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How to Win at Content Marketing



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[in]novate with **LinkedIn**

Your speakers for today:



Purna Virji

Senior Consultant, Content
Solutions

[!\[\]\(339a16584d5da0f0a3ca4e9ec17bf6a1_img.jpg\) /in/purnavirji](#)



Rand Fishkin

Cofounder and CEO,
SparkToro

[!\[\]\(6059a5aa8b4ca7bb793408023d6c6e42_img.jpg\) /in/randfishkin](#)

How to Win at Content Marketing

Powerful tips for content creation, distribution, and amplification to help
boost your content's ROI

Rand Fishkin (Cofounder & CEO)



How to Design Better-Performing Content

Tip #1: Tie Content Goals to Business Goals

Business Goals

Increase buyer conversion rate

Get more people in our core audience aware of our brand

Get more people in our core audience aware of our brand

Not a match.

Almost there.

That's the ticket!

Content Goals

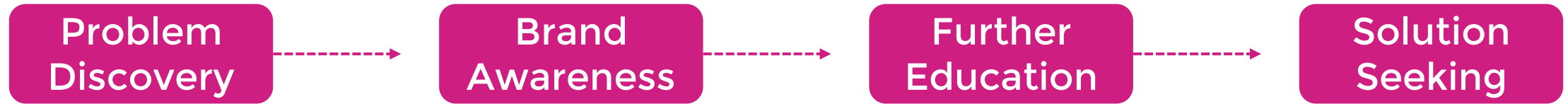
Earn lots of traffic to our blog

Get lots of views, likes, & shares on social platforms

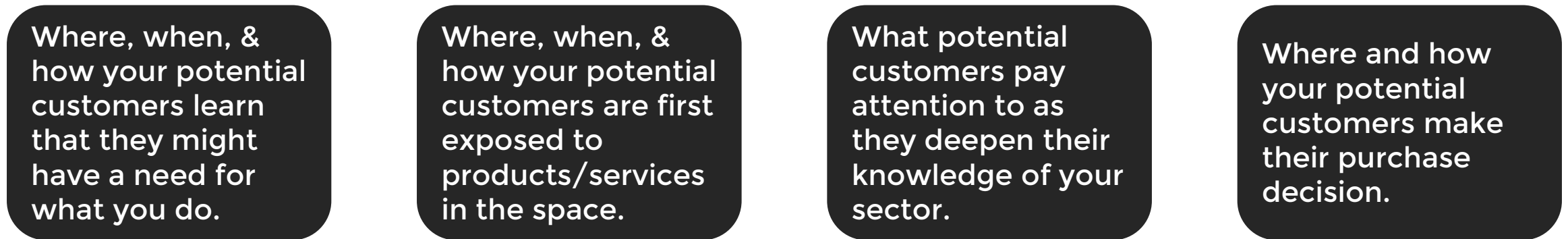
Earn high social engagement from people who match our ideal customer profiles

Influence Map

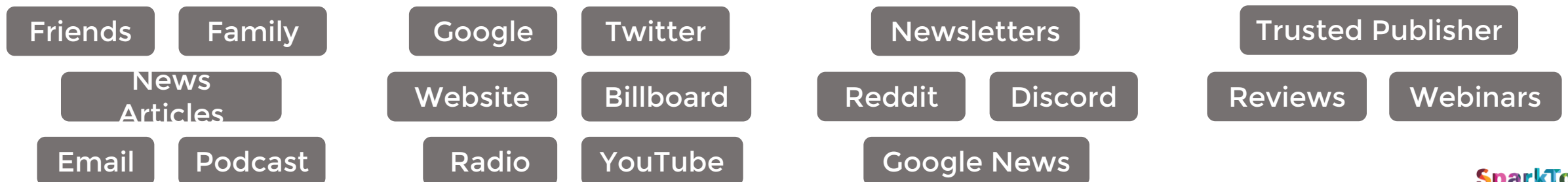
A visual framework of how audiences interact with the problem your business solves, and what influences their behavior



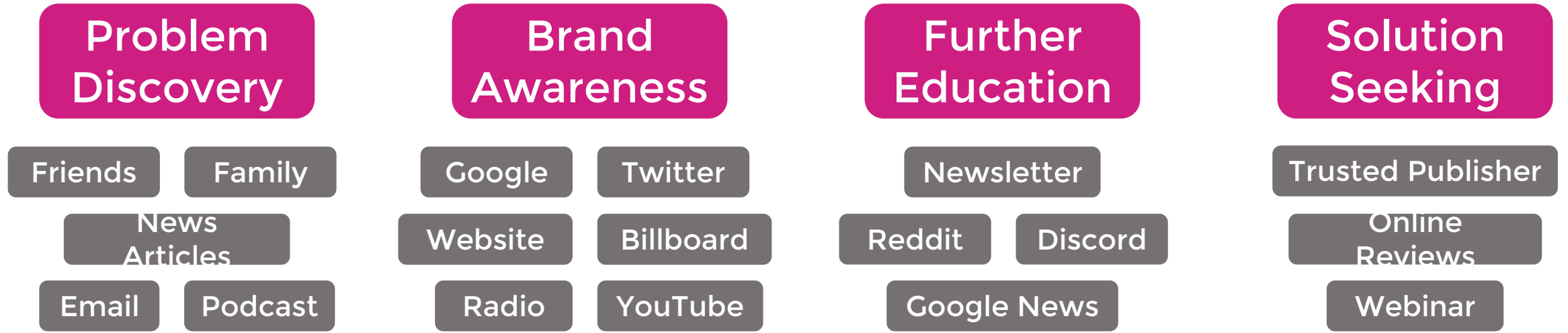
The journey from problem discovery to conversion varies, but the steps above are typically found in B2B and B2C purchases



At each step of the journey, the opportunities to impact behavior change.



Tip #2: Target the Right Audience in the Right Places



If what you really need to succeed are these ones

Don't create content for these channels

Personal Finance Influence Map

Phase:

**Problem
Discovery**

**Brand
Awareness**

**Further
Education**

**Solution
Seeking**

Thought
Process
example:

“I probably
shouldn’t keep all
my money in a
checking account.
I need to learn
about investing.”

“A lot of the
articles and videos
I’m finding seem
to recommend
Fidelity and
Vanguard.”

