

# How to Dominate Content Marketing to Become a Public Relations **NINJA**



[www.samsonmedia.net](http://www.samsonmedia.net)

## **Content Marketing for PR People or Anyone Else**

Whether you are a Public Relations/ Media Relations professional or a business owner, you share the same goals: to get your or your client's message in front of as many relevant audiences as possible. You may have worked with traditional media like TV, radio and print for years but your clients now expect to reach targeted audiences across social media channels, blogs, websites, YouTube channels and more. You know you need to generate results across multiple online outlets in multiple formats all the while tracking and reporting on usage and results. It can all seem very daunting compared to the methods you've used for conducting media relations in the past. So how can you update your approach for generating exposure for your messages across numerous online outlets? How can you maximize your current results by getting additional exposure across blogs, websites and online videos?

## **Content Marketing is The New Marketing & PR**

First, let me say that the new rules of marketing and PR are based heavily on the premise that you no longer have to rely solely on the media gatekeepers to distribute your message. Speaking directly to the end consumer, even in business-to-business, is the new normal. Social media as a delivery mechanism makes it more viable than ever before to leap frog the mainstream media outlets and reach prospects where and when they hangout online whether that's their favorite websites, blogs, video channels or social media outlets.

## **A.B.E. = Always Be Educating**

Educating prospects and customers about your product or service is the fastest and most effective way to impact buying decisions. By creating ongoing, educational materials that answer the most commonly asked questions about what you do and how you do it, builds authority and trust. Supplementing the third party endorsement of traditional media with the endorsements of social and shared media (likes, retweets, social shares, etc.), can make a powerful and measurable impact on your marketing and PR campaigns.

## **Why We Love WordPress**

A hosted WordPress website is an amazing thing and we've been fans of this content management system for over 9 years that we've been creating websites. The reason I mention this here is because some of the tools listed here work seamlessly and effortlessly with WordPress, some of them as simple plugins. Even more importantly, WordPress as a web publishing platform that will allow you to publish content simply and easily, increasing the likelihood that you will keep up with your Internet marketing efforts. That's not to say that a regular, non-WordPress won't work just fine but you

may need help updating pages or adding content and we all know that the easier things are the more likely you'll be to stick with it, and content marketing is a marathon not a sprint, so having an easy to update website is key to the entire premise of content marketing.

### **Content Marketing Tools You Can Use Now**

So I'm not going to make the case for the importance of content marketing as an effective tactic. If you've read this far you're already a believer. The question is really how to update your skills and abilities and integrate content marketing as a regular tool in your professional PR tool box, or, if you're a business owner, how to take charge of your own PR marketing messages.

Here's our list of tools that we use to create, manage, enhance and expand content creation across multiple platforms. Each listing includes a description and a link to additional information. Remember --- information is power. Here's to being powerful!

## Hootsuite – Social Media Management



[www.hootsuite.com](http://www.hootsuite.com): Hootsuite is a social media management tool that allows you to distribute and track all your main social media efforts in one place. You can connect Hootsuite with Twitter, Facebook, Google+ and LinkedIn so that you can preload links to blog posts, press releases and even videos to be delivered at designated dates and times in the future. You can also monitor engagement to see which of your social media posts are being shared or liked and respond directly from within the dashboard. In addition to managing and tracking your social media output, Hootsuite also offers reporting so you can actually see the results of your efforts. Hootsuite also offers multiple access for people to use in teams and provides a free and pro version for as little as \$9 a month.

## Snip.ly – Content Curation



[snip.ly](http://snip.ly): Snip.ly was the “Cool Tool of the Year” for us. This tool allows you to add teeth to content curation which is an important part of any content marketing strategy. Snip.ly allows you to add your own content as an overlay to almost any other content on the Internet such as, **PRWeb press releases, the New York Times, Forbes, The Wall Street Journal, CNN.com** and many, many more. That’s right, using Snip.ly links that you create and add to your social media, websites, blogs, emails and yes, even YouTube videos, when someone clicks on the Snip.ly link, they arrive at whatever website you sent them to with your own clients logo, message and clickable call to action right on that page! See a NYTimes.com sample here (scroll to bottom of page): <http://snip.ly/BNYp> Free and pro plans starting at \$16 a month.

