

Content Marketing Strategies

**The 8 Essential Strategies
for Internet Marketing
Success**

Welcome



Don Nicholas

Chief Executive Officer
Mequoda Group, LLC



Mary Van Doren

Chief Content Officer
Mequoda Group, LLC

Marketing Premium Content

website



live events



video



magazines



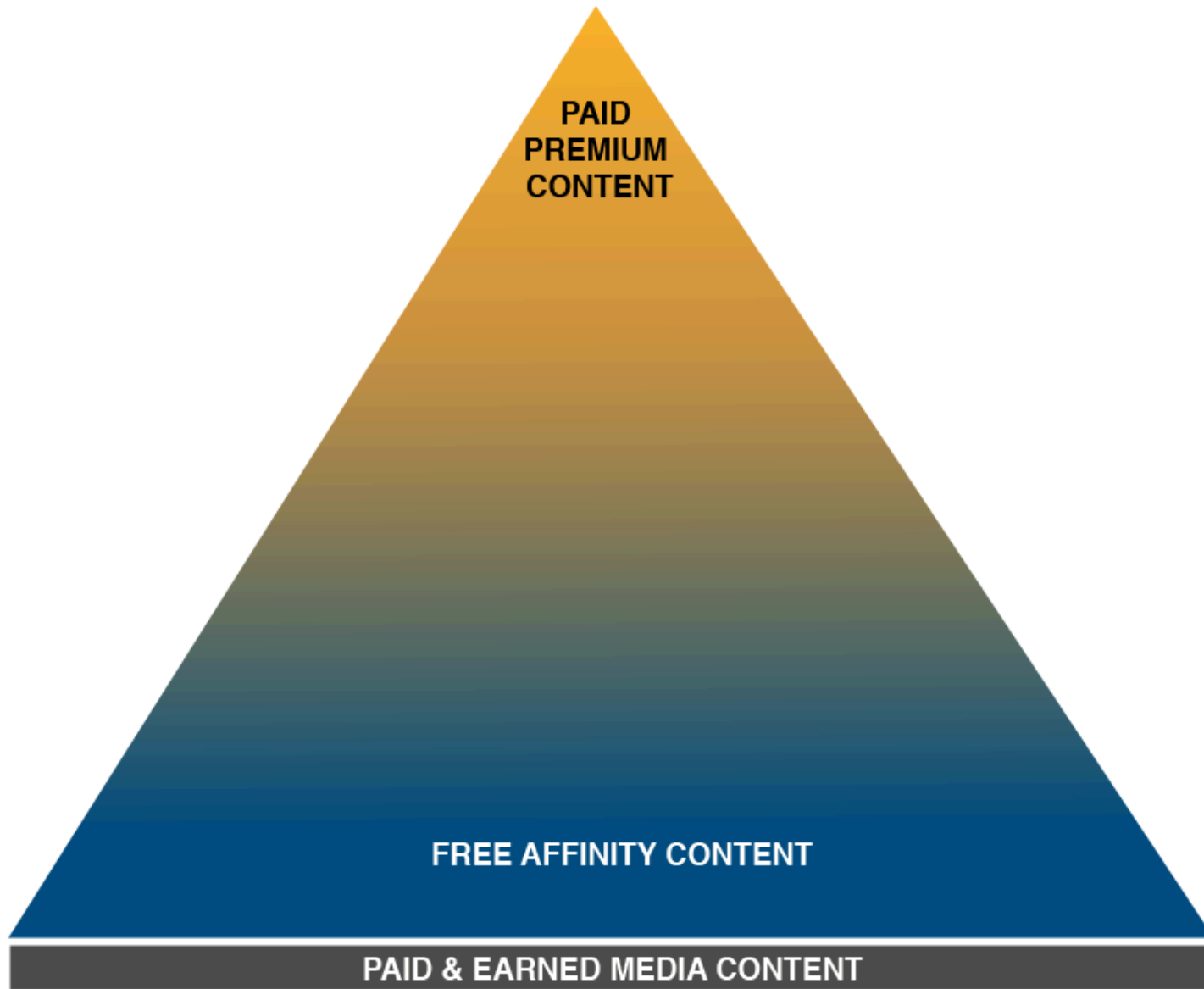
newsletters



books



What Content Marketing Means to Publishers



What Content Marketing Means to Publishers



A diagram illustrating the transition from free to paid content. It features two large circles: a blue circle on the left and a yellow circle on the right. A grey arrow points from the blue circle to the yellow circle. The blue circle contains the text 'FREE AFFINITY CONTENT' in white, and the yellow circle contains the text 'PAID PREMIUM CONTENT' in black.

FREE AFFINITY CONTENT

PAID PREMIUM CONTENT

Best Practice Content Marketers

The screenshot shows the Knitting Daily website. At the top, there's a navigation bar with links like 'Blogs', 'Forums', 'Patterns', 'KAL', 'Free Resources', 'Galleries', 'Videos', 'Topics', 'Authors', 'TV', 'Events & News', and 'Magazines'. A search bar is prominently displayed. Below the navigation, a featured article titled 'Knitting Daily Presents: 6 FREE Knitting Bag Patterns' is highlighted. The main content area includes a 'Welcome' message, a 'HOT PRODUCT' section for 'Westport Shawl', and a 'KNITTING DAILY BLOGS' section with a post about 'Sockpupied Spring 2013 Preview'.

Knitting Daily

The screenshot displays the Harvard Law School Program on Negotiation website. It features a header with the school's name and a navigation menu including 'Home', 'Blog', 'Academic Programs & Faculty', 'Executive Education', 'Teaching Materials & Publications', 'Free Reports', 'Events', 'About', and 'FAQ'. The main content area is divided into sections for 'Academic Programs & Faculty', 'Executive Education', and 'Teaching Materials & Publications'. A central image shows a man in a classroom setting, and there's a section for 'EXECUTIVE EDUCATION' with a 'LEARN MORE' button.

