

MARKETING**SYNERGY**  
TRAIN • EDUCATE • INFORM



NORTHWESTERN  
UNIVERSITY

**coursera**

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PRESENTS

# The New Digital Content Model

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GROWING MARKET SHARE – CREATING STRONGER RELATIONSHIPS –  
BUILDING BRAND AMBASSADORS

WITH RANDY HLAVAC

# The Question

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- 1. Do you have a template that you might recommend for a business to consumer (destination marketing organization/city convention & visitors bureau – to reach meeting planners and leisure travelers approx.. 125 miles—375 miles outside our destination) that we could work to fill in for appropriate content?

# The Answer is to use InfoUSA

**infoUSA®**

What's Happening in Your Industry? **800.835.5856**  
Mon-Thu 7am to 7pm CST | Fri 7am to 6pm CST | Sat 9am to 1pm CST

Mailing Lists Sales Leads Email Marketing Direct Mail Enhance Your List Online Marketing Solutions [Sign In](#) [Register](#)

## Data and Marketing Solutions for Your Business

America's Trusted Data Source Since 1972

The easiest way to grow your business begins with:

**BUSINESS LISTS** **CONSUMER LISTS** **MARKETING SOLUTIONS**

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# The Answer is to use InfoUSA

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Mon-Thurs 7am to 7pm CST | Fri 7am to 6pm CST | Sat 9am to 1pm CST

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[Home](#) > [U.S. Business Search](#) > [Type of Business](#)

Type of Business Geography Size of Business Other Selections Review Criteria

**Let's Start Your Search!** [Back](#) [Continue](#)

▼ Search for an **Industry Type** or **Business Name**  
Type in key terms or company name

[Search](#)

**Industry Type** **Business Name**

Enter 1 or 2 words to describe the type of business you want to find (e.g., restaurant or tire dealers)

☐ Search by Primary Descriptions

☒ Display SIC Codes ☐ Display NAICS Codes

**Radius** **Title**

► Choose an industry category from a list  
Pick your business type(s) from an expandable list

► SIC Codes or Ranges  
Enter specific SIC Codes or Ranges

► NAICS Codes or Ranges  
Enter specific NAICS Codes or Ranges

► All Businesses  
Select all businesses in a particular geography

Try For FREE! Don't know who to target? [Clone Your Best Customer](#) [Back](#) [Continue](#)

**You Currently Have:**  
9,905,684 leads  
[Update Count](#)  
[See Price](#)

**Selected Criteria**

[Marketing Type](#)  
Mailing

[Type Of Business](#)

[Geography](#)

[Size Of Business](#)

[Other Selections](#)

[Save Search](#)  
[New Search](#)

These free videos from my YouTube educational site will give you the instructions, tips and tricks you need to define & quantify any market

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<https://youtu.be/4T44L1DWL3E>



<https://youtu.be/QcUeXHztDBc>



<https://youtu.be/Re3FaXO4nbQ>

Much more video content on my YouTube channel

Visit or Subscribe by going to  
<https://is.gd/RandysYouTubeChannel>  
Or use the YouTube link  
<https://www.youtube.com/user/randyh229>

# 5 Goals for your Digital Content Strategy

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Grow Market  
Share

Build Strong  
Relationships

Generate  
Positive Reviews  
& Ratings

Position your  
Brand & Brand  
Essence

Engage your  
High Value  
Markets

# Keys to Success

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Grow Profits  
by Providing  
Value

Use  
Community  
Insights

Rhythm builds  
Revenue

2 MOST POWERFUL WORDS IN DIGITAL

Powered By



# Keys to Success

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Insights

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Revenue

2 MOST POWERFUL WORDS IN DIGITAL



# Systematic Strategy Development

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Gain Insights

Educate Them

Find Influencers & Communities

Ramp up the Excitement

Be with Them

Maintain the Buzz

Celebrate with Them

Create Exceptional Experiences

Inspire Them [Awesomely]

Ask for Reviews & Ratings

# Systematic Strategy Development

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Market &  
Remarket like  
Crazy!

