

# AMA Webcast

## Increasing Traffic Through Content Marketing

### **SPEAKERS:**

**Pamela Markey**, Senior Director of Marketing, MECLABS

**Daniel Burstein**, Director of Editorial Content, MECLABS

### **Moderator:**

**Anthony Salas**, American Marketing Association

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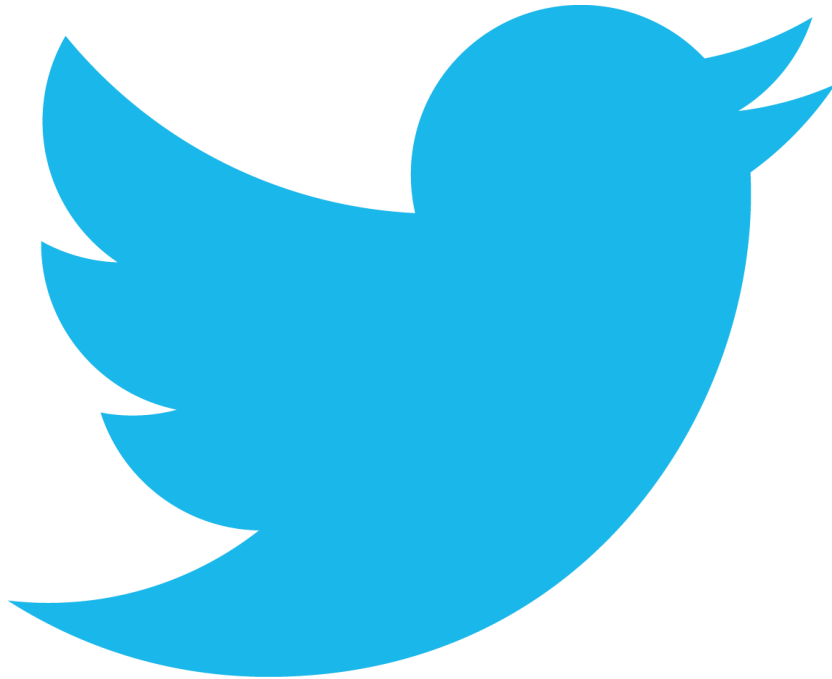
*The audio portion of today's presentation is available via broadcast audio.*

*You can also dial in to hear audio*

*Participants (US & Canada, Toll Free): 888 223 4959*

*International Participants: +1 303 223 4389*

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Optimize the sales and marketing funnel

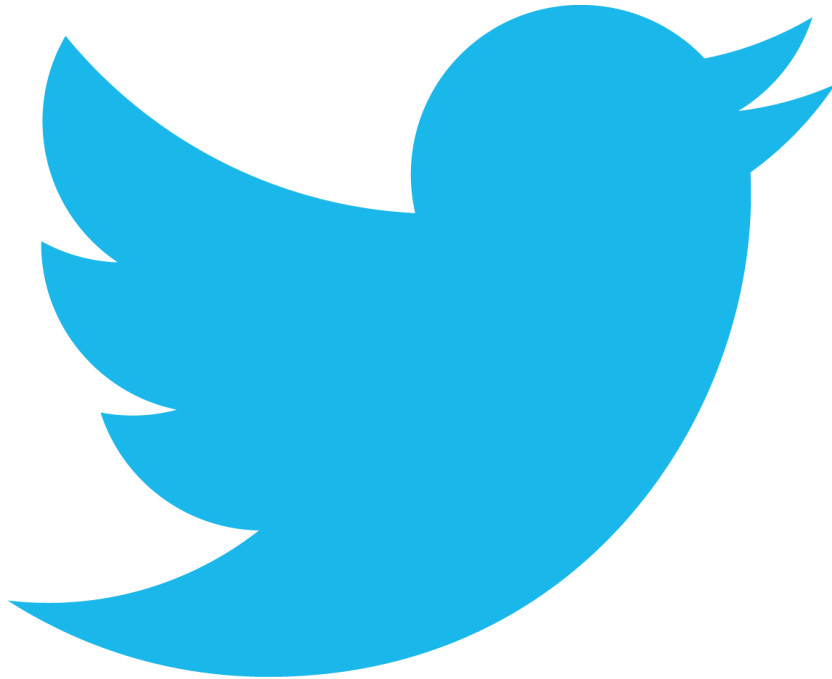


# Content Marketing

How MarketingExperiments increased  
blog traffic 232% (and how you can, too)

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# Join the conversation



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**Pamela Markey**  
Senior Director of Marketing  
MECLABS  
@PamelaMarkey



**Daniel Burstein**  
Director of Editorial Content  
MECLABS  
@DanielBurstein



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We help  
marketers  
learn how



#ActOnSW







**We help  
marketers  
learn how**

**We do it  
ourselves  
every day**



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# About MECLABS

**The world's largest independent Internet-based research lab focused exclusively on marketing and sales.**

MECLABS deploys a rigorous methodology to conduct research. This research is compiled from:

- 15+ years of research partnership with our clients
- 1,300 experiments
- Over 1 billion emails
- 10,000 landing pages tested
- 5 million telephone calls
- 500,000 decision maker conversations

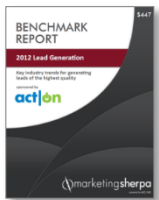
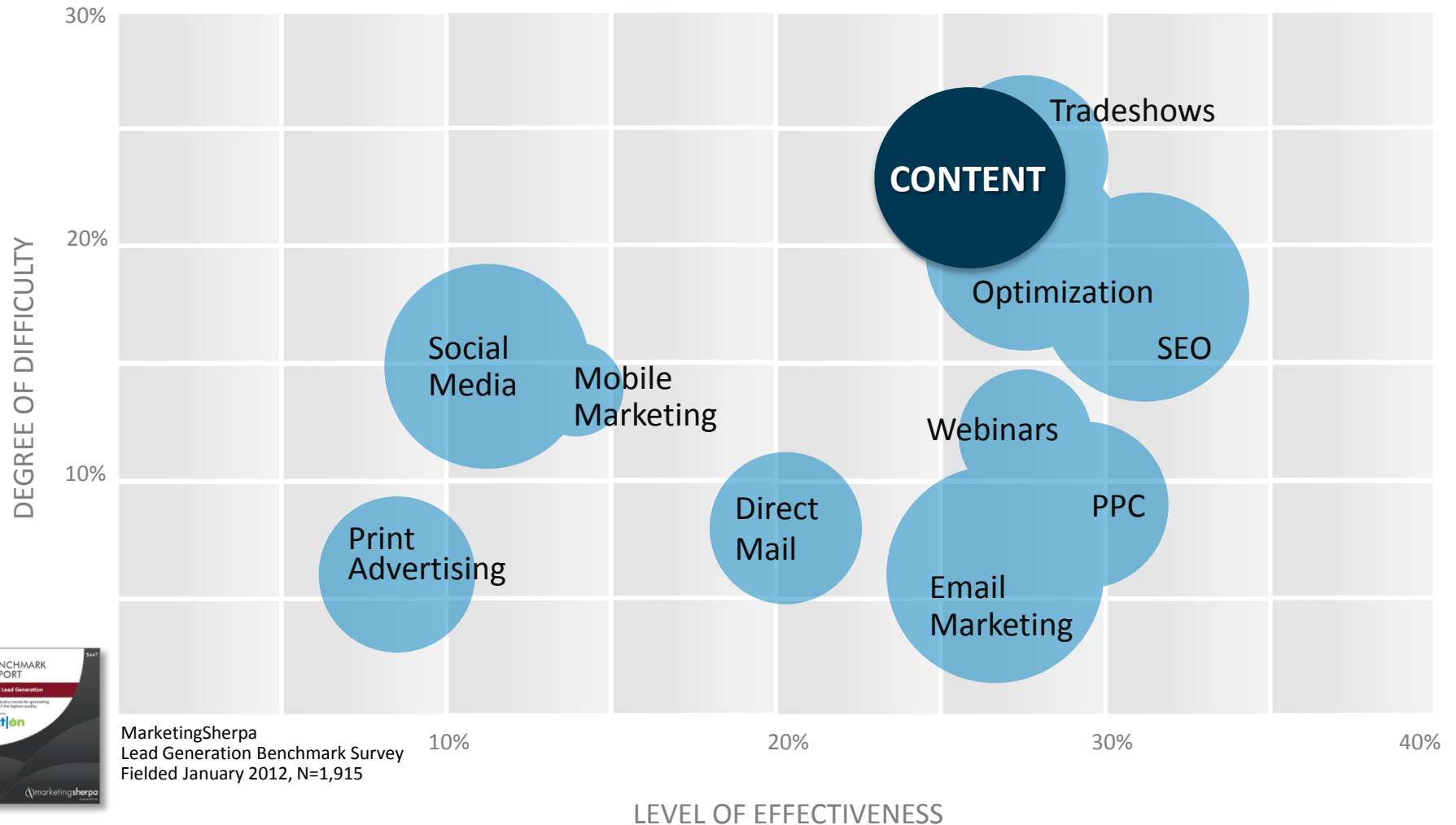
MECLABS also publishes **MarketingSherpa**, **MarketingExperiments** and the **B2B Lead Roundtable**.



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# Why content marketing?

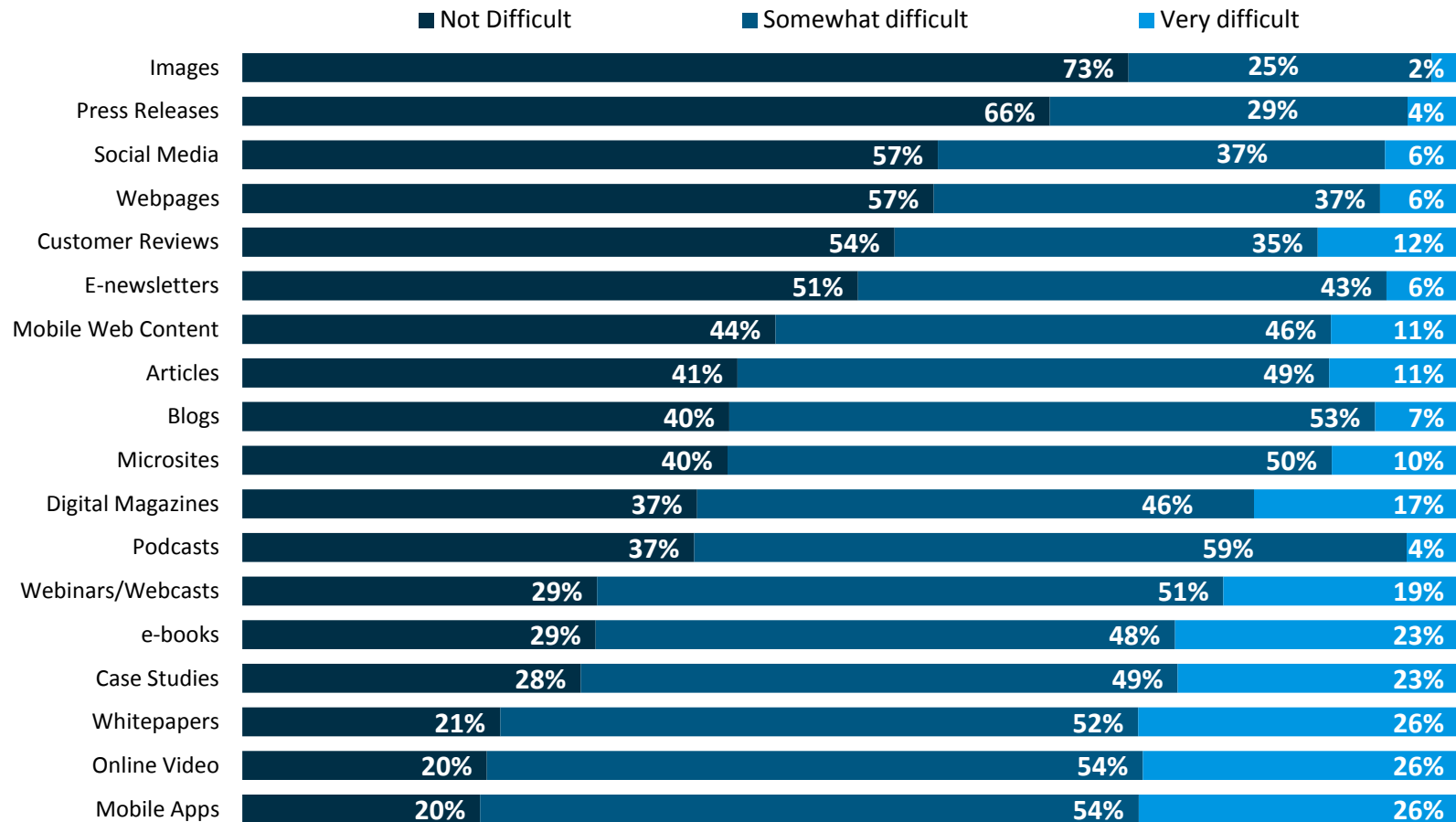


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# Comparing difficulty of content marketing

Please indicate the *DEGREE OF DIFFICULTY* (time, effort and expense required) in creating each type of content



We need to figure out how to:

**1** Sell your 'free' content

**2** Tell your story

**3** Stop at nothing



# marketingexperiments BLOG

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## A/B Testing: SAP increases conversion 62% by using images

Daniel Burststein May 1st, 2013

4 comments Leave a comment

84



Today at 2:00 p.m. EDT, I'll be interviewing Shawn Burns, Vice President of Digital Marketing, SAP, during the MarketingSherpa webinar, "Testing: A discussion about SAP's 27% lift in incremental sales leads."

