

A large audience is seated in a dark auditorium, facing a stage. The stage is illuminated with blue and purple spotlights, and a large screen is visible in the background. The overall atmosphere is professional and high-tech.

Content Marketing at Livestream

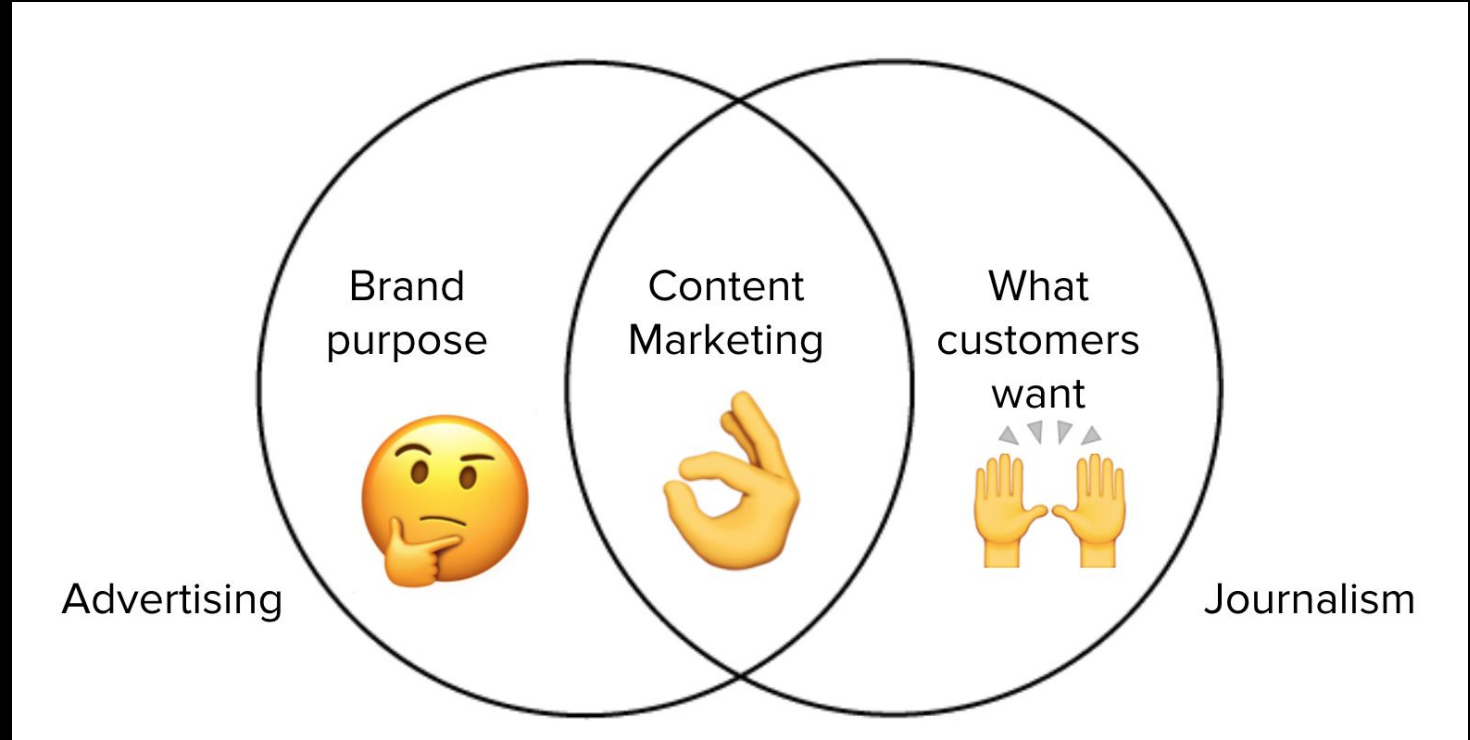
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BUILDING A CONTENT MARKETING STRATEGY



WHAT IS CONTENT MARKETING?



A person in a blue jacket stands on a rocky shore, looking out at a calm lake. The sky is dark with vibrant green and purple aurora borealis lights. The background features rugged, dark mountains under a starry night sky.

The best content marketing **answers the questions** of your prospects and customers, **solves their problems**, makes their **lives easier**, and **builds trust and authority**.

SETTING GOALS

A crowd of people at a concert or festival, many holding up their smartphones to take photos or videos. The background features a large, illuminated stage structure with a cartoonish character projection and colorful lighting.

SETTING GOALS

- Who are your readers/customers?
- What kind of content will captivate them?
- What are you getting out of this?
- What kind of content can you create?
- How often can you create it/what is your bandwidth?
- What resources will you need?
- What is your budget?

SETTING GOALS

Without goals, you can't measure success!

Your goals may change over time, but everyone needs to start somewhere.

SETTING GOALS

- Acquiring new customers/donors
- Engaging community
- General brand awareness
- Customer/Donor retention
- Scaling all of the above

A person with long, wavy brown hair, wearing glasses, a brown knitted scarf, and a black leather jacket, is shown from the back, looking out over a body of water under a soft, hazy sky. The text "BUILDING YOUR STRATEGY" is overlaid in white, bold, sans-serif font across the center of the image.

BUILDING YOUR STRATEGY

CONTENT STRATEGY

Step 1: Recon



CONTENT STRATEGY

Step 1: Recon

- Talk to your customers/donors and the people who talk to them within your org. Don't have customers yet? Talk to the people who would use or benefit from your product.
- How can you empower them, create value, tell their story?
- What content already exists – internally or externally?

