

Creating Content with Intent:

Distribution Strategies Built on Teamwork

Jeanette Mulvey, VP B2B Content, Purch



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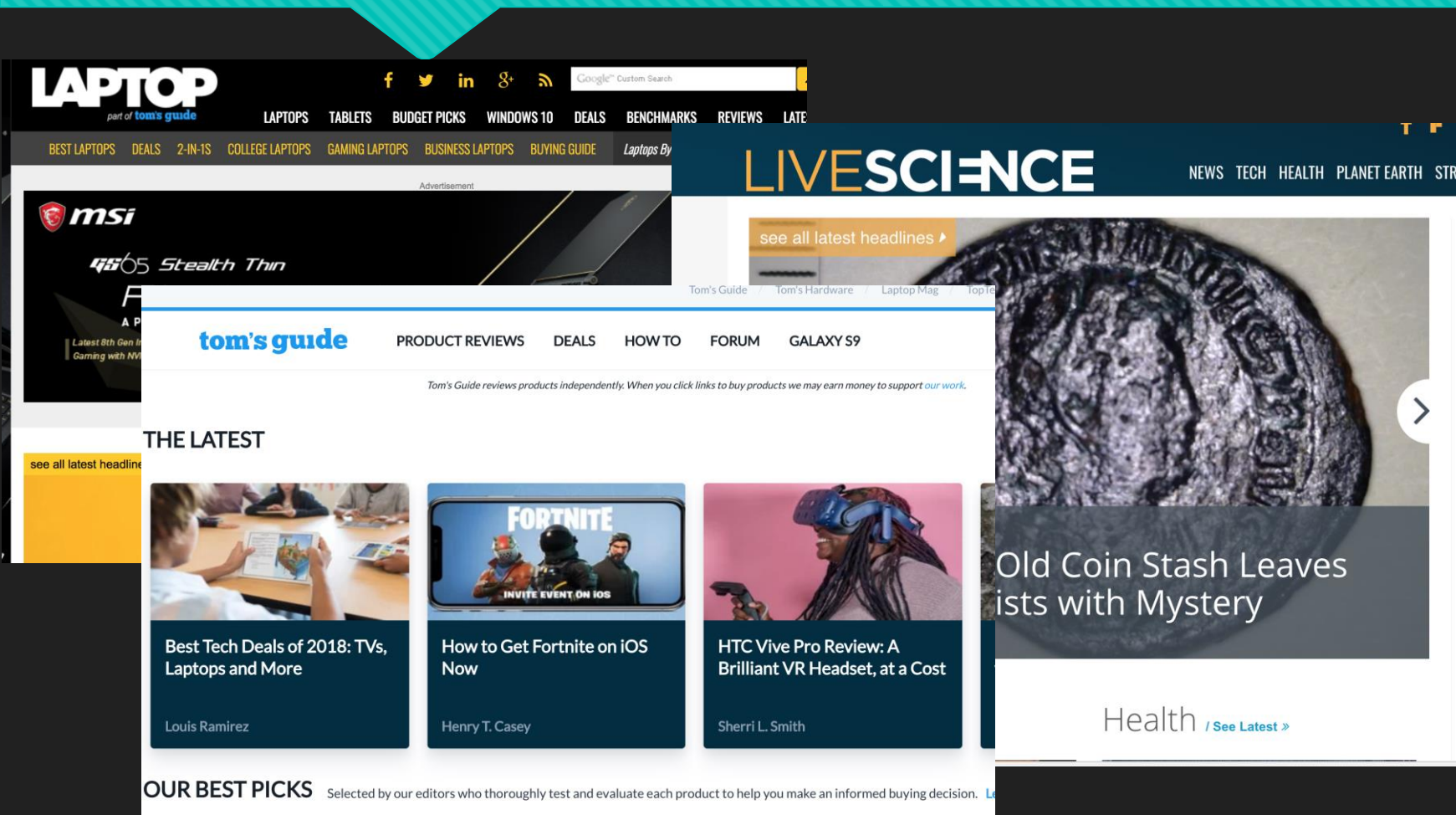


