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

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Today's Speaker

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MEQUODA CONTENT MARKETING SYSTEM

SEVEN STRATEGIES FOR USING FREE CONTENT TO MAKE MONEY ONLINE

EDITORIAL STRATEGY
Leveraging Content & Reputation

BUSINESS STRATEGY
Choosing the Right Business Models

REPORTING STRATEGY
Managing by Exception

PEOPLE STRATEGY
Organizing Around the Content

AUDIENCE STRATEGY
Attracting Targeted Website Traffic

EMAIL STRATEGY
Maximizing Customer Lifetime Value

WEBSITE STRATEGY
Converting Visitors into Subscribers

AMERICA'S HORSE DAILY

MEQUODA DAILY
Helping Publishers Make Money Online

Canadian Living

Business Management Daily

A artist daily

MOTHER EARTH NEWS
THE ORIGINAL GUIDE TO LIVING WISELY

Radiology Daily
An Oakstone Medical Publishing Information Resource

Golf Vacation insider
Where to Play, Where to Stay, What to Pay

simplify

Expert • Independent • Nonprofit
ConsumerReports.org

Beading Daily

Quilting Arts

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

Sekada Daily
Ohne Sekretärin läuft nichts!

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

TechRepublic

Corporate Wellness Advisor
Personal Best Resource

FACULTY FOCUS
FOCUSED ON TODAY'S HIGHER EDUCATION PROFESSIONAL

crochetme

III InvestingDaily
Brought to you by Investing

DARK Daily
CLINICAL LABORATORY
AND PATHOLOGY NEWS AND TRENDS

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

MORNINGSTAR®

INVESTOR VERLAG
Damit aus Geld Vermögen wird

fuelNet
fuelnet.com

Mein Geschäftserfolg

JOHNS HOPKINS HEALTH ALERTS
MEDICINE 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

VIDAYSALUD
EN LÍNEA CON LA DRA. ALIZA

knitting daily where life meets knitting

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

RCRWireless
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

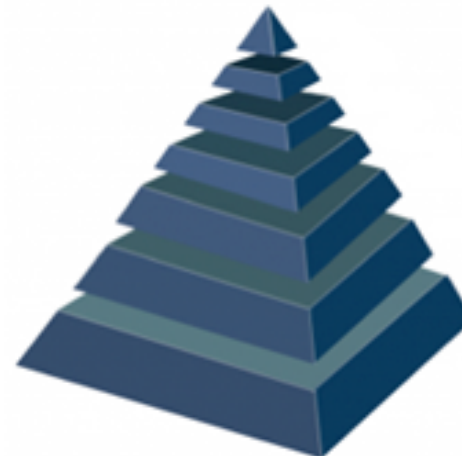# Mequoda Content Marketing System
Key Characteristics
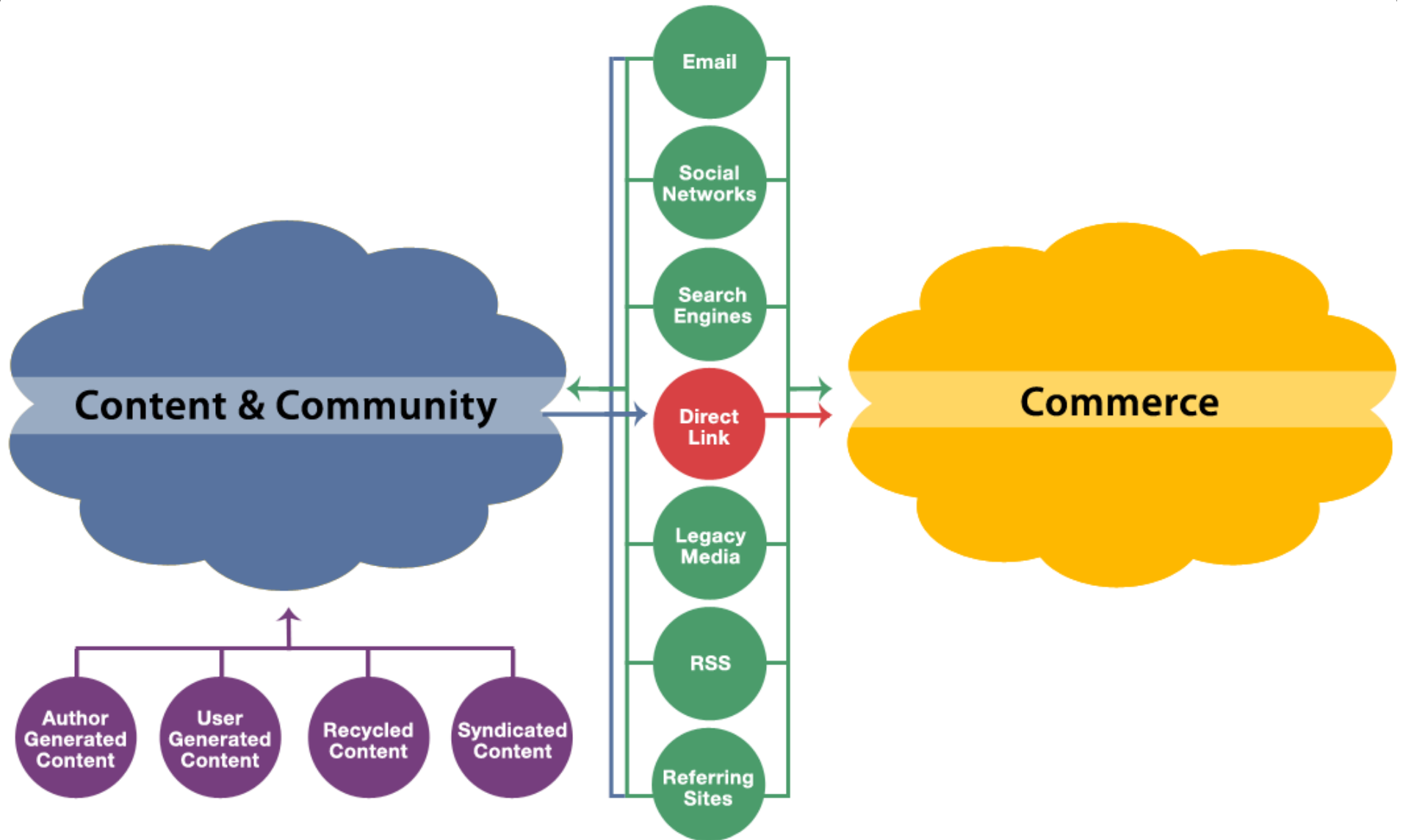
CONTENT-DRIVEN

