



CONTENT MARKETING

CONTENT MARKETING COURSE

CREATE CONTENT THAT INFLUENCES AND CONVERTS



DENNIS YU
Chief Executive Officer

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A Letter From Dennis Yu



People talk about content marketing and how you need “great content”. But how, exactly, does one create “great content”, especially with limited resources, and often in competitive and unsexy industries?

What works for a professional sports team, car dealership, or celebrity might not work for you, any more likely that their clothes would fit you or that you’d heal from taking the same medication someone else has.

Outsourcing “content marketing” to a third party is just as bad, since they don’t know your business or strategy, or your unique combination of goals, content, and targeting. Nothing is as authentic as the voice of a happy customer. That’s the solution to your content marketing: to collect and amplify this voice at scale.

The sum of the stories being told by your customers, staff, and partners is your content marketing. This course gives you a step-by-step process to harness the power that you already have. Discover the 6 phases of “Authority Collection”, which is the key to content marketing efforts that drive traffic and sales, not merely X posts per day.

Dennis Yu
CEO of BlitzMetrics

Content Marketing One-Pager

Content Marketing Phase 1

- Set up your [blog and website](#). **2-4 hours for a basic site**
- Choose topics that interest you. **10-15 minutes**
- Set up Google Alerts on each topic. **5-10 minutes**
- Create your article library to keep track of where and when you post. **15 minutes**
- Make a [content calendar](#) (see page 20) for your posting schedule. **15-30 minutes**
- Find blogs to comment on with thoughtful insights to grow your network. **30 minutes**
- Read the [Dollar A Day Course](#) and complete all checklist items. **2 hours**

Content Marketing Per-Article

- Check Google Alerts for your topics, taking screenshots of interesting points for you to write about. **10 minutes**
- Write a rough draft. **2-4 hours**
- Craft a killer headline. **5 minutes**
- Place links to other thoughtful content throughout your article. **10 minutes**
- Format/edit your article to make it easier to read. **15-30 minutes**
- Create multiple variants of your content via the [4-1-1 rule](#). **30-60 minutes**

Watch Dennis run through Content Marketing



Then continue on

Content Creation Phase 1 Checklist

Content Creation Phase 1 Checklist

- Familiarize yourself with the core mechanics of internet marketing analysis.
- Choose some topics that interest you.
- Set up Google Alerts on these topics.
- Create an account on LinkedIn and do a search for your name.
- Comment on blogs and build your network.
- Write your article draft.
- Proofread/use an editing service to tighten up your article.
- Link to thought-provoking content with relevant anchor text.
- Dress up your article with formatting and summarize key points.
- Give your article a snappy title.
- Categorize your post and add keywords.
- Post and promote your article, keeping track of it in a ContentLibrary.
- Work out a posting routine and stick to it!

Content Operations Checklist

Once your content machine is running smoothly and is ready to scale, you'll use paid social advertising to get your articles noticed by influential people.

- Have your content quoted by a major newspaper/publication (EX: WSJ.com).
- Hire a content marketing minion-- virtual assistants and/or young adults.
- Build a content calendar and process

Blog Posting Process

Video Guide: Create a blog post using WordPress

<https://www.youtube.com/watch?v=lbTxCGLrTBM>

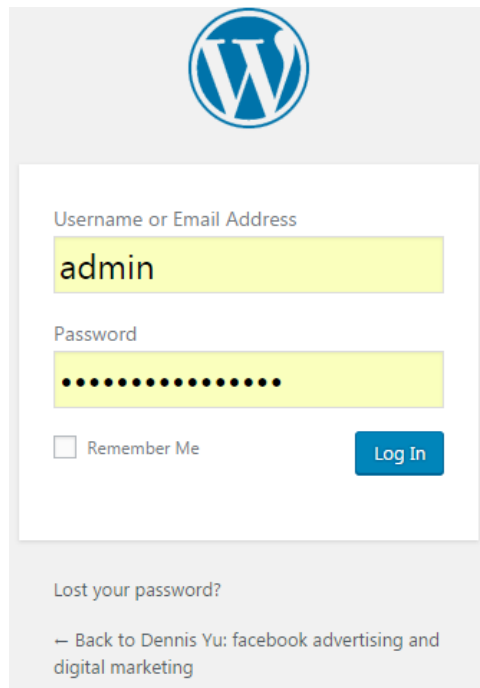
To write and publish a blog post,

1. Collate the websites and accounts that you will be publishing to.
2. Obtain the proper login credentials for all websites and accounts in [BlitzMetrics Access Spreadsheet](#).

