

# Course 17



**Content Promotion Course**

***Knowledge is Power.***

***Stop Guessing. Start Knowing.***

**BizAdemy** 

***GoDaddy Pro PPlus Partner ★★★★★ Rating.***

# This course will cover:

## **How to Effectively Promote Your Content Marketing**

- Why is content promotion important?
- What are the two types of content promotion?
- How do you excel at content promotion?
- What does content promotion look like?



**WHY IS CONTENT  
PROMOTION  
IMPORTANT?**

# CONTENT PROMOTION AND SUCCESS

- Drive website traffic.
- Improve audience engagement.
- Aid buyers with purchase decisions.

What was the **last**  
great piece of content  
you came across?







Content marketers can leverage promotion channels to **connect** with new audience members and prospects.





With content promotion you're able to get your message to the people who **need it the most.**

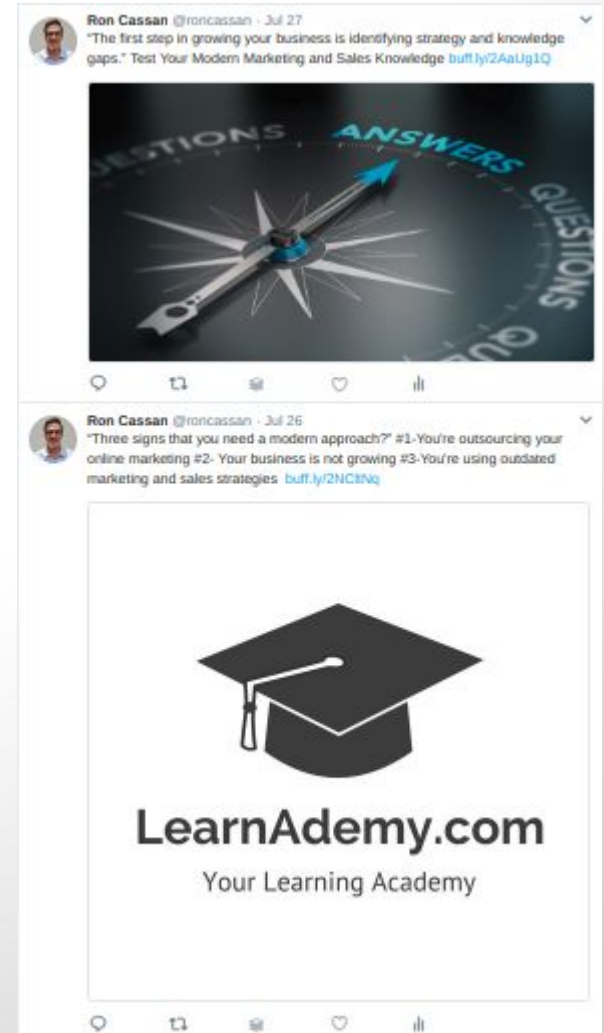
# 47%

of B2B buyers consume 3-5 pieces of content,  
prior to engaging with a salesperson.

