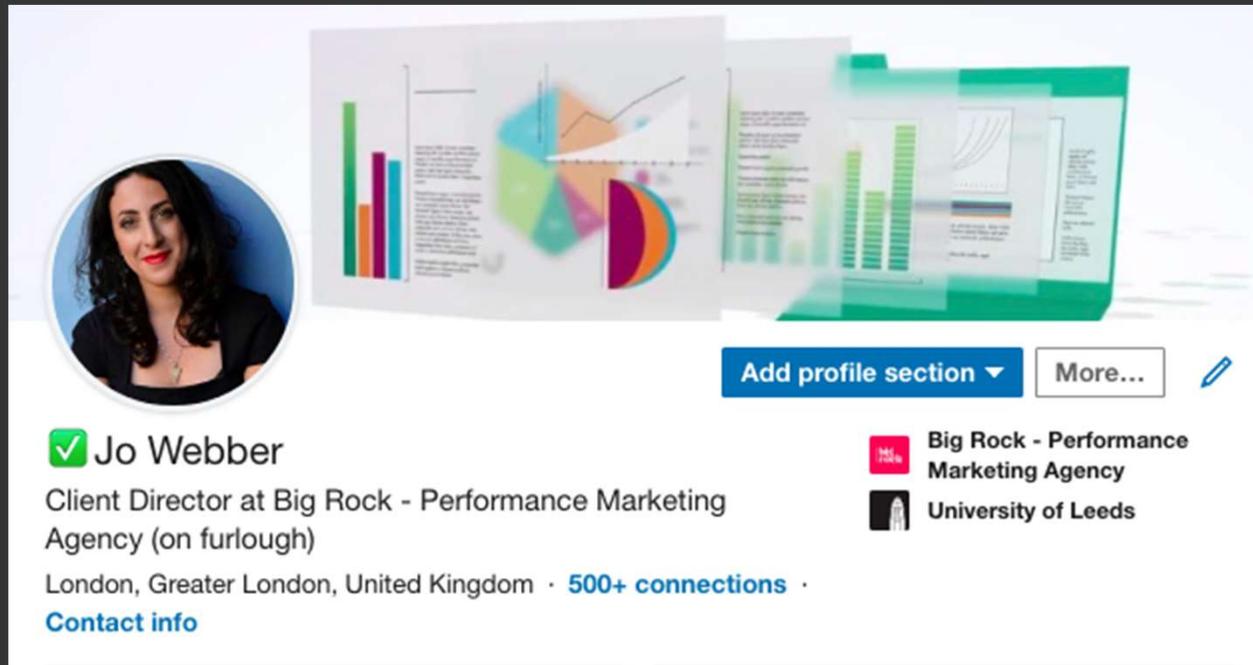

Effective Social Media Content for the LGBT Consortium

By Jo Webber | 12 August 2020

Who am I?



A screenshot of a LinkedIn profile for Jo Webber. The profile includes a circular profile picture of a woman with dark hair, a cover image showing various data charts and graphs, and a list of affiliations: Big Rock - Performance Marketing Agency and University of Leeds. The profile also shows a verified status (green checkmark), her current role as Client Director at Big Rock - Performance Marketing Agency (on furlough), her location as London, Greater London, United Kingdom, and that she has 500+ connections. There are buttons for 'Add profile section' and 'More...'.

