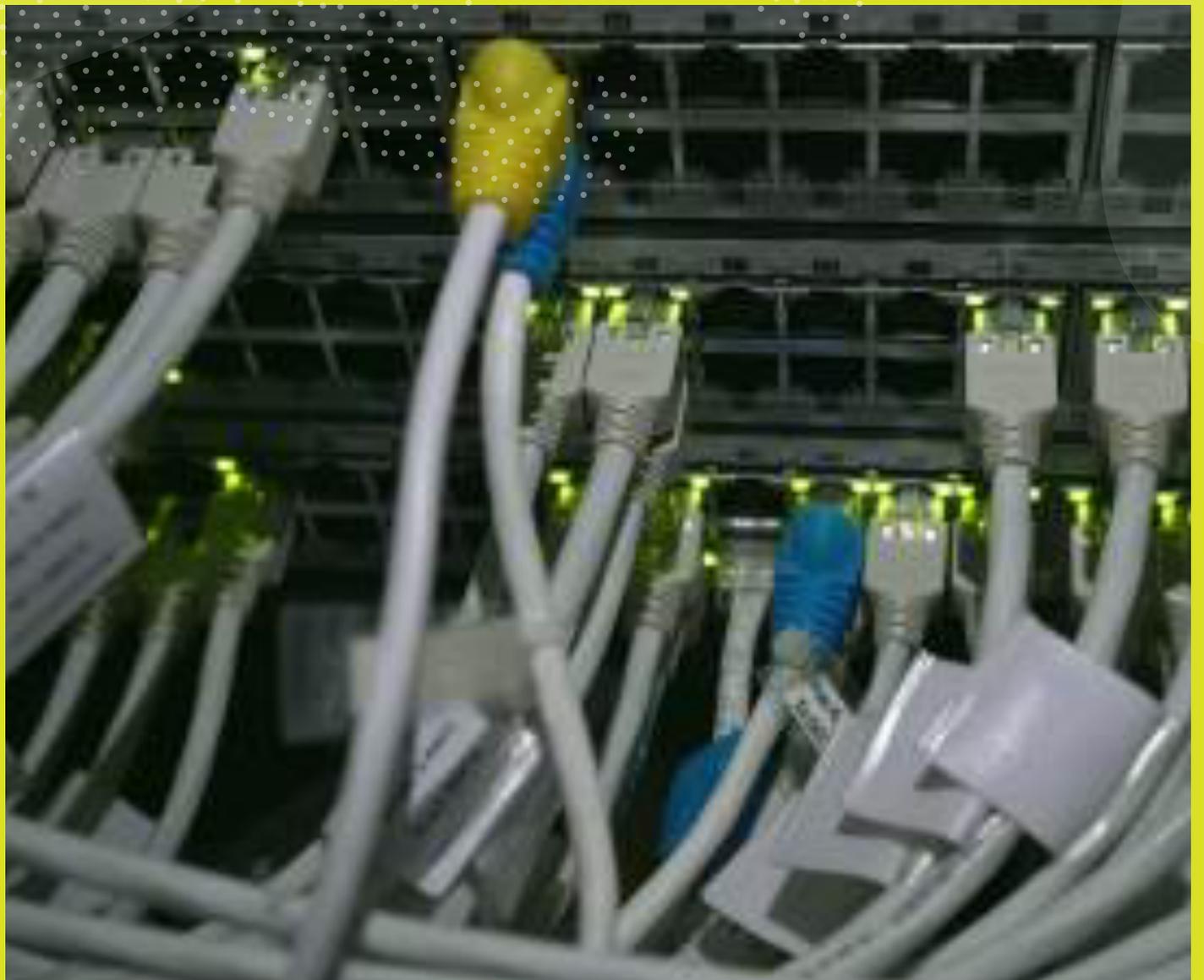


Content marketing from strategy to tactics: Content distribution

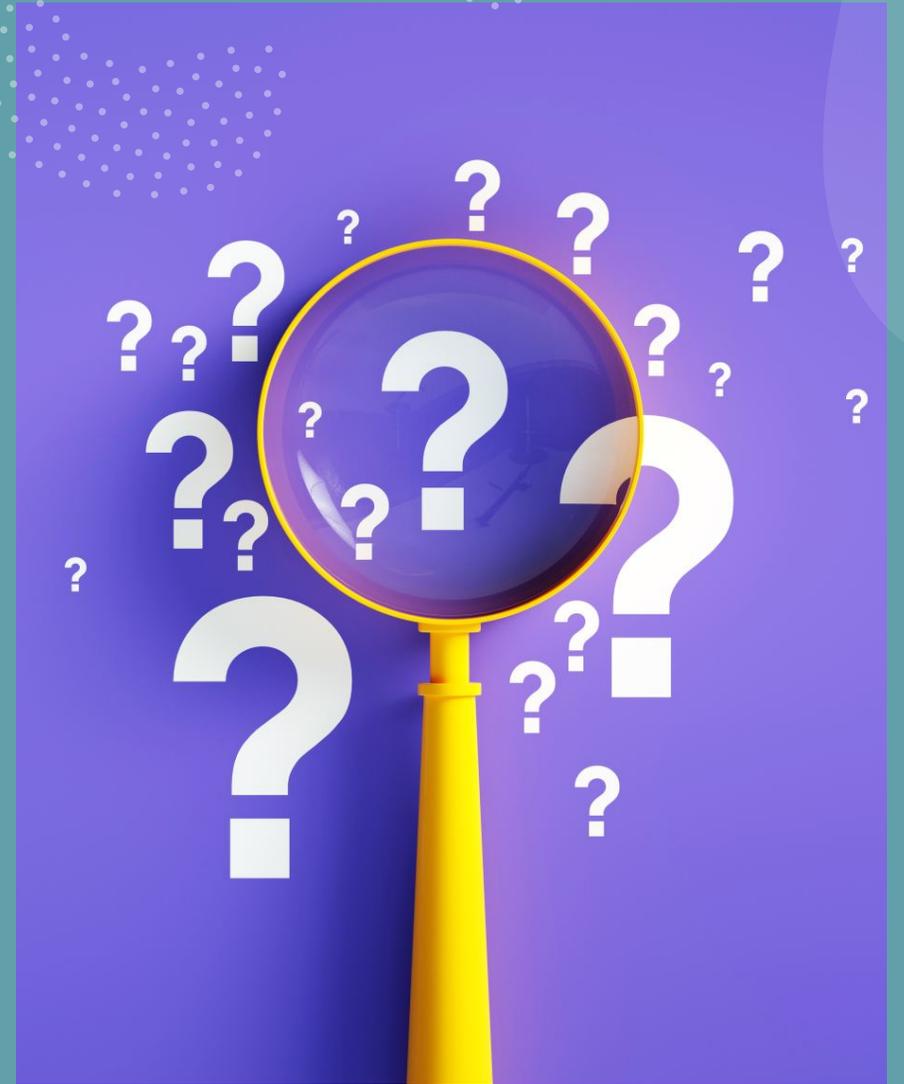
PowerUp Academy
Wednesday, 17 May 2023 ·
10:00 – 12:00

clowillaerts.com



Content publishing

- How often should you post?
- Where should you post?



