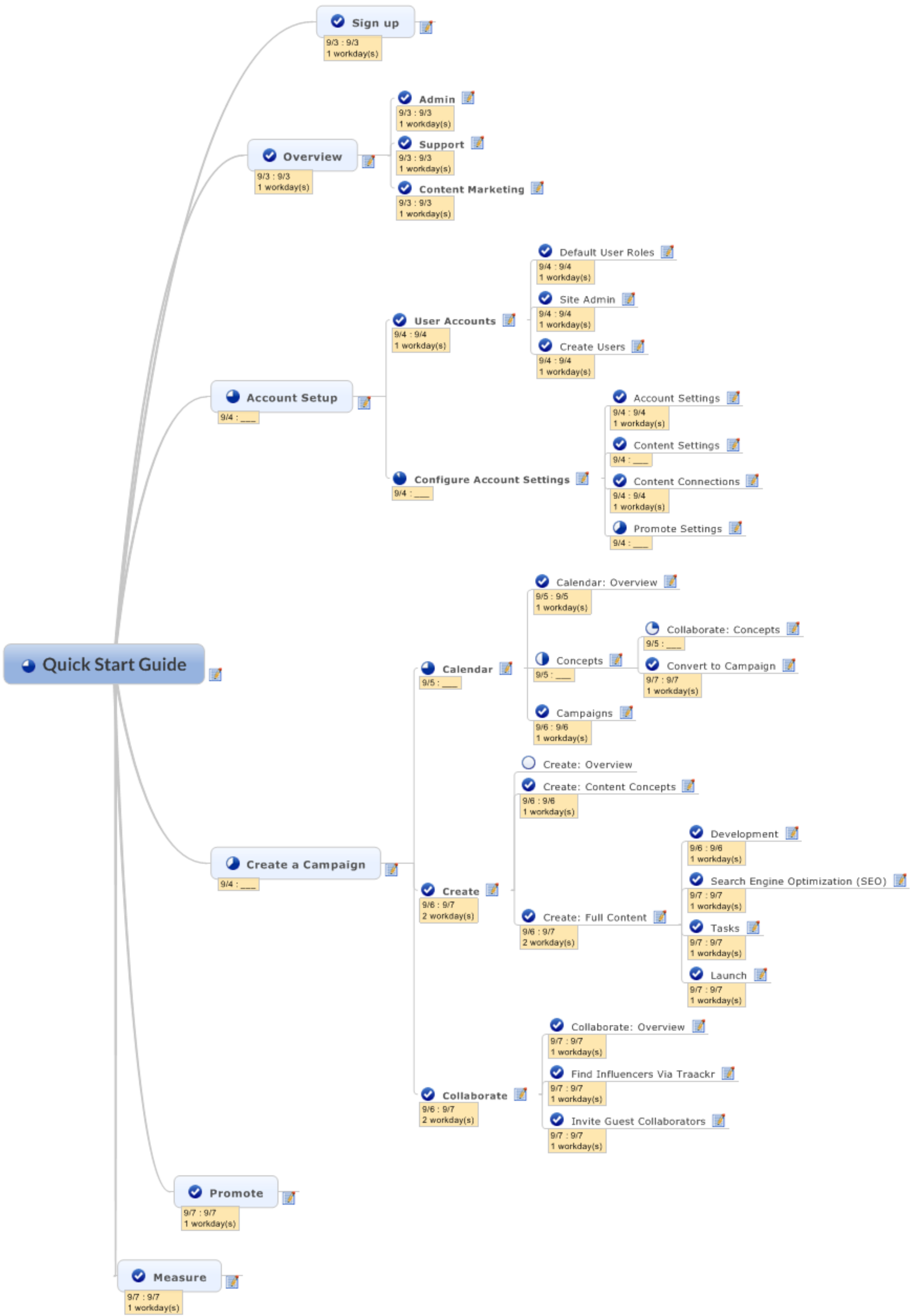
Content Launch
Quick Start Guide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Content Launch SaaS Application

Do you or your business require a set of tools to design, create and run Internet based marketing campaigns? If your answer is 'yes,' the Content Launch application was designed to meet all of your needs. It provides the means to build and manage content organized into campaigns - from conceptualization to archive. Content Launch facilitates collaboration on your project from people all around the world or just within your office. It bundles statistics into an organized set of metrics that you can use to measure the effectiveness of your marketing efforts. This guide provides an overview of the tools available and explains how to put those tools into effective use.

Content Launch is the first content marketing software built for small and medium sized businesses. Cloud based and intuitive, the application enables you to plan, create, launch, promote and measure any type of content, helping you to connect with your online audience and positively impact engagement and sales. It provides dynamic, web based editorial calendars, complete workflow tools, distribution to over thirty integrated platforms and the ability to connect with industry influencers to amplify your content. Content Launch also offers 300 of the best content writers to assist with creating compelling content for your target market. Our content marketing platform integrates seamlessly with Hubspot.

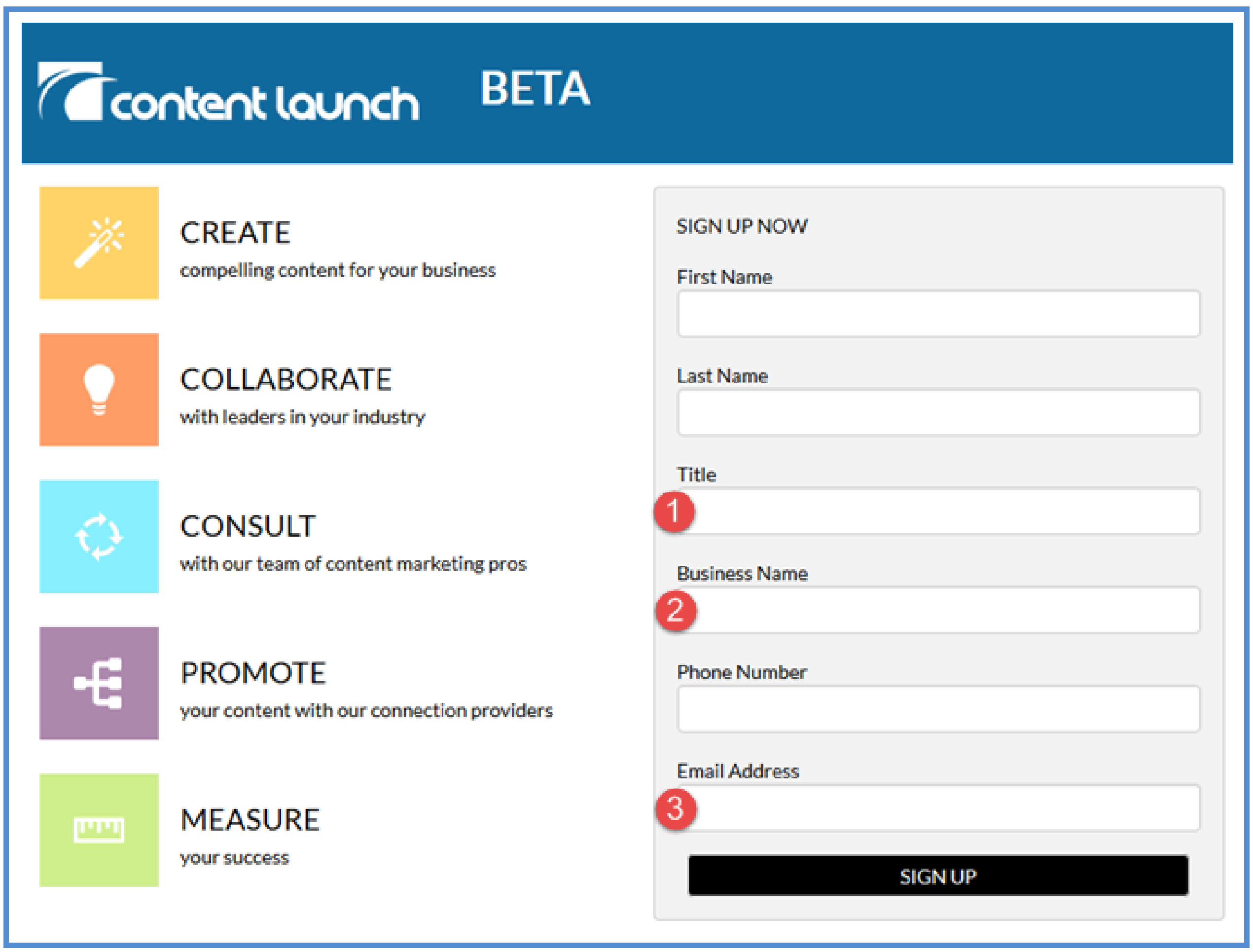
1 Sign up

Get the full benefits of Content Launch by signing up as a registered account. At present, you have two ways to do this:

- Sign up as a beta account (available until Oct. 15, 2014)
- Sign up for a 30 day trial

The Content Launch cloud based service is a new application now running in beta mode. Beta is a common software development methodology where the nearly finished application is released to users who can report back on any use issues before the application is released entirely. This means you can use the full functionality of the application for free during the beta period.

Access this address if you would like to sign up as a beta user: app.contentlaunch.com/signup

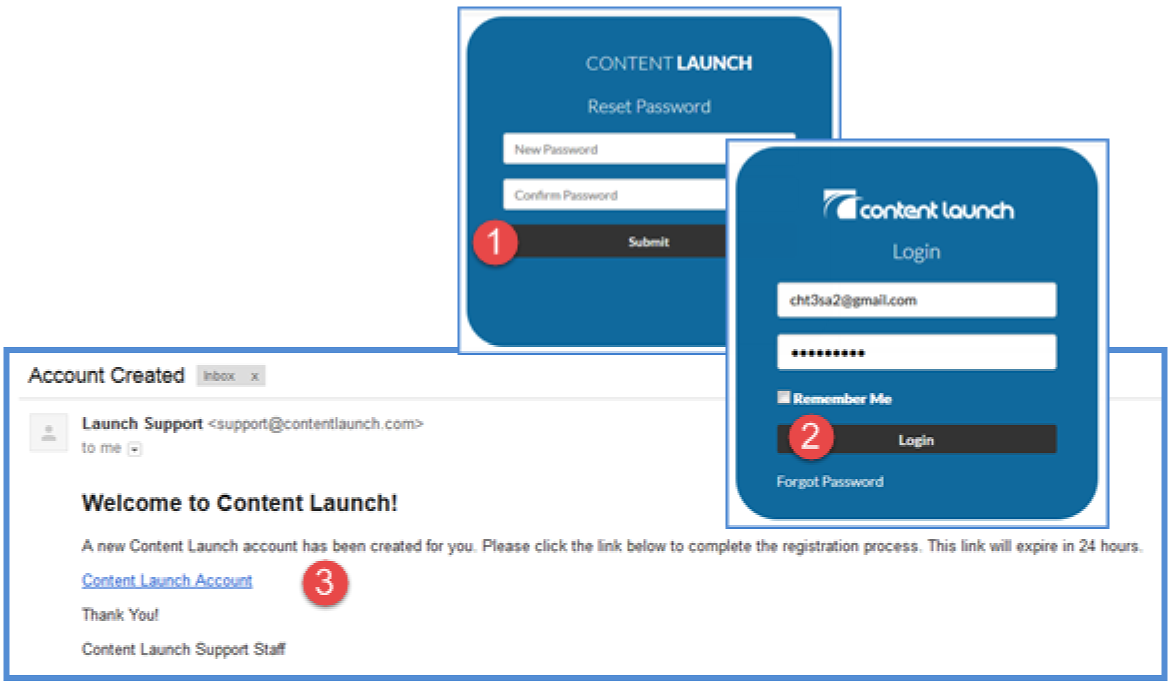


The link above opens this page. All entries on the sign up form are required. The title (#1) must be at least five characters. If it is two words where the first word is less than five characters (such as Vice President), put a dash or underscore between the words (Vice_President).

The business name and email address must be unique within the system.

Clicking the "Signup" button above sends you to the "Reset Password" screen. Enter and confirm your password entry and click on the "Submit" (1) prompt. A good password entry sends you to the Login screen. Enter your user ID (email address) and password and click "Login" (2) to access your account.

You will also receive an email shown at (3) below. You can use this to activate your account later if desired. Click the link to initiate the create password process.



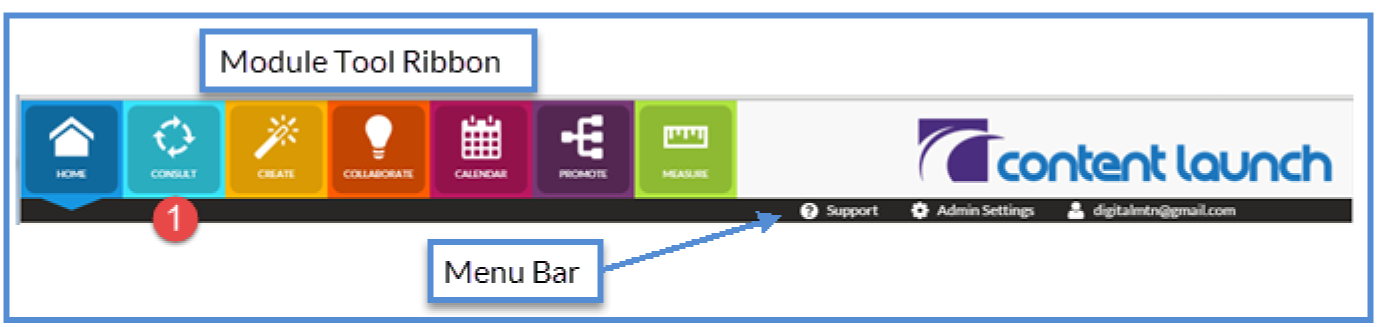
If you are reading this after the beta period, you may sign up for a free 30 day trial. Go to contentlaunch.com and click on one of the two "free trial" buttons.

2 Overview

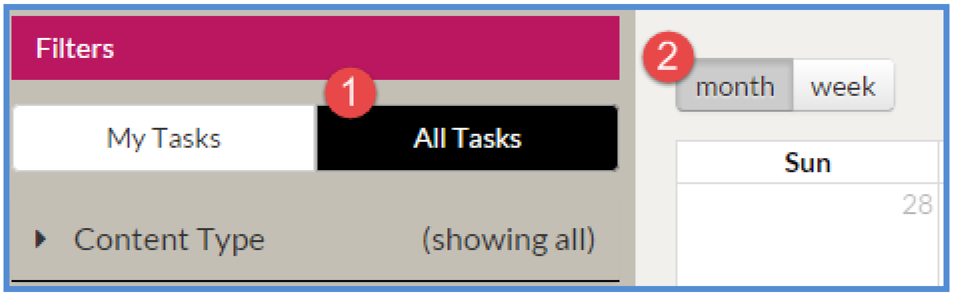
This section provides a brief overview of the cloud application's parts and how they function. This functionality can be grouped into three categories:

- Support
- Administrative
- Content Marketing

Each of the colored squares activate different 'modules' that are mostly devoted to the content marketing feature set. The support and administrative features activate mostly from the menu bar. The exception is that the Consult module (1) provides some administrative features and support features.

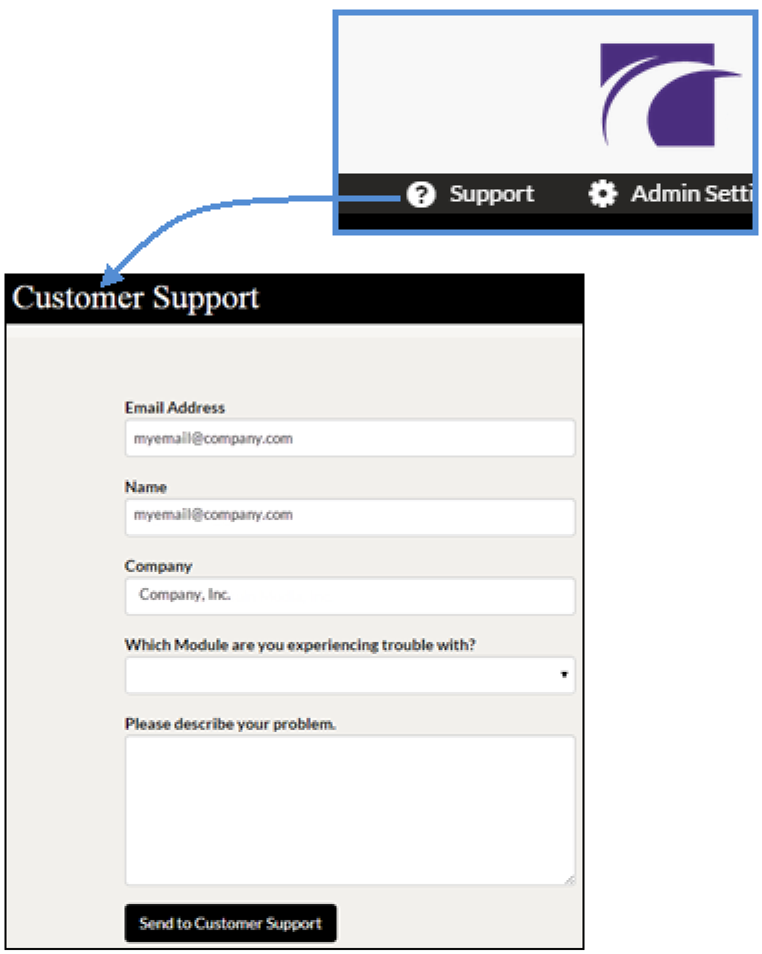


Navigation Tip: The application provides many side-by-side filter controls for viewing information. Activate the filter by clicking on it. The active control is always the darkest in the set, such as "All Tasks" (1) and "month" (2) as depicted in the example.

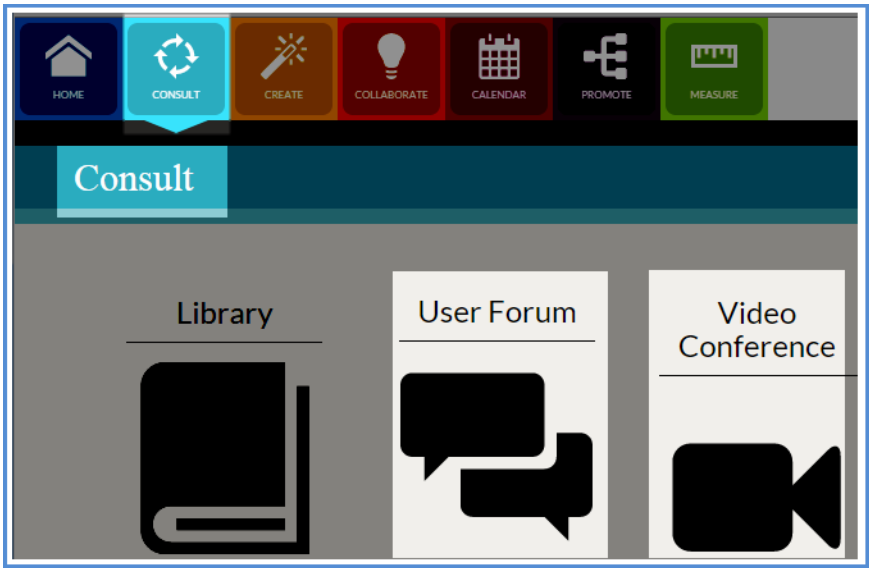


2.1 Support

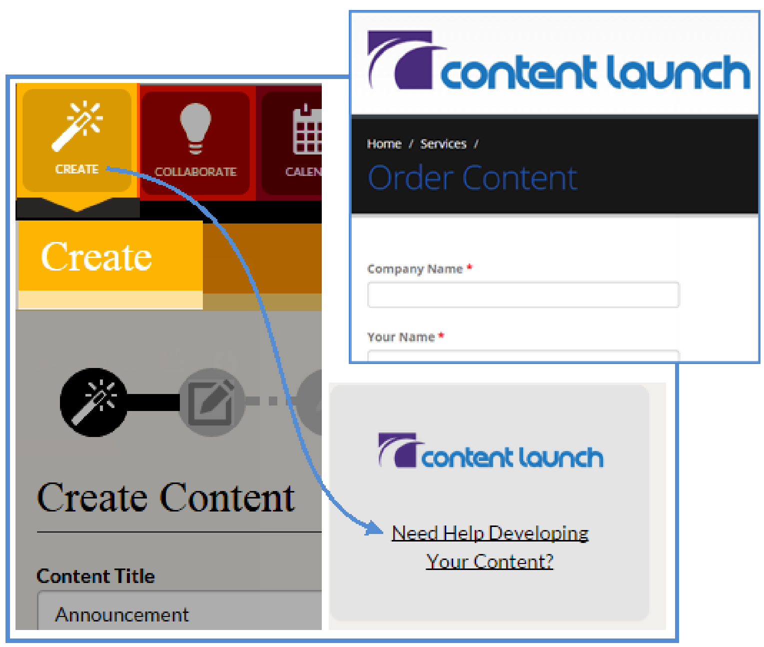
The support function provides the tools to get help from Content Launch. This is available through the "Support" selection on the tool bar.



Within the Consult module are two additional support features. The user forum provides a platform to post threads on topics pertinent to your industry. The video conference feature allows you to set up a one on one video conference with professionals affiliated with Content Launch - including Content Launch CEO Jon Wuebben.

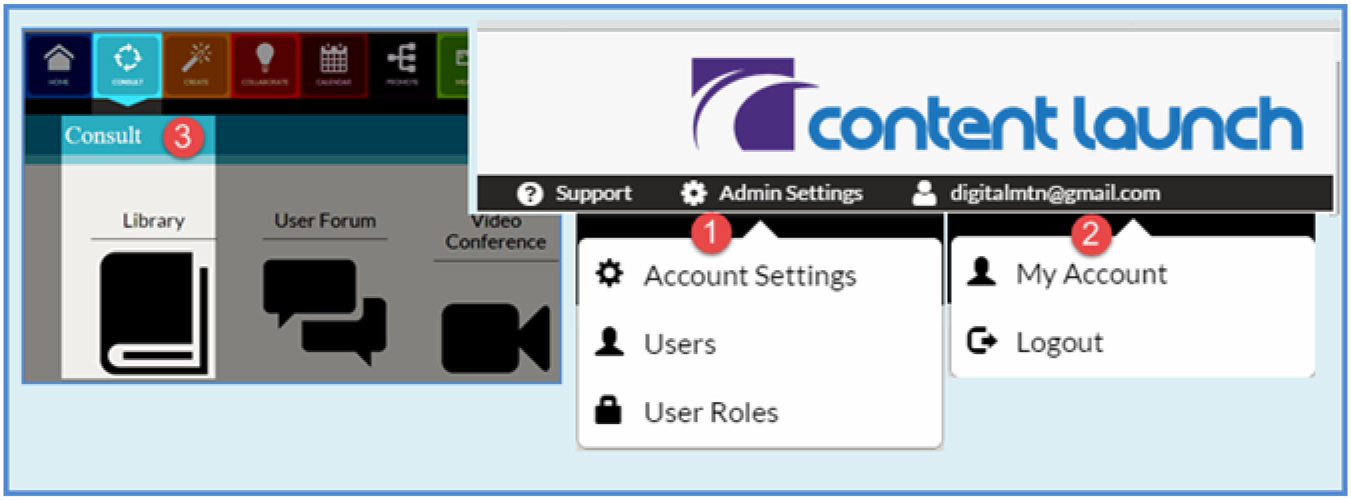


There is one more support feature I almost forgot to mention. Content Launch has a cadre of over 300 writing experts versed in a wide range of subject matter. If you are developing content within the Create module and want to find help writing content, click on the "Need Help Developing Your Content?" control. This will take you to the Content Launch website that provides a price list for all content development services. Fill out the form and submit to get access to these services.



2.2 Admin

Admin Settings provide the tools to set up your account. Most of these tools are found on the menu bar under Admin Settings (1) and your account info (2). The library feature (3) within the Consult module is the final setup function.

