

The How to effectively execute a content marketing strategy with limited resources

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eRSA

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eRSA is a collaborative joint venture between the University of Adelaide, Flinders University, and the University of South Australia



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Agenda

- What is content marketing?
- Why is it so effective?
- What happens when content marketing doesn't exist in an institution?
- Defining 'quality' content
- Building it right
- Create a simple Content Marketing Plan
- Promote your content on the right platforms
- What does content marketing look like in 2017, and beyond?



Content Marketing
sells the idea of a product



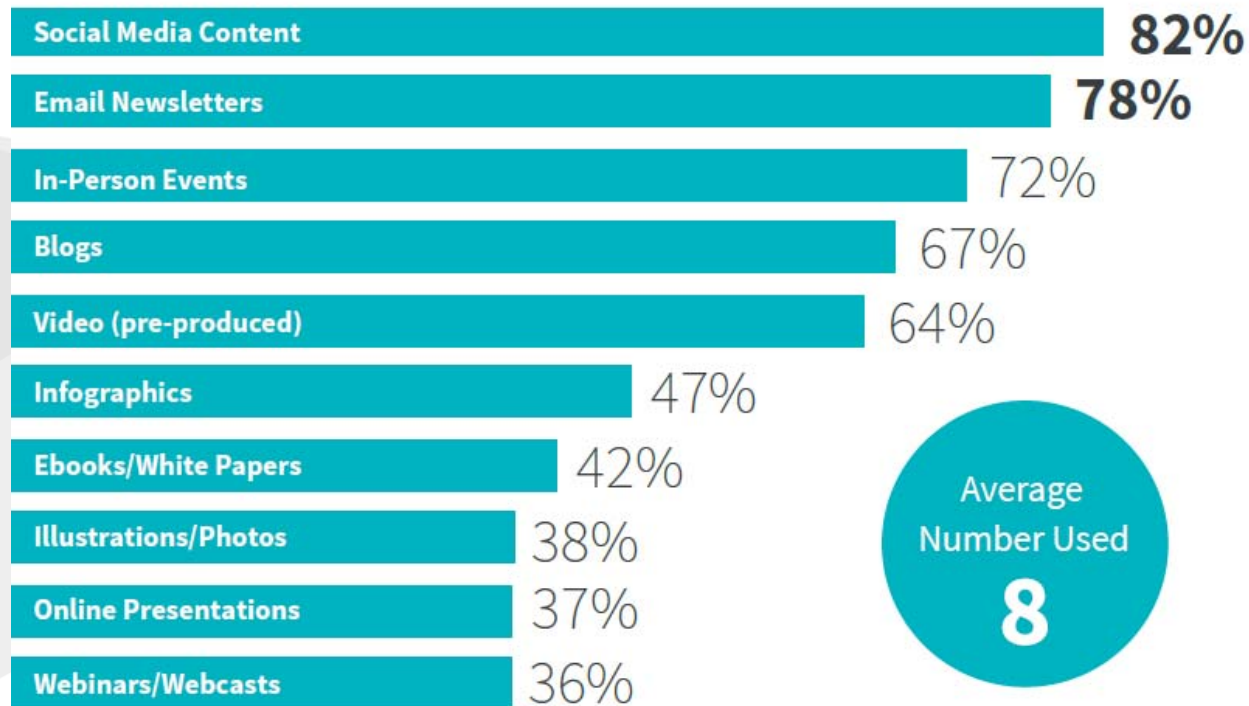
Traditional Marketing
aims to sell a product

*“...it’s marketing
that doesn’t suck. In fact, it is
marketing that is helpful to its
audience.”*

