FEEDING THE CONTENT BEAST:
21 IDEAS FOR INBOUND MARKETING

Presenters:
Maeghan Nicholson, Christine Edgren, Courtney Coffman

SUTTLESTRAUS

WHO WE ARE

Suttle-Straus was founded in 1910 and today is owned by TDS, along with U.S. Cellular.

We offer creative marketing solutions that HELP OUR CUSTOMERS WIN, including:

- Print
- Creative Design Services
- Displays & Signage
- Direct & Transactional Mail
- Collateral Customization Technology
- Kitting & Fulfillment
- Promotional Products

FEEDING THE CONTENT BEAST: 21 IDEAS FOR INBOUND MARKETING

Your website, social media, email newsletters and marketing campaigns have a constant need for new content. So how do you keep the "content beast" satiated?

Learn how to source ideas for even the most "boring" industries by highlighting 5 key areas:

- Your Industry Expertise
- Your Products
- Your Customers
- Your Culture
- Your Employees

RIGHT CONTENT FOR THE RIGHT CHANNEL

Content and tone changes per platform:

- Determine what works for your company
- Channel should be determined by where your customers are

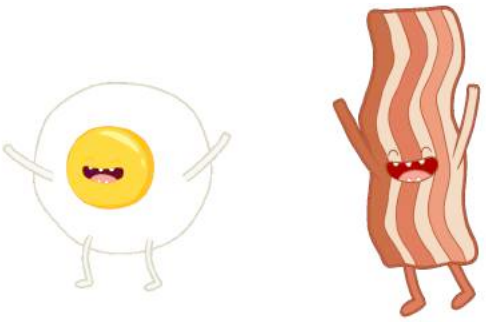
LinkedIn
Customer focused, formal
Videos + GIFs featuring people

Pinterest
Customer focused, project specific
Collage project photos with titles

Facebook
Employee focused, casual
Short videos + images + GIFs

Instagram
Employee & customer focused, casual
Hero shot images + boomerangs

Now featuring Instagram stickers!



TIPS TO REMEMBER

- Good graphic design resources are essential
  - Correct image sizes and layouts optimized for each platform
  - Non-stock photos
  - Video / Gifs
- Mix up the types of post content you share
- Feature people whenever possible
- Posts with comments and responses rank higher in platform algorithms

FOCUS ON INDUSTRY EXPERTISE

FOCUS ON INDUSTRY EXPERTISE

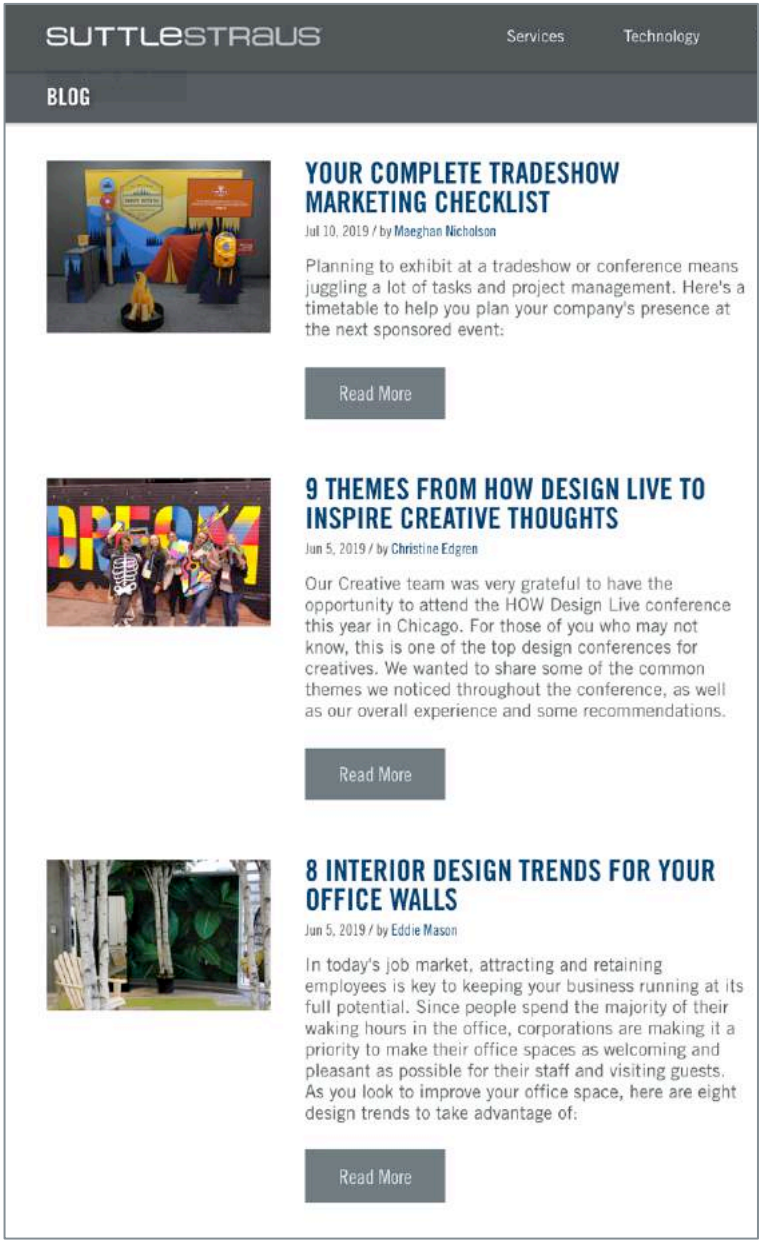
BLOGS

Content:

- Choose a topic: Keyword phrases
- Choose a format: FAQs, How-To, “Listicles”
- Break it up: Pictures, videos, etc.

