

Content is King: Learn How to Break Through the Online Clutter

**Join the Conversation Webinars
World Services Group**



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Today's Discussion

- Why Content Marketing?
- Getting Started (or Getting Better)
- Takeaways
- Q&A

Why Content Marketing?

What is Content Marketing?

DEF: Content marketing is the practice of creating and sharing relevant and branded content in a consistent fashion to valuable audiences.



Types of Content



Why Content Marketing?

- Data from a Greentarget survey shows:
 - Over 74% of in-house counsel mentioned attorney-authored articles and speeches as somewhat or very important in selecting outside firms for hire
 - Over 69% of in-house counsel listed attorney-authored blogs as somewhat or very important in selecting outside firms for hire
 - Only 25% of firms surveyed have a *content strategy*, but almost half plan to create one this year
- Content is also the single most effective element to increasing SEO, web traffic and site user experience

Greentarget 2014 State of Digital & Content Marketing Survey

How are you breaking through the noise?

More content is being created in 48 hours than what was produced from the beginning of time until 2003.”

– Eric Schmidt, Google

But all content is NOT equal!



Common Challenges

- Buy in and support from decision makers, stakeholders and subject matter experts
- Limited resources (budget, staff)
- Determining audience needs and preferences (topics, distribution channels)
- Promoting content
- Monitoring and measuring content effectiveness
- Maintaining consistent stream of high quality content



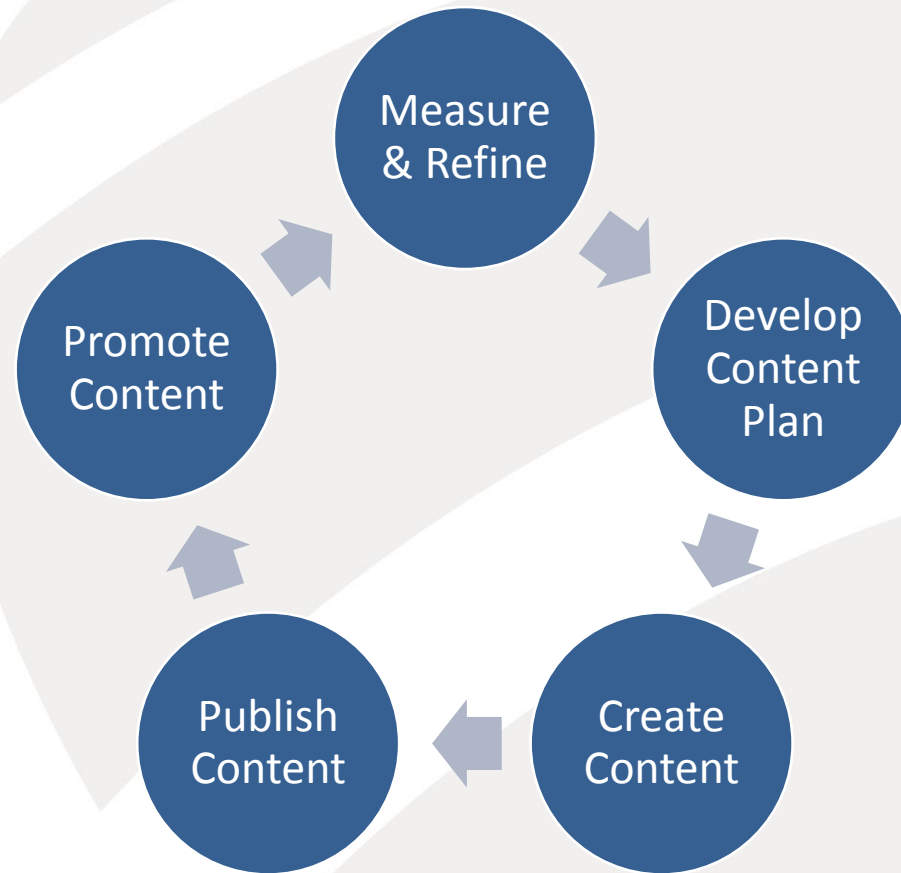
CONTENT LOW?

Getting Started (or Getting Better)

Getting Started

- Understand your audience & stay in tune with technology
 - Know who you are writing for, what they find compelling and what problems they need solved
 - Assign a team member to monitor marketplace, industry, audience and technology
- Set objectives - they influence your content
 - Align with business and communication goals
 - Gain buy-in from stakeholders
 - Maintain a common message
- Identify resources
 - Determine budget
 - Build team (Leader, managers, subject matter experts/writers, IT)
 - Leverage WSG opportunities