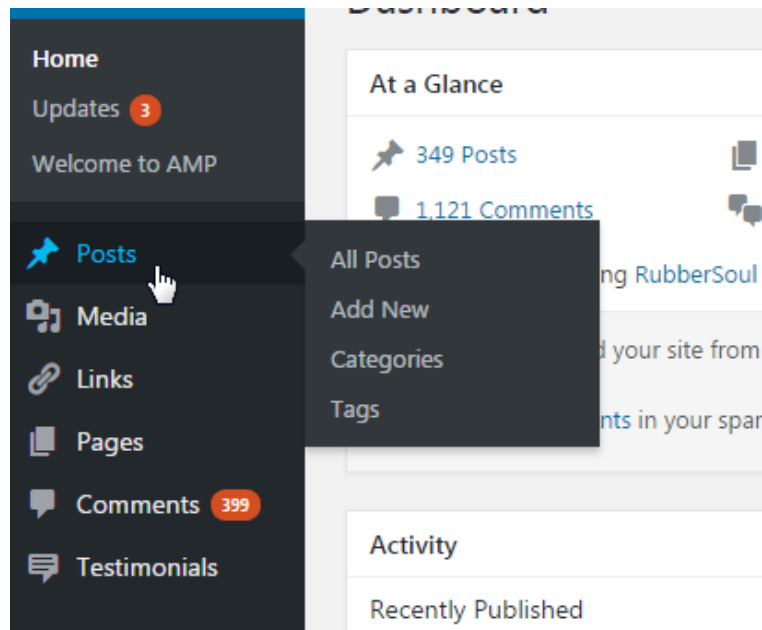
For this example, we will be posting to Dennis Yu's blog:

	A	B	C	D	E
1		Login URL	Username	New Password (Feb 13 or after)	Notes
2	Full Time Filmmaker	https://www.fullti	dennis@blitzmetrics.com	walrus1020!	
3	SnapChat	https://accounts.s	access@blitzmetrics.com	9KMiEpBS80M^	
4	TikTok	https://www.tikto	access@blitzmetrics.com	mkZI6LO3!Qhy	
5	Dennis-Yu.com	https://www.denr	access@blitzmetrics.com	fLSFA(UZq8WdHEB7jMFE1jlu	
6	Conversion.ai	https://www.conv	dennis@blitzmetrics.com	d*qR7%8hY3RI	
7	BlitzMetrics.com	https://www.blitz	PERSONAL ACCOUNT	PERSONAL PASSWORD	
8	Dennis-Yu.com		access@blitzmetrics.com	fLSFA(UZq8WdHEB7jMFE1jlu	
9	GoDaddy	https://sso.godad	8908264	9FHhLnXS(+!+eY?	
10	NameCheap	https://www.nam	blitzmetrics	9FHhLnXS(+!+eY?	

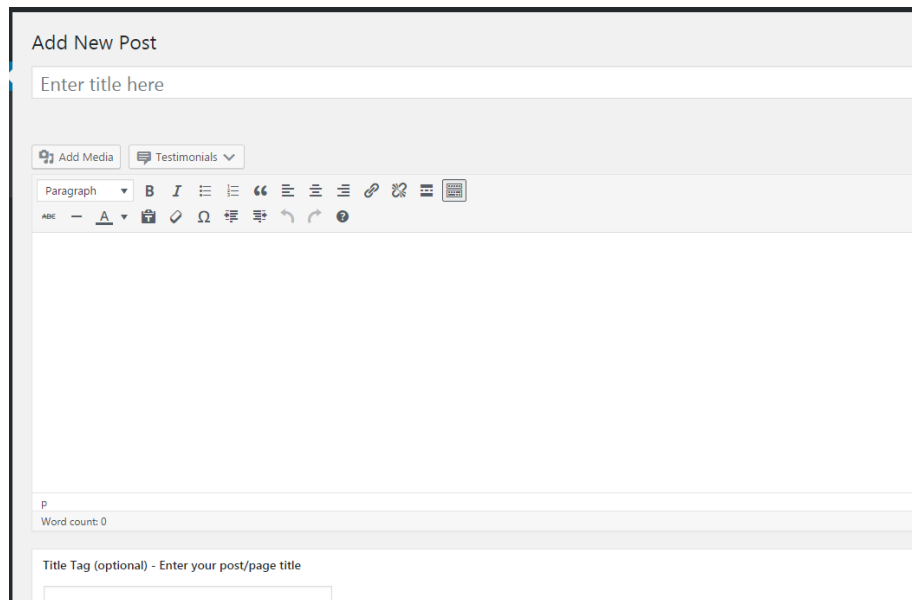
3. Visit the login URL, which should take you to the Wordpress user panel, where you can input the username and password:



