



How to Convince Your Boss to Invest in Content Marketing

Arnie Kuenn, CEO, Vertical Measures

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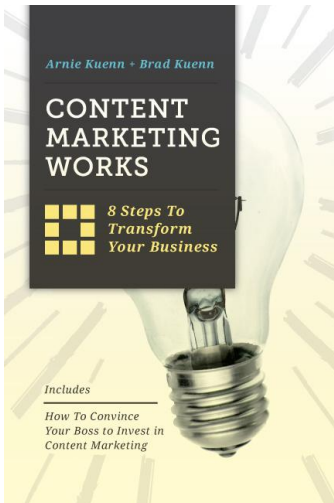
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About Your Presenter



- Vertical Measures is a 50 person PPC & content marketing agency in Phoenix, AZ
- Instructor for the Content Marketing Institute & Online Marketing Institute
- Columnist for MarketingLand, Chief Content Officer & LinkedIn
- Co-authored the brand new content marketing book: *Content Marketing Works*



#1 Content Shock: There Is No Sense In Creating All This Content, It's All Been Said

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#2 You Need A Full Blown Content Strategy

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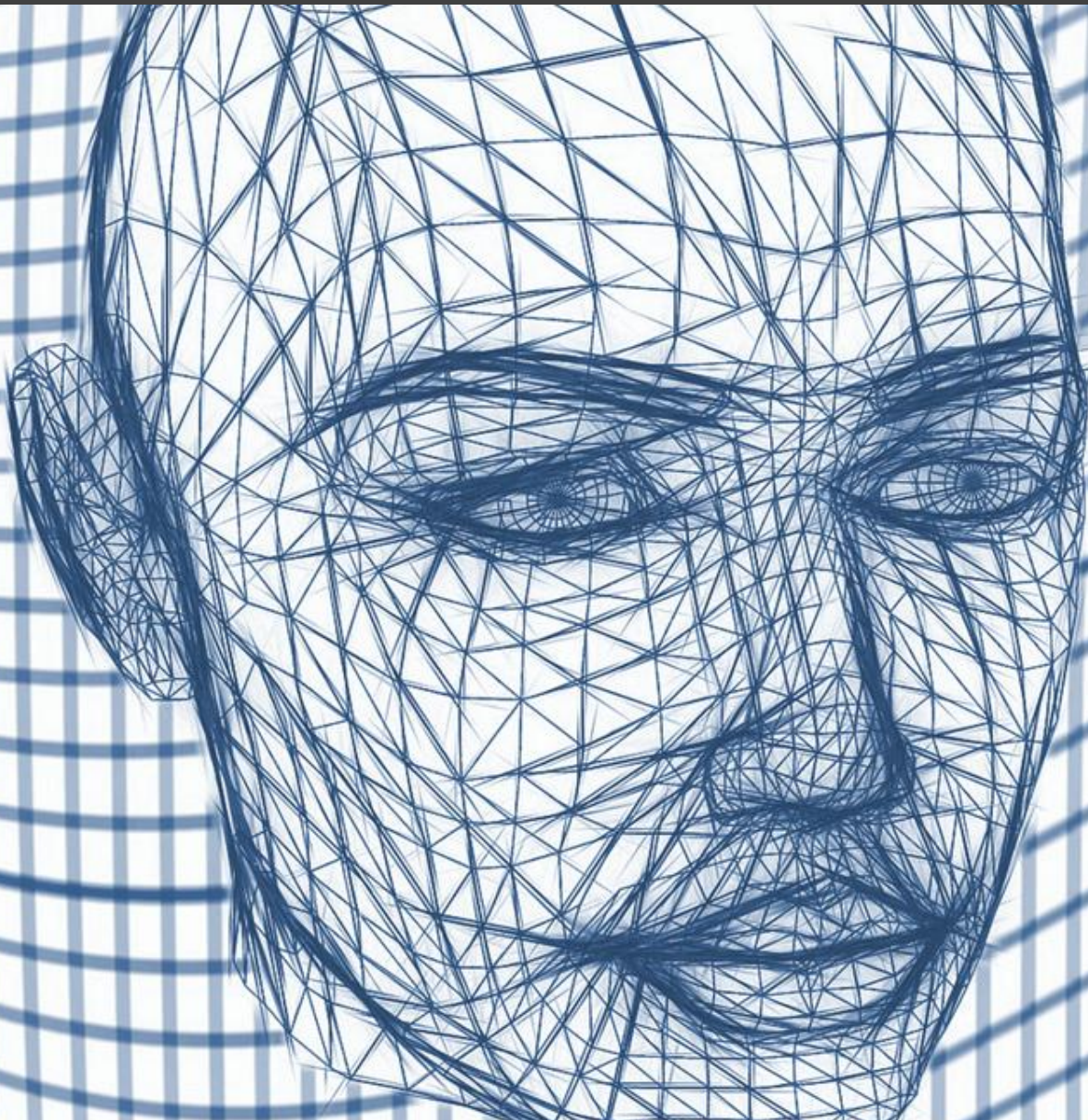
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#3 Develop Multiple Deep, Detailed Persona's

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#4 You Don't Have A Plan For On-boarding New Content

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#5 You Believe: If You Build It, They Will Come

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**THE BEST PLACE TO HIDE A DEAD BODY IS
PAGE 2 OF **GOOGLE** SEARCH RESULTS.**

Most Common Problems We Find?

- 1.Unintentional duplicate content
- 2.Bad backlinks
- 3.Bad and duplicate title tags
- 4.Bad and duplicate meta descriptions
- 5.Poorly optimized images and videos
- 6.Page-load time
- 7.Poor or thin content
- 8.Blocked pages or entire site (indexability issues)