Promotion:

- Leverage the author
- LinkedIn groups
- Free editorial opportunities
- Email newsletter



FOCUS ON INDUSTRY EXPERTISE

BLOGS

- Don’t separate your personal and professional interests – embrace them together!
- Show your personality!
- Spin a “work” topic around a “non-work” topic

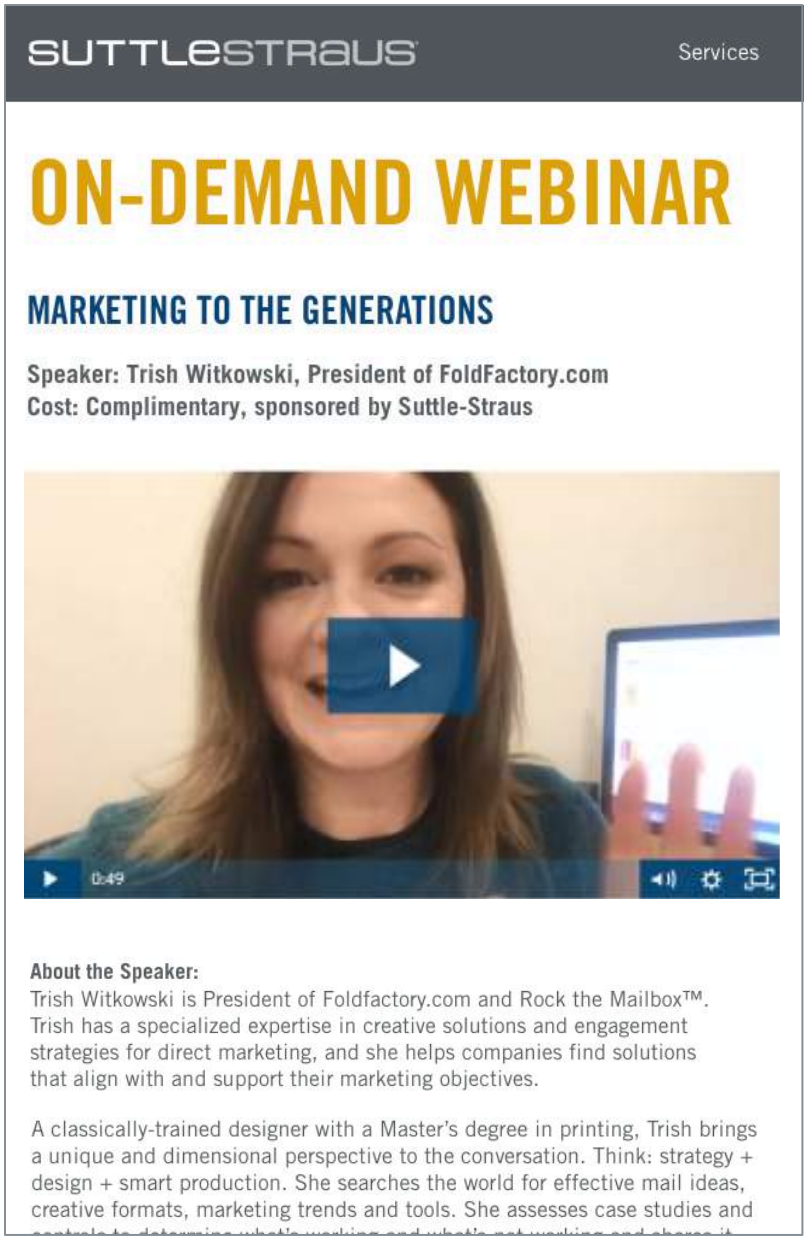
How to Market Like A Badger

"Tidying Up" Your Marketing for 2019

FOCUS ON INDUSTRY EXPERTISE

WEBINARS

- Utilize influencer's large following
- "Borrow" their prestige
- Tag and ask for shares
- Invoke reciprocity
- On-demand recording
- Promote your services
- How to source?



FOCUS ON INDUSTRY EXPERTISE

E-BOOKS

- Find “unicorn content”

BLOG POST	VIEWS	ENTRANCES	TIME PER PAGEVIEW
6 Critical Components to Include in Your Style Guide	5,534	5,245	6 minutes
What does it mean for a printer to be G7 certified?	795	744	3 minutes
New Postage Rates for 2018 - Some Go Up and Some Go Down	773	713	170 seconds
Designing and Printing with Metallic Ink			

6 CRITICAL COMPONENTS TO INCLUDE IN YOUR STYLE GUIDE

When was the last time you updated your brand style guide? 6,500+ marketers and designers have read this handy PDF to ensure their style guide is comprehensive and complete.