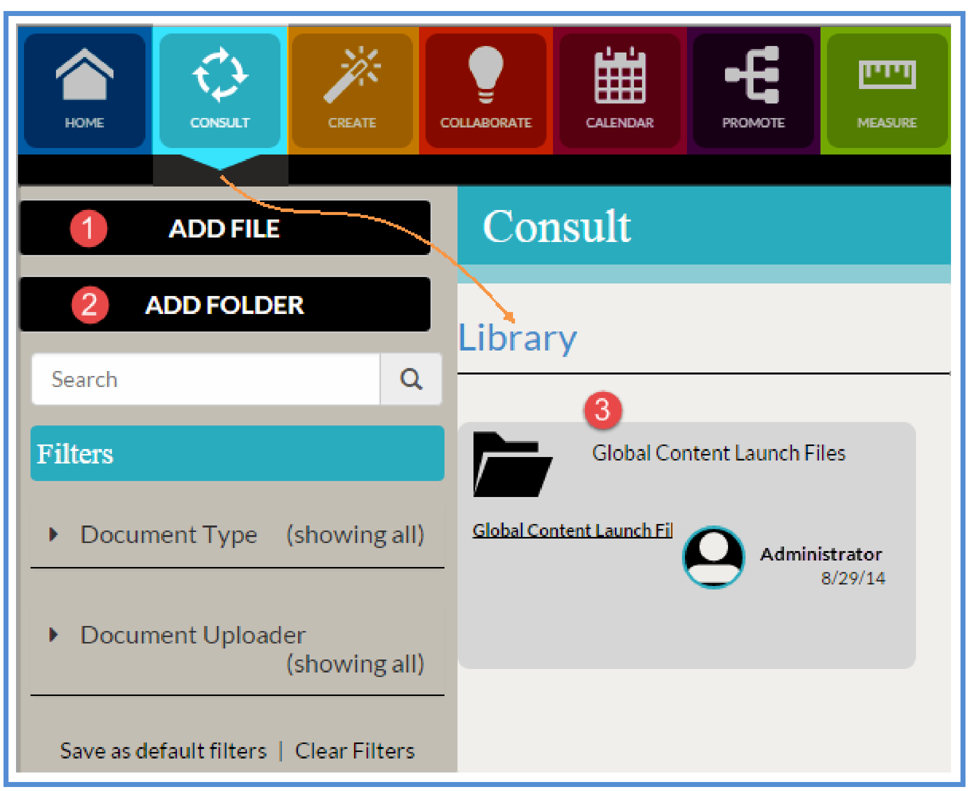


The admin settings selection set is where the bulk of your account setup is managed. We'll cover this tool set in more detail within the "Account Setup" section of this document.

The menu drop down under the user name (2) provides information about the account logged on to the application and provides for changes (such as password resets) for that account user. It also provides the logout control.

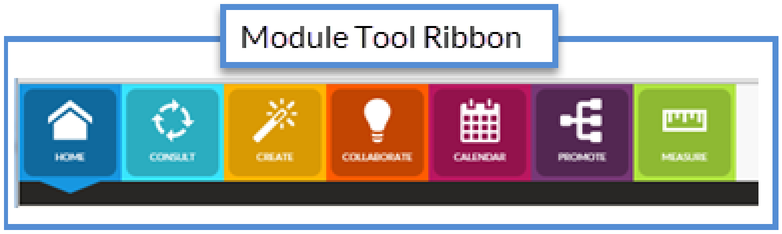
The library feature of the Consult module allows the client to upload files (1) specific for their needs. These files can be in any format that is viewable on the Internet, including document files, audio, video, etc. You can organize your library into folders (2).

Content Launch also provides a library pre-built for client use (3).



2.3 Content Marketing

The content marketing function facilitates all your marketing efforts. These functions are built as modules that you activate from the module tool ribbon. All modules with the exception of Consult integrate tightly together for building, managing and statistical reporting of content deployment in marketing campaigns.



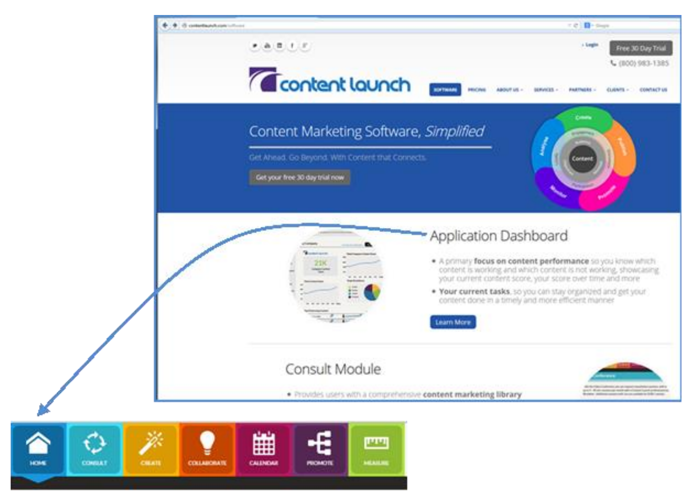
The Home module provides the opening dashboard upon a successful logon. It gives a snapshot of all activity related to your content marketing efforts managed through your Content Launch account.

The Create, Collaborate and Calendar modules integrate to create all content from concept to actual, facilitates team collaboration and scheduling of campaigns in which the content is used.

Promote integrates with a variety of technology sites (such as Hootsuite) to promote your content throughout the web.

Measure collects data and provides statistical information on how much Web activity engages your content.

See more information on each of these modules on the Content Launch website at www.contentlaunch.com/software.



3 Account Setup

You have a variety of configuration options available for tailoring your account specific to your needs. This includes setting up user accounts with assigned roles controlling what they can and cannot do within your account. You can connect your account to the various social media outlets you use. These outlets include sites such as Facebook, LinkedIn, etc. You also have the option to establish publishing guidelines for those who develop your content and set up custom personas and buying stages to identify your target audience and clients. This section describes how to set all this up.

The following steps may be completed in any sequence and not all are required. What you set up is determined by your needs and goals.

3.1 User Accounts

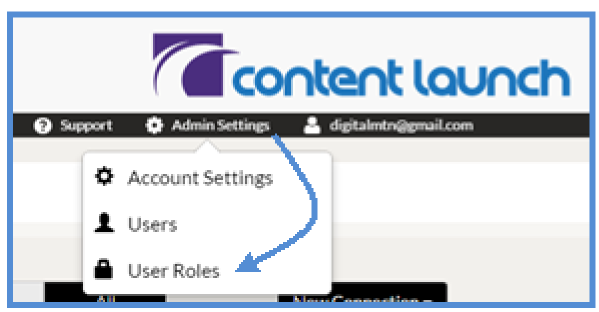
You can set up user accounts that logon to your Content Launch site to perform their assigned duties. Each user account is assigned a set of roles that define what they can do on the client site. The user account that has the most access is referred to as the 'site admin.' The site admin is responsible for configuring the rest of the client site.

Your client site account comes automatically configured with one site admin login account. This is the account you logged in to after during the sign up.

3.1.1 Default User Roles

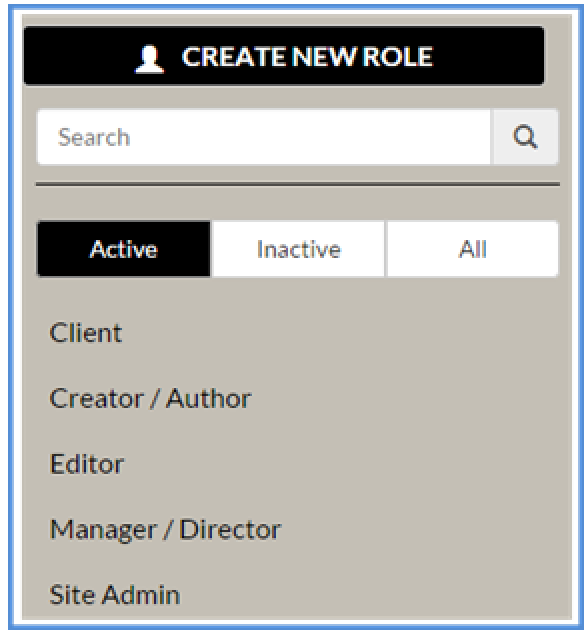
All Content Launch site accounts come configured with five sets of user roles. You can also customize roles. These role sets are as follows (in order of highest access privileges to lowest):

- Site Admin (SA)
- Manager Director (MD)
- Creator Author (CA)
- Editor (ED)
- Client (CL)



When creating the user logins for your site, you will assign one of the above (or a custom role if created) to the user. You may view the role matrix for each user account to determine the access privileges you want assigned. Access this information by activating the "Admin Settings" menu and selecting "User Roles."

This activates the side bar shown at right displaying the five default roles. Click a role to activate the role matrix for the selected role.

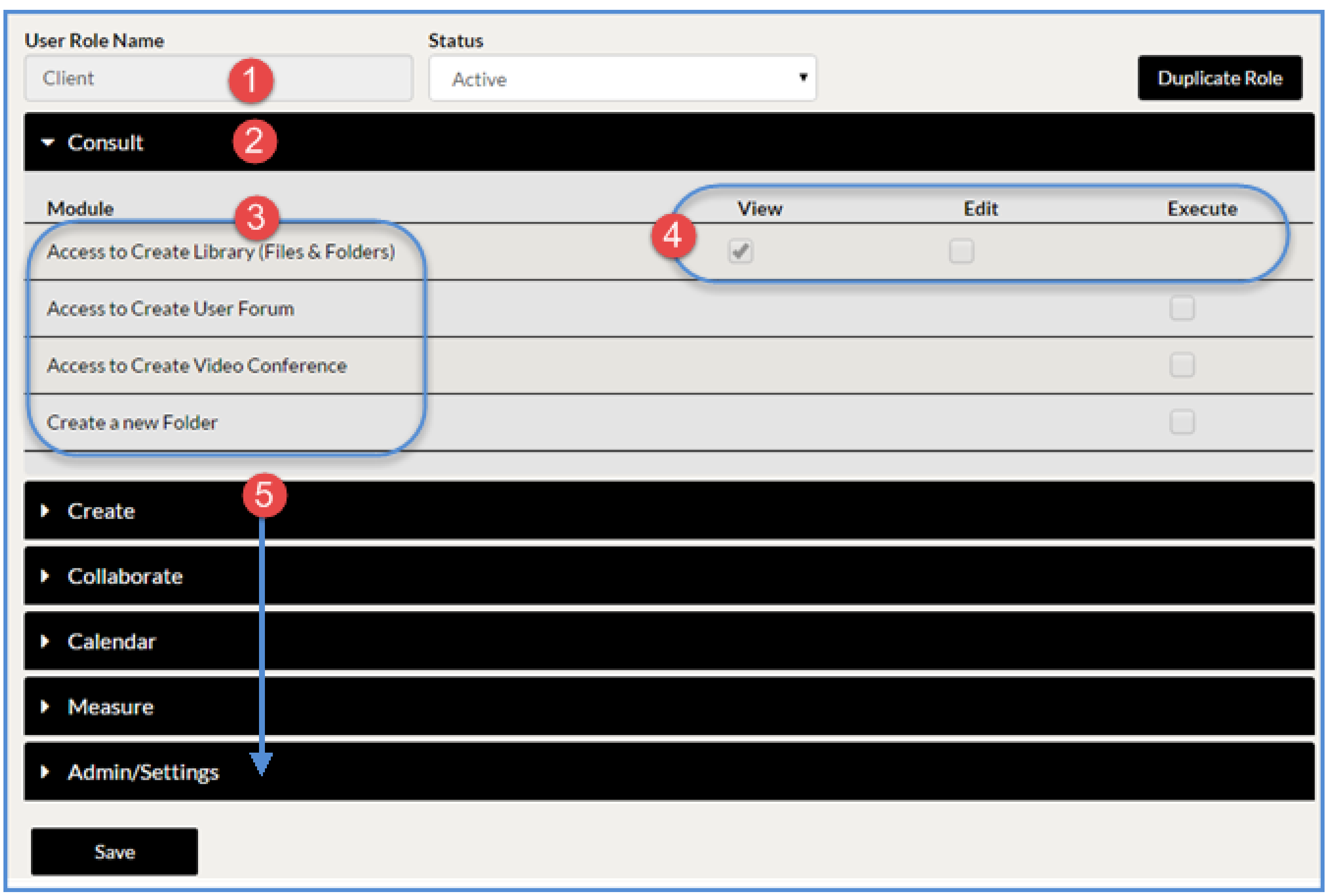


The capture below shows the client role (1) access for the Consult (2) module.

Box 3 shows the access points provided through that module.

Box 4 shows the functions available for each access point within the selected module. A check in the box indicates that access point feature is active for the role. No check in the box means it is not available. No box at all (as shown under "Execute" on line 4 means that feature is not available for the access point. (Execute activates a function - such as Save, Delete, etc.)

The various bars denoted at arrow 5 identify each of the modules and the Admin Settings role sets. Click on each to reveal their access functions for the role identified at 1.



There are no restrictions on how many user accounts can attach to a specific role.

3.1.2 Site Admin

The site admin account has the highest level of access and is required to set up the account. We advise that you have at least two site admin accounts. This provides backup access in case the site admin leaves or the account some how becomes disabled. You should limit the number of these accounts though. In other words, if you have a large base of users accessing your account, you do not want to assign them all with the site admin role set.

3.1.3 Create Users

Create a new user or access user's accounts already created by activating the "Admin Settings" menu and select "Users."

Activating this control displays on the side panel all accounts by designation (Active, Inactive and All). The screen shot (next page) shows the "Active" list (1). View client information by clicking on the account on the side panel. The example below shows that Samuel Clemens' (2) account information is displayed at right (3).

The email address (4) is used as the user ID for the user account login. You can deactivate an account at the 'Status' selector (5). Change or set the user role at the "Role" drop down (6).

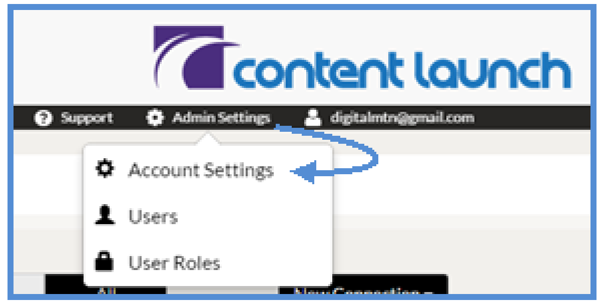
Save or cancel your changes or delete the account entirely by clicking the applicable control (7).

If you want to create a new user account, click the "Create New User" (8) control. Fill in all the fields in the setup. The email address entered must be a valid address for the designated user. This becomes their user ID and an email will be sent to them to create their password and gain access to their account.

If you have multiple pages of user accounts, click on the page control (9) to cycle through the pages.

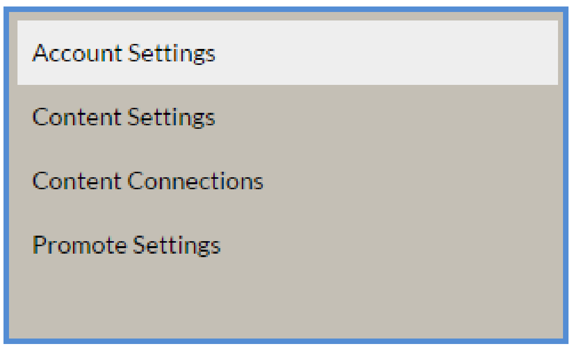
3.2 Configure Account Settings

This section covers what you need to do to connect with your social media accounts on the Internet, manage your account subscription with Content Launch and create the publishing guidelines desired for your organization.



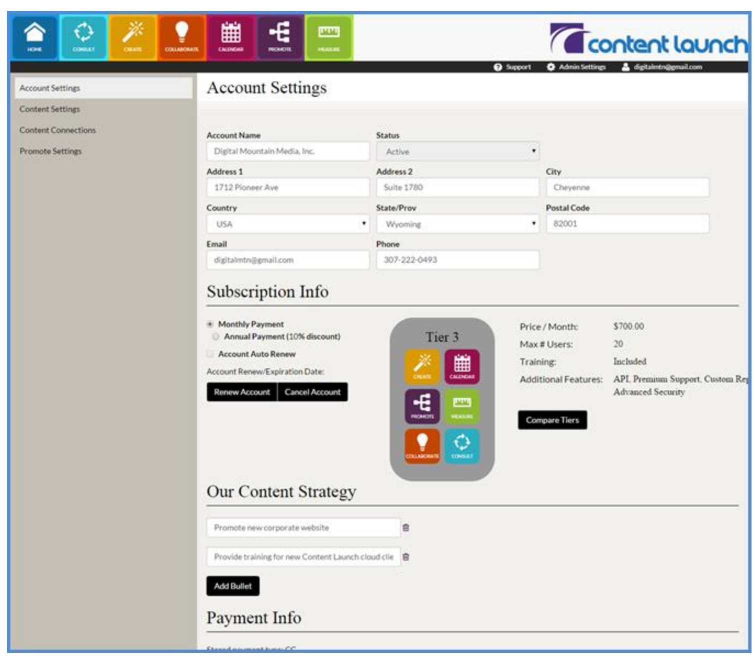
Activate the control sets related to these actions from the "Admin Settings" menu and select "Account Settings."

Associated with the page is a side bar providing access to the control sets associated with this menu option. The highlight identifies the active control set. In this example, Account Settings is active. Click the title to activate the desired control set.



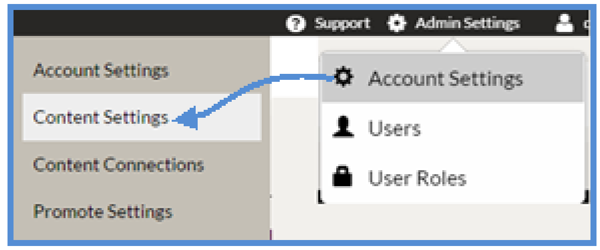
3.2.1 Account Settings

The default opening view for this control set is "Account Settings," which displays your account name / address info, subscription level and payment arrangements. Use this page to review or change the various elements associated with your account.

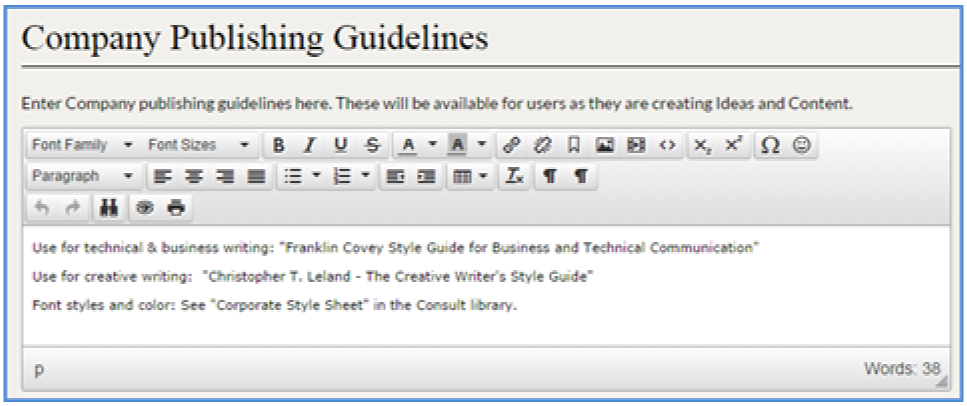


3.2.2 Content Settings

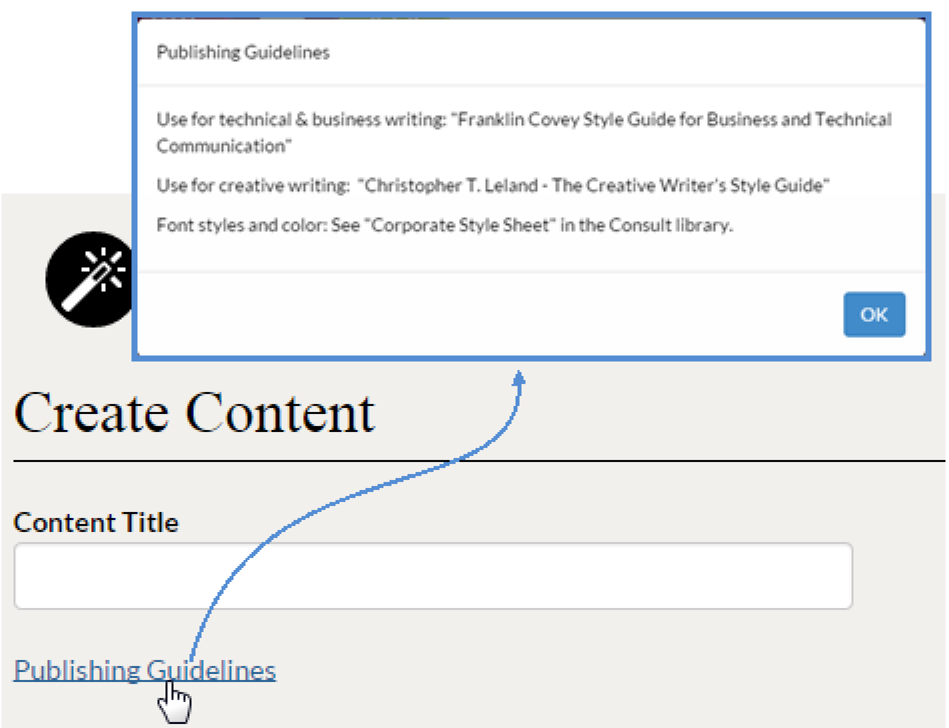
Content Settings allows you to input your publishing guidelines. These guidelines are accessible to users working in the Create module developing content.



Input your publishing guidelines here.

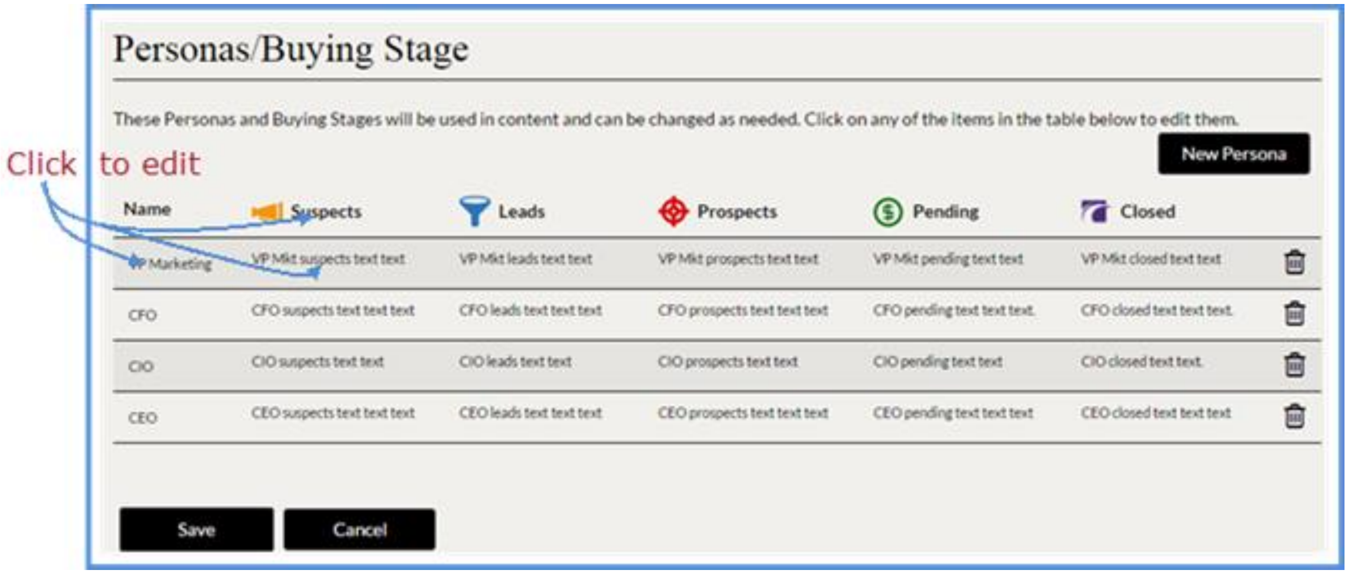


This allows your content writers to view them here in the Content module.



