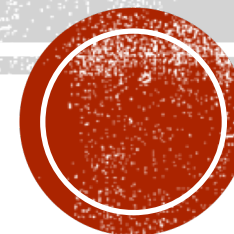


KILLER CONTENT

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COPYWRITING BASICS

- So important for digital marketing
- It is literally everywhere you have a presence
- Copywriting vs. Blogging
 - Copywriting – Anything you write with a purpose of selling
 - Blogging – Educate, Inspire, Entertain
 - Why should you blog?
 - Wordpress.com – GREAT platform for blogging
 - Allows you to write long form content that attracts people to your brand
 - Make customer raving fans
 - Develop relationships
 - You can rank for very specific keywords in search engine



A.I.D.A.

- Describes marketing process to get people into your brand
- **ATTENTION**
 - Who is reading?
 - What demographic?
 - What is their problem?
 - What solution do you have?
- **INTEREST**
 - Build an argument for your brand
 - Tell your story
 - Prove yourself – testimonials (ex)



A.I.D.A. (CONT.)

- **DESIRE**
 - Shift from interest to wanting your product
 - Further demonstrate WHY you can solve problems
 - Easy for the marketer to market if there is a desire
- **ACTION**
 - Provide a Call to Action (CTA)
 - Make it easy to purchase
 - Think about design, button, text
- **RETENTION (BONUS)**
 - How can you continue to serve your customers?
 - Connect through social or email list



10 COMMANDMENTS OF COPYWRITING

- 1. Know Your Audience**
- 2. Determine Your Value Proposition**
 - Why is your brand amazing?
- 3. Find a Unique Selling Proposition**
 - More aligned to difference to competitor
- 4. Establish Your Objective**
 - Make a sale?
 - Get someone onto email list?
 - Describe a product?



10 COMMANDMENTS OF COPYWRITING (CONT.)

5. Use a Compelling Subject Line

- For emails, web pages, and ads you produce

6. Avoid *Weasel* Words

- Words like may, maybe, hope, wish, but, etc
- Makes it seem like we're unsure of our brand

7. Use Present Tense

- You don't know when someone will be reading
- It is proven to make others take more decisive action

8. Include Customer Quotes and Testimonials (Reviews)

- Attracts new customers
- Everyone checks them



10 COMMANDMENTS OF COPYWRITING (CONT.)

9. Keep it Clean and Concise

- No big long paragraphs
- Use headings, bold, and italic
- Make it appear different for visual interruption (pretty too)

10. Make it Pretty

- Using images
- Using videos
- Visuals that are eye catching
- Make sure they match your brand
- Showing feeling visuals when showing the customer



WRITE BETTER HEADLINES

- **Make it unique**
 - *9 Unusual Things You Can Borrow From The Library*
- **Make it specific**
 - *How Much Would You Have If You Saved \$1 A Day For Your Entire Life*
- **Make it useful**
 - *How To Get Started With Live Streaming Video Production*
- **Have a sense of urgency**
 - *4 Best Ways To Invest In Your 20s*
- **Shorter is better**
 - *Cannonball!*



WRITE QUALITY ARTICLES

■ BASIC TIP

- Research and use proper keywords
 - You want to write to be searched for
 - Blog articles have a long lifespan
 - What are the 10 things customer will ask?
 - Survey audience
 - Search your topic on Google and see what's out there
 - Google Keyword Planner (Adwords)
 - Google Trends
- Be Generous, Give A Lot Away
 - Freebies does bring in value and stickiness
 - You give all of your knowledge in your articles



WRITE QUALITY ARTICLES (CONT.)

■ BASIC TIP

- Attract the right people
 - Need to make sure you're bringing in the people that best serve your business and appreciate your content

■ IMPORTANT

- Subject lines, intros, and conclusions
 - Focus in that order as that is how viewers will ALWAYS come into your article
 - Pay special attention to intro and conclusion
 - CTAs
 - Products or services
 - Email Opt-in after intro



WRITE QUALITY ARTICLES (CONT.)

- **IMPORTANT (CONT.)**

- Build up curiosity with the first sentence
 - Feed on that people are reading your article out of interest
 - Ask questions
 - Bold statements
- Break up the text
 - Headings
 - Bullet points
 - Images
 - Block quotes
 - Visually appealing



OPTIMIZE SEO

- **Meta Descriptions**

- 160 character description of the article that engines see and will show in the search results
- You see the headline of the article and then you see meta description

- **Page Title and Headers**

- Include your keywords in titles and headers

- **Anchor Text – Links to Other Pages**

- These are links within your article that take you to other links within your website
- Search engines see this and the better optimized for Google

- **Mobile Optimization**

- HAS to be mobile optimized



VIDEO MARKETING



VIDEO MARKETING BASICS

- **Why are videos so important?**
 - Video is the most engaging form of communication right now
 - By 2019, video will be 80% of online content consumed
 - Study done by Cisco
 - Great way to share brand story
 - Can increase landing page conversions by 80%
 - 64% of customers are more likely to purchase if there is a sales video
 - Videos allow you to truly explain what product / service is
 - Videos are simply more memorable
 - Video marketing helps website SEO
 - Embedded within website
 - Videos have the potential to go viral



STRUCTURE A VIDEO THAT SELLS

- **Make it about the story, not the sale**
 - People are smart and turn it off unless they are already in the interest part of funnel
 - How does the product benefit the customer?
 - How does it change their life?
 - Maybe make the video educational
- **Make the first 5 seconds epic**
 - Don't have long drawn out intro
 - Don't have a ton of titles
 - Get straight into video
 - People will decide if they want to watch within the first 5 seconds
- **Show your personality**
 - Show who you are.. Talk.. Be yourself
 - Let people in on your story / hardship
 - Blog / vlog style video can be very conversational



STRUCTURE A VIDEO THAT SELLS (CONT.)

