

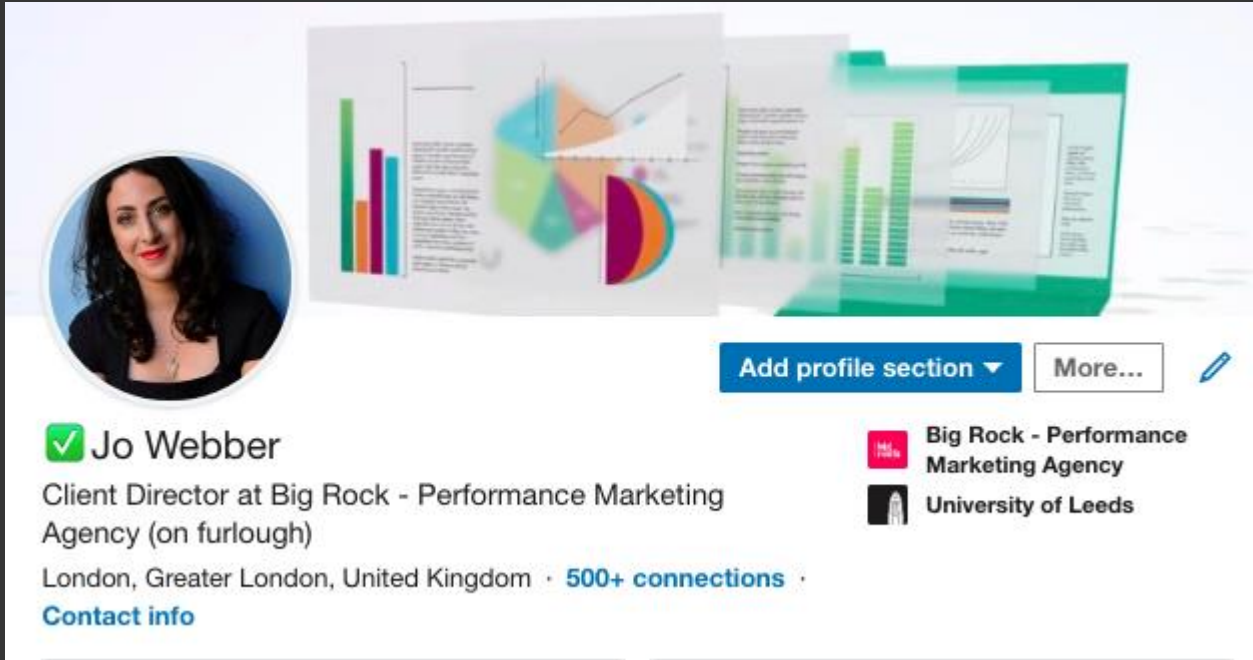
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# Effective Social Media Content for the LGBT Consortium

By Jo Webber | 12 August 2020

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# 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 business charts and documents, and a list of affiliations: Big Rock - Performance Marketing Agency and University of Leeds. The profile also shows a checkmark for a verified profile, the text 'Client Director at Big Rock - Performance Marketing Agency (on furlough)', and '500+ connections'.

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

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



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# 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

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# What

Is content marketing?

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**“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 BUYERS story. You need an efficient way to focus on the useful aspects of your buyers 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 in 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 with 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 organised, appropriate for your target audience, easy to understand and answer. Ask for reasons behind particular answers to understand behaviour.