GOOGLE-FRIENDLY

SUBSCRIBER-CENTRIC

MULTI-PLATFORM

Mequoda Content Marketing System
Key Components

1. Editorial Strategy

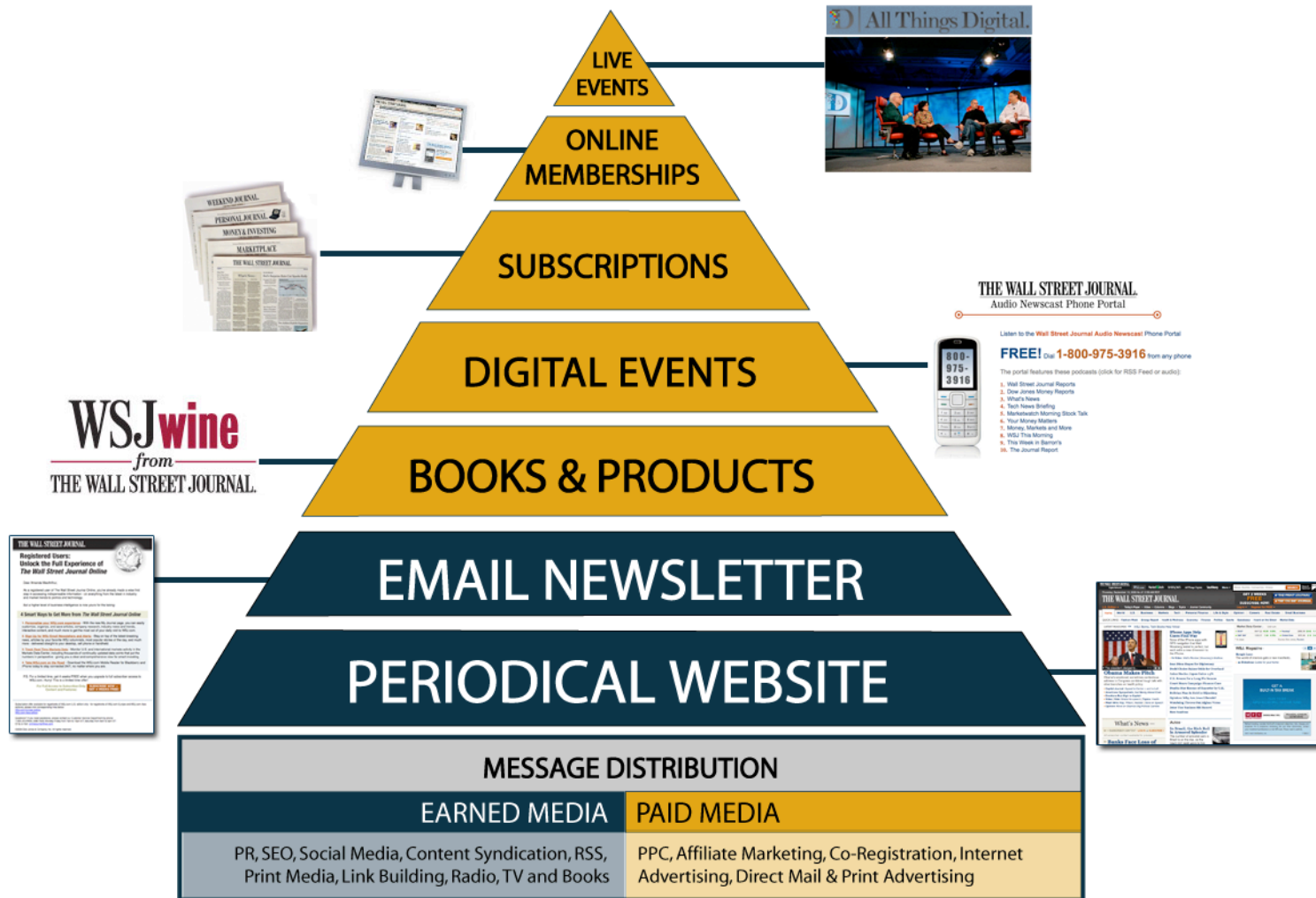# Leveraging
Content & Reputation

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

Multiplatform Editorial Strategy

SPECIAL-INTEREST MEDIA USER EXPERIENCE

	ONLINE	OFFLINE	IN PERSON
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

Pyramid levels (top to bottom):
- LIVE EVENTS
- ONLINE MEMBERSHIPS
- SUBSCRIPTIONS
- DIGITAL EVENTS
- BOOKS & PRODUCTS
- EMAIL NEWSLETTER
- PERIODICAL WEBSITE