We'll be discussing Shawn's team's improvements within SAP, complete with the politics, change management, and truly transformative marketing initiative.

But first, right here on the MarketingExperiments blog from this Test Lab initiative ...

**Background:** SAP identified the "Spotlights" section to deeper levels of the website, where more topical area was very text heavy.

**Goal:** Increase the level of engagement (as measured by time on page)

**Primary Research Question:** Does more of an "eye-tracking" approach work?

**Approach:** A/B split test

### Solutions Spotlights

Learn why 22 new SME customers choose SAP every day >  
If you're like tens of thousands of growing companies that have chosen SAP, you don't want expensive solutions or a big IT staff. That's why we bundled powerful business software and pre-built test practices into an affordable package just for SMEs.

SAP takes home two Corporate Integrity GRC Technology Awards >  
SAP received two governance, risk, and compliance awards from Corporate Integrity for its "low-tier" builder and its two mobile applications, SAP GRC Access Approver and SAP GRC Policy Survey. Read the newsletter to learn more.

Webcast: How SAP HANA makes businesses run in real time >  
This session explores stories from SAP customers who are leveraging the SAP HANA platform alongside the profitability analysis (CO-PA) functionality in SAP software. Learn how these tell you perform accelerated allocation and data analysis to report sales and profit data in real time to make business decisions faster and better.

Help executives feel more comfortable making accurate business decisions >  
Learn how an information governance strategy implemented with ERM solutions from SAP can help people in your organization feel more confident in making decisions based on complete and accurate information - enabling your business to close gaps, improve regulatory compliance and customer relationships and decrease financial risk.

Read why 2012 is the year of mobile >  
Here's a taste of the mountain of research data that's been generated about mobile in the last few months. Read the blog from SAP's Time Elud.

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## Marketing Strategy: 4 steps to developing an effective and strategic test

Lauren Maki March 11th, 2013

2 comments Leave a comment

70



Twenty four conversations, countless emails and three-and-a-half Red Bulls later, I walked away from my last test with a few key takeaways.

I realized a lot of the questions I was being asked were:

- Which subject line?
- What should I track?
- Long copy or short?

Instead, at the root of many questions was a lack of strategic planning.

A common problem I see among marketers is asking the wrong questions. We're begin by asking, "Why is the current test failing?" before "What?"

As an optimization manager, one of the first steps in planning an effective test series for any exercise, there is a thought process that will teach.

But before we begin, I want to emphasize that you should follow this process. If you leave this post without it, you're missing out.

**We test solutions to problems, not just to see if we can.**

Okay, now we can get down to the business of how to follow to craft a strategy-centric test.



## [Video] Testing and Optimization: Involve IT when prioritizing testing sequences

David Kirkpatrick April 8th, 2013

No comments Leave a comment

47



MarketingSherpa and MarketingExperiments Optimization Summit 2013, May 20-23, in Boston, is rapidly approaching. For this blog post, we are featuring a video excerpt from one of last year's presentations.

Speaking in this video clip is Tony Doty, Senior Research Manager, MECLABS, on involving IT when prioritizing the testing sequence in a testing and optimization program.

How to involve IT in a marketing testing and op...



Playlist Uploaded videos (73 videos)

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But before we begin, I want to emphasize the importance of following this process. If you leave this process, you will fail.

We test solutions to problems, not just for the sake of testing.

Okay, no, you should follow this process.



## [Video] Testing prioritizing test

David Kirkpatrick

47



MarketingSherpa at the SAP Summit in Boston, is rapidly becoming a must-watch excerpt from one of the best.

Speaking in this video, David Kirkpatrick, Managing Director of MarketingSherpa, involves IT when prioritizing tests.

How to involve IT in a marketing test



17,657 visits/month

5,458 visits/month

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Lauren Mann March 11th, 2013

2 comments

# 232%

In Eight Months

# 17,657

visits/month

# 5,458

visits/month





the official  
ZAGG BLOGZEALOUS  
ABOUT  
GREAT  
GADGETS

## Pre-Order the ZAGGmate for iPad 2 Now

by [DREW](#) on MARCH 3, 2011 in [GADGETS](#), [ZAGG NEWS](#)[Tweet](#) [Share](#)

Yesterday Apple announced the details of iPad 2, and today we are excited to announce that the ZAGGmate for iPad 2 is ready for pre-order ([click here to pre-order the ZAGGmate for iPad 2](#)).

The ZAGGmate is one of the best selling iPad accessories available and won several awards, including Best of Show at Macworld Expo 2011. The ZAGGmate's wireless keyboard is changing the way people use the iPad to create content and the aircraft-grade material of the ZAGGmate offers unmatched protection. Watch your iPad 2 fall in love with its perfect mate, the ZAGGmate.

*Below you have will find answers to frequently asked questions about the ZAGGmate:*

#### Is ZAGG going to make a new ZAGGmate for the iPad 2?

Yes. We are working very hard to accelerate the release of the new ZAGGmate for iPad 2. We will start shipping the new ZAGGmate no later than March 31.

#### Will my original ZAGGmate work with the iPad 2?

The original ZAGGmate was only designed to work with the original iPad. The outer dimensions of the iPad 2 are different than the original iPad so your iPad 2 will not fit securely into the ZAGGmate. While the ZAGGmate does work with most bluetooth devices, and it should pair with the iPad 2, we do not recommend using it with your iPad 2.

#### What should I do with my original ZAGGmate if I get an iPad 2?

We recommend keeping your original ZAGGmate with your original iPad. Whoever you may give or sell your original iPad to, we recommend keeping the ZAGGmate with the iPad since the new owner will need the keyboard and protection that ZAGGmate offers.

Tags: [iPad 2](#), [ipad case](#), [Zagg](#)



**FREE SHIPPING**  
Orders over \$29.98 (lower 48 states only)

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JANUARY 21, 2011

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Tags: [iPad 2](#), [ipad case](#), [Zagg](#)

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# 172% ROI

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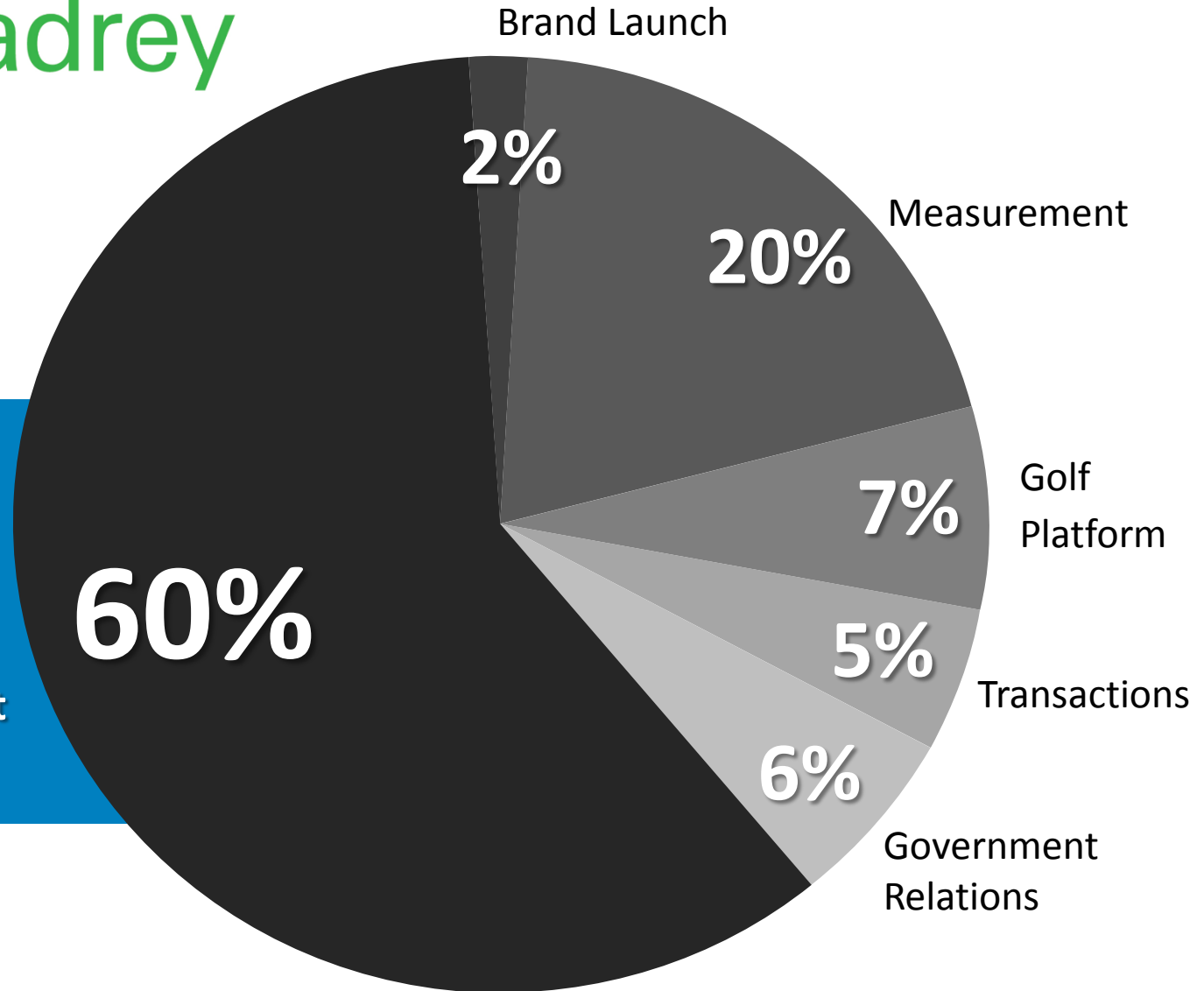
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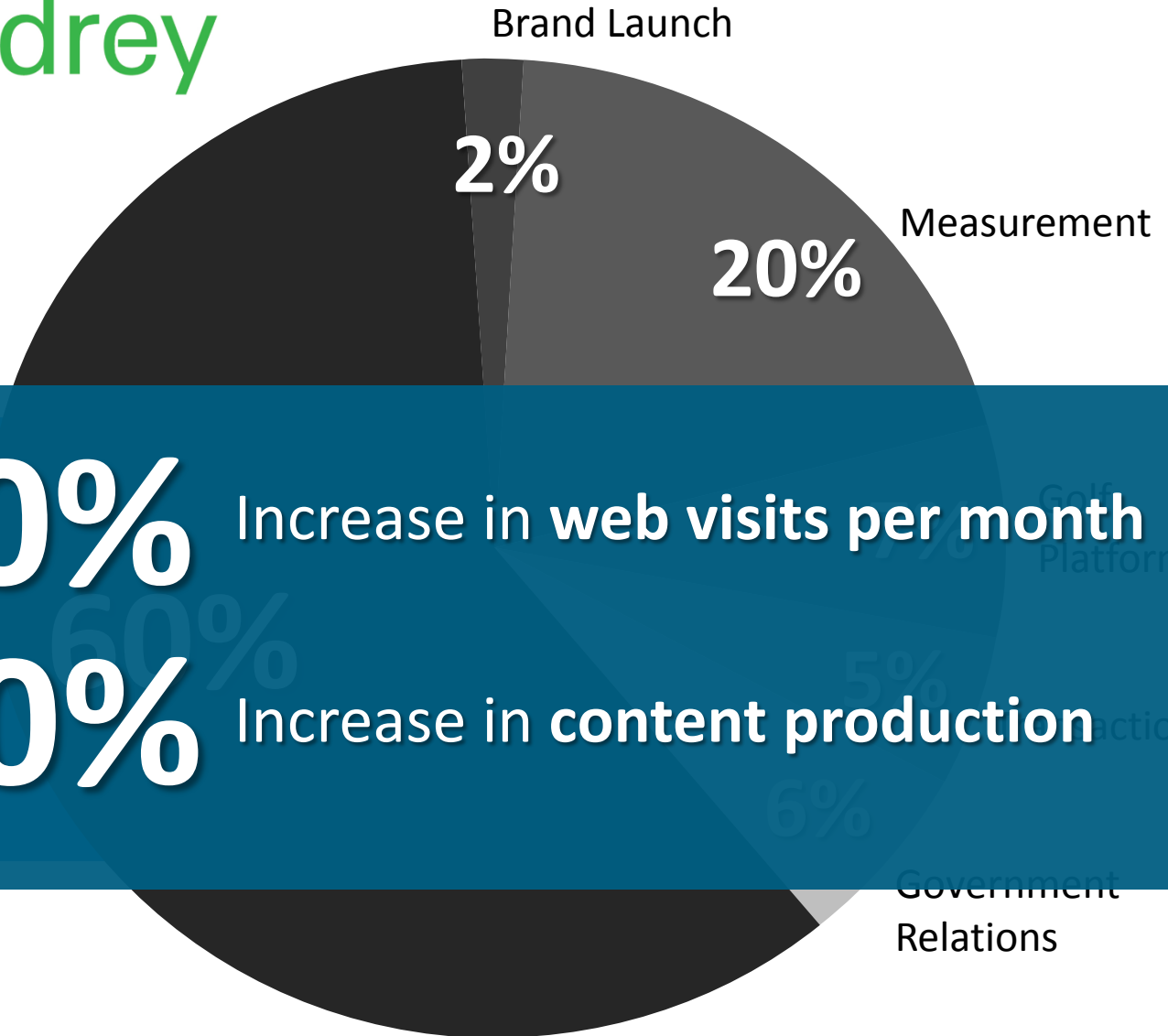
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Thought Leadership  
Expertise  
Advocacy  
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**Content Dependent  
Activities**









