

The New Marketing in the Social Media Age

Lesson 1: Introduction to Social Media and Content Marketing

Presented by Peter Coish, President, KURATION, Inc.



Today's Lesson

- Why are businesses are abandoning traditional online advertising?
- What is social media? What are the major social media networks?
What does my business need to do on social media?
- What is content marketing and how does it relate to my business?
- What is the role of my website in my content marketing plan?
- Why does content marketing help improve my website search ranking?
- What are the components of my content marketing plan?

What's the problem with online advertising?

EYEGLASSES BRANDS YOU LOVE FROM **\$48**



SEE SITE FOR DETAILS »

 Coastal.com **FIRST PAIR FREE »**

looking for a baby name?

search through tons of name lists to find the perfect one.

- Most popular baby names
- Best baby boy names
- Best baby girl names
- Celebrity baby names
- Irish baby names
- Jewish baby names
- African baby names

the bump **start now »**

JUST THINK OF IT AS **BRAIN OCTANE**

CLICK HERE FOR A TEST DRIVE



FOCUSfactor
Nutrition for the brain
by Vital Basics

BACKUP YOUR COMPUTER

BEFORE YOU WISH YOU HAD.



Try it Free ✨

 **BACKBLAZE**

Banner ads are really just digital print ads

They can be expensive to produce and to run

And response rates have steadily declined over the past 10 years

But there's a cost-effective and powerful new way to reach your prospects online, no matter the size of your marketing budget

Social Media

A close-up photograph of three women smiling and looking at a white smartphone held by the woman in the foreground. The woman on the left has blonde hair and is wearing a tan jacket. The woman in the middle has dark hair and is wearing a red and white striped shirt. The woman on the right is wearing a pink top. The background is blurred, suggesting an indoor setting with other people.

They are called “social” media because people use these networks to socialize directly with people or businesses

By “socialize” we mean have conversations, make comments, and share words, pictures and video

What's are the major social media
platforms?

And which ones should you be considering?



1.3 Billion
19 MM

Best for businesses that want to share and connect with users/get users spreading content



900 MM
21 MM

Best for businesses with resources to produce video content, not great for direct engagement



280 MM
4 MM

Best for businesses that to share and collect Intel from customers, reach media influencers



300 MM
10 MM

Best for businesses focused on visual content, mobile & young audience



315 MM
3 MM

Best for businesses focused on travel, tourism and hospitality



I like doughnuts



Here's a video of me eating a doughnut



I'm eating a doughnut



Here's an artsy pic of my doughnut



Here's a great place to eat doughnuts

What are the benefits of being
on social media?

A large, dense crowd of people, mostly men, are shown in a stadium or arena, cheering enthusiastically. Many have their arms raised, some with hands open, and their mouths are open as if shouting or singing. The crowd is diverse in age and appearance, and they are wearing various casual clothing like t-shirts, polo shirts, and caps. The background shows the structure of the stadium with overhead lights.

Get a community
of “fans”

A collage of several hands giving thumbs up against a blue background. The hands are of various skin tones and are positioned in a way that they appear to be reaching up and giving a thumbs up gesture. The text "Build word-of-mouth" is overlaid in the center of the image in a white, sans-serif font.

Build word-of-mouth

A man in a grey suit, white shirt, and dark tie is holding a tin can to his ear. A string is attached to the can and extends across the frame. The background is a dark, textured wall. The text "Get feedback" is overlaid in white, bold, sans-serif font.

Get feedback



Market your business

But what do you post on
social media?



Stuff that potential customers like, share or want to comment upon

A photograph of three business professionals—two men and one woman—gathered around a laptop. They are all smiling and looking intently at the screen. The man on the left is older with grey hair and glasses. The man in the middle is younger with short brown hair. The woman on the right has long blonde hair and glasses. The text "Stuff that gets 'engagement'." is overlaid in white on the image.

Stuff that gets
“engagement”.

A group of four business professionals, three men and one woman, are gathered around a laptop. They are all smiling and looking intently at the screen, suggesting a collaborative and positive work environment. The man on the left is older with glasses, while the others are younger. The woman on the right is wearing glasses and has long blonde hair. The overall tone is professional and engaged.

How does engagement
grow your business?

A group of four business professionals, three men and one woman, are gathered around a laptop, looking at the screen with interest and engagement. The man in the foreground is smiling, and the woman next to him is also smiling and looking at the screen. The other two people are partially visible, also looking at the laptop. The background is a plain, light-colored wall.