Harvard Law School

The screenshot shows the Dark Daily website, which focuses on laboratory and pathology news. The header includes the site's name and a navigation bar with links like 'Home', 'E-Briefings', 'White Papers', 'Lab Products', 'Audio Conferences', 'Webinars', 'Resources', 'Free Videos', and 'Restoratory Education'. A search bar is located at the top left. The main content area features a featured article titled 'Stay on top of the lab industry's most important events' and a section for 'DARK Daily Laboratory and Pathology News'. There are also sections for 'E-Briefing Categories' and 'Latest E-Briefings'.

Dark Daily

The screenshot displays the Tech Republic website. The header includes the site's name and a navigation bar with links like 'Blogs', 'Downloads', 'Newsletters', 'Galleries', 'Q&A', 'Discussions', 'News', and 'Research Library'. A search bar is prominently displayed. The main content area features a featured article titled 'Ubuntu on smartphones: What you need to know' and a section for 'Latest IT News & Blogs' with a 'Smartphones' category highlighted.

Tech Republic

The screenshot shows the Daily Reckoning website. The header includes the site's name and a navigation bar with links like 'Home', 'About', 'Mobile Apps', 'Cast of Characters', 'Bill Bonner', 'Addison Wiggin', 'Your Free Letter(s)', and 'Archives'. A search bar is prominently displayed. The main content area features a featured article titled 'Progress is Inevitable' and a section for 'SIGN UP FREE' with a 'How to Survive the Fall of Social Security' article highlighted.

Daily Reckoning

The screenshot displays the Consumer Reports website. The header includes the site's name and a navigation bar with links like 'Sign In', 'Subscribe', 'My Account', 'Customer Service', 'Site Features', and 'Subscribe to the magazine | Donate'. A search bar is prominently displayed. The main content area features a featured article titled 'RATINGS OF THE BEST DIET PLANS' and a section for 'Find Ratings' with a 'Cars' category highlighted.