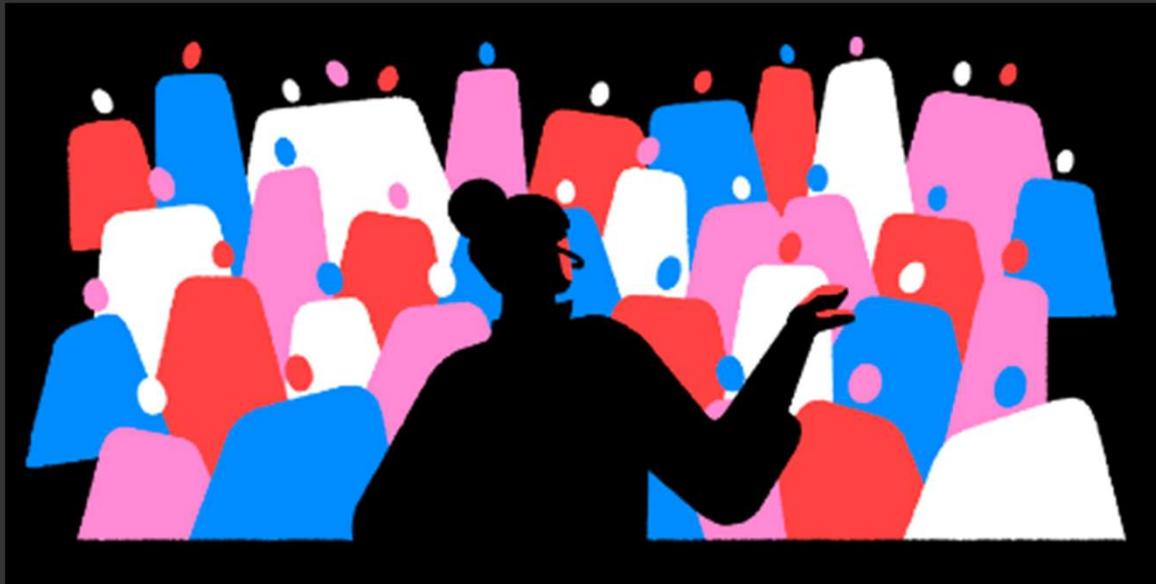

✓ Jo Webber
Client Director at Big Rock - Performance Marketing Agency (on furlough)
London, Greater London, United Kingdom · [500+ connections](#) · [Contact info](#)

[Add profile section](#) [More...](#)

-  **Big Rock - Performance Marketing Agency**
-  **University of Leeds**



Quick introductions...





1. Today's agenda

→ **What**

Content marketing strategies and buyer personas to understand your audience

→ **How**

Can you use conversion funnels, metrics plus more general tactics to drive content success

—

What

Is content marketing?

—

“Content marketing is a strategic marketing approach, focused on creating and distributing valuable and consistent material to attract and retain a clearly defined audience - and ultimately, to drive profitable customer action.”

STORIES BUYERS WANT TO HEAR

Sure, you have a story YOU want to tell, but are you guessing about whether your audience will care to hear it? Before you begin, you need to know your BUYER'S story. You need an efficient way to focus on the useful aspects of your buyer's story. You need ...

1. Buyer personas that reveal your buyer's mindset about the decision you want to influence. It's not enough to profile your buyer – you need insights about how, when and why they make the decision you want to influence.
2. Your buyer's story to be based on in-depth interviews with real buyers. Don't settle for fictional personas based on internal or customer perceptions.
3. To build a buyer-focused content strategy by meeting with your solution's subject matter experts to build story themes that concisely address what your buyers want to hear. Don't skip this step or nothing will change.

Tip

Try building buyer or target audience personas

HOW TO CREATE & USE BUYER PERSONAS



Ask the Right Questions

Questions should be to the point and focused on gathering important information. Create categories to segment information and avoid getting a mess.



Ask the Right People

Find your target audience to answer your questions by researching your database to find patterns in existing customers and do a marketing research to find prospects.



Ask the Right Way

You can use surveys, interviews, and do research. Questions should be organized, appropriate for your target audience, easy to understand and answer. Ask for reasons behind particular answers to understand behavior.



Communicate the Findings

Once you have analyzed the findings and created a Buyer Persona, communicate it with all employees. They should know the buyers persona like the back of their hands.



Create Negative Personas as well

Creating a negative buyer persona is important to understand how you can exclude them from your Marketing and Sales efforts.



Modify Content to Match Buyer Personas

Create content that aligns with your findings. It should appeal to your target audience and capture their attention.



Targeted Marketing

After you have your Buyer Persona and your Tailored content, create Targeted Marketing Campaigns. Look at what are the best channels for your Target Audience and strategize accordingly.



"Sure, you have a story YOU want to tell, but are you guessing about whether your audience will care to hear it?" 

- @buyerpersona



Question

What content has worked well for you in the past targeting specific buyer personas?

THINK LESS, NOT MORE

Content marketers don't always start with a customer need. Better to start with the customer journey and map content to each step rather than starting with what the company wants to sell.

They tend to think quantity instead of quality. Think less, not more, content. Encourage collaboration between departments and take advantage of technology for easier workflow.

Along with that, content marketers don't necessarily plan for content reuse. They need to consider an intelligent content approach. Content that is structured to optimize performance with technology. It is structurally rich, semantically categorized, automatically discoverable, reusable, reconfigurable, and adaptable. The results include better user experiences, easier storytelling, and more efficient content management.

Question

How many pieces of content do you use every week/month?



“Tell stories about shifts in economies or markets that led to reinventing the industry.” 

