

MEQUODA PRO LIVE

# Content Marketing Made Simple

**Using the Mequoda System to Sell Books,  
Apps, Subscriptions and Live Events**

# Today's Host



**Kim Mateus**

**Educational Services Director**

**Mequoda Group**

**[Kim@Mequoda.com](mailto:Kim@Mequoda.com)**

# Today's Speaker



**Don Nicholas**

**Executive Director & Editor-in-Chief  
Mequoda Group**

**[Don@Mequoda.com](mailto:Don@Mequoda.com)**

# Mequoda Benchmark Systems





# Gold Member Organizations



Program on Negotiation  
AT HARVARD LAW SCHOOL



ACTIVE INTEREST MEDIA

vibrant  
nation™.com



meredith

BVR  
What It's Worth



INTERWEAVE™

VIDAY SALUD™  
EN LÍNEA CON LA DRA. ALIZA™

EatingWell

dwell

At Home in the Modern World

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CAPITOL INFORMATION GROUP



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LA PESCUIT.RO

DE LA PESCARI PENTRU PESCARI

Videomaker  
YOUR GUIDE TO CREATING AND PUBLISHING GREAT VIDEO

Pat McKeough's  
TSI Netw\$rk Daily  
Discover How You Can Become a Successful Investor

inside®

A.R.M.

insight on accounts receivable management

BIBLICAL  
ARCHAEOLOGY  
REVIEW



FarmProgress™  
Agriculture's Information Leader™

Guideposts  
Inspiring Stories  
Inspiring People  
Inspiring You



# Mequoda Group Overview

Educational Services Group	Member Services Group
Public	Private
<b>Members:</b> 33,000 Individual Basic & Pro Members	<b>Members:</b> 22 Enterprise Gold Members
<b>System:</b> Research Documentation Training Community Building	<b>System:</b> Consulting Development Integration Support Management
38 Educational Events	21,000 Support Hours
<b>Team:</b> 11 Person Team	<b>Team:</b> 14 Person Team



# Mequoda Key Characteristics

## CONTENT-DRIVEN



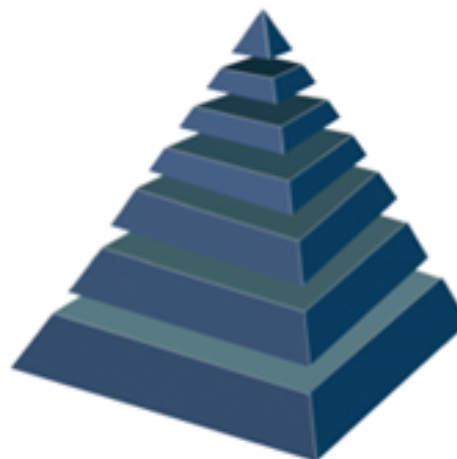
## GOOGLE-FRIENDLY



## SUBSCRIBER-CENTRIC



## MULTI-PLATFORM





# 1. EDITORIAL STRATEGY

## Understand User Needs

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

# Multiplatform Editorial Strategy

## SPECIAL-INTEREST MEDIA USER EXPERIENCE

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





# America's Test Kitchen Case Study

[COOK'S ILLUSTRATED](#) [COOK'S COUNTRY](#) [AMERICA'S TEST KITCHEN](#) [COOK'S COUNTRY TV](#) [BOOKSTORE](#) [CUSTOMER SERVICE](#)

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SERIES FUNDED BY:  
[Why We Have Underwriters](#)



**SPECIAL OFFERS**


**America's Test Kitchen  
Web Membership**  
[14-Day Free Trial](#)


**AMERICA'S TEST KITCHEN  
HEALTHY FAMILY COOKBOOK**

Want to eat healthier this year without sacrificing  
texture or taste? Check out the **ATK Healthy Family  
Cookbook**. Inside you'll find 900+ foolproof recipes



**FEATURED LINKS**

 **Christopher Kimball's Blog**  
[Read Chris' latest updates](#)

 [Listen to our Radio Show](#)