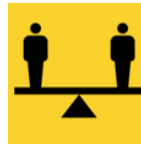
## Communicate the Findings

Once you have analysed the findings and created a Buyer Persona, communicate it with all employees. They should know the buyer's 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

## By Type

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

Results for **lgbt****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

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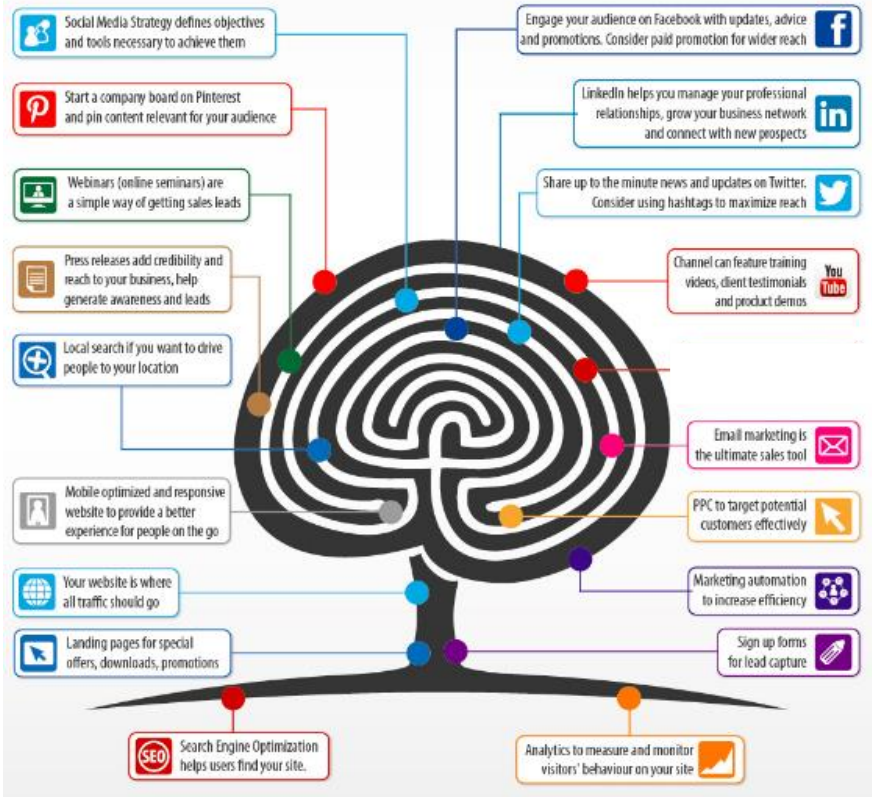
# How

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?

