contact form with mailing tool so that the client immediately receives an email confirming that you've received their inquiry and are working on it right now.

- Integrate your mailing list with a blog, sending subscribers all the new posts.

- Integrate your website information collecting forms with your mailing list and create an email course that will automatically send them relevant information based on their data and educate them about your company, market and products.

- Keep customer engagement up by sending mails about recent activities in your community or forum.

- Review requests. Customer reviews are extremely effective for building up trust, so make sure to remind clients to write them.

Synchronizing with Social Media

No part of your marketing efforts should exist in isolation from each other. Email marketing can boost your social media following, social media followers can help you grow your mailing list, and used in conjunction, they can grow conversion rates.
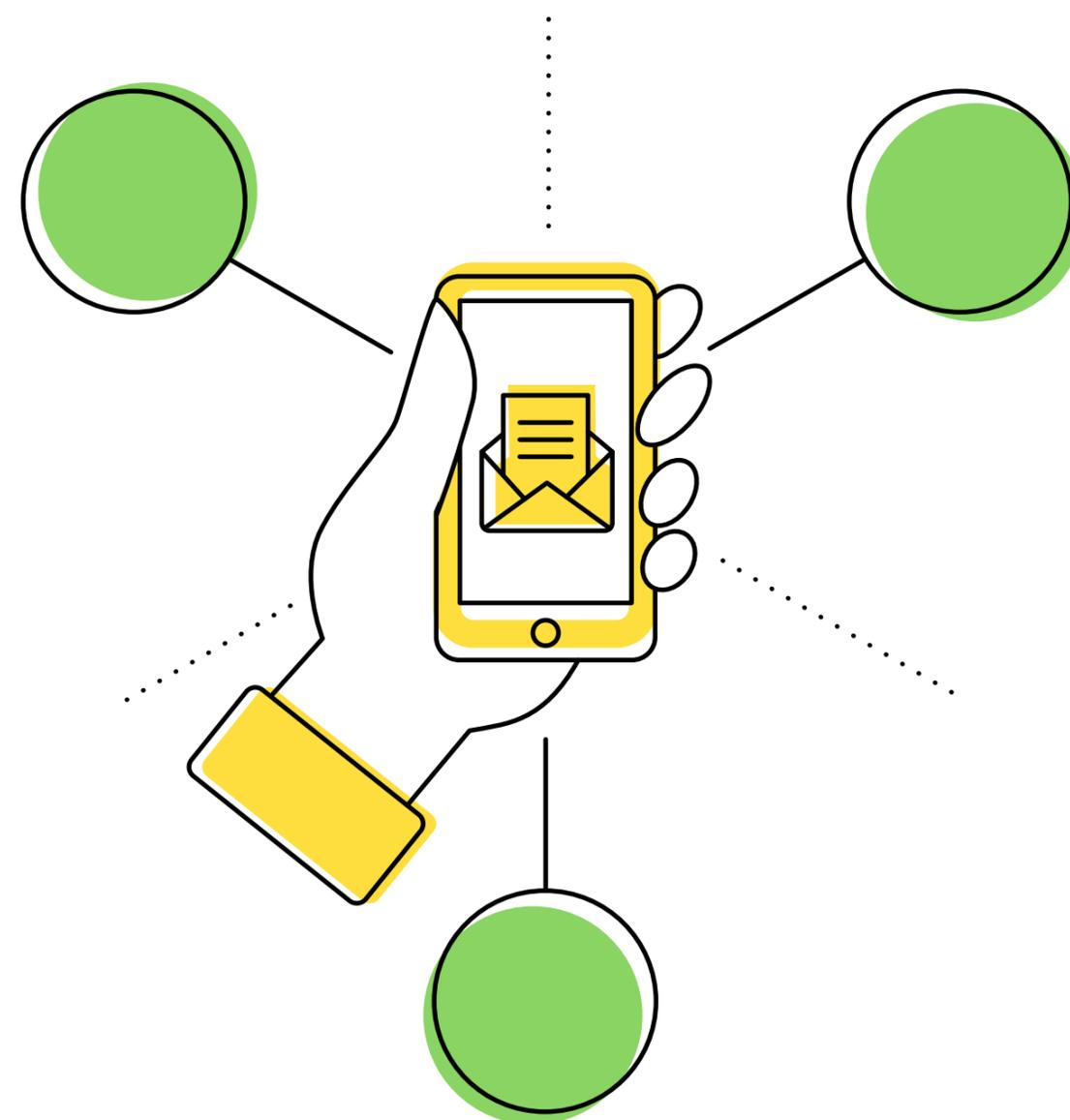
Growing Your Mailing List through Social Media

- Add an email sign-up tab to your Facebook account.

- Use an embedded overlays with mailing list opt-in forms in the links shared through your SM (Snip.ly is a good tool for this).

- Announce new emails you send in all SMs you actively use.

  Add a link to your mailing list subscription page in your YouTube annotations.

- Offer visitors of your SM accounts to join your mailing list from time to time. Best used just before you are going to send an email with exclusive or timed content.

- Run contests through your SMs to turn your followers into subscribers. You should, however, have many followers or offer very attractive prizes for it to be effective. Make sure prizes are somehow connected with your brand.

Growing Your Social Media Following through Mailing Lists

- Add social media sharing icons to your emails (this function is offered by the majority of email marketing services). Make sure they are large enough, aren't hidden in the footer and don't stick too close to each other. Make it easy to click on them.

- Make sharing easy. E.g., add "click to tweet" text snippets that will let the reader tweet about your email in one click.

- Add an SM following call to action. It should be easily seen, preferably in the body of the mail.

- Offer social links on unsubscription confirmation page. When somebody unsubscribes from your mailing list, it doesn't necessarily mean they what to forever cut all connections with your business. Perhaps they are just dealing with email overload and won't mind staying in touch through SM.

- Offer social links after a visitor opts in your mailing list. If they do this, perhaps they are interested in following you on social media as well.

  Also, don't forget about tying content used in mailing lists and social media together. Announce one through another, but keep it to more important mails and updates lest you annoy your audience.

Analytics

You cannot optimize what you cannot measure. To fine-tune your email marketing campaign you have to choose KPIs (key performance indicators), as well as means of collecting and analyzing data.

There are many important metrics, and which to choose eventually depends on the goals of your business.

The most important metrics:

· **Open rate.** How many emails of those sent during the campaign are opened and how this rate changes over time;

· **Clickthrough rate;**

· **Email list growth;**

· **Bounce rate** (soft and hard). Soft bounces stand for temporary issues with valid email addresses. Hard bounces result from invalid (e.g., non-existing) addresses that have to be removed from your lists;

· **Unsubscribes.**

Some of that info can be gathered directly from email marketing tools like MailChimp. However, they don't offer a comprehensive picture. For better results, you'll have to use additional tools like 250ok Analytics.

Choosing, Modifying and Customizing Content Based on Analytics

You need analytics to tailor content (both on your site and in your emails) to your clients.
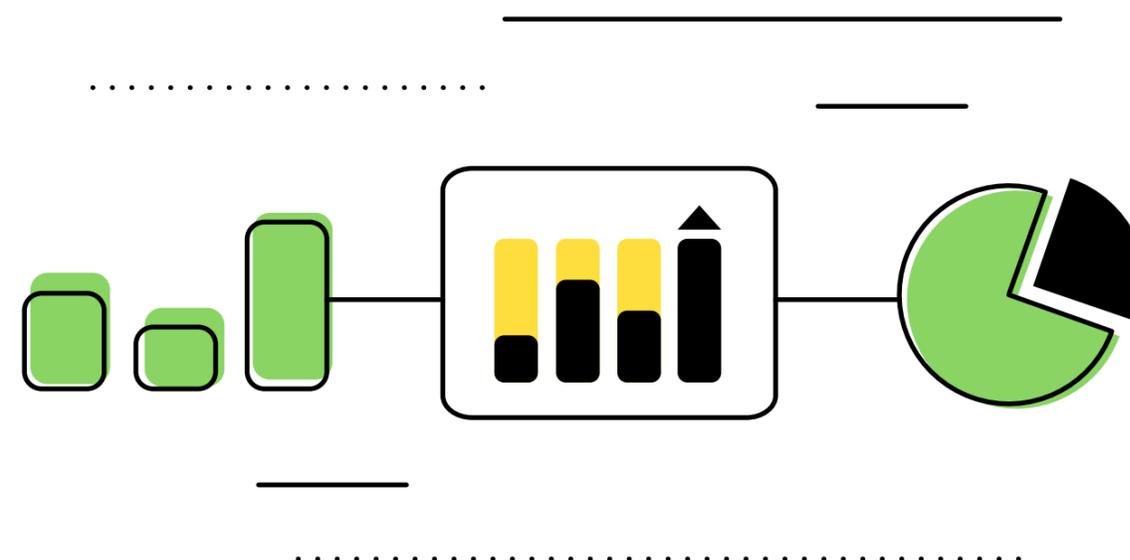
Gather data, directly and indirectly

Data like geographic location can be collected automatically. For other things (gender, age and whatever is important to define your target audience), you may need to ask questions. If you integrate your email marketing tool with your ecommerce platform, a lot of this information can be collected without your direct intervention, which is very useful – not all customers are interested in answering surveys.