MESSAGE DISTRIBUTION

EARNED MEDIA	PAID MEDIA
PR, SEO, Social Media, Content Syndication, RSS, Print Media, Link Building, Radio, TV and Books	PPC, Affiliate Marketing, Co-Registration, Internet Advertising, Direct Mail & Print Advertising

Pages: 3,769,740 I **Inbound Links:** 20,011,917 I **Keywords:** 8,874 I **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
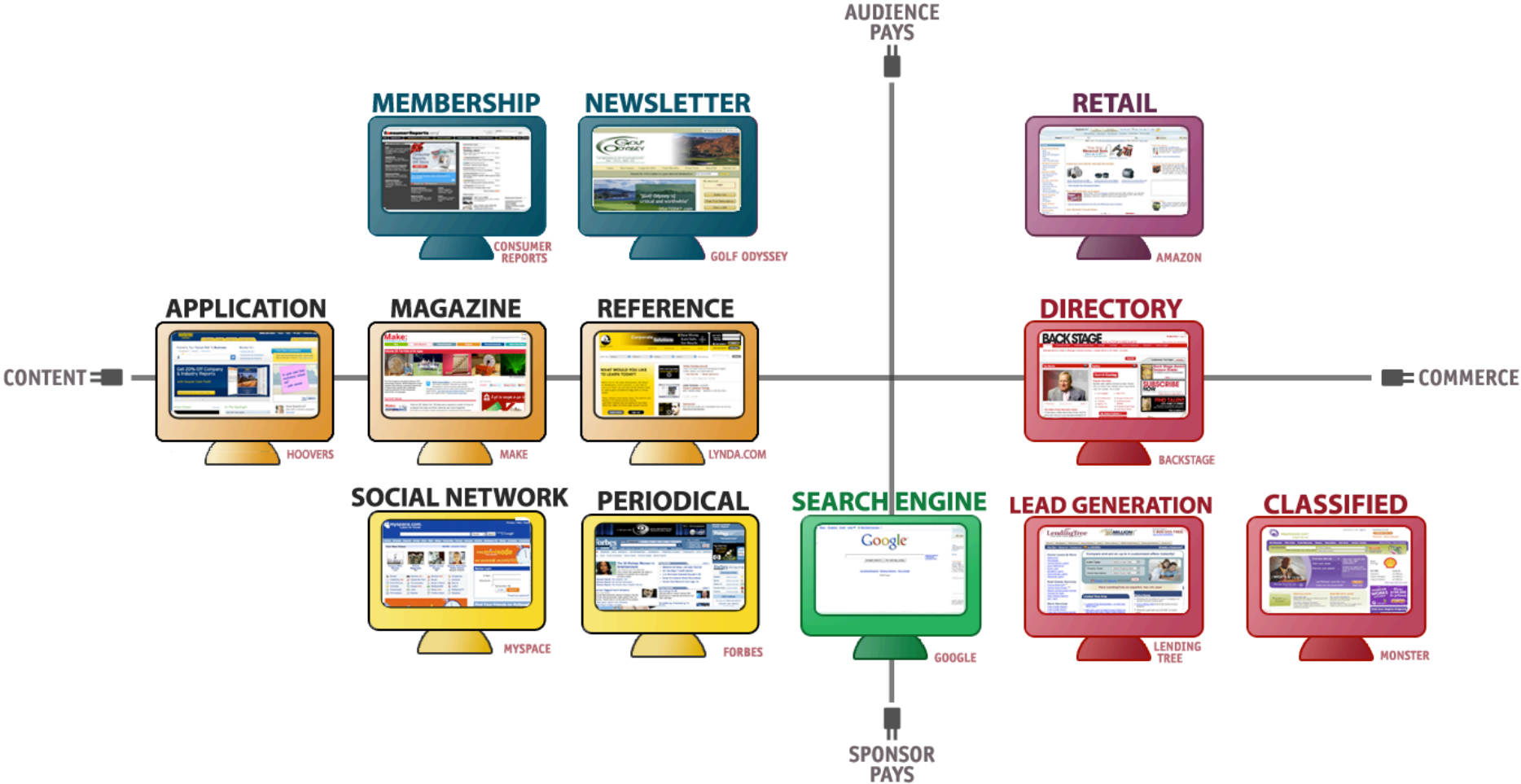
Online Market Audit for Fool.com

PREMIUM SERVICES

Motley Fool. Duke Street

MEMBERSHIPS

MOTLEY FOOL HIDDEN GEMS
MOTLEY FOOL STOCK ADVISOR

ONE-SHOT PRODUCTS

STOCKS 2010
The Investor's Guide to the Year Ahead
The Motley Fool

EMAIL NEWSLETTERS

PERIODICAL WEBSITE

The Motley Fool.
To Educate, Amuse & Enrich™

MESSAGE DISTRIBUTION

EARNED MEDIA	PAID MEDIA
PR, SEO, Social Media, Content Syndication, RSS, Link Building, Podcasts, Media Appearances	PPC, Co-Registration, Internet Advertising, Direct Mail

