B2B Content Marketing for Lead Generation

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New Ventures BC

Previously in …
B2B Lead Generation Framework

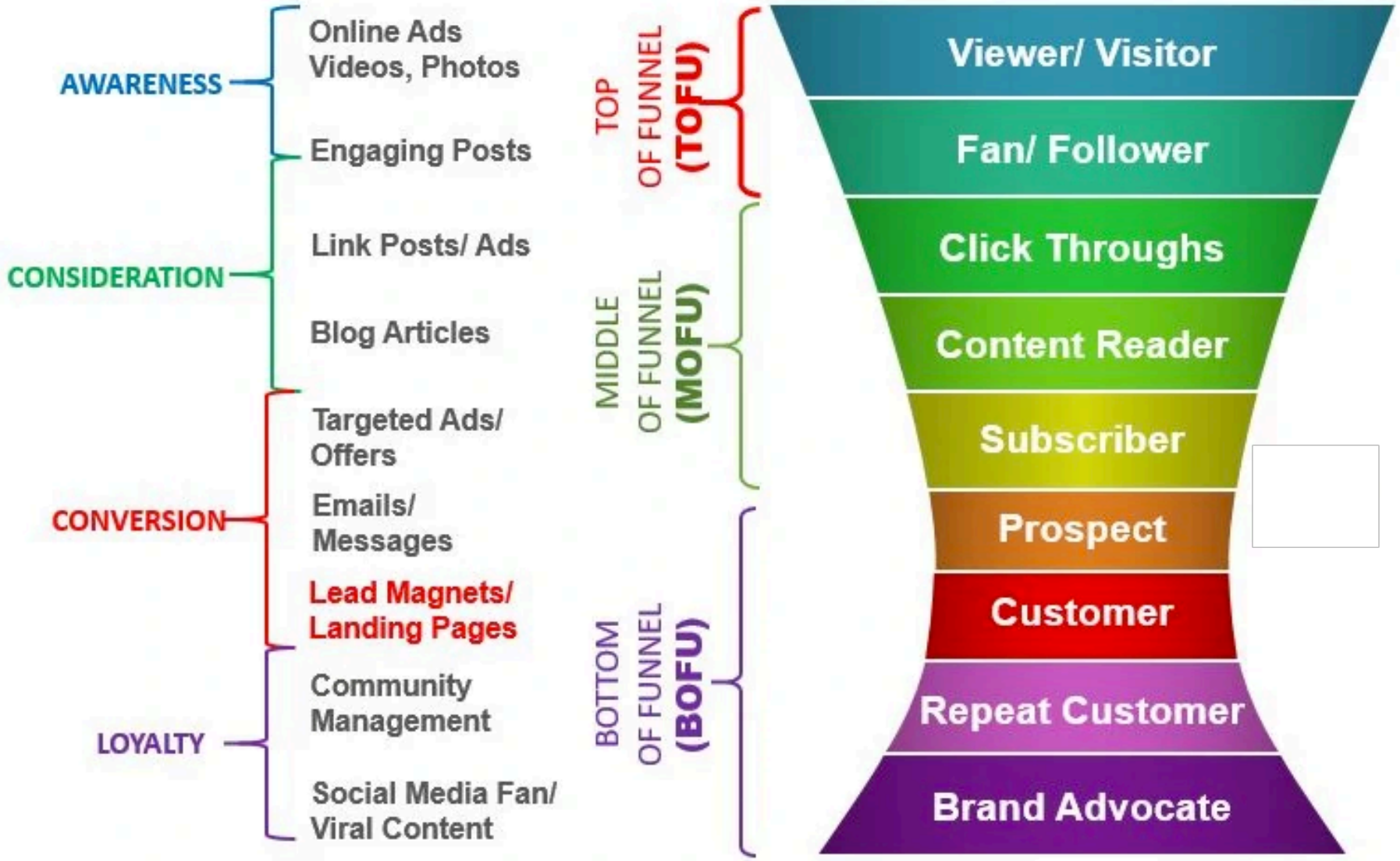
What We'll Learn

- By the end of today's session, you should be able to:
  - Develop a **B2B Content Marketing Strategy**
  - Map appropriate **B2B content types across your conversion funnel**
  - Explain the purpose of **content calendars**
  - Describe several **content marketing do's and don'ts**
  - List several **content creation tools & technologies**

