

MEQUODA PRO LIVE

# CONTENT MARKETING 2010

**Using Content to Sell Books, Apps,  
Subscriptions and Live Events**

Brought to you by the Mequoda/SIPA Alliance

# Today's Host



**Kim Mateus**

Member Services Director

Mequoda Group

**Kim@Mequoda.com**

# Today's Speaker



**Don Nicholas**  
Executive Director  
Mequoda Group  
**Don@Mequoda.com**





AMERICA'S HORSE DAILY

MEQUODA DAILY  
Helping Publishers Make Money Online

Canadian Living

Business Management Daily

artist daily

MOTHER EARTH NEWS  
THE ORIGINAL GUIDE TO LIVING WISELY

Radiology Daily  
An Oakstone Medical Publishing Information Resource

Golf Vacation insider

simplify

Expert • Independent • Nonprofit  
ConsumerReports.org

Beading Daily

Where to Play, Where to Stay, What to Pay

Pat McKeough's TSI Network Daily  
Discover How You Can Become a Successful Investor

Sekada Daily  
Ohne Sekretärin läuft nichts!

The aggressive, but controlled trade is the one that wins!  
GRYPHON DAILY  
The World's #1 Investment Newsletter

Quilting Arts

TechRepublic

Corporate Wellness Advisor  
Personal Best Resource

FACULTY FOCUS  
FOCUSED ON TODAY'S HIGHER EDUCATION PROFESSIONAL

Investing Daily  
Brought to you by iStock investing

DABEX Daily  
CLINICAL LABORATORY AND PATHOLOGY NEWS AND TRENDS

VNR.de | Visionen. Nutzen. Rat. Hier sind die Experten!

crochetme

fuelNET  
fuelnet.com Mein Geschäftserfolg

MORNINGSTAR®

INVESTOR VERLAG  
Damit aus Geld Vermögen wird

JOHNS HOPKINS HEALTH ALERTS  
A Free Service of University Health Publishing and Johns Hopkins Medicine

Safety Daily Advisor  
Practical Safety Tips, News & Advice. Updated Daily.

COMPUTERWORLD

DAILYWORD  
Daily Inspiration From Unity

VIDAY SALUD™  
EN LÍNEA CON LA DRA. ALIZA™

knittingdaily where life meets knitting

HR Daily Advisor  
Practical Human Resource Tips, News & Advice. Updated Daily.

