

Course 14



Content Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.


BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Engage Buyers with Effective Writing Techniques

- Why does effective writing matter?
- How can you attract and engage people with effective writing?
- How can you improve your writing?

 **WHY DOES
EFFECTIVE WRITING
MATTER?**

PEOPLE CONSUME 285 PIECES OF
CONTENT EVERY SINGLE DAY.

Write content that **cuts through** the
noise.

Your writing
has to slow the
person down
and **prevent** them
from clicking
another link.



You need to
learn to write
content that is
educational.





**HOW CAN YOU
ATTRACT AND
ENGAGE PEOPLE WITH
EFFECTIVE CONTENT?**

80%

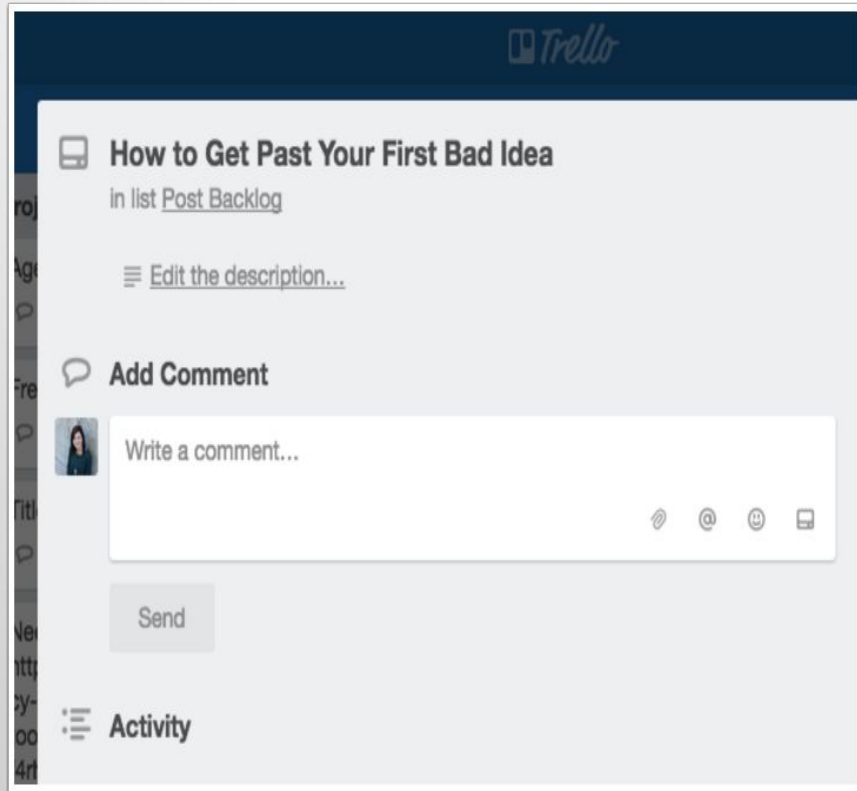
of people will read your headline.

20%

of people will read the entire
article.

EFFECTIVE WRITING CORE ATTRIBUTES

- Attention-grabbing headline
- Tone relevant to your readers
- Help the reader do something
- Add to the conversation
- Write for the way people search
- Solid structure
- One core idea
- Supports your brand messaging
- Has a relevant call-to-action
- Free of errors and poor grammar



Begin your writing by coming up with a **working title.**

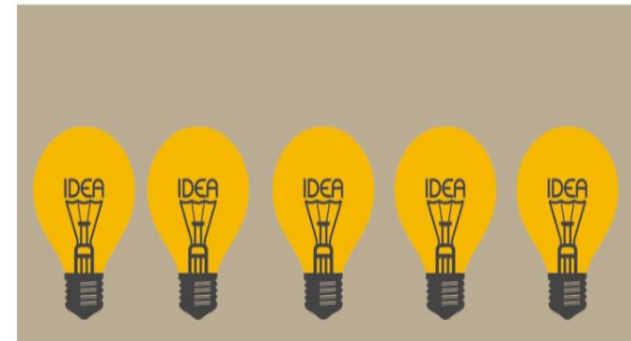
CAUTION:

“Your First Idea Might Be Your Worst Idea”

March 24, 2016 // 9:00 AM

Why Your First Idea Might Be Your Worst Idea

Written by [Jami Oetting](#) | @jamioetting



SHARE

[Tweet](#)

148

[Share](#)

525

[Share](#)

[Email](#)

There's a common mistake both young professionals and expert contributors fall victim to when coming up with ideas. It's known as the Einstellung effect – when a person defaults to a known solution rather than a novel or optimal way of solving a problem.