Agenda

- Quick Review of Conversion Funnels
- Basic Content Marketing Strategy
- Best Practices for Content Calendars
- Content Marketing Do's & Don'ts
- Types of Content & Recommended Tools
- Action Items & Next Steps
- Additional Links & Resources

Content Marketing Funnel



Action Item – Build Your Content Strategy

WHAT	• What are our content objectives? • What does our community / customers want to hear from us? • What topics are we going to cover? • What formats are we going to use, e.g., blogs, podcasts, videos, infographics, etc.?
WHY	• Why does anyone care about our content? • Why are we creating this content?
HOW	• How are we adding value to our customers / community? • How are we going to deliver our message? • How should we say it (tone, language, imagery, etc.)?
WHERE	• Where will we get the content (assess your limitations)? • Where will we curate content? • Where will our content be published?
WHEN	• When will our content be published? • When will our content need to be updated?
WHO	• Who will be responsible for producing the content? • Who will maintain the content over time? • Who will monitor and interact with the content?

Content Calendars

[INSERT MONTH + YEAR]	KEY:
	Holiday
	Campaign
	Ebook
	Webinar
	Blog Post
	SlideShare
	Product Launch
	Experiment
	Other

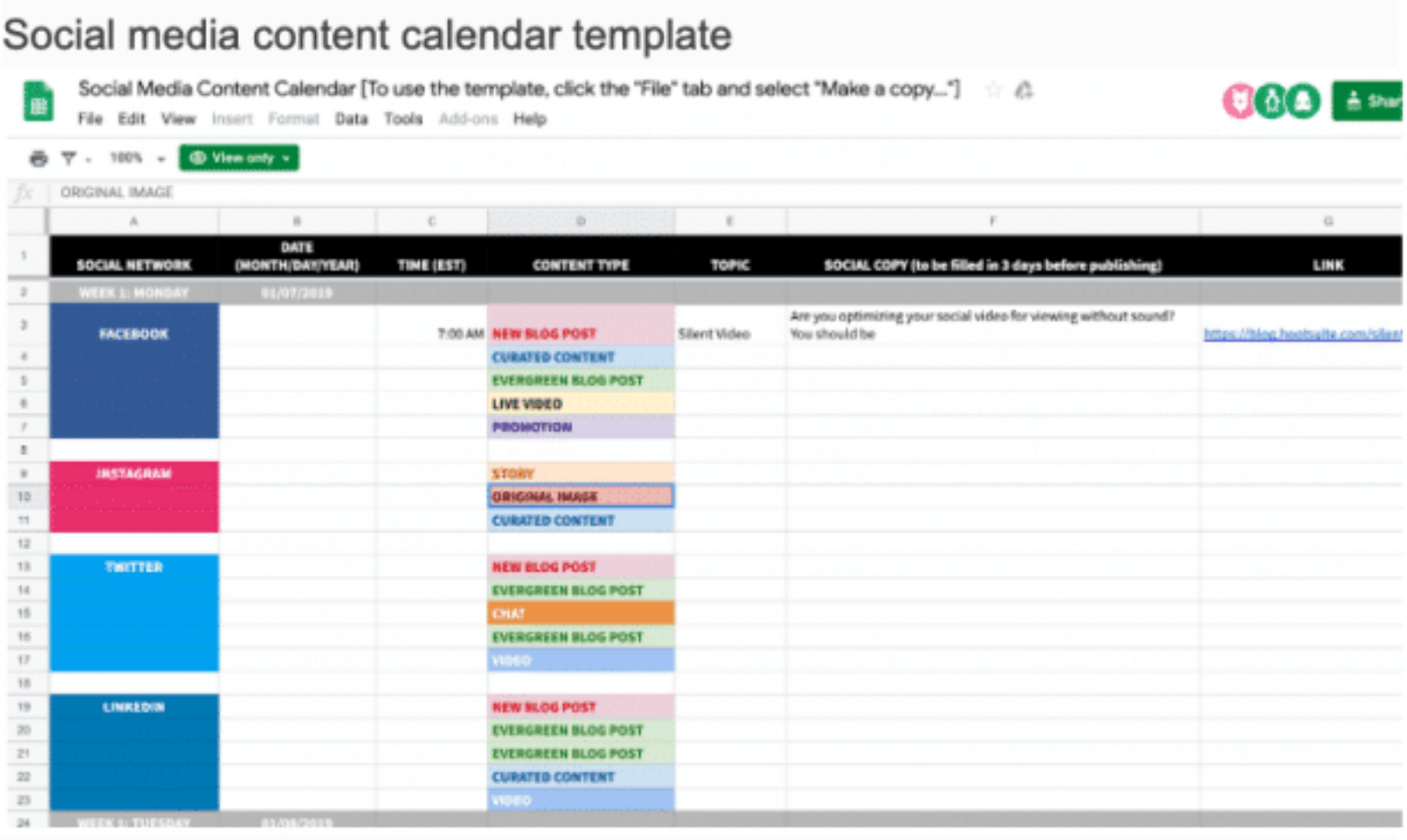
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

