

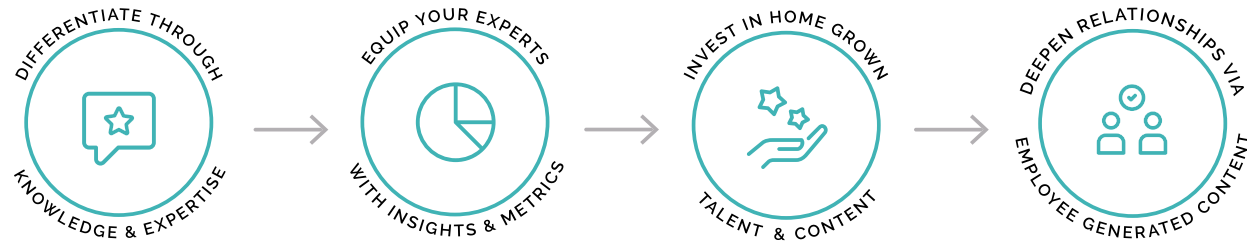
Expert Content Marketing Workshop:

Activate your authentic brand voice
and increase market influence via
your expert employees

www.tribalimpact.com
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Expert Content Marketing Workshop Overview:



LEARNING OBJECTIVES

- Know how to identify & support your social savvy experts
- Learn how to create a culture of content internally
- Understand how to research content topics and keywords
- Create a content plan using clusters and sub-clusters
- Learn how to structure content for SEO
- Know how to create social content to support promotion
- Identify best practices and improvement needs

EXPECTED OUTCOMES

- Reduce the need for external content marketing agencies
- Redirect budget to internal content creation
- Increase earned media sharing through peer networks
- Drive higher conversion through authentic storytelling
- Improve employee engagement with enablement support.

IDEAL FOR ORGANISATIONS THAT

- Are experiencing lower conversion rates from content
- Want content to be more relevant to buyers
- Need to inject more storytelling into their messaging
- Are looking to increase organic search engine results
- Want to focus on content quality more than quantity
- Believe their experts differentiate their brand
- Want to build more influence within the market

Despite the fact only 3% of employees share content, they generate 30% of all content engagement for an average business

- LinkedIn

52% of B2B buyers use thought leadership content to vet an organisation

- LinkedIn

OVERVIEW CONTINUED

According to LinkedIn, 75% of B2B buyers said the winning vendor's content had a significant impact on their buyer decisions.

At a time when much of the purchase decision process is being researched and conducted online, buyers are turning to content to inform, educate and entertain.

However, content supply exceeds content consumption significantly. Marketers have responded to the digital buyer by focusing on quantity rather than quality. The result? Noise. Too much for buyers to consume and less effective results for brands.

When both sales and marketing align to the buyer journey, content becomes more relevant to the buyer. According to Tout App, 80% of the marketing content created goes unused by sales.

When marketers engage employees to create and share content, they appeal to buyers in a more authentic way. According to The Edelman Trust Barometer, experts and peers are among the Top 3 most trusted sources of content.

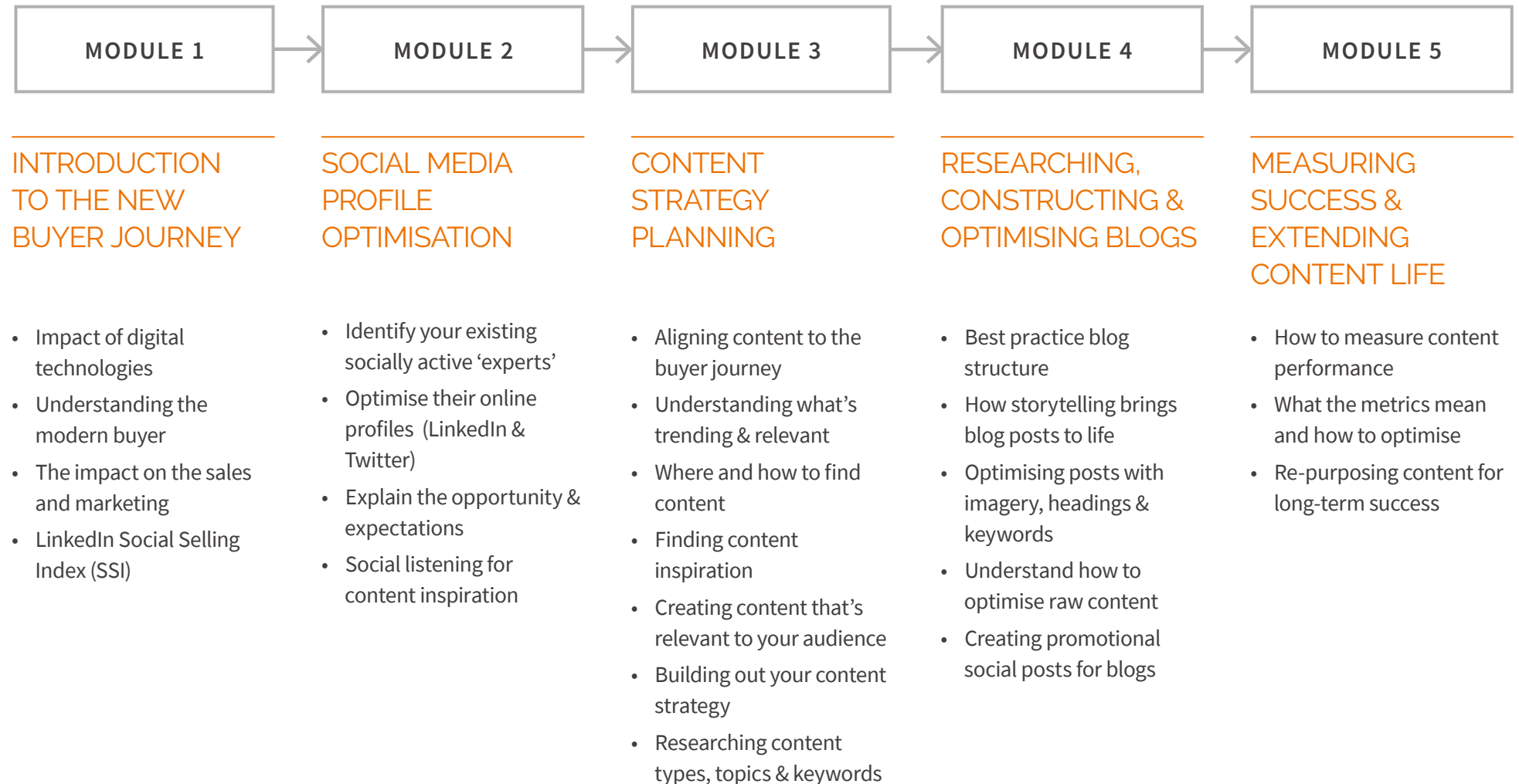
The challenge for marketers today is to motivate their employee experts to invest energy into creating credible content. These authentic sources are often closer to the buyer. They understand the market issues. They're listening to

buyer concerns. They are well positioned to build influence within the market.

Our Expert Content Marketing Workshop is best suited for content and campaign marketing professionals who want to shift the messaging of their campaigns to be more emotive, human and credible. Take your influencer marketing strategy further by identifying, nurturing and creating expert influencers from within your business.



Expert Content Marketing Workshop Overview:



Contact us for more information on the Expert Content Marketing Workshop:

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Tribal Impact specialises in social media advocacy. We work with B2B organisations that are frustrated because they can no longer cut through the digital noise to reach their audience. We do this by helping them join the dots between Social Selling, Social Media Marketing and Employee Advocacy.

Learn more at www.tribalimpact.com

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