While we wait:

What's the biggest mistake a content marketer can make?

Hubbub LABS

Grow your education business with content marketing

HELLO!

I'm George Chilton

the Creative Director at Hubbub Labs. We're a content marketing agency based in Barcelona.

You can find me at @designerlessons

In this session

We're going to cover:

▷ The content funnel

▷ Making an **impact** with your content

▷ How to effectively target your content

▷ How to use content to generate more leads

"You haven't posted in 7 days.

120 people who like your page haven't heard from you in a while…"

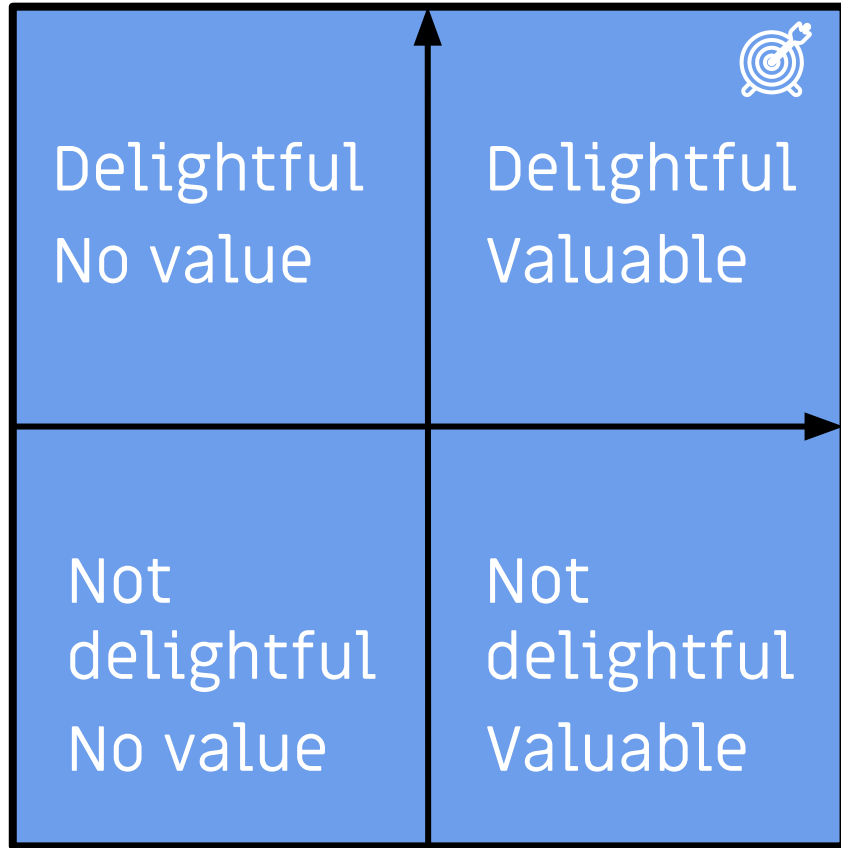In 2020, it's time to replace aimless, ad hoc content with directed, impactful content.

But how?

Start SMART

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Time-bound**

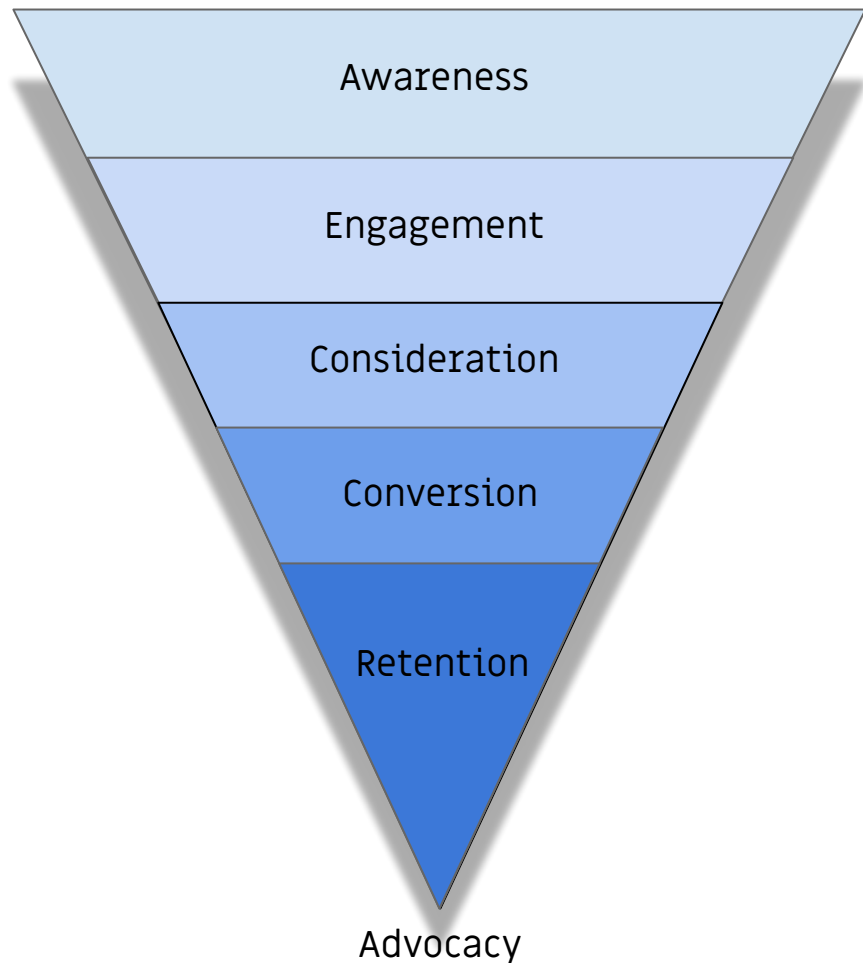*By June 2020, we will have increased the number of qualified leads by 10% through exam-focused content.*

