

Content Marketing

Presenter's bio and Class Outline

Chelsea Gaspard

For the past eight years it has been Chelsea's mission to help small businesses around the world learn more about marketing their services and products. She was the Marketing Communications Director for Pioneer Balloon Company. Chelsea contributed to and managed Pioneer's publication division, in addition to directing the most prestigious educational/marketing program in the party industry. Chelsea helped numerous home-based businesses grow to achieve their individual definitions of success.

Prior to moving to Kansas and working in the party industry, Chelsea worked for a medical malpractice insurance company in Louisiana. She helped educate doctor offices on the new HIPAA laws and provided quality marketing solutions to their staff. She also managed the editorial for the company's award-winning collateral piece, *the Letter*.

Chelsea has a Bachelor's degree in English from Louisiana State University in Baton Rouge, Louisiana and a Master of Arts degree in English with a concentration in professional writing from Wichita State University in Wichita, Kansas.

Chelsea founded Studio 429, LLC in 2014 for the purpose of providing local businesses with affordable solutions that will help leverage their marketing potential within their communities. She now focuses on helping company's build their marketing initiatives from the ground up, and educates them on how they can control all the moving pieces going forward.

Class Outline

What exactly is Content Marketing?

Section #1: Give customers what they want

Why do most B2B'ers find it hard to create content? Because they don't have a plan and they THINK they know what their audience wants...but they don't KNOW.

Effective social media marketing for business is no longer B2B or even B2C, it's person 2 person (P2P). The way to get that conversation started is by sharing fresh content that creates immediate value for your targeted followers and fans. If you are genuinely wowed by the content you're sharing your followers and fans will also be wowed by it. And that's where conversation needs to start!

Case study 1: TaxiMike.com (example of what customers want)

Section #2: Kinds of Content!

Kinds of content:

Entertain

Inform & Educate

Both

Case Study 2: Blendtec's "Will it Blend?" (entertaining content)

Section #3: Content Curation vs Unique Content vs User-generated Content

What each can do for your business

Why all are important to your business

How to balance the three

Case Study 3: Share a Coke (user-generated example)!

Section #4: Building a Content Strategy for your Business

Further reading:

Content Marketing by Rebecca Lieb