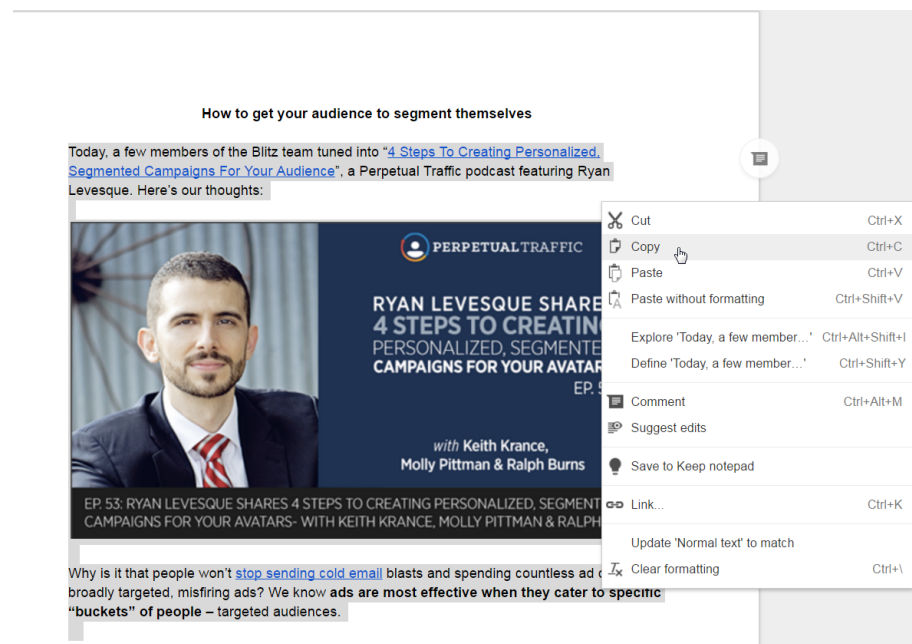
4. Once in, you will be greeted with the dashboard. If you hover over “Posts” on the left-hand side, you will be presented with different options:



To add a new post, click “Add New”. It will take you to a new post page:



5. Enter the post title and then inside of the body, paste the draft in from the source you're editing from. For this example, we are using Google Docs.



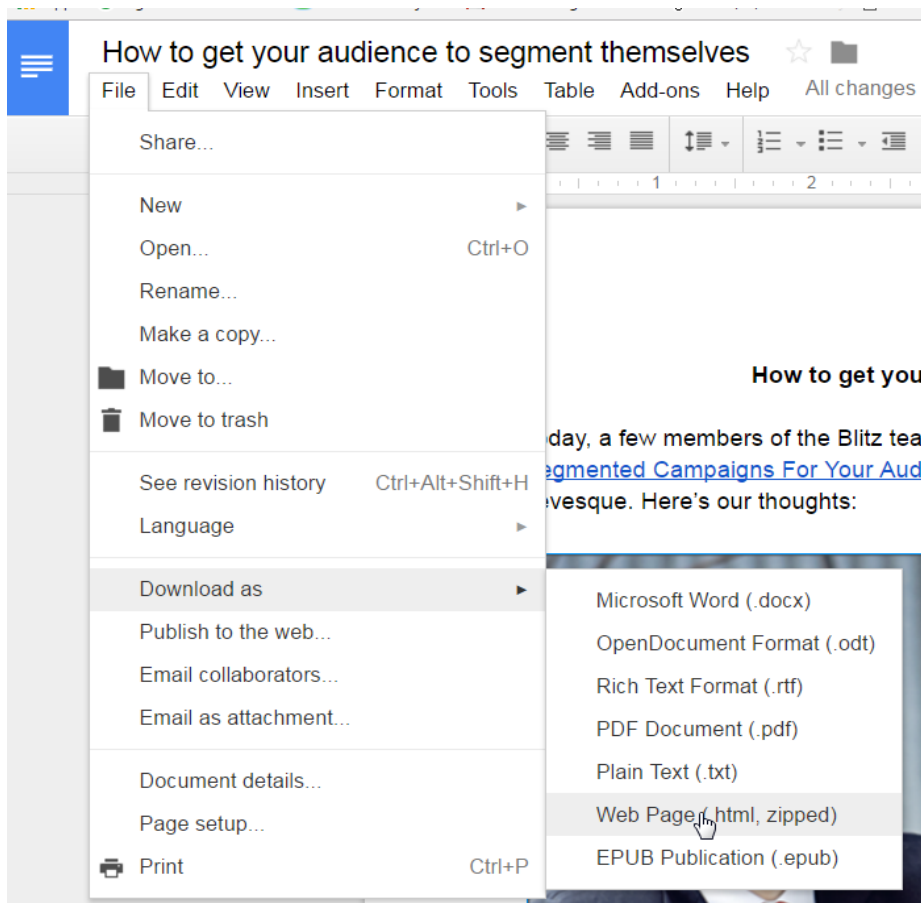
6. You will notice that pictures are not present after you pasted the draft in Wordpress.

Today, a few members of the Blitz team tuned into "[4 Steps To Creating Personalized, Segmented Campaigns For Your Audience](#)", a Perpetual Traffic podcast featuring Ryan Levesque. Here's our thoughts:

Why is it that people won't [stop sending cold email](#) blasts and spending countless ad dollars on broadly targeted, misfiring ads? We know **ads are most effective when they cater to specific "buckets" of people** – targeted audiences.

