**How To Generate Direct Revenue Through Your Marketing Program**

Thank you for having me and thank you to everyone for joining today. We will have a little bit of fun talking about generating direct revenue from your marketing. I really appreciate the opening, and appreciate all of your time. I know it is valuable. My goal is to make this worth your time. We will start off by setting your expectations.

We have lots of things we will cover today. Lots of ideas to generate revenue and a process to build an art against that you will need before you generate your revenue. Some of these things may not be as relevant to you. So I'm hoping that even though we wanted to, you will say I'm not at that process right now, that step. But some of these things hopefully will hit right where you are at . Some of the problems you are absolutely having. I am hoping you will look for the one thing throughout this presentation today. And then you can take that one thing and use it in your program immediately to make change happen for your customers. And if you get two or three I have exceeded your expectations. We will both walk away happy.

I would start with a five minute intro before we get started. I wanted to set the stage, the reason why we are having this conversation, it's absolutely possible for you to generate direct revenue from your marketing program. It is this.

Before 1990 there were only eight ways consumers can get information. That meant companies with big advertising budgets. And media companies were dominating the flow of information. That's when advertising was the norm. If you were in the 70s and 80s advertising, boom time, absolutely I would recommend you would spend all your money on advertising.

Now we going to 2017 and beyond. There are hundreds if not thousands of ways for consumers to get information. Which means they can ignore our messages. Not dominated by advertising anymore. It is dominated by 24/7 informational advice that they have with them all the time . they can absolutely decide which information to focus on, what channel to use, and which ones they don't. That means they don't have to pay attention to your ad and they don't have to engage any content you have that they don't want to. You have to keep that in mind because they can absolutely ignore you at will.

So what we have seen is the big move into this, where I spend my time the last 20 years , move into content marketing. This idea is instead of advertising , instead of using somebody else's channel, Sam advertising in a newspaper or on television or a magazine, we will create our own channel. Our own platform. Where we distribute valuable, relevant , compelling information on a consistent basis and build an audience. Just like a media company. Think about it from that standpoint. I will go into more detail about how to do that in a second.

We have more and more companies are basically companies of all sizes, and companies that have never thought of themselves before this way, or creating content to build audiences and sell more products and services ultimately .

My organization, Content Marketing Institute , we put together a research program every year on the status of content marketing. Basically what we found is only three in 10 say they are successful. Which is a problem. This is the industry I have been in for 20 years . only three and 10 are successful. That is horrible. We absolutely have to do better.

So what we found, this is where we get in the need of this program, you cannot just go get leads, go create small pieces of content here and there, and expect to monetize it quickly. You have to first build an audience, an audience that likes and trust you . Once you do that you can monetize it in many different ways. This is really important. If you're creating any kind of content on your Facebook or twitter, Snapchat, a blog on podcast. Whatever you are doing, to create content , you have to build an audience of people that actually subscribe and want to receive your content on a regular basis. Once you do that, then we can monetize. That is why there are two parts to this program today. I will be talking about this and we will go into a lot of detail on the different ways to make revenue. This is the second half of the presentation.

I will go through each of these. 10 different ways to drive revenue from your marketing program. Obviously that's what you signed up for. That's what you will receive today. But I can't go through those until you have that. You have to actually build a loyal audience first with your content. If you do not have a loyal audience, that knows and likes and trust you but they are not going to buy something from you, from the content you send out . There are two steps to this process. We will share all of those great revenue-generating forms to build the audience first. The first part of the presentation, it is in two parts, we will spend 15 or 18 minutes here on the content model. In the next 10 minutes, then Q& A, and then talk about revenue generating ideas coming from your audience .

This is the content Inc. model. As you so a second ago, my new book talks about these different revenue generating things. Content Inc. model, it is built on how do we actually build an audience that knows, likes and trust us , that we can actually sell more products and services to. What we found out, and every one of the successful content marketing case and mediate company case studies, they all did the same six things. Know it or not. This process, if your goal is to build an audience, this is the way to do it. You may have some of these things already. I am pretty much guaranteed that you don't have all six. So I am hopefully, one of these you can take and enhance your program. The first step is the sweet spot. Most companies have a sweet spot but they never really documented it before. Hopefully after this presentation you can document your sweet spot. So we are thinking about what kind of content we will create that's interesting to the audience. Keeping in your head who is the audience you are trying to target. You might have many different targets. Think about that. We want to target one at a time .