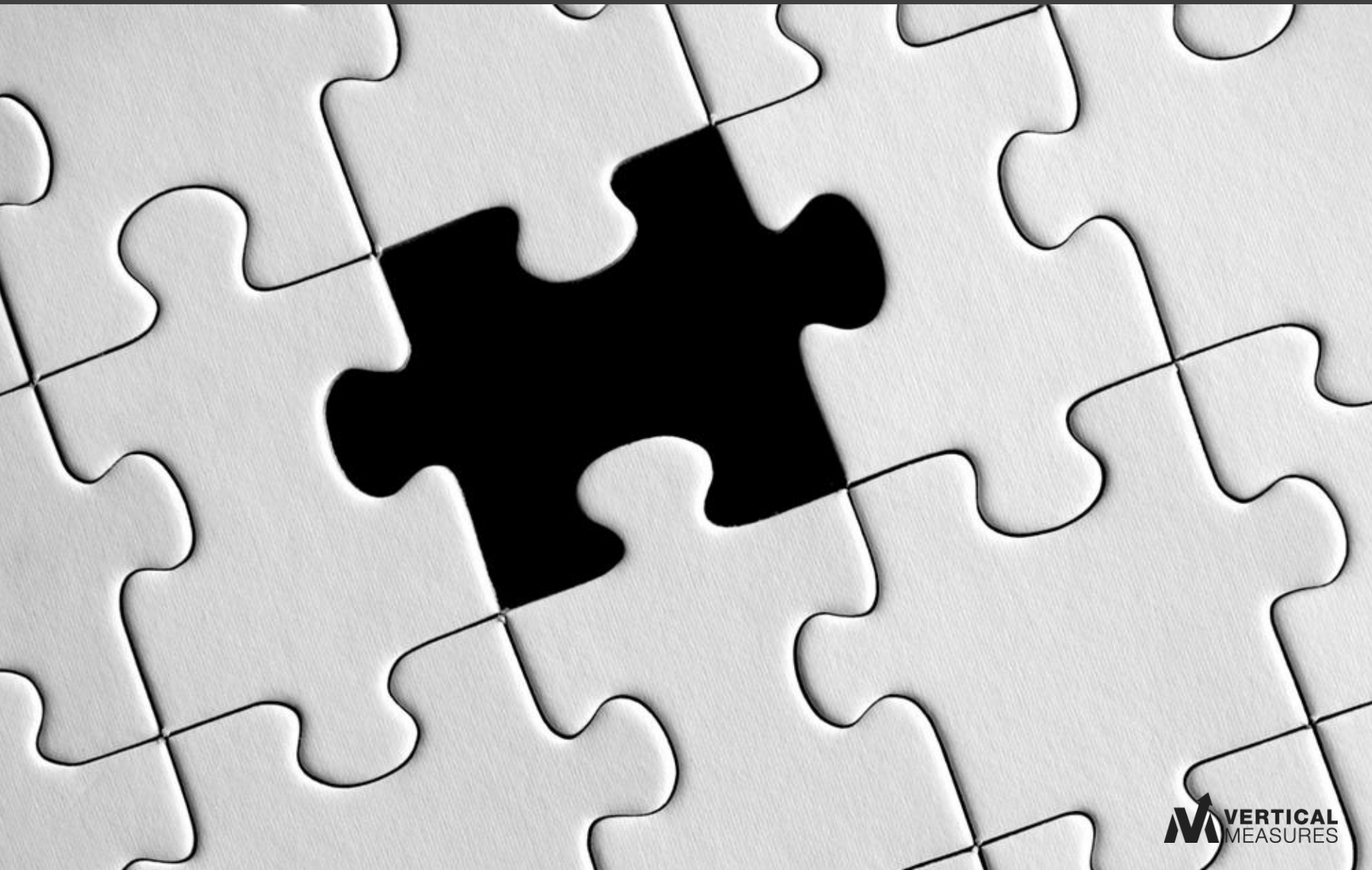
#6 Not Prepared To Measure What Matters

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#7 Don't Involve Critical Departments And Teams (Like Sales, IT, SEO, CEO, etc.)

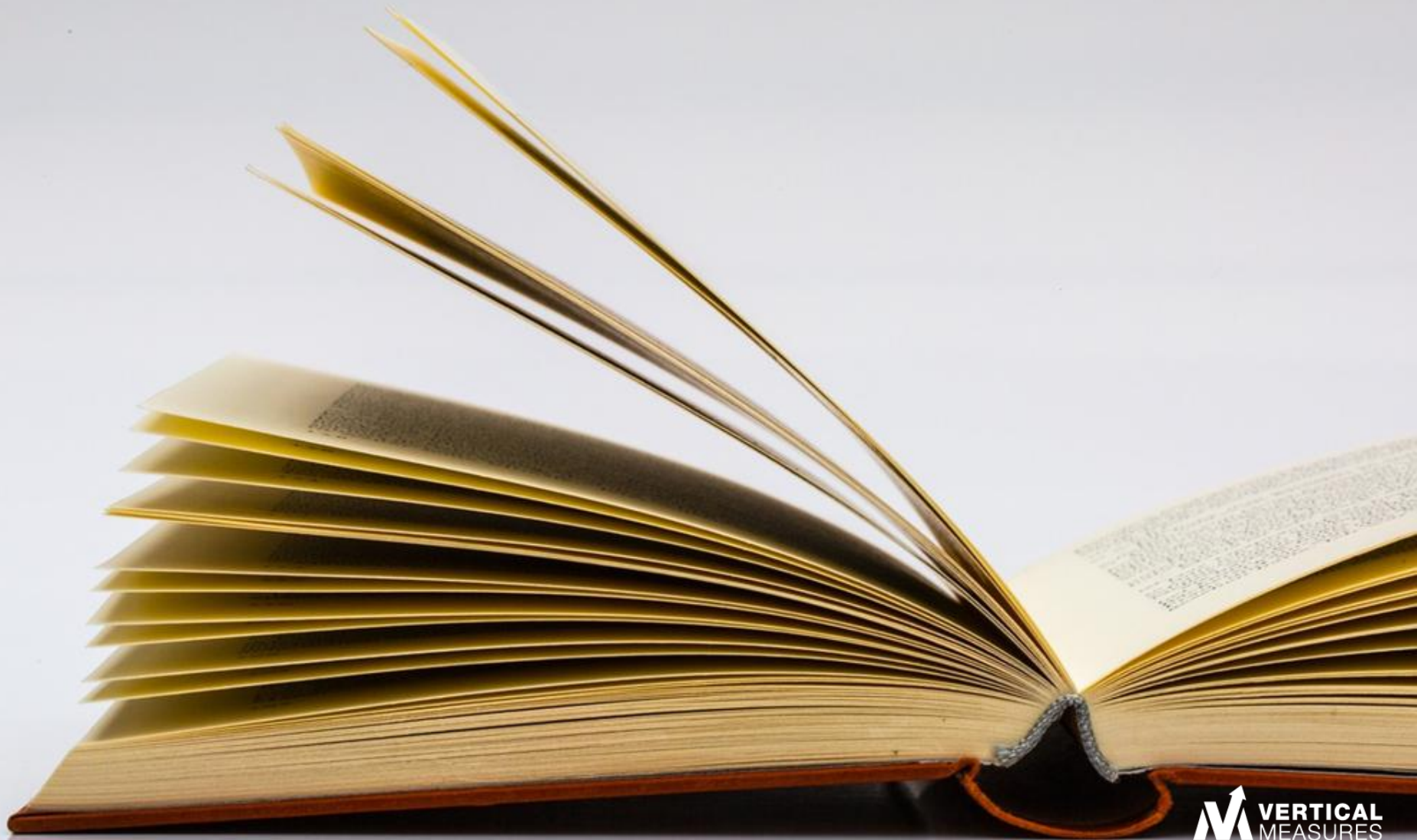
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#8 You Need To Be Awesome At Storytelling

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#9 It's Always About Long-Form Content

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#10 Waiting Until It Is Perfect

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An hourglass with dark sand, positioned vertically. The top bulb is larger and contains more sand, while the bottom bulb is smaller and contains less sand. The sand is flowing from the top to the bottom. The hourglass is centered on the left side of the image.

