

MOZCON

2014

WELCOME!



Scaling Creativity: Making Content Marketing More Efficient

Stacey (Cavanagh) MacNaught • Tecmark
@staceycav • stacey.macnaught@tecmark.co.uk

#MozCon

My first voyage into content marketing for **link acquisition**...



...didn't end so well




External
Backlinks

11

Referring
Domains

6

1 <i>Likes</i>	2 <i>Shares</i>	0 <i>Comments</i>			10 <i>Pins</i>		
		 16 <i>Tweets</i>			1 <i>Stumbles</i>	1 <i>Likes</i>	0 <i>Lists</i>
	 0 <i>Shares</i>	2 <i>+1s</i>			0 <i>Score</i>	0 <i>Ups</i>	0 <i>Downs</i>
		0 <i>Shares</i>			2 <i>Buffers</i>		

Failure doesn't feel ok.



We set about **learning** the lessons



And making our processes scalable





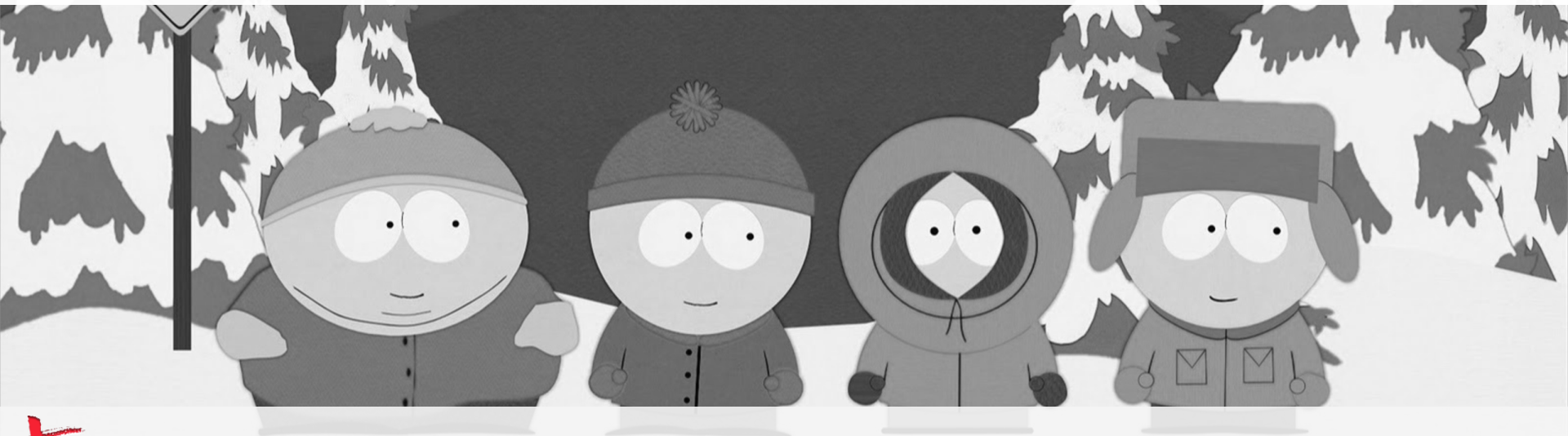
Best way to **waste time &
money in content marketing?**



Not understanding your audience



It's as awkward as that time I
showed *South Park* to my Nan.





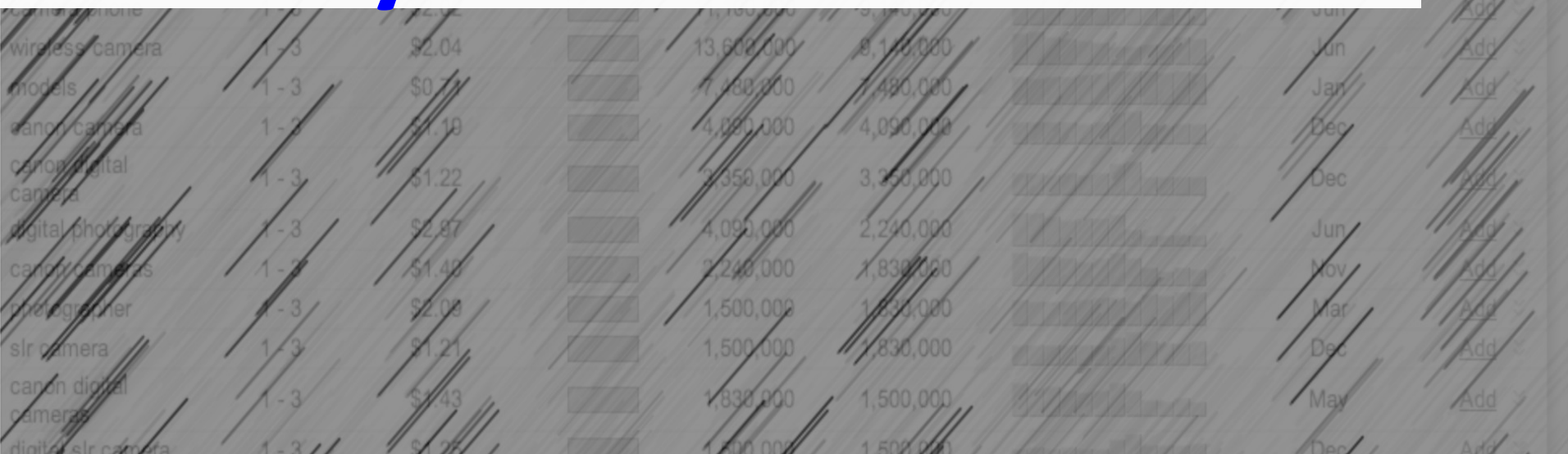


WTF???