Segment your mailing lists

Separate your audience into segments and offer promotions and sales to those for whom they are relevant.

Use dynamic content

Again, integration with ecommerce platform allows you to tailor the content of your emails not to just segments but to individual customers as well, based on their history of interactions.

Use A/B testing

Choose the content of your emails gradually, one element at a time, and give the change time to sink in. Check how it influenced the main KPIs. Have they improved or otherwise? Which segments were most responsive? How else can you move in the same direction?

Automation

There are literally dozens of email marketing automation tools out there, very different in their functionality, price ranges and amount of needed management. Some, like MailChimp, are relatively easy to get the hang of and have forgiving systems of customer plans. Others, like InfusionSoft, offer greater functionality but require a lot of manual customization – in order to effectively use all their possibilities you will need a dedicated specialist.
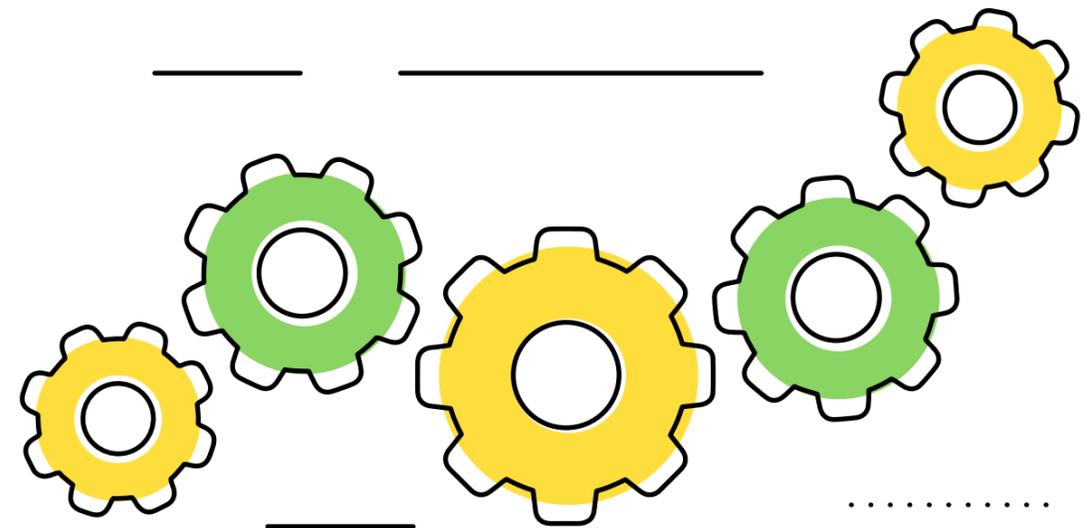
Recent Trends

Interactive emails

Moving some of the interactions (e.g., "Add to cart", navigation, sliders) from the landing page directly to the email improves user engagement and generates clicks with higher intent.

Video in emails

Making emails more engaging and simpler to understand is always a good thing, and video makes a huge step in the right direction.

Triggered and automated emails

E.g., cart abandonment and welcome emails. They show outstanding efficiency while being easy to set up.

Chatbots

Automated workflows caused by chatbots will very soon become a thing. Data received during chat will be used to send confirmation and cart abandonment emails and create sign ups.

Smaller emails

With mobile devices becoming a primary tool for reading and answering emails, their length should shorten to accommodate. 60-120 words are considered optimal.

- Email marketing is a powerful tool that allows you to personal-ize relationship with your customers by synchronizing different communication channels and tracking their behavior.

- Synchronize email marketing with website and social media to keep your customer engaged and continuously interact.

- Analyze email metrics to see the effectiveness of your email marketing campaign and optimize the content based on the results.

Keep reading to find out how social media can be used to distribute your content more effectively.

SOCIAL MEDIA

Having People Share Your Content in Their Natural Habitat

Social media is, hands down, one of the most important content distribution channel – because it is they that bring people together, unite them into communities and let them share information with the speed of light. No matter how brilliant your content is, if you neglect social media in your distribution, it will be seen by a very limited amount of people.

LinkedIn

LinkedIn is a network that unites business professionals, which reflects in its audience. Males are slightly more numerous (56% vs. 44%), and there are a lot of people from age groups that aren't usually very much represented on other social media: 50-64 y.o. (30%) and over 65 (21%).

In fact, it is younger people who are relatively less represented here: 18-29 y.o. constitute only 23%, with 30-49 taking 31%. LinkedIn members are often people with high income (44% have over $75,000 annual income).

Tips and Tricks

- Enrich your company updates. LinkedIn by definition doesn't leave a lot of space for creativity, and the majority of businesses share nothing but links. You can, however, spice it up by sharing YouTube links, images, SlideShare presentation links and suchlike.

- Be serious. Remember – LinkedIn is a network for professionals, so stay within this image. Leave posts about your dog or what you are eating right now for other, less formal places and stay relevant.
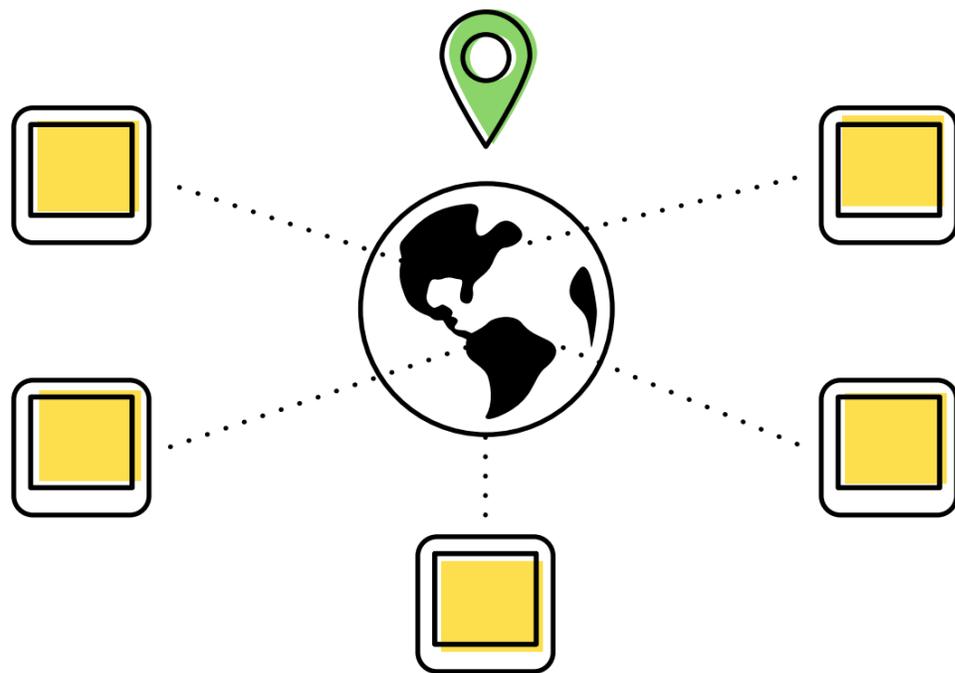
Instagram

The most notable disparity in Instagram user base is it gender division: 68 percent of its users are female and only 32 percent are male. Being highly visual in nature, it also attracts primarily younger people: 90 percent of its user base are under 35. 23 percent have some sort of college education.

