



CONTENT CONVERTS

The 10 Key Ingredients of Magnetic Content Marketing

By Mark Macdonald

www.contentconverts.com

[@mark_macdonald](https://twitter.com/mark_macdonald)

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The 10 Key Ingredients of Magnetic Content Marketing

Content Marketing: In contrast to traditional marketing methods that aim to increase sales or awareness through interruption techniques, content marketing subscribes to the notion that delivering high-quality, relevant and valuable information to prospects and customers drives profitable consumer action. - Wikipedia

In other words, content converts.

It converts visitors into loyal subscribers, and prospects into customers who buy.

Whether it's blogging, free reports or videos, producing and sharing valuable content gets attention.

It starts a two-way relationship, creates brand loyalty and persuades the decision to buy.



It's also the key to effective online marketing.

The Persuasive Power of Content Marketing

The Aga Cooker is one of the most unique home ovens in the world. And at \$14,000 it's also one of the most expensive. Devout fans of the Aga include Martha Stewart, Madonna, Jamie Oliver, Sting, Shania Twain, Sharon Stone and the Prince of Wales to name a few.

Simply put, the Aga is the Rolls Royce of home ovens.

Most notably:

- it was invented in 1922 by a Nobel Prize winning Swiss scientist
- it has no dials and no controls
- it uses constant radiant heat to keep different oven compartments at varying temperatures for any and all cooking tasks
- it's always on and always ready - no preheating required

In other words, a pretty unique kitchen appliance.

But the most remarkable thing about the Aga Cooker is not its quality or its celebrity endorsers, but rather the role it played in launching the career of the "father of advertising", David Ogilvy.

Ogilvy is now known as the highly accomplished Madison Avenue advertising executive who in 1975, Time Magazine called "the most sought-after wizard in the advertising industry."

His best-selling books *Confessions of an Advertising Man* and *Ogilvy on Advertising* are some of the most popular and famous books on advertising and marketing. Ever.

But how did he accomplish this? And what was Ogilvy's big break?

Before he broke into advertising, Ogilvy went door to door selling the Aga Cooker. He was a gifted salesman who reportedly sold the ovens to Bishops, nuns and drunks alike.

Ogilvy's success did not go unnoticed by his superiors and in 1935 at twenty-four years old he was asked to write a sales guide for the other Aga salesmen on how to sell the expensive kitchen appliance.

The result was Ogilvy's *The Theory and Practice of Selling the Aga Cooker*, and it was a first class guide on salesmanship 101.

Thirty years after he wrote it, Fortune magazine called it "probably the best sales manual ever written".

Among its suggestions:

- "The more prospects you talk to, the more sales you expose yourself to, the more orders you will get. But never mistake quantity of calls for quality of salesmanship."

- "Find out everything you can about your prospects before you call on them..."
- "The worst fault a salesman can commit is to be a bore."
- "The good salesman combines the tenacity of a bull dog with the manners of a spaniel."
- "If you have any charm, ooze it."

The guide worked wonders in helping his fellow Aga salesman sell more ovens, but what's even more amazing was that by producing content which attempted to teach others how to sell an oven, *he ended up selling himself.*

After reading a copy of his manual on salesmanship, the executives at the advertising agency of Mather & Crowther promptly hired Ogilvy and set him on a course for Madison Avenue success and fame.

Why?

Because they were convinced he was qualified. The content in his sales guide was so impressive that Ogilvy removed any obstacles that would have faced him if he showed up at their door as a complete stranger looking for a job.

Creating content that informs and teaches *demonstrates* your abilities. It builds trust and allows you to sell without selling...in an under the radar way.

And that's exactly why content marketing is so powerful.

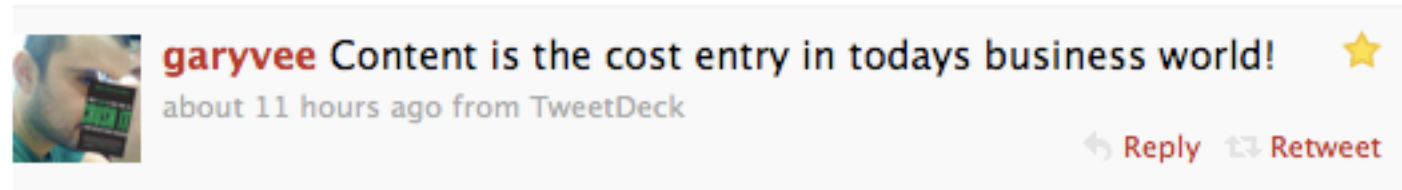
If you're trying to build a successful online business and you want to attract attention, producing compelling content that's useful to others is how you get there. People believe, trust and are persuaded by those that offer value and demonstrate their knowledge the same way they believe the author of an all-star sales manual might have a good shot at success in advertising.