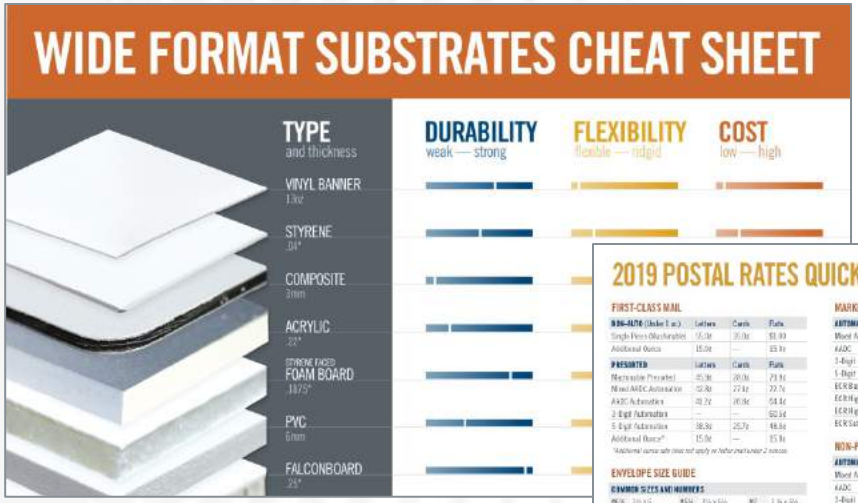
Download

→ Webinar
→ Infographic
→ Quick guide

FOCUS ON INDUSTRY EXPERTISE

QUICK GUIDES

- Industry “Cliffs Notes”
- 1 page or less
- Simplify complicated regulations
- Yearly updates
- Promote with a “sneak peek” – one per day



FOCUS ON YOUR PRODUCTS

FOCUS ON PRODUCTS

SNEAK PEEK

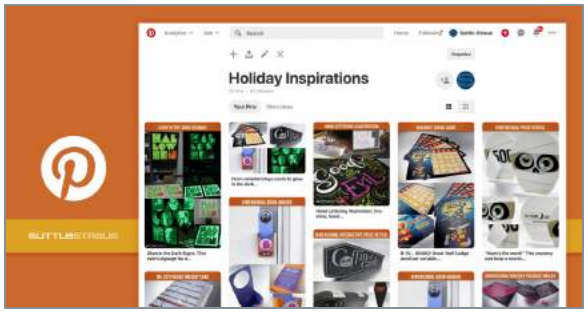
- “How It’s Made”
- Production Process, Installation, or Strategy Session
- Highlight Reels
- Apply to Stories

FOCUS ON PRODUCTS

HERO SHOTS

Hidden Marketing Potential

- Evergreen + Low maintenance
- Show project details
- Take advantage of videos



FOCUS ON YOUR EMPLOYEES

FOCUS ON EMPLOYEES

CELEBRATE ANNIVERSARIES

- Recognize employee commitment
- Milestones

FOCUS ON EMPLOYEES

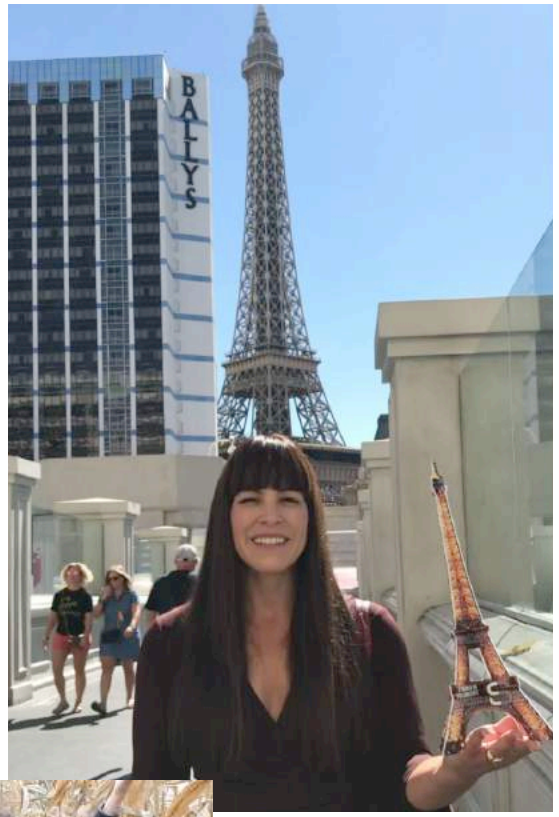
MEET THE TEAM

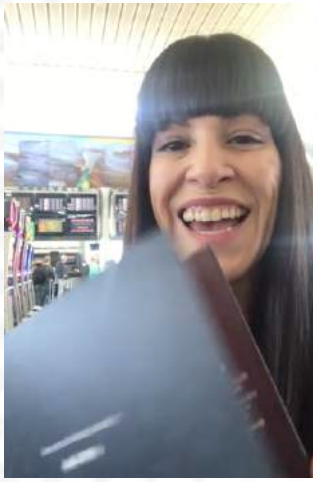
- People want to do business with people!