Jami Oetting 2:48 PM

like any of these?

How to Get Past Your First (Bad) Idea

Why You Should Ignore Your First Idea

Why Your First Idea Might Be Your Worst

Why You Shouldn't Trust Your First Idea

The Psychology Behind Why You Can't Let Go of Your First Idea

The Psychology Behind Why Your Ideas Are Boring



Corey Wainwright 2:51 PM

i like

The Psychology Behind Why You Can't Let Go of Your First Idea

or

Why Your First Idea Might Be Your Worst

Why Your First Idea Might Be Your Worst Idea

??

It's always a good
idea to get
another opinion.

“Writing” formula

Intro/Heading
Main Subheading
1.
2.
3.
4.
5.
Subheading
Conclusion

March 6, 2015 // 8:00 AM

How to Use Excel: 14 Simple Excel Shortcuts, Tips & Tricks

Written by [Rachel Sprung](#) | @rsprung



Sometimes, Excel seems too good to be true. All I have to do is enter a formula, and pretty much anything I'd ever need to do manually can be done automatically. Need to merge two sheets with similar data? Excel can do it. Need to do simple math? Excel can do it. Need to combine information in multiple cells? Excel can do it.

If you encounter a situation where you need to manually update your data, you're probably missing out on a formula that can do it for you. Before spending hours and hours counting cells or coping and pasting data, look for a quick fix on Excel -- you'll likely find one.

“How-to” format

March 9, 2016 // 8:00 AM

30 Call-to-Action Examples You Can't Help But Click

Written by [Brittany Leaning](#) | @bleaning



Think about all the times you've signed up for things in your life. Did you once download Evernote? Dropbox? Spotify? Maybe you've even taken a class on General Assembly.

Each one of these signups is likely a result of an effective call-to-action.

And it's really important to guide your visitors through the buying journey using strategic calls-to-action (CTAs). Think about it: If you hadn't been drawn in by the copy or design of the CTA, or been guided so eloquently through your sign-up process, you would probably use a lot fewer apps and websites than you do now.

“List” format

July 8, 2016 // 8:00 AM

Will 'Memories' Change Snapchat as We Know It?

Written by [Marissa Breton](#) | [@marissabreton](#)



Over the past three years, Snapchat has been slowly moving away from its original concept: a place for creating and sharing ephemeral content that disappears immediately after being shared. With the [introduction of Stories](#) in 2013, a feature that allows photos and videos to be visible for 24 hours, the app started inching away from that mission.

This week, Snapchat took a giant leap away from its initial premise by introducing [Memories](#). The new feature enables users to share content after the initial photo has been taken, allowing for a more curated (and less instantaneous) experience.

“Question” format

June 27, 2016 // 5:00 AM

Why You Should Never Email a Proposal

Written by Jami Oetting | @jamioetting



Your team has spent hours researching, writing, and refining a proposal your prospect was eager to receive.

Now, you are staring at your email account in frustration as you write your third follow-up email in as many weeks.

What could have caused this disappearing act? Was it the content of the proposal? Did the client get cold feet?

“Negative angle”
format

August 10, 2016 // 8:30 AM

5 Steal-Worthy Secrets of the World's Best Hostage Negotiators

Written by [Aja Frost](#) | [@ajavuu](#)



[The scene: December 6, 1975, in Marylebone, London.](#) Detective Superintendent Peter Imbert, Scotland Yard's chief negotiator, picks up the phone. His team has established contact with three terrorists who have barricaded themselves and two hostages inside an apartment.

Imbert has an extremely difficult mission: Extract the hostages without losing any lives. It takes six incredibly tense days of negotiation, but he eventually succeeds.

“Secret of” format

March 16, 2015 // 8:00 AM

16 Little-Known Google Calendar Features That'll Make You More Productive

Written by [Ginny Mineo](#) | @ginnymineo



Some things you *think* will be simple actually end up getting really complex.

