Content Marketing Stackup

A B2B Startup Story

AdHawk

Bobby Stemper

Director of Marketing

AdHawk

AdHawk - www.tryadhawk.com

Google

Left in May 2015

techstars

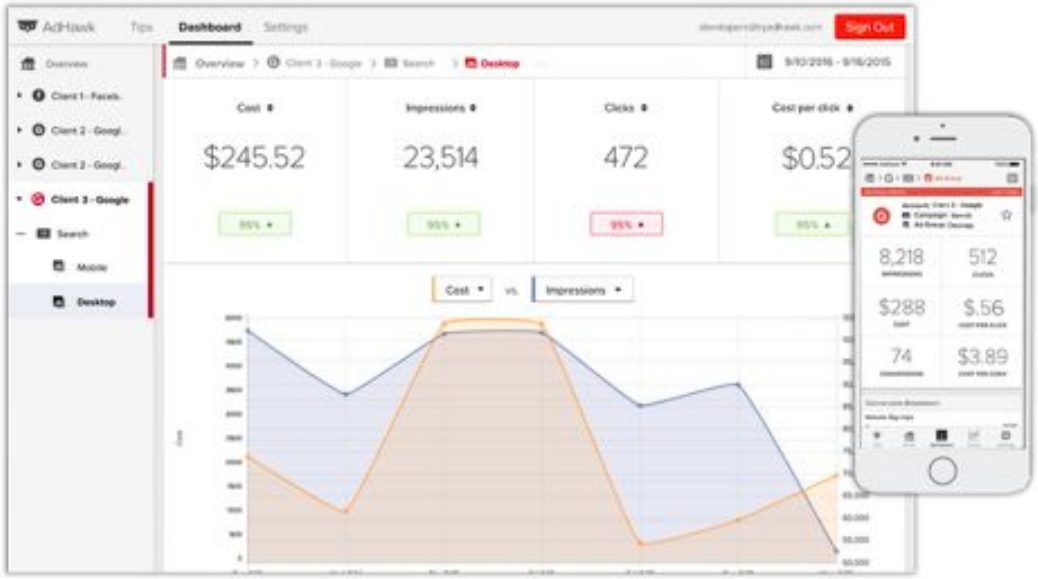
Started June 2015
No product or team
Two no-technical co-founders

AdHawk

2016 Raised $4.6 million
46 full-time employees

AdHawk - Product

Data driven optimization, reporting & campaign creation across Google AdWords & Facebook ads.