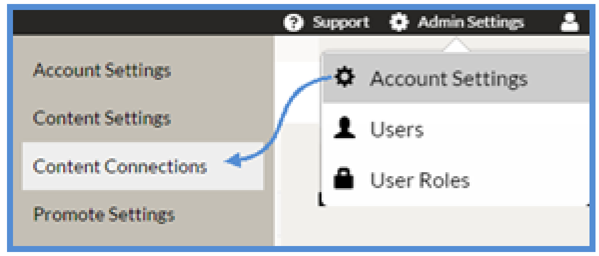
The "Personas / Buying Stage" piece provides information about your target audience for your marketing efforts while describing their needs at each stage of the marketing effort. You can use the default information provided by Content Launch or customize any or all of it to suit your needs.

Activate the editor by clicking on the form where you want to edit. You may create new rows by clicking on the "New Persona" control.

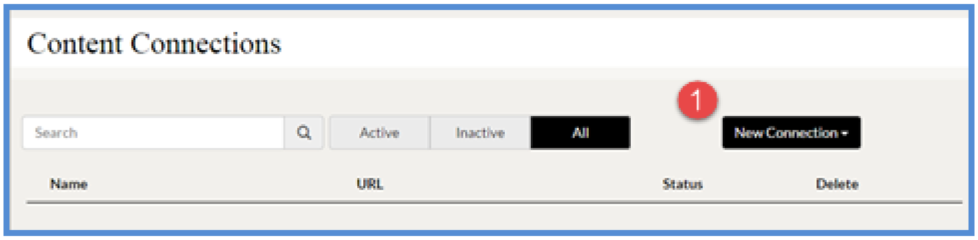


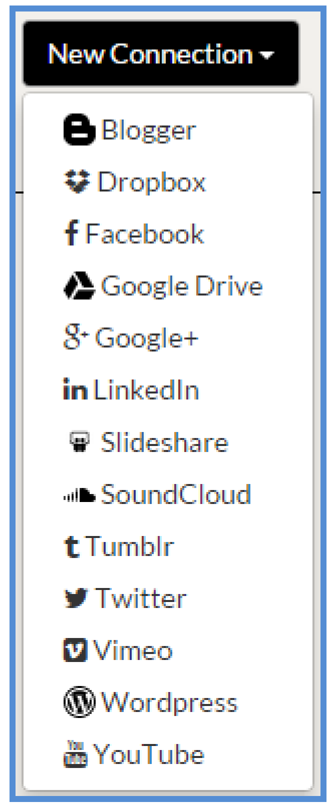
3.2.3 Content Connections

Content Connections is where you hook your Content Launch account with your various networking services, such as LinkedIn, Twitter, etc.



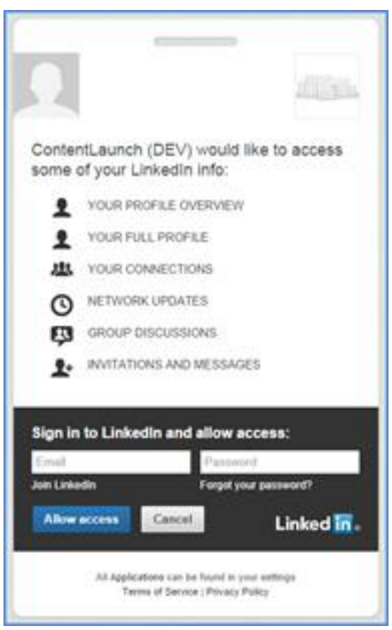
Start the process by clicking on the "New Connections" control (#1 below).





The capture at right, displays all connection types now available as provided in the "New Connection" control. These options drop down into view.

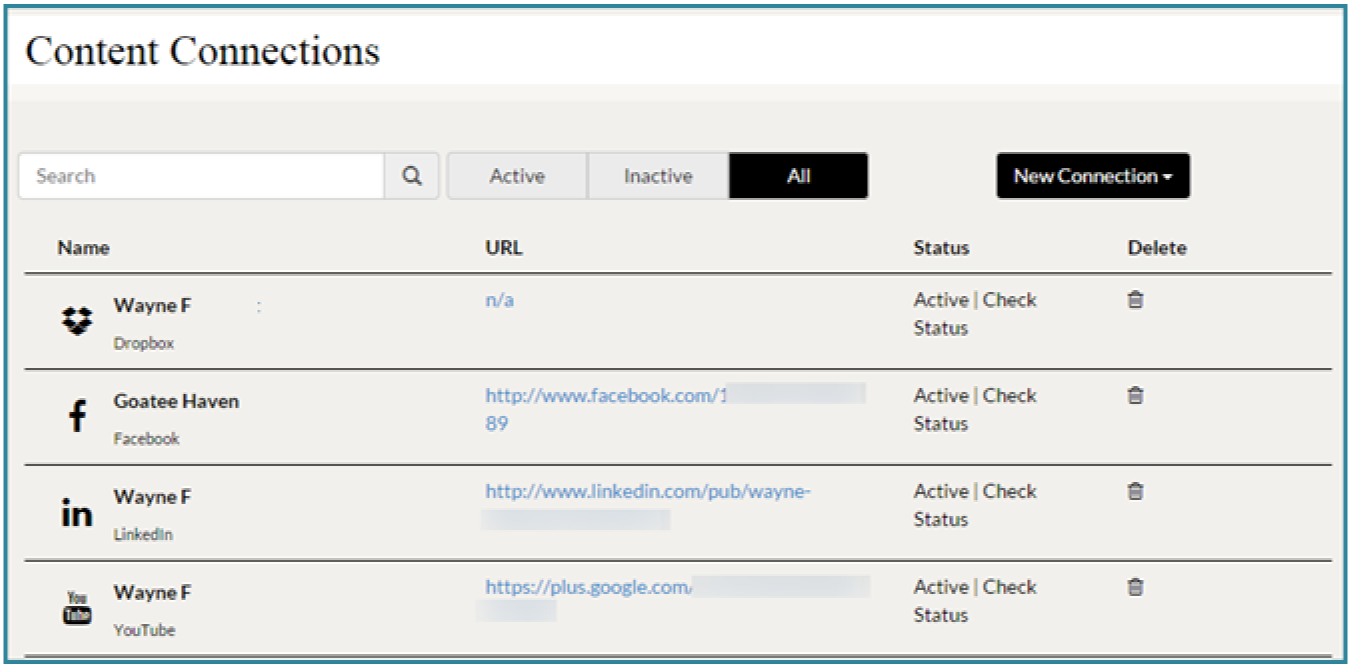
While setting up the connection, you will need to provide your user ID and password for your social media account you are setting up as the "New Connection." You may have multiples of each connection type (if you have other user connections to establish).



In this example (at left), the connection is LinkedIn. Enter the LinkedIn account user ID and Password then click the "Allow Access" button.

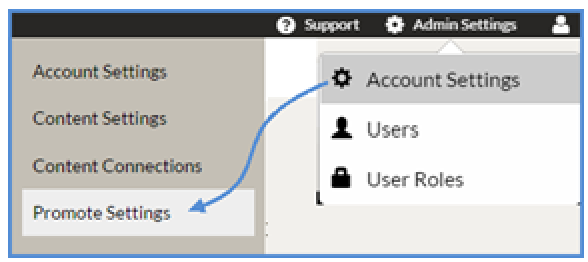
Repeat this connection request / handshake process as needed for each connection type you require.

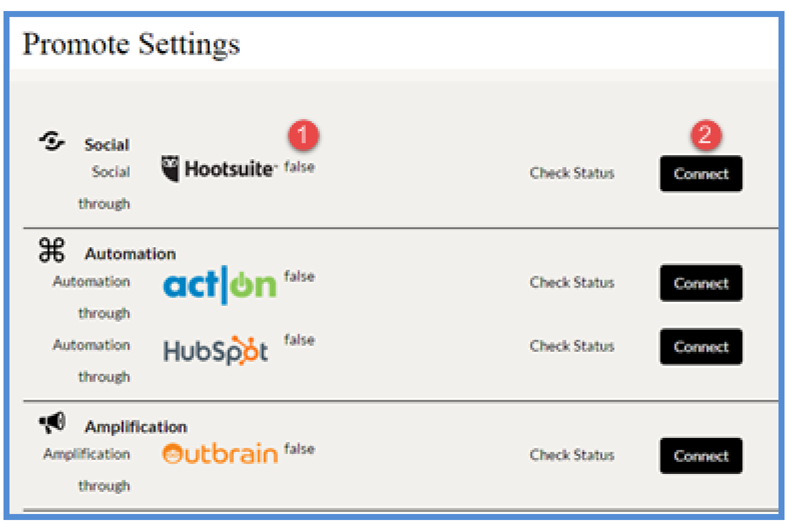
Connections established display as shown below.



3.2.4 Promote Settings

If you have accounts with Hootsuite, Act/on, HubSpot or Outbrain, the "Promote Settings" is where you establish links to these accounts. The "False" indicator (1) indicates the connection is not made. Make the connection by clicking on the "Connect" (2) control for the desired account.





At this time, these connection types are not available - coming soon.

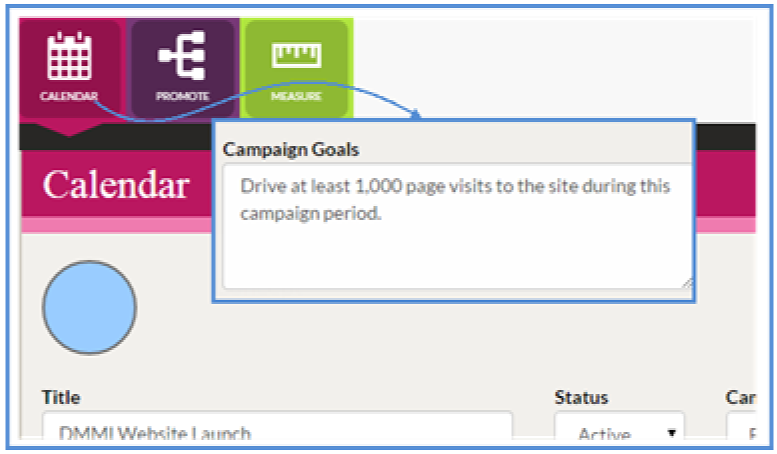
4 Create a Plan to Succeed

The beauty of the Content Launch application is that it provides all the tools you need to develop marketing ideas into an actionable marketing plan, develop those ideas into content and launch that content to your target audience. Once launched, it gets quantified measured feedback on your audience reach. This feedback updates regularly so you can adjust your efforts as needed.

Define your campaign goals

In content marketing, your marketing plan in action is called a campaign. A campaign is marketing content organized and disseminated to your target audience to convey a specific message. All this is guided by the goals you set as part of the campaign.

These goals must be quantifiable so you can gauge the success of your campaign.



Evolve your content

Formulate ideas in campaign and content concepts. Evolve these concepts into productive content and campaigns in a collaborative team environment.

Launch your content

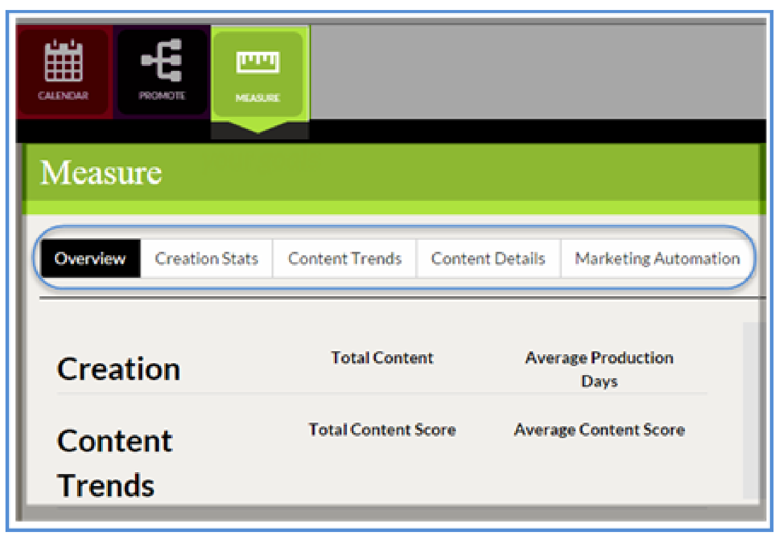
Launch your content to your target audience through all social networking, blogs and other Internet distribution nodes.

Extend your reach

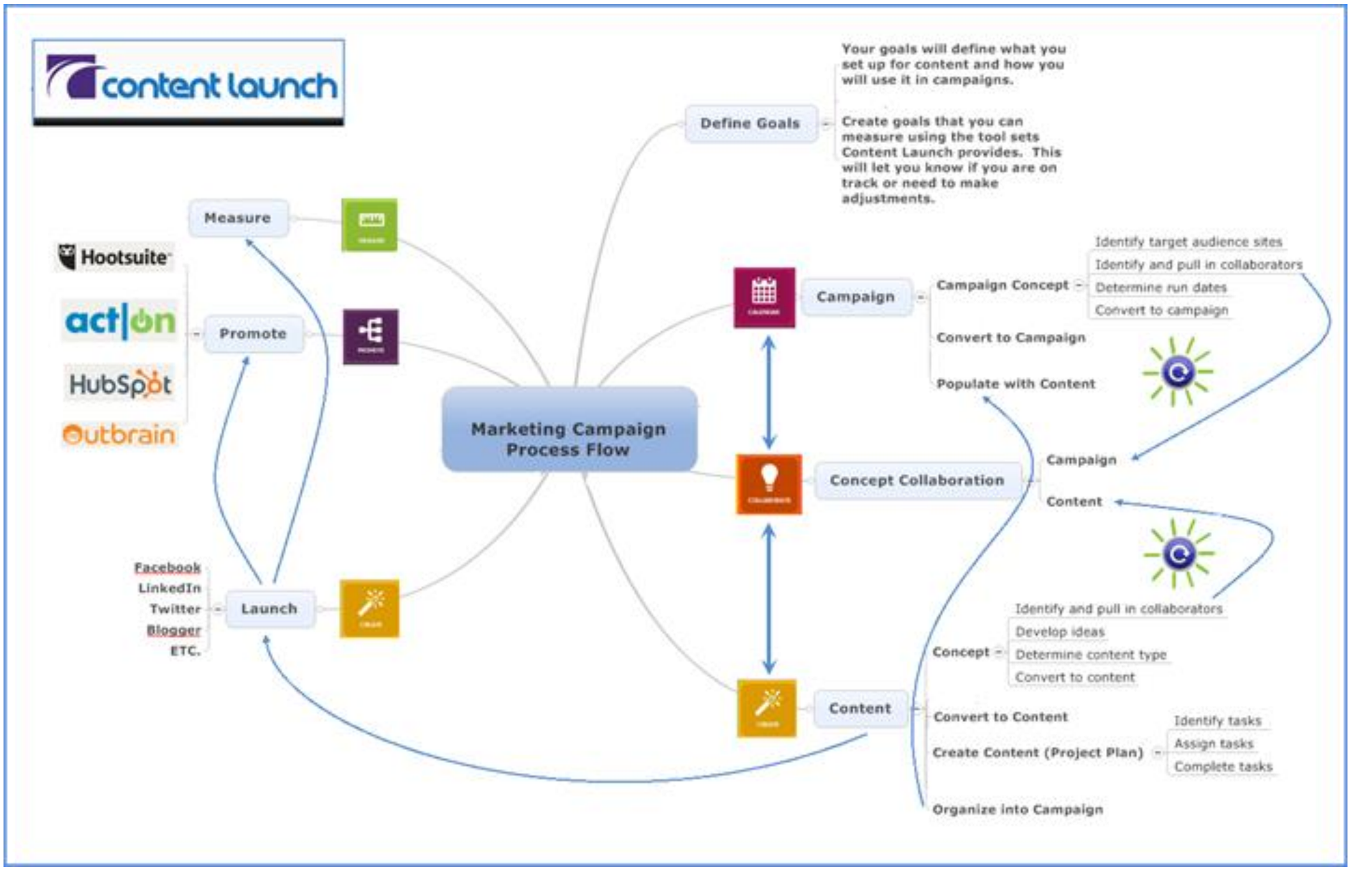
Extend your reach more by promoting the content through a variety of links on other websites.

Measure your content reach

You must reach your prospective audience to convey your content. Content Launch provides the means to collect and analyze this data type in the Measure module.



The diagram on the next page presents a process flow of that described above.



5 Create a Campaign

A campaign consists of content organized and distributed for public view with the intent to communicate ideas or motivate people to action (such as a sales inquiry). It is measured for success and has a set time limit.

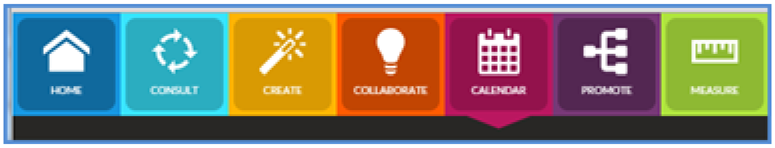
The Calendar, Create and Collaborate modules are your resources for developing content and organizing it into an effective campaign. You have the option to start campaigns and content as concepts where you can collaborate with others to map out ideas that will become campaigns or content.

In the following description, we will use a photography business in scenarios to demonstrate the use of Content Launch. We will watch a photographer who is just venturing out to the Internet to promote his work. He is developing a website to display his work and will use a variety of Internet services to drive traffic to the site. These services include Facebook, LinkedIn, Twitter, Blogger and Google+. The screen captures in the following sections depict this scenario as we progress through the process from conceptualization to a campaign launched with the appropriate content.

5.1 Calendar

A prominent feature of campaigns is they have start and end dates. As such, defining them and viewing them on a calendar is appropriate. Use the Calendar module to configure campaign concepts and campaigns and to summarize tasks associated with each.

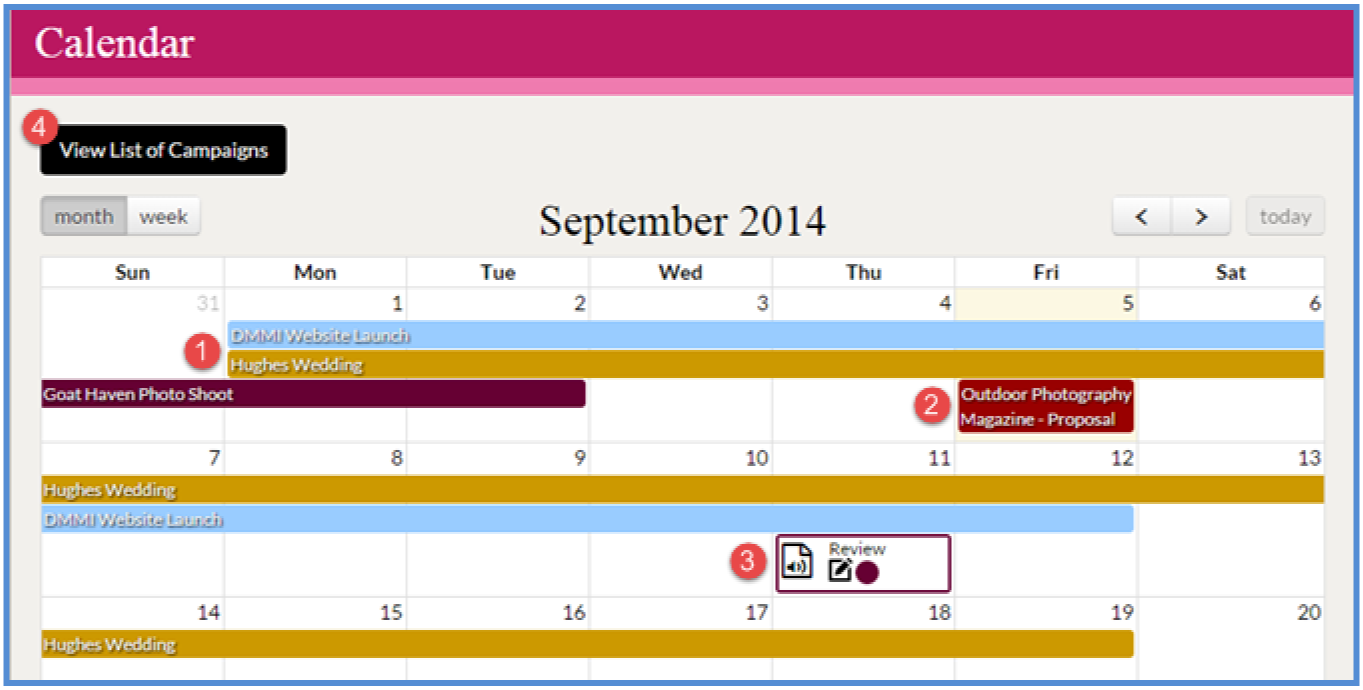
Activate the Calendar module by clicking its tool ribbon control.



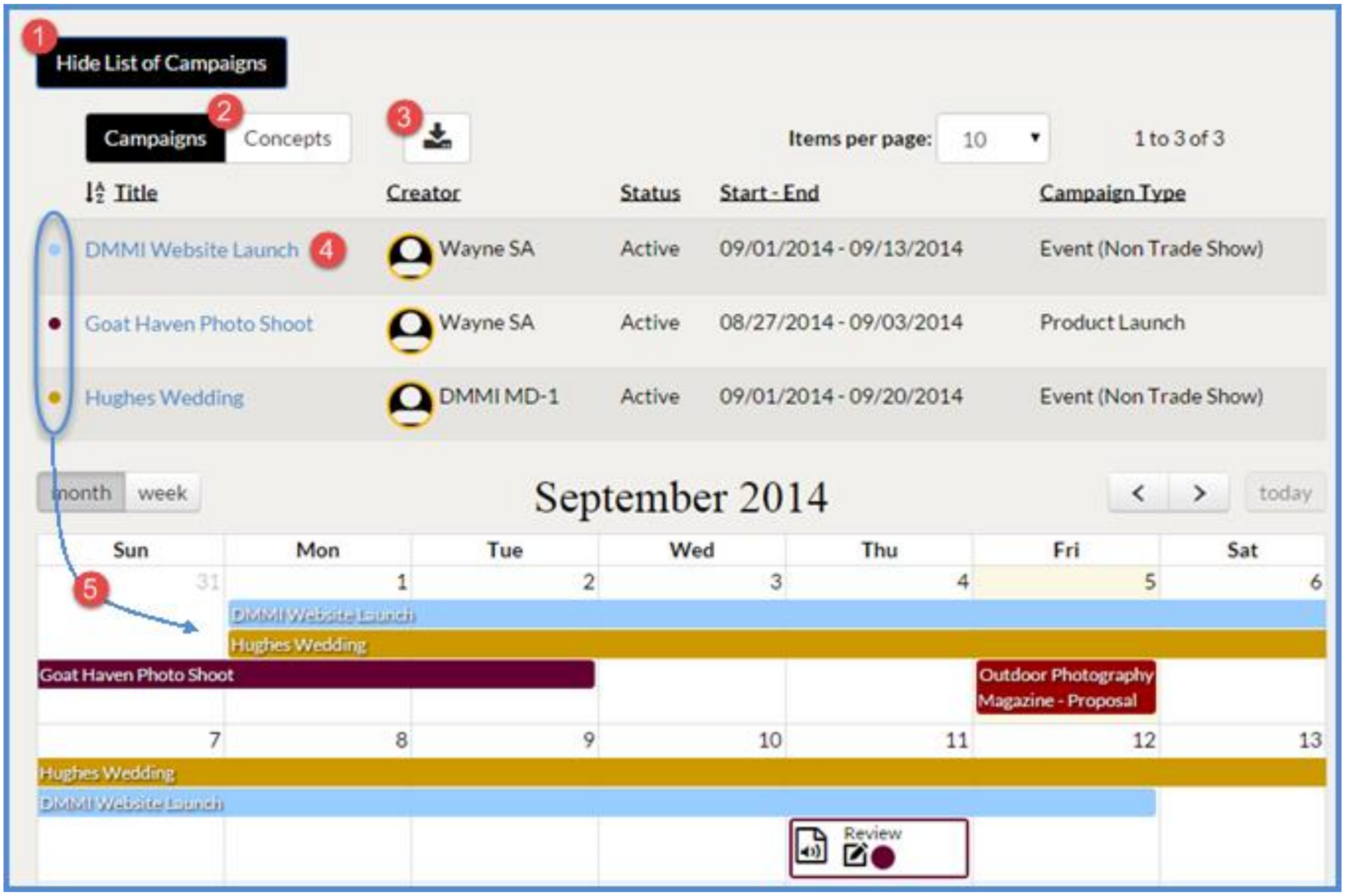
5.1.1 Calendar: Overview

Below is a representation of a calendar with various calendar elements populating it. The main display consists of the side bar (1) and the calendar detail panel (2).