Consumer Reports



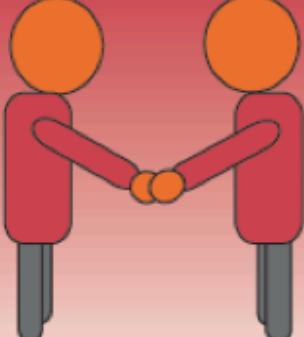
Internet Marketing Success

8 Strategies of Content Marketing



Content Strategy

SPECIAL-INTEREST MEDIA USER EXPERIENCE

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

Community Strategy



EVENT BUYERS	1.2K
STORE BUYERS	155K
MAGAZINE SUBSCRIBERS	706K
EMAIL SUBSCRIBERS	555K
WEBSITE	1.1 M

Revenue Strategy

USER-DRIVEN

The screenshot shows the Johns Hopkins Health Alerts website. At the top, there's a navigation menu with links like 'Health Alerts', 'White Papers', 'Symptoms & Remedies', 'Special Reports', 'Bookstore', 'My Preferences', 'About Us', 'Customer Service', and 'Hopkins Patient Services'. Below the menu, a 'WELCOME TO JOHNS HOPKINS HEALTH ALERTS!' message is followed by a registration form. The form asks for an email address and offers options to receive alerts via HTML or text. There are also checkboxes for various health conditions such as Anxiety, Digestion, Memory, Stroke, Arthritis, Enlarged Prostate (BPH), Nutrition, Vision, Back Pain, Healthy Living, Osteoporosis, Weight Control, Colon Cancer, Heart Health, Prostate Cancer, Depression, Hypertension, Prostatitis, Diabetes, and Lung. A search bar is located at the top right with the text 'Type in the condition you need, or visit Advanced Search'.

HYBRID

The screenshot shows the Men's Health website. The top navigation bar includes 'FITNESS', 'SEX & WOMEN', 'HEALTH', 'NUTRITION', 'WEIGHT LOSS', and 'STYLE'. Below the navigation, there are several featured articles and a video player. One article is titled 'PEEL LIKE A PRO' with a sub-headline 'Let this hottie show you the perfect way to peel a banana'. Another article is 'Gym Lust: See Where Soldiers Sweat'. A video player is titled 'THE SPARTANUS WORKOUT' with a sub-headline 'TRAIN HARD. BURN FAT. GET LEAN.'. The website also features a search bar and social media links for Facebook and Twitter.

SPONSOR DRIVEN

The screenshot shows a Spanish website for Colgate Total toothpaste. The main headline reads 'Lleva a casa la saludable sensación después de una limpieza dental con Colgate Total'. Below the headline, there's a photo of a dental professional, Dr. Aliza A. Lifshitz M.D. The website also features a navigation menu with links like 'Portada', 'Salud de A a Z', 'Remedios Naturales', 'Recetas Saludables', 'Mayo Clinic', 'Reportes Gratis', 'Grupos de Apoyo', and 'Dra. Aliza'. There's a section for 'Remedios | Tratamientos' with a sub-headline '¡No te pierdas este reporte gratis sobre Soluciones Alimenticias para Diabéticos!'. The website also features a search bar and social media links.

MEQUODA
Digital Strategy for Publishers

 @mequoda

Commerce Strategy

Subscriptions

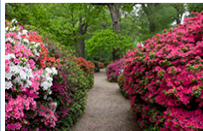
Choose the subscription that's best for you:

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- \$12/yr** digital subscription (6 issues)
- \$6/issue**



Events

UPCOMING TOURS



Houston Azalea Tour

March 5-9

In early March, vivid pink, purple, white, red and yellow azaleas are bursting into color at several special Houston locations, which provide the humid, subtropical climate that azaleas thrive in.

