

# Unlock the Power of Organic Marketing



# Hello!

**I'm Erin Blaskie**

Started my first marketing company in 2004, detoured into FT employment, now a fractional CMO

You can find me at  
[@erinblaskie](#)



# Why Organic Marketing?

- Builds trust and credibility
- Cost-efficiency
- Sustainable long-term results
- Quality traffic and leads
- Enhances other marketing efforts
- Builds a community
- Supports customer retention
- Provides rich customer insights



# Organic Marketing Case Study:





# Buffer Case Study Highlights

- Founder wrote **150 guest posts** in a nine-month period, which drove significant traffic to their website and platform
- Consistently provides **high-quality, original content** on their blog on social media trends, case studies and best practices, using step-by-step guides, screenshots and examples to make complex topics easy to understand
- **Employees champion the brand** on social media and other digital channels

# Buffer Case Study Highlights

- Company **practices and embraces radical transparency** and shares publicly revenue numbers, salaries and email conversations creating trust and building loyalty
- Buffer practiced what they preach and placed a strong focus on **social media engagement**, interacting with users, answering questions, and providing customer support via social
- **Key takeaway:** organic marketing is not just about visibility, but also about building authentic relationships with your audience

# Where Does Organic Marketing Fit in a Marketing Strategy?



# Marketing Strategy

## FOUNDATION

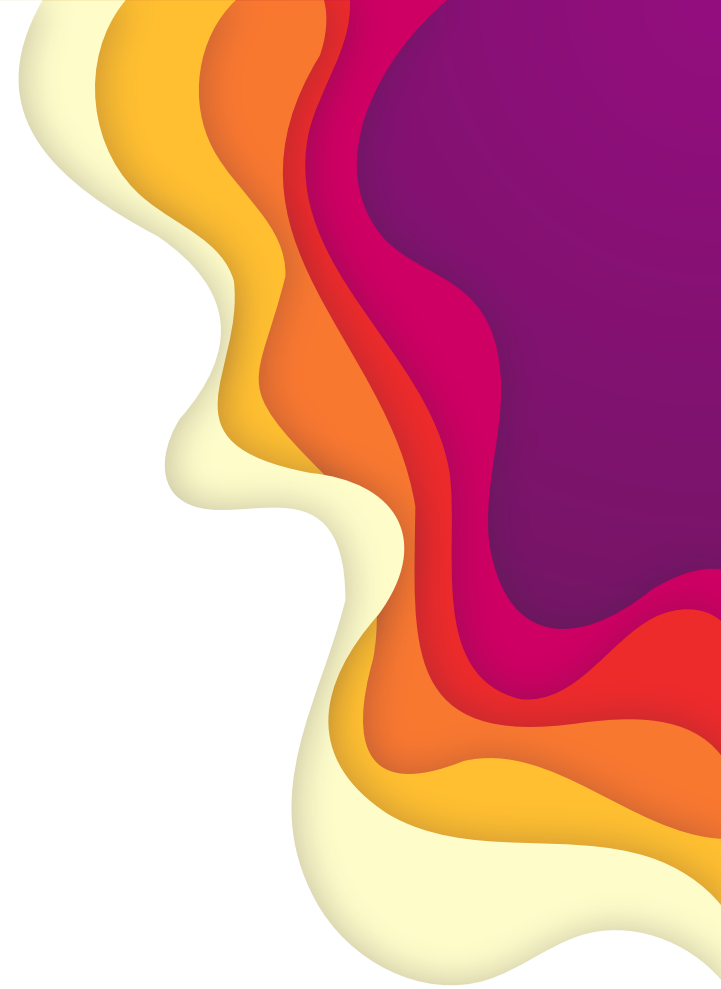
Situation Analysis  
Market Research  
Company Goals  
Target Audience(s)  
Segmentation  
Key Messages  
Positioning  
Value Proposition  
Product/Service Definition  
Pricing/Packaging  
Competitive Analysis

## STRATEGY

Goals / KPIs  
**Strategies**  
**Channels**  
Roadmap  
Budget

## PLAN

**Tactical Plan**  
**Execution**  
**Monitoring**  
**Evaluation**



# Organic Marketing Roadmap

1. Understand Your  
Market & Customers

2. Analyze the  
Competition

3. Set Clear, Measurable  
Goals and KPIs

4. Choose Organic  
Strategies

5. Put Resources  
Behind Strategies

6. Build and Implement  
a Plan for Strategies

7. Measure and  
Optimize Conversion Rates

8. Scale Successful  
Strategies

9. Continuously Learn  
and Adapt

# Organic Marketing Foundation



# Three Pillars of Digital Marketing

1

## Customer Journey

How they move from awareness > customer > ambassador

2

## Digital Channels

Where your prospects and customers are finding and engaging with you

3

## Creative & Content

What your prospects and customers are engaging with and sharing

# The Customer Journey

The customer journey is the process that a customer goes through when interacting with your company, from the initial discovery stage to the point of purchase and beyond. With a well-defined journey, you can:

- **Optimize Touchpoints:** identify all the touchpoints where customers interact with your brand and optimize them for a better customer experience.
- **Improve Conversion:** identify bottlenecks or points of friction that might be causing customers to drop off and not convert. You can then address these issues to improve your conversion rates.
- **Foster Loyalty:** craft experiences that not only meet but exceed customer expectations, fostering loyalty and advocacy.



