PRESENTS

Webinar Goals

1. Identify the Themes and underlying Topics of interest to your Target Markets
2. Find and engage with Influencers important to each Theme area
3. Curate and Amplify content relevant to your Target Markets but not in your area of expertise
4. Use the best expert content to create some of your created content
5. Rhythm builds revenue so aggressively market and re-market relevant content to your audience

What is Moore's Law?

"The number of transistors and resistors on a chip doubles every 24 months"
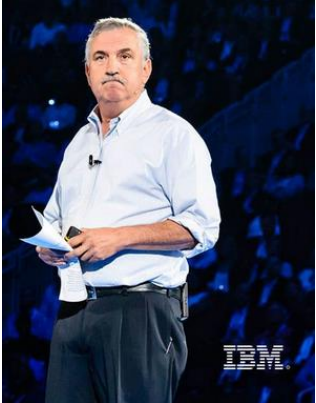-Gordon Moore
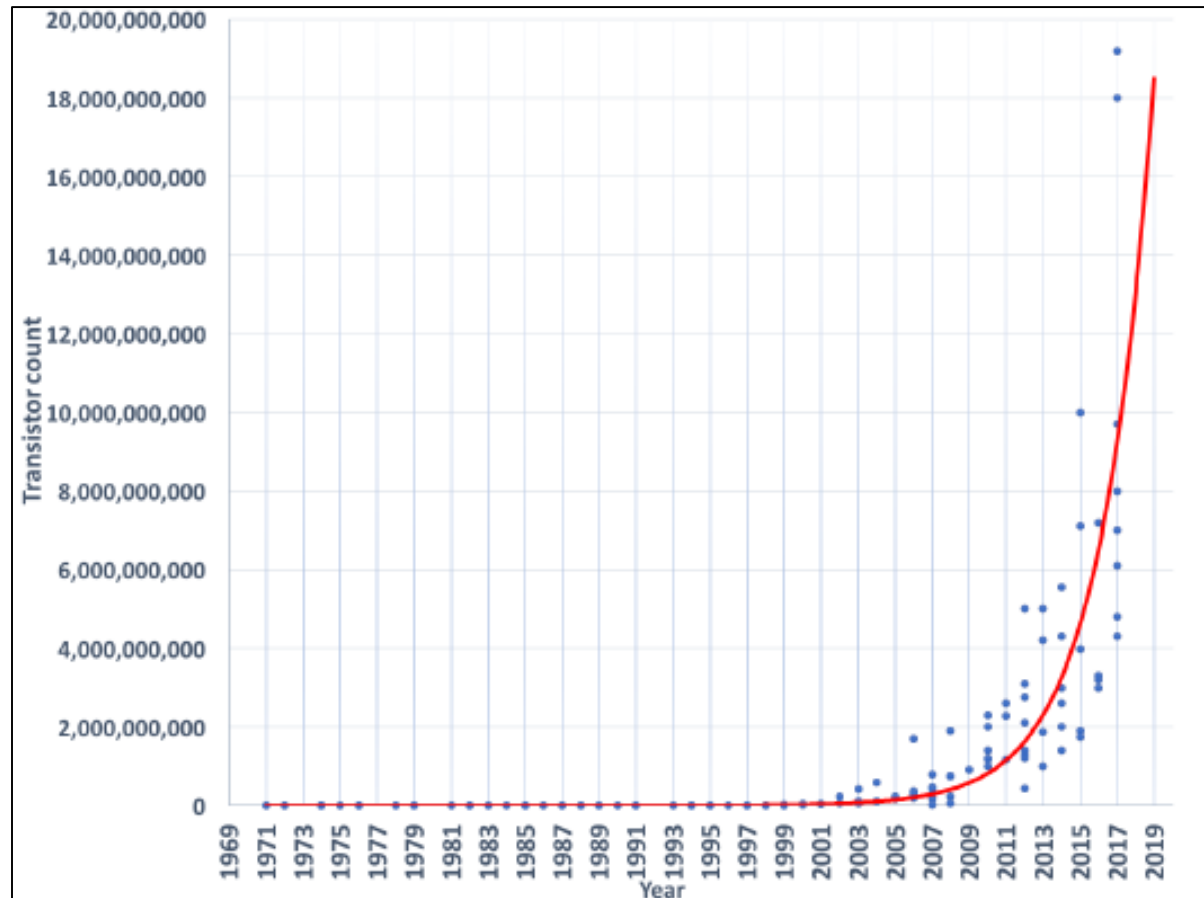
In 1965, Gordon Moore noticed that the number of transistors per square inch on integrated circuits had doubled every two years since their invention

Notice when it becomes apparent

What is the impact of these accelerations?
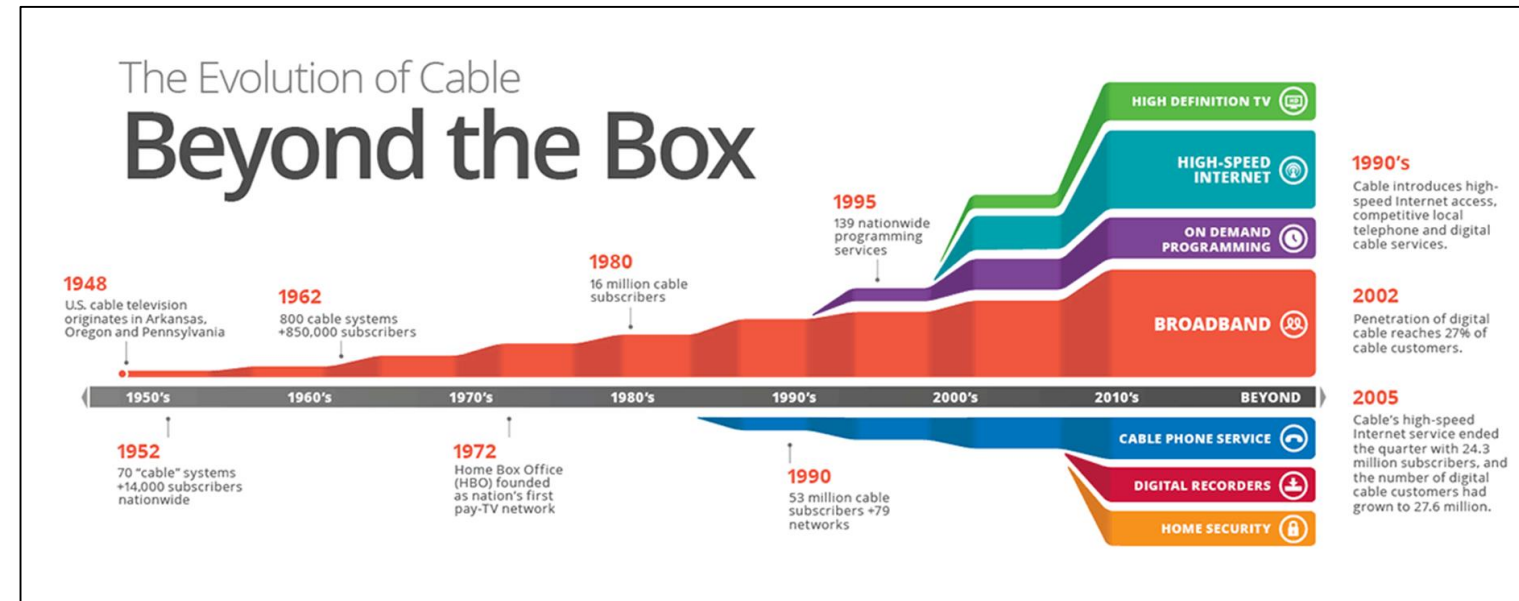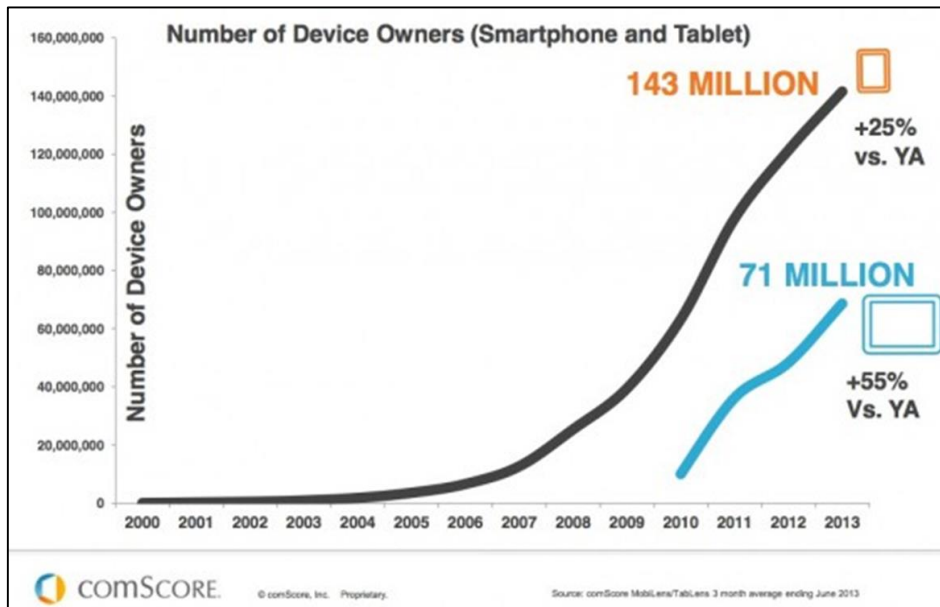
What Happened in 2007?

