

6 Tips to Optimize Content Marketing for Conversions

Spring 2012



Content Powers the Web

Content For Search

- ▶ 92% of marketers say content marketing is effective for SEO

“Our site quality algorithms are aimed at ... reducing the rankings of low-quality content.”

- Amit Singhal, Google Fellow

Content For Social

- ▶ 27 million pieces of content are shared across the web daily
- ▶ 60% of industry messages shared on social mention brands by name

What Does Google Say?

“Create unique and compelling content on your site and the web in general.”

- Google Webmaster Central blog



Content Marketing Drives Sales!

52%

of consumers say blogs impact purchase decisions

57%

of businesses have acquired new customers via blogs

42%

of consumers turn to articles and blogs for info about purchases

60%

of business decision makers say branded content helps them make better purchase decisions

61%

of consumers are more likely to buy from businesses offering custom content

19%

of beauty buyers have made purchases based on blogs stumbled on in search (SEO)



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<http://www.brafton.com>



Content versus Content Marketing

Don't just have content for content's sake.

This page great information, relevant to the company's service (beauty consultancy). BUT....

The screenshot shows a website page with several annotations in black boxes with white text and red arrows pointing to specific elements:

- Not clear from this page what the website sells**: A bracket on the left side of the page.
- Headline is confusing and not very search friendly**: Points to the article title "Ask Tia Tuesday: To Curl Lashes Before or After Mascara".
- No clear calls to action: Where should the visitor click next?**: Points to the top right navigation area.
- Advertisement**: Points to a "Dove ClearTone Deodorant" ad.
- More ads than original text**: Points to the same Dove advertisement.
- The content has not been proofread**: Points to a typo in the article text: "curl your lashes BEFORE you apply your mascara".
- No social sharing options**: Points to the bottom of the article content area.

The website content includes a navigation menu (HOME, ABOUT, THE EDITOR, CONTACT, EVENTS, PRESSROOM, PROMOTIONS & GIVEAWAYS), a featured image with text "Covered for its fit, distinctive design and quality craftsmanship", and an article by Tia Tuesday dated March 27th, 2012. The article text discusses curling lashes before or after mascara.

Content versus Content Marketing

Use content marketing to power web leads.

Headline features product name and search trend

Eyeliner (30)
10 Colored eyeliners continue to make a splash in Hollywood

You may have already learned numerous [liquid eyeliner](#) tips over the years, but it's crucial to stay on top of the latest trends in order to put your knowledge to good use. Flip through a few of our top picks to see what you pick up!

Relevant links to product pages within text

One trend that continues to make a splash is colored [eyeliner](#). Liquid eyeliners that come in everything from hot pink to cool blue are being used by everyone from actresses to singers, and it's no wonder - these products can help give your eyes a unique, bold look.

Last year, actress and singer Zooey Deschanel sported pink eyeliner in her music video for the song, "Don't Look Back," according to Elle. Since then, people have been going crazy over the trend, which seems to be here to stay.

If you aren't crazy about the idea of colored eyeliner, you can still spice up your makeup routine with liquid eyeliners and tube [mascara](#) from blinc. These products can give your eyes definition and they won't run or smudge, making them ideal for long workdays and weekends alike.



Clear sharing options to spread the word about content... and brand...

» back to news/press

RSS FEED

- FEB 9 Tweaking your liquid eyeliner routine to create a fresh look
- FEB 9 Tips to hide those under eye wrinkles
- FEB 8 Properly applying liquid eyeliners to create a bold, beautiful look

Related articles give users reasons to stay on the website

OUR PRODUCTS



Eyeliner

Related product showcased on page makes it clear what the company sells

LEARN MORE ABOUT OUR PRODUCTS

- Mascara
- Eyeliner
- Lash Primer

Clear calls to action - "Learn more" - and multiple click options

6 Tips for Content Marketing Conversions

1. Identify Your Online Conversions
2. Ask, “What do prospects want to know?”
3. Optimize with the *right* SEO keywords
4. Choose the appropriate content writers
5. Share content where it counts
6. Put content in the context of conversions



1. Determine Your Online Conversions

▶ Common content marketing ROI measurement criteria:

- » Brand awareness
- » Website traffic
- » Better rankings
- » Social shares

▶ Commonly cited content marketing goals:



<http://www.foliomag.com/2011/60-percent-b-b-marketers-plan-increased-spend-content-marketing-2012>

1. Determine Your Online Conversions

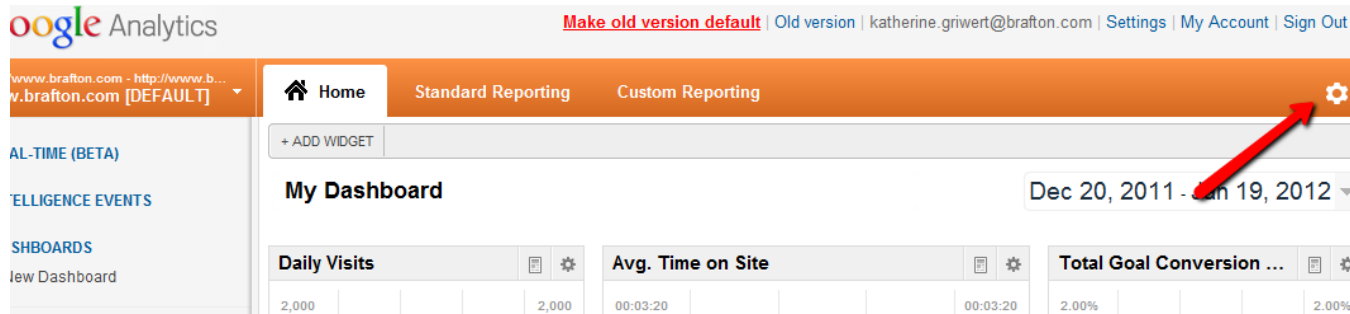
68% of marketers want content to drive customer acquisition and 67% want it to generate leads

What do you want people to do on your website?