On your first spring morning in Houston, we'll begin our three-day, nine-stop independent bus tour. This tour will guide you through Houston's flourishing azalea district, including nine stops at wildly landscaped private residential gardens. As a bonus, we'll make a stop at Teas Nursery who invented the method used today that's been keeping azaleas evergreen in Houston for almost 100 years.

Your tour begins Tuesday morning and includes all of your breakfasts and lunches from Tuesday until Friday morning. Four night accommodations at Hotel Zaza put you only steps away from the botanically enthusiastic Hermann Park.

Join us in Houston and witness the beauty of these spectacular flowering shrubs.

\$2497 includes 3-day tour, five days at a 4-star hotel, all breakfasts and lunches. \$4158 per couple. **Save 30%!***



[Register for Tour](#)

[Read more...](#)

Books and DVDs

FEATURED PRODUCTS



Hidden Gardens
Garden Design Handbook
\$47.00



Hidden Gardens
Azaleas Handbook
\$47.00



Orchid Gardening
Made Easy DVD
\$19.97



Azalea DVD and
Beginner's Guide Bundle
\$24.97

Keyword Strategy



Contact Strategy



Measurement Strategy

REVENUE

\$ 5 , 2 3 9 , 2 8 1

RESET

WARNING

CUSTOMERS

3 7 3 , 1 1 8

WARNING

YIELD

\$ 1 4 . 0 4

WARNING



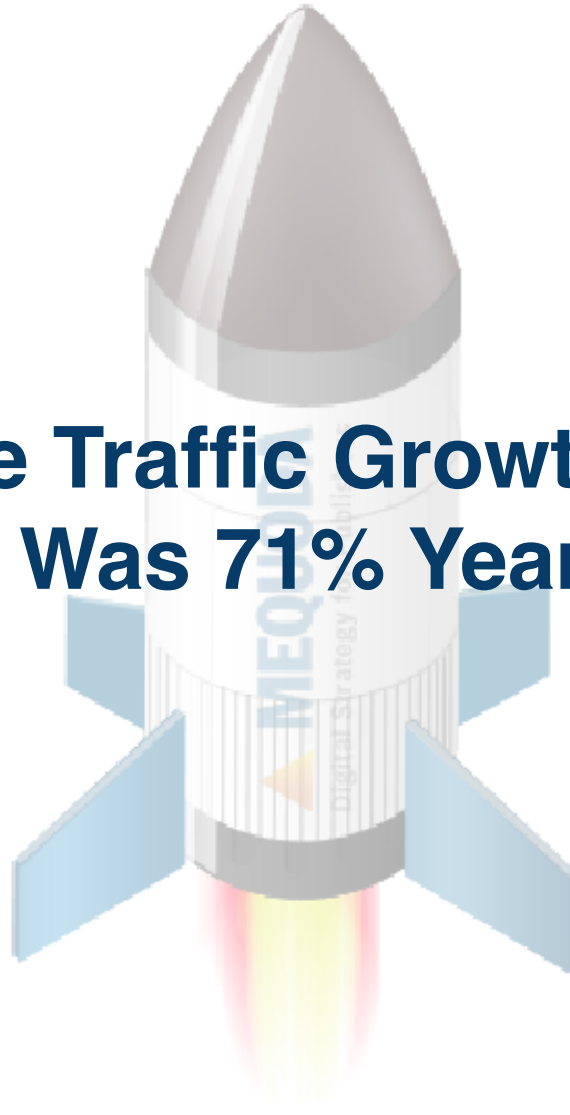
8 Strategies of Content Marketing



Mequoda Method Rocket Award Case Studies

Rocket Award Winners

The Average Traffic Growth Rate of All Nominees Was 71% Year Over Year



Case Study #1: Ceramic Arts Daily

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



Arctic Blue over Temmoku

[daily](#) [freebies](#) [bookstore](#) [education](#) [potters council](#) [ceramics monthly](#) [pottery making illustrated](#) [forums](#)

recent blog posts



BY LARRY ELARDO, JANUARY 2, 2013 - [READ COMMENTS \(3\)](#)
How to Make a Texture Board for Slab-Built Pottery

