



# Content Marketing Planning Bootcamp



Presented by:  
Danielle Gray



#ContentWhisperer @dgmarketingco



# Keep in Mind

- **Be Social!** Tweet using hashtag #ContentWhisperer  
Twitter: @dgmarketingco  
Connect on LinkedIn: Danielle Gray, MBA
- **Ask questions!** When you feel it, ask it.  
Someone else is probably thinking the same.
- **Relax and Learn!** Yes...you can still learn while enjoying yourself. Relax your shoulders.

# Bootcamp Overview

- **Planning Strategy**  
Gain leadership buy-in  
Conduct content audit  
Establish KPI's  
Setting Goals  
Develop strategy
- **Planning Implementation**  
Collect content from team  
Develop content calendars  
Link content together to create campaigns  
Create outlines for writing content

# Planning Strategy

Gain leadership buy-in



#ContentWhisperer @dgmarketingco





**BEFORE**



Request for Proposal

**AFTER**

# B2C vs. B2B



## Human to Human Marketing

# Decision Making Process

Define  
Problem



Gather  
Data



Evaluate  
Options



Make  
Decision



# Decision Making Process

Before

Define  
Problem



Gather  
Data



Evaluate  
Options



Make  
Decision



Clients call at this point



# Decision Making Process

Present Day

Define  
Problem



Gather  
Data



Evaluate  
Options



Make  
Decision



Clients call at this point





We deliver engineering, design and building solutions to move your enterprise forward.

Subcontractors  
Careers  
Contact

Projects Markets Services **Resources** Why Haskell?

Resources >

## RESOURCES

InMotion Blog  
Market Intelligence

## twitter

@haskellco

See how this project will produce enough #electricity to aprox. 75,000 homes & meet growing electrical #power usage:  
<http://t.co/lfMCEQlfr7>

RT Southbank Riverwalk opens to fanfare, unveiling of plans to create mural and floating events.  
<http://t.co/rUW6FkkqmR>  
<http://t.co/uXsyn8MOI4>

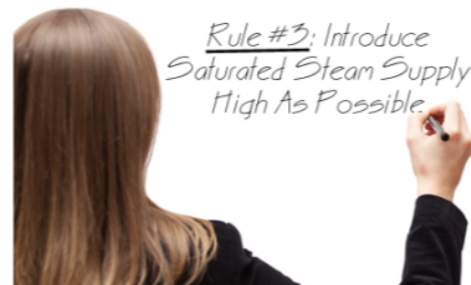
[News] Ron Littlepage: New Southbank Riverwalk is a stunner  
<http://t.co/uNSxAmh1i> via @jaxdotcom @RonLittlepage

## Resources

InMotion: THE HASKELL BLOG

### 10 Effective SIP Rules to Reliably Achieve Sterile Process Systems

Categories: Manufacturing, "Processing and Packaging"



Are your process systems sterile? Steam-in-Place (SIP) Operations are used in the food and biotechnology industries, using the thermal energy of condensing steam for a controlled time period to effect a bioburden reduction.

Sign up for our email list.

Sign Up!

## CATEGORIES

Ahead  
Aviation & Aerospace  
Consumer Products  
Energy  
EPC  
Expert Interviews  
Food Safety  
Government  
Healthcare  
VoIP Services



# 60-90%

of the buyer's journey can  
be over before a prospect  
makes any contact.