“

**Waiting for perfect
is never as smart
as making progress.”**

-Seth Godin

After 2,000+ students in our content marketing workshops, the most common thing we hear afterwards...

“Arnie, I just can’t get our management to see the potential in this. Getting buy-in seems to be impossible...”

Bonus #11: You Pitch Your Executives On Content Marketing & Social Media

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**“I really think we should be
doing more social media...”**

(said by no one that ever got buy-in)

**“I really think we should
be blogging...”**

(said by no one that ever got buy-in)

**“I really think we should be
doing content marketing...”**

(said by no one that ever got buy-in)

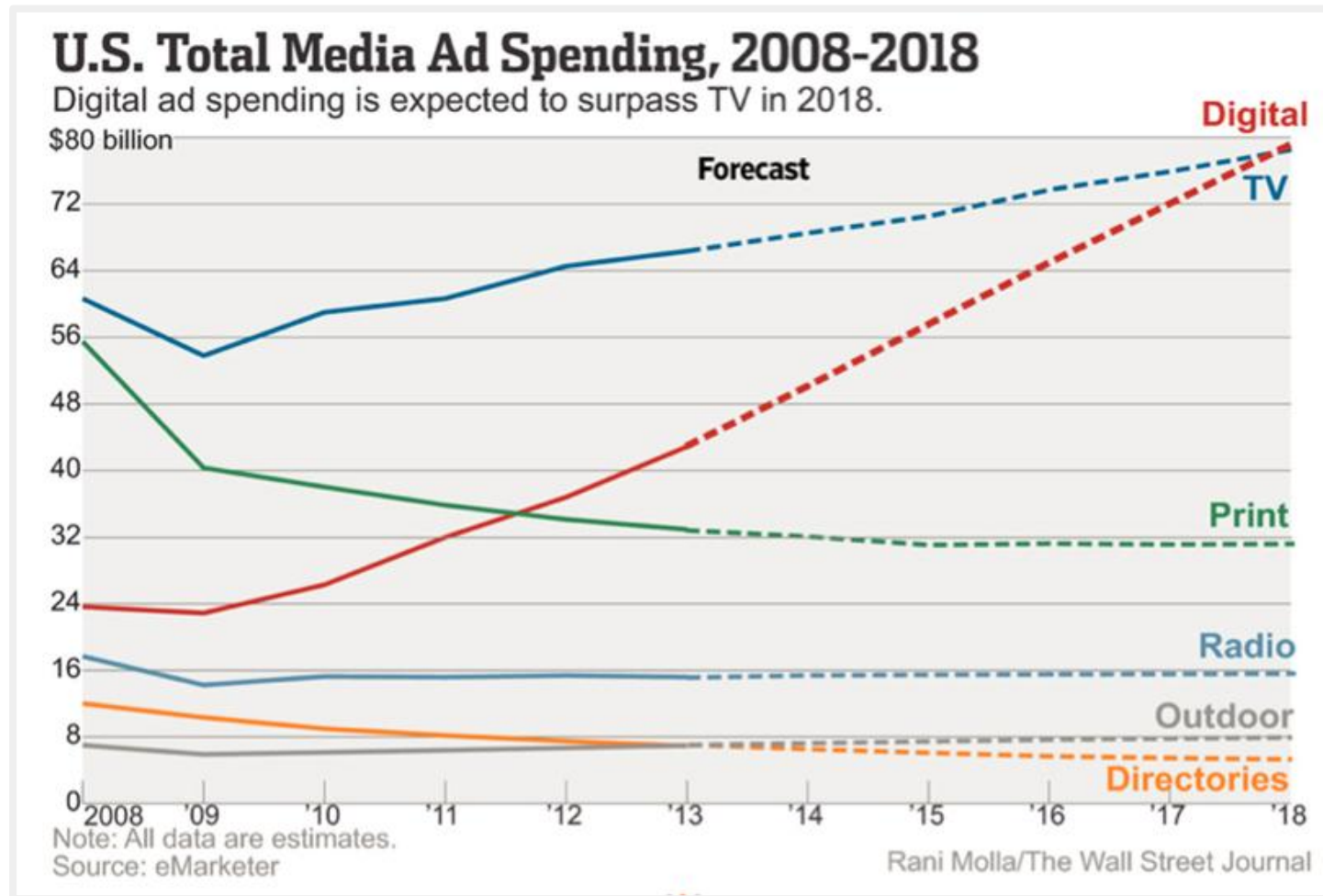
Instead Talk to Management About:

- Listening to What Customers are Telling You
- Helping Your Prospects Make a Decision
- Teaching or Training your Customers
- Building a Learning Center
- Communicating on a Regular Basis
- Creating Content People are Actually Searching for!
- Building your List of Interested Prospects

Educate Them

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What is Content Marketing?