Pages: 1,357,260 I **Inbound Links:** 2,169,643 I **Keywords:** 1,933 I **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

compete

YAHOO!
Site Explorer

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

Case Study: Knitting Daily
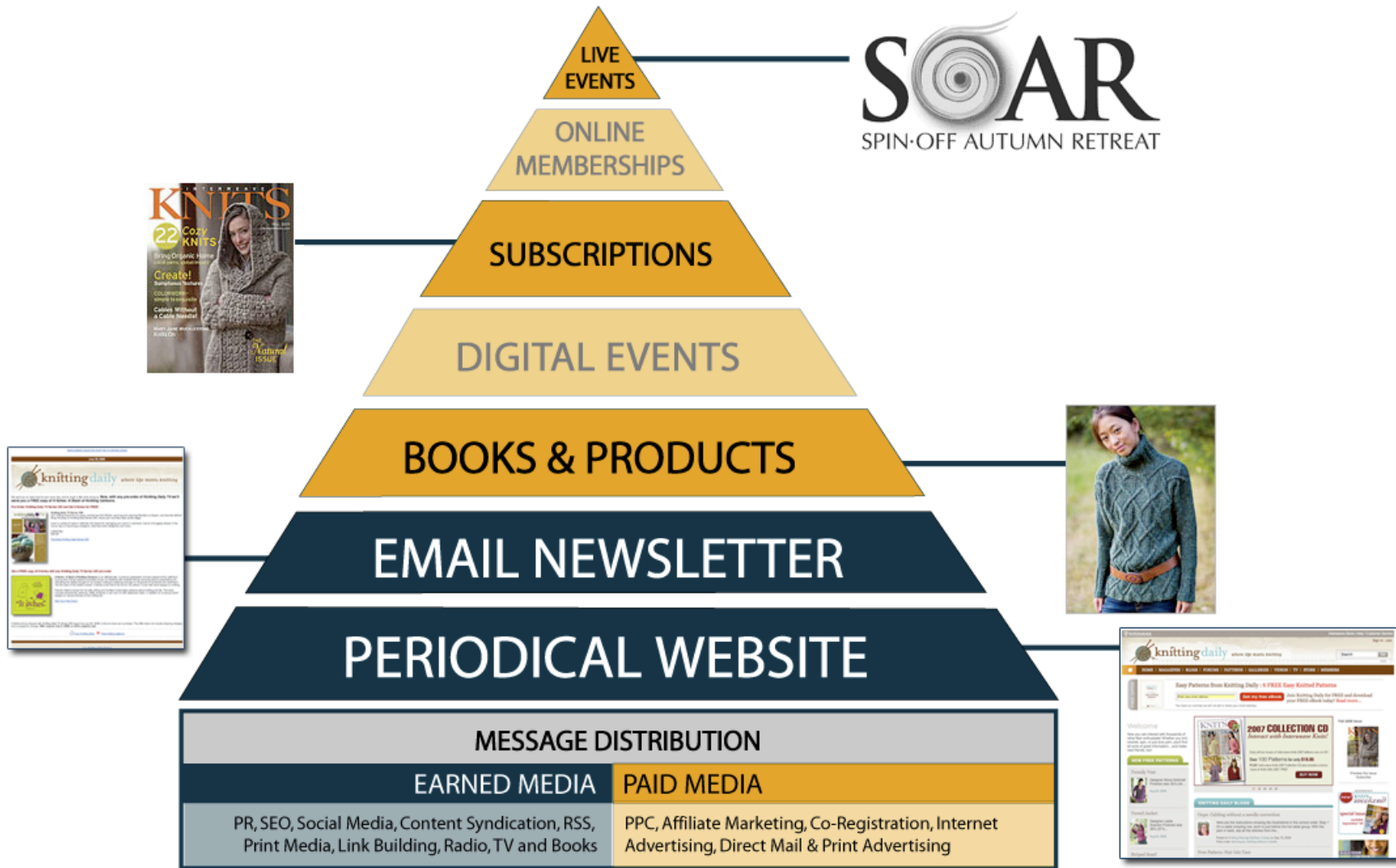
Pages: 709,174 I **Inbound Links:** 359,319 I **Keywords:** 154 I **Unique Monthly Visitors:** 153,544

