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February 19, 2015 6 min. Read the opinions expressed by entrepreneurs of depositors are their own. In his book *Success Secrets of Internet Marketing Superstars*, Mitch Meyerson introduces you to 22 innovators who have redefined the evolving landscape of internet marketing. In this edited excerpt, contributing author and founding partner copyblogger Media Sonia Simon describes three types of content you need to create to make content marketing work for you. Content marketing is a way to produce what people want (interesting, useful content) rather than produce what they avoid (obsessive, arrogant, or clumsy advertising). It also shows (rather than telling) potential customers that you are the right choice to solve their problems. Good content is inherently worth reading, listening to or watching. This provides a pleasant experience for the audience. It's funny, it can make the audience laugh, or cry, or stand up in righteous outrage, but it has to move them in some meaningful way. A smart content marketer thinks from the point of view of the audience, not prospects or leaders. To be truly effective, the content has to be structured with: a headline that instantly commands the audience attention, an introductory multiple sentences that pull the audience, making it tough to turn away the information that solves the problem the audience really cares about one, purposeful point or moral, to communicate stories, metaphors, or examples to teach that point, a call to action in conclusion that causes the audience to take the next step. If Google suddenly hates you, or if your traffic tends to bounce like the Super Ball, you should take a hard look at the possibility of your content just not as good as it should be. But how can you tell if your content is worth consuming? Content is worth consuming if people consume it, you don't decide. The audience decides. This means that you are watching that gets more traffic, most links, most social promotions, and most comments. You keep trying new and creative approaches, and watch the results closely, and then do more of what works and less of what doesn't work. Create your Cornerstone In order to create a content marketing platform (as opposed to just publishing a bunch of things that you find interesting), you need to understand your cornerstone. The cornerstone of your platform is that interests and attracts your audience. To start creating your cornerstone, you need to know what important customer problems your business is designed to solve. If you are familiar with copywriting, these are the benefits of doing business with you. Your company exists to make customers happier, more confident, healthier, better connected to their family, more successful, wiser, less anxious, or other remarkable benefits. All effective marketing communications should come around to the benefits, not just features, of the product: Features Features your product or service, what it does and what is included in it. Dimensions, horsepower, ingredients and so on. Benefits are what a product or service does to a customer; what they get from experience. Start with 10 or more posts that really encapsulate your company's fundamental beliefs and values about your topic. (It can be text, audio, video, or a combination of formats. Think about what you would like every reader of your site to know. And focus on educational content that solves a few simple, promising problems related to your business. Next, pull your best posts into a series of well-focused content landing pages. A content planting page is just a page on your website that aggregates your best material on a particular topic. Write a great introduction that pulls the audience, and at the end with a call to action to connect more strongly with your business. (Very often this means subscribing to a list of permission-based email addresses.) These solidly useful pages are a great place to focus your SEO copywriting efforts because viewers love them and they naturally tend to attract links and social sharing. Your cornerstone content will help you start building strong relationships with people who may eventually become your customers. He does this by teaching them how to start solving the problems that are important to them. Now you have to find readers for this content, which means that you will create content that is specifically designed to attract and expand your audience. Attracting content is usually where you put most of your daily effort into your content marketing program. These are regular blog posts, YouTube videos, podcasts. Because this content is all about getting the attention of an audience that isn't familiar with you yet, you need to bring your best headline writing skills to the game. Content that attracts attention also tends to have a strong, well-defined point of view: This is not the place for wimpy, wishy-washy messages. While your cornerstone content tends to lean a little more towards utility and education, your content attraction will lean more toward fun and fun. You still want to be helpful, but you have to be interesting, or at least interesting. Let's take a look: Cornerstone content educates your audience, teaches them what they need to know to do business with you. Content appeal creates a wider audience for your cornerstone. Your latest action content step: targeted landing pages that take your traffic and translate it into the action you want. This action can be a subscription to an email address list, register to vote, purchase a product, or visit a brick-and-mortar location. Each landing page should focus on only one desired action. Remove sidebars and other distractions - this is not the place for them. And make sure that every link on the landing page goes to this clearly defined action. Landing pages require more. A professional, compelling copywriter, so this is a good place to bring someone in if you don't have a resource in the house that has a strong landing experience/selling page. With lots of practice and some experimentation, you can learn to do content marketing work for you. For more information or access to exclusive audio interviews with superstars from this book visit OnlineMarketingSuperstars.com. The opinions expressed by the participants of the entrepreneurs are their own. What are the key elements of a successful business operation? - PVA: The big question. I think another way to see this is once you have created a product or service that has a market fit, what elements are essential to sustaining this success? Some come to mind. 1. Data managed for many startups. Porch.com included, success begins with the development of a data-driven culture, both inside and outside. To build a really successful business operation, you need to know that you are going to be able to accurately measure your business. In addition to understanding key performance indicators (KPIs), are you developing a business where key decisions are made with good, quality data? I believe in the strength and clarity of data and the vital role that RIGHT data plays in making sound business judgments. Related: 4 reasons why you should say yes to say No. 2. Flexibility Another is a really important characteristic of young companies and people who are working to build a successful operation is flexibility. In order for a business to work people need to be able to change, manage, and adapt to the many inevitable problems that come along the way. Sometimes this means holding your land on an experimental idea or product, and sometimes that means turning and taking the road you haven't traveled before. This can mean working out of the garage (or basement in our case) for months and working long hours in order to stretch the runway a little further. In any case, flexibility is that it should be at the heart of your company and is the key to longevity. Related: 5 beliefs that kill your success. 3. The right people, I would say that maintaining a successful business operation really comes down to people; It's all about people! You have to have the right people in the right roles at the right time. For a developing company where success and failure hangs in a delicate balance to be able to perform effectively, nothing can slow you down as with the wrong people together for the ride. I truly believe that a successful business operation and a successful culture go hand in hand. If you get the right people to join you, you will find through the ups and downs that journey really is a reward. After all, what makes your business great is just you started on your way to success. There are many qualities and that must be honed and sustainable in order to win in the long run. The key is to develop a method that works specific to you and your organization to you evolve in a way that is uniquely out-perform and out-of-performing competition. Related: The basics of successful thinking nova video questions hunting the elements worksheet answer key. nova video questions hunting the elements worksheet answer key part 2. nova video questions hunting the elements worksheet answer key quizlet. nova video questions hunting the elements worksheet answer key pdf. nova video questions hunting the elements worksheet answer key mr traeger. video guide nova hunting the elements worksheet answer key. nova hunting the elements part 1 basic chemistry worksheet answer key

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