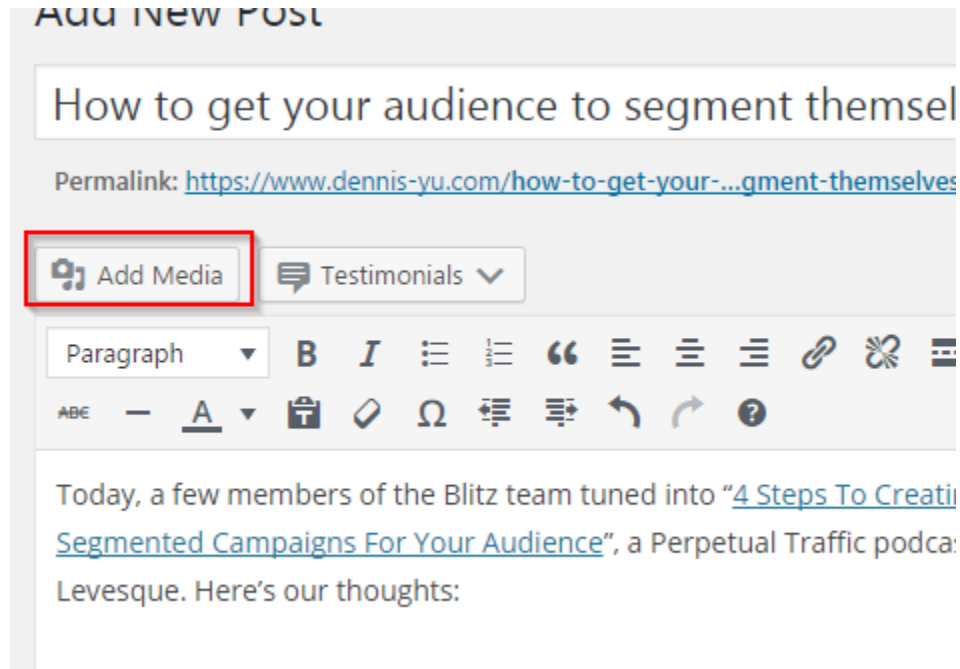
We've seen this with remarketed ads – ones that follow you, coaxing you to convert. With [plumbing](#) in place, businesses can track behaviors, like when you visited the Nike site and spent

7. You will need to go back into Google Docs and download the file as a web page to get the images. This also works with Microsoft Word (.doc / .docx) files.

