# How to Up Your Content Marketing Game

### Our Agenda

- Content Marketing in 2019
- How to Get Started
- Types of Clients
- How to Find Clients
- How Content Managers
  Find Writers



### Our Agenda

LOIs That Work

- Building a Sustainable
  Content Marketing Business
- Content Marketing
  Resources



#### Who We Are





Gary Wollenhaupt, Freelance Content Marketer

Satta Sarmah Hightower, Freelance Content Marketer

#### Who We Are





Jazmine Woodberry, Global Content Manager

Sarika Chawla, Agency Content Marketer/Journalist



#### What is Content Marketing in 2019?

# Content • Marketing Is:

- ReportedStories
- Blog Posts
- Social MediaPosts
- Infographics
- Podcasts
- Speeches
- Quizzes

- Advertorials
- Video & Audio Recordings
- Web Site Pages
- White Papers & Case Studies
- Ghostwriting
- Thought Leadership



Only 55% of bloggers update old posts. Those who do are 74% more likely to get strong results.



Long-form blog posts generate 9x more leads than short-form blog posts.

The top three content marketing tactics.



45

of marketers say blogging is their #1 most important content strategy.

The average blog post is now 1,142 words (up 41% since 2014).





Infographics are liked and shared on social media 3X more than other any other type of content.

#### Whitepapers

# BUILDING A CULTURE OF ANALYTICS FOR HHS PROGRAMS: A HANDBOOK FOR STATE EXECUTIVES



#### **Case Studies**



#### Internal Transformation for IoT Business Model Reshapes Connected Industrial Vehicles

With its Corporate Office in London and operations in 190 countries, CNH Industrial N.V. is a global leader in capital equipment products.

#### Infographics

Life expectancy vs. replacement cost of home components



Sources: National Association of Home Builders and Remodeling 2017 Cost vs. Value Report

#### CHOOSE YOUR

The most beautiful part about exploring America is that no two adventures are ever quite alike - nor should they be. Take our quiz below to find your ideal UnCruise Adventures voyage.



#### THE TRAVEL PHOTO YOU WOULD FRAME IS:

- A waterfall tumbling into a forest grotto
- B A perfectly composed seafood platter
- C A selfie aboard a skiff navigating a fjord

#### WHAT ACTIVITY MAKES YOUR HEART POUND WITH EXCITEMENT?

- ▲ Whitewater rafting on Class II and Class III rapids
- B Meeting vintners as you stroll between rows of grapevines
- C The thunderous sound of a calving glacier



#### THE TRAVEL ITEMS YOU CAN'T LIVE WITHOUT ARE:

- A A camera and portable tripod
- B A corkscrew (hey. you never know when it'll come in handy!)
- C Rubber boots and waterproof pants

#### WHICH EXPERIENCE SOUNDS MOST INTRIGUING?

- A Zipping on a jet boat into a canyon
- B Visiting a craft brewery followed by a trail hike

C Snorkeling in 50-degree water

If you chose mostly A, get out and play in the recreation mecca of the Columbia and Snake rivers. Hike, bike, kayak, swim and river raft - filling each day with exhilarating outdoor adventures. Ask us about a special voyage with a focus on photography!

#### have an adventurous palate. Alongside sommeliers and other onboard culinary experts, you'll sip and taste your way through some of the most renowned wine regions along the Columbia and Snake rivers, savor fresh seafood

and craft brews - and meet the

locals who make it all happen.

If you chose mostly B, you

If you chose mostly C, Alaska is calling and it's time to answer. Embrace the beauty of Glacier Bay National Park with a ranger by your side, explore the expanse of Tongass National Forest and board a skiff to sail into the breathtaking Endicott Arm fjord.

Speedy, spacious and utterly relaxed, the 90-guest S.S. Legacy delivers you to America's most dramatic and thrilling landscapes. Let's get you started on your UnCruise Adventures journey today! Go to our website, found on the back cover, and enter OFFER MI9137.

#### Quizzes

#### **Blog Posts**



#### Airline POS Solutions Enhance the Passenger Experience

#### TRANSPORTATION

Published Jul 28, 2015 by Gary Wollenhaupt

#MPOS, #AIRLINES, #IT STRATEGY

SHARE THIS:

Airlines are leveraging mobile devices and the growing availability of Wi-Fi aboard aircraft to allow passengers to shop even while flying. The availability of mobile point-of-sale (POS) solutions, either through a flight attendant or

#### Your Roadmap for the Future of Fleet Management

Beyond ELD, learn how to transform the way you manage your fleet, increase efficiency and better retain drivers.