Thomas Friedman

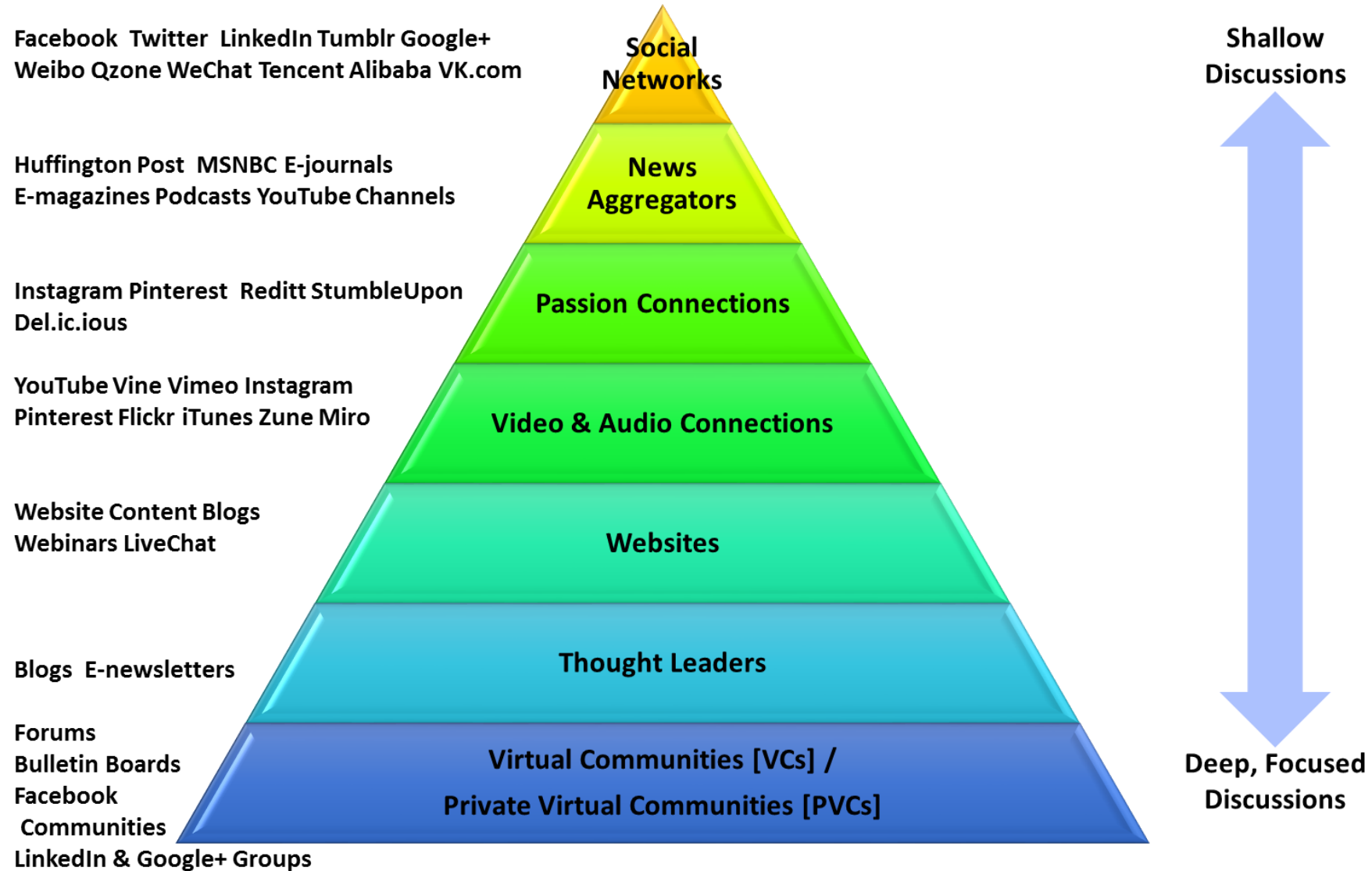https://youtu.be/4kfmgWQuuuk

- Connectivity
  - Internet connectivity became *faster and cheaper and ubiquitous*
    - Dial up to wireless connectivity
  - 2007 - iPhone Android Wireless

- Capacity
  - *Cloud Computing & Massive Online Big Data* systems allow scientists [Human Genome], business & consumers to use data in new and innovative ways
  - Costs plummet while capacity soars
  - 2007 - Hadoop AI & NLP Online consumer and business databases go online Big Data and Big Analytics

- Capability
  - *World Wide Web explodes with online businesses and Social Media*
  - People being to rely on each other for reviews & ratings
  - 2007 - Social networking sites like Facebook & Twitter start Social communities form around forums & bulletin boards   Group collaboration online starts

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The world connects & goes multimedia

