



Take
the
lead.



THE MARKETING LAB

The Content Curation Playbook:

What to post, where to post, and when to post to build an engaged following and stay top-of-mind with your best prospects...and

Over 70% of B2B purchase decision makers use social media to help them decide who to award their business.

**HubSpot Social Selling Report*

The

Takeaway

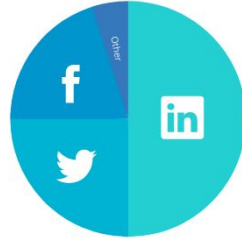




You can't ignore it anymore...



**But Where Should
You Be Spending
Your Time?**



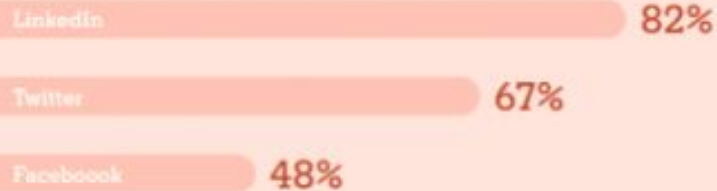
Facebook, Twitter and LinkedIn contributed to 90% of social traffic to B2B blogs and sites.

(LinkedIn was responsible for half of that traffic)

**SproutSocial Study*

Top 3 Most Effective Social Media Platforms B2B Marketers Use for Content Marketing Purposes²

Most Successful



**CMI B2B Research*

Social Media Platforms B2B Marketers Use for Content Marketing Purposes (Top 6)⁵

LinkedIn

97%

Twitter

87%

Facebook

86%

Facebook

89%



Facebook

- Over 2 BILLION Active Users.
- Spending an average of 43 min. a day on average
- Facebook may not be a “professional network”, but your prospects are using it.





LinkedIn

- Over 40% of LinkedIn's 630M+ users log in every single day.
- 70% of executives on LinkedIn log in every day
- 80% of social media B2B leads come from LinkedIn
- Most affluent user base of all of the major social media platforms



In fact...

55%

Increase in conversational
activity among connections.

**LinkedIn*



Twitter

- Not just for news and trends
- 7th most visited website in the world
- 321M+ monthly active users

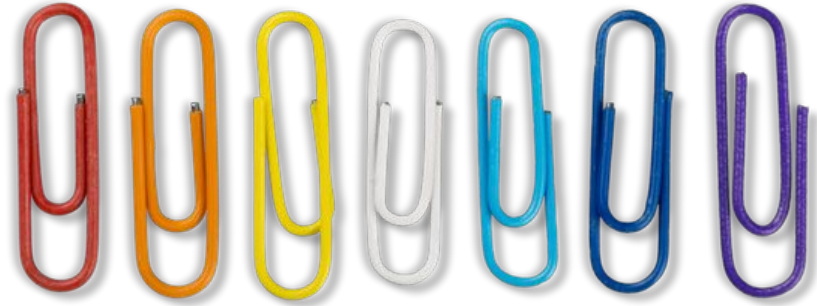


Before I go any further...

MYTH

“You Have To Write Unique
Content For Each
Platform...”

**What should
you be posting
to influence
your
prospects?**



What content works best?

Video Content

Written Articles

Images & Infographics



**HubSpot Social Media Study*

Consistency

keeps you top of mind

+

Relevancy

shows that you understand their industry and situation

+

Authority

highlights that you are THE go-to option in your market

“Hey Pat, where am I supposed to get the time to **create all of that content?**”

(good point)

Not all of this content needs to be created by you.

(in fact, most of it shouldn't be)

In fact...

45%

of consumers will unfollow a
brand if their activity is dominated
by self-promotion

Don't worry, **you can still promote yourself.**

(otherwise this wouldn't be worth your time right?)



Ben Kniffen • 1st

Helping Businesses Generate High Quality Leads | President of LinkedSelling & Elite...

1d • SocialMediopolis.com - New Home of Social Media Marketing Group

Hi there everyone!