**DOWNLOAD NOW** 

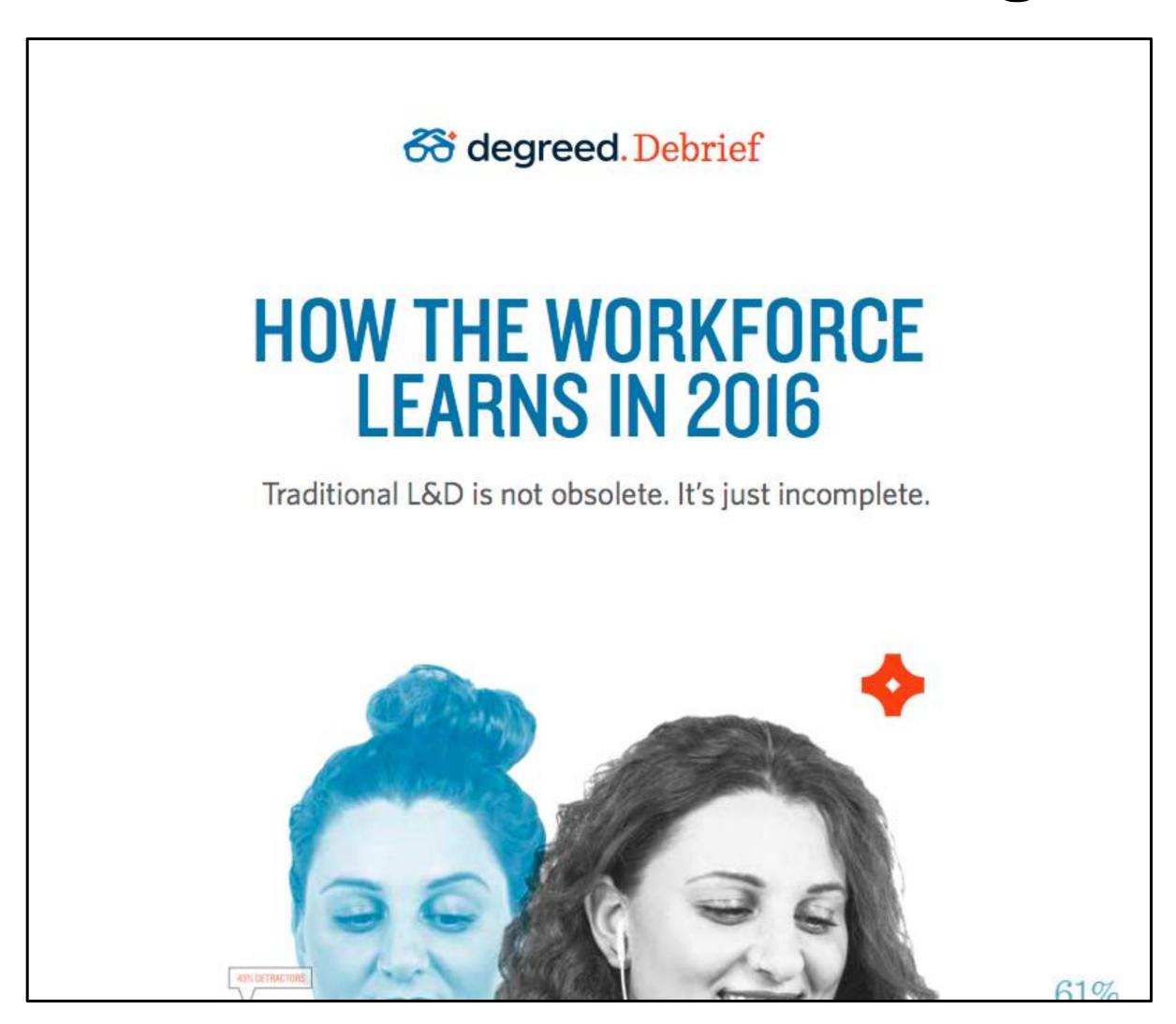
#### **Related Posts**

How In-Cab Technology Increases Fleet Efficiencies and Driver Engagement

How Mobile Technology Will Enhance
Aviation

Savage Launches Digital Transformation With In-Cab Technology

#### **Thought Leadership**



#### Web Page Copy



# CONFIDENTIALITY depositphotos Image ID: 223999148 www.depositphotos.com

#### Ghostwriting

#### Ghostwriting

We can't share them here b/c of NDAs, but just consider most executive bylines ghostwritten.

That said, ghostwritten content can include:

- Blog posts
- Speeches & talk tracks
- Though leadership articles
- Presentation decks



#### How to Get Started

#### How to Get Started

#### Skills you need:

Writing background (journalism)/Storytelling ability
Client and project management skills
Flexible, collaborative nature
A Niche (Negotiable)