FOCUS ON EMPLOYEES

SHOW EXPERTISE

- Feature their recent projects
- Gain recognition – industry expert
- Post native to LinkedIn – auto play
- Tag sales rep and customer (with approval)





FOCUS ON EMPLOYEES

FIND HUMAN STORIES

- Find relatable human stories within your organization – they are there if you look!
- Use emotion within your content

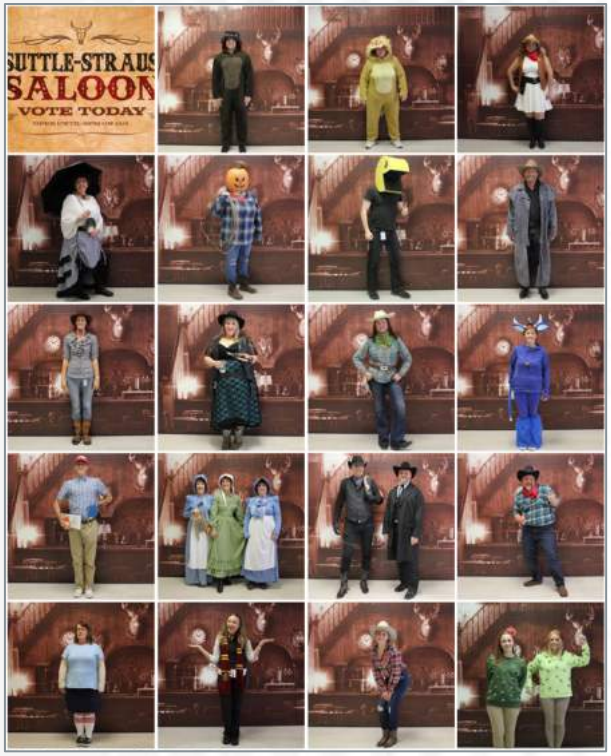
Suttle-Straus is with Josh Hauser.
Published by Courtney Coffman Work · April 18, 2018 ·

"As a high school dropout I didn't have a whole lot of options..." A new video series takes a look at some of the stories of our longtime employees. Hear how Josh Hauser got his diploma and a college degree with help from Suttle-Straus.

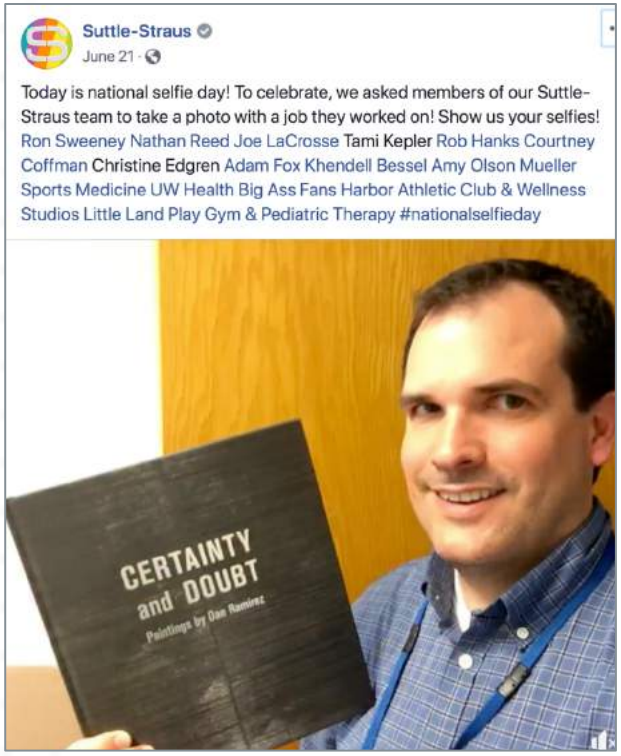
FOCUS ON EMPLOYEES

PARTICIPATION

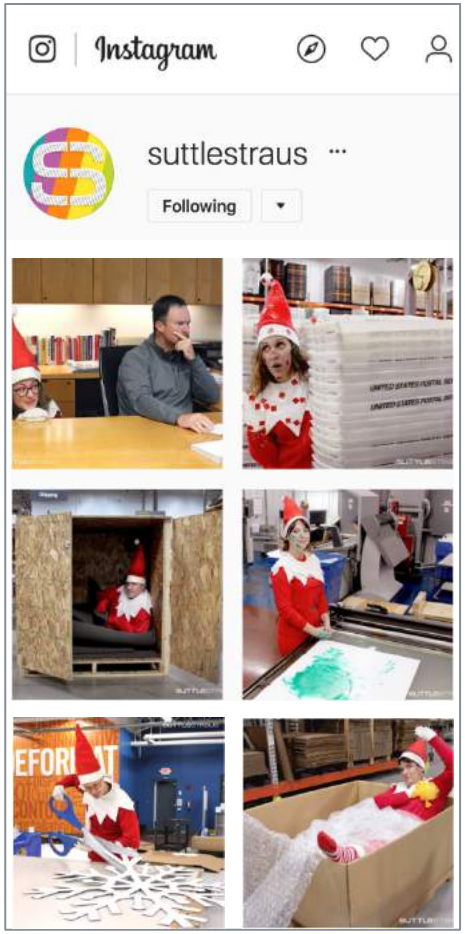
- Variety of Faces – feature several departments
- Let your employees do the work