The 80/20 Approach to Building a Content Engine

A B2B Startup Story

AdHawk

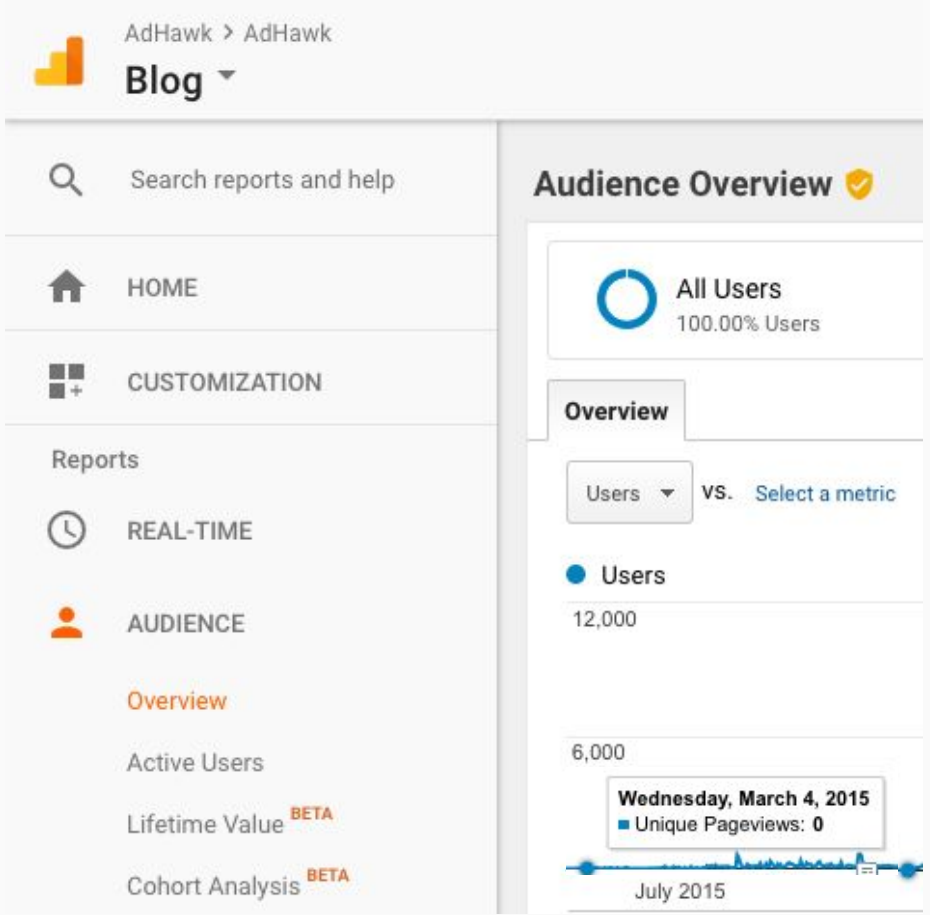
Fact #1: Everyone Starts from Zero

Fact #2: Starting from Zero Sucks

Zero Revenue
Zero Customers
Zero Product
Zero Emails

Zero Hope?

Bonus: Zero Experience



@BobbyStemper

The Law of Content Marketing?

80/20?

80%

Helpful

20%

Promotional

40%

Attempts to be helpful

Lack of clear goal with article
Lack of effort
Failure to bring anything new
Unactionable advice
Lack of rich medi

40%

Promotional

Entrance
Popups
CTAs
Inline Links
Sidebars
Exit Popups
Slide Ins

20%

Bounced

Slow website
Bad UI
Lack of hook
Failure to connect

80%

Help

20%

Promotional

100%

Helpful*

100%

* Easy to say when you don’t have anything to sell

0% ?!

How do you justify dedicating resources to something that won't generate sales today, tomorrow, or the next day?

20/20

Hindsight is perfect.

Marketing **Systems**:

“The best time to plant a tree was 20 years ago.

The second best time is now.”

- Chinese Proverb... Building Successful Marketing Initiatives

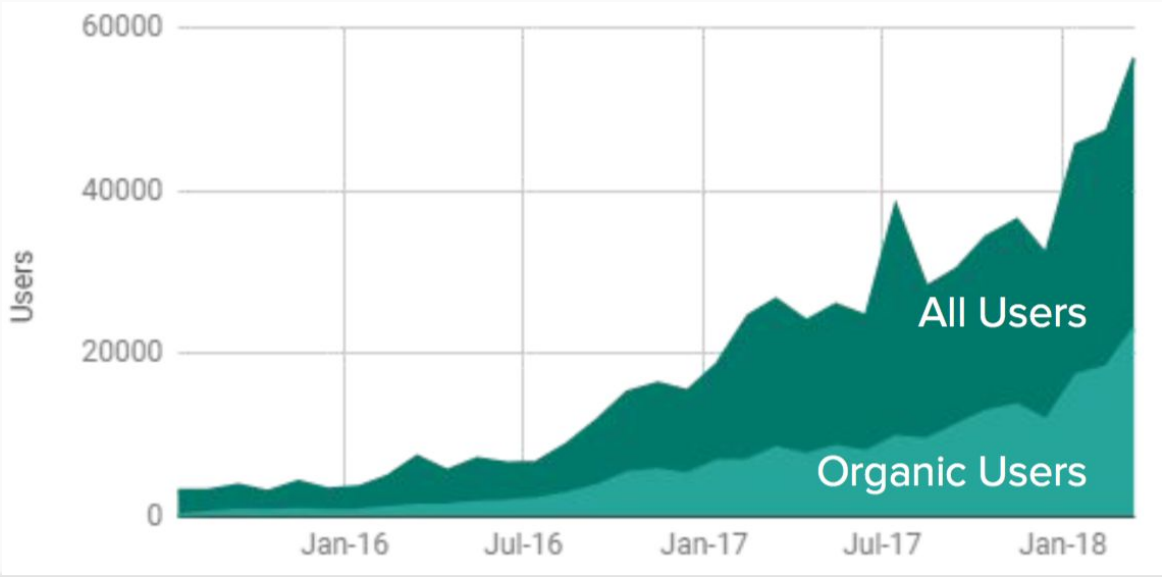
@BobbyStemper

10

Qualified Downloaders
Per Day

30k

Organic Blog Visitors
Per Month



From zero to hero. Startup from the bottom now we're here. Insert reference here.