“I need to take this
seriously. I’m
subscribing to
NerdWallet, some
Twitter accounts,
and Personal-
Finance Subreddit”

“USNews’ rankings
convinced me. I’m
gonna buy the
Russell 3000. Just
need to find the
right online
trading account.”

Sources
of
Influence:

Friends

Family

News
Articles

Email from Bank

Search

Twitter

Fool.com

Bankrate

Forbes

Google
News

NerdWallet

Reddit

Twitter

Google News

Fidelity

Vanguard

Ameritrade

Schwab

Ad Agency Selection Influence Map

Phase:

**Problem
Discovery**

**Brand
Awareness**

**Further
Education**

**Solution
Seeking**

Thought
Process
example:

**“We need
professionals to
craft and place our
brand advertising
campaigns”**

**“We received a
few
recommendations
for agencies and
are putting
together a formal
RFP.”**

**“Before we take the
plunge, we need to
learn more about
what makes for a
great agency /
brand relationship.”**

**“The pitches,
approaches, &
portfolios from
Shepherd and
Animalz were
really strong.”**

Sources
of
Influence:

CEO

CMO

New Brand Director

Industry Conference

LinkedIn

Twitter

Award Show Winners

Google Search

AdAge

AdWeek

Twitter

Digiday Podcast

In-Person Pitch

Webinars

Blogs

Work Portfolio

Tip #3: Position for the Kind of Amplification You Need

We need _____ to amplify this content or it won't succeed.

Instagram influencers?

Mainstream media outlets

Newsletters in our field

Youtubers in this space

Industry news publishers

Bloggers who write about X

Conference organizers

Don't create for these folks

If what you really need to succeed are these folks

Tip #4: Write a Killer Headline

Why write the **headline first**?

To analyze whether the content will **accomplish your goals** *before* investing more work.

The Perfect Content to Meet Your Goals

For example:

Goal A: **earn high social engagement from folks who are just researching how to invest their money.**

Goal B: **earn links from sources of influence in the financial world that can help us earn brand attention (and Google rankings).**

Is it likely to accomplish goal A?

Is it likely to accomplish goal B?

We analyzed returns of the 50 largest crypto, stock index, and REIT funds over the last decade.

Could we make it better with different data?

Should we analyze something else?

Is the conclusion exciting and worthy of sharing?

Will this provoke emotional reactions?

Who's predicted this, and will be thrilled our data backs them up?

Thankfully, [NPR has a great checklist](#) for headline writing:

- ☒ **Headlines should be** specific
- ☒ **Headlines should be** easy to understand
- ☒ **Headlines should** inspire a reaction
- ☒ **Headlines** should not be overly clever
- ☒ **Headlines should** capture the spirit of the story

How to Create Better-Performing Content

Tip #1: Answer the Question – Who Will Amplify This and Why?

Start with the “**Why.**” That will lead you to the “**Who.**”

Novelty

Belief
Reinforcement

Surprise

Ego

Existing
Relationship

Fear

Controversy

Familiarity
(or Fame)

Reciprocation
(or Reward)

Don't assume triggers are universally effective. What works on [Photography Instagram](#) won't necessarily drive sharing on [Econ Twitter](#).

When You Ask: “Who Will Help Amplify?”

Bad Answers

Some of my marketing friends

People who like XYZ

Folks with “ABC” in their job title

My social media followers

Good Answer

Influential People & Publications for Lost and Founder				
File Edit View Insert Format Data Tools Add-ons Help Last edit was made on F				
100% \$ % .0 .00 123 Arial 10 B I				
418	fx			
	A	B	C	D
1	Priority	Name	Type	Website
2	A	Tim Ferriss	Podcast	https://tim.blog/podcast/
3	A	Product Hunt Radio	Podcast	https://www.producthunt.com/radio
4	A	The Growth Show	Podcast	https://www.hubspot.com/podcast
5	A	Mixergy	Multiple	https://mixergy.com/about/
6	A	Brian Clark		https://www.copyblogger.com/
7	A	Alexis Ohanian		http://initialized.com/
8	A	Hiten Shah		https://hitenism.com/
9	A	Jason Cohen		https://wpengine.com/
10	A	Avinash Kaushik		https://www.kaushik.net/avinash/
11	A	Luke Wroblewski		https://www.lukew.com/
12	A	Courtland Allen		https://www.indiehackers.com/
13	A	David Heinemeier Hansson		http://david.heinemeierhansson.com/
14	A	Camille Ricketts		http://firstround.com/review/
15	A	Mark Suster		https://upfront.com/
16	A	Melanie Deziel		Mdeziel.com
17	A	Kindra Hall		https://kindrahall.com/
18	A	Ann O'Dea		https://www.siliconrepublic.com/
19	A	Eric Ries		http://ltse.com/
20	A	Geekwire		https://www.geekwire.com/
21	A	Ryan Hoover		https://www.producthunt.com/
22	A	ProductHunt Books		https://www.producthunt.com/topics/books
23	A	Harvard Biz Review		https://hbr.org/
24	B	This Week in Google	Podcast	https://twit.tv/shows/this-week-in-google
25	B	This Week in Startups	Podcast	http://thisweekinstartups.com/
26	B	Entrepreneur on Fire	Podcast	https://www.eofire.com/podcast/
27	B	Chris DeVore	Multiple	https://www.techstars.com/programs/se

Tip #2: Outline the Hook, Line, & Sinker

What if Performance Advertising is Just an Analytics Scam?



By Rand Fishkin October 12, 2021

In 2020, Airbnb cut \$542 million of performance advertising spend and saw no measurable falloff in attributable sales. They [continued](#) this ad-slashing practice in 2021, with similarly eye-popping [numbers](#). Could it be that all those ads did nothing?

It reminds me of a famous marketing parable:

One day, Lorena, owner of Lorena's Pizzeria, hired three capable go-getters to paper the neighborhood

Herein lies the scam. I'm not saying *"no one buys because of a retargeting/display/branded search ad."* I'm saying, ***"somewhere between 60-99%* of the people exposed to those ads would have purchased anyway."***

The ad platforms know this. Many of the ad buyers even know this. But because the platforms have no incentive to make incrementality (i.e. the additional lift in sales that a given ad campaign creates) clear, ad buyers look at their analytics and think, *"I should spend more on performance marketing!"*

My advice: if you have the power to invest any percent of your digital ad spend in other, more serendipitous, hard-to-measure channels, take it. If you have the ability to give your marketing team buy-in for that spend, approve it. If you have the patience and discipline to focus on profitability over unprofitable growth, grab it. You'll be amazed at just how much growth you can invest in once you find channels that don't cost \$0.99 for every \$1.00 you make.

