

DRIVING PARTICIPATION

WITH BETH BRODOVSKY

SESSION 147

CONTENT DRIVEN ATTRACTION AND CONVERSION

WITH ROBERT MCGUIRE

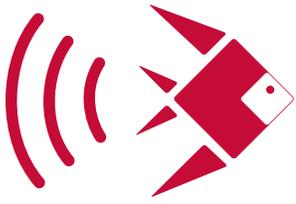
BETH: Hello, this is Beth Brodovsky, and welcome to Driving Participation. Today I am on with Robert McGuire. Robert is the owner of McGuire Editorial Content Marketing Agency, and I brought Robert on today because I love, love, love content. I think it's such a great thing to talk about, and we've had some people on recently that have talked a lot about the difference between content and content marketing, and so Robert today is going to go even deeper with that and talk about content-driven attraction and conversion. So, Robert, thank you so much for joining me today.

ROBERT: Sure. I'm really glad to be here. Thanks for inviting me.

BETH: I'm thrilled that you found us, which is such a nice treat when that happens, and I'd like to start off with asking you about participation and this topic that we focus on here. When it comes to content and the work that you're creating for your clients, how is content important in driving participation? What way is it helping your clients really thrive and be successful?

ROBERT: Well, it's a key way to get people to participate, and when you think about it, advertising doesn't really get people to participate, asking them to give is, the ask itself isn't participation so you're trying to get to the point where people are either donating or giving or buying or whatever it is that your goal is for your particular institution or business. So content is a way to get people engaged and participating along the way toward that goal. In my world we define participation really by what's measurable. I like to define it as an observable, measurable change in behavior in your target audience and that might sound familiar to your listeners who have worked in outcomes measurement on the program side in the nonprofit world. So we look for example at a lot of, we





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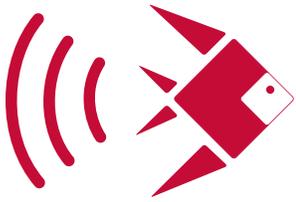
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call them micro conversions. So it's sort of like what is the smallest possible conversion for this stage in their journey towards being a donor or a buyer and those micro conversions might be things like subscribing to an email list via a call to action on a blog post. That's a form of engagement. Subscribing to an email list. We have pop-ups. Downloading a content asset, like a white paper or an ebook or a checklist or toolkit of some kind. That's a kind of participation, and visits to a particular landing page, which tell us that they clicked there from an email if you've got your tracking system set up so you can tell where people are coming from and finally an inquiry that indicates a readiness to buy or be marketed to. When they fill out a certain contact form, they're essentially saying, "I'm ready for your account reps to start contacting me now." So all of that stuff is measurable and observable and those are the kinds of indicators that we're looking for that somebody is ready to get involved in an organization.

BETH: I think that's a really great point, because some of the things I talk about a lot are the difference between an interim metric and at the moment I'm calling it a terminal metric, which sounds really negative. Maybe you have a more positive term for that. Because it's so easy for people to track those interim, those micro conversions and think that they've found success. I talk to people all the time that were reporting back to their funders that you know 'look at our success. We've gotten this much traffic to our website page' or 'look at the success we've gotten', you know some other tiny metric, like how many more likes they've gotten to their Facebook page. This is a great opportunity to ask somebody this. How do you know when something is a micro conversion, like that early on first toe in the water type of conversion that is the first step to getting used to the temperature in the pool before you dive in and how often, how do you know the difference between that and when it was somebody that was like I'm just dipping in my toe, and now I'm gonna go back to my towel?

ROBERT: I kind of think like the example, not all traffic is equal. When you have traffic, that doesn't necessarily mean that you're making, you're triggering a real value to your organization or your business. So I think it's like if you're running





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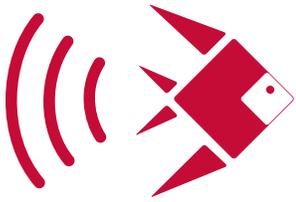
a store that sells cooking gear, for example, for gourmet cooks, but your sign somehow gives the impression that you're selling gourmet food and so people are walking in to get lunch or a snack and they say wrong place and walk out. You don't say look at all this traffic. Business is great.