How often should you post? [Statista 2022]

MORE THAN A QUARTER OF B2C COMPANIES PUBLISH CONTENT DAILY. IN B2B, IT IS ROUGHLY ONE IN FIVE

How often do you publish content?*



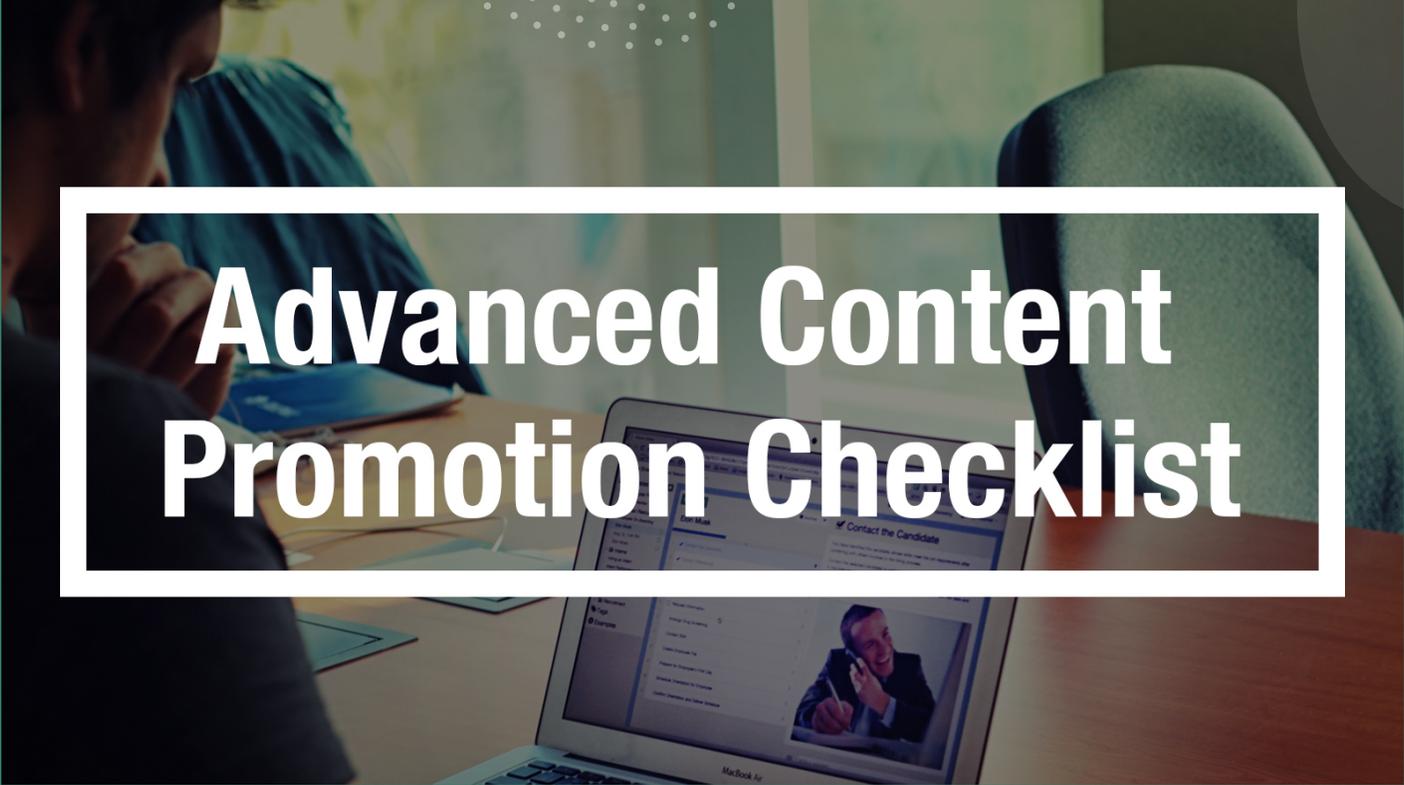
* Persons who work in companies that do digital content marketing themselves
N total = 700; N B2C companies = 327; N B2B companies = 373

20/80 principle

- Create content 20/ of the time.
- Spend the other 80% of the time promoting what you created.



Content
promotion
checklist

A photograph of a person sitting at a desk, looking at a laptop. The laptop screen shows a recruitment dashboard with a checklist titled 'Contact the Candidate'. The dashboard includes a list of tasks with checkboxes and a small video thumbnail of a man on a phone. The person is wearing a blue shirt and has their hand near their chin, appearing to be in deep thought or listening. The background is a bright, slightly blurred office environment.

**Advanced Content
Promotion Checklist**

Type of Content Distribution Channels



Key Types of Content Distribution Channels

Tip:

Prioritize growing your owned audience and leverage other channels to drive traffic to your owned content pages.

Tip:

Use paid channels to promote your most essential content — such as lead gen content offerings, landing pages, etc.

