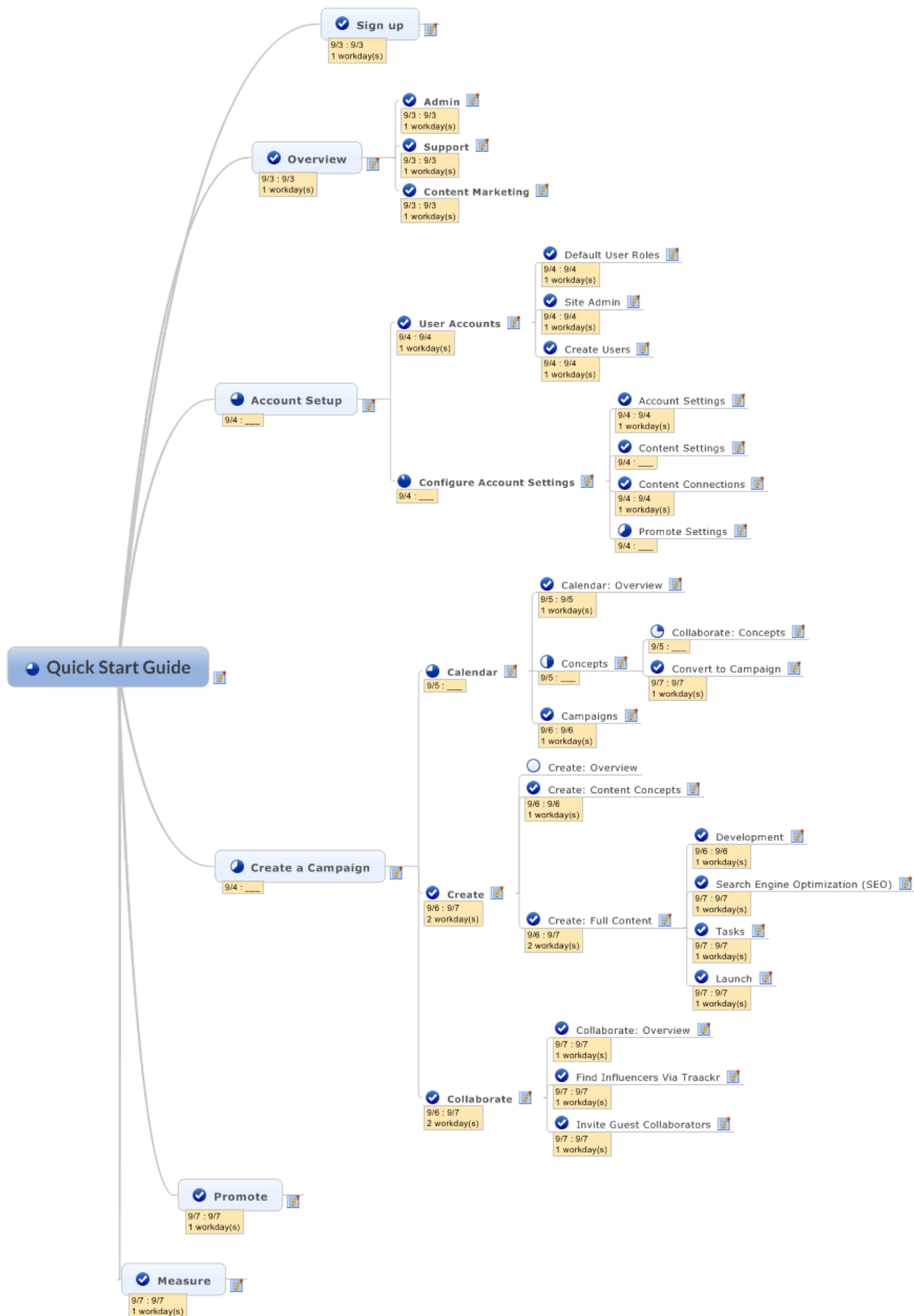




# Content Launch Quick Start Guide

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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.

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## Content Launch Quick Start Guide

