

Share 14



Scaling Content...
...and Landing On Your Feet



BRIGHTEDGE



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What's Your Goal?

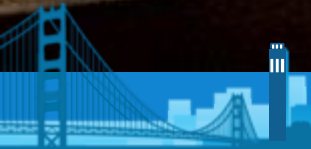


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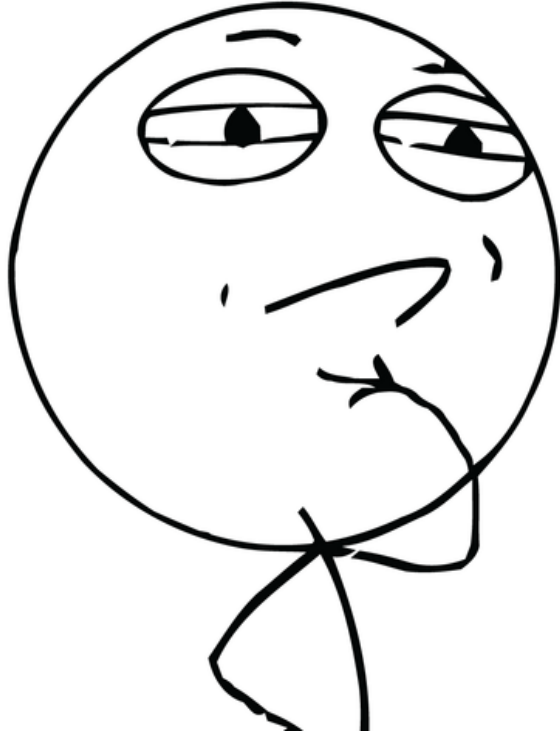
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Make **MORE** (and **BETTER**)
content with **LESS** effort!