Tips and Tricks

- Add your business to the Photo Map. Anybody can do this, but if nobody has shared a photo from your business' location you should be the first and prompt your clients to do the same. By looking through the photos they share, you will see what they like about your business and what you should pay attention to.

- Display your Instagram photos on other channels (e.g., your blog or website). This increases the likelihood of visitors following your account.

- Utilize user-generated content. Collect photos from your clients (with their permission, of course) using your products and use them in promotional purposes.

| Pros:	Cons:
• Mobile customer base Instagram follows "mobile first" principle and is an excellent way to reach out to mobile-only crowd. • Easily discoverable content Clever system of hashtags and Instagram Explore Tag take care about that. • Authentic content You can easily create and post authentic content about your brand and draw insights from the content shared by your community.	• Format limitations Instagram relies on images, which means that you have to be very careful about the images you post. And we don't just mean that you should post high-quality pictures – it concerns their format as well, as Instagram images have to be square for the maximum effect, as non-square ones won't show up in the feed in their entirety. • Difficult to target local markets Compared to Facebook or Twitter, it is better suited to work with a narrow niche that isn't limited by location.

Youtube

YouTube is a place with something for everyone: it caters to all demographics, with different groups spending different amount of time and attention on different spheres.

However, in terms of total viewership it is male-dominated: of 51 commonly recognized content categories, men account for the majority of viewers in 9/10 of them.

However, you should take into account that an enormous part of YouTube is dedicated to sports and video games, and if you eliminate these two broadly defined categories, the audience will divide almost 50/50 in all the rest. In terms of age, visitors are spread mostly evenly, but younger people (18-24) spend several times as much time on YouTube than others.
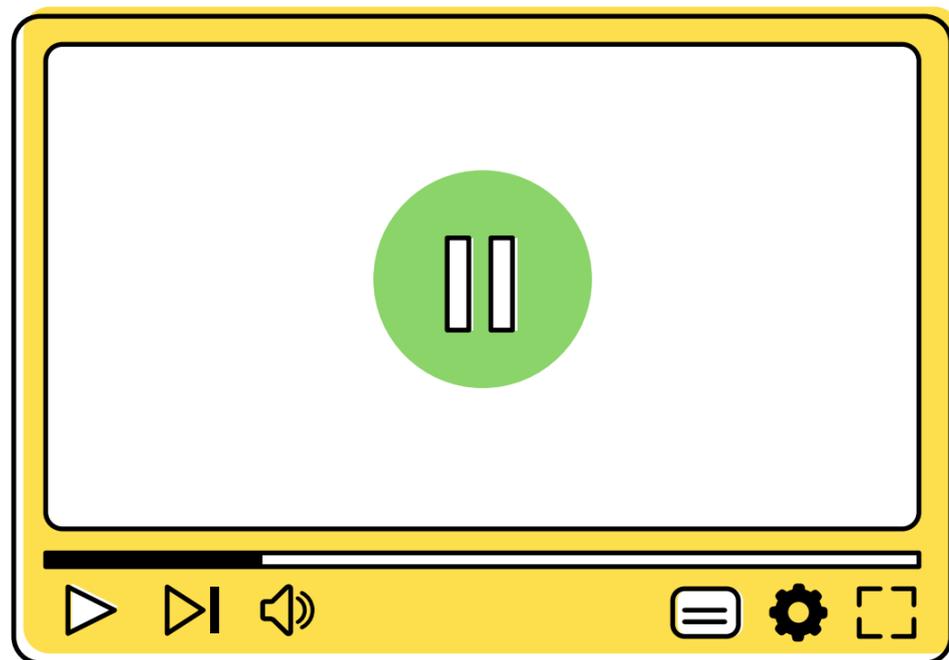
Tips and Tricks

- Show humans in your videos. Somehow people find it easier to relate to videos that show other people. Don't disappoint them.

- Be useful. When it comes to business videos, people generally look for content that is going to solve their problems. While posting a funny video is okay once in a while, the majority of your content should be useful first and foremost.

- Use a script. Although you don't need to say every single word according to script, don't expect to be able to just turn the camera on and start improvising. Have a clearly defined plan before you start.
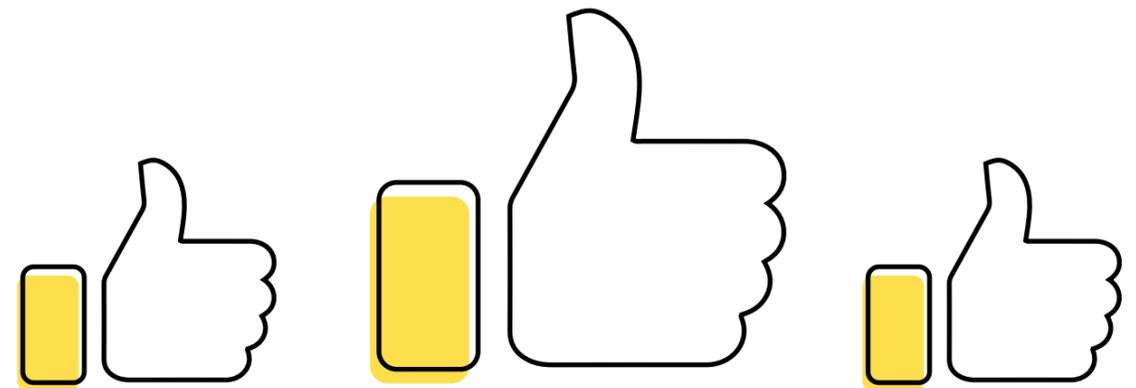
Twitter

Due to its short-length format, Twitter is best suited to mobile use, and it is reflected in its customer base – 80 percent visit it with their smartphones. It also has a significant percentage of older users, and historically was a social networking service for an older generation – due to the fact that during the early adoption period it was preferred by business community.

However, today the distribution is more even: 37% are 18-29 years old and 25% are 30-49 years old.
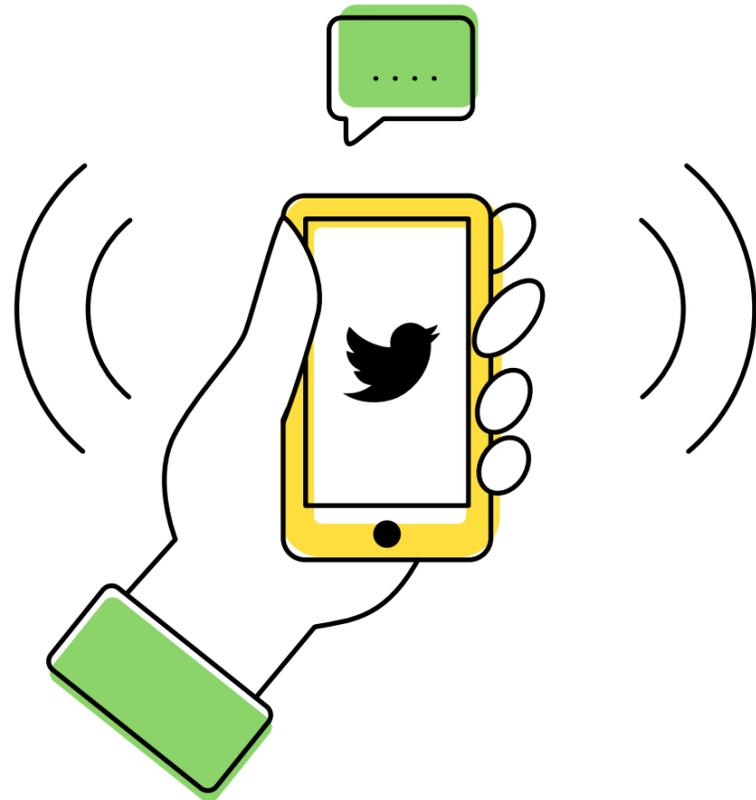
Tips and Tricks

• Customize your business' branding. Customize your account to better reflect the nature of your business. Humans are visually wired, so creating a unique design will go a long way to establishing your brand identity.

