

# Content Strategy

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# Distribute Wider, With Less Content!

- ▶ Stellar content takes a long time to create, and therefore it's important that you're able to utilize it as much as possible.

This presentation will go over my personal content strategy, to ensure I'm able to reach and impact as many people as possible with everything that I publish.

- ▶ This is done through mindful repurposing of content across a number of platforms, tailoring each piece of content to the audience of each platform.



# Repurposing In A Nutshell

- ▶ Repurposing is the act of taking a piece of content you've already produced, modifying it, and rereleasing it in a different format.
- ▶ An example of this would be creating slides to go along with your blog post, and using your blog post as a script for a video along with these slides. The video would be published on YouTube, and the slides would be published on Slideshare.
- ▶ As you can see, it can be very powerful when strategical retargeting is used, as each piece of content you produce suddenly becomes more valuable.



# Networks I Distribute To:

- ▶ My personal blog, at [JamesMcAllisterOnline.com](http://JamesMcAllisterOnline.com)
- ▶ YouTube
- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ Pinterest
- ▶ Quora
- ▶ Slideshare

This allows me to reach FAR more people than just publishing on my own site, boosts traffic across channels, and makes my content known to more people in my target market every single day!

# Strategy #1: Starting With A Blog Post

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You've spent hours creating a stellar blog post, and you've just hit publish. What's next?



# Blog -> Email List

- ▶ Consider making your email list your first contact, as these are often your most loyal and most engaged readers.
- ▶ These are the readers that will leave comments on your post, share your article freely, and genuinely provide social proof to your article early on.
- ▶ This makes your website more appealing to people who may land on it for the first time.




# Blog Post -> Pinterest


- ▶ If possible, try to include a title image with all of your posts, a relevant quote, or something that ties in with the article.
- ▶ Upon release of your article, schedule your Pin to be shared to the most relevant Pinterest board on your profile.
- ▶ For the pin's description, start out with the article title. Then, use the introduction from your post to fill the description. Always include a call to action to read the rest of the post!
- ▶ These pins will become searchable in Pinterest's search algorithm! This especially works well for niches that Pinterest caters to, such as arts and crafts, DIY, home décor, gardening, parenting, etc.

# Using This Strategy Brought My Baby Product Brand...

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A horizontal banner at the top of the profile features a collage of five images: a baby in a basket, a baby playing with a toy, colorful balloons, a baby in a white outfit, and a bouquet of pink roses.




A circular profile picture containing a yellow four-pointed star with a blue star in the center.

## Kinacle

**1.6m** monthly viewers

**Bellingham, Washington**

 **kinacle.com**

Happier Families. Happier World.

- Overview**
- Boards
- Pins
- Tries
- Activity
- Followers
- Following



# 1.6 Million Monthly Viewers!

# Blog Article -> Facebook, Twitter

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- ▶ This picture also works great at attracting attention for posts on other social media channels.
- ▶ Studies show that posts on Facebook and Twitter that utilize images receive more views, and higher click-through rates.
- ▶ A quick summary of the article, and / or why followers should bother to read it, can work as a caption. Then, include a call to action and a link to the post.



# Twitter – Extended Sharing

- ▶ Articles should not be shared only once.
- ▶ Depending on how frequently you post new content, and how frequently you already post to Twitter, consider sharing your article 2-5 more times.
- ▶ An example of this may be...

# Twitter – Extended Sharing

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1. Once the article is posted.
2. One week after publishing.
3. One month after publishing.
4. 3 months after publishing.

These are just examples, and you'll want to set a schedule that works for you.

Software makes it easy to schedule this out in advance, so you can have all of this ready shortly after your initial publishing. Personally, I use Hootsuite Pro to manage this.

Speaking of software...



# Revive Old Post

- ▶ I highly recommend installing and utilizing the WordPress plugin, [‘Revive Old Post’](#).
- ▶ Revive Old Post randomly takes old articles you’ve published, and reshares them periodically on your Twitter page.
- ▶ Of course, you can set how frequently content is published, as well as excluding certain posts or categories altogether.
- ▶ Revive Old Post is free for Twitter and Facebook, and the free version will work for most people.



# Blog Article -> Instagram

- ▶ Depending on your niche, Instagram may need to be handled differently.
- ▶ If you utilized a title photo with the name of your blog post in it, add this to your Instagram story and direct people to your Instagram page, for a clickable link to your website. If you have over 10,000 followers, you can also include a link directly in the post, which viewers can access by swiping up.
- ▶ For your main feed, you'll likely need to come up with a different post format entirely.



# Instagram – Blog Post Promotions

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Examples of content that works good on Instagram, to promote blog posts:

- ▶ Quotes. Take a relevant, impactful quote from your article, and post it on your page. Expand upon it in the description, and direct people to your blog post in the description. Quote pictures can be made easily with a free tool called [Canva](#).
- ▶ Pictures used already in your articles. If you can expand upon these with a story, even better. Remember the call to action!
- ▶ Teasers. For example, to promote an article on my baby product brand's website about interesting baby facts, we included one of the most surprising of these facts in a graphic. In the description, we stated there were 19 more of them in our newest article.