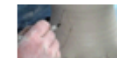


[feature archive](#)

from the video archives



pottery video of the week: layering soft-stamped underglazes and sgraffito



video of the week: how to make a spunky darted pitcher with a slab spout



pottery video of the week: creating layers of surface detail with texture stenciling

26TH ANNUAL
MATERIALS:
HARD & SOFT
NATIONAL CONTEMPORARY
CRAFT COMPETITION
AND EXHIBITION
FEBRUARY 8 - APRIL 5, 2013

GD
AG

Funded in part by
the City of Detroit.



2011 Unique Visitors: 859,535 | 2012 Unique Visitors: 1,191,257 | Growth Rate: 38.59%

Case Study #2: FaveCrafts

The screenshot shows the FaveCrafts website homepage. At the top, there are navigation links for "My Craft Projects", "My Newsletters", "Log In", and "Register Now". On the right, there are social media icons for "Tweet" and "Like" (with 1.2k likes), and links for "Site Map", "RSS", and "Bookmark". The main logo "favecrafts" is in a teal font, followed by three circular icons: scissors, a heart, and a spool of thread. Below the logo is a green navigation bar with links for "Blog", "Christmas Crafts", "Craft Store", "FaveCrafts Radio", "Latest Free eBooks", and "Reviews & Giveaways". A search bar is on the right of this bar.

Categories

- Candles & Soap
- Christmas Crafts
- Clays
- Craft Business
- Craft Charities
- Craft Companies
- Craft Designers
- Craft Videos
- Crafting with Kids
- Crochet
- Decorating Ideas
- Dolls & Teddy Bears
- Felt
- Garden and Outdoor
- Glass
- Green Crafting
- Holiday Craft
- Jewelry Making
- Knitting

Free Crochet Patterns

Baby Pullover Crochet Pattern

Use this crochet baby jacket pattern to create a warm pullover for the new arrival. A cozy pullover crocheted with a pretty texture is perfect for winter.



1. Baby Afghan Crochet Pattern
2. Baby's First Blanket
3. Baby Booties
4. Crochet Baby Shoes
5. Colorful Blocks Baby Afghan

Seasonal Crafts

"Crafting With The Craftwell eCraft and eBosser: Scrapbooking, Paper Crafts, and So Much More" Free eBook

In this second volume of Craftwell projects, titled "Crafting With The Craftwell eCraft and eBosser Scrapbooking, Paper Crafts, and So Much More", you'll learn how to make eye-catching 3D greeting cards, fun centerpieces for a baby shower, and cute home accessories that are sure to please anyone.



1. Inspiration Journal
2. Maple Leaf Card
3. Origami Paper Boxes
4. Metal Accented Themed Journal
5. Japanese Kimono Stamped Card

Newsletter Signup

Free Newsletter!

Discover crafting projects, free patterns, tips and special offers. Get free craft projects, how-to crafting tutorials & product reviews.

Email Address

What's Hot

Top Craft Projects

1. Blooming Purple Beanie
2. Beginner's Favorite Knitted Hat
3. Cute Hoot Hat
4. Beginner Crochet Cap
5. Forever 21 Knockoff Scarf
6. Bright Blue Denim Scarf
7. Blue and Green Boy Striped Hat
8. 19 Free Hat Knitting Patterns
9. Sashay Yarn Scarves
10. Bold Earlap Hat

Free Knitting Patterns

Easy Stripe Pot Holder

This easy pot holder



Popular Crafts this Week

3D Memory Jars

These beautiful 3D



1 SHOCKING Tip To KILL Belly Fat




2011 Unique Visitors: 5,924,606 | 2012 Unique Visitors: 8,648,559 | Growth Rate: 45.98%

Case Study #3: Harvard Program on Negotiation

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PROGRAM ON NEGOTIATION
HARVARD LAW SCHOOL

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The Program on Negotiation (PON) is an interdisciplinary research center dedicated to developing the theory and practice of negotiation and dispute resolution in a range of public and private settings. PON's mission includes nurturing the next generation of negotiation teachers and scholars, helping students become more effective negotiators, and providing a forum for the discussion of ideas.