Hook:

Grabs attention;
makes a promise of
content to come;
entices the visitor to
further engage

Delivers on the
content's earlier
promise; earns an
emotional reaction

Sinker:

Makes the content stay
with the reader after
they leave; inspires
shares, comments,
engagement

Hook:

Early Data on Omicron: There's Good News and Bad News

Grabs attention; makes a promise of content to come; entices the visitor to further engage

Line:

The first glimmers of data on the Omicron variant of the coronavirus are starting to come in, and the verdict is decidedly mixed. Early experiments have found that antibodies from vaccinated people are clearly less able to neutralize Omicron in the lab, if not rendered completely useless. But antibodies generated through natural infection and vaccination combined, or with a booster shot, seem to be more robust. There remain many questions, including how these results will translate over to the real-world immunity created by the vaccines or past infection.

Delivers on the content's earlier promise; earns an emotional reaction

Sinker:

Perhaps most importantly, we don't have a firm grasp on what this will all mean in the real world. The original vaccines may still largely prevent the risk of severe illness and death from Omicron, particularly since we still have other aspects of coronavirus-specific immunity, like our T cells and memory cells. Or it's possible that Omicron is inherently milder than past strains. So far, the case data from countries like South Africa, where many people have been previously infected and some vaccinated, isn't clear one way or the other.

Makes the content stay with the reader after they leave; inspires shares, comments, engagement

Hook:



Grabs attention; makes a promise of content to come; entices the visitor to further engage



↳ *This was a main course. It's about a tablespoon of food.*

Delivers on the content's earlier promise; earns an emotional reaction

Line:

I've tried to come up with hypotheses for what happened. Maybe the staff just ran out of food that night. Maybe they confused our table with that of their ex-lover's. Maybe they were drunk. But we got twelve kinds of foam, something that I can only describe as "an oyster loaf that tasted like Newark airport", and a teaspoon of savory ice cream that was olive flavored.

Makes the content stay with the reader after they leave; inspires shares, comments, engagement

Sinker:



Another course – a citrus foam – was served in a plaster cast of the chef's mouth. Absent utensils, we were told to lick it out of the chef's mouth in a scene that I'm pretty sure was stolen from an eastern European horror film.

Hook:

Line:

Sinker:



Monster Hiring
2,679 followers
Promoted

Experts agree that a diverse workforce improves retention and collaboration. How will your current D&I strategy help meet your goals?

CREATE A D&I HIRING PLAN THAT WORKS



Read Our Ebook

MONSTER

Build your diverse workforce. Our D&I hiring guide shows you how.

media.monster.com

Download

Grabs attention; makes a promise of content to come; entices the form entry

DEI IS GOOD FOR BUSINESS – AND EMPLOYEE ENGAGEMENT

Research from think tanks and consulting firms have consistently found correlations between diversity efforts and company success. Here are just a few to ponder:

According to the "Diversity Wins" Report by McKinsey, organizations in the top quartile for gender diversity on executive teams were 25% more likely to have above-average profitability than companies in the fourth quartile. For ethnic and cultural diversity, top-quartile companies were 36% more profitable.

The World Economic Forum's report "[Diversity, Equity, and Inclusion 4.0](#)"

And consider these findings from Josh Bersin's Elevating Equity: The Real Story Of Diversity And Inclusion: When DEI is embedded in every HR program, companies are 8.2X more likely to satisfy and retain customers. Plus, it found that high performing organizations are 10X more likely to make the DEI strategy an integral part of the business strategy.

As Lindsay-Rae McIntyre, chief diversity officer at Microsoft, shared in Forrester's ebook,

Delivers on the content's earlier promise; earns an emotional reaction

AUDIT YOUR HIRING PROCESS

Even if your job description and employer branding assets illustrate a company committed to DEI, candidates will come away with their own impressions once they begin interacting with your hiring process. "More important than what you see is what you hear in the conversations you're having," says Dooley.

If candidates get a vibe from interviewers or hiring managers that are not welcoming, that's not something they will ignore. That's why, Dooley says, it's important to make sure that your interviewers are trained to check their biases. Going through multiple scenarios can help managers identify biased statements and allow them to make corrections.

It could also help to have more diverse interviewers during the hiring process – something that 84% of tech professionals

said was at least somewhat important to them, in Built In's report. More important is making sure interviewers use a set of standardized questions so every candidate has the same experience, says Martinez. "Otherwise, that doesn't create a fair evaluation. Companies didn't intend to do these things – they may have just wanted to seem informal asking questions on the spot. But that creates inequity," they say.

Finally, organizations must ensure that fair and equitable packages are offered to all new hires. "Companies that want to retain and attract women, people of color, or LGBTQ candidates, must make sure they are offering competitive packages," says Martinez.

Gives the reader actions to take, and a clear follow-up.


This Technique Might Work For You:



In Google News,
look for links that
include “[View Full Coverage](#)”

Google News usually makes
the story that gets the highest
clicks + engagement (i.e. “long
clicks”) the top story. Now you
can study how these pieces do
Hook, Line, & Sinker.

