CONTENT MARKETING SURVIVAL GUIDE

HOW TO NAVIGATE THE WILDS OF SOCIAL MEDIA



TAKE THE SOCIAL ROUTE TO CONTENT MARKETING SUCCESS

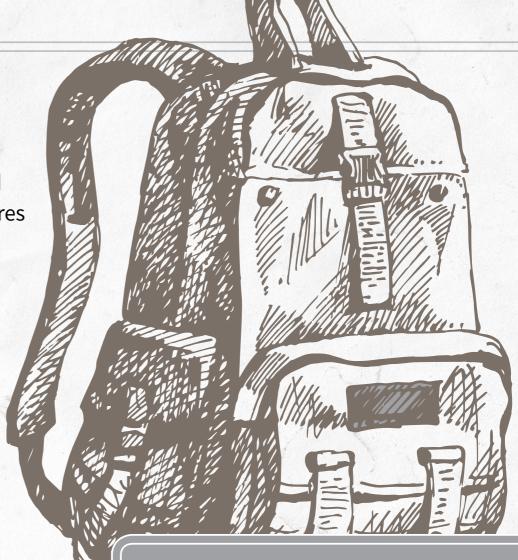


ESSENTIAL TOOLS

This Social Media Survival Guide will give you the tools you need to make smart content marketing decisions as your brand explores the diverse social media landscape. This collection of expert insights, advice, and brand examples outlines the unique characteristics of each channel, helps you identify which platforms and practices are likely to work best for your particular business goals, and offers creative inspiration to ignite more successful and sustainable conversations with your target audience.

Read on for an in-depth discussion on 12 of the top social media platforms content marketers are using right now, including:

- Popular standards like Facebook, Twitter, Google Plus, and LinkedIn
- ▶ Video channels like YouTube and Vimeo
- ► Visual-centric hotspots like Pinterest and Instagram
- ► Niche content-sharing sites like Tumblr and SlideShare
- ► Emerging platforms like Medium and Snapchat



TAKE THE NEXT STEP

Ready to take your content efforts to the next level of social media engagement? The] at Content Marketing World 2016 will bring you up to speed on today's essential social media platforms, tools, and audience trends.





SURVEY THE LANDSCAPE

Stick to your story

Every organization can (and should) use social media to listen to relevant conversations taking place. But remember, just because you can share something on every channel there is, doesn't mean that you should. In fact, the pressure to be everywhere at once may be one possible reason why our research found that many marketers are struggling to feel effective with their efforts – particularly when it comes to some of the newer platforms, like Snapchat or Medium.

Own the conversation

The best plan of action is to start with a small number of platforms where you can own the conversation, and build from there. This is why creating a social media content plan should be the first step you take before sharing your content on any social network.

Follow the plan

Essentially, a content plan maps your organization's use of a given channel to your overarching brand story. It lays out the key opportunities a platform offers, and outlines the marketing objectives, quality standards, and engagement practices your business will adopt when working with that platform.

Let your goals dictate the decisions you make in regard to social media content. For example, if the goal of your content marketing plan is to increase email subscribers, would it really make sense to broadcast all your blog posts on Facebook and Twitter? Think about how you can tweak and repurpose the content you share on your social networks, both as it applies to your goals for the channel and to your overarching business objectives."

> Cathy McPhillips, Vice President of **Marketing, Content Marketing Institute**





MAP OUT THE DETAILS OF YOUR PLAN

To create a basic social media content plan from scratch, start by answering the following questions for each channel you believe you should be working with:

- ▶ Who uses this channel, and what are they using it for? Is it an important channel for our target personas? Have our competitors established a presence? What are conversations like here?
- ▶ What are our objectives? Why does it make sense for our business to use this channel? What specific goals do we want our efforts to help us achieve?
- ► What's our call to action? What do we want fans and followers to do after viewing our social media content? Share it? Comment? Visit our site? Subscribe to our newsletter?
- ▶ What kinds of content will work best here? Are our topics relevant to this audience? How can we create unique, useful conversations that the audience will appreciate? Are we creating content in the most appropriate formats for this platform?
- ▶ What's the right tone of voice for this platform? Would a friendly, fun approach work best, or will the audience be expecting a more serious, professional demeanor?
- ► What's the ideal velocity? Should we publish once a week? Multiple times a day? What days and times of day work best? Do we have the ability to sustain our efforts over the long-term?

If your responses don't reveal a compelling opportunity to engage on that channel, or if its environment isn't well-suited to your brand's particular content vision and mission, it may be best to step away and reserve your team's resources for social media platforms that are a better fit.



HANDY — SHORTCUT

Here's a cheat sheet you can use to help you organize the details of your social media content plan. Fill it in for each social network you decide to prioritize.

CHEAT SHEET: SOCIAL MEDIA CONTENT PLAN

Here are a few starter considerations you can fill in. Make sure to repeat this exercise for each specific platform.

Platform Plan:
► We will publish (original/curated/a mix) content.
► We will publish (number) of posts every (day/week/month/other)
➤ We will distinguish ourselves from our competition by
➤ We will provide the following assets: (links/photos/videos/text only/other)
▶ On this platform, we will always/never
▶ Only team members are authorized to publish to this platforn without prior message approval.
>team members will be provided with logins to this platform
► Tech issues should be referred to
► Customer/audience issues should be referred to .



START WITH LANDMARK LOCATIONS

CHARTING YOUR COURSE

Content marketing typically thrives on these popular platforms, which often have high traffic and few barriers to entry. But the competition for attention can be tight in noisy, crowded environments like these, so brands should track their efforts carefully and be prepared to change course if their progress starts to stall.