KnittingDaily.com

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
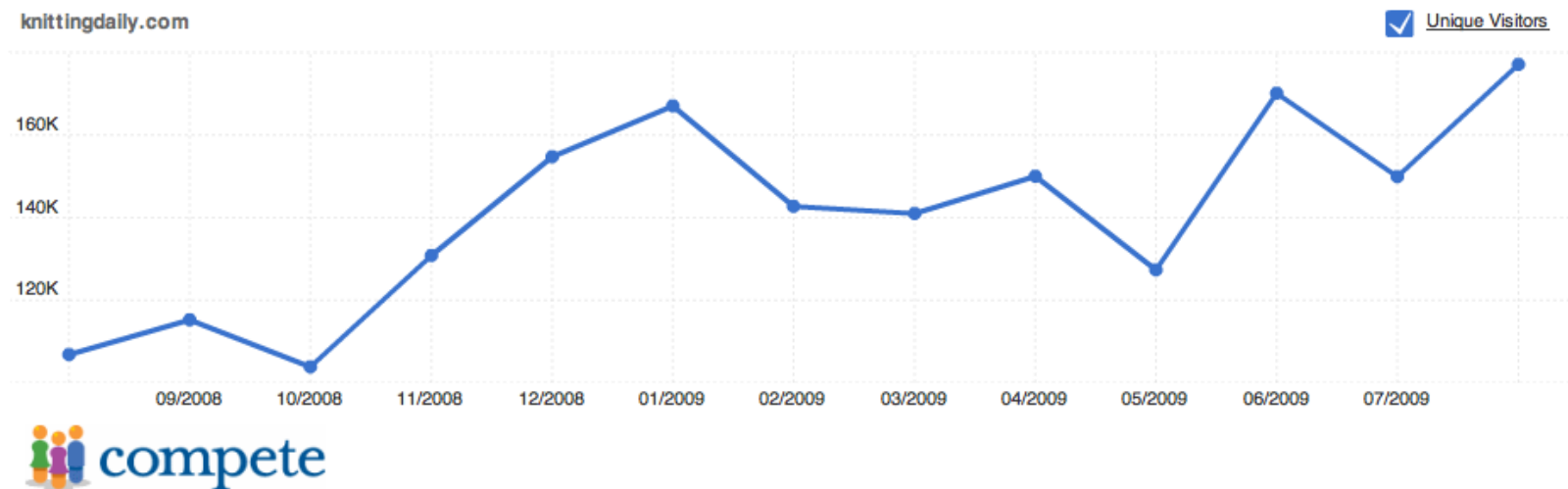
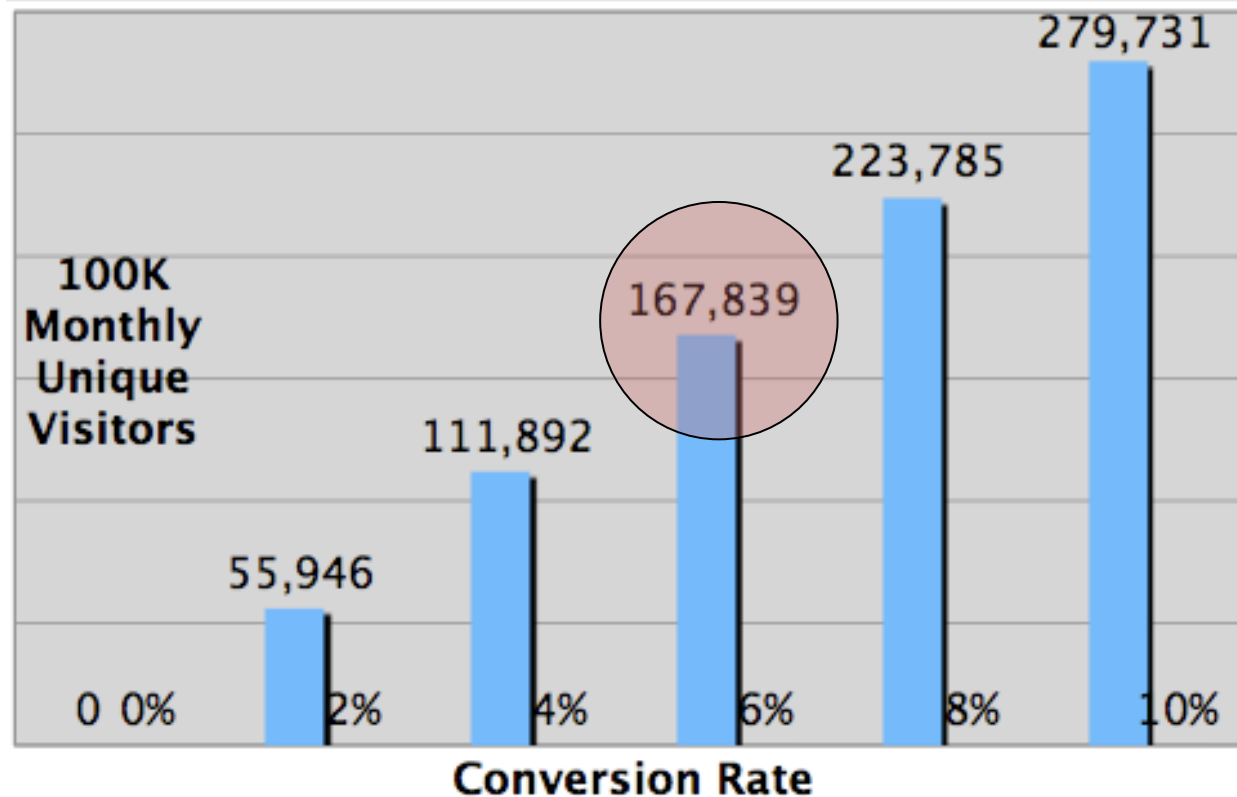August 2008: 106,847   GROWTH RATE: 65%
August 2009: 177,120