Customer Journey for Shopify E-Commerce Customers							
Phases	AWARENESS	CONSIDERATION	TRIAL / DECISION	PURCHASE / SUBSCRIPTION	ONBOARDING	EXPANSION	LOYALTY / RENEWAL
	This is the stage where a potential user first becomes aware of Shopify as a platform. This could be through marketing campaigns, word-of-mouth, online reviews, or other promotional activities.	At this stage, the potential user has developed an interest in using Shopify and is considering whether to use it for their business. They might explore Shopify's features, compare it to other e-commerce platforms, look at pricing, and research successful stores powered by Shopify.	This is when the potential user decides to try Shopify, usually by signing up for a free trial. They experience the interface, test its capabilities, and decide whether it suits their needs.	After the trial period, if satisfied, the user decides to continue using Shopify by subscribing to one of its plans. The choice of plan may depend on the size and needs of their business.	Once subscribed, the user goes through the onboarding process. They set up their online store, add products, configure payment and shipping options, and customize their website's design.	At this stage, the user is actively using Shopify to run their online store. They may explore more advanced features, add new products or collections, use additional Shopify services (like marketing tools, analytics, Shopify POS, etc.), and try to grow their business.	If the user finds value in Shopify and is satisfied with the service, they become loyal customers, renewing their subscriptions regularly. They might also recommend Shopify to other business owners, contributing to the platform's growth.
User actions, tasks and activities	<p>Browsing the internet, social media, online forums, or industry websites for solutions to set up an online store.</p> <p>Researching about e-commerce platforms based on recommendations from colleagues, friends, or industry influencers.</p> <p>Viewing or interacting with Shopify's digital ads on platforms like Facebook, Google, LinkedIn, etc.</p> <p>Reading articles or blog posts that mention Shopify.</p>	<p>Comparing Shopify's features, pricing, and support with other e-commerce platforms.</p> <p>Seeking out testimonials and reviews from other businesses using Shopify.</p> <p>Researching more about Shopify's capabilities, its apps and integrations, themes, etc.</p>	<p>Signing up for a free trial with Shopify.</p> <p>Exploring the Shopify interface, setting up a basic store, adding products, and customizing the storefront.</p> <p>Testing the shopping cart, payment options, and other customer-facing functions.</p> <p>Reaching out to Shopify support with any questions or issues.</p>	<p>Selecting a suitable Shopify plan based on their needs and budget.</p> <p>Completing the subscription process, which includes providing payment details.</p> <p>Getting the confirmation and receipt for the subscription.</p>	<p>Following the onboarding process, which usually includes a walkthrough of the platform.</p> <p>Setting up their online store, such as uploading products, setting prices, and defining shipping and payment methods.</p> <p>Customizing the store's look and feel by selecting a theme and adding their branding elements.</p> <p>Experimenting with additional features, like adding apps or setting up analytics.</p>	<p>Adding more products or categories to their online store.</p> <p>Implementing additional features or apps, such as advanced analytics, email marketing, SEO tools, etc.</p> <p>Experimenting with different themes or customizations to improve their store's appearance and user experience.</p> <p>Expanding their market, such as shipping to new locations or advertising on new channels.</p>	<p>Regularly using Shopify to manage and grow their online store.</p> <p>Making recurring payments for their Shopify subscription.</p> <p>Possibly exploring other Shopify services such as Shopify POS or Shopify Plus.</p> <p>Considering or starting to recommend Shopify to other business owners.</p>
Emotions, thoughts and feelings	<p>Curiosity about what Shopify is and what it offers.</p> <p>Excitement at the prospect of creating their own online store.</p> <p>Overwhelm due to the multitude of e-commerce platforms available.</p> <p>Skepticism or caution due to past experiences, costs involved, or unfamiliarity with Shopify.</p>	<p>Optimism about the potential of opening an online store.</p> <p>Anxiety about making the right choice, as this decision could significantly impact their business.</p> <p>Confusion due to technical jargon or a variety of options.</p>	<p>Excitement about trying out the platform and seeing their online store take shape.</p> <p>Apprehension about getting everything set up correctly.</p> <p>Frustration if they encounter technical difficulties or if the platform doesn't meet their expectations.</p> <p>Confidence if their trial experience goes well and they find the platform intuitive and reliable.</p>	<p>Satisfaction and relief if the trial experience was positive and they've decided Shopify is the right fit for them.</p> <p>Excitement about officially starting their e-commerce journey with Shopify.</p> <p>Anxiety about the commitment and investment, especially if this is a significant expense for them.</p>	<p>Excitement about setting up their online store and seeing it come to life.</p> <p>Overwhelm due to the volume of tasks needed to set up the store fully.</p> <p>Frustration if they encounter technical difficulties or if the process is not intuitive.</p> <p>Satisfaction when they finish setting up and can see their fully functioning store.</p>	<p>Excitement about the growth and potential of their online store.</p> <p>Apprehension about the effectiveness and potential ROI of the new features or apps they're implementing.</p> <p>Stress or overwhelm if they're expanding rapidly or managing significant changes.</p> <p>Satisfaction if they're seeing positive results from their expansion efforts.</p>	<p>Satisfaction and trust if they've been able to successfully run and grow their online store with Shopify.</p> <p>Appreciation for the support and resources Shopify provides.</p> <p>Frustration if they've had ongoing technical issues or poor customer support experiences.</p> <p>Anticipation for future developments, features, or improvements from Shopify.</p>
Painpoints	<p>Difficulty in understanding how Shopify is different/better than other platforms.</p> <p>Overwhelm due to the amount of information available.</p> <p>Uncertainty about the costs and whether they would get value for their money.</p>	<p>Difficulty in comparing platforms due to varied pricing models, features, and support options.</p> <p>Technical aspects might be overwhelming for non-tech savvy users.</p> <p>Concerns about the long-term costs, scalability, and reliability of the platform.</p>	<p>Technical issues or difficulties in using the platform.</p> <p>Not having enough time to fully test and explore all the functionalities within the trial period.</p> <p>Difficulty in estimating the total cost, including any additional charges for themes, apps, etc.</p>	<p>Confusion over the best plan to choose, considering the variety of features and cost differences.</p> <p>Concerns about the commitment, particularly if they're unsure about the potential success of their online store.</p> <p>Challenges in the subscription process, such as payment issues.</p>	<p>Difficulty understanding how to use certain features or settings.</p> <p>Overwhelm due to the complexity and variety of options available.</p> <p>Concerns about whether they've set everything up correctly.</p> <p>Challenges in implementing specific customizations or integrations.</p>	<p>Difficulty in implementing or learning to use new features or apps.</p> <p>Concerns about the costs of expansion, such as additional charges for premium apps or higher-level Shopify plans.</p> <p>Challenges in managing rapid growth, such as increased customer service demands or logistical complexities.</p>	<p>Dealing with recurring technical issues or limitations of the platform.</p> <p>Difficulty getting prompt or effective customer support.</p> <p>Concerns about increasing costs if Shopify raises prices or if they need to upgrade to a higher-level plan.</p>
Opportunities	<p>Showcasing successful businesses using Shopify to inspire and attract potential users.</p> <p>Providing clear, concise information about the features and benefits of Shopify.</p> <p>Offering a free trial to let users experience Shopify before making a purchase decision.</p> <p>Using targeted marketing campaigns to reach potential users who might not be aware of Shopify.</p>	<p>Clearly outlining Shopify's unique selling propositions and differentiators.</p> <p>Providing easily accessible and detailed comparisons between Shopify and other platforms.</p> <p>Offering comprehensive support and resources to ensure a positive experience.</p> <p>Showcasing customer testimonials and case studies to build trust.</p>	<p>Offering dedicated support to trial users, answering their questions promptly, and helping them set up their store.</p> <p>Extending the trial period for those who need more time.</p> <p>Highlighting Shopify's scalability and flexibility in terms of adding advanced features, customization, etc.</p>	<p>Clearly explaining the differences between plans and helping users choose the most appropriate one.</p> <p>Offering flexibility in subscription, such as the option to upgrade, downgrade, or cancel at any time.</p> <p>Ensuring a smooth and secure payment process.</p>	<p>Providing clear, step-by-step onboarding instructions or tutorials.</p> <p>Offering prompt and helpful support to assist with any difficulties.</p> <p>Providing resources and tips to help users get the most out of Shopify.</p> <p>Showcasing the availability and usefulness of various apps or integrations.</p>	<p>Providing resources and support to help users effectively use new features or apps.</p> <p>Offering scalable plans or pricing that can accommodate growing businesses.</p> <p>Continuously improving and expanding Shopify's features and integrations to meet the growing needs of users.</p> <p>Showcasing successful expansion strategies or case studies to guide and inspire users.</p>	<p>Offering excellent customer support to solve any ongoing issues and ensure user satisfaction.</p> <p>Incentivizing renewals with loyalty programs or discounts.</p> <p>Continually improving and updating the platform based on user feedback and needs.</p> <p>Encouraging satisfied users to refer others through a referral program.</p>
Touchpoint	Shopify's official website. Social media channels where Shopify has a presence (LinkedIn, Facebook, Twitter, Instagram). Online ads on various platforms like Google, Facebook, etc. Blog posts or articles mentioning Shopify. Word-of-mouth referrals. Webinars, online events, and industry conferences.	Shopify's pricing page, feature list, and comparison pages on its website. Review sites and forums where Shopify is discussed. Social media platforms where users can interact with Shopify and its community. Email or live chat support provided by Shopify.	The Shopify platform itself during the trial period. Email communications or notifications from Shopify. Shopify's support via email, live chat, or phone. Shopify's help center and online resources. User forums or communities where they can seek help and advice.	The Shopify pricing and subscription page. The checkout and payment interface. Email communications confirming the subscription and providing the receipt. Shopify's support channels in case the user needs assistance during this process.	The Shopify platform itself, including any onboarding tutorials or guides. Email communications providing tips, resources, or promotional information. Shopify's support channels, including email, live chat, and phone support. The Shopify Help Center and community forums where users can seek additional help.	The Shopify platform, where users manage their store and implement changes. Email communications providing updates, tips, or promotional information. Shopify's support channels, where users can get help with expansion-related challenges. Shopify's app marketplace, where users can find and add new features to their store.	The Shopify platform, which users interact with regularly. Email communications for renewal reminders, updates, or promotional information. Shopify's support channels, where users may reach out for help or with feedback. Social media or community forums where users might discuss their experiences with Shopify.