2011 Unique Visitors: 215,246 | 2012 Unique Visitors: 321,896 | Growth Rate: 49.55%

Case Study #4: Black Belt Magazine

BLACK BELT
World's Leading Martial Arts Resource

Text size: A A A
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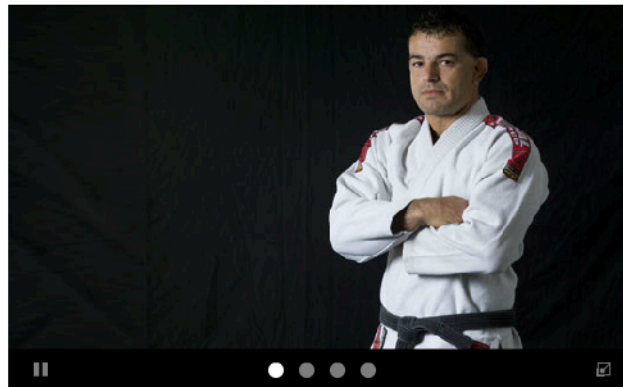
- BROWSE**
- ▶ Martial Arts Videos
 - ▶ Martial Arts Techniques
 - ▶ Traditional Martial Arts Training
 - ▶ Self Defense Training
 - ▶ Mixed Martial Arts Training
 - ▶ Martial Arts Masters
 - ▶ Martial Arts Weapons
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 - ▶ Martial Arts Philosophy



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30,971 people like Black Belt Magazine.

2011 Unique Visitors: 331,527 | 2012 Unique Visitors: 516,013 | Growth Rate: 55.65%

Case Study #5: America's Horse Daily

The screenshot shows the homepage of America's Horse Daily. At the top, there is a red navigation bar with social media icons (RSS and Twitter), a Google Custom Search bar, and links for ABOUT, CONTACT US, MAGAZINES, SHOP, and JOIN AQHA. The main header features the title "AMERICA'S HORSE DAILY" in a large, serif font. Below the title is a horizontal menu with categories: BREEDING | HEALTH | RACING | RIDING | SHOWING | TRAINING | REPORTS. The main content area displays three article teasers, each with a small image, a category label, a title, a brief description, and a date/poster comment count. On the right side, there is a featured image of a magazine cover for "AMERICA'S HORSE" with a man on a horse, and a call to action to "JOIN AQHA and get America's Horse magazine!" followed by a "SIGN UP for Topic Updates" button.

AMERICA'S HORSE DAILY

BREEDING | HEALTH | RACING | RIDING | SHOWING | TRAINING | REPORTS

HORSE SHOWING
The Judge's View of Horse Showing
What one judge was looking for in equitation over fences at the 2010 Adequan Select World.
January 9, 2013 | Posted by Allison Grayson | [No Comments](#)

AT YOUR SERVICE
Transfer Video Tutorial
Watch this video for a step-by-step guide to completing an AQHA transfer report.
January 8, 2013 | Posted by Kayla Randall | [39 Comments](#)

HORSE TRAINING

For AMERICAN QUARTER HORSE ASSOCIATION MEMBERS
AMERICA'S HORSE
HARD-WORKING HORSES
TOMMYE JOYCE/BRANCH
PHOTOGRAPHED BY
AQHA JAMIE YEEB
JOIN AQHA and get America's Horse magazine!
SIGN UP for Topic Updates

