

Essential Marketing Toolkit

Content Marketing Report



Introduction (Content Is King) Spread The Word

The name of the game in any online marketing business is to gain as much traffic to your website, blog or offer as you possibly can. The best way to do this is through good old Google and other search engine providers along with social media platforms.

Being creative with your writing skills and adding superb content with good keywords in the title and in the description is all well and good, but surely value is what is needed by your readers. You want them to keep coming back and spreading the word on your behalf, it is after all a good solid fan base you are after. Even add a piece of humour to your writing, people will relate to it better then, guaranteed.

When writing outstanding content you need to be focusing on the wow factor, inspire people with your knowledge, change lives (sounds dramatic, but works), create value and become an authority. All the promotion in the world will not make your blog a popular one if the content is boring to the visitor. Be different and not mediocre, stand out from the crowd because your business depends on it.

The content you create will be potentially the smartest business move you will make as an online marketer. Creating really good content will help build your brand, thus building an audience which trusts you, enabling you to attract more followers and gain their loyalty, build your reputation and ultimately increase your sales.

Creating valuable and interesting content is a very smart business move because it will not only build your brand and audience but will make selling a lot easier for you as a marketer. You will be able to attract new strategic business partners, overcome prospect objections, increase loyalty amongst existing and new customers. Build an online reputation to be proud of and ultimately destroy your competition. Interestingly enough, you should become your own competition, by this I mean always strive to improve on the last piece of work created. There is always room for improvement, never settle for second best you will not get rewarded if you do.

No matter how pretty the design of your website or brand is, without really good interesting and relevant content it will become useless in comparison if the content is rubbish. Great content can promote itself but even the best promotion will not create great content. The key part we are going to concentrate on here is the promotion of your article, blog posts, website content and eBooks after they been expertly created by you.

So you have written something fantastic, what to do now?



Social Media

Finding something on the internet can be like looking for a needle in a haystack, let alone telling people that it is there in the first place.

If you have not ever heard of social media, where have you been? The concept of social media these days makes it a lot easier to spread the word about almost anything you could possibly think of, and that includes your piece of creative writing. It has never been easier to get the ball rolling and be heard by masses of people who are interested in the same things as you are, from hobbies to business.

The obvious, and largest social media sites to get involved with are of course, Facebook, Twitter and Google Plus, but there are hundreds more to consider. By submitting your blog to these sites others will retweet, like and add you in their circles of trust, thus creating a snowball effect. This then becomes viral marketing. Promote your posts on Facebook and join up with JustRetweet on Twitter, which is a social sharing community where other bloggers promote each other's content. Using these social media sites is a great way to get the ball rolling and it is simple to do and easily automated.

[LINK TO RESOURCE](#)

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Facebook

Distributing content is of paramount importance to any business online or offline, so why not use the largest utility out there right now, Facebook. Facebook has become a marketers dream, easily pinpoint and target your audience in one place using the search term of choice. Join groups relating to almost any subject imaginable, place your product as an advert in front of your target market build a group of fans along the way. Facebook allows you to be so niche specific for example; search for males or females, search by country or city ect ect..

Facebook has become one of the most popular and best places to build and grow your brand or business, it is of course very easy to use and implement. Social media is another key ingredient to online success, if you are not using it then you are missing out big time!

Promoting a post through Facebook could not be an easier way of getting more people to see it. A promoted post will appear high in their news feeds giving your audience a greater chance of seeing the published article.

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Google Authorship

Have you ever wondered when you search for something within Google, how does the person who created that piece of information get their own image beside the search results alongside the URL. Well by simply adding a few lines of code to your blog you too can get your photo next to your search results, thus gaining even more traffic.

It is a fact that people will buy or get advice from someone that they can relate to by way of an image or personal contact. Plus Google likes images and sees this strategy as authority and recognises you as a human being and someone of trust and a leader in their chosen field of expertise..

Implementing an authorship mark-up strategy will definitely increase click through rates to your sites, here a few more of the benefits of authorship; higher visibility because the eye will automatically be drawn to the image. Gain an increase in page views, the longer someone is on your site the better it looks to Google. Authorship mark-up goes hand in hand with Google plus to prove the authority of the website and it's on page content. Your Google profile will follow you around the web into comments and articles published on other peoples blogs.



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Scoop It

I came across this particular site by accident not long ago, www.scoop.it

Scoop.it is a content aggregator which pulls together the content of thousands of different topics, it is a superb way to gain more traffic and increase the backlinks to your latest blog post. It is comparable with a social bookmarking site but with a better visual magazine type format.

Submitting an article couldn't be easier, simply search for the niche or topic to which you refer and pass it on to the creator of that Scoop.it page.