# Build a Weekly Schedule then market it daily

## 2019

January

Wk	S	M	T	W	T	F	S
1			1	2	3	4	5
2	6	7	8	9	10	11	12
3	13	14	15	16	17	18	19
4	20	21	22	23	24	25	26
5	27	28	29	30	31		

February

Wk	S	M	T	W	T	F	S
5						1	2
6	3	4	5	6	7	8	9
7	10	11	12	13	14	15	16
8	17	18	19	20	21	22	23
9	24	25	26	27	28		

March

Wk	S	M	T	W	T	F	S
9						1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30
14	31						

April

Wk	S	M	T	W	T	F	S
14		1	2	3	4	5	6
15	7	8	9	10	11	12	13
16	14	15	16	17	18	19	20
17	21	22	23	24	25	26	27
18	28	29	30				

May

Wk	S	M	T	W	T	F	S
18			1	2	3	4	
19	5	6	7	8	9	10	11
20	12	13	14	15	16	17	18
21	19	20	21	22	23	24	25
22	26	27	28	29	30	31	

June

Wk	S	M	T	W	T	F	S
22							1
23	2	3	4	5	6	7	8
24	9	10	11	12	13	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	27	28	29
27	30						

July

Wk	S	M	T	W	T	F	S
27		1	2	3	4	5	6
28	7	8	9	10	11	12	13
29	14	15	16	17	18	19	20
30	21	22	23	24	25	26	27
31	28	29	30	31			

August

Wk	S	M	T	W	T	F	S
31					1	2	3
32	4	5	6	7	8	9	10
33	11	12	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31

September

Wk	S	M	T	W	T	F	S
36	1	2	3	4	5	6	7
37	8	9	10	11	12	13	14
38	15	16	17	18	19	20	21
39	22	23	24	25	26	27	28
40	29	30					

October

Wk	S	M	T	W	T	F	S
40			1	2	3	4	5
41	6	7	8	9	10	11	12
42	13	14	15	16	17	18	19
43	20	21	22	23	24	25	26
44	27	28	29	30	31		

November

Wk	S	M	T	W	T	F	S
44						1	2
45	3	4	5	6	7	8	9
46	10	11	12	13	14	15	16
47	17	18	19	20	21	22	23
48	24	25	26	27	28	29	30

December

Wk	S	M	T	W	T	F	S
49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28
1	29	30	31				