- ▶ Fill out forms?
- ▶ Make purchases?
- ▶ Download content behind a pay wall?
- ▶ Request demos or free trials?
- ▶ Sign up for newsletters or rewards programs?
- ▶ Call your company via a number provided on site?

1. Determine Your Online Conversions

Set yourself up to be able to measure this!



google Analytics [Make old version default](#) | [Old version](#) | [katherine.griwert@brafton.com](#) | [Settings](#) | [My Account](#) | [Sign Out](#)

www.brafton.com - http://www.b...
v.brafton.com [DEFAULT]

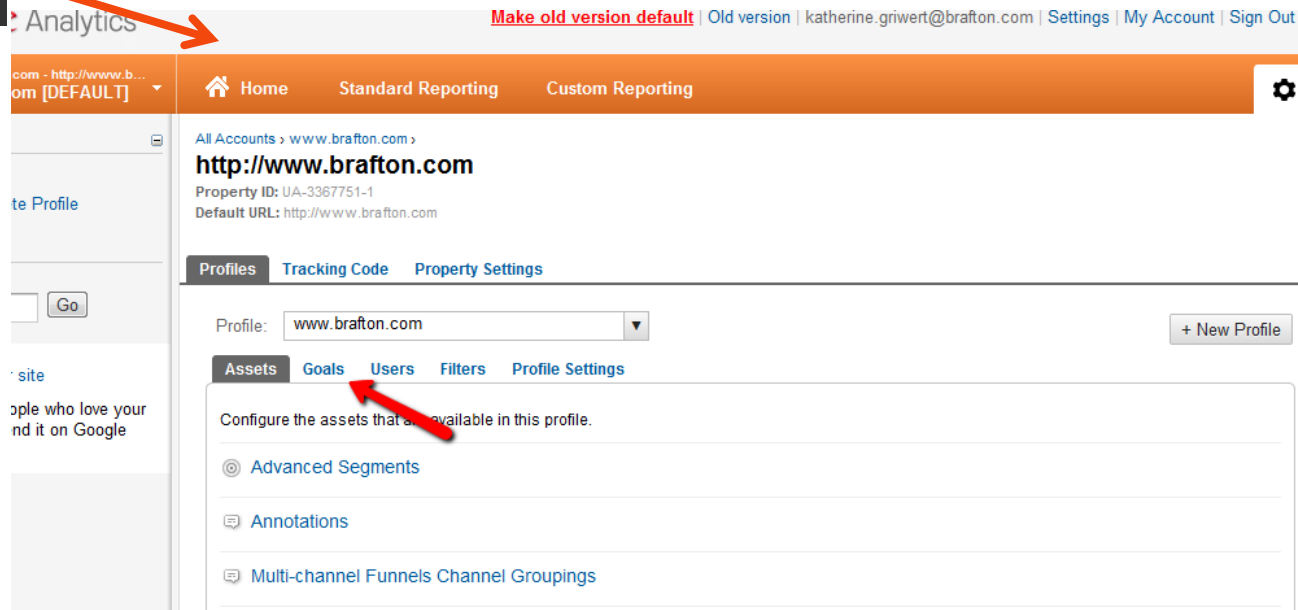
Home Standard Reporting Custom Reporting

+ ADD WIDGET

My Dashboard Dec 20, 2011 - Jan 19, 2012

Daily Visits	Avg. Time on Site	Total Goal Conversion ...
2,000	00:03:20	2.00%

Then...



Analytics [Make old version default](#) | [Old version](#) | [katherine.griwert@brafton.com](#) | [Settings](#) | [My Account](#) | [Sign Out](#)

com - http://www.b...
om [DEFAULT]

Home Standard Reporting Custom Reporting

All Accounts > www.brafton.com >

http://www.brafton.com

Property ID: UA-3367751-1
Default URL: http://www.brafton.com

Profiles Tracking Code Property Settings

Profile: www.brafton.com + New Profile

Assets Goals Users Filters Profile Settings

Configure the assets that are available in this profile.

- Advanced Segments
- Annotations
- Multi-channel Funnels Channel Groupings

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2. Ask, What Do Prospects Want to Know?

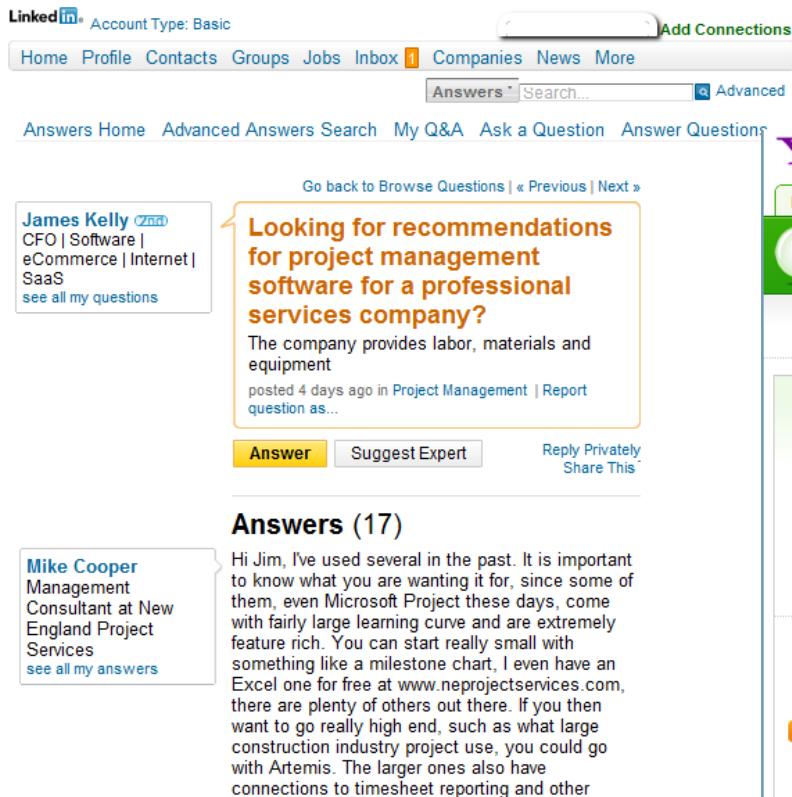
CHALLENGES: Producing engaging content (36%); 'Wowing' prospects by meeting info needs (97%)