BETH: Yeah, but people do. But that's such a great example.

ROBERT: So we were talking before. A guy came up through the nonprofit world. I had a working life on the marketing side of a nonprofit world, and then I was on the program side, and I was heavily involved with outcome measurements. This was back in the day when outcome measurement relied on logic models and then the logic model, the distinction was made between outputs and outcomes. Right. So outputs are measures of how hard you are working and outcomes are measures of the change in the behavior of your client. So the parallel of marketing is the change in behavior in your target market, the donor or the buyer, the person you're trying to persuade. The change in behavior, the logic model is do these logically progress towards the mission or objective you've laid out. So you can say, "This is kind of cool that we got a million likes or a million shares," but does that logically lead us to the next conversion, to the next outcome and ultimately to the objective? So part of the content planning is kind of laying out the path or the journey so to speak of how you think in your theory of how your donor or your customer is going to move from each of those stages in the buying process and traffic on the website, if you don't know who they are or where they're coming from or what they do next, you're not really measuring much yet. So that's a measurement that might matter, but you need to know how it matters.

BETH: That's such a great description. If anybody is a regular listener, they might remember back on episode 134 with Bill Skowronski, we also talked about this concept of outputs and outcomes. So if that's something you want to go into further, that would be a good episode to go back and listen to. I really like that. Do you have any tips on things like what's that process? What different types of content are people using to move people along that chain as opposed to just





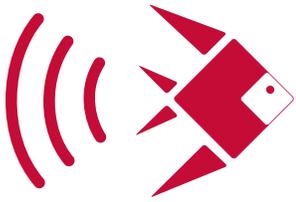
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spewing out a variety of content and like hoping somebody likes something?

ROBERT: Yeah. I think there's been a transition over time from early days when there was sort of a lot of wishful thinking in content marketing, like we'll put out a blog post and a miracle will occur and it will show up on the revenue line of our financial statements. Thankfully content marketing is getting more sophisticated and more serious and so my clients, they all understand they need to lay out their theory of what the path is going to be and then lay out a real plan to measure that and evaluate that theory. So one of my clients, for example, I know you work with higher ed and one of my clients is a nonprofit private university that has a lot of online degree programs and they developed a new degree product basically, a product line in a sense that's targeted towards working adults and they figured out to reach those working adults, their opportunity is to go through chief human resource officers at the employers and chief learning officers in training and learning professionals at the major employers. So it's really a business-to-business marketing plan in that case and that's how they got me involved, my team involved is to market, to develop content to market those influencers in the buying process so to speak for the students they want to attract to these online degree programs. So what we've done is we'll develop a bunch of blog posts, we identify the topics and the pain points of the interest of our target, we'll say chief human resource officers. We identify what would possibly be of interest to them, the information they're searching for. We develop this really highly valuable, highly authoritative and in-depth material that serves that interest. They might be in the form of blog posts, in the form of white papers and ebooks, downloadable lead magnets and then everything is sort of planned for a certain stage in their awareness in buying process. They're trying, the goal is to get the chief human resource officers to ultimately say, "I want to talk to your account reps about how we can get involved in this program and get our employees participating in this program." That's the goal. So what's the journey toward that goal? So every blog post is sort of tracked for, it is written kind of with an intended result and intended micro conversion. So the first one might be email sign ups. Once people are on the email list and we're kind of nurturing





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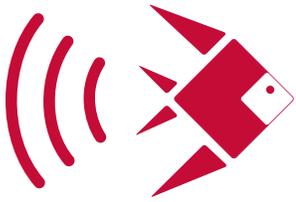
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them with a regular stream of content, with older blog posts, with new ones, with ebooks as they come out. So when someone signs up for the email newsletter, they will start to get what we call a drip campaign. A drip once a week of the blog posts that our theory says they are gonna be most interested in and inspired by and we're kind of tracking which ones they actually click on, what makes them click through and come to the site and which ones of those prompt them to then download another asset and when they download another asset, they're giving out more information and which one ultimately gets them to click the contact us button.