[LINK TO RESOURCE](#)

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Repurposing Your Content

It is quite incredible just how many bloggers do not repurpose their own content, by not doing this they are losing tons of traffic and back linking opportunities. Don't just submit a blog post or article and expect others to see it, spend your time wisely and repurpose that content into multiple formats that tap into additional pools of traffic.

One way I like to do this is to convert a blog post into a PowerPoint. Grab the reader's attention with eye catching PowerPoint slides. Once you have done this then submit the presentation to sites such as; SlideBurner.com, SlideBoom.com, SlideShare.net and SlideRocket.com. These sites are really good for high page rank backlinks and also introduces your content to a brand new audience.

In my opinion SlideShare is by far the tool to use for PowerPoint presentations, in fact it is reported that SlideShare has more traffic from business owners than Facebook, Twitter, You Tube and LinkedIn. The traffic is mainly driven by search and social networking sites.

How Easy Is Slideshare To Use?

The answer to the question is simple really, extremely but you must do it the right way. Here is a quick guideline to follow.

In order to make a Slideshare presentation go viral is to keep it simple, and don't overdo it, have for example one main point per slide. You will need to be selective about the choice of presentation you are going to do, posts that do well on Stumbleupon will also do well on Slideshare, include in that if you have created or are creating an inspirational blog post that will do well. People like quotes, as well as simple explanations of complicated things, make it easy to understand and you will not go far wrong using Slideshare.

When using Slideshare in your marketing strategy it is essential that you recognise that the audience here are completely different to the users on You Tube, Pinterest, and Podcast listeners, it is also a different medium to the blog reader. Slideshare is relatively new, but has a massive audience already, share your content with them and is a marketing opportunity you should grab with both hands.

Doc 2 PDF

Another way of repurposing your article content is by converting **them into PDFs, this will attract extra traffic from top document sharing sites online.** This process can be automated free of charge by your virtual assistant at Doc2Pdf.net. For this particular strategy it is advisable to rewrite or create a unique article in order to not have duplicate content.

Document sharing sites have great authority links and will provide you with lots of new and



decent traffic. Simply place your link in the body of the article, as an anchor text, and convert it to a PDF or PPT format and submit it to a document sharing site.

[LINK TO RESOURCE](#)

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Link Round-Up

As mentioned just a few times, traffic is what you need to succeed online, here is a nice little under rated tactic to consider to gain more visitors to any blog.

A Link Roundup is basically where a blogger posts their articles or links to a directory of similar niche topics within the subject. In order to find a relevant blog in your area of expertise simply add for example; Link Roundup + online business or weekly link roundup + online business and so on. The same technique can be used on Google Plus and Twitter.

When you find a related blog that does link roundups you can then contact the blog owner and send them your links to your latest post or article. If they like what you have done then they are very likely to link to your post in their weekly roundup. Thus increasing backlinks along with visitors.

Kikolani.com is a really good link roundup and highly recommended as your first port of call.

[LINK TO RESOURCE](#)

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Blog Hopping / Link Party

Blog hopping, or a link party, is another great strategy to use to get loads of extra visitors to your blog post, plus it is relatively simple to implement.

Similar to a link roundup but with bells on if you like.

Link parties are common across the blogging world, it is a sure way to get in front of new readers and gain more traffic. Obviously each party of bloggers has their own topic for discussion, so finding the one you want to be involved in takes a bit of searching, but they are not hard to find.

The way to host a blog party is to use a plugin (Word Press) which allows users to submit a link, upload a thumbnail and then publish the content. Ideal plugins for this are; inlinkz.com or linkytools.com. In some cases you are allowed to post a photograph while others are only text links. The headline you choose is of the upmost importance, must be engaging and catch the readers eye.

Joining a blog hop or link party is a really cool way to integrate with some new and interesting people, building relationships is what it is all about. An important thing to consider when submitting your links is to do it as quickly as you can after the link party has published the content because you will be listed at the top of the page for all to see, thus creating more traffic to your blog or content.

[LINK TO RESOURCE](#)

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Publishing Your Content

Have you ever thought about turning your blog content into an eBook and submitting to online eBook directories? This is another really good way of generating additional traffic, I suggest using [e-library.net](#)



Kindle Publishing

I guess the next stage on from eBook directories would be to publish it on Kindle for example, this way you are sure to get real buyer traffic. Not forgetting of course that the mighty Google loves Amazon pages and gives them preferential ranking simply because they are a massive authority site online. Therefore it is of paramount importance to get your keywords right when selecting a heading and for optimising your Kindle pages. Think of it like this, using Google's authority platform you can get your publication on the front page with a small amount of link building. As mentioned earlier, this is where repurposing content can really come into play in your favour.