Who's using LinkedIn to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	94%	76%	86%	93%	65%
Users who feel it's effective	66%	39%	60%	58%	29%

What puts it on the map: Users have long recognized LinkedIn as the gold standard of business-focused social networking. But when the company opened its Publisher program to allow all users to publish their content on the platform, it began to emerge as a powerful tool that businesses could use to grow their influence and thought leadership, promote the workplace opportunities they offer, and support the content they've published on other media channels.

Secrets of survival:

- ▶ **Obsess over your post titles**. Since you only have a tiny space for an optimized title, you need to cut the fluff. Plain language works best, but also try to include a benefit or reason why people should read your post.
- ► Encourage employees to share your content on their personal LinkedIn pages. Not only will their advocacy help your content spread farther and faster, their willing participation is also a positive reflection of your brand's vision and values a key benefit if you are looking to recruit new talent.
- ► **Take care when reposting your blog content**. Google indexes all LinkedIn posts, which could create issues with duplicate content. If you want to reuse something from your blog, give it an overhaul to make it better and more relevant for your LinkedIn audience.
- ▶ **Upgrade to Premium**. Giving your team members a LinkedIn Premium account will provide them with enhanced search and connection management tools they can use on your company's behalf, while Sponsored Updates and Text Ads can help draw followers and sales leads to your Company or Showcase page.

Learn more: How to Get 200+ New Subscribers From 1 LinkedIn Article



AN INTREPID EXPLORER WORTH FOLLOWING: PANDORA

Naturally, a tunes-centric company like Pandora would choose to share articles that promote its many entertainment channels, partnerships, artists, and offerings. But Pandora doesn't just focus on the music side of the music business equation. It also uses LinkedIn as a workplace education and HR recruitment forum, publishing detailed articles on available job opportunities at the company, as well as sharing general workplace advice, showcasing memorable in-office events, and highlighting the insights and thought leadership of its executives and other team members.



Pandora

Internet 1001-5000 employees

Home

Careers



At Pandora, we're a unique collection of engineers, musicians, designers, marketers, and world-class sellers with a common goal: to enrich lives by delivering effortless personalized music enjoyment and discovery. People—the listeners, the music makers, and our employees—are at the center of our purpose and everything we do. Actually, employees at Pandora are a lot like the service itself: bright, eclectic, and innovative. Collaboration is the foundation of our workforce, and we're looking for smart individuals who are self-motivated and passionate to join us. Be a part of the engine that creates the soundtrack to life.





Who's using Twitter to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	87%	82%	79%	92%	93%
Users who feel it's effective	55%	50%	53%	69%	51%

What puts it on the map: At an average of 310 million active users a month, Twitter isn't just a king of the marketing micro-conversation: It's a top destination for consumers who want to stay informed and discuss what's happening in their world – the moment it happens. Its ability to facilitate spontaneous, real-time conversations comes in handy for meeting the demand for customized, responsive customer service. It also makes Twitter an ideal outlet for turning even small gestures of corporate goodwill into memorable marketing moments.

Secrets of survival:

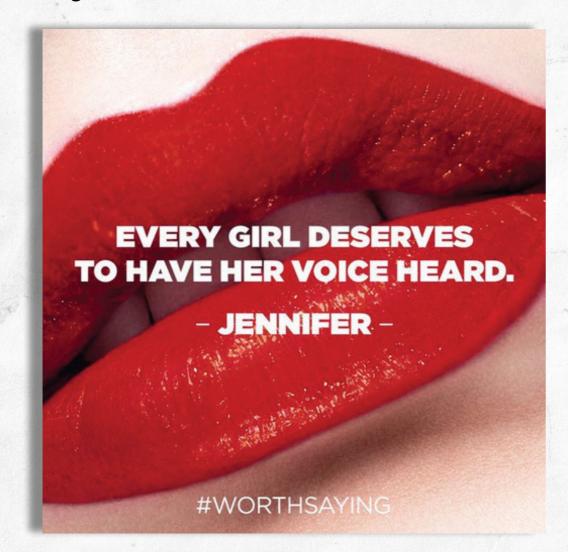
- ► Extend the reach of your long-form content. For example, try tweeting out a key takeaway, along with a link to the full piece.
- ► **Use hashtags wisely**. Always <u>check the hashtag</u> first to see how much activity it receives, the sorts of content people share, and how well (or otherwise) such content is received.
- ► **Give Twitter Polls a try**. Survey your followers on a relevant topic, and use the responses you receive to inform future content efforts.
- ► Consider hosting a series of <u>Twitter Chats</u> on a relevant topic of interest to your audience. You may also want to set up a recording of the hashtag you use to organize the conversation, which can help you track top-level insights revealed during the discussion.
- ▶ **Pay to play**. Twitter is a vast and noisy space, so consider using Sponsored Tweets, Promoted Accounts, or other <u>paid promotion techniques</u> available on this channel to help your messages get heard above the chatter.



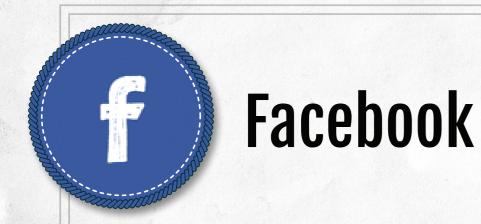
AN INTREPID EXPLORER WORTH FOLLOWING:

L'OREAL'S #WORTHSAYING

L'Oreal Paris launched the #WorthSaying campaign at this year's Golden Globes red carpet. The campaign asked women to share on social media about their careers, passions, and anything else they thought was worthwhile. The idea, according to L'Oreal, was to seize control of the discussion surrounding the event and deliberately point it in a meaningful direction. #WorthSaying may be a simple idea, but the campaign elegantly supported L'Oreal's brand message, with its legendary slogan: "Because You're Worth It."