Ben Kniffen (LinkedSelling President and co-founder) here.

[...see more](#)

FREE ONLINE WORKSHOP

HOW TO IDENTIFY (AND FIX) THE HOLES IN YOUR SALES PROCESS TO GET MORE CLIENTS AND GENERATE MORE REVENUE

AUGUST 29, 2019 | 1:00 PM CST
FROM LINKEDSELLING PRESIDENT BEN KNIFFEN
A 4 TIME INC. 5000 COMPANY

**REGISTER FOR FREE AT
LINKEDSELLING.COM/AUG29**

168 • 24 Comments

Like Comment

Top Comments

6

How often shall we talk about you vs. talking about other topics? We know you're pretty great, but social media is like a cocktail party conversation: a little variety is good. The 80/20 rule is a good place to start. If you have an updated blog, try 70/30 or higher. The proportions will be approximate and depend on batch size and content availability.



You want to look like an expert on THEIR interests as well as YOUR area of expertise.

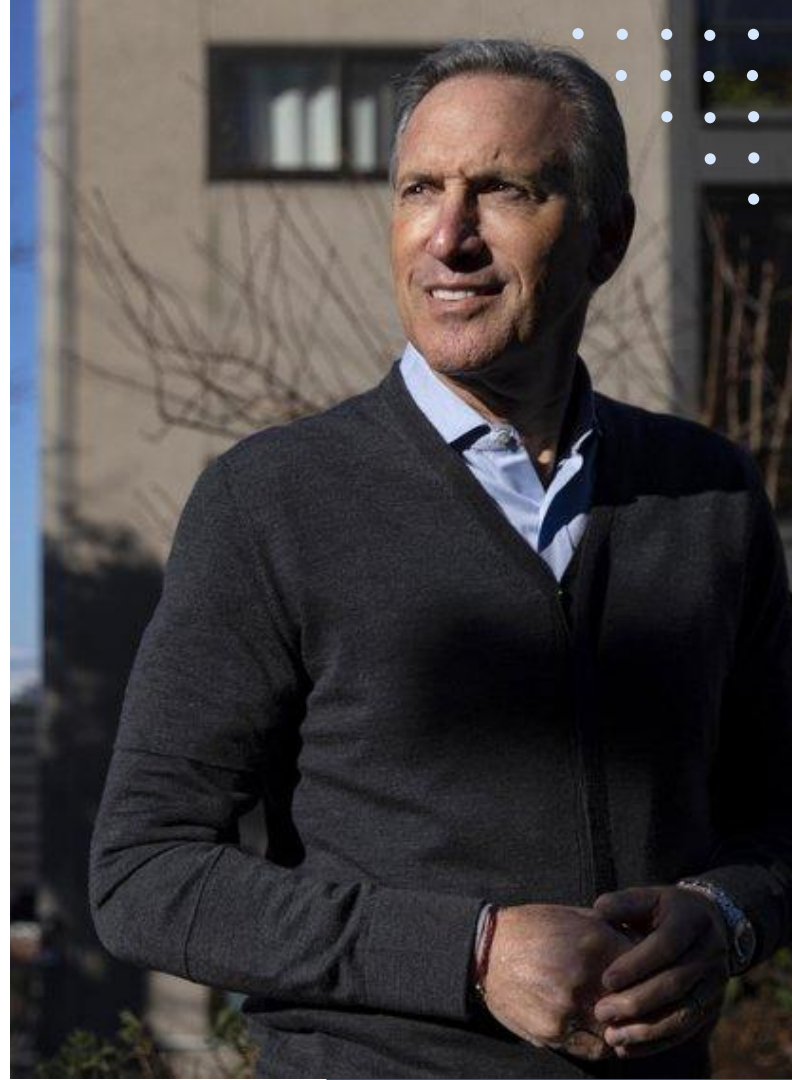
(makes sense right?)

Relevancy = Your Prospect's Interests & Industry

(Your prospects want to work with someone who understands them)

*“If people believe they **share values with a company** they will stay loyal to the brand.”*

Howard Schultz
Former CEO,
Starbucks



And the data backs this up...