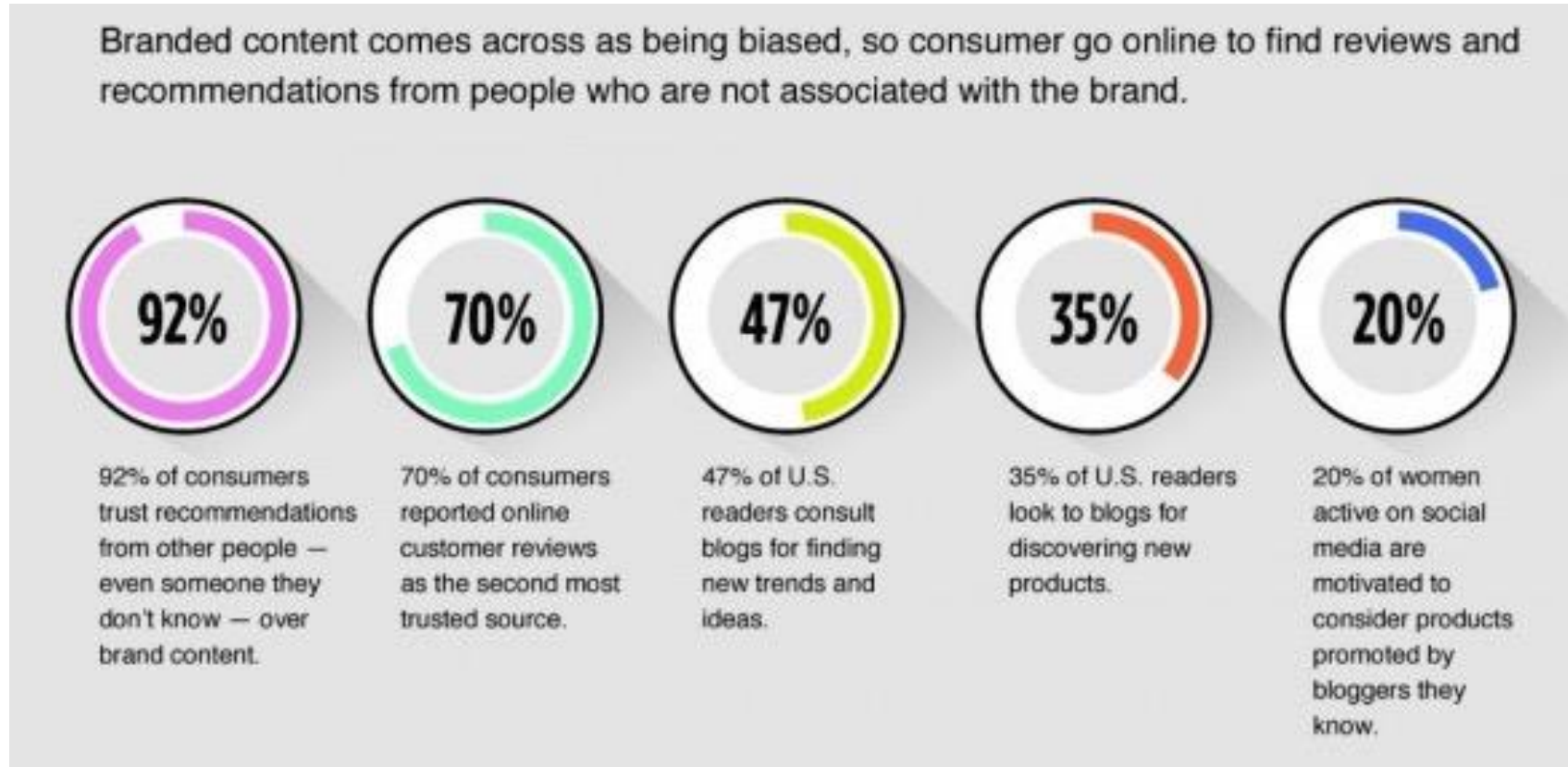# ...and our markets are engaging in different ways throughout the social pyramid

Facebook Twitter LinkedIn Tumblr Google+
Weibo Qzone WeChat Tencent Alibaba VK.com

Social Networks

Huffington Post MSNBC E-journals
E-magazines Podcasts YouTube Channels

News Aggregators

Instagram Pinterest Reditt StumbleUpon
Del.ic.ious

Passion Connections

YouTube Vine Vimeo Instagram
Pinterest Flickr iTunes Zune Miro

Video & Audio Connections

Website Content Blogs
Webinars LiveChat

Websites

Blogs E-newsletters

Thought Leaders

Forums
Bulletin Boards
Facebook
 Communities
LinkedIn & Google+ Groups

**Virtual Communities [VCs] /
Private Virtual Communities [PVCs]**

Shallow Discussions

Deep, Focused Discussions

But this created a challenge for our target markets – who to trust?

Getting information off the Internet is like taking a drink from a fire hydrant.

— Mitchell Kapor

flic.kr/p/4XmARC

Adapted from http://www.flickr.com/photos/josephrobertson/127758523
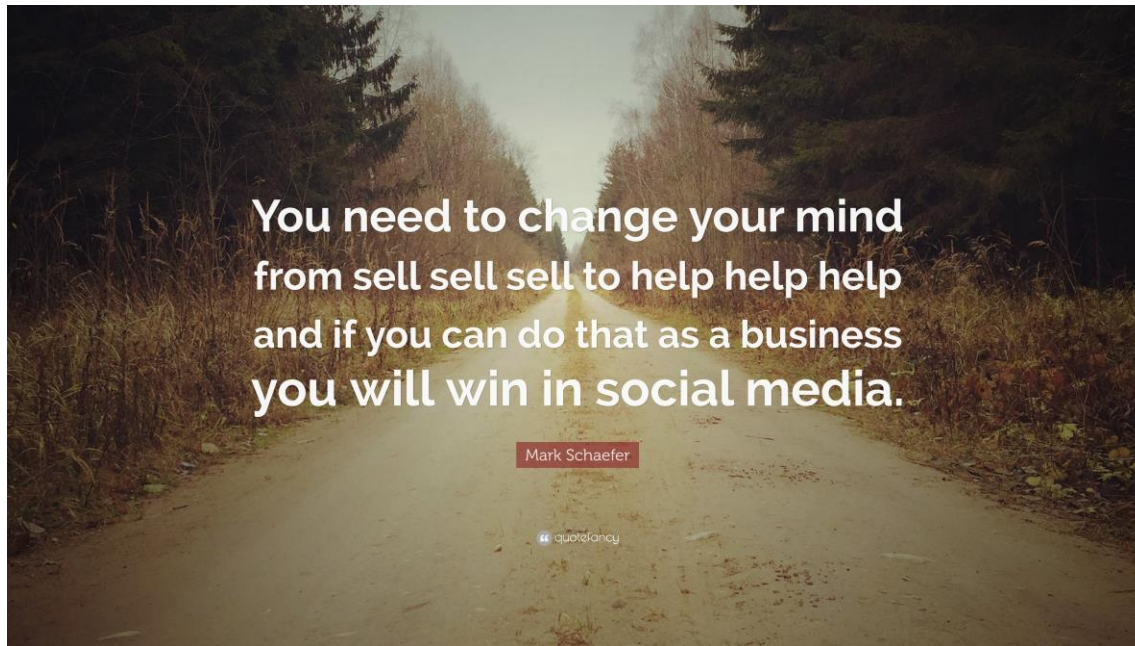
Image by Will Lion, 2008

- Fake News

- Inaccurate or Shoddy Research

- False Experts

What we need is someone to **FILTER** content and **FOCUS** us on the content that is *relevant, accurate & timely*

Consumers Control the Marketplace & *TRUST MATTERS!*

Branded content comes across as being biased, so consumer go online to find reviews and recommendations from people who are not associated with the brand.