Who's using Facebook to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	84%	94%	76%	78%	96%
Users who feel it's effective	30%	66%	48%	37%	70%

What puts it on the map: Though its older-skewing audience and frequent tweaks to format and formula have caused some marketers to rethink their role in this community, Facebook remains a premier platform for building personal connections with consumers based on the things that interest them most. Its broad reach and near-universal appeal make it an easy-to-manage addition to any marketer's arsenal.

Secrets of survival:

- ► **Take advantage of Facebook's latest** marketing opportunities, such as its Canvas rich media advertising platform, as well as its decision to allow verified publishers, celebrities, and brands to include sponsored or branded content in the photos, videos, and status updates they post.
- **Explore the human side of your business**. For example, try posting photos of your team members taking part in charitable activities like food drives, pet adoptions, or environmental clean-ups. Or, share profiles of your employees as they engage in their favorite hobbies to help followers get to know what they are like outside of the office.
- ► Facebook isn't just for top-funnel awareness. The more value in the content you share, the more trust and authority you build which is essential to driving consumers closer to making a purchase.
- ▶ **Boost your results**. Simply sharing your content may no longer be enough to get it into the newsfeeds of your target audience. Put a bit of budget behind your posts to boost their reach among your fan base, or consider creating a Facebook Ad (with or without Power editor) to help you connect with new audiences.

Learn more: Jon Loomer Talks All About Facebook



AN INTREPID EXPLORER WORTH FOLLOWING:

PRICELINE'S #WHYNOTTONIGHT

During the promotion for its last-minute, "Tonight Only" travel deal search service, the Priceline team worked with the YouTube-famous Eh Bee family to post a series of videos on Facebook about connecting through a moment with the family. For example, when the mom gets fed up with constant interruptions from her family while trying to have a little "me" time, she uses Tonight Only to book a hotel getaway for the night – just for her. The campaign aims to help customers have fun, enjoy their lives, and not worry about the details.







Who's using YouTube to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	74%	77%	75%	81%	77%
Users who feel it's effective	51%	53%	50%	47%	45%

What puts it on the map: Videos attract <u>billions of views every day</u>, and YouTube is, arguably, the king of video sharing. Emotionally resonant and universally appealing, videos are a great way to create unique, entertaining, or immersive experiences, making this platform a great fit for driving brand awareness and other top-of-the-funnel content marketing goals.

Secrets of survival:

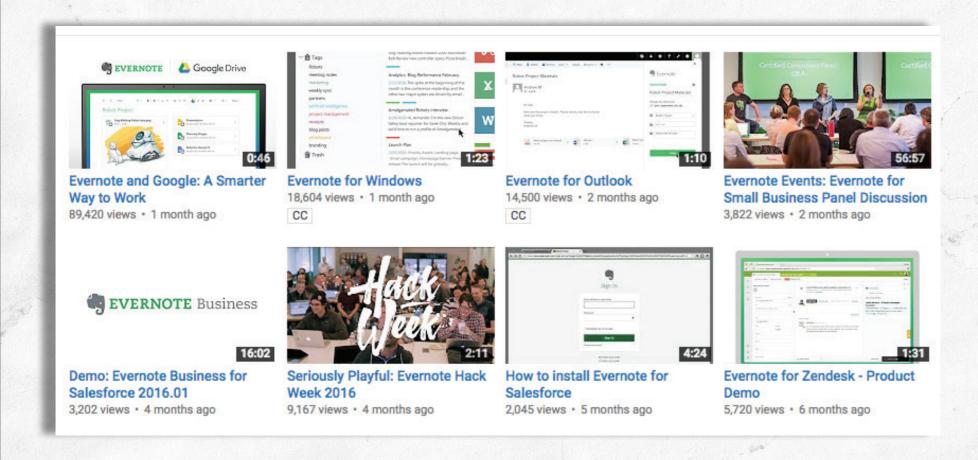
- ▶ **Decide whether to 'Tube or not to 'Tube**. Ask yourself whether anything about your story would be lost if you tried to tell it without the benefits of visuals and sound. If the answer is no, consider starting with a format that requires less of a commitment (both to produce and to consume).
- ► Leverage interactive features and technologies in your videos. This enables viewers to participate in the story as it unfolds.
- ► **Tag your work**. Add relevant tags, titles, and descriptions to the metadata of your YouTube content. This will help get your videos associated with your target keywords and get them indexed to rank for relevant content searches.
- ▶ Push your videos to influencers, subscribers, fans, and followers. A screen capture of your videos (along with a link) can be featured in an email that you send to the members of your mailing list. This alerts your audience that you have new video content for them to check out, and gives you a forum for requesting their feedback and asking them to help you spread the word.
- ➤ **Consider sponsoring video content**. Not quite ready to create your own YouTube channel? Try adding a display ad, overlay ad, or Sponsored Card to relevant third-party YouTube videos to increase your own content's exposure.



