**Networking & Collaboration Session:   
Developing Content Marketing Opportunities**

**Editors Canada Conference 2021**

13 June 2021 at 1:15pm PDT / 4:15pm EDT

**Part 1: Lecture**

**Letitia’s Definition:** Content marketing is giving away your knowledge for free. Good content is specific, timely, and targeted; good content marketing provides precise, practical, actionable information to the people you’d like to work with.

**Aims of Content Marketing:**

|  |  |
| --- | --- |
| * branding * community-building * public relations * market research * customer service | * awareness * interest * understanding * respect * trust |

**Part 2: Breakout Room A - Brainstorm**

**Directions**: Work together to develop answers to the following questions. You may find this task easiest if one person creates a Google Doc that anyone can edit, and then shares the link to that Google Doc in the chat. Then, brainstorm: if we are to work together to develop a piece of content marketing …

|  |
| --- |
| * … who is the client we’re focusing on helping? (choose one) * … where do they spend their time, online or in-person? (make a list) * … what problems or challenges do they have? (make a list) |

**Options for Breakout Rooms:**

|  |
| --- |
| * Children & young adult * Literary fiction & memoir * Romance * Science fiction & fantasy * Non-fiction trade * Self-publishing fiction (any genre) * Self-publishing non-fiction (any genre) * Non-fiction trade * Academic * Technical & scientific * Medical (patient-oriented) * B2B – non-profit, professional, communications & web * En Français – les genres littéraires * En Français – les genres non littéraires |

**Part 3: Lecture**

**Tactics for Content Marketing:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  | | --- | | * printed book * ebook * digital download (PDF) * website * blog post * magazine article * journal article * Twitter thread * Twitter chat * LinkedIn post * Facebook post * Facebook Live * Instagram Live * e-newsletter * testimonial | |  | | |  | | --- | | * tool * resource * webinar * seminar * workshop * case study * panel * facilitated conversation * conference talk | | * course * interview on a podcast * interview on a YouTube channel * interview on a radio show * your own podcast, YouTube channel, or radio show | |

**Topics for Content Marketing:**

|  |  |
| --- | --- |
| * how to * why to * expert or link round-up (e.g. “books similar to X”) * setting the specs (e.g. “how to hire an editor”) * contrary to convention | * checklist * cheat sheet * tutorial * case study * review * interview * infographic |

**Part 4: Breakout Room B - Workshop**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Example:** Tactic | Topic | Resources required | Cost (time & money) | Notes |
| E.g.: Webinar for the Canadian Association of Research Administrators | “How to Read Research Grant Proposals like an Editor” | - real sample grant that I can walk them through (how to find without violating privacy?) - tips & tricks using online resources  - an hour of uninterrupted time to deliver webinar | - 1.5 days to write slides & practice  - 2–4 weeks to promote on LinkedIn  - need to deliver on weekday = less time for client work | - give them advice on situations in which academics commonly hire editors  - direct them to my website and to ODE |

**Directions for Breakout Room B:** Stay focused on the specific client that you already identified, and use the lists that you generated in Breakout Room A to workshop one piece of content marketing that you, together, could deliver.

Consider:

* your tactic (drawing on where your clients spend their time & the list above)
* your topic (drawing on what your clients need to address their problems and challenges, as well as the list above)
* the resources required to develop this content
* the cost (in time and money) associated with developing and delivering this content
* and any other details you may wish to note

You may find this easiest to do if you continue to work in the same Google Doc that you had in the last breakout room.

**Want to turn your work today into a real pitch?** Please share your email addresses with one another so that you can continue to collaborate after the conference ends.