Content Calendars



Social media content calendar template

Social Media Content Calendar [To use the template, click the "File" tab and select "Make a copy..."]

File Edit View Insert Format Data Tools Add-ons Help

View only

ORIGINAL IMAGE

SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK
WEEK 1: MONDAY	01/07/2019					
FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	https://blog.hootsuite.com/silent
			CURATED CONTENT			
			EVERGREEN BLOG POST			
			LIVE VIDEO			
			PROMOTION			
INSTAGRAM			STORY			
			ORIGINAL IMAGE			
			CURATED CONTENT			
TWITTER			NEW BLOG POST			
			EVERGREEN BLOG POST			
			CHAT			
			EVERGREEN BLOG POST			
			VIDEO			
LINKEDIN			NEW BLOG POST			
			EVERGREEN BLOG POST			
			EVERGREEN BLOG POST			
			CURATED CONTENT			
			VIDEO			
WEEK 2: TUESDAY	01/08/2019					

Themes

Daily Content for Social Media (What to post on Facebook and Twitter):

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
#MusicMonday Ask a music-related question, fact; post CMJ Top 30, music video from YouTube, etc.	From the Archives (Post a photo of KVSC history) and ask an engaging question about it.	Post something random from the website (podcast, upcoming sports coverage, how to become a member, etc)	#TriviaThursday! Ask a trivia question on Facebook and Twitter. Can be incorporated with a concert ticket giveaway.	Playlist of the week (pick random profile from the past week from spinitron.com)	Weekend Question (Ask thought-provoking question pertaining to weekend)	Sunday Quote (Music-related quote on Twitter)
Promote Monday Night Live (include link)	#Quote on Twitter	Question of the Day (something thought provoking, see below)	Crispy Critics podcast	#OnThisDay (twitter, maybe Facebook)	Facebook Post on Saturday Programming	Facebook Post on Sunday Programming
New Release of the Week			Music #quote on Twitter			