Content Marketing



I. Develop Content Plan

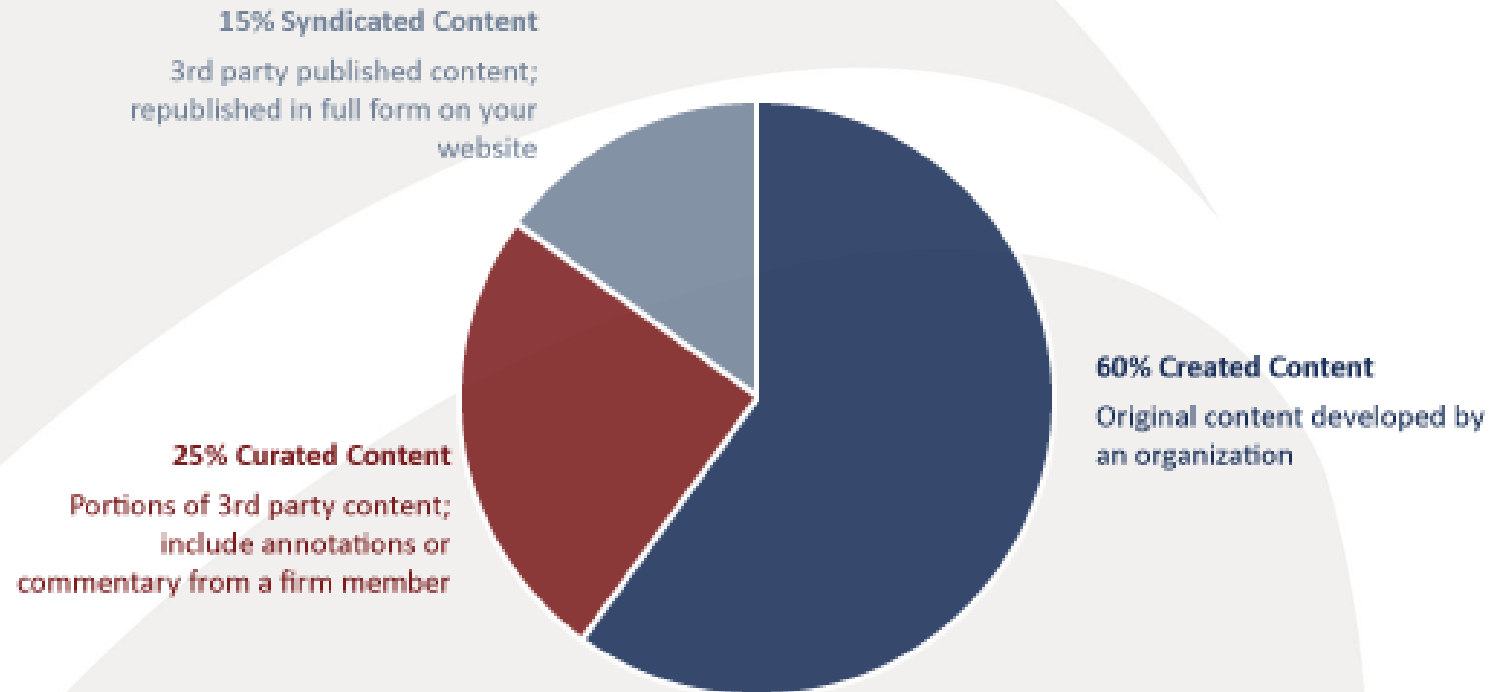
- Agree on messaging and keywords
- Determine client-focused topics to ensure relevance, expertise, quality and depth
- Build an editorial calendar and content development plan
- What types of content will be used
- Develop a distribution plan and schedule



II. Create Content

- Include a mix of relevant content
- Demonstrate expertise
- Identify and use firm subject matter experts
- Provide value and variety
- Leverage relationships with other content sources
- Use visuals when possible

Content Mix



III. Publish Content

- Repurpose and optimize content across multiple channels
 - Review WSG's past *Join the Conversation Webinar: Search Engine Optimization*
- Connect with key audiences consistently
- Leverage a variety of formats, topics and experts
- Share news / firm press
 - Firm and client successes, upcoming speaking engagement and events, hires and promotions, new offices, and more
- Make sure your website is current and features timely, relevant and interesting content about your firm, practice area and industry news

IV. Promote Content

- Content will not promote itself - no matter how great it is
- Leverage content across firm and WSG channels
 - Websites
 - Social media
 - Email marketing
- Make content easy to share
- Consider paid content promotion
 - Google AdWords campaigns, remarketing campaigns

MAKE IT EASY TO SHARE



V. Measure and Refine

- Measuring content performance is critical to ongoing and successful content marketing
- You must have analytics to track user behavior on your site AND be committed to refining your approach as indicated
- Content effectiveness can be measured through monitoring:
 - Page views
 - Keywords
 - Sharing
 - Downloads/requests
 - Comments
 - Email and social media marketing

WSG Case Study



You asked.

We
listened.

WSG'S **new** KNOWLEDGE CENTER

WSG'S new Knowledge Center places a wide variety of tools and information right at your fingertips.

[HTTP://WWW.WORLDSERVICESGROUP.COM/WSG-KNOWLEDGE-CENTER.ASP](http://www.worldservicesgroup.com/wsg-knowledge-center.asp)

Leverage WSG Opportunities

- WSG and Interact Marketing can help you build and leverage content:
 - Determine what viewers are doing on your site and what content is most relevant
 - Measure the effectiveness of content to support planning and course correction as necessary
 - Leverage robust opportunities and channels to deliver and promote content
 - Identify collaborations for content development, delivery and promotion



WSG Tools & Resources

Takeaways

The Do's of Content Marketing

01

Allocate resources

02

Have a plan

03

Provide regular, fresh content

04

Include original, curated and syndicated content

05

Be true to your brand

06

Write for your audience (not search engines)

07

Provide value

08

Optimize channels

09

Promote, promote, promote

10

Measure & refine

11

Use visual aid

Marketing Olympic Games:
Win Gold with Content



Thank you for joining us!

If you have additional questions or feedback,
please contact us at

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