 **WHAT ARE THE TWO  
TYPES OF CONTENT  
PROMOTION?**

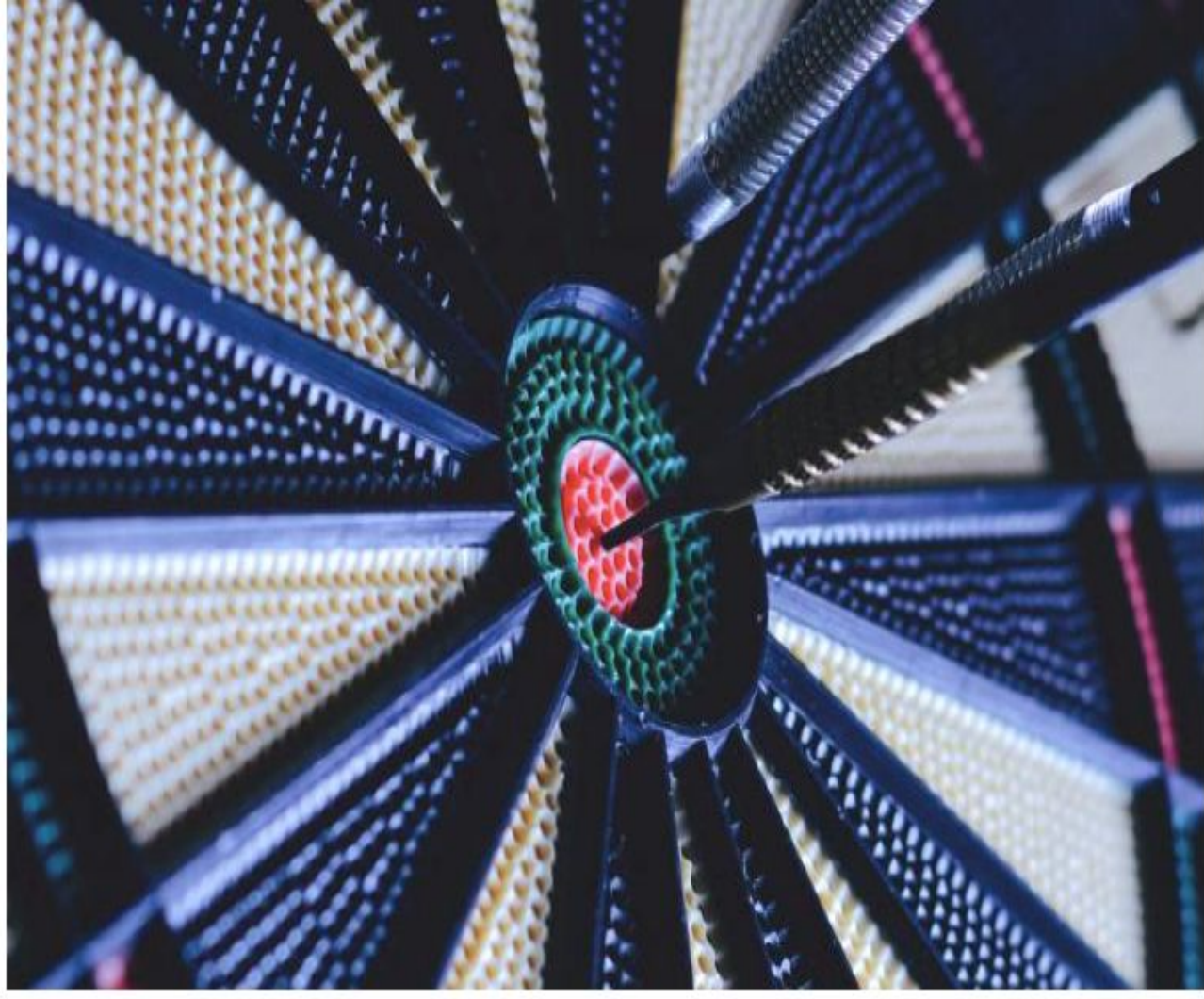
Organic content promotion is designed to **increase visibility.**

It's designed to increase the visibility of your content and its effectiveness of your marketing campaigns, **without spending money.**



# ORGANIC PROMOTION CHANNELS

- Search Engine Optimization
- Email Marketing
- Social Media
- Live Promotions (Events or Webinars)
- Influencer Networks
- Word-of-mouth



Paid content promotion allows you to promote your content to **highly-specific** audience.

# **PAID PROMOTION CHANNELS**

- Search Engine Ads (Google, Yahoo, Bing)
- Social Media Ads (Facebook, LinkedIn, Twitter, and Instagram)



**HOW DO YOU EXCEL AT  
CONTENT PROMOTION?**



# CONTENT PROMOTION BEST PRACTICES

- Create a content promotion calendar.
- Use segmentation.
- Customize messaging for each channel.
- Experiment and optimize.
- Analyze your results.

YOUR TICKET-ITINERARY

YOUR BOOKING NUMBER :

WXIKXI

Flight	From	To	Aircraft	Class/Status
WK 2200	Montreal-Trudeau (YUL) 17:15 Thu May-04-2006	Frankfurt (FRA) Fri May-05-2006	06:30+1 333	Y Confirmed
WK 2495	Frankfurt (FRA) T1 Fri May-05-2006	Amsterdam (AMS) Fri May-05-2006	09:00 321	Y Confirmed
WK 2293	Munich (MUC) T2 Mon May-22-2006	Montreal-Trudeau (YUL) 17:50 Mon May-22-2006	340	Y Confirmed

Passenger Name	Ticket Number	Frequent Flyer Number	Special Needs
(1) JONES, JOHN/MR.	012-3456-789012	000-123-456	Meal: VGML

Purchase Description	Price
Fare (LLXSOAR, LLXGSOAR)	CAD 558.00
Canada - Airport Improvement Fee	15.00
Canada - Security Duty	17.00
Canada - GST #1234-5678	1.05
Canada - QST #12345-678-901	1.20
Germany - Airport Security Tax	18.38
Germany - Airport Service Fees	37.76
Fuel Surcharge	161.00
Total Base Fare (per passenger)	809.39
Number of Passengers	1
TOTAL FARE	CAD 809.39

Ticket is non-endorsable, non-refundable  
Changes allowed, subject to availability,  
no later than 2 hours before departure.  
Please read carefully all fare restrictions.  
Have a pleasant flight!