62%

of LinkedIn members
engage with content on the
platform because they
found it education &
informative.

**Content Marketing Institute*

Relevancy



Bash Foo @bashfoo ·

It's never too early to think about the holidays.




SharpSpring @sharpspring ·

Avoid ending up with a resting Grinch face this holiday season. In our new blog series, we've outlined steps to make sure your email sends don't end up on the naughty list. Check out part 2!
#emailmarketing #marketingautomation #digitalmarketing sharpspring.com/blog/part-ii-p...

Relevancy

HMS Insurance Associates, Inc.

Have you ever wondered why gas cost more in the summer? Perhaps you will find the answer here.



Why Does Gas Cost More in the Summer?

Drivers often wonder why fuel costs increase so significantly during the spring and early summer.

SOCIAL.SELECTIVE.COM

Like Comment Share

Authority = Your Niche, Industry or Area of
Expertise

(Your prospects want to work with an expert)



Barbara Decker



There are many ways that the whole family can approach the substance abuse of your adult child; choosing the right path means which particular method of addressing addiction can best benefit everyone.

#LoveAnotherWay #TransformativeBoundaries

Once you're clear on this, it's easy to discover opportunities for rebuilding peace among every family member.



PSYCHIATRICTIMES.COM

Coaching Families to Address Addiction

"He'll just have to hit bottom." That bit of outdated advice can be terrifying....

17

3 Shares



Write a comment...



Authority



LinkedSelling
11,092 followers

Say it louder for the ones in the back [Gary Vaynerchuk...](#)

[#marketing](#) [#linkedin](#) [#socialmedia](#)

Gary Vaynerchuk • 1st
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
5mo

People don't understand how to really win on LinkedIn.

It's not by spamming people in their inbox .. it's by having an actual cr ...see more

If you don't have a **LinkedIn**
content strategy *you're in trouble.*



Authority

Your prospects want to know that...

YOU

Are the authority in YOUR industry
BUT that you understand their
industry & interests.

porn-ninja.tumblr.com



A Consistent Display of **Authority & Relevancy**
Will Make You **Memorable.**

(And being memorable is the first step to staying top of mind)

Makes sense right?

**How often
should you be
sharing content
on social
media?**



Consistency



How often do you need to post to **stay top-of-mind?**

DEMAND GENERATION

ANALYZING THE BUYING PHASES OF YOUR TARGET MARKET

- READY TO PURCHASE
- OPEN TO BUYING, BUT NOT LOOKING
- NOT THINKING ABOUT IT (INDIFFERENT)
- THINK THEY AREN'T INTERESTED
- KNOW THEY AREN'T INTERESTED



90%

of decision-makers never answer a cold call, but 75% of B2B buyers use social media to make purchasing decisions.

Consistency



In the past it took

6-8

Brand touchpoints to gain
awareness with your prospects.

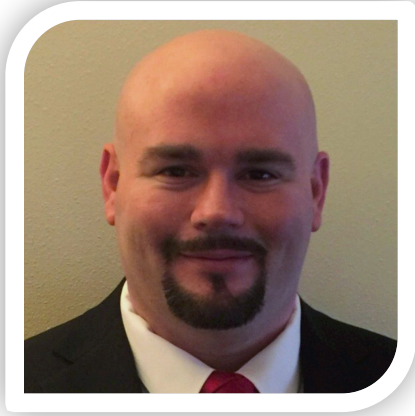
But that number has risen to

10+

Touchpoints before prospects will
begin to remember your brand.

Look at the top influencers in your industry...

How often are they posting?



John Weaver,
Commercial Lender

“Due to my posts, I had a LinkedIn contact message me, without realizing that we had connected before, and ask about engaging my services for an SBA 7(a) loan.

This is a win because I did literally nothing yet I gained a (potential) client; all of this is due to the process and Emphatic, both of which I am extremely grateful for.