#### Things you need:

A professional website/social media presence

#### Content Marketing Agencies:

Contently

Skyword

NewsCred

Advertising/PR agencies

#### **Content studios:**

E.Republic

Fast Company Content Studio

HuffPo Partner Studio

Digiday Content Studio

WP Brand Studio

WSJ Custom Studios

The Hill Custom Content Studio

#### Private clients:

Hospitals

Hotels

Start-ups

Medium and large enterprises

#### **Small businesses:**

Boutiques

Restaurants

Real Estate

Professional Service Firms

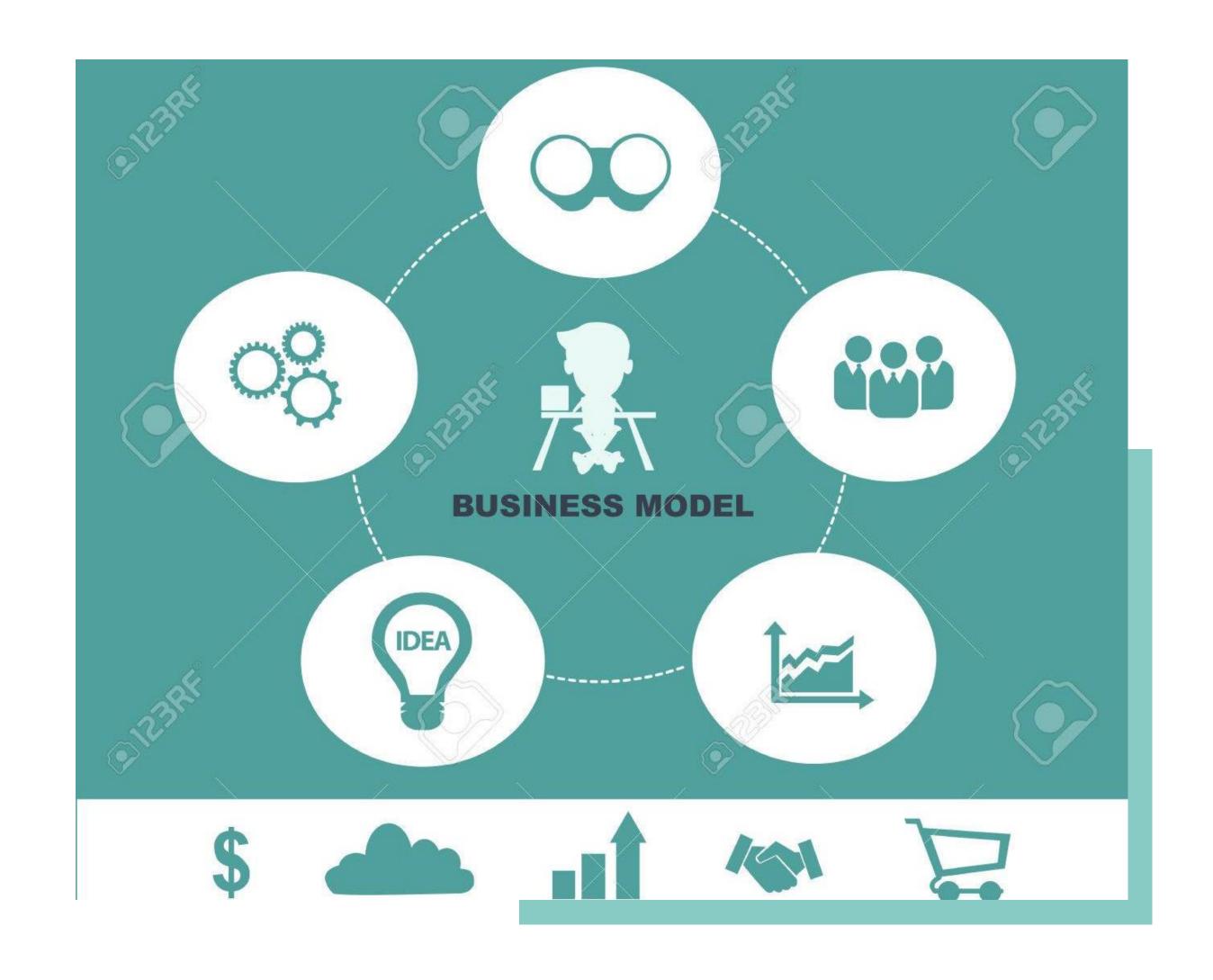
Service Providers (Nutritionists, Real Estate Agents,

Doctors/Lawyers in Private Practice, Accountants)