On the right side, what is a customer pain point? Something that keeps that audience up at night. Painful issue that you can solve the content. And on the other side the knowledge or skill area that you have credibility and authority to communicate. If you own a pet supply store, you are not necessarily going to create a blog on electronics components , correct. It's very different. Where you actually have the knowledge and the skill and the authority to communicate content. A sample of a sweet spot.

The for oh magazine from John Deere. The 40 was created by John Deere. In 1895 -- Furrow . If you said who is the largest media company, it is John Deere . 1.5 million subscribers. 14 languages, consistently generating content since 1895. My favorite case study on the planet. Why did they start the Furrow ? How did they get going? There targeting farmers, small business owners, farmers. They have operational challenges on a farm . How do they hire the right people, use the right technology. And on the other side, they might be the leading expert on agriculture and integration with technology. So they really have an authority area. That mixture, this mixture of authority , agricultural technology with the operational challenges of farmers on a farm, that is their sweet spot.

You probably arty have your sweet spot you just haven't documented it. Think about what is your sweet spot . what is the content challenge you are focusing on and where do you really have the authority to communicate.

Now we go on. >> There are six steps, I am talking about all six but this is the most important. You could do the other five steps perfectly that if this one is not correct it doesn't matter.

I have seen the vest of distribution of content in the world, the content itself was terrible so it didn't help anything. It might even hurt your brand. Let's focus on the content tilt.

An example. And Riordan is known in Sydney Australia is the baking queen of Sydney. A stay at home not stay at home mom. Wanted to start a YouTube channel on food. She is a dietitian and wanted to start this video series. She did and by January 2012 she had hundred you to subscribers. She couldn't believe they were all subscribing to her YouTube page. Today she has more than 3 million subscribers. It is an amazing business for her and her husband. It has been a great story of how she went from nothing with no resources and built 3 million subscribers, monetizing it many different ways . We will talk about those later. Here is what we call the content brand, how to cook that. She's ready to do whatever recipe she has. I want to stop here for a second.

Everyone of you generally stopped at the sweet spot. What is the customer pain point and what can we talk about, what is the story, mix it together. It starts to look like logs, webinars, podcasts or whatever. Hardly any company , if you've ever worked with the content marketing Institute, has tilted the content. What does that mean? Find an area of little to no competition on the web, where you actually have a chance to break through all the clutter.

What generally happens is people start creating content like any other piece of content. If you're not telling it different, you're not going to draw in an audience you can monetize. So look at your own content as you leave the webinar. And say is it any different? Any different than anything else out there ? Most of the companies we work with we realize there content is just like their competitor content. It will not build an audience. So how did and do this with no budget. Remember that she is talking about food. [indiscernible- static] six or seven minutes in that time, there's probably been 1 million food videos distributed on YouTube and Facebook. How do you break through all that clutter. How would and Riordan with no resources and no budget breakthrough on that calendar clutter.

She said how about if I create a 5 pound cake that looks and taste like a Snickers bar. It looks fantastic to me. Or this, before Instagram changed their logo. It went super viral. How do I make a perfect replica of the Instagram replica . This got millions of people .

You can see Ann's content , she was a qualified food scientist as they call her in Australia. She had the background, the authority. That the content tilt was not just gluten-free. Not just we will do quick recipes. It was about creating impossible food creations. Go to her YouTube page when you get a second. Some of the most recent ones are incredible. How did she do that? Totally impossible. That's where she was able to differentiate herself.

That's why she has been so successful. You have to figure out what is your differentiator. How do you get there.

One of the recommendations I have been using many years is this thing called a content marketing mission statement . I've been in the media industry 20 years. When you start a media brand, you start with an editorial mission statement. Standard practice. Most entrepreneurs start off businesses, when they start thinking about doing blogs or podcast, they don't stop the they don't start with this concept. Are creating content already, go back and create this marketing mission statement.