The following is more detail on calendar elements.

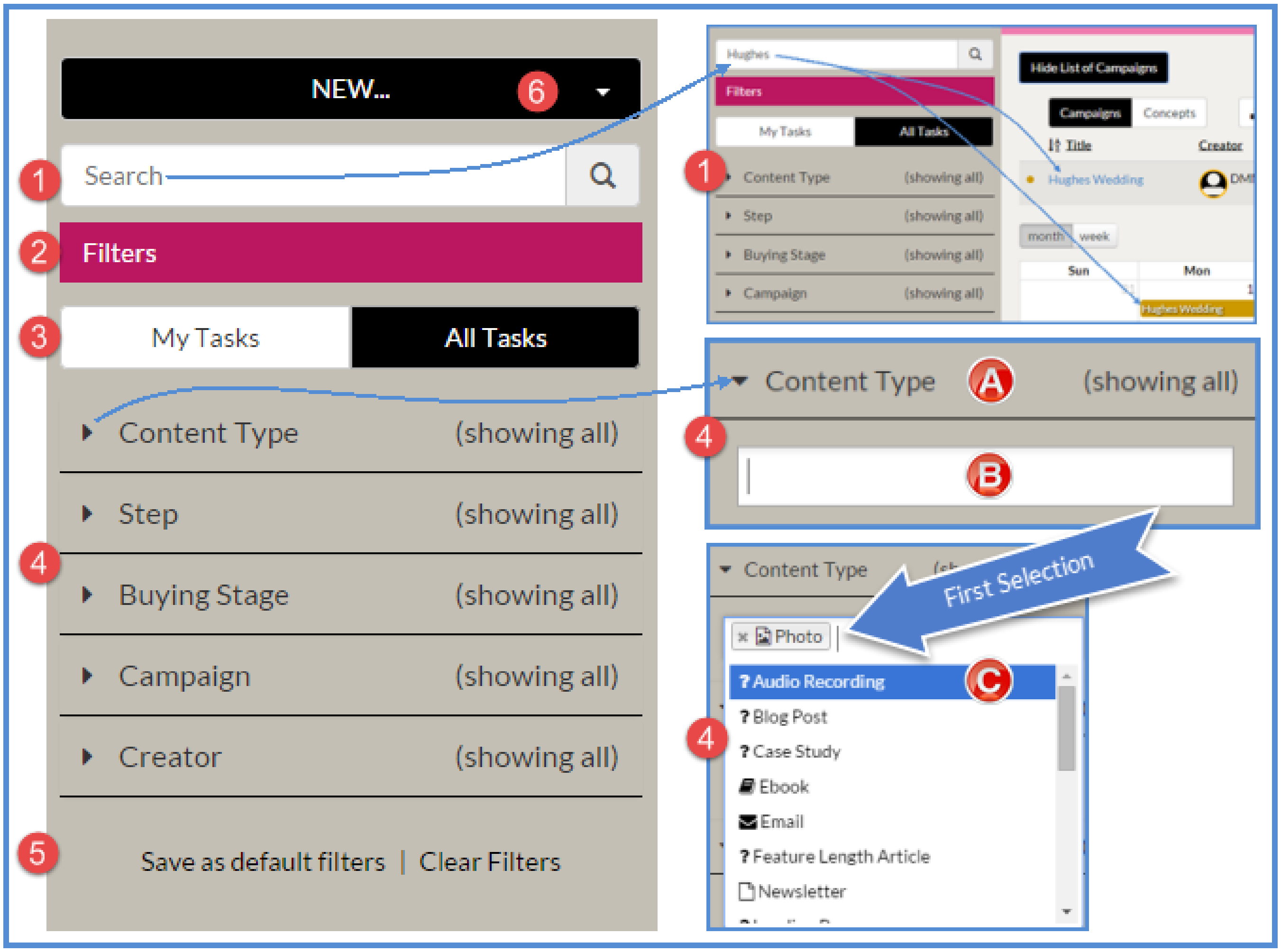


1. Campaigns: These usually span multiple days as depicted in the various colored bars running across the calendar. Each color represents a separate campaign.
2. Concept: Campaign concepts are ideas for campaigns not yet thought out enough to actually organize into a campaign. As such, they do not have the date features assigned to it. When first created, they display on the calendar on the date they were created. Since there is no date associated with them, they float from day to day on the calendar view keeping in sync with the current date.
3. Tasks: People working on the campaign or campaign concept are classified as "collaborators." These collaborators may have task assignments relevant to various campaigns and concepts. These tasks register on the calendar on their due dates.
4. View List: Click this control to expand a list of campaigns and concepts. These items display above the calendar in a table format as shown below.



1. Hide List: Click to revert back to the previous display
2. Campaigns / Concepts: Click to toggle the list between showing campaigns or showing concepts. The Campaigns option is active in the example above.
3. Download: Click this control to download a summary of your campaigns or concepts into a .csv formatted file.
4. Title: Click on the campaign title to open the selected campaign.
5. Colored Dots: These correspond to the color of the campaign bars displayed on the calendar.

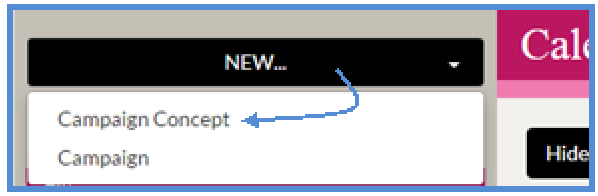
The calendar side bar provides controls for opening new campaigns and campaign concepts and a compliment of calendar item search tools.



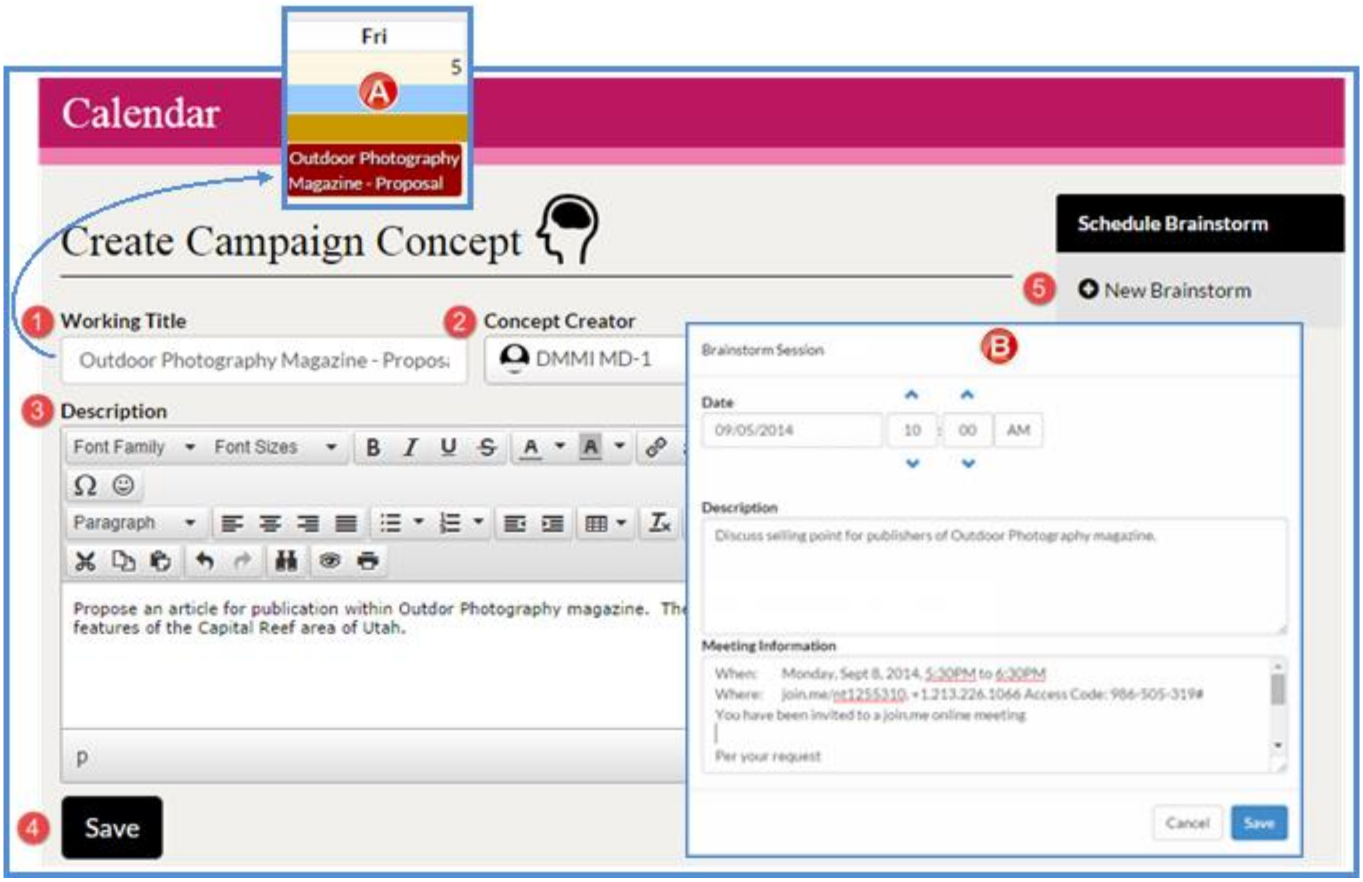
1. Search: Enter a few characters of the word you want to search on. In this example, the "Hughes" wedding campaign is selected, limiting the calendar item and listing on the campaign table to the campaign specified. This works for campaigns and tasks.
2. Filters: Title bar for a group of filter controls available below it (numbered 3 through 5).
3. Tasks: Filter the display by "All Tasks" (which is showing as the active control) and "My Tasks." Selecting "My Tasks" limits what is displayed on the calendar to the login account used to view the calendar. Tasks are assigned in the Create module and within the Calendar module. Only those tasks associated with specific content / concepts made in the Create module display on the calendar.
4. Drop Down Selections: There are five drop down selections. Use them singly or combine them. Each selector may be configured with multiple choices. Click on the control (4-A) to reveal the menu window associated with that control (4-B). Click on the window to activate the menu for your selections (4-C). In this example, "Photo" has already been selected and the menu activated to make another selection to add to the previous. Do this process for all the desired controls to hone in on exactly what you want.
5. Save / Clear Filters: If you want to keep the filter options made, you can save them as your default. Click on clear to remove the affect.
6. New: Click this control to activate the creation of a new campaign or campaign concept.

5.1.2 Concepts

The "Concepts" element of the Content Launch application supports idea generation in an online collaborative environment. Not all campaigns and content need go through this stage in the development cycle. Choosing campaign concept as the starting point is good if you know you need to bring people in on the project from outside your organization. These people are categorized as "guest collaborators."

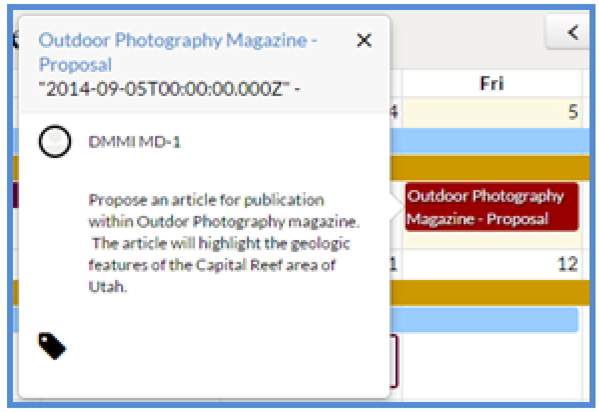


Click "NEW..." then select "Campaign Concept"



1. Working Title: Create a name for the concept. What you input here displays on the calendar (A)
2. Concept Creator: Default is the person logged in at creation. Choose from the drop down to change
3. Description: Handy for recording initial ideas pertaining to the concept
4. Save: Click to put the concept on the calendar
5. Brainstorm: Click this control to schedule a meeting with collaborators (B). Save the concept before adding the brainstorm session. Make sure you save the concept again after creating the brainstorm session.

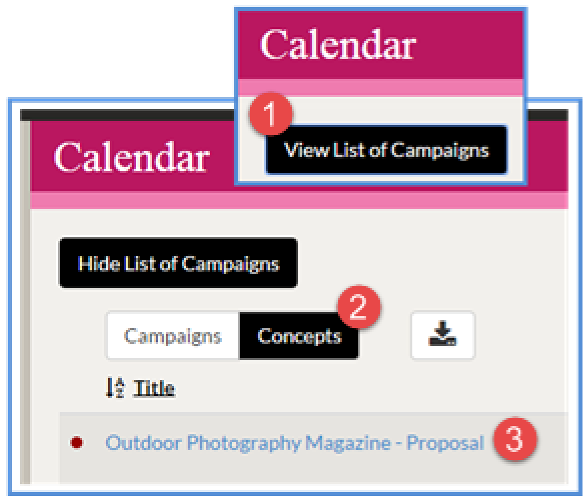
Once saved, the concept renders on the calendar positioned on the day it was created. Click the concept item on the calendar to expand its detail.



Edit Campaign: Concepts

Activate from the calendar a concept to work by clicking:

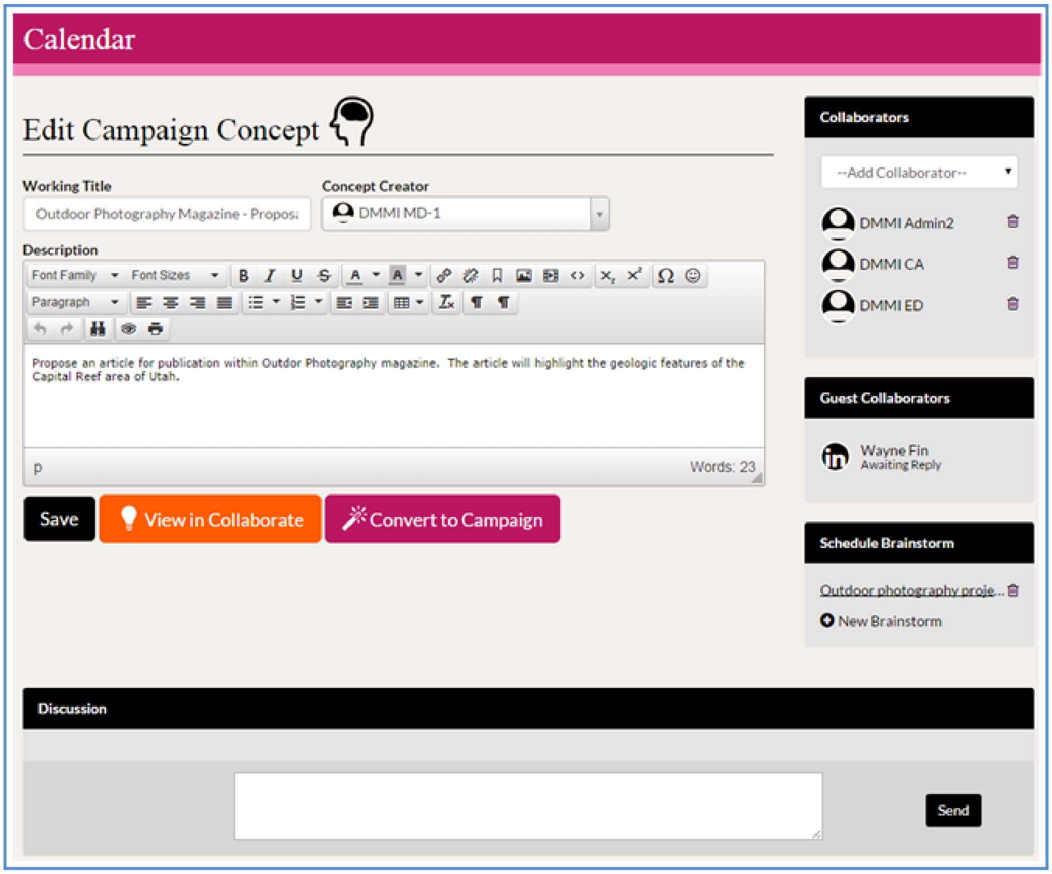
1. View List of Campaigns
2. Concepts
3. Title of desired concept



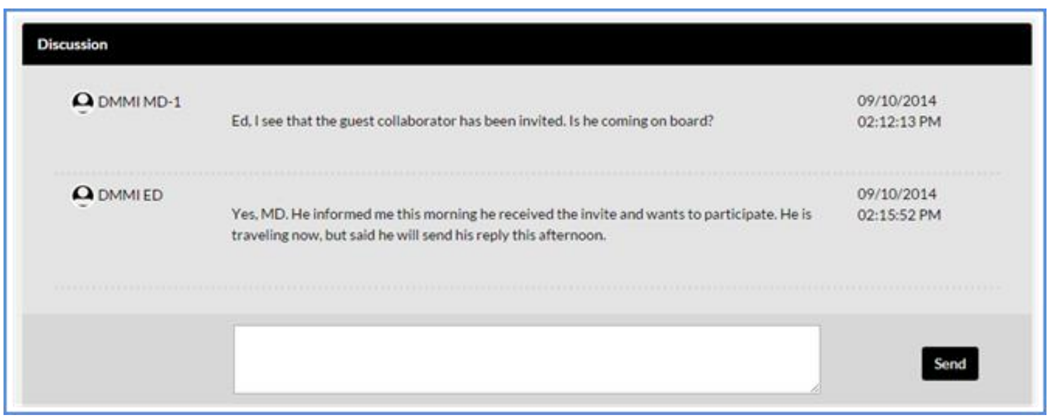
The "Edit Campaign Concept" window opens for the selected concept. This window provides controls for revising the working title, the concept creator and description write up. This is where you add collaborators from within your organization and from outside (guest) collaborators. It provides a discussion forum among the collaborators along with a thread history of the discussions. You can view the brainstorm schedule and add more sessions as needed. When ready, you have the control provided to convert the concept into a campaign.

Internal collaborators are people assigned with login accounts for the application. Add internal collaborators by clicking the "Add Collaborator" window and select who you want on the project. Repeat until you have all collaborators added for the project. If there is a person needed that is not on the list that should be considered an internal collaborator, have your site admin create a login account for that person.

You can see there is a guest collaborator included on the project. Click on the "View in Collaborate" button to open the concept in the Collaborate module to find and invite outside guests. See the section titled "Collaborate" for more detail.

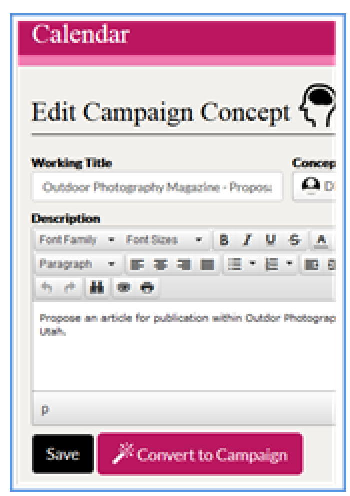


Collaborators can communicate with one another via the concept forum.

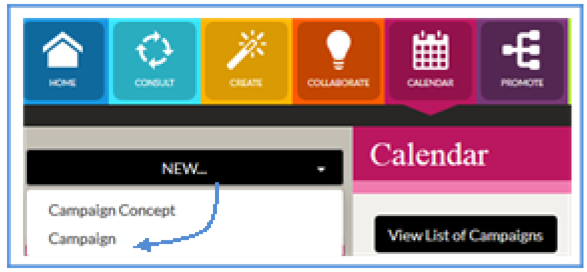


Convert to Campaign

When you have all conceptual pieces wrapped up; convert to a campaign. Doing so opens the concept into the campaign editor similar to that shown under the next section heading.



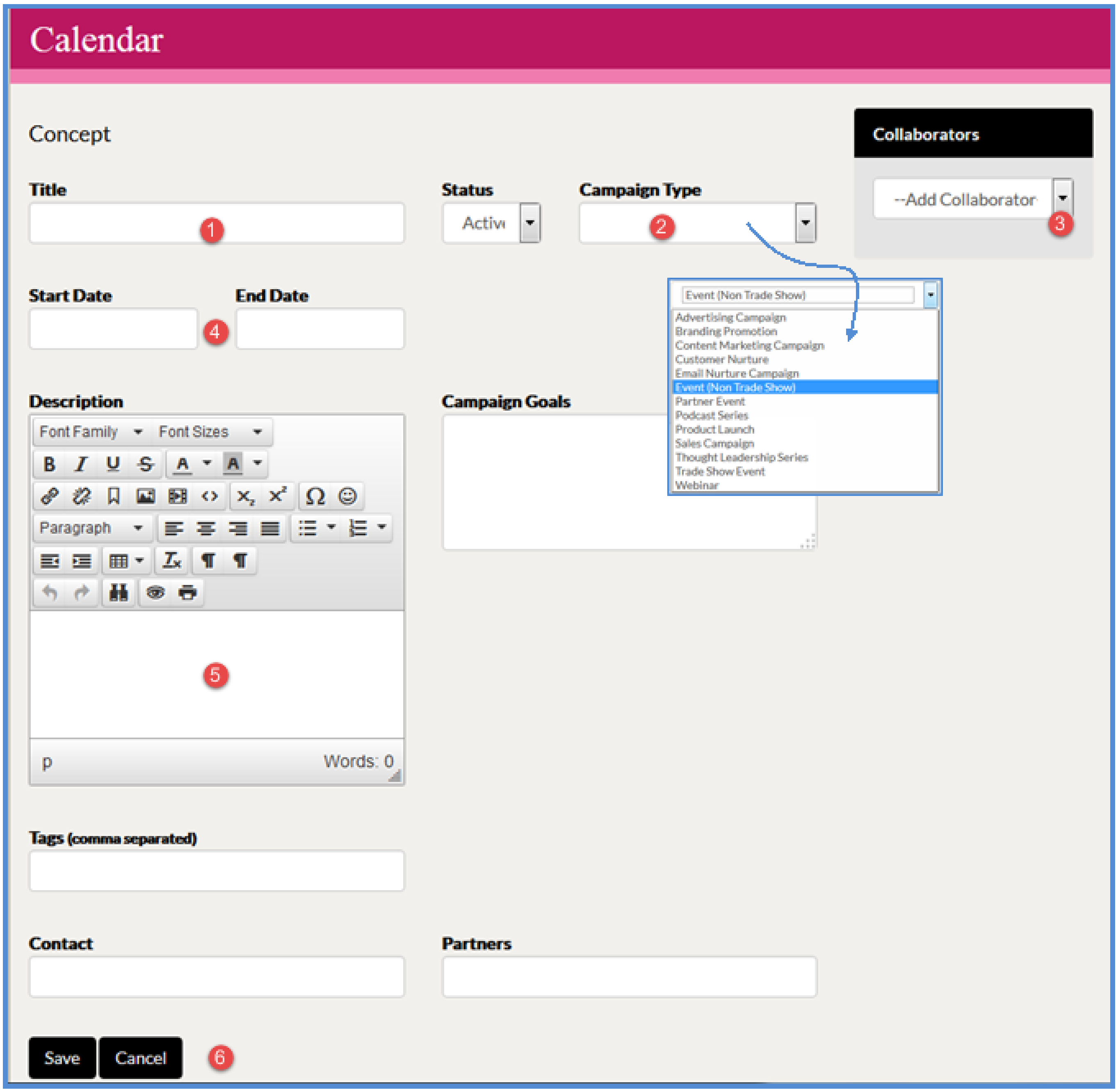
5.1.3 Campaigns



You can create campaigns by converting concepts or by creating from the start. This segment covers campaign creation from the start.