Owned Media Channels

- Blog & Gated Content
- Landing pages
- Social media profiles
- Newsletters

Paid Media Channels

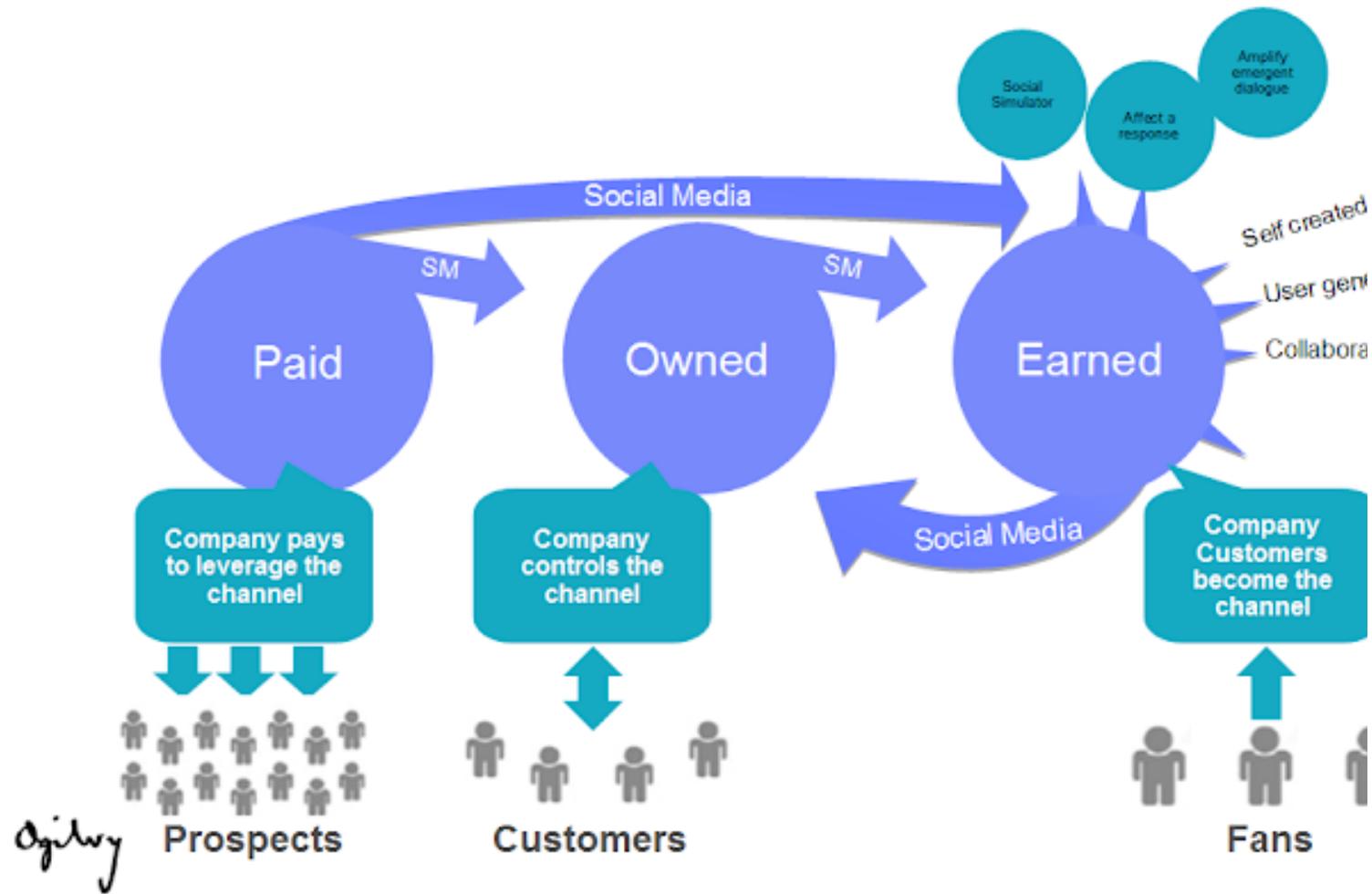
- Social media ads
- PPC
- Influencer campaigns
- Sponsored content

- Shares
- Mentions
- Reviews
- Guest posts

Earned

Tip:

Put some effort into producing viral, mission-driven, and shareable content to achieve success with earned channels.



Paid –
Owned –
Earned
media

Paid, Owned, Earned Media

Media type	Definition	Examples	Role	Benefits	Challenges
Owned	You control	<ul style="list-style-type: none">• Website• Blog• Mobile site• Social accounts	Build long-term relationships with existing & potential customers & earn media	<ul style="list-style-type: none">• Control• Cost efficient• Durable• Versatile• Niche audiences	<ul style="list-style-type: none">• Not a given• Company comms not trusted• Time to scale
Paid	Brand pays to use a channel	<ul style="list-style-type: none">• Display ads• Paid ads• Retargeting• Influencers• Social media ads• Sponsorship	Feeds owned & creates earned media	<ul style="list-style-type: none">• In demand• Immediacy• Control	<ul style="list-style-type: none">• Cluttered• Fall response rates• Low credibility
Earned	Customers become a channel	<ul style="list-style-type: none">• Mentions• Shares• Reposts/retweets• Reviews• Viral	Listen & respond – can result from owned & paid media	<ul style="list-style-type: none">• Trusted• Key in sales• Transparent• Durable• Usually free	<ul style="list-style-type: none">• No control• Positive/negative• Hard to measure

Paid media

Channel	Types of content to distribute	Target KPIs	Metrics to check	
PPC	Paid search campaigns	<ul style="list-style-type: none">• Lead generation• Conversions	<ul style="list-style-type: none">• CTR• CPC	<ul style="list-style-type: none">• Conversion rate• Target LP bounce rate
Social media ads	Paid social media ads (on LinkedIn, Facebook, Twitter, Instagram, etc.)	<ul style="list-style-type: none">• Brand awareness• Lead generation• Conversions	<ul style="list-style-type: none">• Impressions• CTR• CPC	<ul style="list-style-type: none">• Conversion rate• Downloads• Target LP bounce rate
Display ads	Display ad campaigns	<ul style="list-style-type: none">• Brand awareness• Lead generation• Conversions	<ul style="list-style-type: none">• Impressions• CMP• CTR	<ul style="list-style-type: none">• CPC• Conversion rate• Target LP bounce rate
Paid influencers websites/social media profiles	<ul style="list-style-type: none">• Blog posts• Guides• Success stories• Press releases• Reviews• Paid social media collaborations and features	<ul style="list-style-type: none">• Brand awareness• Lead generation• User engagement• Conversions	<ul style="list-style-type: none">• Referral traffic• Bounce rate• Links to your website	<ul style="list-style-type: none">• Comments• Shares• Reach
Sponsored content	<ul style="list-style-type: none">• Blog posts• Guides	<ul style="list-style-type: none">• Brand awareness• Lead generation	<ul style="list-style-type: none">• Referral traffic• Links to your	<ul style="list-style-type: none">• Comments• Shares