This goes to show you that if you engage the right team and are "actively posting" (having others actively post on your behalf :-)), good things do happen for you.”

Businesses like yours should post

5-7

Posts every week to stay top-of-mind,
build brand awareness, and establish
yourself as an authority.

Consistency

Back to Settings

Facebook LinkedIn Twitter

Facebook Schedule

Rule 1:
Schedule for: Mon Tue Wed Thu Fri Sat
at 10:30 AM , 04:30 PM

Mon Tue Wed Thu Fri Sat Sun

✘ 10:30 am ⌚

✘ 04:30 pm ⌚

+

Save Rule 1 Cancel

Rule 2:
Schedule for: Mon Tue Wed Thu Fri
at 10:30 AM , 02:30 PM

Mon Tue Wed Thu Fri Sat Sun

Consistency

The screenshot displays a social media management interface. On the left is a navigation sidebar with options: 'In progress', 'Queued content' (highlighted in green), 'Allocate your credits', 'Tune content strategy', 'Settings', 'Get one-off content', 'Upgrade your plan', and 'Get free credits'. The top right of the dashboard shows the account name 'Dott Digital Marketing, LLC' and a 'Switch account' button. The main section is titled 'Queued content' and features social media sharing icons for Facebook, LinkedIn, and Twitter. Below these icons, the account name and schedule are listed: 'Account: Dott Digital Marketing, LLC' and 'Schedule: Rule 1 Tue Wed Fri At: 01:30 pm , 03:00 pm; Rule 2 Mon Wed Fri At: 02:30 pm , 10:30 am'. An 'Edit schedule' button is provided. The content queue consists of three items, each with an 'Actions' dropdown menu. The first item is a Facebook post about search engine optimization, auto-scheduled for Friday, September 6, 2019, at 09:30 AM. The second item is another Facebook post about video marketing. The third item is a video titled 'How to Use Live Video to Build Your Business [Infographic]' with a thumbnail showing a person on a screen.

In progress

Queued content

Allocate your credits

Tune content strategy

Settings

Get one-off content

Upgrade your plan

Get free credits

Dott Digital Marketing, LLC [Switch account](#)

Queued content

[f](#) [in](#) [t](#)

Account:
Dott Digital Marketing, LLC

Schedule:
Rule 1 Tue Wed Fri At: 01:30 pm , 03:00 pm
Rule 2 Mon Wed Fri At: 02:30 pm , 10:30 am

[Edit schedule](#)

Actions ▾

[f](#) Do you want people to find your business when they search the internet? Being listed on all search engines and directories should be a top priority. Use our free web scan to see how you appear to searchers: <http://bit.ly/2MbSSOZ>

Auto-scheduled for: Fri, Sep 06 2019, 09:30 AM

Actions ▾

[f](#) Video marketing is huge and continually growing. Your audience loves videos, because they are easier to understand and have better product presentation than other forms of advertising. Learn how you can use live video to really improve your product presentation. <http://bit.ly/2YkX18f>

How to Use Live Video to Build Your Business [Infographic]
Have you considered the potential benefits of live-streaming for your business? Take a look at this infographic.

What kind of **impact should you expect** for your business?

(Let's do the math)

Let's say you have...



200 Connections



200 Fans



200 Followers

Post Daily

600 potential brand
touchpoints every
day!

**18,000 opportunities to reach
your audience every month!!**

But what if you had...



600 Connections



600 Fans



600 Followers

Post Daily



10K Connections



10K Fans



10K Followers

Post Daily

1,800 potential brand touchpoints every day!

54,000 opportunities to reach your audience every month!!

30,000 potential brand touchpoints every day!

900,000 opportunities to reach your audience every month!!

DEMAND GENERATION

ANALYZING THE BUYING PHASES OF YOUR TARGET MARKET

- READY TO PURCHASE
- OPEN TO BUYING, BUT NOT LOOKING
- NOT THINKING ABOUT IT (INDIFFERENT)
- THINK THEY AREN'T INTERESTED
- KNOW THEY AREN'T INTERESTED



Follow this formula to **build trust** and to **stay top of mind** with your prospects.