# Decision Making Process

## The Adjustment

Define  
Problem



Gather  
Data



Evaluate  
Options



Make  
Decision



Clients gather data  
via search engines



Clients call at this point



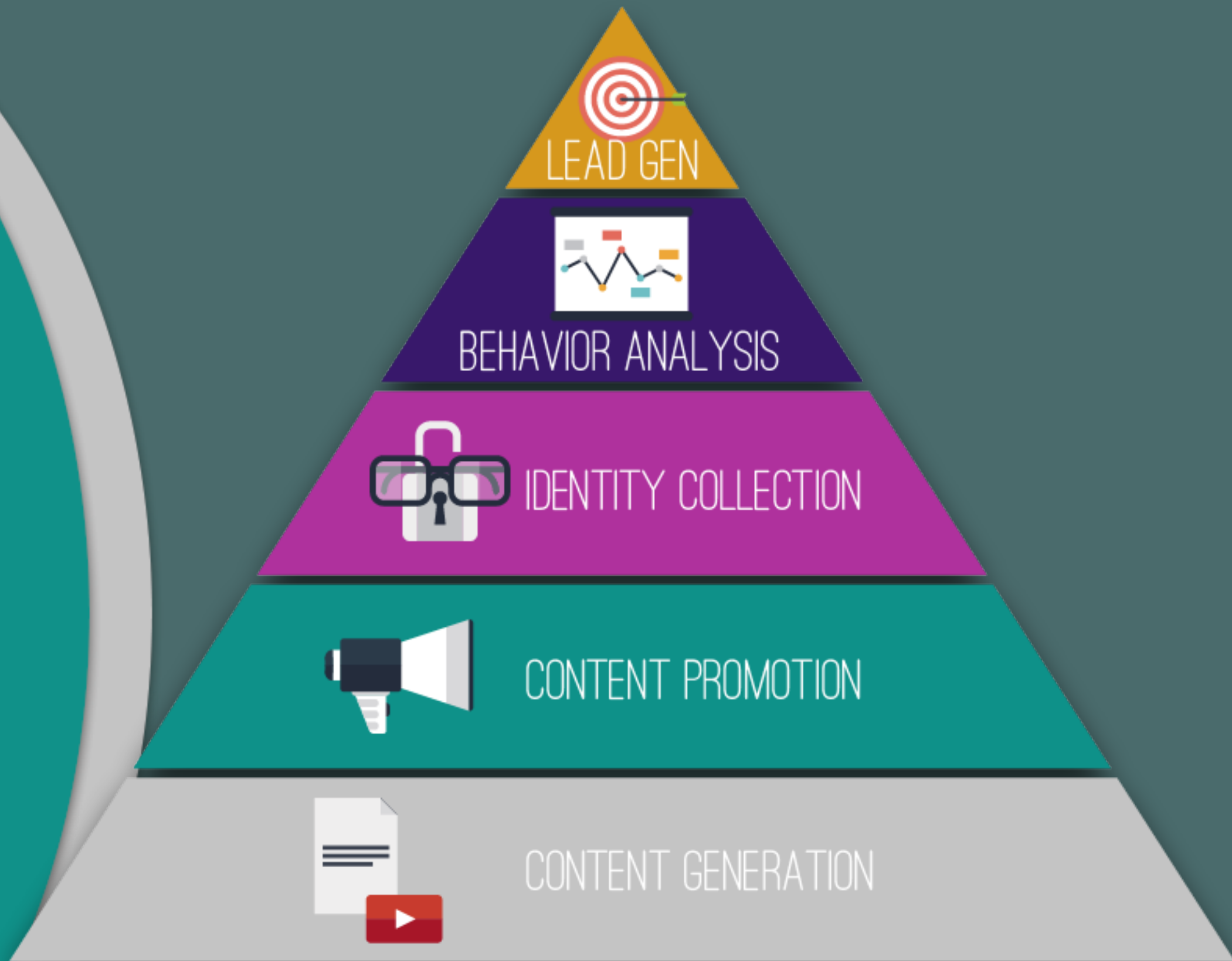


# What happens in the 60-90%?

- **Judgement:** Do you look the part?
- **Awareness:** Who are you?
- **Interest:** What do you do?
- **Consideration:** What can you do for me?

# Why Content Marketing

- Be in the conversation earlier.
- Share thought leadership.
- Lead with expertise.
- Generate leads.



# Planning Strategy

Conduct Content Audit



#ContentWhisperer @dgmarketingco



A large teal circle is partially visible on the left side of the image, with a white border.

**What content do you  
have currently?**

# Where to Look First



- Published Content
- Proposals
- Industry Publications
- Proposal Meetings
- Onboarding Material

# Content Audit

- List your current (still applicable) published content
- Segment the content into categories
- Assign a subject matter expert (SME) for each piece of content
- What's missing? What would be nice to have? What can be repurposed?

# 5 Tips to Repurpose

1. Change the medium, not the story
2. Presentations house storylines
3. Reformat content
4. Expand standard text (ex: safety, etc.)
5. Review close-out interviews/surveys



# Proposal Hot Spots

- Executive Summary
- Quality Section
- Safety Section
- Standard Text
- Project Data Sheets

# Proposal Content Example

## Beyond Metrics: The True Roles of an Effective Safety Professional

Posted by [Admin](#) on Feb 8, 2017 3:43:53 PM

 Tweet

 Share

 Like 10

 Share

 G+



# Executive Summary

## Content Example

### 10 Questions to Ask Potential System Integrators Before Selection

#### How Transparent is Your System Integrator?

A system integrator should be motivated by data-driven methodology that is so transparent that they allow project costs and detailed design processes visible to you from beginning to end. At Pulse Integration, we are committed to providing solutions you can trust and offering a fresh approach to systems integration partnerships.