The True 80/20 Rule(s) of Content Marketing

1. **Creation**: Sales vs. Customer Service
2. **Distribution**: Field of Dreams Fallacy
3. **Conversion, Reporting & Optimization**

80/20 Part 1:
Content Creation

80/20 Part 1: Content Creation

100%

Helpful*

- **Rule #1:** Your content should first solve the same problems as your product
- **Rule #2:** Identify the biggest opportunities
- **Rule #3:** There are **too many** fish in the sea
- **Rule #4:** Quantity doesn't really matter

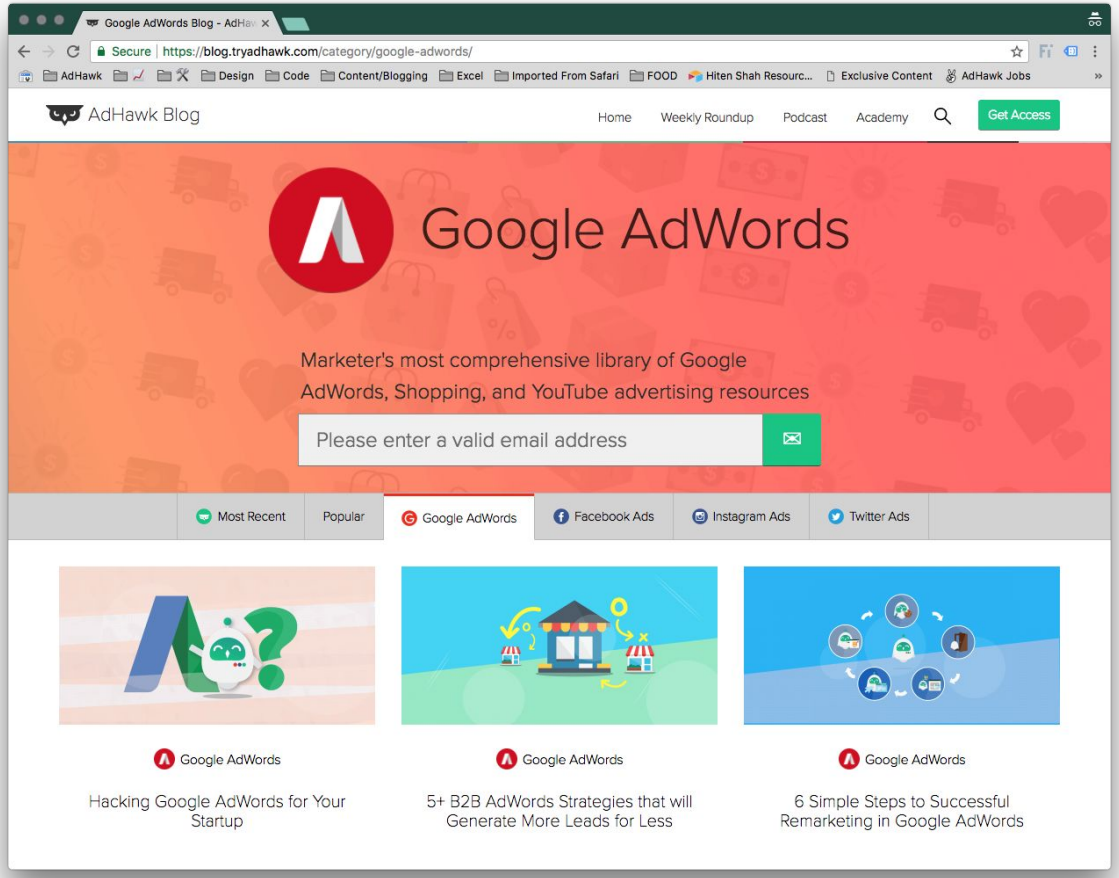
Content Creation

Rule 1: Your content should first solve the same problems as your product

Rule 2: Go where the opportunity is the biggest

Rule 3: There are too many fish in the sea

Rule 4: Quality vs Quantity is the wrong question



Content Creation

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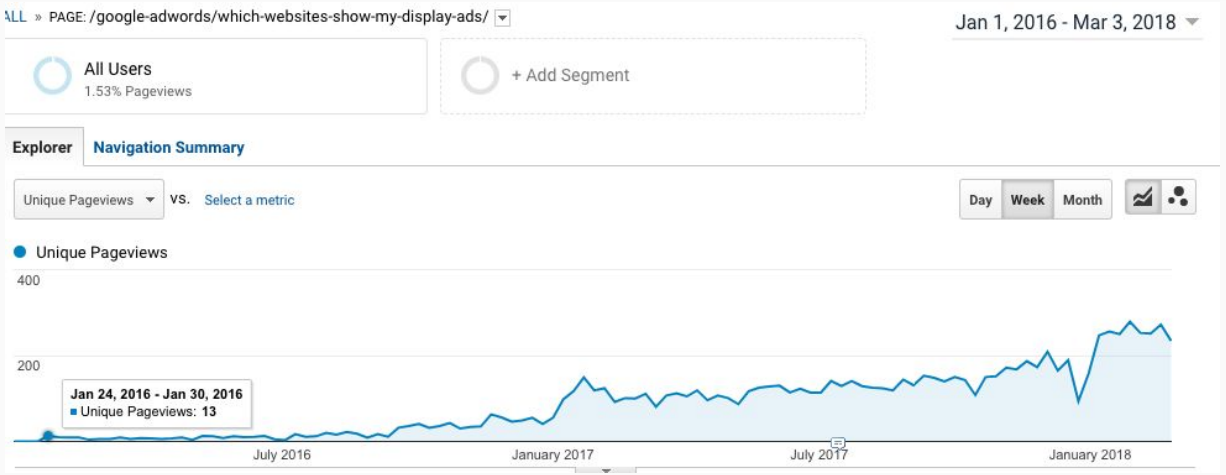
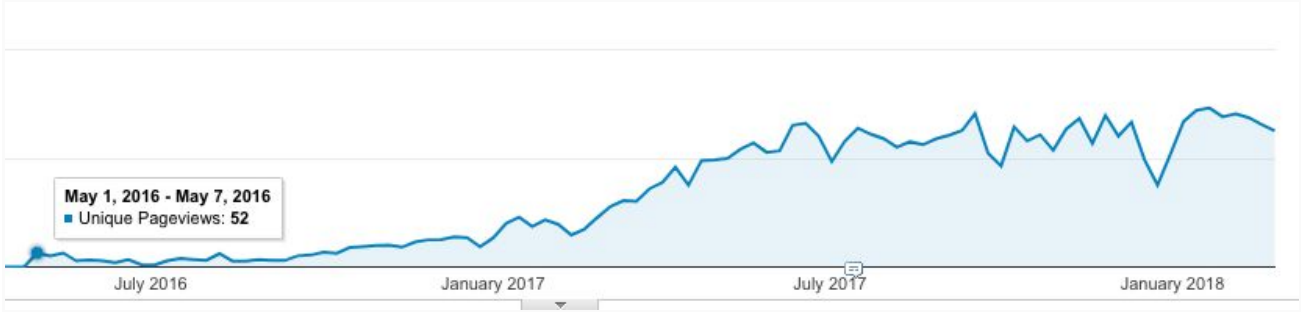
Step 1: At a 10,000 foot view, what problem are you trying to solve?