- @timwasher



Tip

Use Google Trends or Think with Google to identify industry trends

UNLOCK DEEPER STORYTELLING

Encourage employees to share photos and short blog posts about their hobbies, cooking classes, hiking trips, etc. Publish these to the company's "Who We Are" page. This honors employees, and creates rapport and trust between the company and blog readers.

One of the main reasons people are hesitant to contribute content is because they don't know what to write about. Remove that obstacle by providing a specific story concept, and invite employees and customers to submit a blog post or photo with caption., e.g. "What I did this summer."

Stories about history are fascinating. Create a series of stories remotely connected to your industry (but not about your company). Profile inventors and reveal their moment of inspiration.

Tell stories about shifts in economies or markets that led to reinventing the industry.

Tip

Search for "employer branding" blogs or read organisations blogs. Generate ideas for your own organisation.

ASK WHAT YOUR AUDIENCE NEEDS

Begin with the end in mind. Set your goals down, and write up your concrete strategy from audience understanding, to business goals, to tactics, to measurement strategy. Put it on a timeline, and then follow through and adjust accordingly.

First, as always: Ask what your audience needs, and create the message second. In developing your message, ask yourself, what do you want people to know? More organizations should spend time on message development. We jump very quickly to execution — creating content — but we'd be way more effective if we spent more time on audience and the overall message.

Your world is omnichannel and you must be, too. I don't care what business you're in; if you don't have a strategy that enables you to communicate on any platform, you're toast. Don't imagine you can get by with email alone, or just a website, or without seriously analyzing all the ways your customers use media today.

If this is you, you're asking for it, and someone will be by shortly to eat your lunch.

Tip

Use Google Trends to identify keyword trends relevant for your product or service

DOCUMENT YOUR STRATEGY

Sadly, strategy still tops the list. My research, together with that of CMI, still demonstrates that most marketers are flying blind, committing content marketing without first documenting a content strategy.

That leads straight into #2: metrics and KPIs. Without understanding what you want to achieve and how you'll measure progress toward that goal, it's all just scattershot content.

#3 is being more experimental. Strategy isn't hewn in stone, it can provide margins for learning what's new and next in content marketing, so have fun with it!

"Without understanding what you want to achieve and how you'll measure progress toward that goal, it's all just scattershot content."

Tip

Research "Content Marketing templates" or work with a third party to document a clear annual plan



“Figure out what makes you, your team, and your customers unique.” 

- @jayacunzo



Tip

Utilise surveys to send to your email database, track responses

ADOPT A MORE AGILE APPROACH

Adopt a more agile approach to content strategy, which, to be clear, doesn't mean changing it everyday on a whim. It means strategically revisiting strategies at regular intervals and objectively evaluating their performance with an eye towards continuous improvement. Getting to this kind of place takes time and effort, but it lets your content team run in closer sync with the audience and business objectives instead of blindly executing against a six-month strategy.

Take a look at your publication cadence and content mix and try to determine if it's really the best fit for your audience. If you're publishing a blog post Monday through Friday because you think that you should, but your audience would prefer two longer written pieces and one video, you're not meeting their needs as well as you could.

The flip side of #2 is to really consider your content resources during planning. Be considerate of their workloads. Don't destroy their passion for content with unrelenting production demands and unreasonable expectations.

Tip

Create a content calendar - search "content calendar template" or use a third party tool



***“Look at content data every day and
tweak based on the analytics.”*** 

- @amandatodo



Tip

Use Google Analytics to track content performance

Quora Home Answer Spaces Notifications 10 lgbt Add Question

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By Type Results for **lgbt**

All Types Questions Answers Posts Profiles Topics Sessions Spaces

By Topics All Topics Topics You Follow Search for a topic

By Author All People People You Follow Find People

By Time All Time Past Hour

What can you say about LGBT people?
Follow · 139

Should only LGBT+ people write LGBT+ characters?
63 Answers · View All
Jasmine Henry, writes about LGBTQ inclusion in media —
I'm going to be difficult and say 'yes and no' because it really depends.