Automation Facility Design  
Engineering Design • Material Handling  
Fulfillment Strategy • System Integration



Use this list of questions as you begin selecting the right system integration partner for your upcoming project.

YES NO

- |    |   |  |  |
|----|---|--|--|
| 1  | Do you provide an open book approach across each phase of the project?    |  |  |
| 2  | Do you need our system data to design custom facility solutions?          |  |  |
| 3  | Are you willing to share project costs with me throughout the project?    |  |  |
| 4  | Do you incorporate Industry 4.0 Thinking to account for consumer tastes?  |  |  |
| 5  | Will your solution provide a compelling business case to reach our goals? |  |  |
| 6  | Do you use the same software and equipment vendors for all solutions?     |  |  |
| 7  | Can you create an user interface that is intuitive for the operator?      |  |  |
| 8  | Are you willing to share your project margins with our team?              |  |  |
| 9  | Can your team communicate engineered solutions across the organization?   |  |  |
| 10 | Will your design include provisions for a technology refresh?             |  |  |



CONTACT

Christopher Paulsen, CEO  
570.237.1276 • cpaulsen@pulse-si.com  
www.pulse-si.com



# Repurposed Content Example

## Recent Food Recalls Shed Light on the Importance of Facility Design



If you're a food manufacturer, the spotlight is directly on you right now. With the recent [Blue Bell Ice Cream recall](#), you should start preparing yourself for more consumer and government inquiries about your processes. How will your facility...

# Types of Content

- Videos
- Blogs
- Case Studies
- Papers
- Project Profiles
- Articles
- Webinars
- Interviews
- eBooks
- Infographics



# AEC Content Examples

**PREPARING THE FOUNDATION FOR THE MICHIGAN OF TOMORROW**

Our collaborative team delivers your turnkey Design-Build Civil Pad and achieves Detroit Headquartered Labor Requirements in Executive Orders 2014-4, 2014-5, 2016-1.

**MEET THE TEAM**

**BLAZE**  
Blaze Contracting, Inc. is a nationally recognized, heavy civil prime contractor. Blaze self performs mass and surgical excavations, grading and land

**Onyx Enterprise, Inc.**  
Onyx Enterprise, Inc., provides engineering consulting, project management and construction management services to local, state, federal

**VM3**  
VM3 leverages over 30 combined years of mixed industry Fortune 100 corporate capital procurement and finance experience to become trusted advisors helping clients to drive topline revenue growth. VM3 provides procurement, contract management, risk management, and project accounting services.

**Alisha Moss**  
Director, Procurement

1:39 / 2:57

**Hartsfield - Jackson Atlanta International Airport**  
Planning & Development Sustainability Plan

- 50 -

**/ HISTORY OF FOOD SAFETY REGULATIONS**

1862  
1906  
1927  
1946  
1957  
1970  
1996  
2011

**PULSE**  
INTEGRATION

**Capabilities & Qualifications**  
**AGNOSTIC DATA-DRIVEN TRANSPARENT SOLUTIONS**

a WEPCO company

System Integration You Can Trust

**WHAT YOU NEED TO KNOW ABOUT FOOD SAFETY**  
A RESOURCE GUIDE

**HASKELL**  
We deliver engineering, design and building solutions to move your enterprise forward.

Projects Markets Services **Resources** Why Haskell?

**Resources**

InMotion Blog  
Market Intelligence

**10 Effective SIP Rules to Reliably Achieve Sterile Process Systems**  
Categories: Manufacturing, "Processing and Packaging"

Rule #2: Introduce Saturated Steam Supply High As Possible

Are your process systems sterile? Steam-in-Place (SIP) Operations are used in the food and biotechnology industries, using the thermal energy of condensing steam for a controlled time period to effect a bioburden reduction.

**CATEGORIES**  
Ahead  
Aviation & Aerospace  
Consumer Products  
Energy  
EPC  
Expert Interviews  
Food Safety  
Government  
Healthcare

**10 Questions to Ask Potential System Integrators Before Selection**

How Transparent is Your System Integrator?  
A system integrator should be motivated by data-driven methodology that is so transparent that they allow project costs and detailed design processes visible to you from beginning to end. At Pulse Integration, we are committed to providing solutions you can trust and offering a fresh approach to systems integration partnerships.