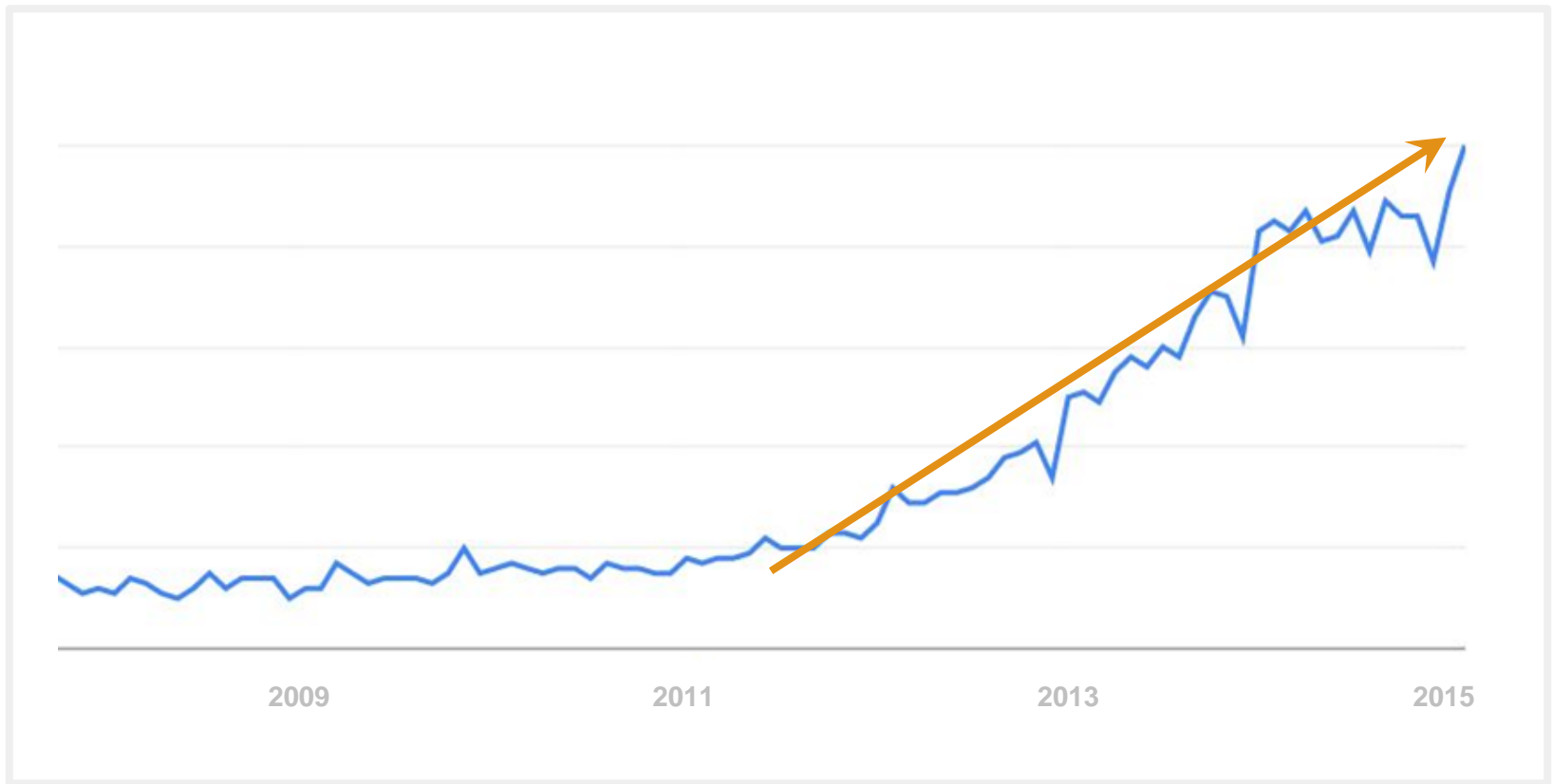
- Content marketing is the art of providing relevant, **useful content** to your customers without selling or interrupting them.
- Instead of pitching your products or services, you are **delivering information** that makes your customers more informed before they buy.
- If you deliver consistent, ongoing valuable information to your customers, they ultimately **reward you** with their business and loyalty.



“Content Marketing”

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Google Trends

Put it in terms they can relate to

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**When you bought that new fly rod & reel,
did you research it online?"**



“When prospects visit our website, do we want to help solve their problems better than anyone else in our industry?”

“When they “*Google it*”, are they going to find US or our competitors?”

Prove the Value

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- More leads (quantity and/or higher qualified)
- More conversions – leading to increased revenues
- Lower marketing costs
- Brand awareness
- Expertise and thought leadership
- Better customer service
- Customer loyalty, retention, and upsell

Show them what the competition is doing...

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- 25,000 sq ft of working appliances including our newest complete Kitchens
- 3000+ lights on display with a large selection of crystal chandeliers
- Wolf, Viking, Thermador and other Pro appliances
- Subzero Integrated Refrigerator Showroom
- The Miele Gallery
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The 15th Annual Home Show is a Wrap
Posted on Tue, Feb 18, 2014
First, I want to thank all of the people who came out for our homeshow and made it... [\(read more\)](#)

Maytag vs. Electrolux Front Load Washers (Reviews/Ratings)
Posted on Tue, Feb 18, 2014
Though very few of us find pleasure in doing laundry, everyone is pleased when their... [\(read more\)](#)

Appliance Categories | Appliance Packages | Most Popular | Appliance Brands


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Dryers

Feb 18, 2014 12:43:00 PM 0

Maytag vs. Electrolux Front Load Washers

Related Articles

- [Does Steam in a Washer Really Work?](#)
- [The Largest Front Load Washers](#)

Additional Resources

Download our free Washer Buying Guide for features, specs and reviews on all the major brands. Over 45,000 people have already found answers in a Yale Guide.




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Appliance Buying Guide

Appliances have changed over the years and are now more sophisticated than ever. Our Appliance Buying Guide covers the basics of every type of available appliance.

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Refrigerator Buying Guide

Top-mount, bottom-mount, side by side, French door, pro; there are now more types of refrigerators than ever. Our Refrigerator Buying Guide breaks down each type and highlights brands, features and more.

Get the Guide Now

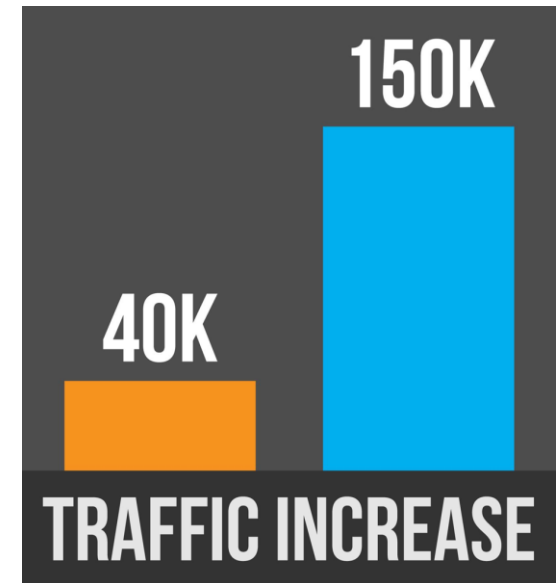
Counter Depth Refrigerator Buying Guide

Counter depth refrigerators have become incredibly popular as the kitchen has merged with the living room over the years. But, did you know there are different types of counter depth refrigerators?

 VERTICAL
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The Results...

- Yale's traffic has grown from **40,000 visitors to 150,000** annually
- Leads have grown from **800 to 2,300** monthly!
- Revenue is **up by 40%** since starting their content marketing program.
- And according their president Steve Sheinkopf: "Profitability is up **way more than that**, because we eliminated marketing expense."