CHALLENGE CONSIDERED



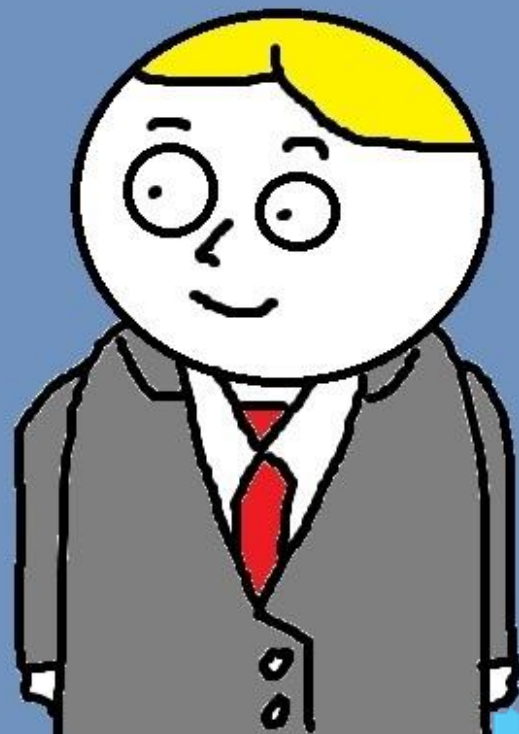
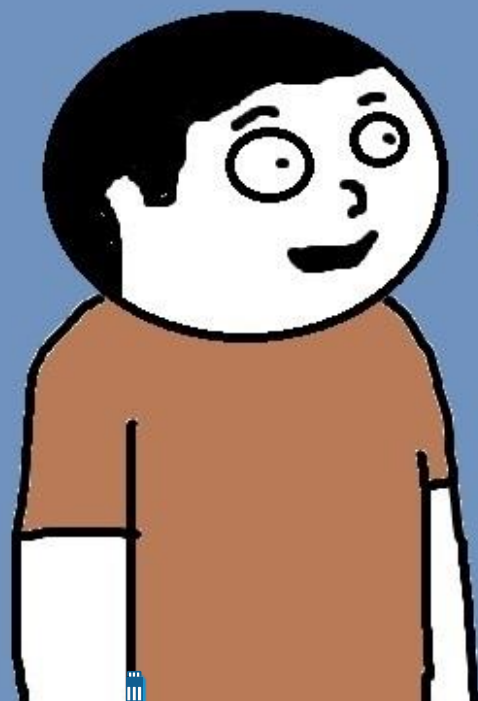
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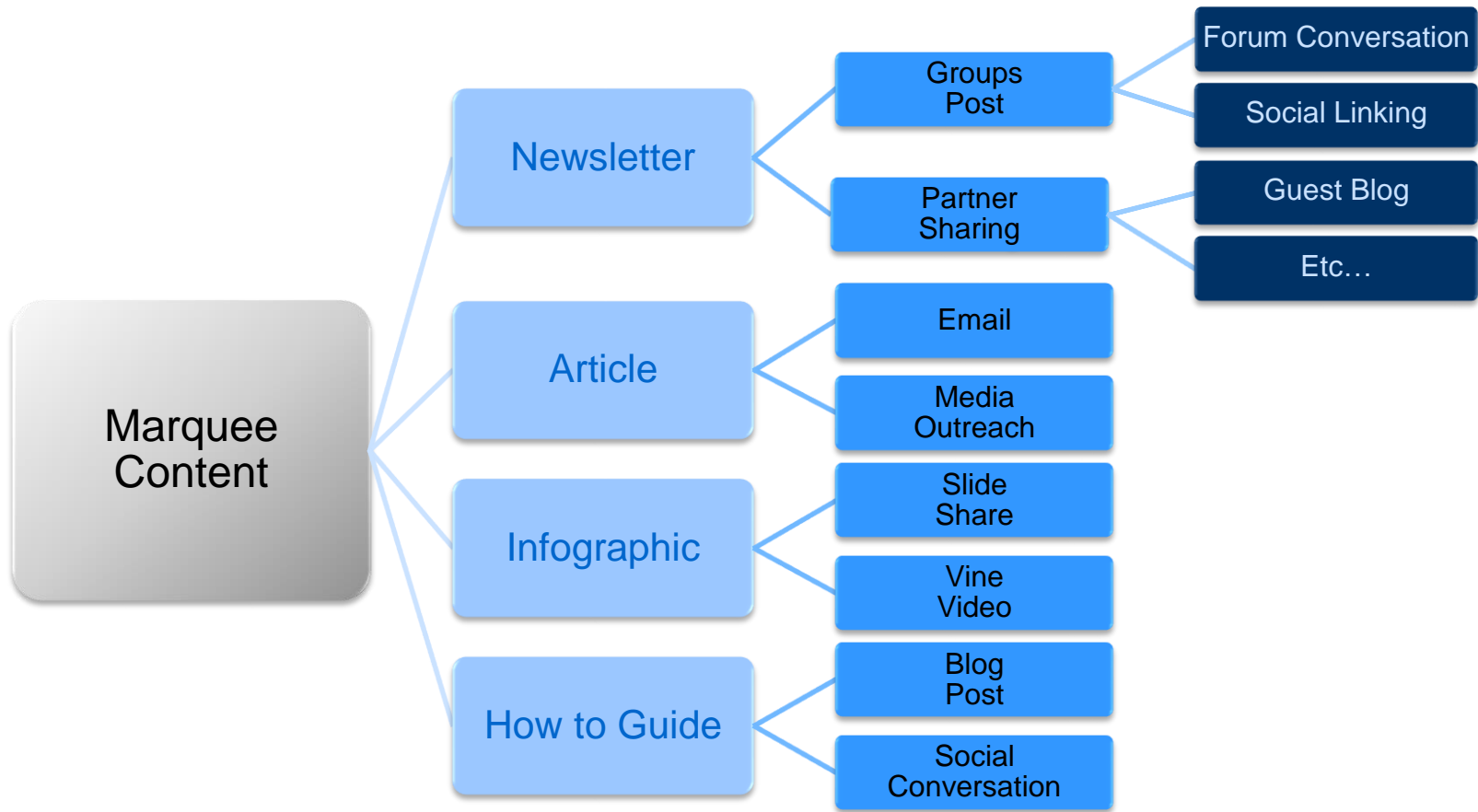


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So how do we do this?