Paid by Credit Card XXXX-XXXX-XXXX-1234

A content  
promotion calendar  
will help you **keep  
track** of  
various types of  
communication.



Target the  
**right people.**

**WHAT IS SEGMENTATION?**

Segmentation is used to divide large audiences or target markets into smaller segments, based on specific criteria.

**Brian Halligan**  
CEO at HubSpot  
United States | Computer Software  
2nd • PREMIUM

Current: HubSpot, MIT  
Previous: Longworth Ventures, MIT, Groove Networks  
Education: MIT – Sloan

Connect Send Brian InMail 500+ connections

https://www.linkedin.com/in/brianhalligan Contact Info

### Background

#### Summary

Enemy of conventional wisdom.  
Friend of Inbound Marketing & Inbound Sales.

#### Experience

##### CEO

HubSpot  
June 2006 – Present (10 years)

HubSpot is a modern inbound software system that enables companies to transform the way they market and sell to match the way humans actually shop and buy.

• 1 honor or award  
• 12 recommendations, including:

**Jennifer Cedorchuk**  
Principal Account Executive - eCom...  
I have had the wonderful opportunity to work with Brian over the last four years at HubSpot. Brian is an amazing mentor who... View

**Alli Powell**  
Principal 3 Account Executive - Silic...  
I have known Brian since my interview at HubSpot 5 1/2 years ago. I will never forget my final interview meeting Brian and... View

10 more recommendations

##### Senior Lecturer

MIT  
2009 – Present (7 years)

I am a senior lecturer at MIT where I teach a class 15.S16 "Entrepreneurial Product Development & Marketing" w/ Paul English, the co-founder of Kayak.

##### Venture Partner

Longworth Ventures  
September 2005 – June 2006 (10 months)

##### Sloan Fellow

MIT  
June 2004 – June 2005 (1 year 1 month)

• 2 recommendations

**Dharmesh Shah**  
Founder and CTO at HubSpot  
Brian and I were classmates in the MIT Sloan Fellows Program. Even amongst this illustrious group of smart, successful... View

**Brian Courtney**  
VP and GM at GE for AC Power Sy...  
Brian's passion toward learning is infectious. I had the great fortune of working with him on a number of projects at MIT... View

### People Also Viewed

**Dharmesh Shah**  
Founder and CTO at HubSpot

**Mike Volpe**  
Startup growth executive and angel investor

**Mark Roberge**  
Senior Lecturer @HarvardHBS; CPO @HubSpot; Author of Best Seller "The Sales Acceleration Formula"

**Kipp Bodnar**  
B2B Marketing Author & Speaker  
CMO at HubSpot

**Katie Burke**  
Vice President, Culture and Experience at HubSpot

**Peter Capula**  
VP, Sales @ HubSpot

**Joe Chernov**  
Vice President of Marketing at InsightSquared

**JD Sherman**  
Chief Operating Officer, HubSpot

**Dan Lyons**  
"Disrupted: My Misadventure in the Start-Up Bubble," a New York Times best seller.

**Allison Elworthy**  
VP of Operations at HubSpot

Always keep  
your  
**buyer persona**  
in mind.

- Interests
- Demographics
- Geographical location

Use **lists** with specific criteria of contacts in a company's database.

The criteria in your list is based off of pre-existing information you've collected from your contacts.



Target  
audience  
members **outside**  
of your social  
network.



# CREATE CUSTOM MESSAGING

- Set the tone.
- Communicate the value.
- Match the distribution channel.

Tone is defined as  
the general  
**attitude** of your  
message.

You may want your message to  
inspire your audience,  
encourage them, educate  
them, or maybe  
just make them laugh.





DEFINE TWO TO THREE  
**BENEFITS** SOMEONE  
WOULD GAIN FROM  
YOUR PIECE OF  
CONTENT.

Explore **new and creative** ways of delivering your messaging.