We needed insight into our **audience**

Historically, I'd over-relied on **keyword** data



wireless camera	1 - 3	\$2.04		13,600,000	9,140,000		Jun	Add
models	1 - 3	\$0.71		7,480,000	7,480,000		Jan	Add
canon camera	1 - 3	\$1.10		4,090,000	4,090,000		Dec	Add
canon digital camera	1 - 3	\$1.22		3,350,000	3,350,000		Dec	Add
digital photography	1 - 3	\$2.87		4,090,000	2,240,000		Jun	Add
canon cameras	1 - 3	\$1.48		2,240,000	1,830,000		Nov	Add
photographer	1 - 3	\$2.08		1,500,000	1,830,000		Mar	Add
slr camera	1 - 3	\$1.21		1,500,000	1,830,000		Dec	Add
canon digital cameras	1 - 3	\$1.43		1,830,000	1,500,000		May	Add
digital slr camera	1 - 3	\$1.25		1,500,000	1,500,000		Dec	Add

Remember that whole (not provided) thing?



(I'm over it, by the way).



Honest.



Keyword data might be disappearing but **social data's** on the rise.

And it helps us to produce
content consumer **personas**



These are often **different**
to buyer personas

Brands/Companies he likes



Name: Richard
Age: 32
Occupation: Sales
Marital Status: Married
Children: None

Tesco

Retail and Consumer Merchandise

People who like Wimbledon like this
1,438,856 like this
People also like eBay.co.uk, Sainsbury's and other Retail and...
Matthew Harwood, Jessica Buchanan and 9 other friends like...

Like

bet365

Company

People who like Football Betting Tips like this
149,629 like this
People also like Mitre, World Snooker and other employers
Mark Worrall likes this

Like

Puro-Nutrition

4.9 ★ (17) · Physical Fitness · Gym

4,246 like this
People also like MMA Apparel UK, Watson Gym Equipment and other ...
Richard 'Pedro' Bannister likes this

Like

Manchester Evening News

4.1 ★ (2,617) · Newspaper

Richard 'Pedro' Bannister, Joel Stein and 11 other friends like this
147,065 like this
People also like RedArmy Fanzone, ITV News and other Media/news/p...
Andrew Scott, Joel Stein and 11 other friends like this

Like

Interests

Traveling
TV Genre

People who like Golf like this
Interest · TV Genre
28,518,968 like this
Alex Carline, Giselle Navarro and 7 other friends like this

Like

Beer
Food

People who like Paddy Power like this
Interest · Food
5,199,562 like this

Like

Tennis
Sport

People who like Golf like this
Interest · Sport
18,967,089 like this
Sarah Elizabeth Colston, Alex Carline and 3 other friends like this

Like

Football
Sport

People who like Manchester United like this
Interest · Sport
48,678,193 like this
Russell McAlthy, Jennifer Bertram and 18 other friends like this

Like



Search for people, places and things



Stacey

Home



Introducing Graph Search

Q People who like **Cycling**



at Facebook



Sharon Hwang

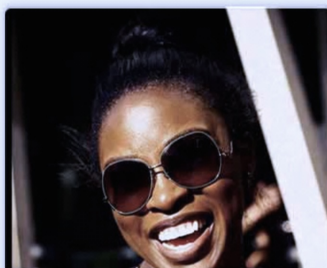
Product Designer at Facebook

📍 Lives in San Francisco, California

❤ Relationship with Mike Matas

👥 13 mutual friends including Matt Brown

[Add Friend](#) [Subscribe](#) [Message](#)



Morin Oluwole

Business Lead to VP, Global Marketing So...



Russ Maschmeyer

Interaction & User Experience Designer a...



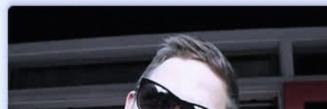
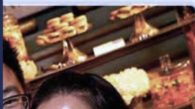
Peter Jordan

Film Producer at Facebook



Kate Stern

Global Marketing Solutions



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Pages liked by people who like **Travelbag**



Thomson Holidays

Travel/Leisure

People who like **Travelbag** like this

589,354 like this

People also like **First Choice Holidays**, **Thomas Cook UK** and other Tr...
Mark Taylor, **Simon Hunt** and 3 other friends like this



Secret Escapes

Travel/Leisure

People who like **Travelbag** like this

581,105 like this

People also like **Thomson Holidays**, **Thomas Cook UK** and other Trave...
Matthew Harwood, **Katherine Riley** and 8 other friends like this



Monarch

Travel/Leisure

People who like **Travelbag** like this

176,410 like this

People also like **Thomson Holidays**, **First Choice Holidays** and other T...
Michsela Hague, **Emmalee Blanca Fitton** and 2 other friends like this



Travel/Leisure

Tailor-made travel experts
see more

www.travelbag.co.uk

More Than 1,000 Pages



Page Type

Add... ▾

Liked by

People who like Trav... ▾

A

Name

Add...



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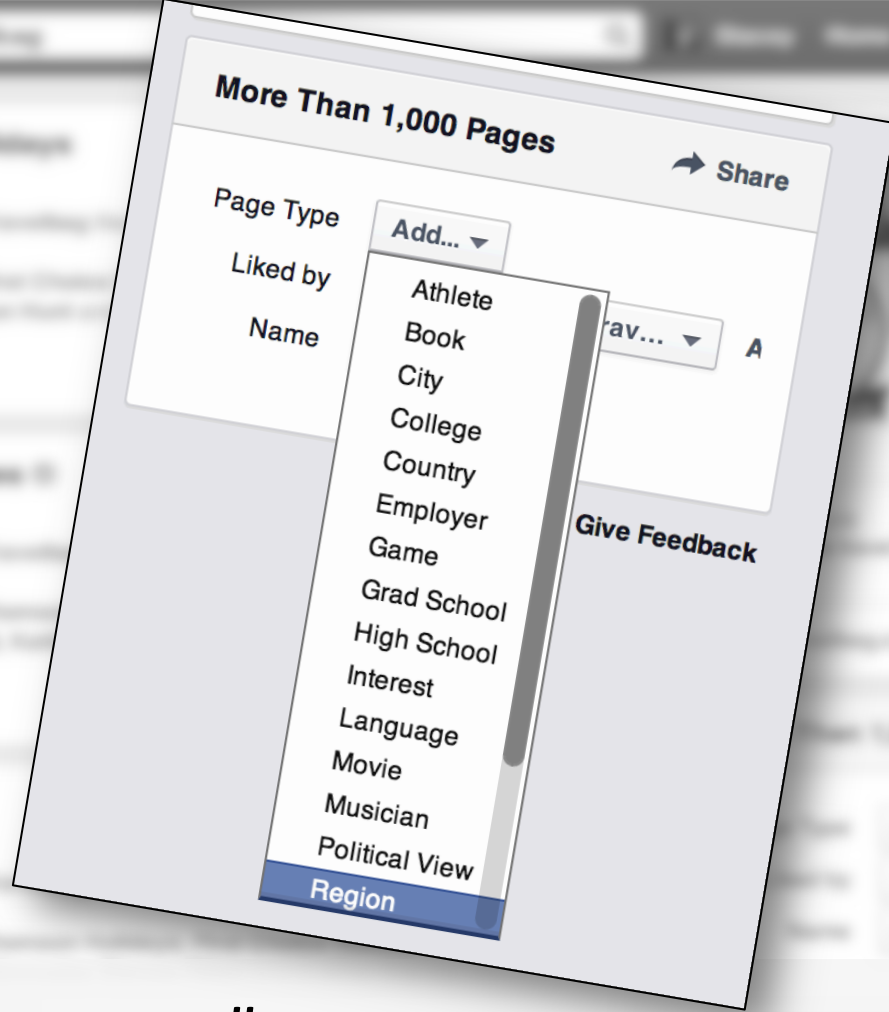
@staceycav