RCR Wireless  
INTELLIGENCE ON ALL THINGS WIRELESS

ChefsBest JUDGING AMERICA'S BEST

GeVestor  
Financial Publishing Group

Program on Negotiation  
AT HARVARD LAW SCHOOL

ceramic arts daily  
information and inspiration from inside the artist's studio

# Mequoda Content Marketing System Key Characteristics

**CONTENT-DRIVEN**



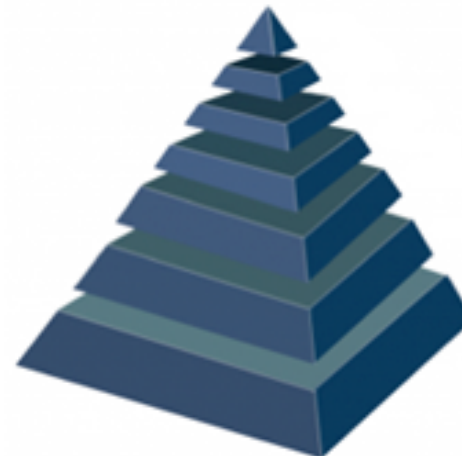
**GOOGLE-FRIENDLY**



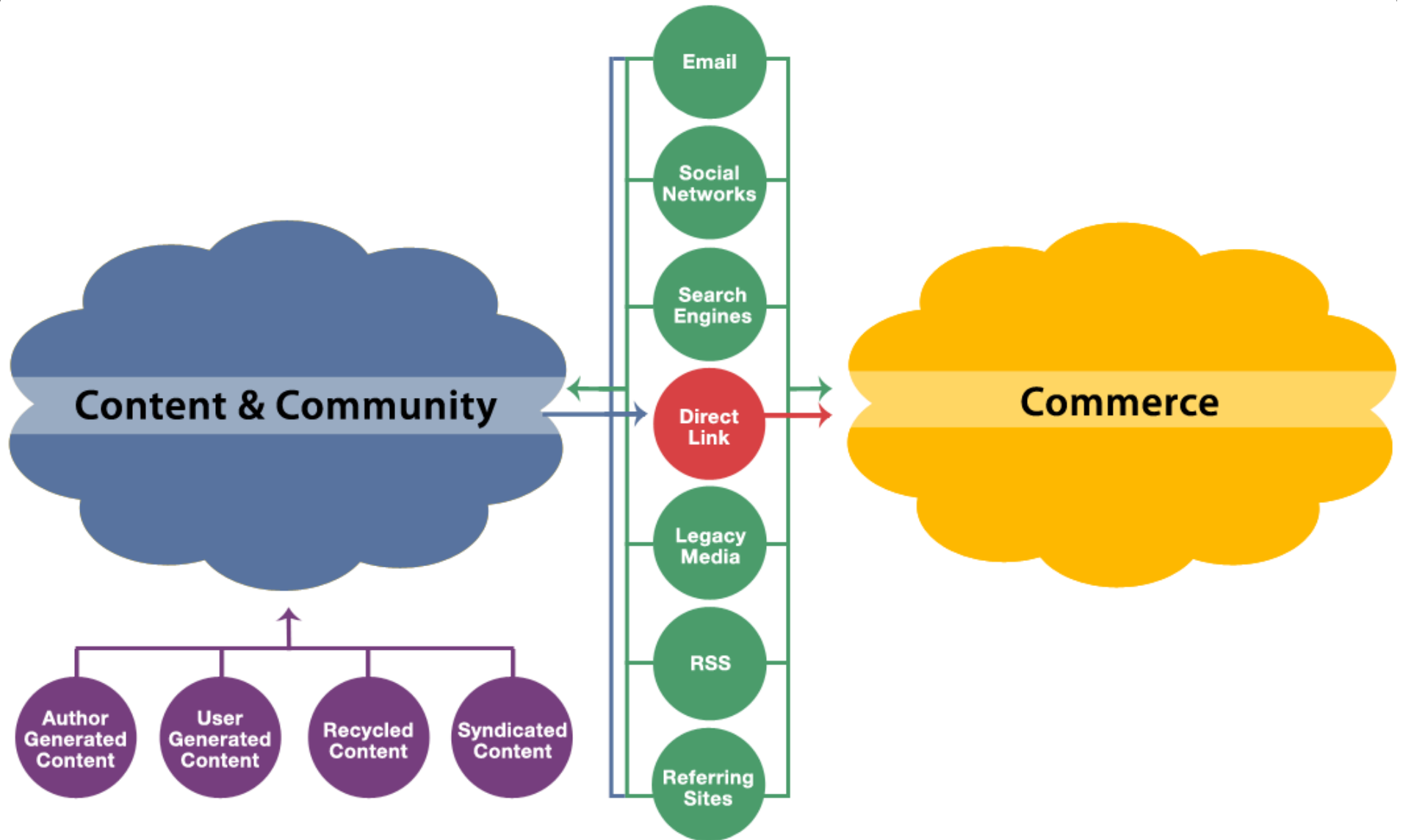
**SUBSCRIBER-CENTRIC**



**MULTI-PLATFORM**



# Mequoda Content Marketing System Key Components






## **1. Editorial Strategy**

# **Leveraging Content & Reputation**

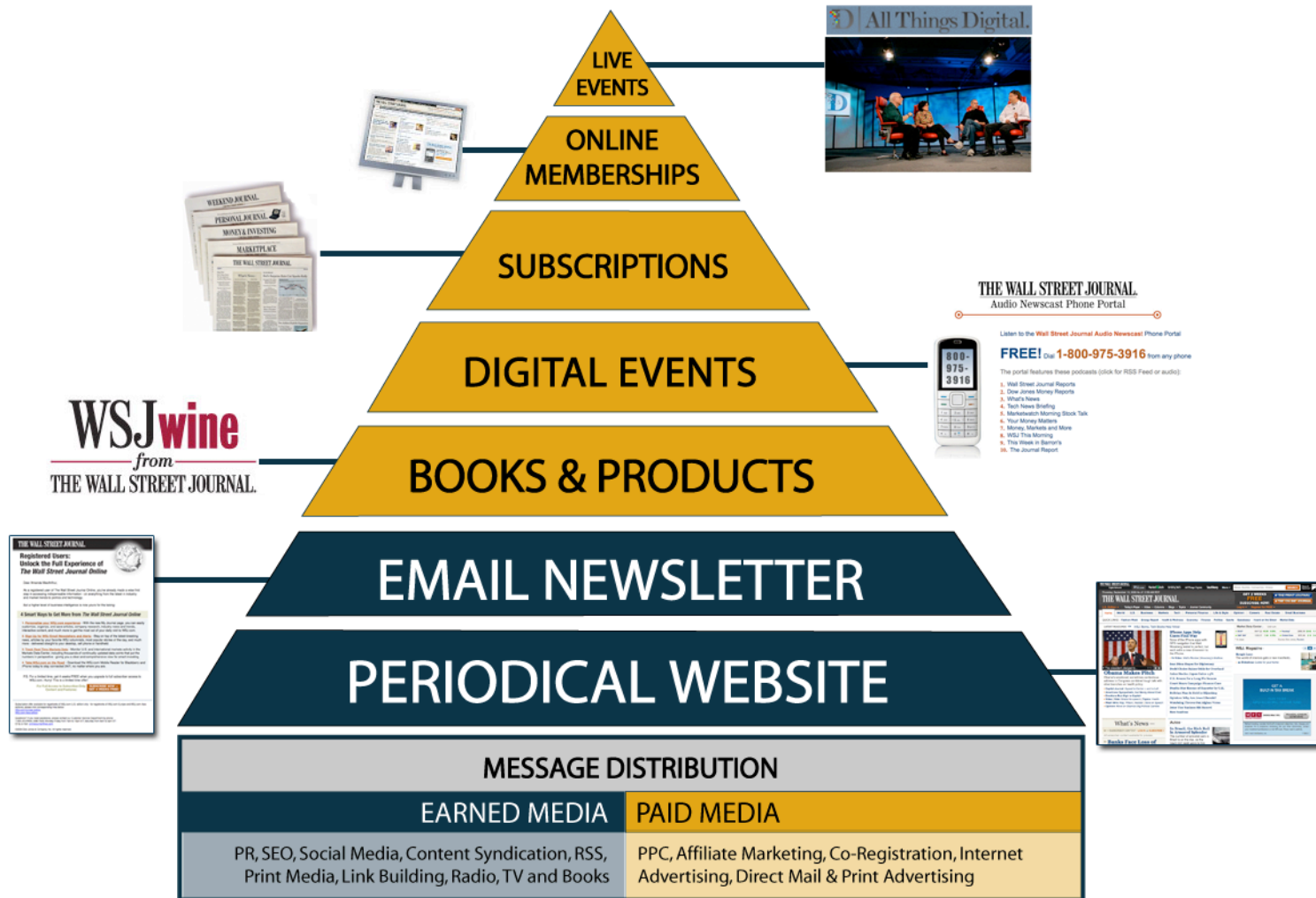
**Using What you Know and Who you Know  
to Make Money Online**

# Multiplatform Editorial Strategy

## SPECIAL-INTEREST MEDIA USER EXPERIENCE

	 <b>ONLINE</b>	 <b>OFFLINE</b>	 <b>IN PERSON</b>
MEDIUM	Email, Websites, Audio, Video	Books, CDs, DVDs Newsletters, Magazines	Conferences, Workshops, Consulting
CONVENIENCE	Moderate	High	Low
FIDELITY	Moderate	Low/Moderate	High
OWNERSHIP	Moderate	High	Low