BETH: Wow! So you talked about sort of moving people from the point where they've signed up for something and move forward. Let's go backwards, the opposite direction. How are people using that client, using content to build their list to attract people to it? You mentioned lead magnets. So, let's just start with that. I always play the voice of like, "Hey, this is my first time here." So why don't you start out by describing what a lead magnet is as one of the many tactics that you can use to do that.

ROBERT: A lead magnet is essentially any piece of content or asset where you ask for contact information in exchange for it. We put it behind what is called the lead form or lead generation form and then what's behind there could potentially be anything as long as it's valuable to the folks you've asked to give up their information for. So some common lead magnets are white papers and ebooks. So if you are in the market for, you personally, your listeners, if you're in the market for a financial services product or retirement plan and you go on a big finance services site, they're gonna say, "We've got this toolkit that you can use to plan your retirement." That's a lead magnet when they ask you for your contact information in order to get it. So it might be a checklist or kind of worksheet, like are you struggling with this problem? Here's a worksheet or a tool. It might be more comprehensive, like here is this 6,000-word ebook package with lots of information and interviews around a theme. So in that range, any of those things could be a lead magnet.





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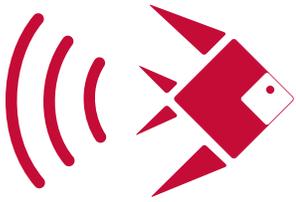
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BETH: Right, and anybody that's a regular listener here have seen many of our email marketing. We use this a lot. When I speak, I use an audio one. Sometimes I have one on the podcast here. I'll say something like, "Text the word masterclass to 333444 if you want to get on our list to hear about our webinar programs," things like that, and over on our nonprofit toolkits we use it all the time. We've actually been doing really well with things like social media. Like a very simple social media image that we'll be sharing with people to help promote something that they want to do, like a GivingTuesday or Valentine's Day or something that's like an easy fun thing that they get a kick out of using and we've done so well with those and people really like them. We're giving them something of value, like it might be something as big as a white paper, but it doesn't have to be. I think for us the key has been coming up with the thing, like really understanding your audience and making sure that it's something that is both valuable and urgent. You know, it's got to be something that makes somebody say, "I need this now," as opposed to, "That's kind of interesting."

ROBERT: Right, the main thing to remember about content marketing, your listeners are probably very familiar with this, but it might bear repeating. It's always audience-centered. It's always what do they need, what are they struggling with. So it's all about identifying what would be helpful to them and then building content around that. So you really have to postpone that urge to do what you need. I need to ask them for money. I need to send them my sales message. I need to show them my advertising. Your needs are not important when it comes to content marketing. Or at least it's not the first thing. You start with their needs and then you develop content around that. So sometimes it's as simple as a blog post and sometimes it's a really valuable workbook of some kind.

BETH: You hit on one of my favorite points before I even had a chance to ask you about it. Knowing your audience, like really, really understanding them and not just from a demographic perspective, is critical to any of the things we do. Any time you want that conversion, making sure you're putting the outcome first and their outcome. I always tell people in the nonprofit space that we need to remember that it's our job to facilitate their dreams and it's not their job to fund





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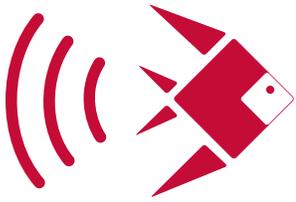
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our existence. It's sort of it works at that very deep operational level, but it also shows up in all of these tiny little executions that people have to do in order to attract people. It's hard to attract somebody to do what you want them to do. It's kind of like your friends asking you if you're free this weekend because they need to move. It's tough to attract people like that. Unless it's your dad, but that's that thing. If you put it out that way, you know, instead of saying, "How would you like to come over to my house for some pizza and beer on Saturday, and while you're here, if you wouldn't mind packing some boxes, that would be great." You know, you gotta open with the right lead I guess.