# What Business Model is Right for You?

#### Pros & Cons of:

- Working with Agencies
- Private Clients
- Working with Small Businesses





#### How to Find Clients



#### 1. Referrals

#### **How to Find Clients**

# 2. LOIs (Letters of Introduction)



#### **How to Find Clients**





3. Networking

4. Attend Conferences

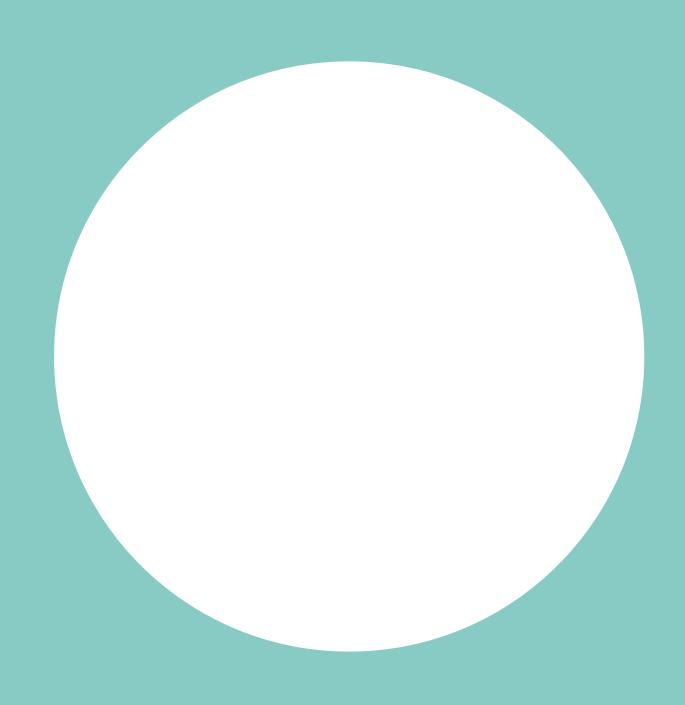


#### **How to Find Clients**

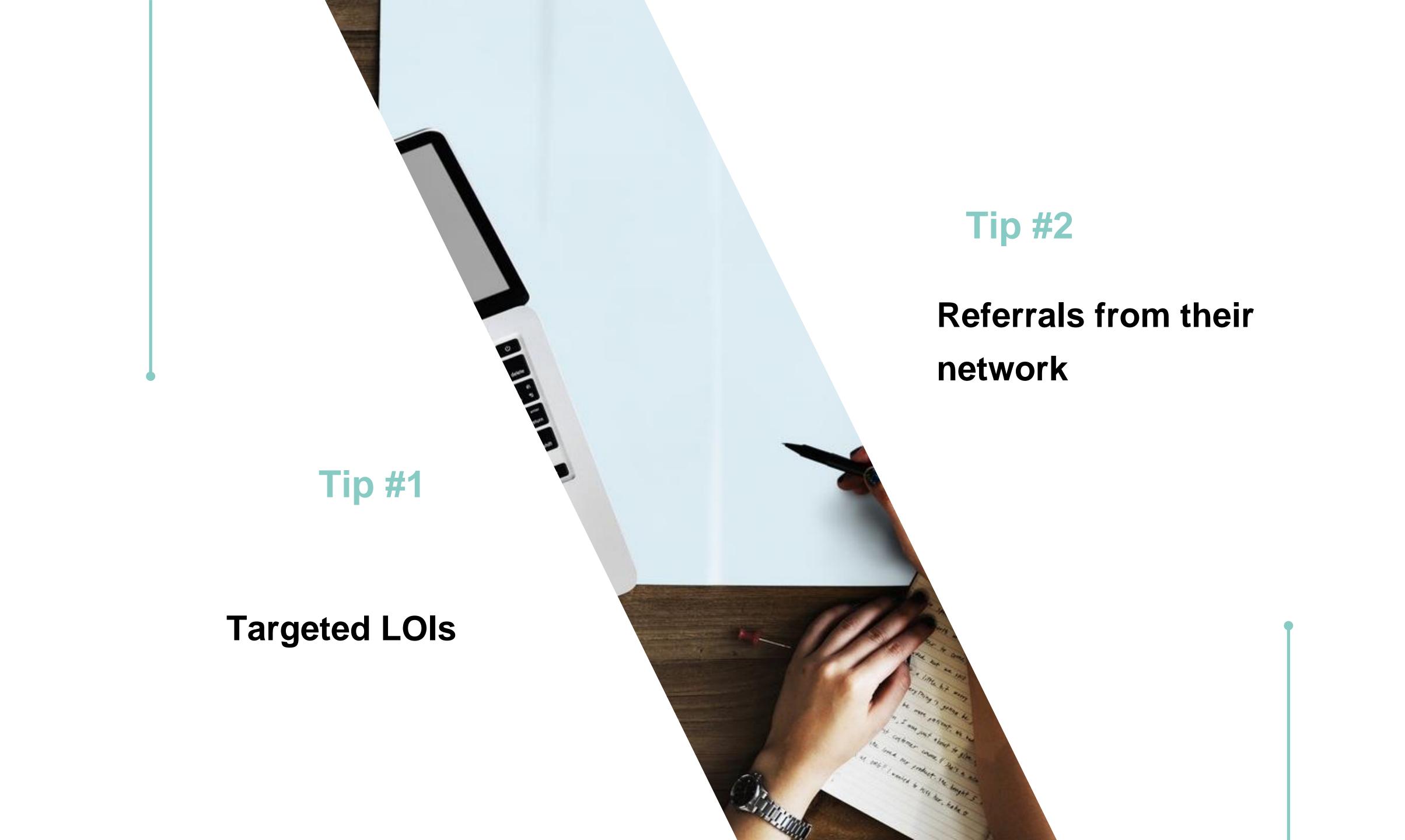
## 6. Search Job Boards &Online Writers Groups