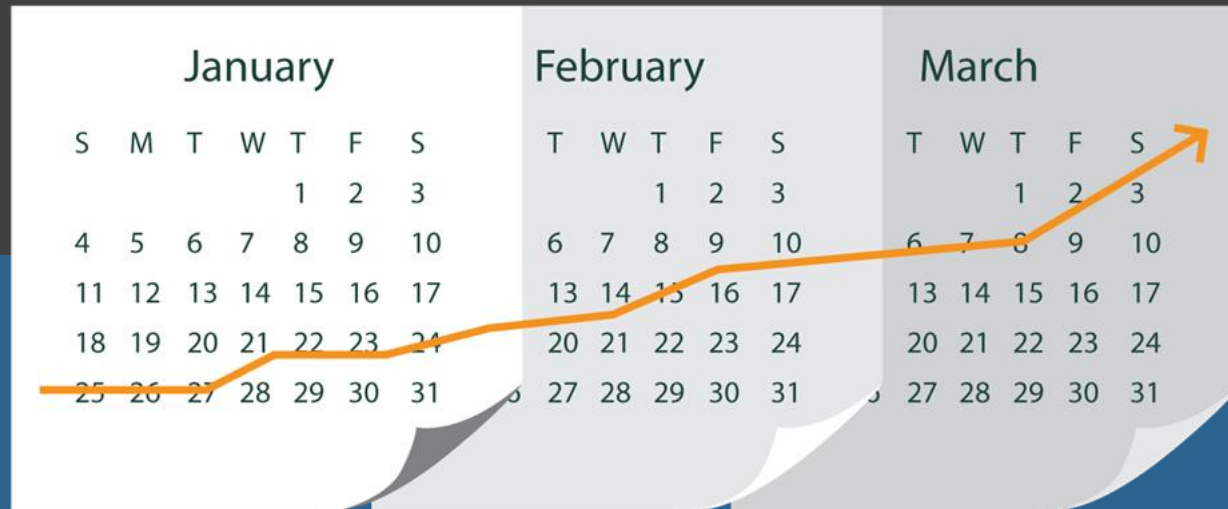
**Today, relationships are created
with information - not people.**

Companies, large & small, that truly understand these principles are the ones doing incredible things online – and will win in the long run.

But Understand It Takes Courage...

- It takes courage to give away something of value without the expectation of immediate return
- It takes courage to trust that your customers and prospective customers will reward you with attention and sales and loyalty at some point in the future
- It takes courage to play the long game, not the short game

This is not a 30 day R.O.I.

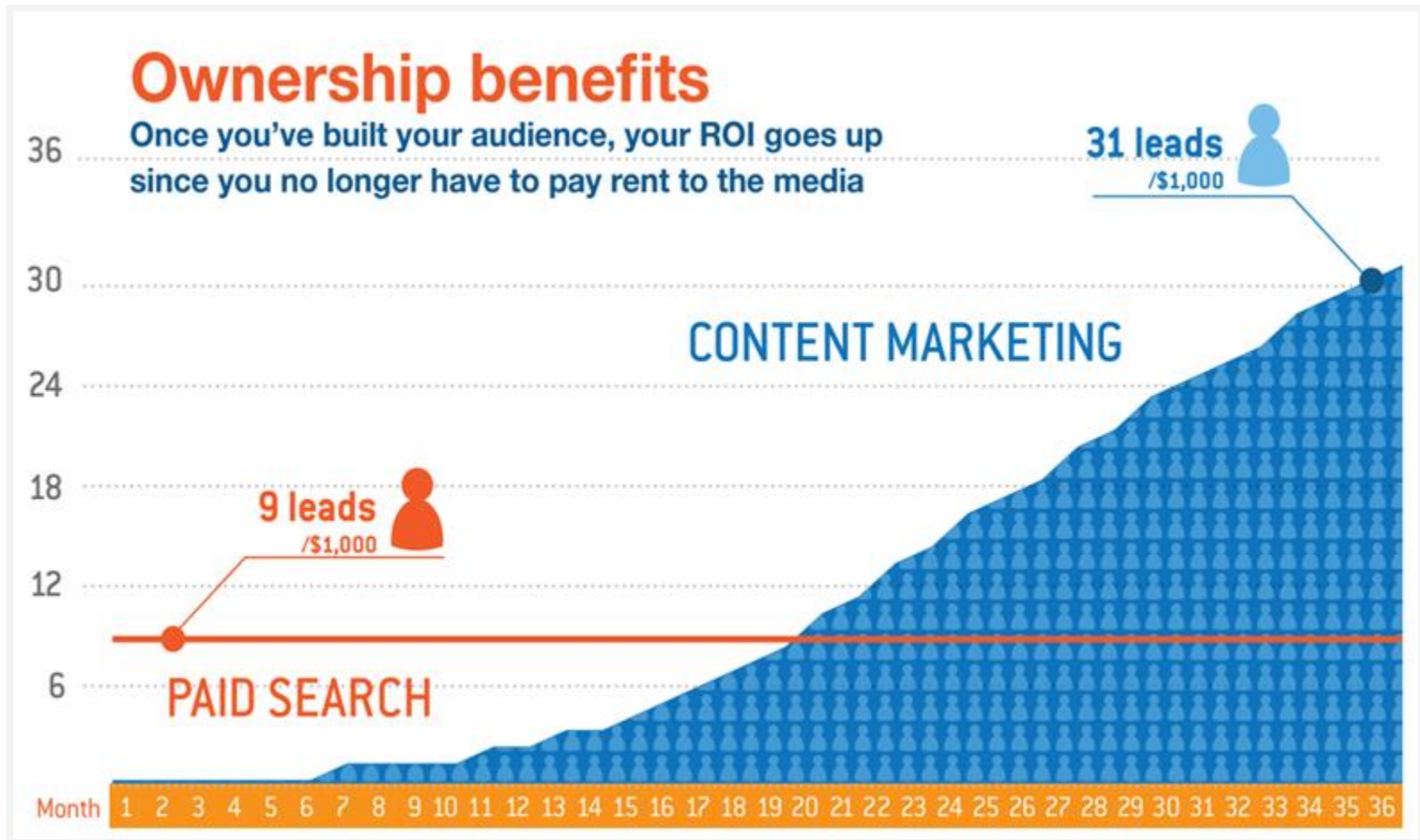


But The Long-Term Payoffs Can Be Huge

ROI on Content Marketing

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Source: Content Marketing ROI (Kapost – Eloqua)

IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND LEADS

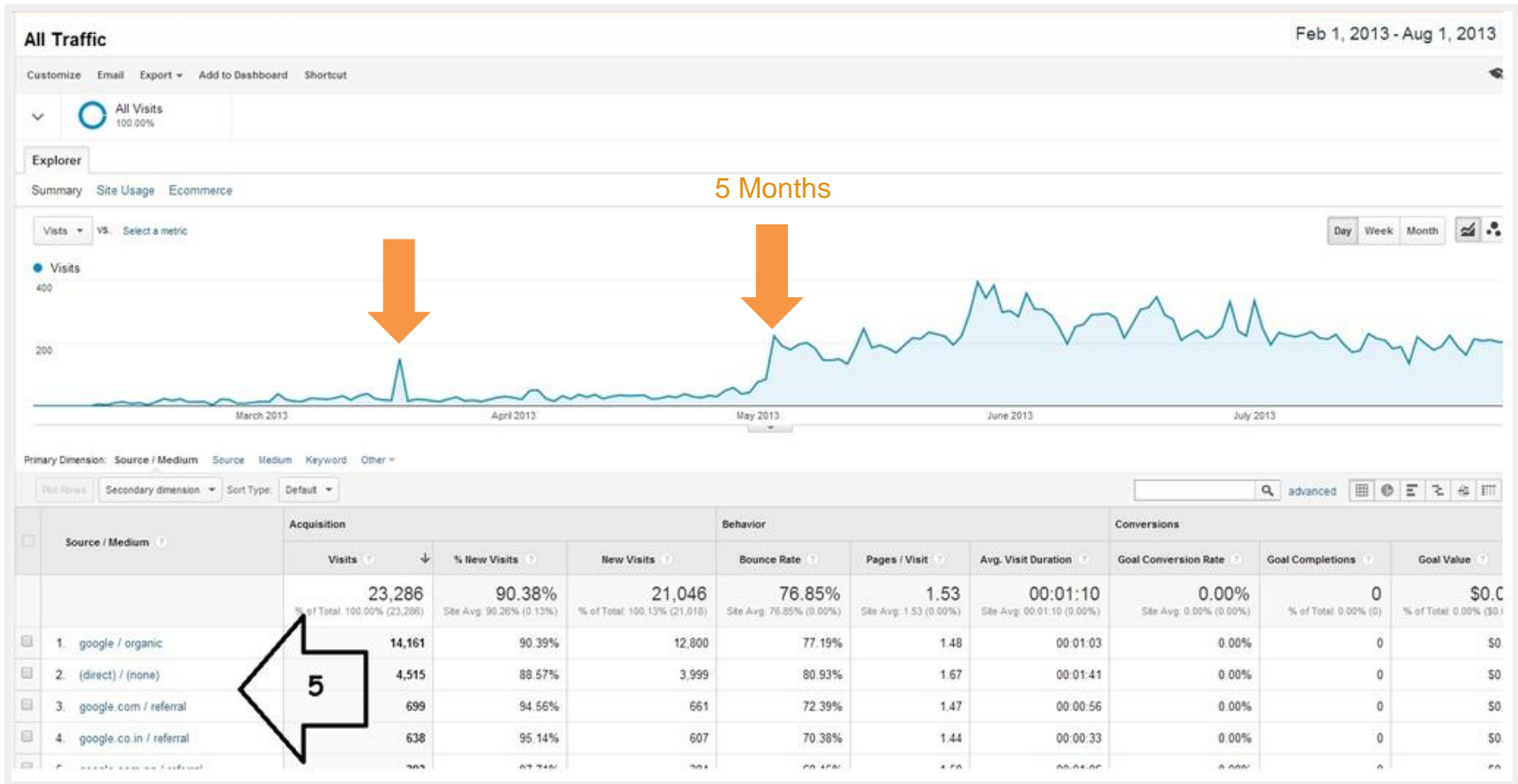


IMPACT OF TOTAL PUBLISHED BLOG POSTS ON INBOUND TRAFFIC



Travel Niche

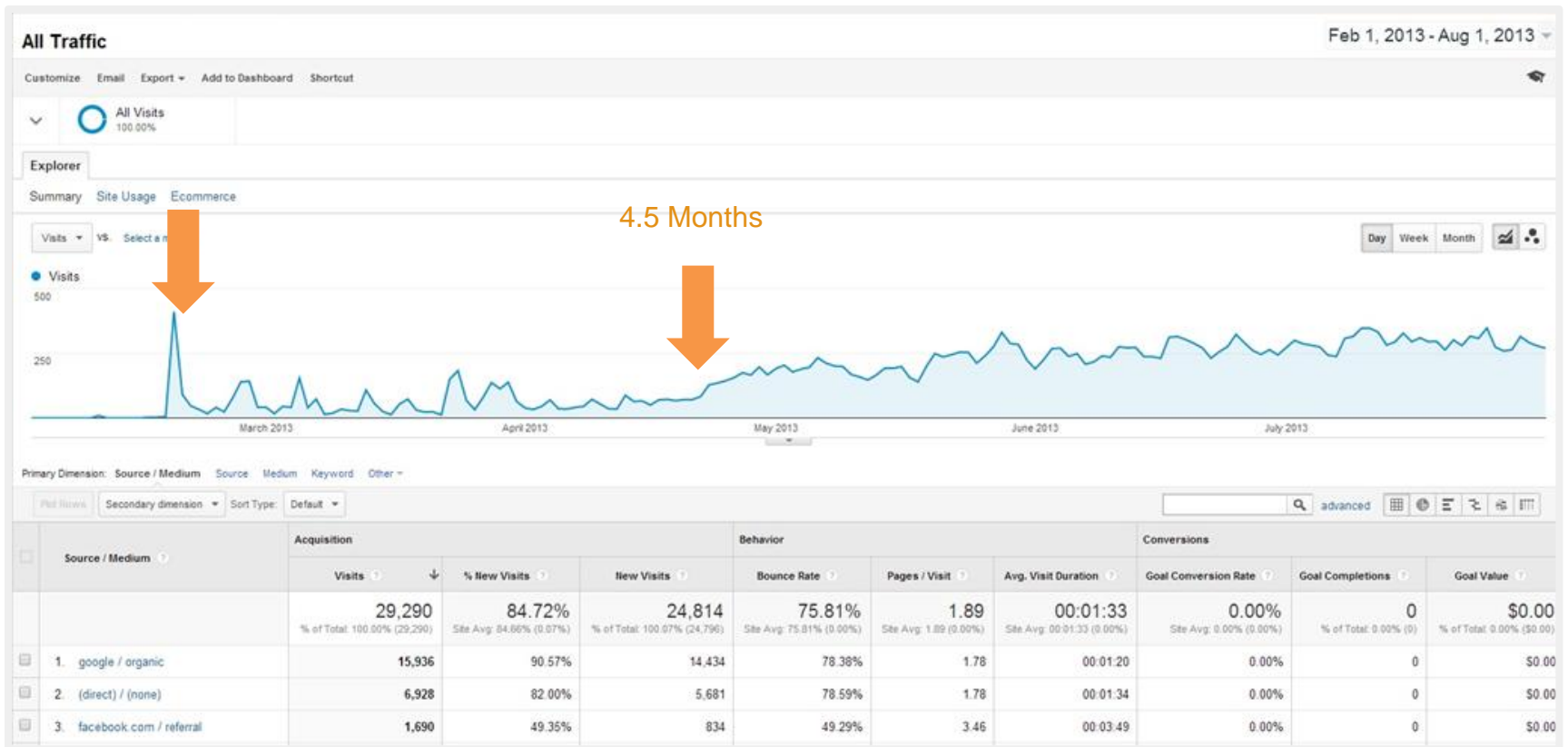
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Health/Nutrition Niche