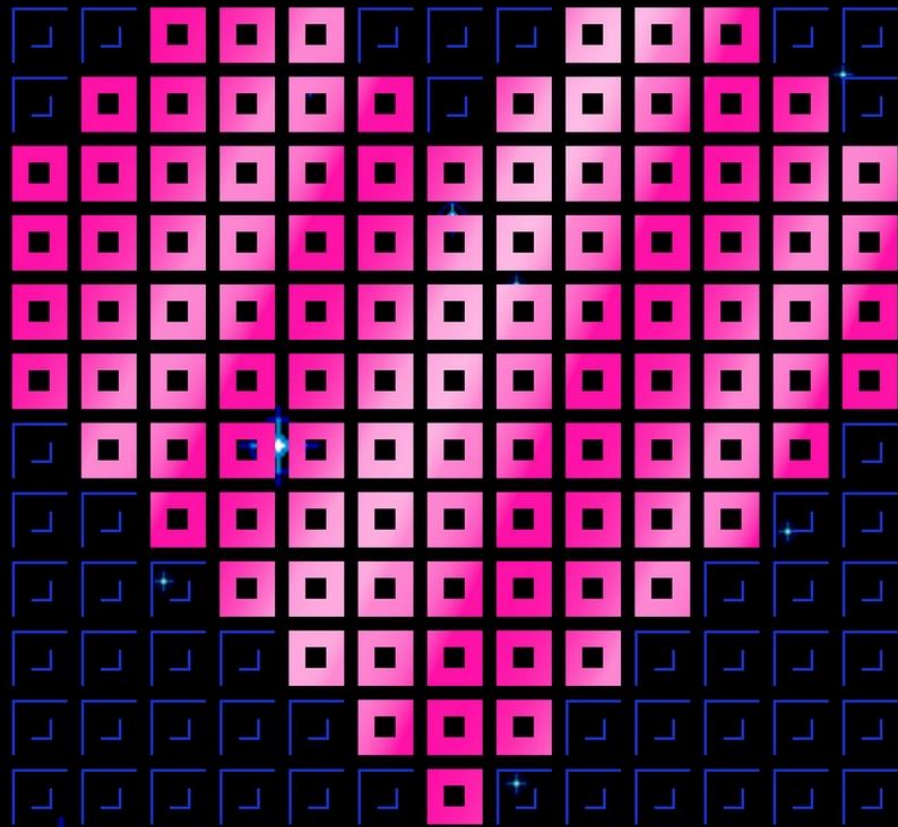
More engagement means
more people talking about your
business, and ultimately that
can bring you customers

To get engagement you must post “stuff” – words, pictures and video - about your business that appeals to existing or potential customers

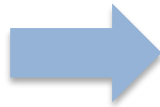
Marketers call this stuff “content”

And we call this process
“content marketing”

How do you create a
content marketing
program?



The heart of your content marketing program is your website or blog – it's where you post your content



Your social media pages drive users to your website to read great content


Content marketing is really about
building traffic to your website



And traffic generated by search engines is the best quality and most likely to convert to customers

That means you want your site to rank high on the list of results returned by search engines like Google or Yahoo