AN INTREPID EXPLORER WORTH FOLLOWING:

EVERNOTE PRODUCT TUTORIALS

Evernote makes extensive use of video on its YouTube channel, and pushes those videos across its website and its social media channels. The brand's high-quality, highly detailed explainers help users understand – and get the most out of – its suite of tools for managing their information, their work, and their lives. It's an excellent example of a visual marketing utility.







Who's using Google+ to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	62%	72%	58%	74%	39%
Users who feel it's effective	13%	22%	19%	18%	13%

What puts it on the map: Anyone who's ever signed up to use a Google product like Gmail, Drive, or Google Analytics has access to their own page on Google+, making it a wide-reaching, task-focused alternative to more frivolous social scenes. It's great for spreading brand influence and sharing in-depth insights; and newer features like Google+ Collections enable brands to curate content into customized, topic-based multi-media conversations.

Secrets of survival:

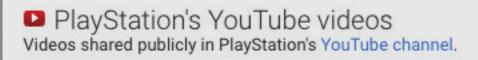
- ► **Grow your circles of (brand) life**. Connect with other industry influencers, as well as your brand fans. This will help you raise the authority of the content you post on the platform, which can boost your content's rankings on search.
- ▶ **Segment your audience**. By grouping your G+ contacts into circles based on their particular interests, demographics, funnel stage, relationship to your brand, etc., you can more easily customize your content distribution.
- ▶ **Post and participate**. Like most social media channels, Google+ works most effectively <u>when you are active on it</u>. Find content to post that is relevant to your audience members, respond to their comments and conversations, and link to your own new content as often as possible.
- ... or just Hangout. Google Hangouts is one of the platform's biggest opportunities for content marketers.

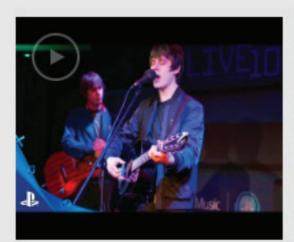
 Use Hangouts to record webinars or how-to guides, host Q&A sessions, host workshops, make announcements, and more.



AN INTREPID EXPLORER WORTH FOLLOWING: PLAYSTATION

Sony's entertainment console division is one of the most active and engaged brands on the Google+ platform, posting nearly every day to keep fans updated on the latest game releases, music tie-ins, playing tips, beta test results, and discount offers. PlayStation's Google page also features video highlights from e-gaming competitions – like the Call of Duty World League – where fans attend immersive, professional sports-like live events that are built around popular PlayStation game titles.





PlayStation Music Presents: Jak...



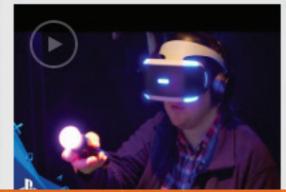
Horizon Zero Dawn - E3 2016 Th ...



E3 Top Moments From Day 3: Fi...











Who's using SlideShare to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	37%	20%	24%	49%	8%
Users who feel it's effective	41%	36%	39%	38%	33%

What puts it on the map: Over the years, SlideShare has expanded its capabilities to provide benefits like free design tools, enhanced multimedia compatibility, and app integrations that have helped take content way beyond the realm of the PowerPoint slide show. This business-focused social network is particularly powerful when it comes to telling visual stories, creating step-by-step demos and explanations, or taking your live presentations from the stage to the small screen.

Secrets of survival:

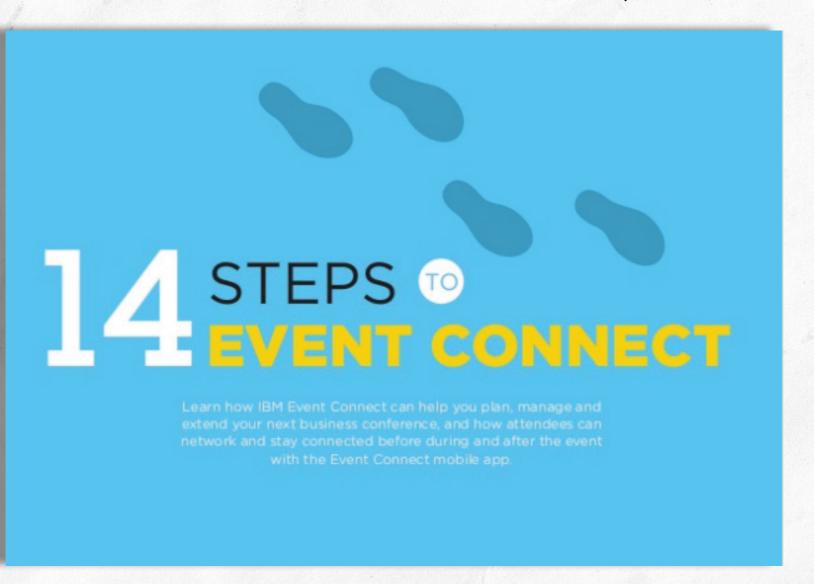
- ▶ **Grab attention right off the bat**. The SlideShare home page is a sea of headlines and cover thumbnails. If you want to catch visitors' eyes as they scan the goods and get them to click on your content, you better have a compelling cover image and powerful headline.
- Present a simple discussion. Often, the best SlideShare presentations are those that create interesting conversations and do so in a way that's easy for viewers to understand and follow. Keep your story simple and concise so readers don't lose interest before they reach the last page.
- ► **Appeal visually**. Memorable presentations often tell a compelling story in a few words. Whenever possible, emphasize imagery over text by incorporating video, infographics, photos, and other static images.
- ▶ Include a call to action. Insert a clickable link in your slides to make it easy for the user to take the next desired step.
- ► **Use it for content repurposing**. Extend the value of your existing content such as Twitter chats, archived webinars, infographics, or your favorite blog posts by curating them into anthologies or visual scrapbooks of topic-specific information.