More Than 1,000 Pages [Share](#)

Page Type

Liked by A

Name





Get more TV show recommendations from your friends

283 of your friends can recommend TV shows for you

[Select Friends to Ask](#)



Celebrity Juice

TV Show

People who like Travelbag like this

1,838,143 like this

People also like I'M A CELEBRITY... GET ME OUT OF HERE!, Britain's ...

Andrew Scott, Mich Richards and 18 other friends like this

[Like](#)

...



Come Dine With Me

TV Show

People who like Travelbag like this

1,583,897 like this

People also like I'M A CELEBRITY... GET ME OUT OF HERE!, Britain's ...

Jennifer Bartram, Chrissy Dunford and 9 other friends like this

[Like](#)

...



Travelbag
22,350 like this
[✓ Liked](#)

Travel/Leisure

Tailor-made travel experts
[see more](#)

www.travelbag.co.uk

More Than 1,000 Pages

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Page Type

[TV Show](#)

Liked by

[People who like Trav...](#)

A

Name

[Add...](#)



The Inbetweeners

TV Show

People who like Travelbag like this

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[Give Feedback](#)



Key103

Radio Station

People who like **Virgin Holidays** like this
73,675 like this

People also like **107.6 Juice FM**

Dan Bell, Chris Jennings and 17 other friends like this

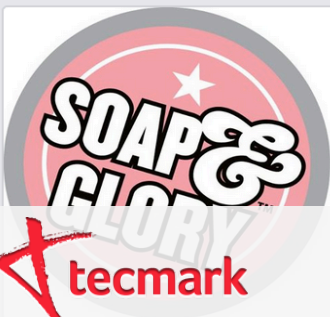


Secret Escapes

Travel/Leisure

People who like **Virgin Holidays** like this
581,112 like this

People also like **Thomson Holidays, Thomas Cook UK** and other Trave...
Matthew Harwood, Emmalee Bianca Fitton and 8 other friends like this

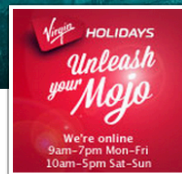
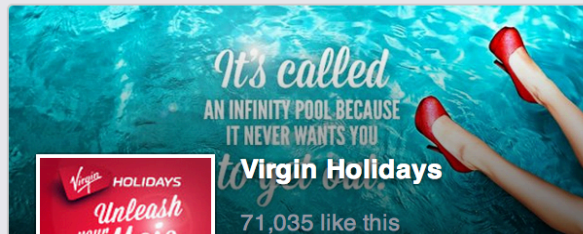
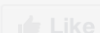


Soap & Glory

Health/Beauty

People who like **Virgin Holidays** like this
877,557 like this

People also like **Benefit Cosmetics UK, BareMinerals UK** and other H...
Steph Mills, Katherine Riley and 7 other friends like this



