

# The New Marketing in the Social Media Age

## **Lesson 3: Creating Content**

*Presented by Peter Coish, President, KURATION, Inc.*



# Today's Lesson

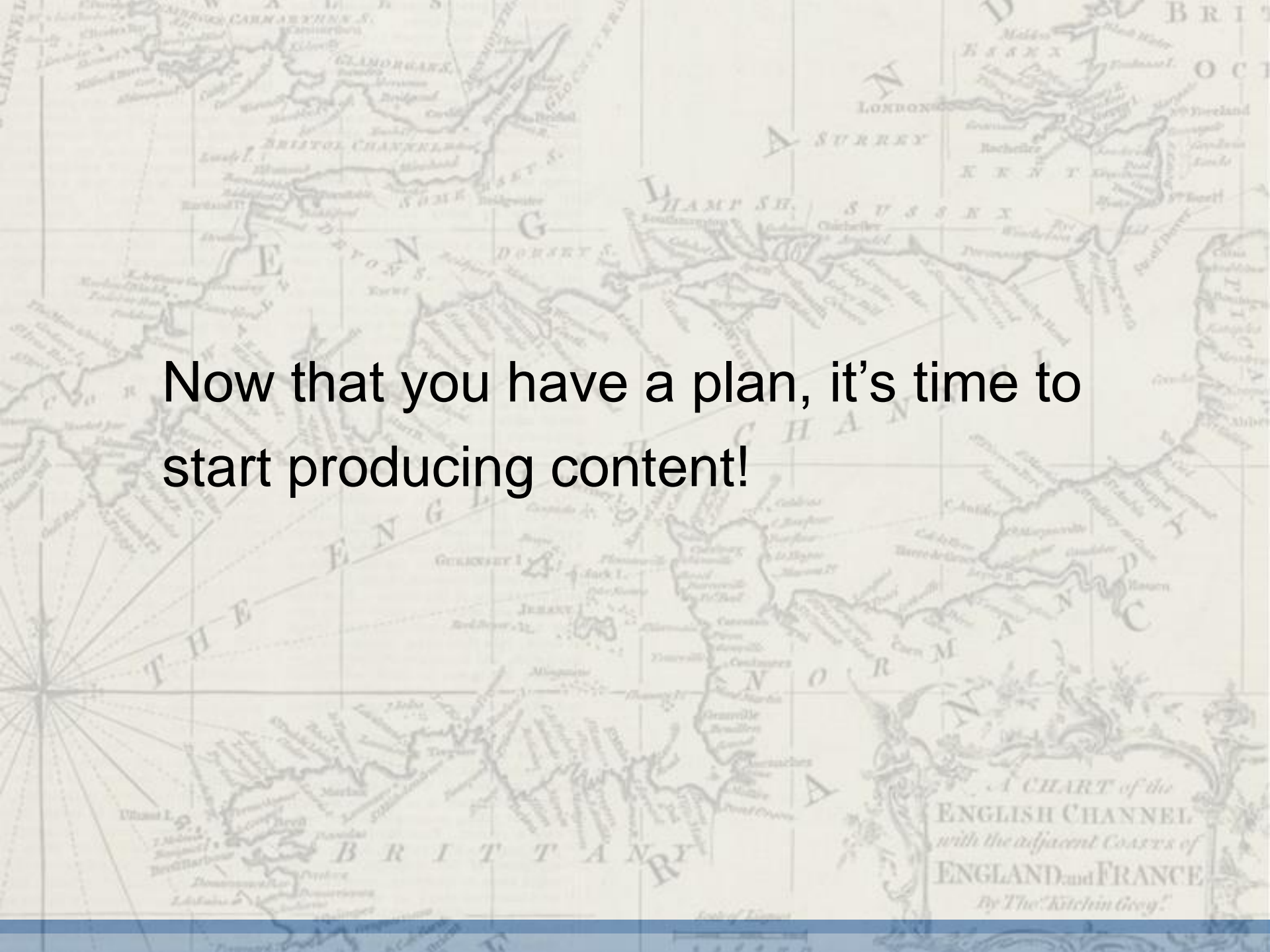
- Recap of yesterday's lesson/Questions

# Yesterday's Lesson

- A content marketing plan details how you will create, deliver, and manage content that your target audience finds interesting – it is your roadmap to success
- A content marketing plan includes:
  - Goals
  - Target audience
  - Content themes
  - Publishing plan

# Today's Lesson

- Types of content
- Forms of content
- How to create content that people want to share



Now that you have a plan, it's time to start producing content!