Learn more: SlideShare Secrets to Stack the Decks in Your Favor



AN INTREPID EXPLORER WORTH FOLLOWING: IBM EVENT CONNECT

This presentation for IBM's Event Connect conference management solution gets everything right when it comes to publishing on SlideShare: A headline that explains the payoff for readers? Check. Images that convey and contribute to a clear, compelling message? Of course. Does it offer solid usage tips and takeaways and examples? Sure it does. And what about a clear call to action that drives viewers to take the next step? Check, and mate.





Who's using Instagram to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	29%	62%	42%	39%	58%
Users who feel it's effective	22%	42%	45%	15%	39%

What puts it on the map: Instagram puts a visual spin on the content-based micro-conversations that made Twitter a household name. With its unique photography filters and ease of use on mobile, it's the perfect platform for capturing those authentic little moments that truly bring out the humanity in your business.

Secrets of survival:

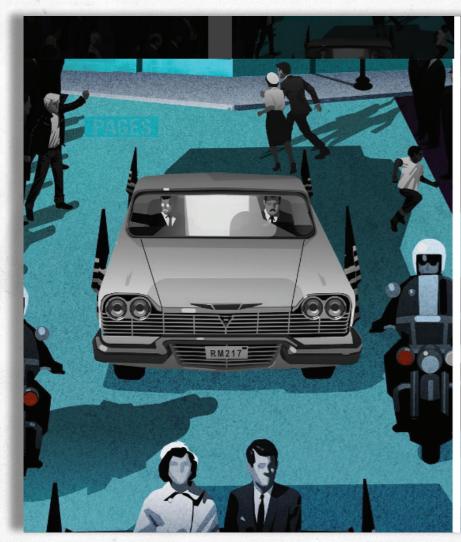
- ▶ Incorporate hashtags wisely. To get the best and most relevant exposure, make sure your hashtags are related to your caption; and don't cast too wide a net by stuffing your posts with every possible hashtag that's currently trending.
- ▶ Use comments to inject your brand personality into your interaction. But be sure to pay close attention to what you're saying, down to the last word: All your followers can see what you write, so your captions should be written to have mass appeal and avoid any negative perceptions.
- **Keep their eyes on the prize**. Capitalize on the Instagram users' "whoa-that's-cool" mindset by creating a giveaway or other participative events, and use compelling photos to entice followers to enter. For example, if you are offering a vacation as a prize, post gorgeous pictures of the destination to help them visualize its appeal.

Learn more: How to Get Noticed: 3 Instagram Marketing Strategies



AN INTREPID EXPLORER WORTH FOLLOWING: 11.22.63 ON HULU

Hulu took to Instagram to promote 11.22.63 – an eight-part streaming TV series based on a best-seller by Stephen King – with a series of image tiles that revealed hidden codes when viewed through a special Instagram filter. The campaign (created by content agency Jetset Studios) adapted images and iconography that would be familiar to King's superfans, and used them as a secret passageway to unlocking exclusive interviews with director J.J. Abrams, star James Franco, and King himself. Not only did the Instagram effort encourage the type of scrutiny befitting a show about solving the mystery of the Kennedy assassination, it also captured the target audience's attention in a *novel*, and visually compelling way.







Who's using Pinterest to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	25%	61%	23%	36%	36%
Users who feel it's effective	20%	39%	41%	16%	22%

What puts it on the map: As memorable and customizable as the world's largest digital scrapbook, Pinterest elevates visual content to an easily catalogued art form. While this <u>fast-growing platform</u> certainly works well for content discovery, it's been particularly popular among B2C marketers who are looking to use their shared passions to turn window shoppers into informed and satisfied buyers.

Secrets of survival:

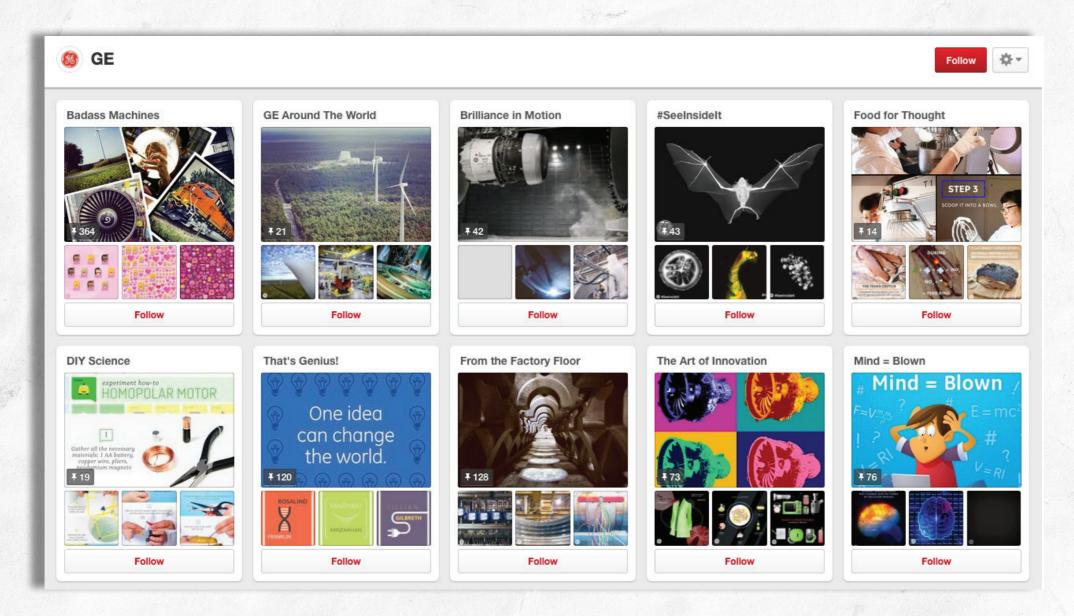
- ► Make your business account easy for fans to find. Ensure that your business name is self-explanatory and easy to spell. You should also take the time to verify your site and include links to other social media accounts for increased crossover and visibility.
- ▶ **Put a "Pin It" on it**. To encourage readers to share your content on Pinterest, add a Pin It button on your website. Since the average pin is searchable months after it has been posted, you can bet that by pinning your content your users can help you increase its life span significantly.
- ➤ **Co-create with your brand fans**. To make the most of user-generated content, create a collaborative board that allows your followers to post photos of how they interact with your product, good, or service.
- ► **Take advantage of rich pins**. Rich pins is a paid Pinterest service that enables businesses to enhance the information that gets included in their Pins, such as retail locations and contact information, product pricing, easy-install buttons for apps, or lists of recipe ingredients and cooking instructions.