Not this...

Dear Mr. Jones,

I'm emailing you to confirm our appointment this Friday. Please let me know if you have any questions or needs.

Sincerely,  
Marcus Sheridan

But this...

Hello Morgan,

I've included here some powerful info and videos (links below) that will really help you to understand even further fiberglass pools, Leisure pools, as well as River Pools and Spas. I've also attached my swimming pool e-book – 50 pages of straight-to-the-point swimming pool information.

Furthermore, I've included a list of references here for you of pools we've installed that is over 500 names, addresses, and phone numbers. This is something very unique we do that no one else in the pool industry offers.

As mentioned on the phone, **please complete these things before our appointment next Thursday.**

Regards,  
Marcus Sheridan

[Pool Owner Who Owns \*\*Both\*\* Fiberglass and Concrete Speaks Out](#)  
[Awesome Fiberglass Pool Installation Video](#)  
[5 Things Every Consumer Should Know BEFORE They Receive an Estimate](#)



<http://bit.ly/15ypIDJ>

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But this...

THIRTY ARTICLES = 80%

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We need to figure out how to:

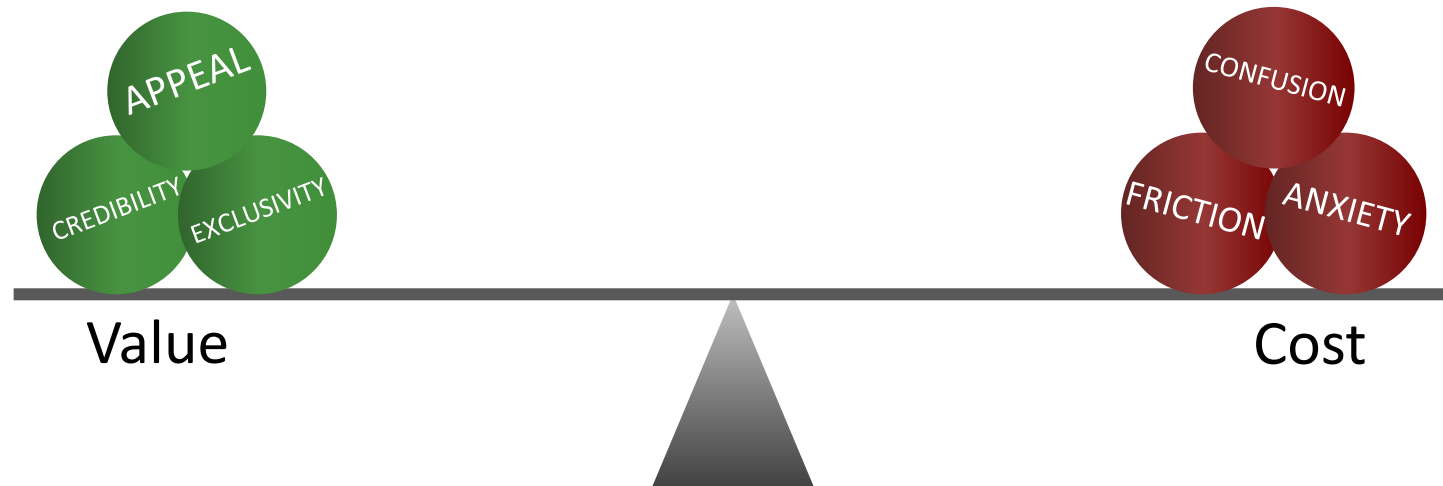
- 1** Sell your 'free' content
- 2** Tell your story
- 3** Overcome three barriers



SELL

# Free is not free

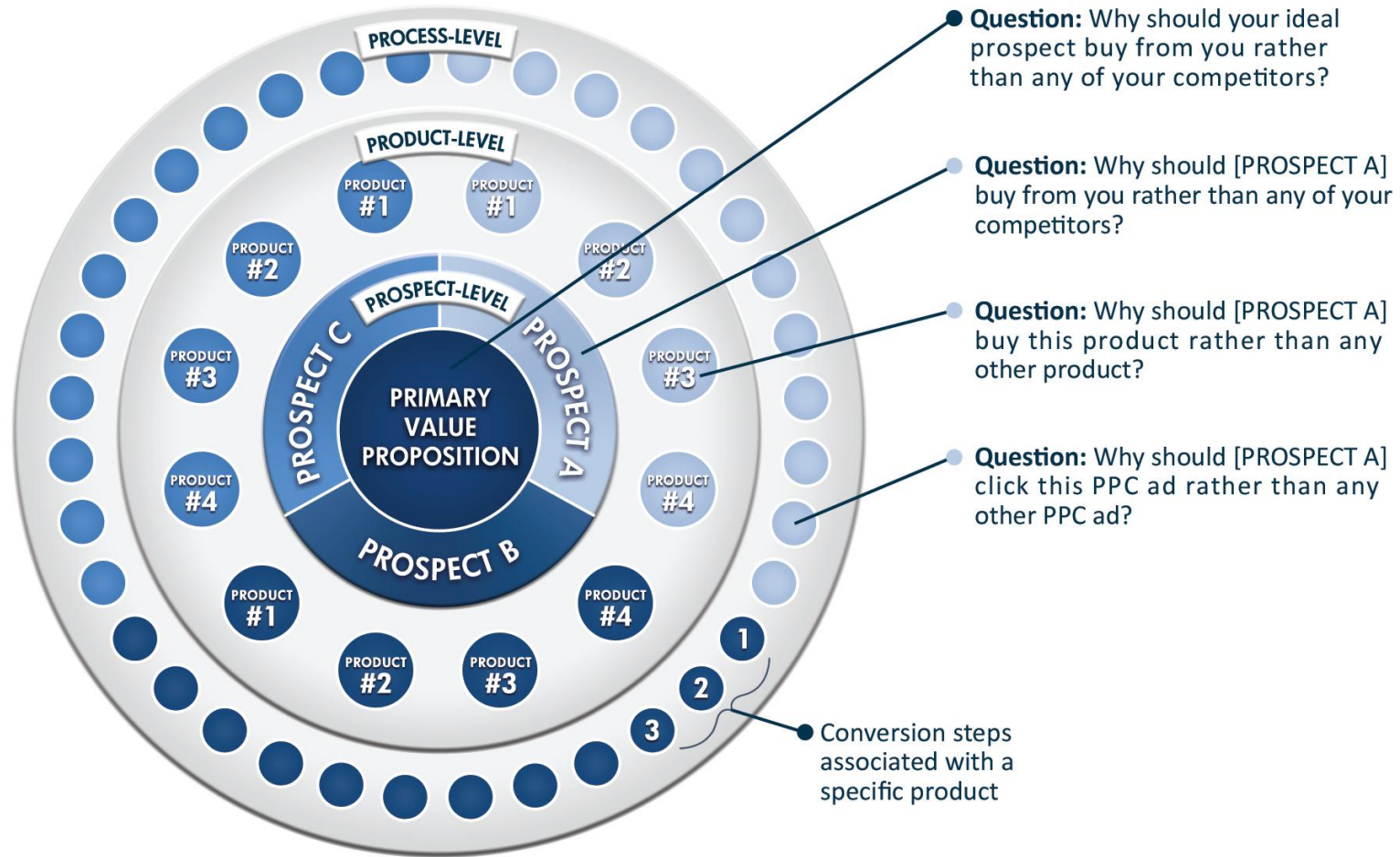
SELL



## The Prospect's Mind

- What is truly free?
- Every action requires a **value proposition**

# The Value Proposition




# Test to find out what works

SELL

Name (required)

E-Mail (will not be published) (required)

Website

 [Subscribe to comments feed](#)


☒ Notify me of follow-up comments via e-mail

Submit Comment

# Test to find out what works

Name (required)

“ Also just another thing I just noticed is that your little green button below says “Submit Comment” and I thought that the word “Submit” was a BAD word 😊 Maybe you could do an A/B test on it with a button that says “Share Your Thoughts” or something like that... Who knows you might get more responses to your posts?

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☒ Notify me of follow-up comments via e-mail

Submit Comment

# What are we trying to communicate?



Submit Comment

Join the conversation



#ActOnSW





# What are we trying to communicate?

	Submit Comment	Join the conversation
Visits	4,357	4,278
Comments	38	50
Conversion	<b>0.87%</b>	<b>1.74%</b>

What are we trying to communicate?

SELL

Submit Comment

Join the conversation

34% increase

Conversion


0.87%

1.74%




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### Blog Optimization: Button change leads to 39% increase in comments

[Daniel Burstein](#)  July 27th, 2011

 [15 comments](#)
 [Leave a comment](#)


47
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"What is the most effective copy for my buttons?" That is one of the most frequent questions we receive at MarketingExperiments. And for good reason. As our testing shows, simple changes to the copy on your call-to-action buttons can [generate impressive results](#).


Yet even though we know that, we don't always optimize our button copy. And in this case, I'm not using the royal "we" to try to refer to all marketers. Right here on the MarketingExperiments blog, where all we do is write about testing, optimization, and messaging, we had an unoptimized button.


But, fortunately, we also have an audience of savvy optimizers that constantly keeps us on our toes. In fact, on a recent post – [Live Experiment \(Part 1\): How many marketers does it take to optimize a webpage?](#) – Thomas Strunk made a comment on the post that rightly called us to task...


“ Also just another thing I just noticed is that your little green button below says "Submit Comment" and I thought that the word "Submit" was a BAD word 😊 Maybe you could do an A/B test on it with a button that says "Share Your Thoughts" or something like that... Who knows you might get more responses to your posts?