### 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](http://app.contentlaunch.com/signup)

**content launch BETA**

**CREATE**  
compelling content for your business

**COLLABORATE**  
with leaders in your industry

**CONSULT**  
with our team of content marketing pros

**PROMOTE**  
your content with our connection providers

**MEASURE**  
your success

**SIGN UP NOW**

First Name

Last Name

Title  1

Business Name  2

Phone Number

Email Address  3

**SIGN UP**

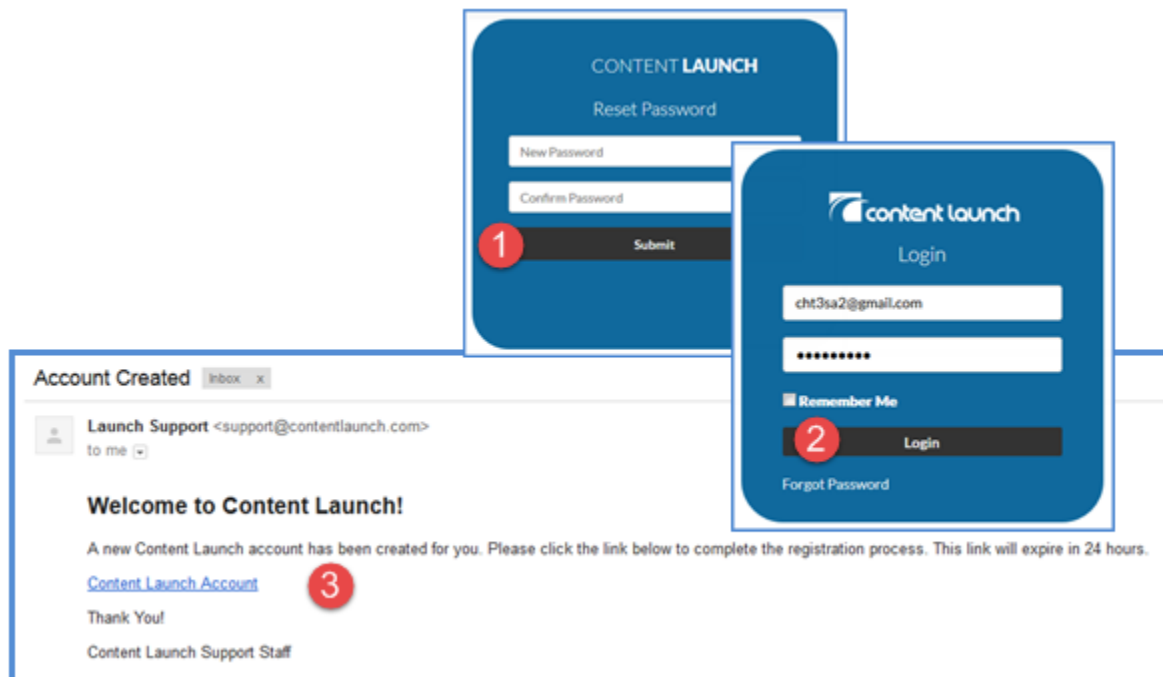
The link above opens this page. All entries on the sign up form are required. The title (#1) must be at least five characters. If it is two words where the first word is less than five characters (such as Vice President), put a dash or underscore between the words (Vice\_President).

## Content Launch Quick Start Guide

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.



## Content Launch Quick Start Guide

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

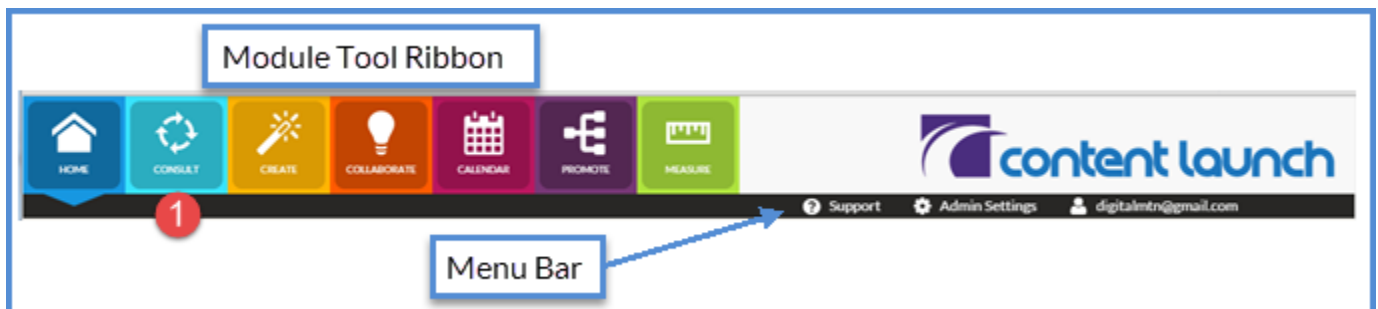


## 2 Overview

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

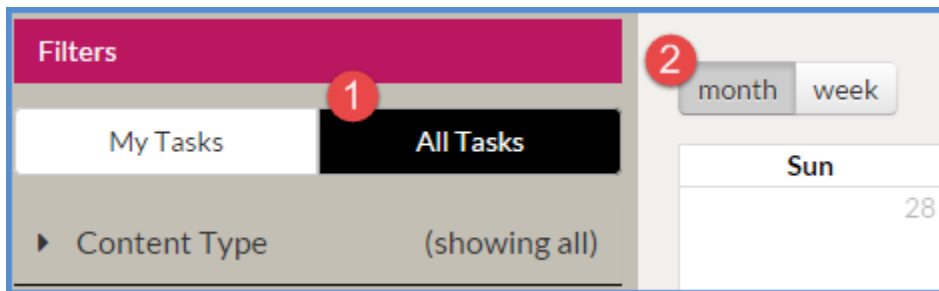
- Support
- Administrative
- Content Marketing

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.