92% — 92% of consumers trust recommendations from other people — even someone they don't know — over brand content.

70% — 70% of consumers reported online customer reviews as the second most trusted source.

47% — 47% of U.S. readers consult blogs for finding new trends and ideas.

35% — 35% of U.S. readers look to blogs for discovering new products.

20% — 20% of women active on social media are motivated to consider products promoted by bloggers they know.

❶ Help Don't Sell – Find out what they seek!

You need to change your mind from sell sell sell to help help help and if you can do that as a business you will win in social media.
Mark Schaefer

- Your high value audiences are on a journey so help them

- What are the major themes they are exploring?

- What are the hot topics they want to learn about?

- Interview them & constantly read influencer content to both curate it and better understand the trends

- Also use tools to find what they are searching for within each Theme group

Answer the Public

https://answerthepublic.com/

RESULTS FOR **ARTIFICIAL INTELLIGENCE** (TOP)

QUESTIONS 169 | PREPOSITIONS 124 | COMPARISONS 92 | ALPHABETICALS 520 | RELATED 20 | Download

can
Image | Hide

- artificial intelligence canada
- artificial intelligence cancer
- artificial intelligence cannot be used in healthcare
- artificial intelligence cancer detection
- artificial intelligence cancer treatment
- artificial intelligence cancer diagnosis
- artificial intelligence can be defined as the
- artificial intelligence canada university
- artificial intelligence canadian stocks
- artificial intelligence canadian companies
- artificial intelligence can transform the economy
- artificial intelligence canada government
- artificial intelligence canvas
- artificial intelligence can be used in
- artificial intelligence cannot thrive in the future
- artificial intelligence canada jobs
- artificial intelligence can detect alzheimer's
- artificial intelligence cancer screening
- artificial intelligence candy hearts
- artificial intelligence cannot be used in healthcare mcq

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- artificial intelligence for kids
- artificial intelligence for sustainability
- artificial intelligence for the real world
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- artificial intelligence for robotics
- artificial intelligence for marketing
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- artificial intelligence for social good
- artificial intelligence for hr
- artificial intelligence for healthcare
- artificial intelligence for android
- artificial intelligence for education

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- artificial intelligence issues
- artificial intelligence is dangerous
- artificial intelligence is a science and technology based on
- artificial intelligence is associated with which generation
- artificial intelligence is the science and engineering for
- artificial intelligence is good
- artificial intelligence is the future
- artificial intelligence is best described as
- artificial intelligence is a boon or bane
- artificial intelligence is used in which computer knowledge
- artificial intelligence is the new electricity
- artificial intelligence is a term used to describe
- artificial intelligence israel
- artificial intelligence is a threat to humanity
- artificial intelligence is a threat
- artificial intelligence islam
- artificial intelligence is not a threat
- artificial intelligence is impossible
- artificial intelligence is the future of growth
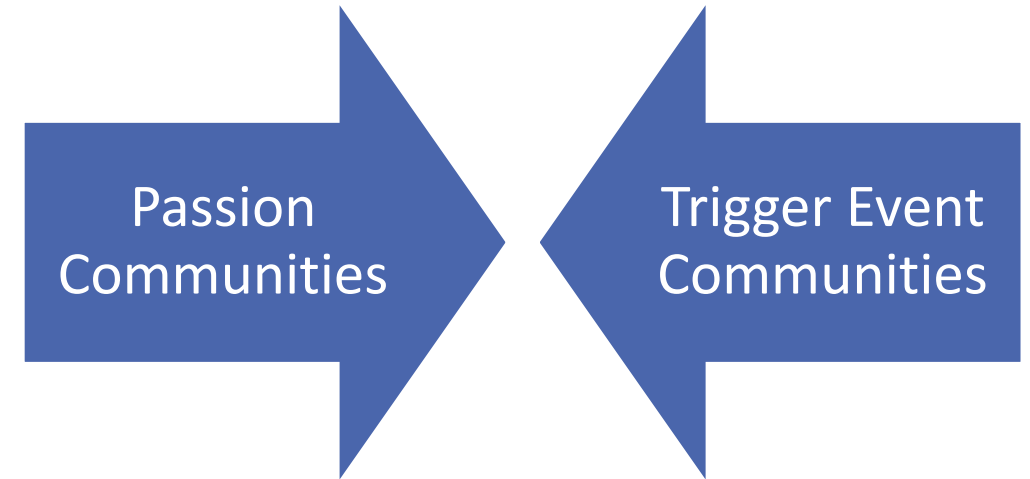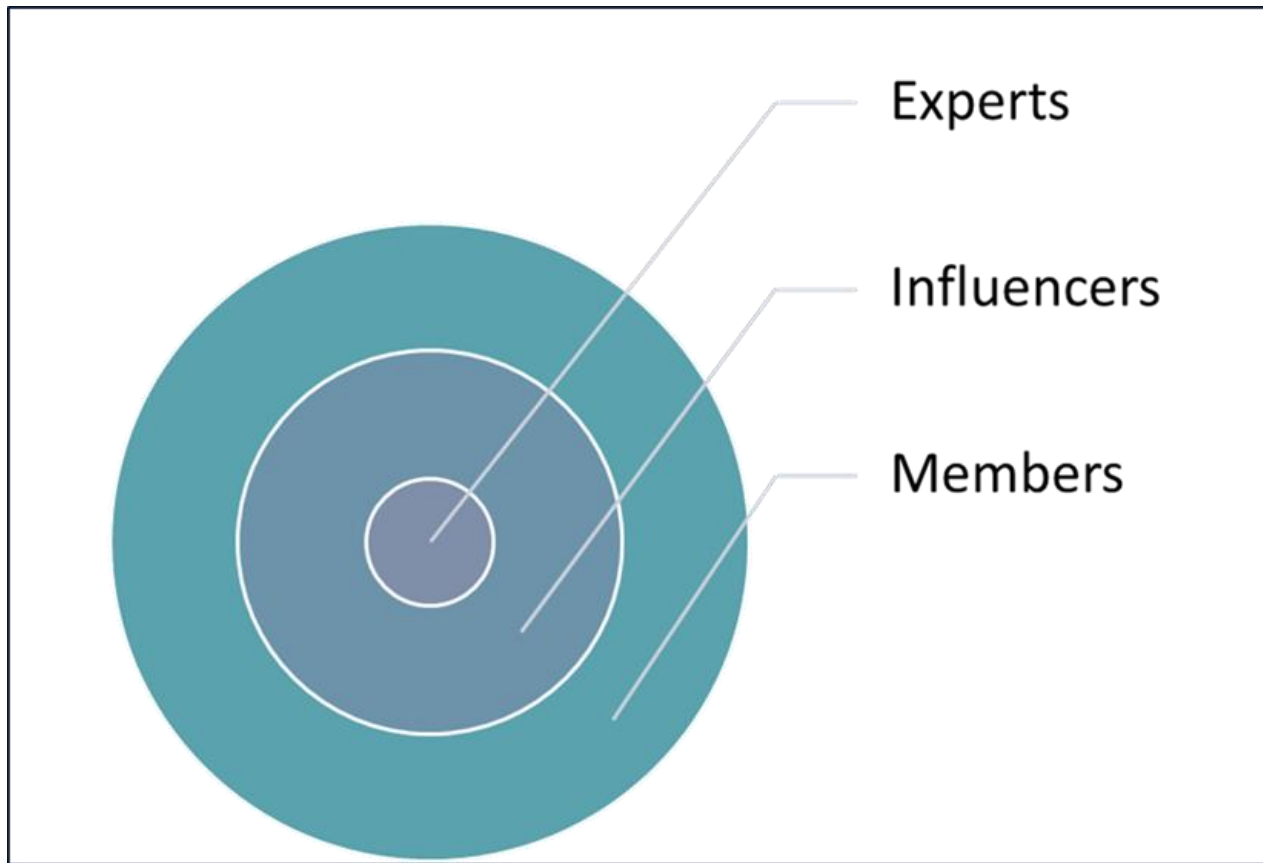- artificial intelligence is everywhere