2011 Unique Visitors: 357,940 | 2012 Unique Visitors: 568,485 | Growth Rate: 58.82%

Case Study #6: Farm Progress Daily


The screenshot shows the FarmProgress Daily website. At the top, there is a navigation bar with links for 'Magazines', 'Farm Futures', 'Beef Producer', 'Shows', and 'Farm Progress America'. A search bar on the right contains the text 'e.g. Corn, USDA' and a 'Search' button. The main header features the 'FarmProgress DAILY' logo. Below the header is a green navigation bar with 'Home', 'Free Reports', and 'About' links, and a yellow bar with 'Post Archive', 'Keywords', 'RSS', and 'Contributors' links. The content area is divided into three columns: 'Farm Progress Local News', 'Farm Progress National News', and 'Free Reports'. The 'Local News' column includes articles about Johne's disease, a Michigan Apple Queen, and cotton. The 'National News' column includes articles about USDA disaster areas and the American Farmland Trust. The 'Free Reports' column lists several reports, including one updated with 2012 farm show news and another about vertical tillage.


FarmProgress
Magazines ▾ Farm Futures Beef Producer Shows ▾ Farm Progress America e.g. Corn, USDA **Search**


FarmProgress
DAILY

Home Free Reports About
Post Archive Keywords RSS Contributors


Farm Progress Local News


 **Closing In On A 'Cure' For Johne's Disease?**
\$500,000 extended grant may move Johne's disease in dairy cattle a step closer to eradication.

 **Courtney Heeren Crowned 2013 Michigan Apple Queen**
Heeren will serve a year as an ambassador at schools, parades, festivals, grocery store events and more.

 **Cotton Amid Uncertainty**

Farm Progress National News

 **First Counties of 2013 Designated USDA Disaster Areas Due to Drought**
USDA offers emergency loans to producers ahead of 2013 crop season to help combat persistent drought

 **American Farmland Trust President Jon Scholl Stepping Down**
Scholl plans to resume farming and teach at University of Illinois

Free Reports

- UPDATED - What's New from the 2012 Farm Shows
- Five Post-Drought Strategies for a Better 2013
- 5 Informational Tips You Need To Know About Vertical Tillage
- Corn harvesting for maximum yield: Corn hybrid quality is the key to profitable corn farming

2011 Unique Visitors: 1,090,117 | 2012 Unique Visitors: 1,894,786 | Growth Rate: 73.81%

Case Study #7: Vibrant Nation

receive our weekly newsletter



text size:



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Search

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vibrant
nation.com

What women 50+ know

Join Now
not a member? It's free!

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[health & fitness](#)

[love & sex](#)

[other topics](#)

[family & relationships](#)

[work & money](#)



"How I skipped Christmas
- and loved the change!"

from *LadyDi*



"I haven't updated my
resume in 16 years! How
do I start?"

from *Melinda*



recent conversations



Sunrise Possibilities...

from *Ferida*



DAY 8 of My Year to Get F...

from *reikihealer*



Freedom from the Grips of...

from *Haralee*



Take my Implant Out!...

from *Sarah Berardi*



Substance abuse: How to p...

from *VN Editors*



Book Review: Desperado's ...

from *Heather Cariou*

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What's on your mind?

To start or join a conversation
on Vibrant Nation,
you need to be a member.
[Click here to create a FREE account](#)
or to log in to your existing account.

2011 Unique Visitors: 660,018 | 2012 Unique Visitors: 1,198,305 | Growth Rate: 81.56%

Case Study #8: Biblical Archaeology Society

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BIBLE HISTORY DAILY

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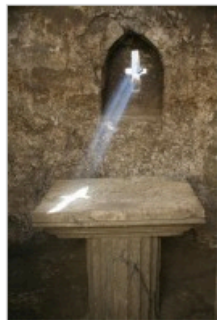
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CURRENT STORIES



Exposing St. Nicholas' Christian Capital at Myra

Noah Wiener

01/08 | The 4th-century bishop of Myra, later canonized as St. Nicholas (and commonly remembered as Santa Claus), shaped the development of the Christian city before being buried at Myra. [Read more...](#)

Manuscripts Reveal Ancient Community of Afghan Jews

01/07 | A recently discovered cache of medieval Jewish manuscripts from Afghanistan* went on display last week in Israel's National Library. The 11th-century C.E. collection, dubbed the "Afghan Genizah," includes Biblical commentaries. [Read more...](#)

The Diggers Return

Donate

The Biblical Archaeology Society is an educational non-profit 501c(3) organization. Make a tax-deductible gift today.