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# Selling free content: Excerpts

 **B2B Gamification: Autodesk's two approaches to in-trial marketing [Video]**  
Erin Hogg  July 15th, 2013 [No comments](#) [Leave a comment](#)

47 [MarketingSherpa Lead Gen Summit 2013](#) is a chance for marketers to learn through real-world case studies and practical application how to improve the entire lead generation process, from lead capture to sales hand-off. In anticipation of this event, here is a video excerpt of a session from last year's B2B Summit, "B2B Gamification: How Autodesk used game mechanics for in-trial marketing."

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**B2B Gamification: Autodesk's 2 approaches to in-trial marketing**



Dawn Wolfe, Senior Marketing Manager, and Andy Mott, Marketing Manager, both of Autodesk, shared with the audience at Summit how they incorporated game mechanics into the free trial of an Autodesk software program, 3ds Max. Autodesk makes 3D design, engineering and entertainment software.

Trials are essential to its to try before purchasing, converting them to sales

[Watch the entire, free video replay of this B2B Summit session](#) to learn more about gamification:

- How Autodesk implemented game mechanics into its product trial
- The storyline and user achievements Autodesk created for campaign
- The results of this effort

# Selling free content: Excerpts

**B2B Gamification marketing [V]**

Erin Hogg July 1

47

MarketingSherpa.com real-world case study generation process here is a video excerpt How Autodesk used game me

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Dawn Wolfe, Senior Marketing Manager, shared with the audience at an Autodesk software program entertainment software.

Trials are essential to its to try before purchasing, converting them to sales

## B2B Gamification: How Autodesk used game mechanics for in-trial marketing

Dawn Wolfe, Autodesk, and Andy Mott, Autodesk



23

For the in-trial marketers at Autodesk, gamification is not a toy. Because of gamification, Autodesk experienced a 40% increase in participation in a free trial for one of its products.

Tweet

+

7

This presentation from B2B Summit 2012 featured Dawn Wolfe, Senior Marketing Manager, and Andy Mott, both from Autodesk, as they discussed how they took a gamification approach to their in-trial marketing efforts.

Gamification is an element in everyone's life, from a child's height marked on a meter stick, to SAT scores and all the way to work life with applications such as Salesforce.com.

- The storyline and user achievements Autodesk created for campaign
- The results of this effort

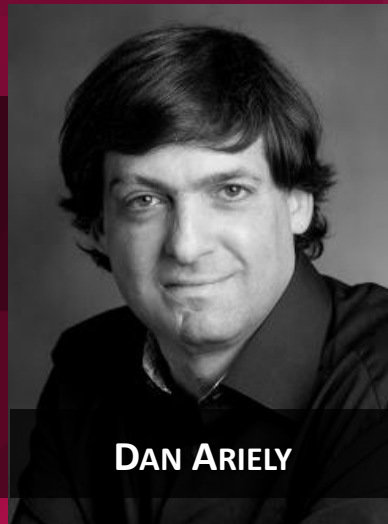
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February 17-20 • Las Vegas

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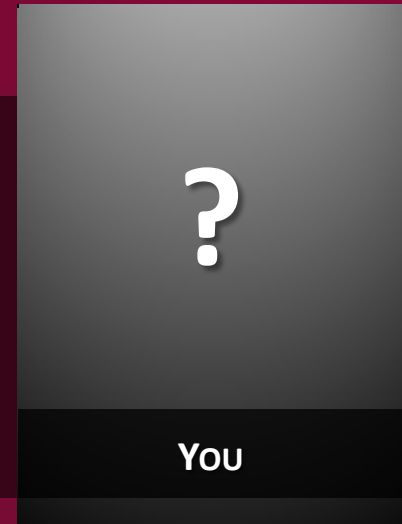
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**DAN ARIELY**



**NOAH GOLDSTEIN**



**YOU**

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# Even 'free' offers require a conversion

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- ✓ Automate email communication
- ✓ Create and store accurate, reliable reports

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# Even 'free' offers require a conversion

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Home See & Try Pricing Resources Hotel Sourcing Try RegOnline

## Industry Leading Online Registration Forms



**Industry-Leading Online Registration Forms for Meeting and Event Planners**

RegOnline is the industry leader in online event management software for meeting and event professionals. Since its inception in 1996, RegOnline's software has registered over 8 million people for over 140,000 events worldwide.

RegOnline is globally recognized as the industry-leading online event registration software that provides event planners and organizers with total data management, control and insight over every aspect of their events and attendees.

RegOnline is a flexible, affordable, online event registration software and management solution for organizations of all types and sizes.

RegOnline's software is used by corporations, universities, associations, churches, non-profit and government organizations, independent meeting planners, and more, for conferences, meetings, trade shows, class registration and other event managements.

**Starting Today You Can...**

- ✓ Launch custom registration forms in under an hour
- ✓ Decrease your workload by 50%
- ✓ Automate email communication
- ✓ Create and store accurate, reliable reports

Why do...  
It's the easiest software around to set up in just minutes.  
Set Up Your Free Account  
To access the RegOnline software, you need to create a free account. It's quick and easy. Just enter your first name, last name, email address, and phone number. Then, select your current role and your estimated number of attendees. Click the "Try RegOnline" button to get started.

Try

When you click "Try RegOnline", you will be taken to the RegOnline website. Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#).

Not this...

Orientation

Testimonial

Single CTA

Quantifier

Small form

activeNETWORK™ | events

## Create online registration forms with RegOnline

### Create online registration forms with style

Create online registration forms with RegOnline and produce the best event ever. Craft and control every aspect of your event's online registration forms down to every minute detail. Your next event can go green when you eliminate paper registration forms and put everything online. Collect exactly the information you want, accept payment online and give attendees a truly professional registration experience.

**Cut your workload up to 64%**

**When you create online registration forms with RegOnline, you can:**

- ✓ Build colorful headers complete with logos and fonts to match your corporate site
- ✓ Choose what information you want to collect spread out over multiple categories
- ✓ Post itineraries and let attendees sign up for events during registration
- ✓ Collect fees of every kind with secure payment processing
- ✓ Sell merchandise, solicit donations and so much more with RegOnline

When you create online registration forms with RegOnline, you are in full control of your next event. Put a professional flourish on your next meeting, convention or event with RegOnline's fully customizable registration forms. Include questions about food preferences, meeting attendance and more and collect fees for each event. Effortlessly collect valuable demographic information on everyone who attends your event and then count on RegOnline's proven analytics to spotlight areas for future improvement. All registrations are protected by RegOnline's unsurpassed security, so attendees can register with confidence. With RegOnline,


### Set up your free account

Name:  first name  last name

Email:


**Get Free Access**

Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#).



**Ellen Perry**  
Sr. Associate Director  
[University of Chicago Alumni Department](#)

"The RegOnline team was efficient from all sides: sales, implementation, support, training and development. The full package is fabulous!"



But this...





We need to figure out how to:

**1** Sell your 'free' content

**2** Tell your story

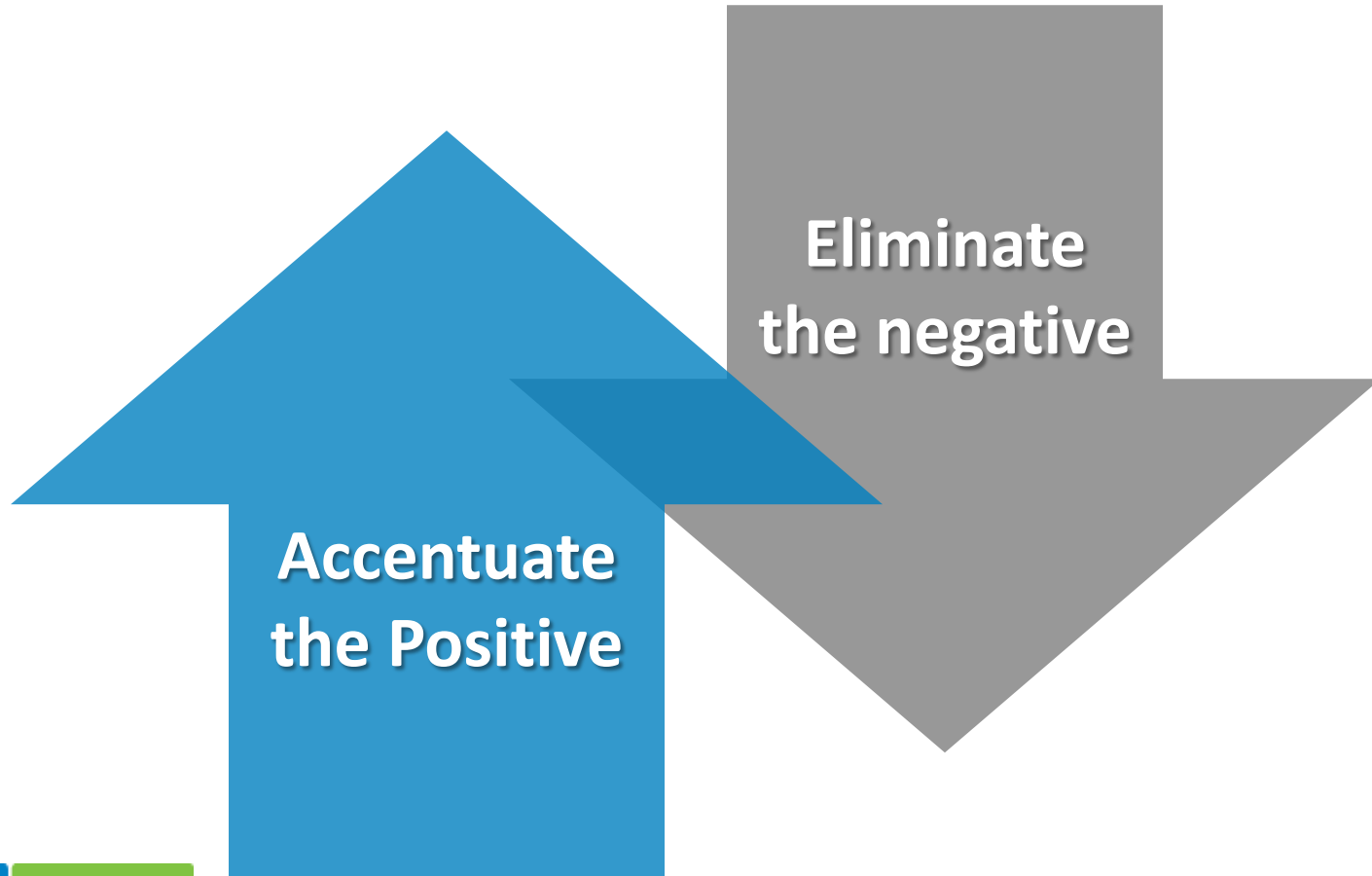
**3** Stop at nothing

**TELL YOUR  
STORY**



# How to identify your story

Every customer wants two things:

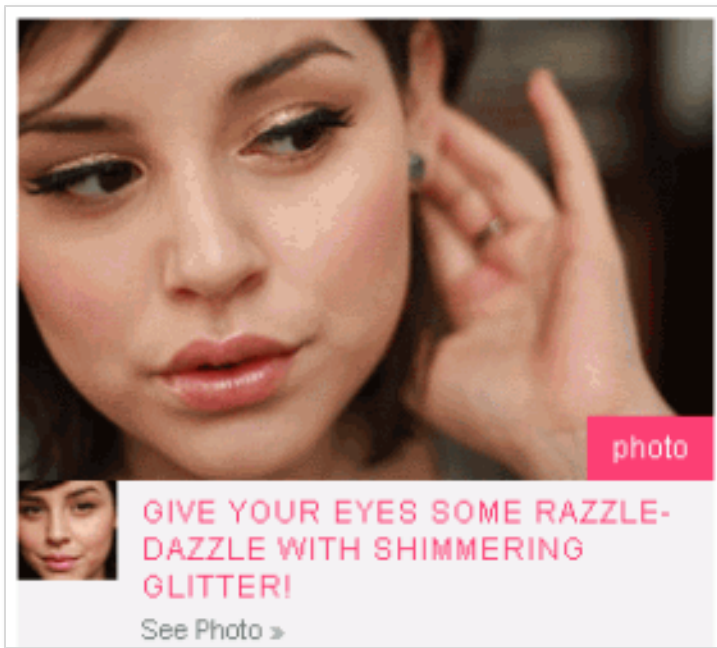


# Help women identify new beauty trends

Company: Beautylish

Industry: Beauty

Project: Brand Journalism



## Facebook

359,440 likes

13,811 talking about this

## Twitter

645,111 Followers

# Help people learn to meditate

Company: Centerpointe Research Institute

Industry: Therapy

Campaign: Free giveaways to help people meditate



## Facebook

Video tab: 32,922 views

Video: 7,670 views

2,420 ebook downloads

42 product purchases

# Help fans cheer on their team

Company: Calgary Flames (NHL)

Industry: Sports

Campaign: Mobile App



66% of the Flames' email subscribers

10% of the Flames' number of unique website visitors per month

44% of the fans who have the app are active users

# Help marketers find an ESP

Company: ClickMail Marketing

Product: ESPinator

The screenshot shows a web browser window titled "ESPinator :: Your ESP Selection Tool - by ClickMail ...". The address bar shows "espinator.com/go/?s=mespinator". The page features the "marketingsherpa" logo and the "ESPinator by CLICKMAIL MARKETING" logo. The main heading is "Email Service Provider SELECTION TOOL". Below this, it indicates the current section is "Automation" with a progress bar at 1%. A question is displayed: "I want to be able to send automatic (triggered) emails when someone does/doesn't open/click on my emails." Below the question are five radio button options: "completely unimportant", "somewhat unimportant", "no opinion", "somewhat important", and "very important". At the bottom, there are two navigation buttons: "Change My Previous Answer" (with a left arrow) and "Skip This Question" (with a right arrow).