• Define the best times to tweet. People don't stay up 24/7, and you should figure out when the majority of your followers are active so that you don't waste your effort tweeting while everybody is asleep. Check out these tools, they can help you: Audiense and Tweriod.

Pros:	Cons:
• High discoverability Due to the use of hashtags and trending topics. Keep an eye on them and you will be able to ride the hype train on a regular basis. • Content can be shared outside Twitter Both your posts and your user-generated content can be discovered by people who don't use Twitter.	• Size limit Even though Twitter tests 280-character tweets, even with them your message has to be very concise and to the point. May be considered a good point if you master it.

Facebook

You can't go wrong with Facebook – peoples from all walks of life, of all social statuses and with all kinds of interests use it. It is segmented within itself, but on the whole if your product has an audience, you will find it on Facebook.
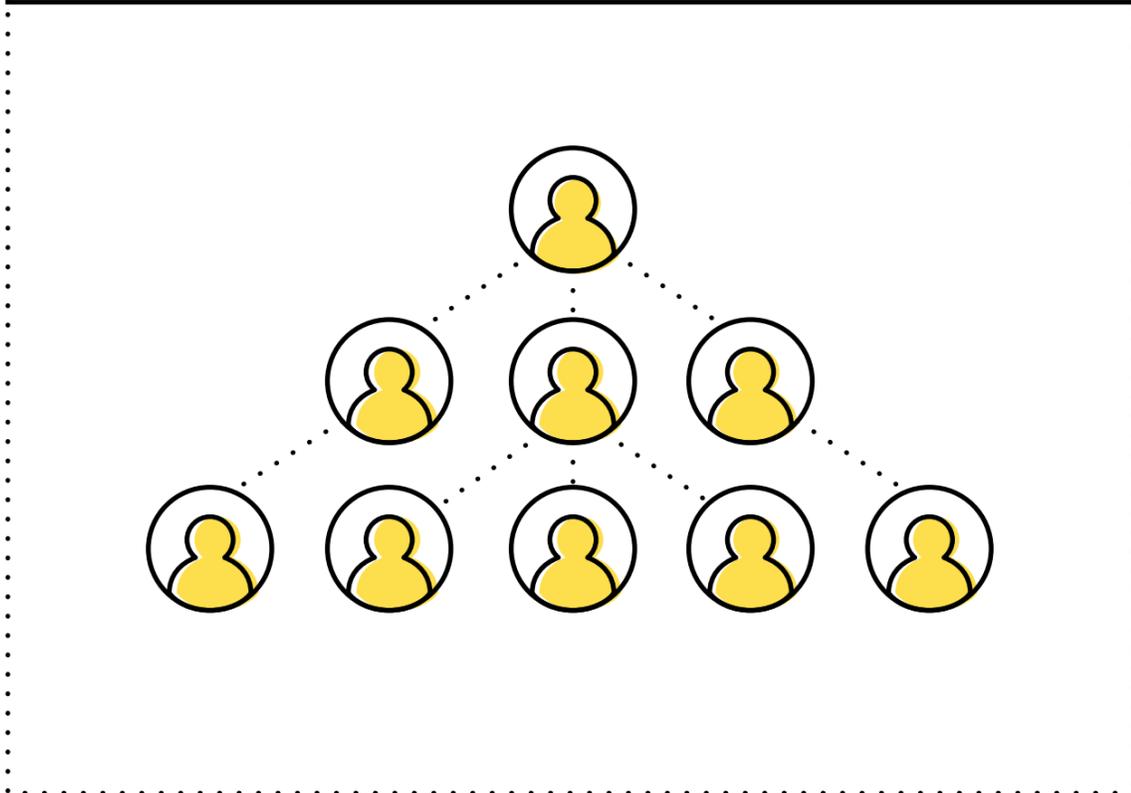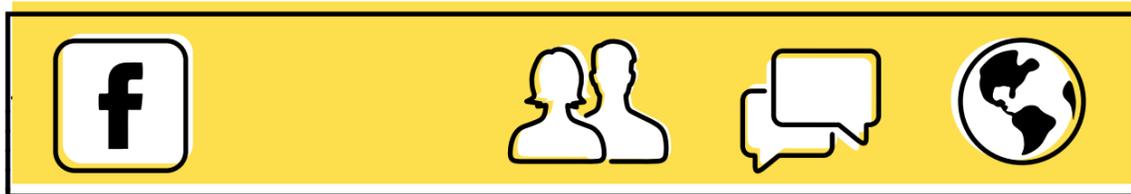
Tips and Tricks
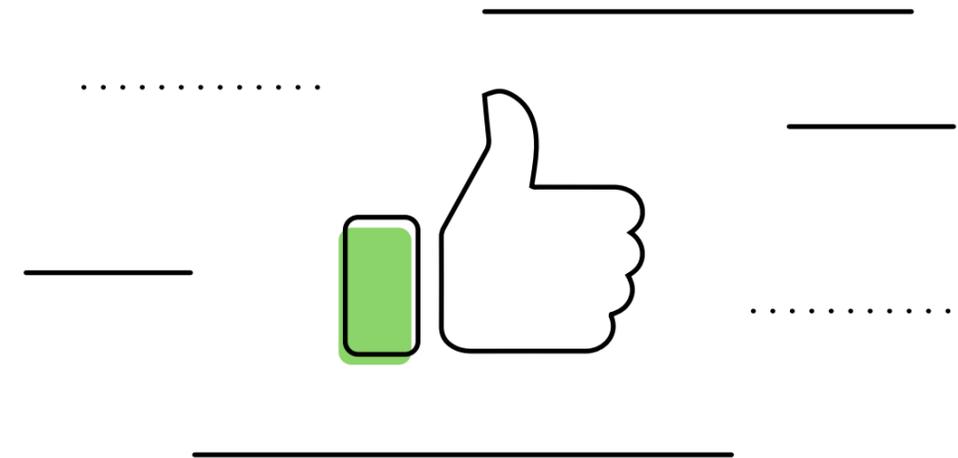
- Demonstrate positive client feedback. If you don't want positive comments to become lost, do the following: check off the Allowed on Page option in Posts by Others in your Activity Log;

- Post updates at a steady schedule. Create an update schedule and keep it consistent. Your clients should always see your channel to be alive and active.

- Check out your competition regularly and use them as a measure of your productivity.

Pros:

- Audience

  Facebook is the largest social networking service in existence, uniting (as of June 2017) over 2 billion monthly active users. No matter what your audience is, you are going to find it here.

- Business-friendly

  You don't have to invent anything, Facebook Business Page will help you introduce your business to the customers, allowing them to share, comment on and like the content you deploy there.

- Targeted advertising

  The majority of Facebook users share data such as location, age, interests and so on. It allows you to optimize your targeting and get your content exactly to those who may be interested in it.

Cons:

- Expensive ads

  You have to be ready to either spend a lot of money or be extremely careful about your spending, using your limited budget strategically on a few well-chosen ads.

- It takes a lot of time

  Although you can delegate some actions to automated services, in the long run it is you who is going to answer your customers' queries. What's worse, once you start an account you cannot afford to neglect it, as it will harm your reputation more than if it didn't exist at all.

Google+

The majority (73%) of users are male, with females constituting only 27%. Usage is more or less evenly distributed between age groups, with 25-34 being the most numerous (24%) and over 65 – the least numerous (5%).

73%   **27%**
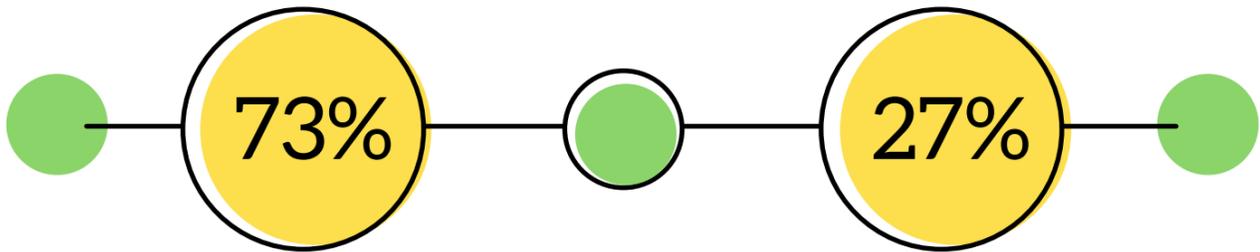
Pinterest

Pinterest is a network with a very clearly delineated audience: more than 80% of users are female, with men accounting for just 7% of total pins. It is extremely popular with Millennials who use it as often as Instagram, and the majority of active members are below 40.