Awareness

Engagement

Consideration

Conversion

Retention

Advocacy

Facebook / IG Live · Blog posts · Press releases · Viral Video · Thought leadership · HARO · Interviews · Podcasts · User Generated Content · Competitions · Product Hunt · Market research · Infographics · Photos · Offline / Online Events · AMAs · Newsletters · How tos · Ebooks · Guides · Webinars · Product explainers · Google My Business · Case studies · Testimonials · Chatbot scripts · New releases · Product updates · UX writing · Feedback surveys

Audience

As marketeers, you already
know the importance of
speaking to ONE person and
targeting the right audiences
On the right channels
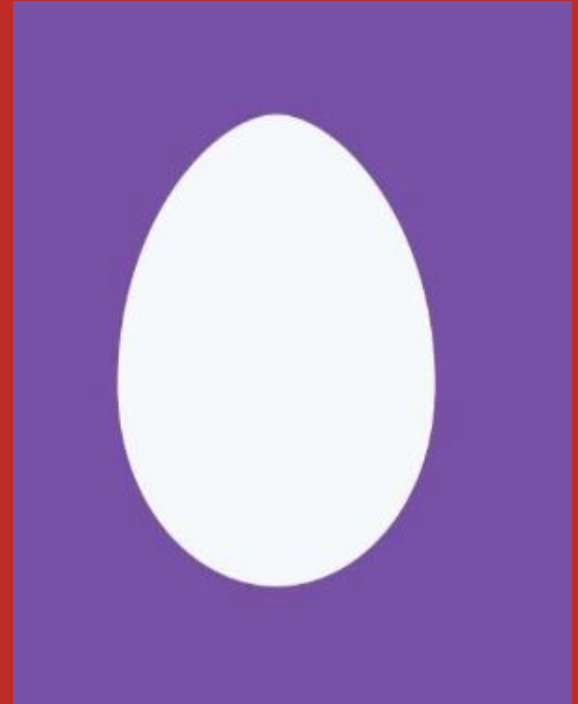
PROFILE A RANDOM STRANGER

Age:

Job:

From:

Likes/interests:

Social channels:

Work needs:

Would love to:

Profile a stranger

Creating a persona: Who

Background	Demographics	Personality
Name: Education Job: Family:	Gender: Age: Location: Income: Industry:	Demeanour: Strengths: Contact preference: Best social channels:

Creating a persona: What

Goals	Challenges	Our solution
1. 2. 3.	1. 2. 3.	How can we help them overcome their challenges and achieve their goals?

Creating a persona: How

Common objections	Describe service	Elevator pitch

How to build profiles

- Internal knowledge
- One to one interviews and chats
- During level tests
- FAQs
- Feedback forms
- Focus groups*
- Survey
- Google analytics (see image)
  - Psychographics
  - Geography
  - Demographics
 - Referrals
  - Device types
- Social media analytics

See our blog here

Affinity Category (reach)		
5.92%		Movie Lovers
5.24%		TV Lovers
4.49%		Technophiles
3.99%		News Junkies & Avid Readers/Entertainment Celebrity News Junkies
3.54%		Shoppers/Shopaholics
3.48%		Cooking Enthusiasts/Aspiring Chefs
3.38%		Travel Buffs
3.27%		News Junkies & Avid Readers
3.10%		Music Lovers
3.02%		Home Decor Enthusiasts

In-Market Segment		
3.84%		Employ
3.60%		Travel/H
3.17%		Real Es
3.12%		Dating S
3.04%		Apparel
2.99%		Real Es Properti
2.47%		Real Es Properti Sale)/Pr
2.46%		Home &
2.26%		Travel/A