Your Marketing is Finally Free

We're now living in what is quite possibly the single greatest time in history to start a business. Previously, only big companies with big marketing budgets had



access to platforms to talk to people. *But now everyone does.* The playing field has been leveled and the tools now exist online to create content and build a business, an audience and a brand for zero dollars.



[@garyvee](#)

Consumers now control which content and messages reach them by using filters like search engines. When people go online, they're focused on their needs and don't want to be sold to. The ability to interrupt people with your message is diminishing and only by creating content with independent value will people begin to *find you* online.

That's because when we go online we're usually trying to solve a problem or be entertained.

And creating great content that meets one or both of these needs is how you create opportunities for people to find you.



And the platforms and tools now exist for anyone to create, distribute and promote great content at no cost. Your marketing is finally free.

Good Content Makes You An Automatic Authority

By creating content that demonstrates your skills and provides value to others, you naturally create real and perceived authority. And that's good because people trust and respect authority.

A smart content marketing strategy helps you establish an authoritative site in the eyes of your audience and the search engines. This is an important step in developing a hub that continually drives traffic and that you can leverage to sell more of your stuff.

Besides creating great content, there are two main elements to creating an authoritative site: demonstration and social proof (more on these shortly). And content marketing allows you to capitalize on both.



Content and Google: A Powerful Match

Everyone knows that showing up at the top of Google is one of the best ways to generate traffic to your website.

But using the right keywords and owning a "good" domain name aren't enough. What Google really wants to see is other people linking to your site. That's good news for content marketers because every piece of content you produce is a new link opportunity and another door to your business for Google to display.

Not only that, Google rewards sites that are updated frequently. That's why blogs are still the ideal content platforms and the best way to get started with content marketing.

Especially with an SEO friendly platform like Wordpress.

But you still need to generate links. And producing regular content that delivers remarkable value is one of the best ways to get links over and over.

People link to stuff they think others will love. It makes them look good to their followers when they are able to share helpful resources.

That's why a solid content marketing strategy is also a remarkably strong SEO strategy. Don't ignore keywords, just don't let them become an obstacle to producing content that people will link to and share.



The Unfair Advantage of Content Marketing and Social Proof

Has this ever happened to you? You pull into an unfamiliar town, city or neighborhood looking for a place to eat dinner. You come across two restaurants that look like they could both be good except for one main difference.

One has an empty parking lot while the other is full of cars. Which restaurant do you think is better?

This is the power of social proof.

Why We Care About Other People's Behavior

When we're unsure of what to do or what content is worth our attention online, we look to other people for cues. Social proof is a powerful psychological trigger and an essential element of persuasive content marketing.

And using it to your advantage can help to position you and your content in a positive light in people's minds.

When you can get folks talking positively about what you're doing online it persuades others to come see what the fuss is about.

It also increases the perceived value of what you have to offer.

Content marketing gives you endless opportunities to leverage social proof because every new piece of content you create has the ability to generate comments, tweets and testimonials that prove to people that others like what you're doing.



The 10 Ingredients for Creating Content Driven Websites that Get Attention

The following ingredients are what I consider to be some of the key elements for effective content marketing. They can also be viewed as important components for creating a successful content driven website in general.

By no means is this a comprehensive list of all the content marketing tools and techniques that are available online, just some of the things I think are most important. I encourage you to try them all and experiment with other strategies not listed here.

Having said that, all of these elements are very important.

One last thing I want to stress is that Twitter and Facebook are not enough. Creating your own content and your own destination on the internet is what will protect your business and your brand in the future. Google and the latest social networking sites may come and go but as long as you're creating valuable content, then you're ready to dominate whatever comes next.

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Ready to get started? Read on.

A Flexible Content Hub

Compared to traditional marketing methods, content marketing just works better.