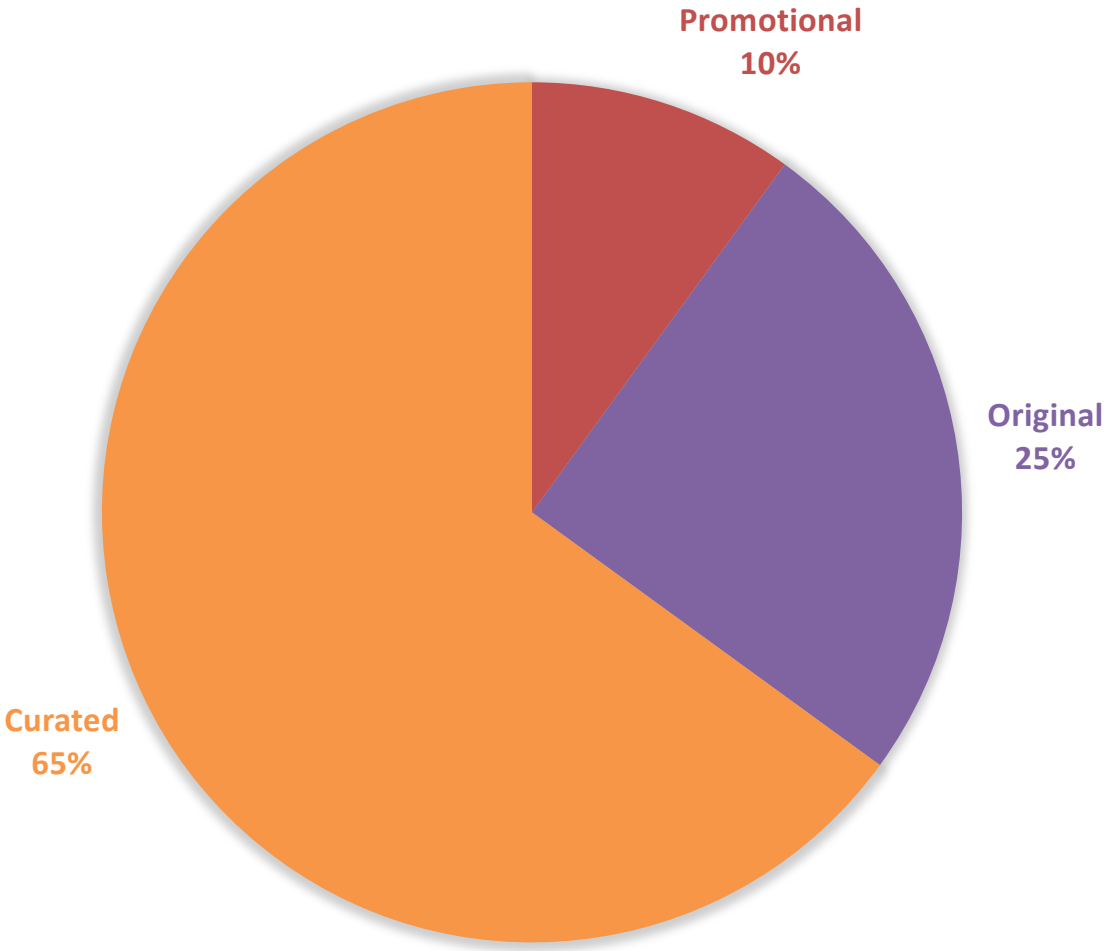
Daily on Twitter:

- Featured Artist Spotlight with link to schedule http://www.kvsc.org/featured_artist_spotlight.php
- Retweet positive/important stories from @KVSCnews, @KVSCHockey, @KVSCsports or other news stories important to Central Minnesota
- Use stumbleupon.com to find music related to sites (use "indie rock," "rock music" or other relevant categories)
- Check for new follows and follow relevant users back
- Comment on a song that is playing
- Post something from pitchfork.com (relevant to music we play)
- Either reply or retweet anytime someone mentions @kvsc881fm
- #OnThisDay (pull an "on this day" in history fact from http://www.on-this-day.com/, http://news.bbc.co.uk/onthisday or http://www.history.com/this-day-in-history (also good for #TriviaThursday!)

Content Calendar Tweaks

- **Target Audience**
  Since you may be targeting different audiences, this is a nice way to see at-a-glance that you have a good mix of content targeting a variety of stakeholders / audiences.
- **Content / Media Type**
  Be sure to add the type of media your post will be: infographic, video, story, text post, audio, etc. This ensures you have a nice mix and that all posts are not the same type of content / media.
- **Dependencies**
  In some cases, your post(s) may be dependent on someone else completing part of it or completing something else related to it. It's good to write down these dependencies so that you know who needs to get what to you and by when.
- **Content Themes / Topics**
  Categorizing your content this way, makes it easier for you to also find and curate content that fits into the appropriate "bucket". From a follower's perspective, it also creates a pattern to your posts so that followers know what to expect and when.
- **Comments / Notes**
  There may be some additional comments or notes you want to include. Give yourself a space to include these.