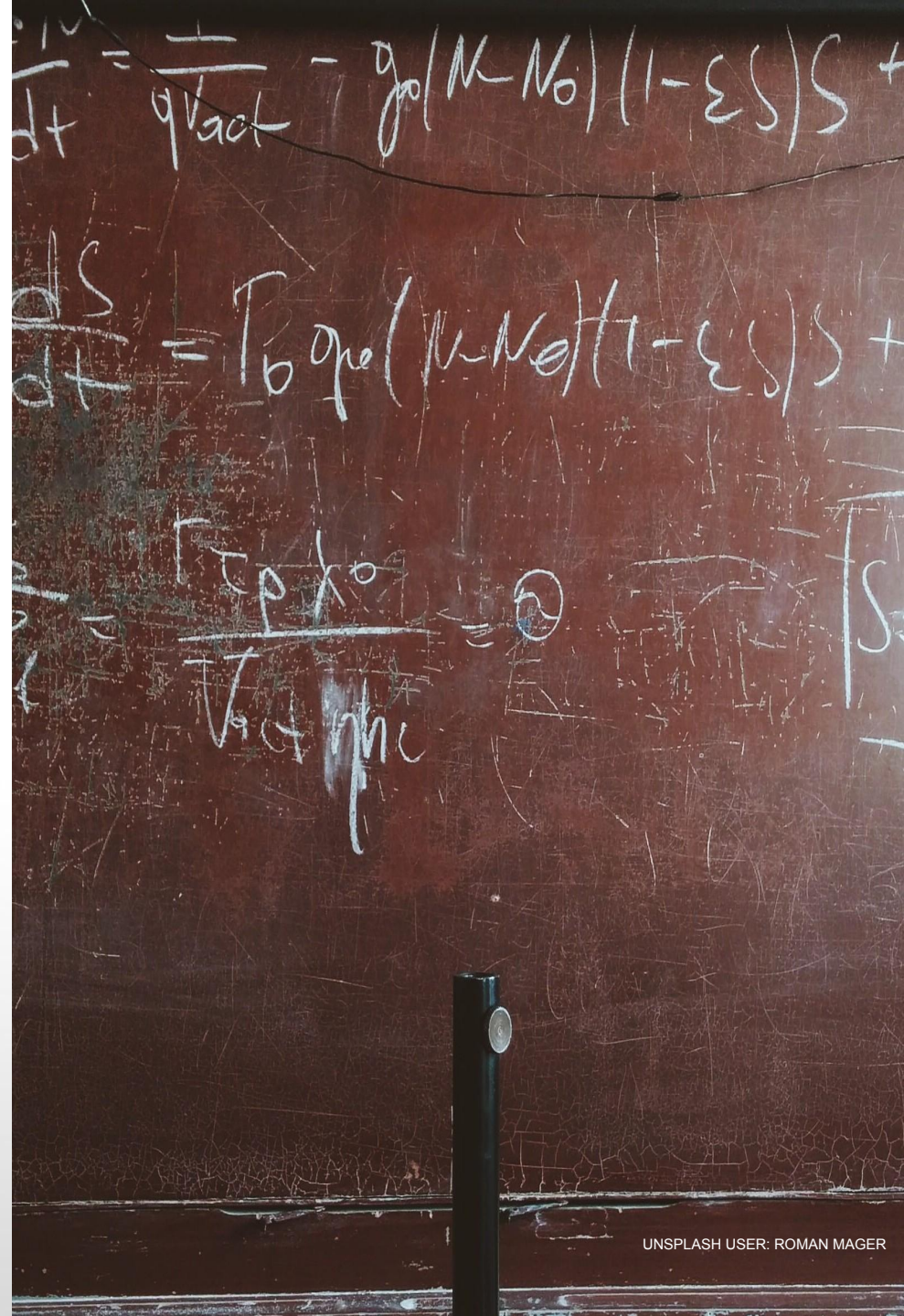


**Experimentation** is  
a great way to  
learn how to  
deliver your  
content to your  
audience.





Optimization is used  
to achieve the best  
possible **outcome** for  
your promotion plan.



# **KEY AREAS TO OPTIMIZE CONTENT PROMOTION**

- Reach
- Engagement
- Conversion



Reach is used to measure the **size** of your potential audience.

# HOW TO OPTIMIZE **FOR REACH**

- Include a link in your email signature.
- Share content on social media.
- Connect with industry influencers.
- Always tell new people about your content.

CONTENT PROMOTION FUNNEL



**REACH**

# HOW TO OPTIMIZE FOR ENGAGEMENTS

- Consider how a user is going to engage with your content.
- Include relevant action words.
- Make adjustments based off of the platform being used.
- Be patient.