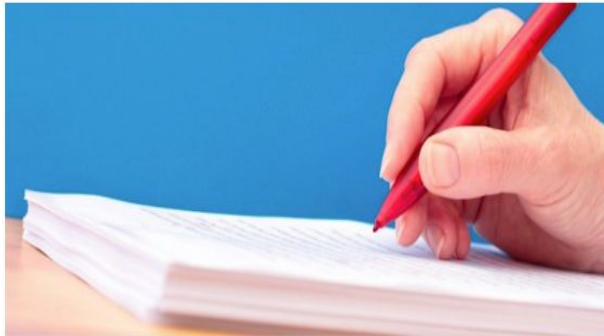
Like those DIY fro-yo places. You walk in thinking you'll just get a scoop of a single flavor and a spoonful of your favorite topping ... but you always walk out with a full bowl and at *least* three toppings -- because how could you get Oreo crunch without getting gummy bears, too?

**“Little known,
advice, tips, or
tricks”
format**

October 13, 2015 // 12:00 PM

Submitting a Guest Post? Here Are 12 Things You Should Know About Editors

Written by [Neil Patel](#) | @neilpatel



SHARE

Twitter

180

Facebook Share

166

LinkedIn Shares



After having published [quite a few guest blog posts](#), I've figured out a thing or two about editors.

While there are certain elements they love to see in a submission, there are also a number of factors that will land you a spot on their list of people they'd rather not work with. Knowing the difference between the two will make it easier for you to earn a spot on their blog.

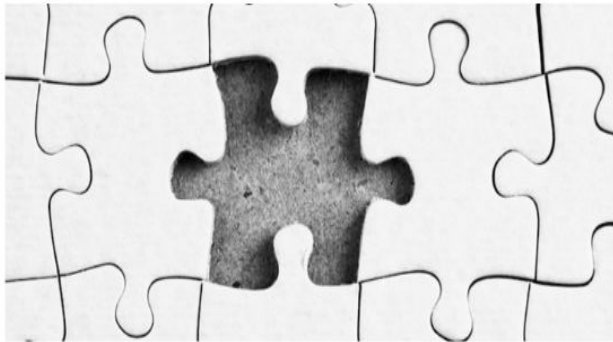
So if you want to experience [the power of guest blogging](#), here's what you need to know about working with editors.

**“You should know”
format**

April 29, 2016 // 12:00 PM

Only 3% of People Think Salespeople Possess This Crucial Character Trait

Written by [Aja Frost](#) | @ajavuu



You're stranded on an island with 20 strangers. The group is holding a vote to decide who will be the leader.

Everyone agrees the leader should be trustworthy, but unfortunately, profession is all you have to go on.

Whom do you vote for?

“Interesting data”
format

June 25, 2015 // 11:09 AM

How to Unsend an Email in Gmail [Quick Tip]

Written by [Jessica Webb](#) | [@jessicawebbica](#)



SHARE

Tweet

1.8K

Share

617

Share



Ever wish you could unsend an email? I have. I can't tell you how many times I've hit "Send" only to discover a [silly spelling or grammar mistake](#).

Well, I have some good news for you. If you use Gmail, now you can [unsend emails](#) up to 30 seconds after you hit "Send."