Early Data on Omicron: There's Good News and Bad News
Gizmodo · 7 hours ago

- Protection against Omicron coronavirus variant improves with three vaccine doses, Pfizer says
CNN · 7 hours ago

 [View Full Coverage](#)



Top coverage

GIZMODO

Early Data on Omicron: There's Good News and Bad News
7 hours ago



Pfizer

Pfizer and BioNTech Provide Update on Omicron Variant
11 hours ago

CNN

Protection against Omicron coronavirus variant improves with three vaccine doses, Pfizer says
7 hours ago



Yahoo News

Pfizer says vaccine booster dose protects against omicron variant
3 hours ago



Videos



CNN

Pfizer: Protection against Omicron improves after 3 doses
10 hours ago



ABC10

Pfizer: Boosters provide protection against omicron, early lab tests reveal
9 hours ago































USA TODAY

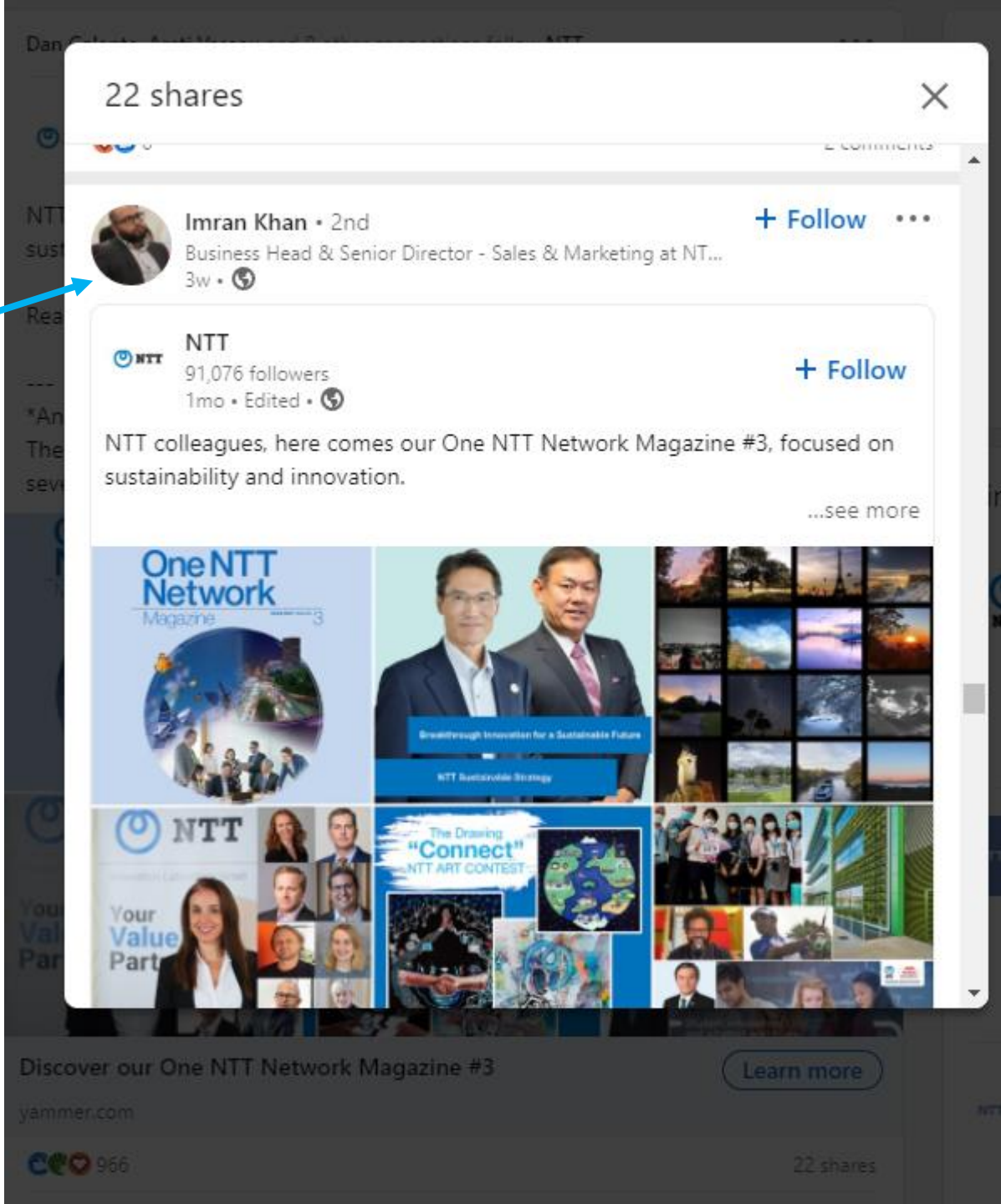
Delta drives surge in US cases before omicron gains foothold; Pfizer says booster protects against new variant: Latest COVID-19 updates
3 hours ago

Tip #3: Involve People Who'll Help You Achieve Your Goal(s)

e.g. If your goal is placement in Ad Age, get pre-publication input from people who influence their readers

Social		
297,850 people who follow @adage engage most with these accounts.		
 Jeremiah Owyang web-strategist.com	7%	62/100
Technology Analyst, Founder. Business Speaker. Current: @kaleidoinights. Airstreams. CrossFit...		
   Analyze Social Audience		
 Leo Burnett leoburnett.com	7%	52/100
Leo's latest global news.		
      Analyze Social Audience		
 Mark Schaefer www.businessesgrow.com	7%	55/100
Keynote speaker, marketing strategist, university educator, author of 9 books including "KNOWN"...		
      Analyze Social Audience		
 Dan Rather www.danrather.com	7%	100/100
Journalist, storyteller, lifelong reader. Texan by birth and by choice. Author of STEADY https://...		
    Analyze Social Audience		
 Scott Galloway	7%	79/100
Product of big government @ucla @ucberkeley Prof Marketing @NYUStern Right of Center-Left ...		
    Analyze Social Audience		

NTT Group's got a built-in advantage in reaching their audience through their own team on LinkedIn (who are well-followed by exactly the folks they want to reach)



Tip #4: Make the Content Deliver on Your Killer Headline

SparkToro & Followerwonk Joint Twitter Analysis:
19.42% of Active Accounts Are Fake or Spam

Now this article better
prove its methodology!