Who you target through content **is** important, but it's also about their **context**
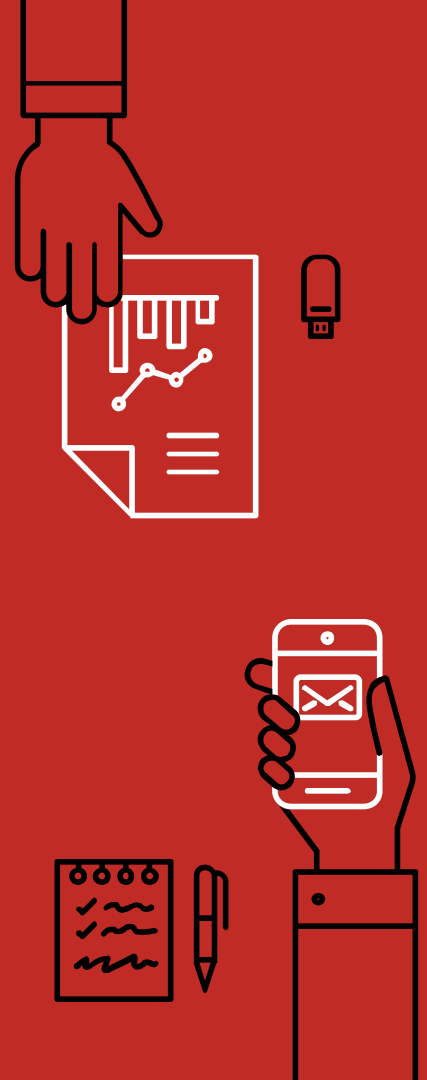
People don't want to buy a quarter-inch drill, they want a quarter-inch hole.
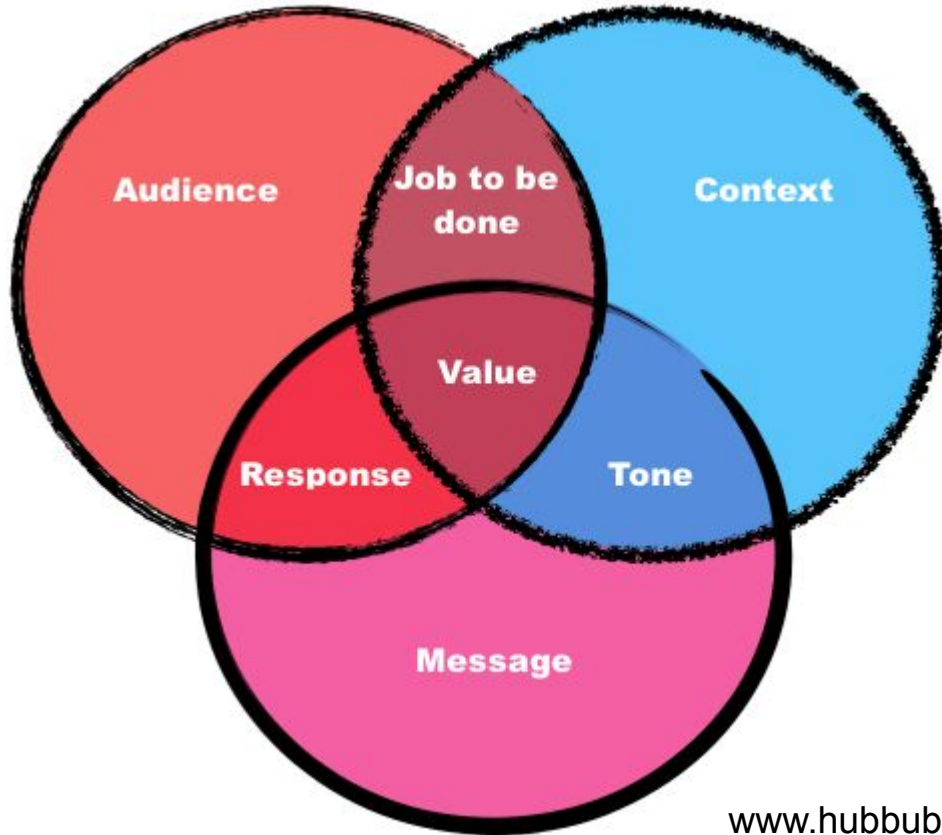
- Theodore Levitt
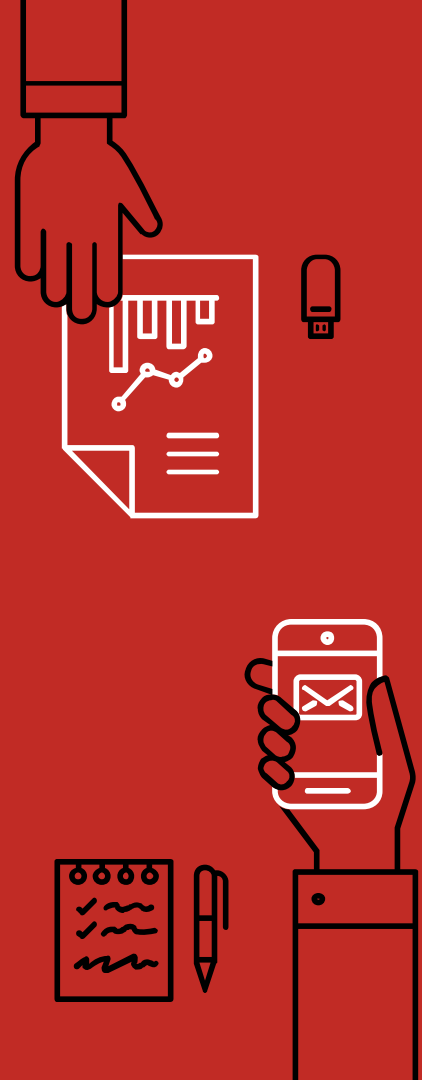
Jobs to be done

- What job is your content helping people to perform?

