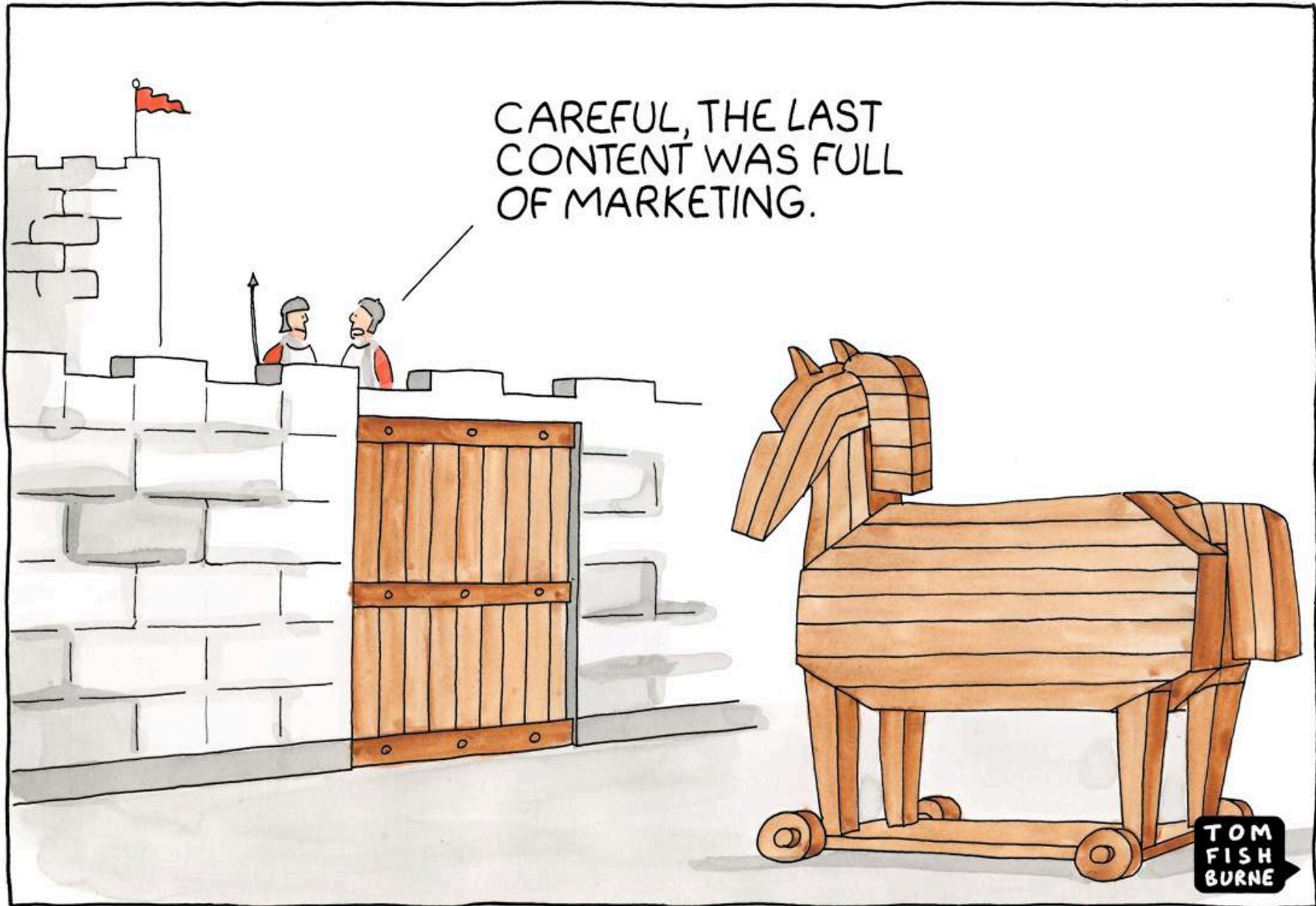




# CONTENT MARKETING

## 2. Content Planning



# Where are we?

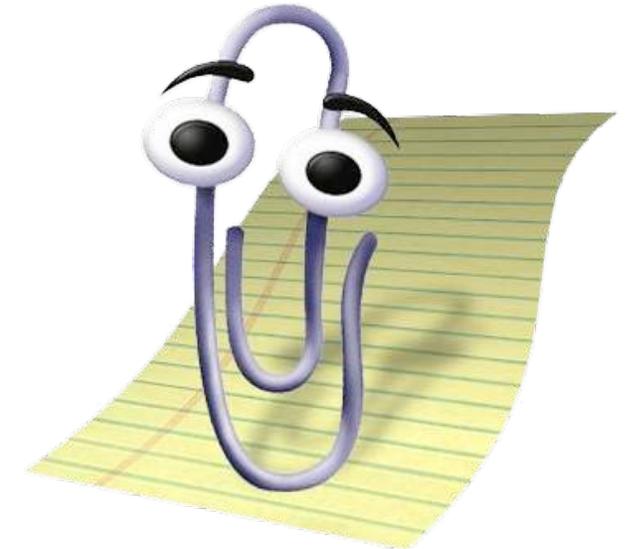
1. The Big Picture
2. Content Planning
3. Written Content
4. Visual & Video Content
5. Hybrid Formats. Landing Pages. Content Distribution
6. Content Analysis. Live Demo

## #2 Content Planning

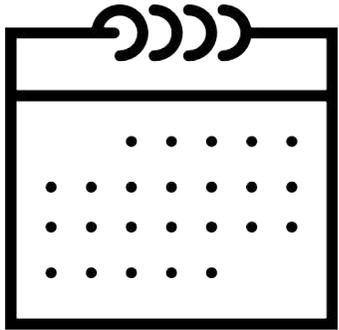
1. Setting goals
2. Defining personas and jobs
3. Defining audience needs
4. Content team setup
5. Editorial calendars
6. Extending content

It looks like you're trying to ask a question.

Please, use **sli.do** - **CM2**



# The process



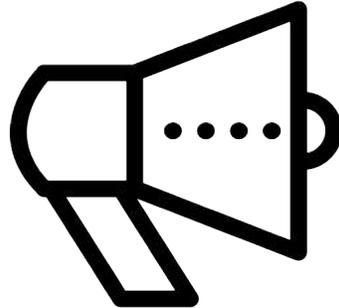
Planning

2



Creation

3,4,5



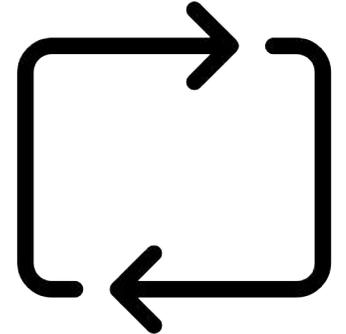
Promotion

5



Analysis

6



Repetition

...

# What do we want to achieve?

Goal setting

# Business Goals

S



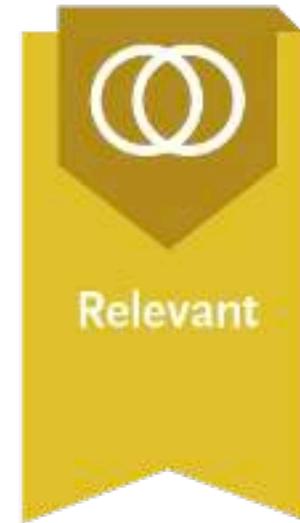
M



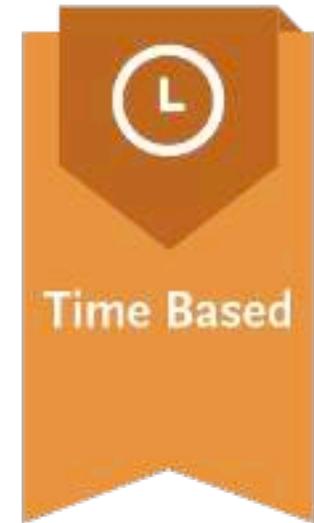
A



R



T



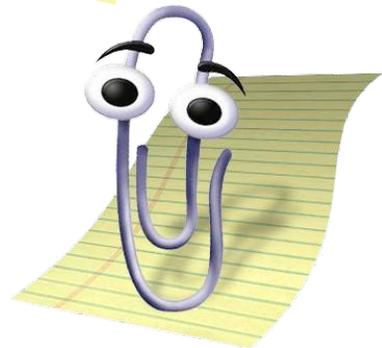
# Without proper goalsetting



# Who are we talking to?

Buyer personas

**sli.do - CM2**



# Key questions

- What's the buyer's role?
- What are their goals?
- What are their main problems?
- What media do they use?
- What social platforms do they use?
- What are their personal characteristics?
- What types of content do they consume?
- What is their buying behavior?

# Social media audience insights

☰ Audience Insights
Search business 
Enhancev
10

f ☰ Asset Library
Create Ad

★ Frequently Used

Ads Manager

Power Editor

Billing

All Tools >

☰ Plan

Audience Insights

Creative Hub

+ Create & Manage

Business Manager

Ads Manager

Power Editor

Page Posts

App Dashboard

App Ads Helper

Automated Rules

**People on Facebook**

Country: United States of America i

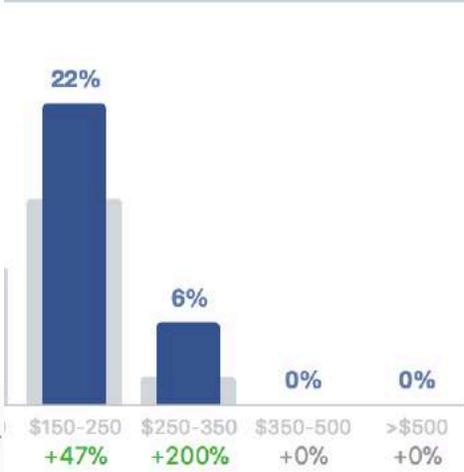
on

Activity

Household

Purchase

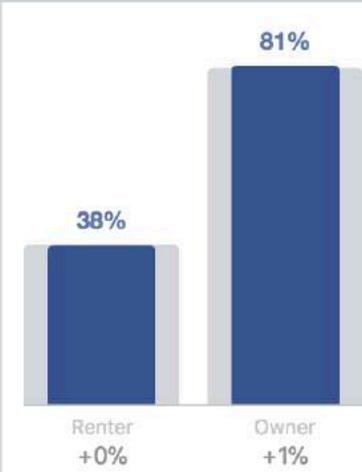
Responses and estimates using demograph...



Income Range	Percentage	Change
\$150-250	22%	+47%
\$250-350	6%	+200%
\$350-500	0%	+0%
>\$500	0%	+0%

**Home Ownership**

US home ownership based o...



Category	Percentage	Change
Renter	38%	+0%
Owner	81%	+1%

i Audience Insights: Learn more about the people who matter

84% of audience matched

86% of audience matched

# Social media audience insights

in CAMPAIGN MANAGER
 
 Enhancv ▼ | Enhancv ⚙️ |

CAMPAIGN PERFORMANCE
WEBSITE DEMOGRAPHICS
ACCOUNT ASSETS ▼
Create campaign

Enhancv

## Website Demographics

Gain insights about your website audience with professional data from LinkedIn.  
*Demographic metrics are approximate to protect member privacy. Learn more.*

