

The Path to Content Marketing





Thank you to our supporters!





Webinar Reminders

1. You can hear us, but we can't hear you!
2. Can't hear?
 - a. Try turning up your volume
 - b. Call in by phone or use your computer headphones
3. Have a question?
 - a. Use the chat box, any time. We will have time at the end and after the webinar
4. Downloads
 - a. Slide presentation, other materials and webinar recording will be available on Ontario Presents site in one week.



So **glad** you're here!

This is the third webinar for **Digital Marketing for Arts Presenters**. Remember to sign up for the last one of the series on the *Ontario Presents* website!

Ask me *any* questions **any time**:

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- Twitter: @juliefossitt
- Instagram: @juliefossitt



Special Guest: Patrick Bisson

- Graduate of Algonquin College's Advertising + Digital Marketing Program
- 10+ years of industry experience
 - Agencies
 - B2B
 - Non-profit
- Has worked on Kingston account for 4 years
- Focus on social media, content and digital marketing

Please introduce yourself

Please enter your name, position and geographic location in the chat box at this time. Knowing our audience will help us throughout the webinar.



“



Today's Agenda

1. What is content marketing?
2. What is valuable content?
3. Creating purpose-driven content to support goals
4. Finding your target audience
5. Building Target Personas
6. Getting to the heart of the story
7. The 5 Whys of Content Creation
8. The Process of Content Creation Management
9. Establishing a foundation
10. Assigning roles that translate into responsibilities
11. Setting up your Content Calendar
12. Establishing your channel Plan
13. The 5 biggest Mistakes in Content Marketing



**So.
What's Content
Marketing?**



It's a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain audiences – and, ultimately, to drive profitable customer action.



“

It's **not** about selling.

“





What's **valuable content**?

Blog Posts

Videos

**Landing
Pages**

**Social Media
Posts**

Podcasts

**Photo
Galleries**

Emails


Infographics

Contests

Events

It's **purpose** driven.

“



**Creating
Purpose-Driven
Content**



1

Identify Your Objectives

Basically, what's the point?



Identifying Objectives

From scratch

1. Are you a new business and need to gain awareness?
2. Are you having issues standing out from your competition?
3. Do you get lots of leads but can't make the sale?

Optimization

1. Are you *truly* content marketing, or just making content to serve your own agenda?
2. Is there any owned content worth scaling?
3. Is there a sustainable process?
4. Do we have the support needed?

2

Compose Your Plan

Supporting your organization's reason for content creation



Get going.





Questions to ask yourself

- What is our goal?
- What target audience can help us meet our goal?
- What valuable experience can we deliver?
- What makes our approach to delivering this value differently? What are we saying that's different?

3

Create Starter Ideas

Supporting your Content Plan



Use Goals to come up with content ideas

Pick a goal to focus on that:

1. Already exists and you believe will be enhanced by content marketing
2. Is a goal that a content marketing program could help you achieve

Eg. We'll sell 30% more tickets in twelve months with the same operating costs

Choose 2 content ideas to meet this goal:

1. An idea to change something that you're already doing with content marketing/would like to start doing
2. An out-of-the-box idea that you would try with no restrictions

Create content to entertain and make audiences laugh at what might be considered 'serious' art.

Create a thought leadership program to exhibition ticket sale leads.

A man with a beard, wearing a brown leather jacket and a flat cap, is looking down at his smartphone. He is standing on a city street with trees and buildings in the background. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The background is blurred, focusing attention on the man.

Finding Your Target Audience



Who are you trying to
reach and *how* are you
trying to reach them?



“

Let's say it's **millennials.**

“





Reaching Millennials Digitally

#1: Facebook

Number one social media network among millennials, with **61% using Facebook as their primary source of news.**

#2: Instagram

Millennials account for a staggering **70% of all 400 million monthly active Instagram users.**

#3: Snapchat

Snapchat's penetration among the millennial demographic is **at 32.9%.**

#4: Twitter

80% of millennial users access Twitter from their mobile phone **every day.**

#5: YouTube

YouTube reaches almost **50% of the millennial population** – more than any cable network.

#6: BuzzFeed

Buzzfeed is a popular choice for millennials, comprising **55% of BuzzFeed's 74 million monthly unique visitors.**



Build **personas** for your target audiences


- **Who** is the persona? What personality traits characterize him/her?
- **What** roles does s/he play? What does his/her typical day look like?
- **Where** is the gap in his/her needs/wants beyond what we're offering?
- **When** does s/he close this gap?
- **Why** should s/he care about us as an organization?



Now align personas with your content ideas

Create content to entertain and make audiences laugh about what might be considered 'serious' art

Create a thought leadership program to increase exhibition ticket sale leads.

