

Content Marketing Stackup

A B2B Startup Story



AdHawk



Bobby Stemper

Director of Marketing





Left in May 2015



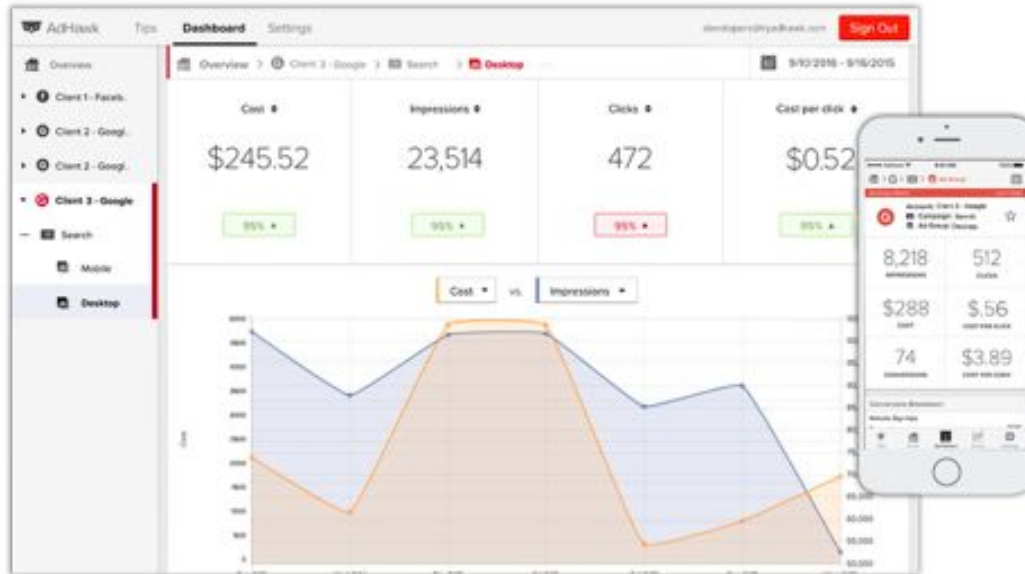
Started June 2015
No product or team
Two no-technical co-founders



