



BELL

**CONTENT
MARKETING**



**PROBLEM
SOLVED.**

Simple Digital Marketing Solutions. **Tangible Results.**

AGENDA

- **Statistics on the effectiveness of Content Marketing**
- **Content Marketing: how will it help your business SELL**
- **Now you've written it - how do you get people to FIND and READ it**
- **Reporting - how to pull and study metrics**
- **Brainstorming - audience participation exercise**
- **Q&A**

CONTENT MARKETING: WHAT IS IT?

SETTING CUSTOMERS APART WITH CONTENT MARKETING

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

TODAY'S STORYTELLING



- **Content Creation**
RELEVANT, ENGAGING,
& USEFUL information
- **Content Distribution**
RIGHT person,
RIGHT message,
RIGHT time

“Storytelling for today’s business that INSPIRES action”

STATISTICS ON CONTENT MARKETING'S EFFECTIVENESS

- Small businesses with blogs get **126% MORE** lead growth than small businesses without.
- Content marketing costs **62% LESS** than traditional marketing & generate about 3 times as many leads.
- Content marketing vs traditional methods of marketing costs between **55% TO 65% LESS** & yet drives 75% more leads.

WHAT IS CONTENT CREATION?

- Blogs
- White Papers
- Special Reports
- Articles
- Infographics
- E-books
- Podcasts
- Video

Is your content answering questions or solving problems for prospects & clients?

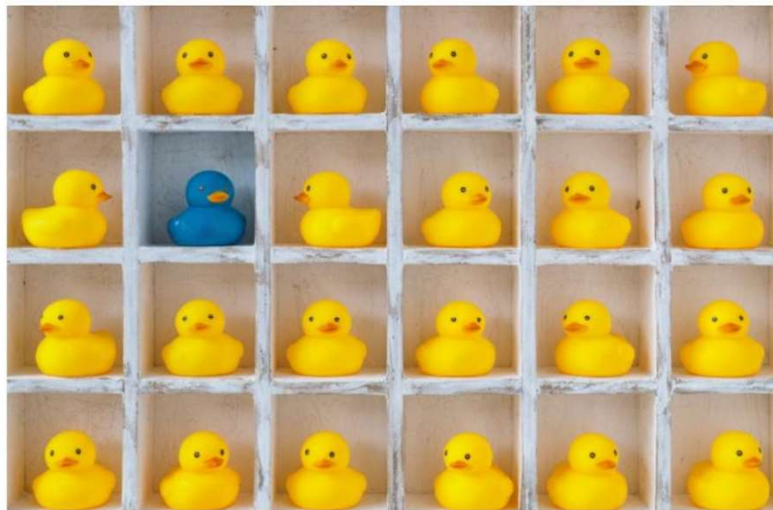
CONTENT MARKETING TELLS *YOUR* STORY



Every business has a series of stories to tell. What makes them unique. What they do better than their competition. What they do in their communities and their philanthropic efforts. How they treat their employees. How their products and services do things that no one else's does.

Content Marketing is a way to begin to tell the stories of your company in a way that allows people to really comprehend the brand in a unique way.

CONTENT MARKETING DIFFERENTIATES YOUR BRAND



In some industries, there is commoditization among product and service offerings, and differences between companies might be somewhat subtle. With Content Marketing, you get to drill into the things that make your brand different than your competition. There are usually multiple factors that make a company different than their competition; writing a series of compelling stories that demonstrate these differences can help clarify why you're not like the guy next door.

A horizontal banner with a warm, golden-yellow background. It features a row of approximately 12 hands, each giving a thumbs-up gesture. The hands are rendered in a slightly blurred, overlapping style, creating a sense of a crowd or consensus.

CONTENT MARKETING COMMUNICATES THOUGHT LEADERSHIP

In some cases, our clients virtually invented the space that they're in. They have long-time employees that know more about basement remediation, Coolwrap sculpting, and the common cold than anyone of us will ever dream of knowing.