Marquee Content

Newsletter

Article

Infographic

How to Guide

Groups Post

Partner Sharing

Email

Media Outreach

Slide Share

Vine Video

Blog Post

Social Conversation

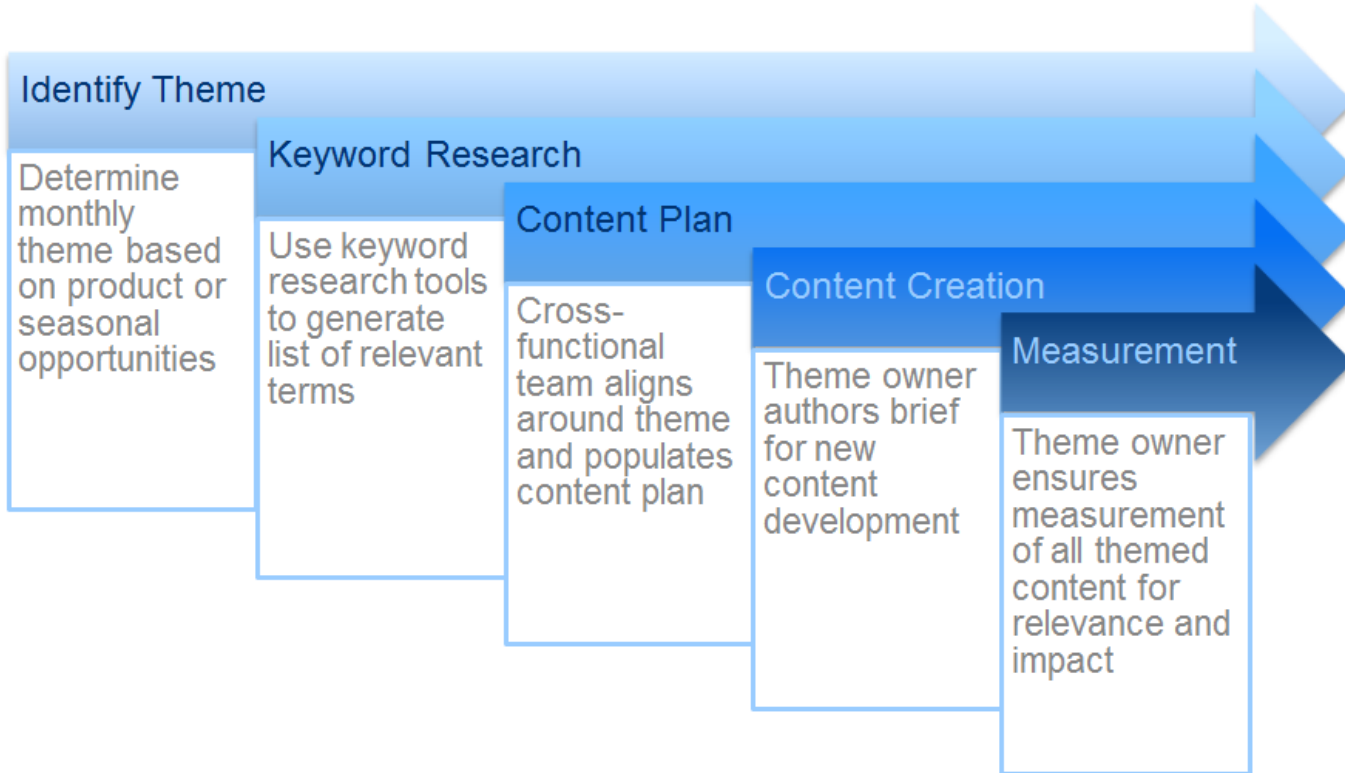
Forum Conversation

Social Linking

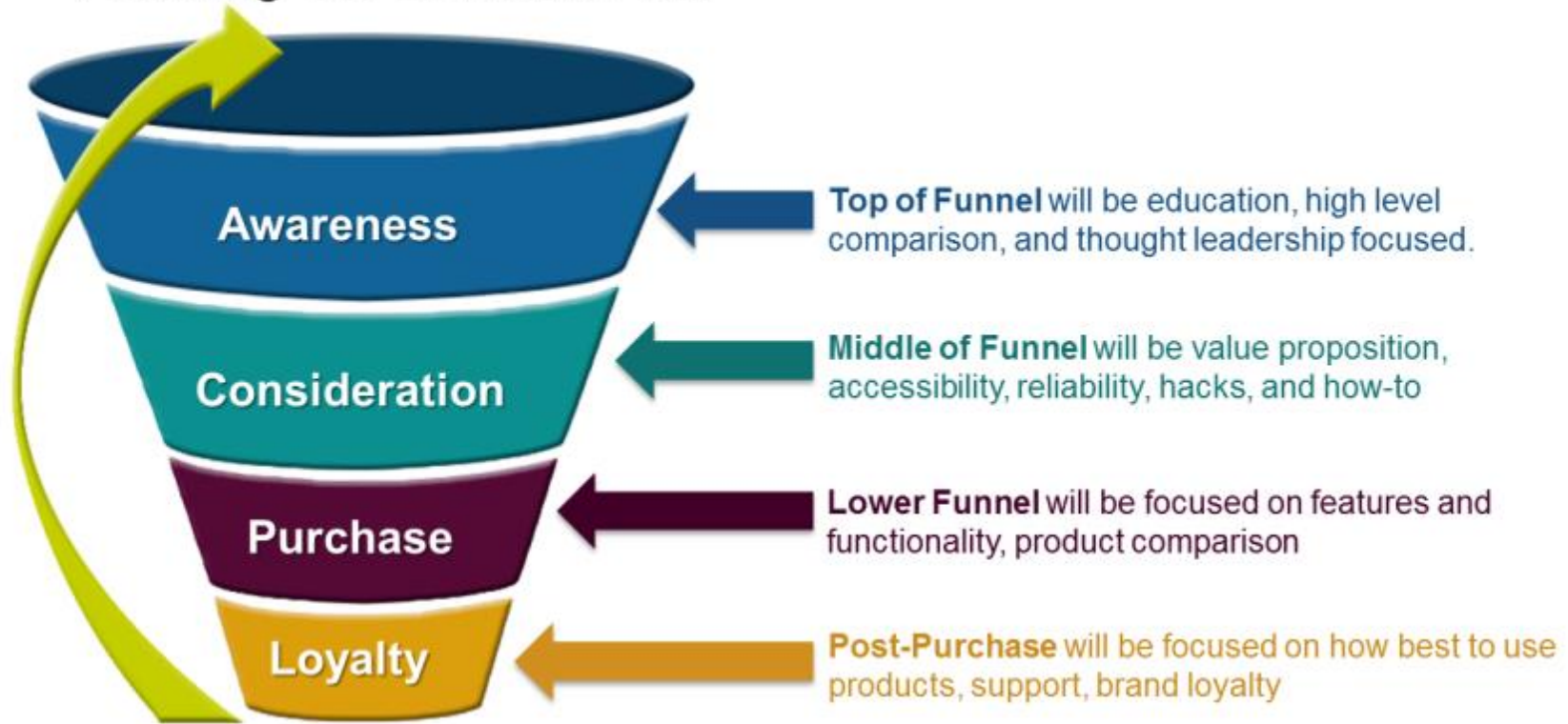
Guest Blog

Etc...