Let me give you an example. Indian Corporation. Indian Corporation manufactures industrial equipment . A small manufacturer out of New York. I love this case study because you think you don't have interesting things to talk about. Just look at this example. The most boring content I could come up with. Industrial soldering equipment. But they made it work for them. Back to 2005 , the marketing department at Indium , they say how do we become the leading industrial soldering equipment. Let's put together a mission. Make it work. In 18 months after starting the blog from what engineer to another , they now have 20 engineers at the organization creating pieces of content on 70 different blogs. In the first 18 months they saw 600% increase in qualified leads, and today they are they the vest the de facto expert. Do any searches on Google , whatever, go to social media. You will see Indium content comes up all the time because they have positioned themselves as the leading expert. They started with a simple content marketing mission statement . I will simplify this more for you. Helping engineers answer the most challenging industrial soldering questions. Not rocket science. >> Helping engineers. Were talking to engineers. Not plant managers , not CFOs. What are we trying to do, answer the most challenging industrial soldering questions. Not ball bearings, not citing. We are talking about just industrial soldering questions . An area where Indium could be the expert in the world. Think about this for you, what can you do to be the leading expert from an informational standpoint .

Your fishing statement has three different parts. Let's go to digital photography. Out of Australia again, I love their examples. [indiscernible] created this. Digital photography school about us page . You will find this mission statement. Welcome to DPS. A website with simple tips to help digital camera owners get the most out of their cameras. So target audience, what will be delivered, outcome for the audience. Simple. Either numbers or bullet points. And the most important, outcome for the audience , helping them get the most out of their cameras. It's not rocket science. Every person that creates content for digital photography school has this in front of them. They know who we are targeting, what will be delivered and what is the outcome. Keep this in mind. I want you to go back and do these three things.

We haven't created any content yet . All we have done is the strategy. There is a sweet spot in content, so now we will start creating content. I will you tell the story?

In every successful case study we ever looked at at CMI, this is the formula. Most small businesses, entrepreneurs , what they want to do , businesses of all sizes get a really good idea for a story and they want to share it everywhere. Do a podcast, webinars, blogs. It will be great and we will create all this content. That is not a winning formula.

This is the formula that successful examples, this is what they employ. They will focus on one content type. Is it audio, video, the image. Focus on one main platform. You to, my blog or website. Consistently deliver. If you do a blog, image blog, then say I will blog two times a week. It will deliver on Tuesday nine O'clock a.m. and Thursday 9 AM Eastern time. Do that for a year. That is the kind of media companies that deliver consistently, that's where they break down. And a long period of time. You say I like this content marketing thing, 3 to 6 months. I would say don't waste your time. This is a long-term initiative. You drive diversified revenues. If you want to see something in 3 to 6 months, by advertising.

Most of the examples we have seen examples successful, it takes 12 months.

So build a base model. Copy blogger was a small company. Online copywriting looks like this. The market landing page, convergence site. Five times a week blogged, textural plus content. [indiscernible] delivered five times a week. It took them 19 months . Today it's one of the fastest growing software companies. [indiscernible] , largest bank out of. Mark. They are one of the out of Denmark. The biggest media channel in the country, and they are a bank. The only media company with its own bank. They started with video content on their own platform. It took them about 24 months and they were able to monetize that .

And audio example. John Dumas. Entrepreneur on fire. He delivered every day and it took him about a year to be able to significantly monetize. I would guess number 1154 on his podcast, he delivered up to that point 1153 days in a row by the way. I'm not saying you have to do daily content, just be consistent .

If you're trying to build an audience you should be focusing on a one content type. You not to boil the ocean, one content type. Delivered overtime .

Now we move into harvesting the audience. You built the base, platform. That you want to build the audience and harvest the audience. Talking about social media first.

This is where companies go wrong. On Facebook, Toyota USA. They have 3 million people that like this page. If you are the social media manager, Facebook manager of Toyota and you want to do an organic post, talk about something great, maybe something informational. Of the 3 million people that have liked this page, less than 1% , less, will see your update. Unless you put money behind it. It didn't used to be that way. They spoke used to have Facebook fans and you would put out a notice. The fans would get it . Not anymore, they changed the rules. They wanted to make money and they have done a great job of it. Becoming one of the most profitable companies in the world. Now it Toyota wants to reach those people they have to advertise. A great advertising platform. But not so great for organic.

We built our audience , on rented land. They don't have access to their audience. Facebook as access. Not Toyota. And Google plus. 3 million followers on Google plus. Google doesn't know what they are doing with Google plus. The company spending all this time on these different platforms, we are helping these platforms grow and we don't have access to the audience once we are done.

I'm not saying it's bad, I'm saying you need to know this before you go into it to build your platform on areas you cannot control .