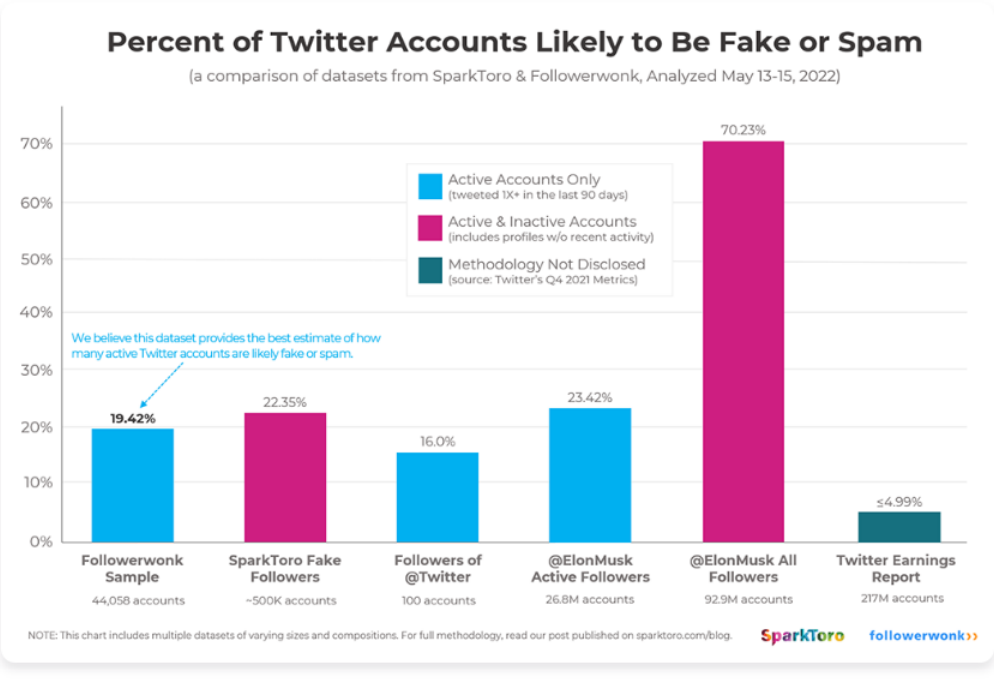
To achieve virality, a
visual, preferably a
chart or graph, is
needed

Clear definitions for all of
these terms “active,”
“fake,” “spam,” need to be
provided.

SparkToro & Followerwonk Joint Twitter Analysis: 19.42% of Active Accounts Are Fake or Spam


By Rand Fishkin May 15, 2022

TL;DR – From May 13-15, 2022, SparkToro and Followerwonk conducted a rigorous, joint analysis of five datasets including a variety of active (i.e. tweeting) and non-active accounts. The analysis we believe to be most compelling uses 44,058 public Twitter accounts active in the last 90 days. These accounts were randomly selected, by machine, from a set of 130+ million public, active profiles. Our analysis found that 19.42%, nearly four times Twitter’s Q4 2021 estimate, fit a conservative definition of fake or spam accounts (i.e. our analysis likely undercounts). Details and methodology are provided in the full report below.




For the past three years, SparkToro has operated a free tool for Twitter profiles called [Fake Followers](#). Over the last month, numerous [media outlets](#) and other curious parties have used the tool to analyze would-be Twitter-buyer, Elon Musk’s, followers. On Friday, Mr. Musk [tweeted](#) that his acquisition of Twitter was “on

We didn’t do a perfect job, but it was enough to start a big conversation!



Rand Fishkin
SparkToro CEO. Author of Lost & Founder. Feminist. I love underdogs, cooking, & helping people do better marketing

[View full profile](#)



Rand Fishkin (He/Him)
SparkToro CEO. Author of Lost & Founder. Feminist. I love underdogs, cookin...
2d • 🌐

Last Friday, Elon Musk tweeted that his deal to buy Twitter was “on hold pending details supporting calculation that spam/fake accounts do indeed represent less than 5% of users.”

This weekend, [Casey Henry](#) and [Marc Mims](#) (of [Followerwonk](#)) worked tirelessly to provide the most rigorous, robust estimate possible. That report is now published here: <https://lnkd.in/d/jpzukMP>















We used several methodologies, all of which are compared in the chart. But, the best estimate we have is that 19.42% of active, public Twitter users (i.e. those who’ve tweeted in the last 90 days) are fake or spam.

I don’t know if this will have any impact on Mr. Musk’s planned purchase of Twitter, but I am quite proud of our work here, and especially grateful to Casey & Marc for their diligence.

Percent of Twitter Accounts Likely to Be Fake or Spam
(a comparison of datasets from SparkToro & Followerwonk, Analyzed May 13-15, 2022)

We believe this dataset provides the best estimate of how many active Twitter accounts are likely fake or spam.

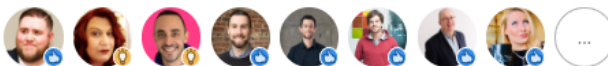
NOTE: This chart includes multiple datasets of varying sizes and compositions. For full methodology, read our post published on sparktoro.com/blog.



Blake Email and 2,163 others


227 comments • 130 shares

Reactions




Like Comment Share Send

393,509 views of your post in the feed



Add a comment...