## Viewbix – Video Integration



[www.viewbix.com](http://www.viewbix.com): Viewbix takes any of your YouTube videos and allows you to add email signups, coupons, PDF downloads and website links directly into the video player. And because it connects to most popular email marketing tools like Aweber, iContact, Infusionsoft and others, it adds powerful functionality that ties many facets of your lead generating and online marketing tools together. That means that each video is like a stand-alone, interactive website that can be posted on Facebook, Twitter and web pages where you can perform lead capture and offer PDF downloads without the viewer ever leaving the video.

## Taboola & Outbrain – Paid Content Distribution Outlets



[www.outbrain.com](http://www.outbrain.com) & [www.taboola.com](http://www.taboola.com): What if you could get your client's messages on the websites of USA Today.com, CNN.com, The Daily News, CBS Interactive, Fast Company and more? They might not throw a parade in your name but it would go a long way towards keeping your clients happy. Very happy. Well now you can use paid media. Paid media is the third side of the content marketing triangle which includes owned media, and earned media. Services like Taboola and Outbrain rent real estate on hundreds of high-powered websites and then sublet that space to you and your clients for as little as \$25. And because it's based on a targeted pay per click model, you only pay when your content is clicked on. This is a very powerful way to gain new followers, readers, leads and prospects by reaching NEW people who have never been exposed to your content before.

## Blogdash – Database of Opt-in Bloggers



[www.blogdash.com](http://www.blogdash.com): Blogdash offers a huge timesaving way to locate, sort and pitch bloggers in any niche you choose. Over a quarter of a million bloggers have voluntarily signed up on Blogdash in order to be pitched story ideas for their blogs. The really cool thing is that in addition to sorting by the usual areas such as health, travel, food, beauty, and many others, you can also sort by Klout score, number of Facebook or Twitter followers, what the Alexa score or Moz rank is for their website's search engine rankings. You can search and build lists of potential bloggers and then craft customized pitches to everyone on the list. Blogdash then tracks the blogger's responses and serves up all the info related to your pitch to those who agree to write your story (press release, graphics, videos, etc.). Note that one of the sortable criteria is "compensation" (in addition to no compensation) which many bloggers request as a condition of writing your content, but compensation, in addition to cash payouts, can also include products, admission to events, coupons, vouchers, discounts, etc. They offer a 30 day free trial, month to month pricing of \$400 or annual pricing of \$2,400.

## Google Alerts – Online Clipping Service



[www.google.com/alerts](http://www.google.com/alerts): Google Alerts is a quick, free and easy way to keep tabs on client mentions throughout the Internet. It's also a way to keep tabs on the competition as well as industry-specific topics and conversations. This free service doesn't always catch everything and the results can sometimes be far afield from what you really wanted to follow, but as a virtual clipping service, it acts as a solid back stop to catch hits and placements that can be used in your reporting and follow-up with clients. Free.

## HARO – Placement Opportunities



[www.helpareporter.com/](http://www.helpareporter.com/): Help a Report Out is a great way to get a steady flood of media inquiries in search of experts, case studies, spokespeople, etc. Reporters post their requests, and subscribers can pick and choose the inquiries they want to respond to. Founded by the Force of Nature otherwise known as Peter Shamkman, my only knock against this useful service is the sheer volume of requests that arrive in your in-box (THREE times a day). **Tip:** subscribe for a few weeks, unsubscribe and then re-subscribe as needed. But if you're a PR person who represents a variety of clients and you're on the lookout for placement opportunities (and what PR person isn't) then HARO is for you. And did I mention this service is free?

## EasyWebinar.com – Webinar Creator and Recorder



[www.easywebinar.com](http://www.easywebinar.com) : EasyWebinar is a powerful WordPress plugin that integrates and uses the power of Google Hangouts and YouTube Live to bring you dynamic live events streamed in HD quality. EasyWebinar allows you to stream out to an unlimited number of attendees and create as many events as your heart desires. But the really cool thing about Easy Webinar is that you can reuse the webinars to create evergreen, on-demand “encore presentations” that can be used to build lead capture funnels by requiring sign-ups in order to view the recorded versions. You can also add social media sharing capabilities to help spread your message by delivering bonuses, awards, coupons, vouchers, etc., in exchange for a tweet or a Facebook like. Incorporating videos to make compelling sign up pages is easy, and we love that Easy Webinar connects with Aweber, Mailchimp, Infusionsoft and may other email marketing and CRM platforms. Cost \$300 for a one-time site license that you can use for up to 10 clients. Compare to GoToMeeting or GoToWebinar which cost \$600- \$1,200 ANNUALLY.