# WSJ Multiplatform Case Study



**Pages: 3,769,740 | Inbound Links: 20,011,917 | Keywords: 8,874 | Unique Monthly Visitors: 10,117,113**

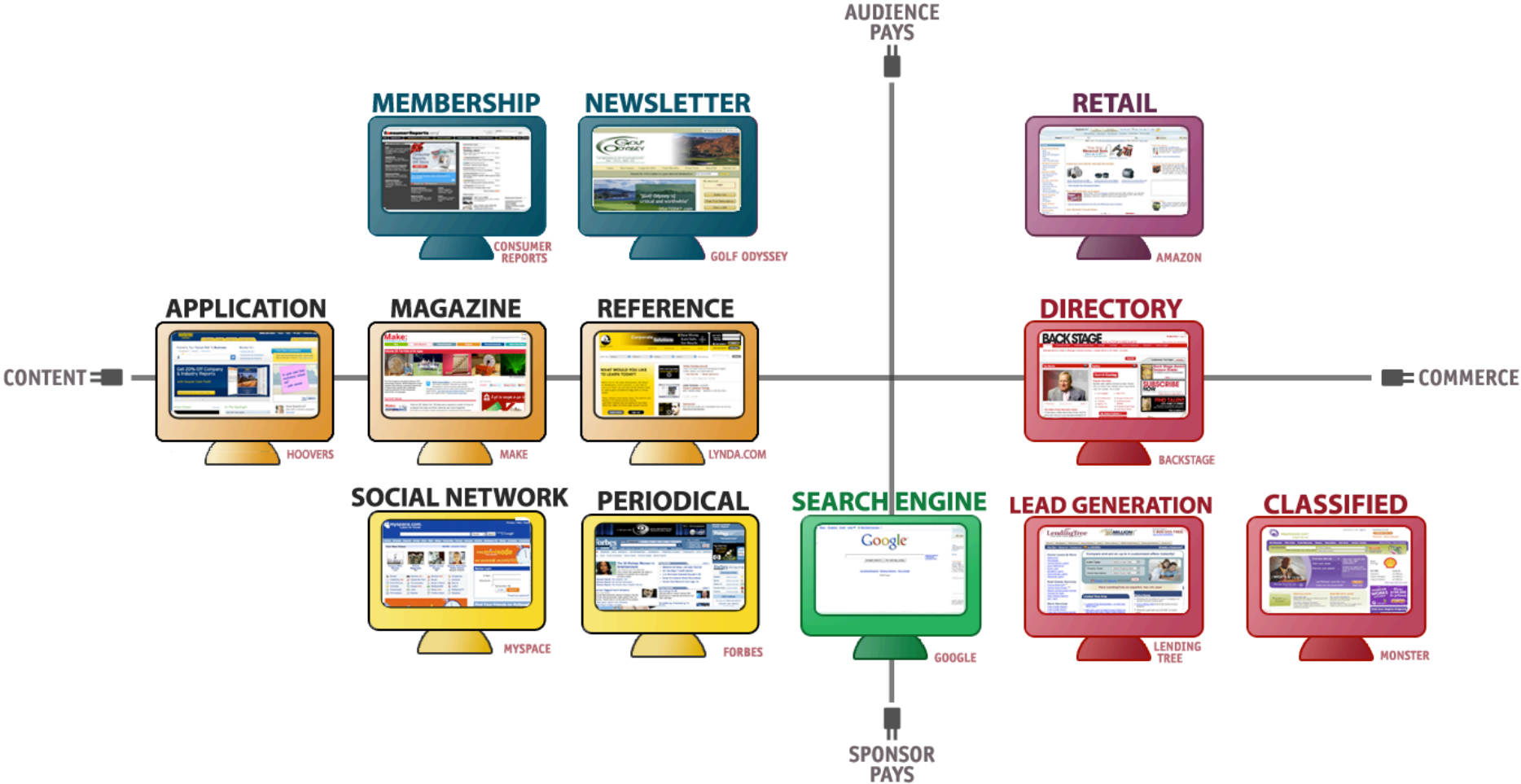
## 2. Revenue Strategy

# Choosing the Right Business Models

**Using an Online Market Analysis to  
Understand your Online Neighborhood**



# 12 Online Business Models





# Online Market Audit for Fool.com



**Pages: 1,357,260 | Inbound Links: 2,169,643 | Keywords: 1,933 | Unique Monthly Visitors: 3,681,517**

## Key Metrics for Top 10 Endemic Neighbors

WEBSITE	TRAFFIC	PAGES	LINKS
Yahoo! Finance	21,709,875	13,752,402	11,390,190
WSJ	9,612,034	2,093,201	19,995,701
CNN Money	9,123,568	907,549	4,845,225
MSN Money Central	8,511,570	2,116,274	6,323,499
Fidelity	7,031,415	138,779	89,779
BusinessWeek	5,278,802	3,673,019	6,944,979
Motley Fool	4,301,859	1,358,589	2,168,516
Scottrade	2,572,479	87,663	149,141
Daily Finance	2,255,962	455,063	10,449,886
Think Quest Library	2,236,757	321,852	393,534



### **3. Audience Strategy**

# **Attracting Targeted Website Traffic**

**Using Search, PR, and Social Media to  
Attract Traffic and Build Email Circulation**

# SEO for Online Publishers

## Choosing the Right Keywords To Drive Website Traffic

1

### KEYWORD KNOWLEDGE



2

### KEYWORD POPULARITY SEARCH

Keywords	Approx Avg Search Volume
Keywords related to term(s) entered	
landing page	27,100
landing page software	480
free landing page	880
a great landing page	16
a landing page for	36
a landing page in	16
and landing page	210
as landing page	36
buy landing page	36
for landing page	390
in landing page	140
landing page com	3,600
landing page from	480
landing page that	46
landing page with	140
main landing page	36
my landing page	46
the landing page	210
your landing page	170
a landing page	1,300

3

### KEYWORD COMPETITION

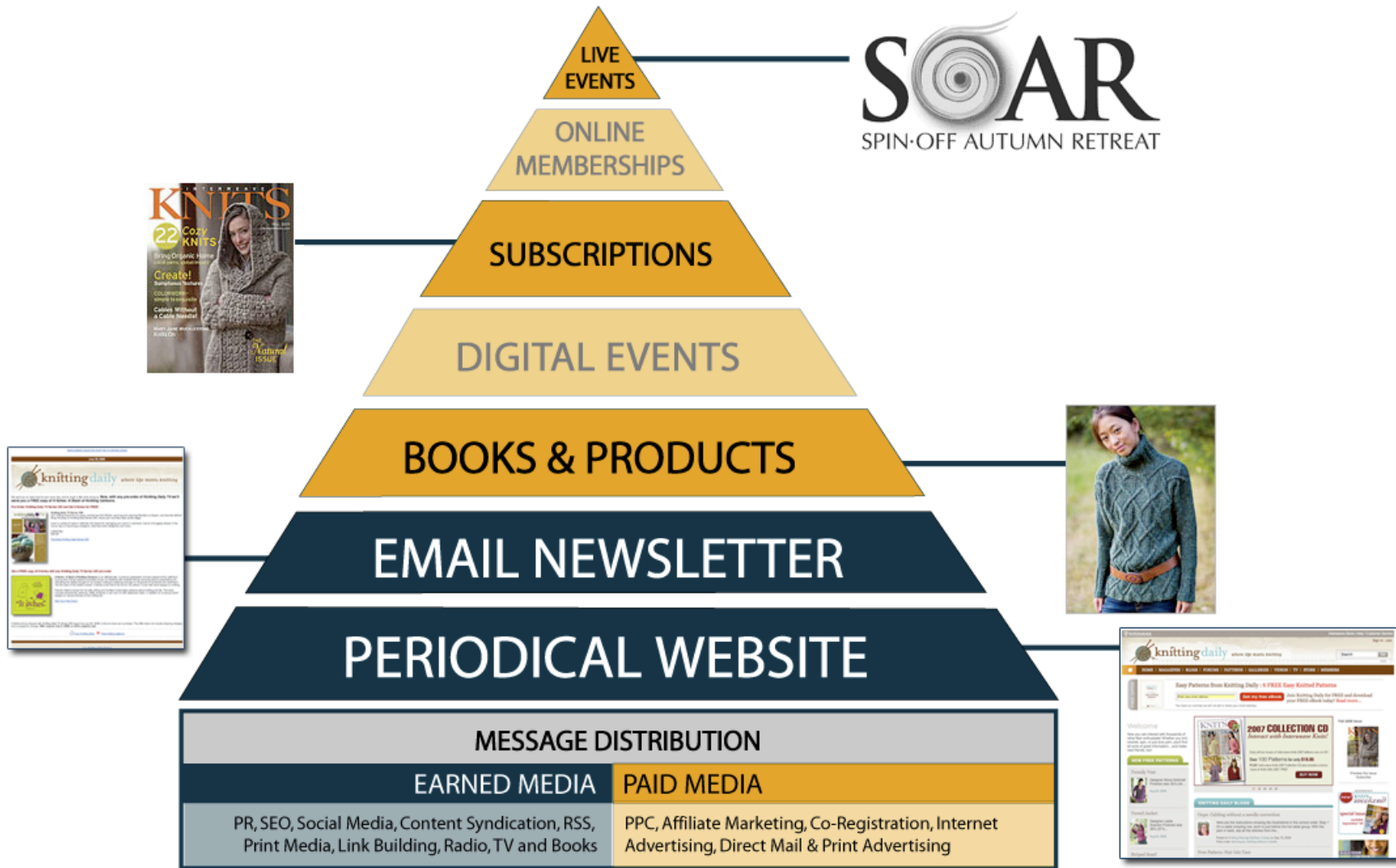
Google search results for "landing page". The search shows approximately 1,960,000 results. The top results include sponsored links for landing page software and services, and organic search results from Wikipedia and various marketing blogs.

