

Content Marketing



ISN'T A ONE-NIGHT STAND

Looking for Love in All the Right Places

Content Marketing



All you need is Love.
Love is all you need.

-The Beatles

Lonely business seeks customers...

As a teacher-entrepreneur, your needs are basic: more leads and more customers for your online courses (in other words, more love). And of course those needs are urgent, right?

So how about a quick fix? Maybe an enticing piece of content - an ebook or a spiffy video - would quench your desire.

Today, it's tempting to see "Content Marketing" as the hot newcomer that can satisfy your business needs. And maybe it is. But if long-term value is important to you, then a one-night stand with the first attractive content to come along isn't the answer.

Instead of temptation, you need commitment – a process – and time.

61 The Framley Examiner

PERSONAL ADS

www.framleyexaminer.co.uk

looking for love

(01999) 94 76 94

TO PLACE AN ADVERTISEMENT JUST CALL IN OR SEND

telephone 01999 947694 for free ads
or fax 01999 947694 and wait for the fax
your coupon to THE FRAMLEY EXAMINER
Unit 14th, East Coast Industrial Park
Parkfields Bypass, Framley FR1 6LH

Lines open MON 8.30 - 8.30 TUE 08.30 - 20.30 WED 8.32am - 8.30pm
THU 10.00 - 8.00pm FRI 10.00am - 20.00
Offices open MON - THURSDAY 8am - 4.30pm
FRI 10am - 12 noon

PAUL COIA LOOK-ALIKE seeks companion for long walks and dining out for platonic friendship only No sex (except anal). Box FEB556

STRAIGHT-ACTING Whipple male seeks straight Whipple male. Box FEB755

NORTH SOOKFORD: good-looking professional male, 34, WLM genuinely caring lady who will not swallow my heart whole and then spit it out onto a raging bonfire of spite. Box FEB411

MAN STANDING too near to someone seeks greater distance from same someone. Up to 15 miles. Box FEB381

SPORTY: fit, attractive female, 28, seeks lumpy, disadorned, all over in two minutes' mid-life crisis sufferer for short- to mid-term relationship. Box FEB796

BONE BONE
chat with over 120 guys and girls
AT THE SAME TIME!
0906 900 800

FRAMLEY MAN would like to meet anybody not from tucking Framley. Box FEB501

SPON seeks fig. This sounds odd. So does Baked Alaska. 01999 949494.

MAN CALLED FRANK seeks woman called Maissie. Must be called Maissie. Previous applicants need not reply. Closing date April 15th. Box FEB577

TALK TO MY ROSES
WHILE I FINISH THIS IRONING
THANK YOU
0906 783433

CLOWN, 29, GSOH, WLM large tent full of wild animals and acrobats. Intention circus. Box FEB374

COOK LIKE A TELEGRAPH POLE shoulders like an offer. Is this you? Me too! Box FEB951

SNOW seeks Sikh. Box FEB329

WOMAN placing advert seeks men responsive to advertisement. Box FEB308

CONCRETE LARIA
Thank you've tried it all?
I will escape and hurt you
You will need surgery
0906 788591

BRICK TITS
0906 788592

MECCANO ARSEHOLE
0906 788593

MATURE FEMALE seeks black-widow 28yo male for discreet friendship. Box FEB773

MAN DRESSED AS SNAIL, GSOH, like classical music. WLM woman dressed as pato. No smokers, yes. Box FEB761

BEEFY, ARVAN rugby playing ex-squaddie, female, seeks Brian Sewell-type for late night British Bulldog. Box FEB502

MAKE LOVE BY ME
WHILE I LIGHT IN YOUR HAIR
0906 800 800

CHUFFED MAN WLM delighted woman to be pleased with size of chair. Box FEB655

VERY HAIRY LADY seeks sensitive male for friendship, possibly romance. Newly decorated, gch. £4000p/half. Box FEB542

MAN near 57-year-old seeks 5-year-old. It's legal where I live. Tell your dad. Box FEB464

BASQUE SEPARATIST, 24, seeks sympathetic male 77, for oddies and mainland car bombings, possibly more. Box FEB221

MAN BAKED ACCIDENTALLY INTO LOAF OF BREAD seeks wife, butler and mermaid. Box FEB414

GAS seeks available space. I will expand to fill you. Box FEB445

JAMIE THEAKSTON impersonator WLM Gilda. Rather localise or surviving relative. Box FEB529

NICE bit of cheese seeks biscuit or mouse. No boursins. Box FEB330

UPTIGHT SNOB seeks narrow-minded, idiotic, trigger-happy bigot for enormous offensive argument which I will win. Box FEB330

3 OUT OF 4 men WLM Charlie Dimmock and take him up the no. Box FEB254

YOU CAN'T DO THAT without my permission. Get it. Box FEB353

TETRIS-OBSESSED accountant, 29, seeks physically robust partner for relationship and possible gravity-related 'baskaling' sex game. Cube area must be divisible by four. Tempoline provided. Box FEB308

VICTORIAN SLATTEN
Folksy woman
Canal side/parkland
extraordinary
I will manipulate you
(to give)
No hairy padding
0906 190 000

GINGERBREAD MAN seeks gingerbread lady. Must be single over 8' tall and made of gingerbread. Box FEB425

120 SINGLE MEN seek at least 3 women (single) for twirling. No more wooden legs, please. Box FEB513

BUXOM, beautiful, overcharged teenager, compulsive liar. WLM sea-minded 50-year-old cripple for canasta and trips to the moon. Box FEB314