Halloween Costume Contest



National Selfie Day



Elf on the Shelf

FOCUS ON YOUR CUSTOMERS

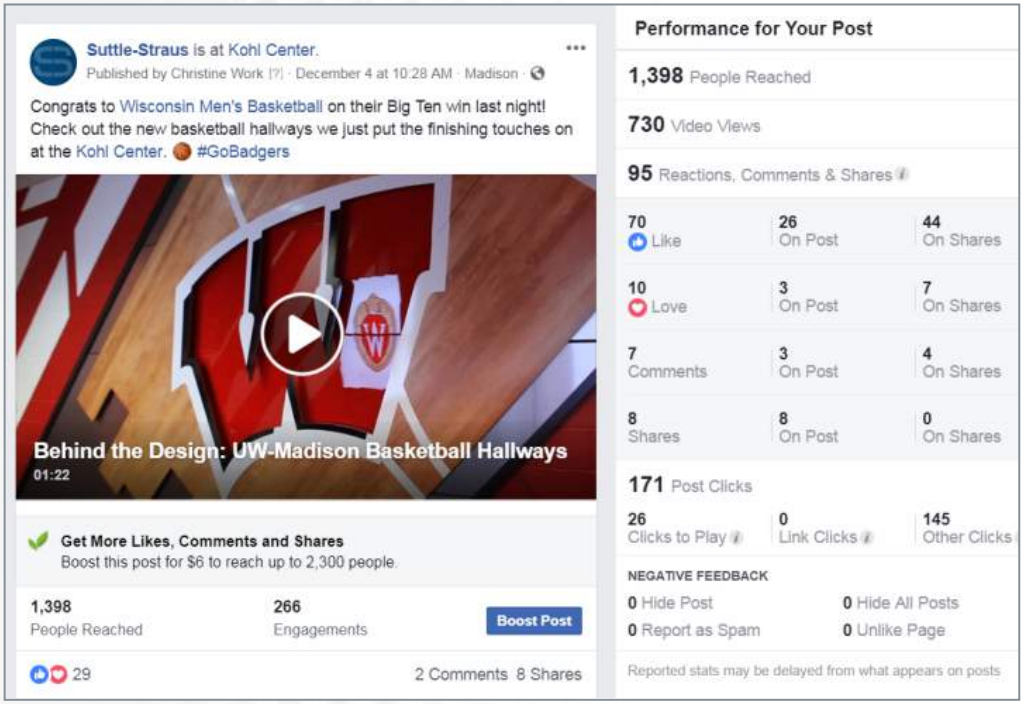
FOCUS ON CUSTOMERS
SHOUT-OUTS

- Say “we love you!”
- Support their business, use their products
- Re-share their posts

FOCUS ON CUSTOMERS

CELEBRATE THEIR WINS

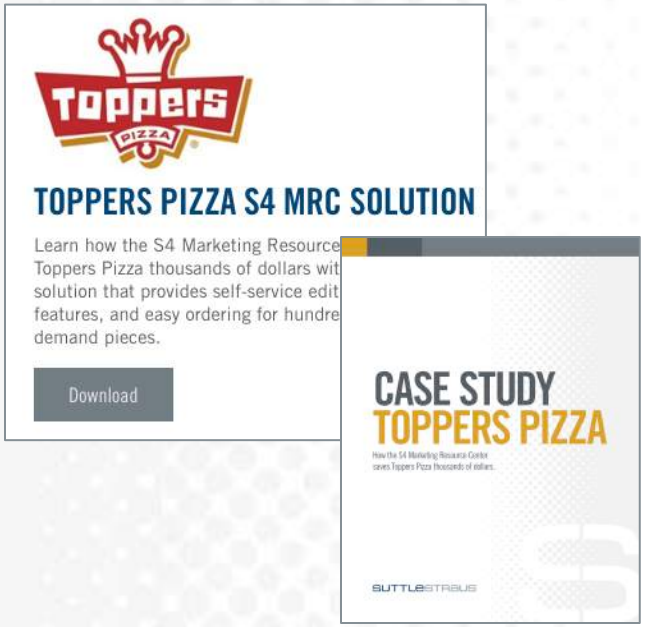
- Customers are more likely to share posts about themselves or their work
- Promotion enforces partnership
- Ask before you share