//answ

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Google Trends

https://trends.google.com/trends/
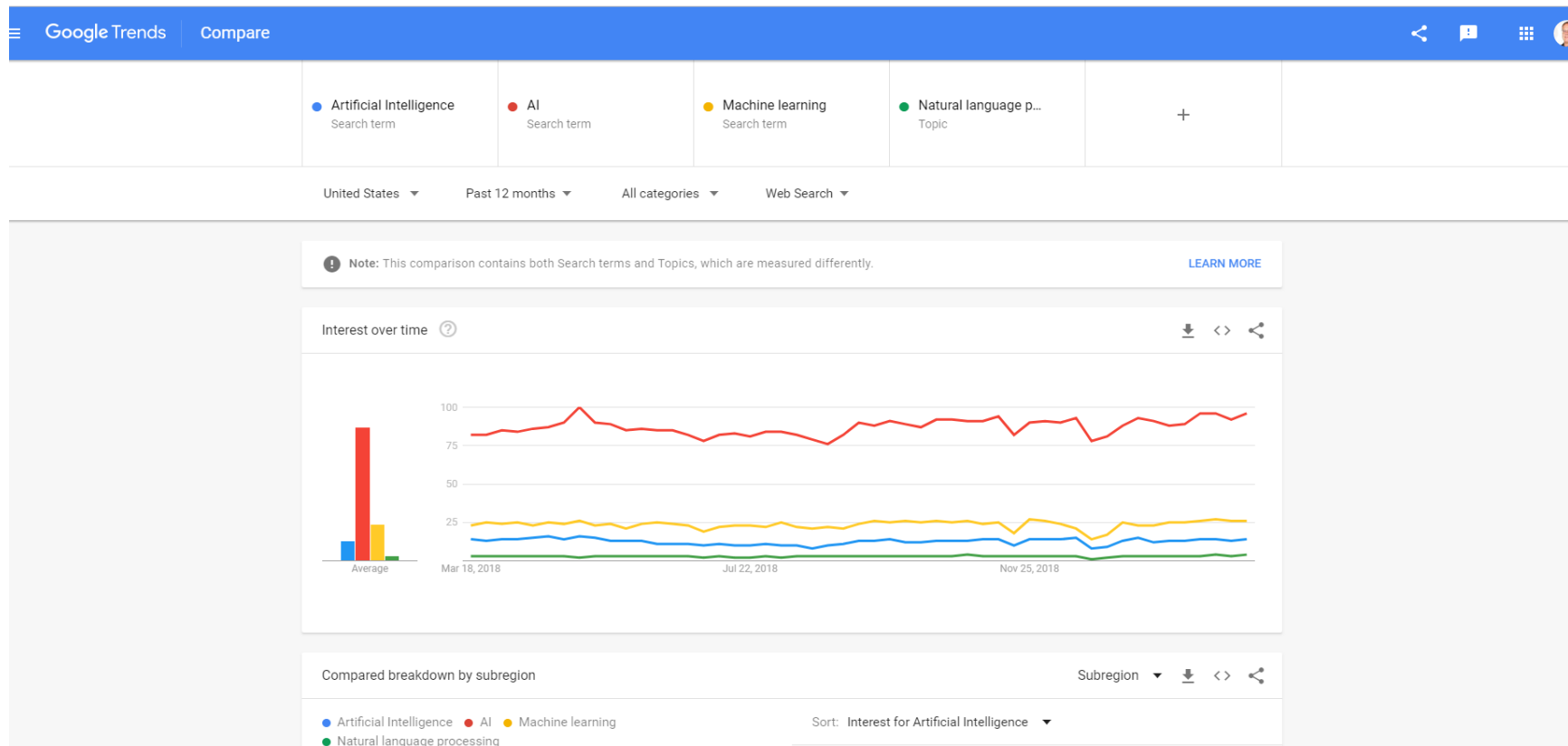
Assignment 1

Identify 5 – 10 Themes of interest to your high value markets

❷ Influencers & Communities Rule

Experts

Influencers

Members

Passion Communities

Trigger Event Communities

- Influencers are the bridge between the experts and the members

- The publish content on the topics of interest to the community

https://youtu.be/CO488Z-vPT8

Followerwonk

https://followerwonk.com/

Twitter users with "Artificial Intelligence" in their profiles

Showing 1 - 50 of 10,292 results (order by relevance)

No filters ▼

			tweets ⬍	following ⬍	followers ▼	account age ⬍	Social Authority ⬍
Carl Icahn @Carl_C_Icahn Chairman of Icahn Enterprises L.P.; etc., etc. Some people get rich studying **artificial intelligence**. Me, I make money studying natural stupidity.			384	109	365,412	5.72 years	62
OpenAI @OpenAI OpenAI is a non-profit AI research company, discovering and enacting the path to safe **artificial** general **intelligence**. We're hiring: https://t.co/XxM7UoAwz9			372	0	336,588	3.26 years	72
DeepMind @DeepMindAI London, UK Founded in 2010. Building **Artificial** General **Intelligence**. The creators of #AlphaGo and Atari DQN			806	111	219,871	3.14 years	72
Montreal.AI @Montreal_AI Montréal, Québec ❖ Montréal **Artificial Intelligence** ❖ #MontrealArtificialIntelligence #MontrealAI ✉ info@montreal.ai (Français: @Montreal_IA)			112,959	2	185,635	6.35 years	69
Vincent Boucher @ceobillionaire Montréal, Québec Founding Chairman @Montreal_AI: Montréal **Artificial Intelligence** and @Quebec_AI: Québec **Artificial Intelligence**. Views my own. ✉ ceo@billionaire.tv #MontrealAI			127,517	38	178,203	8.59 years	87
Québec.AI @Quebec_AI Québec, Canada ❖ Québec **Artificial Intelligence** ❖ #QuebecAI #AIFirst #QuebecArtificialIntelligence info@quebec.ai (Français: @Quebec_IA)			70,950	10	169,252	5.07 years	92
Fabio Moioli @fabiomoioli Viale Pasubio, 13, 20154 Milano MI, Italia Consulting & Services Head @Microsoft. Passionate about #Human (and **#Artificial**) #Intelligences! prev. @McKinsey #VicePresident @Capgemini @Ericsson @Msft #AI			7,934	962	148,270	8.97 years	76
정지훈 Jihoon Jeong @hiconcep 37.518042,127.041889 Prof. at KHCU. **Artificial Intelligence** and Blockchain Tech Evangelist. Columnist at CoinDesk Korea. Advisor @ Lunit. Chief Vision Officer @ ModuLabs.			54,742	3,290	145,110	10.21 years	57
Accenture AI @AccentureAI Global Human ingenuity and **Artificial Intelligence** applied at the core of business – that's the new way to overcome business challenges. #AI #AppliedIntelligence			17,326	128	91,324	6.94 years	61