Consider what you want people to do on your site...

- ▶ What questions might they have?
 - » B2C: Why will this make me happy?
 - » B2B: How will this make my life easier?
- ▶ Try to create and share content that will answer **CONVERSION**-related queries

2. Ask, What Do Prospects Want to Know?

Use Social Listening to Understand Your Audience



LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Answers Search... Advanced

Answers Home Advanced Answers Search My Q&A Ask a Question Answer Questions

Go back to Browse Questions | « Previous | Next »

James Kelly CFO | Software | eCommerce | Internet | SaaS
see all my questions

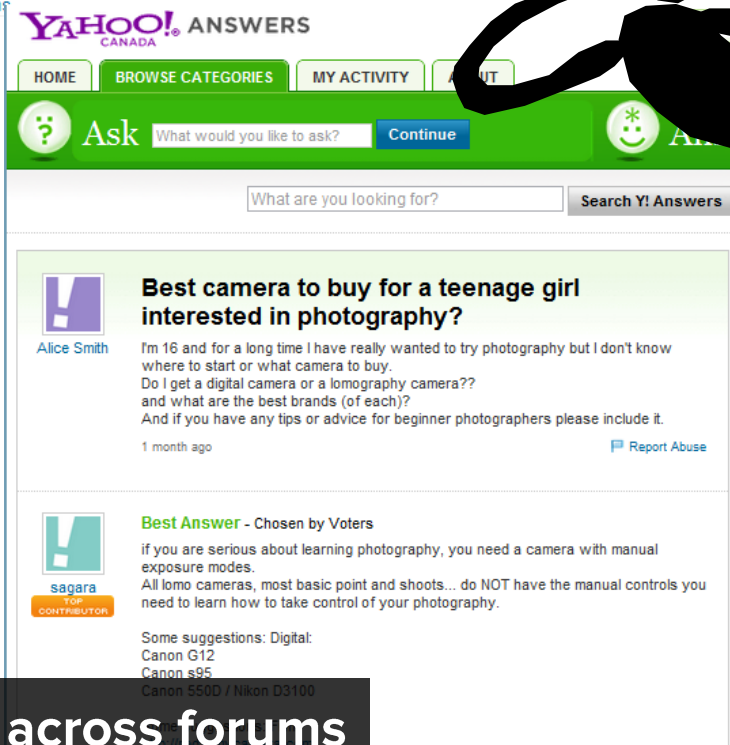
Looking for recommendations for project management software for a professional services company?
The company provides labor, materials and equipment
posted 4 days ago in Project Management | Report question as...

Answer Suggest Expert Reply Privately Share This

Answers (17)

Mike Cooper Management Consultant at New England Project Services
see all my answers

Hi Jim, I've used several in the past. It is important to know what you are wanting it for, since some of them, even Microsoft Project these days, come with fairly large learning curve and are extremely feature rich. You can start really small with something like a milestone chart, I even have an Excel one for free at www.neprojectservices.com, there are plenty of others out there. If you then want to go really high end, such as what large construction industry project use, you could go with Artemis. The larger ones also have connections to timesheet reporting and other



YAHOO! CANADA ANSWERS

HOME BROWSE CATEGORIES MY ACTIVITY

Ask What would you like to ask? Continue

What are you looking for? Search Y! Answers

Best camera to buy for a teenage girl interested in photography?

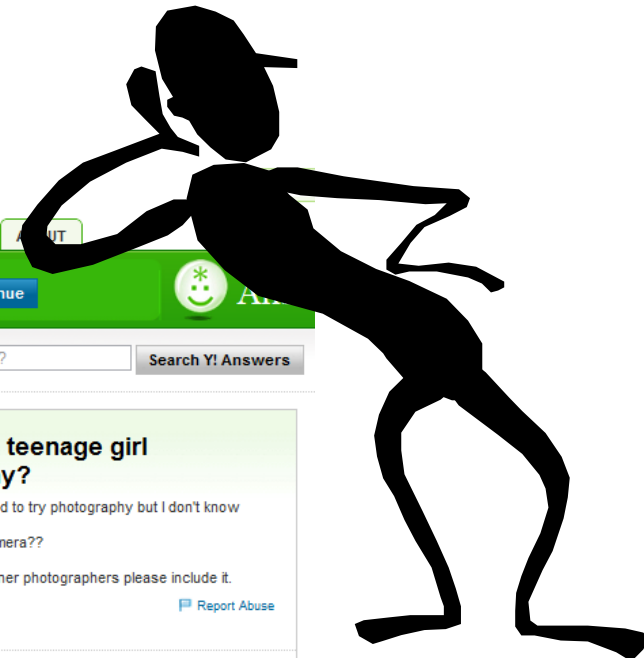
Alice Smith
I'm 16 and for a long time I have really wanted to try photography but I don't know where to start or what camera to buy.
Do I get a digital camera or a lomography camera??
and what are the best brands (of each)?
And if you have any tips or advice for beginner photographers please include it.
1 month ago Report Abuse

Best Answer - Chosen by Voters

sagara
TOP CONTRIBUTOR

if you are serious about learning photography, you need a camera with manual exposure modes.
All lomo cameras, most basic point and shoots... do NOT have the manual controls you need to learn how to take control of your photography.