From this obvious income stream you can then build a bigger list of subscribers as well. It is always nice to offer some kind of bonus either at the end or beginning (perhaps even both options) of your Kindle book, to entice any potential buyers.

[LINK TO RESOURCE](#)

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Audio Publishing

These days I have noticed many of the top marketers out there offering various ways to accept content, earlier we discussed turning articles into PDFs, well moving on from that why not record the article as a downloadable MP3 file for instance. Converting content to audio can be a little daunting but using a piece of software called Audacity makes life a lot easier. Once recorded simply submit the file to top audio sharing sites such as [SoundCloud.com](https://www.soundcloud.com), or even automate the whole process using Fiverr.com. There are not many people out there incorporating this strategy but it will open up an entirely new and different audience. It is also a way to create high quality backlinks, so a very useful option.

[LINK TO RESOURCE](#)

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Podcasting

Taking the next step on from audio recordings why not consider starting a podcast of your own. Podcasts are so popular these days and when done right are a massive tool to have in your armoury in order to grow your audience and therefore your brand. Imagine being able to tap into huge traffic sites like iTunes (500,000,000 active buyers in their marketplace), Stitcher or Blackberry.com, this will be undoubtedly some of the highest quality traffic you will get. With these sites you are communicating with people who are frequent online customers, this alone speaks volumes and gives you the opportunity to grow any business exponentially.

[LINK TO RESOURCE](#)

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Blogging Submissions

It is an idea to use sites such as; [lmNewsWatch.com](https://www.lmnewswatch.com), [InBound.org](https://www.inbound.org), [BlogEngage.com](https://www.blogengage.com), [Blokube.com](https://www.blokube.com), [BizSugar.com](https://www.bizsugar.com), [Serpdp.com](https://www.serpdp.com), [FamousBloggers.net](https://www.famousbloggers.net), [MySEOcommunity.com](https://www.myseocommunity.com), they are all social communities that allow bloggers to share content, vote for the best article, and build their social network.

As with all social networks it is always a good idea to engage with people and the community first, build relationships, comment on articles and share their content before submitting your own articles. The value you provide will reap its rewards in the long run, find your target market and position yourself accordingly in front of your peers.

On a similar scale, partner up with likeminded individuals who are preferably in your niche market and enjoy blogging and form an alliance. It only need be a small group of bloggers who can strategically work together in order to grow their blogs quicker. Forming a blogging alliance



is a key part in any business growth plan, it is going to be difficult to do everything on your own so building relationships with others is paramount to your success.

So exactly how can bloggers help one another out?

1. Commenting on other peoples blogs.
2. Linking to each other is a great strategy and a complete must do action for any blogger.
3. Share content on social media sites such as Facebook, Twitter, LinkedIn and Google Plus.
4. Swap guest posts.
5. Promote each other's products in any way possible.

In doing the above you will be able to bounce ideas around, share what works, and form a mastermind group thus helping your online business grow quicker.

Once you are publishing content on a regularly go to sites such as; [AllTop.com](#), [AffBuzz.com](#), [AffDaily.com](#), [AffPosts.com](#) to get hundreds of extra visitors on a weekly basis. These sites are called content aggregators, they tend to pull in the most up to date and best content from around the web. The topics, or niches, covered are so vast that you are bound to find an appropriate article no matter what you search for.

Easily tap into any market, find your category and submit your article, new content submissions are always welcome on these platforms. For example if affiliate marketing, blogging or SEO is your thing then you will gain literally hundreds of new weekly visitors from sites like;

[AffBuzz.com](#), [AffDaily.com](#), [AffPosts.com](#)

A very popular way of sharing content is to join a forum within your chosen niche. Forum marketing is one of the best ways to drive laser targeted traffic back to any website, blog, offer or sales page. Generating traffic this way is pretty much instantaneous if done correctly from the time of posting.

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Forums

When in a forum, especially a busy one, you are instantly in a position to converse with your target market, this is why forums are so popular. But remember not to fall into the spamming trap, you must position yourself as a person of authority and value. Be seen to be an asset to the other forum members and watch them come to you, like bees around honey.

The way to find the right forum for the market or niche you are in is to go to Google and search for the most active relevant forums out there. Once inside start engaging with others, give as much value as you possibly can and link back to your blog or squeeze page in the signature area, this is very important. Forum traffic tends to be very high converting because it is laser targeted and converts quickly in to sales and subscribers.

You can track conversion rates from forum traffic by using a tool called Adtrackz Gold.