Paid media is where you pay for your target audience's attention. In the context of your digital points of presence audit, these could be Google Ads, Facebook Ads, banner campaigns,

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CONTENT IS MAINLY DISTRIBUTED VIA OWNED MEDIA

Which channels are the most important for you for distributing your content to your target groups?*

Owned-Media

77%

Earned-Media

13%

Paid-Media

9%



B2B

Owned-Media

70%

Earned-Media

13%

Paid-Media

17%

Statista 2022



B2C

Owned media

Your website

- Pillar pages
- Product landing pages
- Release notifications
- Product descriptions
- Success stories
- Gated content: Ebooks, White Papers, Templates, Checklists

- Brand awareness
- Lead generation
- Conversions

- Traffic
- Rankings
- Bounce rate
- Time on page
- Dwell time
- Pages per session

- Traffic sources
- Content downloads
- Conversion rates
- Domain Authority Score
- Backlinks

Your blog

- Blog posts
- Infographics
- Long-read guides
- Case studies

- Brand awareness
- User engagement
- Lead generation
- Conversions

- Traffic
- Rankings
- Time on page
- Dwell time
- In-blog banner clicks

- Conversion rates
- Exit rate
- Shares
- Comments
- Backlinks

Emails and Newsletters

- Digests & newsletters
- Release notifications
- Webinar invites and recaps
- Surveys
- Special offers

- Lead nurturing
- User engagement
- Conversions

- Open rate
- CTR
- CTOR
- Unsubscribing

Social Media Profiles, YouTube, Podcast platforms

- Posts about product updates
- Posts promoting content and events

- Brand awareness
- User engagement
- Lead generation

- Likes/Upvotes
- Comments
- Shares
- Followers growth

- Content downloads/registrations coming from

If you are in doubt about what you do or don't own a particular media, ask yourself: Is there someone we can call when something goes wrong? If the answer is 'no', then you do not own these media.

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Checklist: Promotion on owned media

- Banner
- Newsletter
- CTA
- email invitation
- ad in email



Promotion hacks

Use Sparingly

Links on your main website
advertising / retargeting
Website pop-up

Try Them All

Email signatures
Thank you pages
Your marketing blog
Rotate in your social media
Bottom of Invoices
Marketing email newsletter footer

Earned media

Channel	to distribute	Target KPIs	Metrics to check
Guest posts	<ul style="list-style-type: none">• Blog posts• Guides• Success stories	<ul style="list-style-type: none">• Brand awareness• Lead generation• User engagement• Conversions	<ul style="list-style-type: none">• Referral traffic• Backlinks to your website• Comments• Shares• Reach
Forums and communities	<ul style="list-style-type: none">• Product FAQ• Product descriptions• Updates announcements• Forum discussions	<ul style="list-style-type: none">• Brand awareness• Lead generation• User engagement	<ul style="list-style-type: none">• Referral traffic• Links to your website• Comments
Review websites	<ul style="list-style-type: none">• Product reviews• Product descriptions• Success stories	<ul style="list-style-type: none">• Brand awareness• Lead generation• User engagement	<ul style="list-style-type: none">• Positive/negative reviews• Referral traffic
Brand mentions	<ul style="list-style-type: none">• Product reviews• Product descriptions• Conversations about your brand	<ul style="list-style-type: none">• Brand awareness• Lead generation	<ul style="list-style-type: none">• Referral traffic• Sentiment

Organic social media marketing (as opposed to paid social media) is anything that happens on social media without paid promotion. Also known as creative social, it involves creating profiles on the platforms where your target customers are most active, and publishing updates intended to engage these audience members. This way, you can earn the attention of your target audience, instead of having to buy for it.

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Identify the most appropriate social media channels for each of your buyer personas and optimize your social profiles and the content you publish there accordingly.

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Social media vs customer journey

CUSTOMER JOURNEY	OBJECTIVE	TACTIC	ACTIVITY	KPIs	METRICS
Journey	Create awareness	Expose target audience to company's owned content	Posts, social media advertising	Share of Voice, Top of Mind Awareness	Impressions, reach
See (awareness)	Generate demand	Generate engagement of target audience with content	Posts, responses	Traffic to the site; traffic to the store	Number of engagements, types of engagements
Think (consideration)	Drive conversion	Drive target audience to company offers	Posts, promotions and offers	Micro conversions Macro conversions: purchases, app downloads, etc.	Clicks
Do (conversion)	Delight customers	Drive engagement with brand	Responses (customer care)	Brand sentiment and customer satisfaction	Number of positive mentions; short response times in customer care
Care (loyalty)	Inspire brand	Activate customer	Posts, influencer	Referrals, influencer	Impressions on earned

Never (under any circumstances) publish your content to a domain that you do not control.⁹

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Joe Pulizzi | [joepulizzi.eth](#) 

@JoePulizzi

Don't build your content house on rented land.

3:38 AM · Aug 20, 2021 from Cleveland, OH · Twitter for iPhone

74 Retweets **35** Quote Tweets **404** Likes

Checklist: Promotion on social media

- bio link
- personal message
- status update
- image / advertisement
- tweet



Design low-key CTA for awareness of your brand's owned land

- Blippi, a kids' educational video provider, includes its website address in the about section of its [YouTube channel](#).
- [Black Forager](#) mentions her link page in her [Instagram bio](#).

How to fuel the feed: social media algorithms

Most social media platforms depend on advertiser revenue.