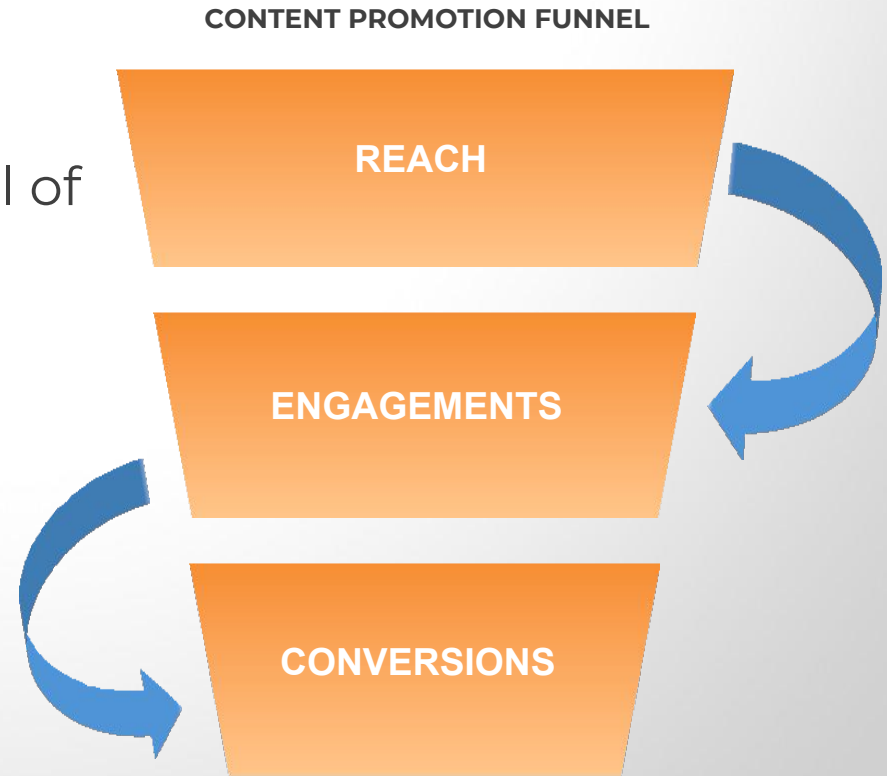
CONTENT PROMOTION FUNNEL

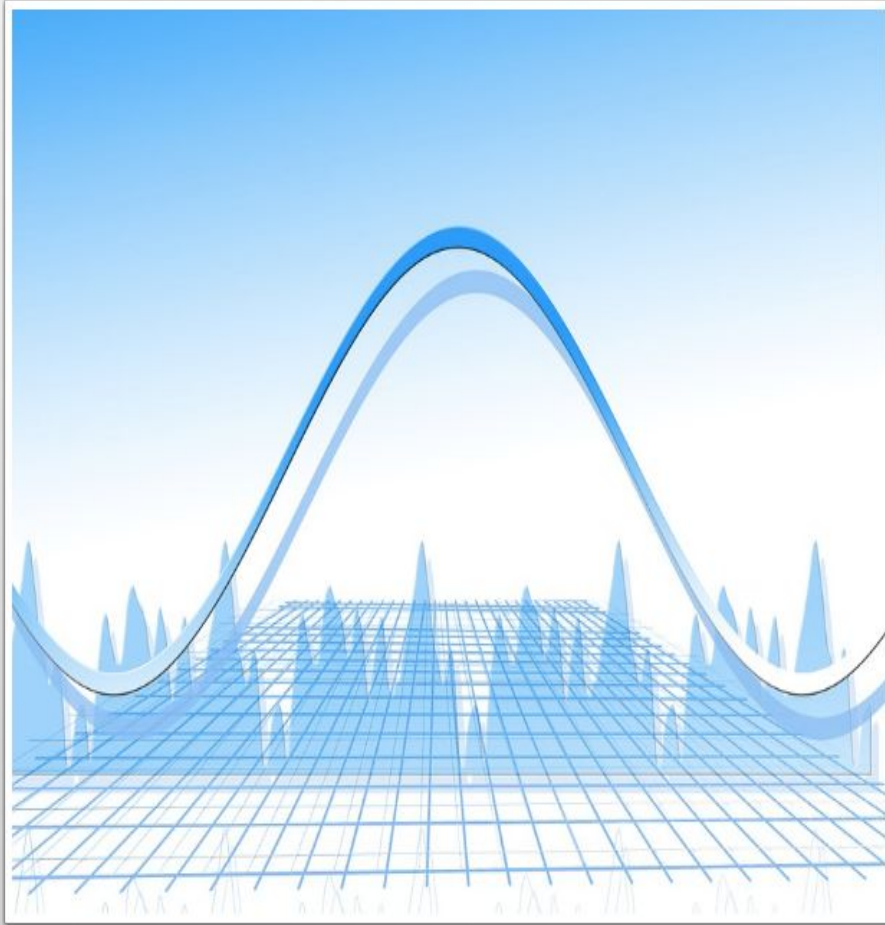




# HOW TO OPTIMIZE FOR CONVERSIONS

- Link to a landing page for all of your promotional efforts.
- Use strong calls-to-action.