Unlike most other networks, it is rather country-specific as well – US citizens constitute about 60% of all users.

Tips and Tricks

- Add multiple keywords in promoted pins. It is enough to help you get noticed but not enough to start showing your content to irrelevant users.

- Showcase more than one product on a single pin. Thus you will both show the visitors how many different things you have and get a better chance of attracting their attention by showing exactly what they are interested in.
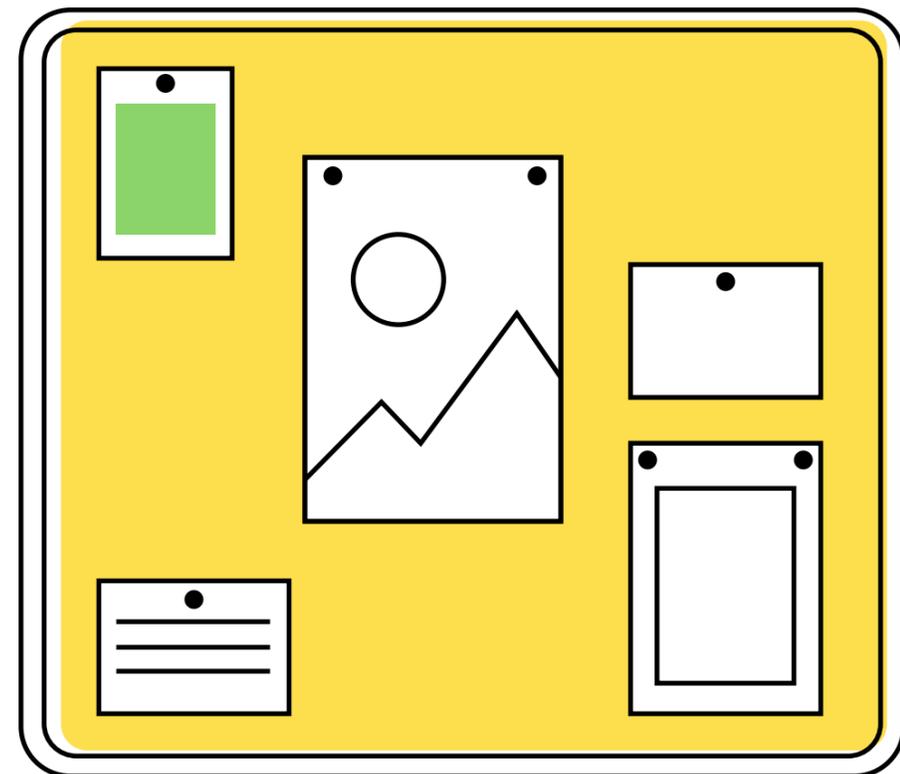
- Be aware of the peculiarities and differences of various social media networks and adjust your content respectively.

- Choose the social media networks, where your target audience hangs out.

- Pay attention to formalities and limitations of the social media network to avoid SMM failures.

SPONSORED CONTENT

Establishing Trust instead of Selling

People hate Internet advertising (which is somewhat funny, as it is advertising that allows Internet to exist) and will go to great lengths to get rid of it. Most use adblockers. Those who don't have become so desensitized to banners that they don't see them anymore – they are literally perceived as a part of the landscape.

All this means that banner advertising is much less effective than it used to be at the dawn of the Internet, and will grow less and less useful as time goes on. That is why advertisers move on to new methods, and one of them is sponsored content.
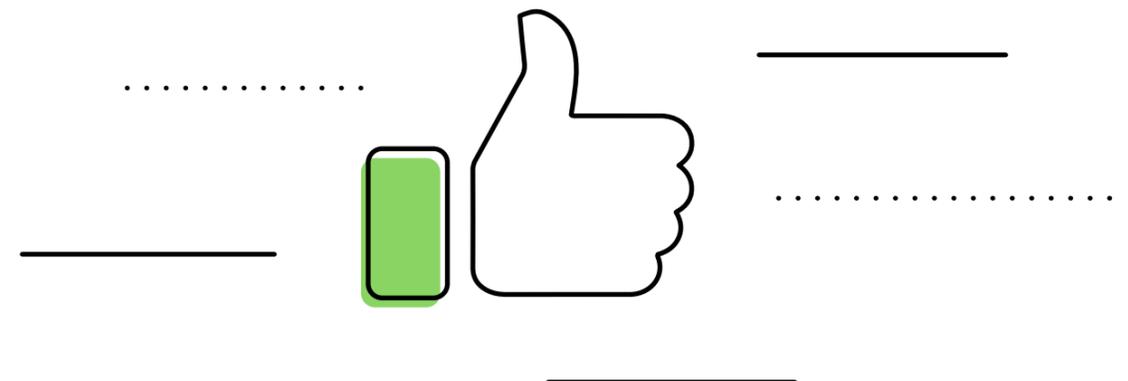
Sponsored content should be:

· perceived as a natural part of its environment in form and function;

· not look like advertising;

· **be** immediately useful for the viewer;

· **not** evoke negative feelings as being too promotional.

Ideally, it should look natural enough to not be seen as advertising at all, but even if it is impossible, its usefulness should override the viewer's resentment towards advertising. When compared to other types of ads, sponsored content has some advantages.

Advantages of sponsored content:

· It is more likely to be noticed in the first place;

· It is more likely to be read attentively if it contains valuable information;

· It is more trustworthy (if it isn't blatantly promotional).

What People Think about Sponsored Content

At a glance, it may seem that sponsored content isn't in any way different from usual advertising and thus people can be expected to treat it in the same way or even worse – because we expect traditional advertising to be promotional, and sponsored content camouflages as normal content, "fooling" the viewer into reading itself.

However, it is usually not so – as sponsored content is brought to you not by an impersonal corporation but by an individual, an influencer you know and trust, it is perceived as more genuine and relatable.

New York Times states that readers spend almost the same amount of time reading editorial and sponsored content.

In fact, about 70% of users actually want to learn about products not from traditional ads but from useful content. And this wish isn't limited to words – this case study of Beeby Clark+Meyler shows how a native advertising campaign can reach unbelievable 9% clickthrough rate (compare it with average banner CTR of 0.16%).

70%
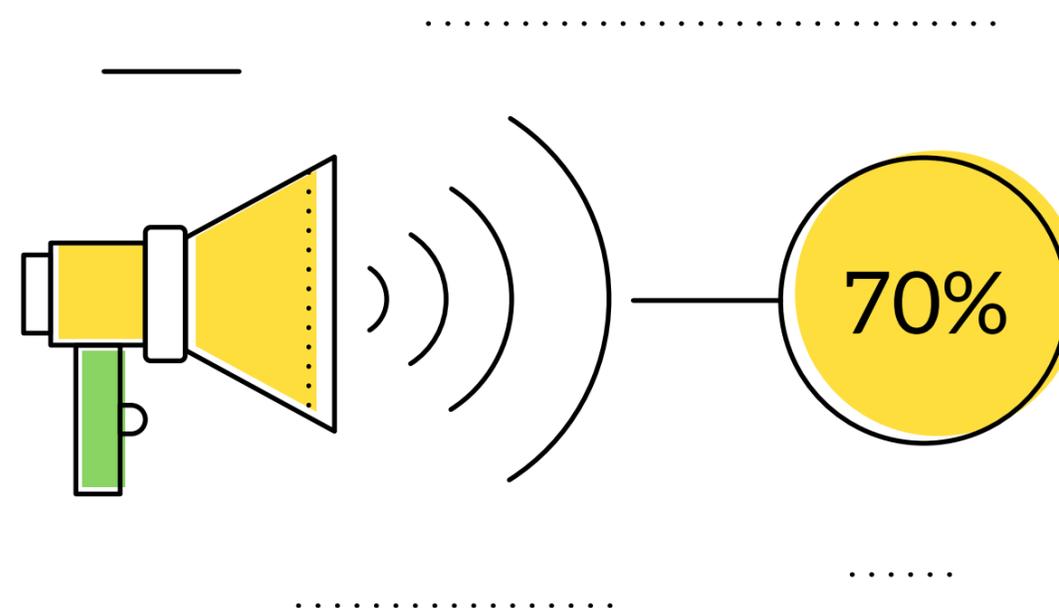
In other words, people do read sponsored content, many like it, and a large share of the audience doesn't even perceive it as advertising per se.