So I want you to focus on subscribers, specifically email subscribers, as a key metric . just like we talked about copy blogger, they started in 2006, blogged for 19 months. In that time they generated 100,000 email subscribers. That has changed his entire business. That's how we became a multimillion dollar business. Email subscribers. >> Here is my very sophisticated yet a to move scale. >> Everything on the left-hand side of the screen is good. Facebook fans are good. They don't do a lot for my business but they make me feel good. And what we want to do is leverage these other platforms and go up the chain where we can. Where we have more control. I don't know what will happen with email but right now it is the besting going when it comes to the data we get, control we get. If you have a YouTube channel because somebody subscribes to your page. The next time they go they will see my video, maybe. Maybe not. It's all about driving

advertising revenue and if you're not helping them drive revenue for some reason, they might say I will show Jimmy Fallon or something else. You have to remember this.

So you might say Joe, what about buzz feed? They became a multi-billion-dollar evaluation company on the back of social media, Facebook sharing, that was true. In 2014, 2016, they started to struggle, why? Facebook started , stop sharing the content for free. Buzz feed executives were freaking out. They basically built on rented land. No access to the form of audiences. In 2015 I started a whole program on trying to build email subscribers they have done a great job. They built over 1 million email subscribers , that you can get every day, dog a day, buzz feed news. Maybe some of you ladies, to do today. Channing Tatum or Robert Downey Junior says hi to you in the email or whatever you like to do. You can do that. They focused on email. Cement the rest >>, To make this happen for you you have to have an amazing e-news letter. You probably got up this morning and you see the spam email did all these things you subscribe to that you don't like anymore. There's always one or two that you really like that is valuable to you . That's what you have to be. You have to be the one they don't delete. That would be paid attention to. An exchange of value, they actually download the they go to your blog and I like what you have. You have to have a call to action, they find an e-book, research report. So they give you the right email address . Correct.

To more.

Once we built the base, harvested the audience , now we will diversify . We don't diversify off the bat like most companies. We will build a platform and then diversify. Look at Sony.

Sony is trying to sell more cameras through this content site called Alpha universe. They started through it just like we talked about building the base. Image content. Consistently delivery over time on their own blog. And once they did that then they diversified into podcast. Now they have their own podcast series. They started these many events they do at the camera stores . Educational events. And then they started Alpha universe. All the tips and tools for photography enthusiasts .

That's what I want you to think about. First billed the audience. Then diversify. That's what we've done it 10 five. The first six months, we started in 2007 in the first 36 months we blogged on a daily basis. From 30 to 50,000 email subscribers. And then we diversified and created our events in Cleveland, content marketing world. The magazine, chief content officer. Admin consulting team. We did it about 6 to 12 months apart. Now we have many different ways to describe subscribe. We found our bests to the people that spend the most money with us at content marketing Institute, subscribe to these three things . That's why we diversify. That's why any company diversifies because we create more valuable customers doing that.

And now we get to the heart of the steps. Number six is why you came today. You want to know about monetization. I couldn't just start with monetization because if you don't have an audience, you cannot monetize . So build the audience first. Now we have all of these different ways. We have built the audience and you have five direct and five indirect ways.

I contention is, as I mentioned, Robert Rose came on, [indiscernible] marketing should not be a cost center it should be a profit center . Generating direct revenue and direct profit from your marketing department. Who is doing this right now? I'm sure you heard of red bull media house. Started years ago. Of course they sell more cans of red bull but they are not measured that way. They are measured just like any other media company. On direct revenues and direct profits. For all the different processes -- products they do. Videos and magazines. They have music groups they underwrite. All sorts of content. They drive revenue through advertising, and content syndication , subscriptions. Multimillion dollar media property.

Okay Arrow Electronics. A Fortune 100, 119 , 24 billion-dollar company. They are like the Amazon.com for electronics components. You go to arrow. And they also are the largest media company in the electronics industry. 51 different media brands. How do they drive revenue from these? Advertising, subscriptions and content services. They actually create content for some of their competitors. Aspen core is the holding company they use to do this .