Content Marketing gives them a platform to showcase the vast experience they have in a given area. Strong thought leadership equals TRUST with a prospective customer.



CONTENT MARKETING ENGAGES WITH YOUR PROSPECTS

There is no faster way to “warm up a prospect” than to engage with them through content marketing. Sometimes stories about “behind the scenes” happenings at your company are a great way to show a real human side to your company. Anecdotes about how some of their past customers got started working with them, and other storytelling techniques help paint a picture that there are PEOPLE behind the company - not just products and/or services.



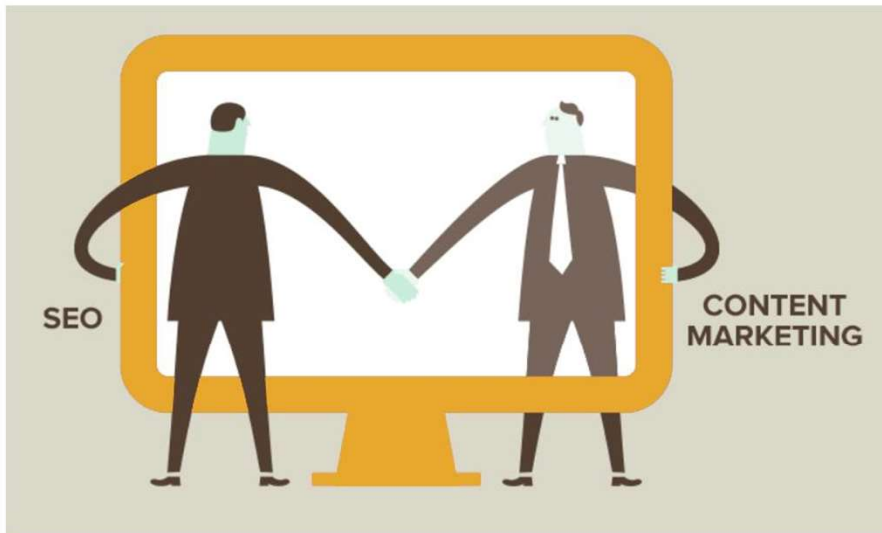


CONTENT MARKETING ENHANCES THE SOCIAL EXPERIENCE



Whether you're on Facebook or LinkedIn, you're writing posts that will engage with your customers. However, one of the most valuable things you can share on social media is content marketing that your own company has authored. Having fresh, original content that educates, informs, entertains, and shares thought leadership expertise is a fast way to reach those prospects that are following you on social media.

CONTENT MARKETING DELIVERS SEO BENEFITS FOR WEBSITES



It is no mystery that Google likes content marketing. **A LOT.** Google, in their purest intentions, wants to return the best, most accurate search results to their users, and they value frequently-updated content on a website as a leading factor with which to rank you in search results. Good healthy content marketing schedules, usually with updates 2 times a month, go a long way toward showing Google that you mean business, and that your website is valuable to prospective customers.



**WHAT'S THE VALUE OF GREAT
CONTENT CREATION IF NO ONE IS
READING, WATCHING OR LISTENING?**





WHAT IS CONTENT DISTRIBUTION?



- Targeted Display
- Social
- Email Newsletters
- Online Video
- Remarketing

CONTENT MARKETING IN THE REAL WORLD!



Bell Media

Alexander Shunnarah Article

- Objective: Highlight local marketers who are rockstars in their marketing efforts
- Execution: Business based article
- Outcome: The article is the most read blog YTD and assisted in securing a new content marketing client.



WHY?

1. Recognizable figure on our website
2. Search Engine Visibility when searching for Alexander Shunnarah



Nashville Bourbon Tours

Content Marketing + SEO

- Objective: Create awareness for Bourbon Trail Tours in Nashville
- Execution: Experiential content creation, distribution and ongoing SEO efforts
- Outcome: Steady MoM increase in tour bookings with a RECORD month in August

WHY?

1. Travelers are in the “I want to do” micro-moment. They are wanting to experience something.
2. Travelers can become immersed in the experience while learning about it online.