# America's Test Kitchen Brandwheel



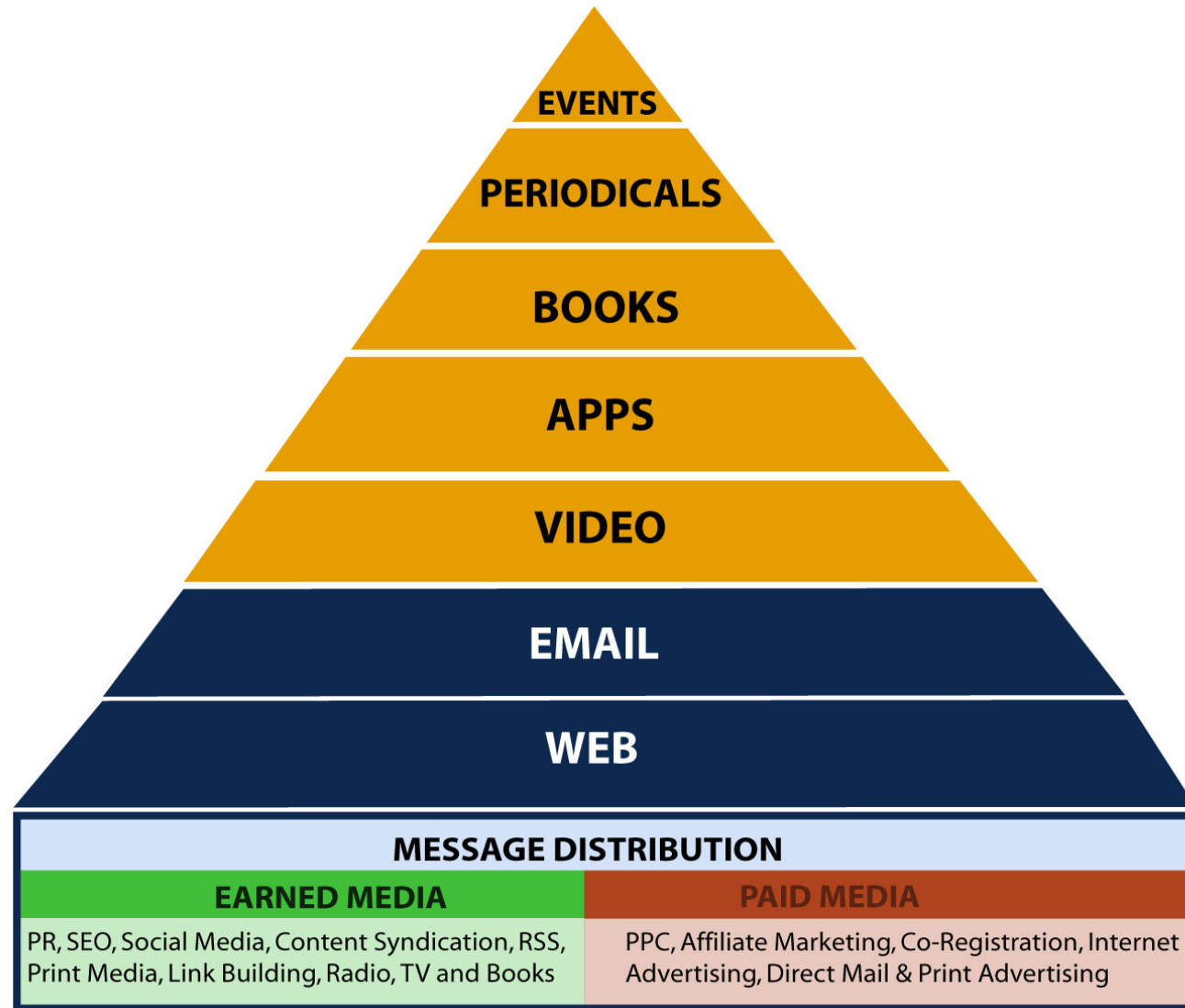
**Pages:** 4,229 | **Inbound Links:** 78,841 | **Keywords:** 493 | **Unique Monthly Visitors:** 488,139

## 2. BUSINESS STRATEGY


# Use Many Platforms

**Using Media Pyramids to Document your  
Multiplatform Media Strategy**

# Mequoda Media Pyramid



# Men's Health Case Study



Men's Health THE **TNT** DIET THE **EXPLOSIVE** NEW PLAN TO BUILD MUSCLE! [MORE](#)

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# Men's Health

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[TECHLUST](#) [PERSONAL TRAINER](#) [Try 30 Days FREE](#)  
[THE BEST LIFEMEN'S HEALTH](#) [START TODAY!](#)  
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Free Trial Issue  
**Men's Health**  
**GET STRONG**  
**7**  
**SUBSCRIBE**

## AN MVP-WORTHY AB EXERCISE


How Packers star Aaron Rodgers strengthened his core

[Like](#) 49







Aaron Rodgers' core workout



The James Bond workout




Have it all: sex, love, money



Plan your next dad-venture

## MONDAY'S DAILY DOSE

Your Guide to Today: Feed Your Muscles



### TODAY'S NEWS

Monday, February 7

#### In Defense of Caffeine

Some experts are hating on our morning fix. Does the average guy have anything to worry about? [▶](#)

[Like](#)

#### Put Together Furniture without Swearing!


A new study shows how you can solve puzzles easier [▶](#)

[Like](#)

#### The Official Way to Cure a

### TODAY'S TOP VIDEOS

[MORE](#)




Daily Dose

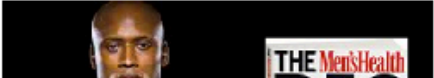
#### WHAT'S YOUR ADONIS INDEX?

Jacket?  Waist?

[CALCULATE](#)