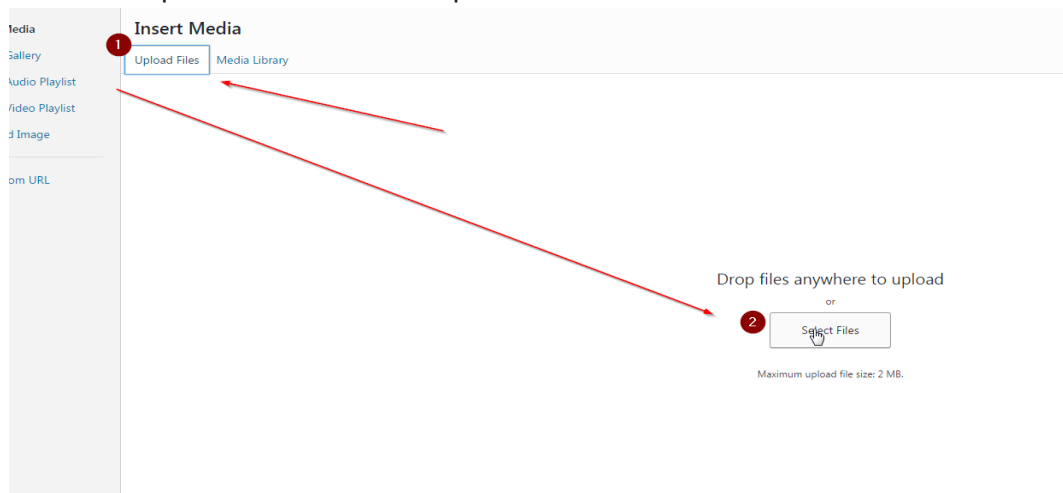


8. Download the webpage as a single .zip file.

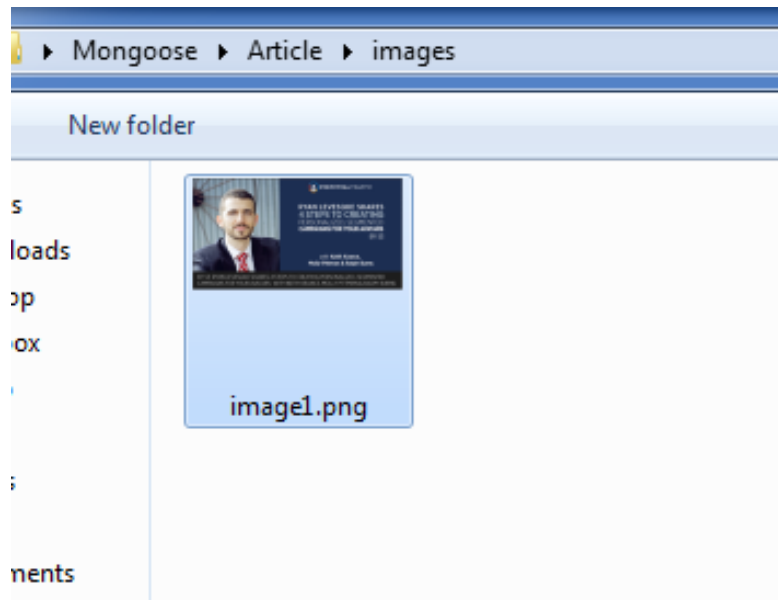
9. You will need to extract the contents to a folder of your choosing.
10. To re-add the images into the article, click on the **Add Media** icon near the top left of the article in Wordpress.



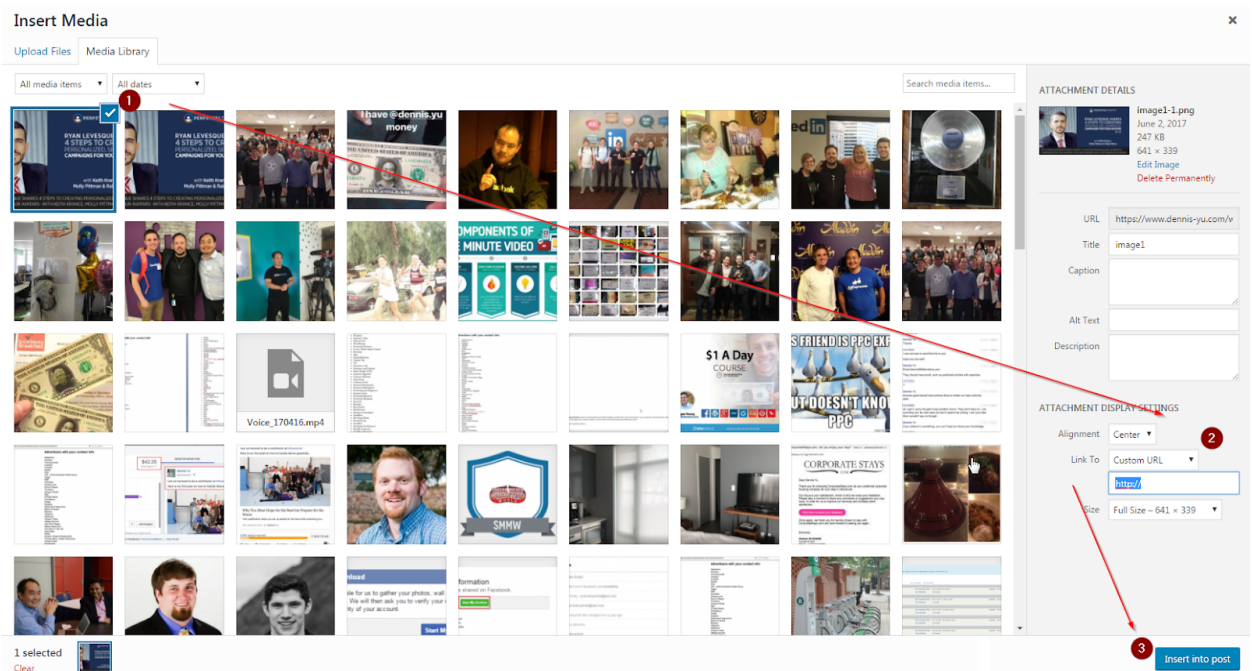
11. Click on Upload Files at the top and then, Select Files.