BuzzSumo

https://buzzsumo.com/

Assignment 2

Identify and Follow 3 – 5 Influencers PER THEME of interest to your high value market

❸ Amplify Smartly

Content curation is the *process of sorting* through the vast amounts of **content** on the web and presenting it in a *meaningful and organized way* around a *specific theme*

The work involves sifting, sorting, arranging, and publishing information

http://www.bethkanter.org/content-curation-101/

You need to use Hashtags & @Handles ALWAYS!

HASHTAGS

- Define *topics and themes of interest* to a community

- Links your curated content to audiences seeking information

- Attracts followers to you and your content

- Maximizes your time investment with social

@HANDLES

- ***Identifies Individuals, Companies & Communities***

- Allows you to give proper acknowledgement to their expertise & the usefulness of their content
  - Part of "Give to Get"

- Shows you are "curating" the best

- Alerts the influencer you liked their content

- Broadcasts to the influencer's followers that you are acknowledging useful content

Ritetag

https://ritetag.com/dashboard/

Popular hashtags Instagram

NEW Get the full report on 100% of T
📊 Get report

Not sure which hashtags to use for arti

Use these hashtags to get see

Hashtags

🔖 ⚡ #artificialintelligence

🔖 ⚡ #machinelearning

🔖 ⚡ #bigdata

🔖 ⚡ #industry

🔖 ⚡ #datascience

🔖 ⚡ #deeplearning

🔖 ⚡ #marketing

Good only for Instagram

Hashtags

🔖 📷 #instaartificialintelligence

🔖 📷 #instamachinelearning

Hashtags related to ⚡ #artificialintelligence 🔖

#artificialintelligence ↺ Go to hashtag

KWFinder

https://kwfinder.com/

Amplification Example

At Startup, Network Forward

Curated Content
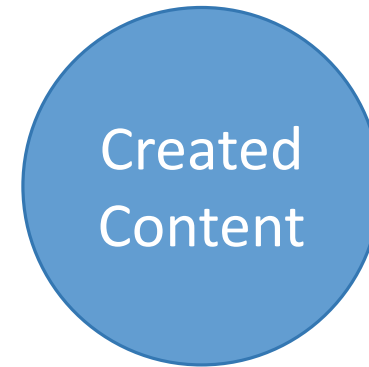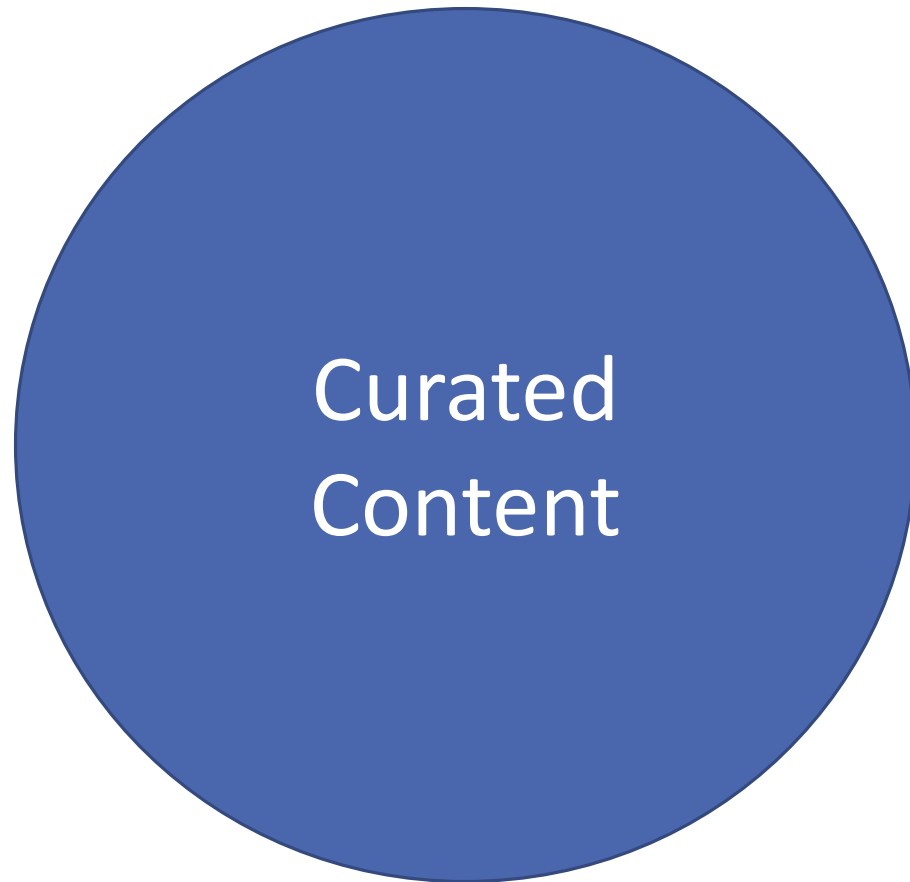
Created Content