Learn more: Grow Your Pinterest Following: 5 Simple Steps for Brands



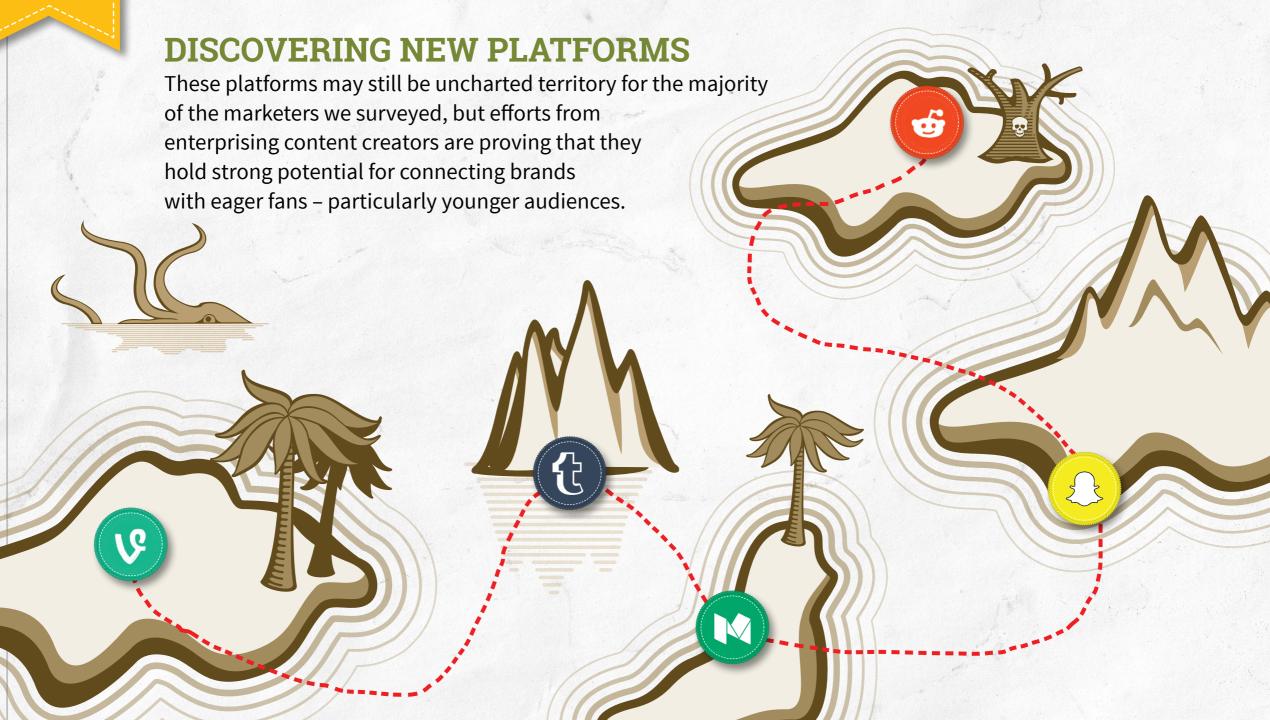
AN INTREPID EXPLORER WORTH FOLLOWING: GENERAL ELECTRIC

GE's Pinterest boards offer users an inside look at complex machines as well as hilarious tech, electricity, and softwarerelated "Hey Girl" memes, and images of the work GE has done around the world. These boards serve two important purposes: They are on-brand for GE itself, and they promote interest from a wide variety of users.