Customer Journey for Shopify E-Commerce Customers								
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**Homework:** Create and/or Refine Your  
Customer Journey to Understand the Gaps  
that Exist and Build a Plan to Fill the Gaps

# Competitive Analysis

Look at what your competitors are doing in terms of organic marketing:

- **Analyze their Website & SEO Efforts:** look at the structure, design, and content of their website. Tools like SEMRush or Ahrefs can provide valuable data about your competitors' backlinks, keyword rankings, and site structure.
- **Review their Content Strategy:** go through their blog, resources, white papers, e-books, infographics, podcasts, webinars, etc. Understand the kind of topics they cover, the tone and the frequency of posting, and how they distribute their content.
- **Social Media Presence:** analyze their activity on social media. Social media listening tools like Sprout Social, Hootsuite, or Brandwatch can help you monitor competitors' social media activities.



# Competitive Analysis

Look at what your competitors are doing in terms of organic marketing:

- **Email Marketing:** if possible, subscribe to your competitors' email newsletters to see the kind of content they share, how frequently they send emails, and their approach to email marketing. Pay attention to the subject lines, email design, call-to-actions, personalization, and the overall tone.
- **Customer Reviews:** Look at your competitors' reviews. This can give you insights into what customers like or dislike about their products or services.

**Homework:** Do a Deep Dive Analysis on  
Your Competition to Better Understand  
Tactics and Gaps You Can Fill in the Market

# Organic Marketing Case Study:



# Slack Case Study Highlights

- **Word of Mouth & Virality:** Slack focused heavily on creating a product that people loved to use, resulting in a high Net Promoter Score (NPS). This, in turn, led to a lot of word-of-mouth referrals and virality as satisfied users recommended Slack to others.
- **Content Marketing:** Slack used content marketing effectively, publishing regular blog posts on topics relevant to their audience, including productivity tips, team collaboration strategies, and case studies. They also released podcasts and e-books to build thought leadership in the field of workplace productivity and collaboration.



# Slack Case Study Highlights

- **Integration and Partnerships:** Slack integrated seamlessly with other tools that businesses commonly use, such as Google Drive, Dropbox, and GitHub. This made the product more useful for its users and led to strategic partnerships with other software companies, helping Slack reach a wider audience.
- **Freemium Model:** Slack's freemium model allowed teams to use the software for free with the option to upgrade for additional features. This helped to lower the barrier to entry and allowed teams to see the value of the software before making a financial commitment.

# Organic Marketing Case Study:



# GoPro Case Study Highlights

- **User-Generated Content (UGC):** Understanding that their customers were often outdoor adventurers, extreme sports enthusiasts, and travelers capturing stunning visuals, GoPro made a strategic decision to use this user-generated content as a cornerstone of their marketing.
  - Customers were encouraged to share their videos online, particularly on YouTube and social media, using a GoPro hashtag.

# GoPro Case Study Highlights

- **Contests:** GoPro regularly held (and continues to hold) contests where customers could win prizes for the best photo or video taken with a GoPro camera. These contests served to incentivize even more sharing of user-generated content.
- **Brand Ambassadors:** GoPro has strategically partnered with athletes, adventurers, and influencers who organically fit with the GoPro brand. These ambassadors, in turn, used their platforms to share content created with GoPro cameras, further amplifying the brand's reach.

# Organic Marketing Strategies



# The Marketing Funnel

At the top of the funnel, generate informative content to make new prospects **AWARE** of products and services.

**TOFU**

- Blog posts
- Webinars
- Social Media
- Infographics
- Videos
- Podcasts
- Search Engine Optimization
- Research (reports, eBooks)

In the middle of the funnel, create and share content that gives warm prospects the ability to **EVALUATE** products and services.

**MOFU**

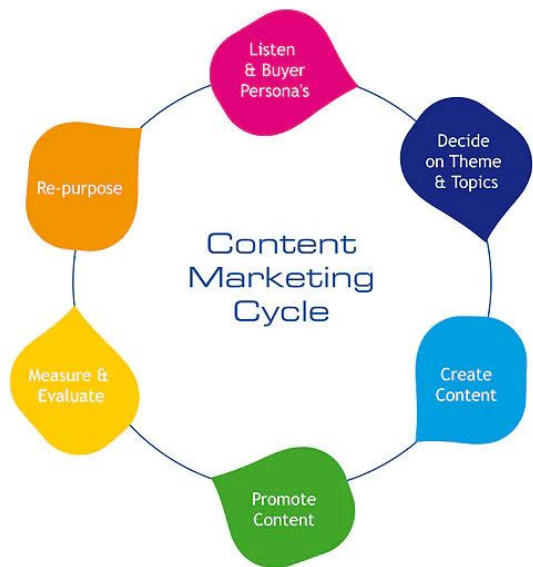
- Paid advertising
- Case studies
- Social media
- Email marketing
- Offers and discounts
- White papers and downloads

Use the bottom of the funnel to provide content and tools that ultimately lead hot prospects to **CONVERT**.

**BOFU**

- Demos
- Sales collateral
- Shopping carts
- Customer testimonials
- Product & service spec sheets
- Product reviews & competitive analysis

# Content Marketing



- Creating and sharing relevant, valuable, and consistent content.
- The goal is to attract and engage a defined audience – and, ultimately, to drive profitable customer action.

# Content Marketing Strategies

- **Deep-Dive Content:** Creating detailed, comprehensive guides or white papers can significantly boost your authority and SEO ranking.
- **Content Repurposing:** Repurposing blog posts into infographics, videos, podcasts, social media posts, or even ebooks can reduce time spent.
- **Visual Storytelling:** Infographics, data visualization, or video content to tell a story or explain complex topics will diversify connection points.
- **AI and Personalization:** Use AI tools to personalize your content marketing, such as using machine learning algorithms to predict what type of content a visitor might want to see next, or personalizing email newsletters based on past behavior.



# Content Marketing Strategies

- **Interactive Content:** Quizzes, surveys, interactive infographics, or tools can significantly boost engagement.
- **Thought Leadership:** Position your brand as an expert in your field by sharing insights, predictions, or deep-dives into industry trends.
- **SEO-Driven Content:** This involves more than just keyword optimization. To improve the user experience and boost your SEO:
  - Consider **search intent** (why someone is conducting a specific search)
  - **Develop your on-page SEO** (including meta descriptions, header tags, etc.),
  - Create a network of **internal links**

# Pillar (Cornerstone) Content

Pillar content is a substantial and informative piece of content on a specific topic that can be broken down into smaller related sub-topics. (Comprehensive guides, e-books, white papers, or a series of in-depth blog posts.)

- **Purpose:** acts as the foundation of your content strategy, reflecting your business's expertise in a particular field or industry.
- **Benefits:**
  - **SEO:** by creating comprehensive pillar content around a core topic, you increase your chances of ranking higher for related keywords, thereby improving your website's visibility.
  - **Evergreen:** pillar content tends to be evergreen, meaning it remains relevant over time and continues to attract traffic.
  - **Lead Generation:** due to its high value, you can offer pillar content (like e-books or comprehensive guides) in exchange for visitors' contact information.

