

The New Marketing in the Social Media Age

Lesson 4: Content Distribution - Getting the Message Out

Presented by Peter Coish, President, KURATION, Inc.



Today's Lesson

- Recap of yesterday's lesson/Questions

Yesterday's Lesson

- The primary forms of content are short/long form text, short/long form video, photo and graphic
- Content can be original, curated or user generated
- No matter what types of content you choose to publish, make sure it aligns with your search keyword strategy
- The golden rules of content marketing:
 - It's about what your audience wants
 - Don't oversell
 - Be true to your brand
- Great content teaches, entertains and/or persuades

How do you get your content in front of
the right audience?



Organic Reach and Death are now friends



Facebook and 2 other people like this.



No matter how good your content, you still need to push it to your audience.

There are three ways to get exposure for
your content

Paid Media



Owned Media

EXPLORERS' EDGE The Great Canadian Wilderness Just North of Toronto

SPECIAL OFFERS PLAN BY SEASON PHOTO GALLERY REGIONAL

BOOK A ROOM: All Lodging

Check-In

Check-Out

STAY EAT DO DIRECTIONS DISCOVER MORE

Search...

Cycling On A Lake: Winter Fat Biking on Georgian Bay

by Kate in [Attractions, Outdoor Adventures](#) on January 29, 2015

5.9k 30

Writer and outdoors enthusiast Dawn Huddleston heads to [Parry Sound](#) to discover first-hand what winter biking is all about.

On a crisp, blue-sky Monday, my friend Alex and I met Peter Istvan, co-founder of [Pedaling for Parkinsons](#), at [Parry Sound Bikes](#) to have an unforgettable experience: fatbiking on Georgian Bay. We were joined by owner Aleesha Mullen and...

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Earned Media

WANT A CASINO? Public to have its say at city hall. G
Follow our live blog at thestar.com

TORONTO STAR
WEATHER HIGH 17C | MOSTLY CLOUDY | MAP 58

'Canadians want to be led, not ruled' Easy v launch Trudea dynasty

Promises a Liberal rebirth,
vows to repel Tory attacks

SUSAN DELACOURT
OTTAWA, KANADA
OTTAWA—Justin Trudeau will walk into the House of Com-
mons on Monday as the new leader of the Liberal party—with
expectations for him flying as high as his decisive victory in
the leadership race.
Gaining more than 80 per cent of the vote tally on Sunday,
Trudeau handily won the job that his late father, Pierre
Trudeau, held for 16 years in the 20th century.
His victory there is already historic: a rare family dynasty in
the making in Canadian politics.
But the task now facing Trudeau is the more pressing ques-
tion about the future: whether he can rebuild the Liberals
from their third-place standing back to the powerful, political
force they once were in Canada.
Before about 1,000 cheering Liberals gathered in Ottawa on
Sunday night, he said that task shouldn't be underestimated.

TRUDEAU continued on A4

THREE-WAY FIGHT
Trudeau, Mulcair are serious rivals
for prime minister. **Tim Harper, A4**

THE REAL BATTLE
Liberal leader now faces uphill climb
to rebuild a third-place party. **AG**

THE NEW NDP
NDP waters down socialist slant
in bid to modernize party. **AG**

CHLOE WATKINS/GETTY IMAGES



School-based daycares facing eviction threats
Programs to serve full-day kindergarten too costly

LAURIE MONSERRAATEN
SOCIAL JUSTICE REPORTER
Toronto daycares in schools say they are being told if they refuse to run before- and after-school programs for full-day kindergarten students, they risk being replaced by another operator.
Daycares are balky because they say it is hard to hire staff for split shifts.

They add that they don't have enough money to retrofit kindergarten rooms to meet strict daycare standards and they can't raise fees to cover costs if children drop out.
They say they can't even bridge a work-er's day by offering a lunch program, because full-day kindergarten students who previously were in half-day child care are now the responsibility of the school.