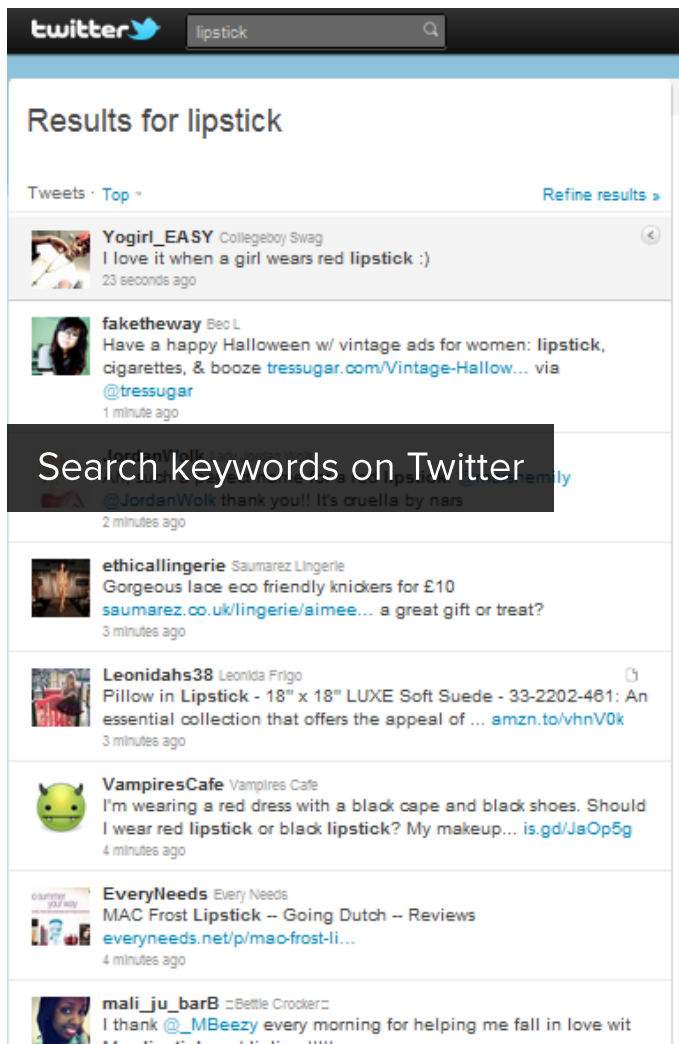
Some suggestions: Digital
Canon G12
Canon s95
Canon 550D / Nikon D3100



! Look for relevant Questions across forums

2. Ask, What Do Prospects Want to Know?

Use Social Listening to Understand Your Audience



twitter lipstick

Results for lipstick

Tweets · Top · Refine results »

- Yogirl_EASY** Collegeboy Swag
I love it when a girl wears red lipstick :)
23 seconds ago
- faketheway** Bec L
Have a happy Halloween w/ vintage ads for women: lipstick, cigarettes, & booze tressugar.com/Vintage-Hallow... via @tressugar
1 minute ago
- ethicallingerie** Saumarez Lingerie
Gorgeous lace eco friendly knickers for £10 saumarez.co.uk/lingerie/aimee... a great gift or treat?
3 minutes ago
- Leonidahs38** Leonida Frigo
Pillow in Lipstick - 18" x 18" LUXE Soft Suede - 33-2202-481: An essential collection that offers the appeal of ... amzn.to/vhnV0k
3 minutes ago
- VampiresCafe** Vampires Cafe
I'm wearing a red dress with a black cape and black shoes. Should I wear red lipstick or black lipstick? My makeup... is.gd/JaOp5g
4 minutes ago
- EveryNeeds** Every Needs
MAC Frost Lipstick -- Going Dutch -- Reviews everyneeds.net/p/mao-frost-li...
4 minutes ago
- mali_ju_barB** Bettie Crockerz
I thank @MBeezy every morning for helping me fall in love wit
4 minutes ago

Search keywords on Twitter



Travel
What's one thing you never leave home without?
Like · Comment · Share · April 20 at 8:41am

51 people like this.

