



# **HYBRID CONTENT LANDING PAGES DISTRIBUTION**

# Where are we?

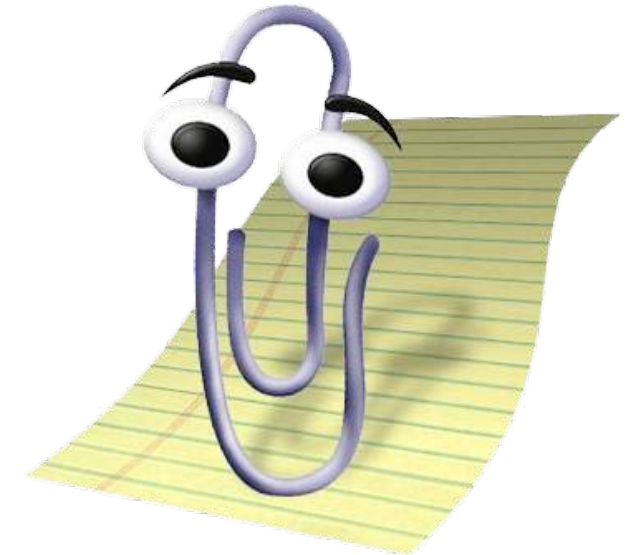
1. The Big Picture
2. Content Planning
3. Written Content
4. Visual Content. Video Content
5. Hybrid Content. Content Distribution
6. Content Analysis. Live Demo

# #5 Hybrid Content. Landing pages. Distribution.

1. Hybrid content
  1. Podcasts
  2. Webinars
2. Landing pages
3. Content distribution

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



Please, use **sli.do** – **CM6**




# BEYOND VIDEO...

# Podcasts

<https://www.ebayinc.com/stories/podcast/>



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## Open for Business

*presented by eBay and Gimlet Creative*

Starting a business can be scary; luckily you're not alone. In this podcast, entrepreneurs talk about their experiences and the valuable lessons they've learned along the way. From quitting your day job to making that first hire, we explore some of the major hurdles that keep business owners up at night.







01:29

HD

### Subscribe to Open for Business

*presented by eBay and Gimlet Creative*

Created in collaboration with

# Podcasts

<https://slack.com/podcast>

WORK IN PROGRESS

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## A brand new podcast about the meaning and identity we find in work.




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Jump to an episode: 01 02 03 04 05 06 07 08 09 10

# Podcast Plays


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The Message

By GE Podcast Theater / Panoply / Cyphercast

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



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**Free**  
Category: [Performing Arts](#)  
Language: English

**Customer Ratings**  
★★★★ 1092 Ratings

**Links**  
[Podcast Website](#)  
[Report a Concern](#)

Description

The Message is a new podcast following the weekly reports and interviews from Nicky Tomalin, who is covering the decoding of a message from outer space received 70 years ago. Over the course of 8 episodes we get an inside ear on how a top team of cryptologists attempt to decipher, decode, and understand the alien message. Each week she'll bring you the latest chapter, so it's important to listen in starting with Episode 1. The Message is a co-production between Panoply and GE Podcast Theater, unlocking the secrets of healing with sound technology.

	Name	Description		Released	Price	
1	Episode 8	The group creates a pl...		11/21/2015	Free	<a href="#">View in iTunes ▶</a>
2	Episode 7	With three members o...		11/14/2015	Free	<a href="#">View in iTunes ▶</a>
3	Episode 6	The group's relationsh...		11/7/2015	Free	<a href="#">View in iTunes ▶</a>
4	Episode 5	New findings about Ni...		10/31/2015	Free	<a href="#">View in iTunes ▶</a>
5	Episode 4	With Tamara gone, the...		10/24/2015	Free	<a href="#">View in iTunes ▶</a>
6	Episode 3	After hearing The Mes...		10/17/2015	Free	<a href="#">View in iTunes ▶</a>
7	Episode 2	New details about The...		10/10/2015	Free	<a href="#">View in iTunes ▶</a>
8	Episode 1	The NSA has tasked th...		10/3/2015	Free	<a href="#">View in iTunes ▶</a>
9	Introducing The Message	Subscribe to The Mess...		10/2/2015	Free	<a href="#">View in iTunes ▶</a>

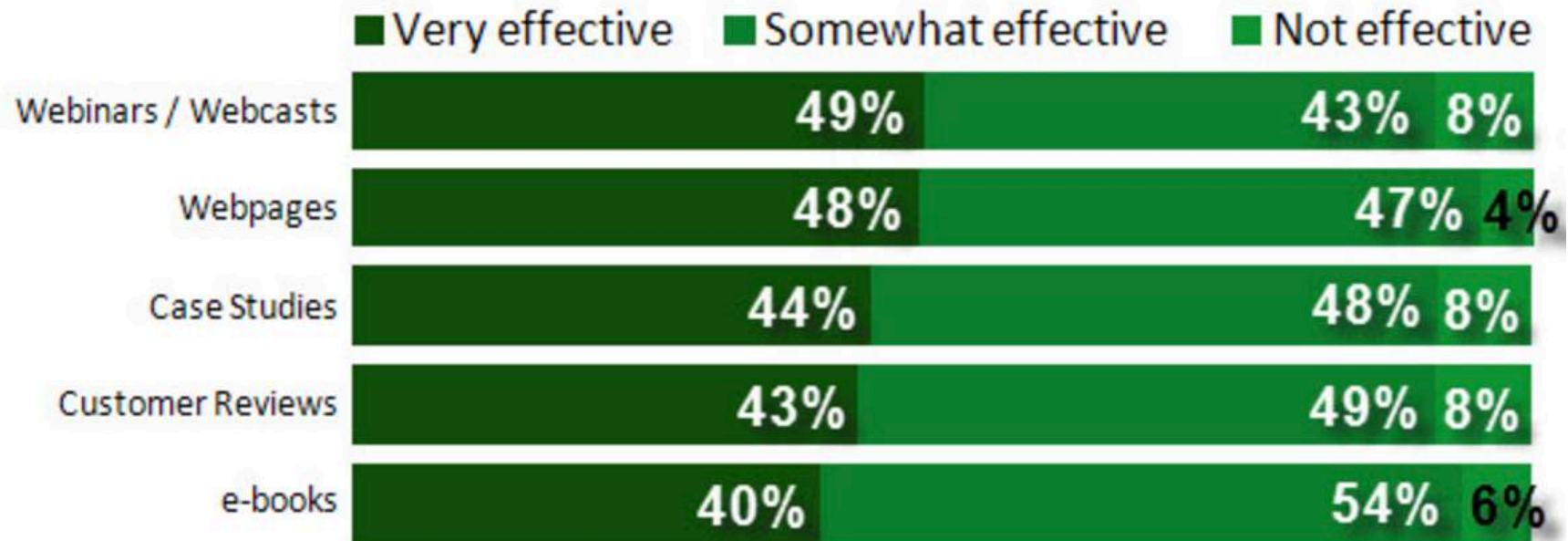
9 Items

[View More by This Publisher](#)