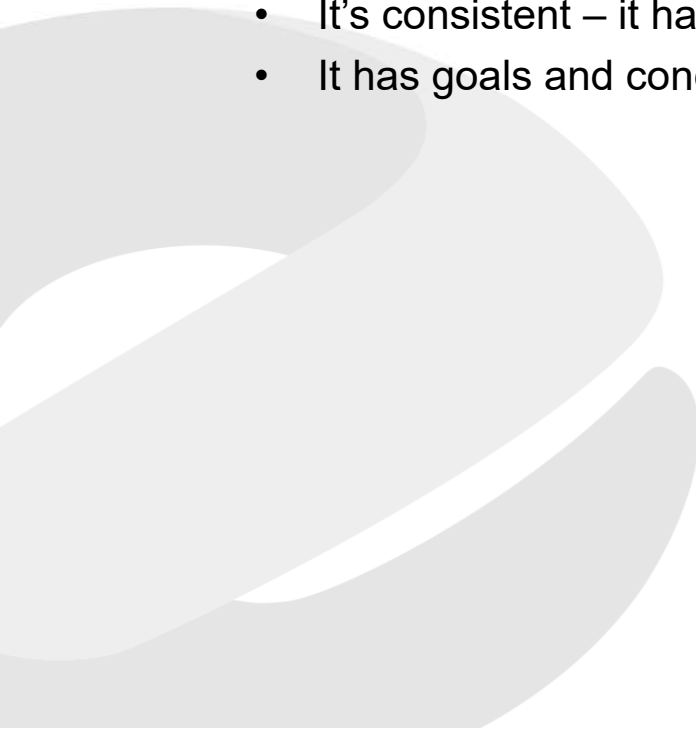
-Garrett Moon
CoSchedule Co-Founder

Content marketing? It's anything that tells your story.

Australian Content Marketing Tactics



What makes content marketing so effective?

- It's strategic
 - It's targeted (not everyone is considered an audience for all content!)
 - It's relevant and make's a personal connection
 - It's consistent – it has to happen regularly (so yes, it's an ongoing long term process)
 - It has goals and concepts intended to drive a particular action
- 

What happens when content marketing doesn't exist in an institution?

Well, nothing good...

- Reputation for uselessness
- Lack of interest/trust
- No perceived value

Take advantage of the opportunity you have

There's an opportunity here for libraries and ITS differentiate themselves by acting as managers and organizers of information. And gain a reputation as one.

Build it right and... it's highly likely they will read it

- Create original content
- Use strong, relevant Headlines
- Make your content actionable – what is the CTA?
- Provide answers
- Cite & source your information accurately
- Create engaging and thought provoking content
- Adding images and/or video
- Write short, pointed content

Add this link to your toolkit

FREE Content Builder Tips

<http://bit.ly/1fwS5A>

Create a simple Content Marketing Plan

1. Set Objectives
 - What are your objectives?
 - What does success look like 6-12 months from now?
2. Who are you trying to reach with your content?
3. Create a content plan
 - Download a content calendar template!
 - What types of content will you produce?
 - How often will you publish your content?
4. How will you promote your content?
5. Test & Analyse (and then refine and repeat)

& add these links your toolkit

FREE Content Marketing
Template

<http://bit.ly/2pAjcsg>

FREE Content Calendar
Template

<http://bit.ly/2pHOprO>

... and a not free (but great)
Content Calendar Scheduler

<https://coschedule.com/>

Promote your content on the right platforms

- Share content on Facebook, LinkedIn, Twitter,
- Share in relevant LinkedIn groups.
- Promote in Slack communities;
- Add it to your website, blog and eNewsletter
- Tag and mention any organizations, employees, or influencers discussed in the content.