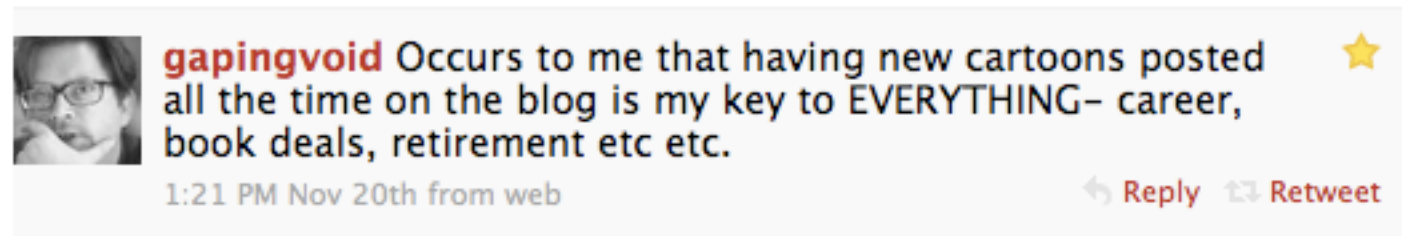
And to take advantage of it fully requires a shift in mindset to start thinking of your website or blog as a long term media asset, or hub, that supports flexible content development.

Creating a hub to develop and share content gives you the ability to generate feedback and regularly improve and adjust your strategies based on what your community and the market wants.

And when combined with social media, content marketing gives you the powerful ability to listen to people's response, pinpoint their objections and then remove those objections with future content as you go.

If done successfully the act of subscribing, buying your product or hiring you becomes an easy, low-risk decision in your prospects mind.

The key is using your content hub as an *attraction strategy* to turn your website into a long term asset that offers people real value independent from the products or services you actually sell.



[@gapingvoid](#)

And the best platform to do this with is a blog. Blogs help you:

- quickly and easily share ideas and connect your business to potential customers
- give you the opportunity to automatically notify your audience when you publish new content

- easily integrate social media sharing tools that promote powerful word of mouth marketing
- generate links, social proof and authority

In other words, they make your website a helpful, entertaining and sticky destination that gives you the ability to create content, listen to response and continually improve.

More Content:

- [Wordpress Blog Tool and Publishing Platform](#)
- [Blog Tips for Beginners](#)
- [The Platform vs. the Eyeballs](#)
- [The Ready, Fire, Aim, Reload Strategy for Social Media Success](#)
- [40 Ways to Deliver Killer Blog Content](#)

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Authentic Content Delivery

Cranking out quality content that your audience will love is obviously important, but so is the format you choose. One of the best things about online content is

the different multi-media formats it can take - text, audio, or video - and how little it costs to produce.

In most cases content production can be completely free other than the sweat equity you put into creating it.

But it's important to choose the format that compliments your personality the best. It can also be an big part of differentiating yourself and creating a USP.

If you're extremely outgoing and exuberant then video might be the most persuasive format for your content. Or maybe you're more introverted and uncomfortable in front of the camera but you're a great writer so you stick to text.

Whatever you choose, people value authenticity so embrace who you are and choose a format that compliments your personality the best.

And it's okay to be imperfect. In fact it's better. You don't need to be a genius and people actually connect with you better when you admit you have flaws and fears.

If I can do this, you can too.

More Content:

- [The "DNA GAME": Execute on being "YOU"](#)
- [Blogging and Insecurity: Conquering the Fear of Presenting Your Big Ideas](#)
- [Sing with Your Own Voice](#)
- [Find Your Voice in Business](#)
- [Marketing School, Day Two: DIY USP](#)

A Rock Solid Foundation

Every physical structure benefits from a solid foundation and the same is true online for creating a long term content hub and website that attracts an audience. Creating "foundation" or "attraction content" is a great way to rise

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above the noise, rank well for important keywords and communicate the benefits your site offers.

Attraction content, also known as "cornerstone" or "evergreen" content, is timeless and can work over and over to attract people to your site as each new person discovers it. It's usually resource or tutorial-style content that offers valuable information on a major concept or idea that your site is positioned around. This free report is an example but other options could be a blog series, an email autoresponder course or a set of video trainings.

Creating attraction content draws people into your site, lays the foundation for future content, positions you as a resource and begins a relationship of trust with your audience.