<http://themessagepodcast.com/>

5M downloads  
No.1 on iTunes US

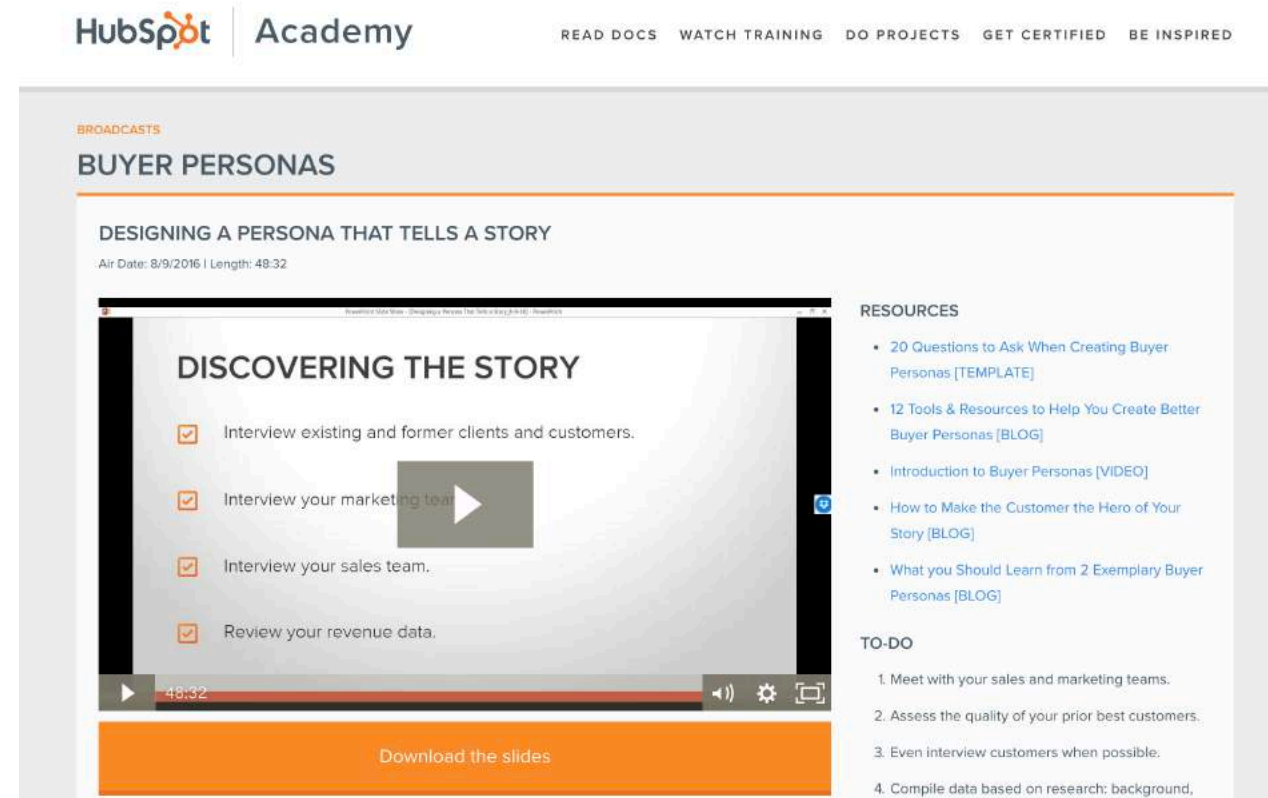
# Webinars





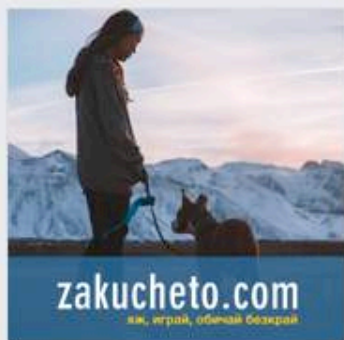
# Webinars

- Preparation
  - Software
  - Additional promotion
  - Don't work that well for B2C
- 
- Bring high-quality leads
  - Email subscriptions
  - Evergreen content and VODs
  - Partnerships and guest opportunities



The screenshot shows the HubSpot Academy interface for a webinar titled "BUYER PERSONAS". The main content area is titled "DESIGNING A PERSONA THAT TELLS A STORY" with a subtitle "Air Date: 8/9/2016 | Length: 48:32". The video player shows a slide titled "DISCOVERING THE STORY" with a list of tasks: "Interview existing and former clients and customers.", "Interview your marketing team.", "Interview your sales team.", and "Review your revenue data." To the right of the video player is a "RESOURCES" section with links to "20 Questions to Ask When Creating Buyer Personas [TEMPLATE]", "12 Tools & Resources to Help You Create Better Buyer Personas [BLOG]", "Introduction to Buyer Personas [VIDEO]", "How to Make the Customer the Hero of Your Story [BLOG]", and "What you Should Learn from 2 Exemplary Buyer Personas [BLOG]". Below the resources is a "TO-DO" section with a list of tasks: "1. Meet with your sales and marketing teams.", "2. Assess the quality of your prior best customers.", "3. Even interview customers when possible.", and "4. Compile data based on research; background,". At the bottom of the video player is a button that says "Download the slides".

<http://academy.hubspot.com/>



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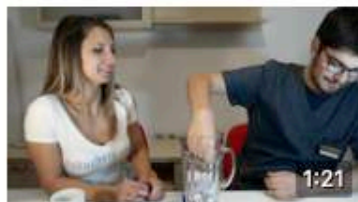
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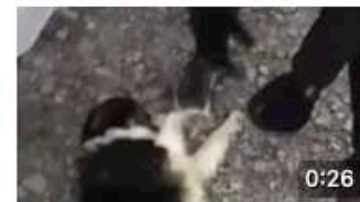
## All Videos



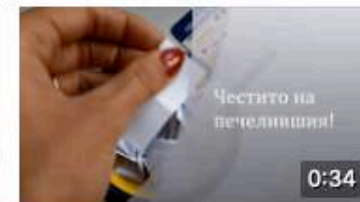
Честито на печелившите от уебинара за Кучешката...  
349 views · November 7



На живо с д-р Николов: какво е кучешката кашлица? :) Ще...  
8.4K views · November 5



219 views · October 8



Кой пачели участвалите с въпрос на уебинара...  
186 views · September 27



Кастрацията при кучетата - Zakucheto.com Уебинар  
1.2K views · September 18



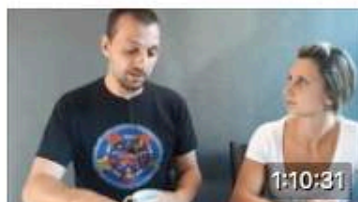
165 views · September 17



Сладурските Джак Ръселчета от Френския Фест за кучета...  
187 views · August 23



Кои са печелившите от играта?  
256 views · July 2



Ранното обучение и превенция на проблеми при...  
147 views · June 7



Изтеглихме печелившите от уебинара Ранно обучение  
178 views · June 7



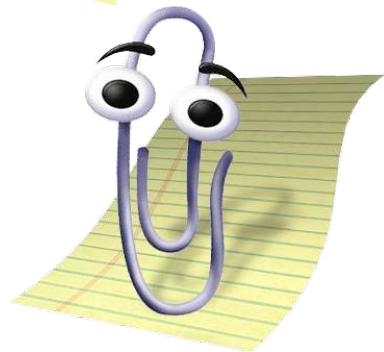
Дирофилярията - опасният сърдечен паразит  
13K views · June 6



Печелившите са:  
457 views · June 3

# LANDING PAGES

sli.do – CM5







**A page that serves as the  
entry point to your website.**

Product page?

Post page?



Home page?

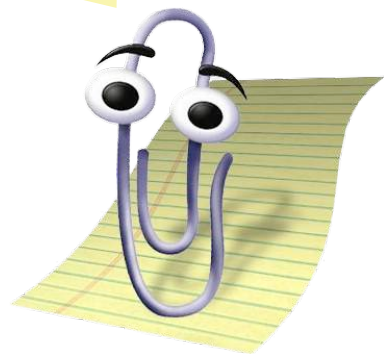
Category page?