## Content Launch Quick Start Guide

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

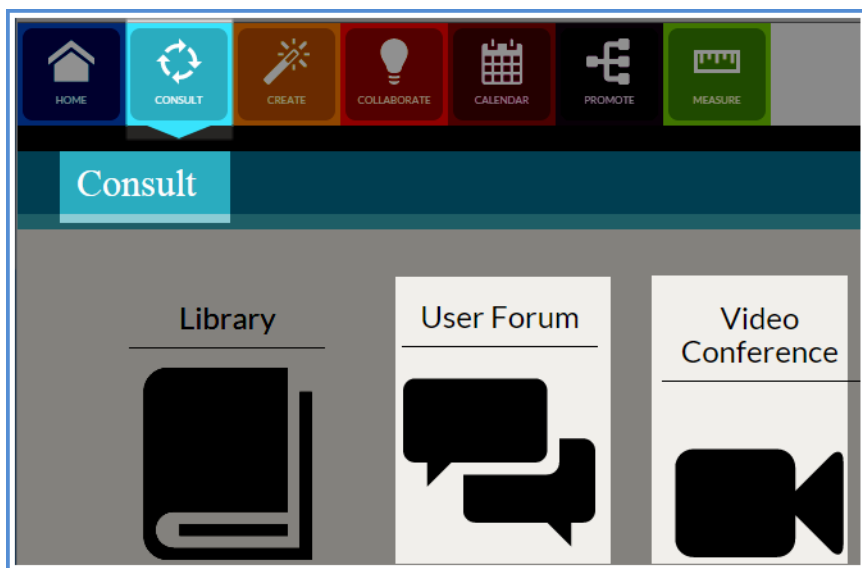
The support function provides the tools to get help from Content Launch. This is available through the "Support" selection on the tool bar.

The image shows a 'Customer Support' form and a toolbar. The toolbar at the top right has a question mark icon and the text 'Support', and a gear icon and the text 'Admin Settings'. A blue arrow points from the 'Support' button in the toolbar to the 'Customer Support' form. The form has a black header with the text 'Customer Support'. It contains several input fields: 'Email Address' with the value 'myemail@company.com', 'Name' with the value 'myemail@company.com', and 'Company' with the value 'Company, Inc.'. Below these is a dropdown menu labeled 'Which Module are you experiencing trouble with?'. At the bottom is a large text area labeled 'Please describe your problem.' and a black button labeled 'Send to Customer Support'.

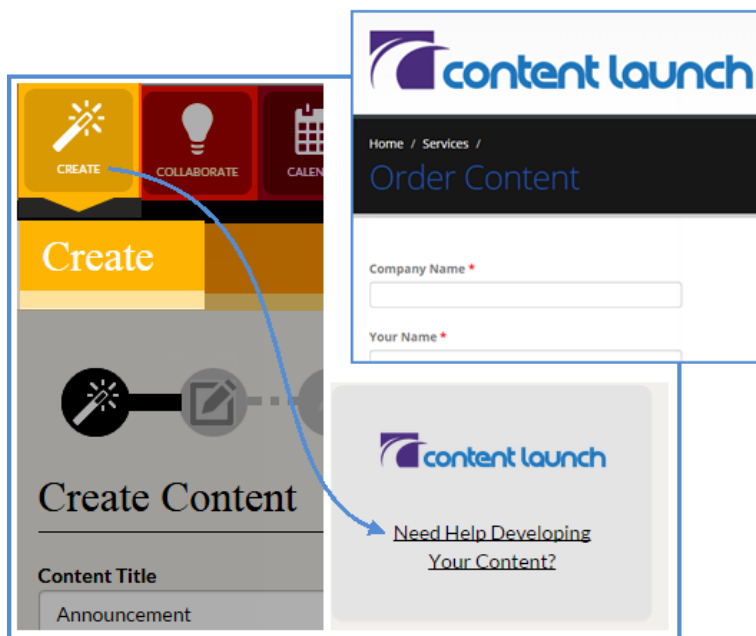


## Content Launch Quick Start Guide

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.