Click "New" and select "Campaign"

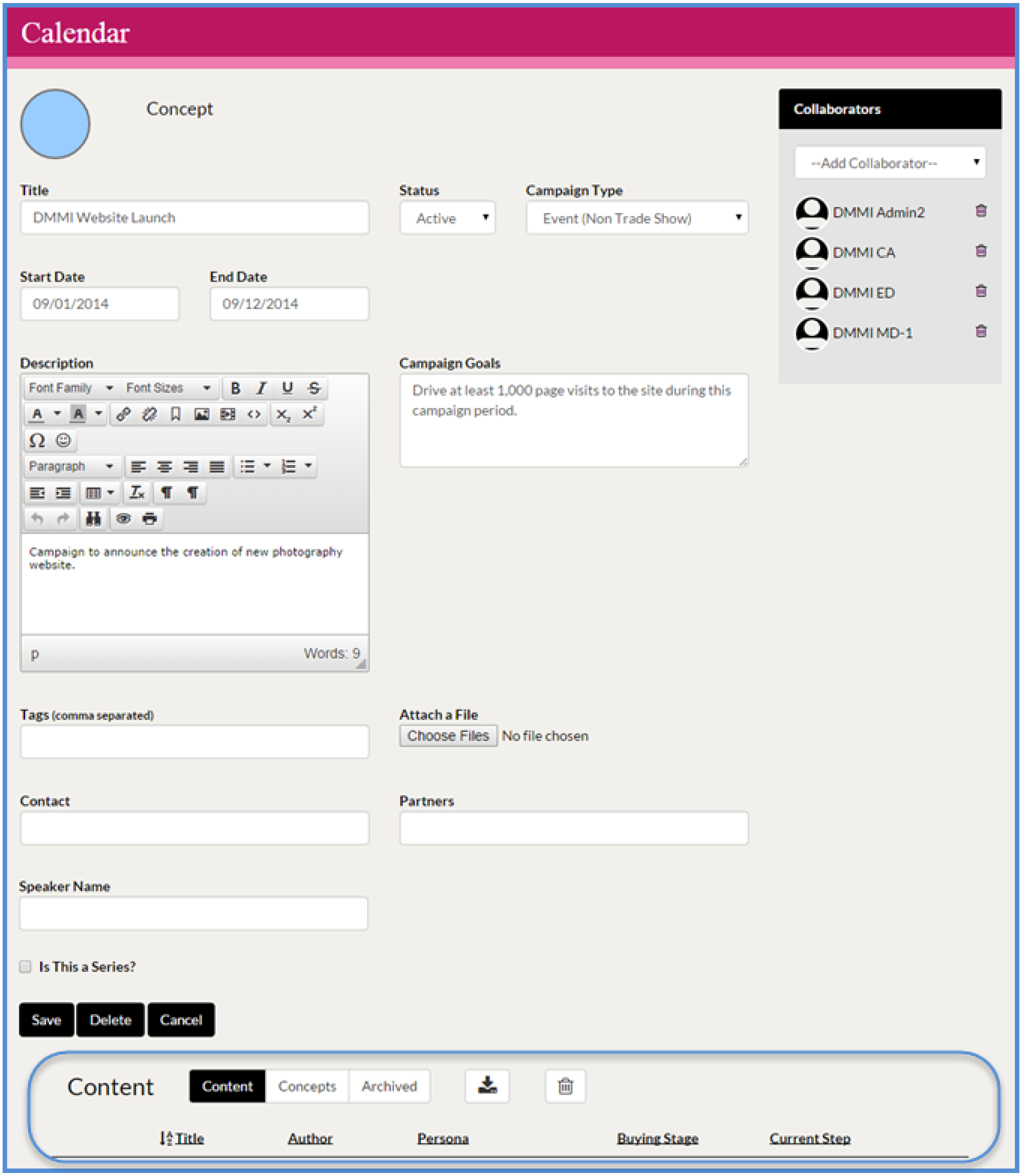
Fill in the various fields. The only ones that are mandatory at the start are the "Title" and "Description" fields (1 & 5 below).



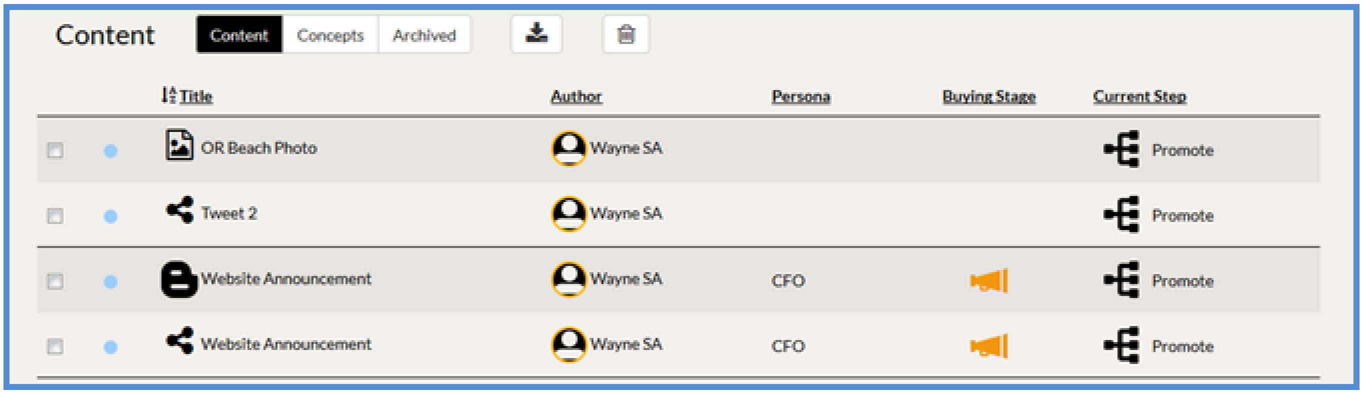
1. Title: What you input here will display on the calendar
2. Content Type: Activate drop down and select the type that most suitably describes the intent of your campaign. The input fields in the campaign form change based on what you select here to support the varying requirements of each campaign type.
3. Collaborators: As with concepts you can add collaborators internal to your organization. The people selected will have access to your campaign at the privileges set by their assigned roles. Notice the absence of the guest collaborator list. That is available only during the concept stage. Campaigns created forgoing the concept stage do not have guest collaborators.
4. Dates: Enter your start and end dates. The dates entered here span across the calendar view accordingly.
5. Description: As much or little detail as you require.
6. Save: Save or cancel your setup.

All the other input fields are there for your information needs as you see necessary.

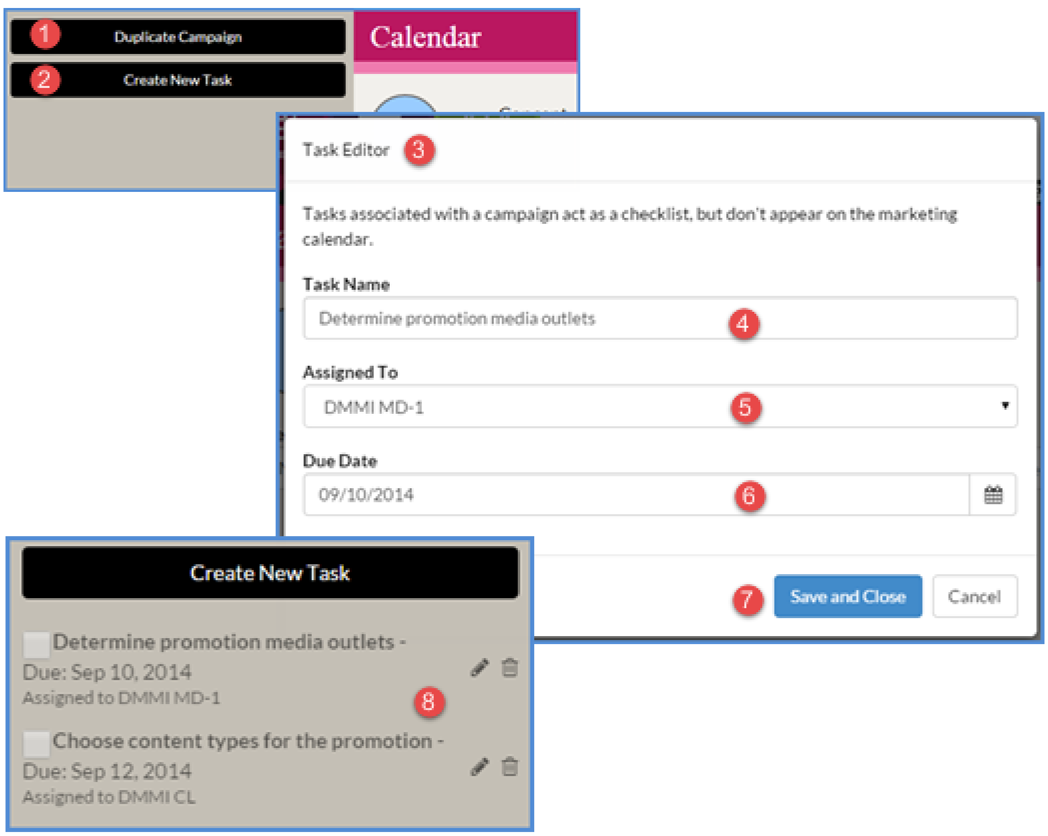
The screen capture on the next page shows what a basic campaign setup for a non-trade show event looks like. Note the "Content" area at the bottom. This is a table that displays all content, concepts and archived material you associate with the campaign. The table updates as you make changes to the relevant content.



The table at the bottom of the campaign populates with content and concepts as you associate them with the campaign. Click on the content line in the table to open the selected content. (See next page for sample)



Once you have a campaign you can duplicate the campaign or assign tasks to it at the campaign side bar.



1. Duplicate: Click to create a copy of the campaign
2. New Task: Click to activate the task editor
3. Task Editor: Pop-up window providing fields for task detail
4. Name: Assign task name
5. Assigned To: The drop down lists all users associated with your account. If selected for a task but not designated as a collaborator, the individual will be listed as a collaborator upon save of the task assignment.
6. Due Date; Assign the date from the roll out calendar
7. Save: Save or cancel without saving
8. Tasks: All tasks created list out below the "Create New Task" label.

5.2 Create

You can create and use content without campaigns, but campaigns are nothing without content. As with campaigns, you can start developing content as a concept or start directly within the build stage. The primary reason for the concept stage is to facilitate bringing outside collaborators into your project.

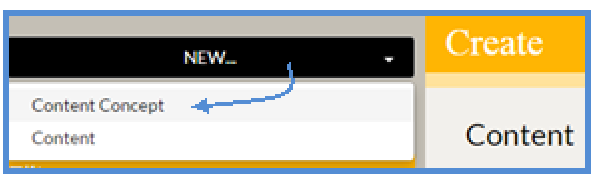
Open the Create module to create and edit content or content concepts.

5.2.1 Create: Overview

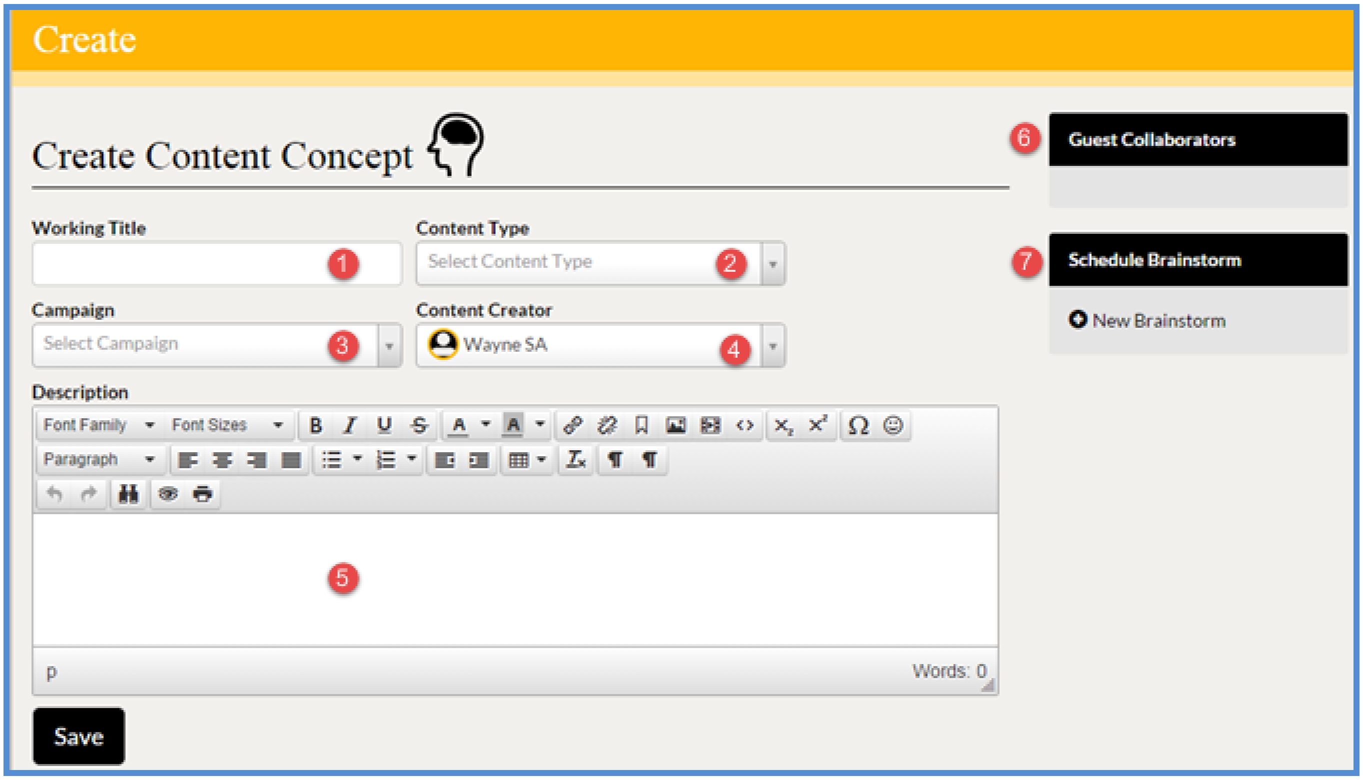
The Create module is the work horse for your creative team. Use it to come up with ideas, turn them into concepts for further development and ideation with outside and inside collaborators. Once you have all the components planned out, convert the concept into content and continue the development process to deployment.

5.2.2 Create: Content Concepts

Create a new content concept starting out from the Create module dashboard: Click "New" then select "Content Concept."

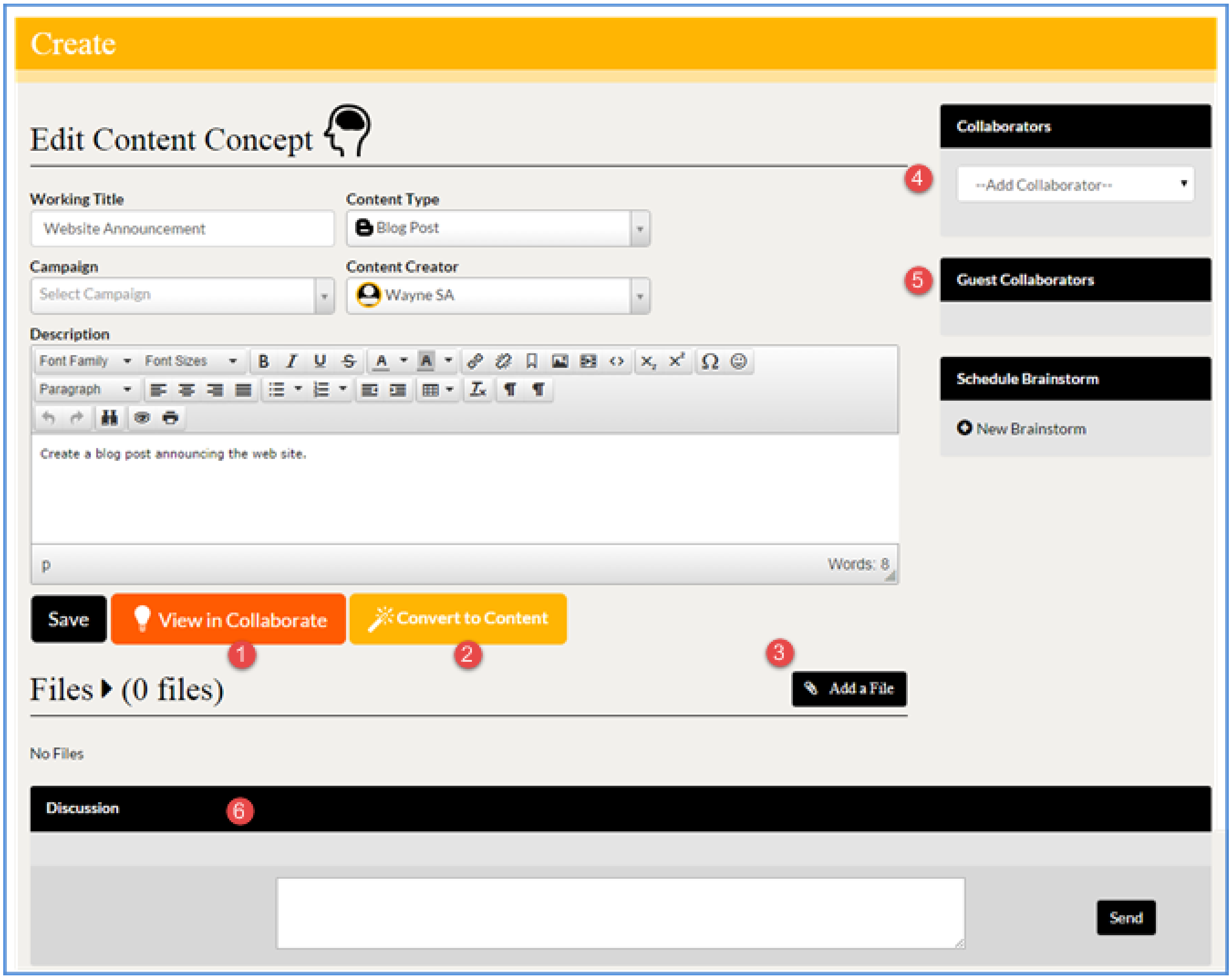


This opens the content concept form as shown below.



1. Working Title: Enter the title for the concept that you want to appear on the content dashboard table.
2. Content Type: Activate the drop down and select the type of content you want to create.
3. Campaign: Select from the drop down the campaign you want to tie the content into. You can leave blank if your intent is to not to use the content in a campaign. You can also leave this blank and fill it in later.
4. Creator: Accept the default provided or select another from the drop down.
5. Description: Enter information describing what the content is to be and any pertinent data useful for your needs.
6. Guest Collaborators: Names will appear here if and when you go to the Collaborate module and invite outside collaborators through your LinkedIn or Twitter connections. Once your invitee replies, their name registers here.
7. Brainstorm: Works the same as described in the calendar section.

Once saved, additional fields appear on the form based on the selected content type. The example below shows that for a blog posting.

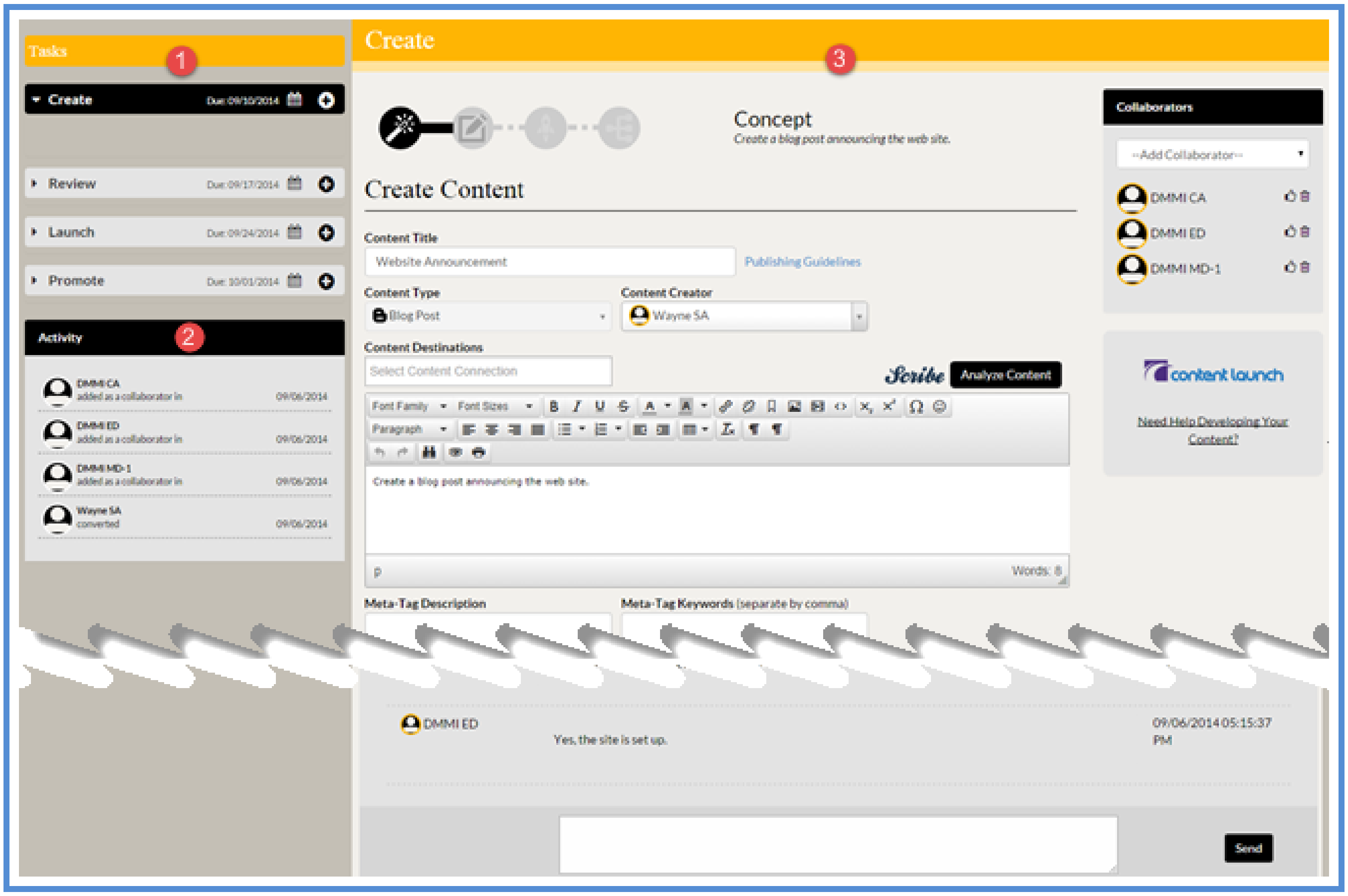


1. View in Collaborate: Click to activate the concept in the Collaborate module and invite guest collaborators.
2. Convert to Content: When ready to work with the concept as content, click this control.
3. Add File: Activates a browser session for file selection and download from your computer.
4. Collaborators: Those who have been given access to the concept. Those listed here can participate in the discussion forum associated with the concept form.
5. Guest Collaborators: List of people who accepted the invite through the Collaborate module.
6. Discussion: This is a forum where all people listed as collaborators can post discussion threads viewable within the concept form by all others associated with it as collaborators.