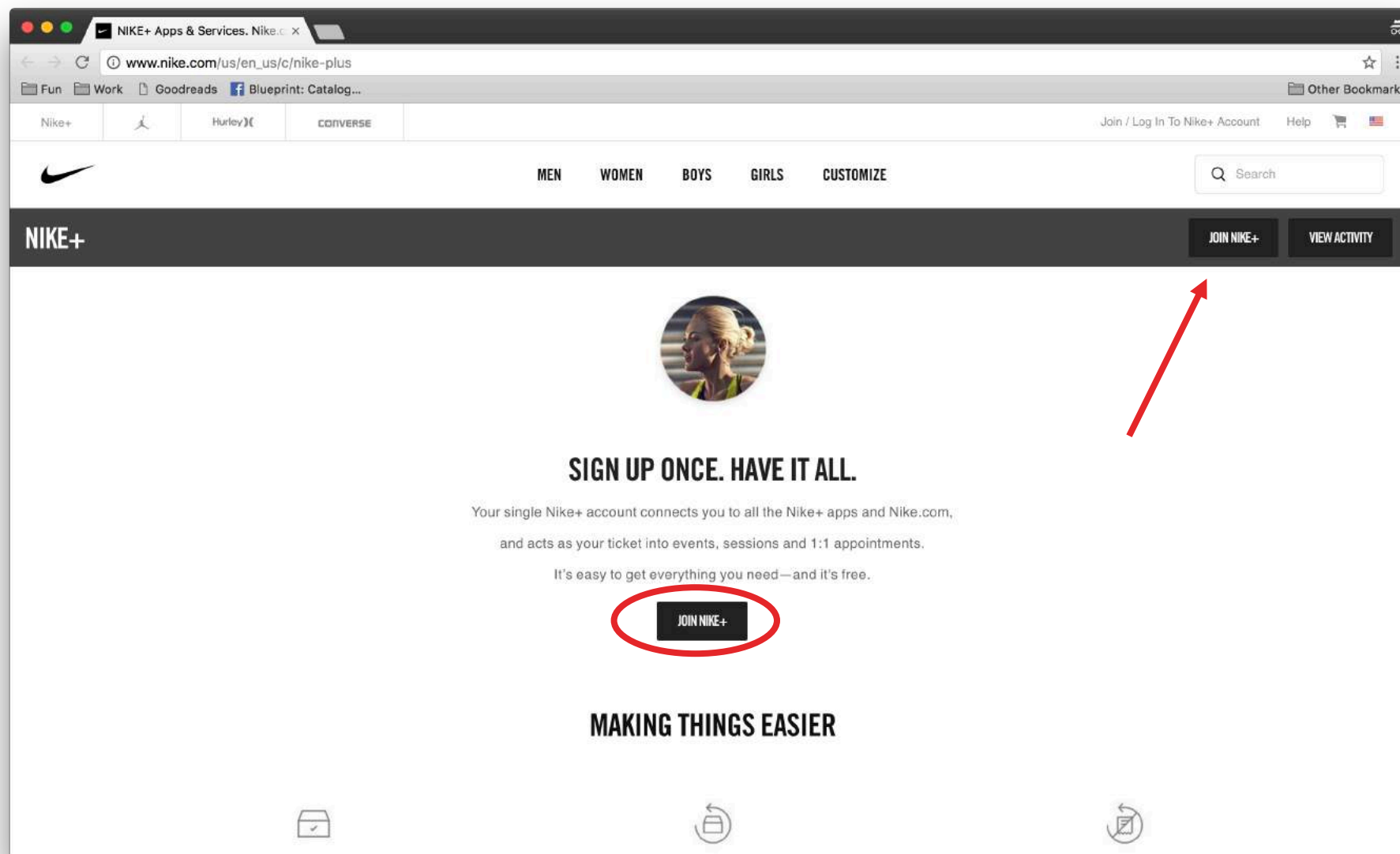
# One specific objective

sli.do – CM5

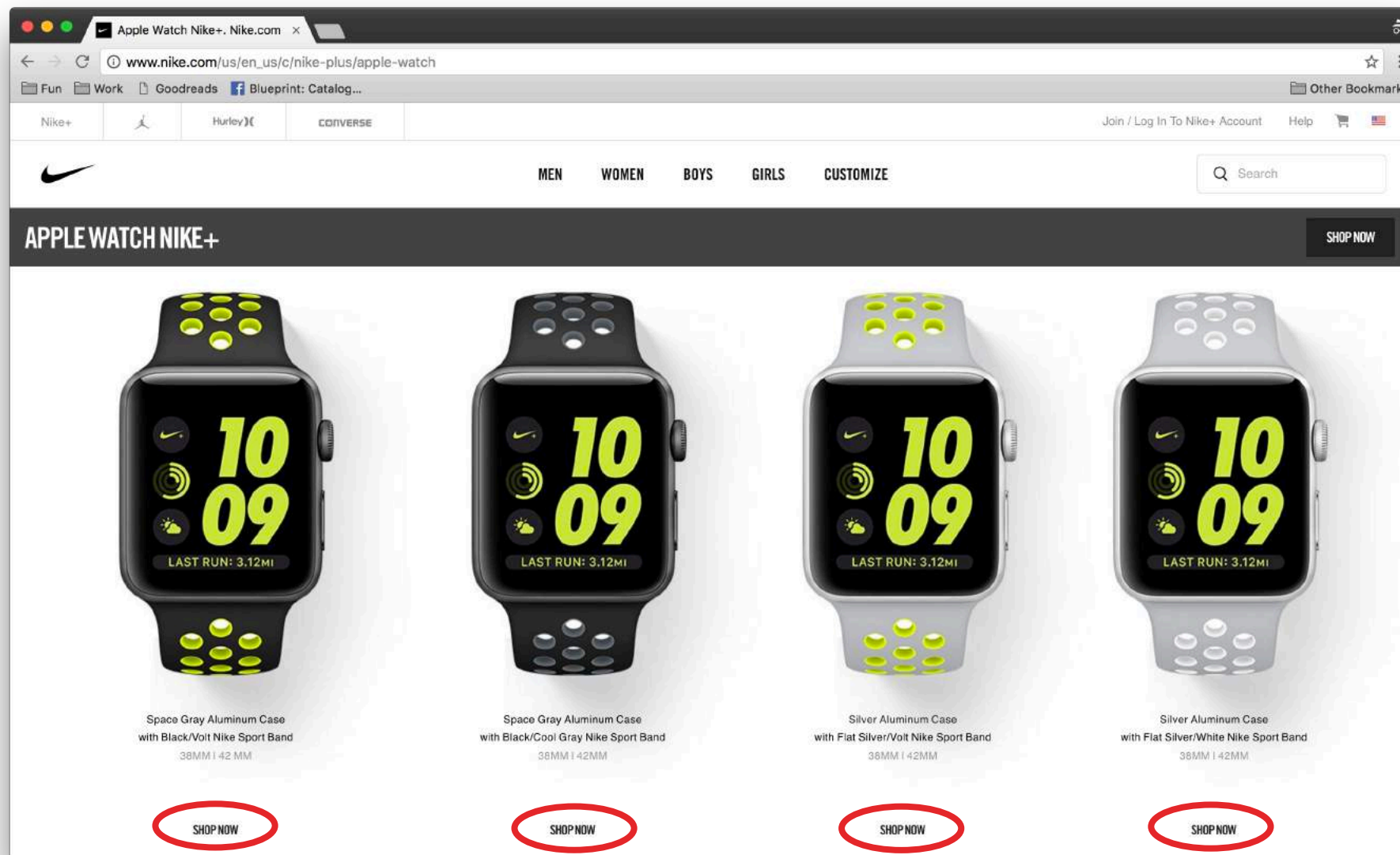




# Landing pages that stimulate conversion



# Landing pages that stimulate clicks

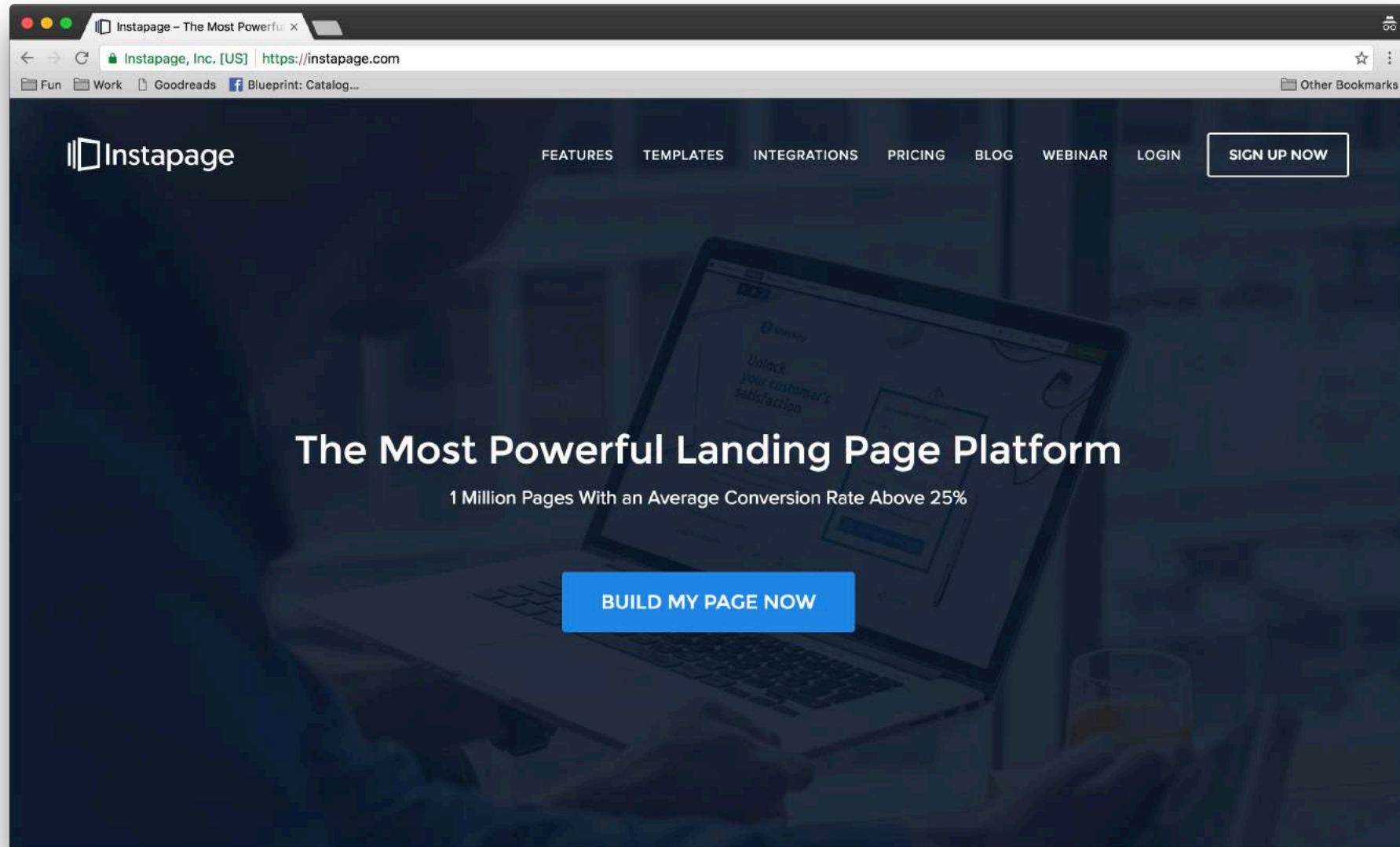


# Landing pages that stimulate clicks

Bootstrap	Micro	Small Most Popular	Enterprise
<b>\$29/month</b> 100,000 events / month <i>(roughly 10,000 unique visitors)</i>	<b>\$79/month</b> 500,000 events / month <i>(roughly 50,000 unique visitors)</i>	<b>\$149/month</b> 1,000,000 events / month <i>(roughly 100,000 unique visitors)</i>	<b>Starts at \$499/month</b> Annual Contract Required <i>(millions of unique visitors)</i>
<ul style="list-style-type: none"> <li>✓ Free Setup Guidance</li> <li>✓ Email Support</li> <li>✓ Unlimited Funnel Reports</li> <li>✓ Easy A/B Split Testing</li> <li>✓ Retention Reporting</li> <li>✗ Full Cohort Analysis</li> <li>✗ Data Export</li> </ul>	<ul style="list-style-type: none"> <li>✓ Free Setup Guidance</li> <li>✓ Email Support</li> <li>✓ Unlimited Funnel Reports</li> <li>✓ Easy A/B Split Testing</li> <li>✓ Retention Reporting</li> <li>✗ Full Cohort Analysis</li> <li>✗ Data Export</li> </ul>	<ul style="list-style-type: none"> <li>✓ Free Setup Guidance</li> <li>✓ Email Support</li> <li>✓ Unlimited Funnel Reports</li> <li>✓ Easy A/B Split Testing</li> <li>✓ Retention Reporting</li> <li>✓ Full Cohort Analysis</li> <li>✓ Data Export</li> </ul>	<ul style="list-style-type: none"> <li>✓ Free Setup Guidance &amp; Initial Data Analysis Telephone Coaching</li> <li>✓ Dedicated Metrics Expert &amp; Telephone Support</li> <li>✓ Unlimited Funnel Reports</li> <li>✓ Easy A/B Split Testing</li> <li>✓ Retention Reporting</li> <li>✓ Full Cohort Analysis</li> <li>✓ Data Export</li> </ul>
<div>SELECT PLAN</div> <div>(Free for 30 days)</div>	<div>SELECT PLAN</div> <div>(Free for 30 days)</div>	<div>SELECT PLAN</div> <div>(Free for 30 days)</div>	<div>CONTACT SALES</div>