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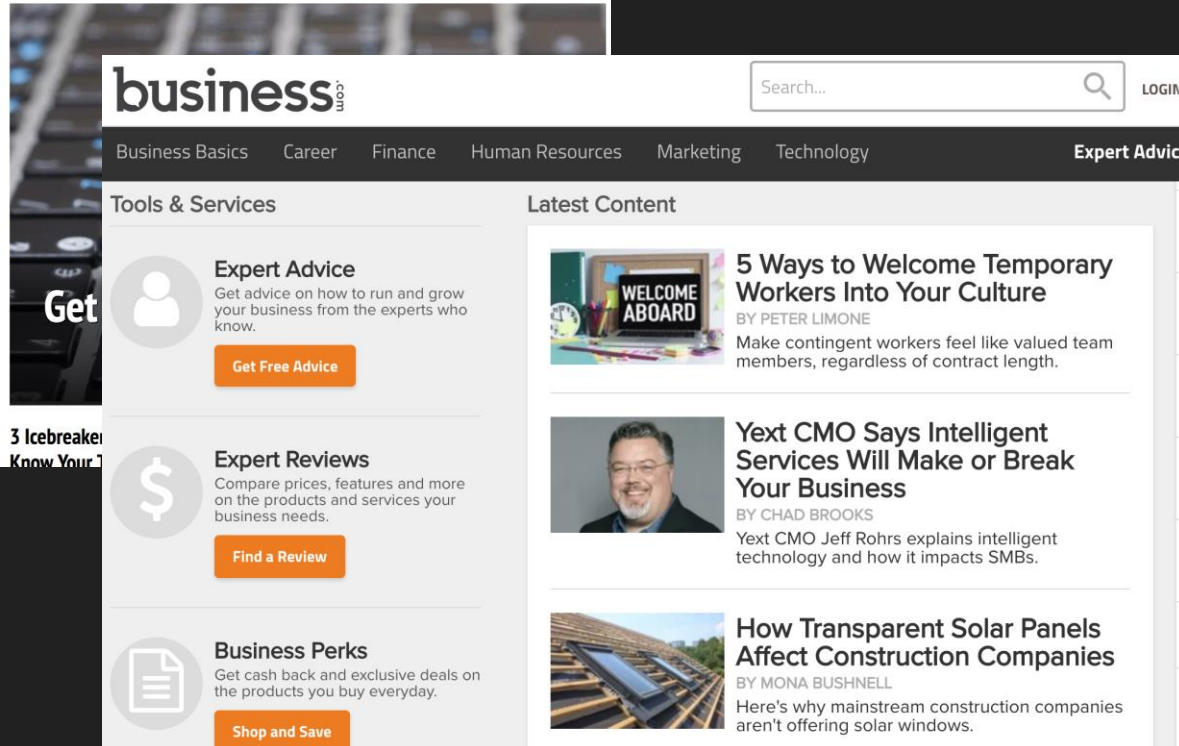
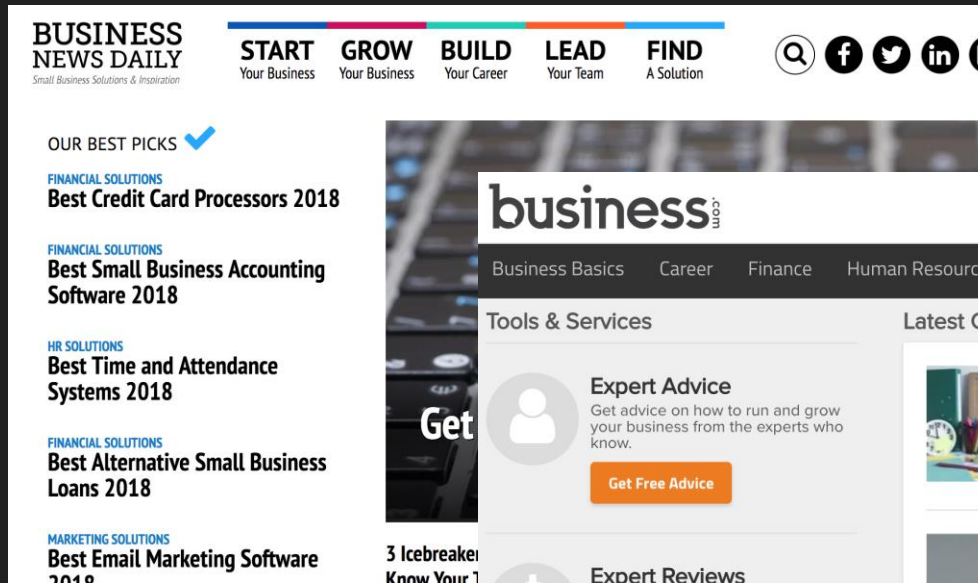
Purch – B2C



B2C Sites

- Tom's Guide
- AnandTech
- Laptop Mag
- Tom's Hardware
- Top Ten Reviews
- Space.com
- LiveScience