“Quick tip” format

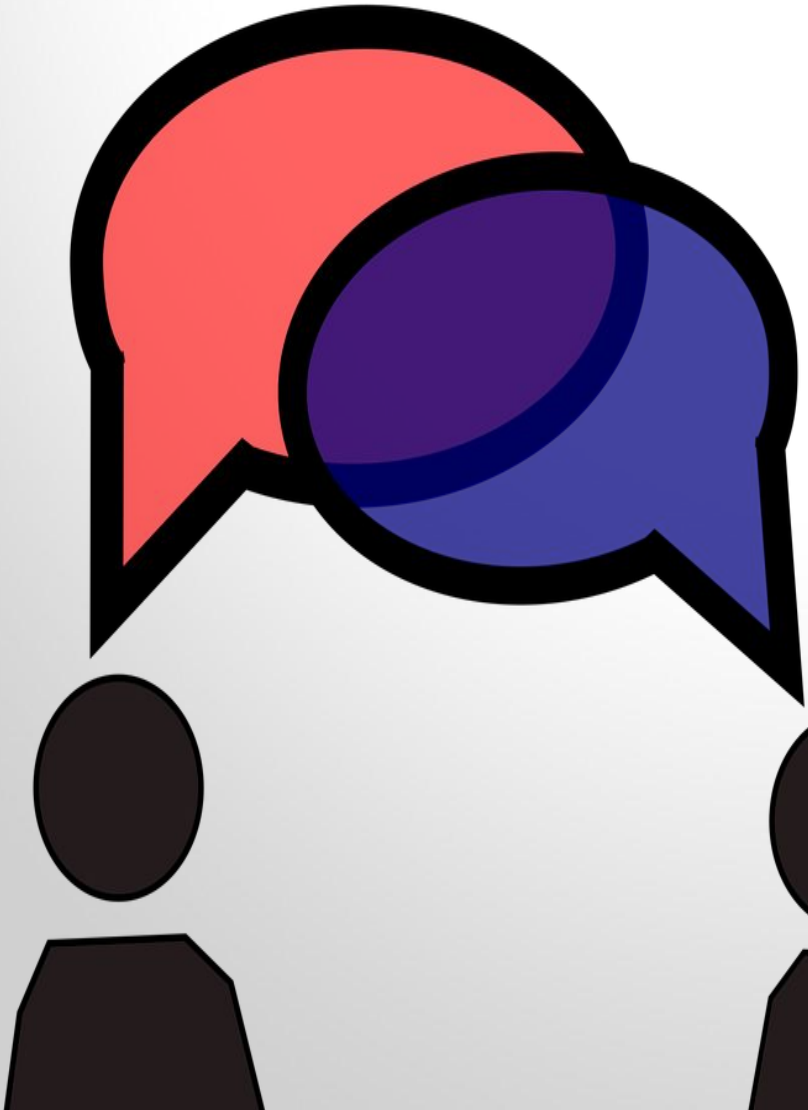
You first need to understand who your **ideal reader** is, which is also known as your buyer persona.



YOU WANT TO MATCH
THE **ATTITUDE** OF
YOUR READERS.

Take a few
minutes to
research what
already exists
on the subject.