Tours & Sightseeing · Travel Agency

The Galleria, Station Road, Crawley

www.virginholidays.com

More Than 1,000 Pages



Page Type

Add... ▾

Liked by

People who like Virgi... ▾

A

Name

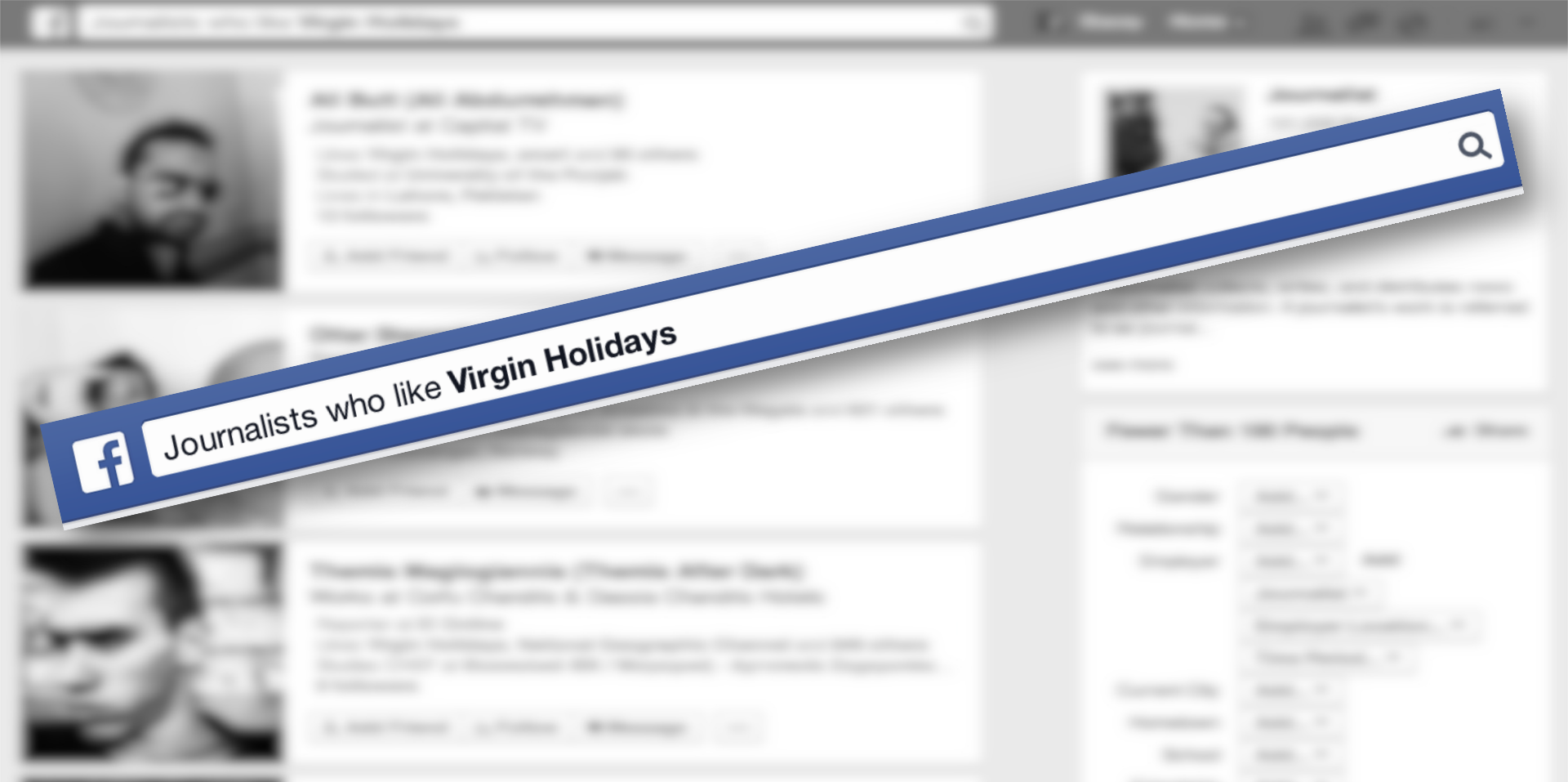
Add...

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Bars in **London, United Kingdom** visited by people who like **Virgin Holidays**



**Ali Butt (Ali Abdurrehman)**

Journalist at Capital TV

Likes **Virgin Holidays**, **smart** and **85 others**Studied at **University of the Punjab**Lives in **Lahore, Pakistan****13 followers**

Add Friend

Follow

Message

**Ottar Stangeland**

Tour manager at Gorgoroth

Journalist at **ALFA**Likes **Virgin Holidays**, **Philip H. Anselmo & the Illegals** and **621 others**Studied at **Godalen videregående skole**Lives in **Stavanger, Norway**

Add Friend

Message

**Themis Maglogiannis (Themis After Dark)**

Works at Corfu Chandris & Dassia Chandris Hotels

Reporter at **E! Online**Likes **Virgin Holidays**, **National Geographic Channel** and **849 others**Studies CHEF at **Θεσσαλικό ΙΕΚ / Μαγειρική - Αρτοποιία Ζαχαροπλα...****9 followers**

Add Friend

Follow

Message

**Journalist**

191,938 like this

Like

Profession

A **journalist** collects, writes, and distributes **news** and other **information**. A journalist's work is referred to as **journal...**