**PULSE**  
INTEGRATION

- Automation Facility Design
- Engineering Design
- Material Handling
- Fulfillment Strategy
- System Integration

**RESIFI**

**THE NEXT EVOLUTION OF RESIDENTIAL WIFI IS HERE.**  
Secure, wireless internet accessible to every resident anywhere on your property.

**WHAT IS RESIFI™?**  
Resifi™ provides a set of Wired and Wireless Solutions designed to treat internet access much more like a utility service such as electricity or water. We provide internet access throughout entire communities, multi-unit dwellings and high density developments. Since the cost of operations is built-in rent or homeowners' association fees, it will be a built-in "free" like experience for your residents.

**WHY RESIFI™?**  
Instant Connectivity  
Private Access  
Available Property Wide

**WHERE CAN RESIFI™ BE INSTALLED?**  
Resifi™ can be used installed in both new and existing locations in the following property types:

- Apartment Complexes
- Apartment High Rises
- Condominium Complexes
- Condominium High Rises
- Mixed Use Developments
- Housing Subdivisions

**PROPERTY BENEFITS**

- Valuable incentive for retaining existing residents
- Very attractive selling point for future residents
- No network equipment to buy or maintain
- No maintenance contracts, all support included
- Equipment refreshes at no additional cost
- 100% OpEx model to include help desk
- Advertising revenue possibilities

**RESIDENT BENEFITS**

- End to end secure internet access in the private residents and throughout the entire property
- Services are just another amenity (i.e. on-site pool or gym)
- Simple Security Tools to control access (can be used to monitor child browsing)
- Easy Onboarding for Residents and Guests
- Customized Intuitive Mobile App

**FREQUENTLY ASKED QUESTIONS**  
Q: How long does it take to install?  
A: For existing locations, installation takes no longer than 90 days. For new construction, we just align with the construction schedule.  
Q: What will this cost our property?  
A: In most installations, the owner would be responsible for the infrastructure such as cabling, lighting fixtures, environmental controls etc. Resifi™ would be responsible for network devices such as switches, servers, routers, connectivity to the internet, software applications, all maintenance and customer service/support.

**OUR TECHNOLOGY PARTNERS**  
Cisco  
Ranby Digital  
Pivotal Software  
Meraki

**CONTACT US**  
info@resifi.com | 904.713.2500 | resifi.com  
11250 Old Augustine Road, Suite 15-102, Jacksonville, FL 32258

**PULSE**  
INTEGRATION

launches at **MODE**

0:03/1:41



# Juggling Tips

- List places you'd like to look - 10 minutes
- Review three winning proposals and find similarities - 50 minutes or 10 minutes a day for one week
- Read one industry publication article a month - 20 minutes

# Planning Strategy

Establish KPI's



#ContentWhisperer @dgmarketingco





# Content KPI's

Content KPIs to Measure	Relevant Metrics
Website Volume	Visits by traffic channel and source
Engagement	Pages viewed per session Bounce rate Average time on page Social likes, comments, shares
Popular & Problematic content	Top folders Top landing pages Top exit pages Site speed
Content Effectiveness & Call to Actions	Goal and event completions
Resolving audience needs	Social shares & clicks Average time on page

# Using Data for Buy-In



A large teal circle is partially visible on the left side of the slide, with a white border.

# **Use data for ongoing buy-in**

WEBSITE STRATEGY & PERFORMANCE

Analytics -September 2017

http://www.haskell.com  
www.haskell.com

GO TO REPORT

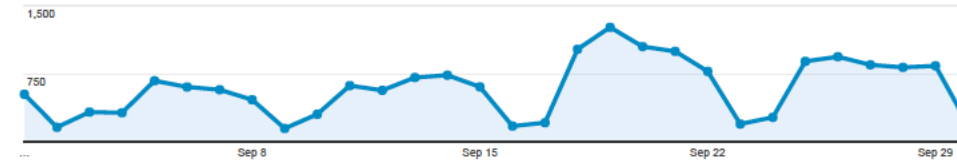
Audience Overview

All Users  
100.00% Sessions

Sep 1, 2017 - Sep 30, 2017

Overview

Sessions



Sessions  
17,828

Users  
13,914

Pageviews  
44,368

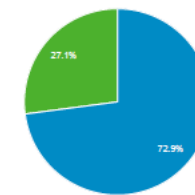
Pages / Session  
2.49

Avg. Session Duration  
00:01:48

Bounce Rate  
57.21%

% New Sessions  
72.85%

New Visitor Returning Visitor



Language

	Sessions	% Sessions
1. en-us	16,384	91.90%
2. en-gb	464	2.60%
3. es		
4. es-419		
5. zh-cn		
6. pt-br		
7. en-ca		
8. es-es		
9. es-xl		
10. fr		