Consistency

keeps you top of mind

+

Relevancy

shows that you understand their industry and situation

+

Authority

highlights that you are THE go-to option in your market

So how do you do this...

The Usual Suspects

Option #1

Ignore It.



Strategy #2

Outsource It.

(Min: \$12-15k Annually)

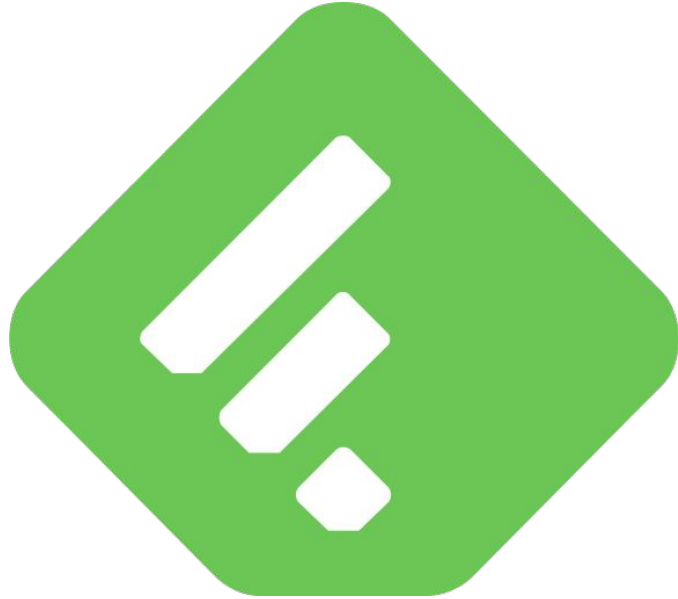
\$\$\$

Strategy #3

Bring it in-house.

(\$35-60k Annually)







Today

Read Later

Train Leo

FEEDS Train Leo 4

All 1K+

Marketing Execs 1K+

Android Develop... 7

Australia's Conten... 4

B&TB&T 530

brand dna 24

content marketing 1K+

Digital marketing 1K+

Digital marketing ... 242

eicolab: design thi... 5

email marketing 1K+

Engadget RSS Feed 941

Entrepreneurs-Jo... 3

UPGRADE

Marketing Execs

1K+ [Share] [Follow] [Menu] [Refresh] [More]



LATEST

- TechCrunch » ... **Sony invests \$400M in Chinese entertainment platform Bilibili** Sony said on Thursday that it is investing \$400 million to sect now
- TechCrunch **Stocks gain despite 6.6M new US unemployment claims** Domestic stocks rose today in the United States, with all major indi 3min
- TechCrunch 28 **App development shop V/One is giving away 50,000 free mobile app builds to budding LA mobile businesses** The Los A 6min
- TechCrunch 44 **12 major league edtech VCs discuss top trends, opportunities** Ready or not, edtech has been shoved into the spotlight as r 6min
- TechCrunch 48 **Japanese payment service provider Paidy raises \$43 million from ITOCHU** Paidy , a Japanese fintech startup that allows c 6min
- TechCrunch **Sony invests \$400M in Chinese entertainment platform Bilibili** Sony said on Thursday that it is investing \$400 million to se 12min
- Engadget RS... 26 **Facebook's 'Campus' test hints at a return to its college roots** Facebook is apparently hoping to go back to its roots as a s 13min
- Gizmodo 26 **Why Coronavirus Could Lead to More Rhino Poaching** Live wildlife markets have temporarily closed across China and air p 16min
- TechCrunch 44 **France's competition watchdog orders Google to pay for news reuse** France's competition authority has ordered Google 1 19min
- Phandroid **Bored at home? Google Stadia Pro is now free for two months** If you're the type of person who spends a lot of time outdor 28min
- Marketing We... **Reinforce your brand to communicate who you are in uncertain times** Q content marketing • Marketing Week 29min
- https://www.in... **How to Lockdown your Marketing during a Lockdown** Q content marketing • https://www.indianretailer.com/ 29min
- TechCrunch 44 **Google subsidiary agrees to pursue internet "diversification" in Asia to block China access to U.S. market** The global i 29min
- TechCrunch 36 **Bugcrowd raises \$30M in Series D to expand its bug bounty platform** Bug bounty and vulnerability disclosure platform Bu 29min
- I ifharker 22 **How to Get Health Insurance During the Coronavirus Pandemic** Recent world events may have led you to believe that this 35min