View previous comments

- Youssef MoroccoTours Karaoui** my turk...
July 22 at 12:16am · Like · 2 people
- Sevinge Akberova** of course,my telephone...my rescuer ...
August 2 at 5:14pm · Like · 2 people
- Oday Rawashdeh** <http://www.jordan1tour.com/>
August 4 at 4:02pm · Like · 2 people
- Khatia Gabrichidze** cigarette, of course :D
August 14 at 5:06am · Like · 2 people
- Zitetch 'cihuy' Zuillen** <http://tours88.blogspot.com/2011/08/valencia-spain.html>
Expand Preview · August 16 at 3:09pm · Like · 1 person
- Florida Oldscool Campers LLC/ VW BUS Rentals** my vw bus :)
August 16 at 11:51pm · Like
- Kieule Nguyen** Passport & camera
August 18 at 1:26am · Like · 2 people
- Zitetch 'cihuy' Zuillen** <http://tours88.blogspot.com/2011/08/notre-dame-de-paris-paris-france.html>
Expand Preview · August 18 at 1:15pm · Like · 1 person
- Travel smart kick back with the new Eco... Innovative Foot Rest** This might really help you
http://youtu.be/isa2jgV_-5E
Expand Preview · August 19 at 7:31pm · Like



Find industry fan pages to monitor Facebook conversations

2. Ask, What Do Prospects Want to Know?

Use Social Listening to Understand Your Audience

- ▶ On social sites, look for:
 - » The leading questions shoppers ask each other (Price? Quality? Results?)
 - » The industry topics that interest prospects (News developments? Best practices? Tips and trends?)
 - » The information they share with each other while shopping *and* the format it is in (Blogs? News articles? Infographics?)
 - » The words they use when describing products or services



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3. Optimize With the *Right* SEO Keywords

“[Google] is trying to figure out synonyms, vocabulary and stemming so that people don’t have to know exactly the right word for what they’re trying to find ... and search engine optimization is the way to help people find what they’re looking for via search engines.”

- Google Distinguished Engineer, Matt Cutts

The screenshot shows the Google AdWords Keyword Planner interface. The search term is 'custom checks'. The interface includes a left sidebar with 'Tools' (Keyword Tool, Traffic Estimator), 'Include terms', 'Exclude terms', and 'Match Types' (Broad, Exact, Phrase). The main area shows search results for 'custom checks' with columns for Competition, Global Monthly Searches, and Local Monthly Searches. A 'Keyword ideas (100)' section is also visible.

Enter a key phrase related to your products/services

Use “related phrases” and “include/ exclude” tabs and similar functions to hone your keyword research

AdWords competition gives insight on the organic search competition

Check out the global and local search volumes

Consider related terms, their respective search volumes and competitiveness

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
custom personal checks	Low	4,400	4,400
custom business checks	Low	1,000	1,000
custom check	Low	33,100	18,100
personal checks	Low	165,000	165,000

3. Optimize With the *Right* SEO Keywords

Consider Prospects' Language

You might have optimized for "nail art"...

Keyword	Competition	Global Monthly Searches
nail art	Low	1,220,000

... But forums show prospects look for "nail design"

Four-leaf-clover Nail Design (and Shamrock / Horseshoe) ...inspired by the ice cream nail post :-)

lifelovebeauty


Member

Group: Banned
Posts: 118
Joined: 29-August 08

Posted 14 March

I still think the ice cream nails are way cuter, but here's a creative contribution to the do-it-yourself nail designs theme.

A four-leaf clover is a popular symbol of luck, and there's no better time to show off the luck of the Irish than on or around St. Patrick's Day! Try these simple tips to create your own four-leaf clover nail designs. The steps and materials required are similar to the shamrock nail design.



Add a circle for a leaf...

"nail design"

"nail design"

13-01-2012 11:02 PM

What type of nail design do you prefer? Simple or fanciful kind?

http://27.media.tumblr.com/tumblr_lx...c4afo1_500.jpg

http://26.media.tumblr.com/tumblr_lx...ah1uo1_500.jpg

Keyword	Competition	Global Monthly Searches
nail design	Low	823,000

And nail design has a legitimate search volume, too!

ALWAYS BE UPDATING!!

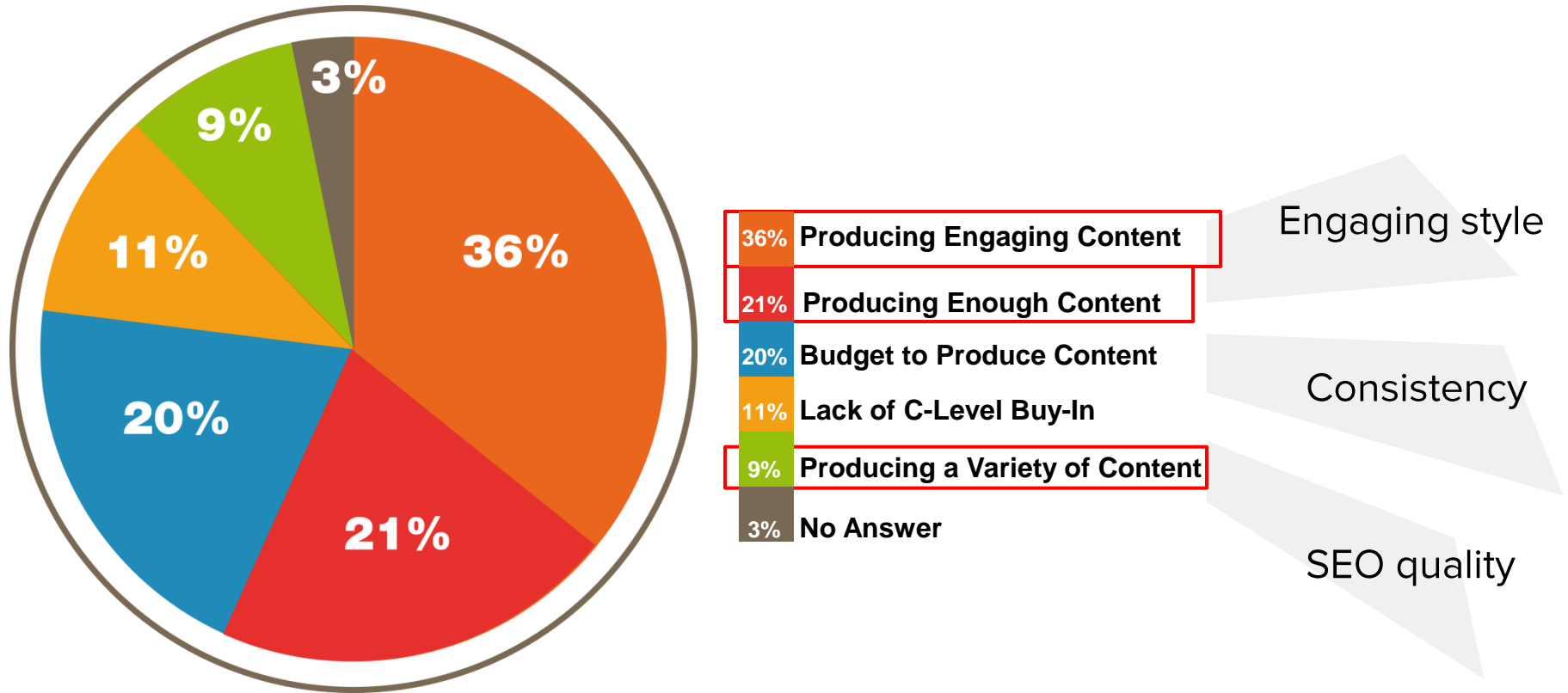
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4. Choose Appropriate Content Writers