[see more](#)**Fewer Than 100 People**

Share

Gender

Add... ▾

Relationship

Add... ▾

Employer

Add... ▾

Add

Journalist ▾

Employer Location... ▾

Time Period... ▾

Current City

Add... ▾

Hometown

Add... ▾

School

Add... ▾

Friendship

Add... ▾

Name

Add... ▾

Likes

Add... ▾

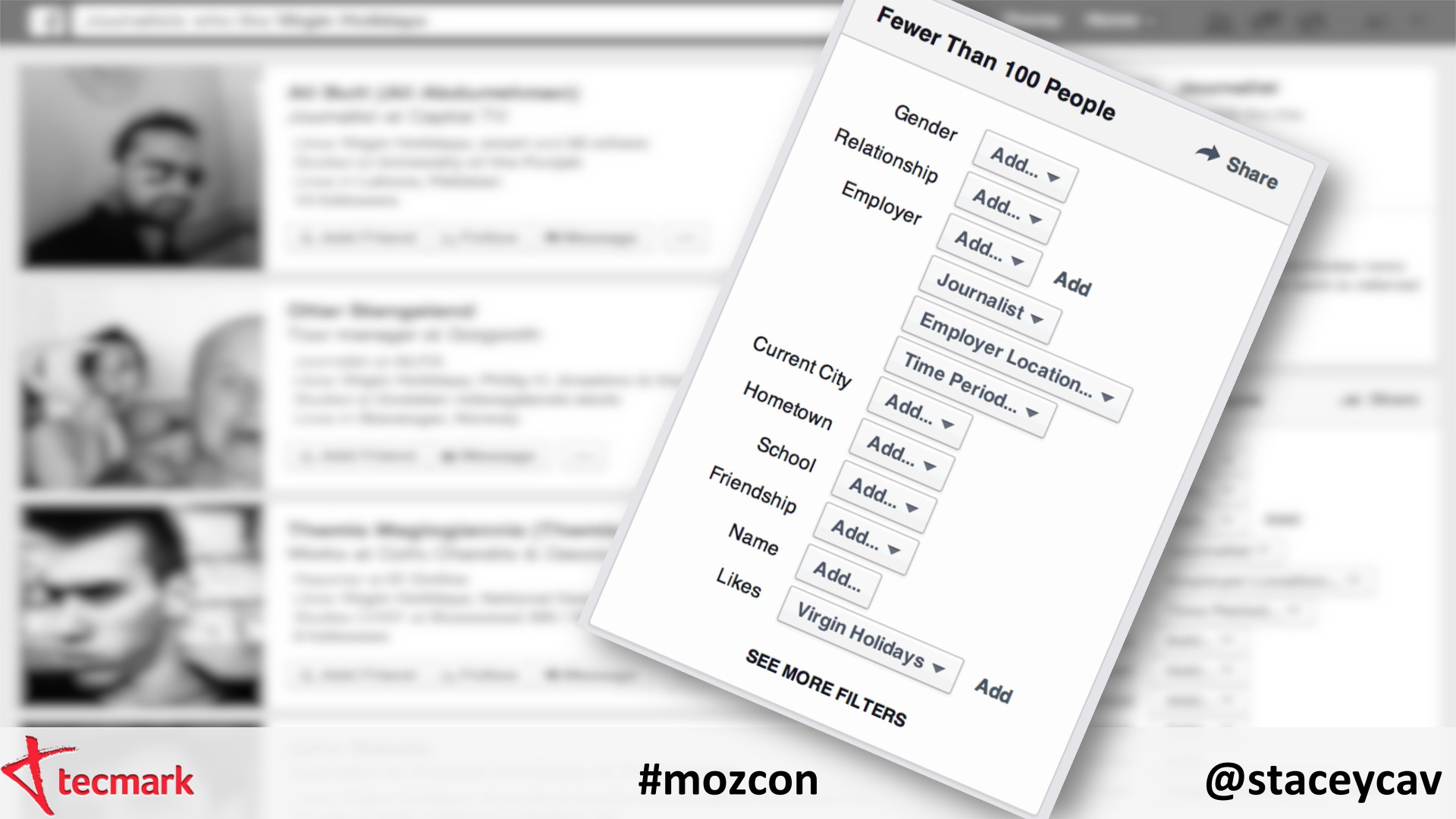
**John Bakalis**

Journalist at Aristotle University of Thessaloniki

Likes **Virgin Holidays**, **Περιοδικό Αναζήτηση** **Δάριος Κατρινής** and...Studied at **ΑΠΘ ΔΗΜΟΣΙΟΓΡΑΦΙΑΣ '89**

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Fewer Than 100 People [Share](#)

Gender

Relationship

Employer [Add](#)

[Add](#)

Current City

Hometown

School

Friendship

Name

Likes [Add](#)

[SEE MORE FILTERS](#)

Facebook Graph Search Queries for Content Marketers

<http://www.tecmark.co.uk/facebook-graph-search-queries/>

Tribalytics.com

Real-time influencers explorer

Social insights to develop highly successful campaigns



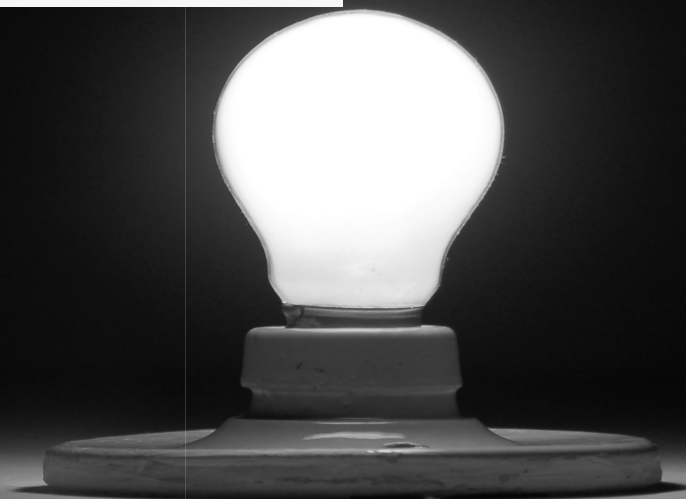
**Writing content audience personas
using social data has cut our
outreach time by 40%.**



The next major **challenge** we had to overcome?



Generating ideas



**“Nothing is as dangerous
as an idea when it’s the
only one we have.”**

-Émile Chartier

Content marketing demands a seemingly endless stream of **good ideas.**



ONE DOES NOT SIMPLY

PULL IDEAS FROM ONE'S ASS

makeameme.org

We needed an **efficient** means of ideas generation



Where do you look for **inspiration** on efficiency?







Efficiency at its best.

Introducing Bernd **Rohrbach**



And his 6-3-5 method of brainwriting



<http://blogsession.co.uk/2014/03/635-method-brainwriting/>

108 ideas in 30 minutes



You need a worksheet

1

2

3

4

5


https://docs.google.com/spreadsheets/d/1nON4PlvrF5KUpE7_8T3ZrWiLvcj6lof9wUihwyPkJrs/



6 people



30 minutes

A black and white photograph of a soccer ball hitting a goal net. The ball is in the center, partially obscured by the net's mesh. The background is a blurred sky with clouds.

**Start with a problem
statement, brief or goal**

Round 1

5 minutes. **3** ideas

SILENCE



Pass your sheet on



Lather. Rinse. Repeat.

This took us from...



Not enough ideas

All the way to...



Too many ideas

(Some people are **never** happy)

The next **challenge**: narrowing down



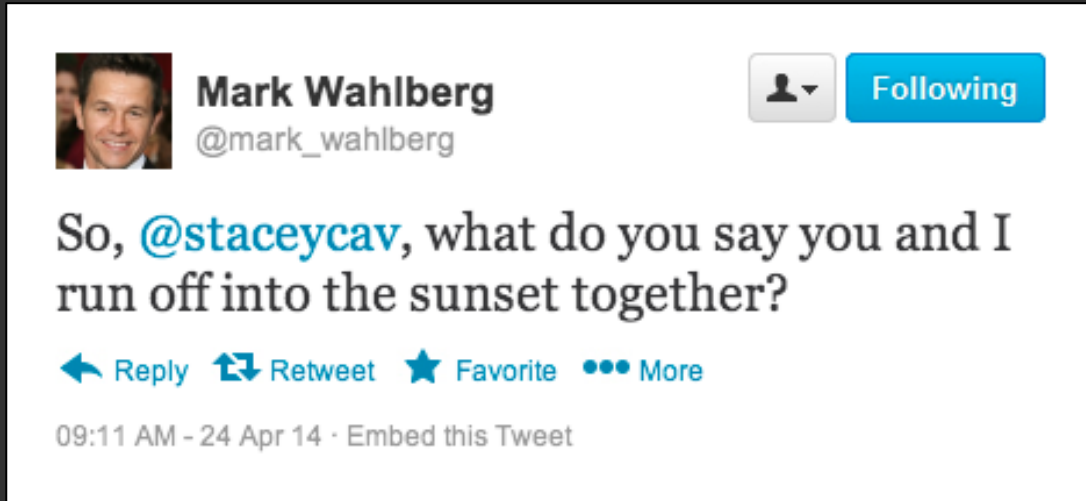
NUF Testing will help you **ditch** the weakest