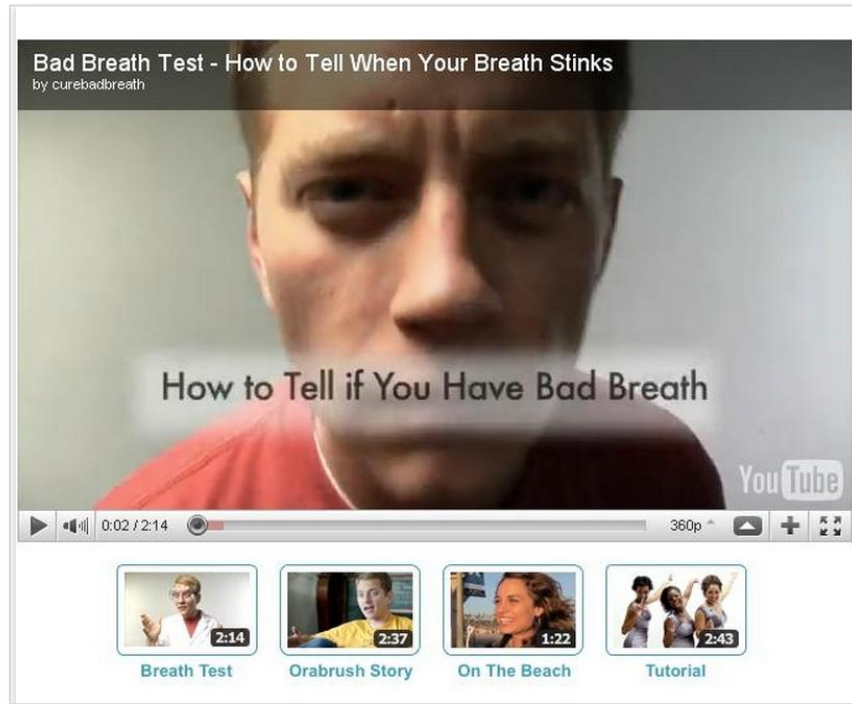
Helps email marketers choose an ESP that fits their needs and eliminate bounce rate.



# Help people eliminate bad breath

Company (and product): Orabrush

Campaign: Series of funny YouTube videos



35 million YouTube views

116,000 YouTube subscribers

10x increase in landing page conversion rates by adding Orabrush videos

271,000 Facebook fans

Orabrush's sales volume in stores is comparable to premium toothbrush sales

# Help companies identify security threats

Company: Commtouch

Industry: Internet security

Campaign: Creating and repurposing quarterly security reports

## Quarterly Trend Reports

- Identified ongoing trends in Internet security
  - Increases/decreases in spam/ malware worldwide
  - Origins of spam/malware
- Each report is accompanied by a press release, quoting a Commtouch expert commenting on the latest trend



261% increase in media coverage

50% increase in Twitter followers

60% increase in blog subscribers

Focus on the audience and the message...

TELL

**NOT THE  
MEDIUM**

Focus on the audience and the message...

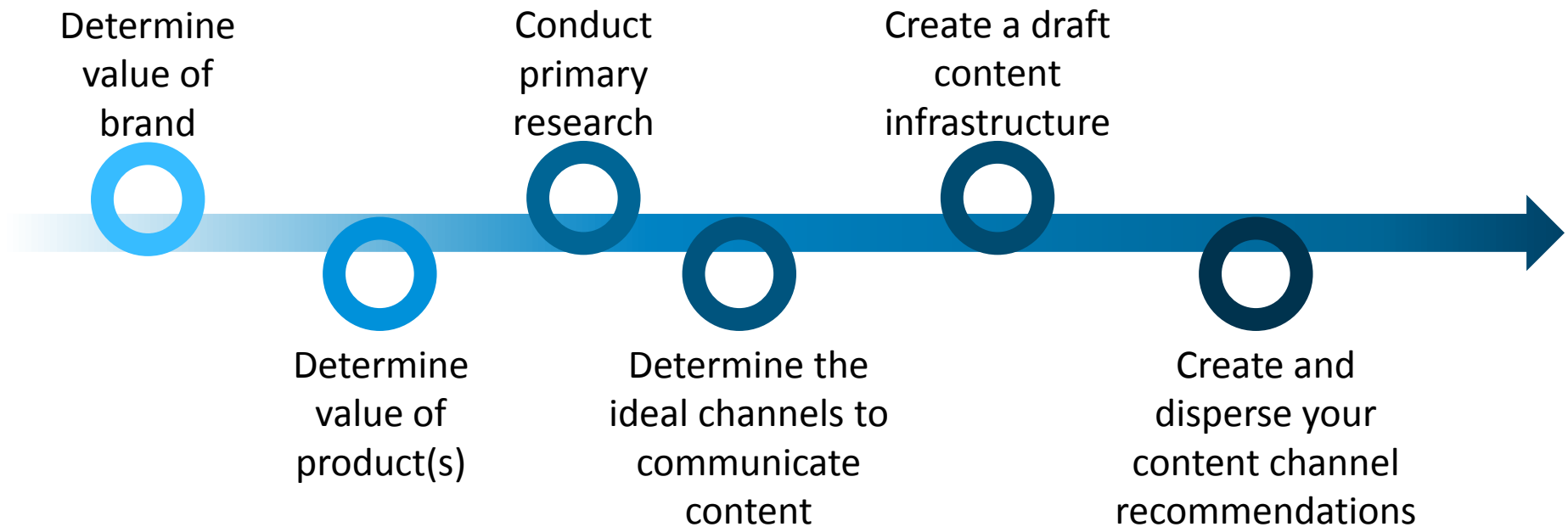
TELL

“  
Focus on being interested,  
rather than interesting.”

Brian Carroll

Executive Director of Applied Research, MECLABS

...and only then apply the medium



We need to figure out how to:

**1** Sell your 'free' content

**2** Tell your story

**3** Stop at nothing





**STOP AT  
NOTHING**

# Three content marketing barriers

STOP

**We don't have  
time to produce  
quality content**

**We don't want  
to give away our  
content for free**

**We don't want  
to give away  
our secrets**



#ActOnSW



# Three content marketing barriers

STOP

**We don't have  
time to produce  
quality content**

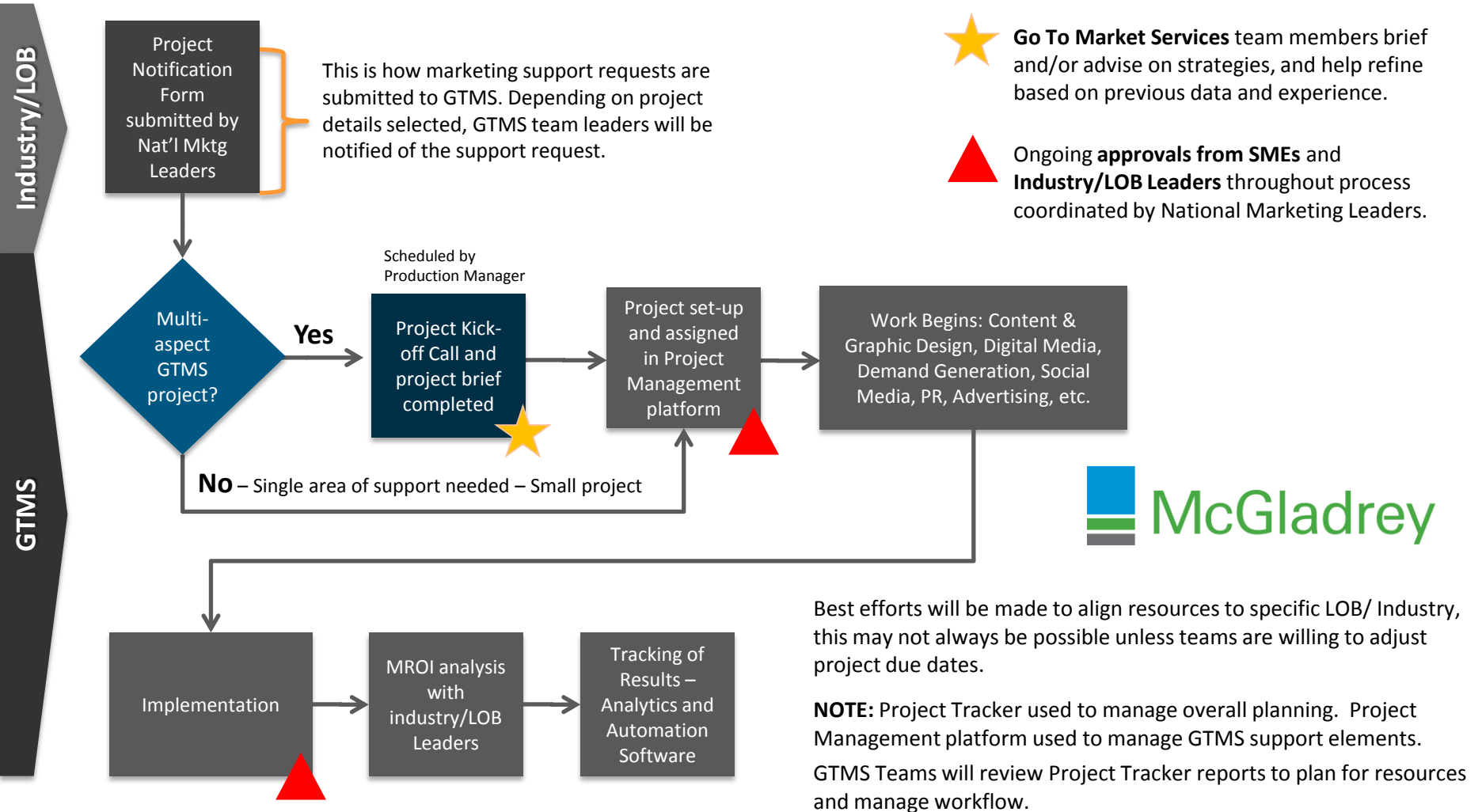
We don't want  
to give away our  
content for free