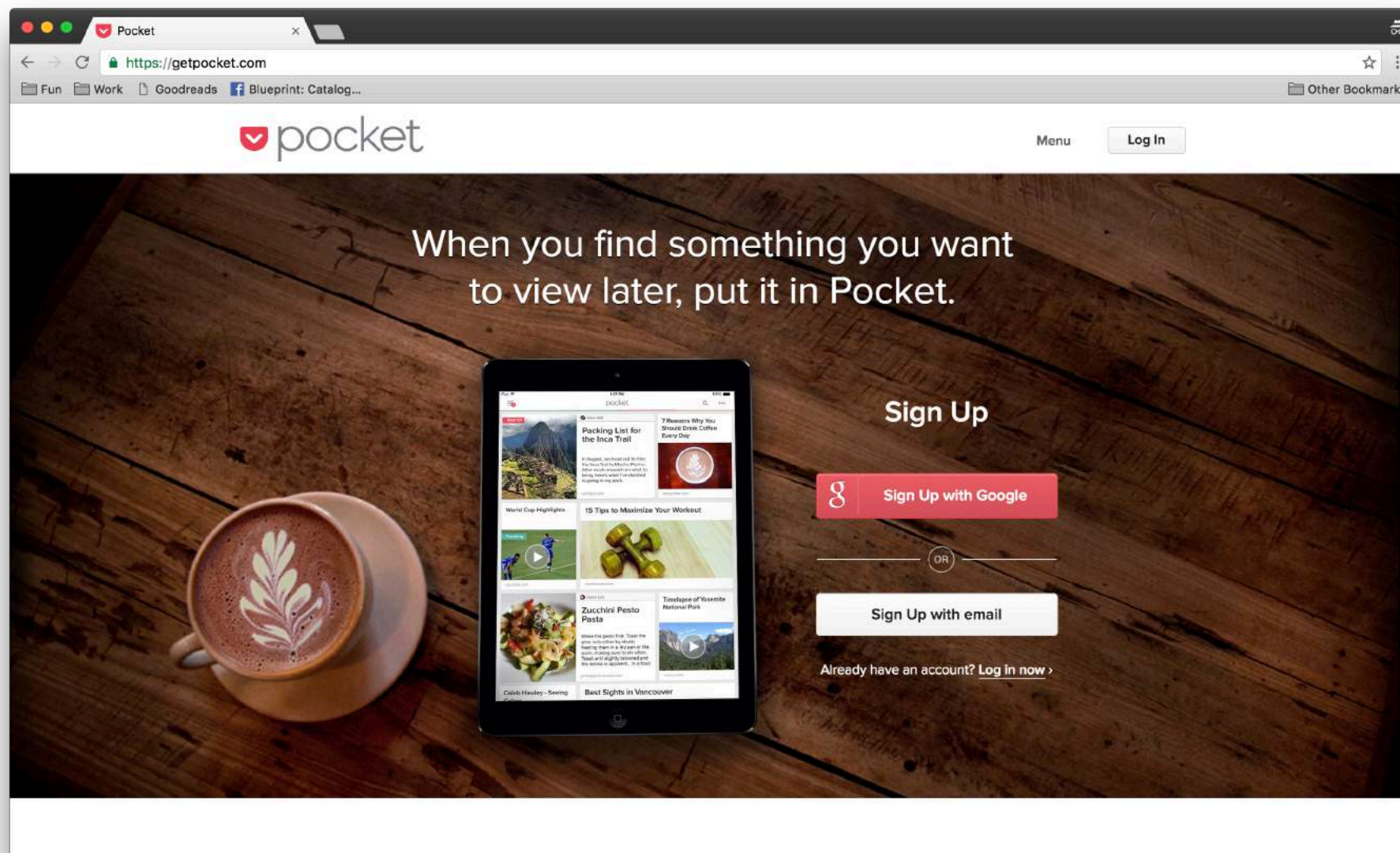
# Main principles

# Clean design

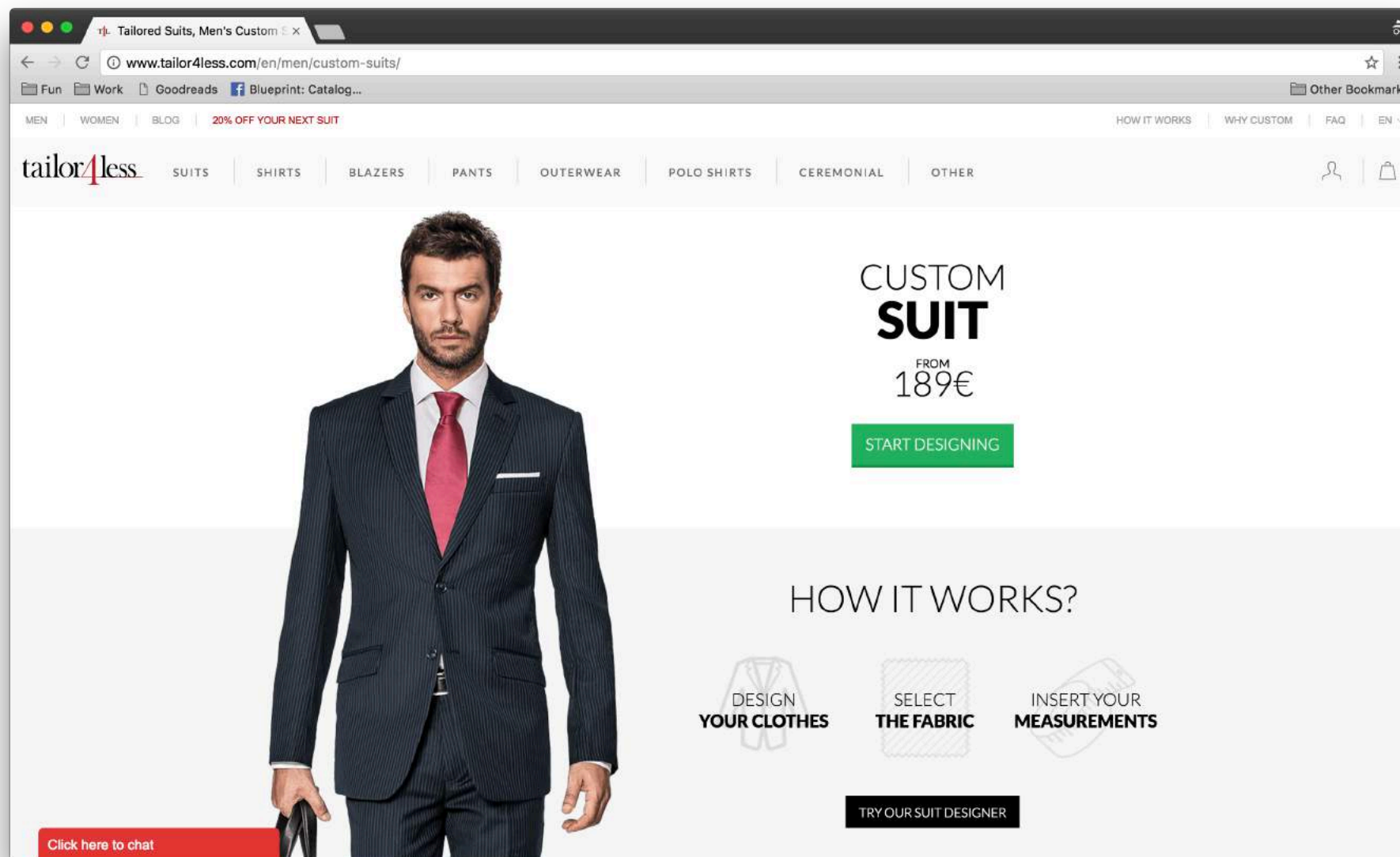




# Key message



# One sole focus

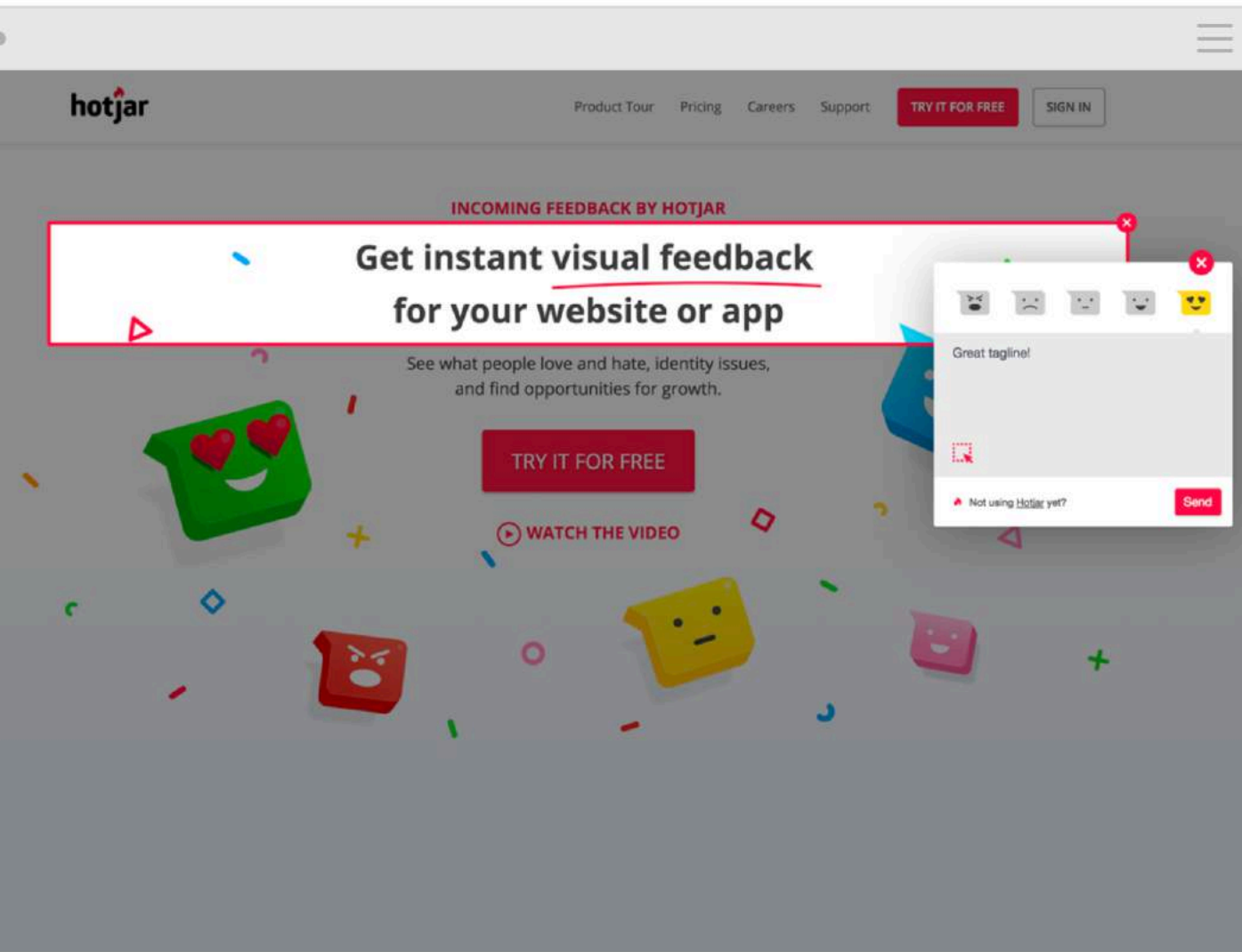




# Usability test







## Incoming Feedback

**Instant visual feedback** – Give your visitors an easy way to leave instant visual feedback on your website or app. See what people love and hate, identify issues, and find opportunities for growth.

[Feedback with context](#)

[Visual feedback dashboard](#)

[Sentiment monitoring across all pages](#)

[Customizable widget](#)

[Explore Incoming Feedback](#)

[Documentation](#)



## You're about to do a Five Second Test

...but first some basic information

- Look at the interface for 5 seconds and remember as much as you can
- Answer the questions that appear when the time is up

Continue

<https://usabilityhub.com/preview/bf475923472a>

# A game of balance



Keep track of your favorite sites. Anytime. Anywhere.



SIGN IN

☐ Remember me

[Forgot your password?](#)

REGISTER

or simply use  or 



ADD SUBSCRIPTIONS

Subscribe to unlimited number of feeds.



FREE SEARCH