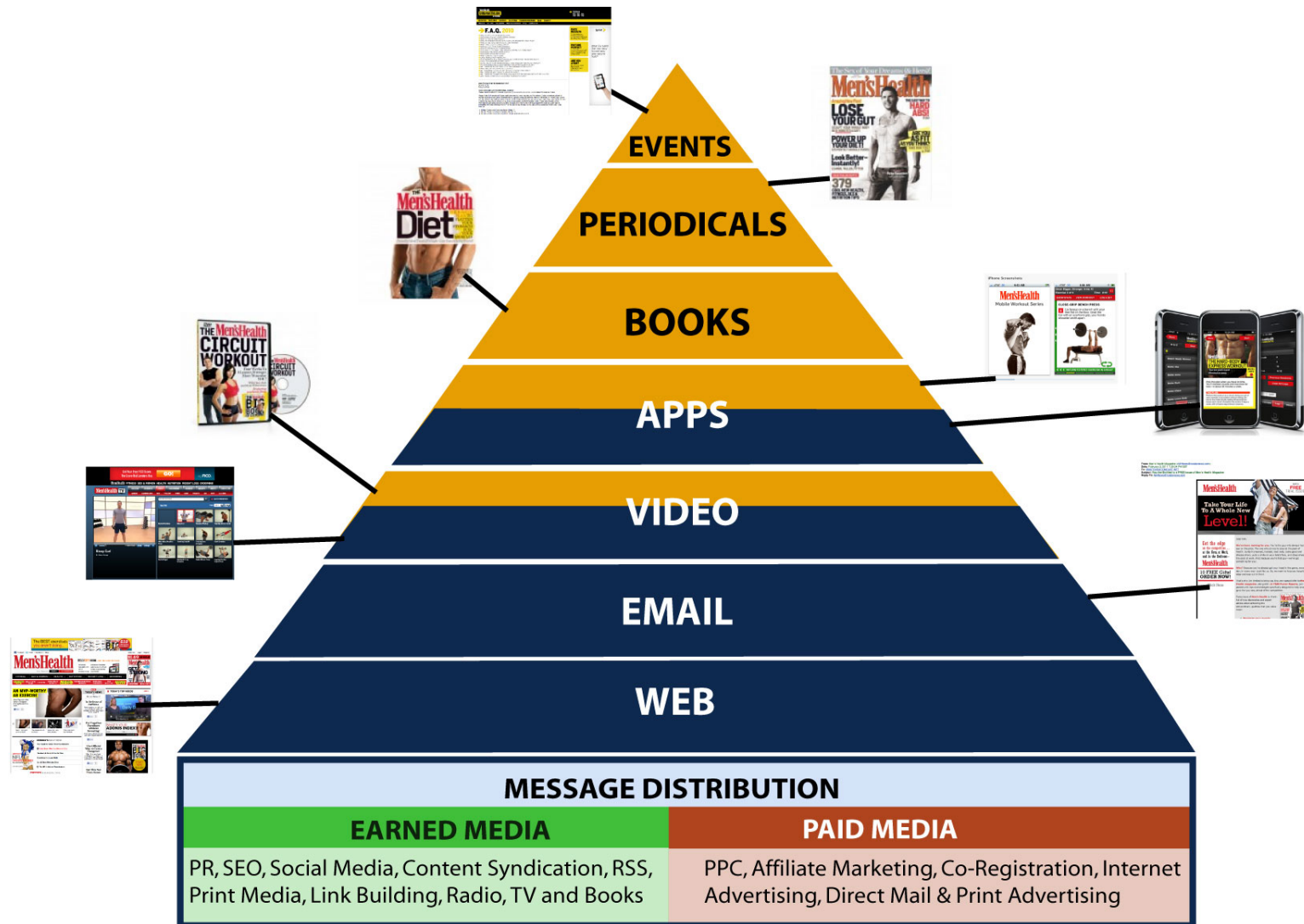


advertisement





# Men's Health Pyramid



**Pages:** 189,956 | **Inbound Links:** 686,723 | **Keywords:** 2,919 | **Unique Monthly Visitors:** 1,507,765

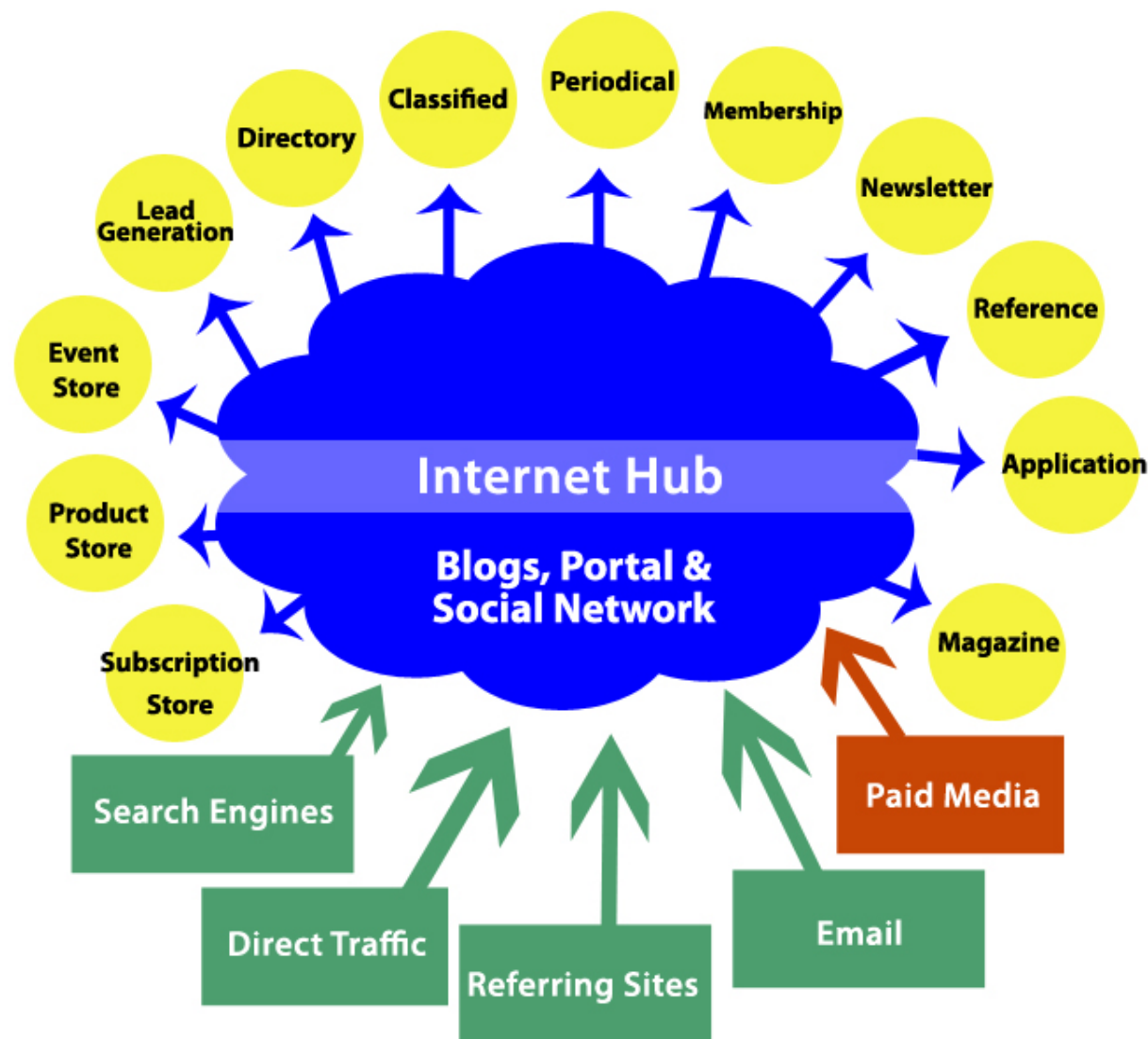


## 3. AUDIENCE STRATEGY

# Leverage Organic Media

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

# Mequoda Key Components



The Mequoda System is a comprehensive online business process for publishing and marketing on the Internet.

# SEO for Online Publishers

## Choosing the Right Keywords To Drive Website Traffic



# Google Visibility Report: Visibility Drives Traffic

Knitting Daily Primary Key Clusters (PKC)	Keyword Universe	Annual Searches	Annual Impressions	GVI
Beginner Knitting	88	2,066,028	35,997	1.74%
Easy Knitting Patterns	54	412,404	85,695	20.78%
Knitted Accessories	374	2,005,368	94,784	4.73%
Knitting For Men	66	97,404	27,427	28.16%
Knitting For Women	92	525,552	32,157	6.12%
Knitting Terms	101	2,128,944	90,232	4.24%
Lace Knitting	102	1,021,596	223,692	21.90%
Sock Knitting	166	872,736	383,391	43.93%
Knitted Toys	108	508,140	36,670	7.22%
Knitted Vests	84	97,884	9,945	10.16%
[...]				
Total	1,841	19,276,104	3,384,435	17.56%

GVI= Annual impressions (based on ranking)/Annual searches

**Increase of GVI = More traffic = More Email Conversions = More Revenue!**

# Knitting Daily Case Study

Download Patterns for Spring Today!  
Discover the pattern collection at  
[www.interweavestore.com/knittingpatterns](http://www.interweavestore.com/knittingpatterns)



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Interweave Store | Help / Customer Service

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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**

Make Knitted Hats! 7 Free Knitted Hat Patterns



Keep your ears warm this winter with 7 free knitted...

Jan 11, 2011

Felt Projects: 6 Free Felted Knitting Patterns from

**Spin Knit**  
Fiber, needles, spindle, wheel

New Dynamic SpinKnit eMag

15 videos  