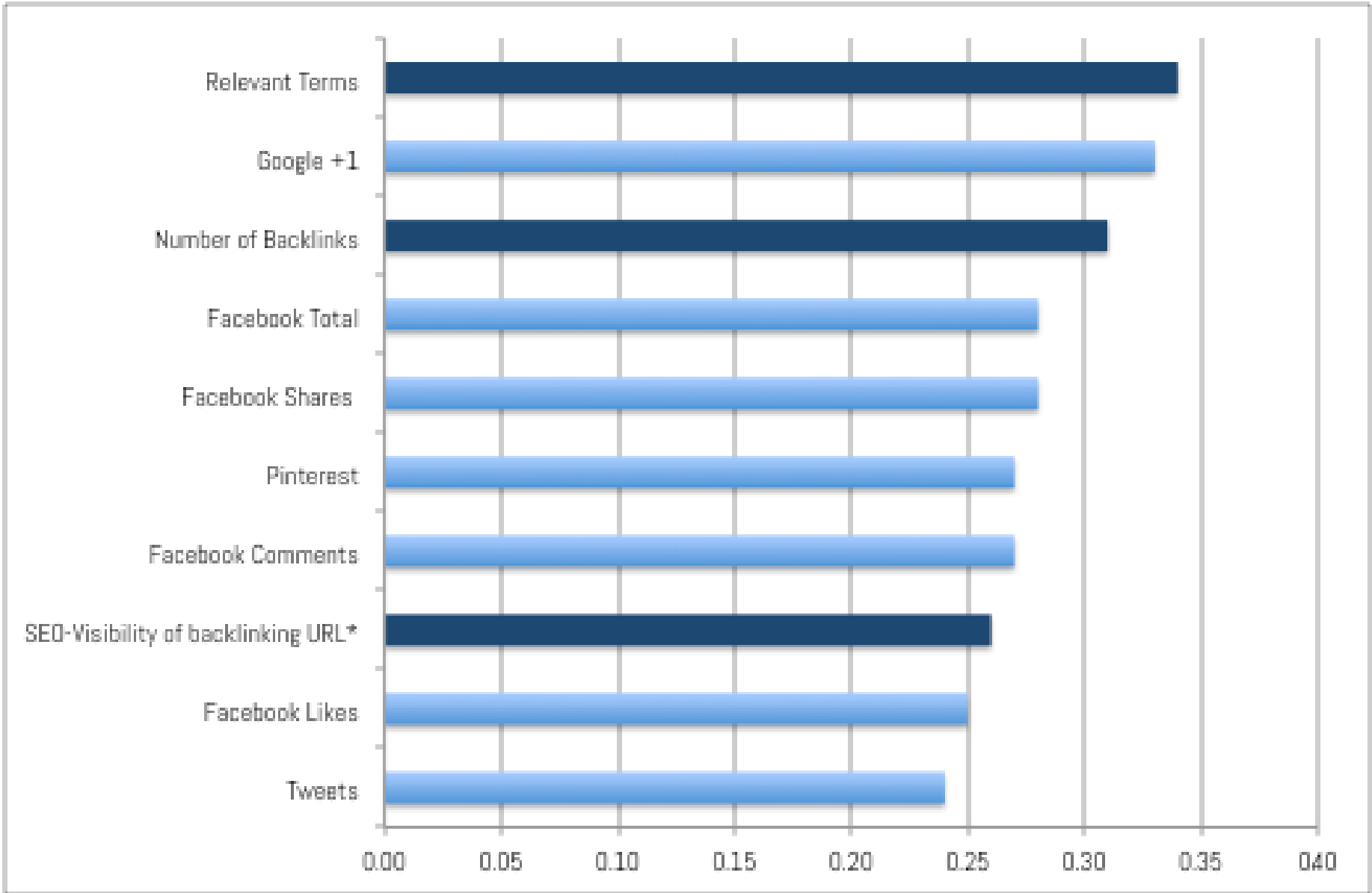
Why is your search
ranking so important
to your tourism
business?

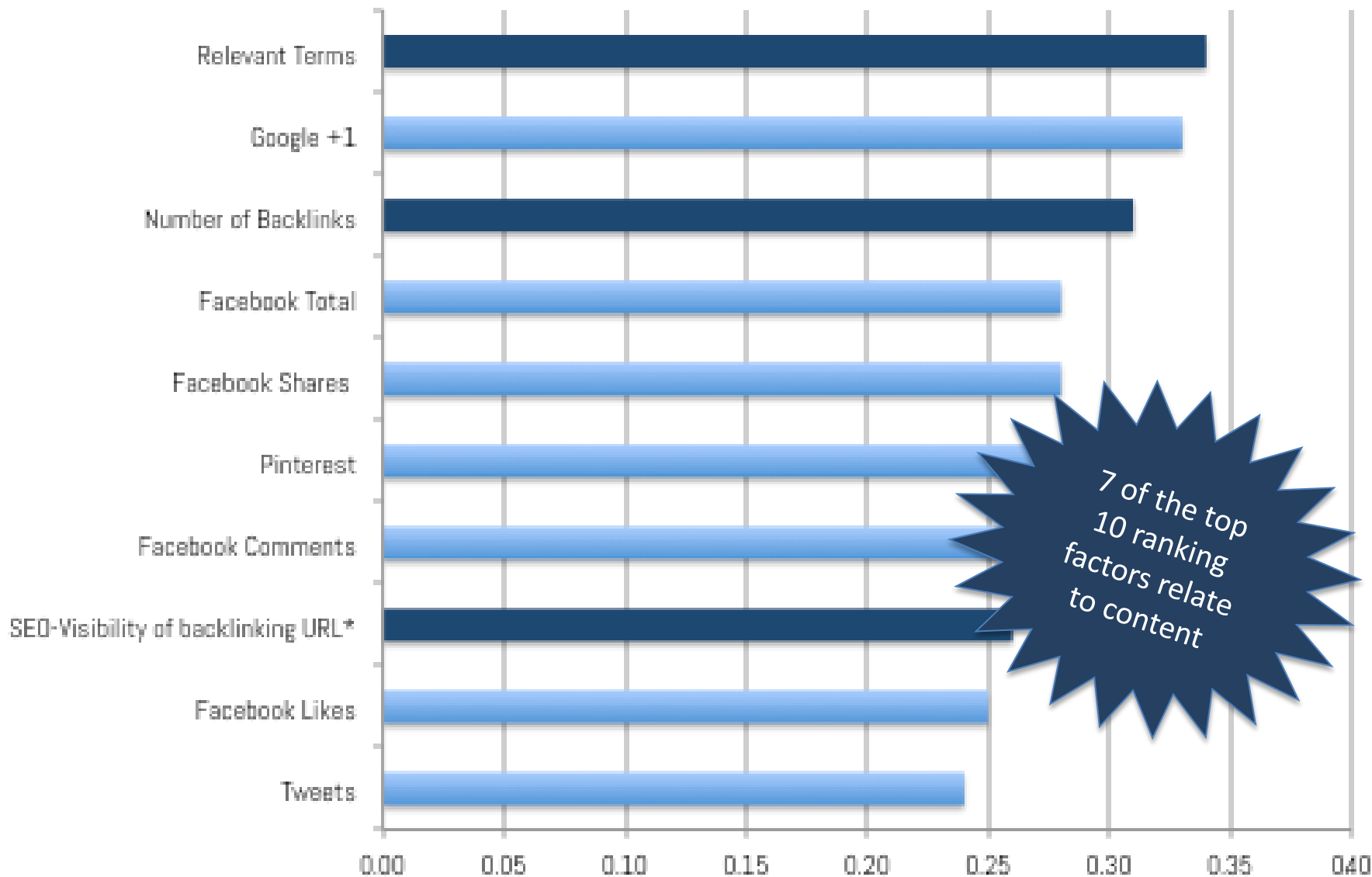
A close-up photograph of a person's hands typing on a white computer keyboard. The keyboard is on a wooden desk. The text "Because search is the first thing people do when planning a vacation." is overlaid in white, bold, sans-serif font across the center of the image. The background is slightly blurred, showing the desk and a mouse to the right.