Current website audience

All visitors ▼

322,587 Pageviews

Compare website audience

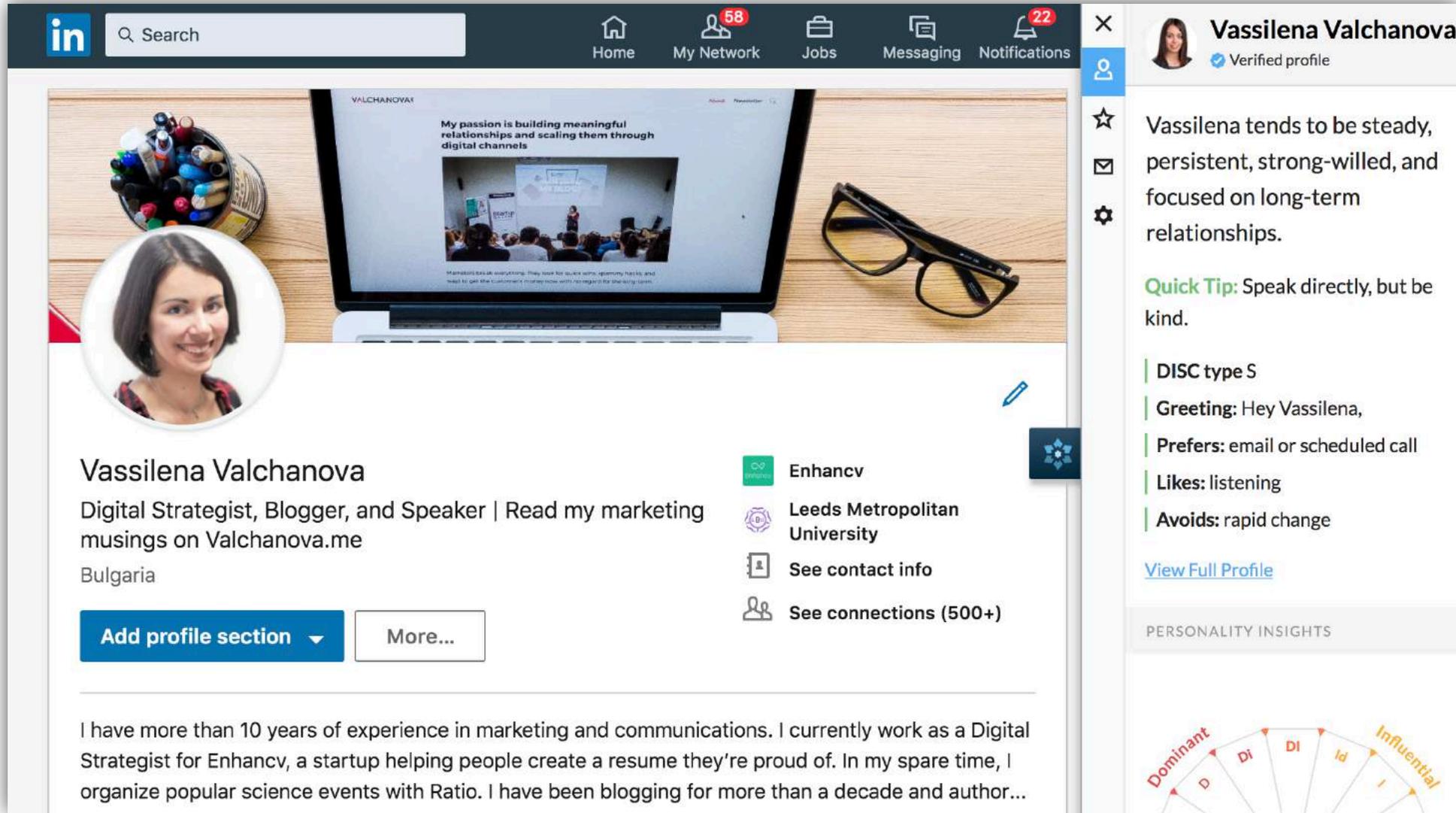
Select segment ▼

Showing data for these dates

11/4/2016-11/8/2017 ▼

View by: Company size <span style="font-size: 18px;">▼</span>	% of Pageviews <span style="font-size: 18px;">●</span> All visitors	Time period change
10,001+ employees	<div style="width: 14%; height: 15px; background-color: #0070C0; margin-bottom: 5px;"></div> <span style="font-size: 12px;">14%</span>	No previous data
11-50 employees	<div style="width: 10.1%; height: 15px; background-color: #0070C0; margin-bottom: 5px;"></div> <span style="font-size: 12px;">10.1%</span>	No previous data
1001-5000 employees	<div style="width: 8.4%; height: 15px; background-color: #0070C0; margin-bottom: 5px;"></div> <span style="font-size: 12px;">8.4%</span>	No previous data
51-200 employees	<div style="width: 8.1%; height: 15px; background-color: #0070C0; margin-bottom: 5px;"></div> <span style="font-size: 12px;">8.1%</span>	No previous data

# Psychographics - CrystalKnows



The image shows a LinkedIn profile for Vassilena Valchanova. The profile banner features a laptop displaying a presentation slide that reads: "My passion is building meaningful relationships and scaling them through digital channels" and "Managers break everything. They look for quick wins, agency hacks and hope to get the customer's money now with no regard for the long term." To the left of the laptop is a container of colorful markers, and to the right is a pair of black-rimmed glasses. The profile name is Vassilena Valchanova, with a verified profile badge. The bio identifies her as a Digital Strategist, Blogger, and Speaker, with a link to Valchanova.me and her location as Bulgaria. The psychographic analysis on the right side of the profile includes a personality description, a quick tip, and various preferences and aversions.

**Vassilena Valchanova**  
 Digital Strategist, Blogger, and Speaker | Read my marketing musings on Valchanova.me  
 Bulgaria

**Psychographic Analysis:**

- Vassilena tends to be steady, persistent, strong-willed, and focused on long-term relationships.
- Quick Tip:** Speak directly, but be kind.
- DISC type:** S
- Greeting:** Hey Vassilena,
- Prefers:** email or scheduled call
- Likes:** listening
- Avoids:** rapid change

[View Full Profile](#)

**PERSONALITY INSIGHTS**



The diagram shows a circular arrangement of personality traits: Dominant (D), Di, DI, Id, and Influential (I). Arrows point from the center towards these labels, indicating a focus or strength in these areas.

I have more than 10 years of experience in marketing and communications. I currently work as a Digital Strategist for Enhancv, a startup helping people create a resume they're proud of. In my spare time, I organize popular science events with Ratio. I have been blogging for more than a decade and author...

# CrystalKnows

- Behaviour
- Communication style
- Primary motivators
- Persuasion
- Cooperation

## To Convince Vassilena

Focus on past accomplishments and credentials

Talk through the implementation process

Encourage them to talk it over with peers

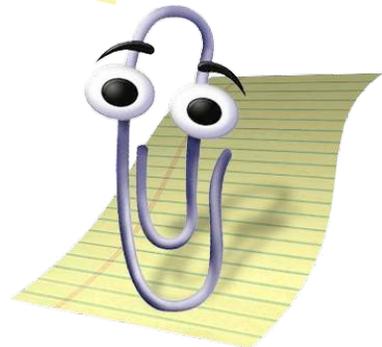
Explain how this will help their entire team

Express empathy for their problem

# What do they want to know?

Topic research

**sli.do - CM2**



# Keyword research is now complex

How many SEO copywriters does  
it take to change a lightbulb, light  
bulb, light, bulb,  
lamp, bulbs,  
flowers,  
flour...?



# Keyword research is now complex



The image shows a Google search interface. The search bar contains the text "the one where julia roberts runs". Below the search bar, there are navigation links for "All", "Images", "Videos", "News", "Maps", "More", "Settings", and "Tools". The "All" link is highlighted with a blue underline. Below the navigation links, it says "About 13,200,000 results (0.70 seconds)". A featured snippet is displayed in a rounded rectangle, containing the text: "Runaway Bride is a 1999 American romantic comedy film directed by Garry Marshall and starring **Julia Roberts** and Richard Gere." Below this text is a blue link "Runaway Bride (film) - Wikipedia" and a green URL "https://en.wikipedia.org › wiki › Runaway\_Bride\_(film)". At the bottom right of the featured snippet, there are two links: "About Featured Snippets" and "Feedback".

Google

the one where julia roberts runs

All Images Videos News Maps More Settings Tools

About 13,200,000 results (0.70 seconds)

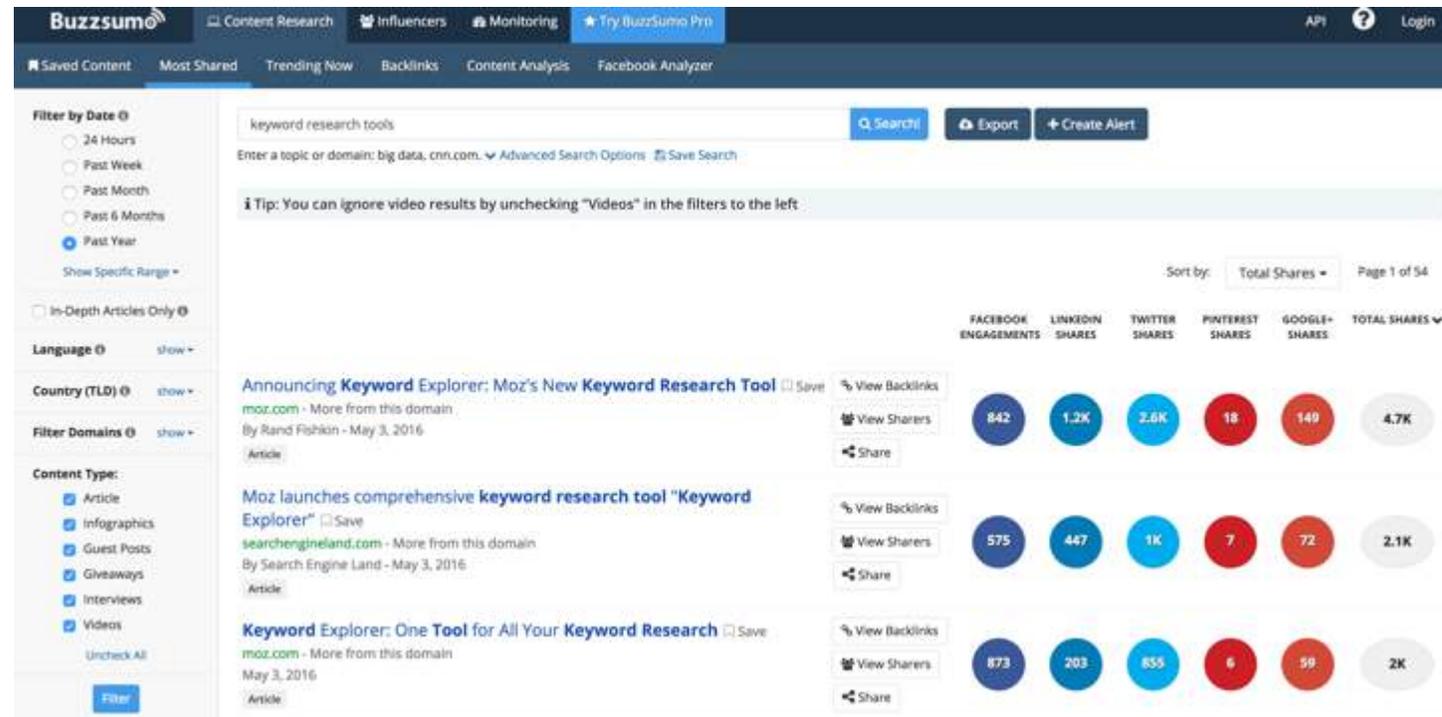
Runaway Bride is a 1999 American romantic comedy film directed by Garry Marshall and starring **Julia Roberts** and Richard Gere.

[Runaway Bride \(film\) - Wikipedia](#)  
[https://en.wikipedia.org › wiki › Runaway\\_Bride\\_\(film\)](https://en.wikipedia.org › wiki › Runaway_Bride_(film))

About Featured Snippets Feedback

# Topic research

- Basic terminology
- Google Auto-suggest
- People Also Ask / Related
- BuzzSumo
- Google Keyword Planner
- Ubersuggest

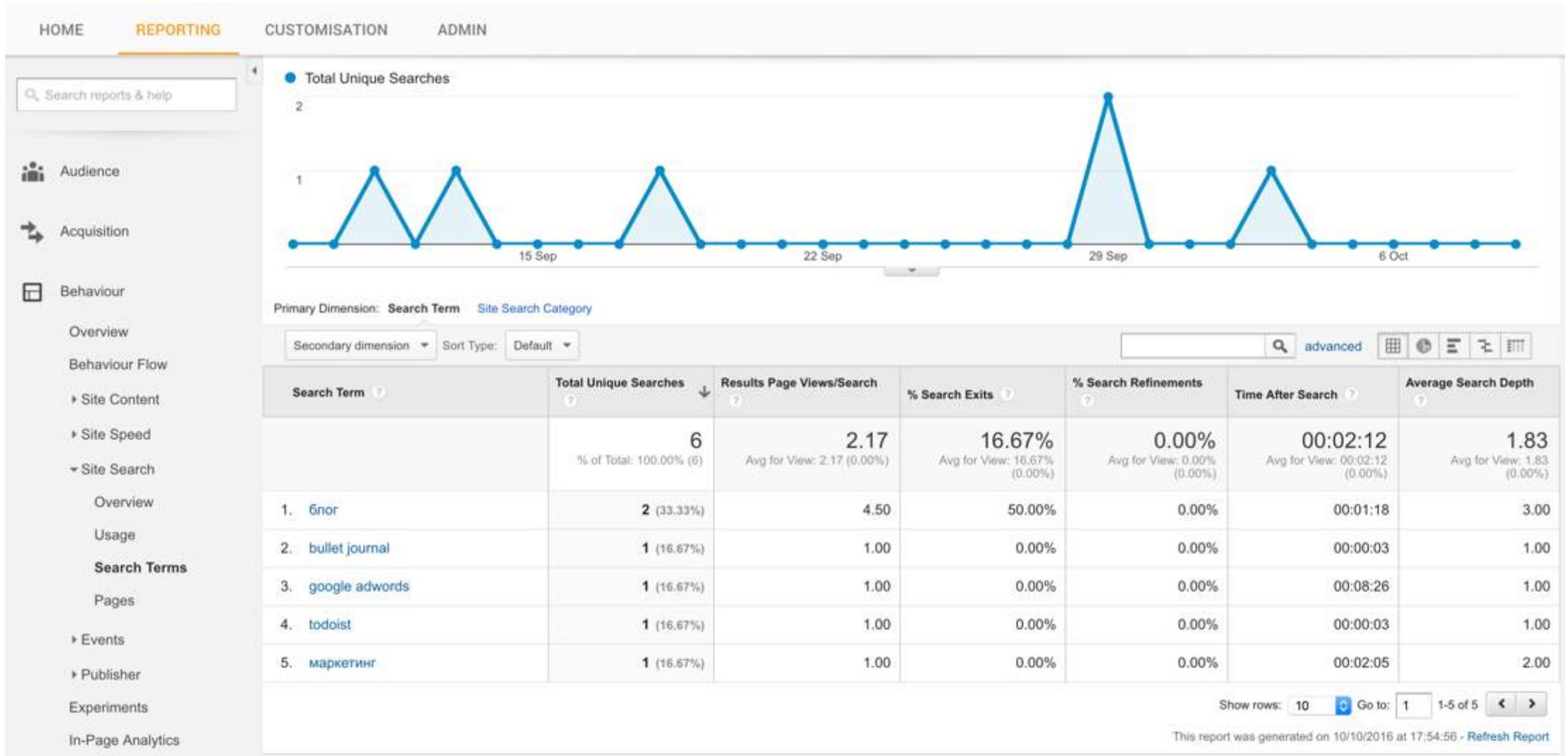


The screenshot shows the Buzzsumo search interface. The search term is 'keyword research tools'. The results are sorted by 'Total Shares' and show three articles:

Article Title	Source	Facebook Engagements	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
Announcing <b>Keyword Explorer</b> : Moz's New <b>Keyword Research Tool</b>	moz.com	842	1.2K	2.6K	18	149	4.7K
Moz launches comprehensive <b>keyword research tool "Keyword Explorer"</b>	searchengineland.com	575	447	1K	7	72	2.1K
<b>Keyword Explorer: One Tool for All Your Keyword Research</b>	moz.com	873	203	655	6	59	2K

buyer persona **compr**      why are buyer personas **importan**  
 buyer persona **definition**      buyer persona **wikipedia**  
 buyer persona **hubspot**      **b2b** buyer persona

# From your own website



# Ubersuggest

NEILPATEL | EN
Sign in with Google

English / United States
🔍

536 Keyword Ideas Filters

SUGGESTIONS (536)
RELATED (30,000)
QUESTIONS (100)
PREPOSITIONS (57)
COMPARISONS (46)

<input type="checkbox"/>	KEYWORD	VOL	CPC	PD	SD
<input type="checkbox"/>	digital marketing	49,500	\$11.38	55	49
<input type="checkbox"/>	digital marketing agency	12,100	\$17.42	53	32
<input type="checkbox"/>	what digital marketing is	6,600	\$7.36	40	18
<input type="checkbox"/>	digital marketing jobs	6,600	\$5.78	21	21
<input type="checkbox"/>	digital marketing salary	6,600	\$11.62	15	19
<input type="checkbox"/>	digital marketing company	4,400	\$17.91	43	27
<input type="checkbox"/>	digital marketing course	3,600	\$22.34	83	39
<input type="checkbox"/>	digital marketing certification	2,900	\$14.85	87	39
<input type="checkbox"/>	digital marketing services	2,400	\$15.91	43	26
<input type="checkbox"/>	digital marketing strategy	2,400	\$16.92	40	26
<input type="checkbox"/>	digital marketing manager salary	1,900	\$15.93	7	8
<input type="checkbox"/>	digital marketing freelancer	1,600	\$15.27	69	34

EXPORT TO CSV
COPY TO CLIPBOARD

## Keyword Overview: digital marketing

The average web page that ranks in the top 10 has **431 backlinks** and a **domain score of 90**.

	GOOGLE SERP	EST. VISITS	LINKS	DS	SOCIAL SHARES
1	<a href="https://neilpatel.com/what-is-digital-marketing/">neilpatel.com/what-is-digital-marketing/</a>	15,047	443	91	1,465
2	<a href="https://blog.hubspot.com/marketing/what-is-digital-marketing/">blog.hubspot.com/marketing/what-is-digital-marketing/</a>	8,019	366	94	2,971
3	<a href="https://digitalmarketer.com/digital-marketing/">digitalmarketer.com/digital-marketing/</a>	4,816	82	86	239
4	<a href="https://marketo.com/digital-marketing/">marketo.com/digital-marketing/</a>	3,262	109	90	1,051
5	<a href="https://smartsights.com/digital-marketing-strategy/digital-marketing-strategy/">smartsights.com/digital-marketing-strategy/digital-marketing-strategy/</a>	2,321	317	90	4,682
6	<a href="https://smartsights.com/digital-marketing-strategy/what-is-digital-marketing/">smartsights.com/digital-marketing-strategy/what-is-digital-marketing/</a>	1,673	61	90	351
7	<a href="https://en.wikipedia.org/wiki/Digital_marketing">en.wikipedia.org/wiki/Digital_marketing</a>	1,267	2,895	100	1,558
8	<a href="https://disruptiveadvertising.com/marketing/digital-marketing/">disruptiveadvertising.com/marketing/digital-marketing/</a>	975	2	80	10
9	<a href="https://digitalmarketinginstitute.com/en-us/blog/what-does-digital-marketing-mean/">digitalmarketinginstitute.com/en-us/blog/what-does-digital-marketing-mean/</a>	742	2	86	38
10	<a href="https://investopedia.com/terms/d/digital-marketing.asp">investopedia.com/terms/d/digital-marketing.asp</a>	559	31	91	85
11	<a href="https://sas.com/en_us/Insights/marketing/digital-marketing/">sas.com/en_us/Insights/marketing/digital-marketing/</a>	104	119	89	1,181
12	<a href="https://skillcrush.com/2018/12/14/what-is-digital-marketing/">skillcrush.com/2018/12/14/what-is-digital-marketing/</a>	79	3	81	12
13	<a href="https://lyfemarketing.com/blog/how-digital-marketing-works/">lyfemarketing.com/blog/how-digital-marketing-works/</a>	61	11	84	9
14	<a href="https://lyfemarketing.com/blog/">lyfemarketing.com/blog/</a>	48	3	84	1

EXPORT TO CSV

# Competitor research: Pages to Watch

Page							Messages	Notifications	Insights	Publishing Tools	Settings	Help
<b>Overview</b>												
Promotions												
Likes												
Reach												
Page Views												
Actions on Page												
Posts												
Events												
Videos												
People												
Messages												
<b>Pages to Watch</b>							Compare the performance of your Page and posts with similar Pages on Facebook.					
<a href="#">Add Pages</a>							Reactions, Comments & Shares					
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week								
1  NATIONAL GEOGRAPHI...	319.2K 	0%	26	13K 								
2  British Council Bulgaria	32.9K 	▲0.5%	16	225								
3  Българска Наука	31.8K 	▲0.7%	33	3.1K 								
YOU 4  Ratio	4.5K	▲0.2%	9	79								
Keep up with the Pages you watch. <a href="#">Get More Likes</a>												
5  BBC Знание	1.9K	▲1.4%	35	252								
6  Списание Космос	1.5K	▲0.1%	2	55								

# Competitor research: Inoreader

Search or subscribe Science Mark all as read 28 Unread Folder settings

- All articles 91
- Tags 2
- Active searches
- Saved web pages
- Stars 99
- Subscriptions 10
- Quick Bites 5
- Marketing 5
- Tech
- BG Bloggers 2
- Photography 9
- Culture 3
- Fun 2
- Learning 37
- Cooking
- Science 28
- My Blog



17:05

**The Leafy Seadragon Is the Most Stunning Fish in the Sea. Argument Over**

WIRED + Science



16:52

**10 Female Scuba Divers Who Are Showing The World How It's Done**

Science - The Huffing...



16:28

**Butterfly numbers drop a mystery, say experts**

BBC News - Science ...



16:21

**Would You Vote for Someone Who Thinks the Earth Is Flat?**

Bad Astronomy



16:08

**The Physics of Nutballs Somersaulting in an Indoor Skydiving Tube**



15:05

**Farmers Are Manipulating Microbiomes to Help Crops Grow**



15:01

**Nobel economics prize won by Oliver Hart and Bengt Holmström**



14:01

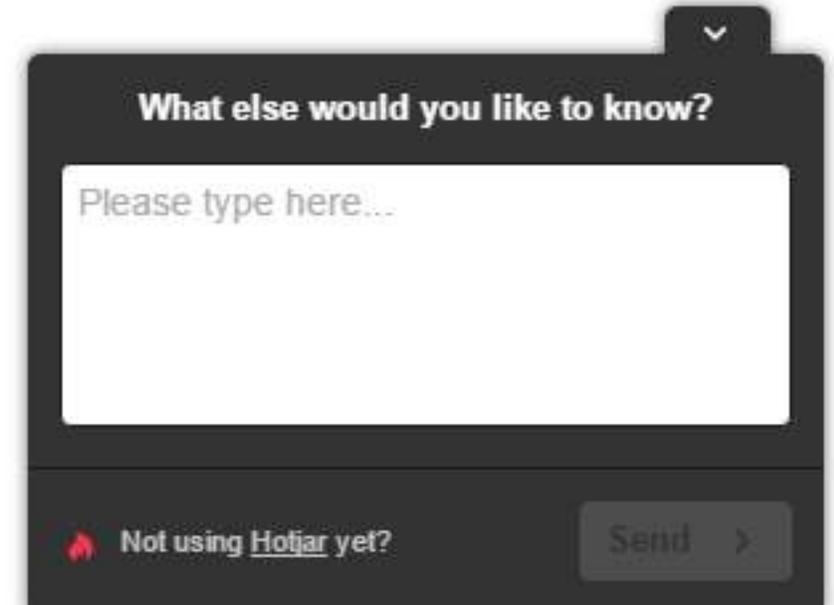
**A celebration of botanical art throughout history – in pictures**

# Qualitative information



# Qualitative instruments

- Pop-up questions
  - Is there anything else you'd find helpful?
  - What is your biggest challenge right now?
  - What questions do you ask yourself most often?
  - What does the ideal solution to your problems look like?
- Follow-up questionnaire
- Meeting customers

A dark-themed pop-up poll form. At the top, it asks "What else would you like to know?". Below the question is a large white text input area with the placeholder text "Please type here...". At the bottom left, there is a small red flame icon followed by the text "Not using Hotjar yet?". At the bottom right, there is a "Send" button with a right-pointing arrow.

Hotjar polls

# Persona: RV Betty



Persona Detail	Questions to Ask
Role	<ul style="list-style-type: none"><li>• Retired from office job and getting restless</li><li>• Spends free time with friends, cooking, reading</li></ul>
Company/Organization	<ul style="list-style-type: none"><li>• Retired; used to work at an office job where she was low/mid-level executive</li></ul>
Goals	<ul style="list-style-type: none"><li>• Wants to enjoy retirement</li><li>• Longtime dream to travel in an RV</li></ul>
Challenges	<ul style="list-style-type: none"><li>• Logistics – travel comfortably, get access to utilities</li><li>• Wants space with ease of use</li></ul>
Watering Holes	<ul style="list-style-type: none"><li>• Likes to read travel magazines and websites</li><li>• On Facebook, but only to keep up with family</li><li>• Relies on organic search to find company names</li></ul>
Personal Background	<ul style="list-style-type: none"><li>• In mid 60s to early 70s</li><li>• Lives in suburbs with husband</li><li>• Has children but they are out of the house and financially independent</li></ul>
Shopping Preferences	<ul style="list-style-type: none"><li>• Has expendable income</li><li>• Wants RV to be a home-away-from-home to entertain family and friends</li><li>• Needs to feel she's buying something good/reliable/reputable</li><li>• Wants high-touch sales process</li></ul>



## Buyer Persona: RV Betty

Betty has recently retired from an office job where she worked as a lower to mid level executive. She is in her early 70's and lives with her husband. They have children, but they're all out of the house now.

Betty lives in a suburb of a city. Her husband is also retired. They have been talking about traveling in an RV upon retirement for years – this is a long-time dream of theirs. The kids are self sufficient and have been out of the house for long enough that Betty doesn't have to worry. She's been retired just long enough to be bored. While she doesn't consider herself as wealthy, she and her husband have a substantial savings and are prepared to enjoy their retirement.

Betty is worried about the logistics of travelling in an RV – how easy will it be to find utility hookups, where are the best places to stay if you have one, etc. She also wants something comfortable; she plans on spending a lot of time in it. She has other retired friends so she wants additional sleeping space and she wants to make sure they have plenty of room for food and even cooking. She wants as much ease as possible when traveling.

Betty likes to look at travel magazines and websites. She likes to plan destinations. She is on Facebook, which she checks once in awhile to keep up with the kids and friends. She set up a LinkedIn account 3 or 4 years ago, but hasn't touched it since.

Betty likes to buy from someone she trusts. She takes her time making purchases, especially large ones. She feels like she makes smart purchase decisions and wants to feel like she's buying a good reliable brand. Betty needs to see, feel, touch, and tour the actual model of RV she's buying.

# Rachel

Small Business  
Owner



- Social Media Marketing
- Key decision-maker

## Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

## Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

## How we can help

- Schedule posts to a queue
- Content suggestions

# Персона 1: Искам най-доброто



**Възраст:** 33

**Работа:** Мениджър продажби в софтуерна фирма

**Семейство:** В сериозна връзка

**Локация:** Варна

## Цели

- Иска да намери най-добрата опция - бюджетът е взет предвид, но не е единствен ограничител.
- Залага не само на външен вид, но и на качество.
- Разбира какво представляват техническите характеристики на продуктите
- Цели да бъде trend-setter сред приятелите си.
- Няма много свободно време, за да проверява детайлно информация - търси доверен партньор.

## Марки, от които се влияе

- Има последен модел **ASUS** бизнес лаптоп от **PCStore.bg**.
- Кара **Audi**, следи страницата на Carbon Motors, за да види най-новите спортни модели.
- Разпуска като гледа BBC Top Gear на новия си Sony телевизор с една **Загорка Ретро** в ръка.
- Излиза с приятели в **Yalta** и **Bedroom**.
- Чете **Men.bg**, следи футболните резултати в **Gong.bg**, нови режими за тренировки в **BB-Team**.