Most relevant ▾

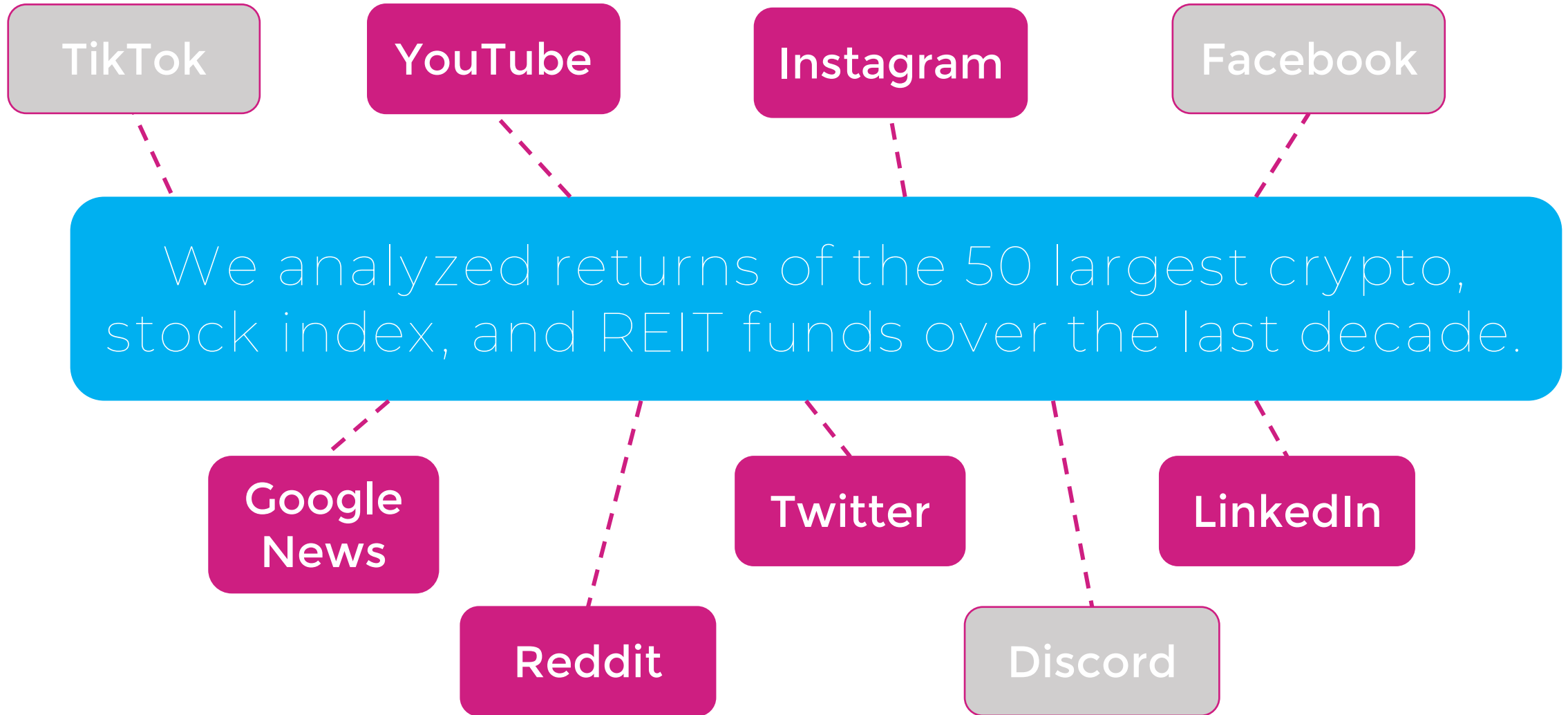


Marty Weintraub • 1st
(Hiring, See Post Below) Marketing Lead, Founder: Aimclear® Integrate...
Reason number 2,704 you are awesome [Rand Fishkin](#)

2d • ••

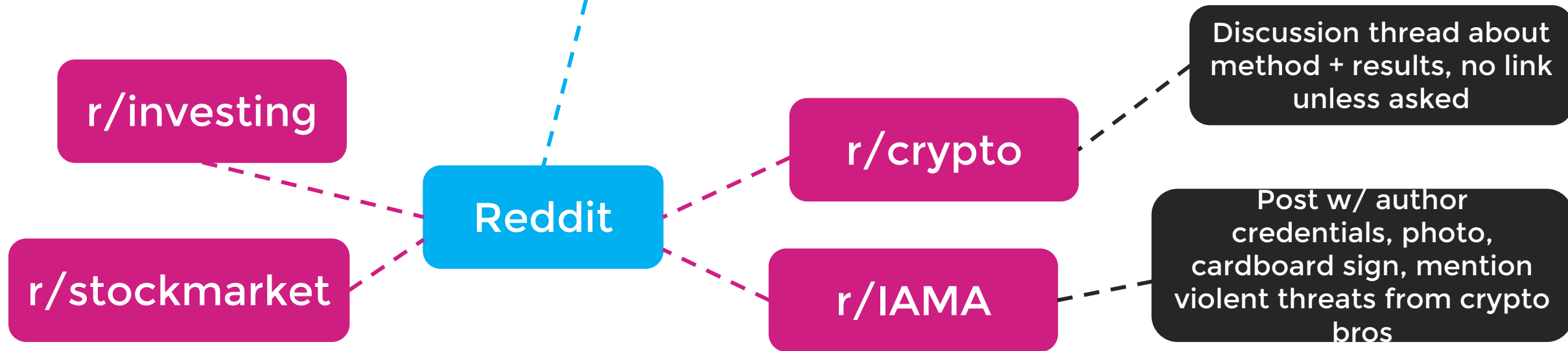
How to Distribute Better-Performing Content

Tip #1: Plan the Distribution Channels



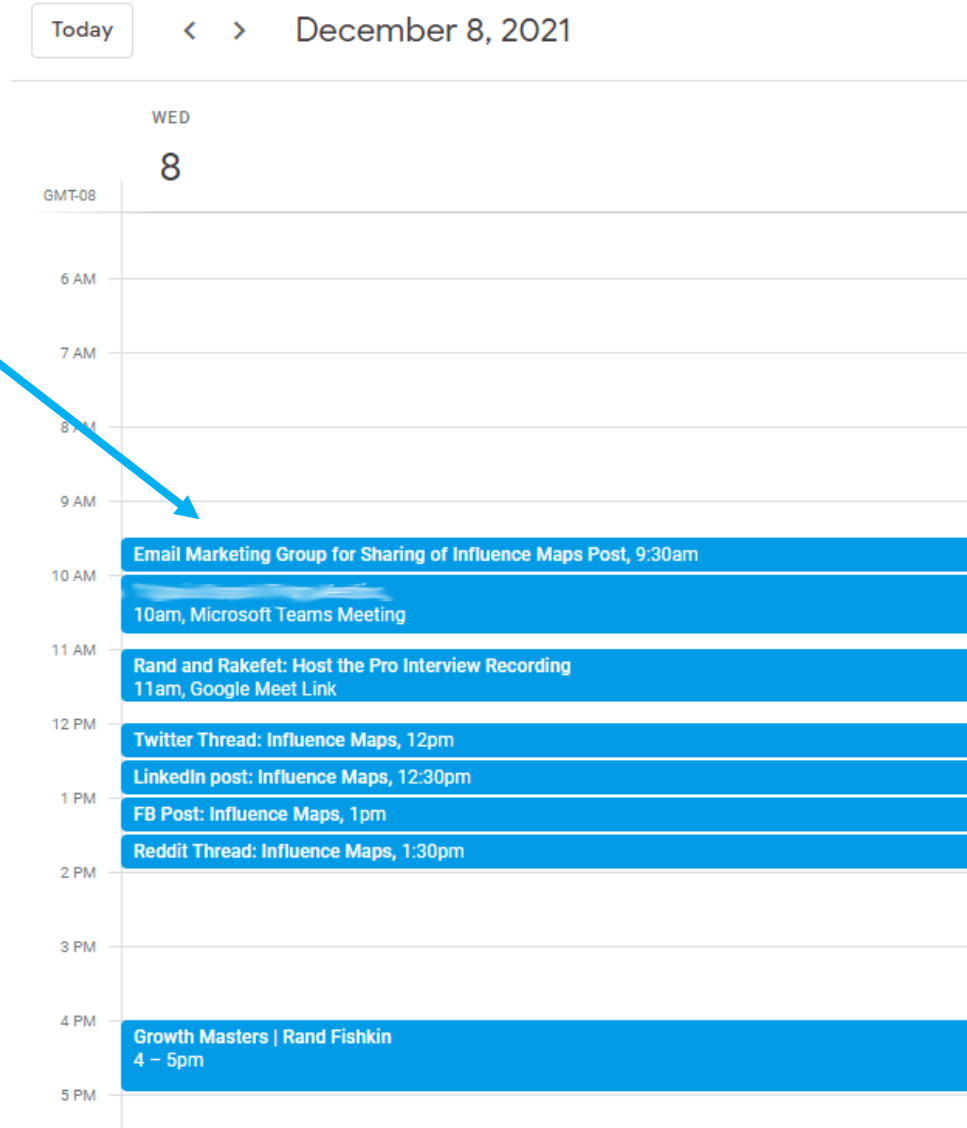
Tip #2: Now Plan the Distribution Tactics