What the forms of content?

- Short/long form text
- Short/long form video
- Photo
- Graphic

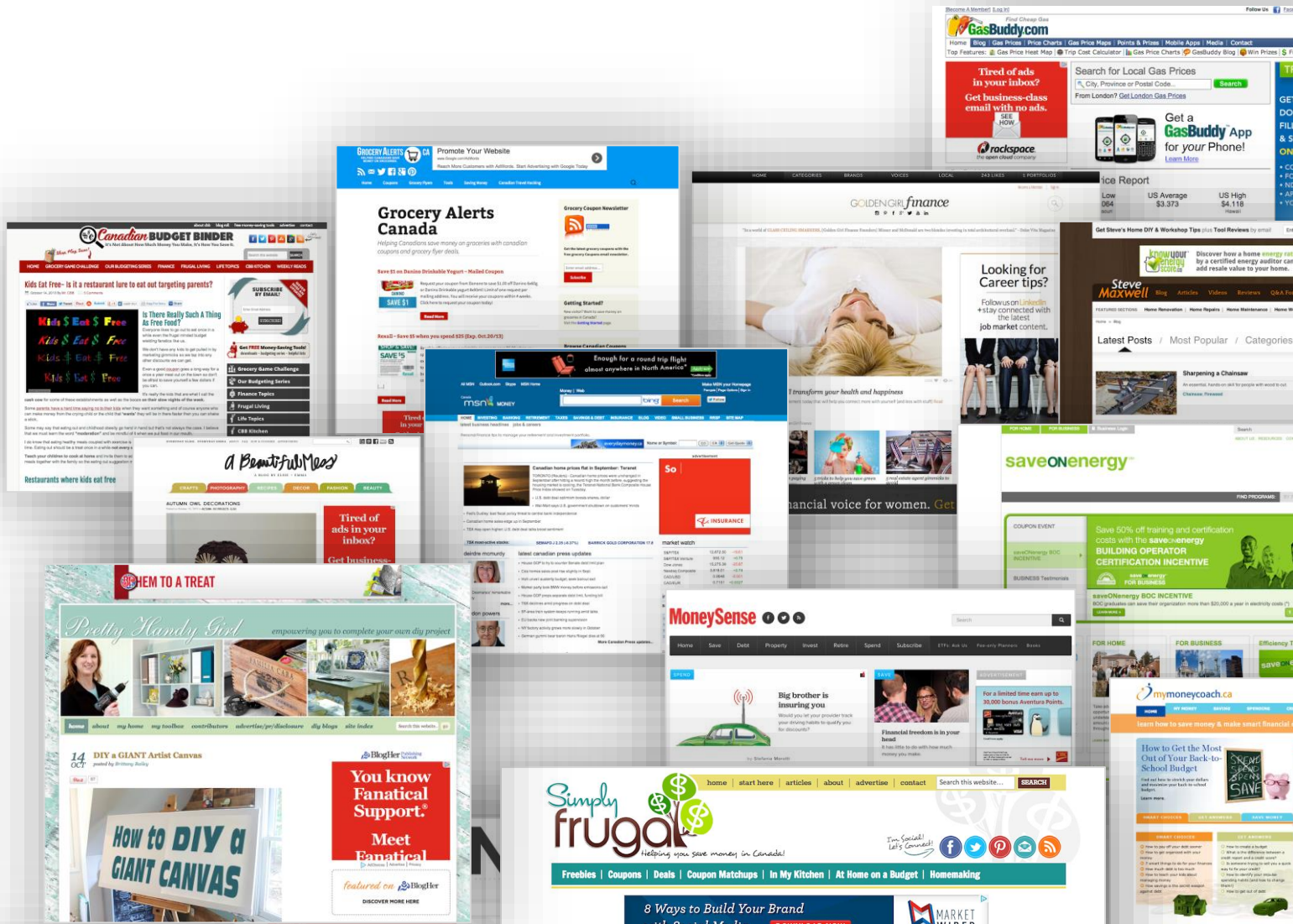
What the types of content?