This is happening right now with big companies in our contention in the new book, any company, small-company, startup, medium-size company, nonprofit, for-profit. We can all use this model and this is the direction we are heading to

So I will talk about the 10 different ways that we will lead into this. My own case study, I know the numbers really well. So I wanted to share with you. So Content Marketing Institute. Targeting marketing professionals . an audience of about 200,000 marketers. We started with just a blog. Every day we would blog in the morning about something around content marketing approach. And then when we started, 2010, $75,000 in revenue. I didn't think we were gonna make it. Then in 2015 we had $10 million in revenue, growing amazingly fast. Started a company called UBM in 2017. It works really well. We use a number of these. Once we built a loyal audience, the first way to look at it, going through each of these. Which ones would make sense for you, we use three of them specifically. Advertising sponsorship. We have sponsors on our site. We have a benefactor sponsorship. They give us money to support our initiative and we give them exposure in return. You can see the benefactors at the bottom of every page. They end up being part of our newsletters so they sponsor the newsletters as you go. We also have sponsors of the webinars. Every webinar we do is sponsored by one of these companies. We also sell advertising in our magazine.

The same thing, we are still targeting the audience, we have partners that want to reach that audience as well. Very traditional media model. They by advertising. Robert and I have a podcast called this old marketing. We have sponsors for every episode. We generate a good chunk of revenue through sponsorship and advertising.

The second direct way is conferences and events. This is huge. 70% of all companies have their own conferences. You can generate revenue and profit. Our biggest show is content marketing world, September 5-8 this year. About 4000 people the marketing people , from 70 companies. That's how we generate a good chunk of our revenue as we go. Another event called intelligent content, just to give you an idea of 70% of the revenue from registration from sponsorships. And then subscriptions. We launch content marketing University. We get 100 to 200 people signing up every semester, to sign up for our ongoing training as we go for content marketing. That is us.

Now I will go into the seven other different ones as you go. Stay on the training route. Zappos. Tony Shea created an amazing culture example. They found out there were companies that wanted to pay for that insight so they created in samples with a subscription program that other program companies can pay for. You wanted there handbook, you can go and pay Zappos and they generate a good chunk of revenue from their insight. A revenue and a profit center for Zappos. Look at premium content.

Back to the case study , digital photography school. How does he make money? He sells premium e-books. How you can get the Besse portrait. The rest get the Besse this portrait. Premium content. Millions of dollars on that site. We talked about buzz feed, one of their brands is tasty. You want to know how they generate their revenue office tasty, they have a tasty cookbook. You can create a customized premium cookbook based on the recipes you like. The first two months they sold more than 100,000 tasty, billions of dollars of tasty cookbooks that I could not believe it. I talked to a number of people that have done this. It has worked really well so they create the content, the audience, and monetize that through customized cookbooks.

Cleveland clinic , one of the largest health providers in the company. Help essentials. They have premium content that actually Google and other search engines give them money so they will create content that they filler content gaps . Google said there's a content gap in certain health areas. Cleveland clinic because they have millions of people that follow this blog, they went to them as an authority source and they are actually paid for their content by Google. That's amazing.

Donations. What about donations. You have Pro public, completely funded 100% my grandson donations. If you wanted a site like this to you might donate to their cause, you see in the upper right-hand side, do a kickstart a program. A lot of programs are donation only . That kind of program as well .

Those are the five direct.

If you're a media company you will use one of those five, they are your only five choices.

Now you have five indirect ways to make money off of content marketing . we talked first about selling products. How does copy blogger make their money? How did they become a multimillion dollar that's growing company. They sell content management system services . 99% of the people , basically 99% of copy blogger's webinar comes through people that sign up as email subscribers. They want somebody to sign up to that email . Once they build the relationship with them, then they go and sell them something.

Entrepreneur on fire, we talked about that. In the upper right-hand corner you see his income. $247,000, in February, through advertising mostly it also through selling direct products, content products, to that audience. You can think about that, affiliate revenue as well .

It doesn't always have to be advertising related. And services . Some of you sell services , consulting services. Here is an example. Matthew Patrick has a YouTube channel called game theory.

Game theory has about 8 million people subscribed to it. Yes. Does he make money through advertising, absolutely. Where is it? His main business, that is one of the leading consultants of YouTube and one of his biggest clients is YouTube. He has created a company called theorist Inc. were big companies pay him to consult directly on how they can leverage YouTube. This is all consulting revenue. He built his program but he sells consulting as his revenue-generating source .

Keeping revenues, recurring customers. That's why we talked about the Furrow. Why did John Deere create that, as they want to sell more John Deere. The oldest and Bestway, revenue-generating way for content marketing is around loyalty and retention. John Deere does it better than most.