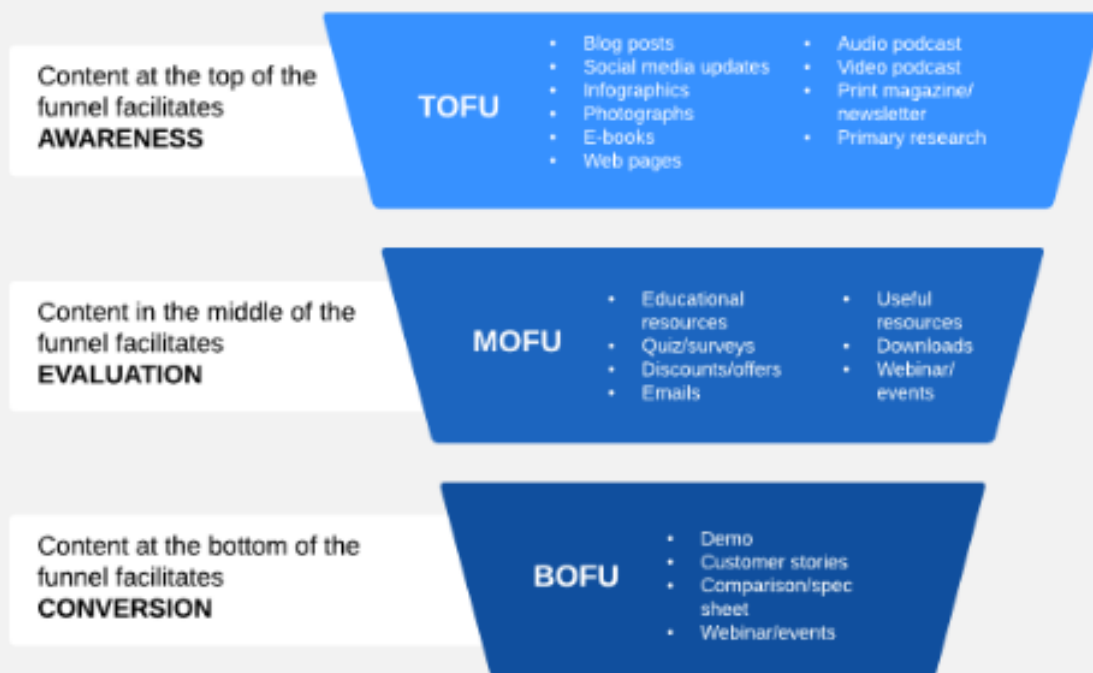




## Tip

Research how these platforms could work for you

## Content Marketing Funnel



## 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

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# If we have time...

Answer this!

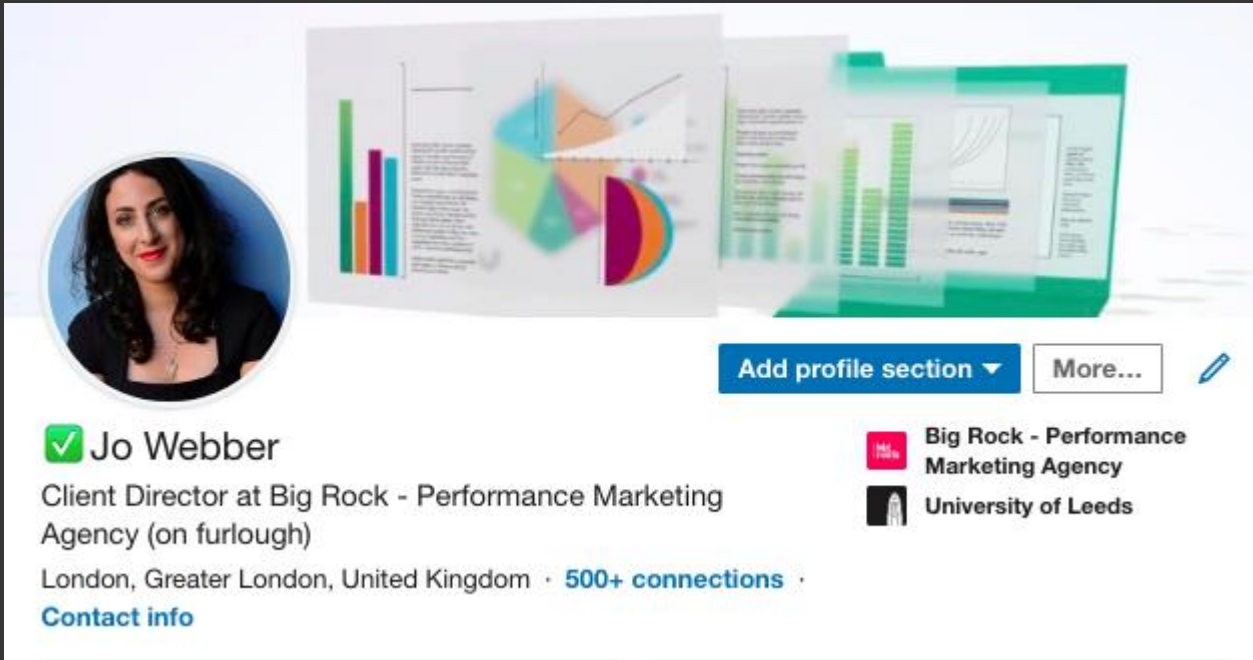
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**Are blogs useful for  
top, middle or bottom  
of the funnel  
conversion?**


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**Top of the funnel  
(TOFU)**

# Thank you!





A screenshot of a LinkedIn profile for Jo Webber. The profile picture shows a woman with dark hair. The background image features various data charts and graphs. The profile information includes her name, title, location, and connection count. There are buttons for 'Add profile section' and 'More...'. Two education entries are listed: 'Big Rock - Performance Marketing Agency' and 'University of Leeds'.



**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**



## Tip

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