*Модел за вземане на решения: Maximizer.  
Активно сравнява различни опции и иска да  
получи най-доброто в техните рамки.*

## Предпочитани канали

Онлайн медии



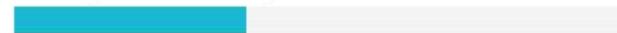
Социални мрежи



Препоръки от приятели



PR и традиционна реклама



Инфлуенсъри



# Key questions

- What's the buyer's role?
- What are their goals?
- What are their main problems?
- What media do they use?
- What social platforms do they use?
- What are their personal characteristics?
- What types of content do they consume?
- What is their buying behavior?

**CONTENT TOPICS**

# Key questions

- What's the buyer's role?
- What are their goals?
- What are their main problems?

• What media do they use?

• What social platforms do they use?

• What are their personal characteristics?

• What types of content do they consume?

• What is their buying behavior?

**CONTENT FORMATS**

# Key questions

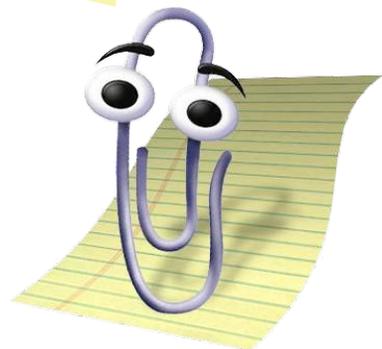
- What's the buyer's role?
- What are their goals?
- What are their main problems?
- What media do they use?
- What social platforms do they use?
- What are their personal characteristics?
- What types of content do they consume?
- What is their buying behavior?

**CONTENT STYLE**

# What job are they hiring you for?

The “Jobs to be done” framework

**sli.do - CM2**



# How Snickers and Milky Way compete



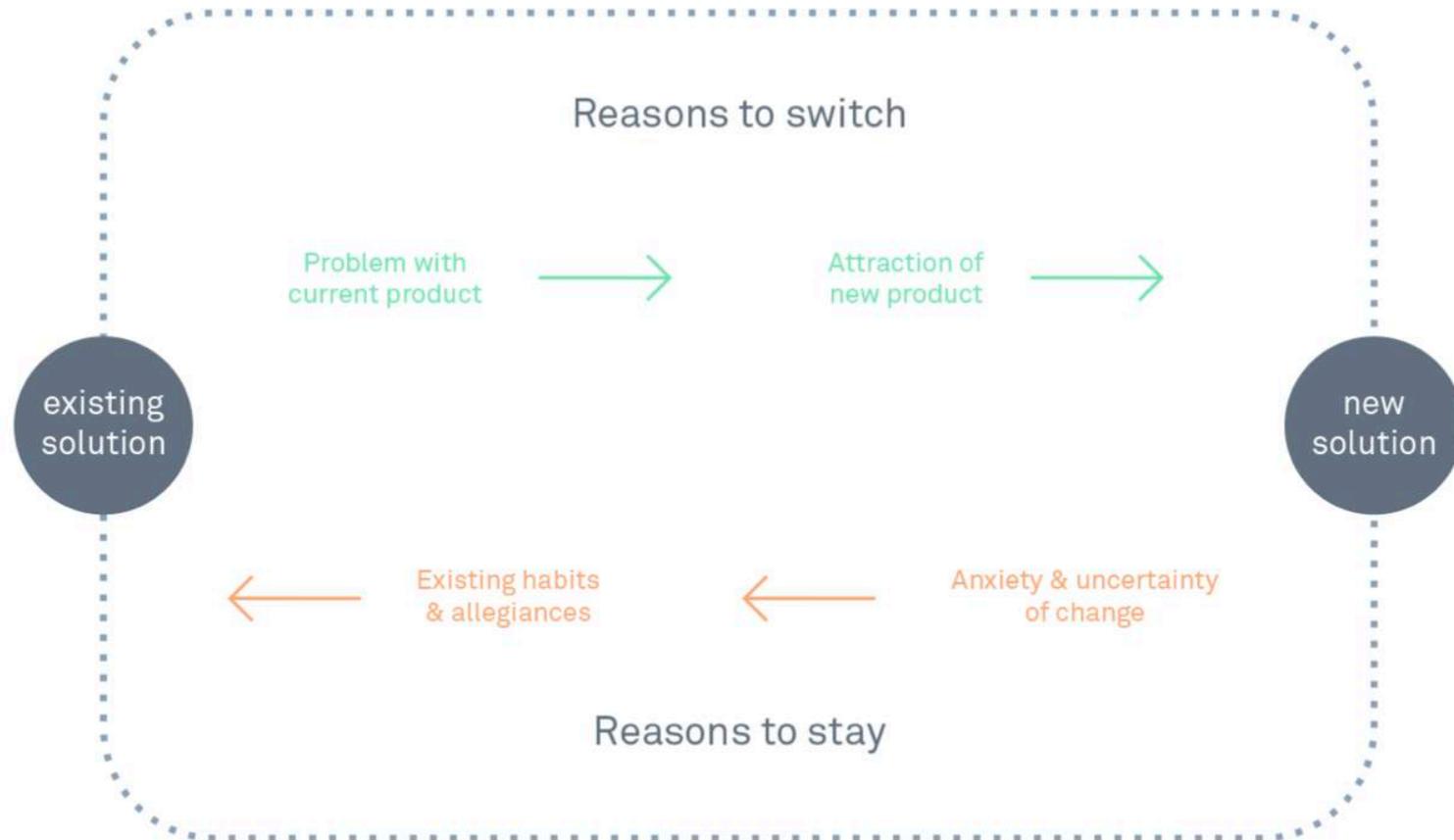
<https://people.hotdogsandeggs.com/bob-moesta/>

<https://hbr.org/ideacast/2016/12/the-jobs-to-be-done-theory-of-innovation.html>

<https://blog.intercom.com/using-job-stories-design-features-ui-ux/>

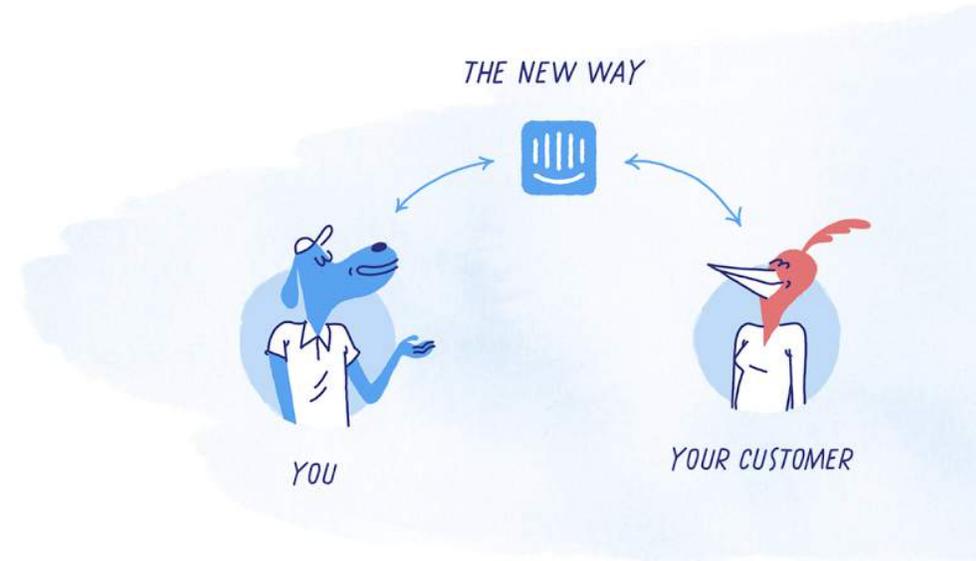
# Jobs to be done

## The 4 forces influencing a customer switch



# Anxieties - example

Communicating with customers shouldn't be this hard



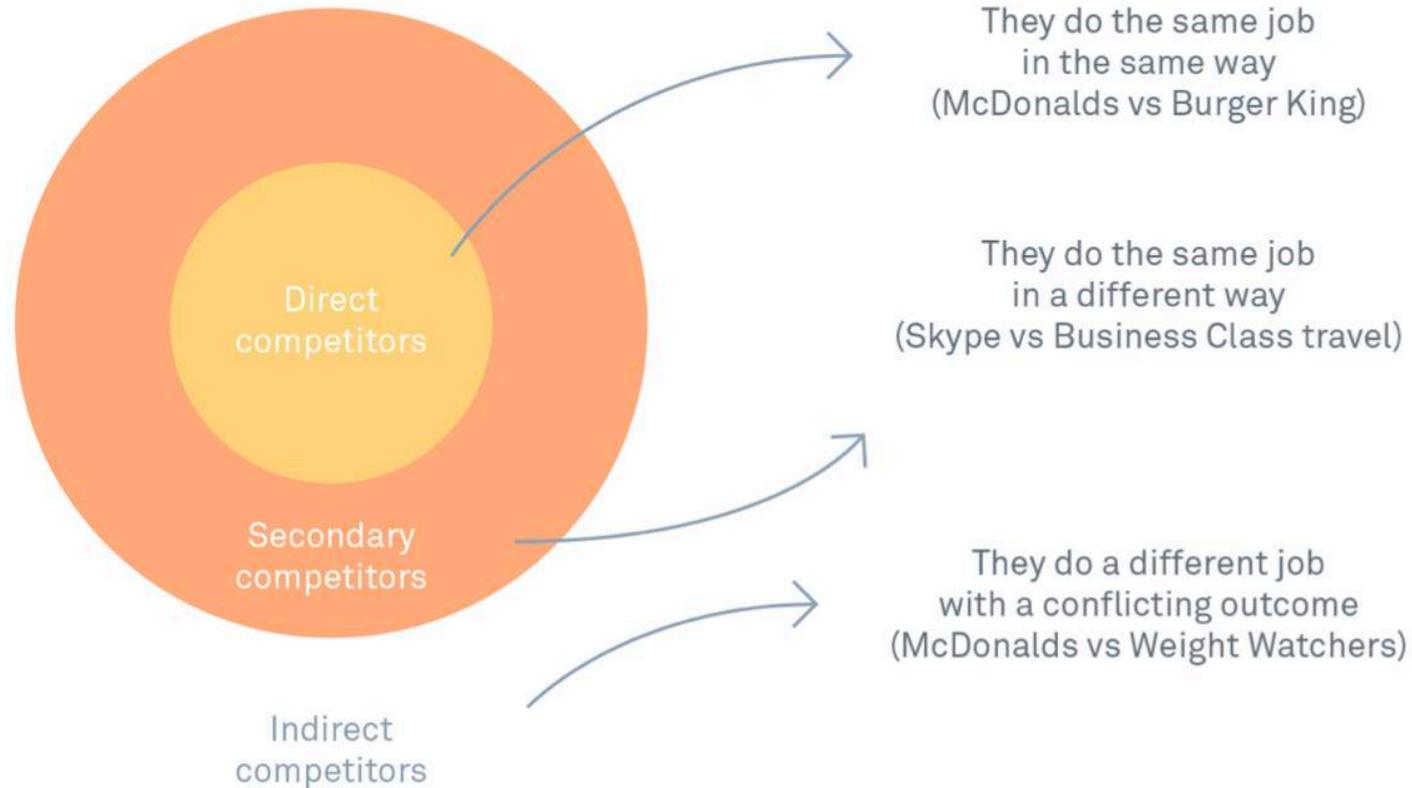
With Intercom it's simple, personal, and fun for everyone

 [Get Started](#)