Cross sales. You have current customers you want to sell new product. A great example on YouTube, Trish Murkowski. Her companies phone factory, she has a video every week called supercool fold of the week. She creates a new fold. If your direct marketer you will love this. You go in and she tells you here is how this fold works. If you want to buy this template she sells it. She sells to her current come customers a number of new folds every time she comes out with a new video is

And lastly, yield increase. So you want to create a better customer. You are selling X number with the current customer that you want to sell more to a current customer from what they are currently buying. That would be a great example, TD Ameritrade. Think print and digital manic -- magazines. It generates a lot of times a day.

What TD Ameritrade wanted to do was what we do to get them to trade more. It doesn't talk about TD Ameritrade products. It talks about tactics , resources, how to be a better trader. It took two years to get this data and what they found out, those people that subscribe to the magazine, this digital and print magazine, trade five times more than those that don't. TD Ameritrade loves this magazine. They created a better customer, then created better yield. >> If this is something you're interested in, which is a huge opportunity, this wasn't possible 10 years ago. Today this is possible. The barriers to this have come down. There's a lot of competition but you have to figure out the content tilt.

Before you do the e-book and get leads and monetize it, call somebody 1000 times, focus on creating value first. Create real value. [indiscernible] then you can go ahead and monetize it. All the different ways we talked about.

Here are the takeaways before Q&A. Find a niche where you can be the leading expert in the world. What is that. When you find that, develop your content marketing mission. Three steps, who is the audience, what are you gonna target, what will you send them, and what is the audience outcome. Then focus on a content type, platform and deliver consistently over time. As you build subscribers be careful about social media. Don't build it on rented land. Said pacifically email prescribers. You need any newsletter.

Then you can diversify. We diversify once we build the audience. And then what do we want to see? This is marketing. We want to see a behavior change. That's why we are doing this. Are our customers buying more stuff, staying longer, talking favorably about us. That can lead us into a number of revenue streams , most of the 10 revenue streams I talked about, start with one, test one, then move on to different ones. We are seeing if companies like Pepsi come on delay, [indiscernible] five and six different revenue streams. What we will see as media companies like product and service companies, they will look like media companies and we will not be able to tell the difference. From a business model standpoint.

If you have people in your company that you are associated with , that's hard to do this because they don't understand content marketing. This is a free documentary called the story of content. Go to the story of content.com. It is 43 minutes long , a lot of the case studies we talked about are available there. Lock them in the room so they can watch this for 43 minutes. It will definitely help you sell this in your organization.

I hope you are able to get at least one thing, maybe two things out of this . if you really love this kind of thing, I hope to see you at the content marketing world in September in Ohio. So that is it. If we have time for questions and answers I would love to take them.

Super, thank you Joe. We will now go ahead and start the Q&A portion of our session. I will be reading the chat questions that our participants have sent in. Everyone please to continue submitting your questions using the chat function located on the left-hand side of your screen. In the time remaining, we will address as many as we can. Please note, if we don't have time to get to your question, I encourage you to connect with a SCORE mentor after today's webinar . Mentors are available online or in a chapter near you, to help you apply strategies that have been presented today .

With that, let's go ahead and jump into the questions. Joe, the first question comes in from Lonnie. Can you develop content marketing by utilizing your newsletter or blog on your website. Or is it better to go through favorites like YouTube, Facebook, etc.?

That's a great question Lonnie. You can do either. You have to remember, if you start your own blog, your own e-news letter, that's how we started Content Marketing Institute . You have the most control over that but your audience isn't there. You have to get an audience there. Do it organically through search, or pay for traffic to get people to sign up to your email newsletter and go from there. Or use social smartly. The reason why a lot of people go and start with a podcast like [indiscernible] an audience is already there. They don't have to force people to they are already creating that platform. And what Matt Patrick did was get people to sign up for the e-news letter because YouTube owns that. It really doesn't matter. I have seen it work, we shared examples of both ways. I would say choose . Don't do one or the other. Say the story makes more sense in video . If that's the case, maybe Instagram or YouTube. Or if it's more sense textural plus image, that's more like a blog platform. There are pros and cons to each one. I would commit to one or the other and not do both.

All right, next question comes from Sam. Joe would you recommend using an outsource content marketing company. If so what should I look for?