ROBERT: Well, if what you're doing is selling something, some product, then ultimately you're gonna try to persuade them of your value in the case of raising donations or motivating volunteers and motivating advocates. You know, essentially the content is trying to raise awareness about what you do and the value that you do and incite their interest about it. So you ultimately do have to pitch them. Right. On my site, we talk about give to get and get is part of it. Ultimately you're gonna ask them, but it's really a question of when you ask them and when in the process that makes sense. So if you're trying to raise awareness about the value of your organization and what you have to offer, one way to raise awareness is to bombard them with advertisements and solicitations, but your listeners know that the effectiveness of that is in decline. So what do you do instead? Another way to raise awareness is to address their interests, their passions, their needs, their problems they're trying to solve.

BETH: I think that's a really good point because you brought up advertising and advertising, like the term of what that even means is getting more complicated than ever. We've got the content that we're talking about, but these days, anybody that's been on any social media also knows that Twitter, Facebook, Instagram, LinkedIn, all of these platforms now have what most people have probably seen as a sponsored post or other types of advertising. So how is taking a piece of content and spending money to promote the visibility of that content different than what those of us that are older might think of it as traditional





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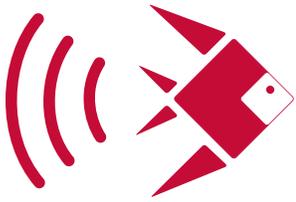
advertising? Like ad content, like interruptive ad content.

ROBERT: Yeah, it's interesting you brought that up and I think you're sort of intuitive with a lot of people are normally just starting to arrive at, which is those advertising spaces can be useful to promote the content itself. So I think by default for those spaces on social media and Google Ad Words also was to buy ad space there in order to promote the brand or promote demonstration opportunities or to promote solicitations, ask for money in the case of nonprofits. Now my clients for example are having a lot of success with just what you suggested, which is using that space to promote the content itself and it's more effective because if the material is in fact helpful, you can't promise to be helpful and you get people on the site and it's John Goretz, just to come on or a sales pitch or something. You have to actually follow through and be helpful, but if you've got material that is helpful and authoritative and help people solve problems, if you run ads promoting that and this is where content marketing and traditional sales and marketing sort of comes full circle and start cooperating with one another again, if you run an advertising that kind of promotes the content itself as opposed to promoting the brand or the solicitation, my clients are seeing results from that. They're seeing more clicks. So an ad that says, "We've got this great online degree program," is less effective than an ad that says, "We've got this great white paper about the economy and job skills in the economy."

BETH: Yes, yes, huge. Now so your focus is in the content creation and you do some of this placement. The other question I like to ask is how do you see the performance difference between content that does get, I hate to use the word boost because it actually means something as a technical term now, the lift. Let's go with that. The content that gets the lift from paid promotion versus content that is created and put out there on a website and not promote it.

ROBERT: Well, it depends on how visible your website is on its own so it kind of gets into the area of search engine optimization and key word ranking and so it's