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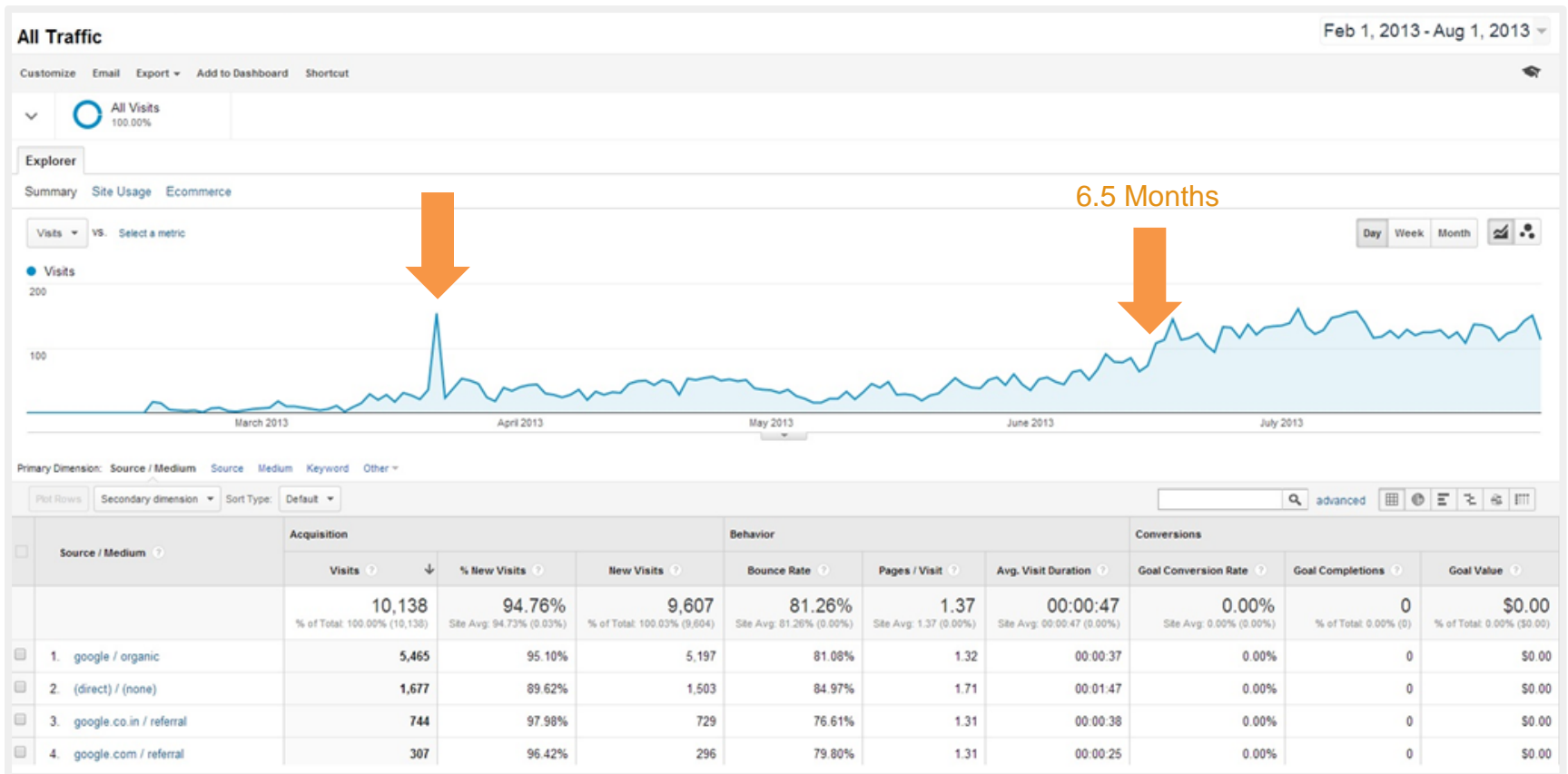
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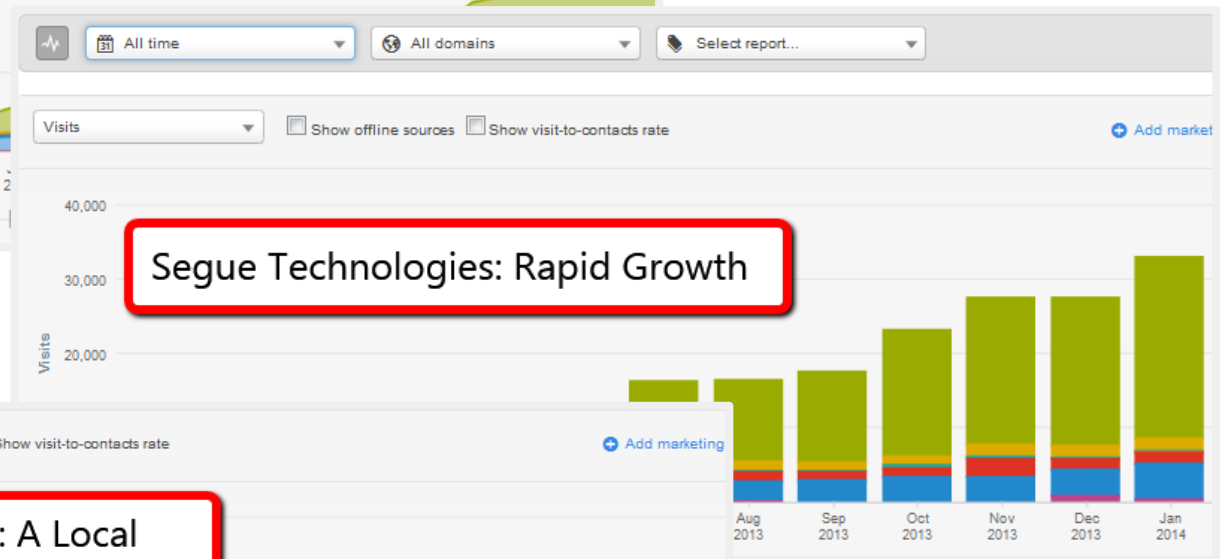
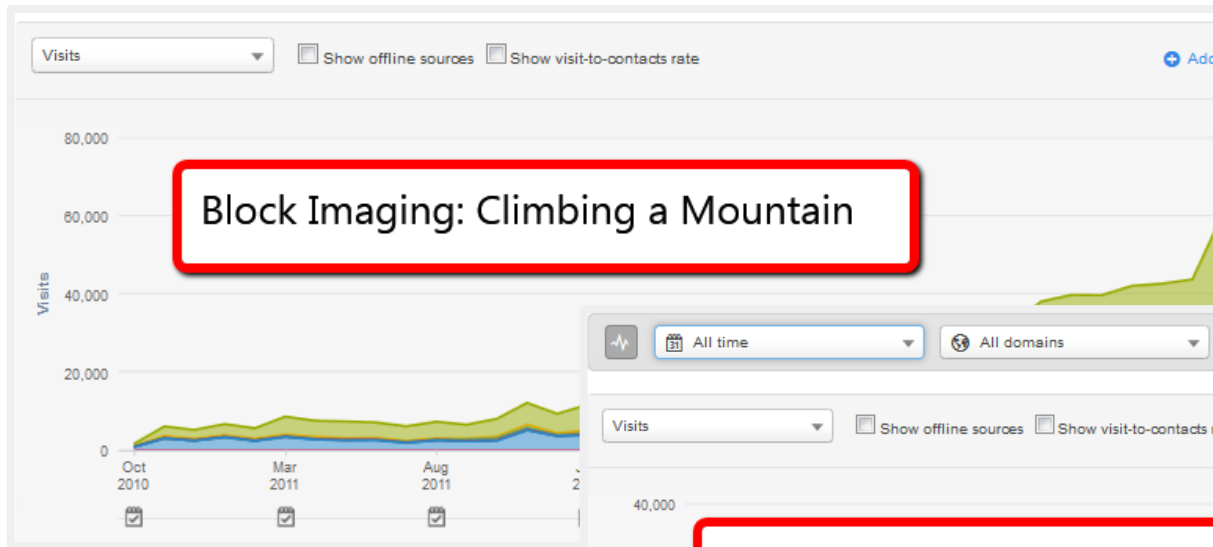