This is why they want users to

- **Come back** often
- **Stay long** on the platform

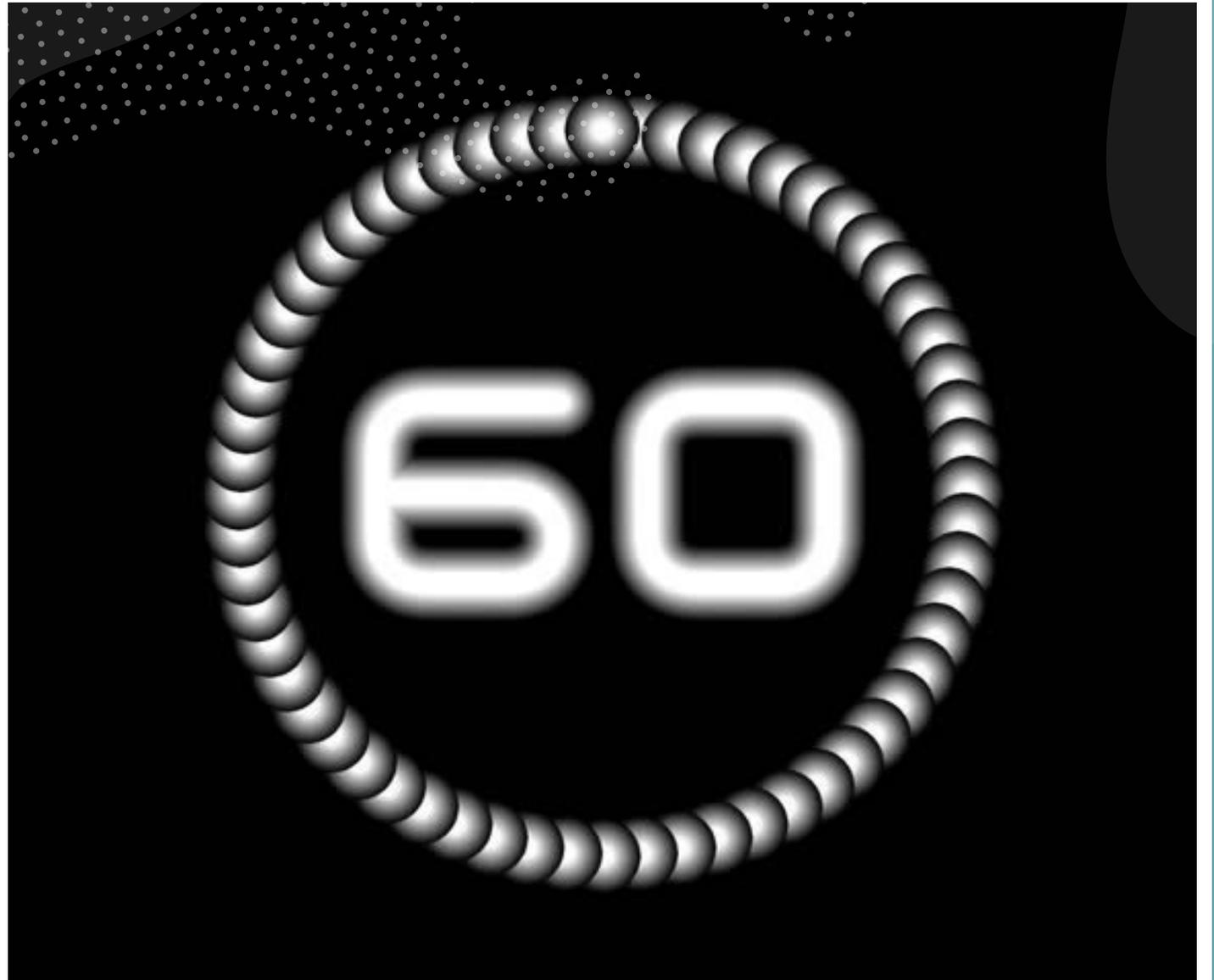
This is why

live video > native video > images > tekst > links

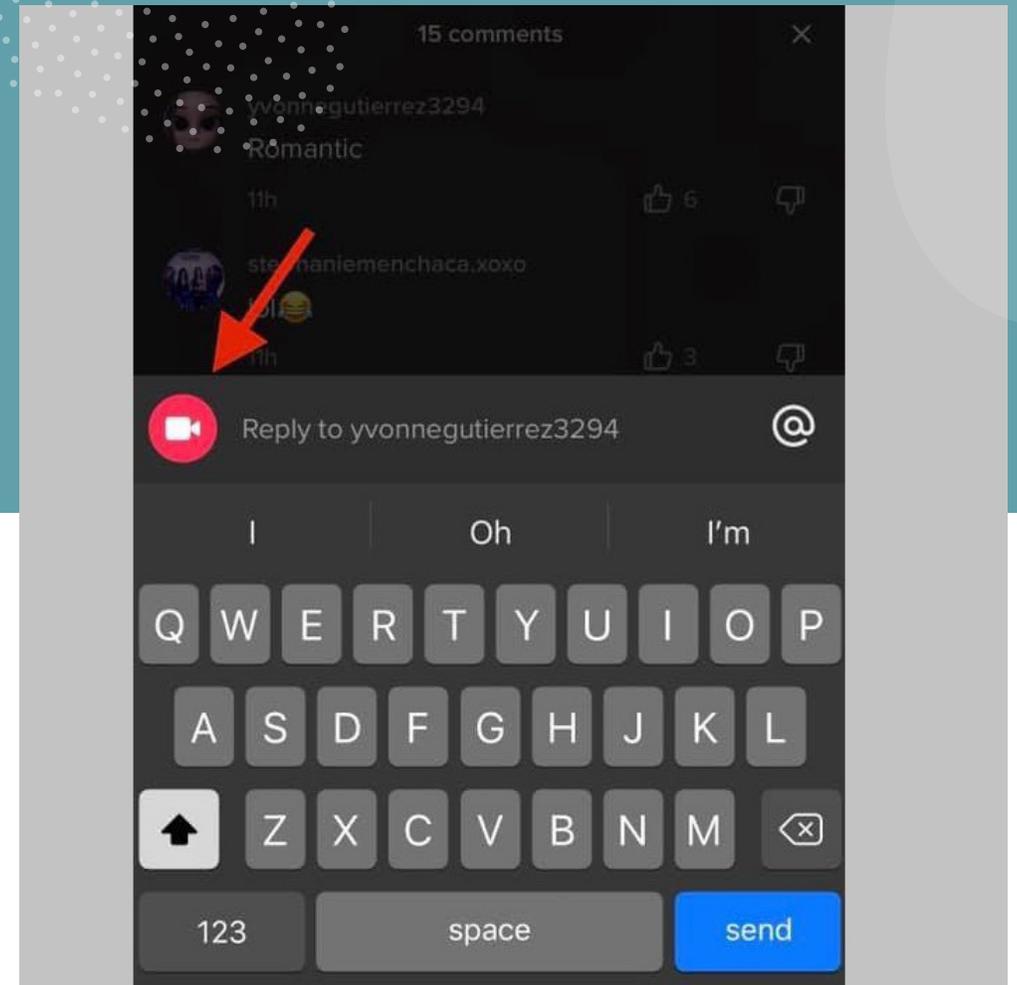


TIP: The Golden Hour and your Like Brigade

- Most social media platforms monitor the engagement of a post to determine whether the content should be pushed as recommendations to a wider audience.
- Stimulate this by organizing fellow employees in a messaging group to ask them to like, share and comment straight after you posted your content.