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Market Place Traffic

Right, I am going to give away a little secret here with this next traffic source, if you already have a product this will open up a completely new avenue of traffic for your online business. These particular sources of traffic are generally packed with buyers, therefore it is high quality traffic you are getting.

It is called Marketplace traffic, to name a few top online marketplaces such as AppSumo, SkillShare.com, Udemy, StartupPlays.com, and Mighty Deals. Getting your product listed in a marketplace will generate tons of targeted traffic and increase your customer base no end. The



people looking here remember are already prepared to buy, so the leads will be hot ones. If you have a quality product already these sites will be more than happy to feature it, I guess they are a bit like Groupon.com where they have daily deals.

Having customers best interests at heart is important to the success of this strategy, if you over deliver then partnering up with AppSumo for example will give you access to their 750,000= newsletter subscribers. Alternatively, tap into Udemy's network of over 500,00 customers, fans and followers. Udemy also take care of all the technical stuff and payment processing on your behalf. This allows you to concentrate solely on creating great content.

Also it is worth knowing that you can also share free courses or a free training program, this is a cool way to increase a subscriber list and generate leads. The exposure you will gain from these sites is certainly not to be ignored, if you want to be taken seriously then get listed in a marketplace.

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Affiliates And JV Partners

One of the largest untapped sources of traffic online is to have your very own affiliate program, this will allow you to literally automate the entire traffic funnel. Having an affiliate program for product creators is a total no brainer, it will be the most profitable thing you do in any business online.

Imagine being able to hire a complete army of marketing experts within your chosen market, have a sales team on tap that sends traffic your way day in day out. Automating traffic with affiliate programs is the key to ultimate success of any business.

Affiliates will promote products on a large scale via, Facebook advertising, article marketing, guest blogging, banner advertising, content syndication, pay per click traffic methods, solo advertising and social media platforms. Plus many more ways, but the really cool part here is that until they make a sale, they don't get paid so there is zero risk on your part.

Many top marketers will give products away for 100% commission to their affiliates, this might sound a bit stupid but it isn't. Using this strategy will add hundreds if not thousands of subscribers to your list of potential future customers, therefore creating a magical lead generating machine. Offering 100% commissions on the front end, will entice affiliates to get on board and start promoting for you any way they can. Here you will make sales on the backend product.

Some good sites to consider for any product promotion campaign are; JVZoo (highly recommended), Digi Results, Rapid Action Profits (RAP) and PaySpree.com.

[LINK TO RESOURCE](#)

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Your Mailing List

The life blood of your business is the mailing list. Many bloggers make the mistake of not capturing their visitors email addresses, thus turning them into subscribers. In the case of these blogs most visitors will never return, that is not because the content or blog was bad but simply because their blogs were not set up correctly to convert visitors into subscribers.

Capturing and email address will allow you to turn a onetime reader into a lifelong, loyal fan. Those are the people who will be spreading the content of the blog all over the web thus increasing your brand even further not to mention the added traffic influx.

I am sure you have heard once or twice, "the money is in the list" this is the most important asset to any internet marketer. So what I recommend you do, if you have not already done so is



to start using a few tools to help you on your way.

Create and opt-in box on every single page of your blog. Some prefer a header opt-in box, which is placed at the top of the page, these tend to convert better than a side bar widget opt-in box by as much as three times the amount of opt-ins.

There is a free plugin I use for my WordPress blogs called a “Welcome Gate” these are becoming extremely popular amongst internet marketers and web business developers. A welcome gate is a cross between a squeeze page and a pop-up, but not quite as annoying. They will only usually display once to a particular visitor unless they of course clear their cookies etc. Welcome gates, for me, are outperforming pop-ups right now and my subscriber rate is increasing daily. Many marketers like the pop-up option because it is a very effective tool for converting blog readers into subscribers. The rate of conversion using a pop-up is usually between 8% and 15% so not bad at all.

Of course if you prefer you can combine all three of the ideas mentioned above to really catapult your list of subscribers and build the business you truly desire. As long as you continue to provide value and build relationships, selling will become secondary.

[LINK TO RESOURCE](#)

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In Conclusion

It is a fact of life that if we enjoy what we are doing, whether it be work or play, we will get more done than if it is a mundane task or becomes monotonous. If you are creative and passionate in your writing then the reader will notice and come back for more. Building a business online or offline requires an amazing amount of persistence and perseverance, embrace it, nurture it and respect your business it is not a hobby it is real life.

When you choose a market to get into, do it because it interests you and not just because it appears to be a money maker, believe me you will get bored and lose interest very quickly. You need the drive and passion of something you love because the journey you are on can be a lonely one if you don't enjoy it.