4

### KEYWORD STRATEGY

Keyword Universe	Annual Searches	Google K	Google Ra	Annual Impressio	G
free landing page template	4,015	1,338.33	2	4,015	100%
free landing page templates	4,015	669.17	2	4,015	100%
how to name landing pages	1,095	0.00	2	1,095	100%
landing page copy	2,555	4.32	2	2,555	100%
landing page template	4,015	0.53	1	4,015	100%
landing page templates	5,110	6.41	1	5,110	100%
landing pages templates	4,015	14.19	1	4,015	100%
increase landing page conversion	4,015	6.69	15	1,285	32%
email landing page	2,555	1.39	23	179	7%
free landing page	5,110	1.18	27	358	7%
free landing pages	4,015	1.52	23	281	7%
landing page conversion rates	2,555	2.95	23	179	7%
landing page guidelines	2,555	2.37	21	179	7%

# Case Study: Knitting Daily



**Pages: 709,174 | Inbound Links: 359,319 | Keywords: 154 | Unique Monthly Visitors: 153,544**

# KnittingDaily.com

The screenshot shows the KnittingDaily.com website. At the top, the logo features a ball of yarn with knitting needles, followed by the text "knittingdaily where life meets knitting". Navigation links include Home, Magazines, Blogs, Forums, Patterns, Galleries, Videos, TV, Store, Members, Topics, Glossary, and Authors. A search bar and social media links for RSS and Facebook are also present.

A prominent banner offers "Knit Cardigan Patterns from Knitting Daily : 7 FREE Patterns". It includes a form to "Enter your email address" and a "Get my free eBook" button. Text below the form states: "You have our promise we will not sell or share your email address." To the right, it says: "Join Knitting Daily for FREE and download your FREE eBook today! Read more..."

On the left, a "FREE OFFER" sidebar shows "knit cardigan patterns from knittingdaily" with "7 FREE knitting patterns".

The main content area is divided into three sections:

- Welcome:** "Now you can interact with thousands of other fiber enthusiasts! Whether you knit, crochet, spin, or just love yarn, you'll find all sorts of great information....and make new friends, too!"
- NEW FREE PATTERNS:** Features "Yggdrasil Afghan" with a photo of a brown afghan on a chair and the text: "An afghan worked from the center out, beginning with..." dated Feb 18, 2010. Below it is "Five Way Cable Wrap from Knitting Daily TV Episode 402".
- KNITTING DAILY BLOGS:** Features "Is this Yarn Going to Pill?" with a photo of a woman and the text: "Bowl of yarn, anyone? Delicious! One of my knitting buddies has a major-league aversion to any amount of pilling. She knits gorgeous sweaters and if they pill even a tiny bit, she won't wear them..."

On the right, there is a "Winter 2009 Issue" of Interweave Knits magazine. The cover features a woman in a purple cardigan and lists "24 BEST KNITS for winter patterns", "LAYER RICH TEXTURES", "PLEAT FOLD & GATHER", "Let Fab Styles Inspire", and "Learn Responsive Cable Knit-Up Sweater". Below the cover are links for "Preview the Issue" and "SUBSCRIBE".

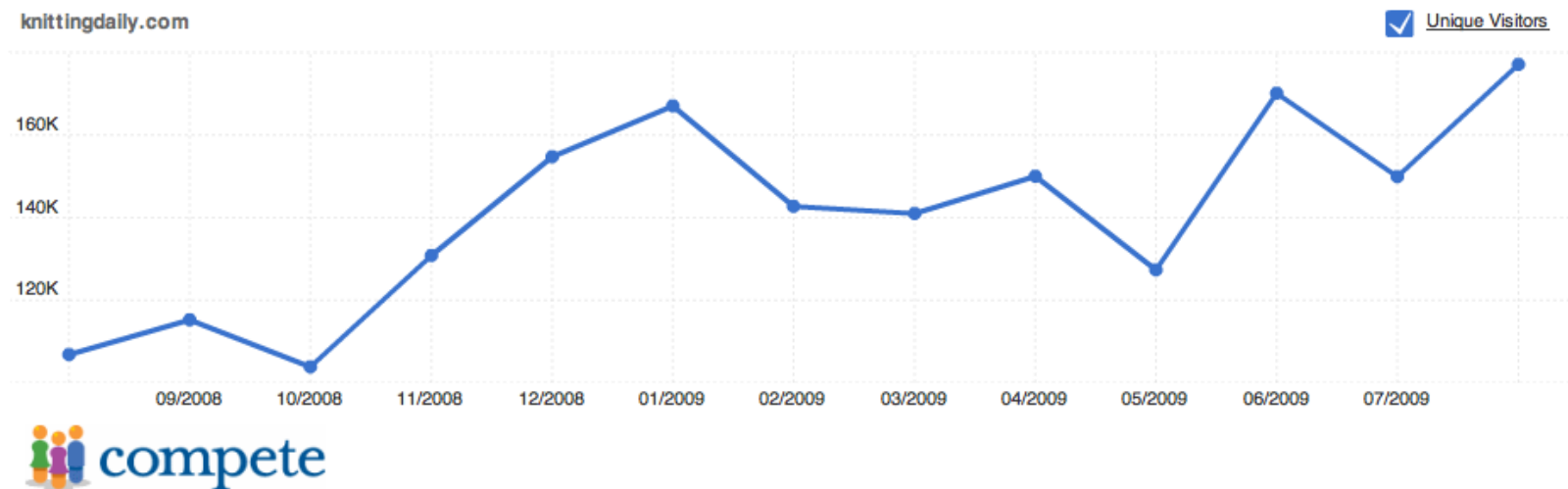
At the bottom right, there is an advertisement for "KNITS Subscribe and Save".



# Knitting Daily Google Rankings

Google Ranking - Socks eBook - Launched 12/19/08												
Keywords	12/1/20	1/7/200	1/27/20	2/3/200	2/10/20	5/27/20	6/4/20	6/10/20	6/24/20	7/28/20	8/14/20	9/8/20
Knitting Daily	1	1	1	1	1	1	1	1	1	1	1	1
knitted sock	0	0	0	47	0	2	3	1	1	3	3	3
Free Sock Knitting Pattern	44	10	8	7	5	5	5	5	6	5	5	5
Free Sock Knitting Patterns	0	10	10	9	9	5	5	5	5	4	5	5
Knit Sock Pattern	0	13	8	6	6	2	7	8	8	6	6	6
Free Knitting Patterns for Socks	0	13	4	4	3	12	8	12	10	7	7	7
Knitted Sock Pattern	0	0	27	23	22	8	17	15	9	15	5	7
knitted sock patterns	0	12	7	9	10	8	11	9	8	6	6	7
Sock Knitting Patterns	0	15	12	7	5	8	8	9	5	6	7	7
Free Knitted Sock Patterns	0	13	12	11	6	5	7	7	7	7	5	8
Sock Knitting Pattern	0	9	6	6	7	8	7	9	9	7	7	8
Sock Patterns	0	13	12	12	14	6	10	12	10	8	9	9
Sock Knitting	0	8	7	8	8	8	7	7	7	7	7	10
Knit Socks	0	0	18	15	14	5	16	12	9	12	16	12
Knit Sock	0	27	18	21	17	15	17	12	7	7	13	14
Knitting Socks	0	44	22	20	18	3	22	20	11	14	15	14
Sock Pattern	0	0	40	37	36	40	42	41	26	26	30	32
Hand Knit Socks	0	0	0	0	0	38	43	39	27	26	29	33
Learn to Knit Socks	0	0	0	0	0	39	0	0	33	39	38	33
Hand Knit Sock*	0	10	9	11	12	40	0	0	25	28	28	34
Learn to Knit	0	0	0	0	0	0	0	0	0	0	0	0
Color Code	Pg. 1	Pg. 2	Pg. 3	Pg. 4+	Not Ranked							