HOUSEWIFE WAREHOUSE
PILES OF HOUSEWIFE!
PHONE THE NOISY BITCH!
THEY CACKLE LIKE CROWD!
THEY FILTHY LIKE YOU!
0906 477500

BROWN-EYED 28yo male Dr Who fan, WLM female Hazel O'Connor obsessive with oven balise and MC Hammer trousers. Will collect. Box FEB110

ARE YOU A PRINCE, or are you a fool? Professional female, busy size 22. Enquiries frequently. GSOH. As seen. Box FEB661

EXPERIENCED fishmonger, Domes, fields and batters. Box FEB132

SOMETIMES A BEAR seeks Always A Beehive. Box FEB227

GENUINE, hardy, eratic former gentleman WLM chubby, fleshy girl with a taste for the outdoors. Special Brew evenings and coming out out of matted beards if compatible. Box FEB159

MY WIFE DOES NOT UNDERSTAND ME. I am a Romanian cretin. FEB396

RENAULT ESPACE seeks family of 7 for holidays and good times. Box FEB442

I LOOK NOTHING LIKE THE GIRL IN THIS PHOTO
I am a grey-eyed, torse-frightener with an electronic part
HEAR ME SIT DOWN
0906 292444

7'0" MAN seeks 12" woman to shove up bum. Only possible with these lengths. Feet first, no kinky stuff. Box FEB959

MAN SEKS MAN. No, honestly. Has this happened before? Box FEB181

ASIAN GODDESS SOUGHT by debonair, athletic male 34. Hold of terror over millions of followers a must. Extra arms an advantage. Will travel. Box FEB441

TROUSERLESS man in wardrobe seeks woman for faroe. Drainsipe outside window preferred. Vics welcome. Box FEB598

I ONLY WATCH SKY MOVIEMax2. What do you only watch? Do you like to watch? Box FEB529

UNDERWATER HORNETTE
100% SATISFACTION
BUBBLES!
GOLDFISH!
SORT OF SHARKS!
Hold me down!
I will drown!
I will actually drown!
0906 800 800

THERE'S A LOT MORE! Female, 37, 5'7" extending to 7'2". W probably LTM creatively tall individual, for long nights in box FEB509

KNOCK! Knock! Who's there? A fuck. 01999 940 012

MIXED-RACE Pakistani / Viking seeks Gracop Australian dwarf with NSOH. Box FEB309

SEADOG, 6 days out of Port of Spain. Still no sign of zoon. Box FEB920

I SAW
HEADLICE. Crawling with them. I ate three. Then you left, heartbreaker. Box FEB506

DRESSED IN WHITE. Lost, right-of you at altar. Who were you? Box FEB424

I SAW YOU. You didn't see me. 3 weeks later I can still see you. Call my mobile. You will hear it ring. 0945 65634

I WAS on ScreenTest. You submitted Lego film. I love you. Box FEB026

FEEL MY BIG RIPE WRISTS and squeeze my raw buns
YOU WILL NOT BE SURPRISED!
0906 454 545

I WAS IN COMBATS. You were gattertaped to a metal chair. Who was that other guy? What were we thinking? When will we learn? Box FEB509

MET AT PAUL, writer @G. I flirted. You sang and played acoustic version of 'That's Entertainment'. Who were you, mystery man? Box FEB799

I SCREWED you 417 times over a period of 515 years. Who were you? Box FEB730

WEDNESDAY 24th - Monday 29th Number 90 bus. Bad breath. Good breath. Which one were you? I was bad breath. Box FEB410

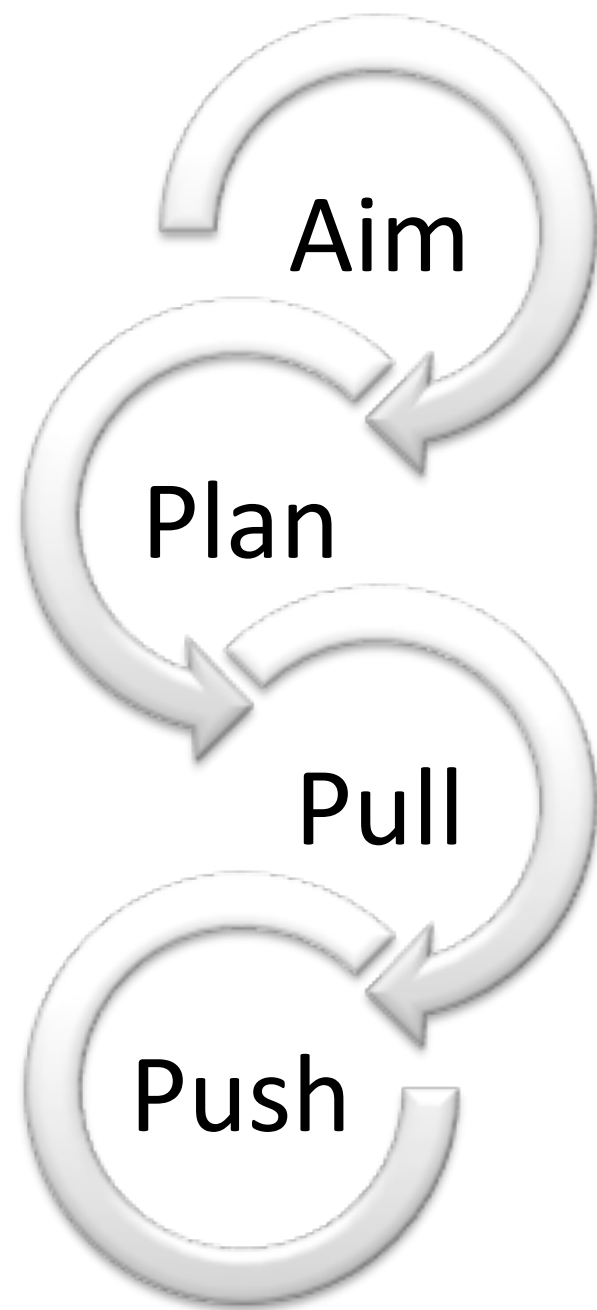
TURN YOUR "Remember when I sat next to you at The Almada" into crisps. Smokey Bacon or Bacon. £6 a bag. 01999 963 371