4% of marketers will entirely outsource content marketing, and 58% will hire agencies to help



4. Choose Appropriate Content Writers

A Tale of Two Sets of Content Writers in Two Acts: Act I: Expert jargon versus knowledgeable content with social appeal



Home Page >> Lawsuits >> Auto Parts Price-Fixing Lawsuits

Email SHARE

Honda and Toyota Owners File Auto Parts Price-Fixing Lawsuit

[Compare Auto Insurance. Get 5 Quotes in Minutes.](#)

Seattle, WA: An antitrust class action lawsuit has been filed on behalf of a group of Honda and Toyota automobile owners against eight auto-part suppliers after the federal government released information detailing an international price-fixing scheme that may have cost American purchasers and lessees of a wide range of cars millions of dollars in the form of inflated car prices over a 10-year period.

The defendants supply automotive wire harnesses and related products in a wide range of Japanese- and American-built cars. According to the complaint, the defendants collectively dominate the global automotive wire harness systems market. Wire harnesses are used to direct and control electronic components, wiring and circuit boards in cars.

Among the defendants is Furukawa Electric (tyo:5801) who was cited in an agreement announced last week in which three Furukawa Electric's executives agreed to plead guilty and pay a \$200 million fine for the company's participation in the scheme, and three of its executives also agreed to serve prison terms ranging from a year to 18 months in U.S. prison for their role.

The vehicles purchased by plaintiffs during the class period include a 2009 Honda CRV, a 2005 Toyota Prius and a 2008 Toyota Camry.

According to published documents, Furukawa employees Junichi Funo, Hirotsugu Nagata and Tetsuya Ukai -- executives who held executive positions in Japan and in the United States -- conspired to fix prices and agreed during meetings and conversations to allocate the supply of wire harnesses and other products on a model-by-model basis. The Justice Department states that the price-fixing scheme was in play from January 2000 until at least January 2010.

Authorities from the U.S., the European Union and Japan have investigated a conspiracy in the market for automotive wire harness systems since Feb. 2010, according to a Justice Department report.

A law firm has a jargon-heavy blog written by professional lawyers. It focuses on recent lawsuits and the auto parts price-fixing case. The firm's lawyers weigh in to show off their legal expertise.



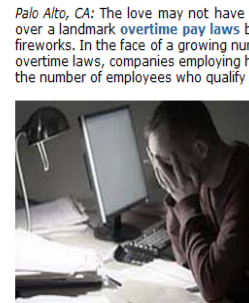
Home Page >> News Articles >> Statewide News

Home Page >> News Articles >> Are Overtime Pay Laws About to Change?

Are Overtime Pay Laws About to Change?

February 25, 2012, 01:30:00PM. By Gordon Gibb

+1 1 Recommend Email SHARE



Palo Alto, CA: The love may not have been felt in some circles on Valentine's Day this year as the debate over a landmark overtime pay laws bill continued to heat up like two lovers in the throes of mid-February fireworks. In the face of a growing number of class-action lawsuits seeking redress for alleged infractions to overtime laws, companies employing high-tech workers are attempting to cut their losses by further limiting the number of employees who qualify for automatic overtime pay.

The Los Angeles Times, on Valentine's Day, summarized the bill introduced in the fall of last year by Democratic US Senator Kay Hagan of North Carolina. The bill would serve to expand the ranks of workers who would not qualify for automatic overtime pay for duties performed beyond 40 hours in any given work week.

So far, many employers have attempted to get around the overtime issue by incorrectly classifying workers as being exempt from overtime. The result is unpaid overtime, when in actual fact, overtime should be duly paid.

However, due to the nature of the IT, high-tech and computer industries, in particular—involving work hours easily extended by the needs and rigors of the industry—overtime can prove costly to employers. Overtime budgets can be provided for each fiscal, but there is no way of knowing going in whether a budget will be adequate.

Under the proposed overtime pay bill, according to the LA Times, the pool of workers considered exempt from overtime pay would be widened to include those involved with the securing, configuring, integrating and testing of computer systems. The latter update to overtime laws would have a dramatic impact on California overtime law, given the size of the state's high-tech industry. The Bureau of Labor Statistics estimates that the state's high-tech industry has added 1.1 million jobs since 2000, including 400,000 in the computer and electronics industry.