A young woman with curly hair is smiling and looking at her smartphone. She is wearing a green jacket. The background is a blurred outdoor setting.

**Getting to the
heart of your story**



Uncover your unique story

*Differentiate by telling a different
story – not the same one in an
incrementally better way.*



“



The 5 Whys

Expand on a generic content idea and transform it into an engaging story that resonates with your audience's interests.



Building out your **5 Whys**

1. **Why is this topic important to a subscriber?**

Because their money is going to support and nurture Canadian artists.

2. **Why is it important for Canadian artists to be supported?**

Because Canadian artists offer a legacy for our future generations and share the stories of the country not only with our own citizens, but beyond the borders as well.



Building out your 5 Whys

3. **Why is it important for subscribers to know that our organization supports Canadian artists?**

Because if their ticket price is more than the price of a movie or Netflix subscription, they can feel confident that their money is being used not only for entertainment.

4. **Why is it important for our organization to support Canadian artists?**

The sustainability of growth of the performing arts industry is one that is essential to the health of our organization, as we want to present artists for many disciplines and ages.



Building out your 5 Whys

5. Why is that important to Canadian artists?

Because their livelihood depends on performing arts organizations like ours.

*Put them together to create a
unique story angle with real
emotional impact:*



“

We believe in supporting Canadian artists.

But breaking through the noise can be difficult – and in order for Canadian artists to be successful, they need the assistance of performing arts organizations like ours.

So, we help them gain exposure and an audience by supporting and nurturing them across many different disciplines and ages.

Canadian artists offer a legacy for our future generations and share the stories of the country both nationally and internationally.

By sustaining the growth of the performing arts industry and supporting Canadian artists, our organization can evolve and continue to flourish.