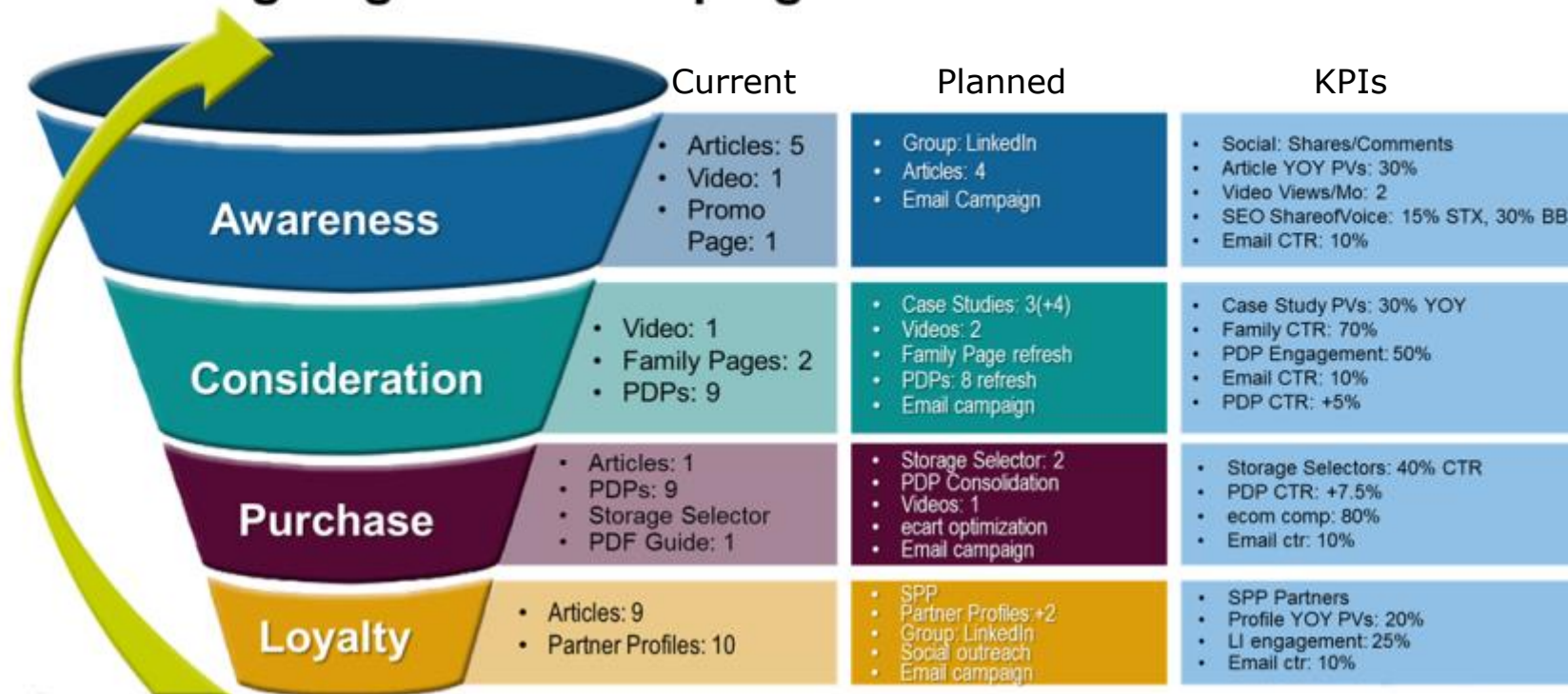
Establishing Marquee Content



Building the Content Plan



Cataloguing and Developing the Plan



The Details

What Metrics?

Baseline:

- Traffic (%new, %return)
- Click Through Rate
- Container Codes
- Keywords*
- Nurture Track Metrics
 - Email CTR
 - Social Share of Voice
 - Calls to Sales
 - etc

Toolbox:

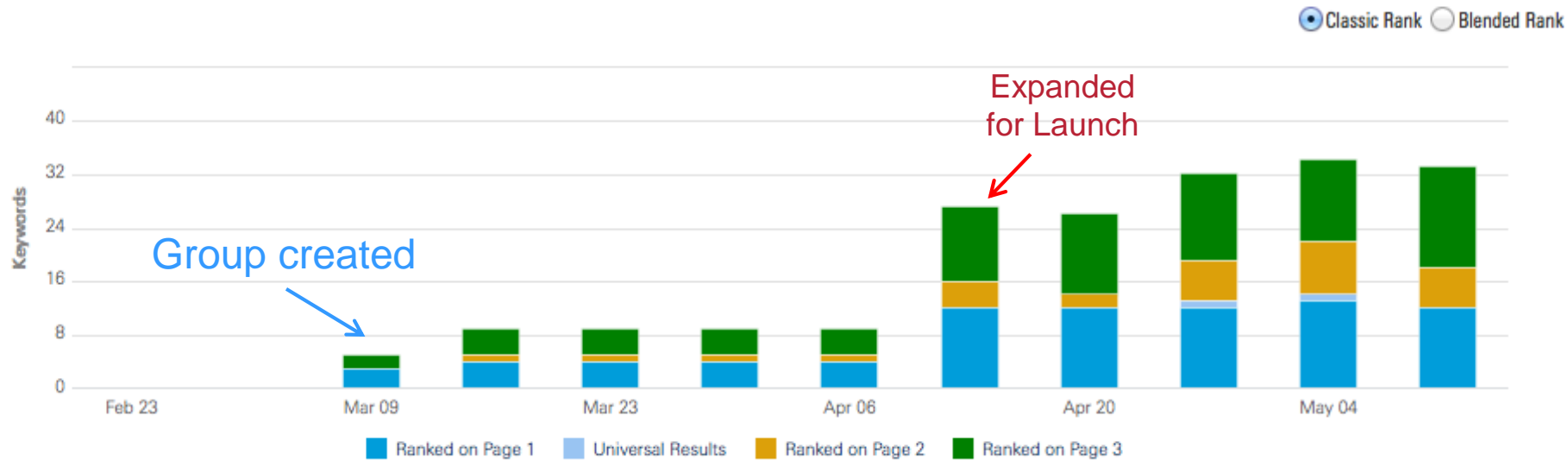
BrightEdge
SEMRush
BuzzSumo
Spyfu
Omniture
Eloqua/Marketo
Google Analytics

What It Looks Like...

	Title:	Type:	URL:	Distribution	Additional Formats	
TOFU (Awareness)	Existing:	What is NAS (Network Attached Storage)?	Article	http://www.seagate.com/tech-insig	Social, Media, PR	Infographic
		What is a Personal Cloud?	Article	http://www.seagate.com/do-more	Social, Media, PR	Comp. Chart
		SMEs Combine Cloud & NAS for Digital Storage	Article	http://www.seagate.com/tech-insig	SPP, Quick Bytes, Social	Video
	Requested:	NAS/NAS Pro vs Dropbox (performance)	Comp. Chart		PR, Email, Social	Infographic
		How to Build & Own Your Own Private Cloud	Article		Social, SPP	Twitter Card
		How SimplyRAID Tech Simplifies NAS Solutions	Article		Social, PR	Video
	Needed:	Beginners guide to small business storage	eBook		SPP, PR	Infographic