# Pillar Content Examples

HubSpot

INSIDERS | 7 MIN READ

## A Step By Step Guide to Inbound Marketing Strategy

Written by Laura Hogan @lalalaurahogan



Are you new to inbound or think your current campaigns could use some direction? Over at OverGo we've come up with a pretty foolproof and seamless process of creating a marketing strategy. It's really quite simple, all you need to do is set the goals, create the basics, automate the processes, and analyze the results. Let's dig deeper!

### Step 1: Setting Goals

The first step to creating an inbound marketing strategy is to define your business goals. Based on where you are and where you want to go, it's important to create a road map of how to get there. Along this road you can define the KPIs that tell you

Q

NEILPATEL

EN

Blog Pricing Results Training



I hope you enjoy reading this blog post.

If you want my team to just do your marketing for you, [click here](#).

## The Beginner's Guide To Content Marketing

Blog / The Beginner's Guide To Content Marketing

Content marketing is a relatively new type of marketing that provides free media-type content to customers in exchange for their attention.

Unlike traditional advertising which interrupts customers to get noticed, content marketing provides content that customers want in exchange for permission to market a product or service.

If you've never heard of this concept, that's ok. This article provides a complete introduction to content marketing by discussing the following points:

- The fatal flaws of traditional advertising



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Blog

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Log in

Moz Pro

How it works

Solutions

Pricing

Testimonials

Start My Free 30-Day Trial

MozCon tickets are 90% sold! Save \$300 until June 30. [Get your tickets now!](#)

## The Beginner's Guide to SEO

Rankings and traffic through search engine optimization



Chapters

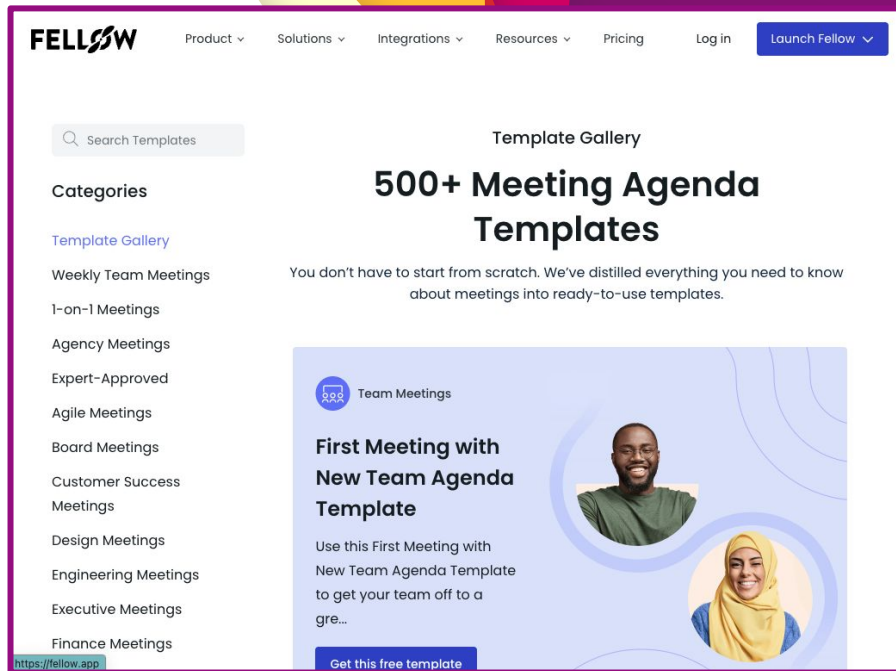
NEXT



## TRODUCTION

# Template Content

- **Simplifies Complex Tasks:** By offering your audience ready-made templates, you help them overcome challenges, leading to higher website engagement and repeated visits.
- **Highly Shareable:** Templates are highly shareable resources.
- **Grows Email Lists:** Templates are excellent lead magnets.
- **Drives Conversions:** Templates can serve as a part of your sales funnel. Users who download your templates may be more likely to consider your other offerings, resulting in higher conversion rates.



# Content Marketing Examples

## HubSpot

HubSpot has set a standard in content marketing with a vast collection of free blog posts, ebooks, templates, webinars, and courses on topics related to sales, marketing, and customer service.

These efforts attract customers to their suite of software products.

## Headspace

The meditation app Headspace uses its blog to provide valuable content around mindfulness and mental health.

They also produce videos, animations, and even mini-meditation sessions that are shared on social media, drawing in new users.

## Canva

Canva uses its blog and learning platform, Canva Design School, to provide users with design tips, tutorials, and resources.

This not only helps users get more value from Canva's design tools but also positions Canva as a leader in the design space.

**Homework:** Think About What Your Pillar Content Should Be – Look Back at Your Customer Journey to Assess Needs

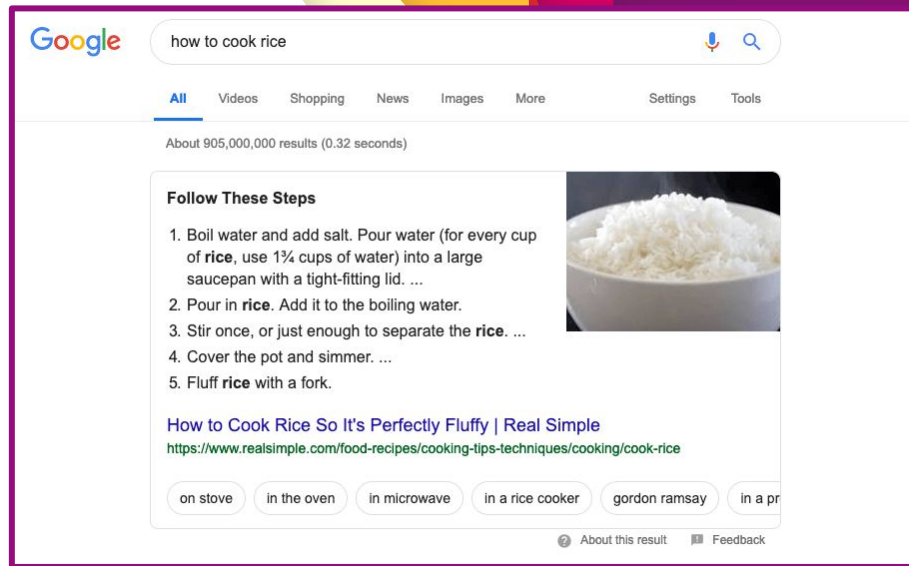
# Search Engine Optimization



- SEO is the process of optimizing your website to increase its visibility for relevant searches.
- It involves a variety of strategies, including keyword optimization, content marketing, and link building.

# SEO Strategies

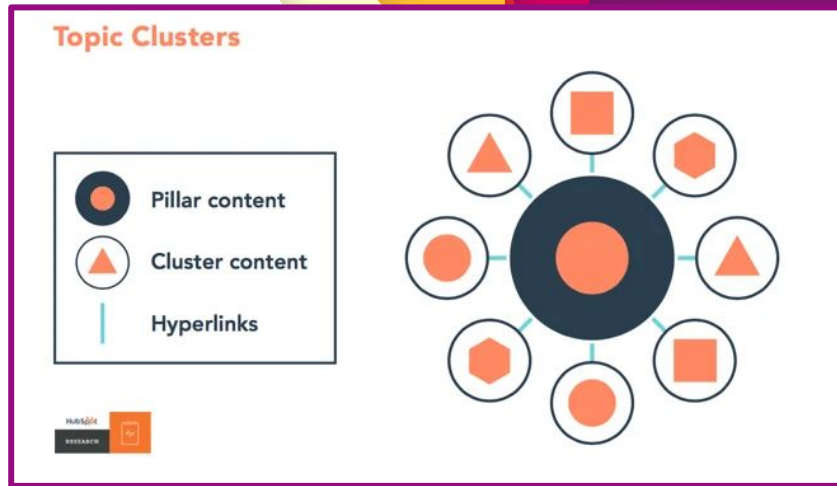
- **Understand Search Intent:** In addition to keywords, consider the intent behind the search queries. Are users looking for information, a specific website, or are they intending to make a purchase?
- **Featured Snippets and Position Zero:** Aim to get your content in Google's featured snippets, often referred to as 'Position Zero' on the results page. This can be achieved by providing clear, concise answers to commonly asked questions in your content.
- **Link Building:** Building high-quality backlinks from reputable sites remains crucial for SEO.