Search the entire history of your feeds.



RECEIVE NEWS INSTANTLY

Automatic push of new articles to email, Pocket, Instapaper, Readability and Evernote.

SHARE NEWS WITH YOUR FRIENDS OR FOCUS ON READING.

Connect with your friends and exchange articles in your channels.  
Share what's important using our internal social features, your favorite social networks or directly by email.

If you just prefer the plain reading experience, you can always opt-out from social features.



# A game of balance



What is this?!

Sign in [or create a free account](#)

[Forgot your password?](#)

☒ Remember me

Sign in

or simply use



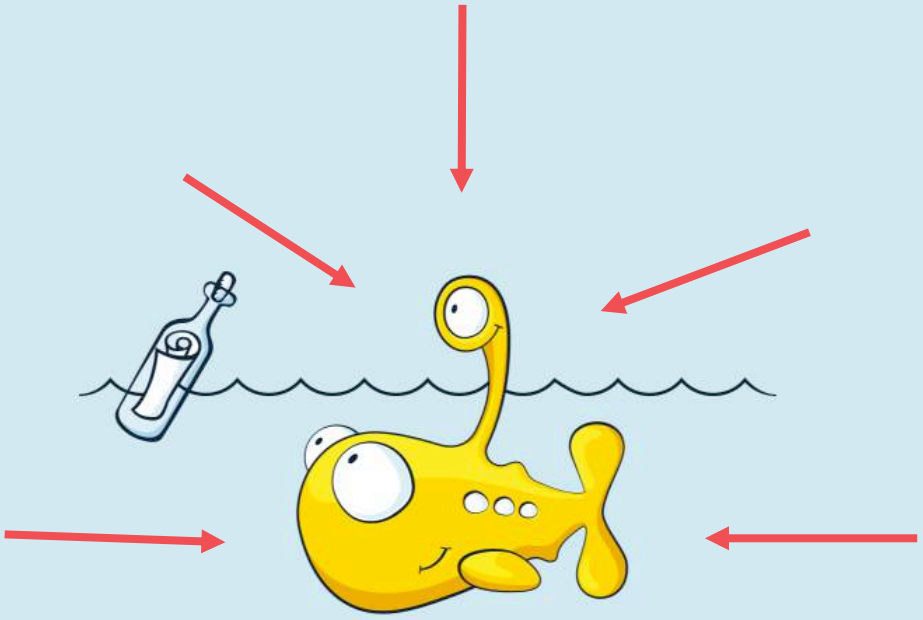
Facebook



Google

# A game of balance

*Dive into your favorite content.*



**Inoreader**

Sign in [or create a free account](#)



Email

Password

[Forgot your password?](#) ☒ Remember me

**Sign in**

or simply use

 Facebook  Google

iOS App Android App Blog Forum API Privacy Policy Terms of Service

English ^

# A game of balance

**Inoreader**

iOS App

Android App

Windows Phone App

**Sign in**

English ▼

The content reader for power users who want to save time.



