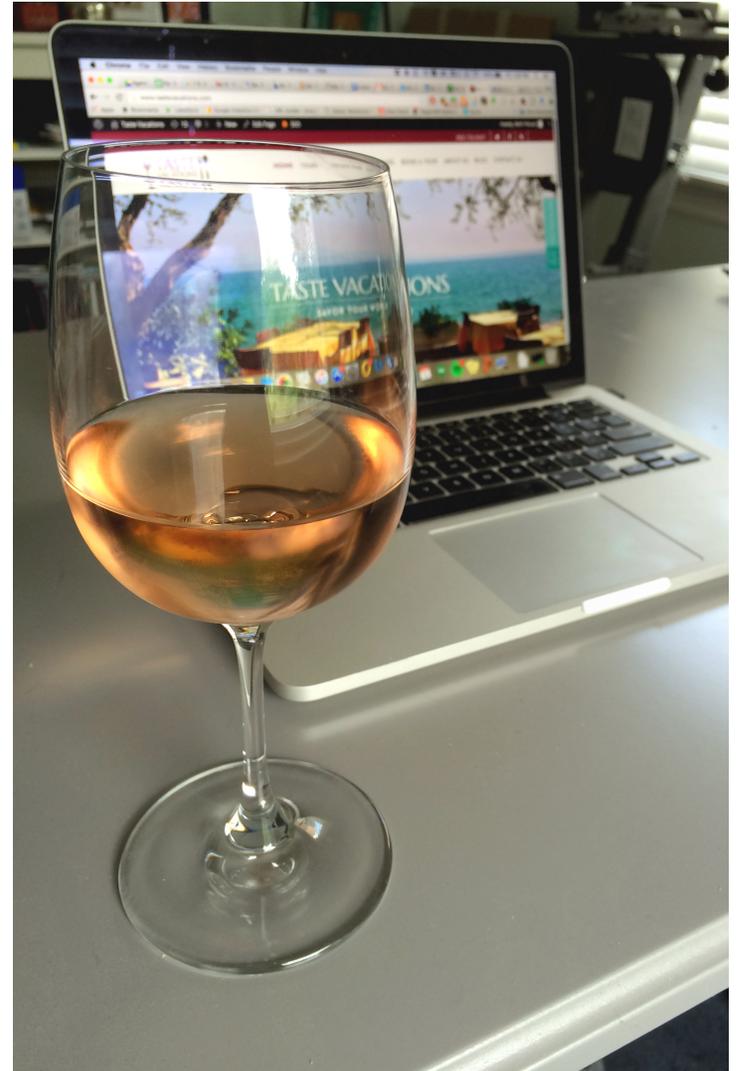


# Content Marketing & Its Importance in Your Marketing Plan

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# ZEPHYRSTRATEGY



WINE  
MARKETING  
& TOURISM  
CONFERENCE



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CONFERENCE

NOVEMBER 9-12, 2017  
SANTA ROSA, CA



# Content Marketing

***“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”***

– Content Marketing Institute

# Blogging Isn't Dead

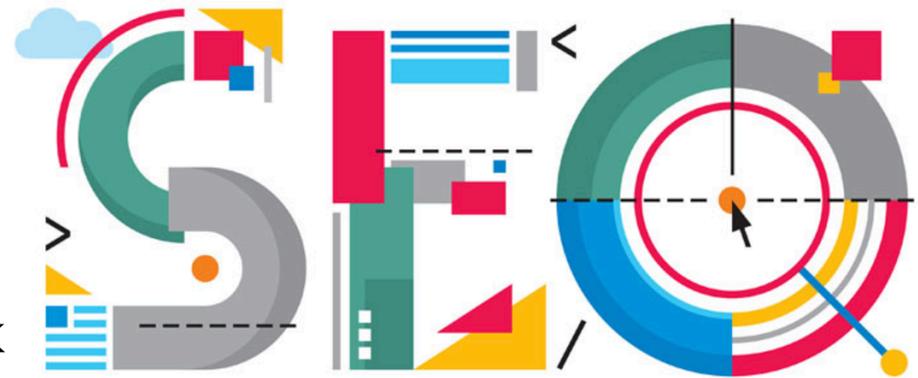
- The way people are consuming content has continued to change
- Blogs still provide:
  - A place to a make company announcements
  - Show your brand's personality
  - A great source for consistent SEO