MUST-READ FREE EBOOKS

Cyber-Archaeology in the Holy Land – The Future of the Past

Frank Moore Cross: Conversations with a Bible Scholar

Ancient Israel in Egypt and the Exodus

Exploring Jordan: The Other Biblical Land

Paul: Jewish Law and Early Christianity

[See all eBooks](#) ▶

BROWSE TOPICS

[Ancient Cultures](#)

2011 Unique Visitors: 575,602 | 2012 Unique Visitors: 1,149,103 | Growth Rate: 99.63%

Case Study #9: Vida y Salud

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VIDA Y SALUD™
EN LÍNEA CON LA DRA. ALIZA™

ALIZA A. LIFSHITZ M.D. Nuestro patrocinador

Portada | **Salud de A a Z** | **Remedios Naturales** | **Recetas Saludables** | **Mayo Clinic** | **Reportes Grátis** | **Grupos de Apoyo** | **Dra. Aliza**

Inicio | **Navegar por Temas** | **Archivo de Artículos** | **Boletines Quincenales** | **RSS** | **Colaboradores** | **Sobre Vida y Salud**

Artículos Sobresalientes • 8 de enero de 2013



Cuando la mujer no alcanza el orgasmo, ¿qué le conviene?
Seguir Leyendo...
Seguir Leyendo...



Bienvenida a VidaySalud.com

Playlist **Salud General (8 videos)**

0:00 / 2:00 YouTube




MÁS VIDEOS DE SALUD EN NUESTRO CANAL DE **YouTube**

2011 Unique Visitors: 4,455,991 | 2012 Unique Visitors: 9,157,430 | Growth Rate: 105.51%

Case Study #10: Mr. Food

My Recipe Collection My Newsletters Log In Register Now



The Originators of Quick & Easy Cooking! "OOH IT'S SO GOOD!!!"

Home Blog Shop Mr. Food on TV Free eCookbooks My Recipe Box

 Search

Sign In | Join Now

Categories

- Appetizers
- Beverages
- Breads and Muffins
- Breakfast
- Casseroles
- Chicken
- Desserts
- Editor's Picks
- Fruit
- Meat
- Menus
- One-Pots
- Pastas
- Pizza
- Potatoes, Rice & More
- Relishes, Sauces,



Cozy Up with a Bowl of Soup!

With the weather getting chilly, it's time to batten up the hatches and spend the night inside with a steaming bowl of [homemade](#) soup!

- Baked Potato Soup
- Worth the Wait Cabbage Soup
- Beef Tortellini Soup
- Creamy Tomato Soup
- Chicken & Wild Rice Soup



Free up time with these great recipes
1,001 Slow Cooker Recipes
Family Favorites only \$11.95!

Latest TV Recipe & Video



Jalapeno Cheese Bites

Recent TV Recipes

Remembering Mr. Food

Top Casserole Recipes of 2012

40 Best Peanut Butter Desserts

Recipes Using Tortellini



Heaps of Hash Browns

We've got a hankering for potatoes this winter. Hash browns give us that country [taste](#) we love without the hassle.

- Southern Potato Bake
- Chicken and Broccoli Hotdish
- Cheesy Hash Browns



CLICK HERE FOR MORE

2011 Unique Visitors: 2,985,313 | 2012 Unique Visitors: 6,141,296 | Growth Rate: 105.72%

Thank You



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<http://www.mequoda.com/imi0413>

Password = April