## 2019 Digital Content Template

- Free Download
- <http://www.msinetwork.com/prosper/>

# Understand the Desires of your High Value Markets



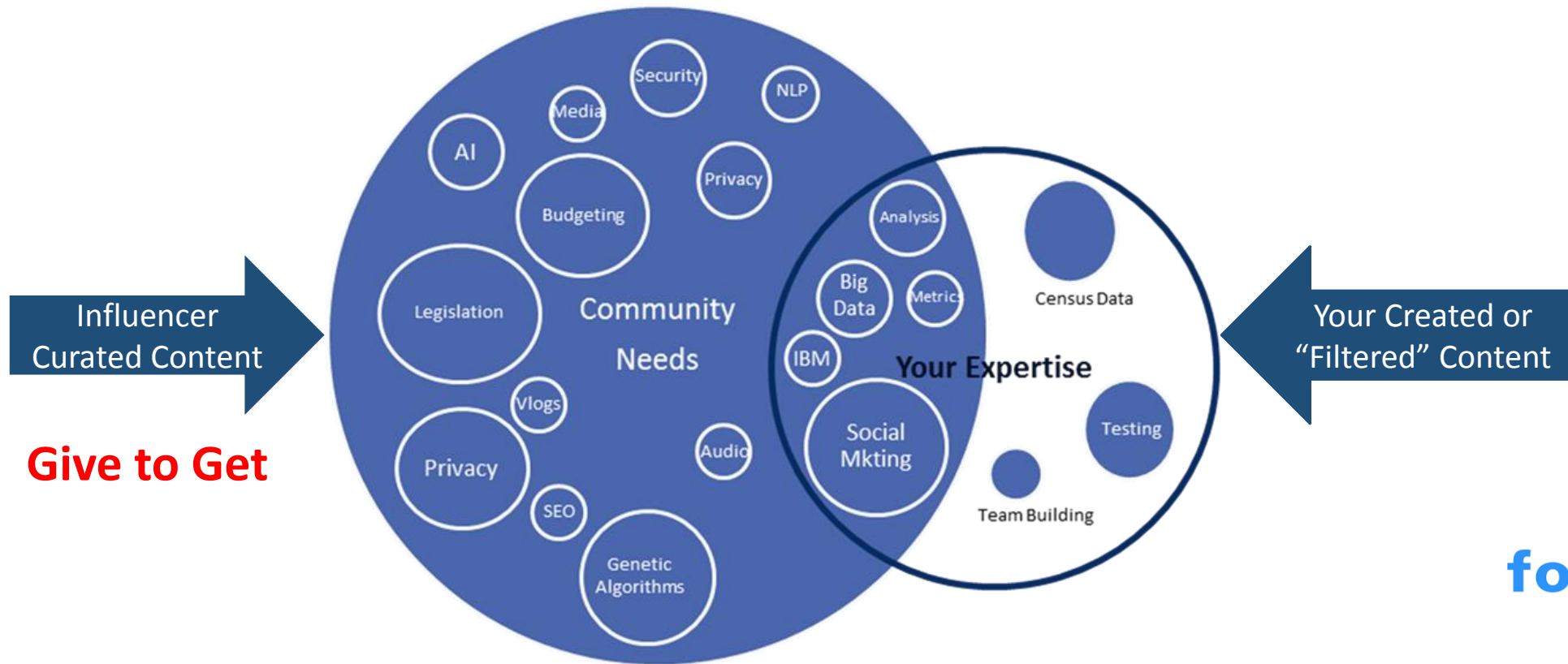
- Your high value audiences are on a journey so help them
- What are the major themes they are exploring?
- What are the hot topics they want to learn about?
- Interview them & constantly read influencer content to both curate it and better understand the trends
- Also use tools to find what they are searching for within each Theme group





## Find Influencers & Communities

Find the Influencers & Communities where they find value



- Use Social Analytics Tools
- Search using “Forums” and “Bulletin Boards”
- Look at conventions to see who is featured
- Follow them on Twitter, LinkedIn, and Instagram
- Check Facebook for communities too

**followerwonk**>>

**Buzzsumo**

Be with Them

# Find important events [to them]

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**SOCIAL  
MEDIA  
WEEK**



# Community Events

Events are where your audience congregates and you need to be there

You have choices as to how and when to participate

You don't have to attend to participate.

***All you need is the #hashtag from the event & a knowledge of the speakers***

Inject information that is relevant

Blog, podcasts, interviews, webinars, infographics, and tweet walls have all been used to grow brand awareness without being there!

Pre-event Content

Event  
Content &  
Activities

Post-event  
Content

Ignore

Virtually  
Participate

Attend

Be  
Featured



## Celebrate with Them

# Celebrate the events they value

- Schedule the holidays *that your target markets celebrate*
- Be creative and find the “holidays” other don’t
- Celebrations can be tweets, instagrams, blogs, videos or podcasts
- Celebrate as long as it is relevant *to your target market*



<http://www.holidayscalendar.com/categories/weird/>

## Inspire Them [Awesomely]

# Now Inspire Them to Grow Your Market Share!

Hero content is designed to *“ramp up the heat & generate excitement”* in your marketplace

### Characteristics of great “Hero” content

- Unexpected & Exceptional
- Shows your insights into the community
- Forms a “spiritual” connection between your brand essence and the community
- Isn't what your competitors are doing

Create Hero content / events 2-4 times per year

Doesn't have to be expensive...just awesome!