THE SWEET SPOT

www.hubbublabs.com
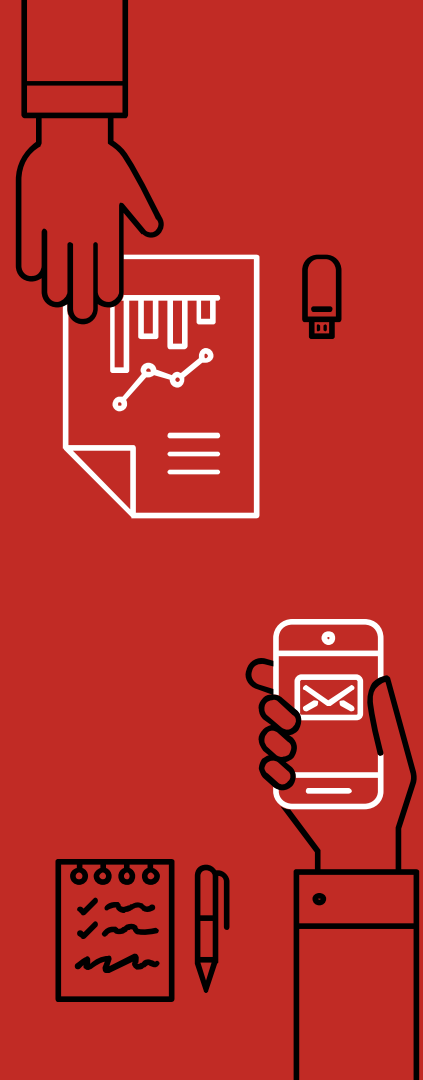
Your role as a content marketer

As a content marketer, a trusted guide you are
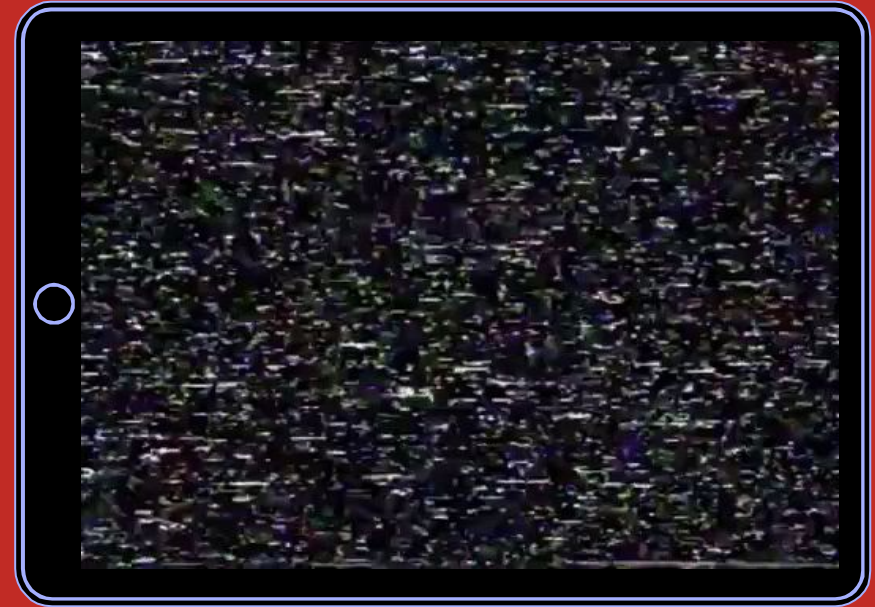
How will you resonate with your audiences?

The content we produce helps our company accomplish

_____ and _____ by providing _____
     <goal>   <goal>   <adjective>

and _____ content that makes _____
     <adjective>   <audience description>

feel_____ or _____ so that they can
     <emotion>   <emotion>

_____ or _____ .
     <task>   <task>

- Source: content marketing institute

Planning

Use what we know about your audience, their needs and obstacles, and the tools we've just looked at to come up with four article (or content) ideas for your blog.

Here's a template to get you started

My favourite awareness campaign generated:

52.4 million likes,

10 million followers,

with only **1 post**

Take away 1:

Bring people together and make them feel part of something bigger...

The egg tapped into our primal urge to compete and win

And made us part of the #EggGang

Who wouldn't want to be part of that?

This zoo will name a cockroach after your ex for Valentine's Day

A zoo in England is allowing people to name a cockroach after their ex or a friend's ex for $2 to celebrate Valentine's Day.

BY BRETT MOLINA, USA TODAY
JANUARY 29. 2019 AT 12:31 PM • 1 MIN READ

Take away 2:

Keep your messaging human,
simple, and focused on a goal
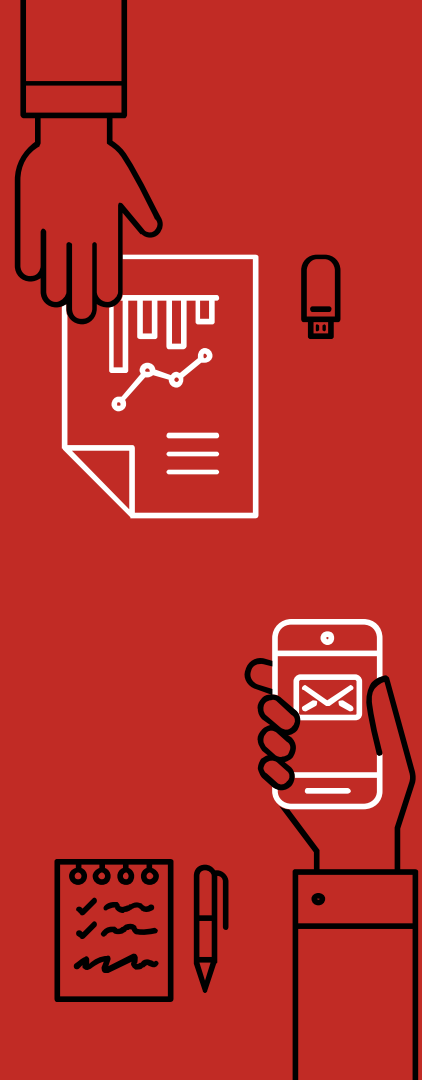
SUNNYD ✓
@sunnydelight

I can't do this anymore

6:24 PM - 3 Feb 2019

136,442 Retweets   314,694 Likes

💬 4.3K   ↻ 136K   ♡ 315K   ✉

CORN NUTS ✓ @CornNuts · Feb 4
Buddy come hangout

💬 6   ↻ 103   ♡ 2.5K   ✉

💬 11   ↻ 497   ♡ 8.6K   ✉

Mood last night. All good MP thanks for checking in ily

💬 53   ↻ 1.6K   ♡ 29K   ✉

Take away 3:

People like it when the corporate veil is lifted.