Assignment 3

Identify 5 Hashtags for each THEME of interest to your high value markets

❹ Create AWESOME Content

Consistency

Relevancy

Sustainability

Timely

Useful
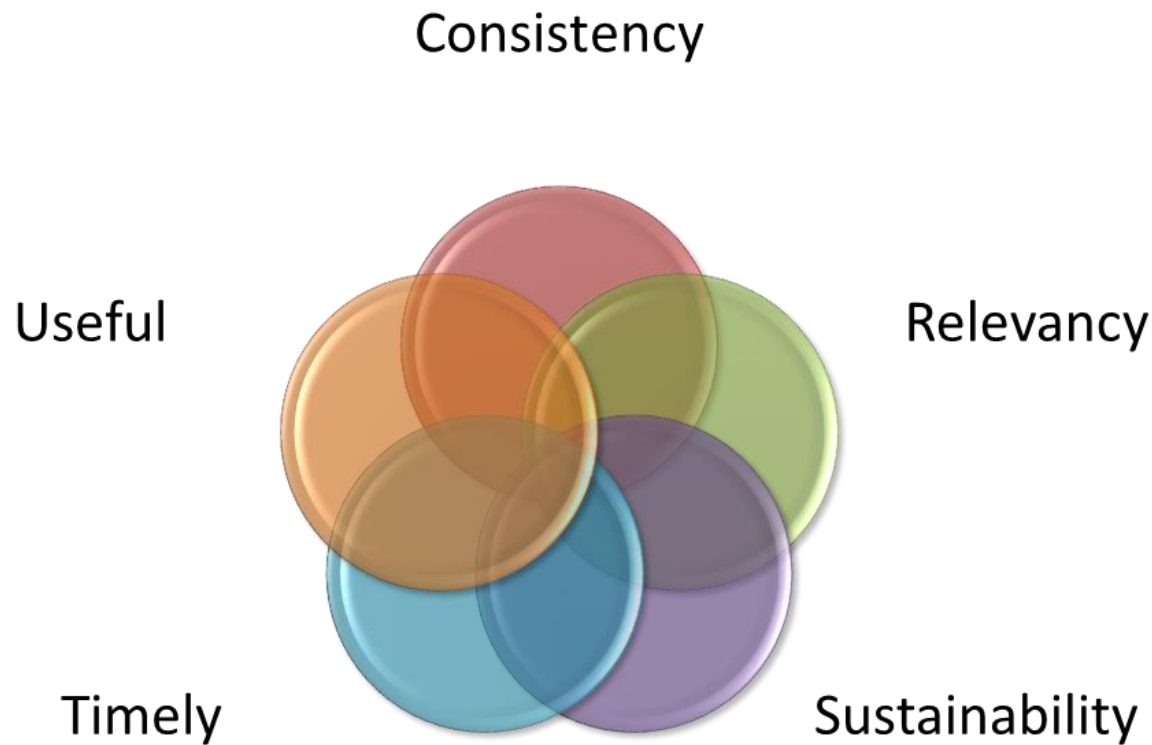
- 3 ways to use Curated Content to Create your own Content
  1. Filter and Focus Blogs
  2. Research Summaries
  3. Trend Reports

Idea 1 - Filter & Focus Blog

Create a compelling, "urgent", connective headline

Paragraph 1 – 2 sentences maximum

- Sentence 1 – Tell them the importance
- Sentence 2 – Establish your expertise

First article review with links

Great graphic with attribution

Second article with links

3 Bullet Point action items to establish your expertise

Short summary stressing the importance of doing the action items

If a blog, a paragraph in italics about you with your Twitter handle

- Great content structure to use outside your area of expertise

- Rules:
  - Only 3 action items allowed
  - Each action item must be 3 words...that is all!
  - Keep it factual – no opinions
  - Just summarize the 2 articles
  - D
  - For each article, you must include a backlink to the author's LinkedIn page, to the publication and to the article
    - It benefits you, the author and the publication
    - EVERYBODY WINS!

- http://nusocialimc.blogspot.com/

Idea 2 - Curator sourced Research

> **"** If we produce something original, that will have a better chance in rising above the noise.
>
> —*Andy Crestodina, Orbit Media Studios*

Percentage of marketing teams that created and published original research in the past 12 months
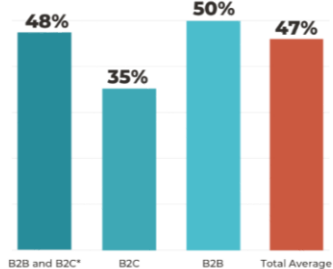
48% — B2B and B2C*
35% — B2C
50% — B2B
47% — Total Average

*Businesses that serve both B2B and B2C customers

BuzzSumo | Mantis Research | 2018

Types of Research-Based Content for Marketing

Type of Research	Qualitative	Quantitative*	Process Pros and Cons
Experiments		✘	Often easy to perform, results are usually visual
Observation / Analysis	✘		Fast data collection, doesn't require a survey
Aggregate Existing Research		✘	Highly credible, requires careful analysis
Online Survey	✘		Big outreach has networking, traffic benefits. Data may support sales.
Phone Survey	✘		Big networking benefits, subjects can include sales prospects.

* These are typical, but technically, any of these types of research can be qualitative or quantitative.

orbitmedia.com

1. Find 2 – 3 research articles on the same topic

2. Analyze them carefully to identify their major findings and the nuances of their research

3. Write a summary of each with your aggregated findings at the end

4. Give the reader some action items to consider

Form of ***Filter and Focus***

Idea 3 – Trend Post
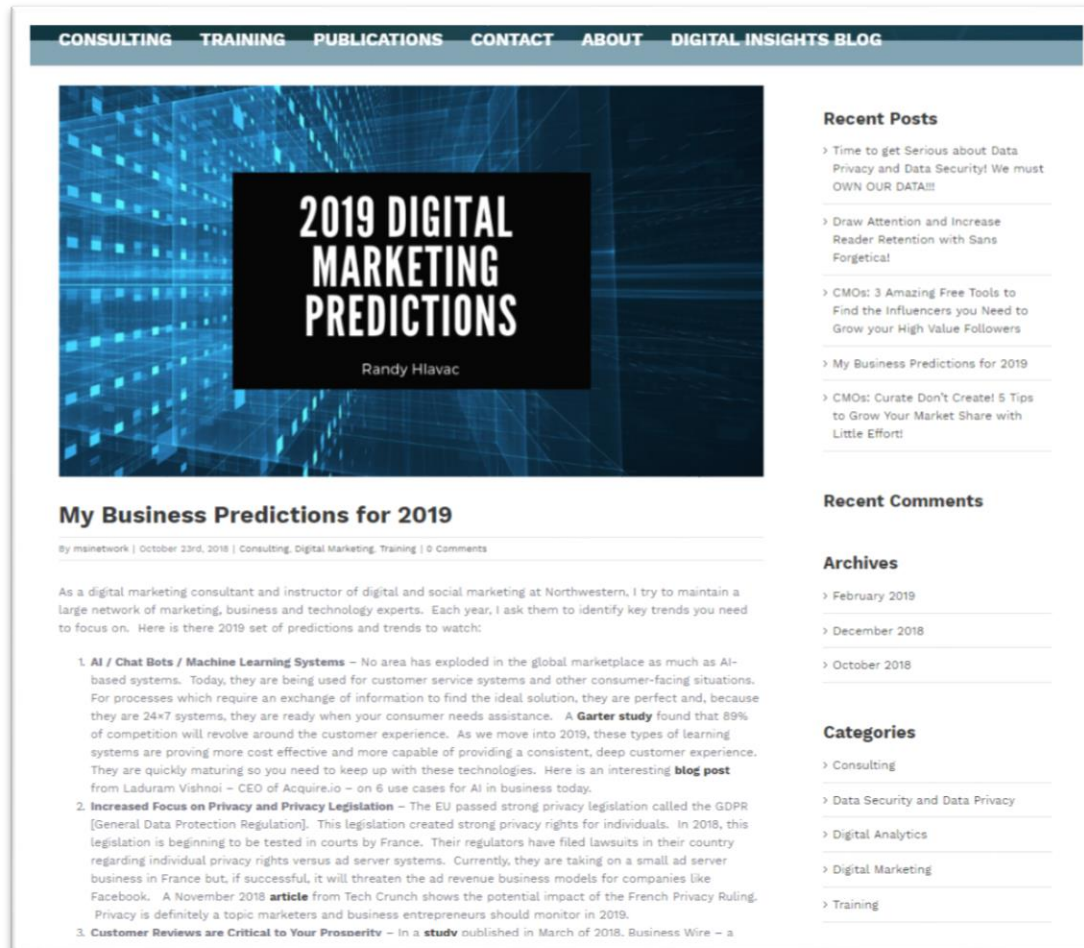
- You are following influencers on a wide range of Themes