ALL I THINK ABOUT IS IT
DO IT ON ME
LET'S DO IT
I CAN DO IT TOO
IT'S GREAT
IT
0906 46 47 46

VW PASSAT 1.2 TURBO
Always ABS
Full MOT
Metallic paint
All extras
2 on 1
Pre-Op TS
0906 520 510

I CAN'T HEAR MY LIPS
WILL YOU FEEL THEM FOR ME?
YOU WILL WHEN YOU FEEL THEM!
0906 788591

Here's your process. (Gosh, that was easy!)

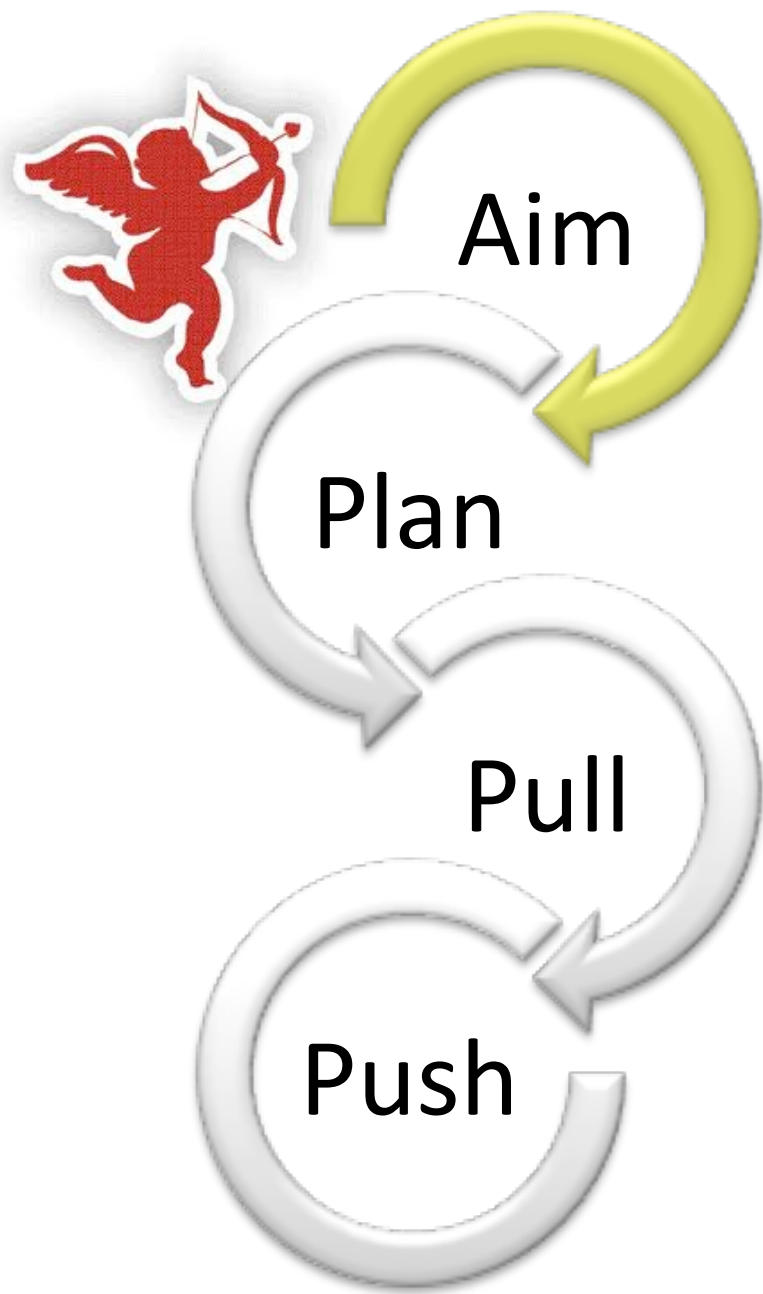


At the highest level, a successful Content Marketing process has four core elements:

1. **Aim** first to determine your objectives.
2. **Plan** your approach by profiling prospect needs, and crafting content that will help meet those needs.
3. **Pull** prospects to a lead form by placing your offers to help where prospects can find them.
4. **Push** more useful content out to known prospects, guiding their buyer journey.

Of course, each step of this process has a few steps of its own. But really, this is what it takes to find love with Content Marketing!