- The size of the problem and diversity of solutions determines the type of content needed.
- 1-off fix? Can you bundle it up with other similar pieces?
- Offering a free product? Future user acquisition opportunities

Size of Problem vs. Size of Content





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Rule 3: There are too many fish in the sea

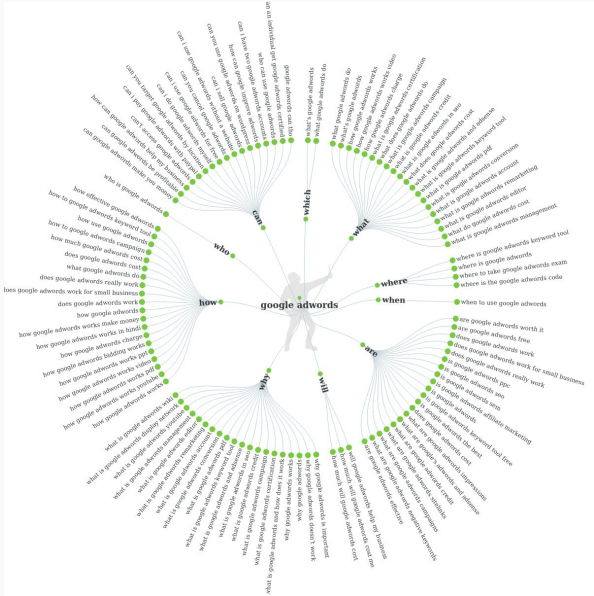
Rule 4: Quality vs Quantity is the wrong question

Step 1: At a 10,000 foot view, what problem are you trying to solve?

- Match size of content to size of problem

Step 2: Keyword research

- **Choose Your Target:** AdWords keyword search tool
- **Keyword Expansion:** https://answerthepublic.com/



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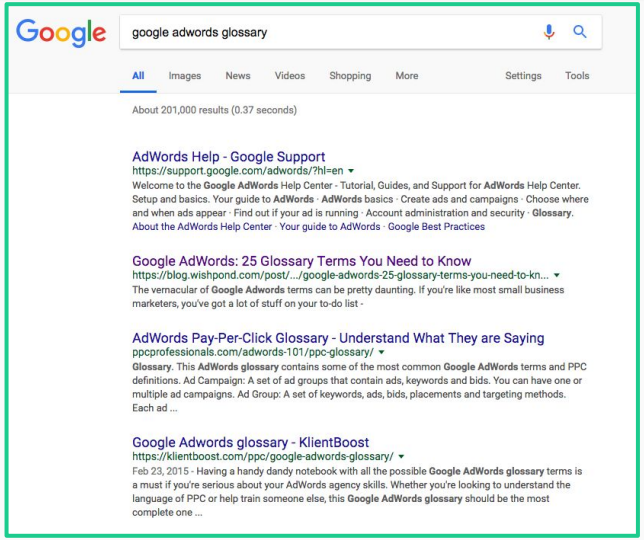
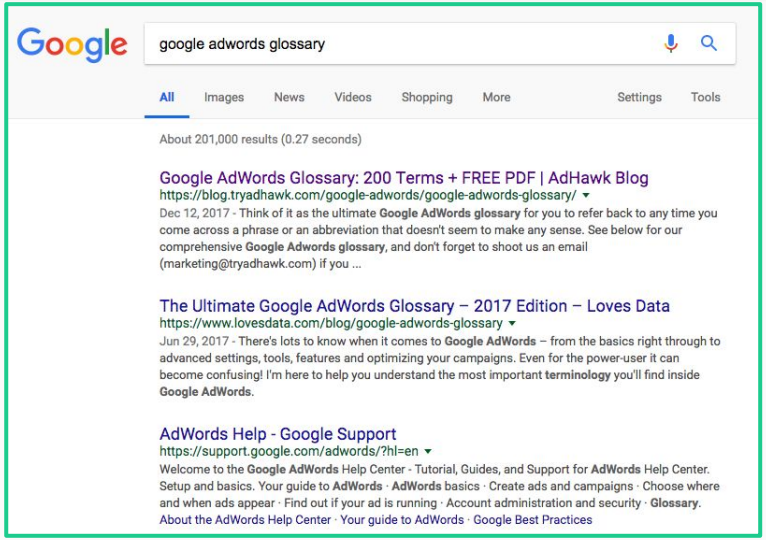
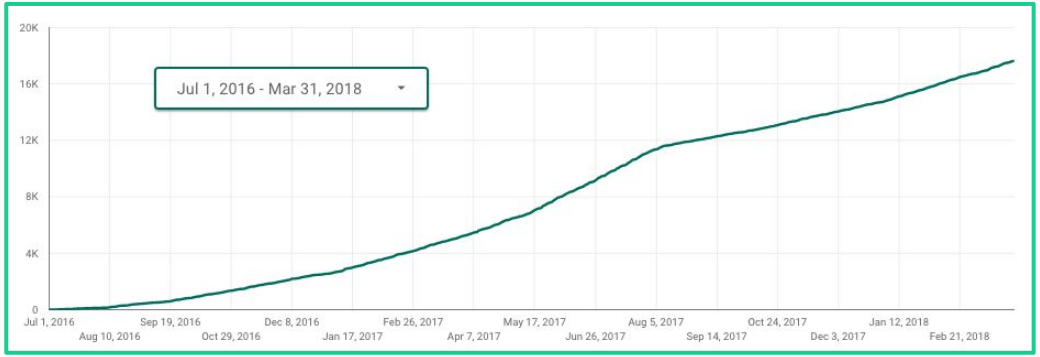
Step 3: What's already out there?