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

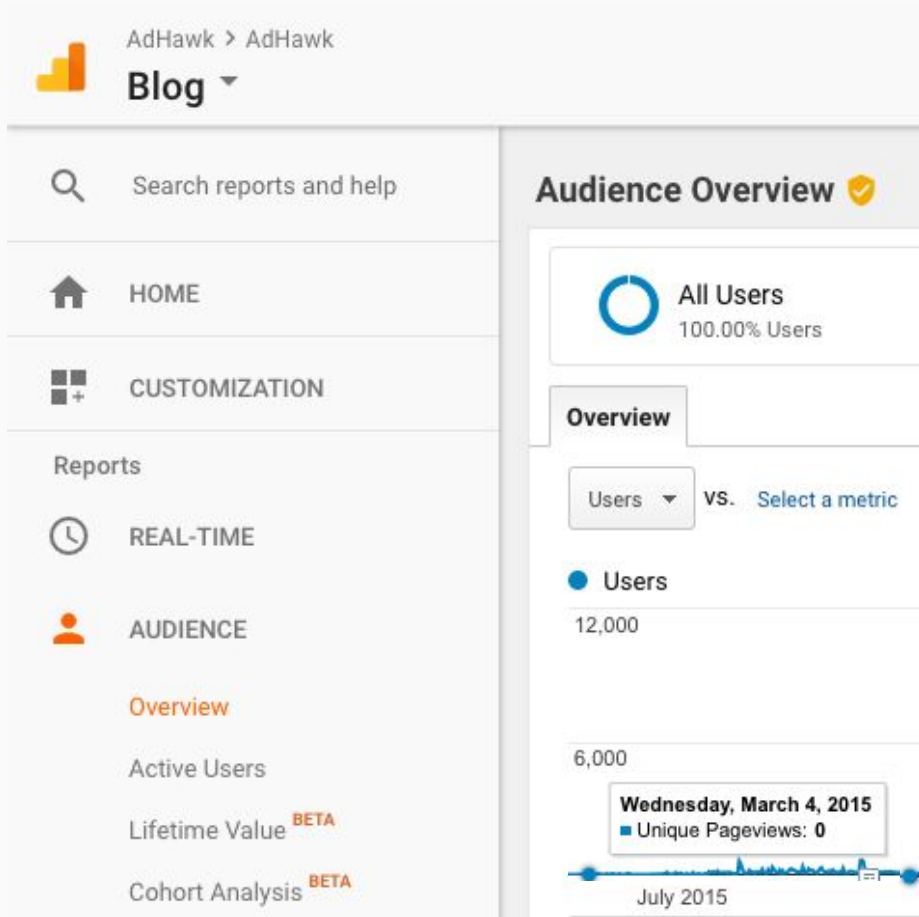
Fact #1: Everyone
Starts from Zero

Fact #2: Starting from
Zero Sucks

Zero Revenue
Zero Customers
Zero Product
Zero Emails

Zero Hope?

Bonus: Zero Experience



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.

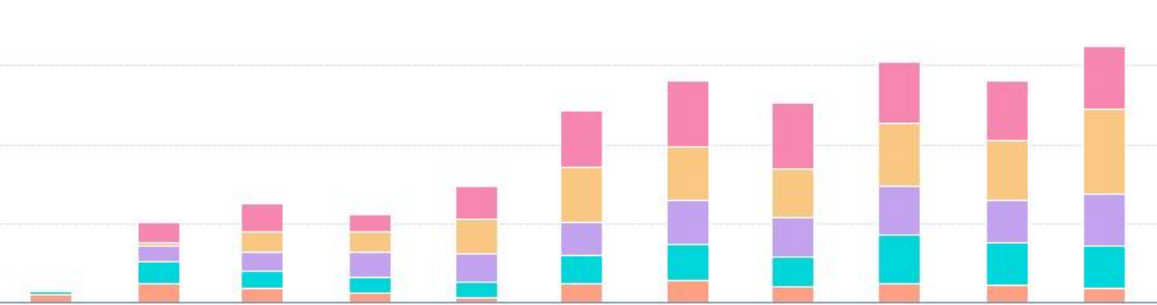
The second best time is now.”