Keys to Succeeding with Sponsored Content

However, this doesn't mean that you can simply post any promotional materials in lieu of normal content and expect fantastic results. Native advertising done right means careful choice of medium, high-quality content and very unobtrusive promotion.

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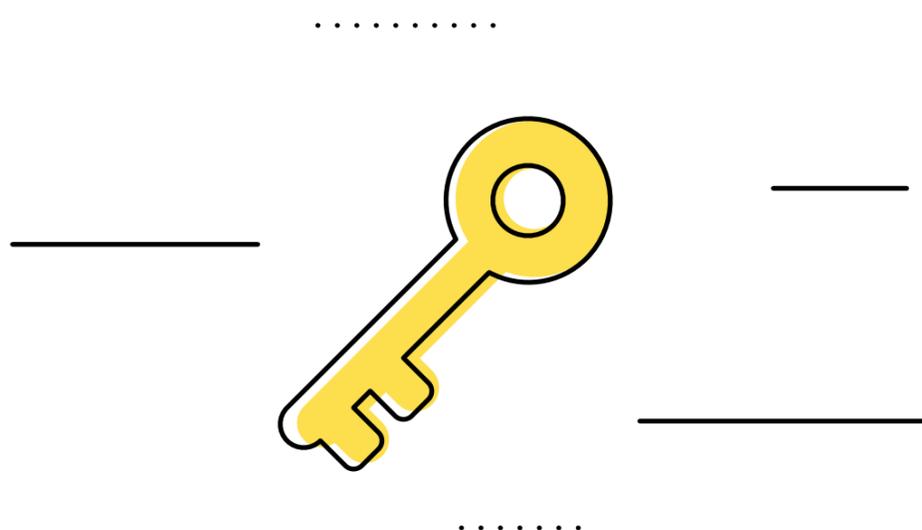
Identify the Channels You Are Going to Use

Some channels will be unsuitable because they are too expensive or use content formats that are just unusable in your niche. Take a close look at your business and ask yourself what kind of content will work best for you.

For example, things like beauty products and clothing obviously produce excellent impression on photo and video, which means vlogs, Pinterest, Instagram and suchlike.

Be Unobtrusive

Probably the most important point. When the reader reads your post, he does it to find out something interesting for him, not to humor you.

Of course, you are supposed to mention your business and place a link leading to your website somewhere in the text, but overdoing it just a little bit immediately turns an interesting post into a boring and annoying press release nobody will read to the end.

If you create a high-quality blog post, it will attract attention to you even without obvious references.

Don't say things like "to address this problem [CompanyName] has developed [ProductName]. If you write a blog post, don't mention your company at all. If you create a high-quality blog post, it will attract attention to you even without obvious references.

Take Notice of the Site's Native Ad Policy

Some websites place native ads so that they look somewhat like the rest of the content but in fact are located in separate segments that get cut by ad blockers along with banners, which means that you lose the entirety of those who use them.

Others place native ads along with the rest of the content – these are what you are looking for.

Study from Those Who Know How to Do It

This is a usual advice for almost any activity, but it is especially important in the area of native advertising because it doesn't have stiff rules and accepts almost endless creativity.

Studying examples of sponsored content done right you can not only learn basic formulas but also get insights on how to use your own approaches.

One Idea per Post

Be concise, don't write treatises, break larger topics into smaller ones interconnected by links. This way you will kill two birds with one stone: you don't let your readers get bored reading a long post and keep them engaged for long period of time.

Be Honest

Don't try to tell how awesome your product is and how it is going to solve all the client's problems. Be modest, be human.

Don't be afraid to tell about your mistakes (in fact, it may be an excellent topic for a post, especially if you've come up with an unexpected solution later on). People like to see people behind the businesses they deal with. Besides, it will create a reputation of honesty.

Concentrate on Value

In your sponsored posts you primarily have to deliver value, and through posting in right places attract those who are interested in your information towards your business.

Don't call out to them, make them come to you on their own. A good rule of a thumb would be to get acquainted with the content usually posted on the website and then prepare a post that would be even better while still promoting your product.

- 70% of users actually want to learn about products not from traditional ads but from useful content.

- Native advertising done right means a careful choice of medium, high-quality content and very unobtrusive promotion.

- Creating an engaging blog post, will attract attention to you even without obvious references.

Keep on reading to find out how to budget content distribustion

PLANNING YOUR
CONTENT DISTRIBUTION BUDGET
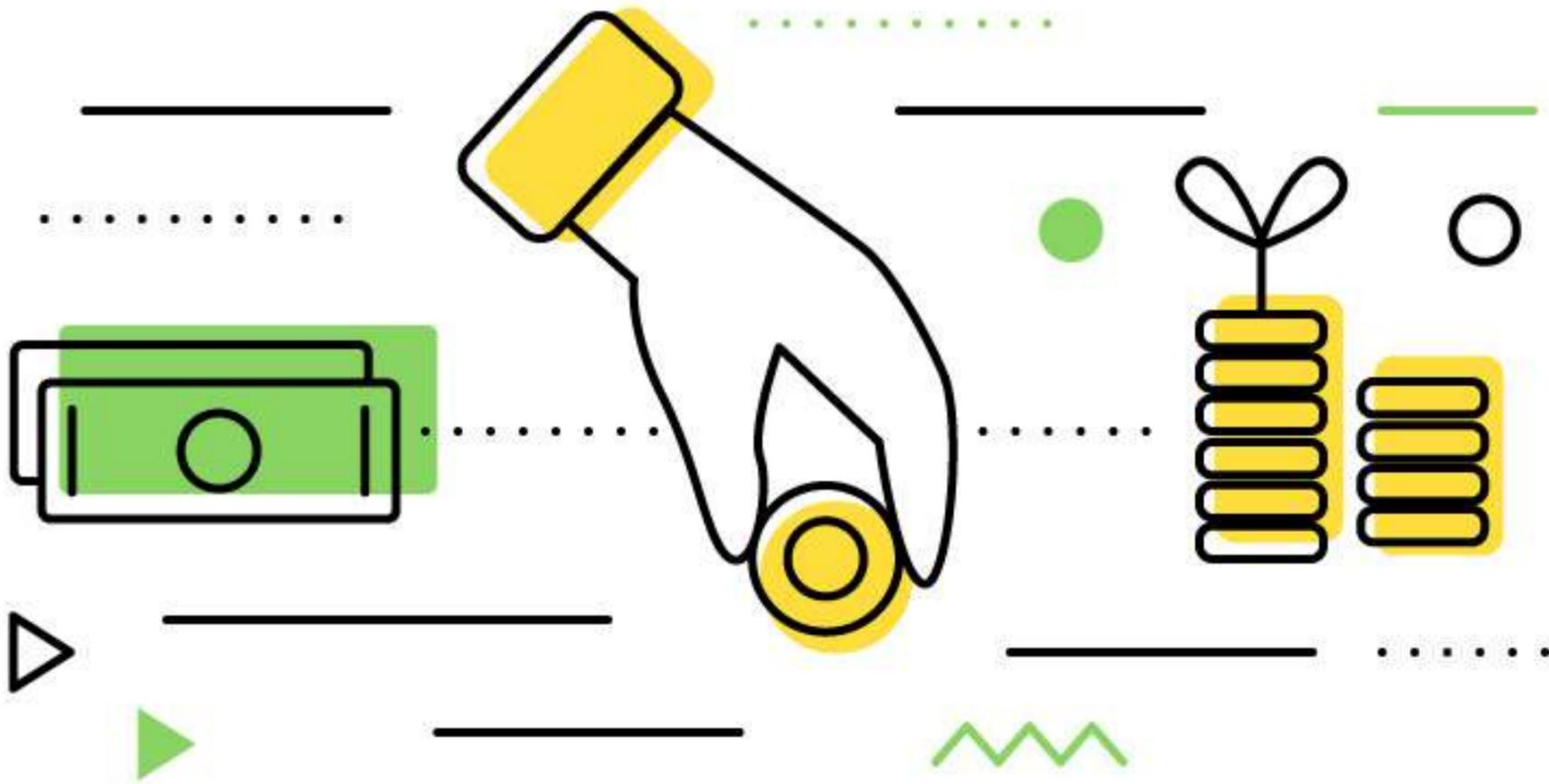
How much you are supposed to spend on content distribution for optimal effect is a balancing act between spending too little and having no effect at all from this investment and spending too much and finding that your ROI rapidly decreases.