Once you have finished with the preliminary work as a concept and ready to work as content, click on the "Convert to Content" button.

5.2.3 Create: Full Content

Carrying over from the last section, this screen shot shows what the concept example looks like once converted to content. This example displays the fields for blog post content. The fields on the content form vary depending on the content type.



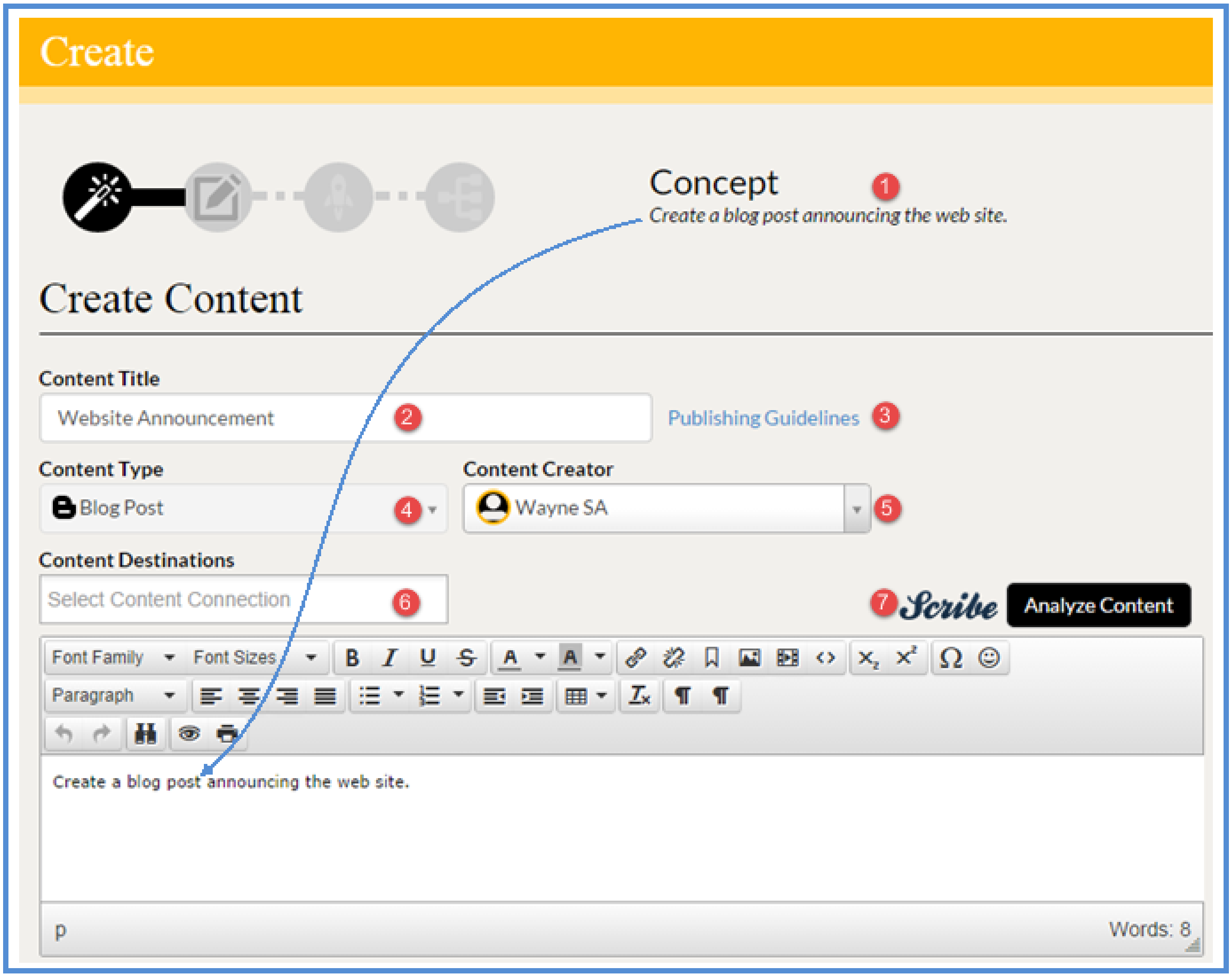
The content page (shown above) has three parts:

1. Tasks: Work that must be done in completing the work with the content divided into four groups: Create, Review, Launch and Promote.
2. Activity: The system keeps a record of certain actions pertaining to the content. That record displays here and updates at appropriate trigger events.
3. Create Content: The form where all the work and information is established for the content.

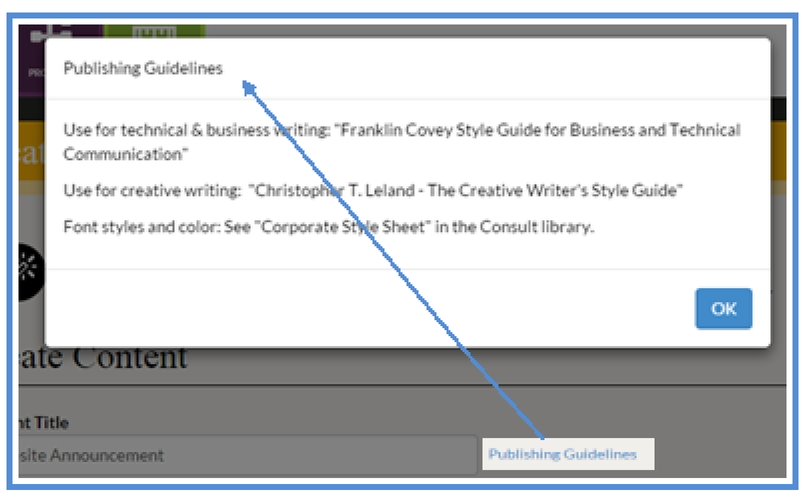
The next section examines the process for developing the content further from the concept stage.

Development

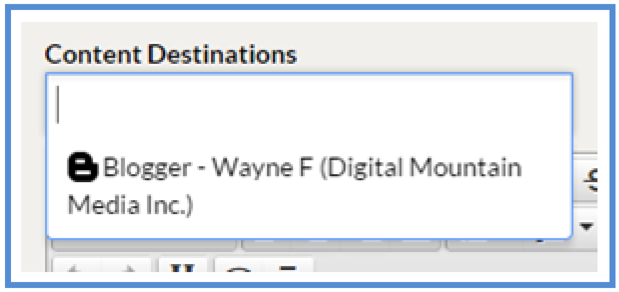
Here is a more detailed look at the top portion of the "Create Content" form.



1. Concept: This is the information entered into the description field when the concept was created.
2. Title: Name assigned to the content. You can edit the field, changing the name as desired.
3. Publishing Guidelines: The rules as set in the Content Settings configuration. Click to display a pop-up of these guidelines.

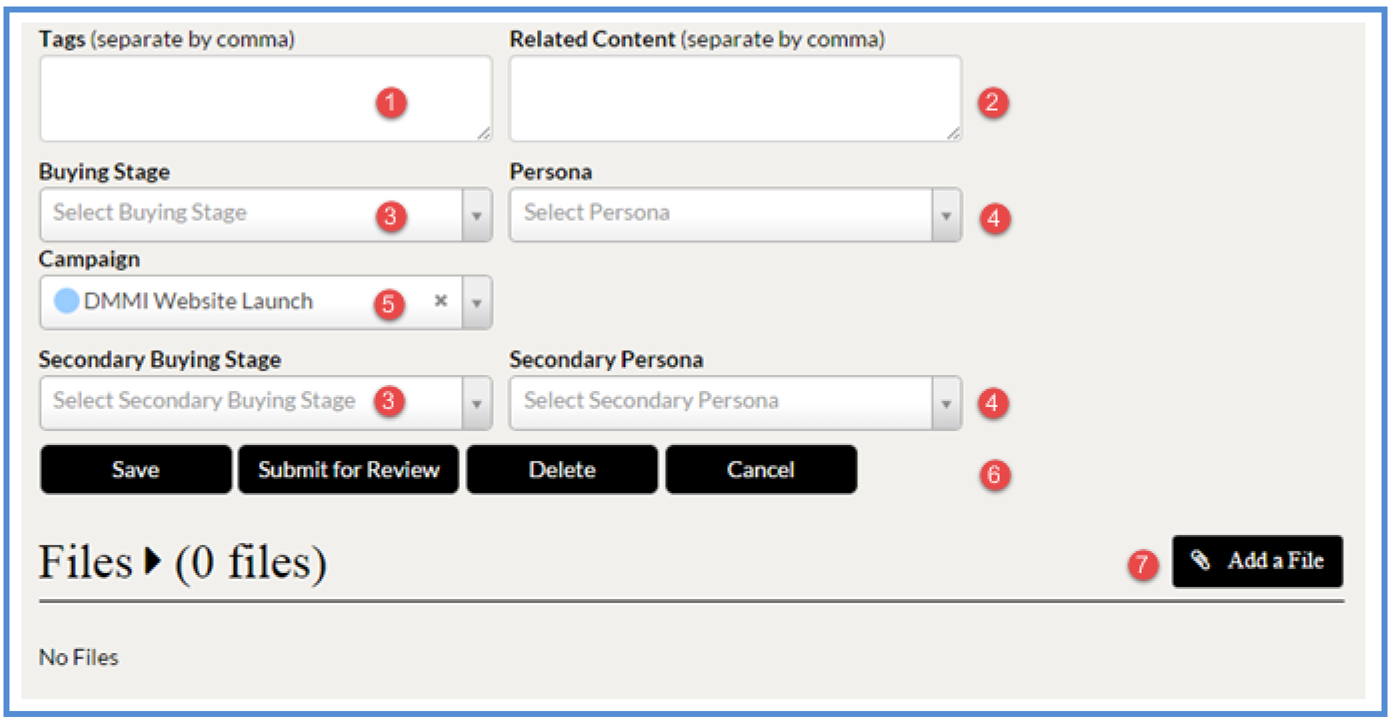


4. Content Type: As specified during the concept stage. One cannot change this field at this stage of the process.
5. Creator: Update if desired
6. Content Destinations: Click to reveal and select the available choices. Your site admin established these options at "Content Connections \ Configure Account Settings" as described in the same section found in this document. For this example, Blogger is the only choice available for blog content. With multiple options, you may add any number of them.



7. Scribe: This is a search engine optimization (SEO) tool used to analyze the content written in the editor application below it. We will cover this in more detail within the next section.

Skipping down to the bottom of the page reveals these controls



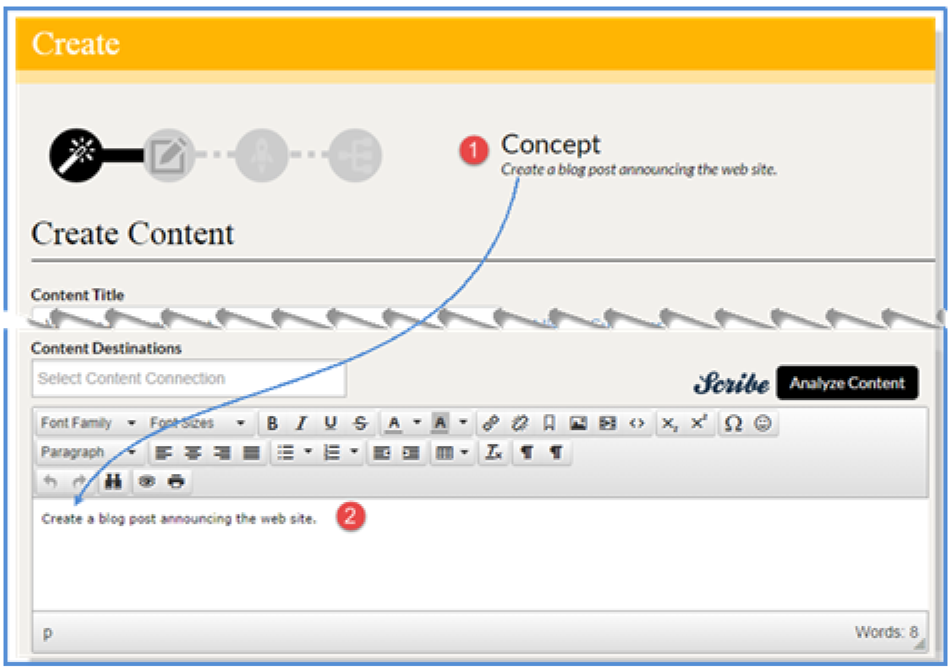
1. Tags: Optional words or codes you enter to aid in searching your database for content.
2. Related Content: Enter the titles of associated content. A good example would be other content connected with the same campaign.
3. Buying Stage: Actuate the drop down to indicate the first and secondary buying stages as set in Content Settings.

4. Persona: Activate the drop down to specify the first and secondary personas as established in Content Settings.
5. Campaign: This specifies the campaign the concept was originated with. You can change this if desired. Click on the "x" to delete the campaign from the content.
6. Control Buttons: Mostly self explanatory except maybe "Submit for Review." Click this button to advance the campaign to the next step in the development cycle (as specified on the tasks categories).
7. Add File: Click to select a file to associate with the content. In this example, the content is a blog post. You can add a photo, table, etc. to insert with the final posting.

Several content types activate with a text editor window. Content concepts associated with these types, preserves the concept description (1) allowing you to replace the description (2) with text needed for that content.

The list below identifies the content types where this conversion occurs.

- Blog Post
- eMail
- Infographic
- Landing Page
- Photo (allowing you to add commentary to attached photo files)
- Product Description
- Social Media Post
- Video (for commentary)
- Website Page
- Workflow Email



Note: Social media sites set limits to the number of characters per post. Exceeding that limit will cause the launch of that content to fail. Limits are as follows:

Network	Title	Post
LinkedIn	100	700
Twitter		140
Tumblr	50	140 to 500

Search Engine Optimization (SEO)

Certain content types attach to Internet resources that update search engine databases. Such content may be "optimized" to ensure desired keywords within the content get tagged and listed in the results of web inquiries using services such as Google, Bing, etc. This process is known as "Search Engine Optimization" (SEO).

You can develop content within the Create module and, before launching it to the Internet, analyze the content to determine how well it will rank in search engine queries. Content Launch makes available the "Scribe" SEO plugin for this purpose.

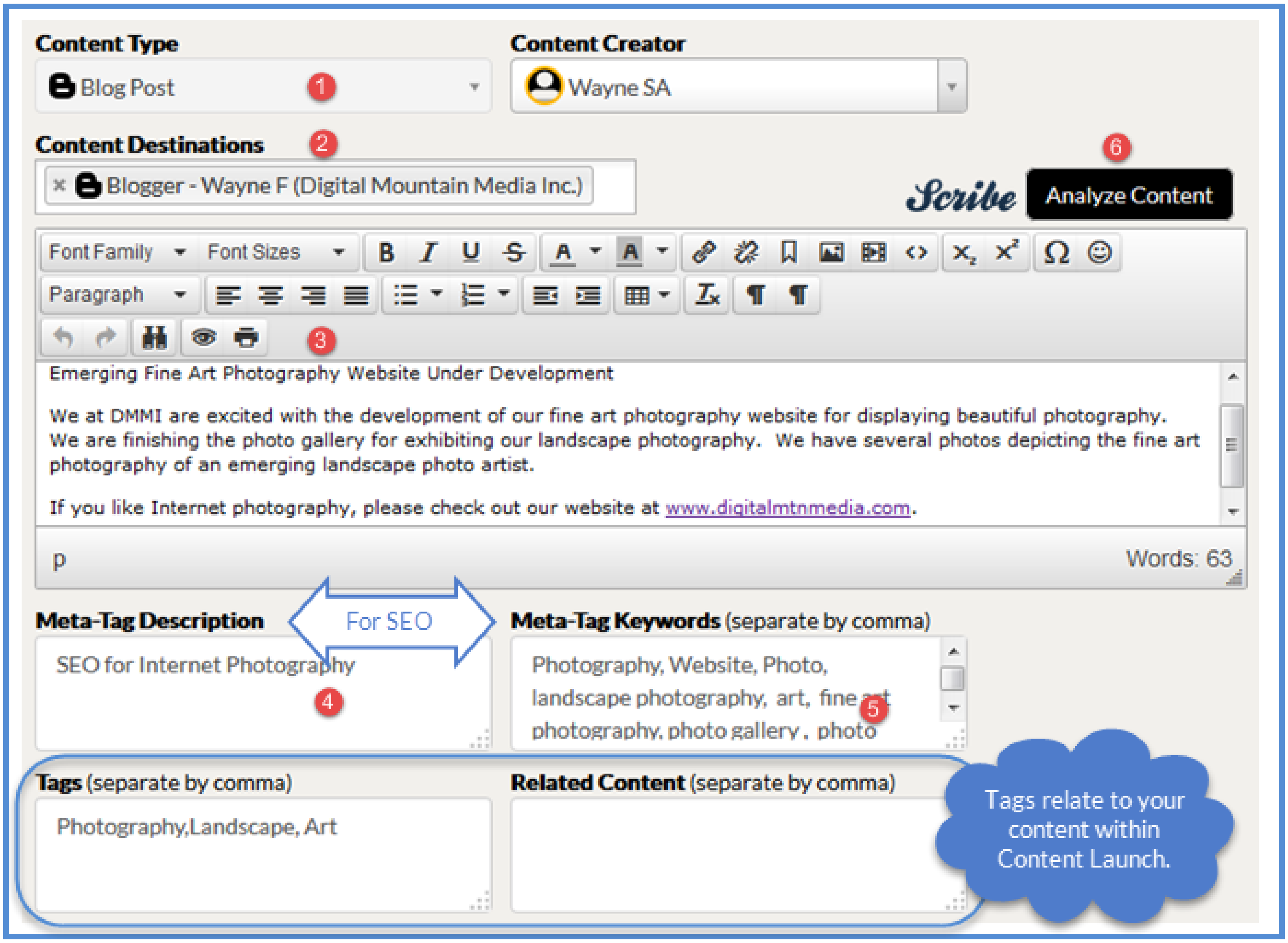
The list below identifies the content types associated with the Scribe plugin.

- Blog Post
- Landing Page
- Product Description
- Website Page

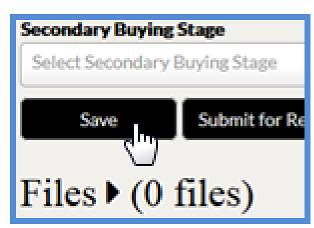
Disclaimer: It is way beyond the scope of this document to detail the nuances of SEO copy writing. The examples here are for demonstration of the tool and not how to produce high ranking copy writing. (Check out ContentLaunch.com if you would like access to that kind of information and talent.)

Utilizing the Scribe plugin requires written content and Meta-Tag keywords and phrases. Note that the adjacent fields "Tags" and "Related Content" relate to content search features within your Content Launch account. They are not SEO related.

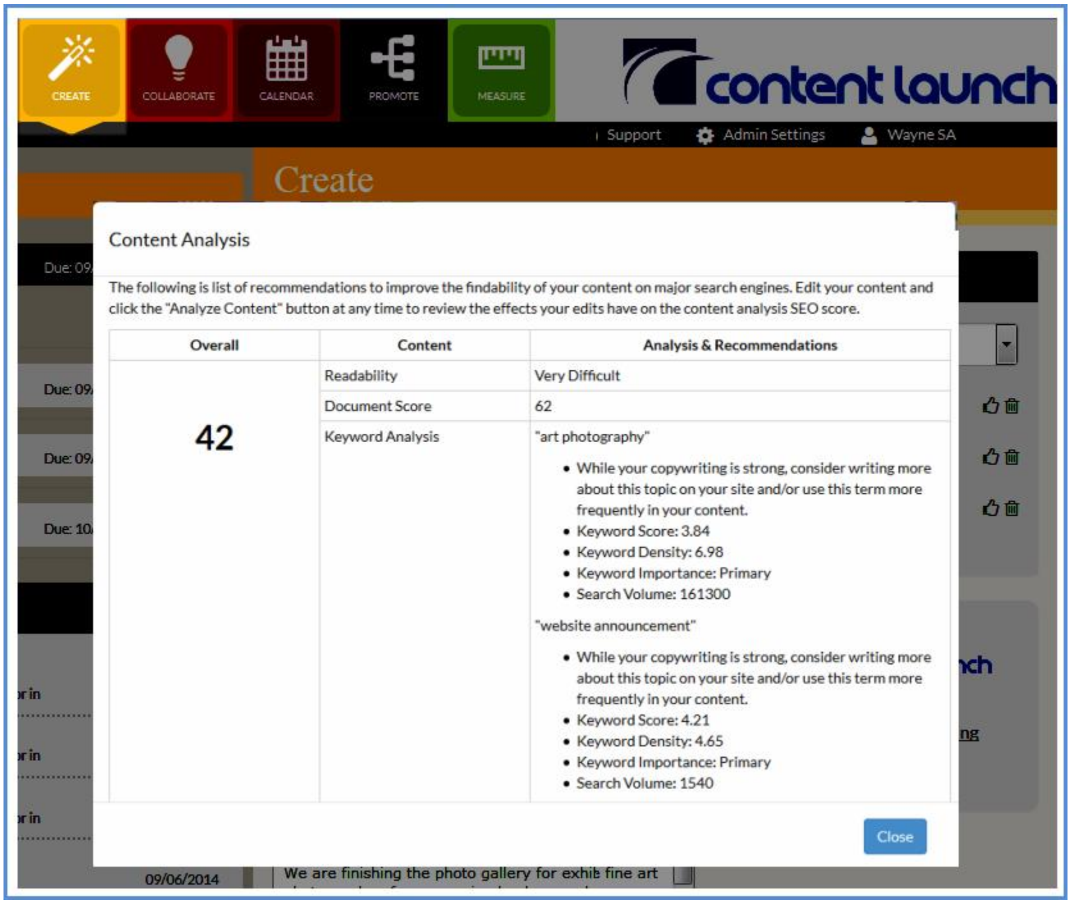
The screen shot below shows an example of how copy might be set up for SEO.



1. Content Type: Shows the content type designated for the content. Once saved (or content concept converted to content), this field does not change.
2. Content Destinations: Shows the distribution channels selected for the content once launched.
3. Text Editor: Input the copy for your content here.
4. Meta Tag Description: Any description you choose for identifying the keywords you are incorporating into the content for SEO purposes. (For SEO purposes, this and items 1 & 2 are informational fields)
5. Meta Tag Keywords: Words or word phrases separated by commas to include in the copy created in the text editor. Enter the words and phrases you want to track in your SEO analysis.
6. Analyze: Once you have your copy entered, save the form and then click this control to run an analysis on your copy. Any changes you make to the copy or to your Meta-Tag keywords must be saved on the form to refresh the data for new analysis.