Build a deeper story



The Process of Content Creation Management





1: Establishing a foundation

**The
Team**

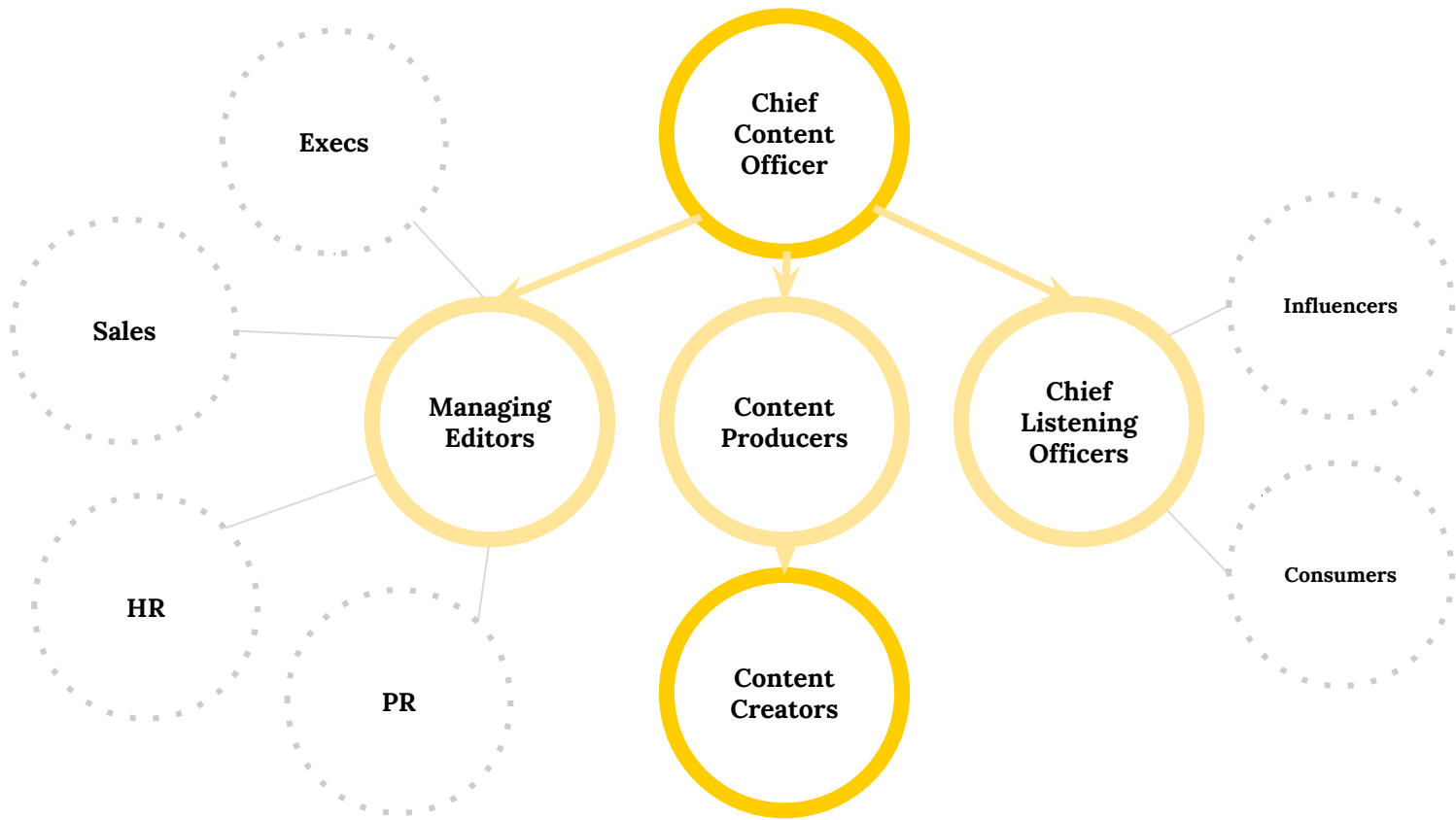
**The
Workflow**

**The
Tactical
Plan**



Assigning roles that translate into **responsibilities**

1. Chief Content Officer (CCO)
2. Managing Editor
3. Content Producers
4. Chief Listening Officer
5. Content Creators



Team Activation + Participation: Workflow





Setting Up Your Content Calendar

- Date the content will be published
- Author(s) of content
- Topic/headline of content piece
- Current status of content (updated as it moves through the publishing cycle)
- Owner of content (who's in charge of making sure the content makes it from ideation to publication and promotion).



Publishing Guidelines

**Brand
Characteristics**

**Voice
and Style**

**Editorial
Standards**



Guidelines Cheat Sheet

1. Our brand is (adjective) , (adjective) , and (adjective) .
2. Our tone should be irreverent/serious/educational/fun-loving/etc. .
3. We will publish original/curated/mixed content.
4. We will publish every day/week/month.other .
5. We will allow authors to repost their content under the following conditions: your specific terms .
6. We will link to other sites/pages under the following circumstances: your specific terms .
7. We will acknowledge/promote contributors in the following way: your specific terms .



Now create your **channel plan.**

This outlines how, when and on which platforms you'll be publishing your new content.



Channel Plan Cheat Sheet

1. We will publish original/curated/mixed content.
2. We will publish (number) of posts every (day/week/month/other).
3. We will differentiate ourselves by: (your content strategy).
4. We will provide the following assets: (links/photos/videos/etc.).
5. On social media we will always/never: (your specific rules).
6. Only (specific team members) are authorized to publish on this channel without message approval.
7. (specific team members) will be provided with logins to this channel.
8. Tech issues should be referred to: (specific team members).
9. Audience issues should be referred to (specific team members).



**The 5 Biggest
Mistakes in
Content Marketing**



Mistake #1:
You give up.



“

Mistake #2:

*You focus on quantity
over quality.*

“





How to **fix it**

- Post unique content to the page.
- Don't stuff your content with keywords.
- Use internal links to make it easy for users to navigate to other content on a related topic.
- Focus on a single subject (use links to pages for related topics or to break a complex topic into multiple parts)



How to **fix it**

- Use affiliate links or ads at a minimum or not at all as they might detract from the user's experience and engagement
- Make sure your content is accurate and trustworthy, and meets any legal requirements
- Include helpful features like takeaways, key data, explanations, videos and images

Mistake #3:

You aren't content marketing.



“



How to **fix it**

1. Leverage influencer marketing
2. Build email marketing campaigns
3. Create Google Adwords campaigns
4. Develop social media campaigns
5. Activate followers and subscribers
6. Experiment with native advertising

Mistake #4:

Your offers are outdated.



“



How to **fix it**

1. Think beyond the blog
2. Paint a visual picture for your audience
3. Get real
4. Ramp up your content production
5. Create a conversation
6. Give content creators total autonomy

Mistake #5:

*Your storytelling leads to a
dead end.*



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CTA's

Calls to Action

How to fix it





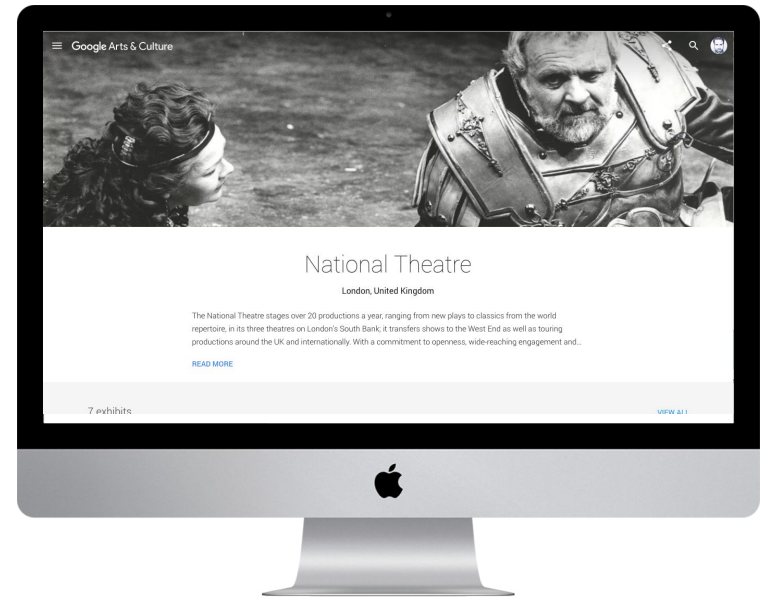
Success Stories





National Theatre – London

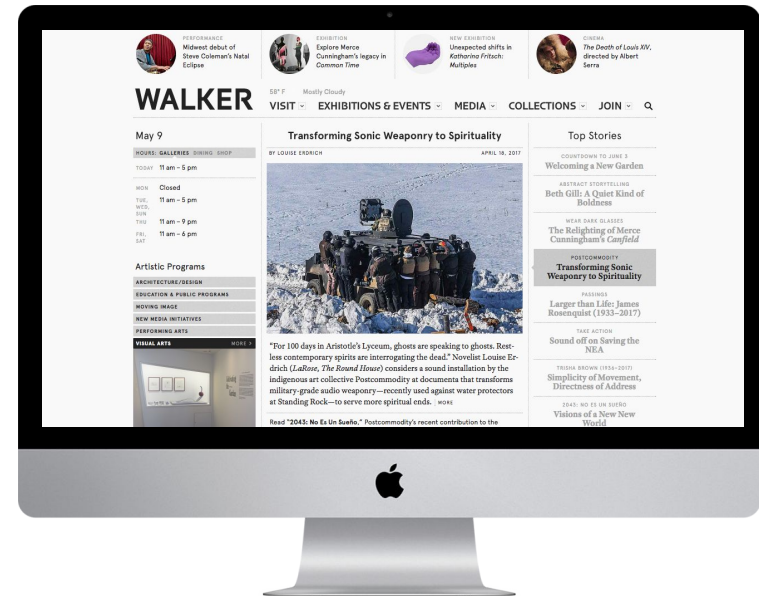
1. Highly contextual, engaging content
2. Library of video content
3. Podcasts
4. Digital Exhibitions via Google Arts + Culture





Walker Art – Minneapolis

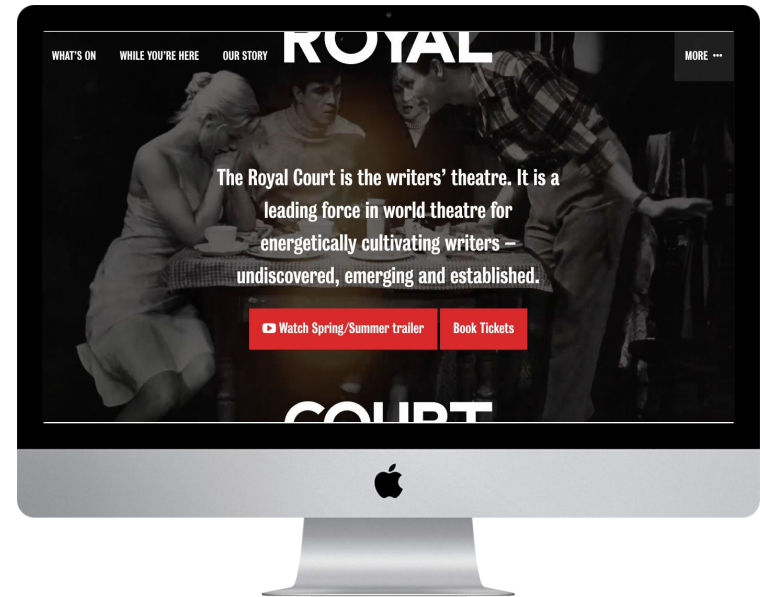
1. Homepage is essentially a blog
2. Loaded with relevant, contextual information
3. A new experience each time you visit
4. Curated third party content





Royal Court – London

1. Took Twitter to a whole new level – #Routes
2. Became a source for news on immigration
3. Attracted audiences based on their interest on issue, no just theatre.





Thanks!

Any **questions** ?