4 slideshows  
4 projects  
6 interviews



Learn More

**KNITTING DAILY BLOGS**

Managing long floats in Fair Isle knitting



The Ajiro scarf from Vintage Modern Knits My UPS gal surprised me again the other day with several new Interweave books full of wonderful,

Winter 2010 Issue

**KNITS**

Warm YOUR WORLD

27

LOVE YOUR KNITTING!

Playful color the EASY way

Sweater to bust your STASH

A sock for EVERY foot

Preview the Issue

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Pages: 420,514 | Inbound Links: 713,780 | Keywords: 151 | Unique Monthly Visitors: 218,474

# SEO Campaign Components

- Free Report
- Rapid Conversion Landing Page
- Website Posts
- Embedded Text Ads on Site
- Email Newsletter Promotions
- Press Release
- Twitter, Facebook, LinkedIn Mentions



# Freemiums, Free Reports, Free eBooks, White Papers



# SEO Flash Report

Keywords	12/1/08	1/7/09	1/27/09	2/3/09	2/17/09	8/14/09	9/8/09	1/21/10	3/2/10	6/4/10	9/27/10	12/1/10
knitted sock	0	0	0	47	0	3	3	2	3	6	2	1
Hand Knit Sock	0	10	9	11	12	28	34	20	21	5	9	4
Free Knitted Sock Patterns	0	13	12	11	6	5	8	5	11	7	6	5
knitted sock patterns	0	12	7	9	9	6	7	6	8	10	6	7
Sock Knitting Patterns	0	15	12	7	5	7	7	7	6	6	9	7
Free Sock Knitting Pattern	44	10	8	7	6	5	5	4	6	7	7	8
Knitted Sock Pattern	0	0	27	23	23	5	7	8	9	8	4	8
Sock Patterns	0	13	12	12	7	9	9	14	16	11	17	8
Sock Knitting Pattern	0	9	6	6	8	7	8	5	7	6	12	9
Free Sock Knitting Patterns	0	10	10	9	10	5	5	4	6	8	6	10
Sock Knitting	0	8	7	8	8	7	10	14	13	11	8	10
Knit Sock Pattern	0	13	8	6	7	6	6	7	12	6	11	12
Free Knitting Patterns for Socks	0	13	4	4	4	7	7	9	13	12	11	13
Sock Pattern	0	0	40	37	36	30	32	24	21	19	20	13
Knit Sock	0	27	18	21	20	13	14	10	13	7	5	14
Knitting Socks	0	44	22	20	20	15	14	20	10	16	10	21
Hand Knit Socks	0	0	0	0	0	29	33	24	23	16	9	23
Knit Socks	0	0	18	15	15	16	12	17	18	13	9	26
Learn to Knit Socks	0	0	0	0	0	38	33	0	39	32	30	44
Color Code	Pg. 1	Pg. 2	Pg. 3	Pg. 4+	Not Ranked							
www.knittingdaily.com												
*12/2010 Rank Check Tool												