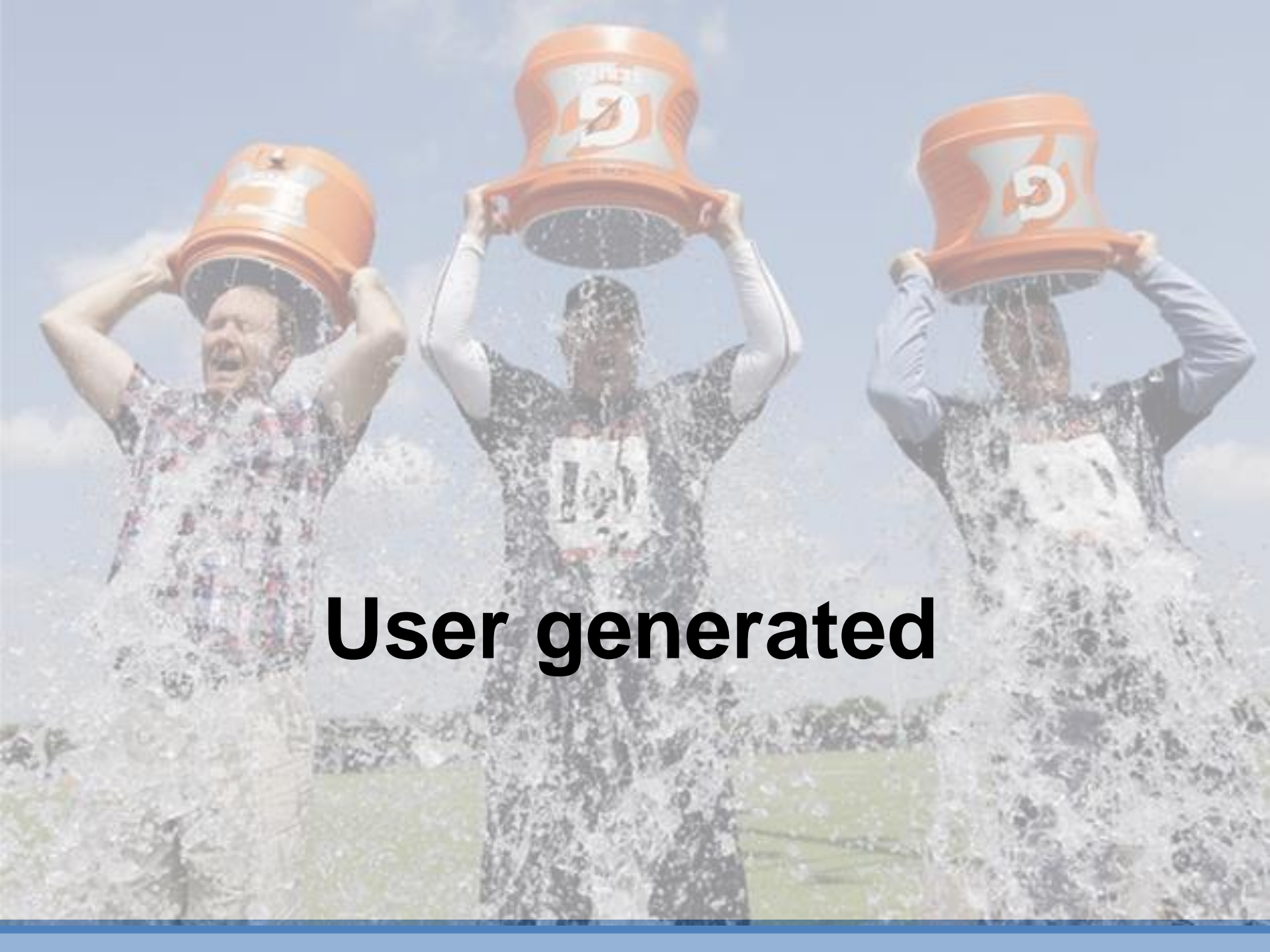




**Original**

# Curated





**User generated**

No matter what types of content you choose to publish, make sure it aligns with your search keyword strategy.


# Keyword Planner


Add ideas to your plan


Your product or service


canoeing

## Targeting ?


Canada 

All languages 

Google and search partners 

Negative keywords 

## Date range ?

Show avg. monthly searches for: Last 12 months 

## Customize your search ?

**Keyword filters** 

**Keyword options** 

Show broadly related ideas

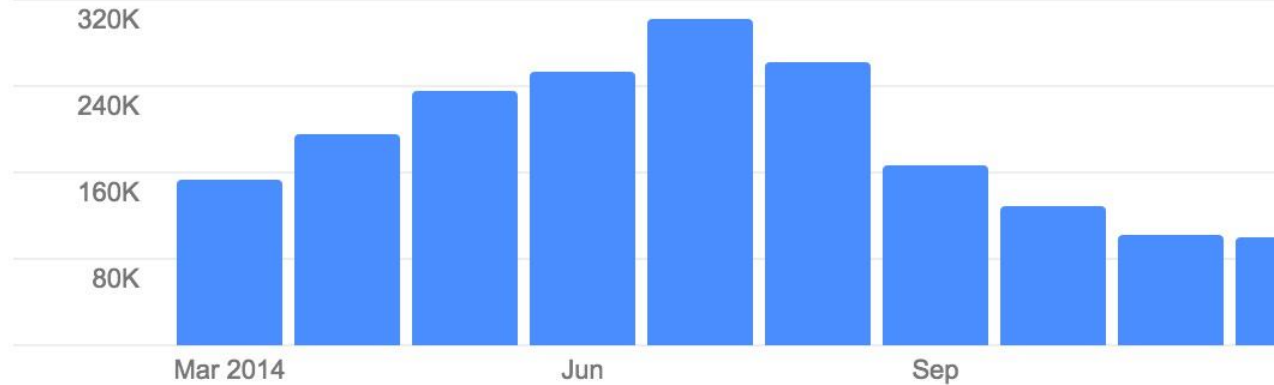
Hide keywords in my account

Hide keywords in my plan

**Keywords to include** 




### Search volume trends

Average monthly searches



Ad group ideas

Keyword ideas 

Ad group (by relevance)	Keywords	Avg. monthly searches <span>?</span>	Competition <span>?</span>	Suggested bid <span>?</span>
<a href="#">Ontario Canoe</a> (19)	canoes for sale ...	 20,310	Medium	CA\$0.91
<a href="#">Canada Canoe</a> (...)	canoe canada, c...	 2,310	Low	CA\$1.15
<a href="#">Canoe Club</a> (5)	rideau canoe clu...	 4,170	Low	CA\$3.34

How do you develop content that people want to read and share?

Observe the “golden rules”

A photograph of three people riding snowmobiles on a snowy trail. The person on the left is wearing a blue jacket and a white helmet. The person in the middle is wearing a black jacket and a red helmet. The person on the right is wearing a red jacket and a grey helmet. The background shows a dense forest of evergreen trees under a bright sky. The entire image is overlaid with a semi-transparent blue filter.

**It's about what  
your audience  
wants**





**Don't  
oversell.**



**Be true to  
your brand.**

The most effective content...

Teaches





**Entertains**



**Persuades**

Questions?