

MAXIMIZE BLOGGING AND SOCIAL MEDIA CONTENT

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Jennifer Nelson

WHO AM I?

Basics

- Disabled U.S. Army Veteran
- 14 Years of Federal Service
- Marketing Development & Management Contractor

Education

- Masters of Science in Management and Marketing
- Masters of Business Administration – Communications Management (in progress)

Industry Experience

- WSET III
- Livestreaming/Blogging as Wine Antics
- BevFluence
- Cluster & Vine



DISCUSSION POINTS

Getting To Know You

What Is Content Marketing

Why Should You Care About Content Marketing

New Content Lifecycle

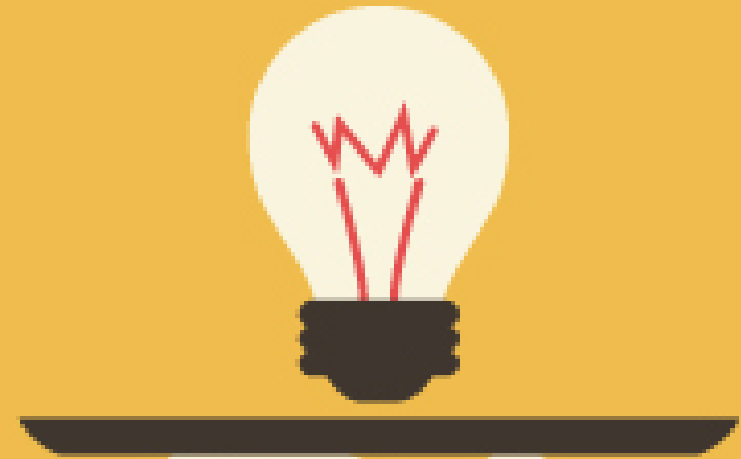


WHAT IS CONTENT MARKETING?

[illegible]



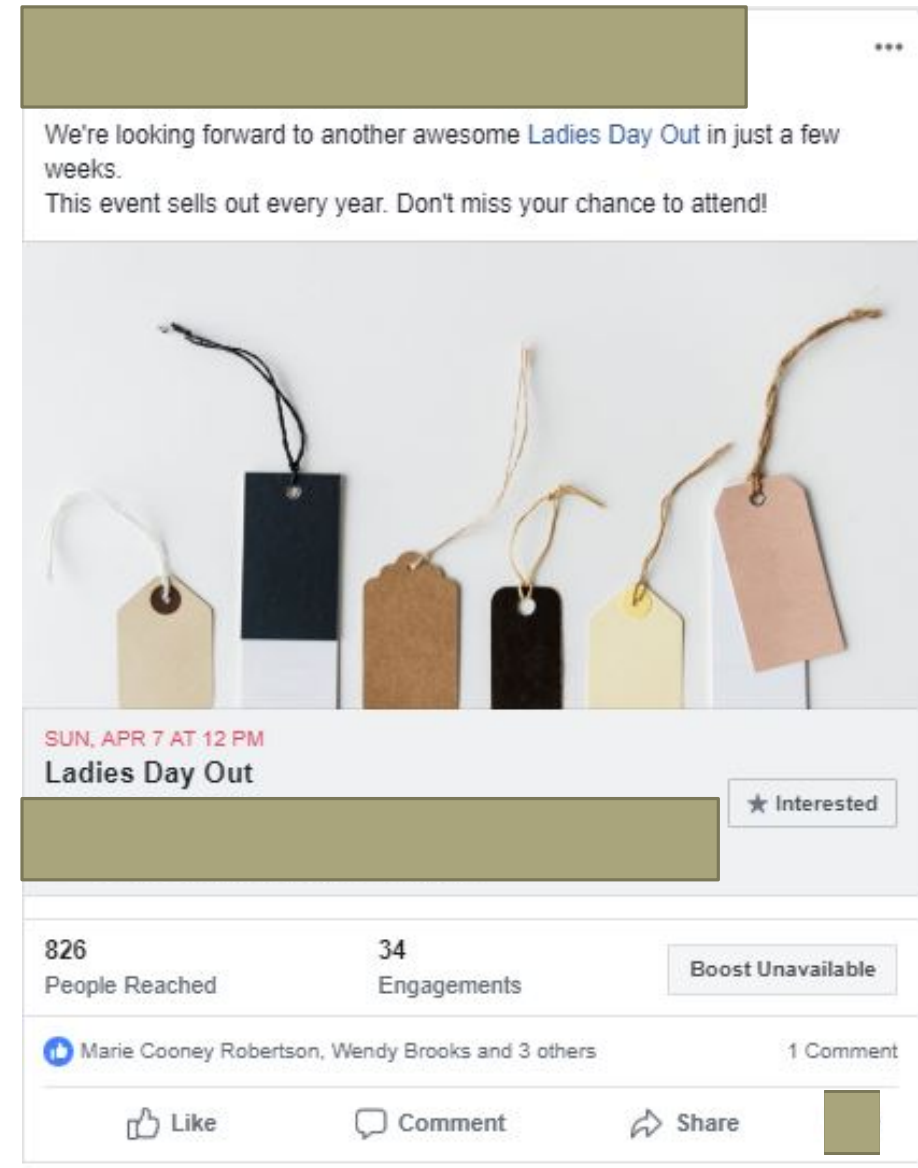
Content Marketing
sells the idea of a product