The same law firm has a news feed from SEO and social content writers with legal industry experience. The news focuses on trending social issues that might inspire lawsuits.



Check Claim St
Advertise With
Legal Fundin

California Overtime
Hot Legal Issues

Legal Services:
Class Actions
Lawyer Directory
Free Newsletter
Legal Careers
Email this Page to a Friend

4. Choose Appropriate Content Writers

A Tale of Two Sets of Content Writers in Two Acts: Act II: Conversions Follow Where Search + Social Friendly Content Leads



	Goal Completion URL	Goal Previous Step - 1	Goal Previous Step - 2	Goal Previous Step - 3
(entrance) >>> /claim-submitted.html	/claim-submitted.html	(entrance)	(not set)	(not set)
(entrance) >>> /articles/excessive-bank-overdraft-fees/excessive-bank-overdraft-fees-23-17036.html?ref=newsletter_bca	/claim-submitted.html	/submit_form.html?label=excessive-bank-overdraft-fees	/articles/excessive-bank-overdraft-fees/excessive-bank-overdraft-fees-21-16993.html?ref=newsletter_bca	(entrance)

- 52 of the top monthly conversion paths start and/or end with news articles from professional SEO, legal industry writers
- Only 8 include the lawyers' blog

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5. Share Content Where it Counts

7 in 10 consumers are more likely to buy from brands with active social pages

Consider your niche networks:

Niche network in auto industry:
Auto Spies has a lower volume
of social users than Facebook,
but RELEVANT. Here's a shared
New Jersey Auto Auction
headline

AUTO SPIES
Login Sign Up Newsletter RSS
Customers love his cookies...

Latest News and Images

GOOD CATCH! DAMN SPELL CHECK! 001... HITTING A WALL AT 50MPH OR ANOTHER CAR GOING 50MPH IN THE OPPOSITE...

AUTOMOTIVE NEWS DEALER REVIEWS FREE CLASSIFIEDS GALLERIES

SUBMIT AN ARTICLE

Register to vote, post articles, write comments, and interact with fellow auto enthusiasts

4 VOTES BOOST IT

NADA releases top values for new cars

JIMMYHANNIBEL SUBMITTED ON 7/12/2011 OFFICIAL BELL & HOWE TIMESTAMP: 3:07:33 PM

3 USER COMMENTS | CATEGORY: NEW CARS | SOURCE: SOURCE: DLVR.IT

Tag Links: [new cars](#), [value](#), [deals](#), [NADA](#), [new vehicles](#)

New Jersey State
Auto Auction

406 Sip Av
Jersey City, NJ 07
(201) 200-11
www.NJStateAuto.com

Home | Find A Car | Auto Financing | Hours | Directions | About Us | Contact Us |

NADA releases top values for new cars

General Auto News

July 12, 2011 12:00 AM

Share This



Drivers are always on the lookout for the best deals, whether it is repairs or gas prices, and the same goes for when they're looking for new cars as well. The National Automobile Dealers Association (NADA) recently unveiled the best values when it comes to new vehicles.

Among those that were featured in the list was the 2011 Hyundai Limited. This reliable car offers a luxurious look while still appealing to a large swath of consumers. Additionally, it made the list thanks, in part, to its 23-mile-per-gallon fuel efficiency and its 60,000-mile

warranty.

Two Toyota vehicles made the list, the popular Tacoma pick-up and the SUV Venza. Both were included due to their low first-year depreciation rate (the Tacoma was 10 percent while the Venza was 12%), and complementary Toyota Care maintenance and roadside assistance.

"Lower incentives and mixed economic news have stunted new car sales in recent months, but res

The majority of first-day
referral clicks come from
Auto Spies over other
social networks

FERRERS

SITE	CLICKS	%
www.autospies.com	276	72.06%
autospies.com	99	25.85%
direct +	8	2.09%

The headline links to the New Jersey State Auto Auction site, where content is aligned with the conversion funnel



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6. Put Content in Context of Conversions

66% of marketers struggle to align content with the purchase funnel



Use Relevant Calls to Action

EMAIL SECURITY AND COMPLIANCE NEWS

5 Work Conversations To Never Have Over Email

JUL 27TH Posted by [Deborah Galea](#)



Can you imagine going to your office and not using email? For those of us old enough to remember life at the office sans email, this technology introduced an entirely new way of communicating with each other. Some say that because of pervasive email usage, we have become terrible at conversing with one another.

It's a well-known fact that office workers are so overloaded with business emails that they can spend up to half of their day just

[Email Content Filter For Exchange Server](#)



Protect your organization by content checking emails and attachments before they are sent out. [Download a 30-day version](#) of Policy Patrol Mail Server Tools for Exchange Server.

RELATED CONTENT

> [Employees plan holiday breaks](#)



Would you hang from a building **without** a safety harness?

POLICY PATROL: **MORE** EMAIL PROTECTION, **LESS** EMAIL ACCIDENTS.

Download Policy Patrol Mail Server Tools

To download your free 30-day trial version of Policy Patrol Mail Server Tools please fill out your details below and click Submit. The fields marked with * are required. The evaluation version is fully functional for unlimited users for a period of 30 days after installation.

Policy Patrol can be installed with Exchange Server 2010, 2007, 2003, 2000 & 5.5 and Lotus Notes/Domino or any other SMTP mail server.

Name: *

Company: *

Email: *

Mail server:

No. of users:

[View privacy statement](#)



Take Visitors Through a Narrative

[Party News](#) | [Holiday Party](#) | [Summer Party](#)

[Party Supplies](#) | [Holiday Party Supplies](#) | [Summer Party Supplies](#)

SHARE THIS

Top 3 must-haves for your end of

Date Created: 08/08/2011

Labor Day will be here before you know it and many people around the country will be toasting to the end of summer and showing off their party planning skills for one last time this season. While you may think you have everything after an entire summer's worth of gatherings, an end of [summer party](#) requires a few unique accents that will ensure that you give the season the send-off it deserves!