CONTENT STRATEGY

Step 2: Map Your Funnel

- Decide on your content types and how they will push readers down the funnel to conversion.

Content Marketing SALES FUNNEL

A social follow

TOFU

Low barrier to consumption.
Cheat Sheet, White Paper, Guide,
How-To, Short Videos

Website Visitor

No barrier to consumption.
Blog Post, Press Release, Web Page

A newsletter sign up

MOFU

Moderate barrier to consumption.
Longer Videos, eBooks, Subscriptions,
Case Studies

A one time donation
or purchase

BOFU

High barrier to consumption.
Executive Summary, Demos,
Assessments, Brochures



 **kunocreative**
BUILD YOUR BRAND. CAPTURE LEADS.

Long term customers/sustaining
donors

CONTENT TYPES

- Social Media
- Blog posts
- Case studies
- Interviews
- Video
- Event Recaps
- Sharing proprietary data
- POV on industry analysis/data
- “Gated Content”

CONTENT STRATEGY

Step 3:

- Create a series of 3-4 content “buckets” or pillars to focus when you launch.
- Do a content brainstorm with your team to come up with ideas for content.

An aerial photograph of a rugged coastline. The land is a mix of brown and tan, showing rocky terrain and some vegetation. The water is a vibrant turquoise color, with intricate patterns of white foam and eddies, suggesting a shallow reef or a narrow channel. The sky is a deep, dark blue, almost black, with a few small white specks that could be stars or distant lights.

BIG ROCK CONTENT

BIG ROCK CONTENT

- The most effective way to do content marketing!
- Avoid the impulse to “break news.”
- Creates efficient workflows across your team and resources.

BIG ROCK CONTENT



**FOUR R'S MY FRIEND:
REDUCE, REUSE, RECYCLE, RIHANNA**



MEASURING SUCCESS

MEASUREMENT

It doesn't matter what you measure as long as you do!

You can't know how your content is performing if you aren't collecting data over time.

MEASUREMENT

- How much traffic does each post create?
- Where does that traffic come from (SEO, Social, etc)?
- What content is converting to purchases or subscriptions/donations?
- How are you measuring direct ROI? (Salesforce, Raiser's Edge, Anecdotal, GA, etc.)

MEASUREMENT

- **Time Spent With Blog/Video Content:** Our audience wants what we're putting out.
- **Social Shares:** This is so good I HAVE to share it.
- **Organic Uniques:** We are answering the questions readers are asking on Google.
- **Lead Generation:** Our content is converting.

A top-down view of a wooden desk. In the upper right, a silver laptop is open. To its left is a white coffee cup on a saucer. In the center, a pair of black-rimmed glasses sits on the desk. Below the glasses, a notebook is open, showing handwritten notes and a calendar page for February. To the right of the notebook are several Polaroid photos. In the lower right, a black tablet is visible. On the left side of the desk, there is a box containing a book titled 'YOUR SOUL MATTER GIRL'. The text 'CONTENT DISTRIBUTION' is overlaid in large white letters across the center of the image.

CONTENT DISTRIBUTION

DISTRIBUTION

SOCIAL

- Who is responsible for distributing your content on social?
- How are you measuring success on social?
- Different content for different audiences.
- What is your budget for social distribution? CPL?

EMAIL

- Who is overseeing email creation, tracking, and distribution?
- EMAIL IS THE ONLY AUDIENCE YOU OWN – INVEST IN IT!
- Email is not just newsletters – nurture customers and leads with content via email.
- Email is where your audience is ALWAYS – make it personal, relevant, and meaningful.

LIVESTREAM'S CONTENT MARKETING FUNNEL

Top of Funnel:

Blog and video content that anyone would want to read and share regardless of their need for live streaming services. This content addresses issues and innovation in the online video and streaming industry and culture.

Mid-Funnel:

Newsletter and long-form gated content that solves the issues that directly affect live event planners, comms people, broadcasters and marketers and answers basic questions about event planning with video. Semi-gated webinars that help die-hard platform users. Strong CTAs.

Conversion Stage:

Gated case studies of existing customers, long-form interviews with Livestream event and tech staff, profiles and case studies of experienced event planners and large-scale, high-profile events. Strong CTAs to convert.

LIVESTREAM'S CONTENT MARKETING FUNNEL

- Our live videos are viewed by over 100,000 people a year.
- Content touches around 65% of sales revenue and 50% of self-service per year.
- For every dollar we spend on social ads to content, we generate 3X that in pipeline.
- Our eBooks have been downloaded over 100,000 times.
- Our most popular blog content is SEO focused.

A stack of three old, brown, leather-bound books tied with a dark string. A fountain pen lies diagonally across the books. In the foreground, there are several vintage, sepia-toned photographs. The background is a plain, light-colored surface.

WHY GREATNESS MATTERS

WE LIVE IN A WORLD DROWNING IN GARBAGE CONTENT



BAD CONTENT

- Overtly promotional
- Badly designed/no visuals
- Short and sloppy
- A copy & pasted press release
- Does not address the needs and questions of your donors/prospects

BAD CONTENT



A man in a dark tuxedo and white shirt with a bow tie is holding a glass of whiskey. He has a serious, slightly smug expression. The background is a plain, dark grey.

YOU GOT THIS