# Growth of Knitting Daily Email Subscriber File

## Knitting Daily SEO Efforts:

Started 12/2008

**14 Freemium launches**

**Use of keywords in blogs**

**Use of keywords across the site**



## Monthly email subscribers

11/2008: 155,905

11/2010: 272,540

**+75%**

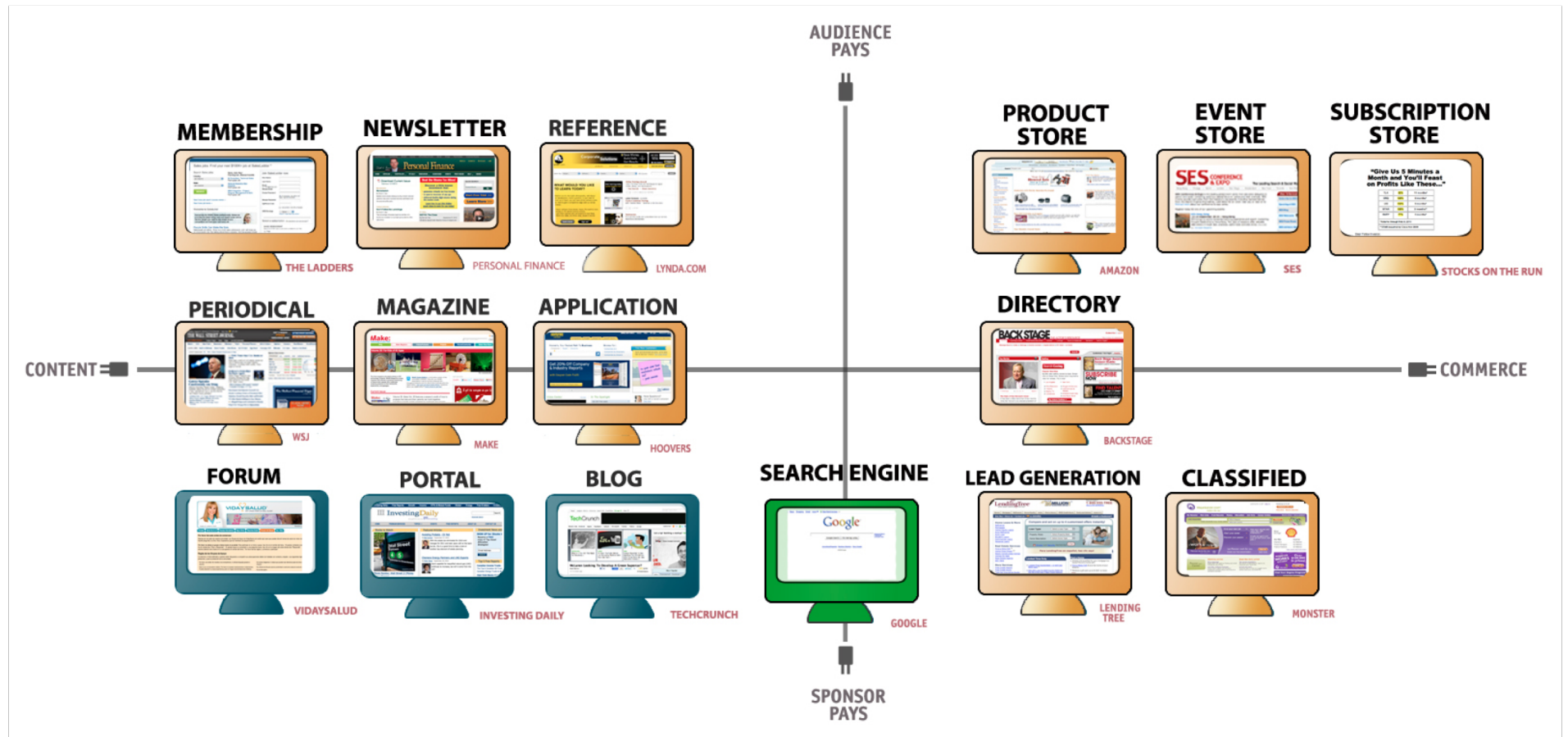
(includes regular list purges)