- Find their predictions and the important trends they are discussing

- Summarize them into key areas to watch for the next year

- Market it aggressively

- In July, review your trends and make adjustments [or admit mistakes]

- Repeat the next year

You are the aggregator / influencer

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Assignment 4

Identify 1 Content Element you can Create each Month for your high value market

❺ Rhythm Builds Revenue

- The key to grow is to constantly be participating in your markets and helping them address their needs

- Try to do 2 – 3 curated content ideas each day

- Cross platforms for great curated and – of course – your created content
  - Find them on Twitter
  - Market them on LinkedIn, Instagram, on relevant community sties and other platforms
    - Be sure to give credit to the author, publication and the article to create backlinks
    - Use hashtags and @handles to get to the audiences on each platform

- Re-market your great content often
  - Each marketing effort only penetrates a portion of the market

Market & Remarket Great Content

Created Content → **Market it EVERYWHERE** → **Remarket It Periodically**

- Twitter
- LinkedIn
- Facebook
- Instagram
- WeChat

Curated Content → **Amplify w/ hashtags, @handles & comments** → **Reuse it to create new content**

- Twitter
- LinkedIn
- Facebook
- Instagram
- WeChat
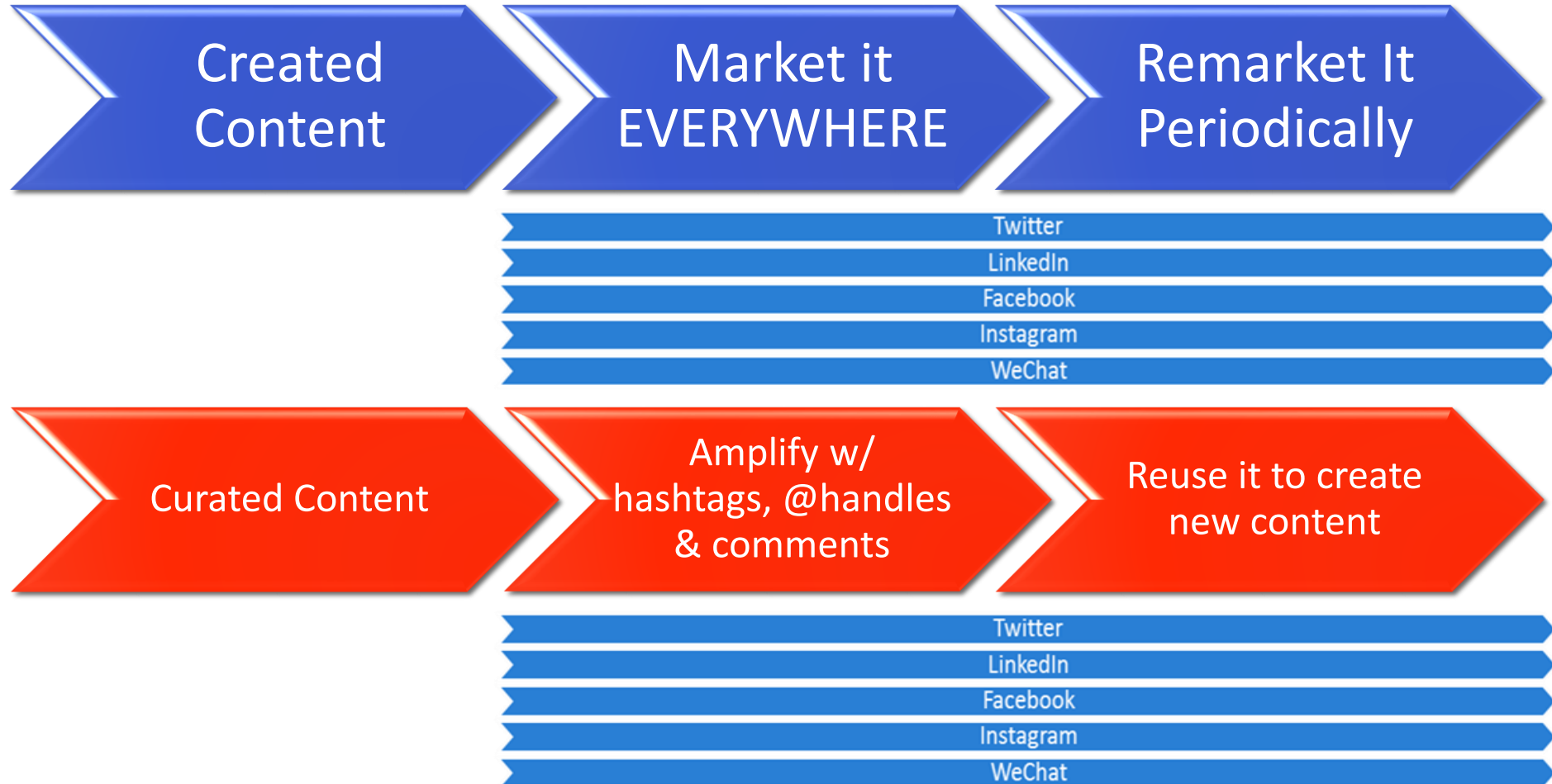
3 Minute Rule

Andy Crestodina
@Crestodina
@Orbiteers

Find → **Peruse** → **Filter** → **Retweet**

Find
- Find your influencers you follow on Twitter

Peruse
- Quickly scan or read their posts & their articles

Filter
- Find the ones you like & which match your "persona"

Retweet
- Tell your followers about it
- Use Hashtags to reach the largest readership base
- Use @Handles to give the author credit
- Maybe even the publisher More = more readers per tweet/post

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Assignment 5

For each Created Content item, plan 4-5 days of marketing it, pause, and then do it again for another 2-3 days

To Help, Here are some free video about free resources you can use

https://youtu.be/6Bf6ME30igc

https://youtu.be/CO488Z-vPT8

https://youtu.be/fyY5WlQrW4Y

https://youtu.be/Z46eCAOu-XY

https://youtu.be/vrrLHw08r18

https://youtu.be/kdyegXargOc

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coursera

Remember these Mantras!

Give to Get
- If you want to be an expert, give today's experts the respect they have earned
- If you want to attract a market, give them what they want

Filter & Focus
- I am inundated by contact. FILTER through it and GIVE me the stuff I need to know

Think Multi-media Engagement
- Today your high value markets are engaging all across the Social Pyramid
- Go where THEY are!

Communities & Influencers Rule!
- Consumers form communities to discuss their aspirations & needs
- Find where they congregate

Ride the Wave
- Social is always evolving
- Use your professional network to identify trends & key topics

Questions?

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R-HLAVAC@NORTHWESTERN.EDU

TWITTER RANDY.HLAVAC