# Importance of SEO

According to Act-On Software, Inc.:

- 93% of online experiences begin with a search
- 39% of a brand's customers come from search
- 70% of the links that users click are organic
- 75% of users do not look past the first page of search results
- 72% of business owners with an SEO strategy reported that it improved their bottom line



# Golden Age of Content Marketing

- Over 100 million people per day read blogs
- Good content works in ways advertising doesn't
  - The Snug
  - La Crema
- Write for people not bots
  - People are looking for genuine, creative, and authentic content

now trending: foods before dudes barn doors no



how to build an a-frame chicken coop



community post: 3 pretty pineapple projects

LA CREMA WINE SHOP WINE CLUB EXPLORE LA CREMA VISIT US BLOG

SHARE THIS

Facebook	256
Twitter	21
Pinterest	89
StumbleUpon	1

RECOMMENDED WINE:

PINOT GRIS  
2014 MONTEREY



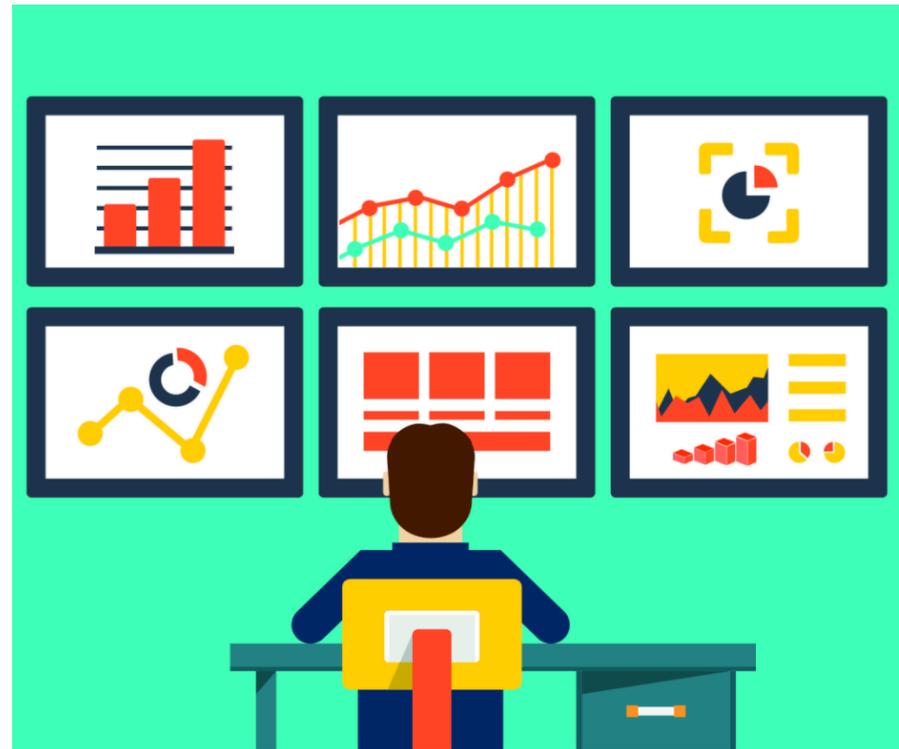
DIY PALM LEAF NAPKINS

One of my favorite things to do during summer is dine outside, and though our home doesn't have an outdoor space for us to make this a more frequent celebration, I figured I'd bring the outside in with these DIY Palm Leaf Napkins that are so simple to create.