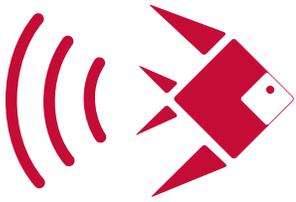
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really hard and takes time and consistency and work over a long period to get to the point where something that you publish on your website will show up in Google's search rankings for certain terms. So let's say, let's take that example of recent trends and skills in the economy and let's say we decide that the target keyword term is new job skills and we've determined there's a certain search volume on that term. Well, if I publish that on my site and you publish it on your site, Google would never notice, but with consistency and over time this website of this university, it has enough authority that that article would probably get noticed. Then when you're on the bubble, when you're in the gray area, maybe it's gonna get noticed and maybe not, there's certain things you can do to promote it actively and draw attention to it. So it starts with just like sharing it with your existing audience. You mail it to the people you currently have as your audience and currently are your fans and asking your friends to do the same. Your colleagues and your supporters and your accounts and so on until you get to the stage where you kind of aim lower. You aim for keyword terms that are less competitive so the less authority that your site is recognized as having, the less competitive keyword term you're gonna have to target and you kind of slowly climb the ladder over the years. Until then, you kind of have to use other methods to promote it.

BETH: Right, and I think it's an important thing for us to be discussing here, because I know what I hear a lot from people is, "I don't have a budget for advertising this." I can't put paid money behind doing it and it's really easy to think it's sort of a binary thing. Like you either get a one or a zero. Like you're gonna create something, and I don't have the money to do it, so we're gonna go with the organic approach; but the reality is that as I tell people marketing either costs time or money. It's not zero no matter what. We all got kind of deluded in the early days of Facebook and even the early days of Facebook advertising that you could put \$10-\$15 behind something, boost posts, spend 15 minutes and you know get hundreds or thousands of views and shares, all these things on it. What I'm seeing now is that if people don't spend money to advertise and promote content, then effort has to be put in somewhere else. Like you said,





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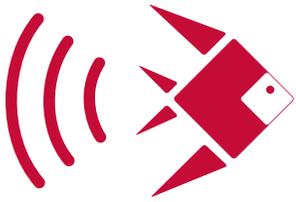
time sharing it with your community which you should be doing anyway or doing lots of other things, like getting people, like what you're doing. You're on my podcast today talking because I need content and you have a business to promote. So it's like if you're not going to do things that are directly paid, there are other things you can do and if you don't have the skills to do that, then you might have to spend money getting help over there, too. So I want people to stop looking at advertising per se as the only thing that costs money when it comes to marketing.

ROBERT: Right, and the overall arcing theory to think about is you can win with singles. You can find some ways to sneak in there. You can do what's called growth hacking. I mean every business that has popped in the last 5-10 years didn't exist before that has used some kind of growth hack technique to get traction. They can't just sort of buy their way into the public's consciousness by buying ads in the Super Bowl.

BETH: Right. You can't all get on Shark Tank. Right.

ROBERT: So they've all snuck in there somehow using some kind of growth hack, but the overarching theory when you're sort of doing your content strategy is to think about, let me go back to your question about knowing your audience. Part of knowing your audience is knowing the channels that they swim in. So you ask yourself, "Where are they actually? Where do they get their information? Who do they see as authority?" Then that starts to reveal some possible ways to intercept with them and cross their paths and drop your line in their stream and some of the ideas that maybe you mentioned one, like being a guest on other people's platforms, on a podcast like this. The common one that I recommend is being a guest on other publications. So my team and I work very hard to promote my business, for example, to develop content that's not gonna be on my site at all. It's gonna be on other high profile sites where there's a lot of traffic and then we work with our clients to do that, too. Right. So the whole point is to share your expertise and authority so we kind of, let's find who the experts and authorities





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are in your organization. Let's capture that, let's bundle it up into this really good article, and then let's see if we can get that in the streams where your fish are swimming, which is probably not your site. It's probably some other site.

BETH: Sounds like that goes to also serve the other thing that you mentioned, that the same link of yours or my site, we're small companies, versus whether you can get an article placed on Forbes Magazine or in our world the Chronicle of Philanthropy. If you can get a link coming back to your content from one of those more high profile organizations, that's gonna have more Google weight than something on a smaller site. I think that's really interesting because for awhile people were really worried about the whole duplicate content thing, like I don't want to post something on LinkedIn that I also have posted on my blog, but that's now, sort of that's now no longer a thing and posting something on LinkedIn can get you a whole lot of traction in a way that posting it on your blog may not.

