@LISALFLOWERS

- Marketing, business development and public speaking – 25+ years
- Teaching, tutoring and mentoring – 15+ years
- Social media and business coaching – 5+ years
- Lifelong learner, volunteer, and advocate
- Keynote speaker - Kent County Econ Summit
- Global – Malaysia and Nigeria
"A GOAL without a PLAN is just a WISH."

— Antoine de Saint-Exupéry

@LisaLFlowers
GETTING STARTED

- Objectives
- Goals
- Strategy
  - Introduce a new product
  - Increase awareness
  - Dramatize your solution’s differentiation
- Blah, blah, blah ---- write it down. JUST GET STARTED!
1. **Google Alerts**

- Searches the web for content
- Emails sent daily, weekly, etc.
- Set up a junk email account
- Be precise, not general
- Customize alerts
  - Location or region
  - How many
  - How often
    - Daily
    - Weekly
    - Digest*
2. GOOGLE TRENDS

- Identifies more slowly than Facebook and Twitter but still worth it
- https://www.google.com/trends/
3. SMARTBRIEFS.COM

- 200 niche e-mail newsletters
- Summarizing news from 10,000+ major media outlets, regional newspapers, trade publications and blogs
- In partnership with trade associations and professional societies
- Content is timely, accurate, and interesting
4. YOUR OWN CONTENT

- Your history
- Your challenges
- Your accomplishments
- Your customer testimonials
- Your forms
- Your website content
- All those brochures you spent tons of money on
5. BEHIND THE SCENES

- What is it like in your office or workplace?
- Periscope or video a tour of your office.
  - Interview staff or simply ask them to say, “Hello"
- What’s behind Door #1?
- Can you guess what this is?
6. YOUR COMPETITION

- Review for ideas and sources
- Benchmark by topic and responses
- Their FAQs section
- Their customer’s comments
- Answer questions they leave unanswered
7. INDUSTRY NEWS

- Association
- News sites
- Email newsletters
- Industry leaders
8. ASK YOUR CUSTOMERS.

- Post on Facebook
- SurveyMonkey.com
- What are they already talking about?
9. CONFERENCES & EVENTS

- Pre-conference
- On-site
- Post-conference
- Speakers
- 3 Takeaways
- On-site interviews
10. Ask Your Staff

- Customer service issues
- What would they like to see posted, added, etc.?
- FAQs
- What do they read, watch, share?
11. WRITE AROUND A GREAT PHOTO

- Images make a HUGE difference
- Support a local photographer
- Local college photo classes
- Free photo sites:
12. EVERGREEN CONTENT

- Posts are about ideas that don’t change much
- Elaborate on the subject
- Include more keywords
- Include more reliable resources that you can later use for outreach campaigns
- Create the ultimate guide, FAQ, or resource on the topic

Examples
  - FAQs
  - Online resources for Making XYZ
  - Where to Find XYZ
13. INTERVIEWS

- Talk to interesting people – in person, on the phone, or over email.
- Ask them a 5 questions.
- Use the discussion as inspiration.
- Get permission to use interview online.
- Weekly “5 Questions” post/column
14. SURVEYS

- Monthly question
- Post-event survey
- New product survey
- SurveyMonkey.com
- Year-end roundup
Answer a handful of questions

Oh, sweet mother of Pearl
WOW! You just ‘brainstormed’ 360 ideas for content in 0.0109 seconds

Scroll to bottom to find out what to do with these ideas.

- The Biggest Disadvantage of Using marketing consulting services
- 10 Myths About marketing consulting services
- The Real Truth About marketing consulting services
- marketing consulting services in Delaware and online: 7 Things You Need to Know
- The Top 5 Ways to hire a professional
- The 10 Key Steps Involved in marketing consulting services
- The Ultimate Guide to marketing consulting services
- Choosing marketing consulting services to grow your business
- The 10 Laws for marketing consulting services
- 10 Surprising Reasons to hire a professional
- 10 small business owners Mistakes You Probably Don't Know
- Why small business owners Need marketing consulting
- 3 Steps to marketing consulting services
- 5 Alternatives to working without a plan and strategy
- 3 Reasons Why Your small business owners Business Will Never
TIPS

- Include an image
- Include CTAs
  - A good read: https://moz.com/ugc/craft-winning-ctas-with-four-simple-tips
- Use hashtags when appropriate
- Develop your own hashtag, especially if you host an event
- Join (or start!) a Facebook or LinkedIn group
**NEXT STEPS**

- Pick 3 ideas
- Write it down
  - Audience
  - When and where to post
  - Strategy
  - Cross-promote
- Measure and monitor
- Rinse and repeat
RESOURCES

- Content Marketing Institute
  - http://contentmarketinginstitute.com/

- Marketing Strategies Group on Facebook
  - https://www.facebook.com/groups/MarketingStrategiesGroup/
    - Free images
    - Post questions
    - Share ideas and content

- Canva.com

- Worth reading:
  - http://www.jeffbullas.com/2016/01/06/11-photo-post-ideas-business-use-today/?inf_contact_key=ae193376884881d6cd9692561fb0194330103ae915f53d09dcc23fa90510d162
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