Webinar



Wine & Web #38

## Combining Social & Search



Andy Crestodina  
@crestodina #wineweb



# Education creates Relationships

Addictive content to keep your customers and prospects on your sites

Tailor content to specific themes & topics which interest them

Curate and then create the content

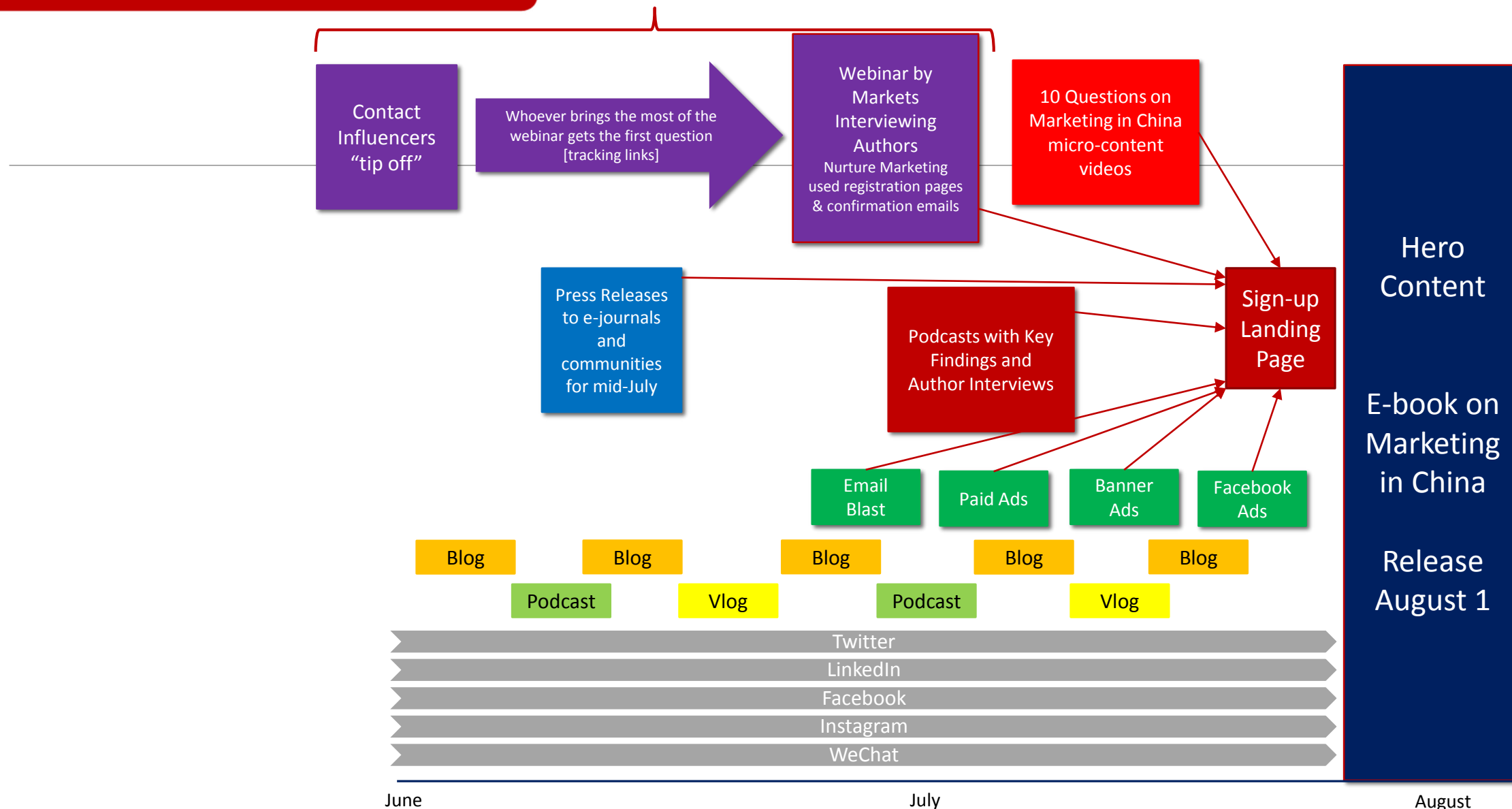
Feature influencers & experts

Interviews, blog articles, videos, meeting them at conferences, vlogs and anything else that keeps the conversation current, timely & focused