(…but perhaps don't do it like Sunny D did)
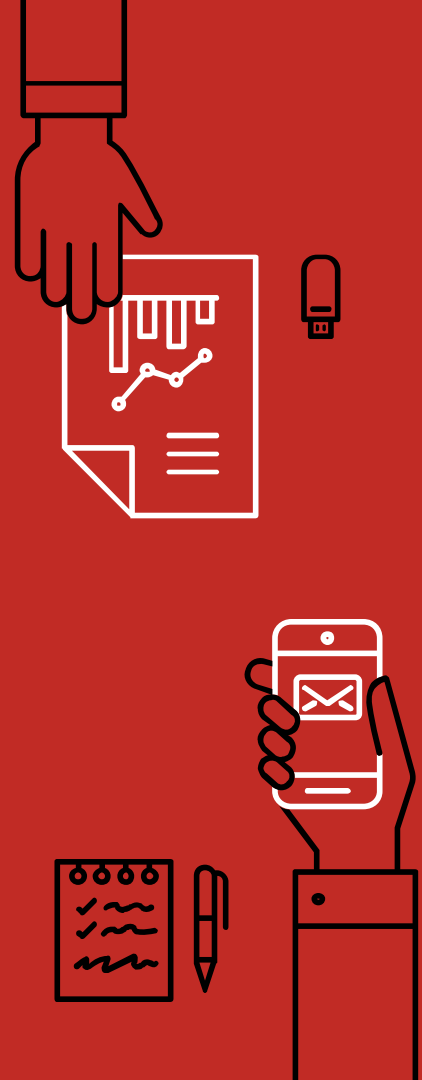
Keyword research: Ubersuggest

Keyword research: Keyword Planner

🔍 gamification   **DOWNLOAD KEYWORD IDEAS**

▼ Show broadly related ideas; Exclude adult ideas View all **ADD FILTER** 309 keyword ideas available   ▦ COLUMNS

☐	Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
☐	what is gamification	100 – 1K	Low	—	€2.26	€2.86	
☐	gamification meaning	100 – 1K	Low	—	€2.24	€2.94	
☐	gamification definition	100 – 1K	Low	—	€2.36	€3.42	
☐	gamification in learning	100 – 1K	Medium	—	€2.29	€3.29	
☐	gamification in education	100 – 1K	Low	—	€1.12	€2.91	
☐	gamify meaning	100 – 1K	Low	—	€2.23	€2.90	
☐	gamification examples	100 – 1K	Low	—	€2.30	€4.42	

Keyword research: People also ask

Google

gamification 🎤

gamification **in education**
gamification **examples**
gamification **definition**
gamification **in learning**
gamification **in the classroom**
gamification **meaning**
gamification **techniques**
gamification **apps**
gamification **esl**
gamification **in primary education**