Manage all of your social media marketing efforts from a single dashboard

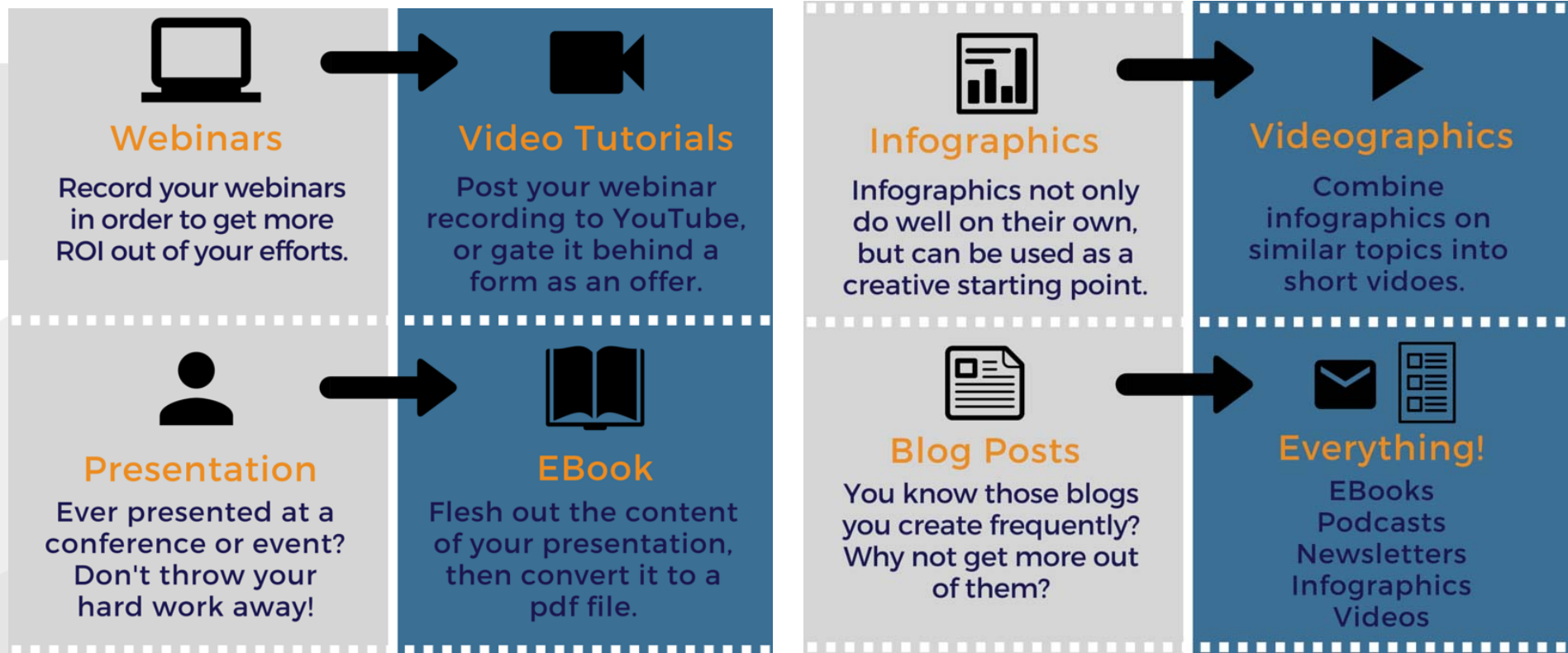
Send out great emails with great content – for free!



MailChimp

Don't be afraid to reuse and recycle your content

But re-purposing content is more than just reposting content.





What does content marketing look like in 2017, and beyond?

- Market in real time
- Bring the offline, online
- Segmented Marketing
- Produce Content for Humans
- Leverage microinfluencers
- Think outside the inbox (with Email)

Stuff to add your DIY toolkit

FREE eBook Marketing Musts

<http://bit.ly/2qufNwh>

Marketing without a budget doesn't have to be hard

- Create content works for you and your audience
- Develop a simple content marketing plan
- Use your expertise to produce helpful content based on what you already know.
- Focus on marketing tasks that you can do yourself
- Track your efforts and see what works.
- Engage in person and on social media and collaborate with other departments and institutions.

The Whole DIY toolkit

FREE Content Builder Tips
<http://bit.ly/1lfwS5A>

FREE Content Marketing Plan Template
<http://bit.ly/2pAjcsg>

FREE Content Calendar Template
<http://bit.ly/2pHOprO>

FREE eBook Marketing without a Budget
<http://bit.ly/2paX9FW>

FREE eBook Marketing must do's
<http://bit.ly/2qufNwh>



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