Easy set-up • Free 14 day Trial • Cancel at any time

# Competitors

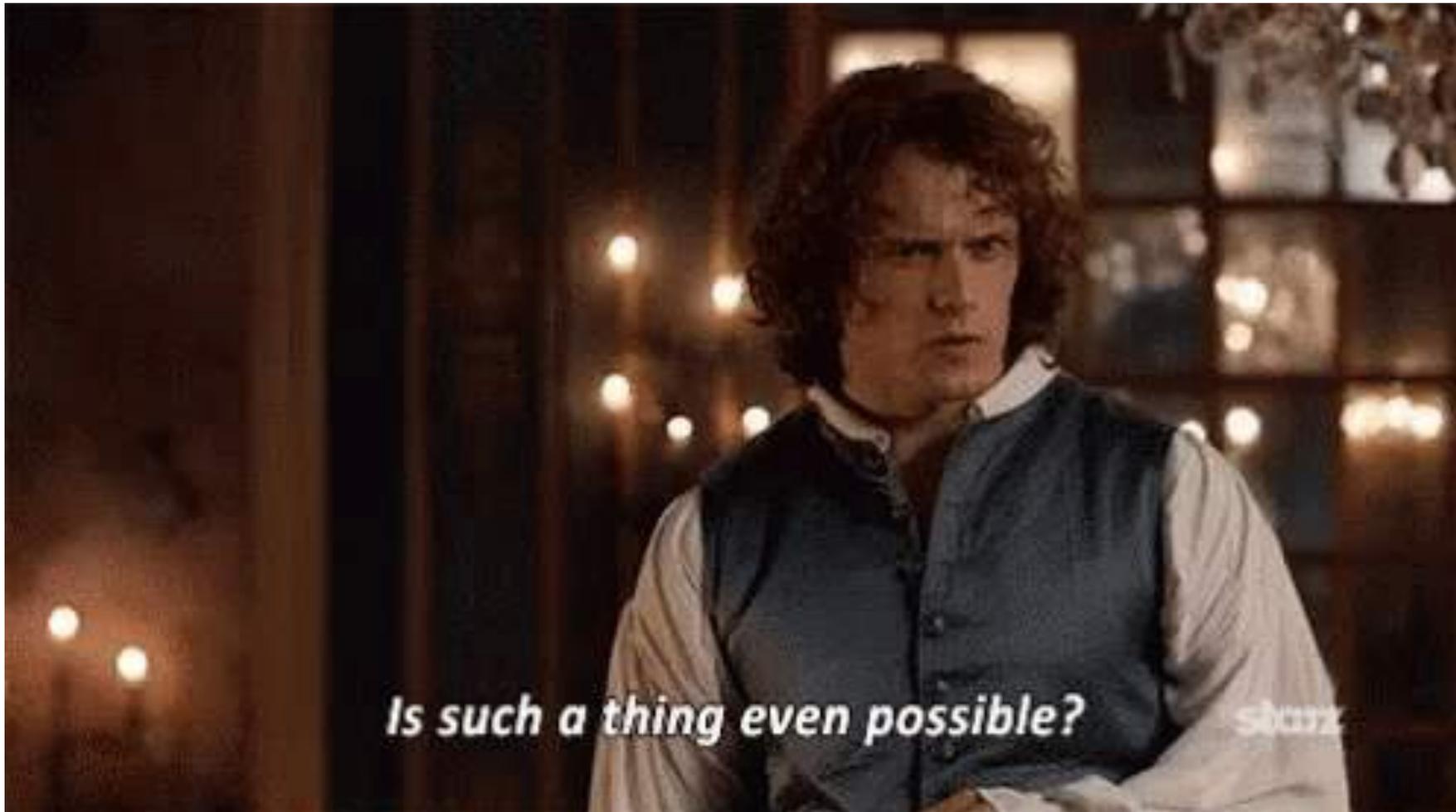
## Know your competitors



# Outcome

People hire [PRODUCT] to do the job of [JOB] when [SITUATION]. The other applicants for this jobs are [COMPETITOR LIST] but your product will always get the job done because of [KEY BENEFITS].

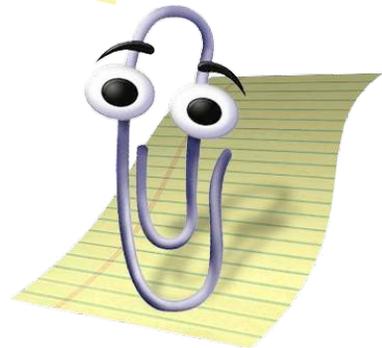
”заради ниската цена, високото качество и разнообразието от предложения.“



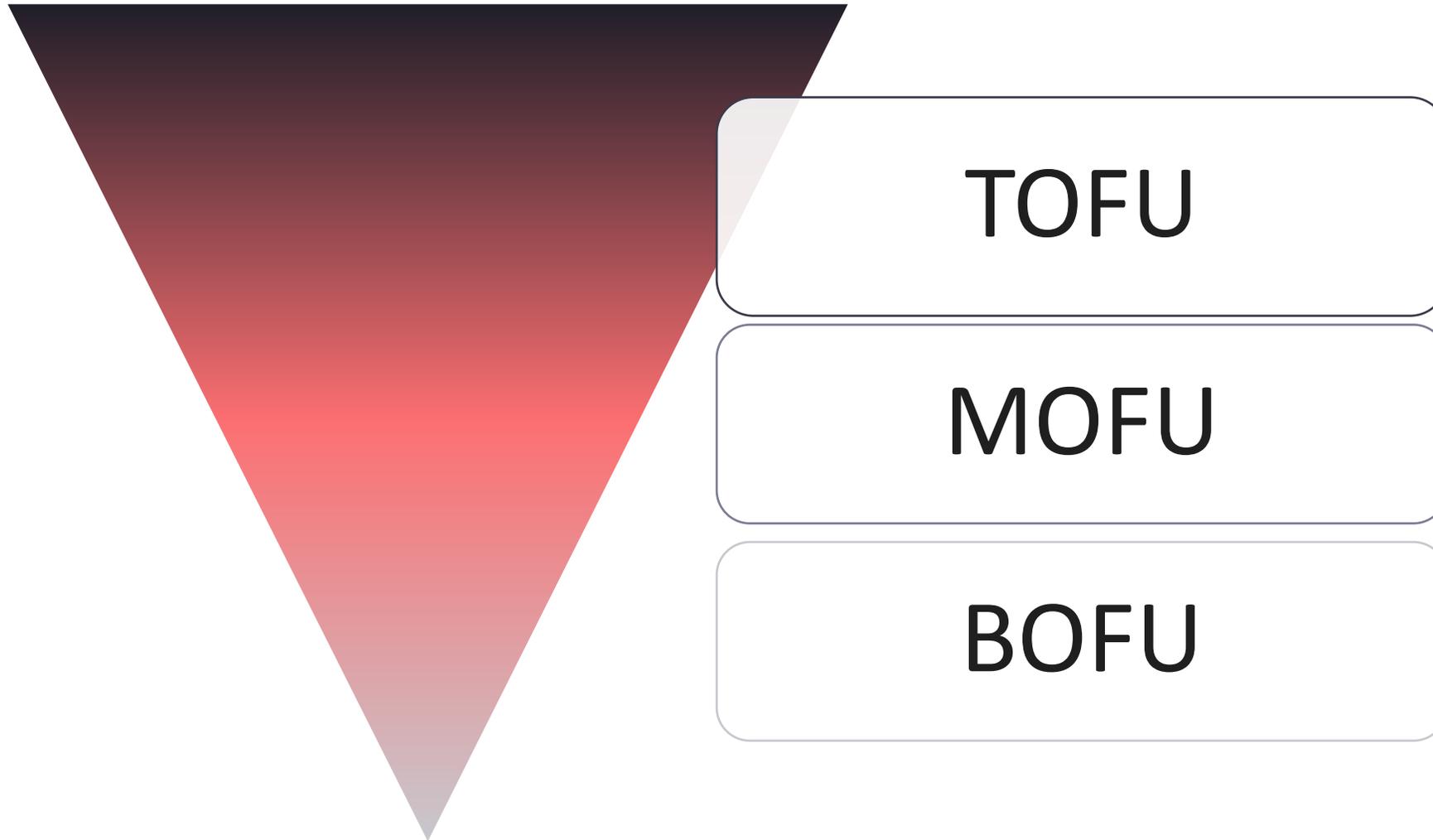
# What's the stage they are at?

Buyer's journey and engagement cycle

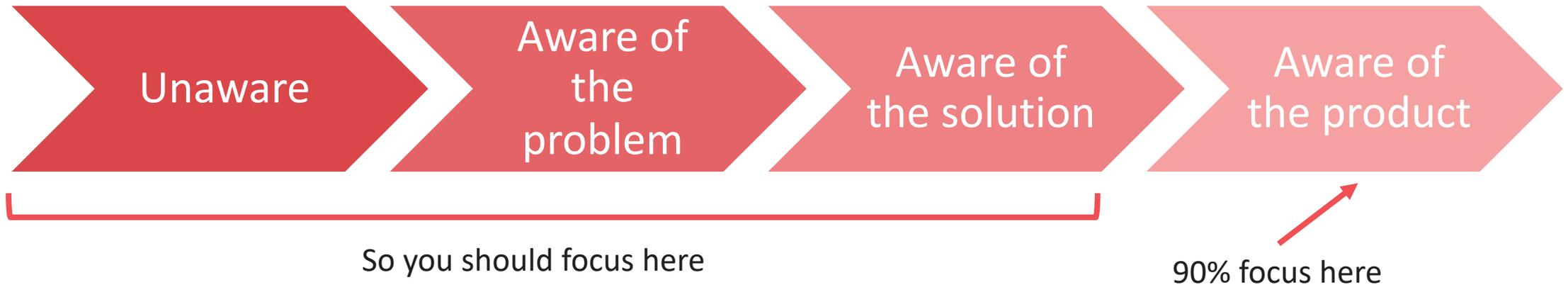
**sli.do - CM2**



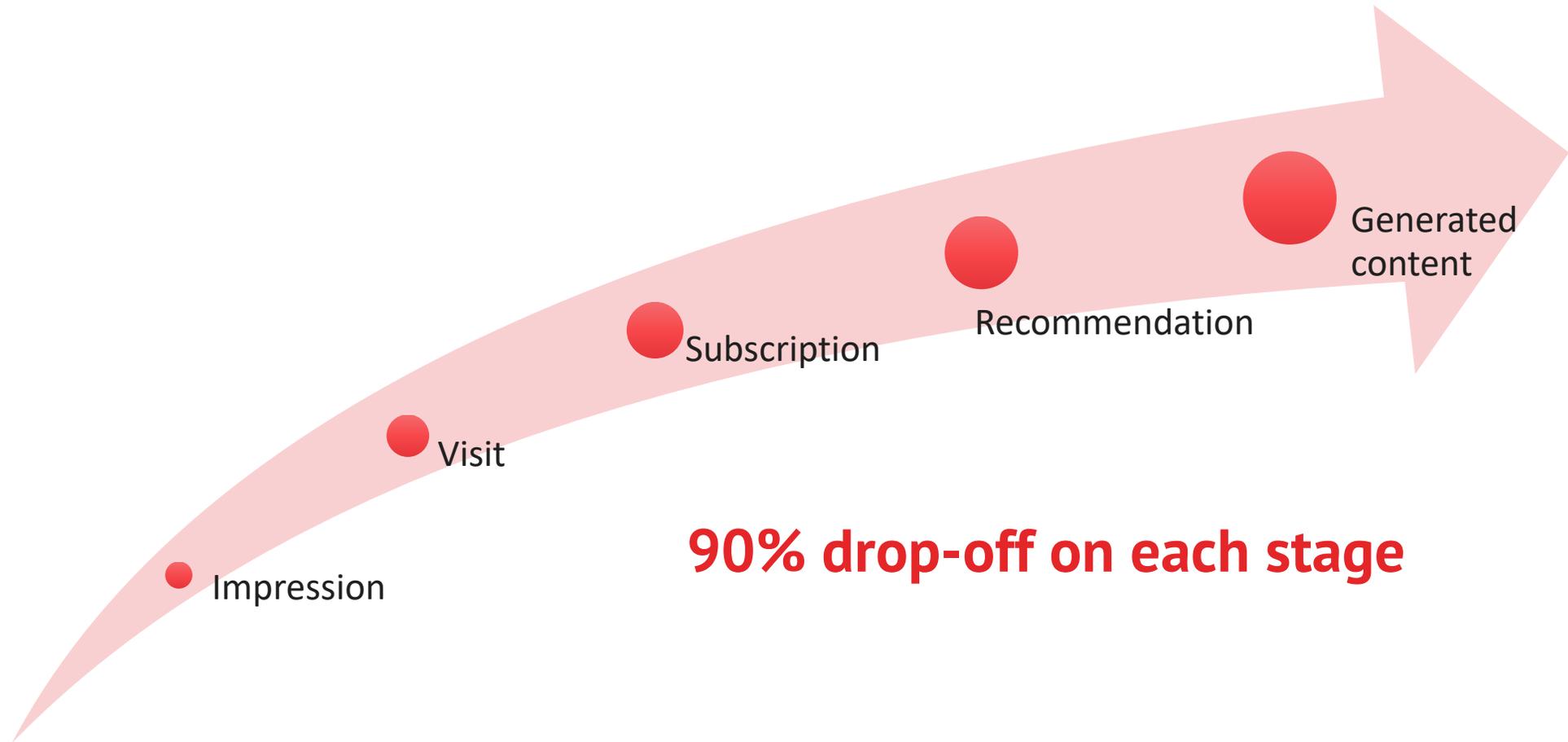
# Content for every stage of the customer journey



# Buyer's journey

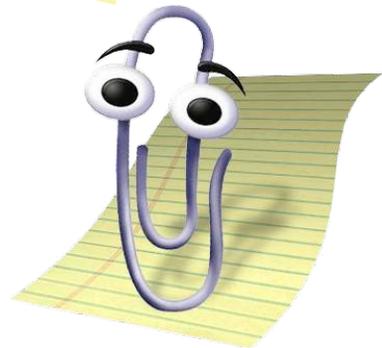


# Engagement cycle



# Buyer's needs

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OF THE OFFICE?

## HOW TECHNOLOGY IS SHAPING THE WORKPLACE OF THE FUTURE

Today, the cloud has become impossible to ignore. While we're always hearing about how technology is going to change everything, it now seems that innovative approaches to how we live, work and play are having a drastic impact on everyday life. What does the workplace look like in a world where physical location has become unimportant, and where people are able to connect seamlessly from almost anywhere on the planet?

LATEST  
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Still Haven...EYES  
A Complete Guide  
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Beauty HoroscopeLOOKS  
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Beauty: Fancy

# The Reverse Cat Eye Makeup Tutorial You Didn't See Coming



With all of [our makeup tutorials](#) at your disposal, we're sure you've perfected the cat eye look by now.