## 5. Virtual ClientConnections



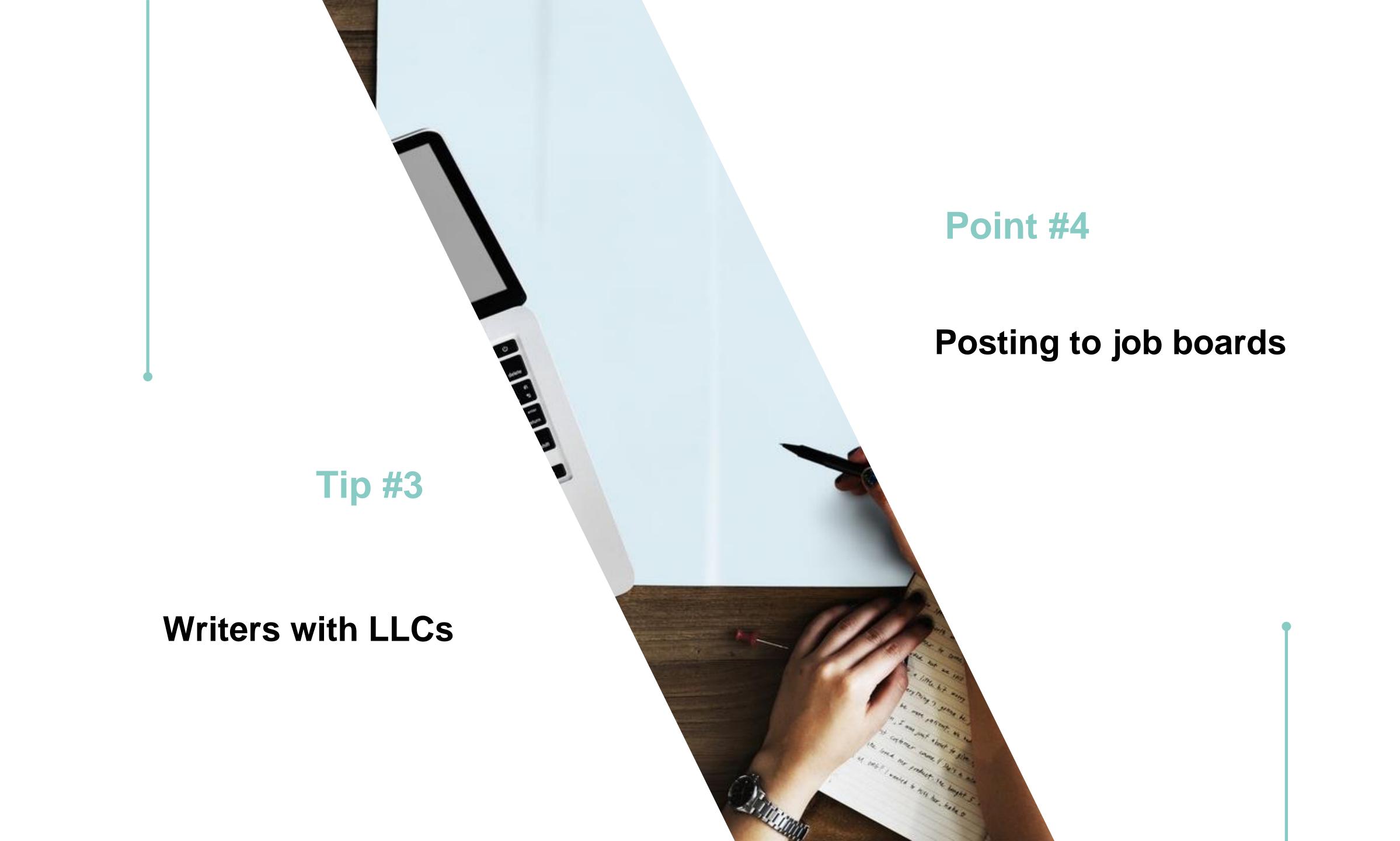


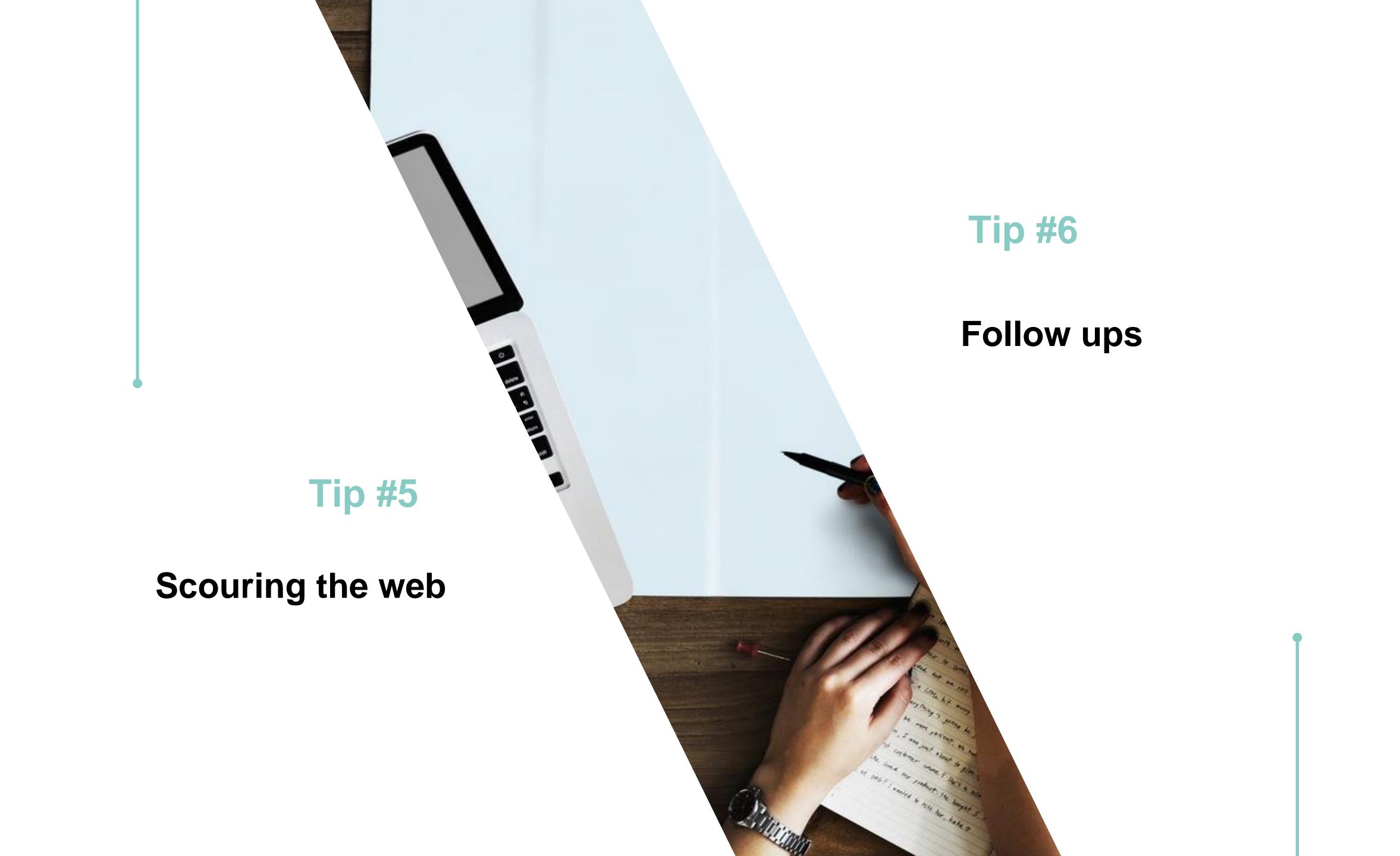
# How Content Managers Find Good Writers