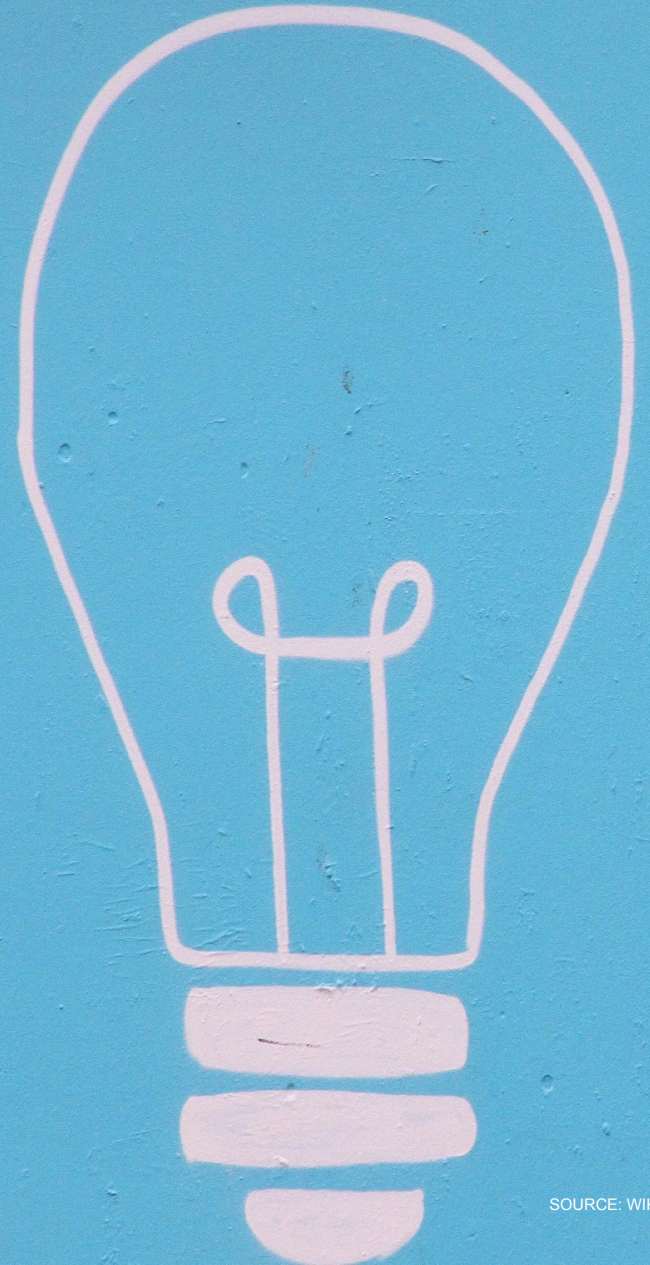


An illustration at the bottom left of the slide shows two dark grey silhouettes of people from the chest up, facing each other. Above them are two large, overlapping speech bubbles. The bubble on the left is red, and the one on the right is blue. Both bubbles have a thick black outline. The blue bubble overlaps the red one on its right side.

You should
research the words
people actually use
to search and
communicate.

IT NEEDS TO ADD
SOMETHING **NEW** TO
THE CONVERSATION.

A clear piece
of writing should
have **one main
idea.**



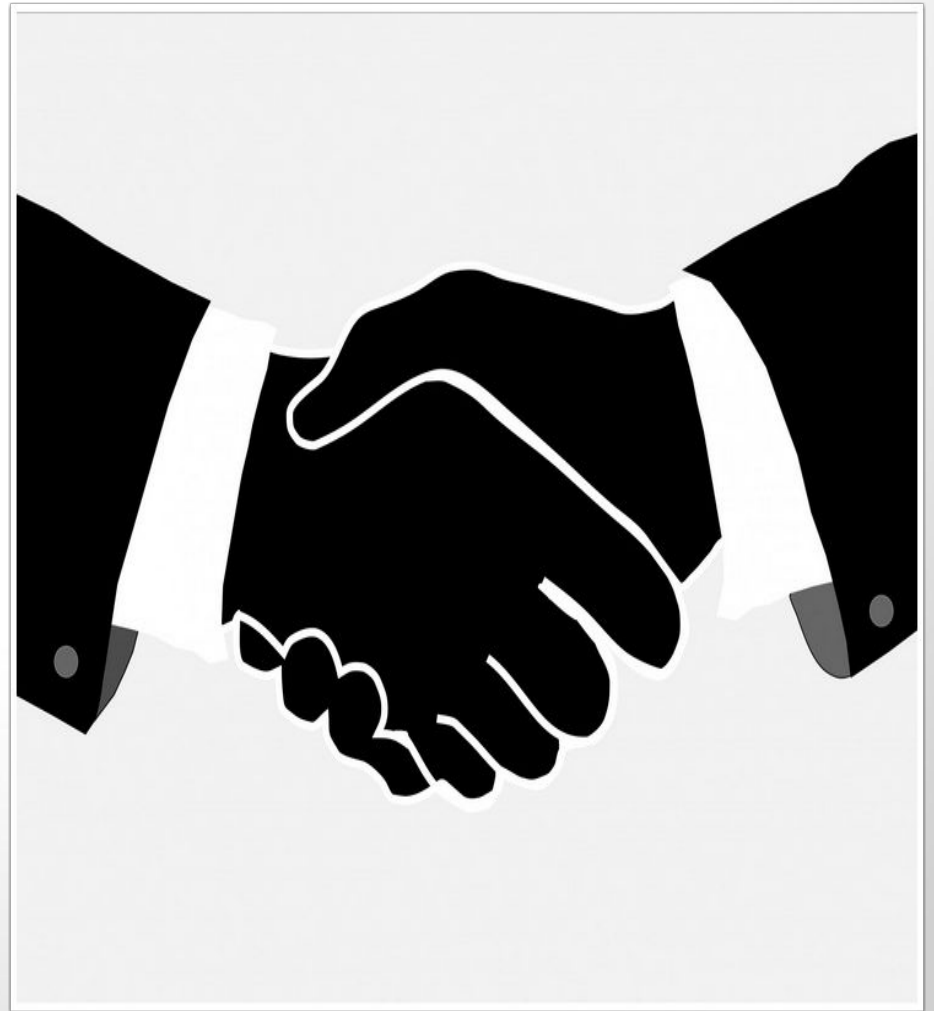
Ask yourself
how and if this
content **supports**
their journey.



You need to tell them what
you **want** them to do next.