Tip: for maximum engagement, try to use the latest feature of the social media platform (example: video reply to comments in stories)

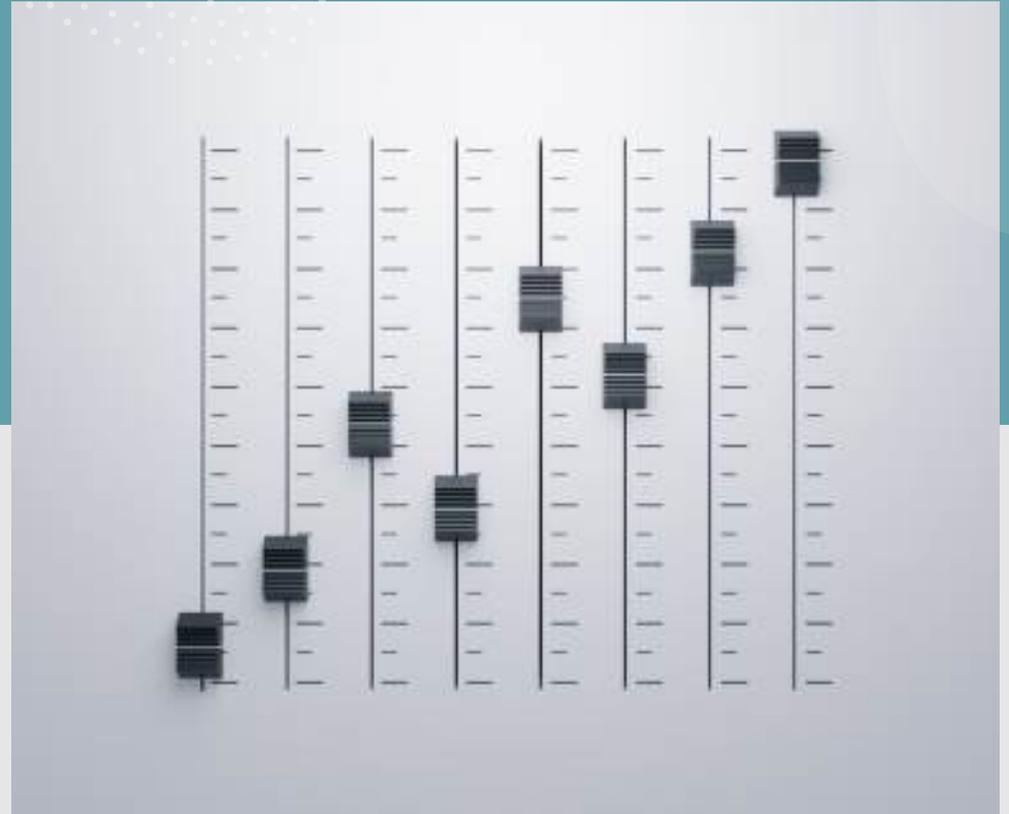


How to optimize your content distribution



4R model

- **Repurpose** - Repurpose your pillar piece of content onto other mediums.
- **Repost** - Re-share your content every so often.
- **Remix** - Change how you deliver the content via different formats.
- **Reinvent** - Take the piece of content and say it differently.



Distribution tactic: COPE

An acronym for “**Create Once, Publish Everywhere**” is about **repurposing** and **recycling** content effectively.

Your base format is an in-depth piece of content, such as an eBook, whitepaper, video, or research report, that can be **broken out into many smaller assets**, such as blog posts, infographics, and emails.



Chop your content into small pieces (e.g. quotes, GIFs, infographics) and schedule these out.

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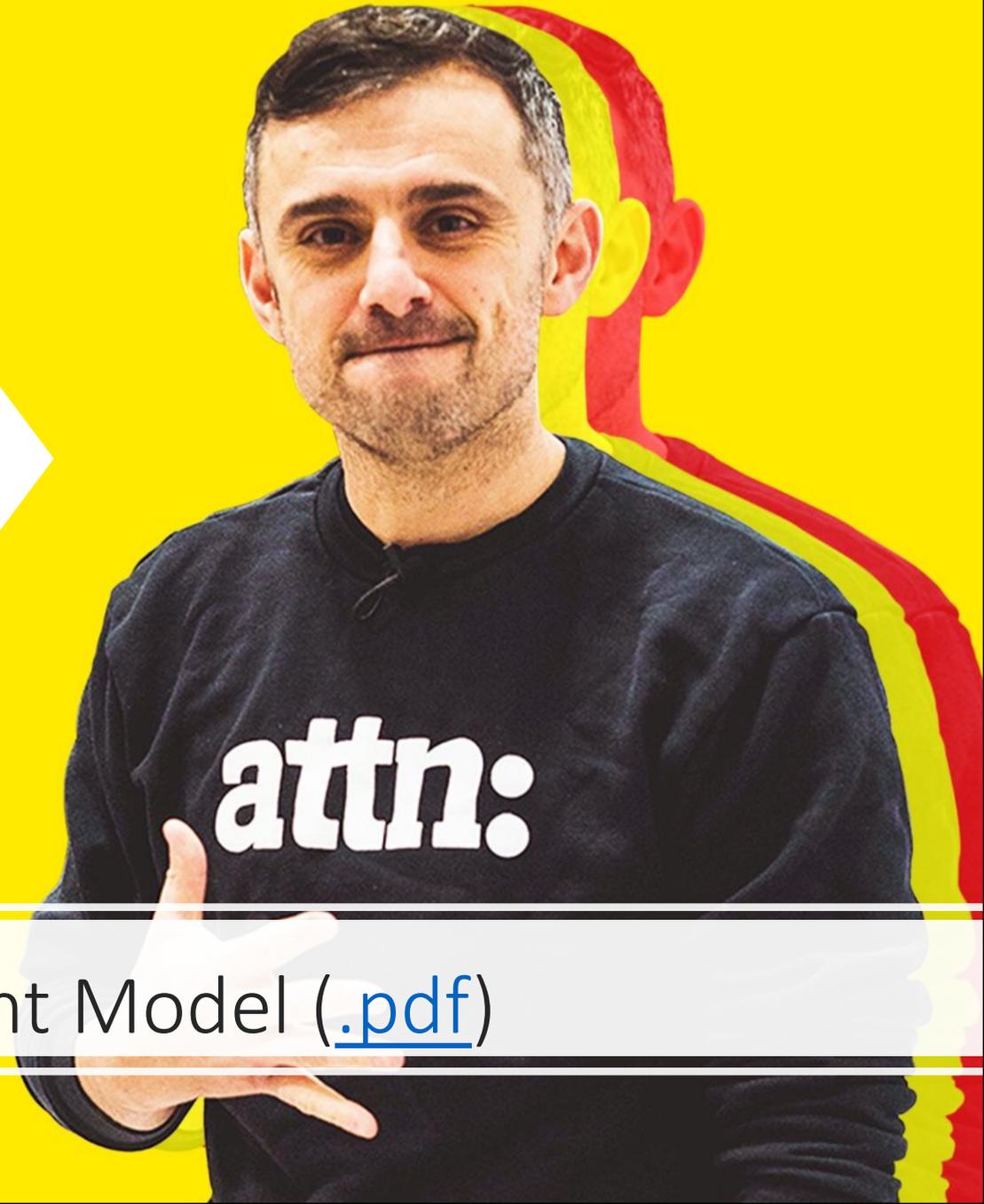