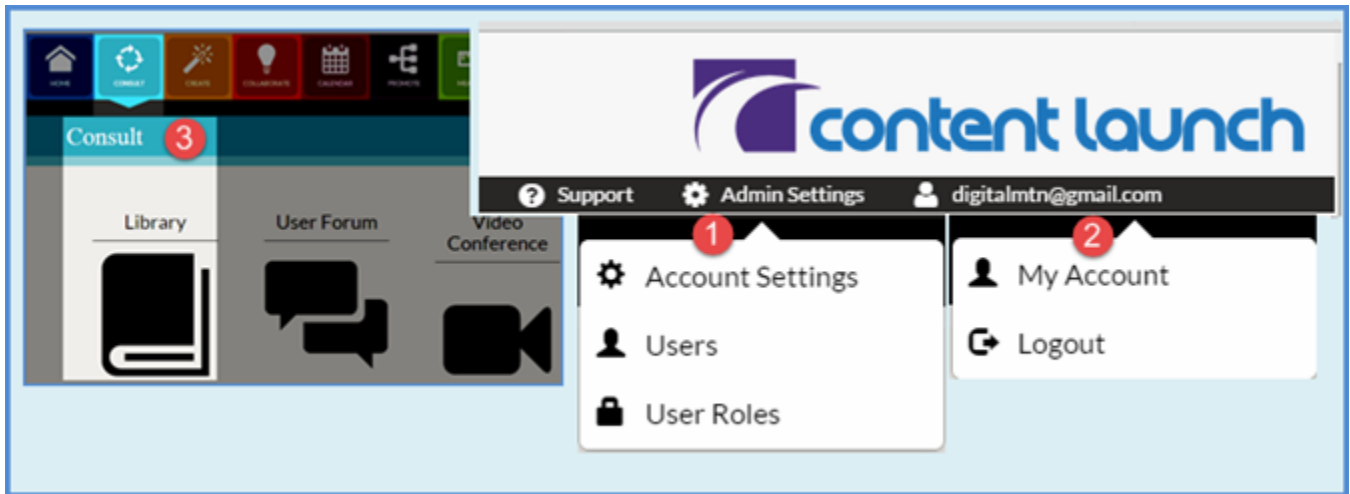


There is one more support feature I almost forgot to mention. Content Launch has a cadre of over 300 writing experts versed in a wide range of subject matter. If you are developing content within the Create module and want to find help writing content, click on the “Need Help Developing Your Content?” 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.

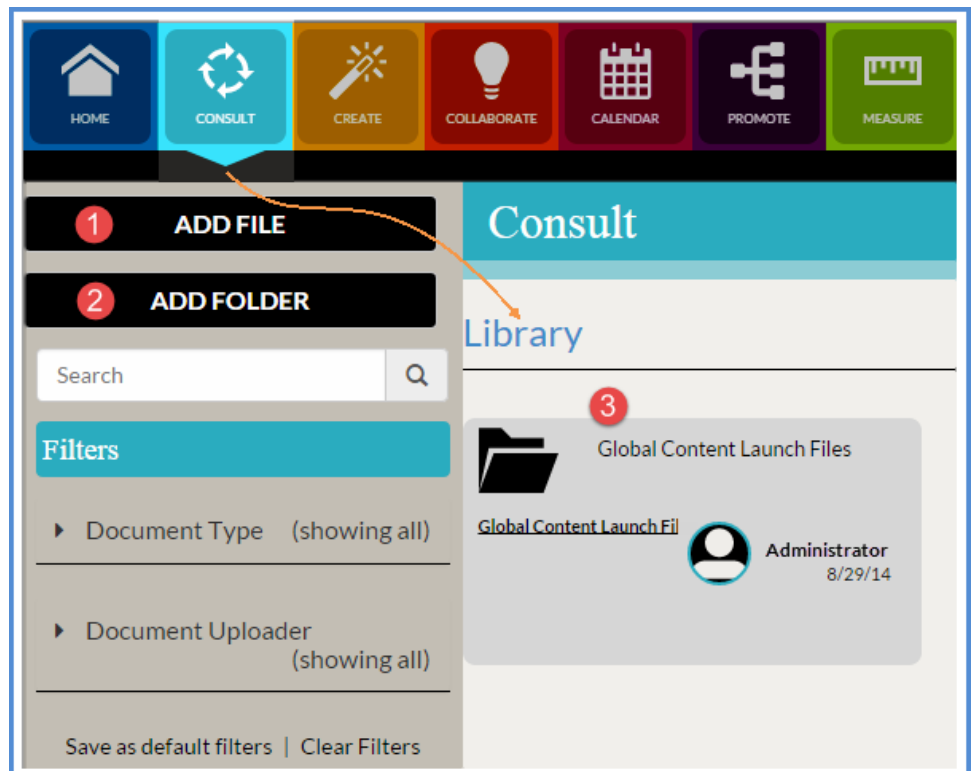


The admin settings selection set is where the bulk of your account setup is managed. We'll cover this tool set in more detail within the "Account Setup" section of this document.

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).