We don't want  
to give away  
our secrets



# Project Management Workflow and Transparency

STOP



# Asking the “Right” Questions

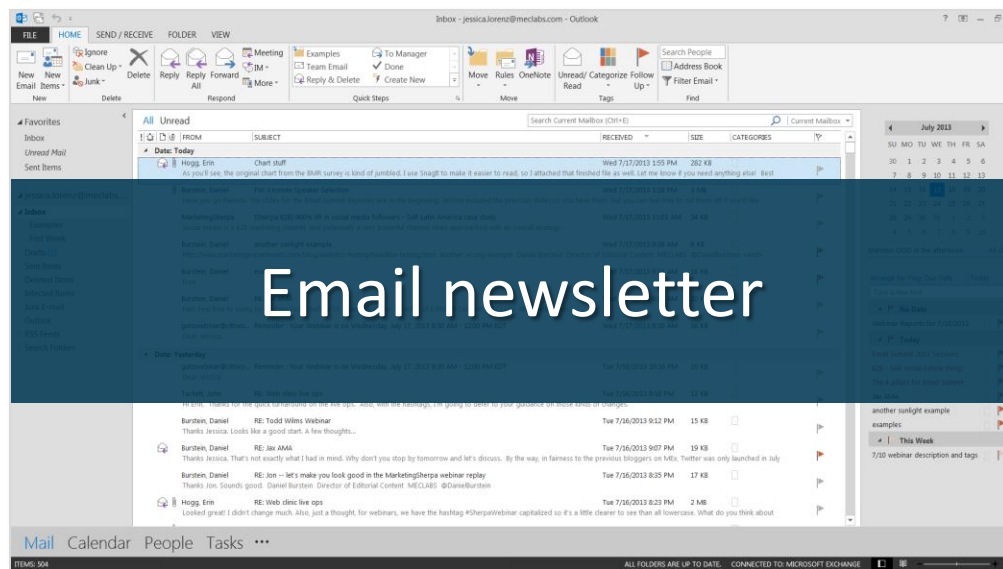


Specific questions  
force them to  
**think beyond the  
immediate need**  
and think about  
repackaging, web  
pages that should  
be linked, other  
types of media

Project Overview		
<i>Please fill with as much detail as possible.</i>		
	(Options to choose from)	
<b>Project Type:</b> (Please pick one):	<ul style="list-style-type: none"> <li>• Thought Leadership Campaign</li> <li>• New webpage development</li> <li>• New content for existing web page</li> <li>• Edit or upload to web site</li> </ul>	Edits to existing pages
<b>Content Type:</b>	<ul style="list-style-type: none"> <li>• Webpage copy</li> <li>• Audio recording</li> <li>• Video recording</li> <li>• Downloadable content such as white paper, case study, article</li> <li>• Other: please explain</li> </ul>	Web page copy
<b>Beyond the content itself:</b> (Please answer <b>all</b> the questions)	<ul style="list-style-type: none"> <li><input type="checkbox"/> Where do you believe the webpage or content should reside within the website (i.e. within an existing industry or service page, a new page, etc)?</li> <li><input type="checkbox"/> What links should connect to content within website and to other websites?</li> <li><input type="checkbox"/> Would the press be interested?</li> <li><input type="checkbox"/> Could a Demand Generation program be developed from this?</li> <li><input type="checkbox"/> Is this important enough to warrant a recorded interview or a webcast?</li> <li><input type="checkbox"/> What files, articles, case studies and literature that align with the topic are available for downloading? (If none, will you develop some?)</li> <li><input type="checkbox"/> Other considerations?</li> </ul>	<p>We need to make a few changes to the "Public Sector Learning Series Web Seminars" on the NFP page.</p> <p>On the main NFP page (<a href="http://www.rsmmcgladrey.com/Industries/NotForProfit?itemid=182&amp;mid=182">http://www.rsmmcgladrey.com/Industries/NotForProfit?itemid=182&amp;mid=182</a>):</p> <ul style="list-style-type: none"> <li>- The link should read "Not-For-Profit Learning Series Web Seminars"</li> <li>- In the first sentence "public service organizations" should be "not-for-profit organizations"</li> </ul>

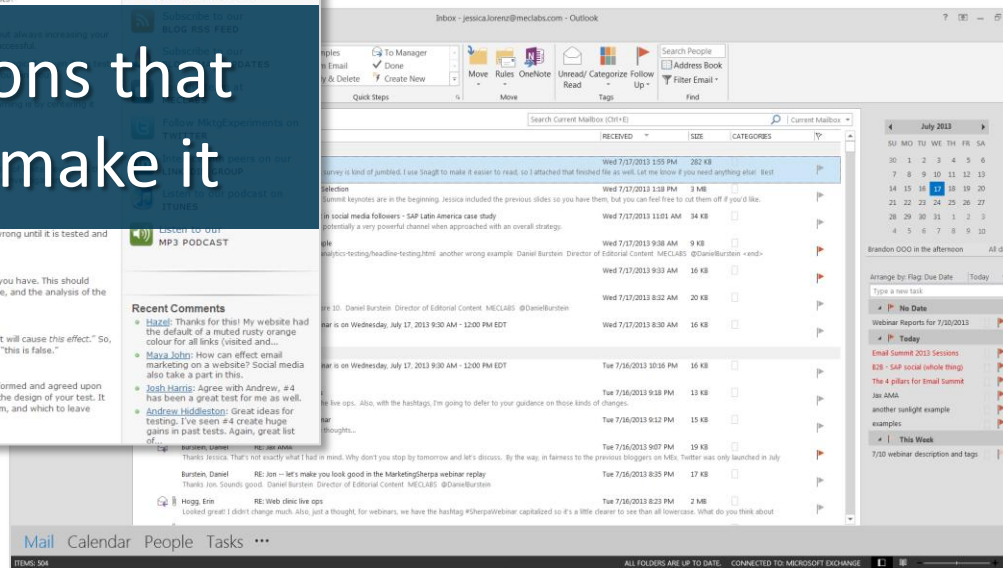
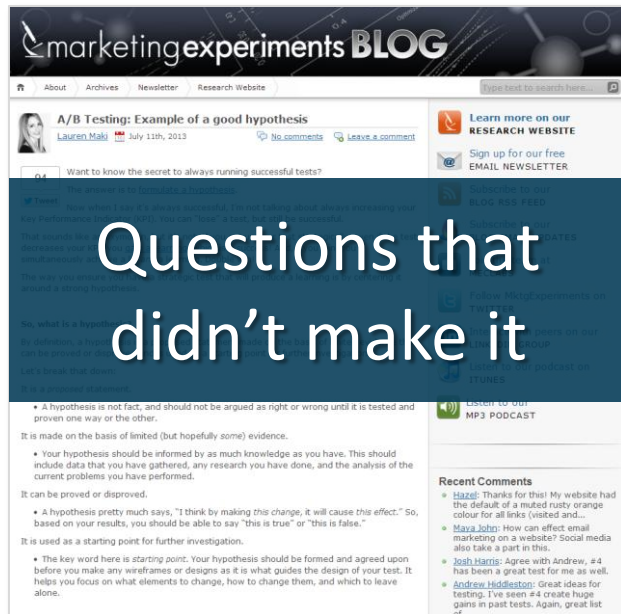


# Repurpose: Twelve Degrees of Content



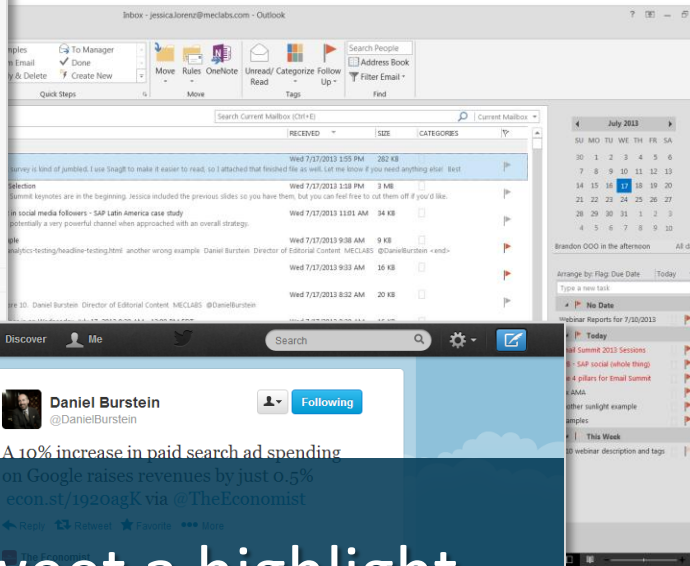
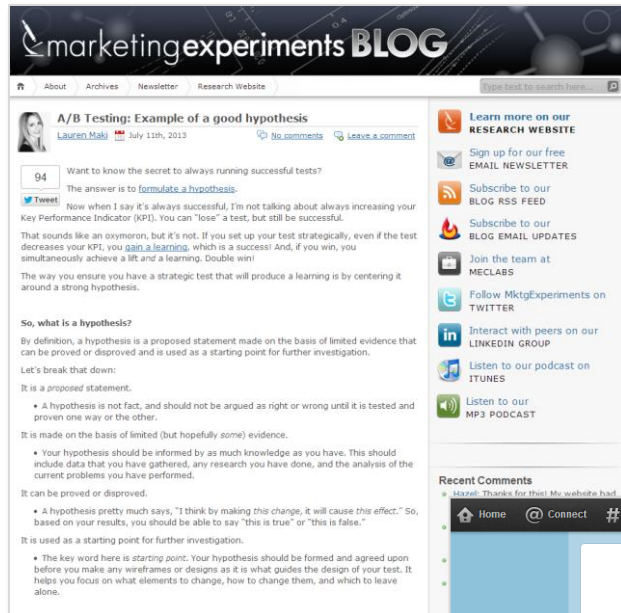
# Repurpose: Twelve Degrees of Content

STOP



# Repurpose: Twelve Degrees of Content

STOP



Tweet a highlight

A 10% increase in paid search ad spending on Google raises revenues by just 0.5%  
econ.st/192oagK via @TheEconomist

SEARCH for a term like "senior sales" using Google, Bing or Yahoo, and two types of link appear. The majority form a long list of "organic" results.

10:53 PM - 16 Jul 13

Flag media

Reply to @DanielBurstin @TheEconomist

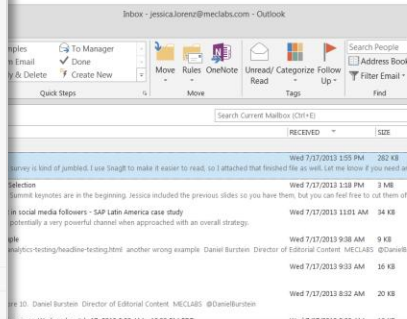
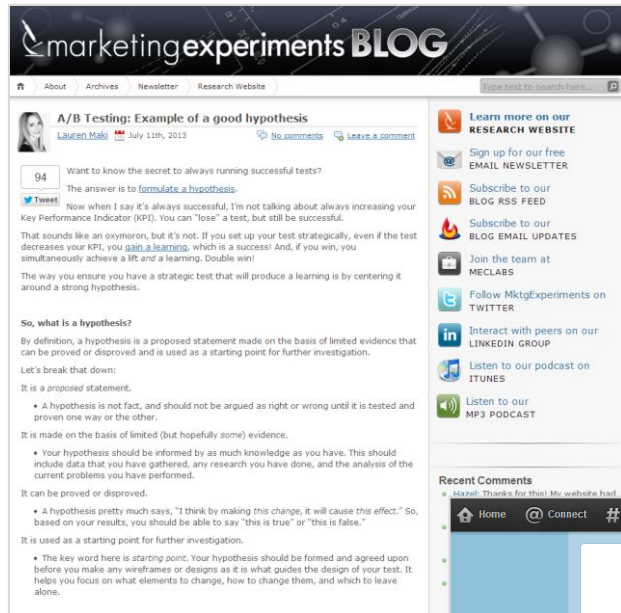