CONSIDER GOING OFF THE BEATEN PATH







Who's using Vimeo to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	21%	25%	24%	32%	16%
Users who feel it's effective	43%	38%	25%	38%	34%

What puts it on the map: Why would a brand choose to use Vimeo, when YouTube dominates as the world's most popular video-sharing platform? Here are a few distinct advantages that make Vimeo more viable for marketers than you might think:

Secrets of survival:

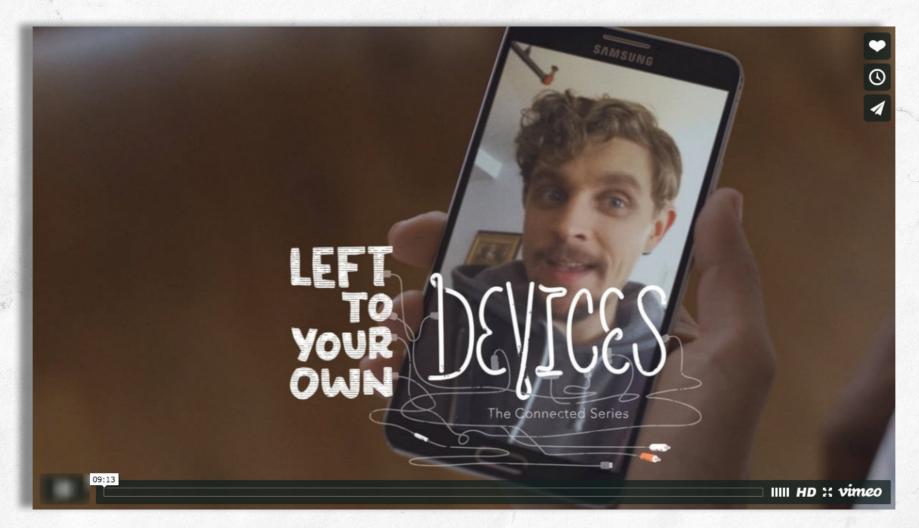
- ▶ It's versatile. Vimeo isn't just a platform for uploading content and creating video playlists it's a fully functional video publishing and hosting service, offering a range of publishing settings, customization options, and configuration tools that give brands a greater amount of control over how their videos look, feel, and function.
- ▶ It's search-friendly. Vimeo's hosting service also enables brands to use their own domain when publishing video content a big benefit when it comes to SEO.
- ▶ **Better brand protection**. While the Vimeo community may be smaller than YouTube, it's also better monitored. This means marketers who publish on Vimeo can avoid getting tangled up in troll wars or bombarded by offensive or inappropriate comments.
- ▶ It's less competitive. This means Vimeo's communities are more close-knit, making members more likely to open up to the brands they engage with.
- No third-party intrusions. Paid users can publish their videos without any outside advertising, branding, or pre-roll content reducing the risk of driving viewers away from the content they came to engage in.



AN INTREPID EXPLORER WORTH FOLLOWING:

SAMSUNG'S THE CONNECTED

Samsung collaborated with Vimeo's brand studio team to produce The Connected – a series of short films that examine the complicated relationship that exists today between humans and technology. Each film is artfully created by members of Vimeo's "Staff Picks" community; and while the partnership enables Samsung to freely distribute the films wherever it wants (through the use of Vimeo's embedded video player), brand mentions in the films are kept to a minimum to retain an authentic, art-house film vibe.







Who's using Tumblr to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	9%	20%	8%	12%	11%
Users who feel it's effective	26%	25%	33%	7%	25%

What puts it on the map: This Yahoo-owned blogging platform may have taken a tumble in popularity due to competition from newer social sites like Medium. But it's still a great option for showcasing stellar brand storytelling, getting creative with attention-grabbing memes and GIFs, and sharing your brand's unique take on the latest news and trends.

Secrets of survival:

- ► <u>Customize the look of your page</u>. Your Tumblr page is an extension of your brand, so you should set it up as creatively and conscientiously as you would any other social outpost i.e., so that its look, feel, and messaging are consistent and in alignment with your overall strategy and goals.
- ▶ **Find your niche**. Tumblr specializes in building tight-knit communities around particular areas of interest. Narrowing the focus of your content to one or two brand-relevant topics is a great way to attract a following among those with common interests and gives you an edge when it comes to owning the conversation.
- ▶ <u>Promote your Tumblr content</u>. Just as you would do for a traditional blog, you should be search-optimizing your Tumblr posts by creating custom URLs, tagging your photos, and aligning your page titles and meta descriptions with your target keywords.
- ▶ Don't neglect the importance of connecting with others in the Tumblr community. By commenting, "liking," reposting, and linking to their content, you are actively encouraging your followers to do the same for your brand.



AN INTREPID EXPLORER WORTH FOLLOWING: WHOLE FOODS MARKET

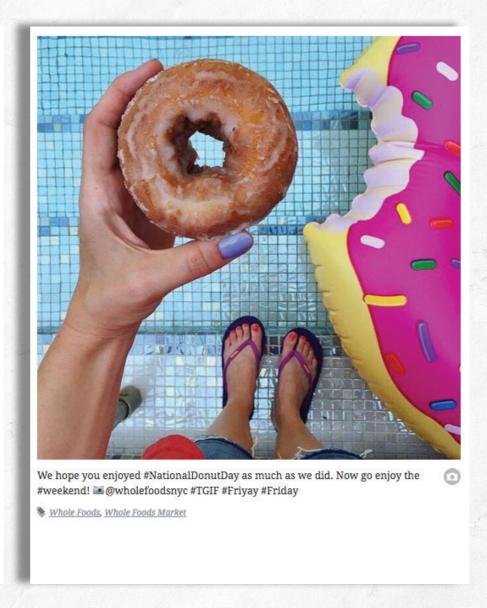
As <u>Stephen Jeske</u> once mentioned, Whole Foods Market customers aren't just buying organic food, they're buying a way of living. The company uses Tumblr as an extension of its online magazine Dark Rye, telling stories of regular people creating sustainable lifestyles. By repurposing existing content and curating other material, Tumblr helps Whole Foods Market continually build its brand and reinforce its sustainable living persona.