FOCUS ON CUSTOMERS

IN THEIR WORDS

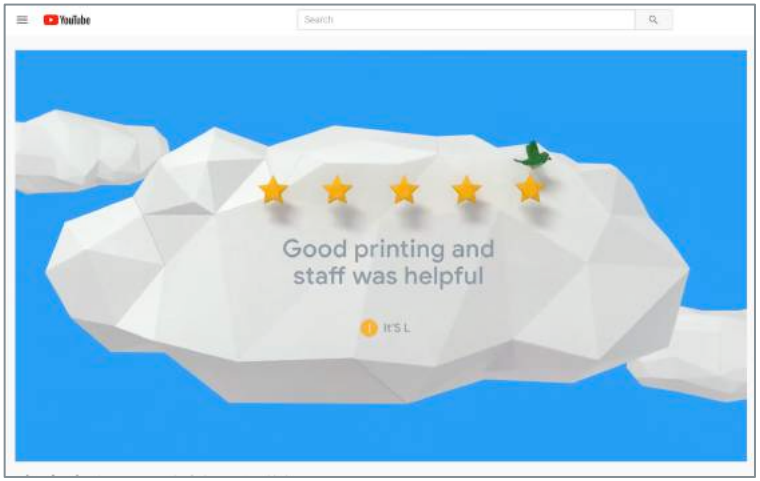
- Convert testimonials
- Different types suit different clients
- Written / photo / video