Cosmetic & Aesthetic Dermatology Clinic

Content Marketing + Video + SEO

- Objective: Create awareness and education for high-value services
- Execution: Experiential content creation (written & video) to position clinic as a leader in market
- Outcome: A RECORD year for key high-value services

WHY?

1. Anything medical related yields high consumer research habits. Searches may be somewhat unique.
2. The Cosmetic and Aesthetic decision-making process can be driven by emotions.



**THAT'S GREAT - BUT
WHAT DOES IT MEAN
FOR MY BUSINESS?**

MEASURING SUCCESS FOR CONTENT MARKETING

GOOGLE
ANALYTICS
IS
YOUR
FRIEND!

Pull the following statistics to view
how well your blog posts did



HOW DO YOU MEASURE CONTENT MARKETING SUCCESS?



TOTAL WEBSITE TRAFFIC IMPACT
During the time you actively distributed your blog posts, look at the total website traffic, and compare it to the traffic generated by your blog post. For example, during April 15th through May 14th, total Pageviews were 13,500. Of that, 4,500 Pageviews were driven by Content Marketing; meaning, 33% of your website's traffic during that period came directly from your Content Marketing Efforts.

HOW DO YOU MEASURE CONTENT MARKETING SUCCESS?



CONVERSIONS (“GOALS”) FROM CONTENT MARKETING

Measure how many website conversions took place during your Content Marketing distribution phase.

[CLICK HERE](#) for a resource on how to add Conversions (“Goals”) to your website. If you don’t have Goals already set up in your Google Analytics, ***DO THIS NOW.***

[CLICK HERE](#) to better measure meaningful prospect interaction on your website, and things to add to your website to increase prospect interaction.

HOW DO YOU MEASURE CONTENT MARKETING SUCCESS?



ASSISTED CONVERSIONS FROM CONTENT MARKETING

Do you fall in love and get married on a first date?
MOST OF US DON'T.

Measure how many assisted website conversions took place during your Content Marketing distribution phase.

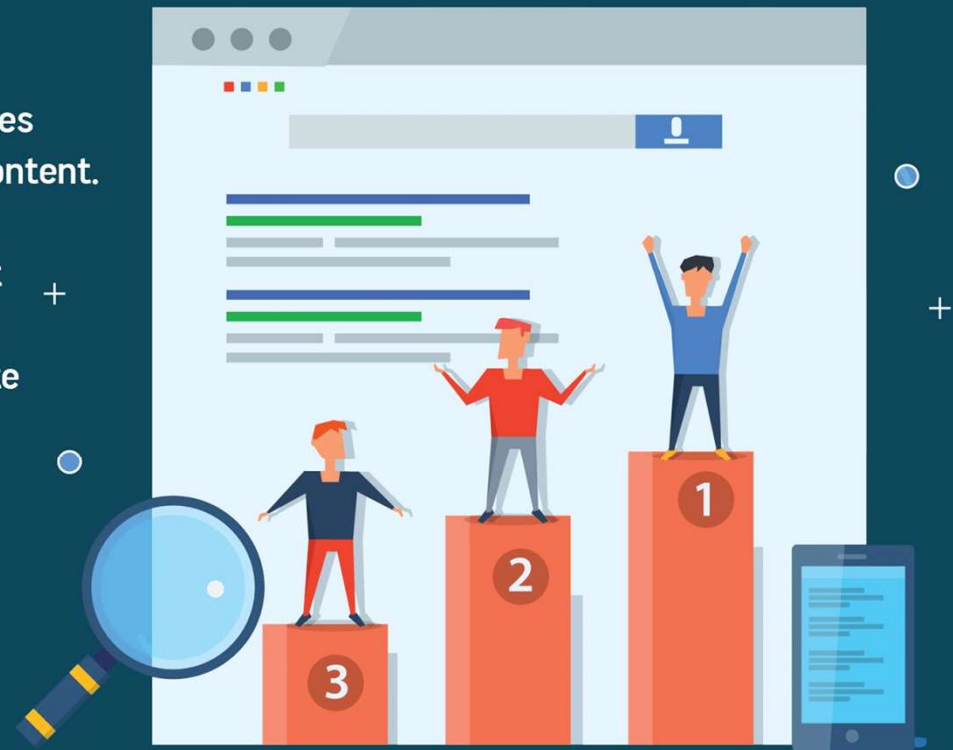
[CLICK HERE](#) to get more information on how to pull assisted conversion numbers from Google Analytics, during the timeframe you distributed your Content Marketing.