# Content Launch Quick Start Guide

## 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.

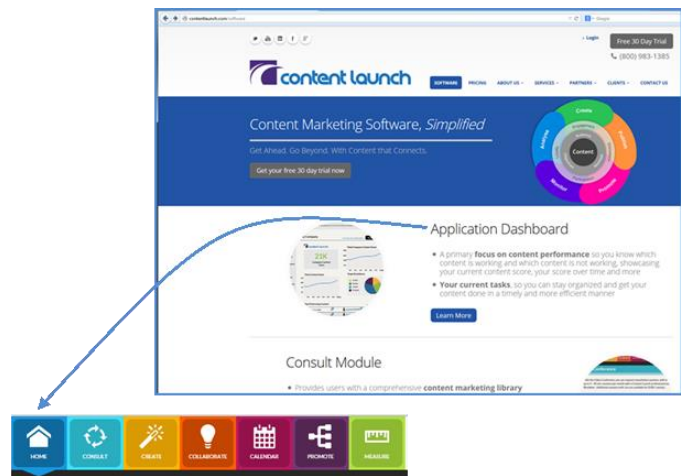
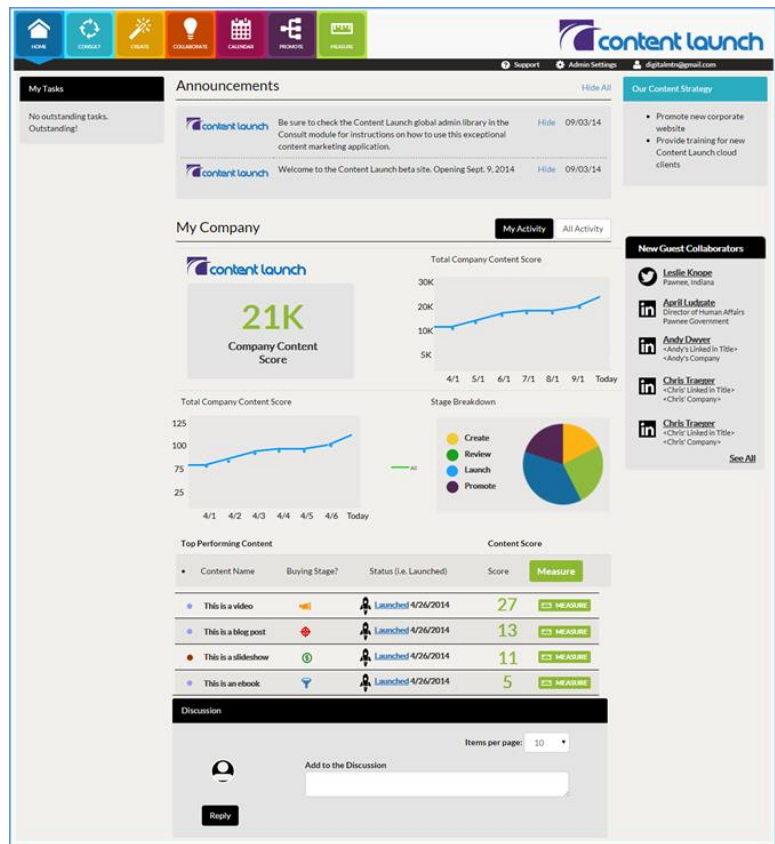
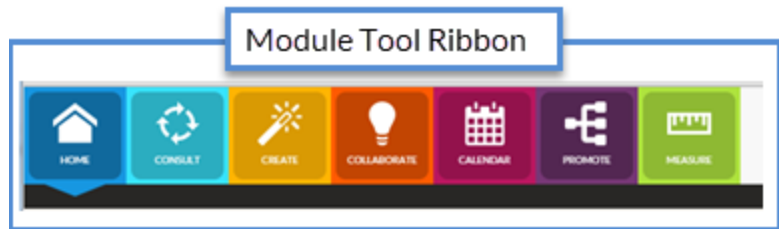
The Home module provides the opening dashboard upon a successful login. It gives a snapshot of all activity related to your content marketing efforts managed through your Content Launch account.

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](http://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.

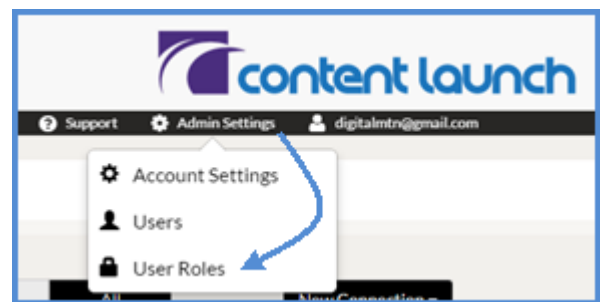
Your client site account comes automatically configured with one site admin login account. This is the account you logged in to after during the sign up.

##### 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."



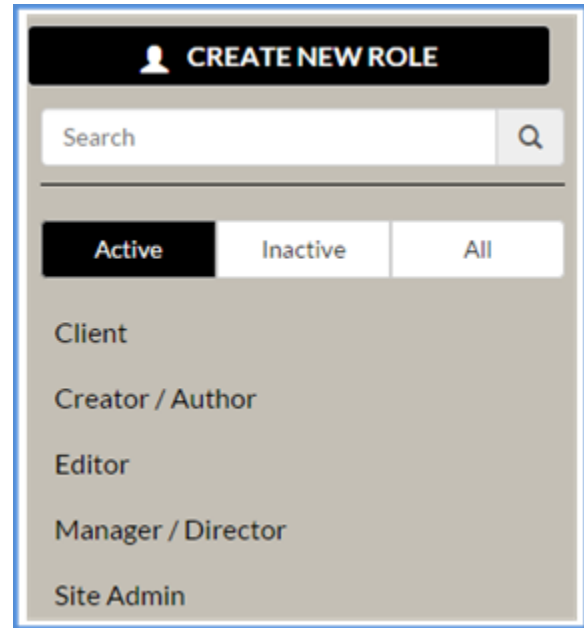
## Content Launch Quick Start Guide

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.