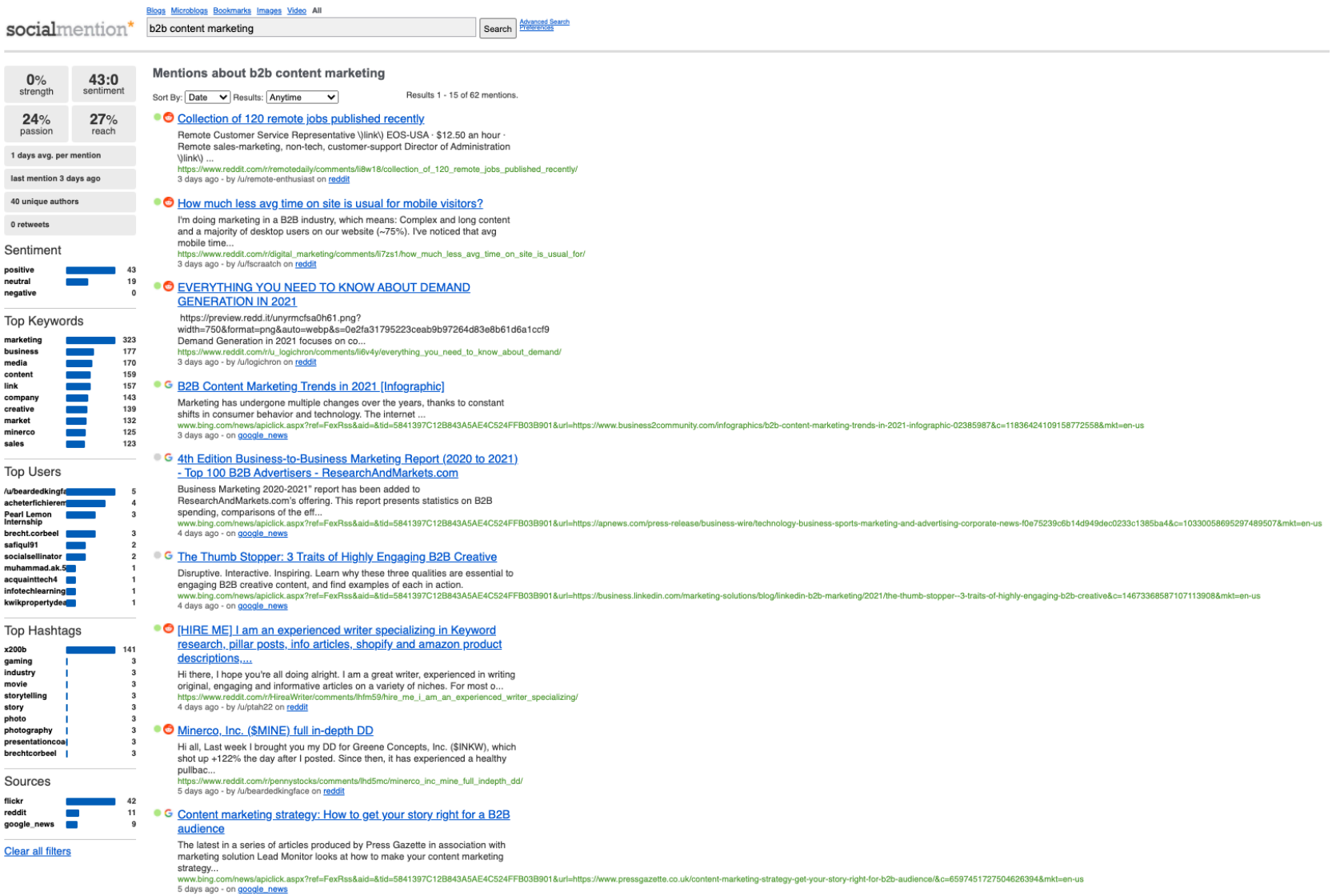
“Ideal” Content Mix – Posts



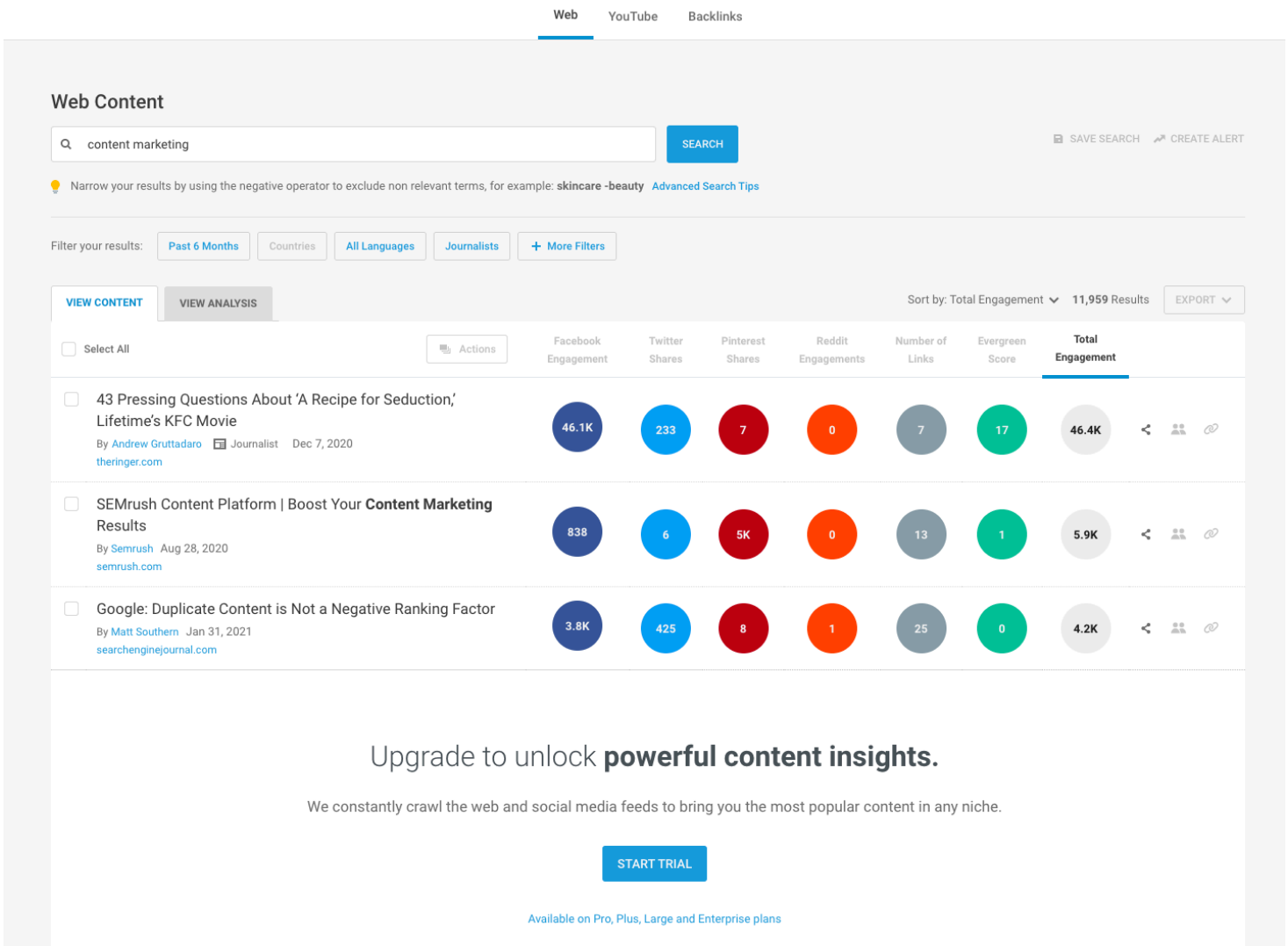
Do's & Don'ts

- **Do's**
  - Add Value
  - Tell Stories
  - Encourage Conversations / Discussion
  - Experiment
- **Don'ts**
  - Hard Sell
  - Be Generic
  - Ignore Your Community / Leads

SocialMention.com



BuzzSumo.com



Develop Content / Lead Magnets

A "**lead magnet**" is a free item or service that is given away for the purpose of gathering contact details.

Types of Lead Magnets

- **Educational lead magnets**
  Teach your visitors something they don't already know
- **Useful lead magnets**
  Provide a tutorial, calculator, or other tool with which they can solve a problem
- **Community-building lead magnets**
  Create a way for your audience to build a community based on the things they have in common, e.g., direct challenges and group forums
- **Entertaining lead magnets**
  Inspire or entertain your audience, e.g., quizzes
- **Bottom of funnel lead magnets**
  "Push" the visitor from lead to customer, e.g., free trial, discount codes, free consultation

Educational Lead Magnets

- Training / Tutorials *(How-to)*
  - Video
  - Audio
  - Written or Video Transcript
- Short course
- Sample Chapter / Video Clip / Audio Clip
- Downloadable eBook / PDF / Report / Guide / Audiobook
- Mind Map / Concept Map / Framework
- Infographics
- Webinar sign-up / Event Tickets
- Predictions / Forecasts
- Presentations
- Newsletters
- Virtual Library / Vault
- Market Research / Roundup
- Recordings / Replays with additional commentary