More Content:

- [Killer Flagship Content](#)
- [How to Create Cornerstone Content That Google Loves](#)
- [279 Days to Overnight Success](#) (example of attraction content)

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Irresistible Headlines

In *Advertising Secrets of the Written Word*, copywriting legend Joe Sugarman explains that the most important part of any content you produce is the headline. That's because your headline alone determines whether the rest of your content gets read.

In *How to Write Magnetic Headlines*, blogging and internet marketing trailblazer Brian Clark explains how this not only holds true online, but is actually amplified due to the headline-based, snack-sized information on the internet. And because of the sheer volume of free information that's presented to us online, your headlines are more important than ever before.

They determine whether your blog post gets read, your podcast gets listened to or your video gets watched.

No matter which business or niche you're in, mastering the art of the headline is a fundamental skill in your content marketing toolbox.

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More Content:

- [Advertising Secrets of the Written Word](#)
- [How to Write Magnetic Headlines](#)

An Enticing Treat

The most important underpinning of effective content marketing is creating and openly sharing content that satisfies the selfish needs of your audience and prospects.

And then doing it over and over again.

In other words, give people a "reason why". Why should they come to your website? What value does your content provide? What problem does your content solve?

Satisfying this desire is the foundation for attracting attention and building trust online.

Here's an example:

Say you're looking to hire a real estate agent and you get a couple agents recommended to you by your friends.

Agent 1's website has a nice glamor shot, some pictures of recently sold listings and some claims about being the best agent in the area. Basically an online brochure.

Then you go to Agent 2's site. She also claims to be the best but offers a regular blog with video tours of her latest listings, downloadable neighborhood guides and tips for staging your home for an open house.

Whose website do you think you'd spend more time on? Which agent do you feel you'd know better and trust more? And whose site would come up in Google for someone searching "home staging tips"?

But most importantly, who do you think you'd hire?

Creating content that stubbornly focuses on the needs of your audience and solves a problem attracts attention. And the best kind of content to achieve this is the kind that teaches.

More Content:

- [Email and Content Marketing Toolkit](#)
- [Why I Hate Bloggers](#)

Content that Teaches

Delivering high-value educational content designed to teach and persuade is one of the best ways to subtly sell yourself and your stuff.

It's no longer enough to state you're an expert - *you need to demonstrate it as well.*

Teaching Builds Trust



The greatest benefit of tutorial style content is its ability to immediately build trust and relationships with people. Producing content that helps your audience solve a problem can propel you to a position in their mind as a trusted resource.

This is critical if you intend on converting your content into cash.

People hate being sold to - and educational style material has the power to instantly melt this obstacle away. And with this hurdle gone, you're now free to educate people about the benefits of buying your stuff.

Resources Attract Attention

In addition to trust, educational content also gets noticed online. Compelling information that teaches naturally attracts traffic and links and is one of the best strategies for successful online marketing.

Resource style content that's optimized and easy to share is a powerful attraction strategy that not only Google will love, but so will your followers.

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It's a way to solidify the relationship, demonstrate your abilities, and also address objections in an under-the-radar way.

More Content:

- [Give and You Shall Receive](#)
- [Don't Sell... Teach](#)

Social Media Marketing

There's no doubt that "social media" is here to stay. And we've all heard that it can be a powerful tool to market your business online.

Blogs used to be the dominant place for sharing links but the explosion of sites like Twitter have led to a transition in where links are now shared.

So how do you promote your business on these sites without seeming spammy or too self-promotional? And how do you get others to promote your stuff for you?

The answer is by creating content that's valuable and that people will be *proud* to share. A rock solid content marketing strategy is at the heart of all successful social media marketing.

Content is Your Social Media Boarding Pass

Without your own content to share, it is difficult to take advantage of the opportunities that exist through social media marketing.

The goal of social media marketing is to be human and make authentic connections which should lead people back to your website once in a while. And if your site consists of nothing more than a home page and a few paragraphs about why you're the next social media expert, people aren't going to stick around.

There's nothing in it for them.