Ideation Tools

Simitator.com/generator/twitter



fivesecondtest.com

Five Second Test

A Five Second Test shows your design to the tester for just five seconds.

After the five seconds is up, the tester is asked a series of questions that you specify, such as "What product do you think this company sells?", or "What was the company name?"

Five Seconds Tests are perfect for testing:

1. First impressions of your design
2. How easy your design is to understand

Click Test

A Click Test shows your design to the tester, and records where they click on it.

The tester is asked to follow the instructions you specify, such as "Where would you click to view your shopping cart?", or "Choose a template for your new blog".

Click Tests are great for testing:

1. Navigation placement and prominence
2. How clear your calls-to-action are

Nay Flow Test

Nay Flow Tests determine whether testers can successfully navigate through your design.

You upload a series of page designs, and specify where the tester has to click to proceed. The success and failure rate of testers is recorded at each step.

Nay Flow Tests are ideal for testing:

1. Multi-step navigation flows
2. Where users will leave your funnel



tecmark

Five Second Test

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credit

@staceycav

Realtimeboard.com

Whiteboard. Finally in your browser.

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[Log in](#)

RealtimeBoard is your regular whiteboard,
re-thought for the best online experience.



Visualize workflow

A picture paints a thousand words



Involve your team

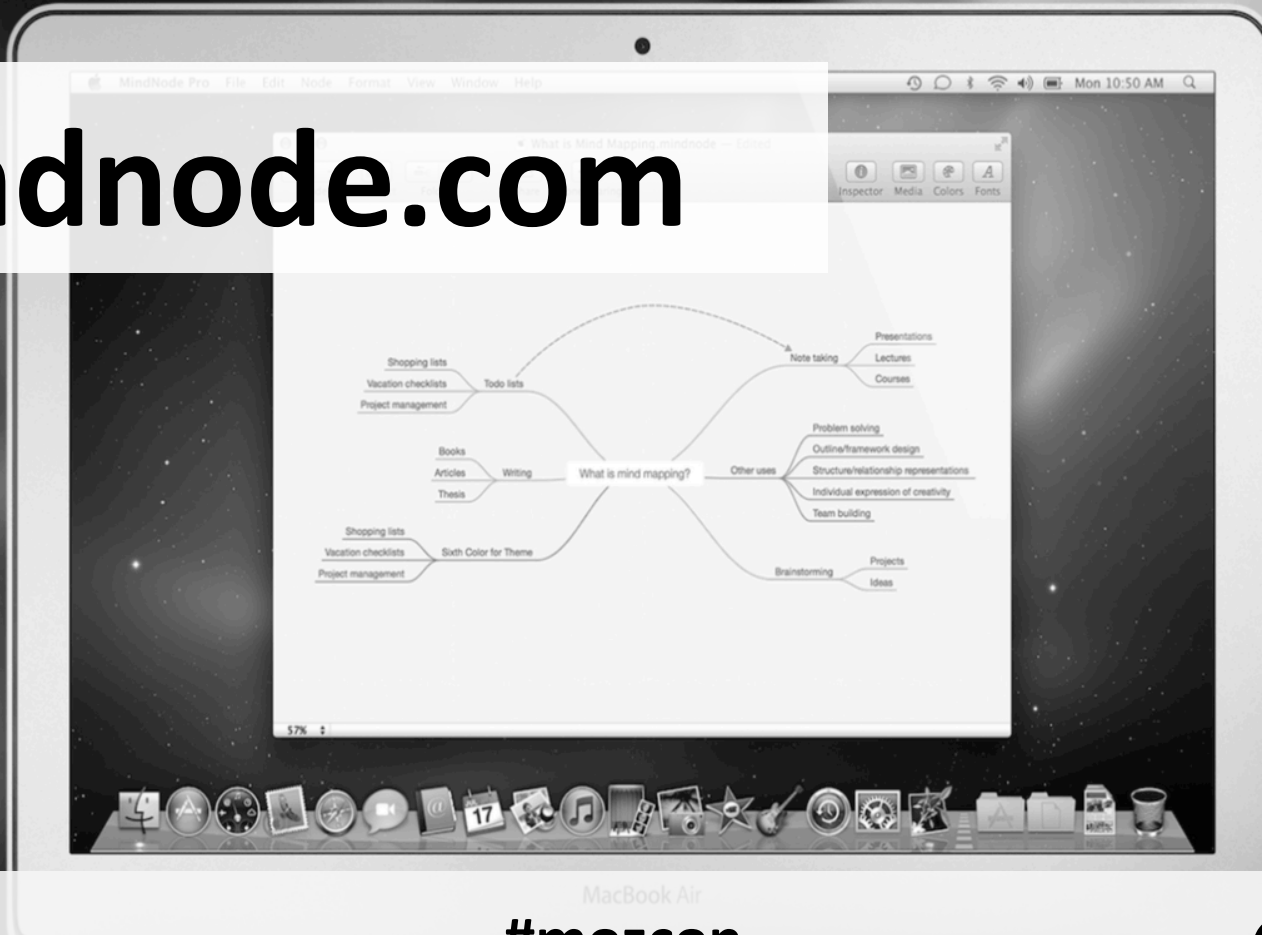
A problem is worth a thousand solutions



Real time rocks!