- Chinese Proverb... *Building Successful Marketing Initiatives*

10

Qualified Downloaders
Per Day

First conversion date



30k

Organic Blog Visitors
Per Month



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

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



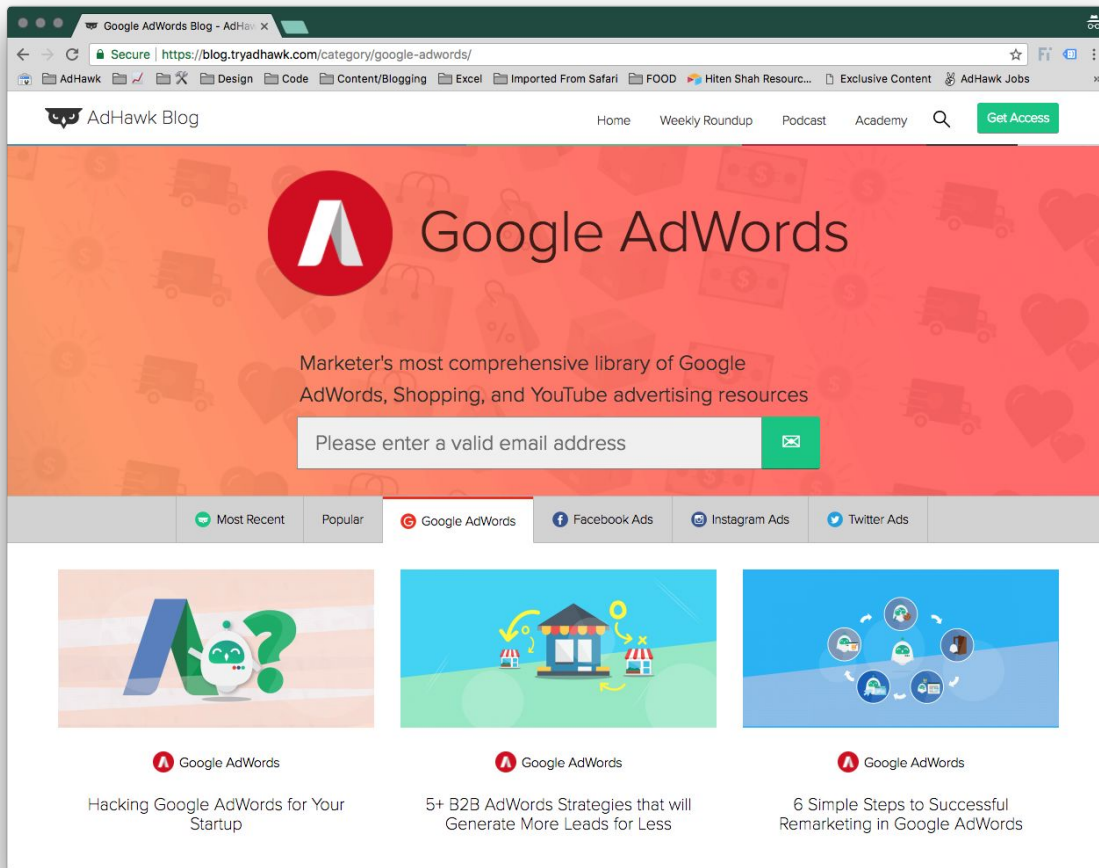
Content Creation

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



The screenshot shows a web browser displaying the AdHawk Blog website. The page is titled "Google AdWords" and features a large red circular logo with a white 'A' shape. Below the logo, the text reads "Google AdWords" and "Marketer's most comprehensive library of Google AdWords, Shopping, and YouTube advertising resources". There is a search bar with the placeholder text "Please enter a valid email address" and a green "Get Access" button. The page has a navigation menu with links for "Home", "Weekly Roundup", "Podcast", "Academy", and "Get Access". Below the navigation menu, there are several article cards. The first card is titled "Hacking Google AdWords for Your Startup" and features an illustration of a green robot with a question mark. The second card is titled "5+ B2B AdWords Strategies that will Generate More Leads for Less" and features an illustration of a building with a red roof and yellow arrows. The third card is titled "6 Simple Steps to Successful Remarketing in Google AdWords" and features an illustration of a circular flow diagram with various icons.



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

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



 Google AdWords

See Which Websites Show Your
Google Display Ads (+ Examples!)



 Google AdWords

Google AdWords Glossary: 200 Terms
+ FREE PDF



Size of Problem vs. Size of Content



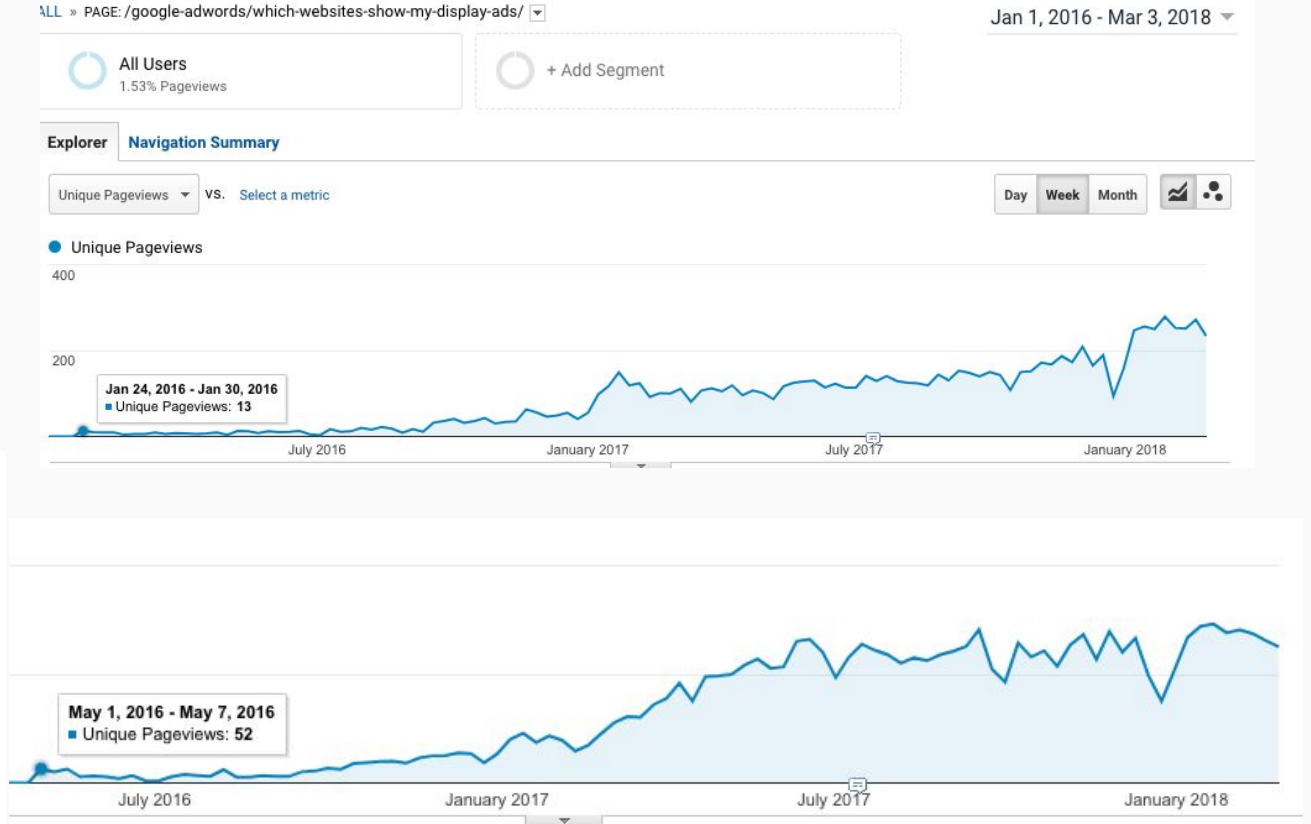
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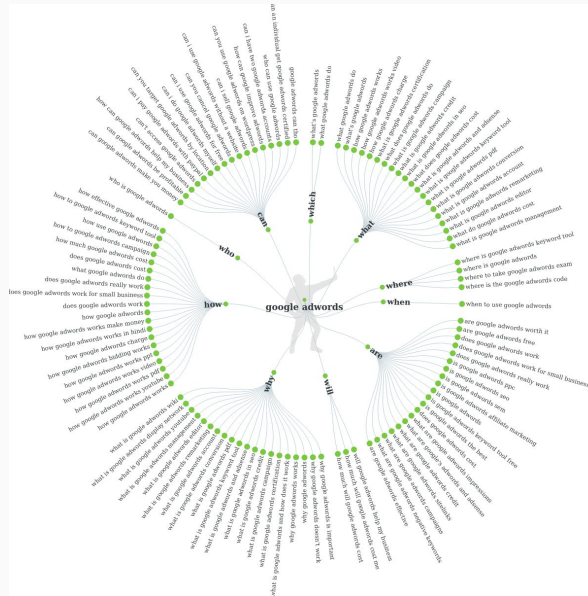
Rule 4: Quality vs Quantity is the wrong question