1. Aim: Start with the end in mind.



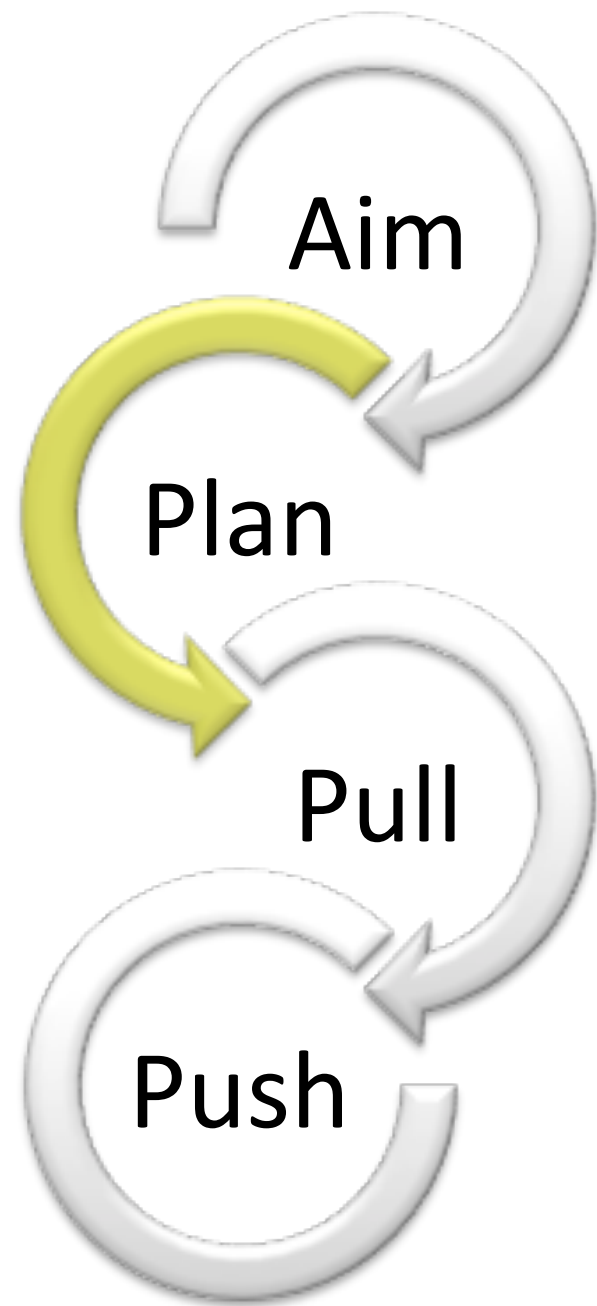
If you were to join a dating service, you'd start by defining what you're after (friendship? romance? marriage?). Think of Content Marketing in the same way. What's your Aim (or goal):

Qualified leads? Webinar registrations? Sign-ups or subscriptions? Website traffic? Bigger email list? Social shares or word of mouth?

Your goal helps you focus your plan and your content strategy. It also helps you measure your results so you can see if you've been successful.

If you have lots of different goals, create separate Content Marketing plans for each so you can perfect your Aim.

2. Plan: Who, What, Where, Why?



Next, your Plan guides your search for love. Skip this step, and you'll end up on some really bad blind dates.

In today's buyer-centric Internet-enabled world, your prospect knows almost everything about your business before you ever meet. So it's a pretty good idea to learn about him or her, too.

With Content Marketing, you'll be engaging prospects in conversation, and walking hand-in-hand with them along their journey to a course purchase or other key conversion.

You'd better know who you're talking to, and why they're listening.

Let's look closer at what that takes: Who, What, Where, Why?

“Who are you?”

The first part of your prospect dating plan is to define the high-level *identity* of your ideal prospect.

If your course is meant for business people, who do your prospects work for? What types of companies employ them? This includes:

Company revenues, number of employees,
geographic location(s), industry segments, for-profit or non-profit

If your course is meant for consumers, are they moms, dads, kids, retired people? Men or women or both?



“What do you do?”

The second part of your Plan is to identify each potential buyer “persona.”

If you market to other businesses, then a persona is a profile of an individual whose *job success* is impacted by your course offering. Define his or her functional role and needs in a work setting.

If you market to consumers, then a persona is a composite profile of an individual whose *personal or family life* is impacted by your course offering. Define his or her individual personality, attitude, behavior and lifestyle.

Most importantly, what are the *challenges* each persona faces as she goes about her work or daily life? If you can help her with those, you’ll have a better chance of getting her attention.



“Where do you hang out?”

“Maybe I’ll see you there sometime.”

The third part of your Plan is to find where your prospects spend time online. That’s where you’re going to meet them – with your content.

It’s not stalking. Okay, so maybe it is a little bit. But the point of content marketing is to engage prospects in a conversation, so you’ll want to know where to take your opening line:

Industry and trade associations? LinkedIn groups and discussion forums? Twitter follows? Favorite bloggers? Facebook pages? Pinterest boards?

These are the right places to look for love.



“Why are you looking around?”

Remember those work or personal challenges you identified for each persona? This fourth step is where you Plan how to address them head on.

What messages will get attention? How can you show challenges in a new light? How have others handled similar issues? What general solutions are out there?

As you plan this conversation, remember it's not about you. It's about your prospect.

Each piece of content you plan should be aimed at one persona, offering information that is highly relevant to his or her work or personal issues.

Helpfulness is attractive. Selling isn't.

And you do want to be attractive, don't you?