#### Referral Letter that Landed the Gig

I wanted to let you know that a writer reached out to me, **[NAME].**While I'm sure she could write an awesome first-person piece for you, she can also nail the agent voice, which is super nice to have in the back pocket. She also writes a lot for Virtuoso, so she understands the readership...which is always a nice hurdle to overcome. She's also well traveled and super sweet. She's looking for more assignments, so you should definitely keep her on the radar.







#### LOIs that Work

#### LOIs that Work

#### Hi, XXX -

I know you're busy so I'll keep this quick and if you think we can work together, we can flesh it out later. My name is XXX and I am a jack-of-all-trades journalist. I write for The Washington Post. (another random Post clip) am a stringer for The New York Times and have written for USA Today, The Wall Street Journal, The Guardian, and others. I was a regular correspondent for Al-Jazeera America before it folded. I've also done plenty of magazine writing for titles like Delta Airlines Sky Magazine, Cincinnati Magazine, and National Geographic..

This is a branded piece I did recently for Forbes and Huawei.

I stumbled into your contact information by accident this morning (don't you love internet rabbit holes!) while researching something else.

#### LOIs that Work, Cont.

I find that I have been drifting away from journalism and doing more retail, tech, infrastructure, and B2B writing. I've recently started writing for Mack Truck's Bulldog Magazine and have a cybersecurity series with Barracuda Networks. And all the tech/retail reporting and blogging for this company is ghosted by me.

I love tight deadline-driven work, it's an adrenaline rush similar to what I'd get from breaking news reporting. So my question: does Avnet have a pool of freelancers that you draw upon to create content? If so, how would I be considered for that pool? It could be ebooks, whitepapers, blog posts, thought leadership, internal or external reports, etc.

I'd be interested in your thoughts! Thanks! – XXX

PS - I realize you have plenty of talented writers in Phoenix, but your product space is one that is very exciting to me as a tech writer. Supply chain innovations changing daily. The emergence of 5G will change everything even more. Most of my writing lately has been in the space XXX occupies and it is exciting!

### LOIs that Work

Hi Daniel,

Does XYX Company use freelance writers?

I am a freelance transportation content marketing writer specializing in supply chain and logistics technology, IoT (Internet of things) and fleet telematics. My clients include Samsung, Omnitracs, UPS, DHL, Seal-Land/Maersk and PTC, as well as 3PLs and industry publications.

My background includes 13 years in the freight transportation industry, including rail, intermodal and ocean freight, working with U.S. and international audiences.

# LOIs that Work, Cont.

You can see what my clients and editors have said about me on my LinkedIn profile and you can see some samples of my work on my portfolio site here.

I look forward to hearing from you and hopefully working with you in the near future.

FYI: I got a reply in 28 minutes and did one small project last year.

## LOIs that Work

Hi XXX,

My name is Satta Sarmah Hightower and I'm a freelancer writer based in Boston. I saw your information in the Freelance Success newsletter and wanted to introduce myself.

I'm a former-journalist-turned-content marketer and have been a full-time freelancer since 2014. I produce content for agencies, content studios, brands and corporate clients primarily in the technology, health care and personal finance industries and have written for brands such as Adobe, Hewlett-Packard, LexisNexis, Veritas, Red Hat and Progress Software.