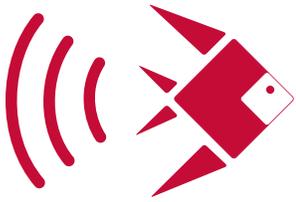
ROBERT: Yeah, that's true. You've got to remember all these things are kind of a moving target.

BETH: Exactly. It's sad we're saying this. If somebody listens to this a year from now, this is now 2017 in the spring. Fair warning, it can change if you're listening to it next year.

ROBERT: Yeah, it's sort of like what you were saying earlier about Facebook. If you invest in the time to build up your audience then you put your content on there for free, not even have to pay for the advertising to expose it to that audience and that's pretty much play to play.

BETH: Yes, and that's we're still building all of this on borrowed ground. So that brings us to another confusion that I think people have is what's the difference between content and social media? We've talked about these platforms, Facebook and things and a lot of times when I'm being brought in to somebody, people say, "I need help with," they might say one or the other. They might say, "I





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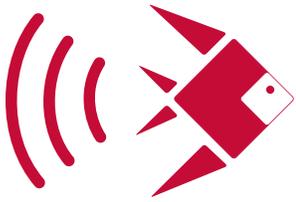
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need help with my content marketing. I want to do a better job on Facebook,” or they might say, “I need help with my social media. I don’t know what I should be putting out there.” So how would you describe for people the difference of what content marketing is versus what social media or social media marketing is?

ROBERT: Yeah, the distinction you want to make in your mind is the formats and the function. So the function hopefully has legs and is what survives and what will still be around when some other platform emerges. The function is to be helpful to people in order to track their attention and engage them. The formats come and go. So you know, before it was MySpace. Today it’s Facebook, and tomorrow if you’re listening to this in 2018, 2018 is who knows what. So I would say that social media is a format or a medium for getting your content out there and reaching your audience and your audience might be in an entirely different place in the future. So people often say, “We need to blog more,” “We need to get a Facebook account going,” “We need to get a Pinterest account going,” and don’t fall for shiny objects. Obviously you figure out who is the audience, where are they and how can we be helpful to them and the conclusion to that might be, “Let’s write blog posts that we post and then share on Twitter.”

BETH: I think that that’s sort of timeless advice that’s so helpful. We all had, everyone has had that board member that walks in one day because their 12-year-old is now obsessed with this new thing, and it’s, “Why don’t we have a ‘fill in the blank.’ We’re behind.” Like you want forward-thinking board members that aren’t afraid of new media and trying new things, but there’s that sort of sweet spot space that’s saying we need to not fall behind and people that spent a ton of time and energy getting their Periscope platform up and running. Pshew, it’s gone. Now we’re gonna switch to this. You could end up driving yourselves crazy, burning time, burning energy that the content is sort of that layer deeper than where you’re actually distributing it because if you’re creating good valuable content, you can distribute it in lots of places and if one of them crumbles in the way of an IPO, you know, it’s not taking your organization out with it.





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ROBERT: Right. That's why it's important to really develop a content strategy. We were talking earlier about how the early years of content marketing was just kind of spray and pray. Not even pray. It was just like faith that if we put this out there, then a miracle is gonna happen. Now you really, gratified to see that my clients are thinking much more about content strategy. So what's the objective, who is the audience, etc.

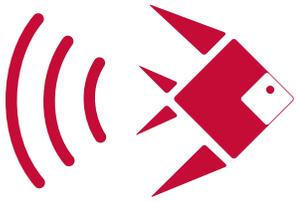
BETH: So let's really, I'm gonna go really nerdy on that because I find in general in the world it's really easy to get strategy and tactics mixed up, and content strategy is even sort of another level on that wheel. When you say content strategy, what does that sum up? What actually is a content strategy?

