

Why Magnetic Content is Important

- You want to create content people wait for and tell their friends about
- Successful content creators produce consistently high-quality content frequently
- Use content to raise awareness and drive engagement
- Content must help, entertain, inspire or provide unique value
- Must 'engage', or create a connection with the reader
- Content can offer a free advertising opportunity
- Nearly all major content distribution channels are free
- Great for small companies with limited resources
- Good content builds trust
- Loyal followers will share content
- Use content to establish yourself as a brand

#1 Create Content that Resonates with Your Readers

- Content needs to be relevant to your readers
- Readers look for content that provides them value personally
- The key is in understanding your readers and what they're looking for
- Each piece of content is a part of building a relationship
- Ideally readers will share and talk about your content
- Interact and learn more about your readers
- Break down any formal barriers
- Write in a friendly and casual tone to make it more personal
- Share personal stories... but find a good balance
- To be engaging you need to write about things that are interesting
- What do customers ask and talk about?
- What can you do to help your customer?
- Content should be simple and direct
- Summarize in one sentence. If you can't, break the content into multiple pieces
- Make your content as unique as possible
- Say what no one else is saying



- Take an unusual perspective on things
- Emotional content resonates with readers
- Content that gets people feeling is much more likely to get shared
- Positive emotions get a more positive response

#2 Give Your Content a 'New Lease on Life'

- It takes time to generate engaging content
- Repurposing allows for more mileage
- Write on topics not connected to a particular time
- Avoid writing about trends
- Don't mention things that might not be used in the future
- Take a look at all of your content
- Consider which pieces can be repurposed and which need updating
- Look at which pieces performed the best
- Rewriting – Take a piece of your content and reword it. Add some new info
- Recombining – Take 2 or more pieces of content and put them together
- Reformatting – Take content in one format and convert it into another

#3 Use Proven Tools & Techniques for Market Domination Content Distribution

- Get your content in front of as many people as possible
- The best distribution is from your own readers
- You can encourage them to share
- Include a call to action or social sharing buttons
- Build a strong community around your content
- Create a group based around the topic or type of content
- Create an online forum
- Not every social media site is suitable to post lots of content
- With Twitter, for example, provide a link to content posted elsewhere
- Emphasise benefits to the reader



- Use relevant and popular keywords
- Include them wherever possible
- Search engines consider many different places
- Make sure all of your content functions on mobile devices
- Mobile users have short attention spans
- Mobile devices make it easy to share content on social media
- Read and interact with the content of others
- Get ideas and build relationships through reciprocation
- You'll also get exposure through your comments
- Get published on sites and newsletters other than your own to expand your audience
- Write guest blogs to attract an audience similar to your own
- Trade content and write other brand's newsletters
- Take advantage of opportunities to connect with big names in your field
- Ask them for an interview
- Create valuable content from the interview and gain exposure
- There are many tools designed to help with content distribution
 - Buffer
 - HootSuite
 - WiseStamp
 - MailChimp
 - SumoMe
 - PR Newswire
 - BuzzStream

#4 Measure the Effectiveness of Your Content Marketing

- Identify keys areas to measure and the tools to do so
- Identify goals for your content marketing
- Awareness
 - Track your reach online



- How many people are coming in contact with your content
- i.e. People recommending you
- Engagement
 - How much your audience is interacting with your content
 - Consider how people are consuming
 - i.e. Online reviews
- Conversion
 - Create a goal for conversions for each campaign
 - Run split tests
 - Goals should be as specific as possible
- Most social media sites allow you to track some data
- Create tracking spreadsheets to measure results
- Create an integrated content planning template
- You need to track your content regularly
- Set aside time each week
- Get regular automated tracking reports
- Other tools to help you automate include
 - Zapier
 - IFTTT
 - Cyfe
 - SumAll
 - Universal Analytics

#5 Produce Consistent Content with an Organized Content Marketing Plan

- You need to be consistent to keep your audience continuously engaged
- Keep offering a stream of quality content
- Reliability is key when creating content
- Publishing too often can have a negative effect
- Create a schedule to define when you'll publish
- Look for ways to maximize to save time and expense
- Repurpose, automate and keep an idea file



- Don't cut corners on quality
- Make sure your whole team is on the same page and knows the big picture
- Make sure there's good communication between members
- Plan each step ahead of time
- Keep content loaded up ahead of time
- Plan publishing from the audience's point of view
- Put a plan in place to gather new info to stay current
- Produce in as many formats as possible
- Regularly try adding something new to the mix
- Prioritize tasks related to content and identify which tasks should be done each day
- Adjust according to your progress tracking

Create Your Action Plan

- Some points to remember:
 - You need to publish content consistently
 - Monitor performance
 - Make changes accordingly
 - You need to be always present
 - Respond to comments and messages
 - Interact to build connections
 - Delegate tasks to others
 - Content is not about yourself
 - Aim at your audience and their interests