# SEO Strategies

- **Content Cluster Strategy:** This involves creating a comprehensive piece of 'pillar' content on a specific topic, with additional 'cluster' content that dives deeper into subtopics. All pieces link back to each other, improving the structure and crawlability of your site.
- **Mobile-First Indexing:** Google now primarily uses the mobile version of content for indexing and ranking. Ensure your website is mobile-friendly, with responsive design and fast loading times.



# SEO Examples

## Zappos

The online retailer Zappos is a prime example of effective SEO.

They optimized their product descriptions and meta tags to include targeted keywords, improving their visibility in search engine results for those keywords.

## Etsy

Etsy's platform hosts millions of unique product pages, each with its own chance to rank in search engine results.

Etsy provides SEO advice to its sellers to help them optimize their product titles, descriptions, and tags to maximize visibility on both Etsy and search engines.

## TripAdvisor

TripAdvisor is a classic example of a company that uses SEO effectively.

By encouraging user-generated content (reviews), the site ensures a constant stream of fresh, unique content, which is favored by search engines.

Additionally, it increases the likelihood of ranking for long-tail keywords included in the reviews.

**Homework:** Using an SEO Tool,  
Reverse-Engineer Your Competitors' Websites  
and Make a List of Potential Backlinks

# Social Media

## The social media content marketing rule of thirds

1/3

of your content **promotes** your business, **converts** readers, and **generates** profit

1/3

of your content **shares ideas** and stories from thought leaders in your industry or like-minded businesses

1/3

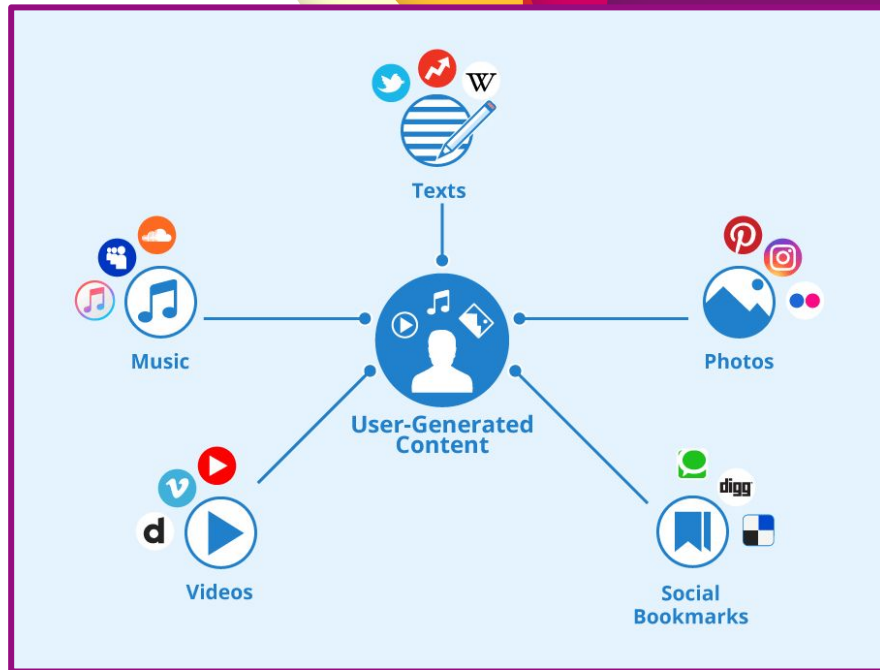
of your content is **personal interactions** with your audience

## BENEFITS OF SOCIAL

- Increased brand awareness
- Direct engagement
- Customer insights
- Boost SEO
- Brand advocacy
- Can leverage targeted growth strategies

# Social Strategies

- **Leverage User-Generated Content (UGC):** Running UGC contests or featuring customer photos, testimonials, or reviews on your social channels.
- **Influencer Marketing:** Could include sponsored posts, product reviews, giveaways, or takeovers on your social media accounts.
- **Employee Advocacy:** Encourage your employees to share your brand's content on their personal social media accounts.
- **Storytelling:** People connect with stories. Use your social media platforms to tell a story about your brand, products, or customers.



**Homework:** Schedule 20–30 Minutes per Day  
to Engage on Social Media and Follow 10–25  
New Accounts in Your Target Audience

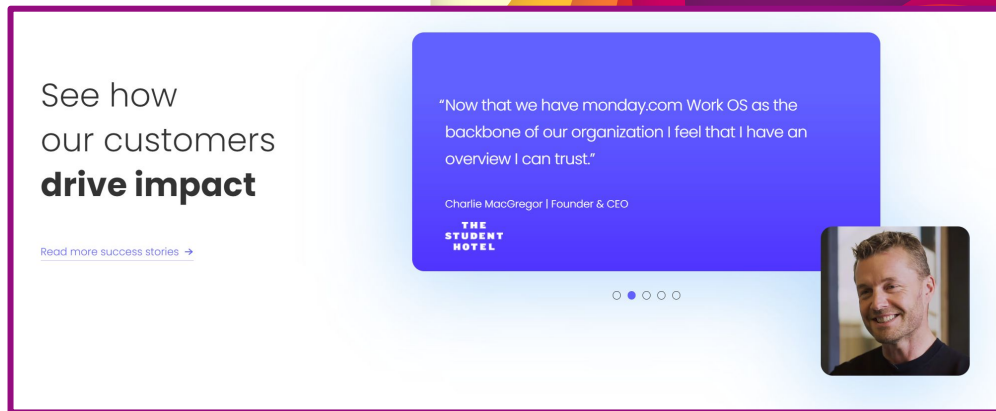
# Social Proof

- This involves leveraging reviews, testimonials, case studies, or endorsements to build trust with your audience.
- When people see that others have had positive experiences with your product or service, they're more likely to trust and choose your brand.



# Social Proof Strategies

- **Leverage User-Generated Content (UGC):** UGC, such as photos, videos, or reviews from your customers, can be a powerful form of social proof.
- **Showcase Testimonials and Reviews:** Collect and showcase positive testimonials and reviews from satisfied customers. Display these on your website, in your emails, and on your social media channels.
- **Influencer Endorsements:** Partner with influencers in your industry to endorse your product or service. Their endorsement can carry a lot of weight with their followers.





# Social Proof Strategies

- **Case Studies:** Detailed case studies showing how your product or service helped a customer can be very effective. This gives potential customers a real-world example of what they can expect.
- **Trust Badges:** Display badges on your site showing any associations, accreditations, or awards your business has. This can also include security badges, which can boost trust for online transactions.
- **Real-Time Statistics:** If possible, show real-time stats of customer interactions with your brand (e.g., "X people are viewing this product", "Y people bought this in the last 24 hours").
- **Celebrate Customer Milestones:** Share milestones related to customers, such as the number of customers served, products sold, or communities built.

# Social Proof Examples

**Duolingo**



The language-learning app Duolingo shares impressive statistics on its website about its user base.