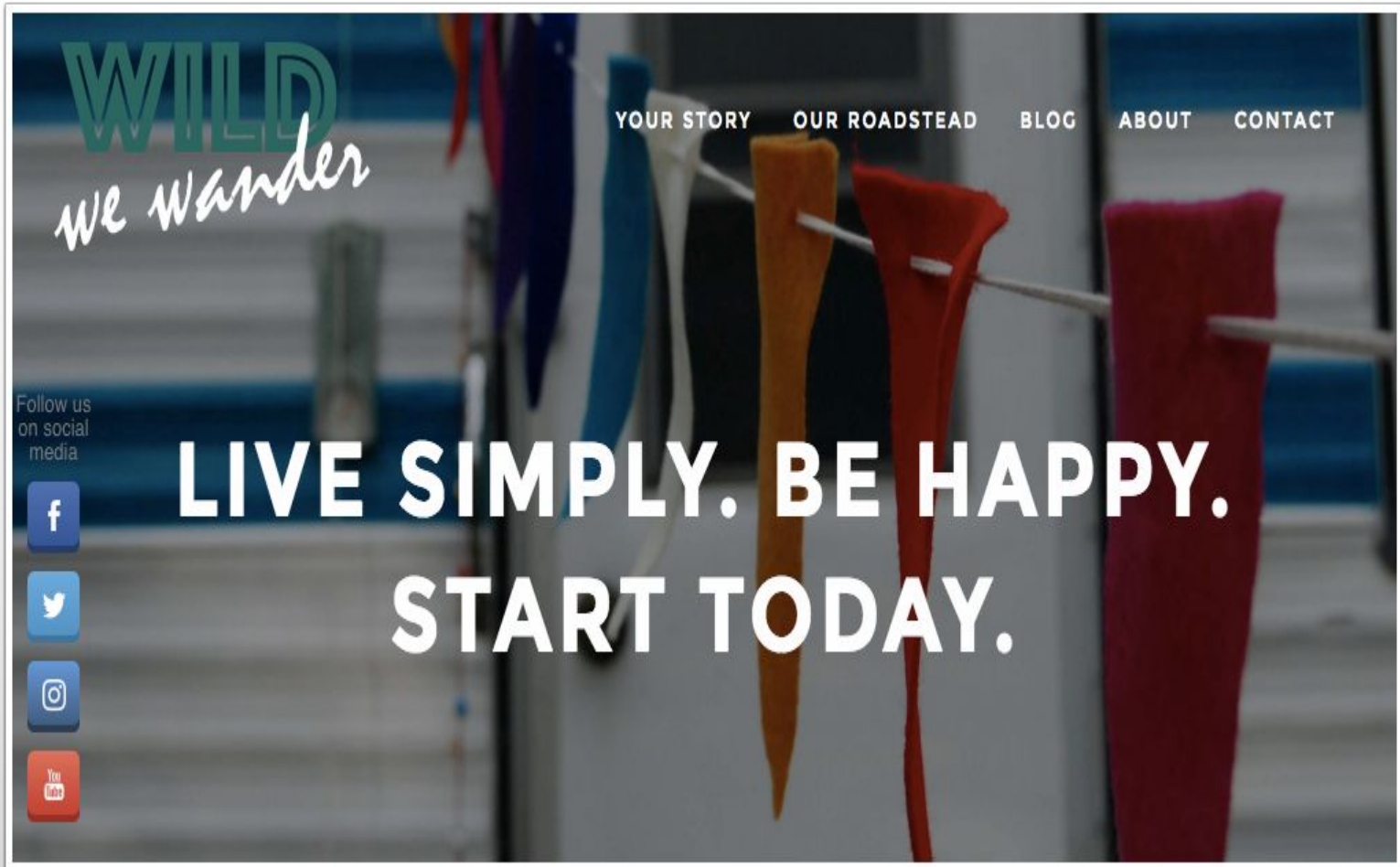
You'll need to **analyze the results** of each campaign in order to identify ways to enhance future campaign performance.

# HOW TO ANALYZE YOUR CONTENT PROMOTION EFFORTS

1. Analyze the performance of your promotions' channels.
2. Explore each channel individually.
3. Identify next steps that you can take, based off the new insights.



**WHAT DOES CONTENT  
PROMOTION LOOK  
LIKE?**



Meet, **Wild We Wander.**

A husband and wife duo on a mission to follow their dreams of downsizing their lives to live more simply.



From Truck

TO

Mobile Camp

JUSTIN + ARIELE CHAMPION

They recently  
launched a **guide**.