Entertainment Niche

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Courtesy of The Sales Lion

You Will Probably Fail In The Beginning

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On Base Percentage Is The Key Factor

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Vertical Measures' Hub & Spoke Model

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Kaila Strong
Shared privately · Dec 16, 2013

#Googlepenalty

Epic amount of content! Check out this complete Google penalty recovery kit by **+Vertical Measures**. Huge amount of downloadable content in this PDF!

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PENGUIN RECOVERY AND OVER OPTIMIZED ANCHOR TEXT

BY: MIKE HUBER

Transcript

In everyone, Mike Huber here at Vertical Measures. Today we're going to talk about Penguin recovery and over-optimized anchor text.

With the recent Penguin updates, there are a lot of webmasters out there right now trying to improve their backlink portfolios. Part of that process is

act-on

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12 SEO Experts Weigh In on SEO 2014 Predictions

Shared on January 16, 2014 · 12 Comments

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SEO is a particularly dynamic field, and those of us working in these trenches like to share our thoughts about this ever-changing environment. I've taken the opportunity to interview a dozen well-regarded experts in the industry and ask the two biggest SEO questions on marketers' minds for 2014. These answers will help you prepare and ramp up for the coming year. We're interested in what you think, so please add your own predictions to the comments at the end of this piece.

- What big changes in the SEO industry do you predict will take place this year?
- How are your own SEO priorities changing?

Our experts, in alphabetical order:

Alan Bennett @alanbennett is a nationally-recognized SEO consultant who's spoken at various industry conferences and is a well-respected professional in the industry. Alan has been providing internet marketing solutions to clients since 2005.

2014 will be the year of the Google "Tiger" update - a new algorithm update that Google will claim impacts 5% of sites and is designed to improve overall search quality. Identify what Tiger comes out, control it!

Categories

Search Category

THE COMPLETE GOOGLE PENALTY RECOVERY KIT

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But if that's not enough and you feel like you need more of a guiding hand in the daunting task of penalty recovery, this is what we'll do to get your site back on its feet:

- Diagnose Your Penalty
- Analyze Your Backlinks
- Prioritize an Action Plan
- Perform Webmaster Outreach
- Disavow Links
- Submit Reconsideration Requests

Diagnose Your Penalty

Sometimes it is tough to determine which penalty your website may have incurred. Could it be manual? "Penguin"? Panda? We'll help you clearly identify which specific update has affected your site and when the penalty first occurred. This is the first step towards putting together an action plan for recovery, and we want to make sure you don't waste your time chasing down a problem you don't have.

Analyze Your Backlinks

The first action step is to create a full profile of any and all backlinks pointing to your site. We know and have access to the right tools to do just that. We'll put together a comprehensive backlink portfolio for you, all the while analyzing the most in-depth, healthy links, organizing by link value, usually reporting each site the link is on, and removing duplicates from the list.

Prioritize an Action Plan

Next comes the tricky part - so we highly recommend working with recovery specialists (like us) to regain the integrity of your link portfolio through a strategic plan. After analyzing your portfolio of links, we'll help you understand what to do, so action at all, prune the link, reclaim the link, or no follow the link. An action plan will be put together for you, prioritizing what should be done first and which sites to focus on.

Vertical Measures

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Vertical Measures Free Webinar: How to Measure (and Drive) Content Marketing ROI

Webinar: The ROI of Content Marketing

Join Andy Crestodina of Orbit Media and the team of Vertical Measures for a free Webinar on 2/12/15.

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How to Successfully Respond to a Manual Google

Free Webinar: How to Successfully Respond to a Manual Google Penalty

January 16th, 2014 - 11am PST / 2pm EST

VOLUMENINE

HOME WHAT WE DO WHO WE ARE RESOURCES GET STARTED

Advanced SEO Case Studies at Denver Digital Summit

0 June 16, 2014 · 1 · 0 Comments

As the SEO experts digging into Advanced SEO Strategies took the stage at Denver Digital Summit, we were really struck by how quality content was a central theme throughout.

Chuck Adams really nailed it in the opening, we so often get stuck into a cycle of "Technical, Content, Link" (back, link, repeat), leaving the most important how

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Want to stay updated on the latest SEO tips, tricks and trends?

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New insight from Chuck Adams

6 Biggest Website Hubs from Web 2.0 Builders

Recent Posts

Tip for a winning Guest Blogging

The best time to start a content marketing program is 5 years ago.

The second best time is NOW!



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10 EXPERTS' TIPS

On How To

GET YOUR BOSS TO INVEST IN CONTENT MARKETING

*Jay Baer · Bernie Borges · Andy Crestodina · Rand Fishkin · Ann Handley · Carla Johnson
Pamela Muldoon · Joe Pulizzi · Marcus Sheridan · Dan Tyre*

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WHAT IS CONTENT MARKETING?

Educate yourself so you can school your bosses on how content marketing can work for your business.



DETERMINE YOUR ROI

Bosses want to know the cold hard numbers of how content marketing will make them more money. Learn here how to prove positive ROI to them.



CRAFT YOUR PITCH

To sell your ideas, you'll need a powerful presentation. Put together a pitch that will have your boss signing on the dotted line before they leave.



DOWNLOAD PRESENTATION

We've done half the work for you and put together a template you can customize to your specific business.



We can bring our content marketing workshops to you. Get everyone on the same page.



Thank You!

Tweet: @ArnieK's NEW Content Marketing book is FREE at <http://vert.ms/cmworks> #CMCa2z

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