Watch our video

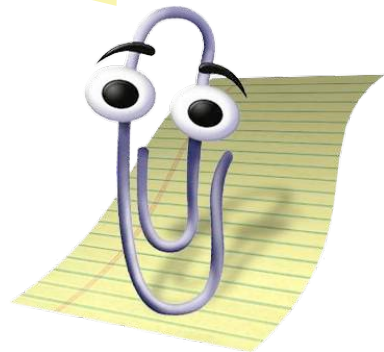
Create a free account



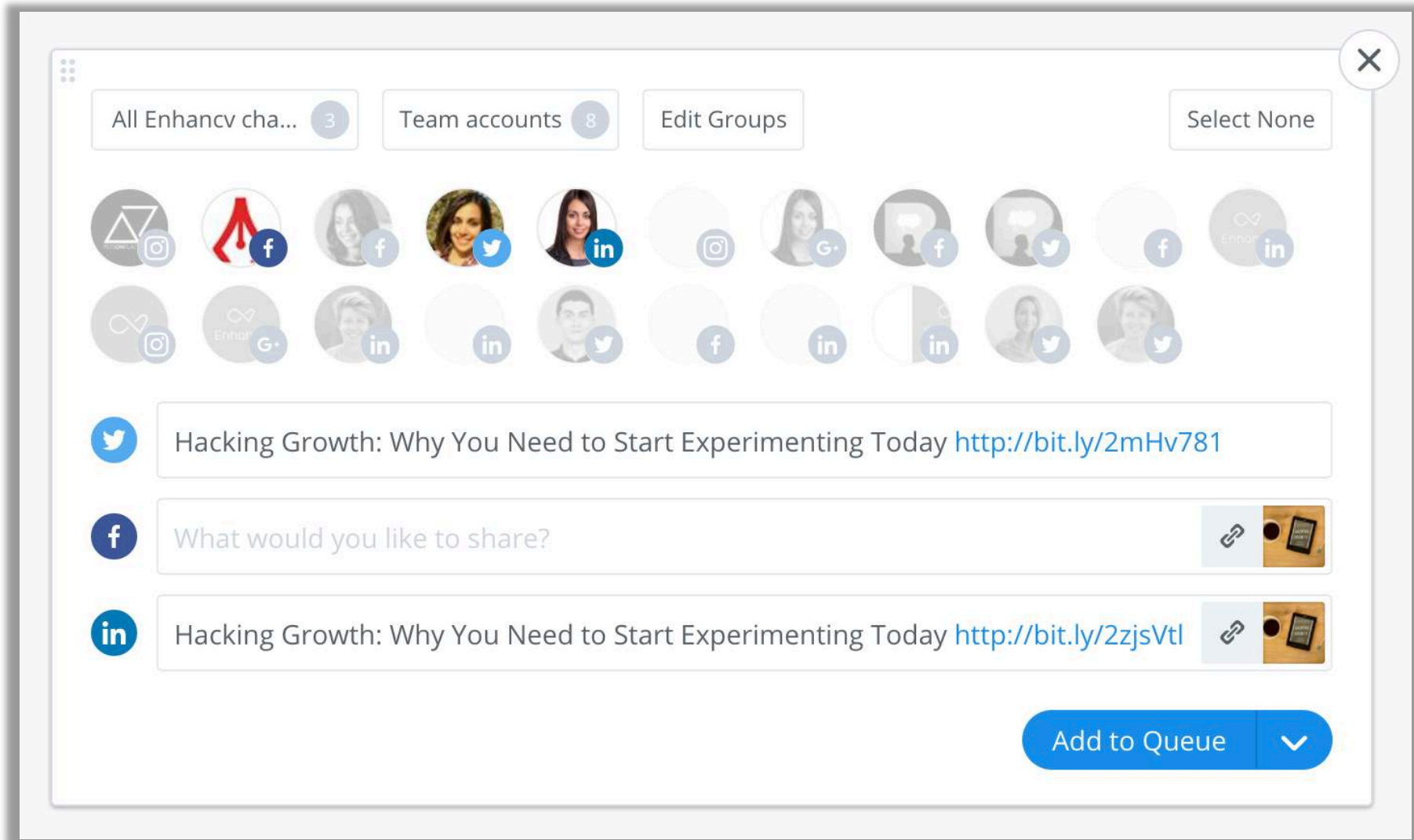
Learn more ▼

# Content Distribution

sli.do – CM5



# How to share: Buffer





# How to share

## 1 | Post Title, "New Blog Post" designator

 New Blog Post: A Beginner's Guide to Lead Conversion with Social Media <http://.....>

🕒 Same day as post, Same time as post

## 2 | Ask A Question

 Are you wondering how to use #socialmedia to drive leads for your business? <http://.....>

🕒 Same day as post, 3 hours after post

## 3 | Cite A Fact

 71% of adults now use Facebook. Here's how you can get started with #socialmedia lead conversion <http://.....>


🕒 Day After Post

## 4 | Share A Quote

 Done right, social media can be an extremely powerful tool for lead generation. Here are a few tips <http://.....>

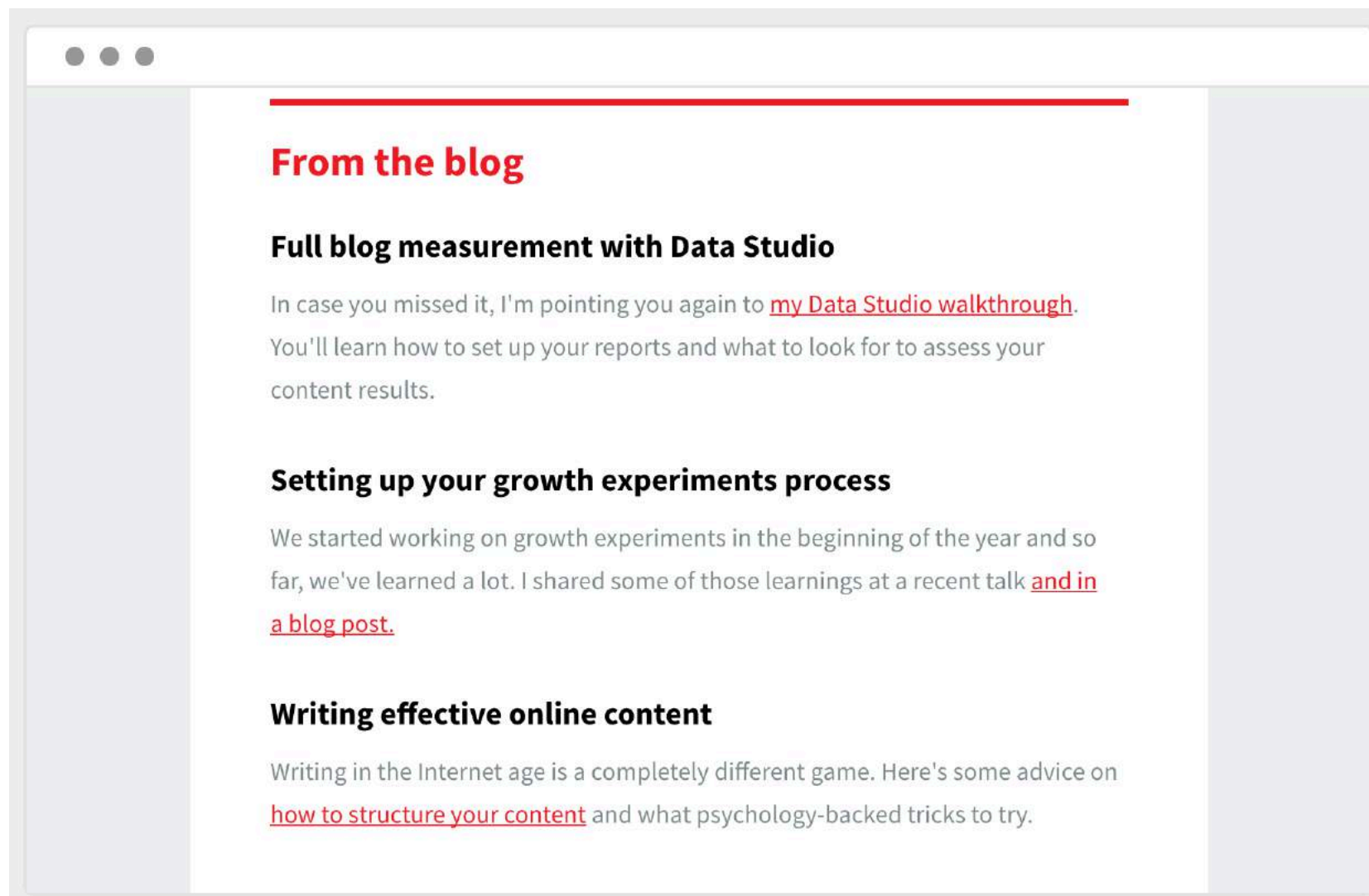
🕒 Week After Post

## 4 | Add Intrigue

 See how one company generated 150 unique leads from a single Facebook campaign <http://.....>

🕒 MonthAfter Post

# Newsletters



# Support email signature

**Pamela Vaughan**

Principal Marketing Manager, Optimization | HubSpot

<http://blog.hubspot.com/author/pamela-vaughan>

Connect With Me:   



# Include on success pages



You just downloaded your resume!  
Now rise 'n' shine, it's hunting time!




