

How  
to  
Sell  
Anything  
Using  
Content

# How to Sell Anything Using Content

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## How to Sell Anything Using Content

### **“Why Isn’t Everyone Doing This?”**

Are you struggling to grow your business, fighting competitors on AdWords and Facebook, and barely having time for a vacation?

With a steady increase in traffic and revenue, you should be able to actually plan a vacation, instead of doing nothing but work on your website.

What if it were possible for every single channel and every metric was going up:

- Perhaps a 38% increase in the number of first-page rankings (per SEMRush). A number that could be rising every month.
- Perhaps a 24% rise in top-three rankings (SEMRush again) – also rising every month.
- More traffic to more pages with more revenue from search engines, from email, from Facebook, Twitter, LinkedIn, and referrals from all over the web.
- And every new post to your blog paid for itself in less than 3 days!
- This has happened to others using our system.

This is what I’m doing and you should too.

Naturally, You'd asked: “Why isn’t everyone doing Content Marketing?”

The answer is “They probably just don’t know any better – yet.”

Most people are doing direct response ads instead and I’ll talk about that next.

## The Problem with Direct Response ads

Perhaps you have been running Facebook advertising campaigns according to best practices but your customer base still isn't growing!

If I were to say “about 20% on every dollar spent is delivering a steady income but you are having a hard time scaling it up” would that describe just about every one of your campaigns?

Perhaps every time you try to broaden your targeting just a little bit your ROI turns negative and you have literally tried EVERY way to broaden that targeting.

**This is the #1 problem with direct response marketing: it's fairly easy to get to breakeven, but in most markets, it can be really hard to scale up.**

Facebook's targeting is what I recommend but you have to know what you're doing and at some stage, if you don't do it correctly, the only way to grow your reach is to decrease the quality of your targeting.

### ***What about a look-a-like audience?***

With a “1% look-a-like” it is relatively easy to find customers but once to try to scale that to say 2% though, well, you would think that it should be twice as easy because there are twice as many customers. The problem is, it becomes way more than twice as hard to close the sale.

Goodbye ROI.

**But that is where content marketing comes in...** It's a much simpler strategy to use to increase traffic and sales across every channel, allowing you to effectively scale up from less.

Such a strategy improves the scale-ability of your direct response campaigns, while improving search engine rankings, increasing the ROI of your paid search, and adding a steady stream of new subscribers for their email marketing campaigns.

### **So Just What is Content Marketing?**

The purpose of content marketing – like all marketing – is to create more demand for your products or services, but there are a lot of strategies that go by the name “content marketing.” Most of them will not get you the kind of success we have been talking about.

Let’s draw the line between practices that are NOT scale-able, and those that can be automated, outsourced and scaled up into traffic generation.

For example, the following are all “Content Marketing,” but each has inherent scale-ability limits:

#### **Guest Blogging:**

This can be useful but as someone who makes money through blogging, let me tell you that there is so much misinformation out there. It is very common for me to receive guest posts requests that are really nothing more than “link spamming.” I'm convinced that the “professional writers” who send me these posts don't even know they are doing it so poorly. More than that, the outreach to potential guest post partners and the writing are time-consuming and expensive. Then there is the craftwork that is nearly impossible to outsource well and still, get quality results.

#### **Infographics:**

These are also good but you can only do a limited number. Unless you can do two new ones every week? This too is expensive and time consuming. And who is gathering the data and doing the art?

#### **Both The Above Also Have The Following Drawback**

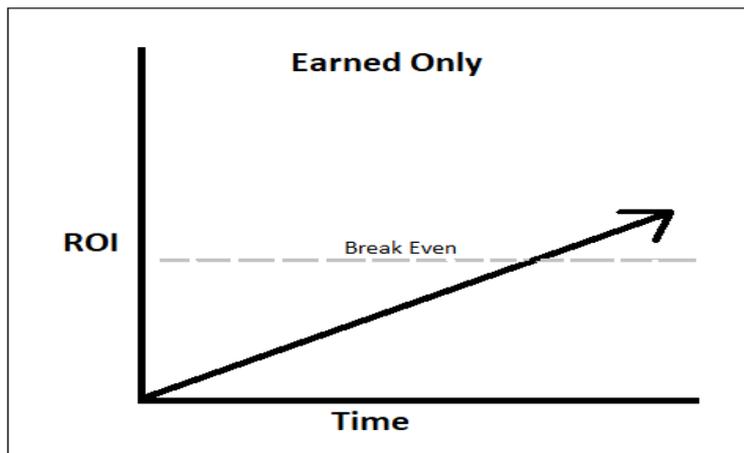
The biggest drawback to both of the above plays is that bloggers and webmasters become resistant to link juice being taken away from their blogs and websites.