ROBERT: I hope, I suspect I mean it like you do. Yeah, I agree that people mix up the terms.

BETH: I think it's helpful. The whole point of why I'm doing this is so that no one has to feel embarrassed to ask. Like let's just talk about it. Somebody listening might not know exactly what strategy is, and how they can stay at that level when we're talking to our clients all the time. It's like we're more comfortable with tangible things. People understand now what a blog post is. People understand what a YouTube video is. So because that's what we're comfortable with and what we understand, when it's like we're gonna do a social media or content strategy or whatever, they instantly go to how long their video should be that they post onto YouTube. I don't want to knock anybody. Like most of the people that do this for a living, especially in nonprofits, you know, you might have been a philosophy major and you're running a program and somebody said, "You can handle the marketing stuff, too." You're not trained in this. So let's really talk about where do people's heads need to be? What level do they need to be thinking at when they're working at a strategic level about content?

ROBERT: That's funny. I have in my office a million things that I want to do that I think, I have a hunch they would help to promote my business. So I'll write them





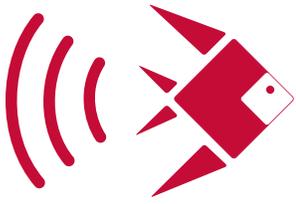
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on Post-It notes or little squares of paper and I put them, I've got this very large pad of paper and I take them and I put them three sheets deep on what I call sort of the board of tactics to remind myself this is not important. What's important is that front sheet in the pad of paper. What's on that front sheet is, to me it's answering big picture questions like how is this going to get business results or help you achieve mission in case of a nonprofit or university, how's it going to effect the bottom line. I often think about it in terms of the theory of change that a lot of people in programs side of your listeners would be familiar with and you know, a theory of change is not a generic theory of we provide after school care and it's good for kids. It's more of here is a particular strategic approach, here's our theory of about what particular strategic approach to providing positive youth development is going to matter. Here's sort of our secret ingredient that leads to our secret sauce and how we're differentiated from other positive youth development programs. So it's kind of a testable hypothesis. So to me, strategy is about testing out that testable hypothesis about how you are unique and differentiated and the same goes for content strategy. So it's not like blogging is important. We'll do blogs. That's not strategy. It's figuring out if we, I'm gonna forget the word exactly, but it's sort of an if/then statement. If hypothesis is, if we develop material that targets people at this point, then we'll get these kinds of results. That's figuring out the strategy and then you say well tactically how are we gonna do that? What are the resources we need? Is it gonna be on blogs or distributed? What format is it gonna take? What are the topics gonna be? All of that stuff, sort of the planning and tactical decisions.

BETH: Right, I think that's a really, really good description and why it gets into, you know, we talk a lot about execution on this show about delivery and what's making a difference, but most of the people that we talk to, if I ask them what's really making it work, what's really driving participation, it all starts all the way back to what they report as leadership buy in and I think what you're saying about strategy and what are we trying to achieve and how does this execution that's all the way over there tie all the way back to a goal that is probably listed in your strategic plan. If that hasn't been a decision that's been made,





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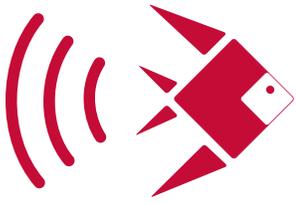
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if the leadership of your organization hasn't not only bought in, but become a champion for that, then it can ultimately fail. I was actually at a lunch just yesterday with somebody who works for a large health care system and she said that she came from a social work background and has had like countless hours of diversity training and this hospital system said it's required for all of our employees. You must go to diversity training. She was dreading it. So she went in, went to this thing. As it turns out, they did a wonderful job. She was actually thinking it was good, helpful, and was surprised and then out of the blue, the CEO of the entire health care system came in to drop in on to say thank you all very much for being here. We hope you're enjoying this. It's so meaningful. This is such a critical thing for this organization. It's so important that you are here. It had such an impact on her that she was telling us about it as this whole other event, but I just thought, that's exactly what I thought of when she told me that story, that moment, that five minutes that he spent to jump in on this diversity group changed somebody, and probably a lot of somebodies, from thinking, "I can't believe I have to waste my time doing this," to "Wow, I am part of moving things forward here. I'm part of the direction. I'm part of the future of this organization," and she came out of it, literally, how much of his time did it take? Hardly any, but many leaders would not think that that was a valuable use of their time, but look at the difference in outcomes, what happens on the other side. You can get when you change your thinking and do not just buy in, but lead the charge.