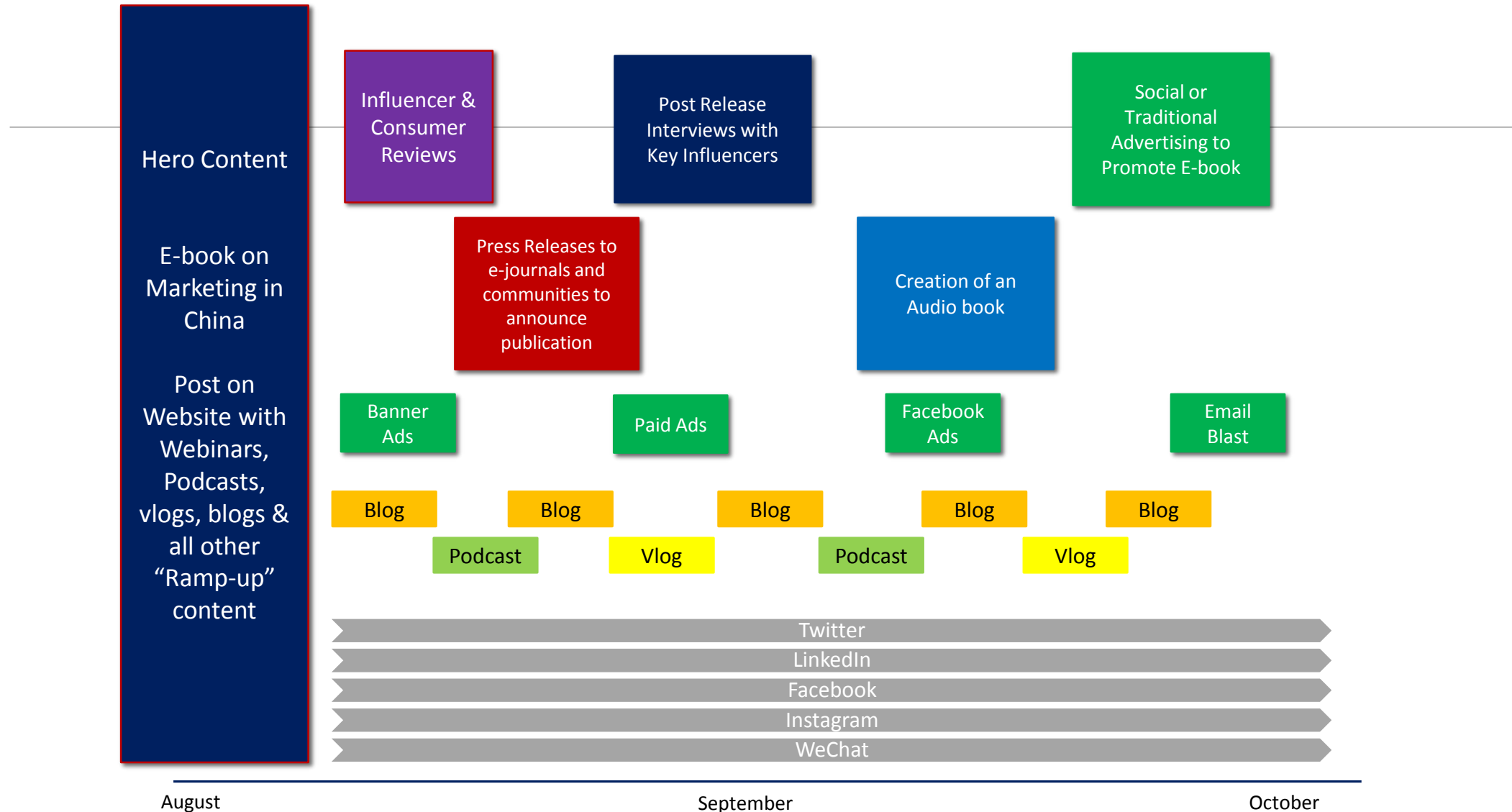
- Develop a rotation of themes important to your community
  - 5 – 10 Themes you can repeat every quarter
- Curate content & place in a content library until the week you want to promote them
- Use curated content in blogs, videos, and podcasts to generate your own content
- Don't be afraid to change the plan if something of interest happens
- Mix media where possible
  - Blog with embedded YouTube video
- Market them aggressively!