Happy #HempHistoryWeek! We're celebrating with an amazing #sale on #hemp products through 6/14. Did you know that hemp is generally grown with less water than cotton and it can help lighten up landfills?! Click the link in our bio to learn more about hemp. #hempseeds #hempoil #meatlessmonday

What is your fave way to use hemp?

Whole Foods, Whole Foods Market







Who's using Medium to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	6%	9%	4%	3%	2%
Users who feel it's effective	35%	33%	0	0	4%

What puts it on the map: One of the newest social media species known to marketers, you might call Medium the Great Content Equalizer, as it helps content creators spread their influence based on the quality of their writing – not their online popularity. Co-founded by Twitter's Biz Stone and Evan Williams, the site's algorithms organize content into collections of posts (with help from its team of skilled content curators) called Publications, which consumers can choose to follow, or "Recommend" – the more Recommends a piece of content receives, the more visible it becomes across the Medium platform.

Secrets of survival:

- ▶ Make it a repost-a-palooza. Medium is a great platform for extending the reach of the content you've already published on your blog or website. In fact, because there are no publication dates assigned to Medium content, it's ideal for giving your oldest evergreen content a new lease on life.
- ▶ **Don't skimp on your story**. With its emphasis on high-quality storytelling, longer, more detailed posts tend to be more popular than brief snippets or summaries.
- ▶ **Remember that sharing means really caring**. When it comes to measuring post performance, one metric reigns supreme on Medium: whether or not people take the time to read it. This gives marketers a clearer sense of actual engagement than metrics like visits and views can.
- ▶ Make a note. On Medium, the usual end-of-page comment stream has been replaced by the ability to insert notes on specific sections of the story. Brands can use this feature to provide footnotes or explanations on their own content, as well as add their own perspective to other stories they recommend and share on the platform.



AN INTREPID EXPLORER WORTH FOLLOWING: GONE, BY MARRIOTT

Marriott International partnered with Medium to launch Gone, a "new collection of stories about any and all things travel-related." The four-month series included 60 articles, the majority of which were produced by Medium, and all were labeled as "presented by Marriott." Though stories did not necessarily involve Marriott, the hotel chain does play a role in approving the content, and was featured in one story about the opening of a new Marriott hotel in Port-au-Prince.





Confessions Of A Paranoid Trip Planner

Overcoming list-mania, fear of flying, and a general aversion to vacations



Bruce Buschel May 6, 2015

9 Miles. 5 Days. 1 Broken Ankle

How I learned to love failure in the Australian Outback



Emma Pearse May 1, 2015



Who's using Snapchat to distribute content:

	B2B	B2C	Australia	UK	Nonprofit
Usage	5%	13%	4%	6%	8%
Users who feel it's effective	25%	35%	N/A	29%	21%

What puts it on the map: At its core, Snapchat is a visual messaging app, enabling users to send photos, videos, and graphics-based messages (called Snaps) that disappear within a few seconds of being viewed. But with more than **8 billion video views** a day and a high concentration of youthful users on the platform, it's also the ultimate way for brands to seize the moment and create in-the-moment stories on their own, as well as crowdsourcing the experiences of interested fans.

Snapchat offers a few specific opportunities for marketers looking to connect with this social community:

- ➤ **Snapchat Stories** is a series of Snaps taken at a given time or place and collected to create a single narrative story in real-time. Stories disappear after 24 hours and can be broadcast to as many followers as you like.
- ➤ **Snapchat Discover** is where users can search for and view streaming content channels that publishers have chosen to broadcast exclusively on Snapchat.
- ➤ **Secure transactions** Through a partnership with Square, Snapchat has also enabled users over the age of 18 to purchase products directly through the app (by registering their debit cards).



AN INTREPID EXPLORER WORTH FOLLOWING: AT&T'S SnapperHero

AT&T used Snapchat to launch "SnapperHero," a humorous, scripted series about superheroes. Reaching out to the Snapchat community, the brand encouraged fans to participate by helping to shape the characters' personalities and abilities. Like all public content on Snapchat, episodes of "SnapperHero" disappeared into the night 24 hours after being posted, though the legend lives on through associated content AT&T created for its other content platforms.







What about Reddit?

While Reddit didn't make our list of top social media platforms this year, there is still a case to be made for <u>making Reddit</u> part of your content marketing strategy.

Reddit is unbelievably popular, <u>reporting</u> almost 160 million unique visitors a month and 7 billion page views per month. It also involves significant engagement: Reddit reveals that 1.8 million users cast almost 24 million votes in a single month.

There's a subreddit for every imaginable niche interest, making it a great place to network when you are marketing a brand that has trouble standing out on more-mainstream social sites. But if you want to make an impact on this channel, it's best to start with a few ground rules:

- ➤ **Subscribe to relevant subreddits.** This will help ensure your news feed will get filled with conversations that will best match your brand's interests.
- ► **Listen.** As AdAge recently quipped, Reddit hates marketing, so it's best to spend some time observing the community's social norms and expressed interests before engaging in conversations.
- ▶ **Incentivize community members to post on your behalf.** Try using a clever meme or unique act, rather than risking getting banned by Reddit for running afoul of its guidelines on self-promotion.
- ▶ **Don't overlook Reddit ads.** While not exactly a content marketing play, Reddit ads offer brands a way to market on Reddit without feeling like you're crashing a private party.



ABOUT CONTENT MARKETING INSTITUTE

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the Intelligent Content Conference event is held every spring. CMI publishes the bimonthly magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI, a UBM company, has made the Inc. 500/5000 list from 2012-2015. Watch this video to learn more about CMI.