orks

People also ask

How do you gamify a classroom? ⌄

Does gamification improve learning? ⌄

What is gamification theory? ⌄

How do you introduce gamification? ⌄

What are the benefits of gamification? ⌄

What is gamification in the classroom? ⌄

Feedback

Google Trends: comparing search volume over time
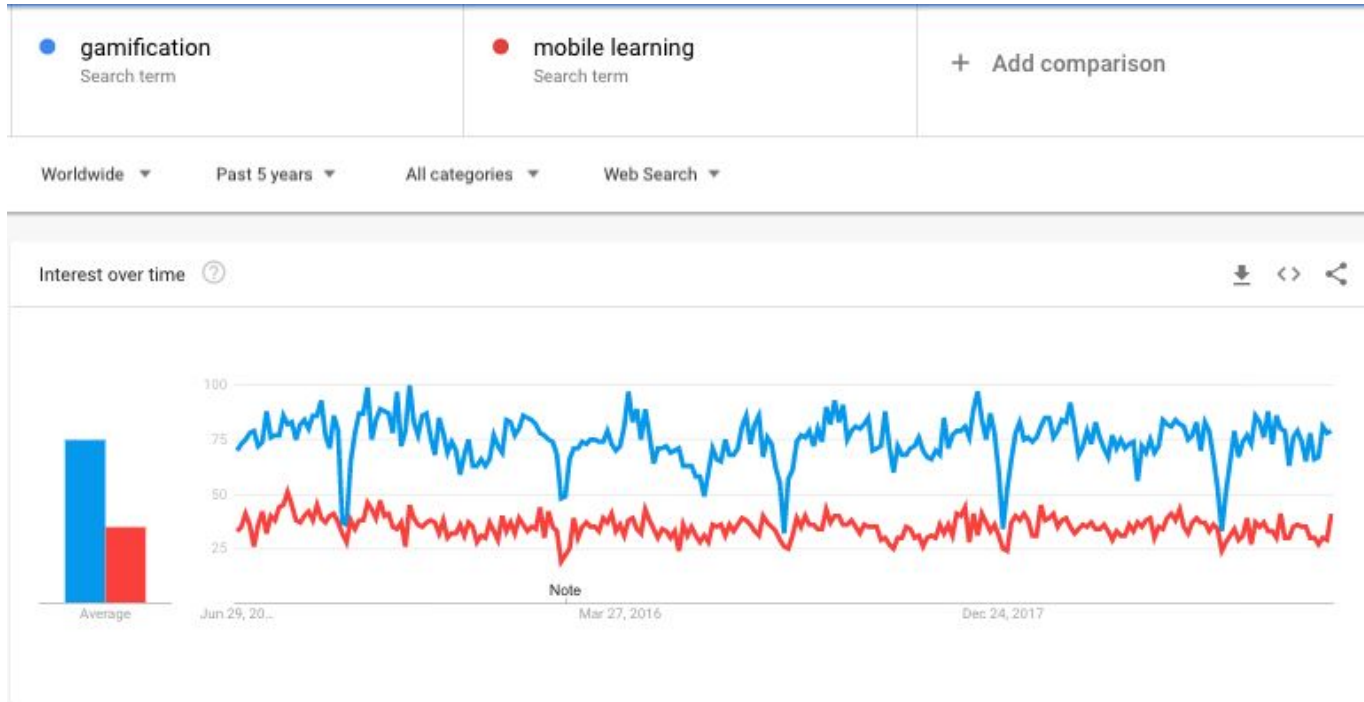
Google Trends: comparing search geo-data

Compared breakdown by region

Region ▾ ⬇ <> ⬗

● gamification ● mobile learning

Color intensity represents percentage of searches LEARN MORE

Sort: Interest for gamification ▾

1   Denmark

2   Sweden

3   Switzerland

4   Hungary

5   Austria

Google Trends: Looking at alternative search terms

mobile learning

Interest by region ⓘ	Region ▾ ☰ ↓ <> ⤳

☐ Include low search volume regions

Related queries ⓘ	Rising ▾ ↓ <> ⤳
1	impact mobile learning student performance	Breakout
2	discuss the impact of mobile learning on stud...	Breakout
3	mobile learning week 2015	Breakout
4	mobile learning week 2018	Breakout
5	mobile learning week 2016	Breakout

‹ Showing 1-5 of 25 queries ›

Answerthepublic.com

what
- what gamification will change business intelligence
- what gamification is not
- what gamification means
- what gamification can do
- what is gamification in education
- what is gamification in business
- what is gamification in marketing
- what is gamification in training
- what does gamification mean
- what is gamification in hr
- what is gamification in learning
- what is gamification in the classroom
- what is gamification in recruitment
- what is gamification in digital marketing
- what is gamification in elearning
- what is gamification pdf
- what is gamification and why use it in teaching
- what is gamification software
- what is gamification in the workplace
- what is gamification in healthcare
- what are gamification techniques

are / will
- how does gamification engage learners
- gamification how does it work
- gamification how to implement
- how gamification transform
- gamification increase user engagement
- what are gamification techniques
- what are gamification elements
- what are gamification apps
- what are gamification sites
- gamification will fail
- how gamification will fail

how
- how gamification increase user engagement
- how gamification improves engagement
- how gamification can inspire engagement
- how gamification is changing business
- how gamification reshapes learning
- how gamification helps in learning techniques
- how gamification can be used in counseling
- how gamification motivates
- how gamification can change health behaviors
- how gamification works

can
- can gamification increase user engagement
- how can gamification be used to enhance e
- how can gamification help
- can use gamification
- how gamification can inspire engagement
- structural gamification can include
- gamification can be

when
- when gamification can be
- when gamification fails
- when gamification goes wrong
- when did gamification start
- when did gamification become a word
- when to use gamification
- when to implement gamification

who
- who invented gamification
- who uses gamification
- who coined gamification
- who created gamification
- who started gamification
- who does gamification
- who invented gamification of learning

where
- where to use gamification
- where did gamification come from
- where is gamification used

which
- which companies use gamification

why
- why we need gamification
- why learn gamification
- why use gamification in recruitment
- why use gamification in training
- why is gamification so popular
- why use gamification in marketing
- why use gamification in education
- why use gamification
- why does gamification work
- why gamification in higher education
- why gamification failed
- why gamification is effective
- why gamification is not a game
- why gamification is serious business
- why gamification fails
- why gamification in education
- why gamification come from
- why gamification is bad
- why gamification is important
- why gamification works

gamification

Yoast (online version)

Content assessments

- The copy scores 72.8 in the [Flesch Reading Ease](#) test, which is considered fairly easy to read.

- The amount of words following each of the subheadings doesn't exceed the recommended maximum of 300 words, which is great.

- None of the paragraphs are too long, which is great.

- 20.5% of the sentences contain [more than 20 words](#), which is less than or equal to the recommended maximum of 25%.

- 36.6% of the sentences contain a [transition word](#) or phrase, which is great.

- 4.9% of the sentences contain [passive voice](#), which is less than or equal to the recommended maximum of 10%.

https://yoast.com/research/real-time-content-analysis/

What Google wants

Google offers some of the questions you should consider:

✅ Does the content provide original information, reporting, research or analysis?