A great question. When you say outsource content marketing company, there are lots of things to outsource. People immediately think it's the content. The video, the text or whatever . You can outsource design, distribution . You can outsource the marketing of the content. So you're talking about thousands of different companies. What I would look at, what are you really good at and what you enjoy doing as a company? Look at Indium . They had industry engineers that new their stuff. It would be difficult to outsource the content part of that. So they hired an editor to come into the company and help the engineer tell those stories and they did that internally. Maybe they got some help from the marketing standpoint because they are not great at distribution. So you have to be careful with that. If you work with an outside agency, or a freelance writer

to create your content, you have to make sure they have a clear understanding of your content. Your niche. So you are creating differentiated content. For the last few years there were a lot of people creating content just like everything else. A lot of people were paying outsourced writers to create lots of the same stuff. Is not differentiated and will not help you. But you absolutely can if you need help, you can outsource, a lot of companies , marketplaces that outsource, a lot of them are good. You can use those to go back and look at what you are really good at, what you like doing versus what you are not good at and what you don't like. So the stuff you don't like go ahead and outsource that.

The next question is from Tracy. From your research what is the most profitable platform for business geared towards nonprofit?

Profitable platform, it depends on what you mean by profitable. Generating the most revenue or the most interest. From a nonprofit standpoint, you see like a charity water organization. They do a lot of video. So they are leveraging platforms like Facebook video, Instagram video. And YouTube. What I would like, again, the challenge with that, you have to create something at the end of the day that get somebody to sign up for email. So you decided to use Instagram and video, telling the stories. You're getting people to follow you on Instagram. Then you might want to leverage a component down the road we get people to sign up so you can communicate with them directly through an email offering. Some kind of report, something that's really helpful, exclusive like that. The more nonprofit, usually visual because you're pulling at the heartstrings of information. It depends. I could see using any one of the platforms. Pro public a that I talked about, they're more about covering the news. A textual content and they leverage a blog. Think about how you can vest tell the story you are focusing your niche on. Sometimes it's better visually. Sometimes audio, sometimes textual . That determines your platform. >> Okay. The next question comes from Cassondra. Would you say having SMS subscribers pull more than email?

SMS subscribers? Like text messaging? I have seen a lot of that work from a local standpoint. If you are let's say, going to Disney World and you want to subscribe to offers while you are there. Those work well. Generally they don't work as well on an ongoing basis. I have not seen a great case study that ongoing people like to get SMS. It's more of a business oriented standpoint. So I can't say, I cannot recommend that. That's why I offer email. Maybe someday we will think of text differently. People are very protective over there text. And it's more of a personal issue, with email they are not as personal about. I would have to put it on hold with the SMS standpoint. I hope someday that will change but right now I don't feel like great case studies using SMS, those around email except for the local destination type engagement. >> Okay, can you elaborate further regarding this question. I find I get so many emails now that I have a hard time keeping up. And I hear the same from others. Can you elaborate further on how to get through that?

Yes. I have heard that for 10 years. You will continue to hear it. You will continue to hear how there so much clutter, so much content in every channel. Facebook, you have people saying there's all this news. Whatever, so much content. It is funny at the same time, people that can spend a whole week binging on game of thrones. So content that's good and people want to get, that's why we cannot just create any newsletter. It has to be something truly fantastic. To look at what you are doing. Most of the company when we do our research and the people we talked to when we do qualitative research. They generally have two or three key newsletters they really use. For work or enjoyment, or news . You have to try to be in that 2 to 3 to make the cut so you're not deleted, you're not marked as spam. That's why I think there are so many companies that don't put enough in their most important communication effort. That is the e-news letter. So much time is spent on videos, so much time on social media. They are not spending enough time on email marketing which may be the most critical. So look that they are really creating something truly remarkable and exclusive an email that they can't get anywhere else. That will help you out as you go forward.

Okay, Richard ask, could you explain the difference between building the based and harvesting the audience?

Absolutely. Richard, building the base, that is the model for where we are going to create the content platform, and how we are going to tell the story. So we will choose what is the content type. Audio, video, textural. Where will we put it. The platform, YouTube, Instagram, iTunes.. We deliver whatever that content is over a long period of time. That is building the base . I haven't talked anything about actually getting a subscriber. Once we build the base, we set up to set it up in a way we can actually draw people into that content, and set up calls to action around them signing up. Hopefully with an e-book, research report, white paper. Documentary . Something that people will want to sign up for, they will give you their email address for. That is harvesting the audience. Harvesting the audience is about building subscribers. If you remember the Yay! Boo! scale , your audience goes from Facebook up to print an email subscribers . You want to build your audience in any of those, they are all good, they are just not valued the same. A Facebook fan is valued at much less than the email subscriber. That is the difference between building a base and harvesting the audience. >> Okay, next question from Dolores. I have confusion between a blog for the business, or personal blog. She is a very small company. She wants to minimize the avenues. >> That is very common. Especially, when it was just me I was a solo entrepreneur. When I started I had [indiscernible].com that I started a blog on a regular basis. Then we had content marketing Institute