 [Websites](#)

 [Keyword alerts](#)

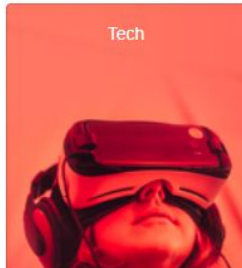
 [Twitter feeds](#)

Discover the best sources for any topic

English



FEATURED



 Websites

 **Keyword alerts**

 Twitter feeds

Track mentions across thousands of news sites

<input type="text" value="Company, product, or keyword"/>	All news sites 	English 
---	--	---

NARROW YOUR SEARCH

"Elon Musk"

Put phrase inside quotes for an exact match. This is particularly useful for names.

intitle:"digital transformation"


Use the intitle: operator to search for a keyword in the title of articles

"Elon Musk" -Tesla

Use the minus (-) operator to exclude results which match specific keywords

	A	B	C
1	Posted?	Title	Link
832	x	7 Marketing Lessons From The ALS Ice Bucket Challenge	http://www.forbes.com/sites/steveolens/
833	x	Google drops authorship markup from search results: reaction	https://econsultancy.com/blog/65384-gc
834	x	Mobile: The Cost Per Click Conundrum	http://www.bandt.com.au/media/mobile-
835	x	Thinking About Snapchat Advertising? Snap Out of It	http://adage.com/article/agency-viewpoi
836	x	Content Marketers Have No Idea What They're Doing	http://www.business2community.com/br
837	x	Cloudwords CMO: Marketing is returning to the human element	http://www.cmo.com.au/article/553242/c
838	x	Google Trends – The Marketing Insights Tool Powered By Google's Own	http://www.searchenginepeople.com/blc
839	x	Despite digital and mobile, the marketing rule book remains the same	http://www.theguardian.com/media-netv
840	x	Google Extends Local Ads on Smartphones to Desktops	http://www.bloomberg.com/news/2014-(
841	x	Interest based digital marketing: it's metadata for storytellers	http://www.marketingmag.com.au/blogs
842	x	Shopping Made Psychic: No-Content Marketing Marches on	http://www.huffingtonpost.com/spencer-
843	x	The 6 Critical Types of Social Media Comments You Must Plan For	http://www.jeffbullas.com/2014/08/20/th
844	x	How do you define quality content?	Question
845	x	Feeling Overwhelmed? How to Pick the Right Marketing Technology	http://www.skyword.com/contentstanda
846	x	Choosing Your Agency: It's About the Team	http://searchenginewatch.com/article/23
847	x	You can pay and pay but organic search still wins	http://www.marketingpilgrim.com/2014/(
848	x	Stop giving people the 'click-flu': When to start giving a damn about your	http://thenextweb.com/entrepreneur/20
849	x	How to Create Massive Value Content & Blow Your Readers' Minds	http://www.problogger.net/archives/2014
850	x	How To Prove The Value Of SEO Without Drowning In Data	http://searchengineland.com/win-battle-
851	x	Two-Thirds of Consumer Goods Companies Need to Do More to Harnes	http://www.forbes.com/sites/forbespr/20
852	x	The CEOs of the future are brand experts	http://www.marketingmag.com.au/blogs
853	x	Seven of our favourite social campaigns from August 2014	https://econsultancy.com/blog/65378-se
854	x	How to Tell if Your Inbound Marketing Agency Knows What They're Doin	http://www.business2community.com/in


Top-Ranked Jac



Pat Henseler


LinkedSelling
Take The Lead

Create a post ✕

 Pat Henseler ✕ 🌐 Anyone ✕

What the best marketers are doing right and WRONG at this point in time.