Because search is the first
thing people do when
planning a vacation.

How do you improve
your search ranking?

Google loves great content





A group of five people are sitting around a campfire at night. The fire is burning brightly in a stone fire pit, casting a warm glow on the scene. The people are dressed in casual outdoor attire. In the background, there are trees and a dark night sky. The overall atmosphere is cozy and social.

To improve your search ranking, post content on your site about your business that your prospects want to read, share and comment upon

Examples?

Case Study: Fat Biking

EXPLORERS' EDGE The Great Canadian Wilderness Just North of Toronto

SPECIAL OFFERS PLAN BY SEASON EVENTS PHOTO GALLERY REGIONS

BOOK A ROOM: All Lodging Check-in Check-Out SEARCH

STAY EAT DO DIRECTIONS DISCOVER MORE

Cycling On A Lake: Winter Fat Biking on Georgian Bay

by Kate in Attractions, Outdoor Adventures on January 29, 2015

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 Parkinson's](#), at [Parry Sound Bikes](#) to begin an unforgettable experience: fatbiking on Georgian Bay. [Parry Sound Bikes](#) owner Aleesha Mullin set us up with KHS 4 Season 1,000 fatbikes. Their four-inch wide tires with heavy-duty tread looked like they could scale just about anything.

After a quick primer on gears (not much different than a mountain bike), braking (rarely needed as snow provides a wonderful, natural brake system) and trail etiquette (be courteous, stay off track set cross country ski trails and watch out for snowmobiles and skiers), we packed up the bikes for a short drive to the trail head.

Explorers' Edge
January 30 · Edited [?] ·

Hit the fat bikes this winter in #ExplorersEdge and go where you never could before.

Cycling On A Lake: Winter Fat Biking on Georgian Bay
Writer Dawn Huddleston finds out what's so special about winter fat biking &...
EXPLORERSEGE.CA

436,736 people reached Boost Post

Sponsored by Explorer's Edge

Tis the Season for Fat Biking

Slap super wide tires on a four season bike and you're ready to take on a Georgian Bay winter.

Case Study: Ice Trail

Every business, large or small, can
make content marketing work

But to make content marketing work
requires a plan

Components of a Content Marketing Plan

The Four Components



Strategy



Content
Development



Amplification



Conversion &
Measurement



Your strategy is your road map to success –
you can't get there without it

Your content strategy defines your storyline in
a way that is interesting to your prospects and
customers



Strategy in hand, the next step is to create the content to publish on your blog



Amplification is the process of getting your content in front of the right people on the social media platforms



Once you've brought a prospect to your website, it's essential that you make an effort to convert them to a customer

Questions?