## 4. WEBSITE STRATEGY

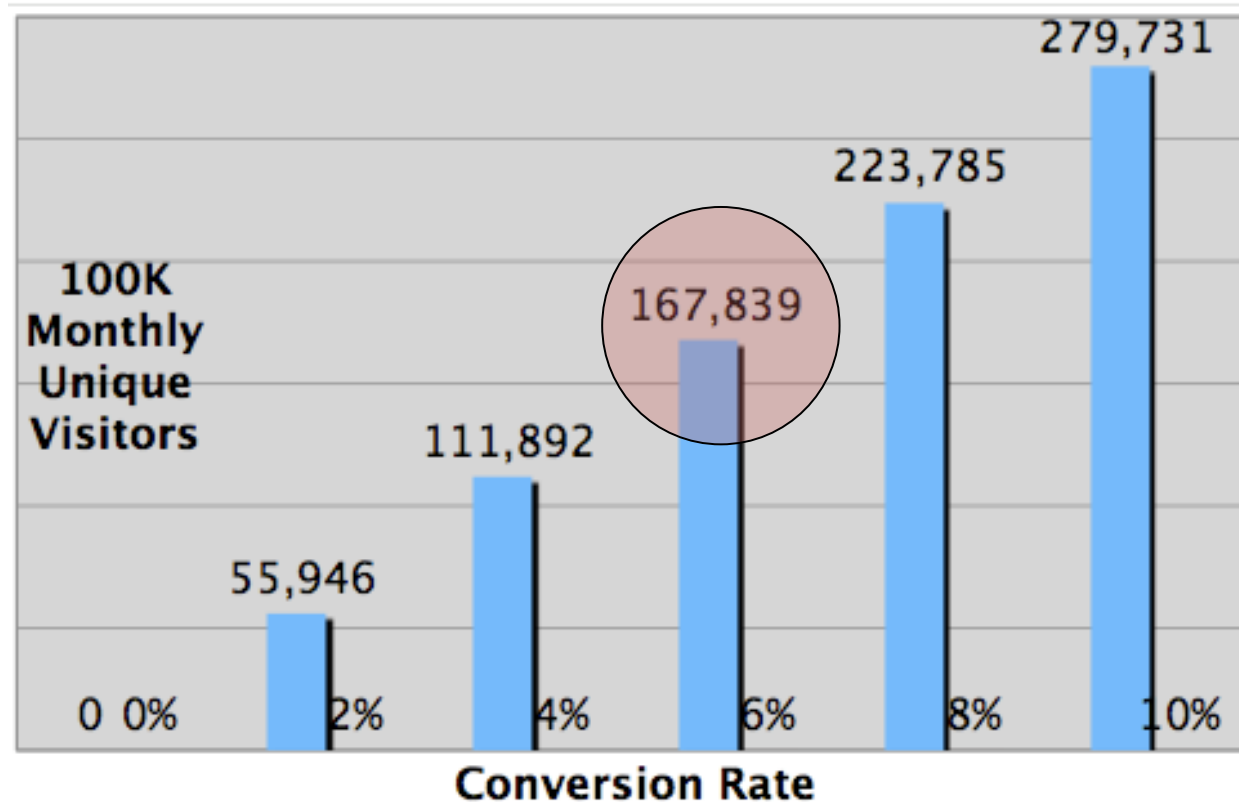
# Build User Relationships

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

# 16 Website Archetypes



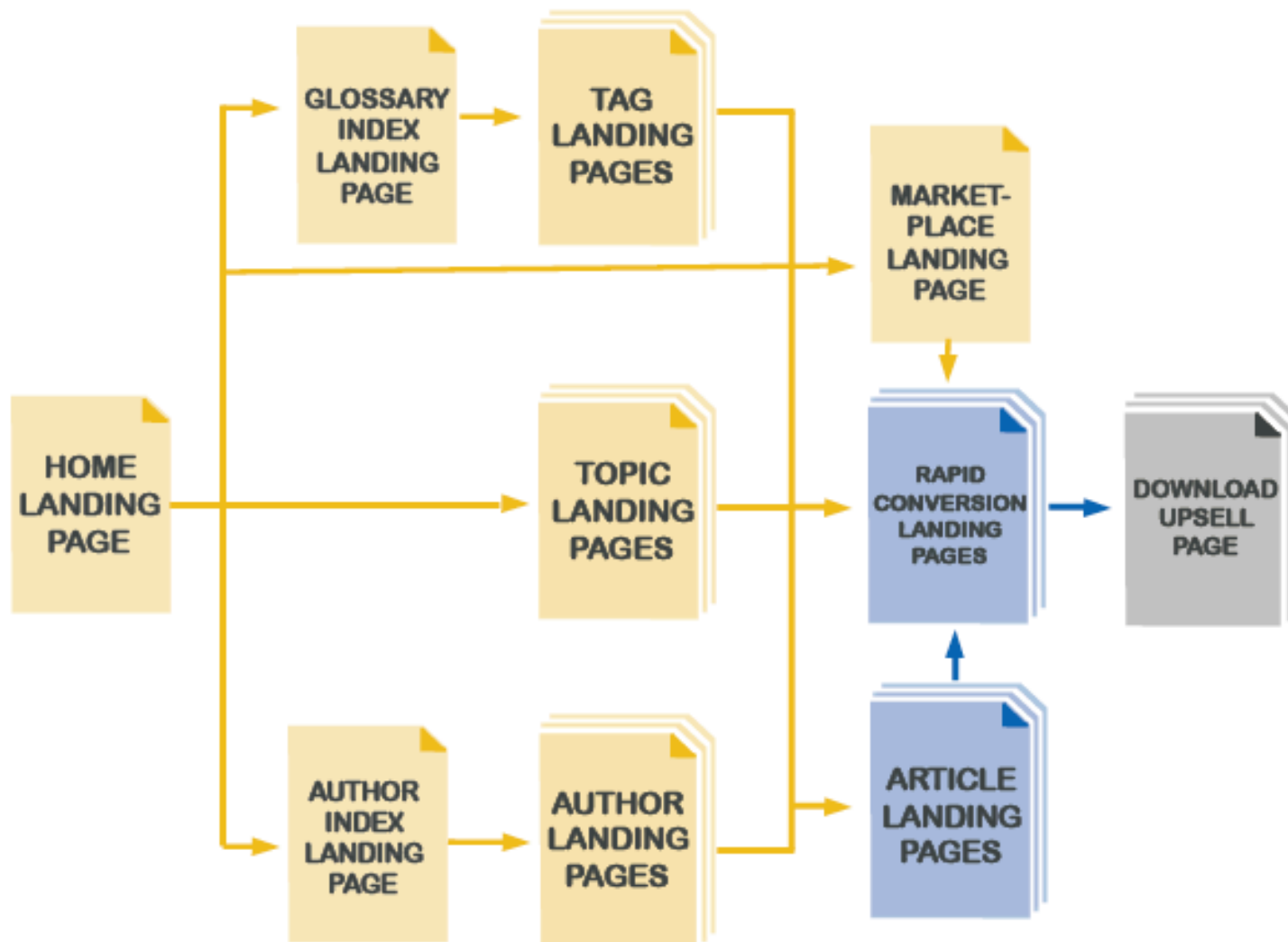
# How Conversion Rates Impact Email Circulation