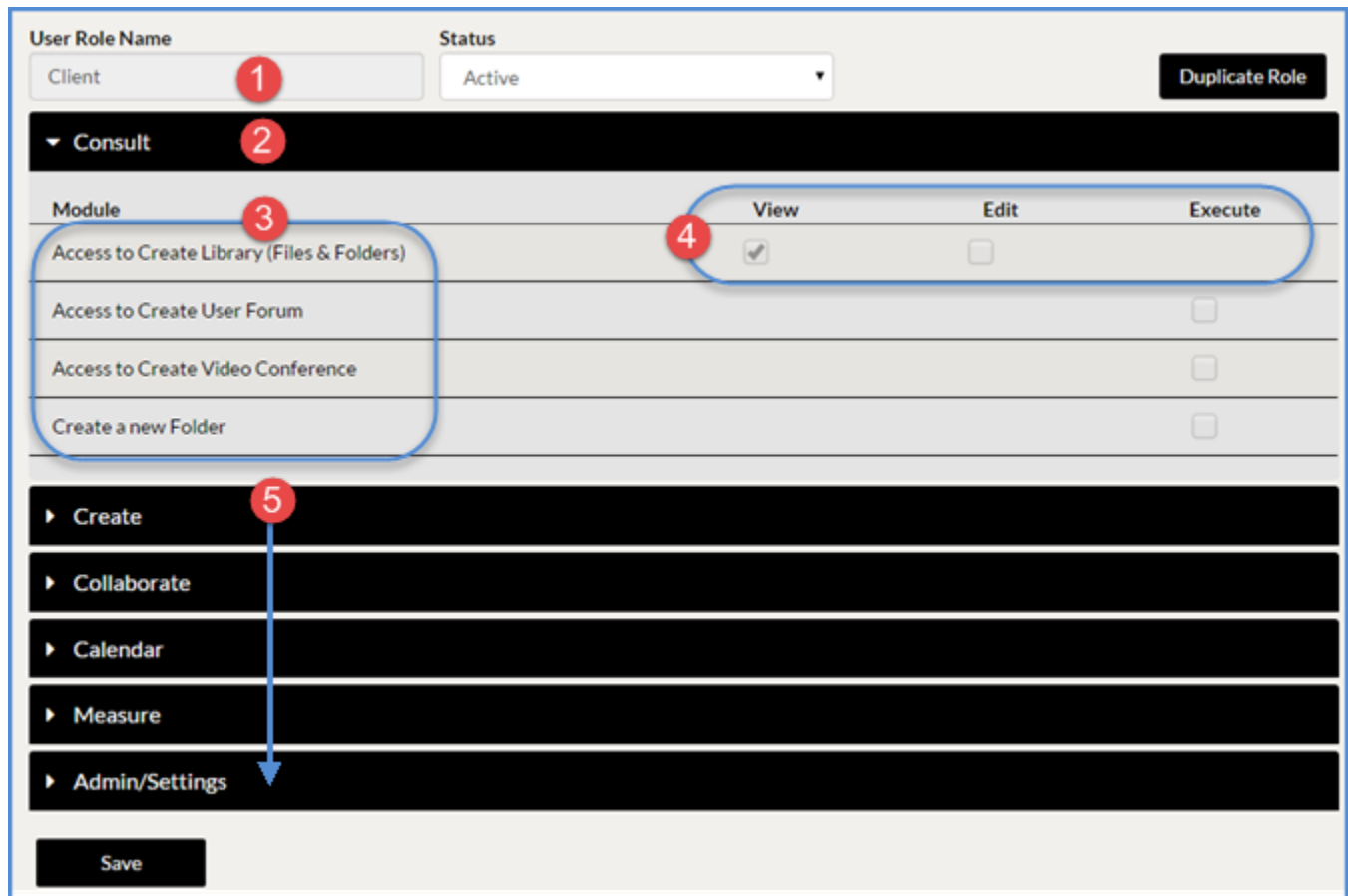
The capture below shows the client role (1) access for the Consult (2) module.

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.

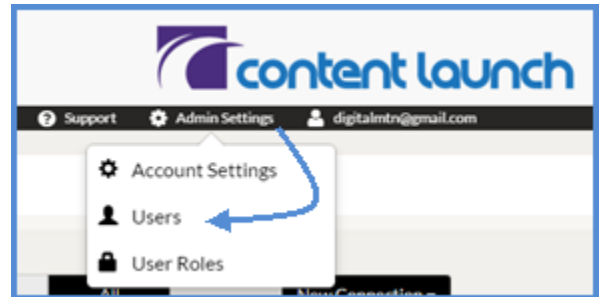
## Content Launch Quick Start Guide

### 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 somehow 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).

A screenshot of the 'CREATE NEW USER' form in the Content Launch application. The form is divided into two main sections. On the left is a side panel with a search bar and three tabs: 'Active' (selected), 'Inactive', and 'All'. Below the tabs is a list of users, with 'Samuel Clemens' (Creator / Author) highlighted. On the right is the user creation form, which includes fields for First Name, Last Name, Title, Email, Phone, Address 1, Address 2, City, Country, State / Prov, Status, and Role. The form also has 'Save', 'Cancel', and 'Delete' buttons at the bottom. Red numbered callouts (1-9) are placed throughout the interface to highlight specific features.