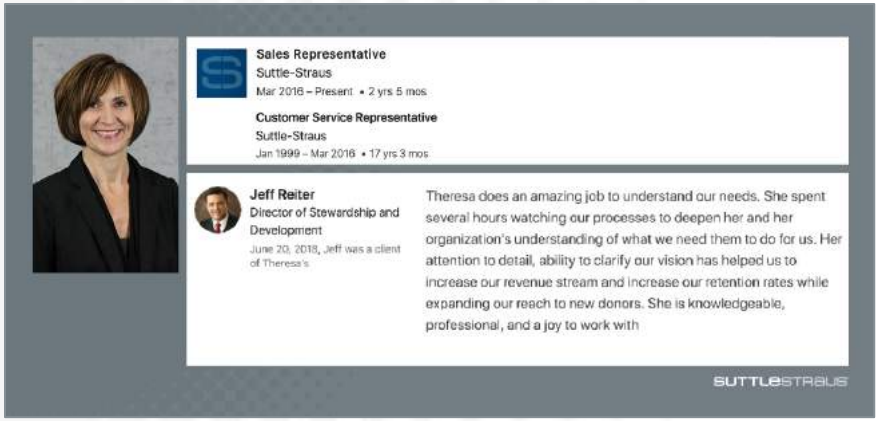


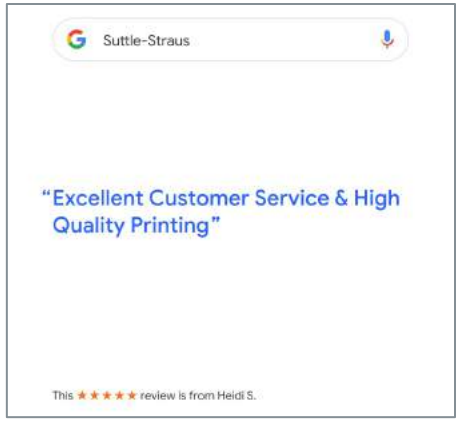
FOCUS ON CUSTOMERS

IN THEIR WORDS

- Social channel reviews
- Personal recommendations
- Google My Business





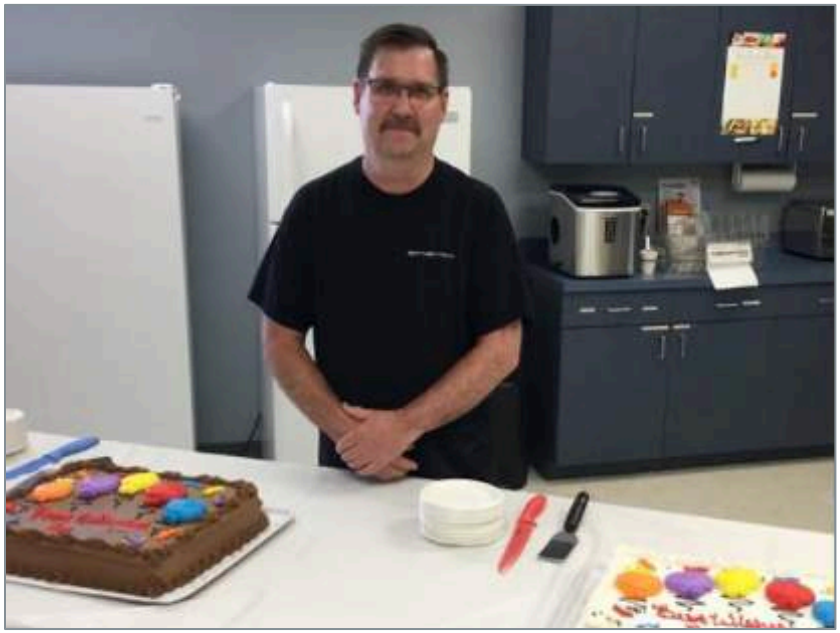


FOCUS ON YOUR CULTURE

FOCUS ON CULTURE

EVERYDAY EVENTS

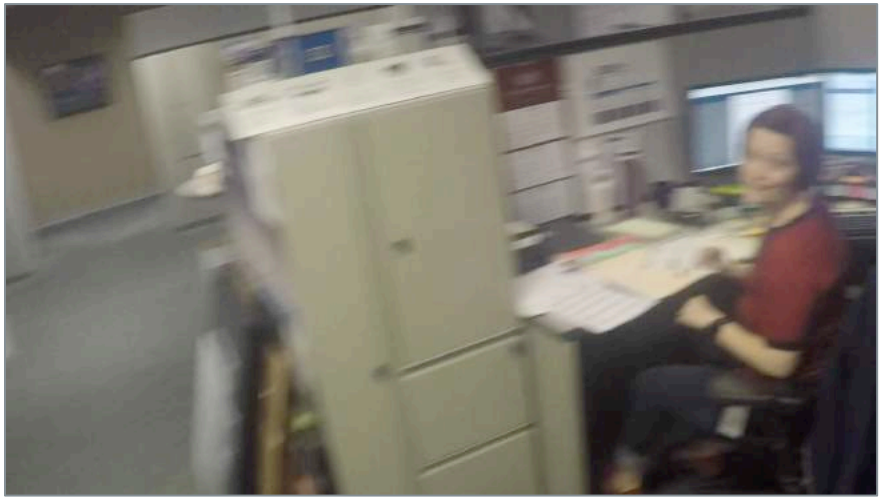
- What's happening?
- Highlight perks of employment



FOCUS ON CULTURE

HOLIDAYS

- Traditional holidays
- Industry-related holidays
- Obscure, trivial holidays



FOCUS ON CULTURE

COMMUNITY SERVICE

- Promoting a charity promotes your company values

RONALD McDONALD HOUSE CHARITIES MADISON

Safe Harbor CHILD ADVOCACY CENTER

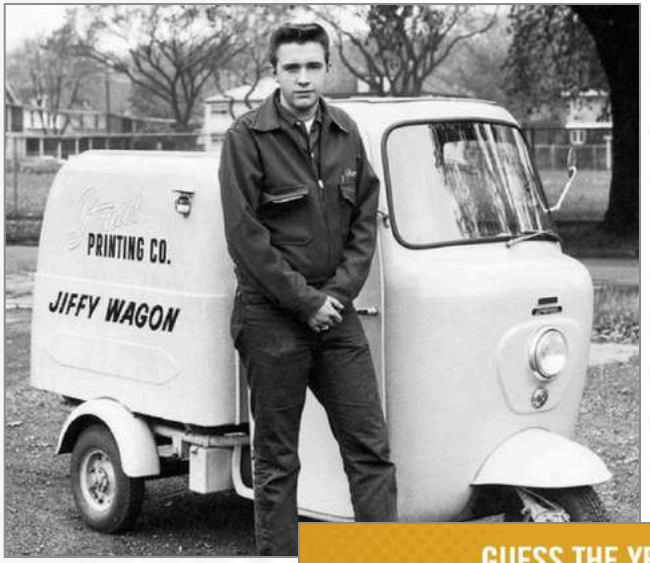
Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

DANE COUNTY HUMANE SOCIETY

WNC
Waunakee Neighborhood Connection

FOCUS ON CULTURE

HISTORY + STORY



BONUS IDEAS

BONUS IDEAS

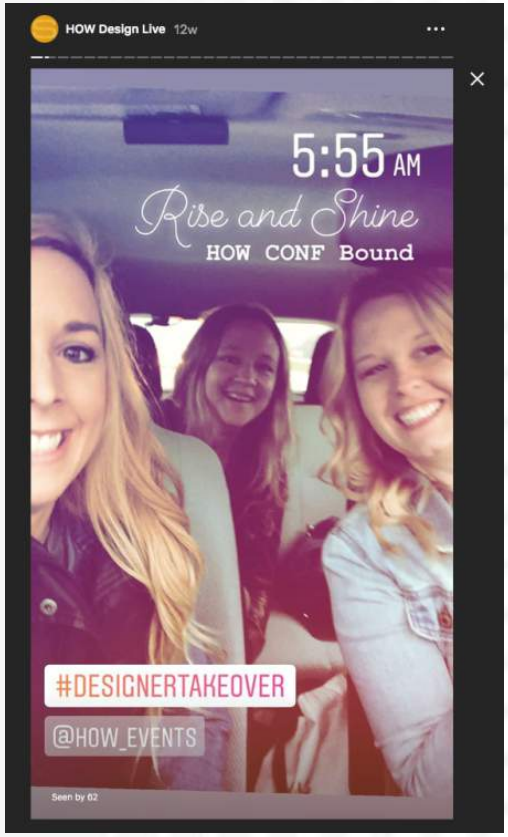
TAP INTO A NICHE COMMUNITY

- Find community in your industry to connect with
- Prompt and host user-generated content
- Be genuine – not self-serving
- Expanded reach – big increase in followers!