97% retention rate



# Attraction Conversion Architecture



# Ceramic Arts Daily Case Study

[Daily](#) [Free Gifts](#) [Forums](#) [Bookstore](#) [Education](#) [Galleries](#) [Ceramics Monthly](#) [Pottery Making Illustrated](#) [Potters Council](#)

# ceramic arts daily

information and inspiration from inside the artist's studio

hosted by  
sherman,  
jennifer,  
and bill



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**Successful Tips and Techniques for Raku Firing: How to Select Raku Clays, Glazes, Kilns and Combustibles**

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**Today's Ceramic Arts Daily Feature**



February 4, 2011

**Working With Slabs: A Ceramic Arts Daily Reader Shares Tips and Techniques for Slab Built Pottery**

by Jennifer Hametty [Read Comments \(27\)](#)

After working primarily on the wheel for years, I have been super excited about slab building lately. So I thought I would share a slab building video submitted by a Ceramic Arts Daily reader. In the video, Patricia Bridges of Bridges Pottery in Port Washington, New York, takes us through a couple of slab projects using textured and stenciled slabs. Not only are the projects simple and fun, but Patricia

[View Larger Image](#)

Patricia Bridges trues up the walls on a slab built box

**Join A Discussion**

**How Do I Begin Setting Up A Ceramic Competition To Be Held In 2011?**

Mon, February 7 2011 03:16am

Pages: 17,209 | Inbound Links: 18,831 | Keywords: 156 | Unique Monthly Visitors: 35,977

## 5. EMAIL STRATEGY

# Maximize Customer 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 per Email Name	\$0.00 \$0.00	\$210,000.00 \$21.00
Promotions Per Week	3	3
Average Revenue per M Emails Sent	\$75.00	\$75.00
Lifetime Revenue from Email Promotions per Email Name	\$186,750.00 \$18.68	\$315,000.00 \$31.50
Total Lifetime Value per Name per Email Name	\$186,750.00 \$18.68	\$525,000.00 \$52.50

# HR Daily Advisor Case Study

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**Resource Center**

- Job Descriptions
- Forms
- Policies
- Training
- Recruiting
- Wellness

**HR Tips by Category**

- ADA (21)
- Compensation (54)
- E-pinions (229)
- FLSA/Wages (55)
- FMLA (24)
- Harassment (32)
- Hiring & Recruiting (84)
- HR Management (259)
- HR Policies & Procedures (324)
- Job Descriptions (58)
- Leave Policy/Compliance (80)
- Training (97)

**Most Popular HR Tips**

10/12/2009 ADA  
[Acceptable Affirmative Phrases for Discussing Disabilities](#)

7/18/2006 HR Management  
[The 9 Essential Skills of Human Resources Management - How Many Do You Have?](#)

2/8/2011 HR Management

**Free HR Report:**

**Top 10 Best Practices in HR Management, 2011**

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**Best Sellers**

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2. Employee Training Center
3. Managing an HR Department of One
4. HR Audit Checklists
5. SmartPolicies

**Today's HR Daily Advisor Tip:**

**Is Sloth the Worst HR Sin?**

Category: [Job Descriptions](#)

In [yesterday's Advisor](#), we covered the first 4 deadly sins of managers; Today, Envy, Greed, and Sloth, and some very good news: your job descriptions are already written and updated.

[[Go here](#) for sins 1 to 4 and a bonus sin]

**Sin 5. Envy**

Envy makes managers do things that aren't appropriate for the company. For example:

- Empire building. Trying to add more positions that aren't important for the

Pages: 5,617 | Inbound Links: 11,953 | Keywords: N/A | Unique Monthly Visitors: 12,146