# Ramp up the Excitement

## Influencer Marketing



# Maintain the Buzz





# Create Exceptional Experiences

Help them to become exceptional to your customers

Help content serves the “daily health” of your audience

Daily content designed to help users

- Daily tweets / posts of relevant external content

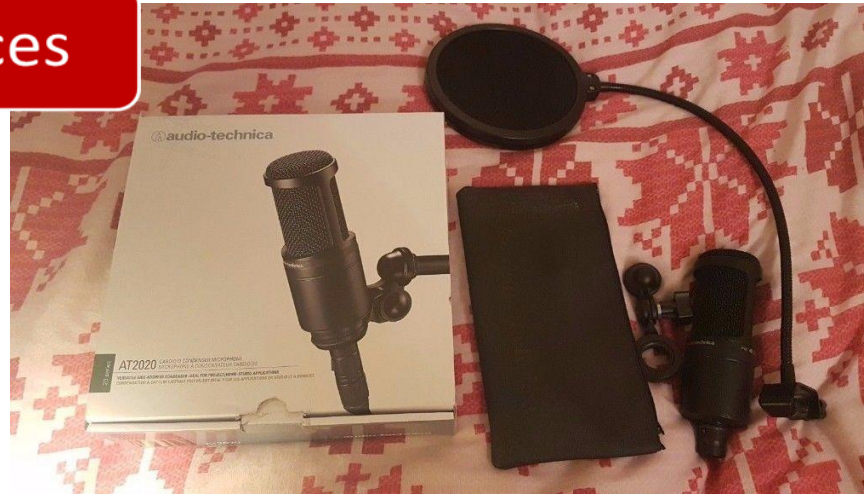
- How-to videos

- Tips and Tricks articles, videos & podcasts

- How-to Podcasts

Think Video

IF YOU DON'T DO HELP CONTENT – ESPECIALLY IN VIDEO – YOUR COMMUNITIES WILL DO IT FOR YOU...QUALITY???