- Reverse Engineering - what do they do well?
- Check out the comments
- Leverage your keyword expansion to ID gaps for you to fill with your piece
- Profit

80/20 Part 1: Content Creation - Compete for the big opportunities







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Step 4:

- There's more content uploaded to YouTube every day than a person can consume in a lifetime
- Audit your resources. Is it just you? Do you have an entire team?
- 1 Person = write a book
- Whole Team = weekly publications & diverse content mediums

80/20 Part 2:
Content Distribution

80/20 Part 2: Content Distribution

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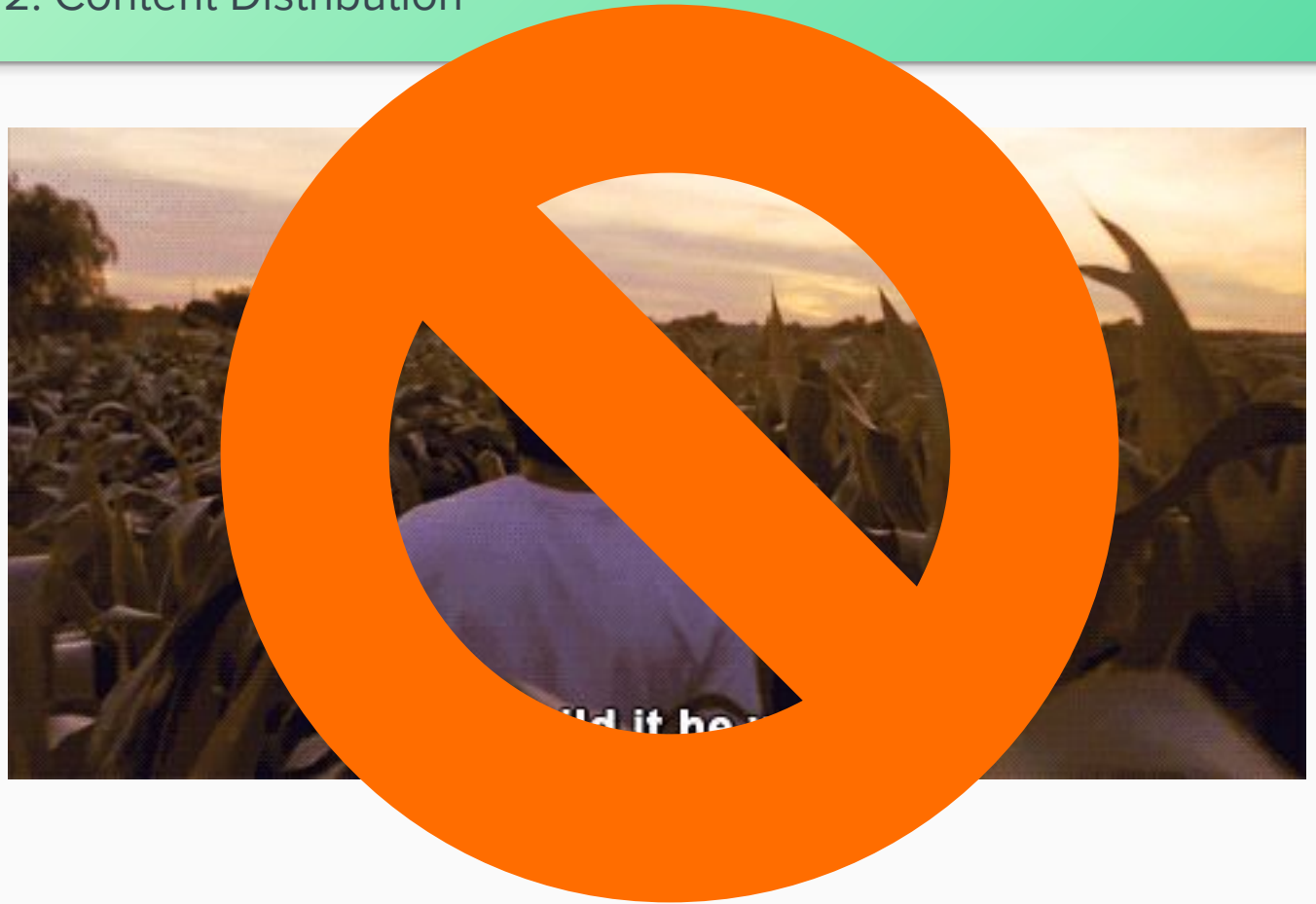