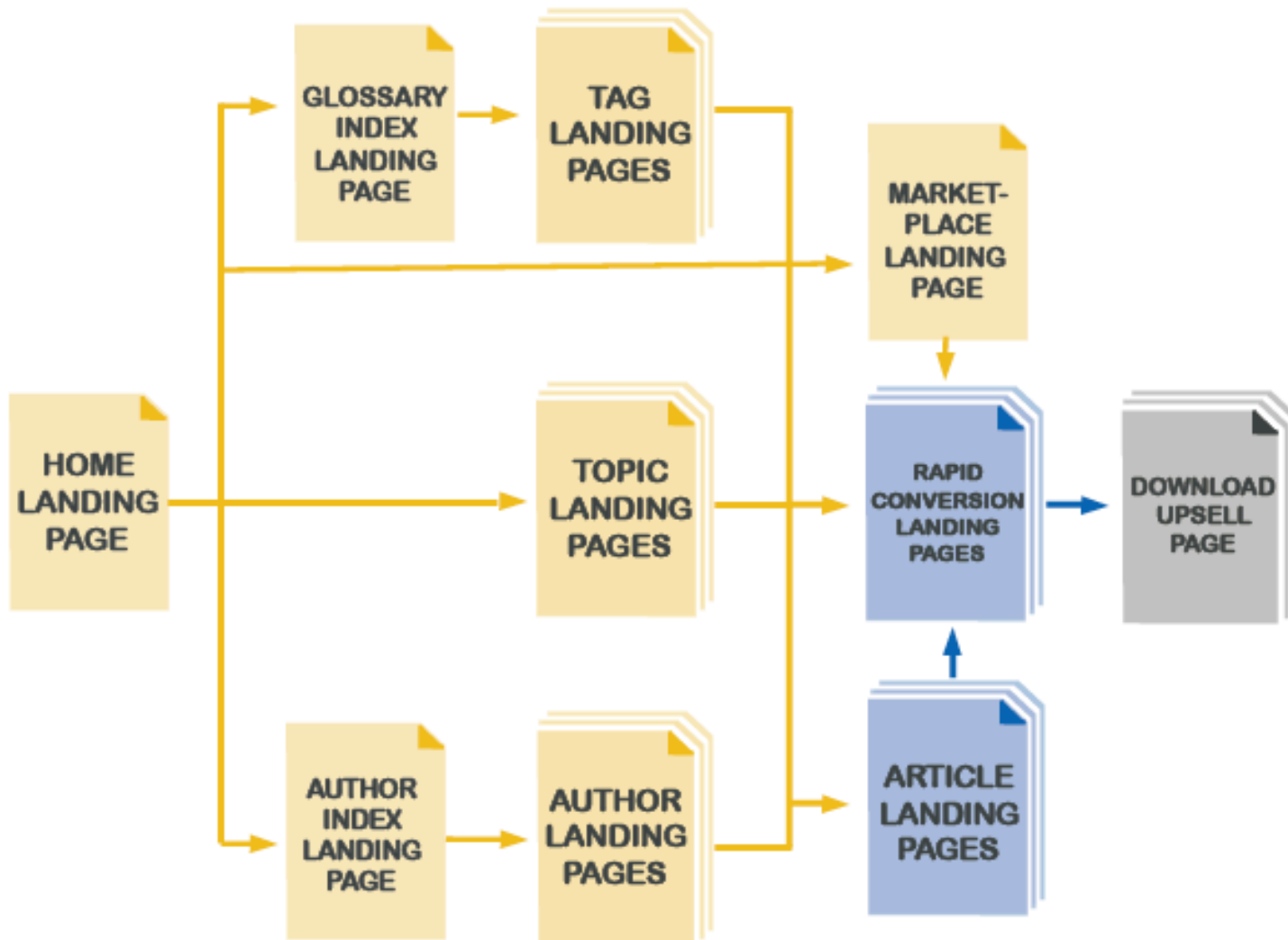## 4. Website Strategy

Converting Visitors into Email Subscribers

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

How Conversion Rates Impact Email Circulation
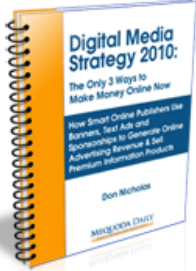

97% retention rate

Attraction Conversion Architecture

Case Study: Mequoda Daily

MEQUODA SUMMIT
Helping Publishers Make Money Online

- GOLD SERVICES
- LIVE EVENTS
- WEBINAR SUBSCRIPTION (MEQUODA PRO)
- WEBINARS, ONE-SHOTS
- EMAIL NEWSLETTERS
- PDFS & PODCASTS
- WEBSITE POSTS

MESSAGE DISTRIBUTION

EARNED MEDIA	PAID MEDIA
PR, SEO, Social Media, RSS, Print Media, Link Building, Books	Affiliate Marketing, Direct Mail, Print Advertising

MEQUODA Digital Media Podcasts

Pages: 19,379 I **Inbound Links:** 1,412 I **Keywords:** 52 I **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.

Enter Your Email Address   »» Get my FREE White Paper!

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.

Interrupter Text Ad

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

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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

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
New Email Names	10,000	10,000
Average Lifetime (Weeks)	83	140
Newsletters per Week	0	3
Average Revenue per M Emails Sent	$50.00	$50.00
Lifetime Revenue from Email Newsletters	$0.00	$210,000.00
per Email Name	$0.00	$21.00
Promotions Per Week	3	3
Average Revenue per M Emails Sent	$75.00	$75.00
Lifetime Revenue from Email Promotions	$186,750.00	$315,000.00
per Email Name	$18.68	$31.50
Total Lifetime Value per Name	$186,750.00	$525,000.00
per Email Name	$18.68	$52.50