# Reuse These Photos!

Every photo you create for your brand is a digital asset. Utilize it the same way you would a piece of content! This means...

- ▶ Go back and add it to your blog post if it's not there already.
- ▶ Utilize it when sharing your article to Facebook or Twitter for a 2nd time.
- ▶ Embed it into Quora answers when relevant, as answers with photos tend to get more views (if you're unfamiliar with Quora, we'll discuss that in a moment.)



# An Introduction To Quora

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- ▶ Quora is the world's largest question and answer site, with over 200 million active monthly users.
- ▶ This makes it a treasure trove of potential readers to bring to your blog, while truly helping people out at the same time.
- ▶ Quora is happy to allow content creators to link to external websites, as long as the link is relevant to the answer, and you do not spam their users.



# Blog Posts -> Quora

- ▶ Other than building brand awareness, Quora can be a great way to get readers back to your site.
- ▶ Utilize the search function on Quora to find questions that are very relevant to the article you've published, and answer the question thoroughly.
- ▶ Somewhere in the answer, reference your site, or directly encourage somebody to read an article for more information.
- ▶ An example of this can be seen here...



## Why is it that some bloggers work really hard but still get no traffic to their blogs?



James McAllister, Helping Entrepreneurs Build Their Digital Presence  
Answered Wed

Most of the time, it's because they don't understand that their content is just one part of the system.

See: [Why Are There Bad Blogs Doing Better Than You?](#)

Good content doesn't alone get you traffic. The fact of the matter is, some of the best writers on this planet will never get the attention they deserve. This is almost always because they do not know how to make people aware of their content in the first place.



At the same time, most bloggers that focus on working extremely hard aren't willing to reinvest back into their websites<sup>[1]</sup>. It makes sense - after working so hard to earn any amount of money, you're even more likely to want to hold onto it. The problem is that if you aren't spending money on improving traffic, you're spending time, which is an even more valuable resource if your system is profitable.

The other part of the equation is that the content just isn't interesting to potential readers. If you want people to spend time consuming your content, they need to get some sort of value out of it in return. Most commonly, this comes in the form of valuable information, or entertainment.

Therefore, if there is one piece of advice to take from it's this:

**Publish less often if you need to. Spend 20% of your time creating absolutely stellar, valuable content - and the other 80% of the time making people aware of it!**

### Footnotes

[1] [7 Areas To Reinvest Blogging Profits Into](#)

Example 1

## How do bloggers build/increase their email subscribers list?



James McAllister, Helping Entrepreneurs Build Their Digital Presence  
Answered Wed

It really comes down to these three things - the value you've provided upfront in your post, the lead magnet you're using to try and get subscribers, and how much trust the reader has in you to deliver quality content through the newsletter.

The first and third tie in together, which is why "write quality content" is very solid advice. All of us are bombarded with emails constantly, and we want to make sure that when we sign up for an email list...

- It's actually going to provide added value to us in some way.
- The marketer isn't going to spam us in hopes of a quick buck.
- The marketer has your best interests at heart, and an email from them is a good thing, rather than a bad thing.

It just so happens that boosting the know, like, and trust factor also leads to more engaged subscribers as well, and not just a higher volume.

As for the lead magnet, it's important that the lead magnet...

- Is relevant to the reader.
- Offers some sort of value add that is actually desired by the reader.
- Delivers on the promises right away.

'Free' content now has a negative value because there is so much of it on the internet - it takes time to consume. Therefore, having a valuable lead magnet is more important than ever if you're using it to try and acquire subscribers.

I've had great success offering different lead magnets based on the category of the posts published, or at least presenting them a different way. Content upgrades within popular posts have also worked quite well.

As for technical tips, this article covers quite a number of them. [How to phrase your lead magnet](#), where to place opt-in boxes, single vs double opt-in, etc.

Example 2



**P.S... Quora can be a  
great way to come up  
with blog post topics!**



# Quora Continued

- ▶ Of course, if Quora does inspire you to write an article, you should always come back to that question and answer it using the strategy just mentioned... with a link back to your site.
- ▶ Additionally, it's recommended to browse Quora topics related to your blog regularly. Questions are often quite similar, and you may already have articles published in your archives that you can market.
- ▶ Quora answers tend to continue getting views over time, and this can lead to a steady stream of traffic as people find your answers on Google, or through browsing Quora themselves.



# Blog Post -> SlideShare

- ▶ If applicable, take the main points of your blog post, and create a slide deck similar to this one on the main topics of your post.
- ▶ This deck can then be shared on SlideShare to bring in additional viewers, embedded into your blog post to help reiterate main points, or provided as a content upgrade to bring in additional email subscribers.
- ▶ This works especially well for business or corporate topics, which is what most of Slideshare's userbase is interested in.



# Blog Post -> Podcast

- ▶ If you have access to recording equipment, consider creating a podcast of your content itself.
- ▶ Utilize each blog post as a script, and make minor adjustments to make it fit for audio format. You may also make additional points or comments you forgot to include in the initial post, if relevant.
- ▶ Podcasts are often consumed by an entirely different audience than blog readers, and this may expose you to audience members who would otherwise never have found your content.



