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

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eRSA is the South Australian provider of high-performance computing, data management and storage, research collaboration, and visualisation services for researchers in SA.

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

- Social Media Content: 82%
- Email Newsletters: 78%
- In-Person Events: 72%
- Blogs: 67%
- Video (pre-produced): 64%
- Infographics: 47%
- Ebooks/White Papers: 42%
- Illustrations/Photos: 38%
- Online Presentations: 37%
- Webinars/Webcasts: 36%

Average Number Used: 8
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 makes 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/1IfwS5A
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

FREE Content Calendar Template

… 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.

Send out great emails with great content – for free!

Manage all of your social media marketing efforts from a single dashboard
Don’t be afraid to reuse and recycle your content

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

- **Webinars**
  Record your webinars in order to get more ROI out of your efforts.

- **Presentation**
  Ever presented at a conference or event? Don’t throw your hard work away!

- **Video Tutorials**
  Post your webinar recording to YouTube, or gate it behind a form as an offer.

- **EBook**
  Flesh out the content of your presentation, then convert it to a pdf file.

- **Infographics**
  Infographics not only do well on their own, but can be used as a creative starting point.

- **Blog Posts**
  You know those blogs you create frequently? Why not get more out of them?

- **Videographics**
  Combine infographics on similar topics into short videos.

- **Everything!**
  EBooks, Podcasts, Newsletters, Infographics, Videos
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
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

FREE Content Calendar Template

FREE eBook Marketing without a Budget

FREE eBook Marketing must do’s