Here's our Stealth guide to getting your resume noticed.



[Read On Our Blog](#)




# Snip.ly / Back.ly


**Entrepreneur**

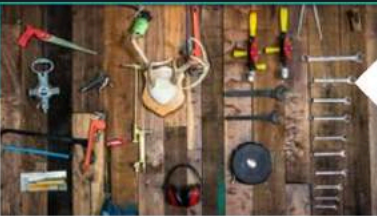
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**Popular Topics**

- LEADERSHIP
- INSPIRATION
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- MARKETING**
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- FINANCE
- ENTREPRENEURS
- STARTING A BUSINESS
- NEWS & TRENDS



**Add These 12 Content Marketing Tools to Your Startup's Arsenal**

20 Tips to Organically Market Your Brand on Instagram (Infographic)

3 Ways Content Brought My Company Back From Bankruptcy

3 Ways to Reach 'Generation Z' this Holiday Season

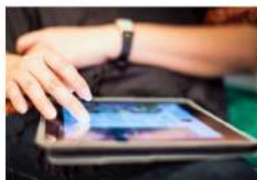
How This Digital Marketer Built His Business

Tour the Offices of the Makers of BarkBox, Where Humans Work and Dogs Play

MARKETING > CONTENT MARKETING June 18, 2015

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## Add These 12 Content Marketing Tools to Your Startup's Arsenal



**NEXT ARTICLE**

**Curate, License or Create? A Guide to Sourcing the Ideal Images and Video for Your Marketing Strategy.**

Next Article






Image credit: Nicole Leach / Entrepreneur





SNIPLY

Add a CTA to every link you share

Get Sniply



# Mention others in your post

New Article That Mentions You

influencer@influencer.com

New Article That Mentions You

Hi [person's first name],

I hope things are going well.

My name is [your name] with [your brand].

I just published a a new [type of content] and included a [mention, link, quote, etc.] from your [name of content].

If you have time, I would love to hear your thoughts!

Thanks,

[your name]

Send

Saved

Персонализация на мейли:  
<https://mailshake.com/>

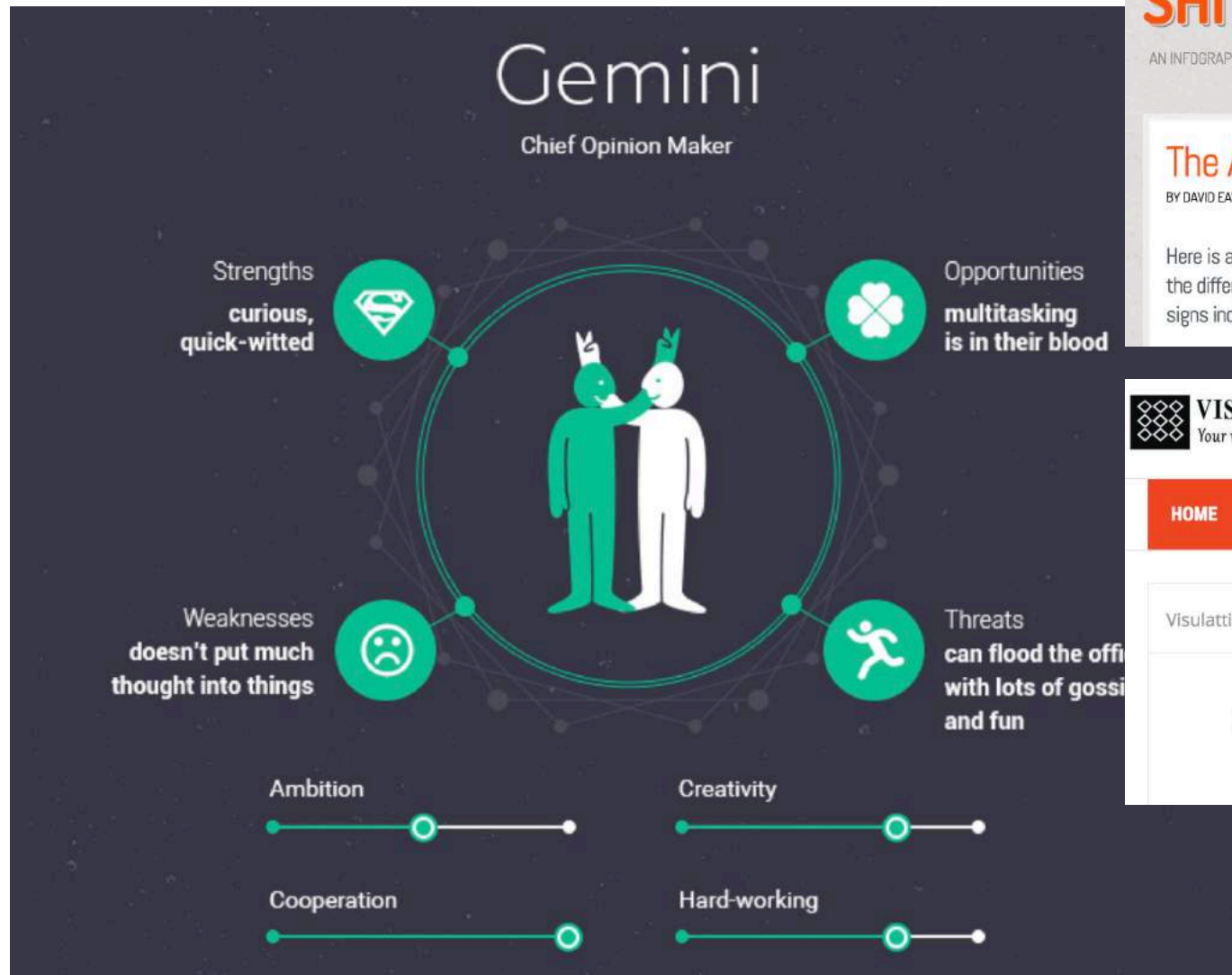
# Repurpose content

The screenshot shows the SlideShare website interface. At the top, there is a navigation bar with the LinkedIn logo, the text 'SlideShare', a search bar, an 'Upload' button, and a user profile picture. Below this is a secondary navigation bar with links for 'Home', 'Explore', 'Presentation Courses', 'PowerPoint Courses', and 'by LinkedIn Learning'. The main header area has a blue background with the text 'Discover. Share. Learn.' and 'Share what you know and love through presentations, infographics, documents and more'. Below this is a section titled 'Today's Top SlideShares' which displays a grid of three featured presentations.

Thumbnail Title	Author	Topic	Views
Taming the ever-evolving Compliance Beast: Lessons learnt at LinkedIn	Shirshanka Das	Compliance, LinkedIn	71,834
What is Artificial Intelligence?	Edureka!	Artificial Intelligence Tutorial	100,301
DEEP LEARNING TOP 5	NVIDIA	Deep Learning and AI Stories	84,606

<https://www.smartpassiveincome.com/how-to-get-on-the-front-page-of-slideshar/>

# Repurpose content



## SHIT HOT INFOGRAPHICS

HOME ABOUT CONTACT SUBMIT

AN INFOGRAPHIC BLOG BY DAVID EAVES

### The Astrology of a Career by Enhancv

BY DAVID EAVES APRIL 25, 2017

Here is a well designed infographic produced by the website called Enhancv that is packed with information about the different zodiac signs to help you choose the right career. Learn about the strengths and weaknesses for star signs including Aries, Taurus, Gemini, Cancer and the rest by reading this piece.