# Additional Content Metrics

- Use unique tracking URLs in order to track:
  - Shareability of your content
  - Lead generation
  - Sales generation



# Content Marketing Proof

- Created consistent and focused content marketing strategy in January 2016
- Within six months,
  - Organic Traffic improved by 42%
  - Bounce rate improved by 3%
- Already seeing a 48% increase in leads from SEO when looking at Jan – Oct vs all of 2015\*

\*Additional lead generation forms were also added in 2016



# Creating Content

# Questions to Ask Yourself

- Who are you speaking to and why?
- What does your audience need or expect?
- Why are you creating it in the first place?
- How are you going to amplify your message/content?



# Create a persona

- Who's coming to your tasting room or events?
- Who is already a part of your wine club?
- Who is interacting with you on social media?
- Is there a specific demographic you're trying to reach?



# Meet Karen

Karen lives just out side of NYC, is in her early 50s, has been married for 25 years, and has two adult children. She is a VP of Project Management at a tech company.

Karen and her husband, Matt, are still a while off from retirement but are quickly learning to live it up now that their kids are out of the house. Karen and Matt usually take one big trip a year with smaller weekend getaways sprinkled in.



Karen is a news junkie, loves to see the latest movies, is in a book club, and enjoys a good Cab Franc.

# Getting & Staying Organized

- Decide how often you will post and be consistent by utilizing a content calendar
- Choose a day or two when you will develop content/assign content to the others
- Schedule out what and when to post
  - Include social media channels and who is posting it, if needed
- Vary the topics and types of content (copy, video, infographic, etc.)



# Visual Content is King

- Goldfish have a longer attention span than people
- Make your writing scannable
  - Small, digestible content morsels
- Break up content with images
  - Color visuals increase people's willingness to read a piece of content by 80%
  - Visual content is more than 40 times more likely to get shared on social media than other types of content

Sources: [Microsoft](#), [Business Insider](#), [HubSpot](#), [Xerox](#), [Jeff Bullas](#)

## HOW TO MAKE YOUR NEXT TRIP GO AS SMOOTHLY AS POSSIBLE



A little proactive planning can help you avoid the hiccups and hassles that can go along with travel.

by [Taste Vacations](#) & [Zephyr Adventures](#)

### 1 USE PACKING CUBES

Packing cubes help keep your clothes and gear organized, save precious suitcase space, and allow you to pack more efficiently.

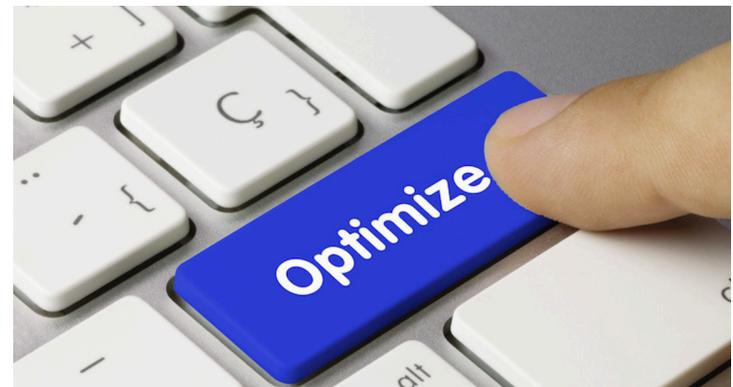


### 2 MAKE COPIES OF YOUR IDS & CREDIT CARDS



# Don't Forget to Optimize

- Choose words people would realistically type in to find your content
- Utilize Adwords Keyword Planner, or ubersuggest
- Long-tail keywords provide more conversions
- Update older posts with CTA in the middle of the blog post and optimize for a focused key word
- Check progress on Google Search Console



# Keyword Placement

- Body copy
- Heading
- Page title
- Meta description
- URL
- Alt tags (if applicable)

# You Wrote It, Now Amplify It

- Post to your social channels, several times
- Utilize paid content distributors such as Outbrain, but only when content is strong
- Post infographics to sites like Visual.ly
- Send to media for story ideas, if newsworthy



# Content Marketing Key Takeaways

- Good content works in ways advertising doesn't
- Create your goals and determine your metrics, and track your progress
- Establish who you're talking to
- Get and stay organized
- Never forget to optimize
- Amplify your work

Questions or Comments?