By revealing that it has hundreds of millions of users, Duolingo offers social proof that it is a trusted and popular app for language learning.

**Waze**



The popular GPS app Waze uses social proof by incorporating user-generated content in real time.

When drivers report traffic, accidents, or police presence, it's visible to other users, which encourages trust and participation in the community.

**Slack**



On their website, Slack features testimonials from large, well-known companies that use their platform, such as IBM and Trivago.

Seeing that such reputable companies use Slack serves as powerful social proof for potential users.

**Homework:** Identify & Gather All Existing Social Proof Points and Create a Social Proof Strategy, Draft a Case Study & Share

# Email Marketing

- Email marketing is a digital marketing strategy that involves sending emails to prospects and customers.
- Despite being an older tactic, email marketing remains incredibly effective when done right.
- Personalized email campaigns can build relationships, encourage repeat purchases, and drive conversions.



# Email Marketing Strategies

- **Segmentation:** Segment your email list based on various factors like demographics, purchase history, website behavior, etc.
  - Tailor your emails based on these segments to improve relevance and engagement.
- **Personalization:** Go beyond just using the recipient's name.
  - Personalize emails based on individual user behavior, preferences, and history. This could mean recommending products based on past purchases or sending content based on their interests.
- **Automated Email Series:** Use automated email series (also known as drip campaigns) for nurturing leads, onboarding new users, or following up after purchase.
  - These sequences can automatically send emails based on triggers or time intervals.

# Email Marketing Strategies

- **A/B Testing:** Regularly test different elements of your emails, like subject lines, CTAs, images, etc., to understand what works best for your audience.
- **Leverage AI:** AI can help improve your email marketing in various ways, like predicting the best time to send emails to each subscriber, crafting subject lines, or segmenting your audience.
- **Multi-Channel Integration:** Use email in conjunction with other marketing channels. For example, if you have a webinar coming up, you can promote it on social media and use email to send reminders and follow-ups.

# Email Marketing Examples

## Grammarly



Grammarly sends personalized weekly writing updates to their users.

The emails are highly tailored, offering insights into the user's writing habits, common mistakes, and overall writing progress.

This adds value for the users, keeping them engaged with the product and encouraging them to continue using Grammarly.

## Amazon



Amazon excels in personalized product recommendations via email.

Based on browsing and purchasing history, Amazon sends emails featuring products that the recipient may be interested in, effectively encouraging repeat purchases.

## Spotify



Spotify's "Wrapped" campaign is an example of highly personalized and eagerly anticipated annual email marketing.

At the end of each year, they send users an email summarizing their listening habits, top artists, genres, songs, and more, often leading to increased app engagement and social media shares.

**Homework:** Audit Your Existing Email Marketing Efforts and Create a Drip Campaign (Use A/B Testing Where Possible!)



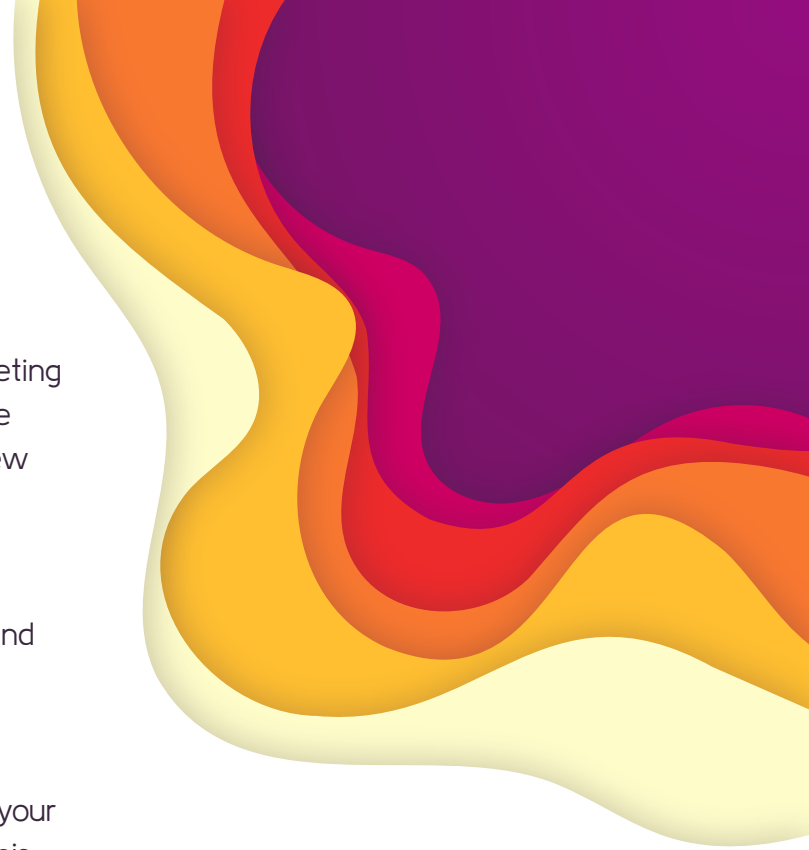
# Partnerships & Collaborations

Collaborations, especially as a scale-up, are critical. Here's why:

- **Extended Reach:** collaborating with others, especially those who already have a following or broad customer base, gives you access to their audience.
- **Brand Affinity:** when a trusted individual or organization endorses your content or collaborates with you, it helps to increase your brand's credibility.
- **Diverse Content:** collaborations often lead to unique and diverse content, as you merge different perspectives, styles, and ideas.
- **Increased Engagement:** Content that includes or features well-known personalities or brands often drives higher engagement, as their fans are likely to like, comment, and share.
- **SEO Benefits:** If your collaborators link to your content from their website or social media profiles, it can boost your SEO.

# Partnership & Collaboration Strategies

- **Strategic Partnerships:** This involves partnering with a non-competing company that shares your target audience. You can cross-promote each other, bundle your products or services, or even create a new product together.
- **Influencer Partnerships:** Collaborate with influencers who have a strong reputation in your industry. They could create content around your product, host a joint event, or endorse your brand to their audience.
- **Affiliate Partnerships:** Build a network of affiliates who promote your product in return for a commission on any sales they generate. This can be a cost-effective way to increase reach and sales.



# Partnership & Collaboration Strategies

- **Content Collaborations:** Collaborate with another brand, influencer, or thought leader to create content together. This could be a joint blog post, webinar, podcast, or research report.
- **Co-Marketing Campaigns:** Partner with another brand to run a joint marketing campaign. You could host a competition, create a video series, or launch a new product together.
- **Product Integrations:** If you have a product or service that can integrate with another company's product, this can be a powerful way to provide more value to your customers and reach a wider audience.
- **PR Partnerships:** Partner with a PR or media agency to get your brand featured in relevant publications. This can increase your brand visibility and credibility.

# Collaboration Example

Fellow > Blog > Management > Leading Through Crisis...

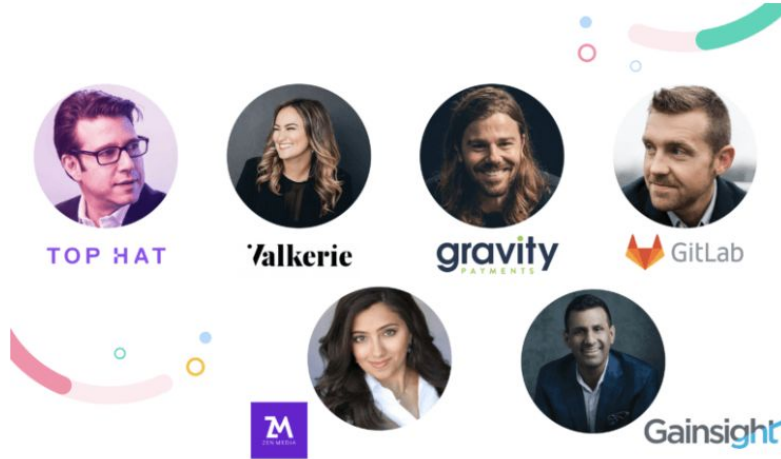
## Leading Through Crisis: 6 Lessons About Transparency, Optimism, and Contingency Planning



Manuela Bárcenas • 05/15/2020 • 8 minute read

How leaders at Gainsight, Gitlab, Top Hat and other top companies are supporting and motivating their teams during the COVID-19 crisis.