# Year Over Year Growth of KnittingDaily.com



August 2008: 106,847  
August 2009: 177,120

GROWTH RATE: 65%

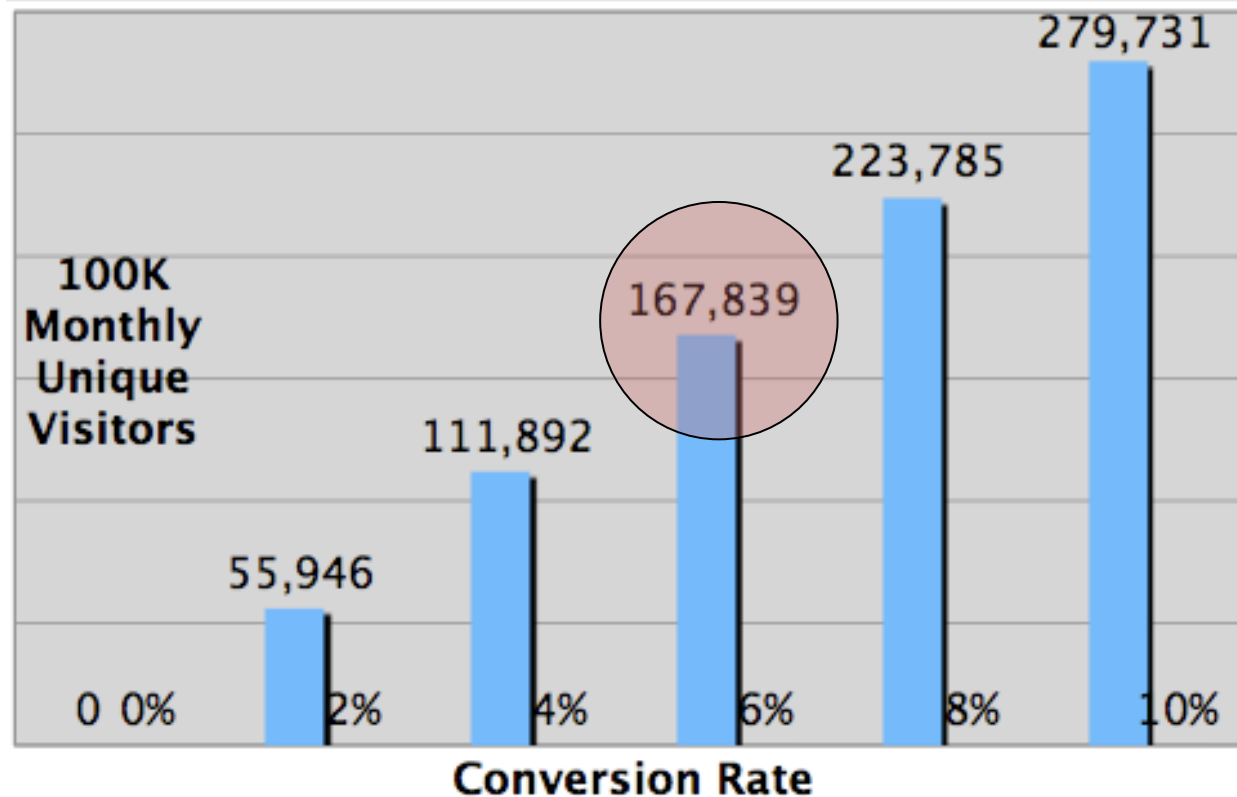


## 4. Website Strategy

# Converting Visitors into Email Subscribers

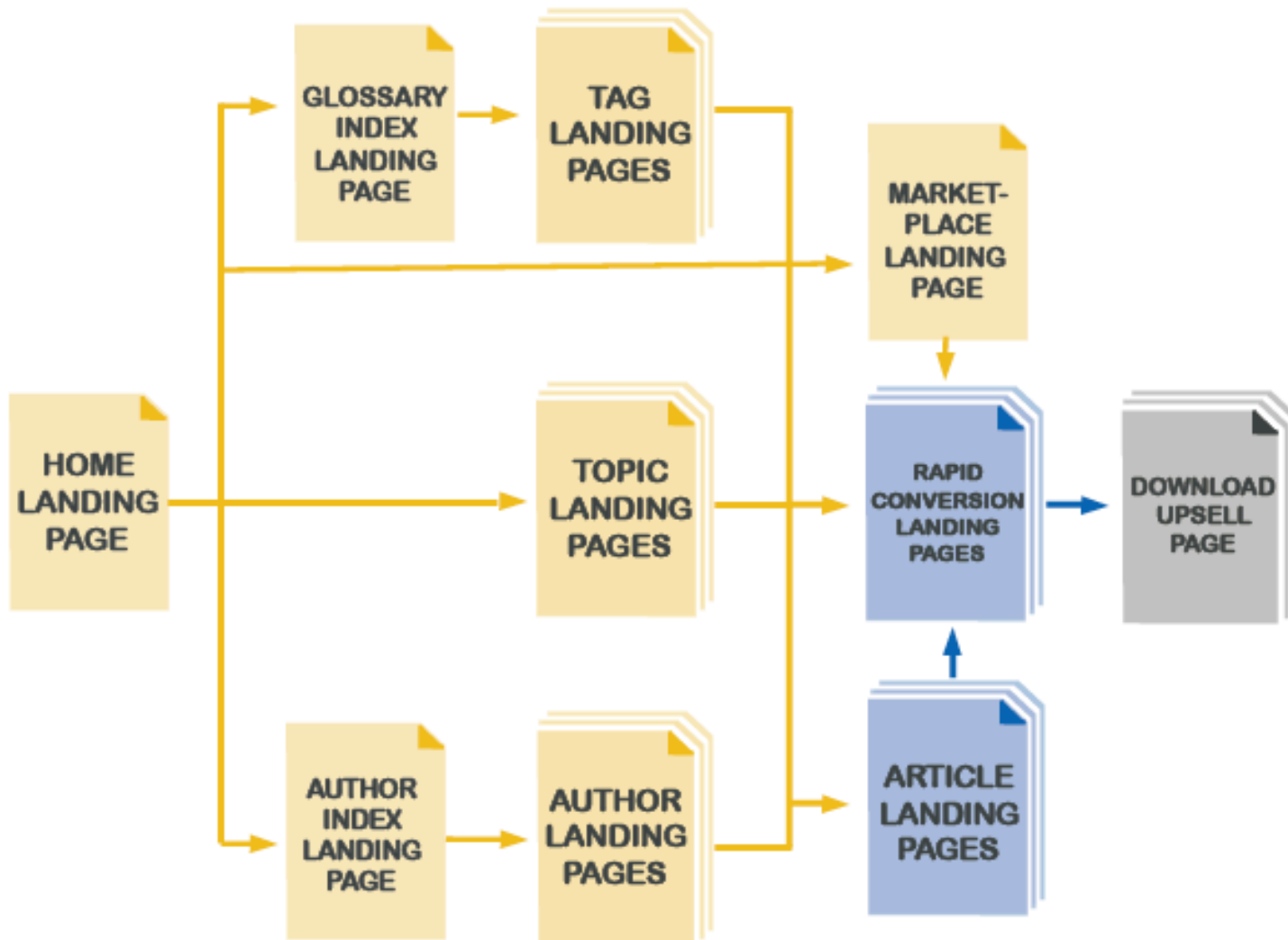
**Using Free Content, Free Downloads and  
Conversion Architecture to  
Maximize Email Conversion Rates**