HOW DO YOU MEASURE CONTENT MARKETING SUCCESS?

PAGE RANKING

Where do your blog posts rank in terms of pages viewed during the time you distributed your Content.

Measure Page Rank during the time of Content distribution to see how popular your blog post was, compared to the other pages your website visitors went to.



RESOURCES FOR YOU

Sampling of blogs I've written on Content Marketing:

[Blogging but Better:](#)

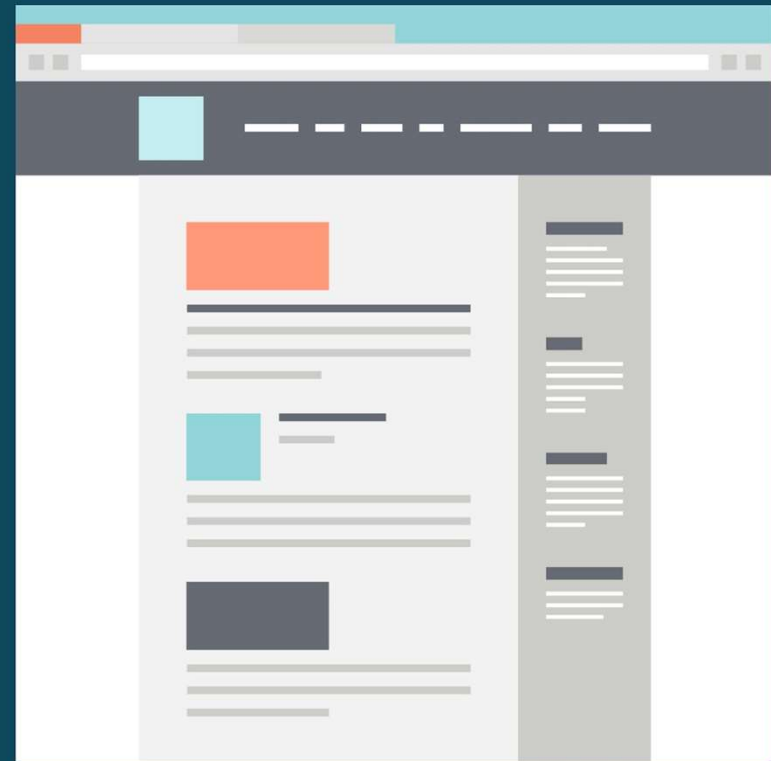
[3 Metrics to Track Your Content Marketing Campaign](#)

[Blogging doesn't have to be hard:](#)

[3 lessons from a content marketer](#)

[Six ways to use Content Marketing to drive leads and win new business](#)

OUR CONTENT MARKETING OFFERINGS





QUESTIONS?

Thank
You!

For follow-up questions,
feel free to reach out to me:

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RESULTS



LOVE LOCAL



INTEGRITY



INNOVATION



COLLABORATION



EDUCATION

WHY BELL MEDIA?

What's the difference between one media company and another? The passion, experience and ethics of its people. From inception we've packed our passion into days, night and weekends for the betterment of businesses who trust us to help them succeed. We create success for others by bringing together experienced professionals, driven by grit and determination, ready to tackle marketing and advertising initiatives in a collaborative and learning environment. Yet there is still a single component that we hold higher than all others, and that's integrity. When I look back on BELL'S evolution, there's one principle that has helped propel us to succeed and that's building relationships with customers who know they can count on us to do what we say we'll do.

Scott Bell
CEO