There are going to be times in your journey as a leader when you'll have to reinvent your strategy and adapt quickly to new scenarios. For thousands of leaders around the world, the COVID-19 crisis is one of those moments. The global pandemic raised a very important question: how can you lead and empower your team through turbulent situations?



**Tips for high-performing leaders**

# Partnerships & Collabs Examples

## Uber & Spotify

In a unique partnership, Uber and Spotify teamed up to create "soundtrack for your ride".

Uber riders could connect their Spotify account and become their own DJ during the ride.

This partnership added a fun element to the Uber experience and extended Spotify's usage scenarios.

## Starbucks & B&N

Barnes & Noble houses Starbucks outlets within their bookstores, a partnership that benefits both brands.

Customers can enjoy a coffee while they browse books, enhancing the shopping experience and the time spent in the bookstore.

## GoPro & Red Bull

GoPro and Red Bull have formed a long-standing partnership where they co-host extreme sports events.

GoPro provides the hardware to capture the action, and Red Bull uses its influence in the extreme sports world to promote these events.

This collaboration has helped both brands reinforce their shared image of extreme performance and adventure.

**Homework:** Make a List of Your Dream Collaborators & an Outreach Plan (Bonus Points if They'd Be Great Customers!)



# Thanks!

**Any questions?**

You can find me at:

@erinblaskie · erin@erinblaskie.com

# Additional Resources





## Things to Consider Before You Create

Who Can We Include/ Interview / Quote in the Blog Post?

Do We Have Content We Can Repurpose?

Which Internal Content Can I Link to from this Content?

Are We Thinking About SEO and Keywords?

Is My Content Evergreen (i.e. Can Withstand the Test of Time)?

## Types of Content to Create for the Blog

NEW CONTENT  
SEO-Specific Content

NEW CONTENT  
Thought Leadership Content

NEW CONTENT  
Interviews with Guest Experts or People with Large Networks

REPURPOSED  
Podcasts, Audio Clips, etc. Transcribed

REPURPOSED  
Course Material (Audio, Video or Written)

REPURPOSED  
Videos, Webinars, etc. Transcribed

REPURPOSED  
Product Demos, Help Center Content

Blog Post

## Potential Distribution Strategies

Video & Audio

Video Script

Turn Video into 15-30 Second Clips for Social

Audio Blog Recorded & Added to Post

Audio Clips Could be Uploaded to iTunes, SoundCloud, etc.

Social Media

Social Media Updates

Text-Based Updates for Twitter, LinkedIn, Facebook

Multi-Frame Instagram Post for the Feed

Multi-Frame Instagram Story

Pull Quotes, Stats, Figures, etc. for Social Graphics

Add Quotes, Stats, Figures Graphics to Pinterest with Link to Blog

Paragraphs Repurposed as Answers to Quora Questions

Host Live Q&A on Social Platforms (or Zoom) re: Blog Post

Email Marketing

Added to Value-Focused Drip Campaign

Included in Newsletter

Send to a Targeted Segment that Would Love the Content

Education

Group Multiple Blogs into a Guide/Ebook

Guide Can Be Repurposed into a Webinar

Webinar Deck Can be Uploaded to SlideShare

Teaser of Webinar Can Be Uploaded to YouTube, etc.

Individual Slides Can be Turned into Social Graphics

Turn Blog Post into an Infographic to Share on Social

Blog Post Concepts Could be Mind Maps or Templates, Gated on Site

Infographics Can be Shared on Pinterest w/ Link Back to Blog

TARGET AUDIENCE	Customer Journey					
Phases	<b>AWARENESS</b> The customer becomes aware of the company, its products, or its services.	<b>CONSIDERATION</b> The customer thinks about whether to engage with the company or purchase its products or services.	<b>DECISION/PURCHASE</b> The customer decides to purchase a product or service from the company.	<b>EXPERIENCE/USAGE</b> The customer uses the product or service.	<b>LOYALTY/RETENTION</b> The customer decides to continue using the product or service, or to purchase additional products or services from the company.	<b>ADVOCACY</b> The customer becomes a promoter or advocate for the company, recommending it to others and possibly influencing their purchase decisions.
User actions, tasks and activities						
Emotions, thoughts and feelings						
Painpoints						
Opportunities						
Touchpoint						








# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>KEY PARTNERSHIP FOR BUSINESS MODELS</b> Complement and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>CATEGORIES</b> Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>CHARACTERISTICS</b> Novelty Performance Customization "Getting the job done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Security</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>CHARACTERISTICS</b> Personal assistance Personalized Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p><i>Mass Market  niche Market Segmented diversified multi-sided Platform</i></p>
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>IS YOUR BUSINESS MODEL</b> Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p><b>CHARACTERISTICS</b> Partial Costs (salaries, rent, utilities) Variable costs Economies of scale Pioneers or imitator</p>	<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>TYPES</b> Asset sale Usage fee Subscription Fee Licensing/royalty/leasing Licensing Brokerage fees Advertising</p> <p><b>FIXED REVENUE</b> License Fee Product Feature dependent Customer segment Relationship Volume dependent</p> <p><b>PRICING MODELS</b> Progressive (discounting) Fixed management Free time limited</p>			