# HR Daily Advisor Email Marketing Plan

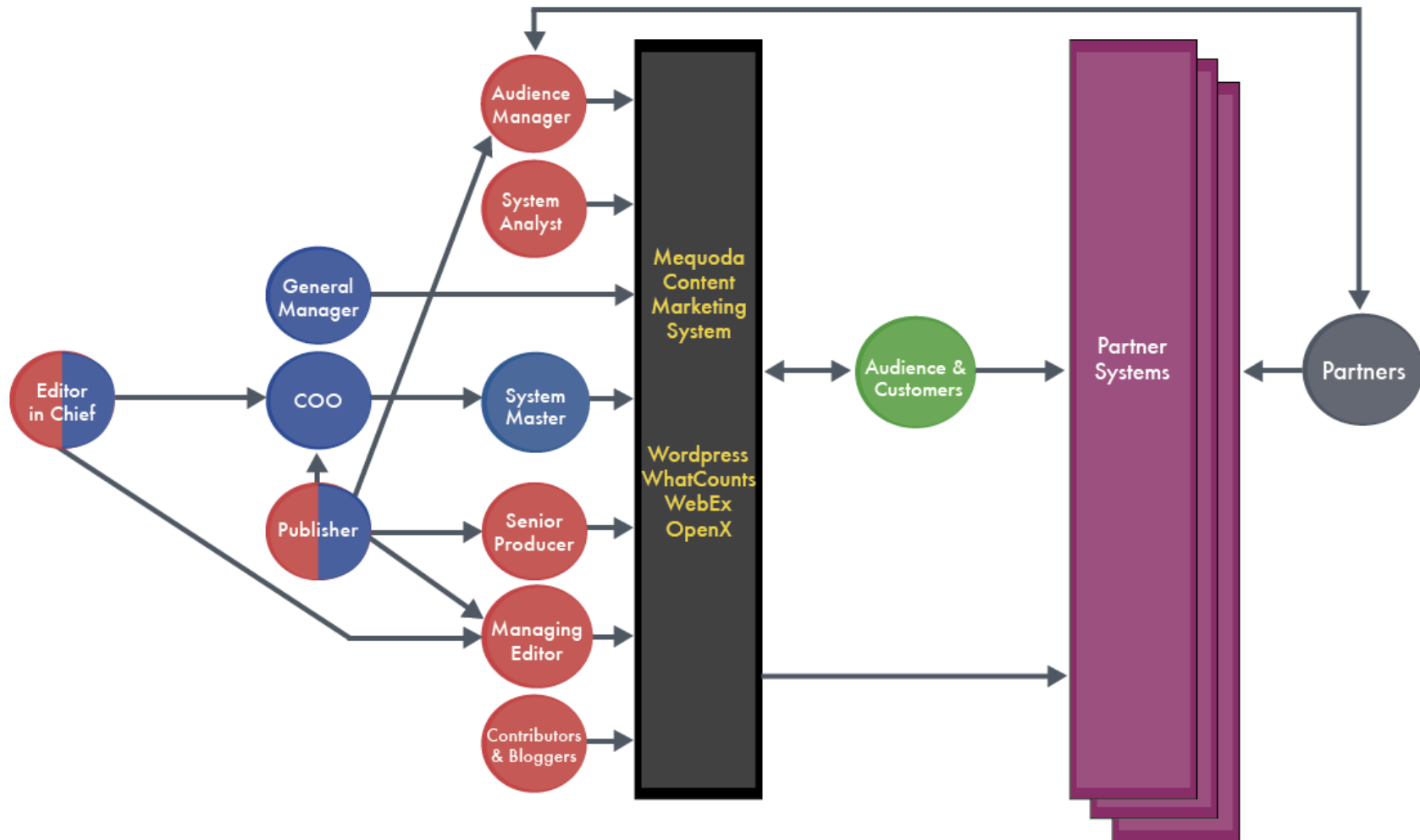
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Topic	FMLA	FMLA	HR Managment	HR Managment	E-pinions	
Product 1	FMLA Guide	FMLA Guide	Leadership Webinar	Leadership Webinar	HR.BLR.com	
Product 2	Travel Pay webinar	Travel Pay webinar	Travel Pay webinar	Healthcare Reform Webinar	Healthcare Reform Webinar	
Product 3	HR Audit Checklists	HR Audit Checklists	HR Audit Checklists	HR Audit Checklists	HR Audit Checklists	
Sponsor 1	Success Factors eGuide	Oracle Article	Oracle Article	Oracle Article	Plateau White Paper	
Sponsor 2	Monster	Monster	Monster	Monster	Monster	
Sponsor 3	Sponsored Links	Sponsored Links	Sponsored Links	Sponsored Links	Sponsored Links	
Promotional Emails	Free Webinar	PTO Webinar	Leadership Webinar	Compensation Webinar	Final Pay Webinar	Virtual Bootcamp
				Live Onsite Seminar		
Topic					Week in Review	
Product 1					HR Audit Checklists	
Product 2					HR.BLR.com	
Product 3					Healthcare Reform Webinar	
Sponsor 1					Plateau White Paper	
Sponsor 2					Monster	
Sponsor 3					Sponsored Links	
	HR Daily Advisor		Product & Event			

## 6. PEOPLE STRATEGY

# Empower Your Organization

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

# Content Marketing System Organigraph



# Online 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

# Manage 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>



# Additional Resources

## Content Marketing Tips in Mequoda Daily:

- <http://www.mequoda.com/free-reports/content-marketing-strategy-basics>
- <http://www.mequoda.com/free-reports/editorial-management-guidelines-for-online-publishers>
- <http://www.mequoda.com/free-reports/rapid-conversion-landing-page-guidelines>
- <http://www.mequoda.com/free-reports-seo-campaign-management-basics>

## Content Marketing Sessions in Mequoda Pro:

- Content Marketing 2010
- Keyword Research Step-by-Step
- SEO Campaign Management
- SEO Copywriting Workshop

# Thank You

## Don Nicholas

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## Kim Mateus

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