



Key Takeaways from the Ingage Webinar “Writing to the Point”

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CONTENT IS KING

Know What Your Audience Wants

- What type of subject matter are they looking for? What content will my audience find useful? What will add value to their lives?

For example, for Inbox Orange it might be best practices or case studies, links to industry news. If your company is Betty Crocker, your audience might be looking for recipes.

- Where does your audience usually go to get content? Content will be written differently depending on where it will be consumed.

For example: social media, email, website

Content is King

Know what your customer wants

- what is useful? what will add value?

Content should be:

- Engaging
- Susinct
- Relevant

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What Will Make Your Content Stand Out?

There's an overwhelming amount of content already competing for everyone's attention. You need to make sure your content is:

- *Engaging.* Conversational tone is best. Examples: links, videos, info-graphics.
- *Susinct.* Less is more. If you go on too long, you lose the audience.
- *Relevant.* Provide valuable information that the reader will want to share. Base it off of preferences, purchase history---data you have collected on the customer.

Find Your Creative Process

Everyone has their own process. My own secret formula:

- Word Bank
- Thesaurus
- Brainstorming
- Key Phrases
- Walk Away
- Edit, Edit, Edit

Sample Word Bank

Key Word: Resources

Word Bank:

advantages
assets
capabilities
reserves
collateral
what we bring to the table
ace in the hold
tools of our trade

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A CUSTOMER ENGAGEMENT AGENCY

Content for Your Blog

A blog is the hub of your company content.

- the most important rule to remember when blogging is: Be yourself. A blog is not as formal as your website. Use your own voice and let your personality shine through.
- your blog should be relaxed, but still professional. Down to earth & authentic.
- as if you are having a conversation with your readers.
- Your blog should reflect what you stand for, not what you're selling.
- Make it reader friendly: use short paragraphs, bullet points and graphics.

"How long should a blog be?"

About 400 words is average.

How to write a kicker (Meta Tag):

- think of your meta tag in terms of a brief intro to your blog post
- Catchy, like a headline, but with a little more room to expand
- No more than 255 characters
- Start by giving top information from the blog: use your key words
- End with a call to action (example: Learn more...)

Generating interaction (getting people to comment):

- incorporate links and use call to action to encourage clicks
- end posts with a question, call to action, or conversation starter

Curating Content

"Where do I get content?"

- research: find the best information and annotate/organize it for your customers
- your own experience: Lisa does a great job at this on our blog
- interview your customers: provide a mini-case study on the blog or answer a question/challenge
- conduct a poll or survey: for example we might do a survey of what kind of webinars customers are interested in seeing next. Then we can follow up with a blog that gives the results
- ask for a guest post
- reuse your best old content: Short on time? Consider revising existing content for a fresh post
- extend content: Break content into several blog posts to create a series
- take advantage of popular topics: When possible, tie your story to breaking news and hot topics

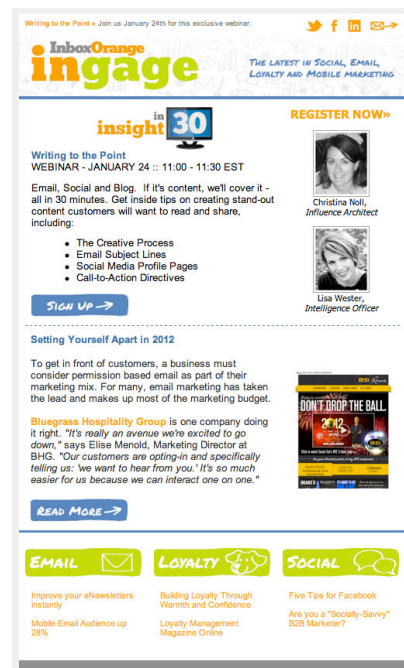
Email Campaigns

Subject lines:

- the last thing you write is the first thing they'll see
- write subject lines as a catchy headline
- include most important information first
- no more than 50 characters

Move your audience within the email:

- use the "F" formation--the natural way we read
- include 'go-to' info half way down, to get reader to scroll
- prompt reader to the next step with specific instructions to click or scroll
- end with a strong Call to Action
- be clear on the action you want them to take



Writing for Social Media

How to write for Facebook and Twitter:

- use intriguing copy in your status updates
- provide the same message across platforms, but use a different voice
- show example of a Facebook and Twitter post on same topic
- provide content that can be easily shared. Leave enough space for someone to add "RT" and your message

LinkedIn & the importance of groups:

- use it (and Twitter & FB) as a way to distribute content in order to lead people back to your blog and website
- select groups that are relevant to you and your industry
- commenting on groups shows your expertise and puts you in front of your audience and peers so that you are top of mind
- Inbox Orange has personal success with utilizing LinkedIn Groups as a resource within our industry and acquiring a new client and various leads simply by commenting

What your profile page should say:

- your profile page should give a brief overview of what your company does
- provide services offered
- provide contact information
- provide links to your blog and other social media

Content strategy:

- create a schedule
- have a calendar
- share the load with fellow team members, industry experts & management

RESOURCES

Marketing Profs is an excellent resource for all Marketing topics - <http://www.marketingprofs.com>

- Marketing Profs Blog - Content related topics - <http://www.mpdailyfix.com/?s=content>
- Content Machine: *How-To Guide* - <http://www.marketingprofs.com/store/product/2115/content-machine-the-street-guide-to-building-a-successful-content-marketing-program-in-7-weeks>

ExactTarget Blog: <http://blog.exacttarget.com>

Curating Content: Several eBooks and a resource <http://www.getcurata.com>

THANK YOU

For questions or assistance on enhancing your content strategy, please contact Christina Noll, Influence Architect at christina@inboxorange.com or [@copynoll](https://www.linkedin.com/in/copynoll) or [@inboxorange](https://www.instagram.com/inboxorange).

Mark your calendar for our next Ingage Webinar on **“Data Driven Messages”** Tuesday, February 28 at 11 am EST.