Keep your finger on the pulse

Mindnode.com



coggle.it



A black and white photograph of a young child sitting at a desk, looking frustrated with their hands on their face. The child is wearing a light-colored, button-down shirt. The background is a plain, light-colored wall. The text is overlaid on a white rectangular box in the upper half of the image.

**We've learnt some valuable
asset generation lessons too**

Don't produce anything....



Don't produce anything....yet



Test everything you can as **early** as you can

Title Split Testing for WordPress

If your headline works, no one will read your article. Split test titles to find out which ones attract the most readers.

Download Now »

Headline split testing for Wordpress

<https://wordpress.org/plugins/title-split-testing-for-wordpress/>

Title Split Testing for WordPress

If your headline sucks, no one will read your article. Split test titles to find out which ones attract the most readers.

Download Version 1.0.4



Installation

FAQ

Screenshots

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angelog

Stats

Support

Reviews

@staceycav

fivesecondtest.com

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tecmark

Five Second Test

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credit

@staceycav

Imgur.com + Reddit for **visuals**



Imgur.com + Reddit for **visuals**

(H/T @neomammalian)

A black and white photograph of a soccer ball hitting a goal net. The ball is in the center, partially obscured by the net's mesh. The background is a blurred sky with clouds.

Goals first. Format second.

Bells and whistles aren't
always **necessary**



Boring? Ugly? Plain?

[HOME](#)[ABOUT](#)[BLOG](#)[SI](#)

Blog

UK Mobile Internet Statistics – August 2011



In January 2011, we released version 1 of our own analysis into [UK mobile web traffic](#).

The data illustrated a massive 4000% growth in the proportion of UK web traffic accounted for by mobile devices, the number having jumped from 0.02% in September 2009 to 8.09%. We also found that Apple far outperformed Android and Blackberry and anticipated a further increase in mobile web traffic in the coming months.

6 months is a long time in mobile and we have revisited the data and updated our findings up to the end of July 2011.

The Data

We used data from the same sources as in version 1. The figures are taken from Google Analytics, from several different UK websites in several different niche areas. This gave us



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~~Boring?~~ ~~Ugly?~~
~~Plain?~~
Linkworthy.

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100+ inbound linking domains.

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Big brand links

First Choice

Blog Offers Holiday Destinations Holiday Tips [Go to Firstchoice.c](#)

JUL 20 **Getting mobile in the world of travel [Poll]**
Posted under: [News](#)

Like 11 people like this. Be the first of your friends.



I love my iPhone. I mean, what's not to love? It's pretty, functional and saves me weighing down my bag with a phone, diary and iPod. It's the last thing I look at at night – setting the alarm – and the first thing I touch in the morning – turning off said alarm. And I use it for everything in between. I look at Facebook, order my groceries and even follow Victoria Beckham on Twitter (that's a big confession if ever I heard one).

And it seems I'm not alone. Research done by [Tecmark](#) in February found that 34 per cent of people going online from a mobile device were using iPhones. Android and Blackberry phone users accounted for 9 per cent.

Links from competitors



Advertising: a quick overview

Everyone using a smartphone will understand the excitement around applications (apps). An app can be your personal interactive map, point you in the right direction for the best pizza, be your personal fitness trainer, do your weekly shop or just entertain you.

With **statistics** showing that iPhone users now account for around 4.5% of the UK's total website traffic, and Apple devices now for 70% of all UK mobile traffic, the figures are speaking for themselves; apps are the next big step in advertising.

Link from Engine Creative

Links from industry press

BrandRepublic campaign MARKETING MediaWeek R WEEK

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* <http://www.tecmark.co.uk/uk-mobile-internet-stats>

BrandRepublic
Connecting advertising, marketing, media & PR

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Home > Events > Mobile Marketing Conference 2011

Full events detail

[Visit Brand Republic Jobs](#)

Mobile Marketing Conference 2011

Date: 08 November 2011 to 08 November 2011

Organizer: Brand Republic

Location: Central London

Can your business afford to be left behind?

Mobile marketing is no longer a gimmick; since September 2009 UK web traffic originating from a mobile device has gone up by over 4000%* and last year in the UK alone 10 million consumers made a transaction over their mobile device**. Today mobile devices can be used along every step of the value chain, from creating operational efficiencies and streamlining the customer experience to raising brand awareness and

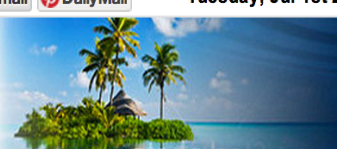


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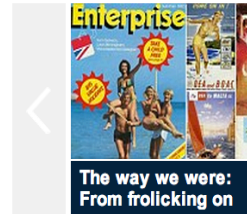
Field test your **story** before
investing in making it shiny





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The way we were:
From frolicking on



Holograms instead
of staff, bag drop at



Data roaming
charges revealed:



'A stupid thing to
do': Families

Cristiano Ronaldo and Joey Essex set the trend as research shows men are more concerned with a holiday tan than women

By [TRAVELMAIL REPORTER](#)

PUBLISHED: 12:57, 27 June 2014 | **UPDATED:** 14:55, 27 June 2014



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Tweet



Pin it



+1



Share

178 shares



68 View comments

Modern men are now more obsessed with tanning on holiday than women are - thanks to celebrity sun worshippers like Cristiano Ronaldo and Joey Essex.

Researchers who polled 2,000 adults found a great tan is more of a holiday priority for men - coming second on their list - than women who ranked it as number three.

It seems the likes of Portugal and Real Madrid frontman Ronaldo and TOWIE's Joey Essex is encouraging men to seek a similar bronzed look.

Holiday tan is a must for the men

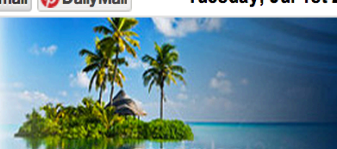
GETTING a tan is more important for men on holiday than women.

Men prefer the bronzed look, thanks to stars such as footballer Cristiano Ronaldo and TV's Joey Essex.

Only hitting local bars comes higher on men's to-do list, a survey of 2,000 adults by holidaygems.co.uk discovered.