How Much You Should Spend

The things your content distribution budget pays for are roughly these:

- Paid Posts

- Social Media

- Search Engine Optimization (SEO)

- Pay per Click (PPC)

- Mobile Marketing

So how much should you spend and how large a share of your budget should be dedicated to each?
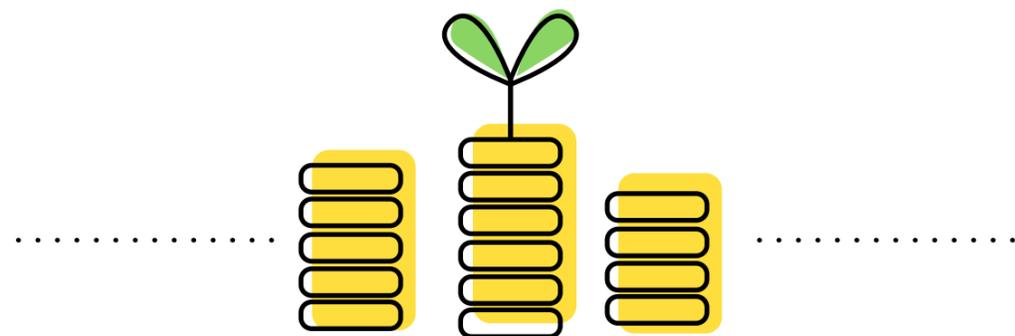
Unfortunately, there is no definite answer – it depends on many factors, such as:

- How competitive your niche is;

- What kind of business you run and what kind of content is most suitable for promoting it;

- What your goals are.

Your end goal is the most important factor, because it doesn't simply define how much you should spend but also how you should build your entire promotion strategy from the ground up, which channels to use and how to prioritize them. For example, if you primary goals are increasing brand awareness and customer retention you should concentrate on social media and email marketing.
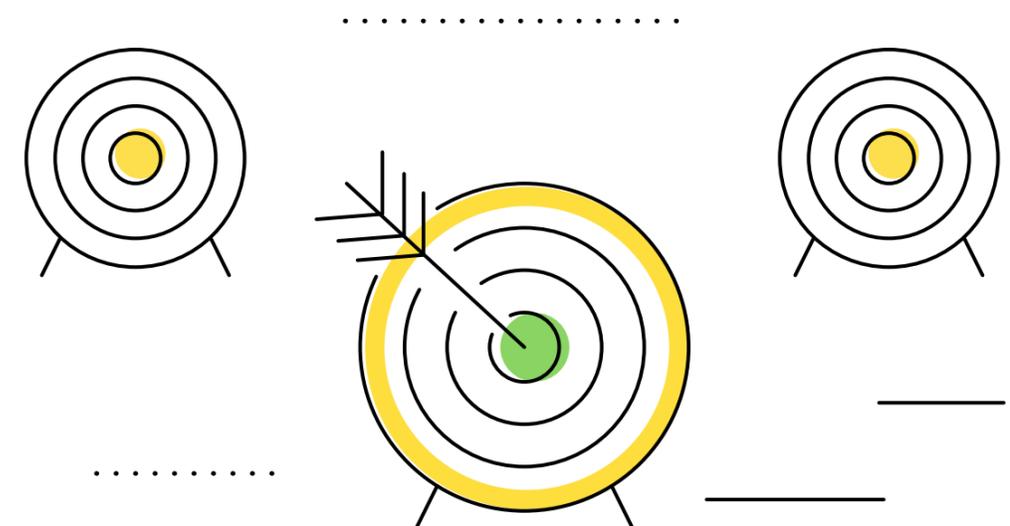
Social Media

On average, businesses spend about 10% of their overall digital marketing budget on social media; however, as this channels increase in popularity and importance, the share grows as well.

Paid Posts

Paid posts are essentially a subtype of social media marketing methods, but they are important enough to warrant a separate mention. They are excellent for inbound, content-oriented marketing and thus perfectly answer the needs of modern promotion approaches.

SEO

Most companies spend at least a third of their digital marketing budget on SEO, with this share often reaching and even exceeding 50%. The reason is simple – people are already used to the concept, and the advantages of getting your website rank high on Google are obvious.

However, doing so takes a lot of time, and it is hard to evaluate the effectiveness of your SEO strategy in real time, which means that it may take a while before you realize that you don't get enough ROI.

PPC

PPC is the second largest expense (usually no less than 30-35% of the budget). Usually, the more people see your brand name, the more sales you get; however, it is not a given as the traffic you get through PPC isn't guaranteed to bring you the type of client that is likely to convert.

Mobile Marketing

Mobile marketing takes 10-20% of budget, but its share quickly rises – it is the fastest growing area of digital marketing due to the Internet getting progressively mobile-centered.

Setting a Budget

Usually it is impossible to decide how much you will have to spend on content distribution the next month without seeing a bigger picture – that is why the proper procedure would be to decide upon a budget for a year or six months, see how it falls into your general strategy, and then allocate funds for each month.

When allocating your content distribution budget you should take into account:
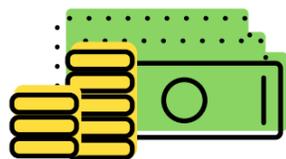
How much money you can afford to spend on it;
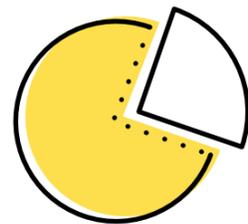
What will be the shares of each segment;

What tools you need, how much they cost, are they one-time purchases or subscriptions;

What other expenses your business may incur.

Follow the following steps:

1. **Set goals…**

…and make sure they are SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound). Unless you know how much of what your marketing strategy has to achieve during a specific period, you won't have anything to go by when deciding the amount of money to spend, won't be able to increase the spending in specific areas that will be most useful for your purposes at the cost of less critical ones.

Choose goals and define a general direction (what goals for the achievement of which you will prepare during the next period).

2. **Study your past activities**

What strategies did you use during the past period or periods? Which were the most successful? Which had the best ROI? Which ones looked good on paper but failed? Which ones can be used efficiently after a bit of tweaking? What mistakes have you made?

Without regular analysis of past efforts, you cannot build an effective long-term strategy, and any success you have can be attributed to blind luck. Analyze every stage of marketing funnel for every method separately. If something did well in the past, decide if you can improve the results further by increasing its budget. If not, decide why and whether you have to drop it entirely, tweak or simply put more money into it.

3. **Research the trends**

Keep part of your budget (up to 20%) unallocated for emergencies and testing of new strategies. Keep an eye on your competitors – you don't have to blindly copy their behavior, but if they are on to something, you should know about it. Keep track of industry trends and check if you are lagging behind.

If, for example, the majority of your competitors allocate disproportionately large sums to social media and have great results, perhaps you should try the same. And vice versa, if you see competitors suffering from setbacks, analyze what they are doing and apply a different approach.

4. **Calculate**

Using all the information you've collected, calculate your budget for the next period. You may do it on your own or use one of many online tools. A good rule of a thumb is to set aside from 5% to 15% of your total revenue for marketing, of which digital marketing will take up to 50% depending on your niche.