Audience Overview

SAVE EXPORT SHARE INTELLIGENCE

Aug 9, 2018 - Aug 15, 2018

All Users  
100.00% Users

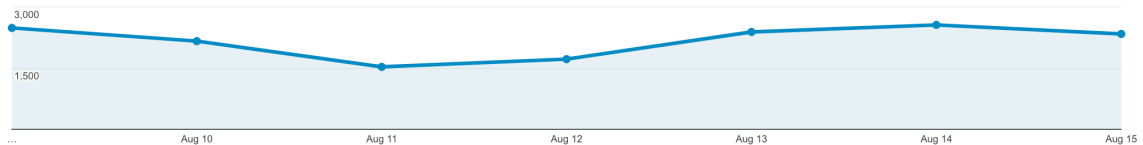
+ Add Segment

Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users  
13,769

New Users  
11,423

Sessions  
17,132

Number of Sessions per User  
1.24

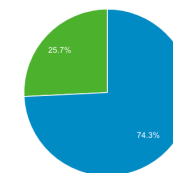
Pageviews  
80,417

Pages / Session  
4.69

Avg. Session Duration  
00:02:44

Bounce Rate  
39.83%











New Visitor Returning Visitor



## WEBSITE STRATEGY &amp; PERFORMANCE

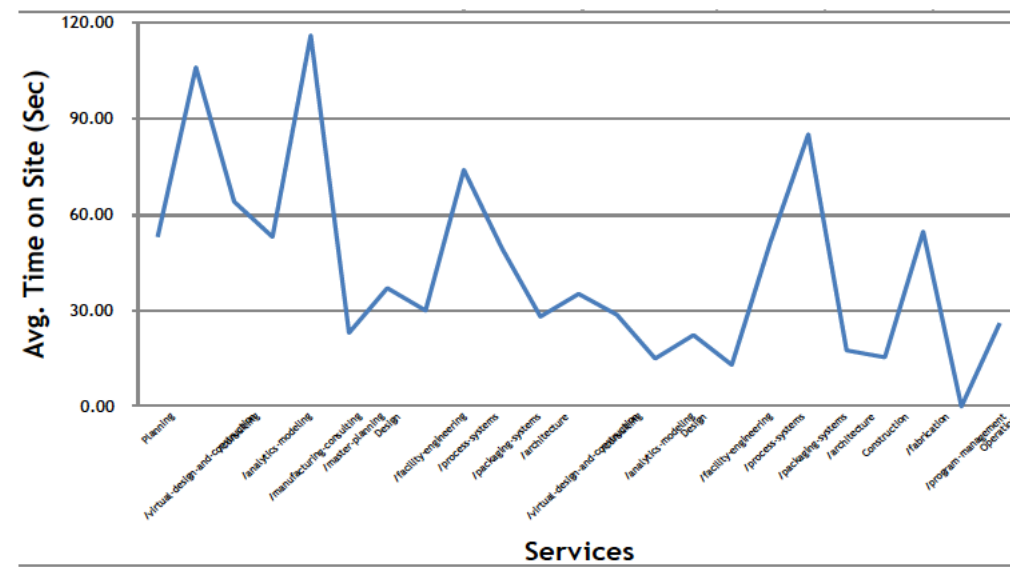
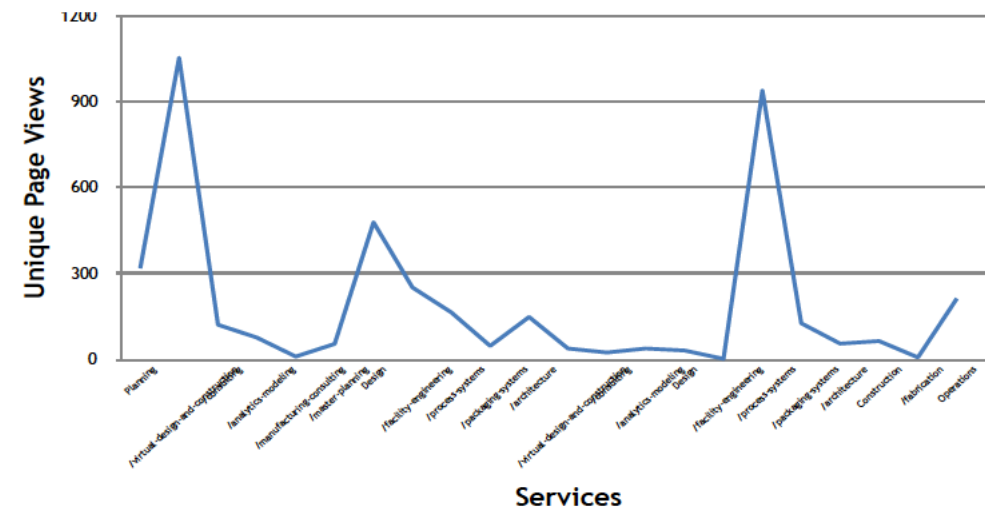
## Analytics - Services

Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
Planning	385	319	47.00	78.38%	21.56%
/virtual-design-and-construction	1162	1053	109.00	88.07%	84.77%
/consulting	146	122	65.00	63.93%	40.41%
/analytics-modeling	90	77	71.00	86.67%	30.00%
/manufacturing-consulting	18	11	52.00	50.00%	16.67%
/master-planning	61	55	45.00	73.68%	34.43%
Design	614	479	30.00	42.11%	15.31%
/facility-engineering	287	252	47.00	66.50%	49.83%
/process-systems	187	165	84.00	82.84%	72.73%
/packaging-systems	58	48	66.00	68.75%	44.83%
/architecture	178	149	81.00	48.15%	30.90%
/program-management	45	39	40.00	83.33%	33.33%
/material-handling-systems	33	25	43.00	70.00%	39.39%
/interiors	45	39	40.00	83.33%	33.33%
/automation	36	32	92.00	85.71%	44.44%
/analytics-modeling	3	3	1.00	100.00%	66.67%
Construction	1150	939	50.00	24.65%	24.96%
/fabrication	172	127	59.00	38.89%	37.79%
/project-management	59	56	48.00	54.55%	23.73%
/facility-construction	81	65	43.00	60.00%	22.22%
/startup-commissioning	9	8	288.00	100.00%	22.22%
Operations	232	213	39.00	66.67%	24.14%

Page path level 1 ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	80,417 % of Total: 100.00% (80,417)	57,710 % of Total: 100.00% (57,710)	00:00:44 Avg for View: 00:00:44 (0.00%)	39.83% Avg for View: 39.83% (0.00%)	21.30% Avg for View: 21.30% (0.00%)
1.  /google+redesign/	44,669 (55.55%)	32,866 (56.95%)	00:00:45	48.17%	20.48%
2.  /home	15,088 (18.76%)	11,022 (19.10%)	00:00:43	34.33%	28.84%
3.  /basket.html	4,993 (6.21%)	2,144 (3.72%)	00:01:00	31.61%	17.50%
4.  /signin.html	3,659 (4.55%)	2,698 (4.68%)	00:00:31	21.17%	11.42%
5.  /store.html	3,586 (4.46%)	2,990 (5.18%)	00:00:27	39.06%	17.68%
6.  /asearch.html	1,344 (1.67%)	964 (1.67%)	00:00:48	60.22%	31.70%
7.  /yourinfo.html	916 (1.14%)	569 (0.99%)	00:01:10	0.00%	8.52%
8.  /myaccount.html?mode=vieworder	911 (1.13%)	641 (1.11%)	00:00:21	10.00%	10.32%
9.  /payment.html	733 (0.91%)	425 (0.74%)	00:01:15	0.00%	8.87%
10.  /myaccount.html?mode=billingaddress	720 (0.90%)	575 (1.00%)	00:00:18	16.67%	5.14%