Useful Lead Magnets

- Cheat Sheets
- Checklists
- Calculators
- Case Studies / Examples
- Templates or Swipe Files (Digital or Printable)
- Toolkits (e.g., themes, digital assets, icons, etc.)
- Scripts
- List of Resources / Inspirations
- Calendars
- Plans or Planner Pages
- Worksheets or Spreadsheet Templates
- Idea Generators
- Recipes
- Coles / Cliff Notes / Summaries
- State of the Industry

Community-building Lead Magnets

- Direct challenges
- Membership site
- Vertical, “niche” group forums
  - **Mastodon** (open, Twitter-like)
  - **PixelFed** (open, Instagram- like)
  - **Okuna** (open social network)
  - **Mahara** (open eportfolios)
  - Slack forum
  - Facebook / LinkedIn Groups

Entertaining Lead Magnets

- Quizzes
- Surveys
- Giveaways
- Comic Strip
- List of Quotes / “Quotography”
- Desktop Wallpaper
- Zoom Virtual Background
- Web / Mobile App or Game / Interactive
- Manifesto

Bottom-of-funnel Lead Magnets

- Free Shipping
- Free Trial (service, course, or product)
- Coupon / Discount Codes
- Free Service Session / Consultation / Coaching Session
- Free Quote
- Instant access to a free add-on / premium service
- Buy-one-get-one (BOGO) Offer
- Catalog
- Case Studies
- Moving Up a Waiting List

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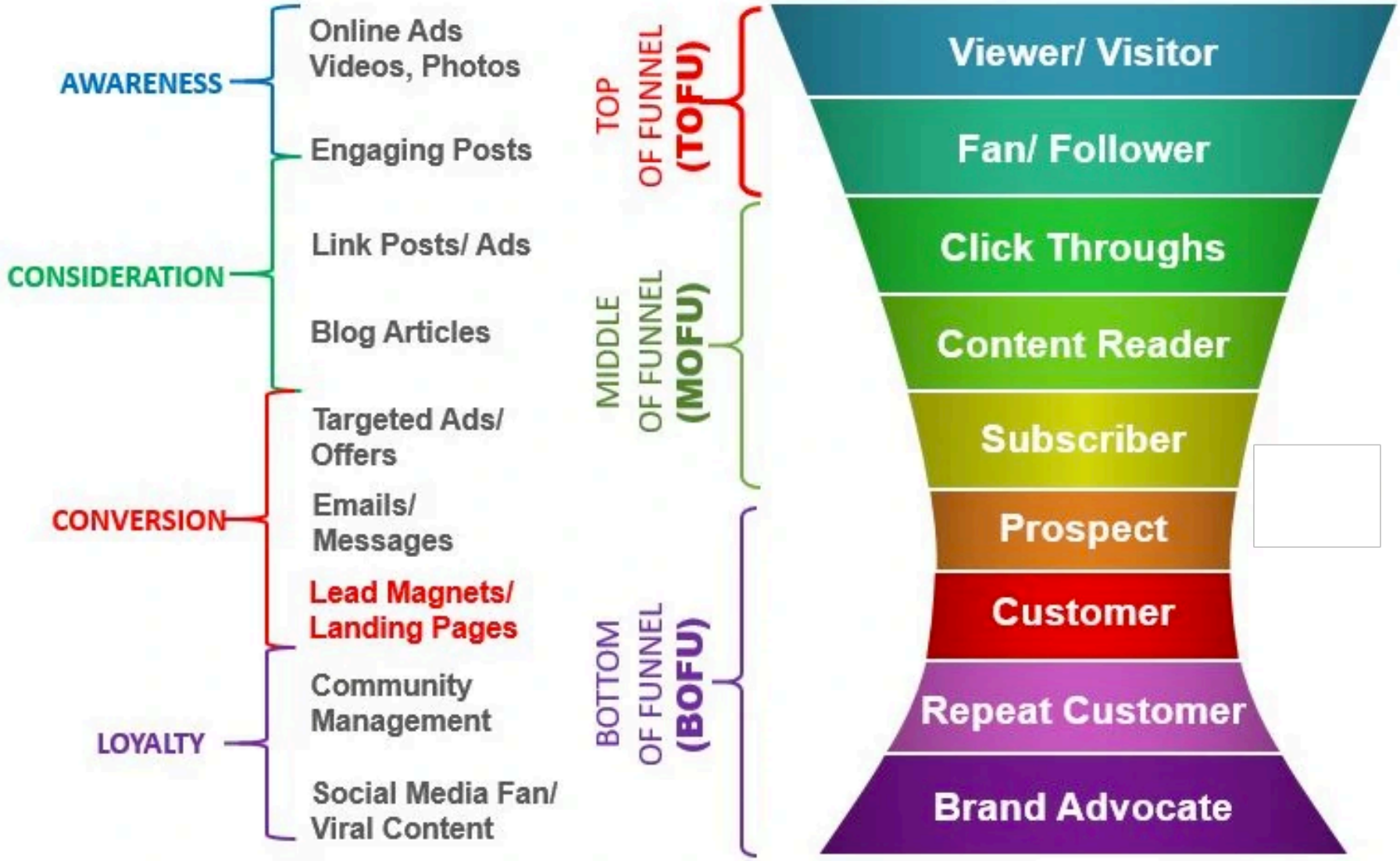
Map Your Content Marketing Funnel