12. Navigate to where you extracted the zipped webpage files and find your image.

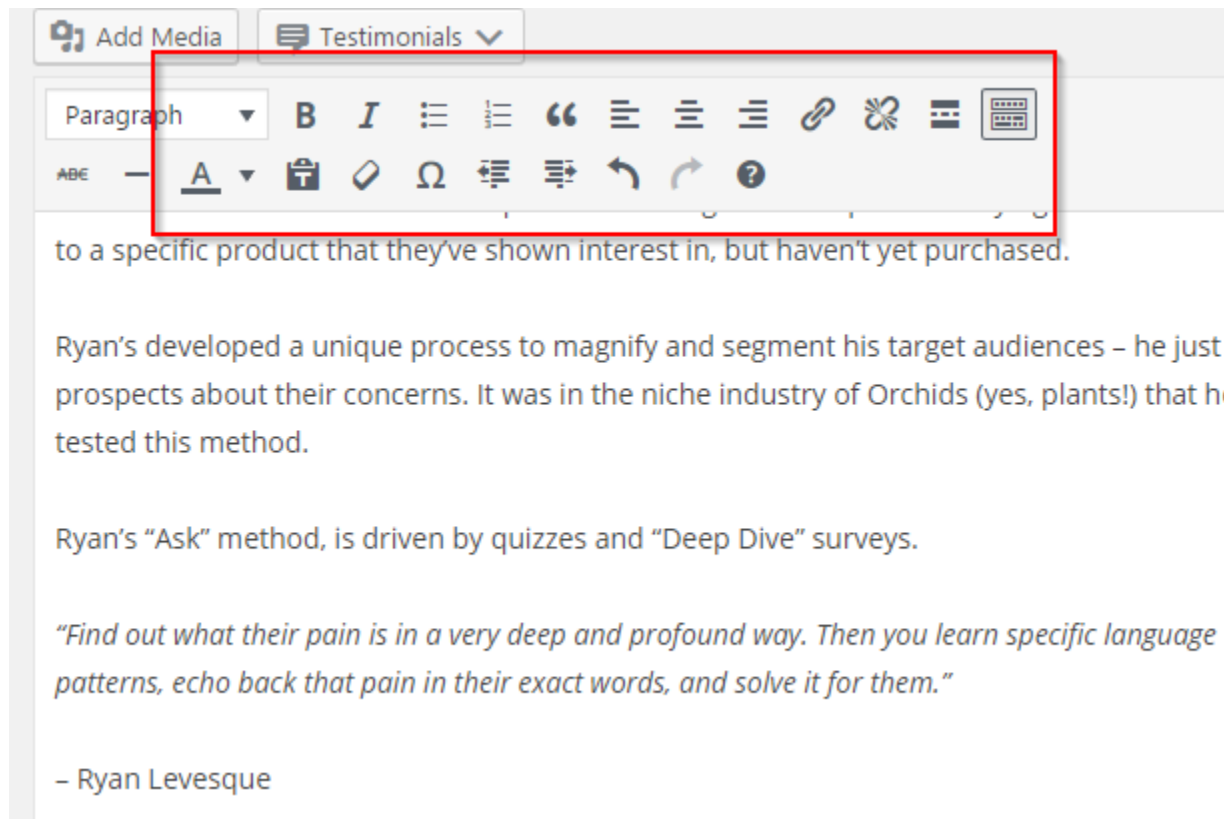


13. Once it is uploaded, it should be selected in the image mosaic.
14. Look over to the right-hand side for image options.
15. Adjust alignment and size, as well as linking options.
16. Then you can insert it into the post. The image should now be restored to the article. Do this for each image. Once it is uploaded, it should be selected in the image mosaic. Look over to the right-hand side for image options, where you can adjust alignment and size, as well as linking options. Then you can insert it into the post:



The image should now be restored to the article. Do this for each image.

17. Use the formatting bar to accentuate certain parts of the article; i.e., Bold, Italics, and other visual flairs.



18. Then, add links by clicking on the *chain icon* near the top-right of the toolbar.

When you've finished formatting, now you'll select a category for the post to fall under, and give it some tags.

Tags are usually proper nouns and other concepts to help categorize an article and give an idea of what it is about.

Cross Posting To Wordpress:

1. If you do not have an editor account access to your content outlet, ask a content manager to create access with your name and email address.
2. If this is a guest author post, we will need a secondary author account for the person who will be using this. Tell the content manager the name and website of the person who contributed, otherwise, place a by-line that says "This is a guest post by [Author Name]. If this is a guest author post, we will need a secondary author account for the person who will be for. Tell the content manager the name and website of the person who contributed, otherwise, place a by-line that says "This is a guest post by [Author Name]"
3. Once you log in, look on the left-hand side for posts, click 'Add new'.
4. Paste the article inside and format/edit the article to meet standards according to the Content marketing course.
5. Include interesting pictures and links to other articles to support the content. DO NOT use stock images or ones lifted from Google Images.
6. On the right-hand side of the article editor, set your category and tags to match. A good rule of thumb for tags is to look for proper nouns and industry terms. Think quality instead of quantity.
7. If this is a guest post, set the author to the contributor's name.
8. Select an appropriate 'Featured Image' on the right-hand side.
9. Set your scheduled publishing times and then click 'Publish' in the top right corner.
10. Update the relevant content library article. Post the URL in the UPDATES thread on the clients project as well if this is a guest post.
11. Move on to the BOOSTING/PROMOTION phase.