**VISULATTIC™**  
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HOME BUSINESS MARKETING TECHNOLOGY SPORTS CAREER BLOG SUBMIT INFOGRAPHICS

Visulattic - Your Infographics Destination Career How Does Your Zodiac Sign Influence Your

### HOW DOES YOUR ZODIAC SIGN INFLUENCE YOUR CAREER?

<https://revuwire.com/submit-infographics-100-infographic-submission-sites/>



# Quora

Quora



Home <sup>1</sup>



Answer <sup>4</sup>



Notifications <sup>9</sup>

Search Quora

Blogging

Blogs



## Which is the best site to write blogs and how can one earn from it? What are some tips specifically on how blogs should be written?

Request ▾

Follow

3

Comment

Downvote



Vassilena Valchanova, 10 years of blogging experience and author of Valchanova.me

Answered Aug 16

I'd say that you're going into this with the wrong mindset. You don't start a blog just for the sake of earning an income from it. You start a blog because you have something to say and you can bring value to the audience.

The blogosphere is incredibly competitive nowadays and if you do not produce good content consistently, you'll get nowhere. There are a couple of steps you might want to look into to find your "blogger-market fit":

- what am I good at and know a lot about? - your expertise
- what meaningful change can I bring into readers' lives? - your blog's main topic
- what type of person will find that relevant? - your core audience

As for the platform, I'm very partial to WordPress, because it's an easy platform to master, if you're curious and willing to learn. It's also open source and has a very active community, so you can get your questions answered pretty quickly. You can also start off by using a hosted blog (i.e. no setup on your side or hosting fees) and then move your content to a self-hosted version where you'll have full control over your content. Medium is a popular choice for quick hits now, due to the easier distribution there, but I'd never rely on an external platform that might just shut down tomorrow and leave me hanging, with no audience that's truly mine.

As for writing tips, there's a bunch of good advice there. For starters, you can look into sites like [ProBlogger](#) and [Copyblogger](#), and then take it from there. I've also compiled a short post with important [blog writing tips](#) you might check out.

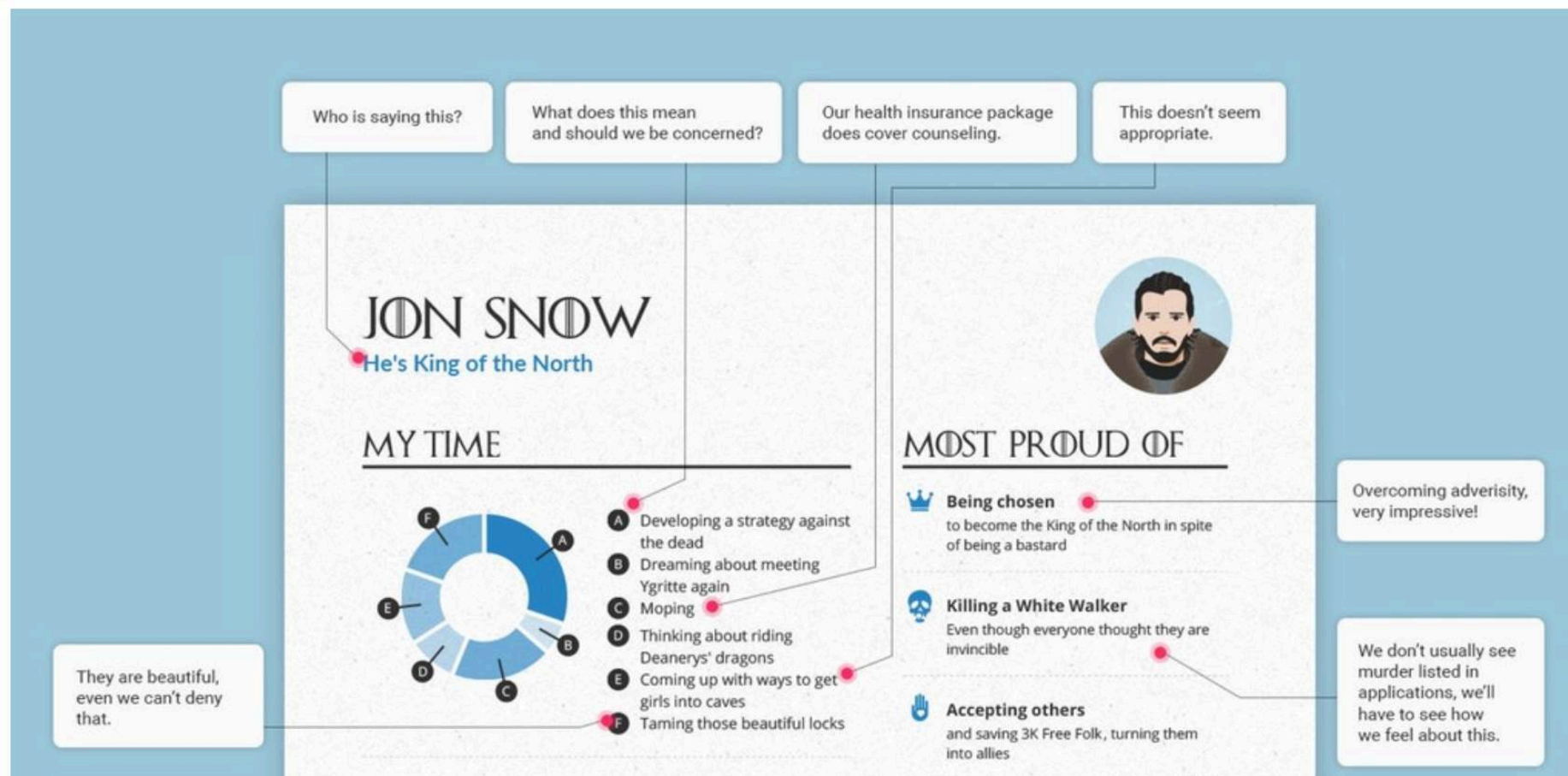
↑  
183  
↓

## Jon Snow's resume &amp; Westeros HR feedback (i.redd.it)



submitted 2 months ago by vasvalch

7 comments share save hide delete nsfw flair crosspost pocket



blog.enhancv.com/game-of-thrones-resumes/

reddit.com / referral

326

this post was submitted on 25 Aug 2017

**183 points** (94% upvoted)

**4.7k views**

shortlink: <https://redd.it/6vzrjb>



↑  
112  
↓

## Cakes and chemistry! Merkel's CV is epic (i.redd.it)

submitted 1 month ago by [vasvalch](#)[148 comments](#) [share](#) [save](#) [hide](#) [delete](#) [nsfw](#) [spoiler](#) [crosspost](#) [pocket](#)

## Angela Merkel

Chancellor of Germany &amp; The Leader of The Free World

📞 +49 30 220700 📧 [info@cdu.de](mailto:info@cdu.de) 🌐 [www.bundeskanzlerin.de](http://www.bundeskanzlerin.de) 📍 Berlin, Germany

## EXPERIENCE

## Chancellor

[Federal Republic of Germany](#) 2005 - ongoing Berlin, Germany

- Positioned Germany as the 4th largest economy in the world
- Played a crucial role in managing the 2007 financial crisis at the European and international level
- Strengthened the transatlantic economic relations by setting up the Transatlantic Economic Council, removing barriers to trade
- Signed a "Joint Declaration" with Indian government to focus on future co-operation in the fields of energy, science, technology, and defence
- Became the world leader in energy reform in an effort to tackle global warming by shutting down 8 of the 17 nuclear reactors and putting a deadline for phasing out the rest by 2022
- Became the longest-serving incumbent head of government in the European Union and the Senior G7 leader

## Chairman

[Christian Democratic Union \(CDU\)](#) 2000 - ongoing Berlin, Germany

- Climbed the ladder from an East German research scientist, through deputy spokesperson, Minister of Women & Youth, Minister of the Environment and Nuclear Safety, Secretary-General to the first female leader of CDU

MY PERFECT DAY

## VISION

*The euro is our common fate, and  
Europe is our common future.*

## MOST PROUD OF

## 🔒 Being disciplined

When the Berlin wall fell, I went to sauna, drank one beer, then went immediately home so I wouldn't be tired for work the next day.

## 💬 Speaking "common sense"

I go with the opinion of the majority & ensure balance of interests, even if it's against my own views. That's how we legalized gay marriage.

## 💎 Being brave and bold

I became the first politician to confront Chancellor Helmut Kohl and call upon him to resign following revelations of corruption.


## 💡 Doing the right thing

Germany opened doors to 1M+ refugees and asylum seekers to protect freedom despite creating new enemies.

this post was submitted on 26 Sep 2017


**112 points** (68% upvoted)**6.9k views**shortlink: <https://redd.it/72ijf7>


# Relevant Communities


 GrowthHackers


My Profile


Community


 Growth University


 Posts


 Ideas


 Q&A

 Discussions


 AMAs


 Growth Studies


 Videos

 Jobs


Projects







 New Post


## We failed at growth experiments - here's what we learned.

Shared by  Vassilena Valchanova valchanova.me

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