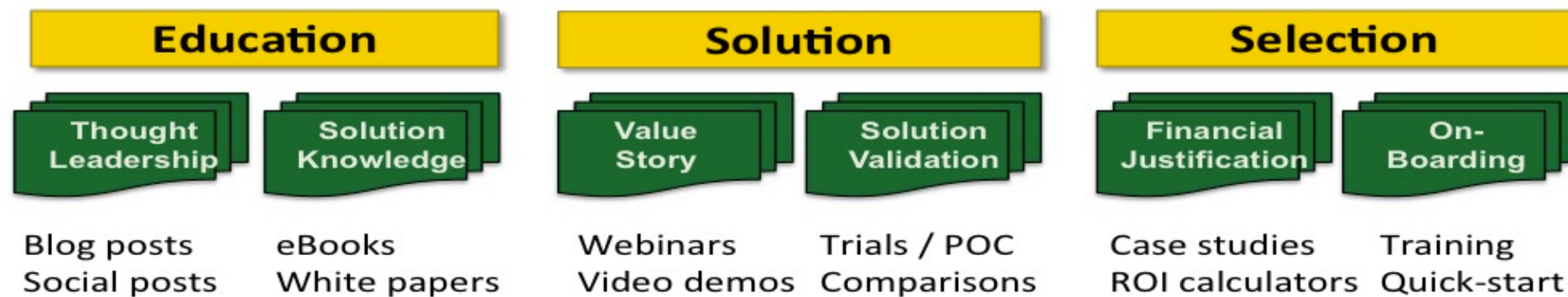


Your content map

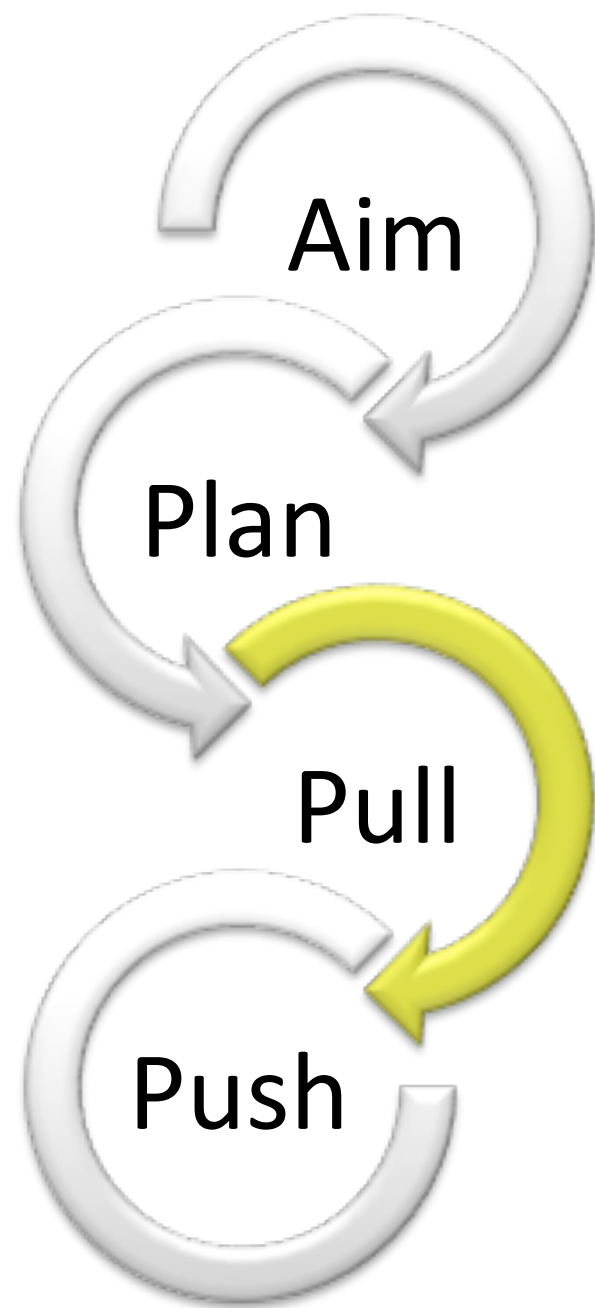
The result of your Plan will be a Content Map.

The Content Map will match persona-specific messages to the three main stages of the Buyer Journey.

It might look something like this:



3. Pull: Use your best opening lines.

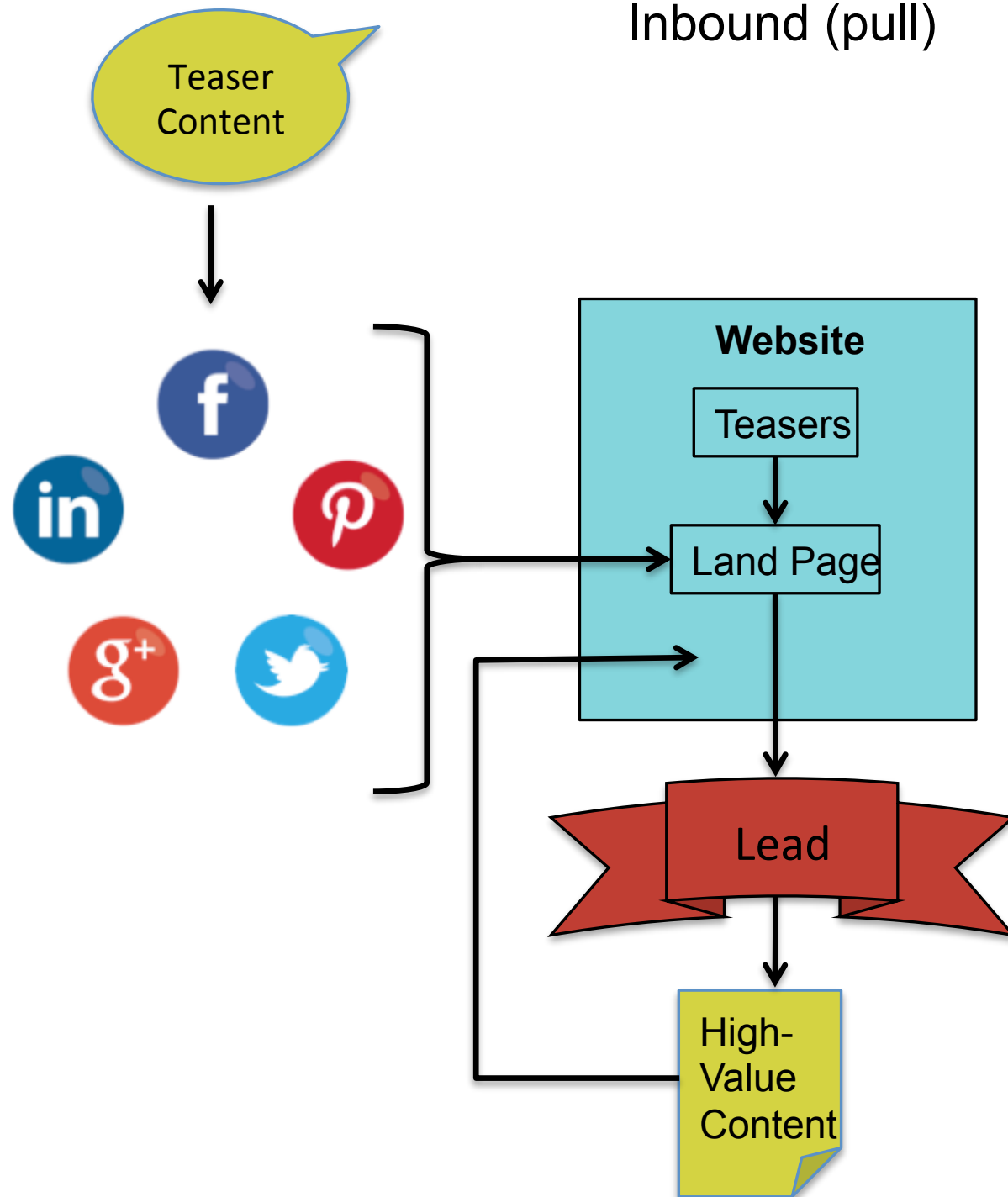


With your Content Map firmly in hand, you can begin to invite prospects into a conversation with you. Place your best opening lines (offers to help) online where each persona spends their time.

You might lead with your most basic (but helpful!) ebook, available free just by entering an email address.

This is Pull marketing. The idea is to use an offer for valuable information to “pull” prospects to a landing page on your website.

Inbound (pull)



Pull marketing: Content that drives leads

Place your offers to help (teaser content) online using social media, paid ads, your website and other techniques.

Prospects link to a landing page on your website to learn more. They fill out a short form to download your helpful content.

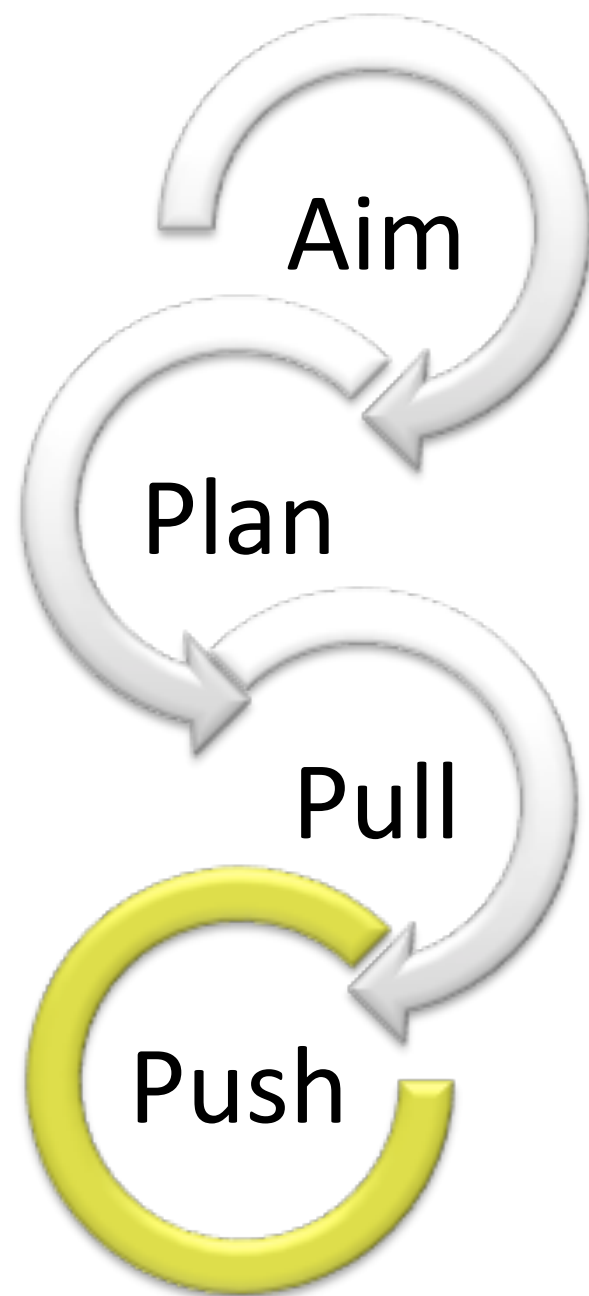
You've got a lead.

Your prospect has something of value from you.

This could be the start of a beautiful relationship.