Purch – B2B



B2B Sites

- Business.com
- BusinessNewsDaily

B2B Content Team

Editorial Director

Managing Editor

7 Writers/Reviewers

2 Copy Editors

Social Media
Strategist

Community Manager

Monthly Stats

- ❖ 250 pieces of content
- ❖ 4 million visits
- ❖ 15 email sends to 1.2 million people
- ❖ 500 social posts
- ❖ 200,000 social followers

Journalist vs. Content Strategist



**Internal
Processes
vs.
External
Outcomes**

Content as Product = Reader as Customer

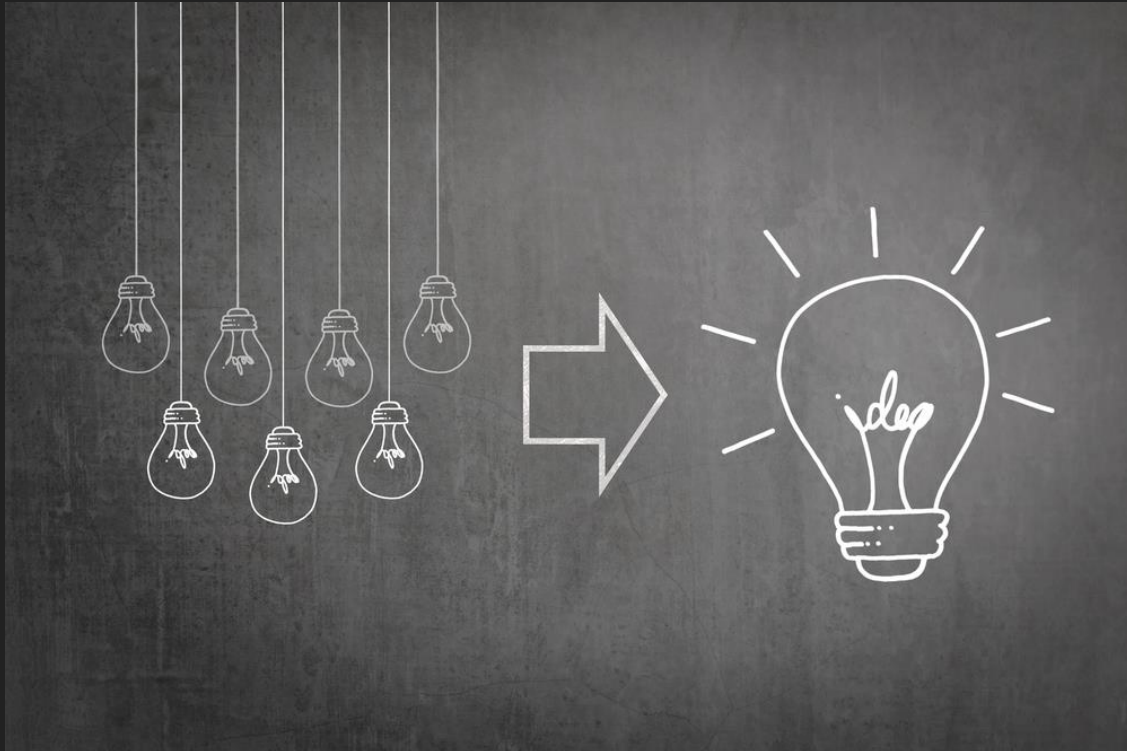


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Step 1: The What?

Brainstorming

- ❖ Content
- ❖ SEO
- ❖ Community
- ❖ UX
- ❖ Content Marketing
- ❖ Social
- ❖ Email Marketing
- ❖ Sales



Step 2: Strategy

- ❖ Traffic
- ❖ Revenue
- ❖ Branding
- ❖ Community
- ❖ Sales
- ❖ Innovation



Step 3: Distribution Channels

Who and Where?



Photo credit: Shutterstock

Content Distribution Channels

- Google
- Non-Google search
- Syndication
- Facebook
- Twitter
- Instagram
- LinkedIn
- Flipbook
- Pinterest
- Email
- Curators
- Influencers
- Partner sites
- Clients
- Sources
- Reddit
- Snapchat
- What's App
- Google News
- Google Classroom
- Publishers
- Academic institutions
- Textbooks
- Press releases
- Cross linking
- Push notifications
- RSS feeds
- Shared emails
- Expert interviews

44
Channels

Step 4: The 5 T's

How?

- ❖ Title
- ❖ Tone
- ❖ Type
- ❖ Template
- ❖ Target

Title: Headline

Tone: Authoritative, reported, first person, advisor

Type: Review, article, infographic, countdown, quiz, video

Template: Single/Multi page, review template, buying guide, Q&A, column

Target: Who is the audience?