DAYCARES continued on A2

Canadian linked to terror attack in Somali capital
Dozens feared dead in Mogadishu bombing

MICHELLE SHEPHERD
NATIONAL SECURITY REPORTER
Somali and Canadian security forces are investigating whether a former York University student was part of a team of suicide bombers who attacked Mogadishu on Sunday, slaying the capital's intel officers, police and injuring dozens.
The Star they were probing reports Mogadishu had All Dhare was one of nine Al Qa-ida militants who stormed the cap-ital's courthouse Sunday as part of a co-ordinated attack, which included a separate car bomb targeting Turkish aid workers.

FORMER YORK STUDENT MAY HAVE BEEN AMONG AL SHABAB SUICIDE BOMBERS WHO ATTACKED COURTHOUSE, REPORTS SAY

MOGADISHU continued on A2

AUSSIE RULES MASTERS
Adam Scott the first Australian to win golf's green jacket. **S1**

A NARROW VICTORY
Chavez's successor elected
Venezuela's new president. **A3**

OFF THE RECORD
Vinyl sales double, but few Canadians produce records. **E1**

SARAN TAGUAM
STAFF REPORTER
Justin Bieber has left a trail of outrage in the middle of his European tour after his recent visit to the historic Anne Frank House in the Netherlands.
In a guest-book entry, Bieber wrote that had the teenage starist survived the Holocaust, he hopes she would have been his loyal fan.
"Truly inspiring to be able to come here. Anne was a great girl. Hopefully she would have been a Belieber," wrote Bieber, according to the museum's Facebook page.
"Beliebers" are what Bieber calls his legions of fans — mostly teenage girls.
The 19-year-old singer stopped at the site at Amber's Gebe/Dome stadium.

BIEBER continued on A2

Bieber's Anne Frank blunder
Flak over 'Belieber' remark about Holocaust victim

Who? What? Where? When?
The RBC Advice Centre. Now it's
Questions about everyday bank-
or getting the most
Get an





RBC Royal Bank

3 FULL INDEX PAGE A2
Star and how price Monday to Wednesday \$1.00
Thursday and Friday \$2.00 including tax (prices
higher outside the GTA)
\$767

What are paid media?

Paid media refers to the advertising your company pays for. This includes paid social media (like Facebook ads and promoted tweets), paid influencers, pay-per-click (PPC), retargeting, affiliates, and native advertising

Most social networks offer forms of advertising unique to their platforms

	Promotional Activity	Relative Cost
	On/off-Page Promoted Posts to drive traffic to blog	LOW
	Promoted Tweets, Website Cards, Promoted Trends, Promoted Account: Use on a selective basis to support PR efforts	MEDIUM to HIGH
	TruView ads, Google Adword and (organic) Fanfinder ads for video content test	LOW
	Keywords relating directly to EE accommodations	MEDIUM to HIGH

Advanced targeting capabilities

Locations ⓘ Canada, Ontario
Toronto + 50 mi
Add a country, state/province, city or ZIP

Age ⓘ 25 ▾ - 65+ ▾


Gender ⓘ **All** Men Women

Languages ⓘ **English (US)** ×
Enter a language...

Education Level ⓘ **College grad** ×
Master's degree ×
Choose education statuses **Browse**
More Demographics ▾

Interests ⓘ Business and industry
Advertising
Management
Marketing
Business and industry > Banking
Online banking
Retail banking
Business and industry > Online

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - Canada: Toronto (+50 mi) Ontario
- Interests:
 - Retail banking, Email marketing, Marketing, Digital marketing, Search engine optimization, Display advertising, Advertising, Online banking, Online advertising or Management
- Education Level:
 - College grad or Master's degree
- Age:
 - 25 - 65+
- Language:
 - English (US)

Potential Reach: 300,000 people

What are owned media?

Owned media means the channels your brand controls, such as your website, mobile site, blog, email, and social channels

Your email list is your most valuable
“owned” medium

Engagement with email is high

Constantly build your list:

Ask everyone who reads your content to
sign-up for your email

What are earned media?

Earned media is any publicity you haven't paid for that's owned and created by a third party

Earned media is now that customer tweet about "the best dinner EVER!" at your restaurant that got several retweets and favorites

It's also that horrible Yelp review

Earned media isn't controlled by the marketer, which makes it less biased and more trusted

How to get earned media?

Create great content

Invest plenty of time in interacting on
social media

Make your customers really,
really happy

Questions?