is the goodness blog. What I realize is I didn't have enough resources of my time to do both really well. Two different audiences. So I said what is the most important thing. I said okay what I'm going to do, I will say Facebook is my personal thing. Is where I can talk about my kids, family, my friends. That is Facebook. I shut down the Joe Pulizzi .com blog . And everything went into the business blog. Building on email subscribers . unless you have two different reasons, the purpose, figure out what is the goal of your personal blog, your business blog. Generally, you probably is a solo entrepreneur don't have time to do both really well. Focus on what is most important to the business. All the personal stuff, maybe there's a different outlet for that.

Okay, Elizabeth ask, I see you speak about items to be sold. How will this work for a service business?

A service business. This is the way I look at it. A service business can sell products also. They can sell advertising and sponsorship. I don't look at a product difference business and a service business, it is the same business model. You just monetize it differently. If you go back to Matthew Patrick's YouTube example, Matthew has created this audience and also sells advertising on YouTube. But the majority of his revenue comes from selling consulting services. So that is the service. That's where the money is generated. You may also say as part of that, you're going to sell coffee mugs. Something to your customers. Value are selling products. Because you build that audience. I don't think you have to worry about it as much. You want to build that audience. But you can just say hey, we just want to sell more services. We believe if we build a loyal audience we will sell more of our own services. You can stop there. Most companies don't stop there, they say now that were creating the services revenue, there are nine other ways to generate revenue . should we look at those .

Okay, Cynthia ask, what is the Bestway to test for being current in the email list she has accumulated. >> I am assuming you mean is it being deliverable. And is it the right address. Or if there blocked , is it spam, open-door not open. You need to use a quality email delivery. Some solo entrepreneurs might say I will go Gmail. Don't ever send it through whatever email provider you're using. Yahoo, AOL, or Gmail. What you want to use his mail chimp, Emma , constant contact. Whatever. They are good reputable. They do all the things to make sure they are sending the right address, they are white listed, so your email will go to them. A lot of them are not horribly expensive. And then you will get a report about who is opening, who is not. And you will start to know. In six months there is one email address that has never opened anything. You have to make a decision. Do I keep sending it to this email, or you can take them off the list, or send them a brand-new offer so they actually try to open it. I would use an email provider, qualified email provider. They will give you all of those stats.

Okay. We have time for one more question. From Christian. How can a local small business stand against dying competitors in the area? -- Giant competitors in the area?

I will share a personal story. When we launched in the content marketing industry, there were very large companies, sort of covering it. They were covering it a little bit. I didn't think they were covering it to the quality needed to be covered. I went to two of those companies and I said, I was offering a different product and services. We should start to cover this industry more. They said we can't make enough money off of covering that so we will not cover that. Maybe once in a while we will cover it. These are big companies. And it's gosh, these companies are covering it and I think it's really important . why don't we cover it. Content docketing Institute was born. We started to cover the industry, get the information to the marketers that these larger companies absolutely should have covered but never did. And we became the leading expert in that area and able to monetize it. One of those companies we went to is out of business now.

It's interesting to see how those things happen. Today I believe smaller companies have the advantage. You can focus on a contact Nish that a large company may not think is worth their time. You can focus on the niche better than anyone else. Pet supplies, Petco cost pet smart. There are certain niches that they would never folk about -- think about. Or they're not close enough to the customer. You have to figure out the content so you can create something very unique. That's why smaller companies can move faster . They don't have the redtape and they can identify opportunities in the audience that the bigger folks just can't the.

Those are all the questions we have time for today. Ladies and gentlemen, on behalf of SCORE I would like to thank you all so much for attending today's SCORE live webinar. A brief survey will launch when we sign off . We appreciate you taking just a couple of quick minutes to complete the survey and tell us your thoughts and suggestions. In closing I would like to give a very big thank you to Joe Pulizzi for presenting today .

We wish you all a wonderful day. And we look forward to seeing you back next time.

Thank you so much everyone. We will see you soon. >>[Event concluded]