But are you ready for the *reverse* cat eye? Here we pair gold mascara with black eyeliner to turn the classic cat eye upside down! Continue reading for the full makeup tutorial.





## Cupidity Love Stories - Travellers



CornettoGlobal

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Published on Apr 10, 2014

### Up next

Autoplay



#### An Ordinary Day [Love Story] [Short Film]

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5:52



#### Cornetto Cupidity Love Stories - Drawings & Dreams

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#### Cupidity - Beauty & the Geek

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8:29



#### Cornetto Cupidity Love Stories - The Oasis

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#### Cornetto Cupidity - Kismet Diner

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Entry for the Creative Challen...



26



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UK



FastSKETCH of my WOR...

a little corner - perfect for ...



16



ngVIETNAM  
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#HandwritingDay

A combination of handwriting, ...



16



SARA P ONDER  
TURKEY



Collage "Glance through a ...

I used a larger blanko Moleski...



13



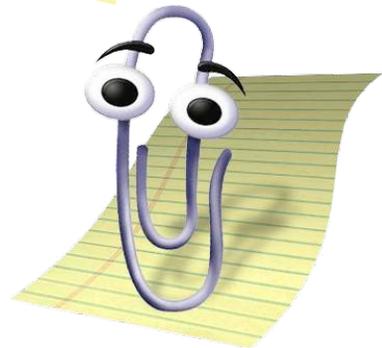
J.S.  
GERMANY



# NEWSJACKING

Ruling the second paragraph

**sli.do - CM2**



# Newsjacking:

**the art and science of injecting your ideas into a breaking news story to get media attention, generate sales leads and grow your business.**

Close variations: real-time marketing, adverjacking

# ***HOW TO NEWSJACK***



News Breaks  
Second-by-second 24  
hours a day



Quickness  
Is Essential



Always Use  
Good Judgement

# Life of a news story

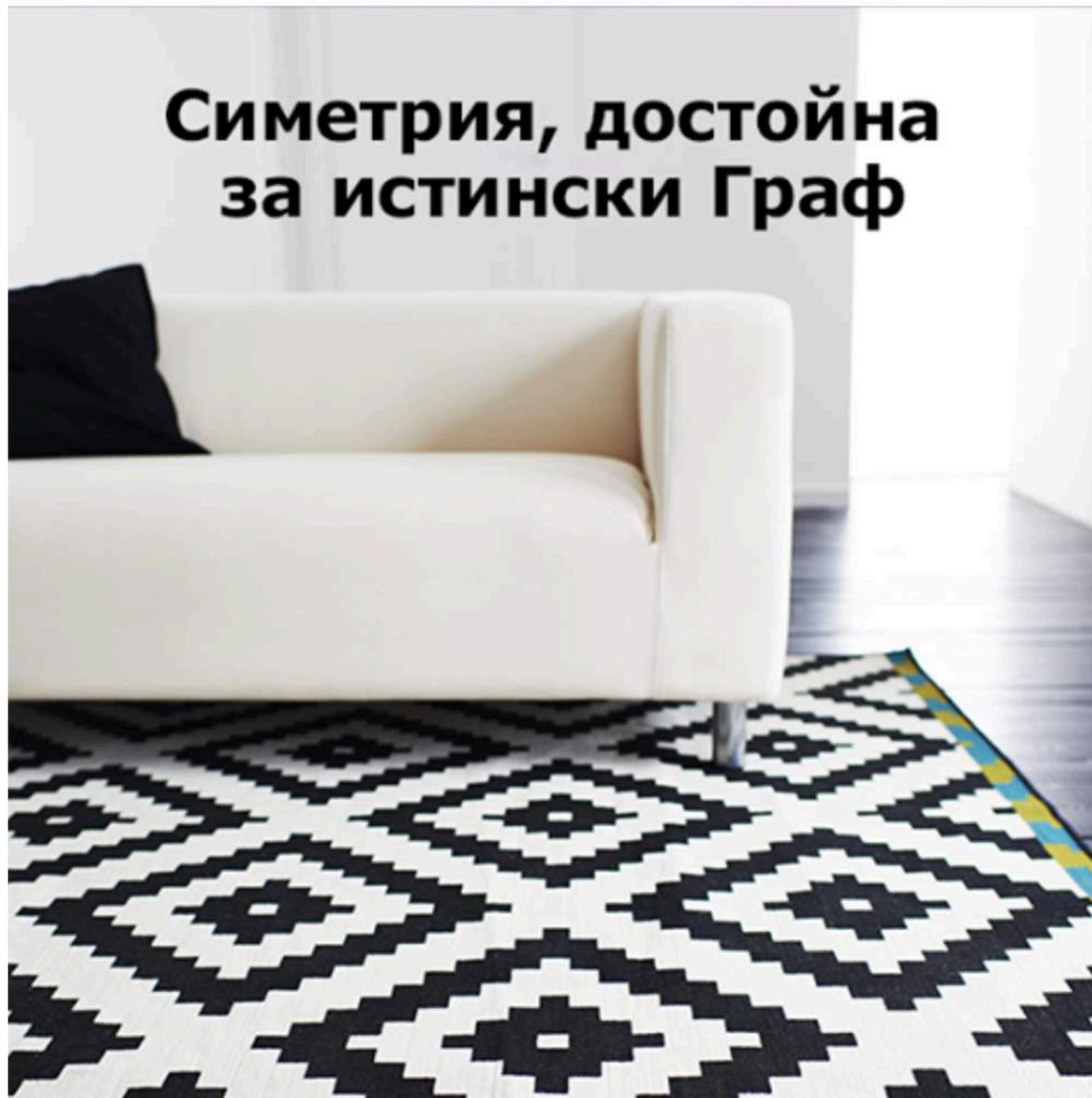




ИКЕА

October 5 · 🌐

Не е толкова трудно да намериш симетрично решение на достъпна цена с килим LAPPLJUNG RUTA <http://bit.ly/2Qu37ia>.



**Симетрия, достойна  
за истински Граф**



Крадецът на ябълки

July 5 · ⚙️

Пиша без повод.



**НЕМОРДНИК**

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# Use with care!



4/21/16, 3:17 PM



58



0

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# We'll Buy Your Purses, Lindsay! Company Offers Big Money For Cash-Strapped Lohan's Leftovers



- HOME
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- FAQS
- PROCESS
- CONTACT US
- MY ACCOUNT

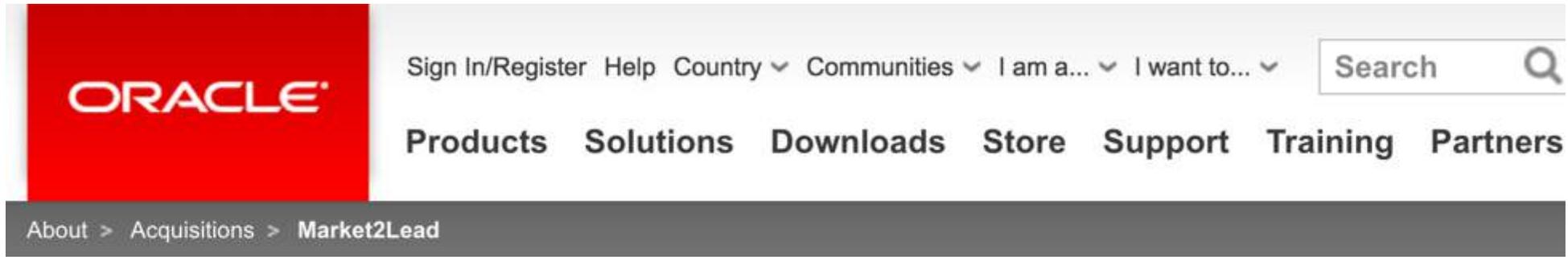


TURN YOUR OLD PURSE

# INTO CASH!



# Become a well-known expert



The screenshot shows the Oracle website header. On the left is the Oracle logo. To its right are links for Sign In/Register, Help, Country (with a dropdown arrow), Communities (with a dropdown arrow), I am a... (with a dropdown arrow), and I want to... (with a dropdown arrow). A search bar with the text "Search" and a magnifying glass icon is also present. Below these links is a horizontal menu with the following items: Products, Solutions, Downloads, Store, Support, Training, and Partners. Below the menu is a breadcrumb trail: About > Acquisitions > Market2Lead.

**ORACLE**

Sign In/Register Help Country ▾ Communities ▾ I am a... ▾ I want to... ▾ Search 🔍

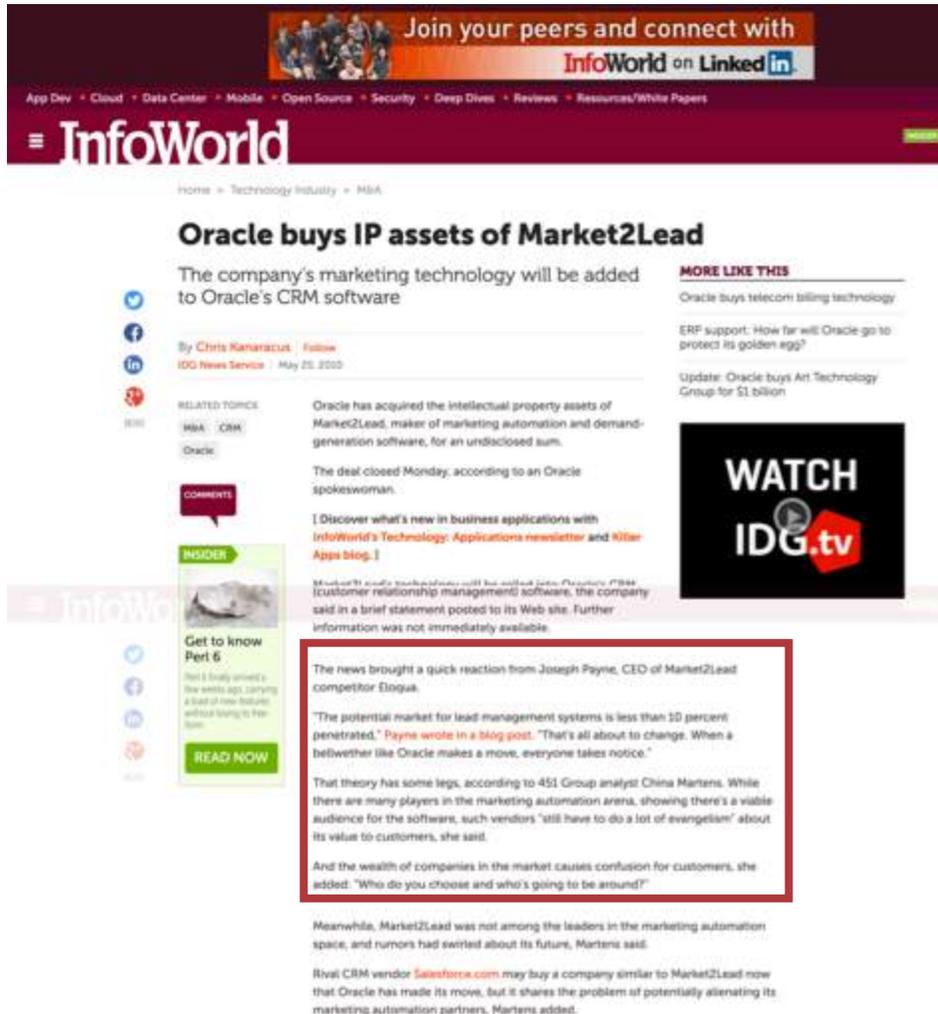
Products Solutions Downloads Store Support Training Partners

About > Acquisitions > Market2Lead

## Oracle and Market2Lead

Oracle has acquired the intellectual property assets of Market2Lead, a provider of demand generation and marketing automation software. Market2Lead's technology helps companies improve demand generation to increase sales and marketing effectiveness. Oracle plans to integrate Market2Lead's technology into Oracle CRM applications. The financial details of the transaction were not disclosed.

# “Winning the second paragraph”



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## InfoWorld

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### Oracle buys IP assets of Market2Lead

The company's marketing technology will be added to Oracle's CRM software

By Chris Kanaracus, IDG News Service | May 25, 2010

RELATED TOPICS: M&A, CRM, Oracle

COMMENTS

INSIDER

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- Update: Oracle buys Art Technology Group for \$1 billion

The news brought a quick reaction from Joseph Payne, CEO of Market2Lead competitor Eloqua.