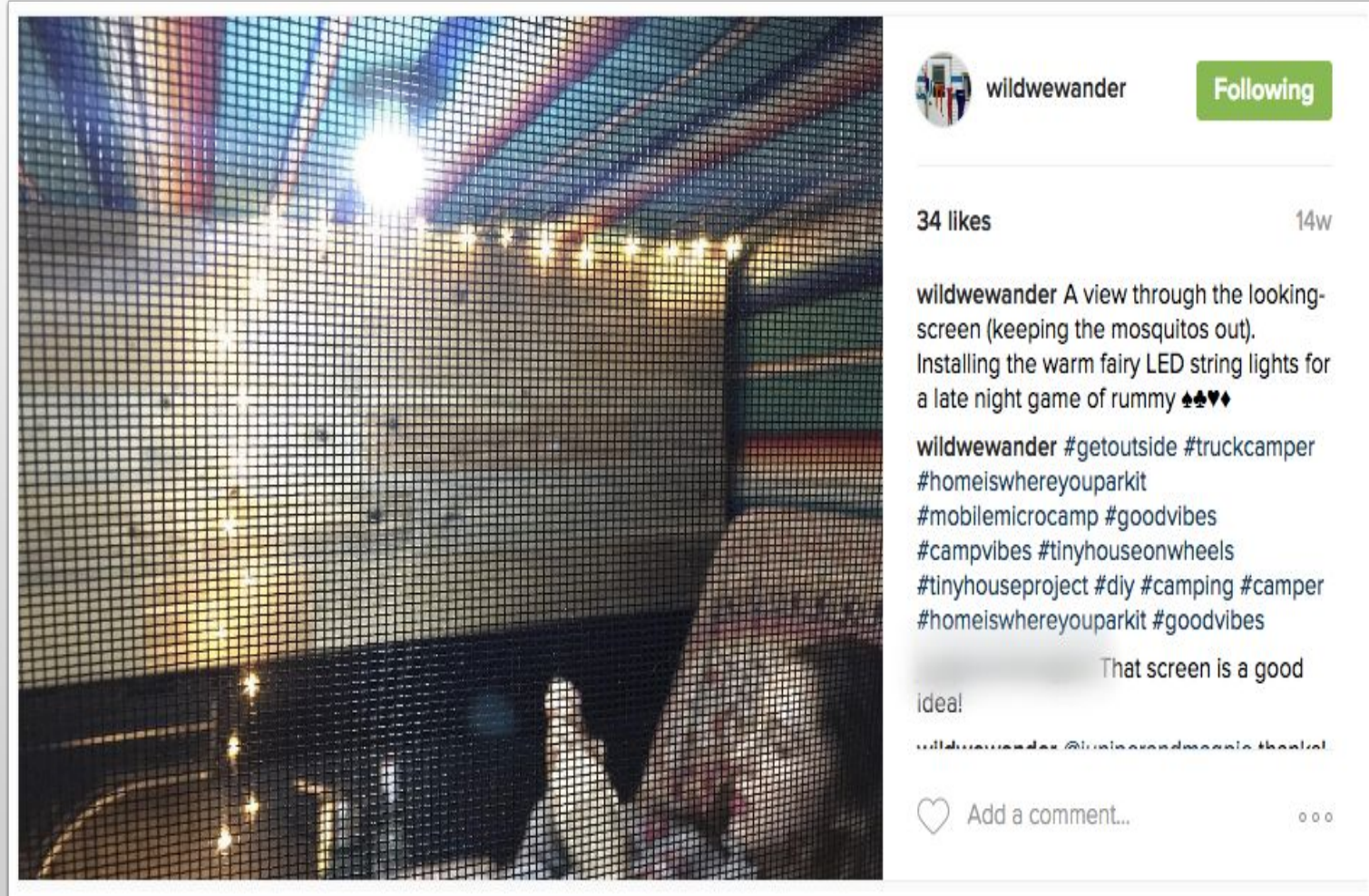
Serves as a step-by-step resource  
to detail out how they turned their  
truck into an off-grid mobile camp.

# PROMOTION CHANNELS

- Social media
- Email
- Influencer marketing



Instagram proved to be the platform that earned the **most reach and engagement.**





Each post helped **tell the story** of each project.



wildwewander

29 likes

23w

wildwewander Not even a busted ankle stops this one. Helping outline the truck cap with industrial strength Velcro for the serape ceiling cover and curtains.

wildwewander #tinyhouseproject  
#camper #diy #renovation  
#tinyhouseonwheels  
#homeiswhereyouparkit  
#mobilemicrocamp #truckcamper  
#interiordesign #getoutside  
#weekendproject #goodvibes