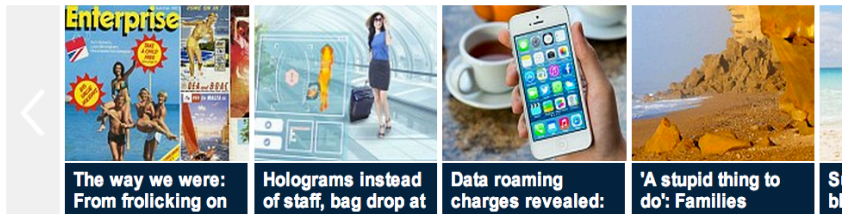
However, women prefer to relax with a good book, have a swim or indulge in a little spa luxury.

MailOnline



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Travel Home | Destinations | Holiday Types | Expert Reviews | Mail Travel | Travel Boards | Travel Blog | Cele



The way we were:
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Share Tweet Pin it +1 Share 178 shares

68 View comments

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It seems the likes of Portugal and Real Madrid frontman Ronaldo and TOWIE's Joey Essex is encouraging men to seek a similar bronzed look.

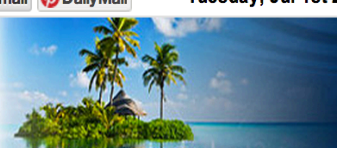
Men prefer bronze

Modern men are more obsessed with tanning on holiday than women are, due to celebrity sun worshippers such as Cristiano Ronaldo, the Real Madrid footballer, and Joey Essex, the TV personality. Researchers for HolidayGems, the travel company, found that a great tan was second on the holiday wish list for men and third for women. Men's top priority was finding a bar but also visiting theme parks and hiking, while women preferred food markets, reading by the pool and exotic restaurants.

Holiday tan I must the men

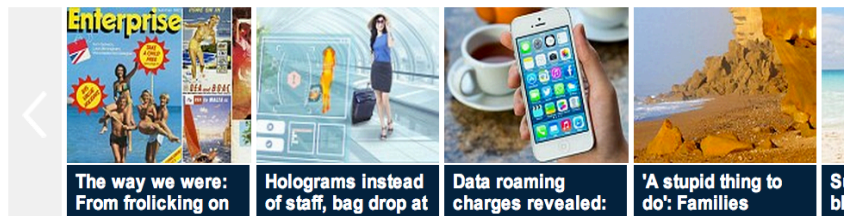
ING a tan is important for on holiday than n.
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Cristiano Ronaldo and Joey Essex set the trend as research shows men are more concerned with a holiday tan than women

By TRAVELMAIL REPORTER

PUBLISHED: 12:57, 27 June 2014 | UPDATED: 14:55, 27 June 2014

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TAN-TALISED LADS

MEN are more obsessed about getting a tan on holiday than women, a poll found.

Nearly half of blokes ranked being bronzed second in their top 20 to-do list on hols. Going to the bar was No1.

They said they like to look like sun-tanned footie stars such as Real

Madrid's Cristiano Ronaldo, 29. But for women tanning comes third after reading a book and swimming in the hotel pool.

Jason Edward, boss of holiday-gems.co.uk which ran the poll, said: "We didn't expect men to be so interested in sunbathing." They quizzed 2,000 adults.

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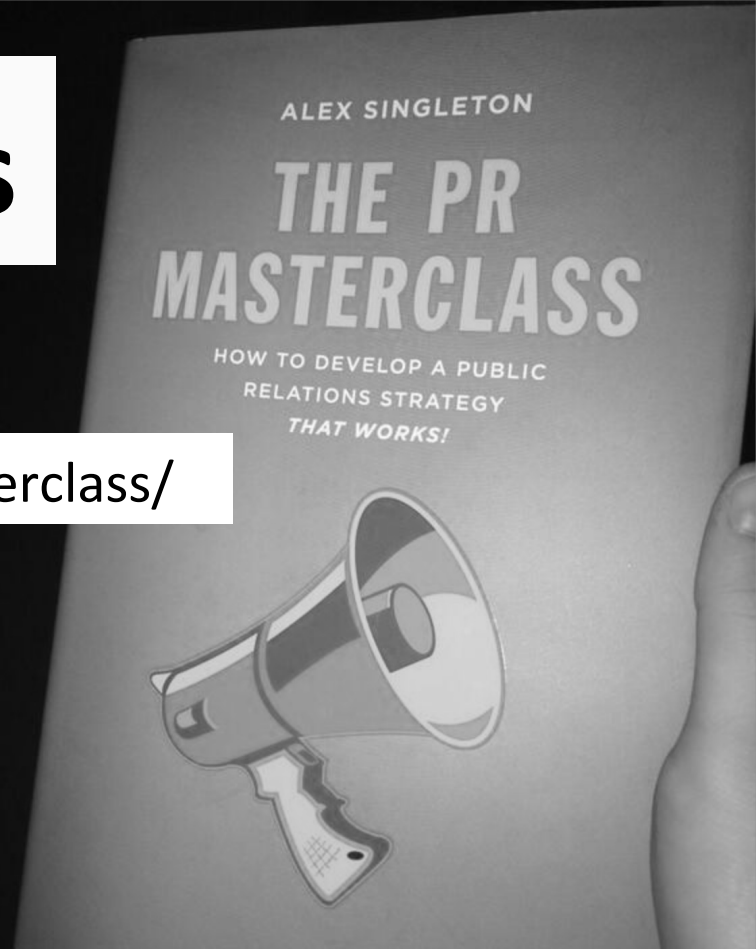
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80% of Twitter traffic is mobile.







WTF???


Takeaways

**Facebook **Graph
Search** is a gift for
content marketers.**

<http://www.tecmark.co.uk/facebook-graph-search-queries/>

6-3-5 brainwriting is an efficient first stage tactic for ideation.





**Let goals lead format. Bells
and whistles need only be
applied when you've
proven they're warranted.**

Don't just cater to your audience's interest. Cater to their **screens** as well.

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THANK YOU!

SESSION Q&A



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