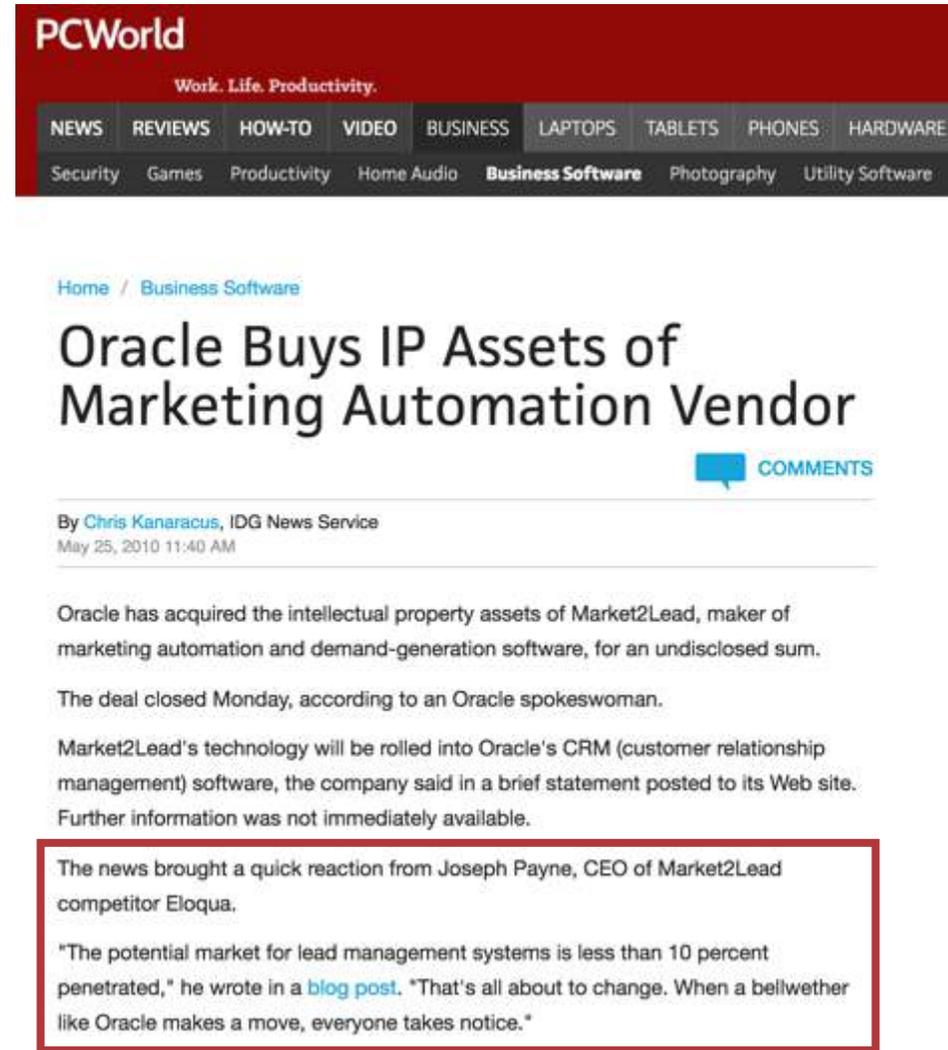
"The potential market for lead management systems is less than 10 percent penetrated," Payne wrote in a [blog post](#). "That's all about to change. When a bellwether like Oracle makes a move, everyone takes notice."

That theory has some legs, according to 451 Group analyst China Martens. While there are many players in the marketing automation arena, showing there's a viable audience for the software, such vendors "still have to do a lot of evangelism" about its value to customers, she said.

And the wealth of companies in the market causes confusion for customers, she added. "Who do you choose and who's going to be around?"

Meanwhile, Market2Lead was not among the leaders in the marketing automation space, and rumors had swirled about its future, Martens said.

Rival CRM vendor [Salesforce.com](#) may buy a company similar to Market2Lead now that Oracle has made its move, but it shares the problem of potentially alienating its marketing automation partners, Martens added.



## PCWorld

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Security Games Productivity Home Audio Business Software Photography Utility Software

Home / Business Software

### Oracle Buys IP Assets of Marketing Automation Vendor

COMMENTS

By Chris Kanaracus, IDG News Service  
May 25, 2010 11:40 AM

Oracle has acquired the intellectual property assets of Market2Lead, maker of marketing automation and demand-generation software, for an undisclosed sum.

The deal closed Monday, according to an Oracle spokeswoman.

Market2Lead's technology will be rolled into Oracle's CRM (customer relationship management) software, the company said in a brief statement posted to its Web site. Further information was not immediately available.

The news brought a quick reaction from Joseph Payne, CEO of Market2Lead competitor Eloqua.

"The potential market for lead management systems is less than 10 percent penetrated," he wrote in a [blog post](#). "That's all about to change. When a bellwether like Oracle makes a move, everyone takes notice."

# Tell a story



## Kate Winslet offered firefighter training after daring island escape

23 August 2011



Like

1



Tweet



Share

7

London Fire Brigade is offering Kate Winslet the opportunity to train with firefighters after she bravely rescued Richard Branson's mother from a fire on his multi-million pound luxury holiday island.

The Brigade, which has over 300 women firefighters, is inviting Kate to learn how crews deal with fires and also how people can prevent fires from happening in the first place. On the proposed visit, Kate would visit the Brigade's training centre, meet trainees and experience the role of a modern day firefighter. This would include operational duties such as trying out firefighter breathing apparatus and climbing a ladder pitched against a tower block. She will also be made aware of the community safety activities that firefighting staff regularly carry out.

Kate, who helped carry Branson's 90 year old mother, Eve, to safety would also be shown how being prepared for a fire gives people a much better chance of survival. The three important steps she would be taught are to:

- 1) Have a working smoke alarm
- 2) Have an escape route planned for the event of a fire
- 3) Understand that if a fire starts to get out, stay out and call 999.

Deputy Assistant Commissioner of the London Fire Brigade, Dany Cotton, who is the highest operational woman firefighter in the country, said:

"Kate has shown true bravery and we would love her to visit the London Fire Brigade and see the work that real firefighters do at first hand. We'd remind Kate that having a working smoke alarm and an escape plan are extremely important in cutting the risk of dying or being injured in a fire."

"Kate has shown that women can carry out rescues just as well as men. I hope her actions will encourage more women to think about becoming a firefighter."



# Here's a résumé for Marissa Mayer: Would you hire her?



Julie Bort

Jul. 26, 2016, 12:29 PM 308,798 43

- FACEBOOK
- LINKEDIN
- TWITTER
- EMAIL
- PRINT

- This Is The Most Addicting Game Of The Year** (Stormfall: Free Online Game)
- Now You Can Track Your Car Using Your...** (Trackr Bravo)
- This game will keep you up all night!** (Sparta Free Online Game)
- Celebs Whose Private Jets Are Too Bizarre To...** (ZestVIP)

Sponsored Links

It looks like Marissa Mayer will not be looking for a new job immediately.

The sale of Yahoo's core assets to Verizon hasn't put her right out of a job. She has promised to stay on with Yahoo to "see it through to the next chapter," she says, at least until the \$5 billion transaction is completed.



## MARISSA MAYER

Business Woman & Proud Geek

mmayer@yahoo-inc.com http://marissamayr.tumblr.com/ Sunnyvale, CA



### EXPERIENCE

#### President & CEO

Yahoo!

July 2012 - Ongoing Sunnyvale, CA

- Led the \$5 billion acquisition of the company with Verizon - the entity which believed most in the immense value Yahoo! has created
- Acquired Tumblr for \$1.1 billion and moved the company's blog there
- Built Yahoo's mobile, video and social businesses from nothing in 2011 to \$1.6 billion in GAAP revenue in 2015
- Tripled the company's mobile base to over 600 million monthly active users and generated over \$1 billion of mobile advertising revenue last year

#### Vice President of Location & Local Services

Google

Oct 2010 - July 2012 Palo Alto, CA

- Positioned Google Maps as the world leader in mobile maps and navigation
- Oversaw 1000+ engineers and product managers working on Google Maps, Google Places and Google Earth

#### Vice President of Search Products & UX

Google

2005 - 2010 Palo Alto, CA

#### Product Manager & Technical UI Lead

Google

Oct 2001 - July 2005 Palo Alto, CA

- Appointed by the founder Larry Page in 2011 to lead the Product Management and User Interaction teams
- Optimized Google's homepage and A/B tested every minor detail to increase usability (incl. spacing between words, color schemes and pixel-by-pixel element alignment)

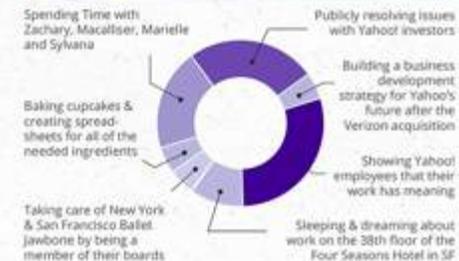
#### Product Engineer

Google

23 June 1999 - 2001 Palo Alto, CA

- Joined the company as employee #20 and female employee #1
- Developed targeted advertisement in order to use users' search queries and show them related ads

### A DAY OF MY LIFE



### LIFE PHILOSOPHY

"If you don't have any shadows, you're not standing in the light."

### MOST PROUD OF

**Courage I had**  
to take a sinking ship and try to make it float

**Persistence & Loyalty**  
I showed despite the hard moments and my willingness to stay with Yahoo after the acquisition

**Google's growth**  
from a hundred thousand searches per day to over a billion

**Inspiring women in tech**  
Youngest CEO in Fortune's list of 50 most powerful women

### STRENGTHS

Hard-working (18/24) Persuasive

Motivator & Leader

User Experience Mobile Devices & Applications

Product Management & Marketing

### LANGUAGES

English ●●●●●

Spanish ●●●●●

German ●●●●●

### EDUCATION

M.S. in Computer Science

Stanford University

Sept 1997 - June 1999

B.S. in Symbolic Systems

Stanford University

Sept 1993 - June 1997

VIDEO

# WATCH: Elmo Learns He Is Laid Off After Trump's Budget Comes Out

by [Lindsey Ellefson](#) | Mar 20th, 2017, 9:46 am

- [Tweet](#)
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- [reddit](#)



**Elmo Gets FIRED**  
 Posted by [What's Trending](#)  
 14,869,278 Views



## Elmo

Elmo loves making others happy.

1-866-356-6847

@elmo@sesamestreet.org

Sesame street, NY



### ELMO'S EXPERIENCE

#### Elmo

Sesame Street

Nov 1981 Sesame Street, US

- Elmo is the only non-human puppet ever to testify before the U.S. Congress
- Elmo launched 2 feature films and made dozens of media appearances
- Elmo-related products - account for 50% to 75% of annual sales of Sesame Street merchandise (My Peek-a-Boo Elmo Toy, Tickle Me Elmo)
- Elmo motivates kids to eat healthy - they are 65% more likely to eat apples with Elmo stickers at lunch

### ELMO LIVES BY

*Um, the meaning of life for Elmo is respecting your elders by saying Mr. and Ms. and saying thank you and also giving lots of loves and kisses.*

### SOFT SKILLS

#### Great Communicator

Elmo loves learning and giving lessons to children about various topics through songs and video. Created over 1K songs.

#### Always Adaptable

Elmo worked with a number of puppeteers - 2 principal performers, 3 alternate and 11 international.

#### Committed Team-worker

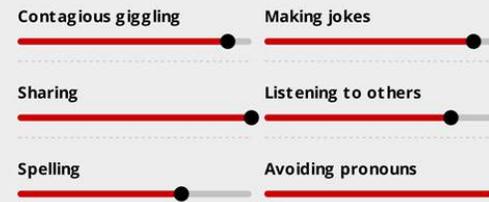
Elmo collaborates with other monsters, parents and charities and became friends with many celebrities including Adele, Ellen, Jimmy Fallon and others.

### A DAY IN ELMO'S LIFE



- A** Hangs out with Elmo's best friend - goldfish Dorothy
- B** Elmo writes new songs
- C** Elmo has play dates with all his friends
- D** Elmo meets little patients in hospitals

### EXPERT AT



### ELMO'S PASSIONS

- Miniature golf
- Touring the talk-show circuit
- Playing the piano & singing
- Tap dancing

The most famous tweet.



Power out? No problem.