✅ Does the content provide a substantial, complete or comprehensive description of the topic?

✅ Does the headline and/or page title provide a descriptive, helpful summary of the content?

✅ Does the headline and/or page title avoid being exaggerating or shocking in nature?

✅ Is this the sort of page you'd want to bookmark, share with a friend, or recommend?

Read more on Google's update here: https://webmasters.googleblog.com/2019/08/core-updates.html
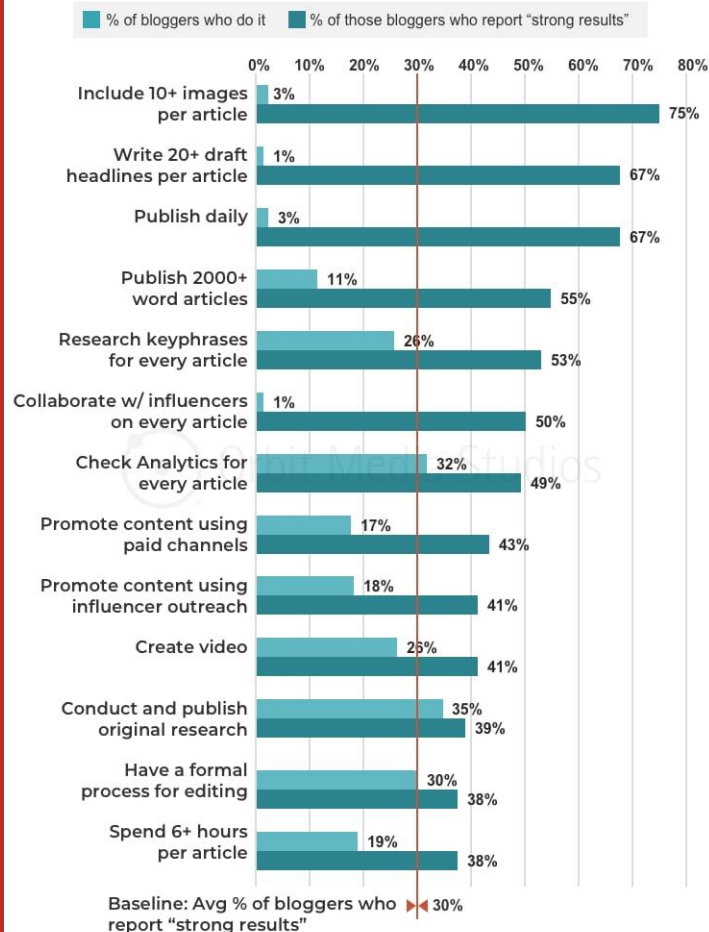
- The average blog post is 1236 words long
- The percentage of bloggers using email marketing has doubled since 2014
- 68% of bloggers regularly update older content

More in this study by Orbit Media Studios

https://www.orbitmedia.com/blog/blogging-statistics/

The least common blogging tactics are the most effective

■ % of bloggers who do it　　■ % of those bloggers who report "strong results"

Tactic	% who do it	% report strong results
Include 10+ images per article	3%	75%
Write 20+ draft headlines per article	1%	67%
Publish daily	3%	67%
Publish 2000+ word articles	11%	55%
Research keyphrases for every article	26%	53%
Collaborate w/ influencers on every article	1%	50%
Check Analytics for every article	32%	49%
Promote content using paid channels	17%	43%
Promote content using influencer outreach	18%	41%
Create video	26%	41%
Conduct and publish original research	35%	39%
Have a formal process for editing	30%	38%
Spend 6+ hours per article	19%	38%

Baseline: Avg % of bloggers who report "strong results" ►◄ 30%

n=1001　　2019

About 1,740,000 results (0.60 seconds)

Top startup media publications and resources in Barcelona

- **Barcelona** Metropolitan. Business, tech, general interest and lifestyle … ...
- **Barcelona Startup** News. Don't miss fascinating interviews with **Barcelona's** top entrepreneurs, **startup** event roundups, and great writing. ...
- Barcinno. Want to know who just got funding? ...
- EU **Startups**. ...
- Founders&Tips. ...
- Pere Condom. ...
- Itnig. ...
- La Salle Technova Blog.

More items... • Oct 4, 2019

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Top startup media publications and resources in Barcelona ...

About Featured Snippets   Feedback

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Barcinno - Barcelona Tech, Startups and Innovation

Barcinno is the innovation hub for **Barcelona's** entrepreneurial and technology communities. As **Barcelona's** #1 English-language tech news source, Barcinno ...