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.

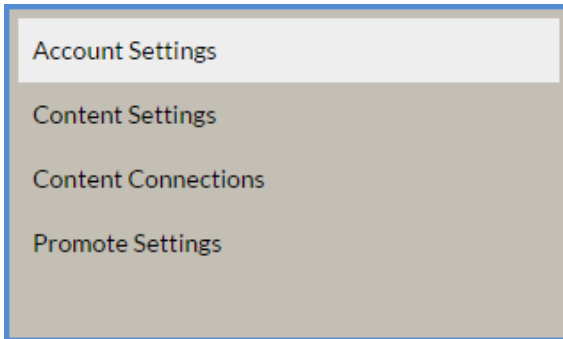
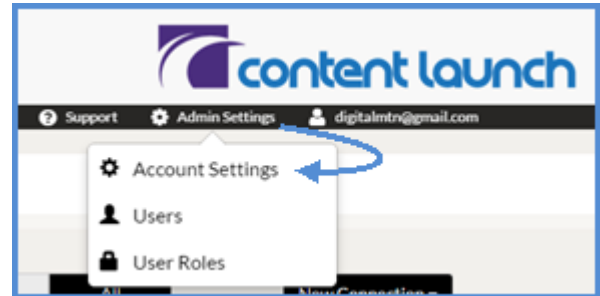
If you have multiple pages of user accounts, click on the page control (9) to cycle through the pages.

## 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.

**Account Settings**

Account Name: Digital Mountain Media, Inc. Status: Active

Address 1: 1712 Pioneer Ave Address 2: Suite 1780 City: Cheyenne

Country: USA State/Prov: Wyoming Postal Code: 82001

Email: digitalmtn@gmail.com Phone: 307-222-0493

**Subscription Info**

Monthly Payment (selected) Annual Payment (10% discount)

Account Auto Renew

Account Renewal/Expiration Date: [button: Renew Account] [button: Cancel Account]

**Tier 3**

Price / Month: \$700.00

Max # Users: 20

Training: Included

Additional Features: API, Premium Support, Custom Reporting, Advanced Security

[button: Compare Tiers]

**Our Content Strategy**

Promote new corporate website [input field]

Provide training for new Content Launch cloud client [input field]

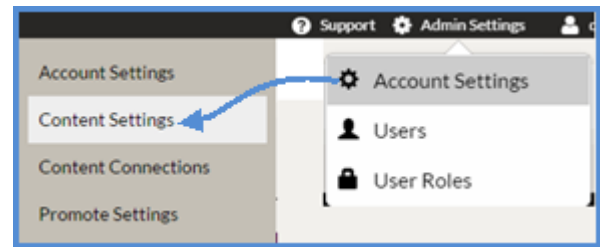
[button: Add Bullet]

**Payment Info**

## Content Launch Quick Start Guide

### 3.2.2 Content Settings

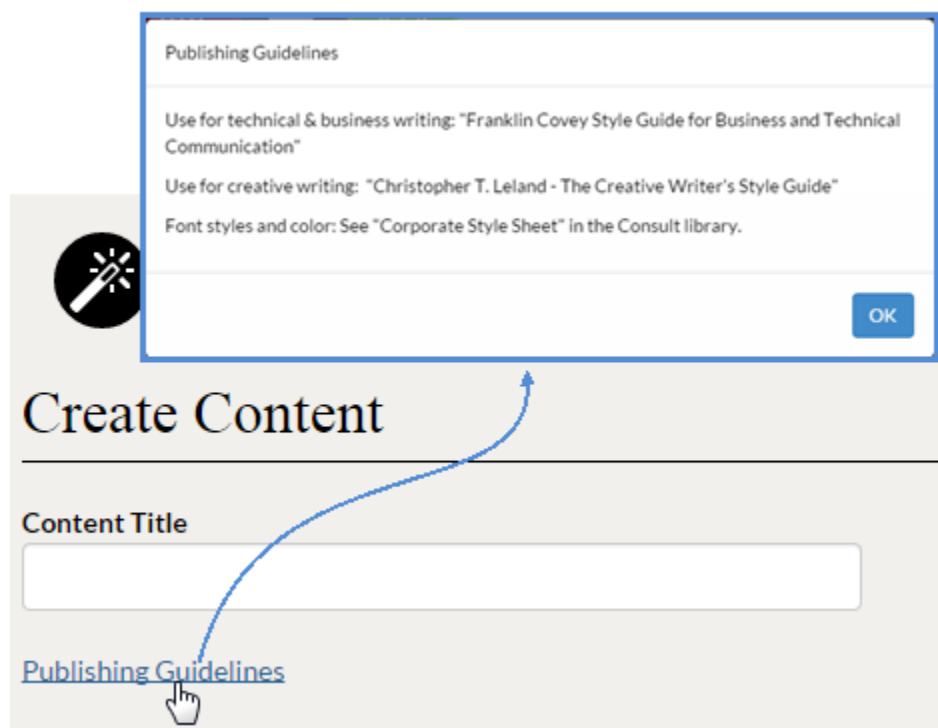
Content Settings allows you to input your publishing guidelines. These guidelines are accessible to users working in the Create module developing content.