If/Then:

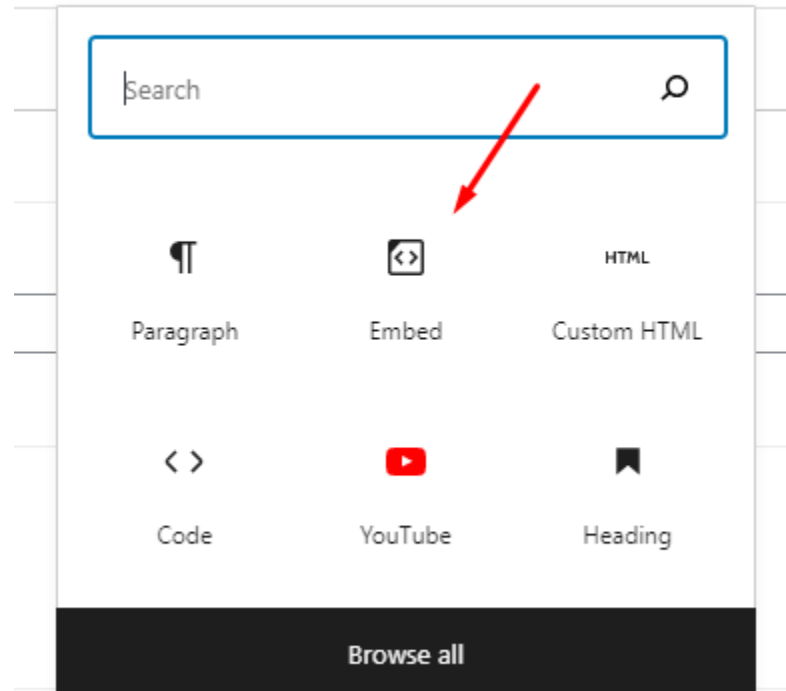
If	Then
Guest Contributor Post (3rd party thoughts/comments/snippets added to another author's article).	Include "Guest Written by [Author Name] as a by-line.
Guest Author Post (purely original content by [AUTHOR NAME] to be cross-posted).	<ol style="list-style-type: none">1. Ensure [AUTHOR NAME] has an account on publication.2. Set post author to [AUTHOR NAME].

Beware of:

- Duplicate Content.
- Low-value / Unrelated / Broken links.
- Improper Author.
- Miscategorization.

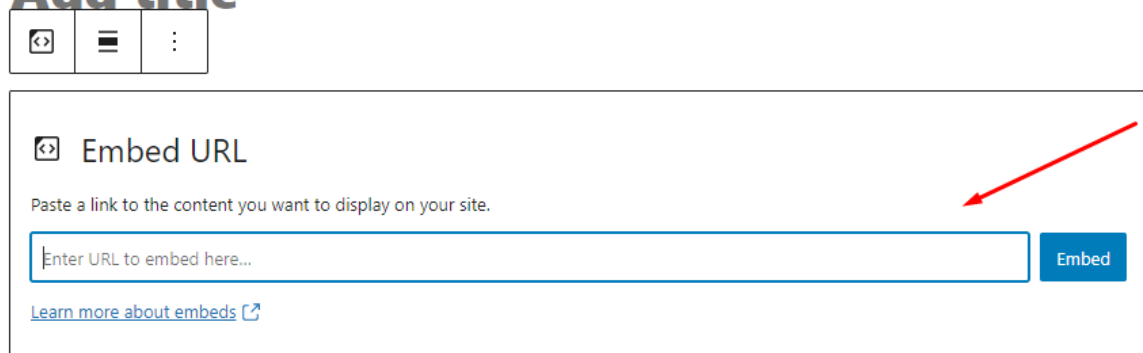
How to Embed a Post:

Different ways exist in WordPress to embed a post. The first is to use the embed block.