By creating regular, valuable content to share through social media you:

- create leverage by giving people a reason to follow you
- put your money where your mouth is by demonstrating why people should follow you
- generate social proof
- give your followers something to look forward to
- create a sticky destination to send people

More Content:

- [Creating Your Social Media Plan](#)
- [How to Create Fans out Of Thin Air](#)
- [The Importance of Social Media Marketing: Why You Should Learn and Master it](#)
- [Social Media and Social Proof: On Twitter Lists, Metrics, Mammals and Marketing](#)

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The New Word of Mouth

Social media is not just a tool for distributing and promoting your content, it's also a tool for finding an audience.

It's not enough to create your content, post it to Twitter and sit back and wait for the people to come. Your content won't market itself no matter how good it is.

You need to use the tools available through social media and search engines to reach out and grab your audience.

Sites like Twitter and Google Blog Search offer powerful search features that allow you to find people talking about your niche or area of business *right now*. These are the people who are going to be interested in your content.

If you're in the coffee business or have a blog about coffee then you need to be searching terms like "coffee beans", "espresso" and "lattes" *every day*.

And when you find people talking about these things, simply sending them a helpful message on Twitter or leaving a comment on a blog post that adds to the conversation (but doesn't over-promote yourself) is usually enough to put you on someone's radar. Chances are they will come check you out too.

And I'm not just talking about popular sites and big names in your industry, I'm talking about everyone. This process of reaching out to new people is a marathon, not a sprint.

But if you're pumping out great content, then you've created a sticky destination and greatly increased the chances of someone entering your network when they come to see what you're all about.

This aspect of content marketing is so important I believe it deserves half of your time, especially when you're just starting out. I'm certainly going to give it half of mine.

Content is king, but unless you have eyeballs it's one lonely throne.

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More Content:

- [Gary Vaynerchuk on Twitter Search \(http://search.twitter.com\)](http://search.twitter.com)
- [Google Blog Search](#)
- [How To Promote Good Content](#)
- [7 Steps for Networking With A-Listers Fast](#)
- [An Essential Marketing Principle: Give Before You Try to Get](#)

Keeping Your Tribe Warm

Creating a content hub that shares ongoing value keeps you relevant and top of mind.

So when it comes time to promote something on your website or through social media, it won't come out of the blue and seem too self-promotional. That's because it will be coming from a trusted resource.

Applying content marketing principles to your site gives your followers a place to go that delivers value, creates a deeper level of trust and is a slippery (but trusted) gateway to your business. Creating great content can do this, but

caring a ridiculous amount about your audience and customers and putting them first above everything else is what really matters.

People like to feel like they are a part of something and if you can create a community around your content then you win.

Do this, and you will give people a reason to subscribe and yourself **permission** to follow up.

More Content:

- [Tribes: We Need You to Lead Us](#)
- [The Key to Creating More Remarkable Connections](#)

Solid Design that Sells Your Content

Have you ever been to a fancy restaurant? If you have, then you know how much effort goes into the presentation of the food. Each dish is meticulously composed to wow you and look delicious.

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That's because all great chefs know that we eat with our eyes first.

We make split-second judgments in our head about the quality of the food before we even taste it based on the presentation alone.

The same is true for your online content.

Like it or not, people naturally trust and place a higher value on stuff that looks good. Worse, sloppy design can immediately turn off visitors and cause you to come across as unprofessional and amateur. And if you're trying to sell something, poor design has the power to make your offer look like a scam no matter how good your content is.

Creating remarkable content is one thing, but unless you package it to look appealing it may never get read in the first place.

There are many good website "themes" and "frameworks" available today that can make your site look polished right out of the box. But if you're serious about

starting an online business then I recommend calling in a professional to design your site.

Content Converts uses the Thesis Theme for Wordpress (a premium theme) and I hired a designer to make it look unique. There are scores of free themes that look nice but you lose that unique factor among other things.

You should look at the design of your site as an important business decision, because it is one.

More Content:

- [First Impressions Count for Web](#)
- [Shock And Awe Over At ProBlogger](#)
- [The Thesis Theme for Wordpress](#)
- [40 Free High-Quality WordPress Themes](#)



Your Next Move

These are just some of the ingredients of content marketing that we'll be exploring here on Content Converts.

Specifically, we'll be looking at what works to attract an audience and convert your content into cash.

Subscribe to Content Converts today to avoid missing more great free content.

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Thanks for reading the Content Converts report. If you've found it valuable it would mean a lot to me if you shared it whichever way you like best.

Thanks,

Mark Macdonald

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