BONUS IDEAS

TAP INTO A NICHE COMMUNITY

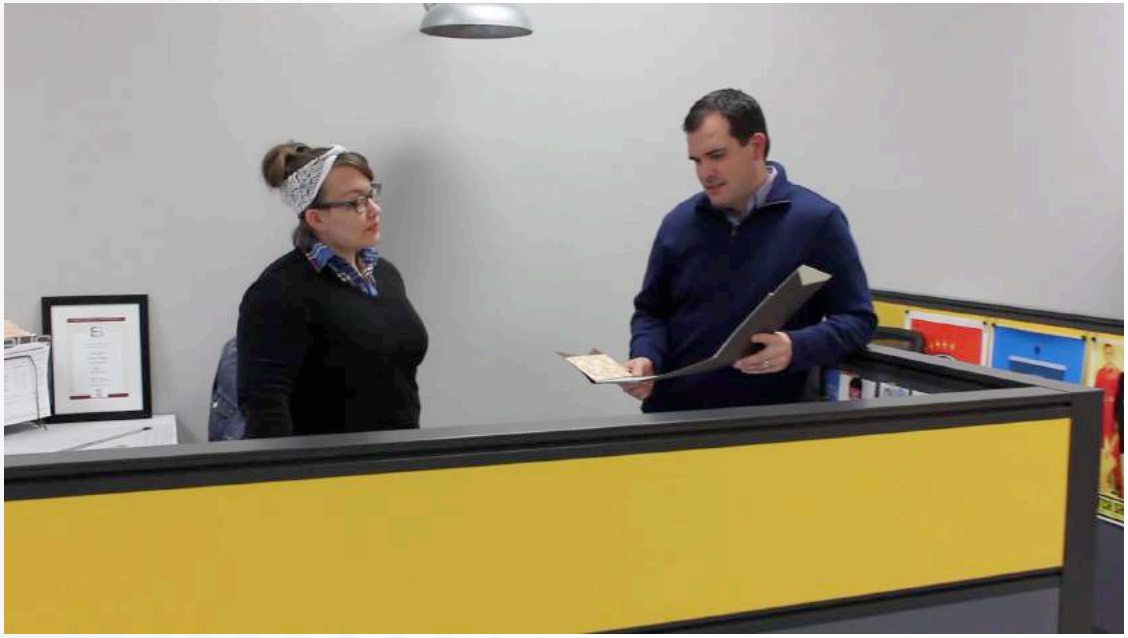
- Instagram takeover – share industry insight by the team
- Convert key takeaways into blog content to share



BONUS IDEAS

JUMP ON TRENDS

- Timing is everything
- Search trending hashtags
- Every channel is different



Performance for Your Post

26,292 People Reached

3,837 3-Second Video Views

364 Reactions, Comments & Shares

47 Like	47 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
25 Comments	2 On Post	23 On Shares
23 Shares	23 On Post	0 On Shares

1,173 Post Clicks

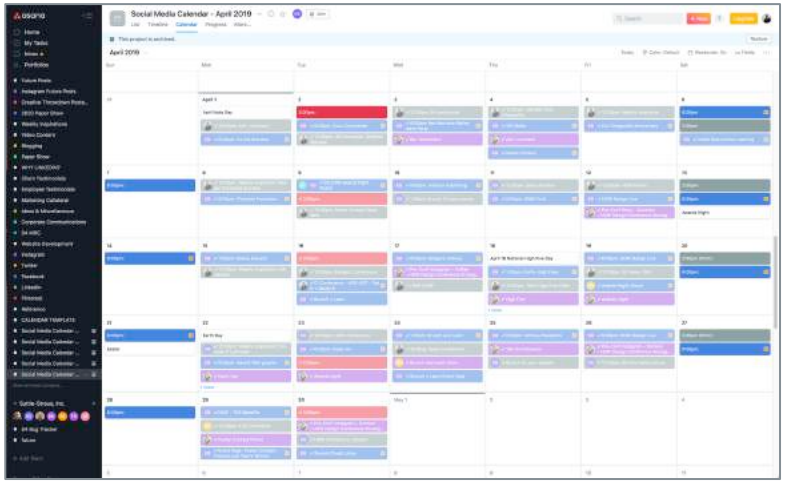
314 Clicks to Play	0 Link Clicks	859 Other Clicks

BONUS IDEAS

PROMPT PARTICIPATION

- Give incentive and opportunity to participate
- Engage with poll, tag, like, share, etc.

TOOLS WE LOVE



- HubSpot: Marketing automation system
  - blogging
  - posting
  - scheduling
  - monitoring
  - analytics
  - does not meet all needs (native is sometimes better)
  - excludes native publishing options (carousel, slideshow, etc.)
  - excludes Instagram and Pinterest
- Asana: Create tasks and calendars to plan posts
- Boomerang: Fun tool to create short video/gifs
- Wistia: Video hosting for website and social channels
- Adobe Programs: Premiere, InDesign, Illustrator, Photoshop, Character Animator

THANK YOU!

Want these slides?

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