Step 5: Measuring Success

KPIs

- Traffic
- Engagement
- Revenue
- Social Shares
- Email Opens
- Google Rankings

Partners

- BI
- Sales
- Marketing
- Operations
- SEO
- UX

Content Strategy Successes

Matching content to distribution channels

Guides and Reviews

Decision- Enablement

- ✓ Search
- ✓ Traffic
- ✓ Revenue

Revenue +5,000%

The screenshot displays the Business News Daily website. The top navigation bar includes the site logo, a five-step process (START, GROW, BUILD, LEAD, FIND), and social media icons. Below this is a category menu with links to HR, Financial, Marketing, Security, Retail, and SMB solutions. A disclaimer states that product reviews are independent but may generate revenue from clicks. The main content area features an article titled "Best Credit Card Processors 2018" by Lori Fairbanks, dated January 2, 2018. The article text is partially visible, discussing the challenges of choosing a credit card processor. To the right of the article is a sidebar with a search bar, a notification bell showing 97 alerts, and a list of categories including Business Basics, Career, Finance, Human Resources, Marketing, and Technology. Below the categories is a section titled "Best CRM Services & Software For 2018" which includes an introduction, a list of best picks, and a methodology section. The "Best Picks" section highlights Salesforce as the "BEST OVERALL CRM" for 2018, noting its popularity and features.

News/Trends

News You Can Use

- ✓ Social
- ✓ Email
- ✓ Google News
- ✓ Branding

#1 Traffic Story for 60 days

BUSINESS NEWS DAILY
Small Business Solutions & Inspiration


START
Your Business


GROW
Your Business


BUILD
Your Career


LEAD
Your Team


FIND
A Solution











SALES & MARKETINGFINANCESYOUR TEAMTECHNOLOGYSOCIAL MEDIASECURITY

Product and service reviews are conducted independently by our editorial team, but we sometimes make money when you click on links. [Learn more.](#)[Grow Your Business](#) » [Sales & Marketing](#)

Small Businesses Catch a Boost from Pokemon Go

By Adam C. Uzialko, B2B Staff Writer | August 15, 2016 08:40 am EST 0  0  0  0  0 [MORE](#) ▼

**5 Proven Local Marketing Tactics to Gain and Keep Customers**

**Is In-Store Retail Tech a Turnoff?**

Since the launch of the augmented-reality game Pokémon Go, there's been a lot of buzz about [how small businesses can use the game to their advantage](#). Now, after more than a month since Pokémon Go first launched in the U.S., market research shows that the hype is real: Pokémon Go really is bringing in more customers and boosting sales for many small businesses.