## WEBSITE STRATEGY & PERFORMANCE

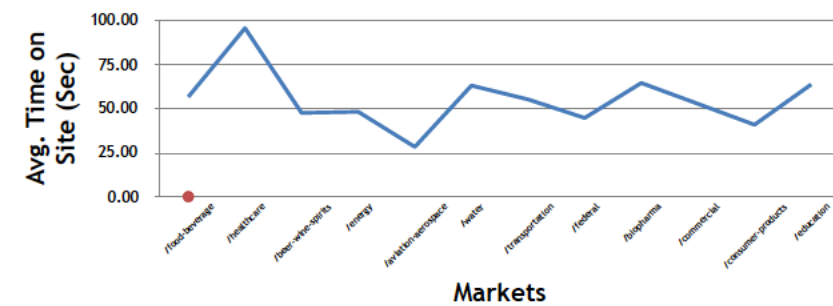
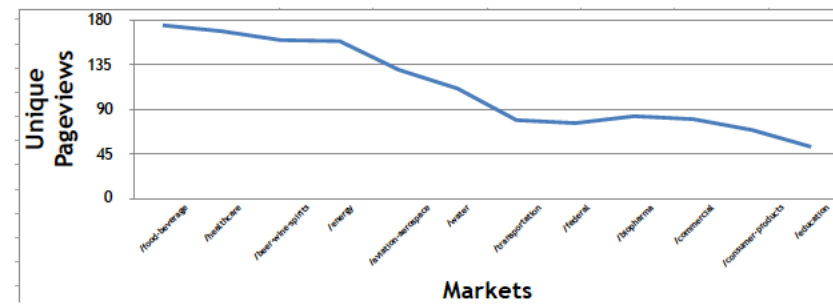
### Ha [REDACTED] Analytics - Services



WEBSITE STRATEGY & PERFORMANCE

Analytics - Markets

Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
/food-beverage	234	175	56.64	44.00%	25.64%
/healthcare	229	169	95.35	50.00%	27.07%
/beer-wine-spirits	190	160	47.56	33.33%	16.32%
/energy	180	159	48.17	50.00%	23.33%
/aviation-aerospace	157	130	28.37	43.75%	26.11%
/water	129	111	62.97	36.36%	22.48%
/transportation	98	79	55.16	66.67%	21.43%
/federal	95	76	44.71	100.00%	20.00%
/biopharma	90	83	64.42	75.00%	23.33%
/commercial	86	80	52.70	83.33%	18.60%
/consumer-products	85	69	40.88	62.50%	21.18%
/education	57	52	63.57	60.00%	14.04%
/senior-living	57	46	62.31	90.91%	26.32%
/municipal	46	40	44.03	66.67%	13.04%



## WEBSITE STRATEGY &amp; PERFORMANCE

## Analytics - Blogs

Name	Page Views	CTA Clicks
The New Hub and Spoke Model: Redirecting the Flow of Patient Care	352	0
Business Model Ideal for Disaster Recovery	293	0
10 Effective CIP Rules to Reliably Achieve Sterile Process Systems	134	0
Are you calculating OEE accurately?	82	22
Quality Improvement in Building Construction	60	0
The Hidden Net Zero Energy Savings in Parking Garages	28	0
5 Questions with Design Expert Chris Flagg	24	0
Why Healthcare Systems Should Prioritize Infrastructure	21	0
The 3-Step Methodical Approach to Packaging Line Design	20	0
Civil Engineering: Building a Solid Foundation for Design-Build (D-B) and Engineer-Procure-Construct (EPC) Projects	19	0
How Resilient is Your Facility?	18	0
Food Safety Begins With Facility Design	18	0
Optimization Tools: The New Standard of Facility Effectiveness	17	0
8 Common Strategies Football Teams & Startup Teams Use to Ensure Success	16	0
Using Emulation to Maximize ROI	16	0
3 Keys to Navigating Change Orders	15	0
Case Study: How 3D Laser Scanning & BIM Informed Facility Design	15	0
Garage or Destination: The Aesthetic Evolution of Parking Structures	12	0
Virtual Training Helps to Deliver Consistent Job Site Safety Standards	12	0
The Power of Color Codes: Translating Process to Automation	11	0
Cutting Edge Technology Changing the Rules of Project Delivery	11	0
Project Spotlight: Anheuser-Busch Completes its Largest North American Project for 2016	10	0
5 Strategies NBA and Start-Up Teams Use to Ensure Success	10	0
New Healthcare Options Grant Outpatients the Power of Choice	9	0
Addressing Frequently Asked Questions about CIP Systems	8	0
5 Questions with Project Delivery Method Expert Mike Schmieder	7	0
New Products, New Risks – The Uncharted Territory of Product Innovation	7	0
Federal Government Taking Bold Moves Toward Design-Build	6	0
With Risk Comes Reward, Right?	5	0
4 Key Initiatives for Tissue Manufacturers: Part 1 of 2	5	0
Beyond Metrics: The True Roles of an Effective Safety Professional	4	0
Best 2016	4	0





## WEBSITE STRATEGY &amp; PERFORMANCE

## Analytics - Term Definitions

**Unique Visitor**

When tracking the amount of traffic on the website, it refers to a person who visits the website more than once within a specified period of time. Software that tracks and counts website traffic can distinguish between visitors who only visit the site once and unique visitors who return to the site. Unique visitors are measured according to their unique IP addresses, which are like online fingerprints, and unique visitors are counted only once no matter how many times they visit the site.