We analyzed returns of the 50 largest crypto, stock index, and REIT funds over the last decade.



Tip #3: Make a Promo Schedule

If you put it on your calendar, you'll probably do it. If you don't...



Tip #4: Use Viral-Likely Formats to Promote Viral-Unlikely Links



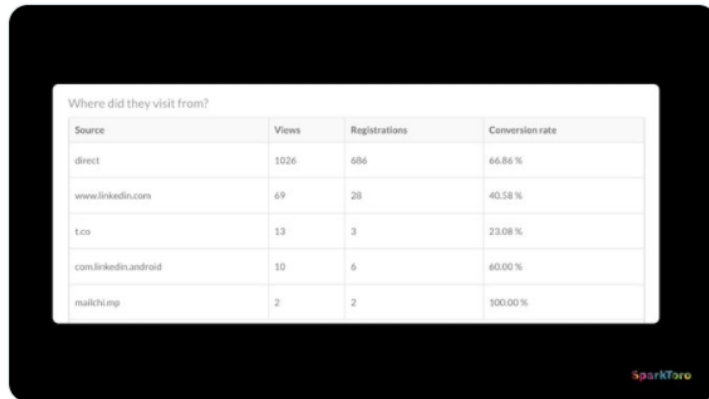
Amanda Natividad
@amandanat

...

A lot of marketers are sleeping on LinkedIn.

For SparkToro, we promoted next week's Office Hours webinar on Twitter and LinkedIn 1hr ago and the difference in signups are absurd:

Twitter: 3
LinkedIn: 34



12:57 PM · Dec 3, 2021 · Twitter Web App

19 Retweets 7 Quote Tweets 276 Likes



Amanda Natividad @amandanat · Dec 6
Whoa. We now have 1,146 signups.

...

Twitter: 41
LinkedIn: 259 🤖

@randfish is presenting on Thursday, Dec. 9. Join us!

Office Hours

Instantly Upgrade Your Content



with Rand Fishkin and Amanda Natividad

#SparkToroHours

crowdcast.io

SparkToro Office Hours - Crowdcast

Register now for SparkToro's event on Crowdcast, scheduled to go live on Thursday December 09, 2021 at 11:00 am PST.

2 7

Tip #5: Leverage Other People's Publications

 **The Indian EXPRESS**

[Home](#) [India](#) [World](#) [Cities](#) [Opinion](#) [Sports](#) [Entertainment](#) [Lifestyle](#) [Tech](#) [Videos](#) [Explained](#) [Audio](#) [Epaper](#) [Sign in](#)

[SUBSCRIBE](#)

MUST READ

[Nagaland killings: Direct 'marise'...they shot right at us, we did not flee, says ambush survivor](#)



[Home](#) / [Technology](#) / [Crypto](#) / [‘Fear and Greed’ index tool and Crypto investments: What to keep in mind](#)

‘Fear and Greed’ index tool and Crypto investments: What to keep in mind

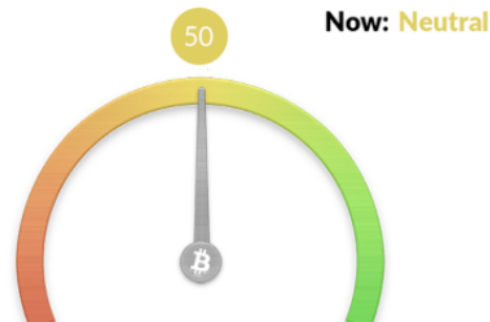
Alternative. me, the company behind the crypto Fear and Greed Index—analyzes emotions and sentiments from different sources and crunches them into one simple number.

Written by [Mehab Qureshi](#) | Pune |
Updated: November 24, 2021 9:08:01 am



Fear & Greed Index


Multifactorial Crypto Market Sentiment Analysis



On the Fear and Greed Index, a value of 0 means "Extreme Fear" while a value of 100 represents "Extreme Greed". (Screenshot: Alternative. me)