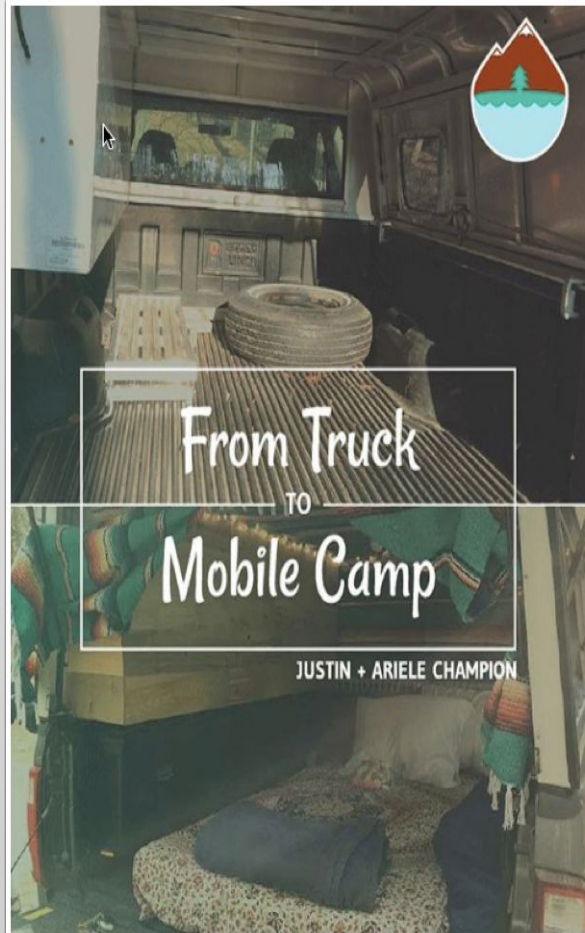


The fabric is crazy excellent



Add a comment...





wildwewander

Following

95 likes

5w

wildwewander After two months of creative successes and failures we completed our truck-to-mobile-camp conversion. This experience was extremely rewarding for us, and now we want to share it all with you through our free step-by-step DIY guide. This guide has it all, from tools and materials to in-depth explanations on how to make this transformation possible. Download a copy now by clicking the link in our profile. Keep roamin' 🚚🏠🌲

wildwewander .

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. .  
. .

#truck #sprintervan #roadtrip #adventure



Add a comment...

...

The **tone** of this message is accomplishment and sincerity.

Subject

Free Guide: Learn How We Transformed Our Truck into a Mobile Camp

Preview Text

Check out our free step-by-step truck to mobile camp transformation guide.

From name

Wild We Wander

From address

howdy@wildwewander.com

The subject line is clear and tells recipients **exactly what they will receive** in the email.

The messaging  
**mirrored the tone**  
and approach used  
to promote the  
content on social  
media.

**WILD**  
*we wander*

Hi There,

We're happy to announce that our truck to mobile camp transformation is complete!

This project was so rewarding to us, that we'd like to share our experience with you so you can create your own mobile camp.

If you're interested to learn more, and want a free step-by-step guide on how we did everything, then click the link below.

[GET THE GUIDE](#)

Keep Roamin',

Justin + Ariele





This photo was published to Instagram with the **hashtag**, #vanlifeideas.



wildwewander

134 likes

14w

wildwewander Don't you want to just crawl in + get comfortable? Imagining all the sites we'll see from this truck bed. 📺 [those @timberchic walls tho]

wildwewander #greatoutdoors  
#exploremore #campvibes  
#downsizeyourlife #tinyliving  
#wildwewander #outthere #enjoylife  
#homeiswhereyouparkit #keeptruckin  
#truckcamper #vanlife #vanlifemovement  
#vanlifers #vanlifediaries #vanlifeexplorers  
#vancrush #vangrrrl #truckcamp



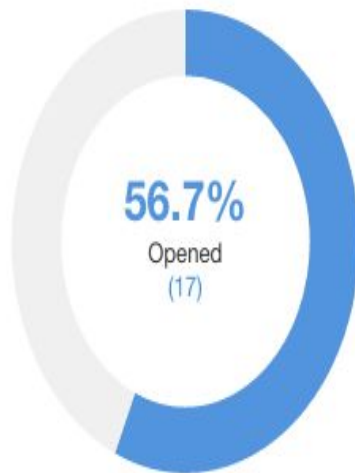
♡ Add a comment...

...

# The most important metrics to look at are **engagement metrics**.

## Engagement

Everybody's favorite metric: opens and clicks. Your opened percent is based on the number of contacts delivered to; click-through rate is based on the number of opens. [Learn more](#)



Based on Delivered (30)



Based on Opened (17)

## Deliverability

The mailman delivers, and so do you. This is the percent of emails successfully delivered to inboxes out of all contacts you tried to reach. [Learn more](#)



Based on Sent (31)



**Course 17**  
**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 PLus Partner ★★★★★ rating.

**THANK YOU.**