Summer Party Supplies

Grab Your Camera



Hot Summer Party Supplies Make Summertime Fun!

Meander through the warm ideas of summer party pages for great **summer party supplies** and favorite [summer games](#). The official start of summer is June 21st, but we like to think summer really starts Memorial Day Weekend. Find clever, summer party ideas and smokin' hot, summer party supplies. Ah, sweet summertime parties!

Choose a Category:

[Summer Banners](#)
[Summer Balloons](#)
[Summer Decorations](#)
[Summer Tableware](#)
[Summer Games](#)
[Summer Party Favors](#)

Summer Balloons

Summer Balloons in a Rainbow of Colors

Mylar-shaped summer balloons brighten birthday party tables and summer festivities of every kind. From [butterfly balloons](#) and dolphins to hamburgers and limes, you're sure to discover a summer balloon to provide sheer delight.

View: Sort by:



[Keep Cool! Sunburst Mylar Balloon](#)
In Stock
\$3.99



[Polly Parrot Mylar Balloon](#)
In Stock
\$4.49



[See-Thru Butterfly Mylar Balloons](#)
In Stock
\$6.79



[Hamburger Mylar Balloon](#)
In Stock
\$5.49



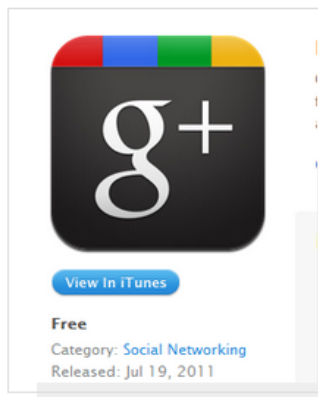
Use More Information to Sell Your Brand

The new gold rush is about to begin: Five ways Google+ could impact search and social marketing

As we await the official launch of the Google+ business platform, here are five ways Google+ could impact search and social marketing.

Jay Manciocchi · Friday, July 22, 2011
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Here's a warning to companies looking to bolster their SEO and social media footprint: Google+ is not ready for you... yet.

However, Google+'s lead spokesperson, Christian Oestlien, touted the **acceleration of it's Google+ for business platform** yesterday:

"A few weeks ago we mentioned we would be doing a test of business profiles and asked people interested to apply. Believe it or not we actually had tens of thousands of businesses, charities, and other organizations apply ... Your enthusiasm obligates us to do more to get businesses involved in Google+ ... As a result, we have refocused a few priorities and we expect to have an initial version of business profiles up and running for EVERYONE in the next few months."

In the interim, Google will continue to disable company profiles that were established using regular (consumer) Google+ profiles.

Google+'s meteoric growth over the last three weeks has astonished pundits and the tech-savvy alike, leaving businesses anxious to ride a possible new tidal wave of search and social media opportunity

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ENGAGING SOCIAL CONTENT

Nearly three-quarters of businesses with a social marketing strategy already use original content, so branded social content is a competitive must. Social media content also needs to be fresh and timely to attract users looking for real-time information – and repetitive content is one of the top reasons people stop engaging brands on social media.

Custom news, blogs and articles ensure that your brand offers unique, up-to-date posts. Brafton's news content marketing approach is especially useful in providing social followers info on the latest industry developments.

FUEL FOR SOCIAL CONVERSATIONS

Social content drives brand chatter, and 81 percent of marketers say it has been key to generating exposure for

"Brafton's social media team has done an amazing job at building our presence both on Facebook and Twitter.

Our followers have grown significantly over the articles we've been posting and the information."

Kacie Yano
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- This news-based blog article was the No. 1 driver of form completions the weekend it was posted
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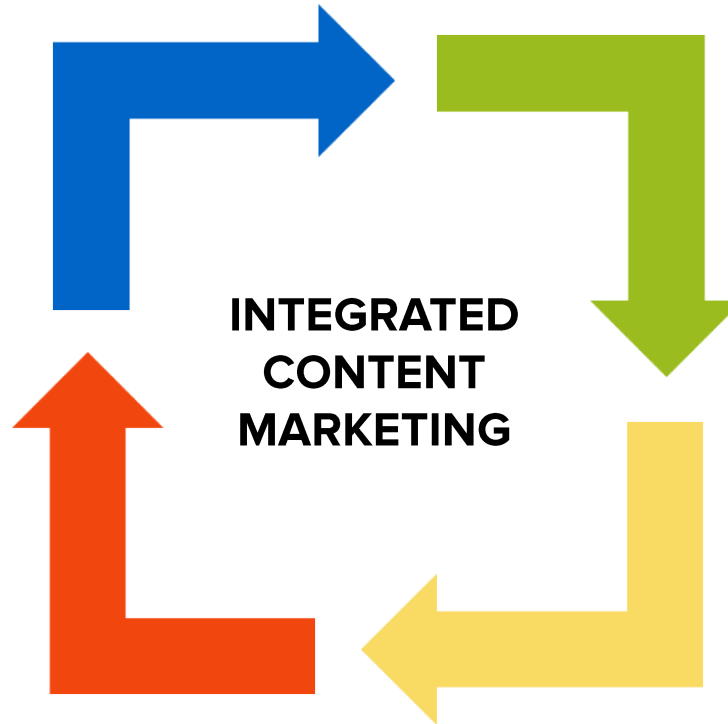
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