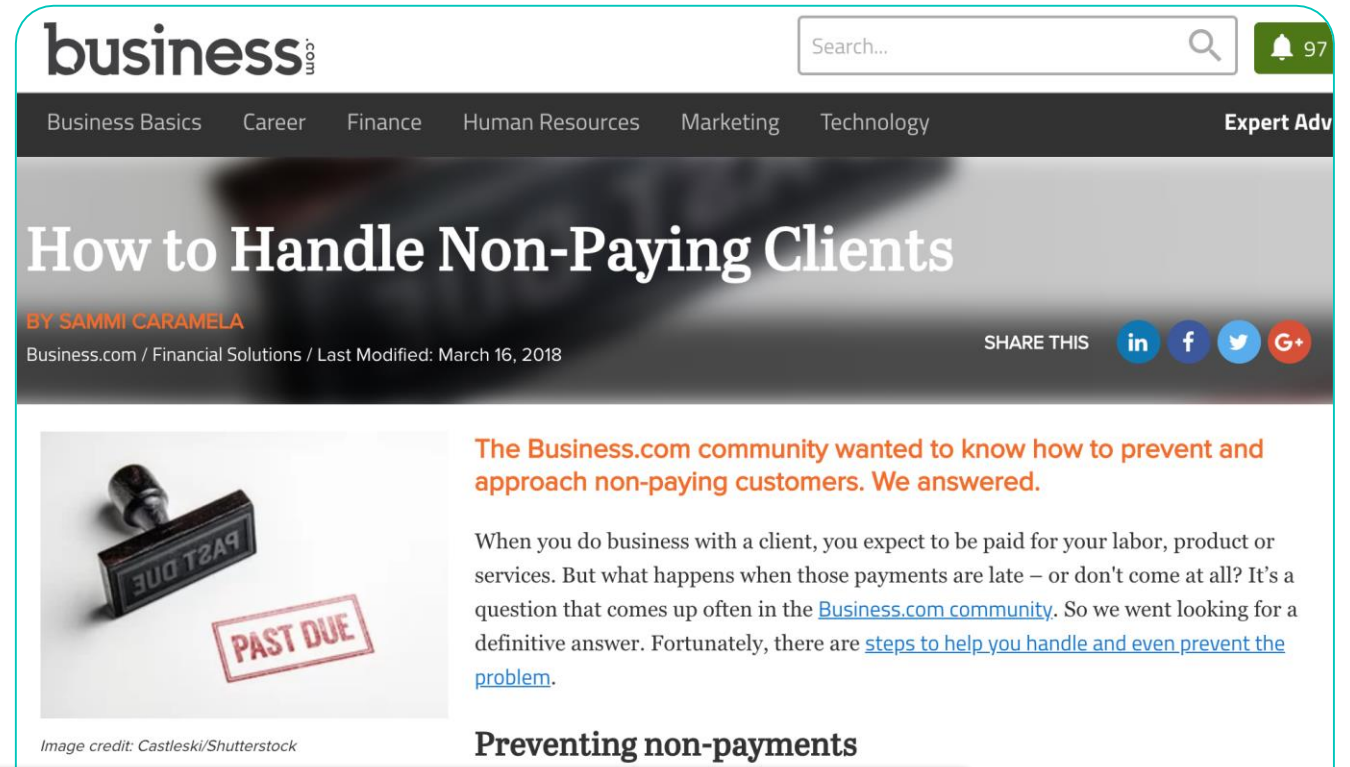


Credit: Wachiwit/Shutterstock

The first survey that demonstrates the bump given to businesses by Pokémon trainers comes from [Revel Systems](#), which builds mobile point-of-sale systems for iPads. The data Revel collected comes from the company's clients that have PokéStops nearby, and it demonstrates an increase in foot traffic, gross sales and total customers. [Here's what Revel found:](#)

The Content-Community Loop

- ✓ Community
- ✓ Monetization
- ✓ Branding
- ✓ Search



"Most non-payments can be prevented or severely minimized by screening the customers in advance," said Jocelyne, president of [Frank, Frank, Goldstein & Nager](#), a professional legal corporation. "Thanks to all information available especially the court records, notice of liens and more, most often you can run a risk assessment on your own ... and non-payment should be reflective of your tolerance for risk." **[Looking for a collections agency? Read our recommendations and reviews on our [Best Picks page](#).]**

cess, so it's best to [avoid the issue](#)

dealing with. Google their name, ask
against them on sites like the Better

Influencers – Expert Spotlight

GoDaddy's Steven Aldrich on How Technology Has Changed Management

BY CHAD BROOKS

Business.com / Managing / Last Modified: March 19, 2018

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Steven Aldrich

Steven Aldrich, GoDaddy's chief product officer, weighs in on how to get the most out of your team while keeping up with the changing technological landscape.

Steven Aldrich, chief product officer at [GoDaddy](#), has seen firsthand how technology and remote work have changed the role and responsibilities of managers in recent years. In addition to his current position at GoDaddy, where he previously served as senior vice president of business applications, Aldrich has been in leadership roles for a number of other organizations, including Intuit, Posit Science and Outright.

We recently had the chance to ask Aldrich about the changes to the management landscape and how leaders today can get the most out of their employees.

Q: How have leaders had to adjust their management style in the last decade to get the most out of

How CEO Scott Fischer Turned Dippin' Dots Fortune Around

BY CHAD BROOKS

Business.com / Entrepreneurship / Last Modified: January 31, 2018

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Photo credit: Dippin' Dots

We sat down with the CEO of Dippin' Dots to find out how he reversed the financial woes of the ice cream of the future.

Financial struggles are a reality for many businesses. Some hit such hardships that bankruptcy is the only way out. Research from the [American Bankruptcy Institute](#) revealed that in 2016, more than 3,000 businesses filed for bankruptcy each month, on average.

While filing for bankruptcy might seem like a death blow for your business, it doesn't have to be. Few know this lesson better than Scott Fischer, CEO of Dippin' Dots, which you might know of as the "ice cream of the future."

After the ice cream company filed for bankruptcy in 2011, Fischer stepped in and turned the company's fortunes

Branding, Community, Email – 100X increase in traffic



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Startup Snapshot: Social, community, brand building

Content Planning Summary

- Include channel experts
- Know your goals
- Package accordingly
- Measure success
- Try new things



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Sam Richards | TEDxPSU

A radical experiment in empathy