## RadioGuestList.com – Radio Placement Opportunities



[www.radioguestlist.com](http://www.radioguestlist.com): Radio Guest list is similar to HARO in that it brings together authors, experts and speakers with radio show producers and talent bookers. They provide free email subscription services that will send daily opportunities to your inbox. Aside from having a premium version of the free speaker opportunities newsletter, they also offer various premium versions, curated by topic. Want to be more proactive? The service lets experts as well as PR people advertise their availability, increasing your likelihood of either getting booked or picking up more clients. Advertising in the email blasts starts as low as \$39 with other packages available.

## Mustr.com – Blogger & Contact Management System



- [getmustr.com/](http://getmustr.com/): Mustr is an online software service that offers to “Organize your own PR lists.” While based in the UK, the service is also available to residents of the UK. What I like about this SAAS (software as a service) is that it helps you manage your own PR lists, particularly bloggers, that you can share with an outside agency or an internal team all while maintaining control. What is essentially a customized database created by PR professionals *for* PR professionals, Mustr allows you to search by various criteria and then send them tailored pitches, along with photos and PDFs. Cost: about \$80 a month for up to 3 team members.

## Pixabay.com – Free Stock Photo Site



- [pixabay.com](http://pixabay.com): As a “content creator,” images play a large part in communicating your message. Images can make or break your content when it comes to social media engagement and are often critical for attracting clicks on mobile devices. But paying for stock photos can get expensive from premium sites like iStockphoto, Fotolia and Shutterstock. Granted, these paid sites offer practically unlimited selections of not just images but also audio and video clips as well. But sometimes when you just need a quick and free image to adorn that blog post or use in a video, sites like Pixabay are fantastic alternatives. Note: when you do an initial image search on Pixabay, only the first row of results are PAID. Everything after that is 100% free to use.

## Canva – Image Creation and Editing Tool



[www.canva.com](http://www.canva.com): This was our other new favorite tool of the year (after Snip.ly)! Think PhotoShop or Illustrator lite. Very lite. No color separations or real sophisticated image manipulation here, but the ease of use and versatility of this web-based design service allows almost anyone to elevate their basic design and layout skills by a factor of 100. In fact, we created the cover for this report using Canva. You can import any of your own images and add a huge variety of fonts and clip art to breathe new life into old photos, create banners, headers and even infographics. One of the really cool features is the many default sizes for creating highly professional Facebook headers, Twitter headers, Google+, LinkedIn, podcast, Kindle covers and even Facebook ad sizes and many other standardized social media formats. And if the thousands of free clip art, icons and backgrounds aren't enough for you, the stock images within Canva are only a \$1 apiece. Combined with free images from Pixabay or other free image sites, Canva will elevate your content marketing to a whole new level.

## SpeechPad – Transcription Service



- [www.speechpad.com](http://www.speechpad.com): Transcription services are essential for transcribing soundbites and interviews for client approvals as well as video uploads on YouTube. The many automated transcription services available are usually unreliable with sometimes hilarious if not downright confusing results. Usually, good, reliable transcription services by human beings is time-intensive and expensive. Until now! Speechpad uses human transcribers that interface with a broad variety of nearly any digital format you can think of, from mp3s to YouTube videos. And as long as you're not in a hurry, transcriptions are \$1 a minute, delivered in a week, to \$3 a minute delivered within 24 hours guaranteed.

## Additional Content Creation Resources

- **Let's Partner Up or Do it For You Content Marketing Services**  
[www.samsonmedia.net/services/content-marketing/](http://www.samsonmedia.net/services/content-marketing/)
- **Blog Topic Generator**  
[www.hubspot.com/blog-topic-generator](http://www.hubspot.com/blog-topic-generator)
- **Are You a Content Creator?**  
Tips for Setting Up Your Website to Maximize Content Creation  
<http://samsonmedia.net/blog/topic/content-marketing/>
- **The New Rules of PR:** How to create a press release strategy for reaching buyers directly. By David Meerman Scott  
[www.davidmeermanscott.com/documents/New\\_Rules\\_of\\_PR.pdf](http://www.davidmeermanscott.com/documents/New_Rules_of_PR.pdf)

### Stay in Touch:

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