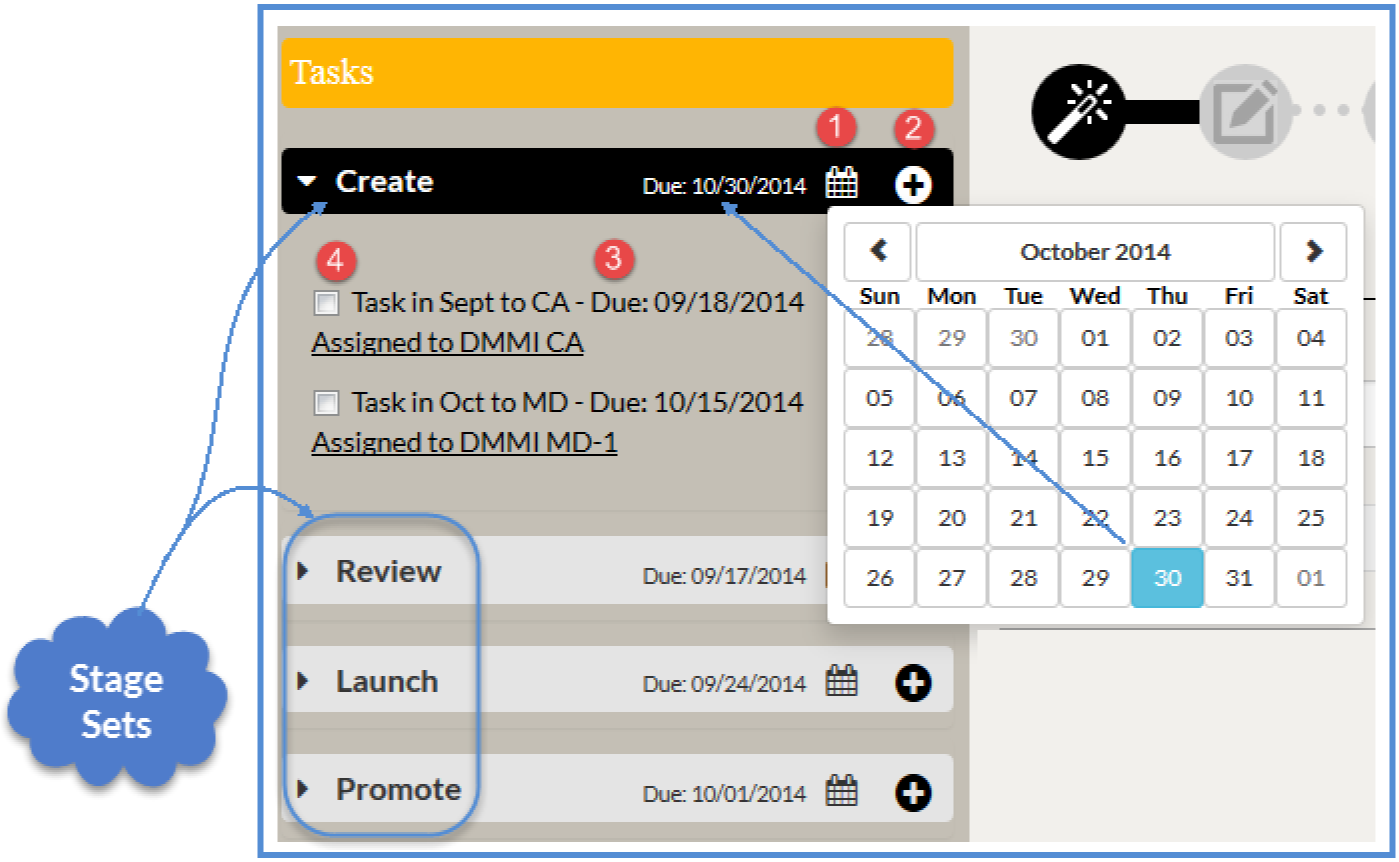


Displayed below are the results of the analysis of the content shown in 3 above.



Tasks

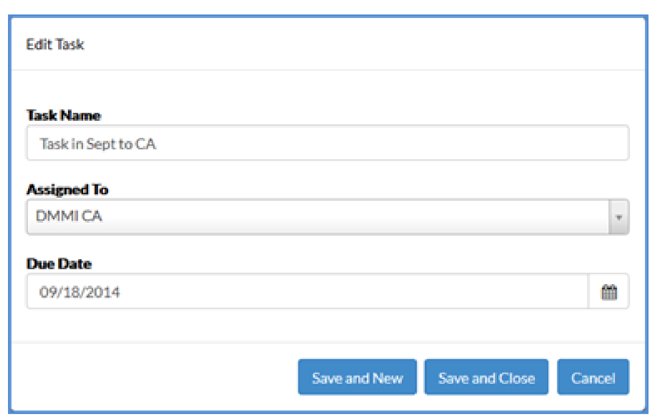
Tasks are work assignments for collaborators connected with the content. Tasks are grouped into four task stage sets: create, review, launch and promote. Some automatically generate as the content goes through the various stages. You may have multiple tasks listed within these sets.



1. Expand the calendar control on a set to establish the due date for the set.
2. Create specific task assignments with their own due dates.
3. These due dates must be earlier than the task stage set due date.
4. Click the task box to close the task once the assignment is complete.

The image at right shows the task detail entry form when the control shown in 2 above is activated.

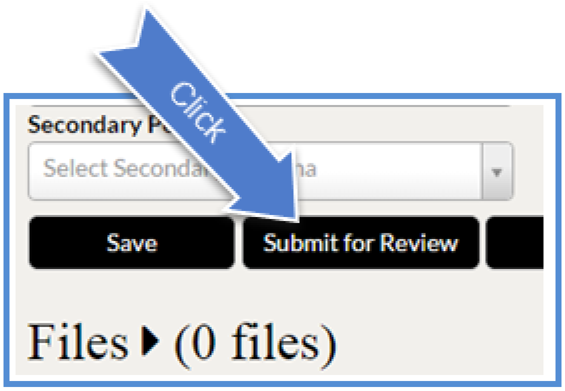
All tasks within a set of tasks must be checked off as closed before the content can advance to the next stage (such as from create to review).

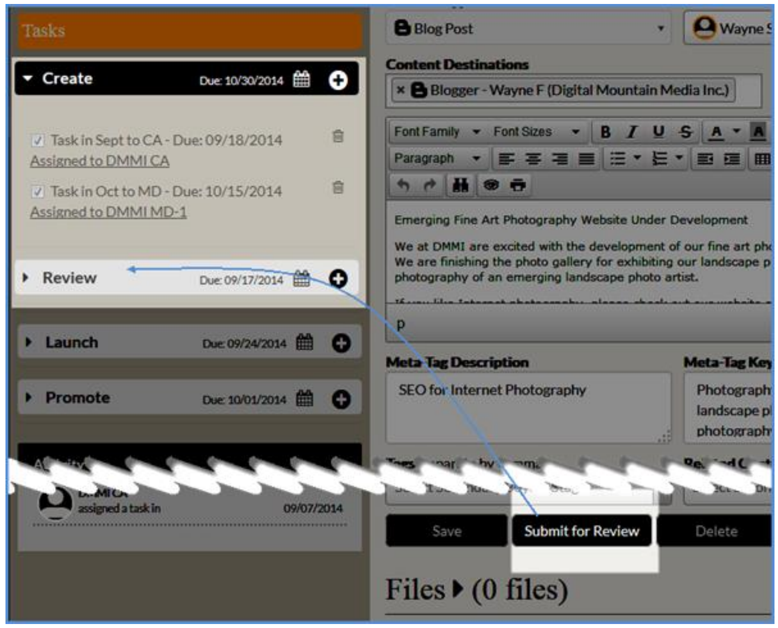


Launch

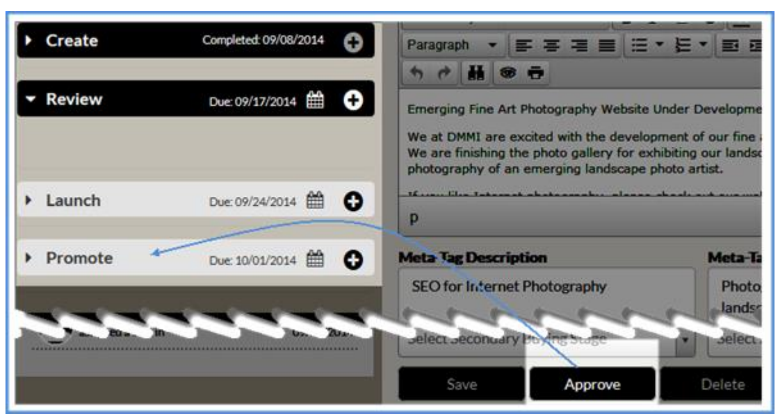
Within the Content Launch environment, you push content through the various task stages. If you have tasks assigned within those stages, they must be checked as completed before the system lets you advance to the next stage. If you do not have tasks open, just click through the process to advance the content. Here is the process.

The screen shot shows the blog content with assigned tasks in the create stage completed. Click on the "Submit to Review" button to advance the content to the "review" stage.

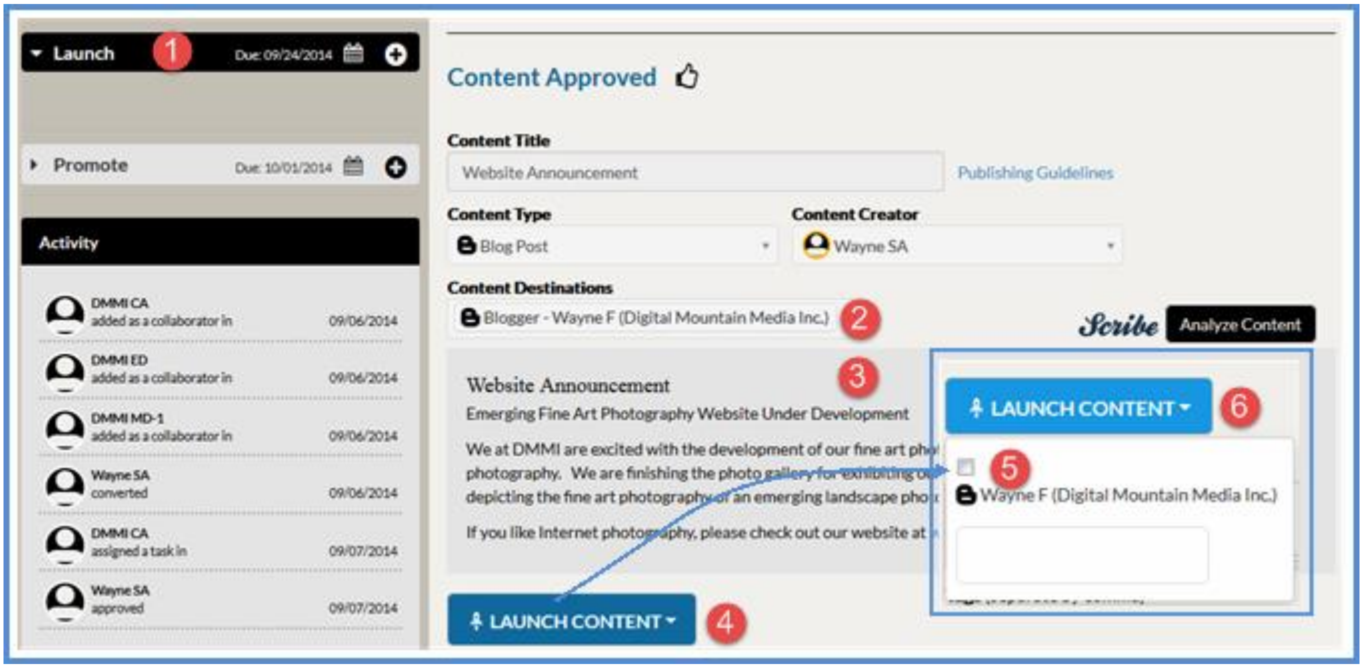




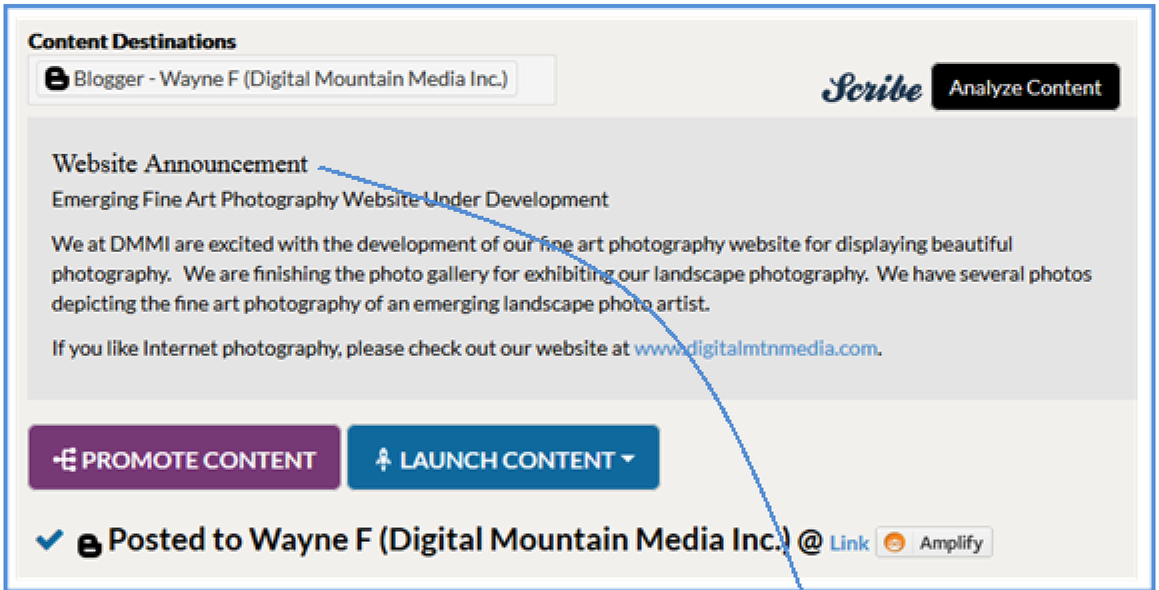
Once all of the approvals have been made and you are ready for the next step, click on "Approve." Note that in this example there are no task assignments under review so just click the control to advance.



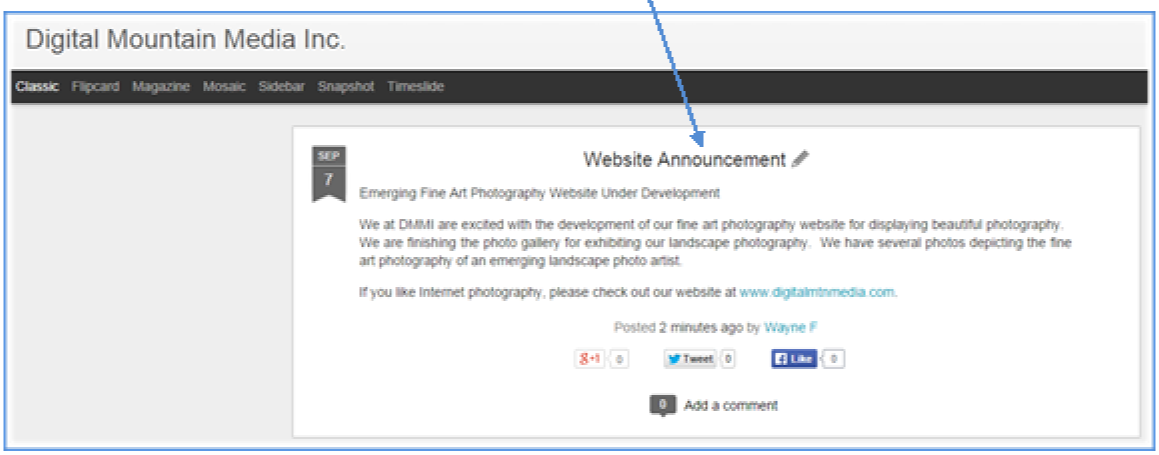
The screen shot below shows the content now ready for launch.



1. Launch: Shows the task stage status of the content.
2. Destinations: All sites listed will receive and post the content.
3. Text: This section shows text of the content about to be launched.
4. Launch: Click this control to activate the launch sequence.
5. Select: Click on the check box for each destination listed that you want the content pushed to.
6. Launch: Click to send the content on its way.



Success! Content arrives at designated destination.

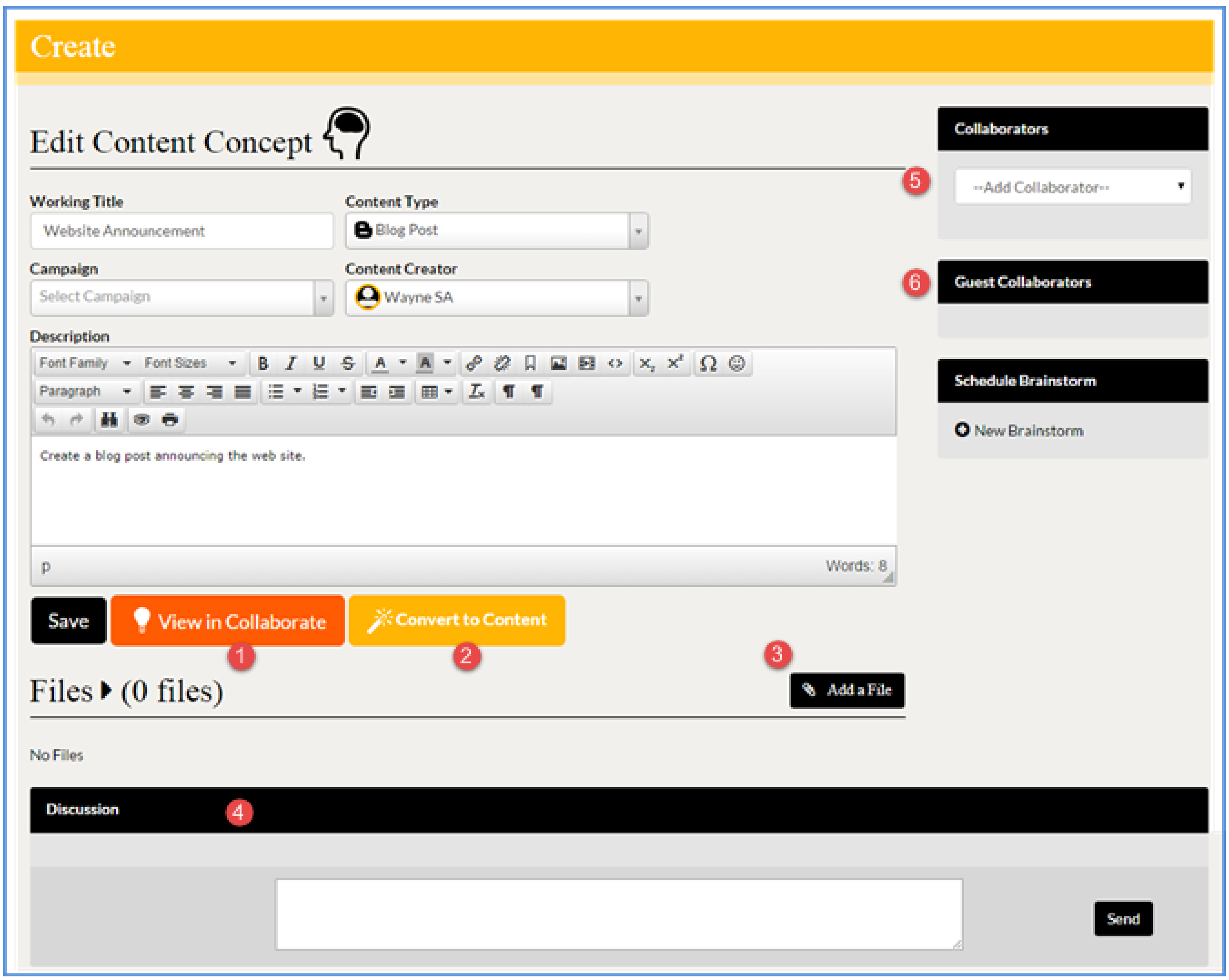


5.3 Collaborate

Starting content or campaigns as concepts allows you to find and pull in expertise from outside your organization to collaborate on that concept. Accomplish this using the Collaborate module.

Activate the Collaborate module by clicking on its tool ribbon control.

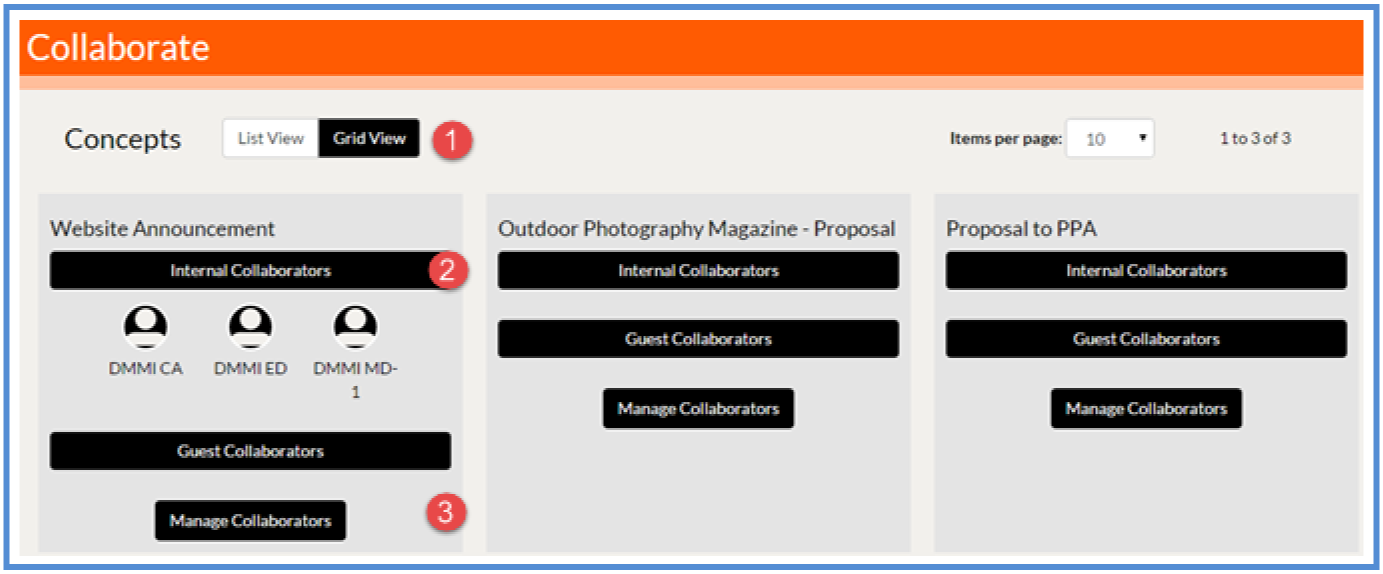
Or by clicking "View in Collaborate" (1) from your content or campaign concept



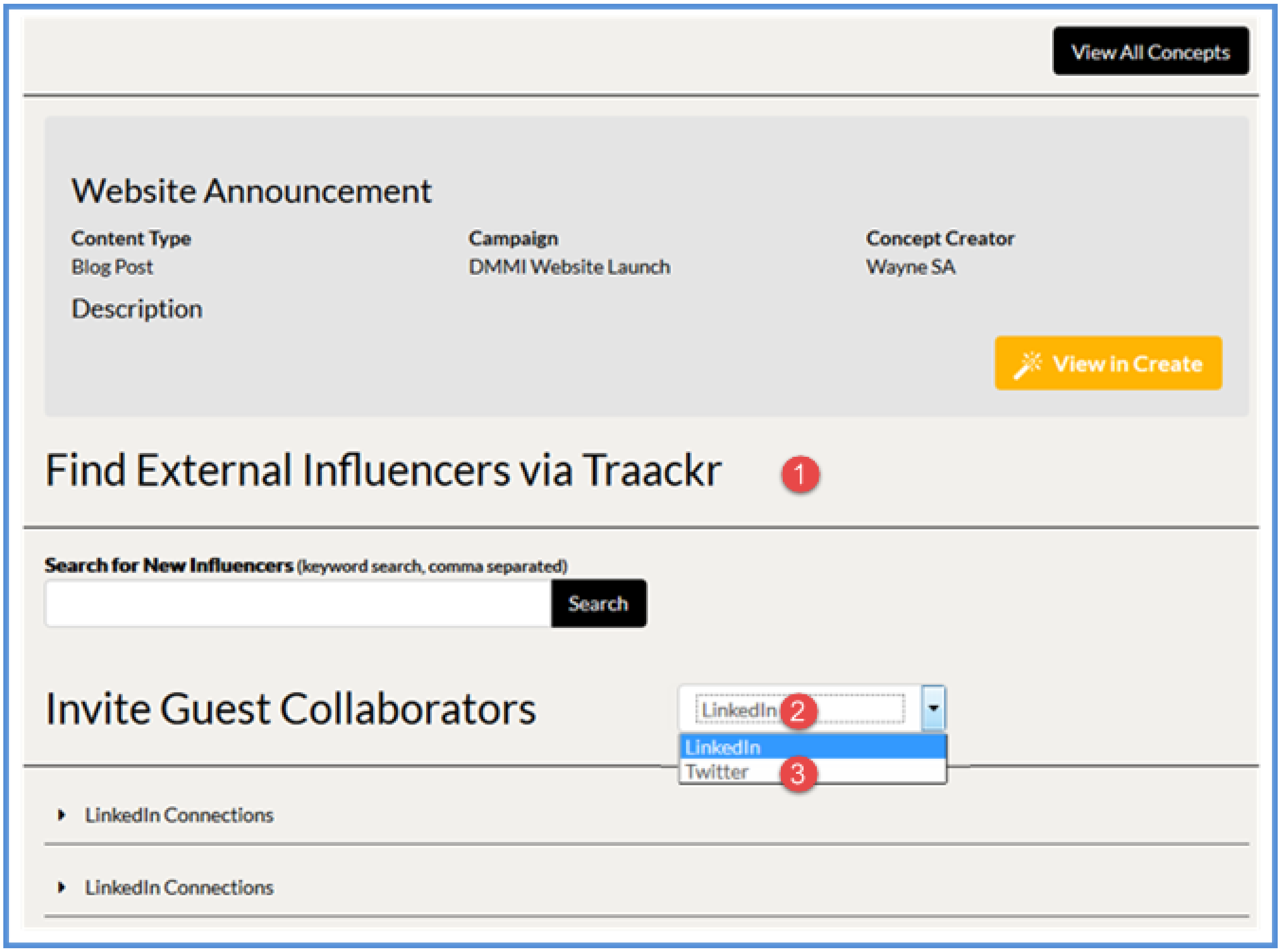
5.3.1 Collaborate: Overview

The advantage of starting out with concepts is that you have access to the power of collaboration with outside influencers through the Collaborate module. You have three external resources you can pull from within this module.