Additional Resources

- 69 Highly Effective Lead Magnet Ideas
- Where to find 100+ Free Lead Magnet Templates
- The Social Media Content Calendar Template Every Marketer Needs (Free Hubspot Template)
- How to Create a Social Media Content Calendar: Tips and Templates (Hootsuite)
- 97 Amazing Freebie (Content Creation) Sites For Founders & Makers
- 13 Stock Video, Stock Image, and Stock Audio Resources for Creators and Marketers
- The Top 149 Social Network Open-Source Projects
- 10 Best Podcast Hosting Platforms

Content Creation Resources

- **Canva (Infographic & Social Media / General Image / Lead Magnet Creator) –** http://canva.com
- **Piktochart (Infographic / Visual Doc Creator) –** http://piktochart.com
- **Visme (Visual Document Creator)** – https://www.visme.co/
- **7 Elements Of A Great Product Video (With Examples)** - https://idearocketanimation.com/14293-animated-product-videos/
- **Free Stock Photos** – https://www.pexels.com/, https://pixabay.com/, https://unsplash.com/, https://www.canva.com/photos/free/
- **Videvo (Stock Videos) –** https://www.videvo.net/
- **Vexteezy (Vector Art, Stock Photos & Videos)** – https://www.vecteezy.com/
- **Powtoon (Animated Videos & Presentation Maker) –** https://www.powtoon.com/home/
- **Biteable (Video Maker) –** https://biteable.com/
- **Pixton (Comic Strip Maker) –** https://www.pixton.com/
- **Animaker (Animated Videos) –** https://www.animaker.com/
- **Moovly (Video) –** https://www.moovly.com/
- **StoryBoardThat (StoryBoard / Comic Strip Maker) -** http://www.storyboardthat.com/business/team-and-business-edition
- **iMovie (Mac) (Video Production)**
- **Windows Photos (PC) (Video Production)**
- **Adobe Spark (Cloud-based Video Production)** - https://spark.adobe.com/
- **Buzzsprout (Audio Podcasts)** – https://buzzsprout.com
- **Podbean (Audio / Video Podcasts)** – https://podbean.com
- **RedCircle (Audio Podcasts)** – https://redcircle.com
- **Anchor.fm (Audio Podcasts)** – https://anchor.fm
- **Bensound (Free Audio Loops / Clips)** – https://www.bensound.com/
- **Looperman (Free Audio Loops)** – https://www.looperman.com/loops
- **Envato (Royalty Free Audio Clips)** – https://elements.envato.com/audio

Thank You!

Any questions or further ideas? ☺

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Social Mention Definitions

- **Strength**: is the likelihood that your brand is being mentioned online, “mentions in the last 24 hours divided by total mentions”
- **Sentiment**: is the ratio of mentions that are generally positive
- **Passion**: is the likelihood that individuals talking about your brand are doing so repeatedly (repeat authors)
- **Reach**: is the range of influence, it is the number of unique authors referencing your brand by the total number of mentions