# Blog Post -> Podcast

- ▶ Podcast users are used to hearing ads in their shows, and you may wish to end each episode with a call to action, such as signing up to your email list, or purchasing a relevant product.
- ▶ A podcast can be started for under \$100. For hosting, I've used and recommend [Libsyn](#).

For equipment, I've used and recommend...

1. [Blue Snowball](#) (~\$50 Budget)
2. [Blue Yeti](#) (~\$125 Budget)
3. [Rode Podcaster](#) (~\$200 Budget)

Consider embedding this back into your blog post as an optional way to consume your content!



# Slideshare + Podcast -> YouTube

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- ▶ If you've followed along so far and you're going to create both a slide deck and an audio rendition of your post, good news! It takes only a few moments for you to combine these two together, and make a YouTube video out of it.
- ▶ Simply sync up the audio and the relevant slide, and you've got a video ready to publish in as little as 10 minutes.
- ▶ Because YouTube is the 2<sup>nd</sup> largest search engine in the world, this can lead to steady views for years to come.
- ▶ Remember to include a call to action in every video!

Let's move on to  
repurposing  
video content...



# Spoiler Alert... Most Of It Is The Same

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The basics of repurposing video content is the same:

1. Embed videos into relevant blog posts, and Quora answers – even writing new, related blog posts if able.
2. Strip the audio from the video and utilize for it a podcast.
3. Take the video's main points and make it into a slide deck.
4. If relevant, share it with email subscribers.

The only main difference is for social network sharing.



# Video -> Social Networks

- ▶ Start by going through your video, and finding powerful quotes, main points, and topics of interest to make graphics with. Utilize these in posts to drive traffic to the video and increase brand awareness.
- ▶ Consider making a 30-60 compilation of the best clips in the video, with a call to action at the end of it, prompting users to seek out the full thing. The purpose of this should be to captivate attention and spark interest. Post these on Facebook, Twitter, and Instagram.
- ▶ If you are the face of your brand, take 30 seconds to create a clip mentioning the video and why you feel it's important, and post this in your Instagram story (Snapchat as well if you're utilizing it.)



# Video -> Call To Action

- ▶ Every video you publish should have some sort of call to action, even if it's just getting somebody to subscribe or follow you!
- ▶ Other call to actions could be asking somebody to visit your website, sign up to your email newsletter, buy a relevant product, or view another video.
- ▶ Finally, always utilize YouTube end screens! An example...



# Subscribe!



For tips on business, marketing and more,  
visit my website!

All links and resources will be available in the  
description!



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JamesMOnline

Thanks For Watching!  
JamesMcAllisterOnline.com



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# YouTube End Screens

- ▶ YouTube end screens work well because they update dynamically based on your channel, and what YouTube knows about the viewer.
- ▶ This means that it will always show your most recent video, and the video on your channel that YouTube thinks the viewer will be interested in next – even if it's published years later.
- ▶ Hovering over the subscribe button will make a box appear, allowing the viewer to subscribe in seconds.
- ▶ If you'd prefer not to showcase two videos, you can replace one of these with a link to your website instead. Additionally, you may choose a specific video to show there, in place of your most recent, or YouTube's recommendation.



# Wrapping Up

- ▶ Publishing content in only one place is one of the biggest mistakes a marketer can make, because it requires you to do so much more work for the same results.
- ▶ Additionally, some people only spend time consuming content in certain places, and you must *go to them* if you want their attention.
- ▶ There is no such thing as too much good content, and it is better to be seen too much than too little.
- ▶ Get creative with repurposing... there are surely more ways to take advantage of it than what was just mentioned here!



# Next Steps

- ▶ Finally, if you're interested in not only crafting more compelling content, but making even more out of your marketing efforts, I have two recommendations for you.
- ▶ #1. [Pick up my blogging course](#). It's broken down into 4 main sections – setting your site up optimally, creating content that drives the results you want, marketing that content effectively, and finally, monetizing it. More importantly, it shows you how to set these up in a system to all work together in the most efficient manner possible. If you liked this slide deck, you'll love the blogging course – it's like this, but on steroids.



# Next Steps

- ▶ #2. [Grab my course on email marketing](#). Whether you haven't started list building yet or you're simply looking to increase its size, engagement, and the revenue it generates, my course will help you. The tactics that are mentioned within the course are very practical and will work in every business. The first few videos are available on YouTube as well, if you're looking to get a brief preview.
- ▶ Between the two courses, over 5000 students have already enrolled, so you're definitely among other great people!



# Conclusion

- ▶ If there are any questions you have about anything mentioned in this deck, I'd love it if you reached out to me. My email is [james@jamesmcallisteronline.com](mailto:james@jamesmcallisteronline.com), and I'd be delighted to hear from you.
- ▶ Finally, if there is anything you think I could do to improve this deck, I'd love to know that as well – it would really help out both myself, and others who go through it in the future.



# Thank You For Your Time!

James McAllister

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