# How Conversion Rates Impact Email Circulation



97% retention rate

# Attraction Conversion Architecture



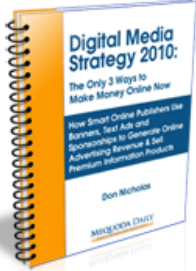
# Case Study: Mequoda Daily



**Pages: 19,379 | Inbound Links: 1,412 | Keywords: 52 | Unique Monthly Visitors: 27,196**

# Mequoda Daily Conversion Architecture

## Floater

Close Window

Get a **FREE** copy of *Digital Media Strategy 2010: The Only 3 Ways to Make Money Online* when you sign up for Mequoda Daily email updates.

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We hate spam as much as you do. You have our promise not to sell or share your email address, ever! Please read our [Privacy Policy](#).

## Text Links

### Free White Papers

[10 Email Newsletter Design Best Practices](#)

[12 Master Landing Page Templates](#)

[5 Deadly Membership Website Mistakes](#)

[Blogging for Marketing 101](#)

[Editorial Management Guidelines for Online Publishers](#)

[How to Write a White Paper That Sells](#)

[Internet Business Models and Strategies](#)

[Launch a Link-Building Campaign](#)

[Mobile Site Design for Content Publishers](#)

[Online Press Release Guidelines](#)

[Rapid Conversion Landing Page Optimization Guidelines](#)

[SEO Copywriting Secrets](#)

[Seven Online Publishing Secrets](#)

[The 13 Best Email Subject Lines](#)

[Tips for Creating a Successful Podcasting Series](#)

[Twitter Advice For \(and From\) Content Marketers](#)

[Web Advertising Tips for Google AdSense](#)

## Interrupter Text Ad

Learn our **Five Creative Copywriting Tips** for Attracting, Engaging and Monetizing Customers by downloading our **FREE [SEO Copywriting Secrets](#)** white paper.

## OFIE (order form in editorial)



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**5. Email Strategy**  
**Maximizing Customer  
Lifetime Value**

**Creating an Email Marketing Calendar that  
Optimizes Revenue, Profits and Reader  
Satisfaction**

# Email Newsletters: the New Daily Newspaper





# Maximizing Email Subscriber Lifetime Value

Mequoda Email Name Lifetime Value Calculator American Woman		
	Promotions Only	Newsletters & Promotions
<b>New Email Names</b>	<b>10,000</b>	<b>10,000</b>
<b>Average Lifetime (Weeks)</b>	<b>83</b>	<b>140</b>
<b>Newsletters per Week</b>	<b>0</b>	<b>3</b>
<b>Average Revenue per M Emails Sent</b>	<b>\$50.00</b>	<b>\$50.00</b>
<b>Lifetime Revenue from Email Newsletters per Email Name</b>	\$0.00 \$0.00	\$210,000.00 \$21.00
<b>Promotions Per Week</b>	<b>3</b>	<b>3</b>
<b>Average Revenue per M Emails Sent</b>	<b>\$75.00</b>	<b>\$75.00</b>
<b>Lifetime Revenue from Email Promotions per Email Name</b>	\$186,750.00 \$18.68	\$315,000.00 \$31.50
<b>Total Lifetime Value per Name per Email Name</b>	<b>\$186,750.00 \$18.68</b>	<b>\$525,000.00 \$52.50</b>



# Case Study: Flora Daily


[Flora Daily Tips](#) [Contests](#) [Books](#) [Magazines](#) [My Account](#) [About Us](#)



[Current Tip](#) | [Archives by Date](#) | [Browse Topics](#) | [Glossary](#) | [RSS Feeds](#) | [Contact Us](#) | [Sign Up](#) | [Login](#)

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## Tip of the Day



Inspect azaleas closely to ensure you bring home the healthiest and most vibrant.

### Selecting a Healthy Azalea Plant

Strolling the nursery aisles looking for azaleas is always a treat. It is easy to imagine them bursting with color in your spring garden. We are fortunate to have many local nurseries that sell healthy and well-maintained azaleas. To ensure that you bring home the healthiest and most vibrant azaleas, it is always wise to inspect a plant closely.

#### Plant Shape

Azaleas vary greatly in size and shape. Some varieties grow upright from one to four feet tall, and others from 10 to 20 feet tall. Other varieties grow low to the ground and work well as groundcover. [Continue Reading ...](#)

Tags: [Azaleas](#), [buds](#), [deciduous](#), [evergreen](#), [foliage](#), [garden](#), [groundcover](#), [pests](#), [spring](#)  
[Azaleas](#) | May 1 | Paulette Greene | [4 Comments](#) »

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- [Orchids](#)
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## Flora Daily Topics

[Read Online](#) [Get Email](#)

-  [Azalea](#) 
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-  [Orchids](#) 
-  [Violets](#) 
-  [Peonies](#) 






















## Recent Tips



### Planting Bulbs in the Fall

Autumn brings many changes to our landscape. As leaves change color and plants start to wither, our thoughts turn to fall cleanup, and preparing our gardens for the cooler winter temperatures. Yet this is also an important time for planting, particularly for bulbs that bloom in the garden. This