Case Study: Flora Daily

Flora Daily Email Marketing Plan

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

6. People Strategy

Organizing Around the Content

How to Hire, Retain and Manage Multiplatform Media Teams

Content Marketing System Organigraph
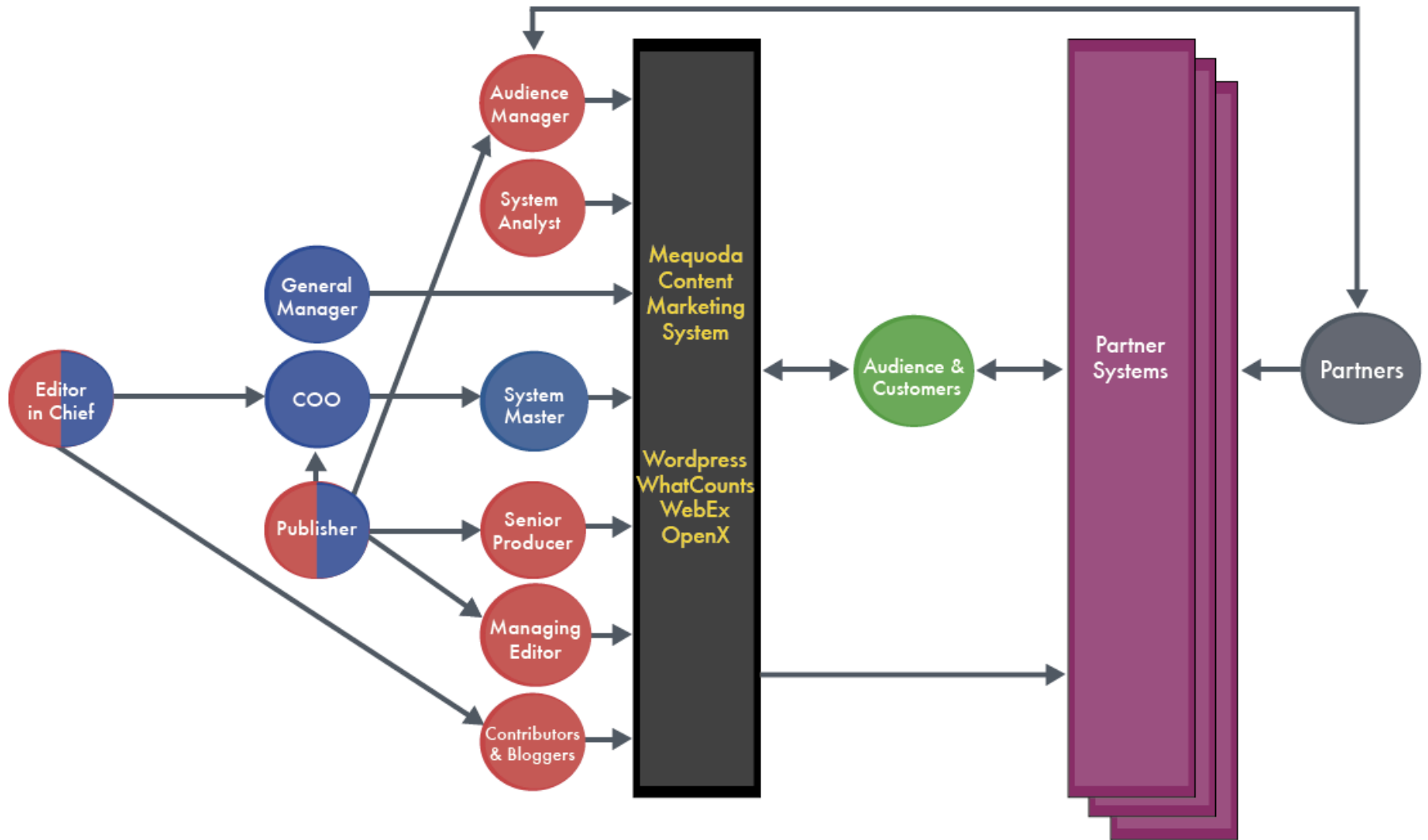
Managing Editor Job Description

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
Total System Revenue	**$1,126,564**

Google Visibility Report: Visibility Drives Traffic

Mequoda Daily Network
Google Visibility Report

April 4, 2010

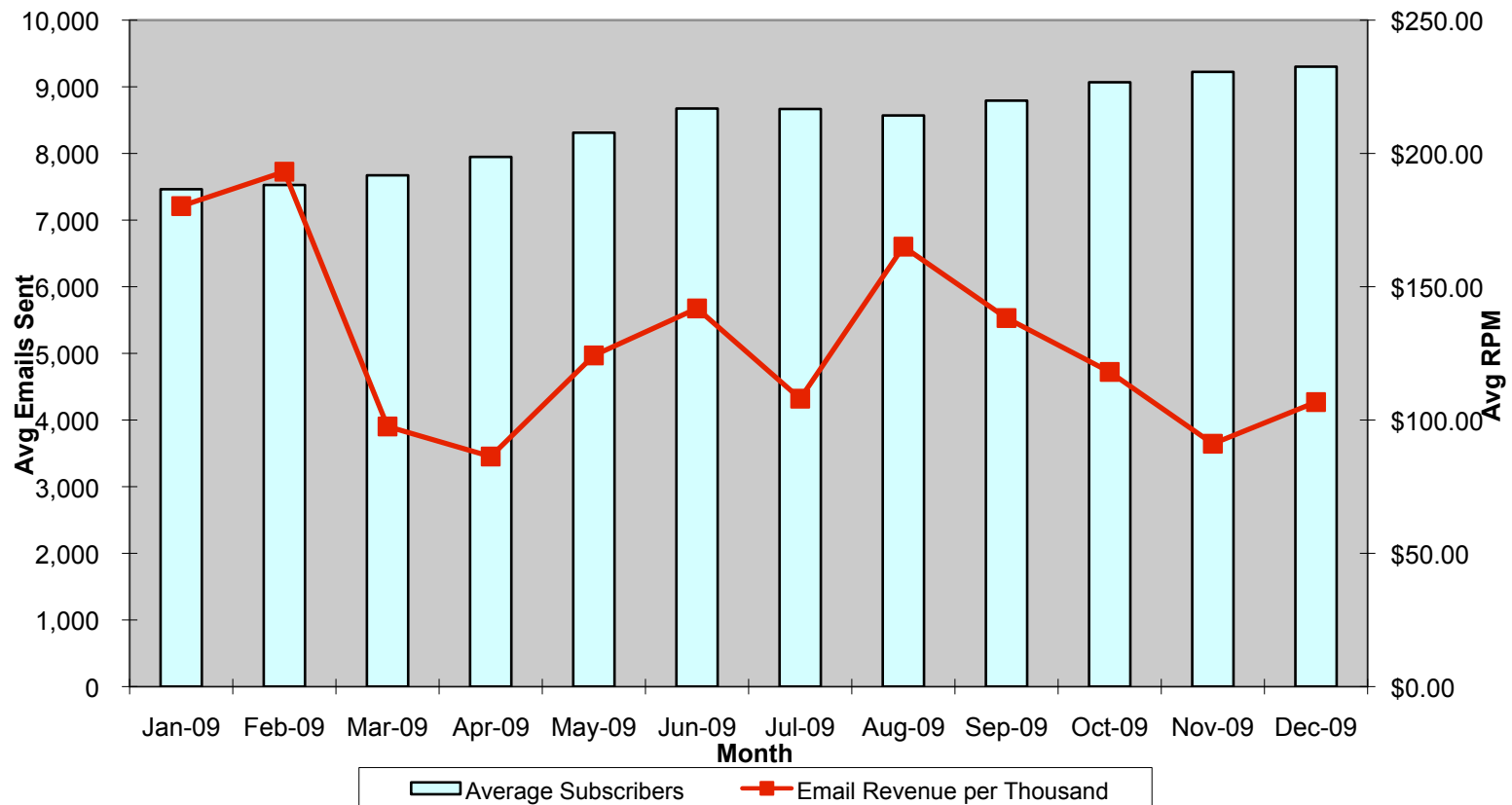| Mequoda Daily Topics (PKP)	Topic #	Current Data				Posts	Freemium
		Keyword Universe	Annual Searches	Annual Impressions	GVI		
Landing Page Optimization	1	144	426,828	8,732	2.05%		
Membership Websites	2	59	88,716	12,242	13.80%		5 Deadly Membership Website Mistakes
Online Publishing	3	58	1,286,604	6,103	0.47%		Seven Online Publishing Secrets; How to Write a White Paper That Sells
Online Copywriting	4	34	203,940	10,276	5.04%		Email Copywriting Basics
Internet Marketing Strategy	5	40	5,647,068	8,760	0.16%		Free eBook: Internet Marketing Strategy for Publishers
Social Media Strategy	6	24	146,124	756	0.52%		Twitter Tutorial for Maximizing Website Traffic
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%		Launch a Link-Building Campaign
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%		Online Press Release Guidelines
Blogging for Profit	13	13	243,396	569	0.23%		Blogging for Marketing 101
New Media Trends	14	32	44,112	2,235	5.07%		Mobile Site Design for Content Publishers
Internet Business Models	15	17	121,320	18,694	15.41%		Internet Business Models and Strategies
Web Advertising	16	28	243,732	462	0.19%		Web Advertising Tips for Google Adsense
Email Marketing	17	62	2,494,656	14,019	0.56%		The 17 Best Email Subject Lines

