



# Content Summit: Intro to Content

*How do you eat an elephant? One bite at a time.*



What is your passion?



# Hobby Give Away Case Study



Google(v.)  
changed  
the way we  
interact with  
the world

GOALPOST

Since the day Google transitioned from a noun to a verb, the way we interact with the world has changed.

**LET ME GOOGLE IT!  
I'M GOING TO BING HIM!  
THAT MOMENT IS INSTAGRAMMABLE!  
I'M GOING TO TUMBLE THAT!  
DO YOU WANT TO SKYPE?  
YOU SHOULD FACEBOOK THAT!**



What is Content?

# The Evolution of Content

- Democratization of content
- In the hands of a group of like-minded individuals
- In your hands



# Why is it critical for everyone to be involved?

- This is an organization filled with subject matter experts
- Revenue is everyone's responsibility





*Becoming a*

**T**eaching

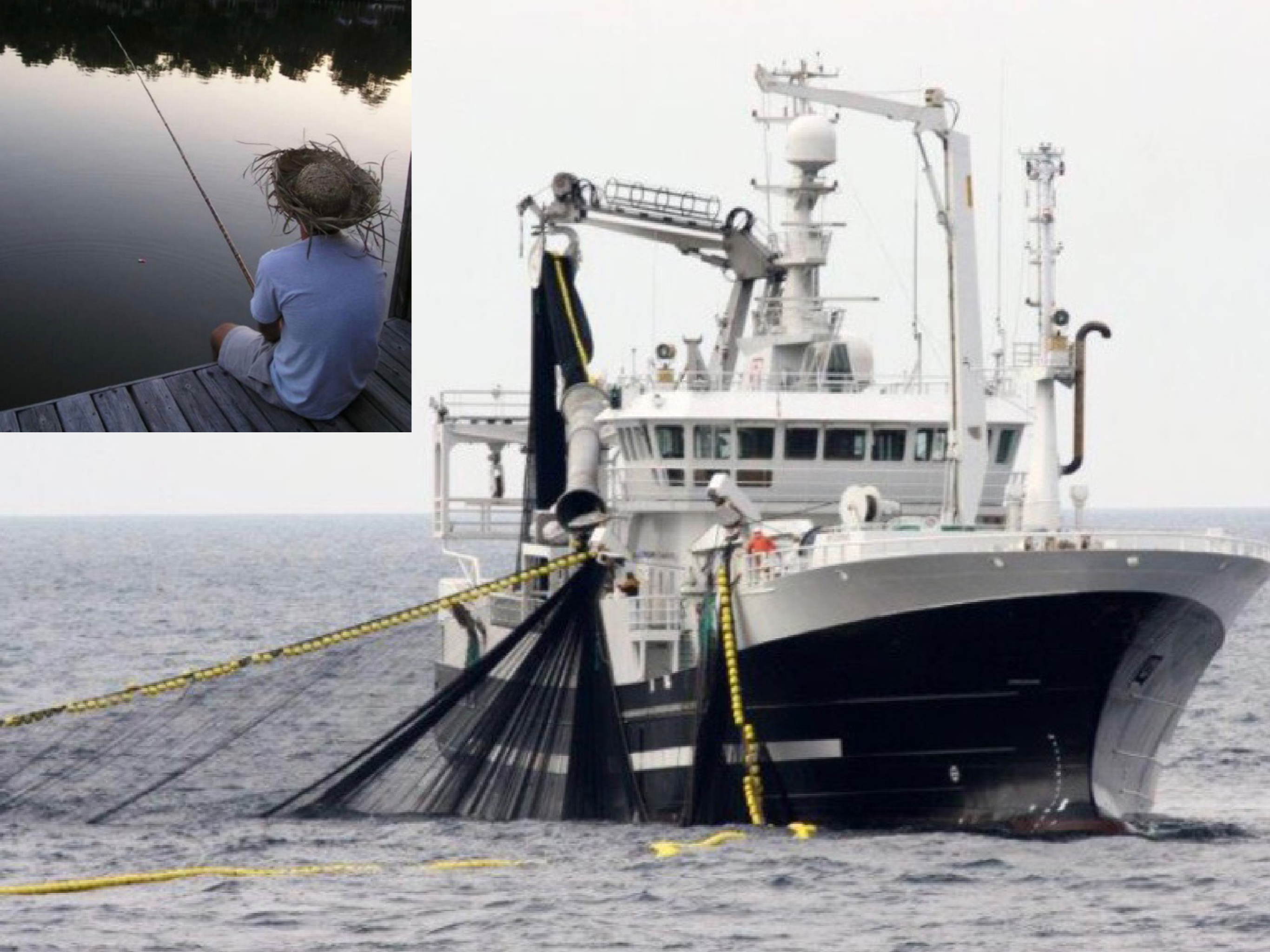
Organization

# How Does Content Marketing Work?

- Never waste a good answer to a good question



## *THE* **SECRET SAUCE**



# The Goal of the Search Engine

- Give the researcher the best, most specific answer to his/her question
- A teacher's job is to answer questions

# At It's Best, Content *Should* Be:

- Strategic, Interesting, Engaging
- What we are NOT here for:  
Content for content's sake

# Six Key Blog Types

- Pricing and Cost
- Problems
- Compare & Contrast
- Reviews
- Best in Class
- Top '5' List

*(or choose your number)*



*The*

Third Rail

Of Authenticity



# GOALPOST NEXT STEPS

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