Traditional Marketing
aims to sell a product

TRADITIONAL MARKETING

- ❖ Focuses on the event
- ❖ Creates FOMO (Fear of missing out)
- ❖ Doesn't go beyond face value
- ❖ Image isn't very appealing




CONTENT MARKETING

- ❖ Focuses on connection and value and not the sale
- ❖ Image reflects the target market
- ❖ Goes beyond face value

Ever wonder why time with your girlfriends is so good for the soul? We found this article "14 Reasons The Bond Between Girlfriends Is Unlike Any Other" and we really relate to some of the points, like:

#4 YOUR GIRLFRIENDS WANT TO EXPERIENCE EVERYTHING WITH YOU

Like wine drinking, talking for hours, and finding new accessories that bring joy to our lives! We have all three at our upcoming Ladies Day Out event on April 7th! 🍷... [See More](#)



Winery/Vineyard

APR 7 Ladies Day Out

[Send Message](#) [Get Tickets](#)

1,604 People Reached 159 Engagements [Boost Post](#)

👍 Maria N. Costantini, Deborah Sanders Patek and 8 others · 3 Comments · 6 Shares

**WHY SHOULD YOU CARE ABOUT
CONTENT MARKETING?**



CONTENT MARKETING STATS

85% of buyers claim that content viewed online has a great influence on the choice of the seller. (Techmashable, 2019)

47% of buyers viewed **3-5 pieces of content** before engaging with a sales rep. (Demand Gen Report, 2016)

86% of consumers prefer an authentic and honest brand personality on social networks. (Sprout Social, 2016)



NEW CONTENT LIFECYCLE



PLAN

**WHAT IS YOUR GOAL
WHEN CREATING
CONTENT?**

EXAMPLE GOALS

Winery

1. Increase wine club membership by XX% before XX (date).
2. Sell XX tickets to XX event at the winery.
3. Sell XX backlog of XX wine.
4. Bring XX new wine lovers into the tasting room by XX.

Bloggers/Vloggers/Podcasters

1. Grow my audience on (insert platform) by XX% by XX date.
2. Gain an interview with XX person.
3. Sell XX amount of my branded merchandise.