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

Google

All Images News Videos Shopping More Settings Tools

About 201,000 results (0.37 seconds)

AdWords Help - Google Support
<https://support.google.com/adwords/?hl=en>
Welcome to the Google AdWords Help Center - Tutorial, Guides, and Support for AdWords Help Center. Setup and basics. Your guide to AdWords - AdWords basics - Create ads and campaigns - Choose where and when ads appear - Find out if your ad is running - Account administration and security - Glossary. About the AdWords Help Center - Your guide to AdWords - Google Best Practices

Google AdWords: 25 Glossary Terms You Need to Know
<https://blog.wishpond.com/post/.../google-adwords-25-glossary-terms-you-need-to-know/>
The vernacular of Google Adwords terms can be pretty daunting. If you're like most small business marketers, you've got a lot of stuff on your to-do list -

AdWords Pay-Per-Click Glossary - Understand What They are Saying
ppcprofessionals.com/adwords-101/ppc-glossary/
Glossary. This AdWords glossary contains some of the most common Google AdWords terms and PPC definitions. Ad Campaign: A set of ad groups that contain ads, keywords and bids. You can have one or multiple ad campaigns. Ad Group: A set of keywords, ads, bids, placements and targeting methods. Each ad ...

Google Adwords glossary - KlientBoost
<https://klientboost.com/ppc/google-adwords-glossary/>
Feb 23, 2015 - Having a handy dandy notebook with all the possible Google AdWords glossary terms is a must if you're serious about your AdWords agency skills. Whether you're looking to understand the language of PPC or help train someone else, this Google AdWords glossary should be the most complete one ...