ROBERT: Right, right, and in that case probably went hand in hand with the event being very high quality itself. So you can imagine if the training had been kind of a dud, and she was sitting there at 4:30 p.m. thinking, "Same old, same old," and then he dropped in and said, "This is important." It may not have made the same impression.

BETH: Good point. I mean, I think that's actual a critical point, that I like that. It was the combination. She had already been having a good, when it comes to participation, this organization created a good experience. We talk about this in branding all the time, that you can have the most beautiful gorgeous stuff. It's





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the same with content. Wonderful, brilliant words. Beautiful look, right message, all that stuff can be perfect, but if the experience people have doesn't align with what you told them to expect, it's almost worse than if you did nothing.

ROBERT: Right, right. We talk about content experience too. I use the term click bait and switch marketing. So I always joke that click bait itself is not a problem. You want headlines that get people to click on them, but when they get there, you have to deliver what you promise and when you don't, I call that the click bait and switch.

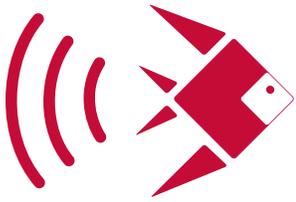
BETH: Oh, that's good. I like that. That's a really good term. Yeah, you need click bait and deliver.

ROBERT: Right, right.

BETH: Oh I love it. This has been so, so helpful. I could probably sit here and talk about this all day, but I want to make sure that we're wrapping up with sort of giving people an opportunity of some sort of direction. If somebody said, "This all sounds really, really good. I do need to start thinking about creating a content strategy that starts with micro conversions that move things forward as opposed to just random executions," what's the best piece of advice you could give somebody for getting started moving down a path to effective content?

ROBERT: Well, assuming you're been doing, your readers, your listeners rather have been doing a lot of reading on the basics of content marketing already, they've scoured all the blogs by thought leaders in this area, then the next thing I would suggest is spending a couple of hours on some work sheets and templates to see if you can connect the dots between your organization and your organization's mission and how content would help you to do that. I'm confident it can, but you don't want to be just blogging blindly. You want to map out a likely path between your target audience through the content, how they will engage with it, how they will emerge at a specific well defined change in their





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behavior, specific well-defined action and so we use, well, we have a template that you can use on our site. We call it the content strategy template, and honestly, we've been working on this for awhile, and we're still putting the final touches on it. So it's a more developed version of what we used with our clients for a couple of years. So I'd love to have your audience, their feedback from your listeners who want to try it out and see if it helps with content planning.

BETH: So where can they get that?

ROBERT: I'm gonna set up a page especially for you guys. It will be at my website /participation. McGuireEditorial.com/participation. If you go there, I'll have it there. Also just put a little bug at the bottom of our home page saying hello to your listeners and they can click on that and it will take them to the same page.

BETH: Fabulous. I will have that link on the show notes page for this episode. If people had any questions for you specifically, how can they connect with you?

ROBERT: Shoot me an email at LetsChat@ my domain name. LetsChat@McGuireEditorial.com.

BETH: I will have that link as well. Robert, thank you so much. This has been an interesting discussion. I truly appreciate you sharing all of your knowledge with both me and our nonprofit community.

ROBERT: Sure. I'm glad to. Thanks very much for the opportunity. You guys are doing a great job there.

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