Pull: Use your best opening lines

4. Push: Get a little pushy



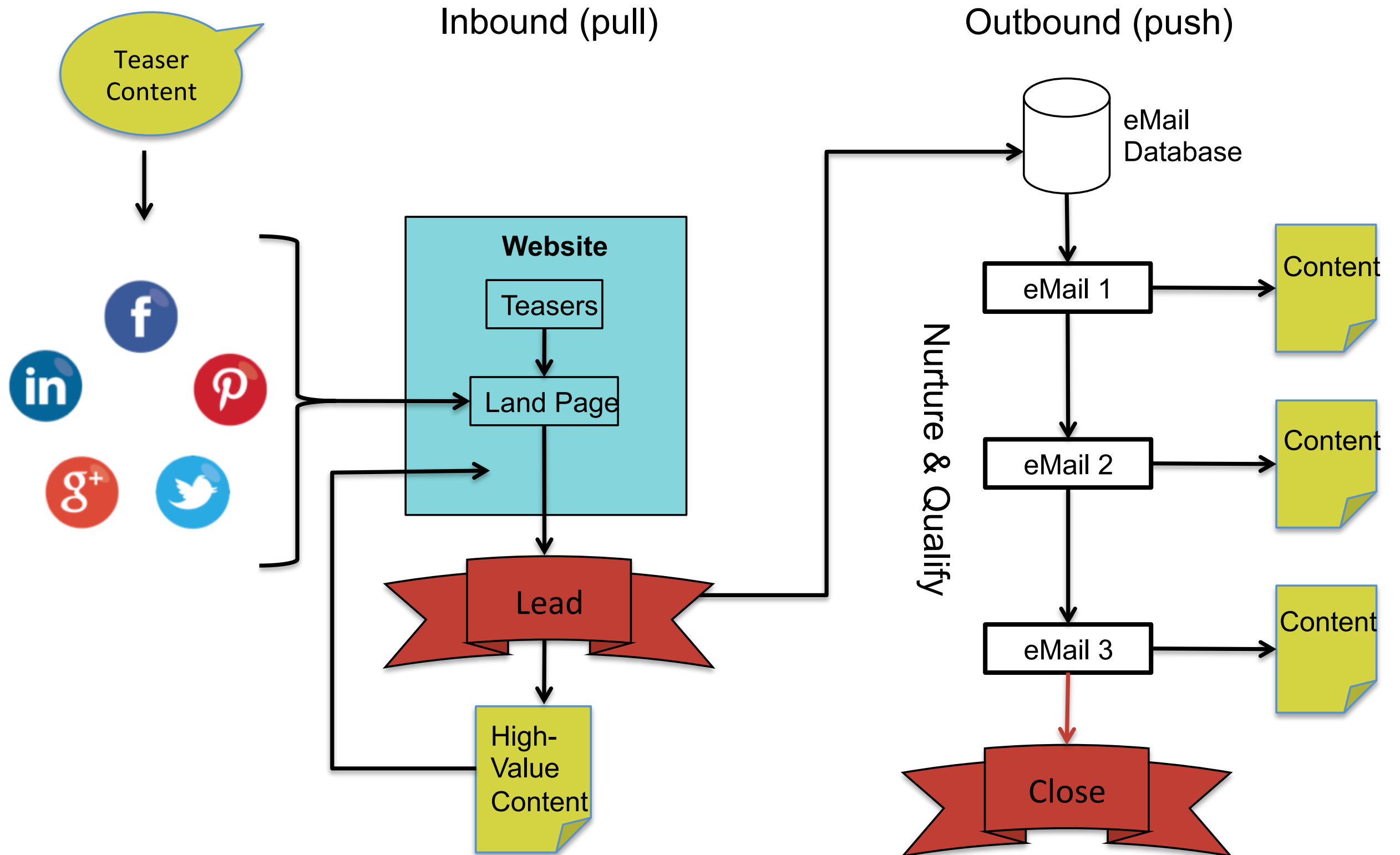
Now that you've had a great first date, you'll want to develop the friendship and see where it takes you.

To do this, use “push” marketing - primarily email and direct mail. The idea is to deliver the right content from your Content Map at the right time for each known prospect.

Although it's tempting, don't rush things here. Of course you want marriage (a sale) and children (more sales). But the term “push” in this step refers to your content delivery methods, not your attitude.

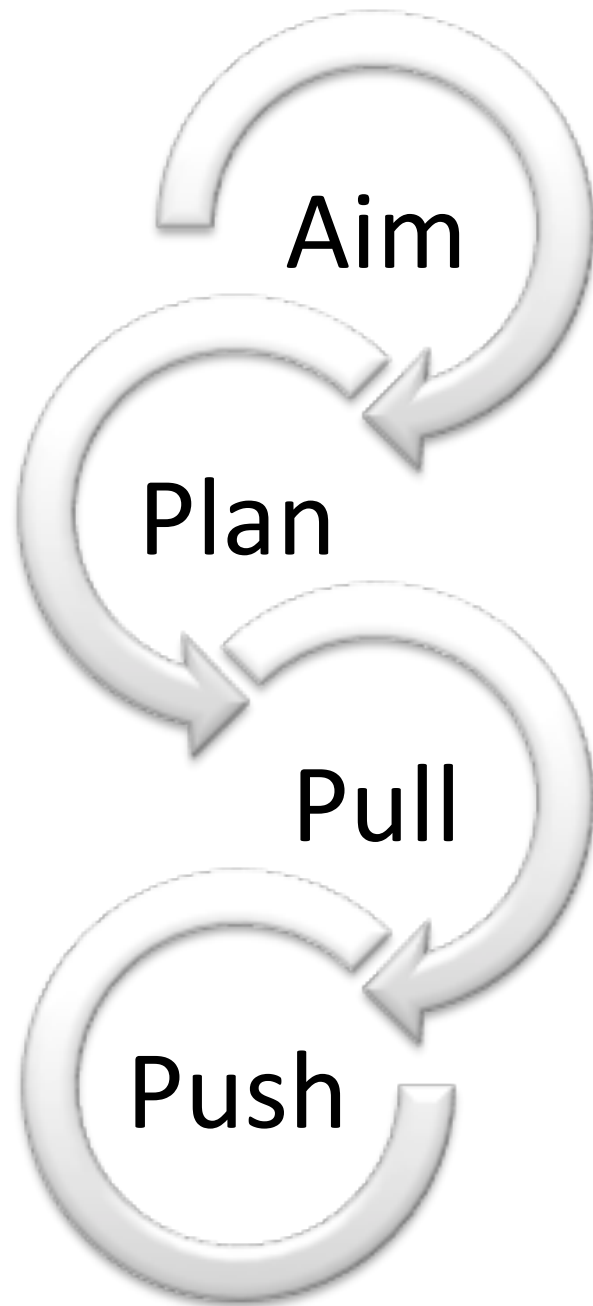
Remain helpful, educational and supportive as you serve up each valuable content element, and your prospect's love for your business will grow naturally and deeply.