80%

Promotion

20%

Creation

8%

Promo

92%

Creation

80%

Promotion

20%

Creation

If you content is 100% helpful...
Where do people go to GET help?

Owned

- Social Media Channels
- Email Lists:
  - Relevant Leads
  - Subscribers
- Your team!

Earned

- Search - Google bing
- Forums - Quora, Reddit, GrowthHackers.com, Inbound.org
- Link Roundups & Newsletters
- Anyone you mention in the post

What about Paid?

80/20 Part 3:
Optimization, Reporting, Lead Gen

80%

Of Traffic

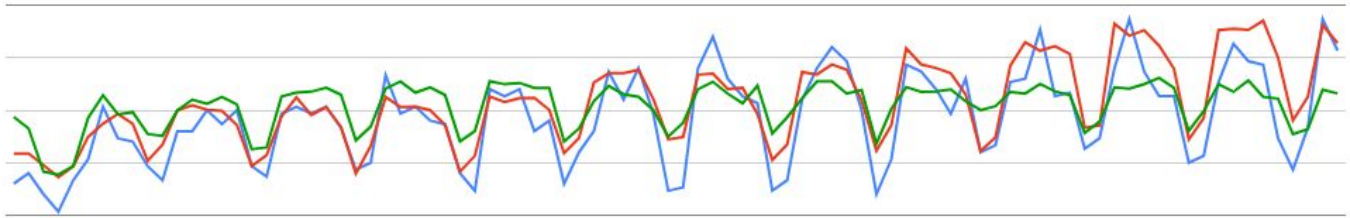
20%

Of Posts

80/20 Part 3: Conversion, Reporting, and Optimization

- **Match your Cornerstone Content w/ Download**
- **Set up conversion tracking**
  - What % of people click your CTA
  - What % of people who click download?
  - Are they qualified?
- **Optimize:** Leverage Search Console for keyword opps
- **Report:** Google Data Studio

80/20 Part 3: Conversion, Reporting, and Optimization



	Queries	Clicks ▼	Impressions	Position	
1	adwords geo targeting best practices	82	317	1.6	»
2	geo targeting adwords	30	549	4.0	»
3	google adwords geo targeting	21	240	2.9	»
4	adwords geotargeting	21	210	3.2	»
5	adwords geo targeting	18	465	3.3	»
6	adwords location targeting	17	788	6.1	»
7	geotargeting adwords	17	212	2.3	»
8	location targeting adwords	13	570	6.0	»
9	radius targeting adwords	12	427	4.9	»
10	adwords zip code targeting	11	113	3.5	»

Customer Acquisition - Thought Leadership

AWARDS

AdHawk Named Best New Startup at Ad:Tech NYC

Some of the top Ad Tech startups in the world were invited to compete in AdTech's Best New Startup competition in 2015. AdHawk advanced as the crowd and judge favorite.

AWARDS

Google Names AdHawk 2017's 'Most Innovative Product' at ANTAC

On Tuesday, November 7th, 2017 AdHawk was named the "Most Innovative Product" of 2017 at the "America's Next Top AdWords Champion" event in Mountain View, California. Taryn Remos and Grace Morris, t...

Google Partners on November 07, 2017

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