Google

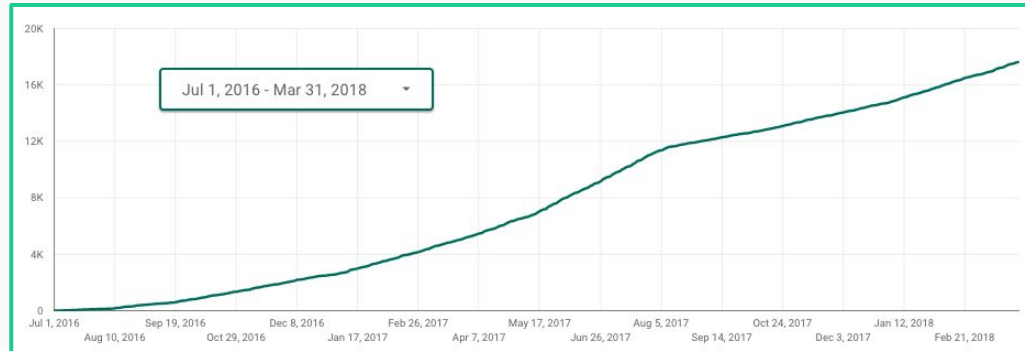
All Images News Videos Shopping More Settings Tools

About 201,000 results (0.27 seconds)

Google AdWords Glossary: 200 Terms + FREE PDF | AdHawk Blog
<https://blog.tryadhawk.com/google-adwords/google-adwords-glossary/>
Dec 12, 2017 - Think of it as the ultimate Google AdWords glossary for you to refer back to any time you come across a phrase or an abbreviation that doesn't seem to make any sense. See below for our comprehensive Google Adwords glossary, and don't forget to shoot us an email (marketing@tryadhawk.com) if you ...

The Ultimate Google AdWords Glossary - 2017 Edition - Loves Data
<https://www.lovesdata.com/blog/google-adwords-glossary>
Jun 29, 2017 - There's lots to know when it comes to Google AdWords - from the basics right through to advanced settings, tools, features and optimizing your campaigns. Even for the power-user it can become confusing! I'm here to help you understand the most important terminology you'll find inside Google AdWords.

AdWords Help - Google Support
<https://support.google.com/adwords/?hl=en>
Welcome to the Google AdWords Help Center - Tutorial, Guides, and Support for AdWords Help Center. Setup and basics. Your guide to AdWords - AdWords basics - Create ads and campaigns - Choose where and when ads appear - Find out if your ad is running - Account administration and security - Glossary. About the AdWords Help Center - Your guide to AdWords - Google Best Practices



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- Leverage your keyword expansion to ID gaps you can fill

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%

Promotion

20%

Creation



8%

Promo

92%

Creation



80%

Promotion

20%

Creation



If your 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%

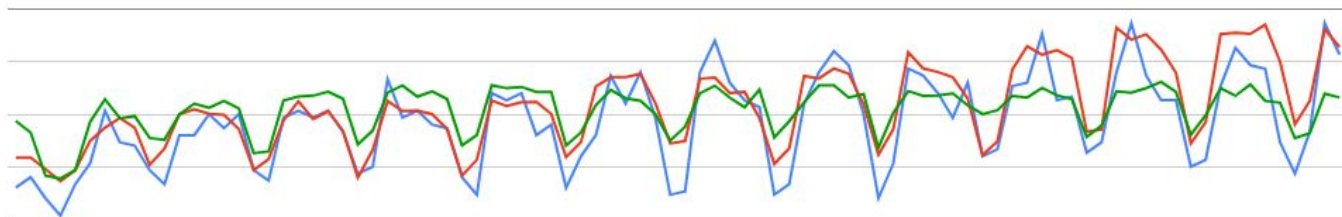
Of Posts



- **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



Confessions of an ex-Googler: Why You Need to Watch Your Ads like a Hawk

with *Dan Pratt*



WED, MARCH 2ND, 3PM EST

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 Ad:Tech'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 American New Top Advertisers' event in Mountain View, California. Tony Ramos and Grace Marks...

Google Publishers on November 02, 2017




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PPC Sessions


Discover the best tools and platforms to maximize your PPC budget.



Next Session: January 30, "Hacking together a scalable AdWords solution for your business"



Search Engine **Land**



Todd Saunders

Follow @toddhsaunders

Todd is the CEO at [AdHawk](#), a digital advertising software that aggregates and optimizes digital ad data. Before taking the startup plunge, Todd worked on the AdWords team at Google, where he helped high growth startups and small businesses with their digital advertising strategies. He is an expert at optimizing advertising accounts and improving ROI.

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Supercharge your email marketing with Google AdWords

Columnist Todd Saunders explains how to use AdWords Customer Match to nurture your email marketing leads at various stages in the...



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