Refinement and
polishing can be
the difference
between **making**
and breaking
trust.





**HOW CAN YOU IMPROVE
YOUR WRITING?**



First drafts
are **sloppy**,
and that's
normal.

“I’m all for the **scissors**. I believe more in the scissors than I do in the pencil.”

- Truman Capote

COMMON GRAMMAR AND STYLE MISTAKES TO CHECK FOR

- Use contractions
- Write with simple language
- Use the active voice
- Be clear and concise
- Use short sentences and paragraphs
- Cut fluffy words from your writing
- Adhere to a style guide
- Use “you” and “your”
- Avoid jargon
- Don’t be snarky
- Use Spell Check

CONTRACTIONS HELP
YOU SOUND MORE
CONVERSATIONAL.

WITHOUT CONTRACTIONS

Do not confuse viewers with too many options on your landing pages. **It is** better to have one call-to-action **that is** compelling. Otherwise, **you will** risk your prospects being confused about what they should and **should not** click.

**BIG WORDS ACTUALLY
MAKE YOU APPEAR **LESS**
CREDIBLE AND
CONFIDENT.**

WITHOUT SIMPLE LANGUAGE

The **proliferation** of social and digital channels **have created a catalyst, whereby a shift in the production methods by marketers is required to connect with the audience.**

WITH SIMPLE LANGUAGE

The **increase in the number** of social and digital channels **now requires marketers to create content that is not only platform-specific but also appeals to the unique audience and its behaviors on that platform.**

**CLEAR WRITING REQUIRES
YOU TO HAVE **EMPATHY**
FOR THE READER.**

“Our nurses step
in with health
and wellness
advice when
your mom isn’t
answering her
phone.”



Putting things
in **context** creates
clarity in your
writing.



These five
paragraphs
could be
condensed into
two paragraphs.

The breaks create white space
around your writing.

"Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."

This quote from [George Lois](#), the legendary ad man who created iconic work for Xero and MTV and some of the most iconic Esquire covers, sums up why brands hire agencies. They want to tap into a group of individuals who can solve business problems with creative ideas.

And agencies need to be able to depend on their staff to generate these ideas -- day after day, month after month. Without this, there's not much future for their firm.

But while many firms would like to think they are fostering innovation and ideas, instead they have structures, practices, and leaders who create an environment that is actually hostile to creative output.

Without even realizing it, they are smothering the creative flame that attracts their clients.

WITH FLUFFY WORDS

Marketers are **very** anxious to change in order to **actually** connect with their customers before the next holiday season.

WITHOUT FLUFFY WORDS

Marketers are anxious to change, in order to connect with their customers before the holiday season.

STYLE GUIDE **ELEMENTS**

- How to handle punctuation, grammar, voice, and tone
- Industry specific terms
- Common mistakes
- Any brand-specific guidelines



Imagine that you're having a
conversation or writing a letter to a
respected friend.

WITHOUT “YOU” AND “YOUR”

People wanting to improve **their** overall health should start the day with a well-balanced breakfast that could include whole-grain cereal, yogurt, and egg-whites. **They** should make time in their day to get at least 30 minutes of cardio, and **people** should do some type of strength training three times per week.

WITH “YOU” AND “YOUR”

If **you** want to improve **your** overall health, try starting the day with a well-balanced breakfast that could include whole-grain cereal, yogurt, and egg-whites. **You** should also make time for at least 30 minutes of cardio a day, and try to do some type of strength training three times per week.

NOT EVERYONE
UNDERSTANDS THE
MEANING BEHIND
ACRONYMS YOU RELY
ON.

TOO MANY ACRONYMS

The **CMO** spoke to the **CTO** about the long-term **SEO** strategy to improve **PPC** metrics, such as the **CPC** and **CPL ASAP**.

CMO: Chief Marketing Officer
CTO: Chief Technology Officer
SEO: Search Engine Optimization
PPC: Paid Per Click
CPC: Cost Per Click
CPL: Cost Per Lead

FOR MOST
BUSINESSES, BEING
SNARKY COMES OFF
NEGATIVELY.

It's always a
good idea to
double-check
for spelling
mistakes.





**Course 14
Completed.**
**Now take the
next course.**

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- *GoDaddy Pro PPlus Partner ★★★★★ rating.*

THANK YOU.