5. **Make sure your money goes to good use**

Allocating money for a certain activity isn't enough – you should make sure you get the best ROI possible. Prefer quality to quantity – it is true for most modern content marketing efforts. Be consistent throughout your channels, don't change your message arbitrarily. Find our who your audience are, where they gather and adapt your strategy to them.

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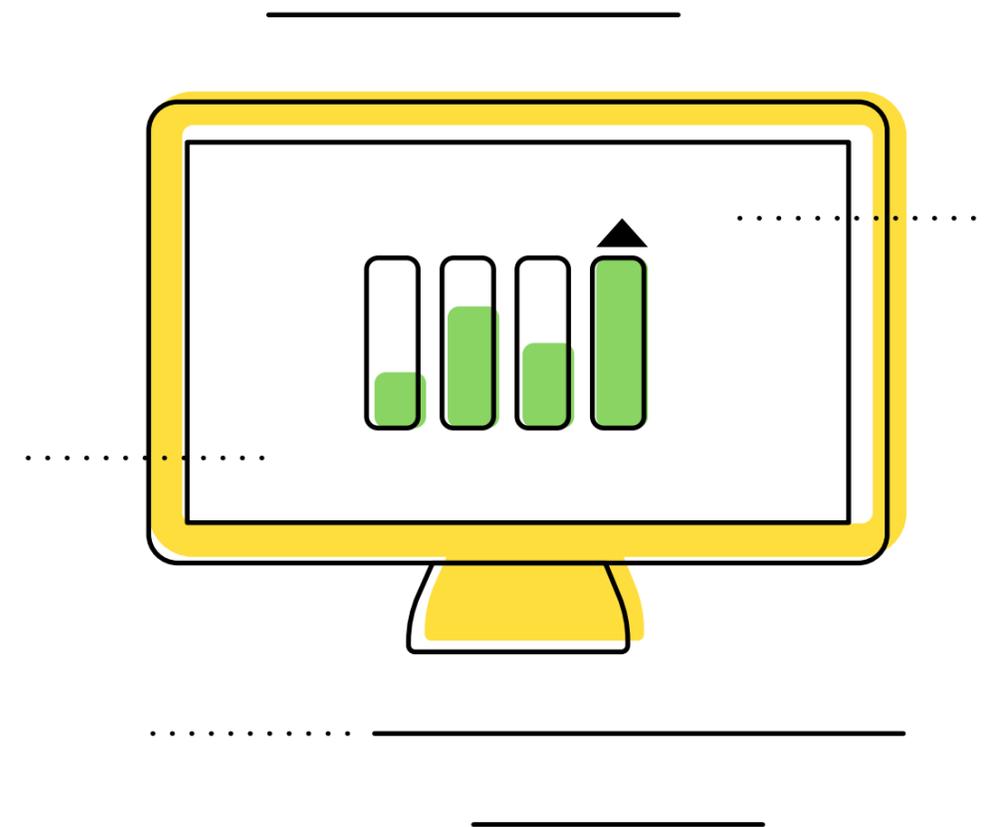
Analytics

Before you can analyze the effectiveness of your strategy, you have to define KPIs (key performance indicators) for each of its parts. Naturally, different methods have different KPIs, and they may differ in importance based on your situation and goals.

Social Media

Engagement

The most important factor in most situations. It evaluates how engaged your audience is with your brand and, depending on the social media, it is measured in:
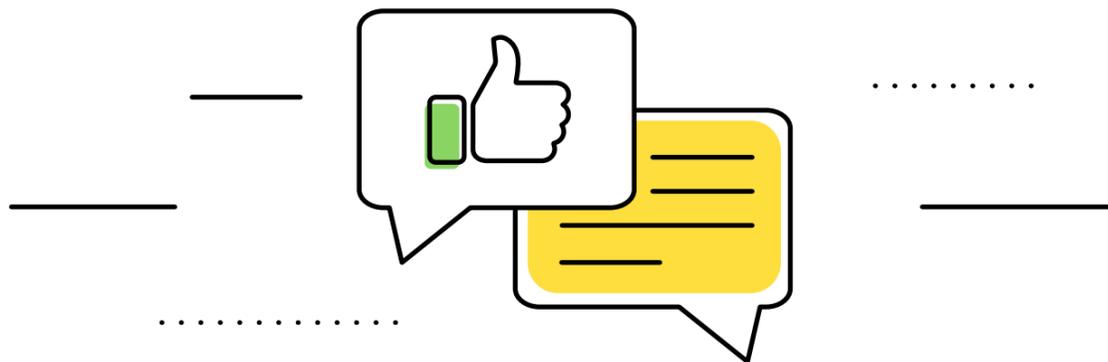
· **Likes**

More likes mean better social proof and more attention both from the public and platform algorithms.

· **Shares**

Liking content has long ago ceased to be an action per se – many people like posts, articles and suchlike almost unconsciously. It doesn't mean that likes are useless – but they don't constitute a conscious decision and effort, while shares do. Thus, more shares is a sign of higher quality.

· **Comments**

There is no such thing as bad publicity – and even critical comments are better than no comments. Having a discussion about your content means it is interesting.

· **Clicks**

Primarily reflect the quality of your title and image.

· **Active followers**

· **Brand mentions**

Indicate brand awareness.

· **Profile visits**

Indicate interest towards your brand.

Keep your audience engaged, and even if it is small, it will grow naturally in the course of time.

Reach

Reach is a rather vague but still useful metric. It defines how many people have potentially seen your message. The number of followers, impressions and amount of traffic coming to your website from social all give an estimate of how many people your message gets to, but it is hard to get definite statistics as in the case of engagement.

Leads

In the long run, you are here to sell your product. People may love your blog posts or Instagram photos, but does it convert to actual sales? If your ROI is too low, you either are doing something wrong or use a wrong platform to begin with.

Customers

How many clients you've acquired via social media. Your social media content distribution strategy should aim at providing interesting quality content to get your readers engaged – if you interest them enough they will consider buying from you. Just don't expect this metric to be very high – many of your new subscribers will be existing customers, not new people.

SEO

SEO KPIs is an enormous topic that warrants a separate research. There are dozens of factors and indicators, all of which can be critical for a business depending on its size, stage of development, niche and target audience. Therefore, here we will concentrate on the most important metrics that are crucial for everybody.

SERP rankings

How high your website on a SERP shows how well it is optimized and what level of topic authority it has achieved. Try using Google Search Console – it will show how many impressions is generated by keywords on your site.

Loading time

Google made it an important ranking factor back in 2010. The longer your website loads, the lower it is in SE ranking and the less likely are its visitors to stay.

Indexed pages

In order for Google to index your website, its crawlers should be allowed to crawl it in its entirety (they can be restricted from doing so by robots.txt and sitemap.xml). Google has its own guide on building and submitting a sitemap – follow it.

Organic search performance

It defines whether your website appears on SERP based on its relevance rather than paid ads.

Landing page bounce and conversion rate

It indicates what the visitor does once he visits your site.

Measuring ROI

Keep track of your goals

Your marketing campaign shouldn't just achieve results, it should achieve the results you want. After you set goals, you should regularly check how you progress towards them using your primary KPIs. If you see fluctuations, you should find out what causes them: bad strategy, poor decision-making or outside forces?

Collect information

You should isolate the influence of your marketing campaign and each of its segment from outside factors and each other. Identify and record all leads to always know where they come from.

Report on performance

How well does each segment of your campaign do? Do any of them need tweaking?

Calculate ROI

Knowing how much you spend on each part of your campaign and how many leads they bring, you can find out how efficiently your money is spent.

- How much you are supposed to spend on content distribution for optimal effect is a balancing act.

- The budget for the content distribution campaign depends on the competition in your niche, business model, and business goals.

- Plan the budget step-by-step, taking into consideration the smallest details you can predict.

- Set up KPIs to measure the effectiveness of your campaign.

- Measure your ROI and keep it in mind for the next budgeting of a content distribution campaign.

Have questions?

Want to discuss ideas?

Contact us

Created by
Luckyposting team