# Flora Daily Email Marketing Plan

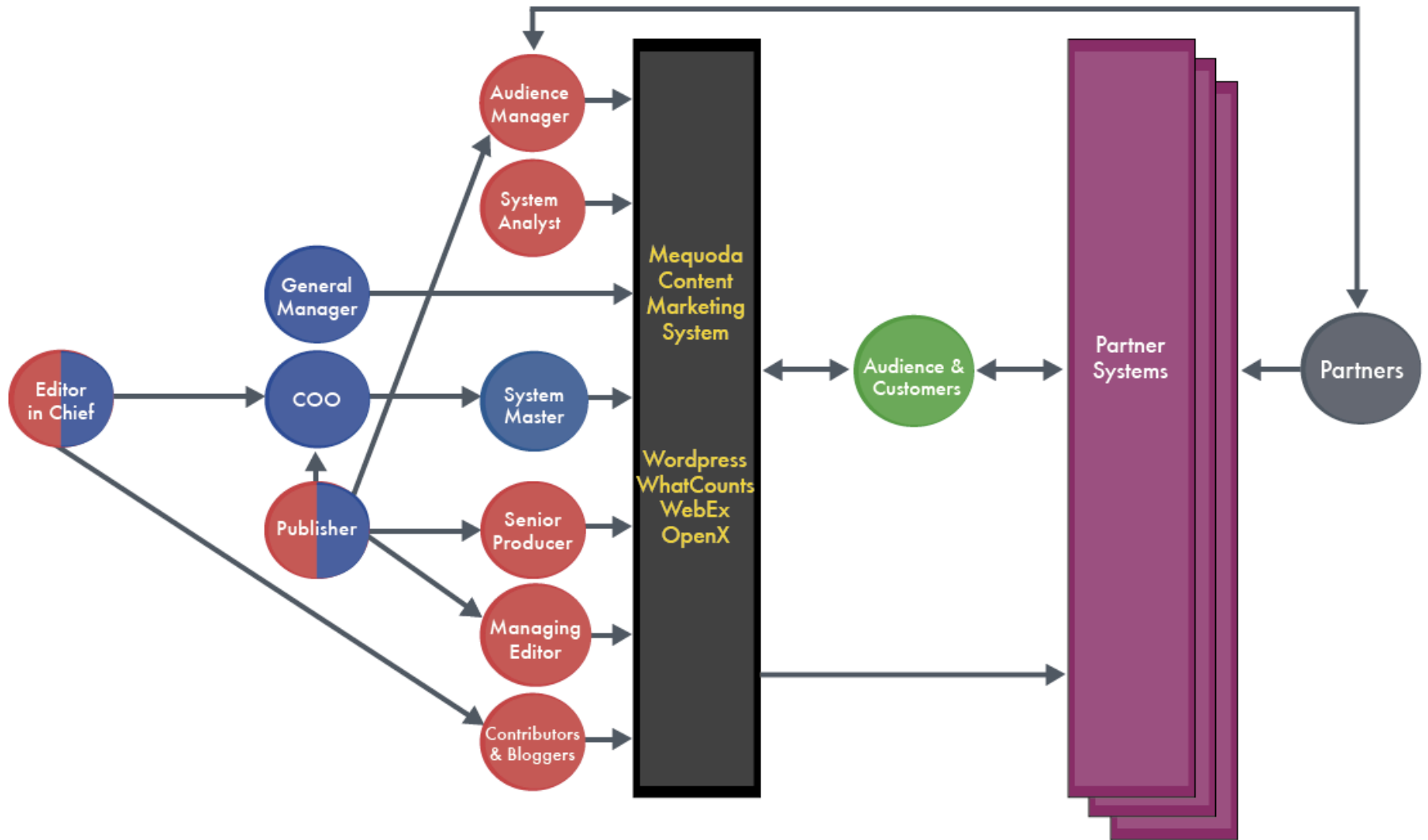
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
 <p><b>AZALEA NEWSLETTER</b></p>	 <p><b>AZALEA BOOK PROMO</b></p>	 <p><b>PEONY NEWSLETTER</b></p>	 <p><b>PEONY BOOK PROMO</b></p>	 <p><b>SPRING BULB NEWSLETTER</b></p>	 <p><b>SPRING BULB BOOK PROMO</b></p>	 <p><b>WEEK-IN-REVIEW MAG PROMO</b></p>
 <p><b>LILY NEWSLETTER</b></p>	 <p><b>LILY BOOK PROMO</b></p>	 <p><b>IRIS NEWSLETTER</b></p>	 <p><b>IRIS BOOK PROMO</b></p>	 <p><b>ROSE NEWSLETTER</b></p>	 <p><b>ROSE BOOK PROMO</b></p>	 <p><b>WEEK-IN-REVIEW MAG PROMO</b></p>
 <p><b>HYDRANGEA NEWSLETTER</b></p>	 <p><b>HYDRANGEA BOOK PROMO</b></p>	 <p><b>ORCHID NEWSLETTER</b></p>	 <p><b>ORCHID BOOK PROMO</b></p>	 <p><b>VIOLET NEWSLETTER</b></p>	 <p><b>VIOLET BOOK PROMO</b></p>	 <p><b>WEEK-IN-REVIEW MAG PROMO</b></p>

## 6. People Strategy

# Organizing Around the Content

## How to Hire, Retain and Manage Multiplatform Media Teams

# Content Marketing System Organigraph



# Managing Editor Job Description

**Strategic Objectives:** Create happy Mequoda Daily readers while maximizing revenue and profit. Manage, produce and monitor Mequoda.com's search engine optimization campaigns.

**Key Metrics:** Website post and email deadlines, # of website pages, search engine impressions and arrivals, inbound links, web to email conversion rate, email circulation, contact frequency, revenue per thousand emails sent and retention rate.

## 7. Reporting Strategy

# Managing by Exception

## Managing Online Metrics by Exception



# Management by Exception



# Mequoda System Economics and Key Metrics

Email Circulation	92,855
Revenue per Subscriber	\$12
<b>Total System Revenue</b>	<b>\$1,126,564</b>



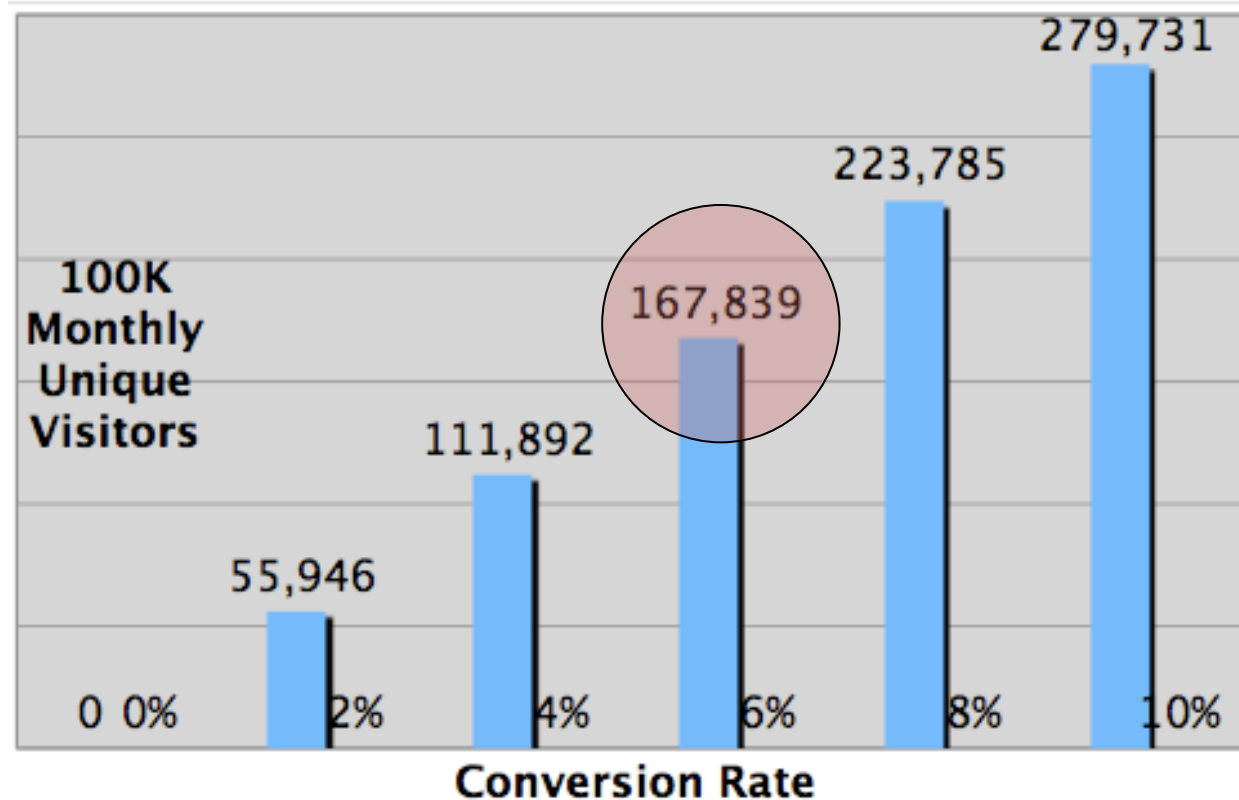
# Google Visibility Report: Visibility Drives Traffic