Here's what the Push-Pull process looks like together:



Push: Get a little pushy

Wrapping it up



Content marketing can be an effective way to build relationships with prospects and customers for your online course business.

But a one-night stand isn't going to bring satisfaction.

It takes commitment, a process, and time.

Follow the four steps of Aim - Plan - Pull - Push and you'll be more likely to succeed.

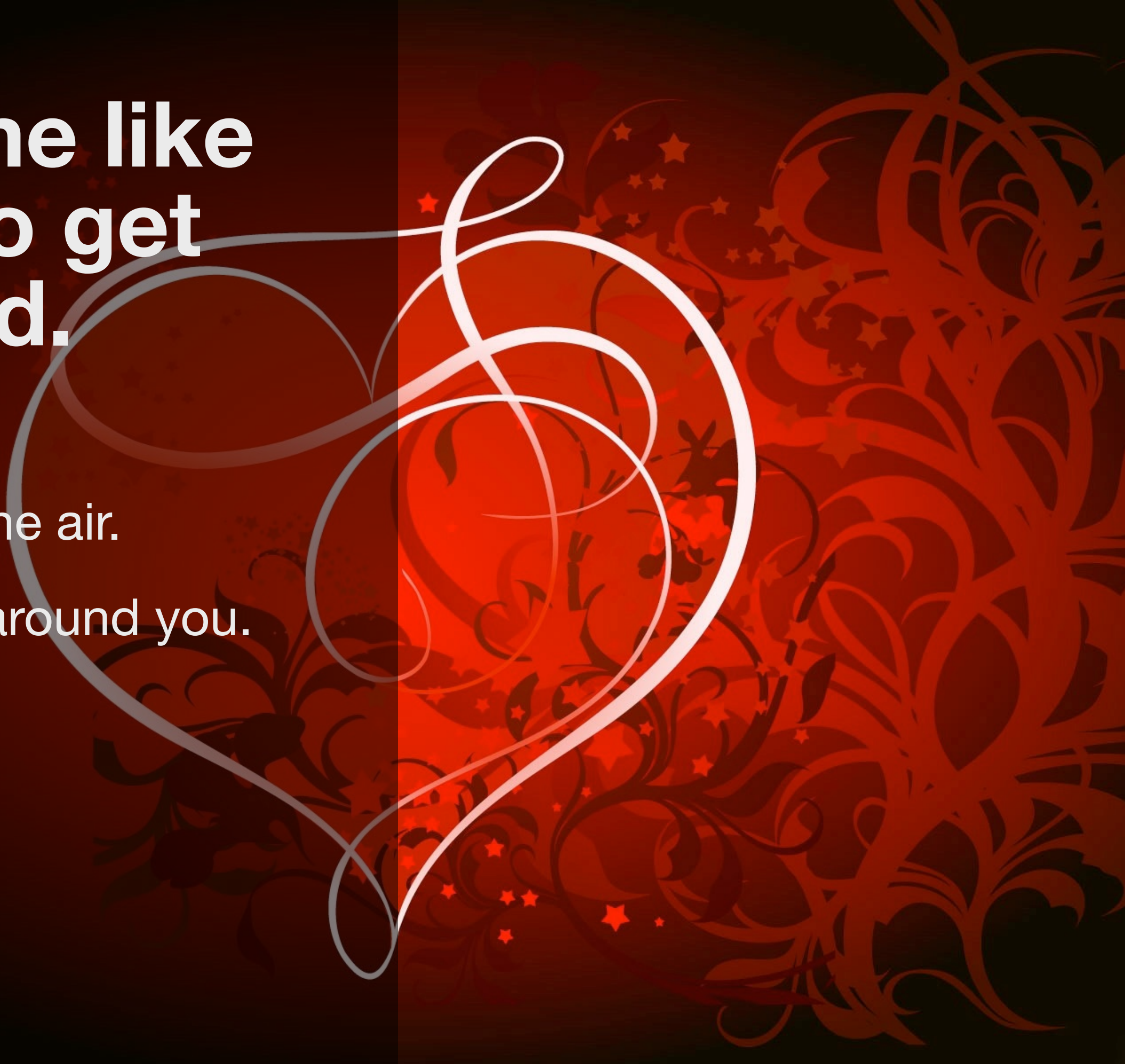
This approach works in love. And it works in content marketing, too.

Go get 'em, Romeo.

**No time like
now to get
started.**

Love is in the air.

Love is all around you.



eTeachrr.com

Success tools for teacher-entrepreneurs

eTeachrr is an online service run by me, Tom Kuder, to help teacher-entrepreneurs successfully market online courses.

eTeachrr provides a practical guide to the strategies, tactics, tools and techniques needed to start and grow your online course business.

Come join our community!

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