CONTENT

Marketing Success

Increase your response rate today!
robynpromo.com
chief branding officer

bobbylehew.com
trail boss

swagexpert.com
chief swag expert
Three Rules for Learning

#1 Be Patient!
(we are all at different levels of learning)

#2 The 10% Rule
(the six-figure rule)

#3 No sell!
(I’m a practitioner with you)
CREATORS

rule the web
Will anyone care?

smirknewmedia.com
embrace permanent B E T A
Five Stages of the Buying Cycle

- Awareness
- Search
- Evaluation
- Decision
- Post-Purchase Behavior
Digital Marketing Trifecta

Leverage owned, earned, and paid media for a comprehensive marketing strategy.

- **Sharing**
  - Mentions
  - Shares
  - Reposts
  - Reviews
  - SEO and brand content drive earned media (sharing) & Traffic

- **Advertising**
  - Pay Per Click
  - Display Ads
  - Paid Influencers
  - Paid Content Promotion
  - Social Media Ads
  - Gain more exposure to web properties with SEO and PPC

- **Owned Media**
  - Web Properties
    - Website
    - Blog Site
    - Social Media Channels

- **Earned Media**

- **Paid Media**
The Content Food Pyramid
What’s the most nutritious content lifestyle?

Webinars and eBooks
excel at your unique value proposition and share your expertise

Videos and Case Studies
remember: we’re in the storytelling business!

Blog Posts and Website Copy
website copy and fresh content = critical

Curation, Creativity, Coordination
read blogs, follow industry research, share helpful articles, brainstorm, coordinate content together as a team
The Content DIET

Hamburger

Steak
Who is the hero in your story?

What product did you use and why?

When was the event or promotion?

Where did it take place? Link?

Why was this important?

How did the project come together?
The Content Signal
Where to pick up the best content (hint: everything is marketing)

- **Your UVP**
  - DNA marketing

- **Four Walls**
  - Even the ordinary (meta)

- **Self Promotion**
  - Practice what you preach!

- **Mistakes**
  - Redemption in action.

- **Events**
  - High profile, #socialstickiness

- **Orders**
  - No story too small.

Audio: Your Secret Weapon!
Social Objects

Vine

vimeo

Pinterest

Linkedin

blog

pre/at/post

The most important word on the internet is ‘share’. - Hugh McLeod
Stories Contest

Company Stores

Your brand is always in survival mode. A company store is one tool with many uses. Easily manage your branded gear with a Company Store Solution.

Watch Now

- Cut Waste. Budgets are tight. Time is precious.
- Connect Your Brand. Continue your brand’s look and feel on the company store website.
- Slice Through the Clutter. Keep your supplies stocked and ready to implement when you need them.

2014 Favorite Client Stories
2013 Favorite Client Stories
2012 Favorite Client Stories

ROBYN Promotion works with amazing clients who do some really innovative things. When they call us, we get the opportunity to bring their ideas to life with cool swag, top of the line company stores, but we also get to share their stories with our friends... YOU!

In 2014, ROBYN worked on a wide variety of projects. Some of the most popular stories we shared included:

- **ATE Financial Delivers Happiness** - This forward-thinking credit union uses their company store to manage marketing materials and employee gifts for their 22 locations.
- **Pop Art** - The 2014 Festival of the Arts featured a spectacular, hand-painted umbrella that was sold as a fund-raiser at the “Angels & Friends” party that kicks off the annual festival.
- **Custom But Awards** - Some companies have unique ways of celebrating major league achievements. Sandridge Energy is definitely one of these companies!
- **Cheerios CTA** - The ANA’s annual Manatee awards featured an 80’s theme. With an MTV look and embossed chocolate CD invitations, being invited has never been so sweet!
- **Infused with Sea Water** - Third Degree Advertising made a splash in the credit union world when they unveiled their newest business unit... Refreshing!
- **Restoring a City - Oklahoma City is a thriving 21st century city and the Convention and Visitors Bureau was ready to give it a new look.**

So... What do you think? Which one is your favorite? Please take a minute to vote and let your voice be heard! Of course, the winning story will get a nice surprise from the SwagExperts.

VOTE NOW
Top Content Marketing Trends of 2014

“A PICTURE IS WORTH 1,000 WORDS”

“SOMETHING IS HAPPENING. WE ARE BECOMING A VISUALLY MEDITATED SOCIETY. FOR MANY, UNDERSTANDING OF THE WORLD IS BEING ACCOMPLISHED, NOT THROUGH WORDS, BUT BY READING IMAGES”

Paul Martin Lester

Studies show that people remember:

- 10% of what they hear
- 20% of what they read
- 80% of what they see and do

from: The Power of Visual Communication | Wyzowl
7 Superpowers of a Knockout Infographic
from Socially Sorted, Donna Moritz (SociallySorted.com.au)

- **Source:** Articles, references or blogs to point to for credibility
- **Sharability:** Do proactive outreach: send it! Make it embeddable, optimize parts for social (Twitter)
- **Stats:** Research: Do your homework for recent stats, be factual and reliable
- **Style:** Visual appealing: digestible at a glance with details upon closer inspection
- **Simplicity:** Less is more: limit your fonts, restrict your colors, use white space, flow
- **Size:** Optimize for Pinterest: 735 pixels wide, 5000 in length

Infographic to the Rescue!
Create a Content Calendar

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*Icons indicate the availability of content for each month.*
# Ideal Length for Blog Posts, Tweets, and Everything Else!

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<td>100-140 characters</td>
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<td>120-130 characters</td>
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From Andy Crestodina at [OrbitMedia.com](https://orbitmedia.com)

Also check out: [buffer](https://buffer.com)
Successful Landing Pages

- Match the Message to the Promise
- Deliver Awesome
- Keep Your Headline Benefit Driven
- Subheads and Copy (Be brief)
- Avoid TMI
- Be blindingly obvious
- Use second person plus active verbs.
A Few Content Tools

- ThingLink
- Canva
- Infogram
- feedly
- PicMonkey
- Piktochart
Learning from the pros
embrace permanent B E T A

Episode #1

Episode #1000
Thank you!