Content Roll Out for Theme, Based on Keyword

Total Ranked Keywords

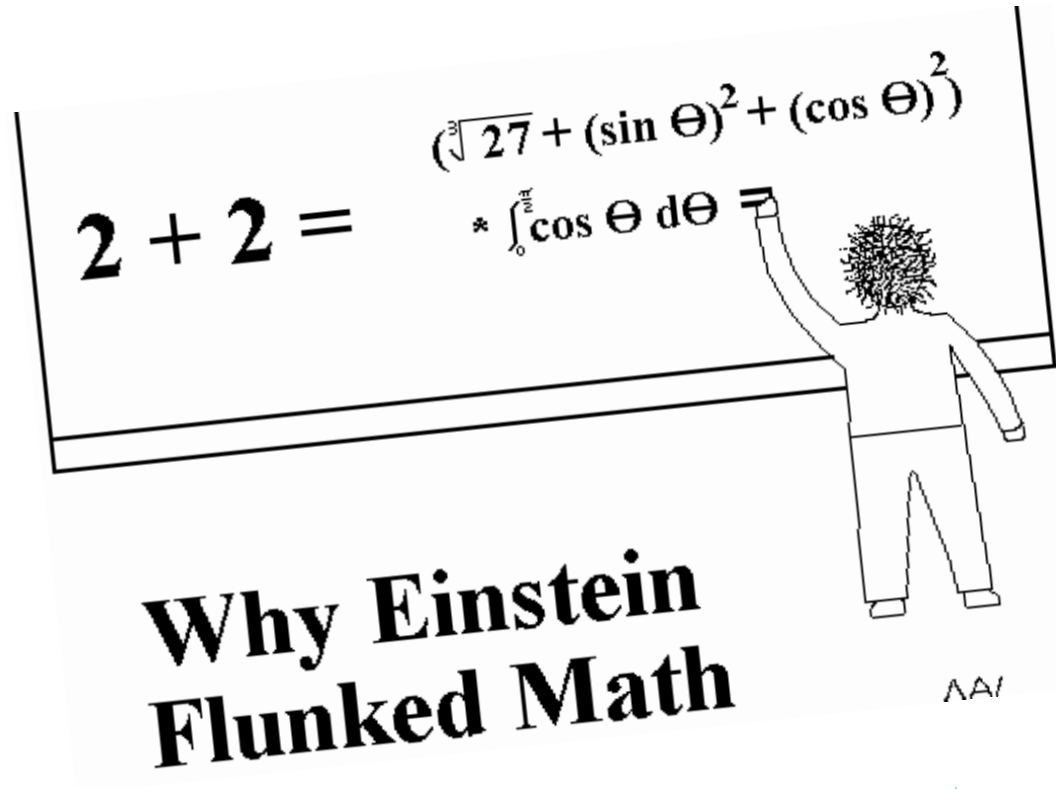


The Results

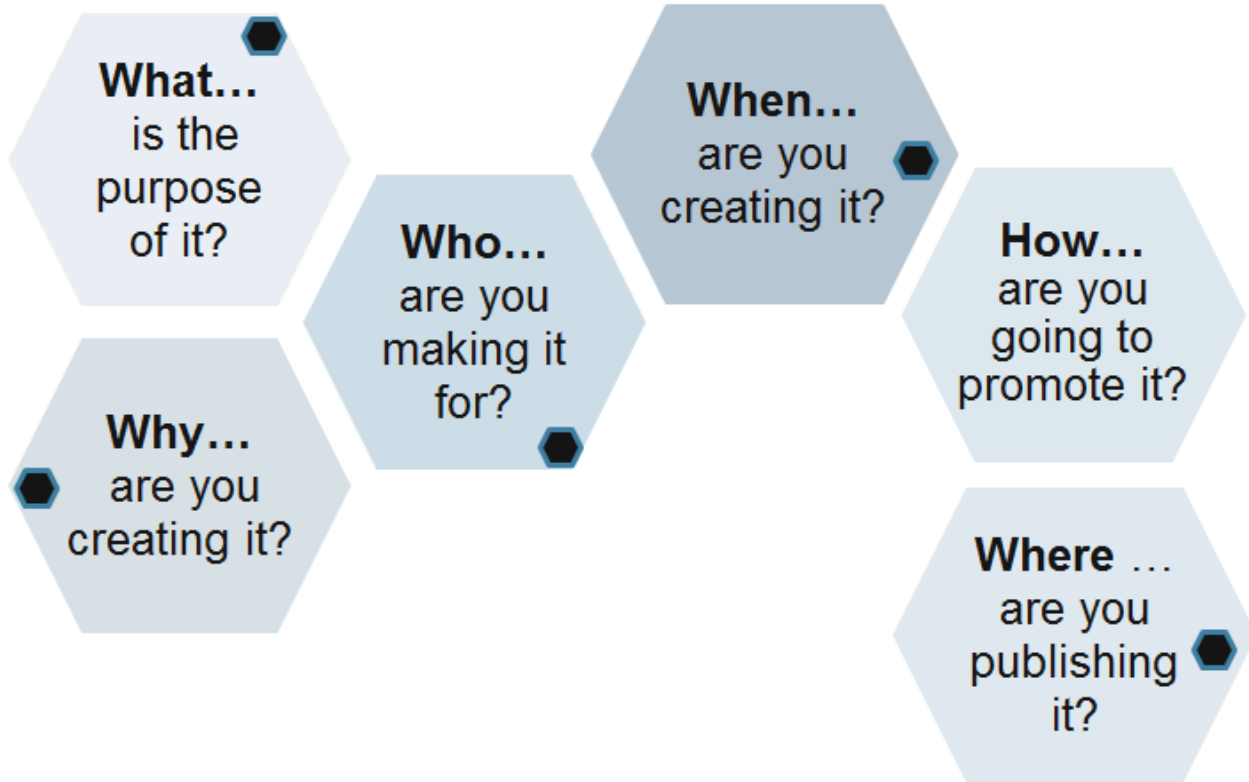
Metrics*	Result**
% New Traffic	+20%
% Return Traffic	+7%
CTR (PDP)	+8%
Referral Traffic (based on Container codes)	+15%
Keywords	+3%
Nurture Track Metrics	+/- 7%

*non-paid

Don't Over Complicate It!