1. The reason people commonly argue that only person from [a group] should write about [that group] is...
(more)

What unpopular opinion do you have regarding the LGBT community?
Follow · 129

What is your take on the new gay pride flag?
Follow · 26

Why do most Jews support LGBT rights and the LGBT community, even though the Torah says that it's wrong?
34 Answers · View All
Hillel Gray, works at Miami University — Most Jews support LGBT rights, well-being, and safety because concern for minorities (esp. persecuted groups) is consistent with the values of both the more religious and t... (more)

Tip

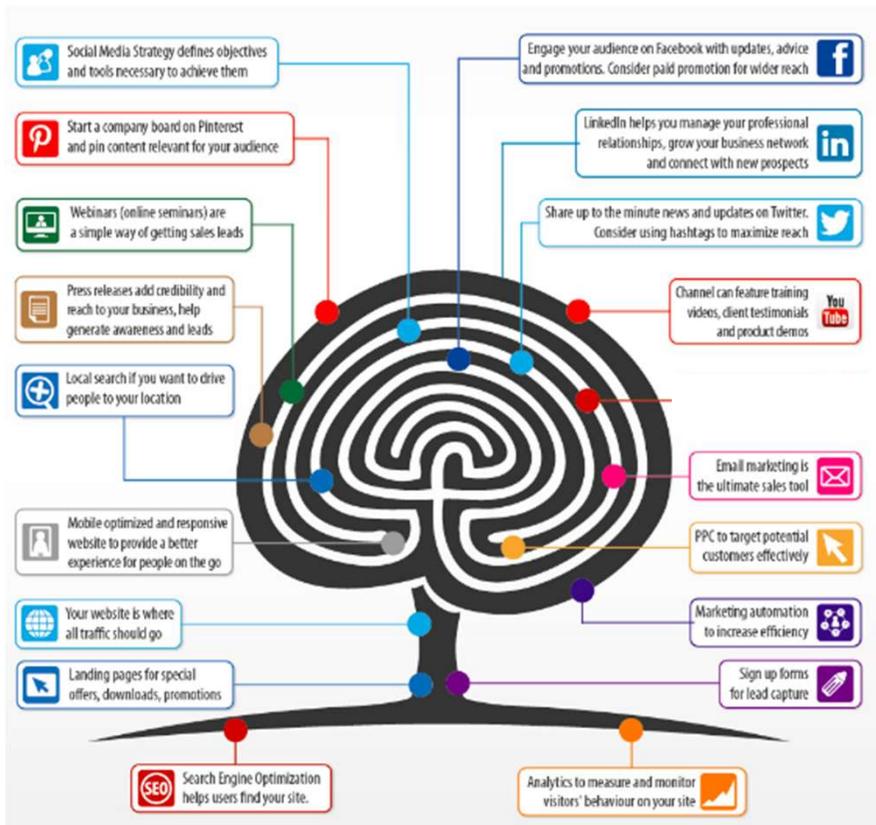
Use Quora to establish yourself as a thought leader, answer questions to track back to your content

How

Can you implement a content marketing strategy effectively?



- **Purpose and Goals:** Why you are creating content, and what value will it provide?
- **Audience:** Who you are creating content for, and how they will benefit?
- **Story:** What specific, unique, and valuable ideas you will build your content assets around?
- **Process:** How you will structure and manage your operations in order to activate your plans?
- **Measurement:** How you will gauge performance and continually optimise your efforts?



Tip

Research how these platforms could work for you

Content Marketing Funnel

Content at the top of the funnel facilitates **AWARENESS**

TOFU

- Blog posts
- Social media updates
- Infographics
- Photographs
- E-books
- Web pages
- Audio podcast
- Video podcast
- Print magazine/newsletter
- Primary research

Content in the middle of the funnel facilitates **EVALUATION**

MOFU

- Educational resources
- Quiz/surveys
- Discounts/offers
- Emails
- Useful resources
- Downloads
- Webinar/events

Content at the bottom of the funnel facilitates **CONVERSION**

BOFU

- Demo
- Customer stories
- Comparison/spec sheet
- Webinar/events

METRICS COMMONLY USED FOR CONTENT MARKETING SUCCESS

"Monitoring and understanding these (demand generation) factors is a major contributing factor to overall success. In general, the less companies knew about their KPIs, the less likely they were to meet their revenue goals."



What is Content Marketing ROI?

$$\text{ROI} = \frac{\text{Return}}{\text{Investment}}$$

\$ Brand awareness, thought leadership
\$ Leads and revenue

\$ SEO
\$ Traffic
\$ Conversions

\$ Cost of producing content
\$ Cost of sourcing content externally
\$ Time spent planning and managing a content strategy
\$ Content distribution, advertising costs
\$ Software and tools



NEILPATEL

CONTENT PROMOTION

With 0 Followers

—

If we have time...

Answer this!

**Are blogs useful for
top, middle or bottom
of the funnel
conversion?**

—

**Top of the funnel
(TOFU)**

Thank you!



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Tip

Please connect on LinkedIn and drop me a recommendation :-)