### LOIs that Work

I've attached a few of my writing samples. Here's an overview of what's included:

- "Navigating Government's Digital Transformation: How a Focus on Value Drives CIO Technology Priorities" (E-Book for Red Hat)
- "Prepare, Respond and Adapt: A Game Plan for IT Resiliency" (Special report for Veritas & Carasaoft)
- "Building a Culture of Analytics for Health & Human Services Programs: A Handbook for State Executives & Administrators" (white paper for Governing Institute and Optum)

Please let me know if you have any questions. Thank you in advance for your consideration.

Best,

Satta



# Build a Sustainable Content Marketing Business

# What does sustainable mean to you?

- Financially sustainable
- Flexible
- Skills growth
- The freedom to pick your clients

# Negotiating Pay

- Understanding clients' budgets
- Negotiating a good rate for you and the client
- Project vs. hourly rates
- Retainer agreements: When clients will consider them & when is this the right arrangement for you?

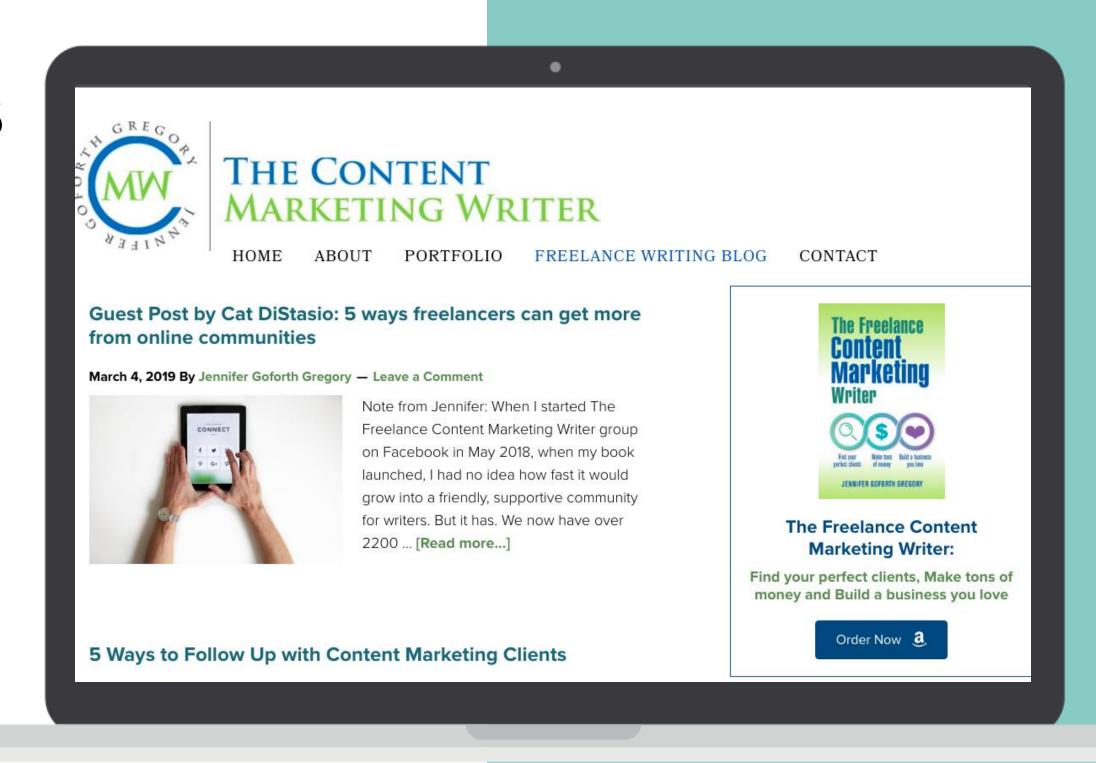


# Wrap Up & Q&A

# Content Marketing Resources

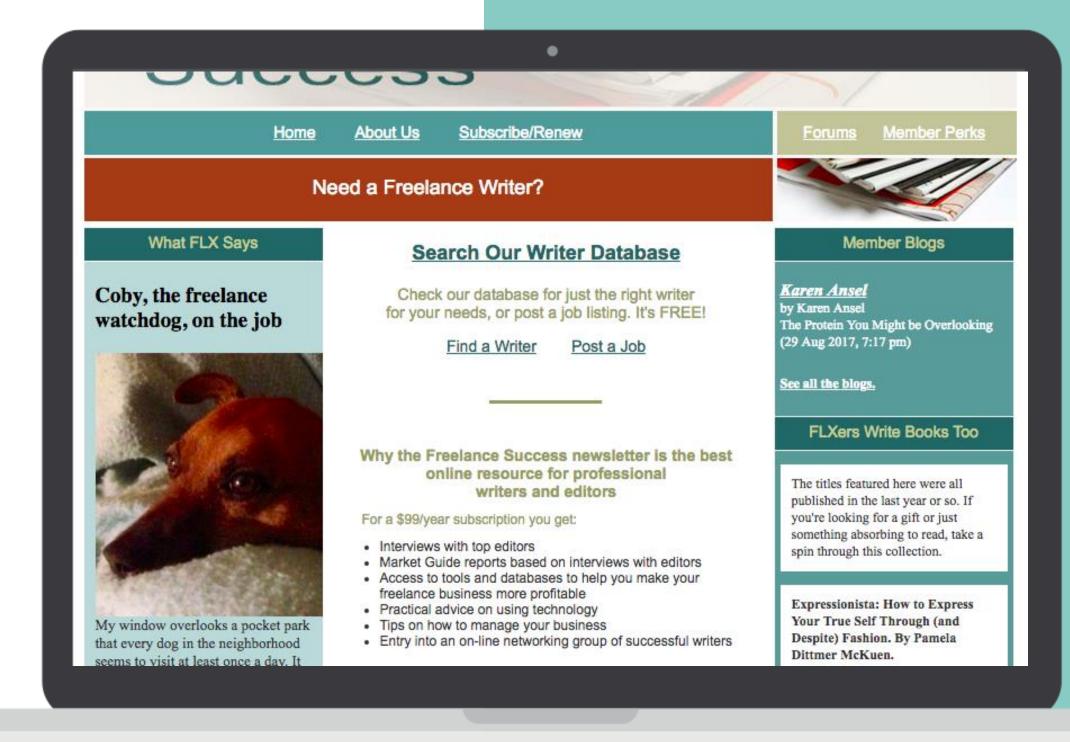
Jennifer Goforth Gregory's Blog:

- The Content Marketing Writer
- **Book:** The Freelance Content Marketing Writer
- Facebook Group: The
   Freelance Content Marketing
   Writer
- Contently's the Freelancer
   Blog



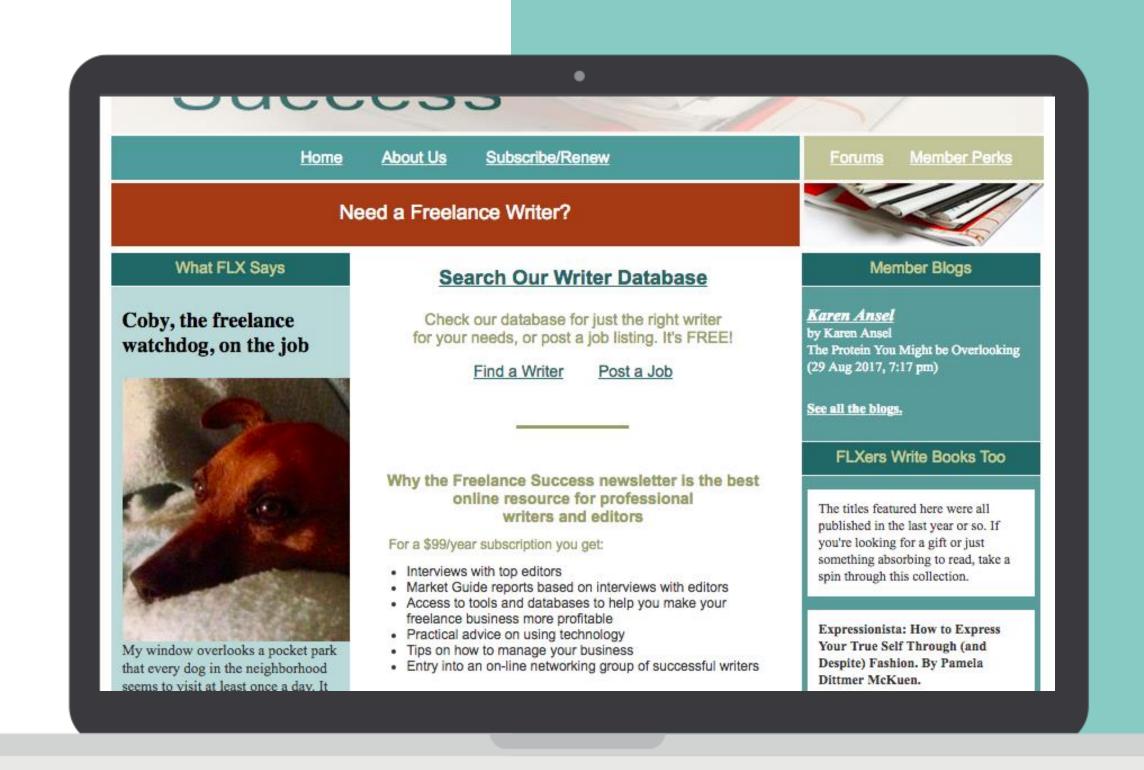
# Content Marketing Resources

- The Content Marketing
   Institute
- E-Course: Content Marketing for Journalists
- The International Freelancer
- Freelance Success (\$99/year)
- Ed Gandia's <u>High Income</u>
   <u>Business Writing</u> Website &
   Podcast
- Content Marketing-Focused
   Google Alerts



# **Content Marketing Resources**

- Content Marketing-Focused
   Google Alerts
- Lynda.com Content Marketing course
- Learn Photoshop, InDesign,
   Premiere
- Project management tools:
   Airtable, Trello & Asana
- Communication tools: Slack & Gchat



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