Traffic > Conversions > Email Circulation
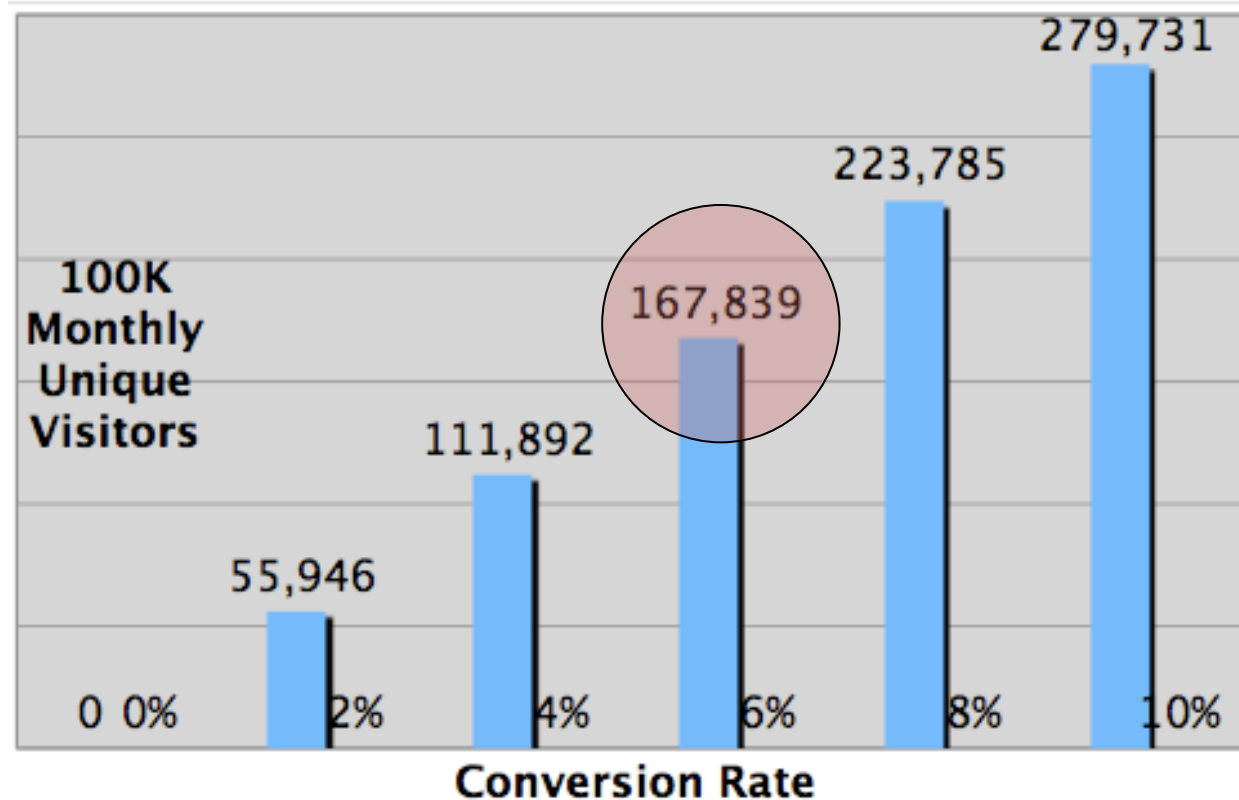
97% retention rate

Revenue per M Emails Sent: Yield Drives Revenue

Mequoda Daily
Average RPM - All Emails Sent

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Converting Visitors into Subscribers

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

Thank You

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