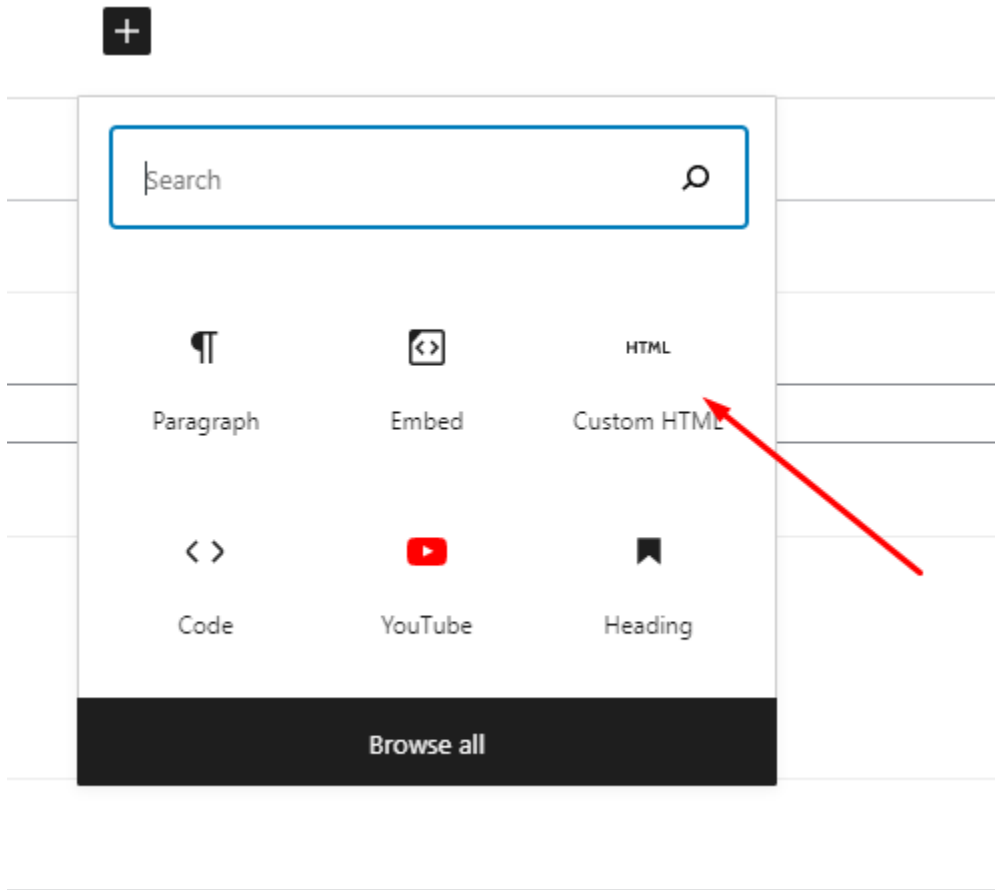


Just enter the embed URL of the object you want to embed and push the button.

Add title

A screenshot of the WordPress Embed block editor. At the top left are three icons: a code icon, a list icon, and a vertical ellipsis icon. Below these icons is a text input field with the placeholder text "Enter URL to embed here...". To the right of the input field is a blue button labeled "Embed". A red arrow points to the "Embed" button. Below the input field is a link that says "Learn more about embeds" with an external link icon.

Sometimes, though, depending on what you're trying to embed you might need to select the HTML option.

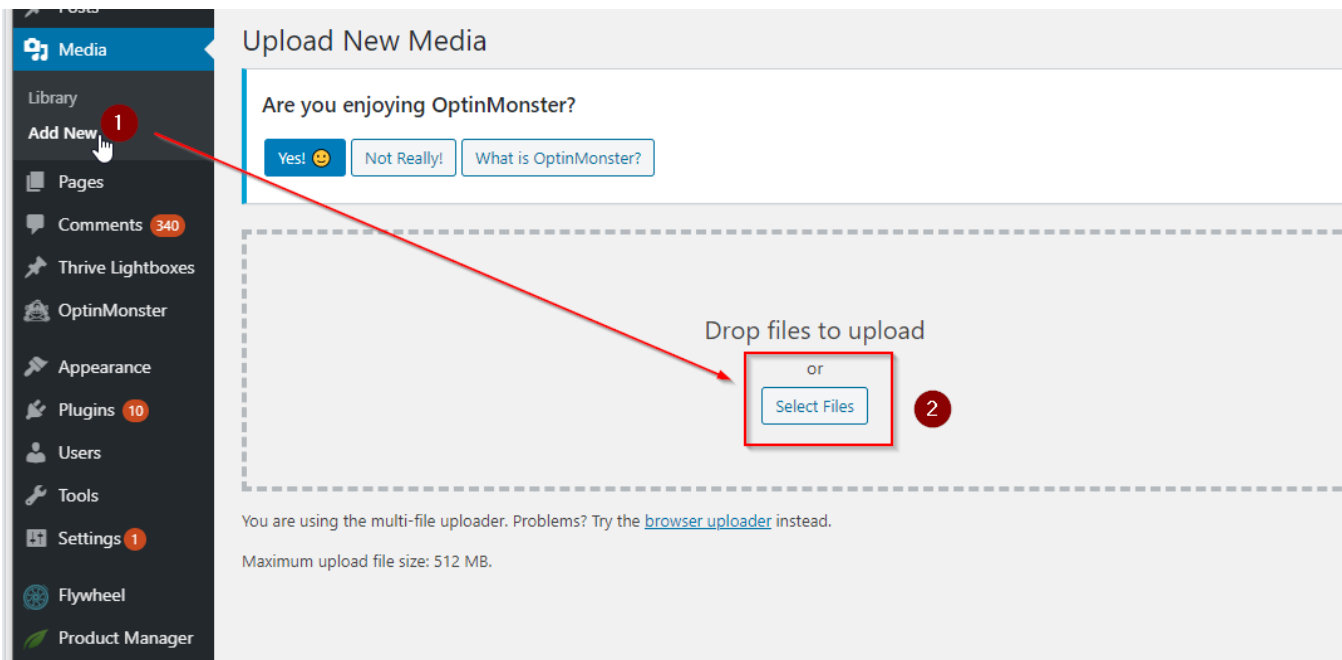


Add the embed code and press preview to make sure the code runs properly.

Creating and Updating Canonical Files

For these, don't sweat it-- but you know that Wordpress as a CMS has a MEDIA manager as well.. Here's the process to create a canonical file entry and update it:

1. First, go into the backend and look on the left side for MEDIA. If you click ADD NEW, it will bring up a page with an UPLOAD box - Click SELECT FILES:



2. Find the file you want to upload. In this case, I just made a simple text document called TEST FILE.txt

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