The 5 (or 6) “W’s”



Coulda, Shoulda, Woulda...

You Can!

- Create awesome customer facing content
- Do your research, make a plan, and test it

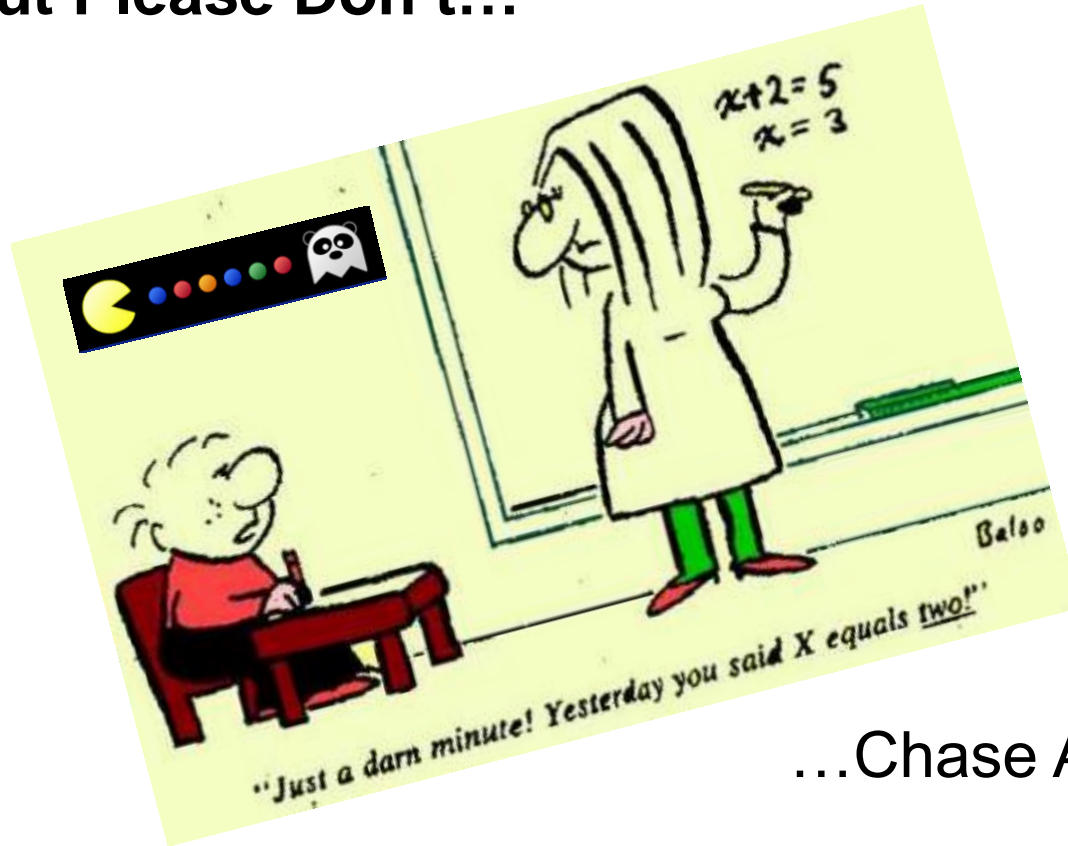
You Should!

- Listen to your customers and audience
- Observe the most successful content types (and make more of them!)

You Will!

- Create life long customers
- Drive increased traffic
- Be able to demonstrate your success

But Please Don't...



...Chase Algorithm Changes

It's an Evolutionary Process...



...Not a Revolutionary Process!

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CHALLENGE ACCEPTED



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The Oatmeal

<http://theoatmeal.com>

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