#ActOnSW



# Repurpose: Twelve Degrees of Content

STOP

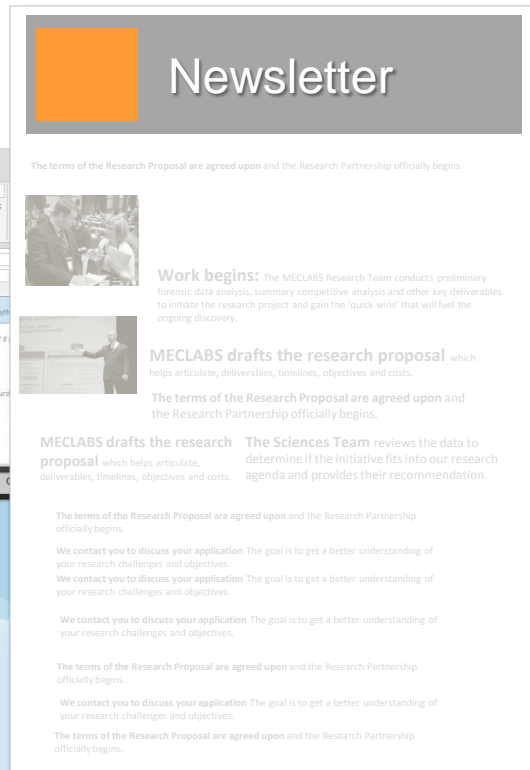


#ActOnSW



# Repurpose: Twelve Degrees of Content

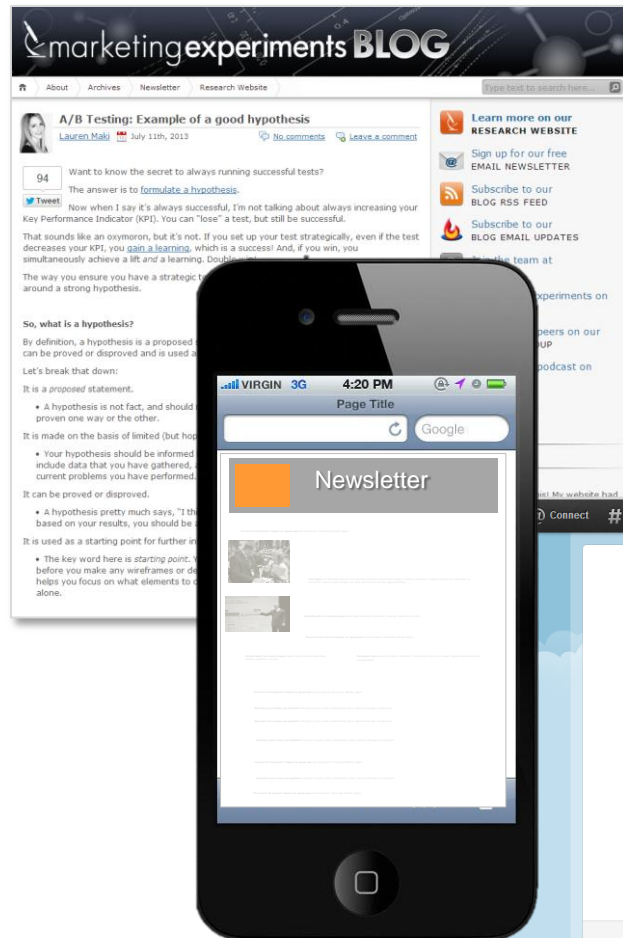
STOP





# Repurpose: Twelve Degrees of Content

STOP



# Repurpose: Twelve Degrees of Content



# Repurpose: Twelve Degrees of Content

marketingexperiments **BLOG**

[About](#)
[Archives](#)
[Newsletter](#)
[Research Website](#)

**A/B Testing: Example of a good hypothesis**  
 Lauren Haley | July 11th, 2013 | [No comments](#) | [Leave a comment](#)

94 Want to know the secret to always running successful tests? The answer is to [formulate a hypothesis](#).

Now when I say it's always successful, I'm not talking about always increasing your Key Performance Indicator (KPI). You can "lose" a test, but still be successful.

That sounds like an oxymoron, but it's not. If you set up your test strategically, even if the test decreases your KPI, you [gain a learning](#), which is a success! And, if you win, you simultaneously achieve a lift and a learning. Double success!

The way you ensure you have a strategic test around a strong hypothesis.

**So, what is a hypothesis?**

By definition, a hypothesis is a proposed statement that can be proved or disproved and is used as a starting point for further investigation. Let's break that down:

It is a proposed statement.

- A hypothesis is not fact, and should not be proven one way or the other.

It is made on the basis of limited (but honest) information.

- Your hypothesis should be informed by data that you have gathered, current problems you have performed, and your own intuition.

It can be proved or disproved.

- A hypothesis pretty much says, "I think this is true based on your results, you should be able to prove or disprove it."

It is used as a starting point for further investigation.

- The key word here is *starting point*. You should not make any wireframes or designs before you focus on what elements to test alone.

**Newsletter**



**Post**
**Photo / Video**

Start a discussion on Facebook

**Post**

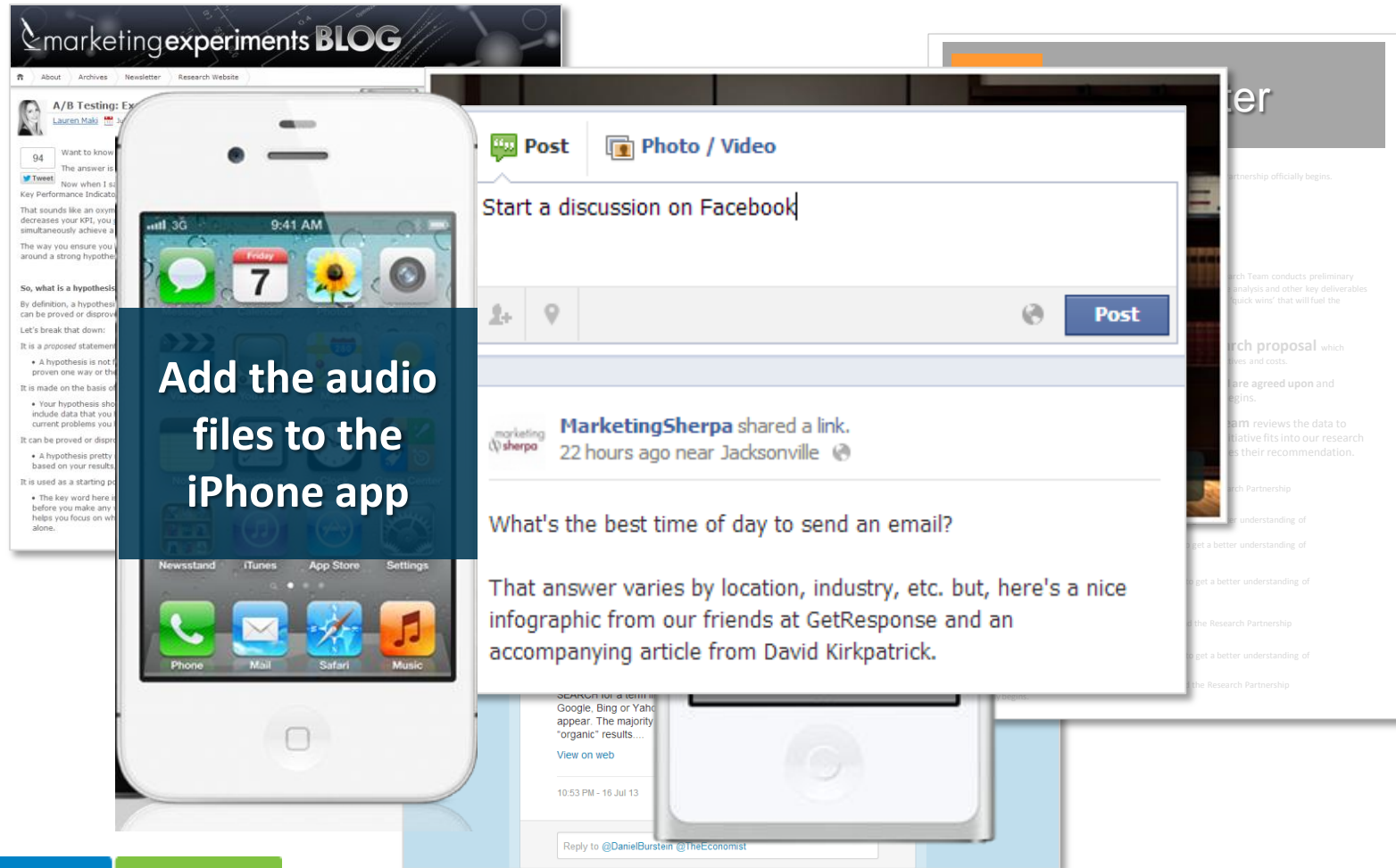
**MarketingSherpa** shared a link.  
 22 hours ago near Jacksonville

What's the best time of day to send an email?

That answer varies by location, industry, etc. but, here's a nice infographic from our friends at GetResponse and an accompanying article from David Kirkpatrick.

STOP

# Repurpose: Twelve Degrees of Content



Add the audio  
files to the  
iPhone app



#ActOnSW



# Repurpose: Twelve Degrees of Content

marketingexperiments **BLOG**

About Archives Newsletter Research Website

A/B Testing: Ex  
Lauren Haley

94 Want to know  
The answer is  
Now when I s  
Key Performance Indicators  
That sounds like an oxymoron  
decreases your KPI, you  
simultaneously achieve a  
The way you ensure you  
around a strong hypothesis

So, what is a hypothesis?

By definition, a hypothesis  
can be proved or disproved.  
Let's break that down:

It is a proposed statement

- A hypothesis is not a

proven one way or the other

It is made on the basis of

- Your hypothesis should

include data that you

current problems you

It can be proved or disproved

- A hypothesis pretty

based on your results

It is used as a starting point

- The key word here is

before you make any

helps you focus on what

alone.



Post Photo / Video

Start a discussion on Facebook



MarketingSherpa shared a link.  
22 hours ago near Jacksonville

## Press Release

Distribute interview to broadcast  
and print media

Reply to @DanielBurstein @TheEconomist



STOP

# Repurpose: Twelve Degrees of Content

marketingexperiments **BLOG**

About Archives Newsletter Research Website

A/B Testing: Ex  
Lauren Haley

94 Want to know  
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That sounds like an oxym

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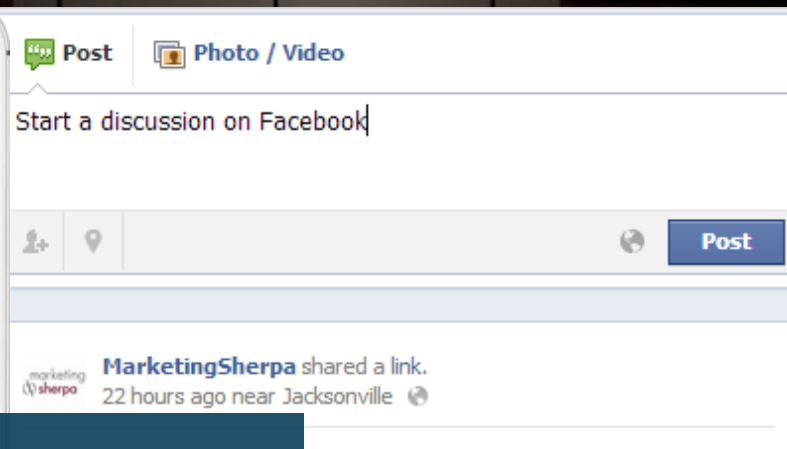
include data that you