## Mequoda Daily Network Google Visibility Report

April 4, 2010

Mequoda Daily Topics (PKP)	Topic #	Current Data					Freemium
		Keyword Universe	Annual Searches	Annual Impressions	GVI	Posts	
Landing Page Optimization	1	144	426,828	8,732	2.05%		
Membership Websites	2	59	88,716	12,242	13.80%	<a href="#">5 Deadly Membership Website Mistakes</a>	
Online Publishing	3	58	1,286,604	6,103	0.47%	<a href="#">Seven Online Publishing Secrets; How to Write a White Paper That Sells</a>	
Online Copywriting	4	34	203,940	10,276	5.04%	<a href="#">Email Copywriting Basics</a>	
Internet Marketing Strategy	5	40	5,647,068	8,760	0.16%	<a href="#">Free eBook: Internet Marketing Strategy for Publishers</a>	
Social Media Strategy	6	24	146,124	756	0.52%	<a href="#">Twitter Tutorial for Maximizing Website Traffic</a>	
Search Engine Optimization	7	61	2,976,864	797	0.03%		
Keyword Research	8	40	2,247,432	0	0.00%		
Link Building	9	28	66,936	0	0.00%	<a href="#">Launch a Link-Building Campaign</a>	
Website Usability Testing	10	57	275,496	0	0.00%		
Designing Media Websites	11	15	381,780	468	0.12%		
Increasing Website Traffic	12	32	1,342,812	17,220	1.28%	<a href="#">Online Press Release Guidelines</a>	
Blogging for Profit	13	13	243,396	569	0.23%	<a href="#">Blogging for Marketing 101</a>	
New Media Trends	14	32	44,112	2,235	5.07%	<a href="#">Mobile Site Design for Content Publishers</a>	
Internet Business Models	15	17	121,320	18,694	15.41%	<a href="#">Internet Business Models and Strategies</a>	
Web Advertising	16	28	243,732	462	0.19%	<a href="#">Web Advertising Tips for Google AdSense</a>	
Email Marketing	17	62	2,494,656	14,019	0.56%	<a href="#">The 17 Best Email Subject Lines</a>	

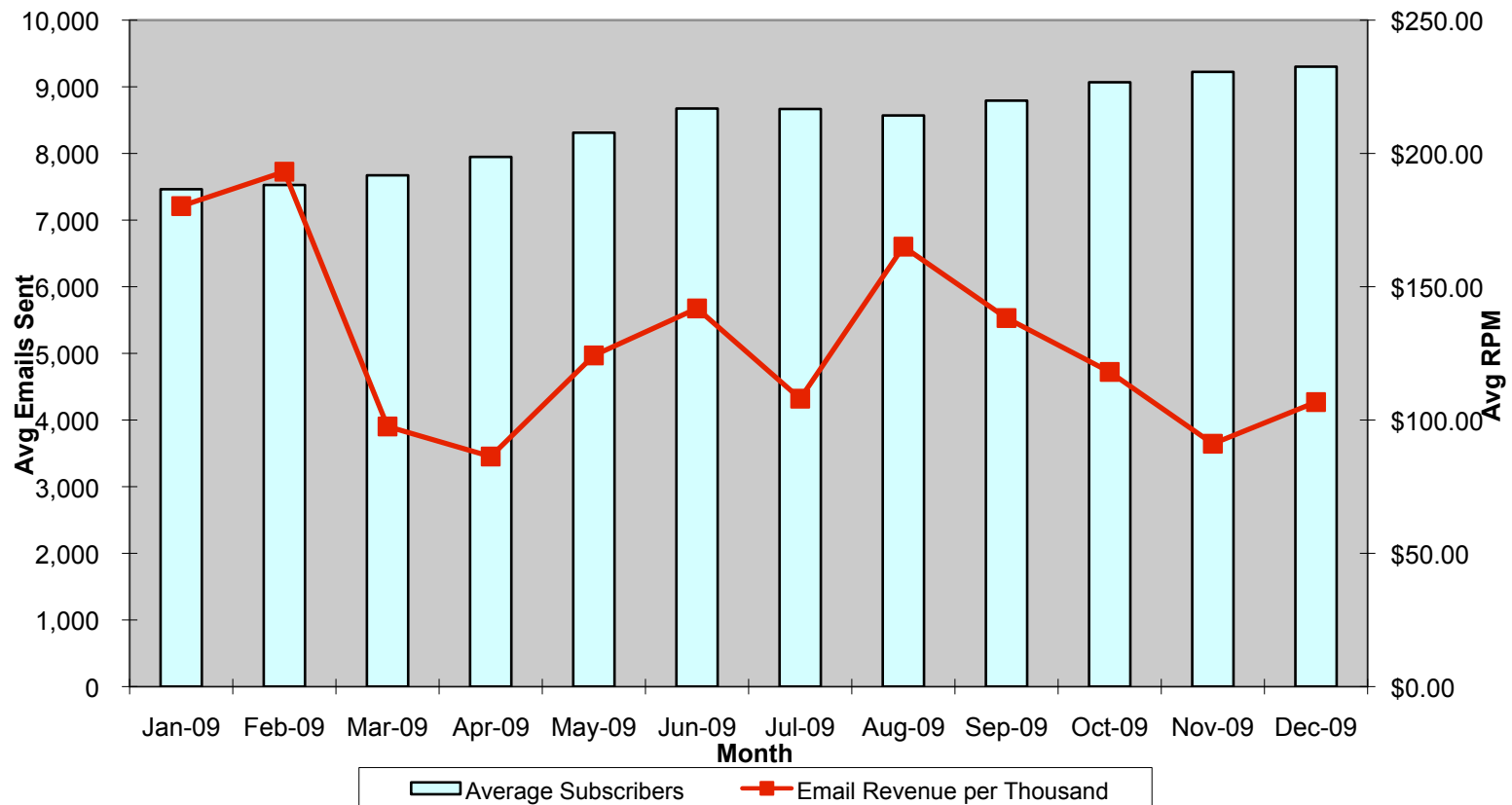
# Traffic > Conversions > Email Circulation



97% retention rate

# Revenue per M Emails Sent: Yield Drives Revenue

Mequoda Daily  
Average RPM - All Emails Sent





# Content Marketing 2010 Coming to a City Near You

June 9	Washington DC
June 16	Boston MA
June 22	NYC
June 29	Chicago, IL

**[www.Mequoda.com/seminars](http://www.Mequoda.com/seminars)**

# Thank You

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