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THE GARYVEE CONTENT MODEL

HOW I MAKE 30+ PIECES OF CONTENT
FROM A SINGLE KEYNOTE

Case: GaryVee's Content Model ([.pdf](#))



The Modern
Distribution
Playbook
(Source: <https://foundationinc.co/lab/modern-distribution-playbook/>)

Digital Asset

Plans Enterprise Resources Log In Sign Up



The Global State of Digital 2022

This year's all-encompassing overview of all things digital—social media, search, ecommerce, advertising, and more—from Hootsuite and We Are Social.

For a snapshot of the must-know data that could give your business an edge in 2022, get our Top Takeaways—or read on to see the full report.

[Download the Top Takeaways](#)

FOUNDATION

Repurposed Content



Which social network has the biggest advertising reach?

Platform	Reach
YouTube	2.56B
Facebook	2.11B
Instagram	1.48B
TikTok*	1.00B
LinkedIn	808.4M
Snapchat	557.1M
Pinterest	444.0M
Twitter	436.4M

Source: Hootsuite and We Are Social, Digital 2022. *Users 18+ only

hootsuite • Follow

hootsuite What social the biggest advertising reach? Nope, it's not Facebook!

Get all the insights in the of our #Digital2022 repo

3 w

maxsemotcom TikTok gaining market share ver

3 w 2 likes Reply

View replies (1)

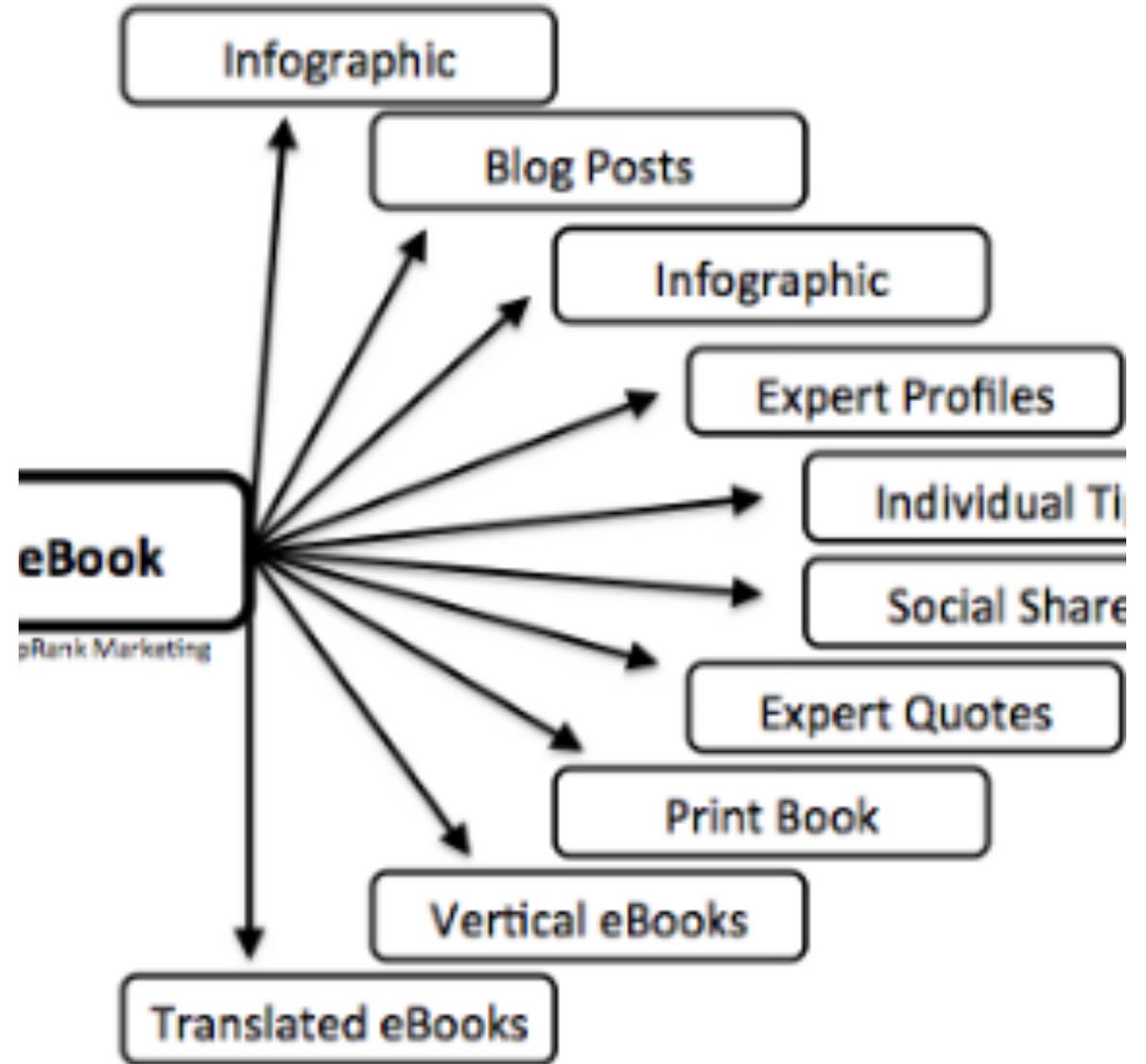
webinargeek Video is pc and gives brands a face!