The screen shot below is a sample of the default opening view when opened by the module ribbon control. The Grid View is active upon opening. You can change the view to a list table (1). If you have internal collaborators associated with the concept, they display under the concept title (2). Open the concept by clicking "Manage Collaborators" (3).



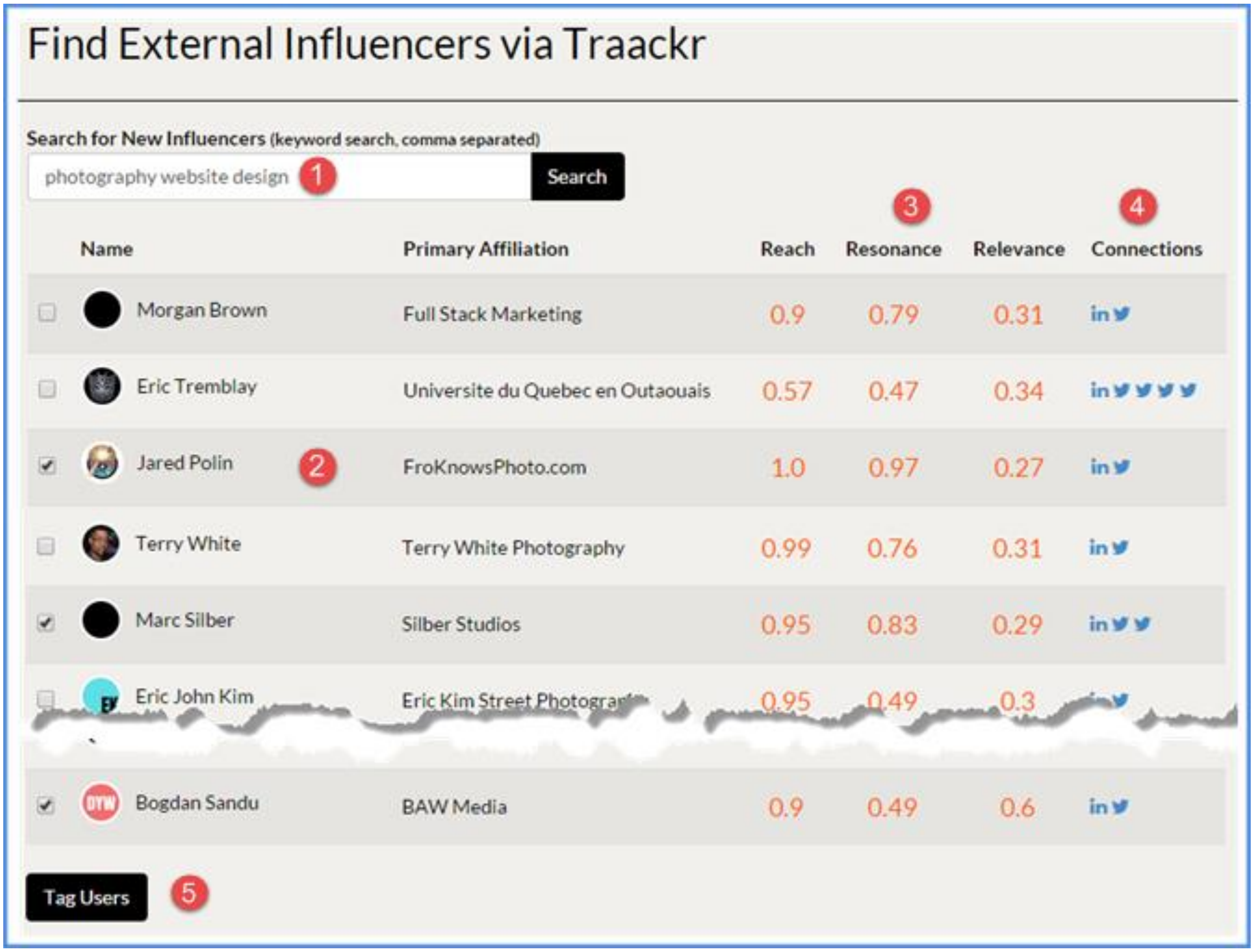
The sample below shows the concept open. This is also the opening view when opened from within the concept by clicking on "View in Collaborate."



1. Traackr: Use this tool to find industry influencers you can contact via their Twitter and LinkedIn accounts.
2. LinkedIn: Bring in all your contacts from LinkedIn and make available as choices to contact and invite to advise on the project.
3. Twitter: Do the same with Twitter as you can with LinkedIn.

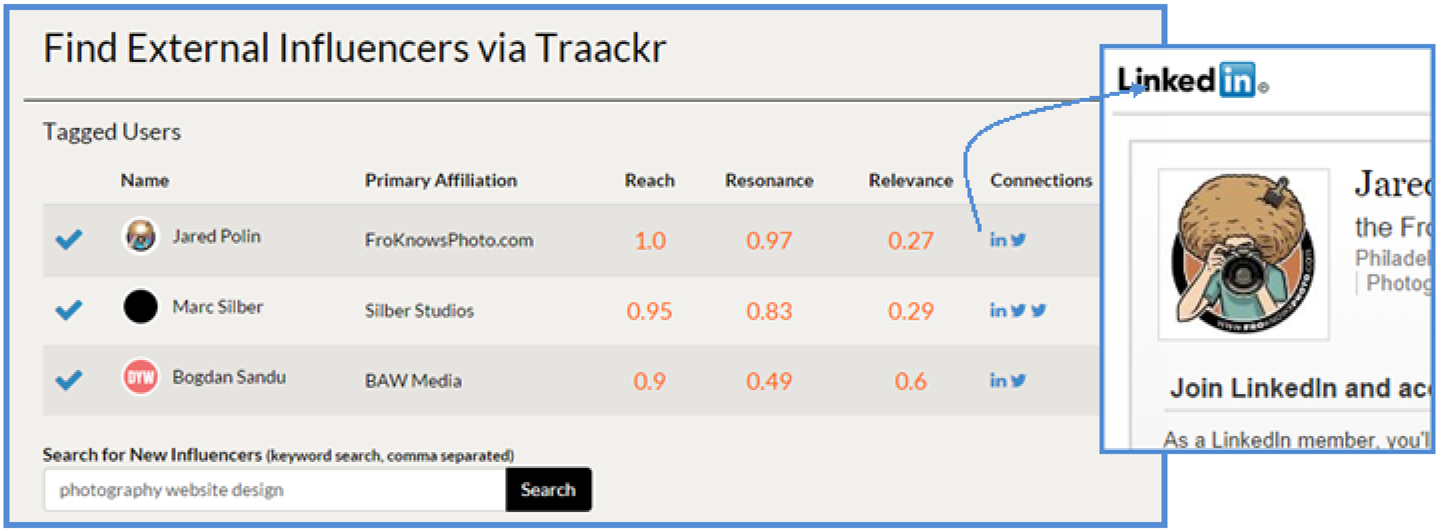
5.3.2 Find Influencers Via Traackr

Use Traackr to find industry influencers that you can contact via their Twitter and LinkedIn accounts.



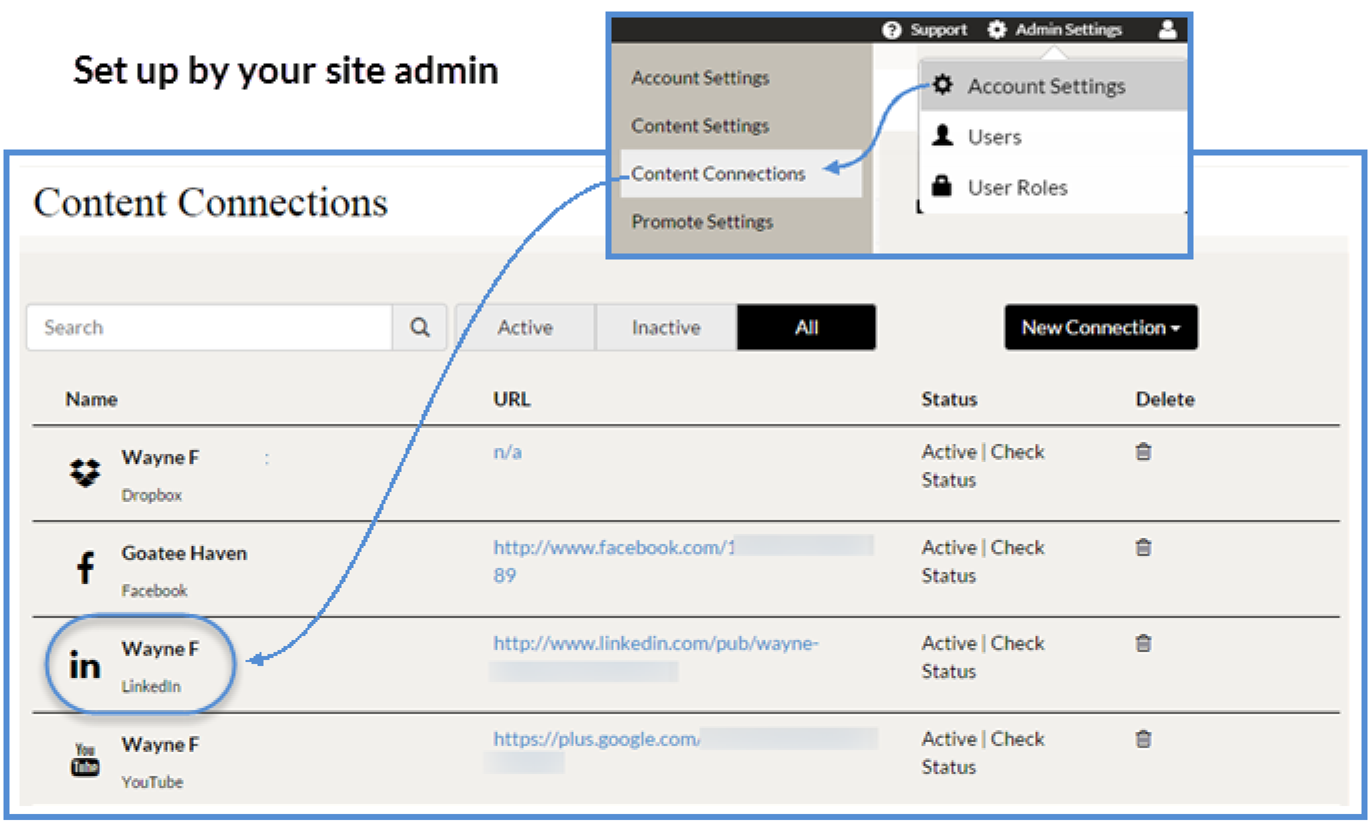
1. Start by entering your search criteria and click on "Search."
2. This can reveal a long list of industry influencers.
3. Check their individual statistics concerning market reach, resources and relevance to your search
4. Also check what contact accounts they have available
5. Select those you want to tag and click "Tag Users." Those tagged will have their contact info saved into the concept file.

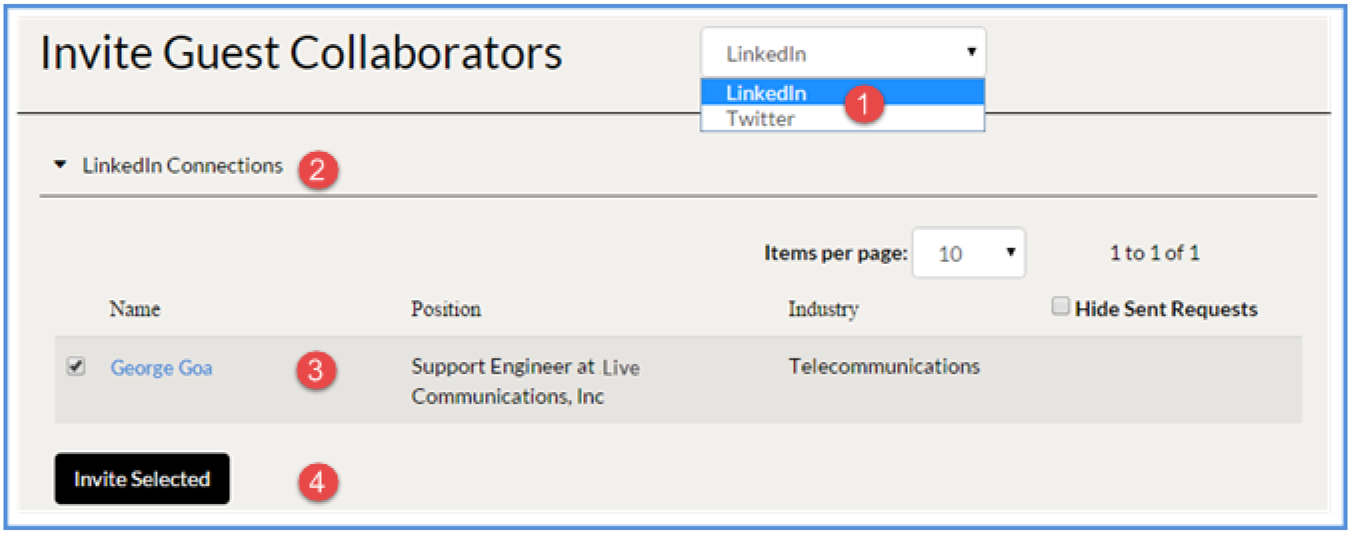
The results are shown below. Click on their LinkedIn or Twitter link to connect with them.



5.3.3 Invite Guest Collaborators

You can use the LinkedIn and Twitter accounts that you connected to in "Content Connections" to contact them inviting them as guest collaborators.

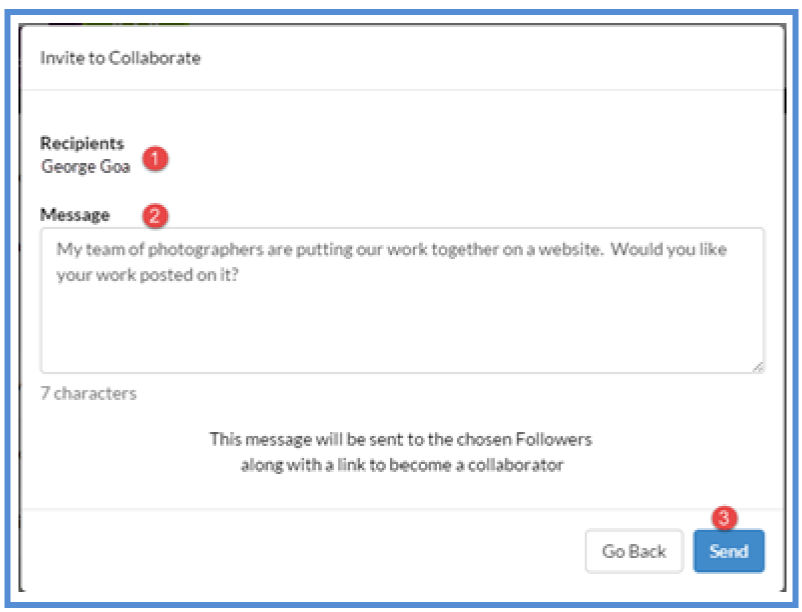




1. Select your connection service.
2. Activate the selected service drop down. You will have one drop down for each account of that type (LinkedIn or Twitter) made under "Content Connections."
3. Select the folks you would like to invite.
4. Click "Invite Selected."

This message box displays

1. Review your list of recipients
2. Enter your message
3. Click send



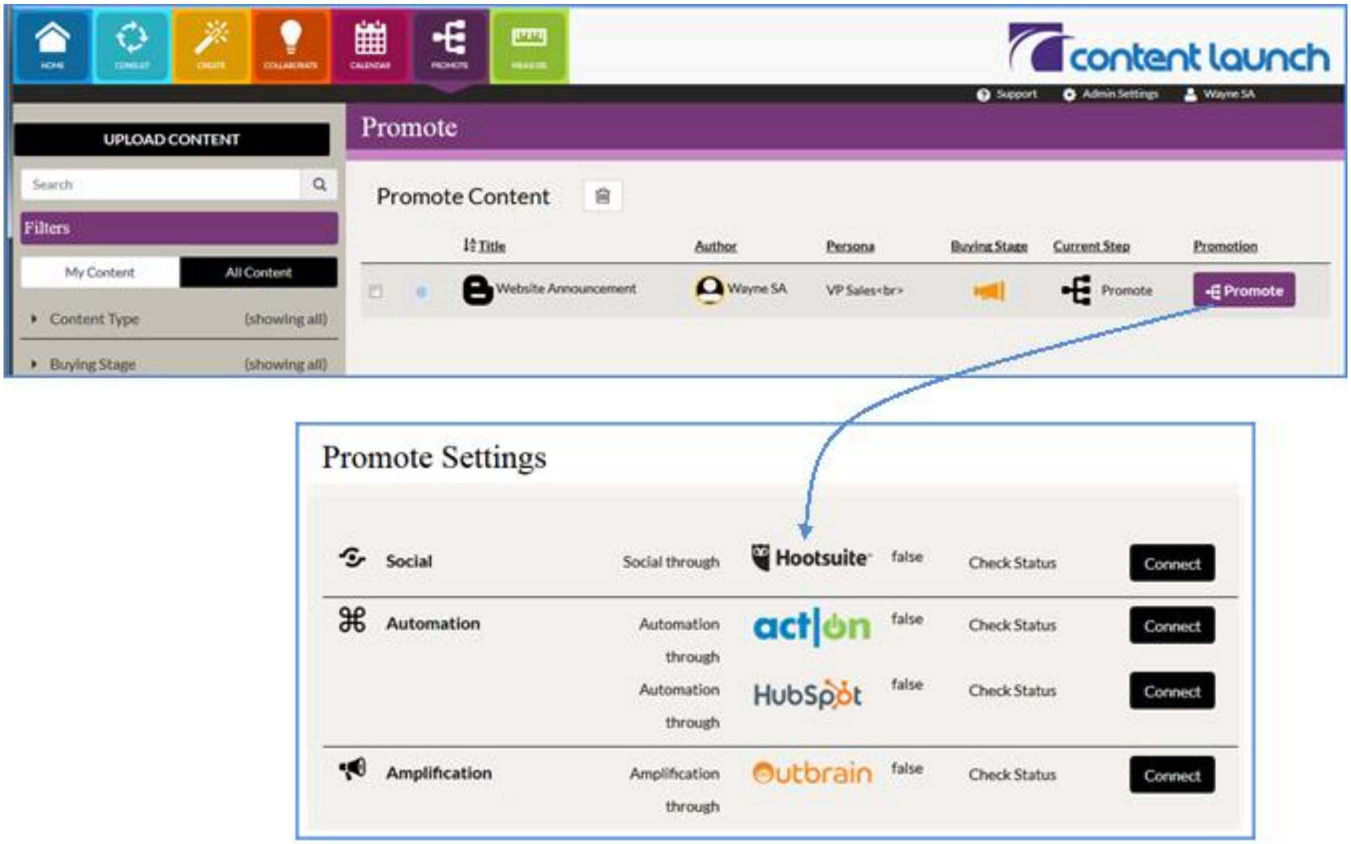
This sends your message to their networking account inbox and to their email address associated with the account.

When they reply, they will be added to your concept page as a "Guest Collaborators"

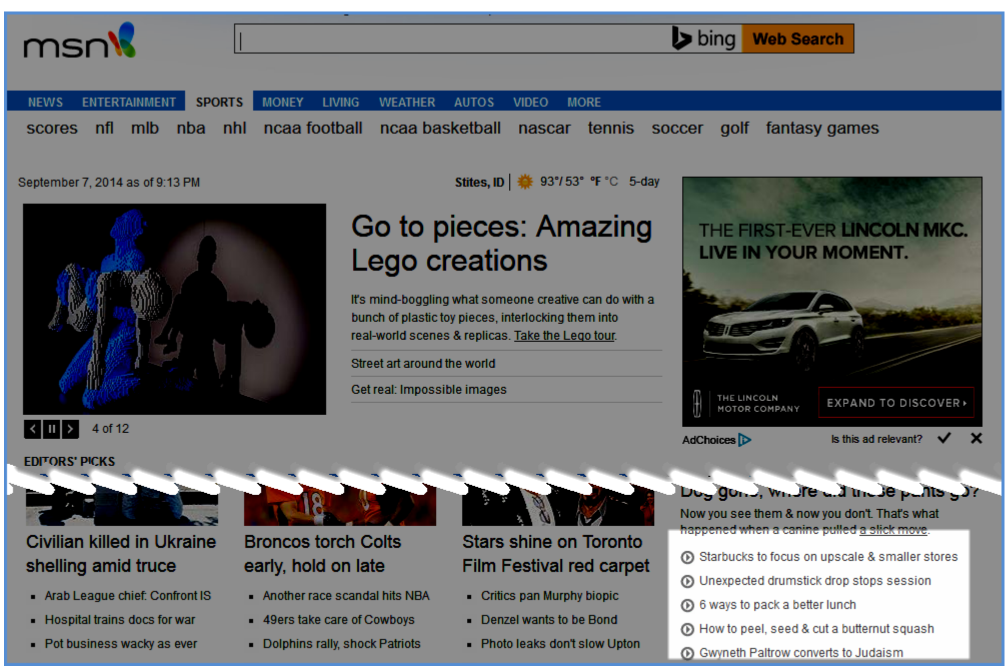
You can coordinate with them how you choose. Have your site admin create a login with custom roles so that they may work with you.

6 Promote

We almost have everything hooked up for the Promote module, but it is not yet operational. Once available, you will have the ability to send your content out to services you may subscribe to that will push your content as links on other websites.



An example of this type of promotion onto other sites



7 Measure

Measure is another work in progress. Once built, this module will provide all the statistical detail you need in analyzing the results of your marketing activity. It will have five areas of detail for complete analysis of your content effectiveness.