How has your organization approached the pandemic?



✕

Add hashtag #marketers #marketing #dos #digitalmarketing >

+ 📷 📺 📄 Post

Today. Ad ...

Report: Coronavirus

who's hiring right now
• 101,179 readers

Will the country reopen?
58,931 readers

Plus 4 Outbound
Sales Mastery
Bonuses



Start your free trial at:
LinkedSelling.com/Emphatic

- In progress
- Queued content
- Allocate your credits
- Tune content strategy**
- Settings
- Get one-off content
- Upgrade your plan
- Get free credits

Dott Digital Marketing, LLC [Switch account](#)

Want to make your content even better? Use this form to tell us more and don't forget to update it on a regular basis as your needs and goals change!

Tune your content strategy

[Back to Settings](#)

1 Please give us a brief description of Dott Digital Marketing, LLC.

SEO, Web Design, Social Media, Digital Marketing. We specialize in Inbound marketing driving your ideal customers to your website and converting them to brand ambassadors. Websites optimized to convert

Remaining characters: 21

2 Who is your ideal customer?

Healthcare Practices (Chiropractors, Doctors, Podiatrists, Healthcare Providers and organizations as well as life sciences organizations. occasionally we pick

Remaining characters: 4

3 What is the website for Dott Digital Marketing, LLC?

Website URL

4 Which social network accounts will you be using with Emphatic? (This is just for our research. You'll provide us with authorization to schedule your approved content at a later stage.)



6 How often shall we talk about you vs. talking about other topics? We know you're pretty great, but social media is like a cocktail party conversation: a little variety is good. The 80/20 rule is a good place to start. If you have an updated blog, try 70/30 or higher. The proportions will be approximate and depend on batch size and content availability.

Other topics - 80% 20% - Own Content

Other topics - 80% 20% - Own Content

Other topics - 80% 20% - Own content

7 What topics should we talk about when we're not busy telling people how wonderful you are?

For example:

- On which topics would you like to demonstrate your expertise?
- Which topics do your customers consider in their purchase decision?
- Which other topics could they use some advice on?
- What are some major trends going on that they should know about?
- Which topics will motivate, educate, inspire them, or give them a good laugh?

We'll enter these topics into our web and news searches, so please speak to us as you would to Google.

%

%

%

%

%

If you've chosen some percentage of 'Other topics' in question 5, you can use this to give us more detail on how much each topic should be represented. The proportions will be approximate and depend on batch size and content availability.

Are there any topics/sources we should avoid?





Finally, a system to build authority
and generate leads...on autopilot!

Full Access to **the Emphatic System** for 14 Days (6 posts)

25% Off the Sticker Price if You Continue as a Customer

Email Support to Help You Get Up and Running

Full Archive of **All** your Emphatic posts for easy reposting

10k Facebook Fans **in 72 Hours** from Kim Walsh-Phillips (\$599
value)

How to **Add Hundreds** of Top Prospects on LinkedIn (\$897 value)

Optimize and Grow Your Social Media Pages (\$1000 value)

How to Measure and Generate ROI from Organic Social Media
(\$2000 value)