12,768 views

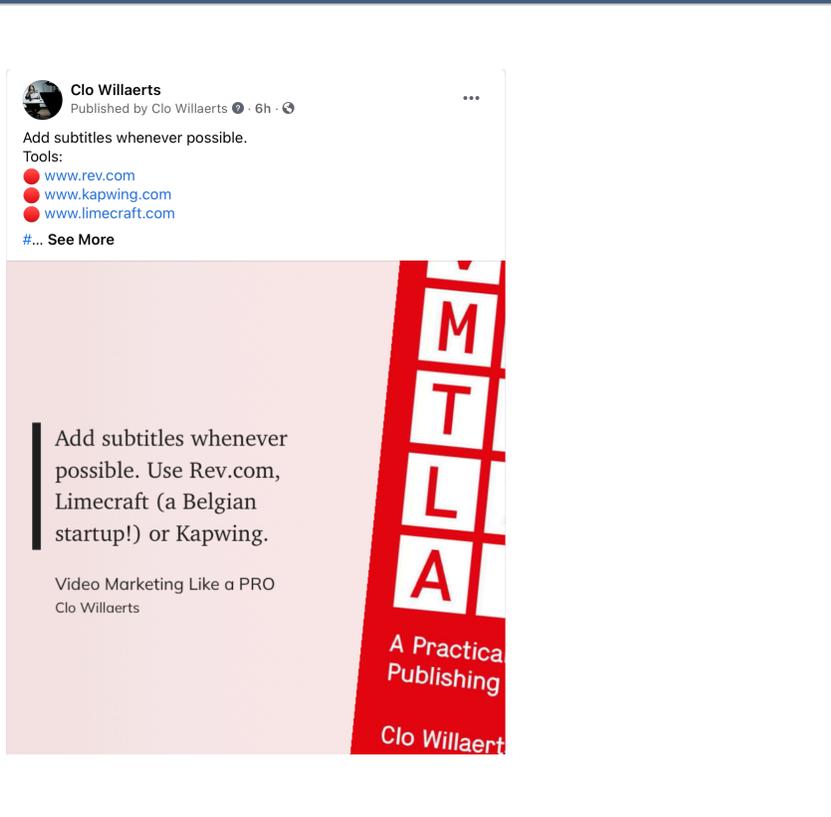
FEBRUARY 15

Add a comment...

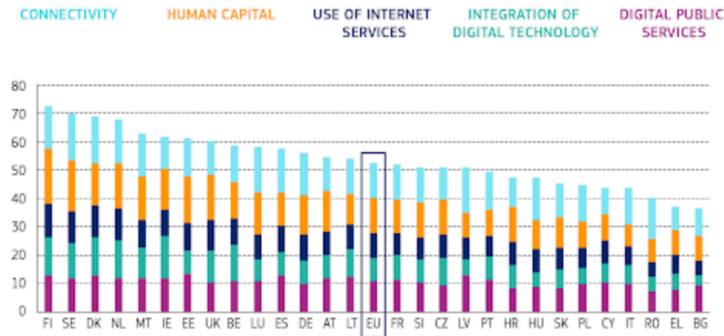
Example: eBook



Example: Video Marketing like a PRO



Case: From podcast recording session to [blog posts on bnox.be](https://bnox.be)

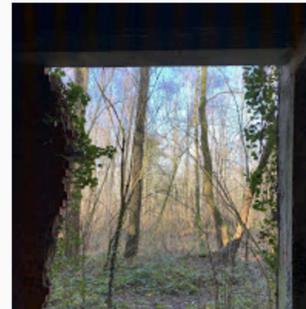


10 a broadband country

Deep down, I prefer online contacts because I've done nothing but internet related stuff for the past 20 years. When I was pregnant with my first child – my son is now 24 - I was relieved that there was such a thing as an internet job. In 1996 in Belgium, that was the only type of job that you could really do from anywhere at any time. I could work while the baby was sleeping. I could work at night or during the day. I could do it from home. Belgium's got its downsides, but the upside is that wi-fi and mobile data quality here is pretty good. In The Digital Economy and Society Index (DESI), Belgium ranks above the European average. From the DESI 2020 report: Over the past year, all EU countries improved their digital performance.



NOV 18 No, the Singularity is not coming any time soon
Headlines like "AI is dangerous" trigger me. The impact of Artificial Intelligence on our daily lives is one



NOV 16 Urban Exploring is illegal because of people like me
I do most of what I do from the gut. And this is also how I get in trouble. I had a conversation a



NOV 16 Pornhub: the Elephant in the Room
From the Pornhub Stats Department:
Worldwide traffic to Pornhub ..



NOV 13 My secret super power
I have this hearing impairment, which means that I'm literally half deaf. It can't be fixed because it's caused by a defect in the bridge between your inner ear and the brain. That's the

Repurpose as short videos

	TikTok video	YouTube Shorts	Instagram Reels
Platform	Short videos only	Short and long videos Stay on your channel forever	Photo posts and video posts
Audience	1 billion users in 2022 1 billion views a day	2 billion users 30 billion daily views	2 billion users
Length	15 seconds - 10 minutes	Max 60 seconds	Max 90 seconds
Revenue for creator	None	45% ad revenue split	None

- Back to Clips
- Subtitles
- Add text
- Add images

A Playfair-Display-Black 24 **B** *I* U

Words per line 3

Submit Changes

helping customers and basically any teams all around the world, figure out how best to transform the way that they work with each other and do the best work of their I was as a team, I love it and today we're here to talk about your award winning show T mystery. I've been a fan from you know from when I first heard about the show obviously we've covered you guys on our website before and I was delighted to find out that Not only was season 1 a roaring success what you guys actually decided to come back by popular demand and put out season 2, which I was checking out and I guess, you know, for people who have not heard of T mystery before because I don't want to butcher like the the nitch like certainly you guys will do it iustice

Podcast ROI 🤔

- Speaker
- Topics
- Search
- Filters



Tool: chopcast.io

Make a list of content you can derive from one 30s video ad



Conclusion

- Repurpose the content your created with some effort
- Create Once, Publish Everywhere
- Video is the perfect COPE format