current problems you

It can be proved or dispr

• A hypothesis pretty

based on your results



# AND IF THAT FAILS

## Press Release

Distribute interview to broadcast  
and print media



#ActOnSW







**AND IF  
THAT FAILS**

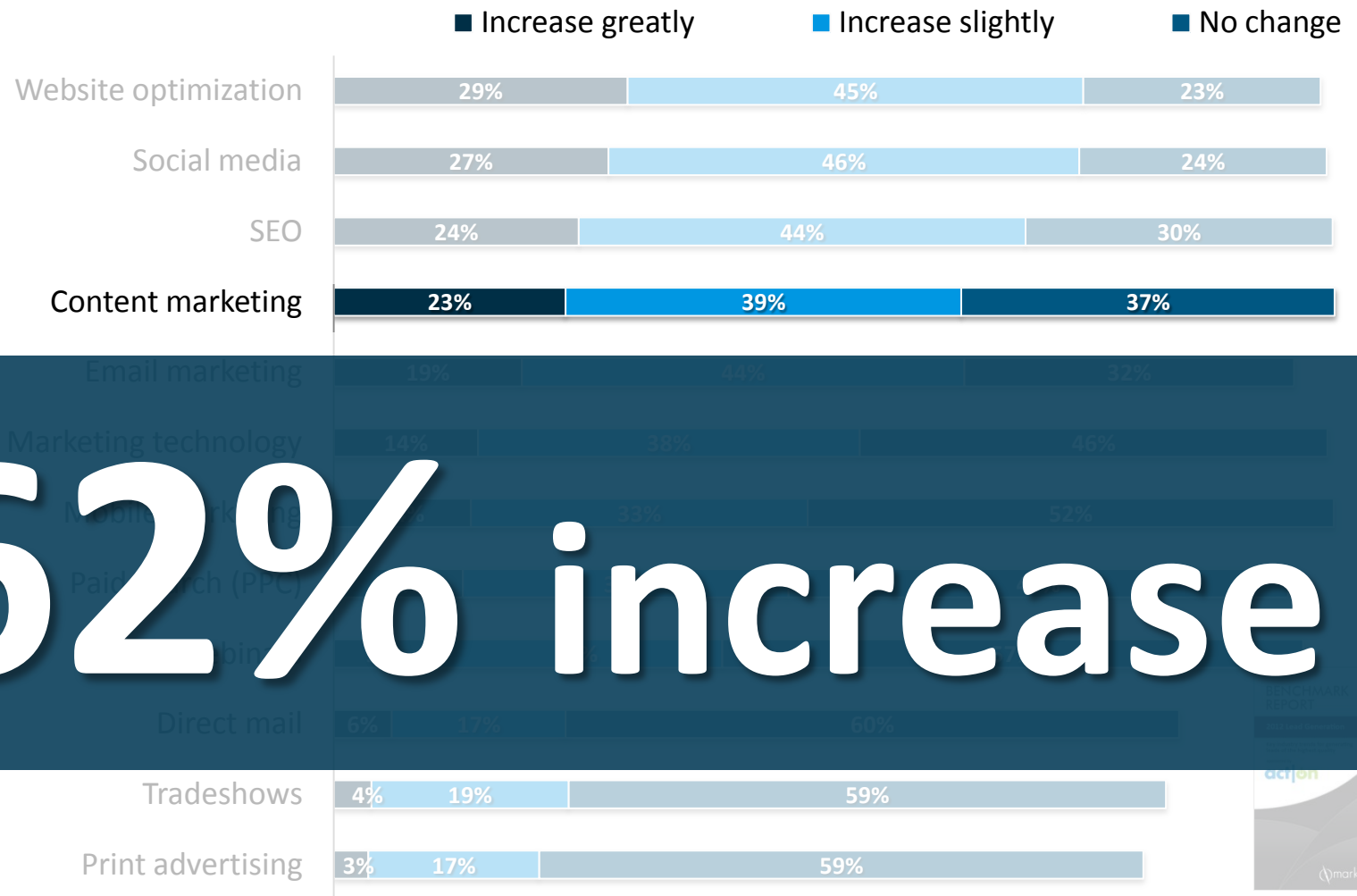
# Three content marketing barriers

We don't have  
time to produce  
quality content

**We don't want  
to give away our  
content for free**

We don't want  
to give away  
our secrets

# Marketers' expected changes to channel budget



2012 Lead Generation Benchmark Survey: Fielded January 2012, N=1,915



#ActOnSW



STOP

GM

**\$4.2  
BILLION**

STOP



**\$3.9  
BILLION**



#ActOnSW





STOP



**\$2.9  
BILLION**



STOP



**\$2.5  
BILLION**

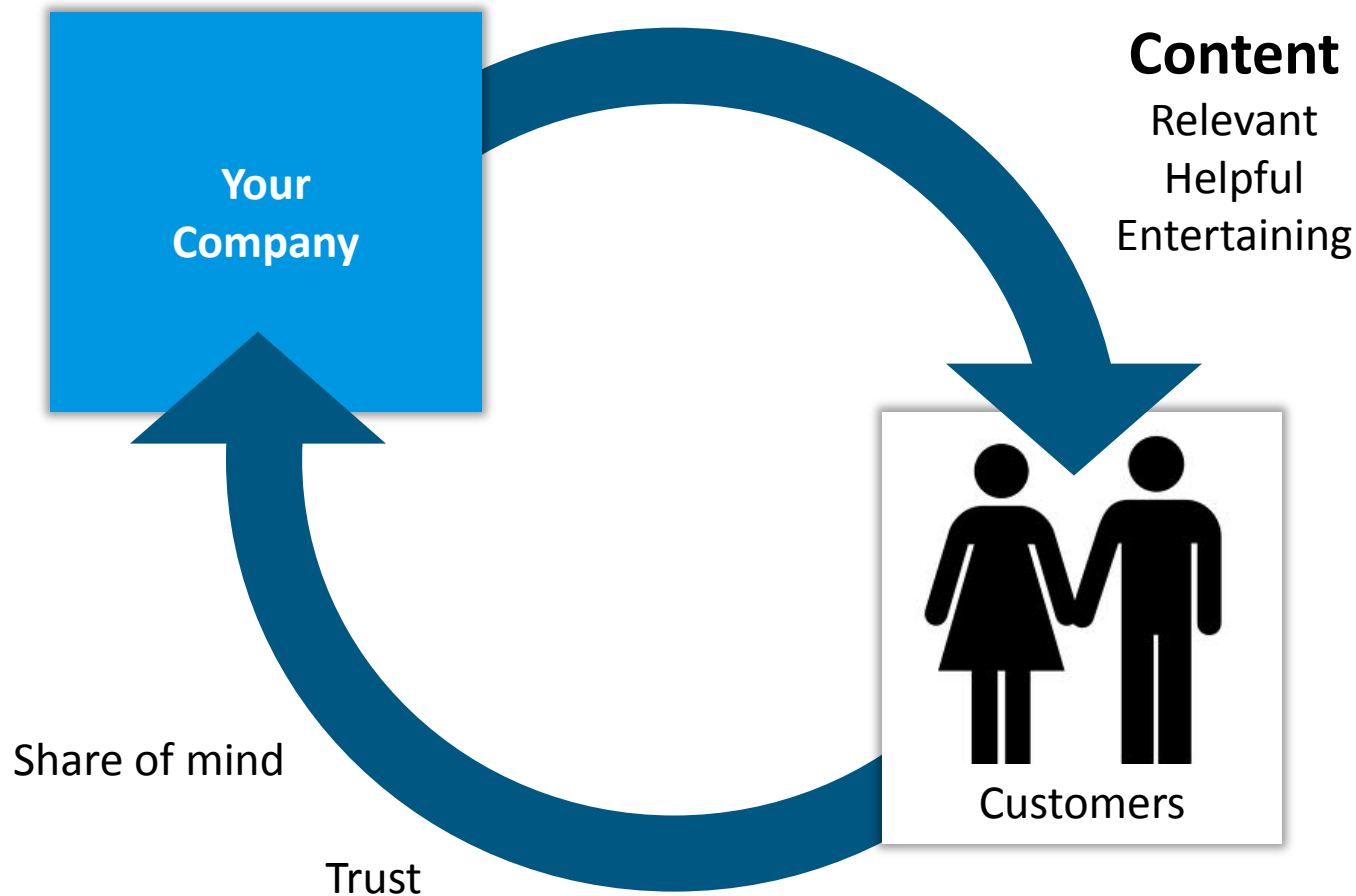


#ActOnSW



You pay with help, you receive attention and trust

STOP



# Three content marketing barriers

STOP

We don't have  
time to produce  
quality content

We don't want  
to give away our  
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We don't want  
to give away  
our secrets

# TIME

## Do You Want to Know a Secret?

Why WikiLeaks'  
Julian Assange has  
so many of them

BY MASSIMO CALABRESI



Real content  
marketing adds  
value for the  
customer, no  
matter the topic

PAGE TITLE	PAGE VIEWS
Fiberglass Swimming Pool Pricing and Cost Guide by River Pools	135,365
Fiberglass pool myths   Fiberglass Pools!! Plus Concrete, Vinyl, and Above Groun...	84,768
Fiberglass Pool Information	81,396
Fiberglass Swimming Pools: Serving Virginia, Maryland, and the US	79,671
Fiberglass Pool Photos and Pictures	74,759
Free Pool Educational DVD	53,903
Photos of fiberglass pools	38,350
Fiberglass Pool Prices: How Much is My Pool Really Going to Cost?	32,679
Leisure Fiberglass Pools	31,537
How Much do Above Ground and Inground Swimming Pools Cost?	29,032
Top 5 Fiberglass Pool Problems and Solutions	28,843
Fiberglass Swimming Pool Pricing and Cost Guide by River Pools	27,688
Fiberglass Pool Facts and Pool Comparisons	18,625
Top 5 Fiberglass Pool Problems and Solutions	18,624
Swimming Pool Patio Photos	17,223
How Much do Above Ground and Inground Swimming Pools Cost?	16,925
Fiberglass Pool Prices: How Much is My Pool Really Going to Cost?	16,294
River Pools Company Info	15,005
Swimming Pool Water Feature Photos	12,632
Fiberglass Pools vs Vinyl Liner Pools vs Concrete Pools: An Honest Comparison	11,475

PAGE TITLE

Fiberglass Swimming Pool Pricing and Cost Guide by River Pools

PAGE VIEWS

135,365

“We tell potential customers,  
‘You know what, fiberglass **might not**  
**be for you. And that’s OK**, we’re going  
to figure it out together.’  
— Marcus Sheridan”

River Pools Company Info

15,005

Swimming Pool Water Feature Photos

12,632

Fiberglass Pools vs Vinyl Liner Pools vs Concrete Pools: An Honest Comparison

11,475



# Transparent Marketing

STOP

“ The consumer is not a moron,  
she is your wife. You wouldn't lie  
to your wife. Don't lie to mine.  
– David Ogilvy ”



#ActOnSW

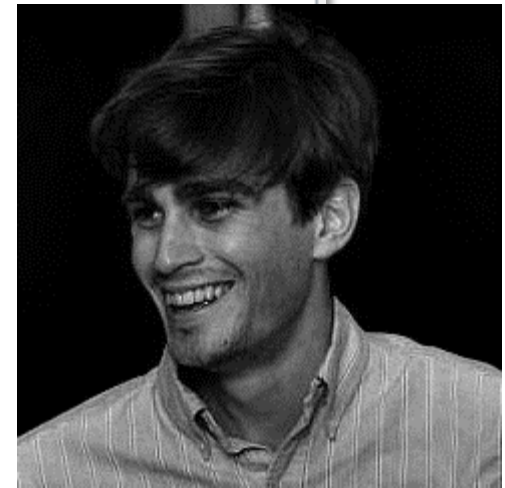


**From:** Cheney, Paul  
**Sent:** Tuesday, February 7, 2012 6:09 PM  
**To:** Burstein, Daniel  
**Subject:** headlines on deadlines

Dude,

My clinic headline beat Flint's by 92.2%. Significant.

Paul Cheney  
Junior Editorial analyst  
**MECLABS**  
[paul.cheney@meclabs.com](mailto:paul.cheney@meclabs.com)



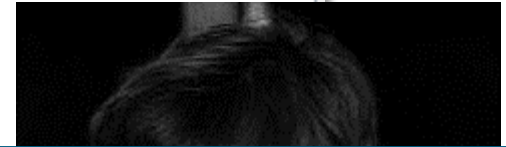
STOP

**From:** Cheney, Paul

**Sent:** Tuesday, February 7, 2012 6:09 PM

**To:** Burstein, Daniel

**Subject:** headlines on deadlines



Dude,

My clinic headline beat Flint's by 92.2%. Significant

Paul Cheney  
Junior Editorial analyst  
REC  
Paul.Cheney@news.com

# When you disagree let your customers answer



# Three content marketing barriers

STOP

**We don't have  
time to produce  
quality content**

**We don't want  
to give away our  
content for free**

**We don't want  
to give away  
our secrets**

We need to figure out how to:

**1** Sell your 'free' content

**2** Tell your story

**3** Stop at nothing

# Additional resources

**Blog Case Study:** Three Lessons Learned from a 232% Increase in Visits

<http://contentmarketinginstitute.com/2010/08/blog-case-study-increase-visits/>

**Selling Free Content:** Why Seth Godin never gives anything away for free

<http://www.marketingexperiments.com/blog/marketing-insights/free-content-value-exchange.html>

**Content Marketing and SEO:** The world doesn't need another blog post

<http://sherpablog.marketingsherpa.com/search-marketing/customer-focused-content-marketing/>

**Content Marketing:** 3 tips for how to get started

<http://sherpablog.marketingsherpa.com/inbound-marketing/content-marketing-getting-started/>



#ActOnSW







Optimize the sales and marketing funnel



# Content Marketing

How MarketingExperiments increased  
blog traffic 232% (and how you can, too)

#ActOnSW