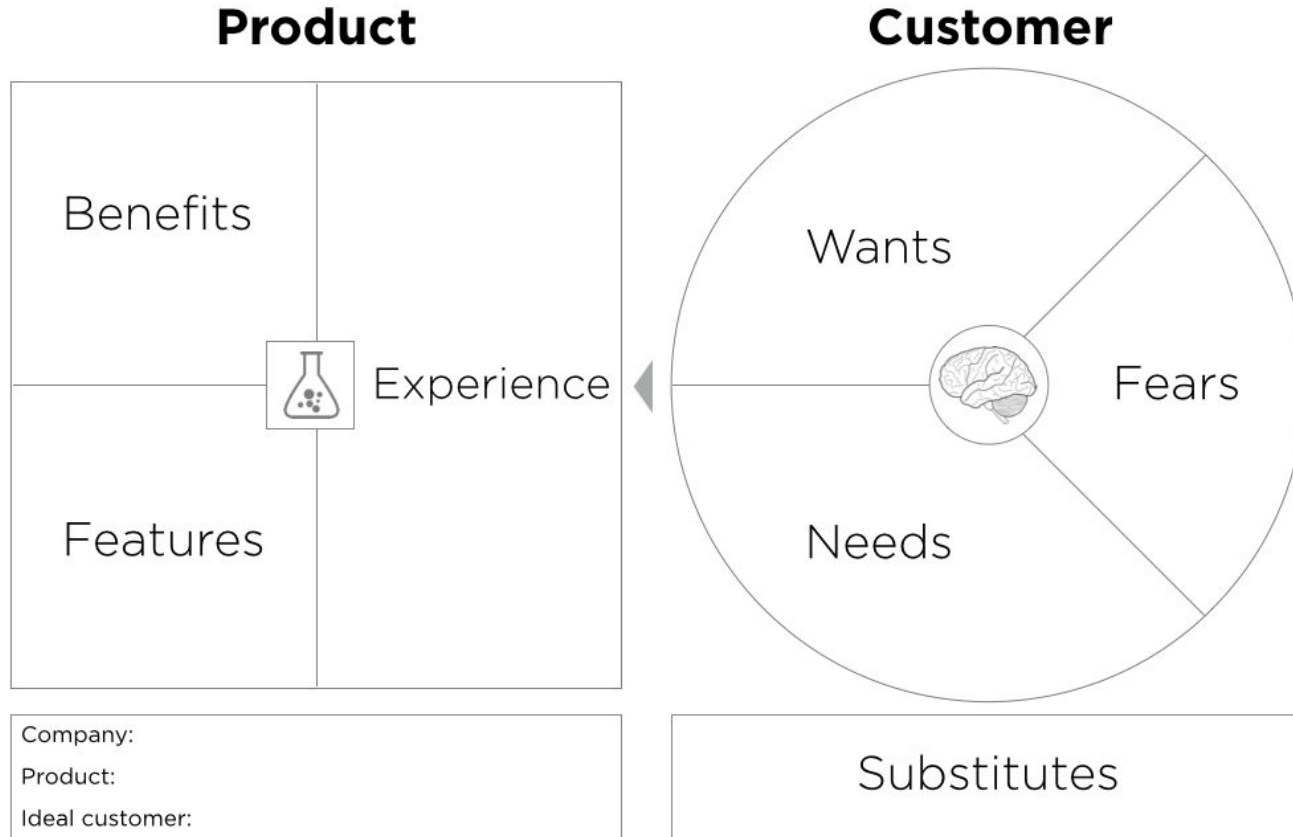


DESIGNED BY: Business Model Foundry AG

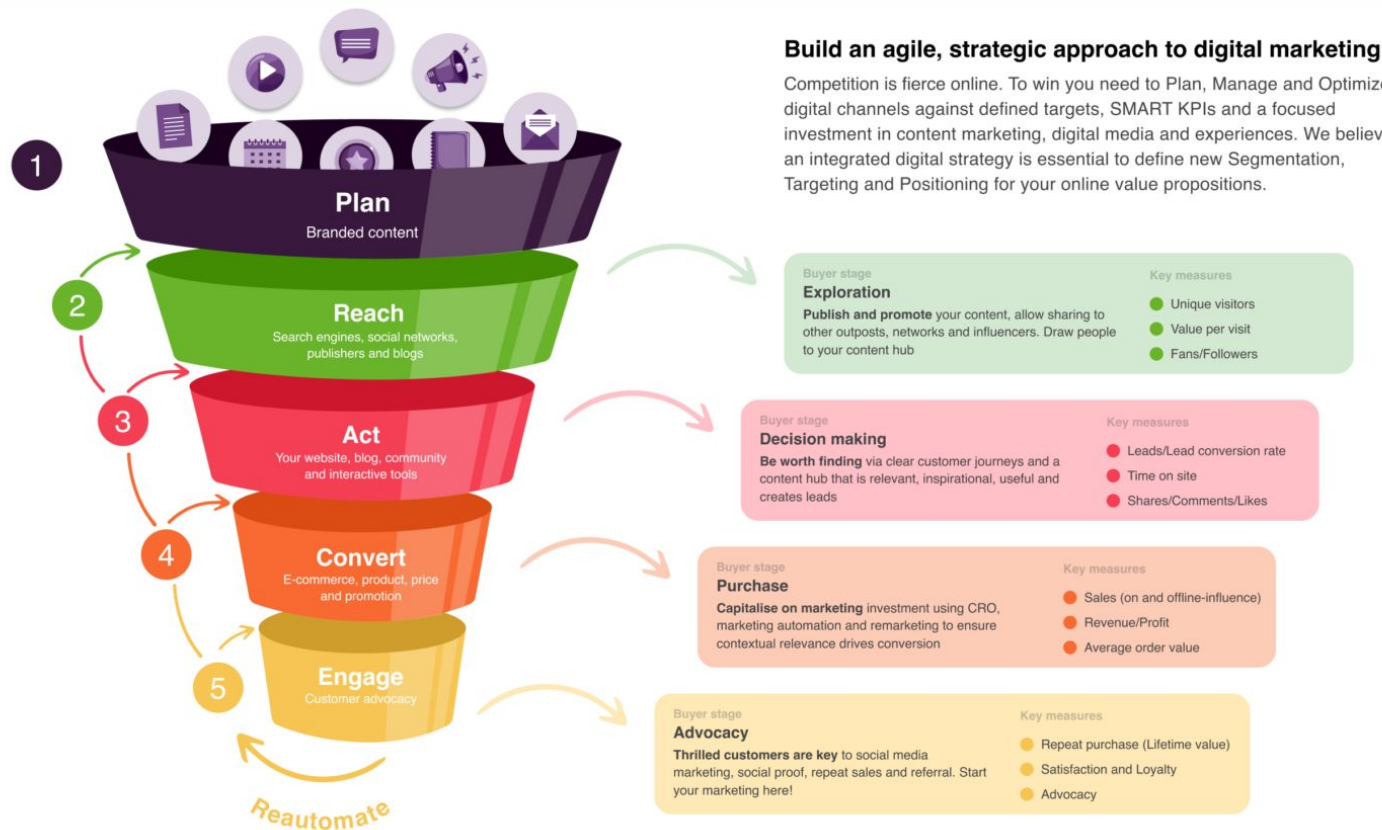
The makers of Business Model Generation and Strategyzer

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# Value Proposition Canvas



# THE SMART INSIGHTS RACE PLANNING FRAMEWORK



## Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

# Tools & Technologies



# Analytics Tools

- Understanding and analyzing customer behavior is fundamental to any marketing strategy.
- Analytics tools such as Google Analytics, Mixpanel, or Amplitude can help you understand user behavior on your website or app.
- These tools track key metrics like bounce rate, session duration, conversion rate, and more, which can provide insights to optimize your marketing strategies.



# CRM Systems

- **Helps you manage and analyze customer interactions and data throughout the customer lifecycle.**
- Customer Relationship Management (CRM) include systems like Salesforce, HubSpot, or Zoho CRM.
- They can help improve customer service, nurture leads, increase customer retention, and drive sales growth.





# Email Marketing Tools

- Email remains a very effective channel for customer acquisition and retention.
- Tools like Mailchimp, SendGrid, or Constant Contact allow you to manage email lists, create and send emails, and track key metrics like open rate and click-through rate.
- Advanced email marketing tools also offer features like segmentation, personalization, and automation to improve the effectiveness of your campaigns.



# Social Media Platforms

- Social media platforms are crucial for promoting content, engaging with your audience, and driving traffic to your website.
- Includes platforms like Facebook, Instagram, LinkedIn, Twitter, or TikTok and social media management tools like Hootsuite, Buffer, or Sprout Social can help you schedule posts, manage multiple accounts, track engagement, and analyze performance across different platforms.



Hootsuite™



buffer



sproutsocial

# SEO Tools

- For optimizing your website's visibility on search engines, SEO tools like Moz, SEMrush, or Ahrefs are very useful.
- They can help with keyword research, backlink analysis, site audits, and rank tracking, among other things.



# A/B Testing Tools

- To effectively run experiments and optimize your conversion rate, you'll need A/B testing tools like Optimizely, VWO, or Google Optimize.
- These tools allow you to create and test different versions of your website or landing page and determine which one performs better.



# Project Management Tools

- Tools like Asana, Trello, or Jira can help you manage your growth marketing projects, coordinate with your team, track progress, and ensure timely execution of tasks.