Tip #6: Listen, Watch, & Set Up Alerts for Promotional Opportunities

How to get push notifications when keywords or links are tweeted

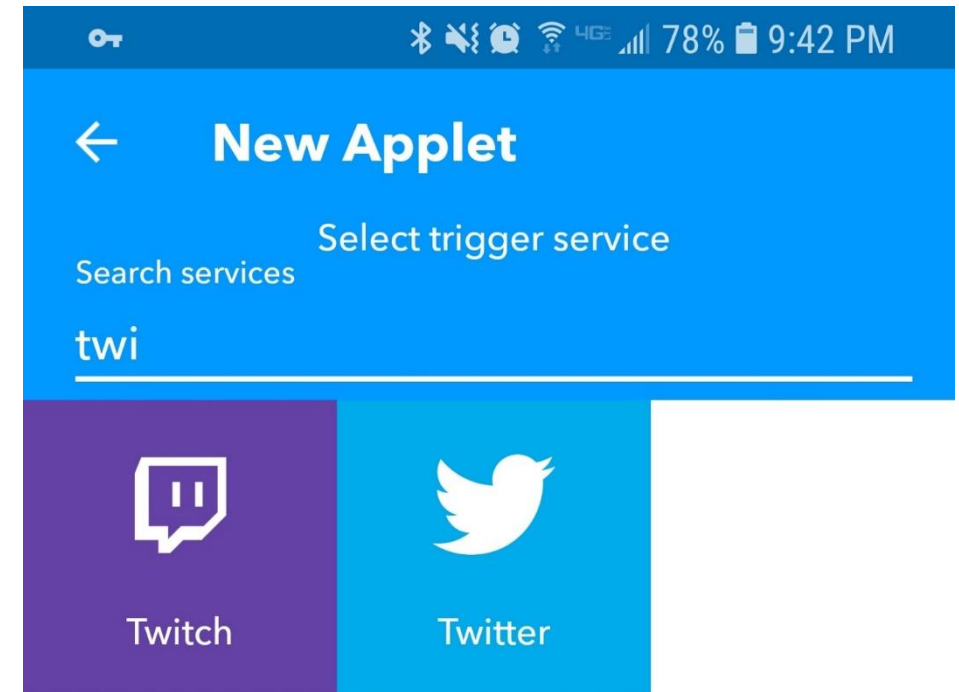
 Nick Gottschlich Apr 13, 2019 · 3 min read



Recently, I was pleasantly surprised to find out that a project of mine had gotten some traction on twitter, as someone commented about it in a tweet chain that was getting a fair bit of “favorites” and re-tweets.

I was unpleasantly surprised though that I found out about this 11 days after those tweets had been made. This is basically a million years in twitter time. So I resolved to figure out a way to ensure that I would be notified if some creation of mine was getting tweeted about so that I could inject myself into the conversation as it’s unfolding, instead of way after it’s happened.

I wanted to ensure that every time someone tweeted out a link to the github page of my project, it would push a notification to my phone. I looked up a couple ways to do this, and ended up settling on IFTTT. IFTTT (If This Then That) lets you set up “applets” that can, among other things, search twitter every few minutes or so and send a push notification to your phone if it gets a keyword match.



Alerts3/5

+ CREATE ALERT

Q Search Alerts

Brand Alerts

SparkToro
You

Backlink Alerts

Sparktoro.com
You

Keyword Alerts

Audience Research
You

MONITORING TUTORIAL

Audience Research

Created by Rand F. (Mar 8, 2022) | Last edited: Mar 8, 2022

Show Chart ☒ REFRESH OPTIONS COPY RSS LINK EXPORT ADD TO SLACK VIEW COVERAGE REPORT

16

Mentions Today

146

Last 7 Days

↓ 13%

692

Last 30 Days

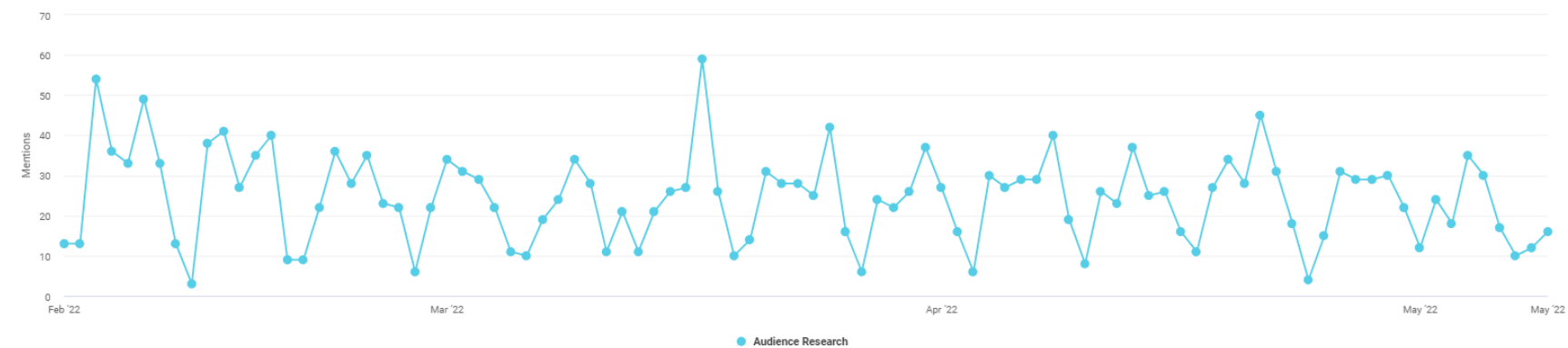
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By Jim Waterson Journalist

theguardian.com

Domain Authority: 95

May 4, 2022



Piers Morgan ratings dive as talkTV struggles to attract viewers

...does not rule out the possibility that some people were watching somewhere in the UK, it means the television audience was so small that it was not be picked up by official rating agency, the Broadcasters' Audience Research Board. The audience for Morgan's flagship 8pm evening show also collapsed from an average of 317,000 viewers on its launch.

16K 5.1K 0 5.4K Total Engagement: 26.5K

5 days ago



By Stuart McGurk Journalist

newstatesman.com

Domain Authority: 84

Apr 29, 2022



"We're going to disrupt": A year inside GB News

...been approved by McAndrew and Becca Hutson, GB News's head of digital, who told Harri it would go viral. She was right, but the viewers rebelled by switching off. At some points in the hours that followed, according to the Broadcasters' Audience Research Board (Barb) ratings agency, GB News managed the dubious honour of attracting zero viewers..

747 904 0 137 Total Engagement: 1.8K

1 week ago



19thnews.org Domain Authority: 61

The 19th News Fellowships

..., compelling headlines, social and newsletter copy, and visuals on deadline Use key newsroom platforms and tools to monitor real-time metrics and trending topics, schedule social media posts, and produce a website or newsletter Fellows in the product and technology track may learn how to: Design and conduct audience research to inspire and inform

5 weeks ago



Thank You!

These slides will be available soon 😊

What Qs can we answer for
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