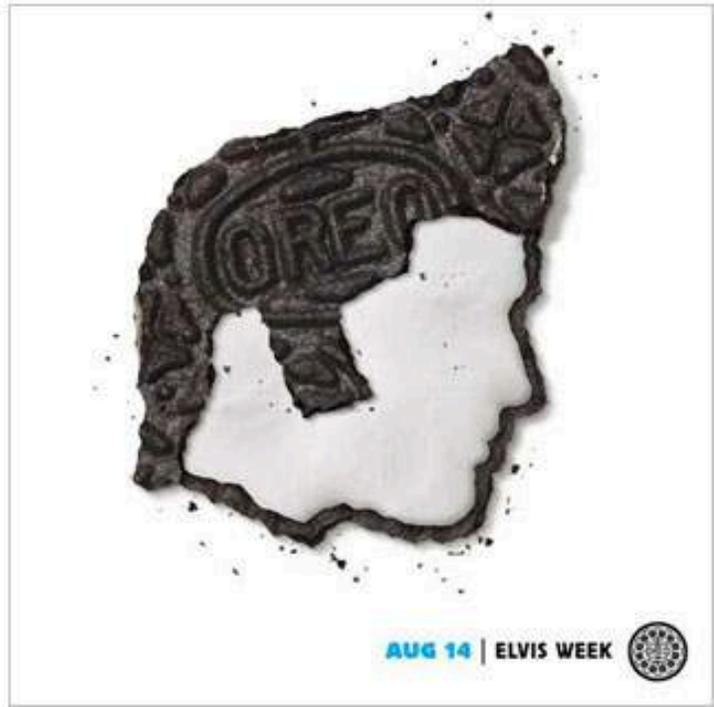
RETWEETS 15,422 LIKES 6,723



3:48 AM - 4 Feb 2013

# Preliminary preparation

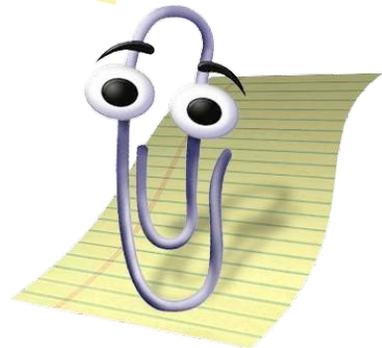
<https://www.youtube.com/watch?v=ZDSc0V3AEnk>



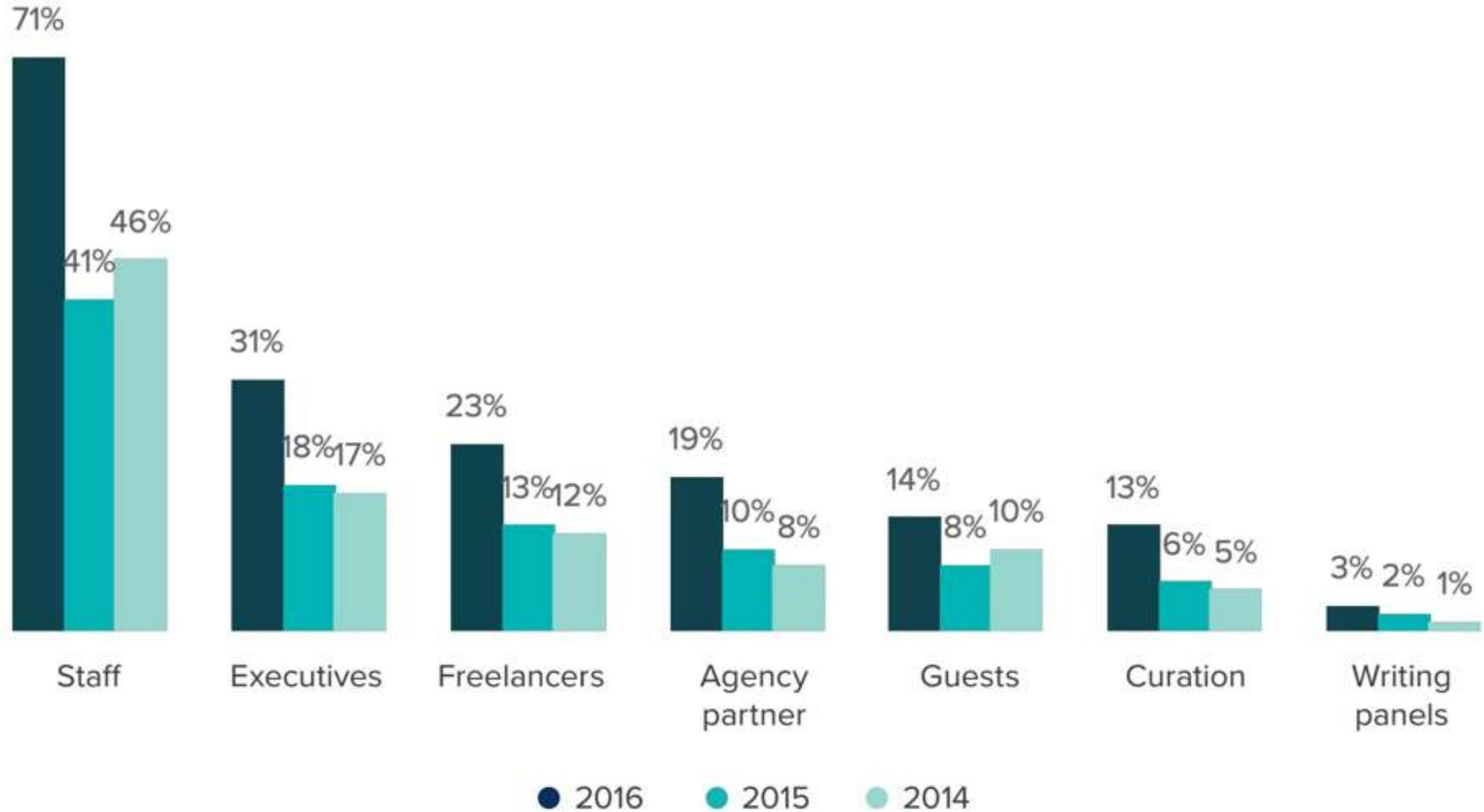
# Who creates your content?

Content authors

**sli.do - CM2**



## Who writes your content?



blogs.marriott.com



Bill Marriott

# MARRIOTT

ON THE MOVE

FIND A HOTEL

Q-search blog

## RSS FEEDS

RSS

MY YAHOO! Google™

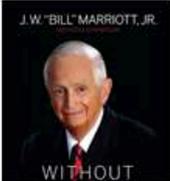
## RECEIVE EMAIL ALERTS

email address

Sign Up

## READ MY BOOK

J.W. "BILL" MARRIOTT, JR.



WITHOUT

## INTRODUCING "BILL MARRIOTT: SUCCESS IS NEVER FINAL"

September 9, 2019



# BILL Marriott

# Yoga Book: Confessions of a Tablet Doubter

02 September 2016 | [Gavin O'Hara](#) | 1277 Reads | 6 Comments



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Dear Friends,

Please accept this apology— 5 years in the making—from the guy who works at the big tech company, the guy who gets some gadgets for free, the guy who remains a tech skeptic even while swimming every day in a sea of impressive new devices.

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Channeling Our Design Thinking

07 October 2016



Lenovo's Y Series One Year Later: A PC for Every Gamer

06 October 2016



Why Lenovo Made the Yoga Book

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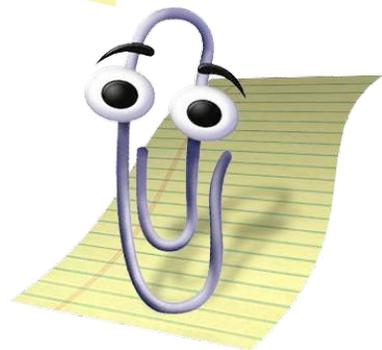
Lenovo lights up Microsoft Ignite 2016 with new cloud-based data center offerings

29 September 2016

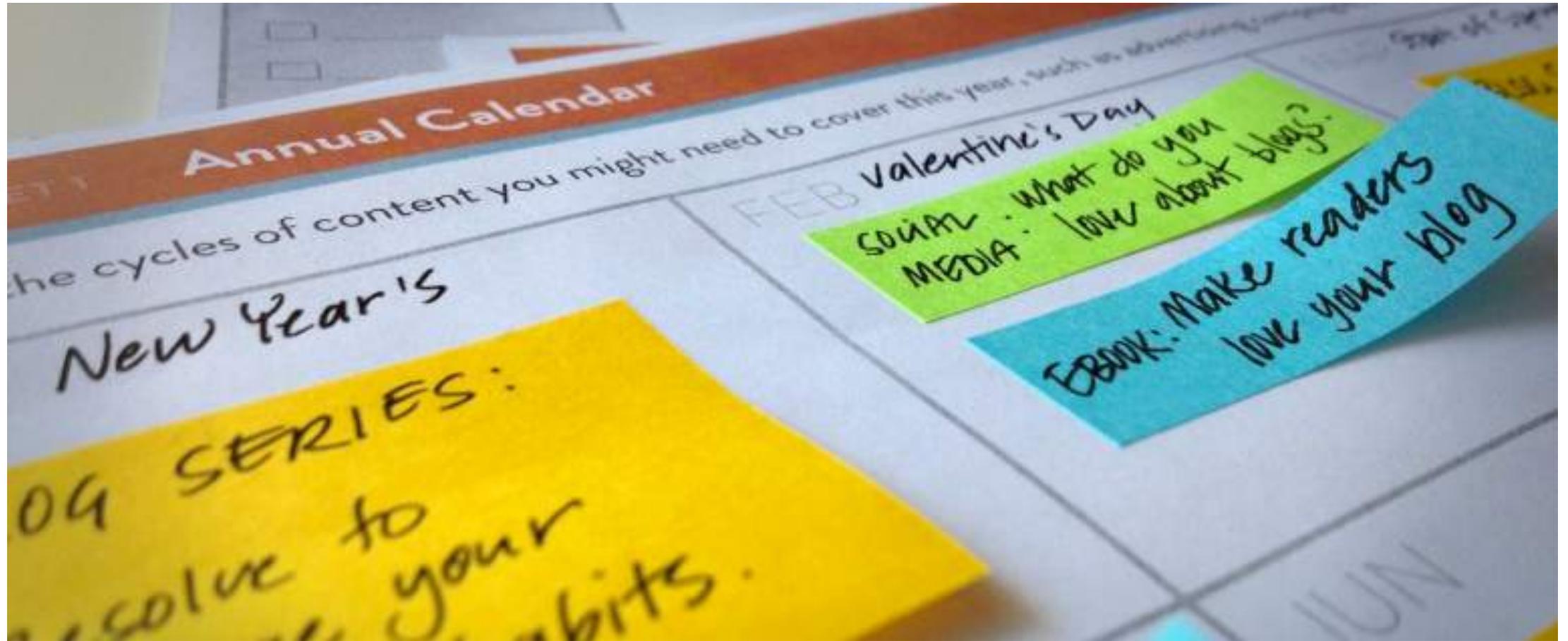
# When do we write?

Editorial calendar

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# Editorial calendar?



# An example:



		TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA(S)	OFFER/CTA
<b>MONDAY</b>						
<b>Author:</b>	Pamela Vaughan	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance (NEW DATA)	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marketer	<a href="#">Free Report: Marketing Benchmarks from 7K Businesses</a>
<b>Due Date:</b>	10/20/12					
<b>Publish Date:</b>	10/23/12					
<b>TUESDAY</b>						
<b>Author:</b>	Anum Hussain	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marketer	<a href="#">Free Guide: Learning SEO from the Experts</a>
<b>Due Date:</b>	10/20/12					
<b>Publish Date:</b>	10/23/12					
<b>WEDNESDAY</b>						
<b>Author:</b>	Magge Georgieva	How to Craft the Right Questions for Your Next Marketing Survey	Use an excerpt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marketer	<a href="#">The Ultimate Guide to Using Surveys in Your Marketing</a>
<b>Due Date:</b>	10/20/12					
<b>Publish Date:</b>	10/23/12					

### Article Ideas

- Give the Gift of Trello Gold
- Unlimited Labels
- Heritage Bike Shop Case Study
- Roadmapping With a Public Trello Board
- How To Use Trello Like a Pro: Part 4
- Introducing Power-Ups: Calendar, Card Aging, and More

### Researching

- Wedding Planning With Trello
- Kickstarter case study
- Using Multiple Boards for a Super Effective Workflow
- Common Questions
- The Pomodoro Technique

### On Hold

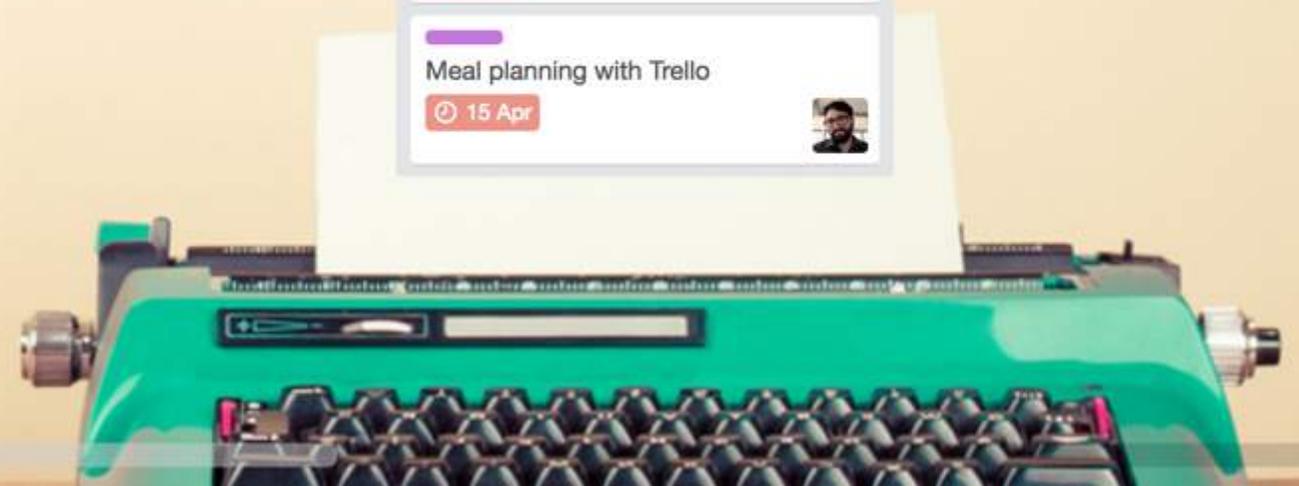
- How to Structure an Editorial Calendar
- Create Cards via Email
- Holiday Campaign Wrap Up Stats

### Writing

- All About Accountability: Being Resolute in Resolutions
- Android Material design in depth
- How We Structure Our CSS
- Meal planning with Trello

### Editing and Graphics

- How to use Trello like a Pro
- Trello for Charitable Donations





# Practice:

## CREATE YOUR BUYER PERSONA & DEFINE THE JOBS THEY HAVE

Template: <https://docs.google.com/presentation/d/1o61IzSMmrSgDnQVH7kCtPu5J9JqVkGEnyzB32jvLkj0/copy>

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