- **Remember your call to action (CTA)**
 - 3 ways:
 - Visual / Audio – You saying in video the call to action
 - Graphics – Visual graphic CTA in the video
 - Description & Cards – In the description or YouTube cards
 - Doesn't have to be at end
 - Can have at beginning
 - If early, make sure the video is still about story or entertaining



YOU NEED THESE THINGS TO MAKE A GREAT VIDEO

▪ What makes a great video?

- You need a camera – smartphone works JUST fine!
- You need a story and subject – Why are you making this video?
 - Try to connect with the viewers through your story
- Lighting is huge
 - Light can help you tell the story
- Audio is equally as huge and a lot of times overlooked
 - Sound effects
 - Voice overs
 - Music is key
- Post production
 - Editing is more than putting best shots together
 - About adding emotion and humor with packing and other techniques
 - Thin about editing throughout entire process of what you want end result to be
- Distribution
 - Share with the world!



CREATE THE RIGHT VIDEO FOR YOUR BRAND

- **What type of video should you make?**
 - What is the end goal?
 - Are you trying to educate?
 - Tutorials or documentary (examples)
 - Are you trying to entertain?
 - Music videos and comedy sketches (examples)
 - Are you trying to sell?
 - Promos and commercial (examples)
 - Who is the target audience?
 - People who are interested and searching for your topic
 - These are more likely to like and share your content
 - Where will the video be shared?
 - YouTube: Consistent videos / audience builders
 - Instagram: Shorter videos & promo videos
 - Facebook: To share videos & Live creators
 - Beginner Tip: Pick one platform to focus on
 - Spreading yourself across platforms can stunt audience growth



COME UP WITH A GREAT VIDEO IDEA

- **Great videos START with great stories**
 - How do you find a story?
 - Always be looking for a great story
 - Shoot something you are passionate about
 - Find inspiration online
 - See how others shoot their videos
 - Think about engagement
 - What is the perfect length?
 - Videos should be as long as it takes to tell your story
 - Attention spans are short
 - Increase engagement with editing tricks



VIDEO BRAINSTORM CHECKLIST

- Think about your passions
- Research other video creators
- Ask family and friends
- See what's trending online
- How will your video be different?



PLAN YOUR VIDEO

- **Pre-production process**
 - Timeline
 - Timelines are important, even for YouTube
 - Consistent videos convert to bigger audiences
 - Try posting 1-2 videos per week
 - Determine how long it'll take for the end result
 - Start from the end – When do you want to publish?
 - When do you shoot?
 - When do you edit?
When do you set it up online?
 - Crew & Equipment
 - Who is going to shoot with you?
 - What equipment do you have?
 - Budget
 - Equipment
 - Crew
 - Post-production
 - Distribution



YOUTUBE BASICS

- **Are you trying to grow a YouTube Channel for your brand?**
 - This is a huge effort in itself
 - Could be a business in itself
 - May not be best place to focus energy

OR

- **Are you trying to host video content online?**
 - Great for ranking to Google
 - Other platforms work very well for just hosting (wistia.com, vimeo.com)
 - Can upload directly to other channel, but there will be restrictions (timeframes)



YOUTUBE BASICS (CONT.)

- **Are you trying to host video content online? (CONT.)**
 - Expectations of viewer – IG are looking for short, sweet videos
 - Longer videos on YT or FB
- **Why YouTube?**
 - 2nd largest search engine – after Google (Google owns YouTube)
 - Amazing reach on mobile
 - Millions watch daily on their phone
 - What about Facebook, IG, Snapchat, Twitter, etc?
 - By 2020, all material will be video



YOUTUBE BASICS (CONT.)

■ The YouTube Funnel

- Video
 - Lives on YouTube or embed on website
 - Tools like: YouTube cards, CTAs in video, description to drive traffic elsewhere
 - Need to determine what you want people to do (awareness? Take action? Email list?)
- Landing Page / Opt-In Form
 - Have people sign up for information
- Email Sequence
 - Capture email from opt-in form to drip campaign to



YOUTUBE BASICS (CONT.)

- **Know Your Goals**
 - Build your tribe
 - Increase website traffic
 - Capture a lead
 - Build a brand
 - Make a sale



YOUTUBE BASICS (CONT.)

- **Types of Marketing Videos**
 - Customer testimonials
 - Product demonstrations
 - Explainer videos and tutorials
 - Thought leader interviews
 - Case studies
 - Live streaming and events
 - Vlogging – personality and backstory of your brand
 - Explainer video of who your company is



SEO: WATCH TIME VS. VIEW COUNT

■ YouTube SEO

- Easier people can find videos, the more people will watch.. Higher your rank
- SEO all about watch time and NOT views
 - People would game the system for watches
- More based off percentage of watch time
- What happens after the video is watched?
 - What do they do next?
- Matching expectations to content
 - If someone clicks YouTube, because they liked title or thumbnail – must match
- If people click and then click off because of false expectations – ranking will go way down



YOUTUBE KEYWORD RESEARCH

- **Google Trends**

- Most popular topics for the day & time
- Stories that are trending
- You can find within a specific subject as well (category)
- You can also search for topics that you want to see
 - Interest over time shown
 - You can also compare to another topic as well to see how they fair against one another
- Can determine related topics and related queries



YOUTUBE KEYWORD RESEARCH

- **YouTube**
 - Search natively within site
 - Filter – Sort by desired criteria
 - Good way to see what others are doing
 - Make videos on similar topics that are relevant and ranking
 - Subscribe to channels related to your topic to see what is happening



THANK YOU!!