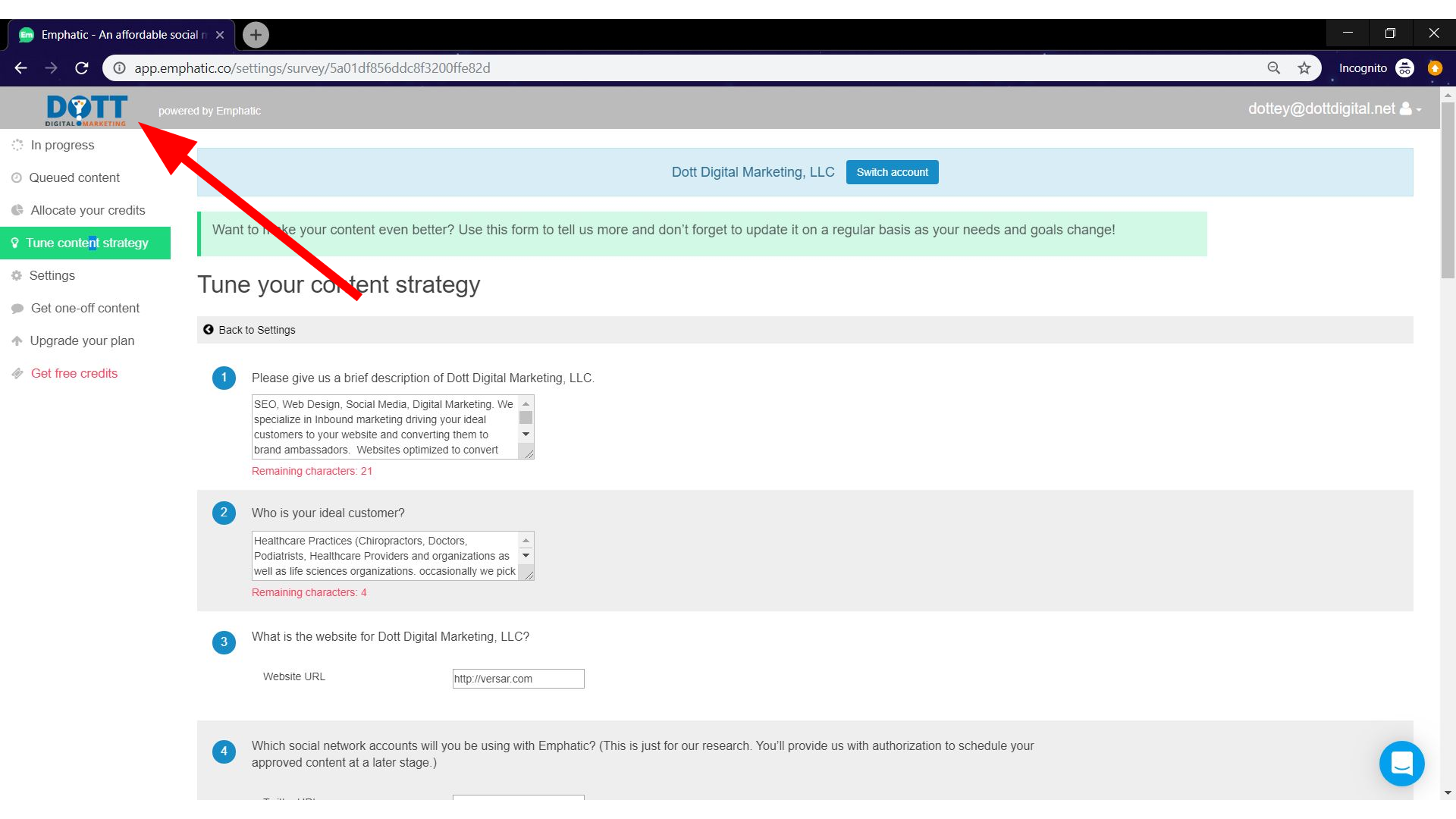


TOTAL VALUE:
\$4800+

Get started
Today for:

FREE!

LinkedSelling.com/Emphatic



powered by Emphatic

dottey@dottdigital.net

Dot Digital Marketing, LLC

Switch account

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Website URL

http://versar.com

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“Action cures fear. Indecision,
postponement, on the other hand,
fertilize fear.”

- David Joseph Schwartz

[LinkedSelling.com/Emphatic](https://www.linkedin.com/company/emphatic)

On the next:



The Sales Infrastructure Every Small Business Owner Needs

Call Held 4/15 at 1 pm (central)