<https://youtu.be/5UrhIssyoGk>

# Help Content Tips

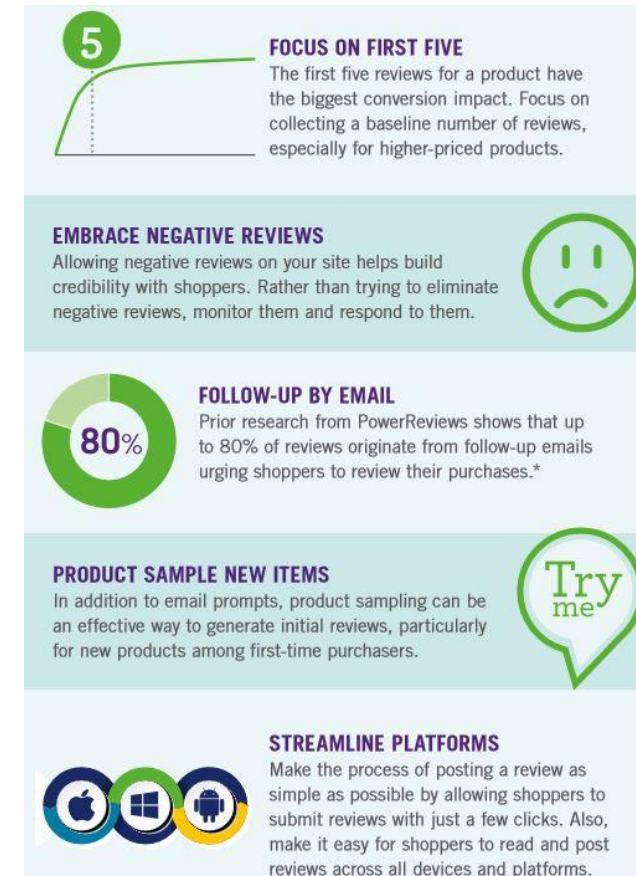
1. Develop help content every time you launch or upgrade your products
2. Visit customer service and ask them common problems they are handling & produce an “answer video” to put on your website
3. Talk with customers about help they seek
4. Consider developing tools and apps to help build the relationship with your customers
5. Don't forget podcasts as another great tool to deliver help content

# Realistic Reviews create Prospects!



<https://myreviewninja.com/review-generation-ideas-medspa-2/>

May 2018

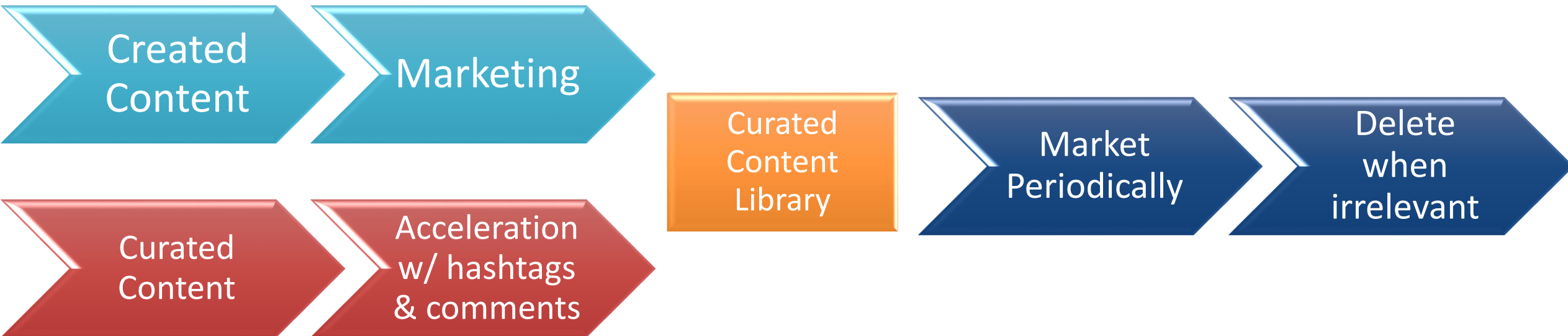


<http://spiegel.medill.northwestern.edu/online-reviews/>



Market &  
Remarket like  
Crazy!

Market like crazy and then re-market it again!



# At Startup, Network Forward

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Curated  
Content



Created  
Content

# 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



## Rhythm Builds Revenue

- Curate or create content in a predictable manner
- Market and remarket it continually to maximize market reach



## 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

# Question 1

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I put on an annual international colloquium for a charitable educational foundation and my challenge is to find interesting guests to come to a remote corner of south Kerala for 3 days, how can I best mix social (Twitter and Linked In is all that is allowed by management), content and digital to attract the right caliber of guests with a very small budget?

# Questions?

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