PRODUCE

**WHAT ARE THREE
THINGS THAT MAKE
YOU UNIQUE?**

EXAMPLES OF WHAT CAN MAKE YOU UNIQUE

Winery

1. Your family/history
2. The experience someone would have at your winery
3. Your wine club
4. The events you do

Bloggers/Vloggers/Podcasters

1. Who you are
2. Your approach to wine
3. Your area of focus
4. Your audience





PROMOTE

**WHERE IS YOUR
AUDIENCE?**



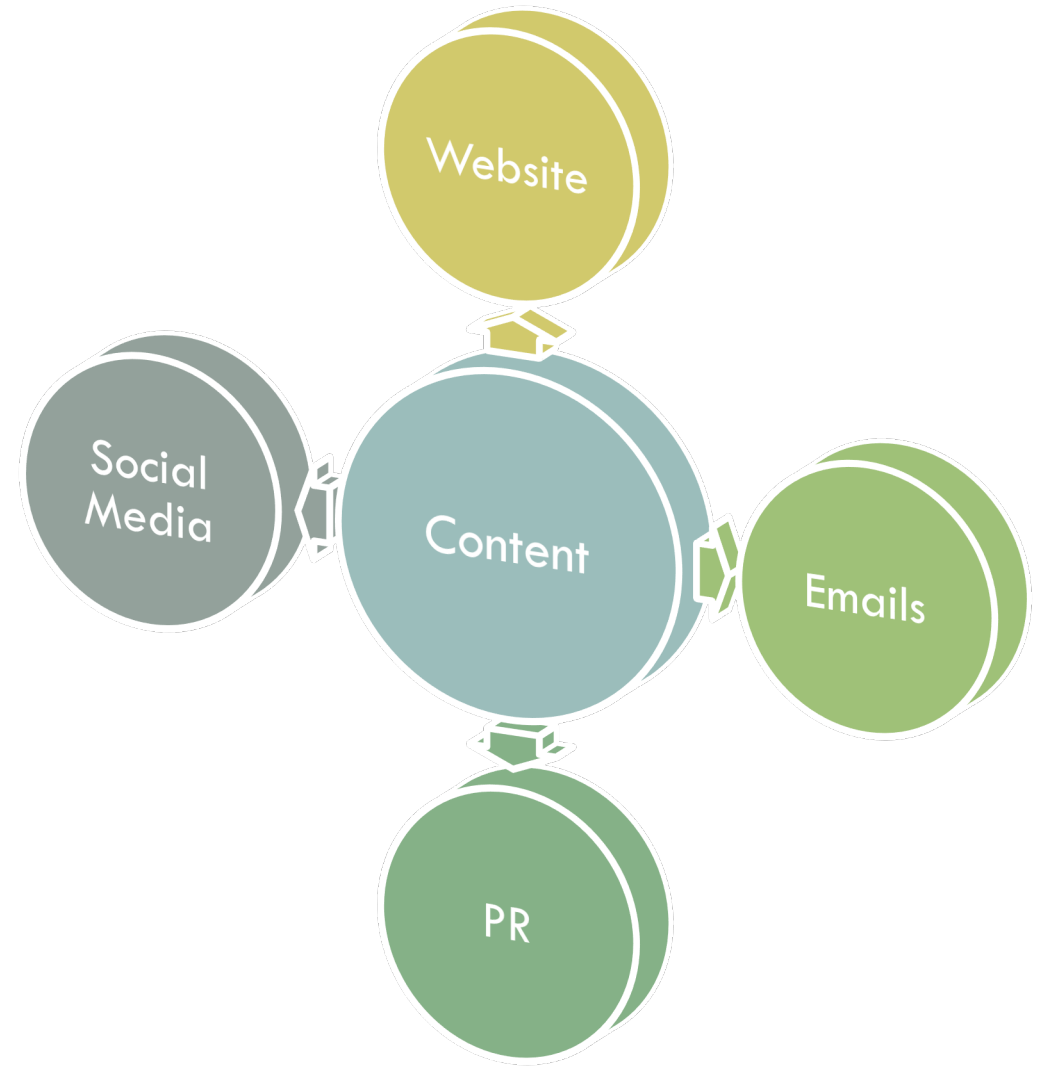
ONE DOES NOT SIMPLY



CREATE SMART CONTENT

(RE)PURPOSE

*If done strategically,
content marketing
should support other
marketing, advertising,
and public relations
efforts.*



CONTACT ME

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