fi.co › insight › the-definitive-guide-to-the-barcelona-startup-ecosyste... ▾
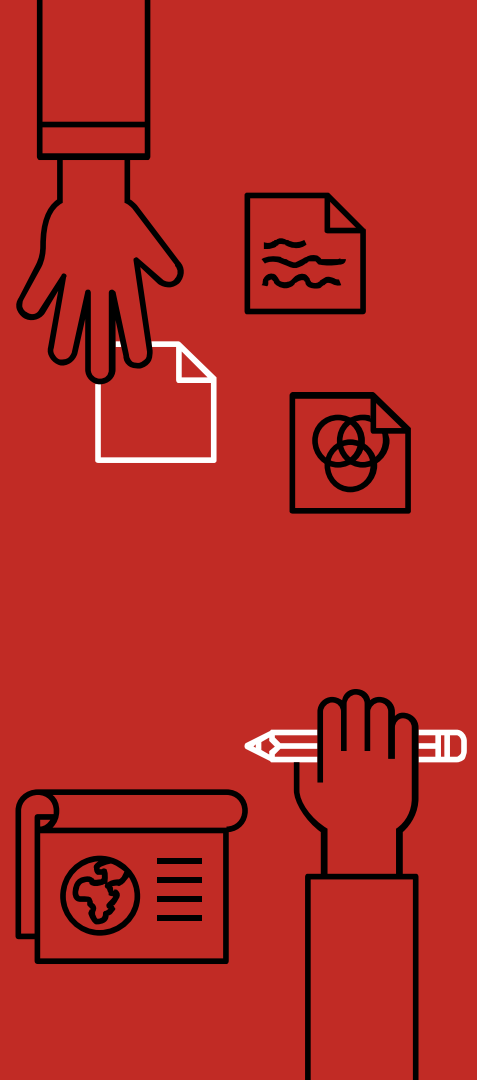
Barcelona Startup Resources: 350+ Tools for Entrepreneurs

It was developed by the **Barcelona** Founder Institute and local leaders Urs Rothmayr, Oriol Bes

Featured Snippets

✔️ Research keywords and common questions
✔️ Use lists with consistent subheadings
✔️ Keep things simple and easy to understand

A summary

How to write a viral blog post (Guide with examples and tools)

www.hubbublabs.com/blog

InnovateELT 2020

15-16TH MAY, BARCELONA

Don't miss us at InnovateELT 2020!

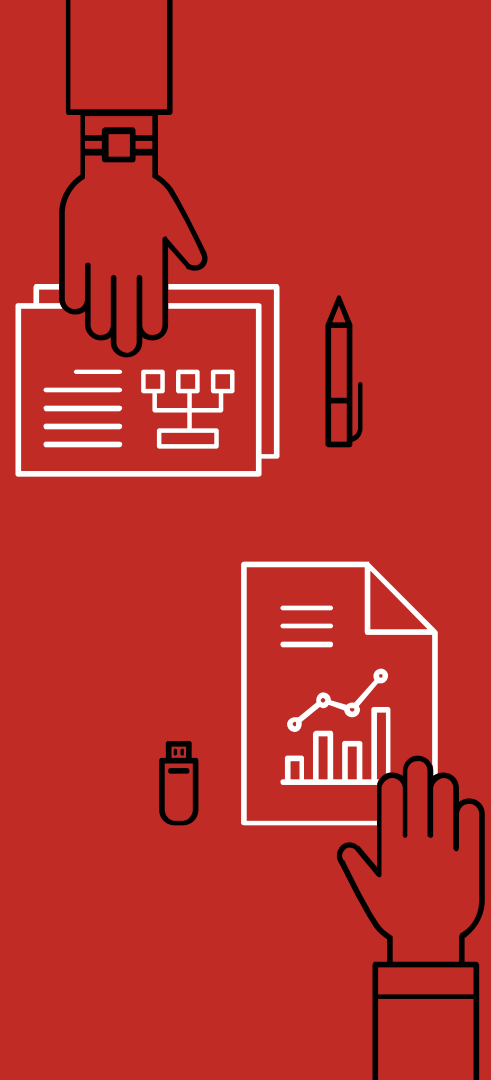https://ielt20.innovateevents.com/
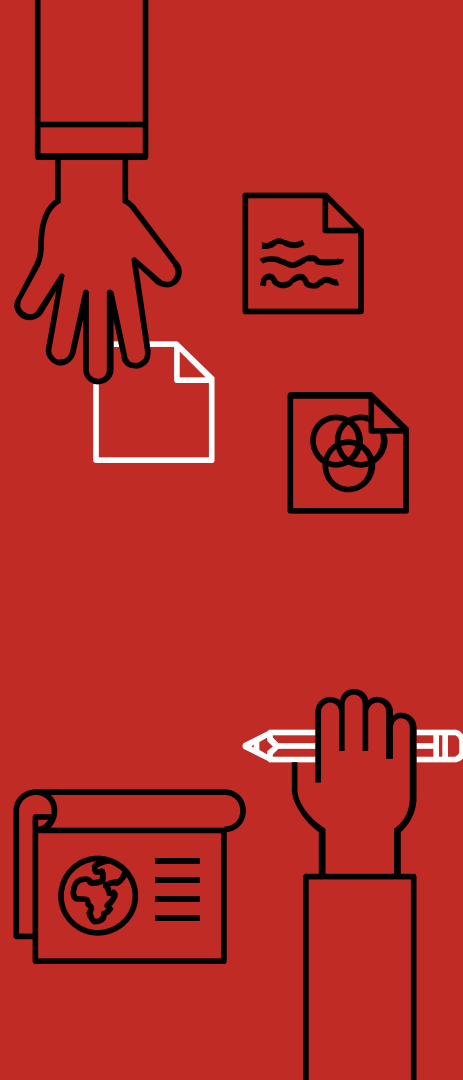
Things Hubbub Labs can help with

- Ongoing strategy support (including accountability)
- Producing blog, social media and newsletter content
- Press releases and guest articles
- Copywriting and editing
- Media outreach

THANKS!

Any questions?

You can find me at:
@designerlessons
george@hubbublabs.com