**Bounce Rate**

In Web analytics, including Google Analytics, bounce rate is the measurement in percentage of how many Web site visitors view only one page within your Web site – this is the one page they entered the site on (called the entrance page or landing page). These visitors view only that single page and exit the site on that same page.

**Pageview**

A web page that has been viewed by one visitor. Page views are often used in online advertising, where advertisers use the number of page views a site receives to determine where and how to advertise.

**Unique Pageview**

A web page that has been viewed by a visitor more than once within a specified period of time.

**% Exit**

Exit percentage or exit rate indicates how many people leave the site from a particular page. Every visitor that comes to the site eventually leaves it in one way or another. This statistic tells you which pages they are leaving from. To calculate the exit rate, analytics looks at the total number of exits from each page in relation to the total number of page views for that particular page. It then divides the exits by the page views and calculates the percentage.

**Pages/Visit**

Pages per visit refers to how many pages a visitor viewed before leaving the site. This indicator helps with identifying pages that stimulate curiosity to view more pages.

**Average Time on Page**

Average time on page indicates the total amount of time a visitor stayed on one page before leaving the page. This alludes to which pages have engaging content.

**Languages**

en-us	English (US)
es	Spanish
es-es	Spanish (Spain)
en	English (Caribbean)
en-gb	English (United Kingdom)
pt-br	Portuguese (Brazil)
zh-cn	Chinese (China)
es-419	Spanish (Latin America)
fr	French
de-de	German (Germany)

**Questions?**

Refer to [www.google.com/analytics](http://www.google.com/analytics) for more information.

*If you have any additional questions about the analytics, as it relates to your division, please feel free to contact the Online Marketing Strategist.*



# Planning Strategy

Setting Goals



#ContentWhisperer @dgmarketingco



# Setting Goals

- **Content frequency**  
How many blogs? Videos? Case studies?
- **Promotion frequency**  
How often will you post to social? Which platforms will you use? How often will you send emails to promote?
- **Engagement**  
How far would you like your reach? How many likes/shares/comments means success?
- **Call-to-actions**  
How many people are clicking call-to-actions? How long are they staying on pages?



# Planning Strategy

Develop Strategy



#ContentWhisperer @dgmarketingco



# Create content for each Decision Making Stage

## Define Problem

- Do you understand my position?
- Do you understand my challenge?
- Is this really my problem?

## Gather Data

- What do I need to know to move forward?
- Can I make a case with this information?

## Evaluate Options

- Is this the right solution?
- Who is the right fit?
- Will this make me look good?
- How can I avoid the most risk?

## Make Decision

- Would I tell colleagues about my decision?
- Would I do this again?

# Plan Your Campaign

- Plan the content collection
- Organize similar content
- Share on social media (seller-doers too!)
- Utilize emails (Align with decision making process)
- Measure everything (and screenshot)
- Report findings and create competitive atmosphere

# Questions?



#ContentWhisperer @dgmarketingco





**listen and solve,  
not tell and sell.**



A woman with long dreadlocks, wearing a brown fedora, a light blue denim jacket over a grey t-shirt with 'ATLANTA' printed on it, and a necklace. She is smiling and has her right arm extended outwards. The background is a blurred green field with a wooden fence.

*and a half*  
**FOUR STEPS TO**  
**IGNITE AND SUSTAIN**  
**PASSION**  
AN AUDIO PRESENTATION  
*with Danielle Gray*

 AUDIO NOW AVAILABLE FOR PURCHASE ON [CONTENTWHISPERER.ONLINE](https://contentwhisperer.online)

[contentwhisperer.online](https://contentwhisperer.online)

#ContentWhisperer @dgmarketingco







# Contact

**Danielle Gray, MBA**

*Content Marketing Strategist*

✉ danielle@dgmarketingco.com

☎ 678.232.0033

🌐 dgmarketingco.com

🐦 @dgmarketingco



#ContentWhisperer @dgmarketingco