#### **“Epic Thought Leader shipping Blog Posts”:**

For a very limited number of “gurus” with existing audiences, this can make sense. If you are one of these Thought Leaders then you are golden. But how much Thought Leadership can you build around your own products and services?

**What every business needs is a Content Marketing strategy that looks like this:**

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To make that chart a reality, as has been done for hundreds of small business owners like you, there is a simple 7-part process outlined below that is repeatable, scalable, and delivers benefits from multiple channels.

But what the method is not, is just as important as what it is.

It is natural that you'll want to put this approach into some "bucket" you're already familiar with, and that would be a mistake.

This is not:

- An SEO strategy, per se, but it should will help your SEO through growing organic traffic in a way that is economical, effective, and – above all else – safe.
- An email list building strategy, per se, but it will build your email list through improved traffic.
- A remarketing or Facebook advertising strategy, per se, but using Facebook in just the right way is a core component of our strategy.

### ***So what is it already?***

This method relies on three unique differences:

- Building an Audience to Drive Traffic
- Leveraging Remarketing to Drive Sales
- Using Feedback Loops to Improve Performance

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Here's how this works, one step at a time:

### **1. You start by targeting an audience on Facebook, based on a profile of your ideal customer.**

This does not have to be super-scientific, at least not to start with. If you already have enough customer email addresses, it can be as simple as creating a lookalike audience and adding some interest targeting.

If you are already running ads, you can leverage the same audience, or even a broader audience to bring in more people.

### **2. Deliver a stream of high-quality, low-cost content to that audience, through your Facebook page.**

This content comes in the form of short stories, which are of interest to your target audience, and have the advantage of being easy, cheap, and fast to produce, while also producing a great response from your audience.

Ideally, some if not the majority of the content you share will be posted from your own site or blog so that the traffic comes directly to your site. However, you will share any content that is relevant.

### **3. Spend a little bit of money on “Page Post Engagement” campaigns (aka “boosts”) to increase your reach.**

The budget for this is typically in the \$10-\$30 per week range, however, you are in control of your budget and the actual amount is up to you. You can go as low as \$1.50 or considerably higher. It just depends on how aggressive you want to be about growing.

## **What happens next is awesome!**

Let's say your post previously reached 100 people before the boost and say the paid boost gets that up to 200 or 300 because of Sharing, the total reach ends up being closer to 500 or 1000.

Some content will do better, some will do worse, but on average you will increase your reach over time. Especially if you “recycle” the stories that perform the best.

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### **4. Your budget (and effort) may remain constant but should end up with a steadily increasing flow of traffic.**

This isn't really a step. It's just something that happens. Still, it's pretty impressive, so I wanted to point it out.

We all know a bigger audience means more traffic but here it actually happens and it does so, even if you aren't spending any more time or money to achieve it. Thus your ROI actually increases over time.

### **5. When people reach your website, you will sort them into different Remarketing Audiences based on what they do.**

The stories that you share on Facebook are just a "teaser" for a post on your blog, and every one of those blog posts should have a Call To Action that allows you to determine what campaigns to deliver to that person next.

For people who land on your content, but then click on offers, look at products and services, or opt-in to your email list, there will be other, more direct selling campaigns to follow up with them. These all add up.

### **6. You don't have to run remarketing campaigns, but you would be foolish not to take the added profit.**

Remarketing campaigns run extremely well in conjunction with content marketing.

Although it does not have to be part of your initial set up it should be sooner rather than later become part process.

### **7. You will begin to see increases in search traffic – from "long-tail" queries at first, moving up to higher volume, and more keywords.**

By adding only 2 – 3 posts a week of fresh content you're going to start to get more long-tail searches in your market.

This, in turn, will result in more natural links. These are the only links you really want as they are the ones that won't get penalised because they are the ones Google has and always will want.

With more natural links your site will begin to appear in higher volume search queries.

The big winner though is brand name searches. This is where people start looking for you by

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name. With people looking for your name, your name itself starts to become one of your largest sources of revenue. You cannot expect this to happen immediately. It will take time. But when it happens, you'll never want it to stop.

### That's it

That's all you have to do to **sell anything with content**. It works, time and time again, market aftermarket, and it can work for you too.

### But it does seem like a lot of work, doesn't it?

You're right – **How to Sell Anything with Content** sounds brilliant **but it is a breathtaking amount of work!**

That's where we come in. We have a **done for you** package.

## The Easy Button

In less than an hour of one-time setup (longer if you have no Wordpress blog) and 30 minutes per week to select your stories to keep it running, you can grow your business using our proven marketing system.

We can even discuss re-marketing after you have been up and running for a while.

[Let's talk. There is no obligation and no selling](#)

There's just a conversation to see if we can work together to help grow your business.

The sooner you contact us the sooner we can get started building your business.

So book a Free 30-minute call with me so we can get the conversation started.



*Let's Get The Conversation Started*

[I really hope to talk to you soon.](#)