Input your publishing guidelines here.

A screenshot of the 'Company Publishing Guidelines' form. The form has a title bar 'Company Publishing Guidelines' and a subtitle 'Enter Company publishing guidelines here. These will be available for users as they are creating Ideas and Content.' Below the subtitle is a rich text editor with a toolbar containing options for font family, font size, bold, italic, underline, strikethrough, text color, background color, link, unlink, image, video, code, and more. The text area contains the following content: 'Use for technical & business writing: "Franklin Covey Style Guide for Business and Technical Communication"', 'Use for creative writing: "Christopher T. Leland - The Creative Writer's Style Guide"', and 'Font styles and color: See "Corporate Style Sheet" in the Consult library.' At the bottom right of the text area, it says 'Words: 38'.

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





# Content Launch Quick Start Guide

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.

Click to edit

Personas/Buying Stage

These Personas and Buying Stages will be used in content and can be changed as needed. Click on any of the items in the table below to edit them.

New Persona

Name	Suspects	Leads	Prospects	Pending	Closed
VP Marketing	VP Mkt suspects text text	VP Mkt leads text text	VP Mkt prospects text text	VP Mkt pending text text	VP Mkt closed text text
CFO	CFO suspects text text text	CFO leads text text text	CFO prospects text text text	CFO pending text text text.	CFO closed text text text.
CIO	CIO suspects text text	CIO leads text text	CIO prospects text text	CIO pending text text	CIO closed text text.
CEO	CEO suspects text text text	CEO leads text text text	CEO prospects text text text	CEO pending text text text	CEO closed text text text

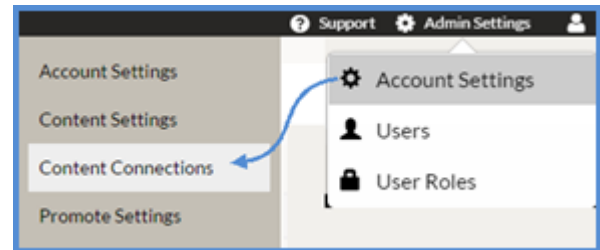
Save

Cancel

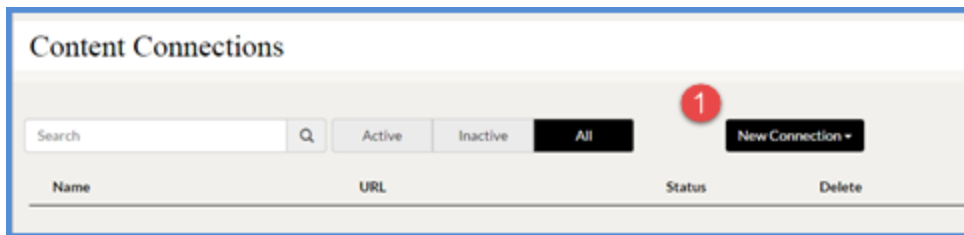
## Content Launch Quick Start Guide

### 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.

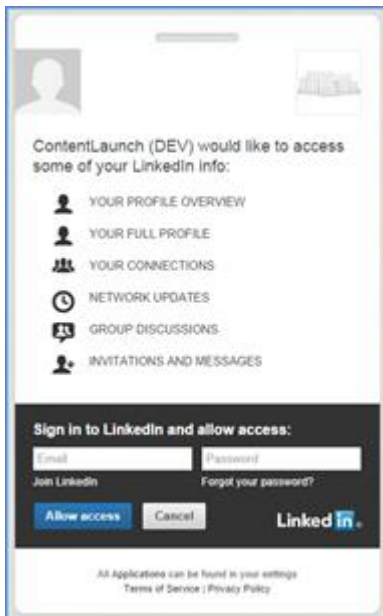
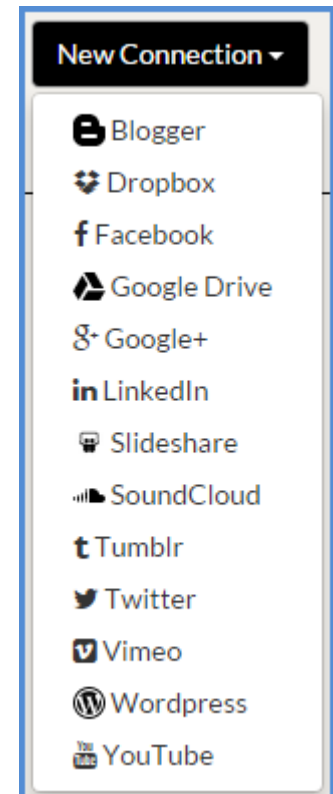


Start the process by clicking on the “New Connections” control (#1 below).



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.

# Content Launch Quick Start Guide

Connections established display as shown below.

Content Connections

Search

Q

Active

Inactive

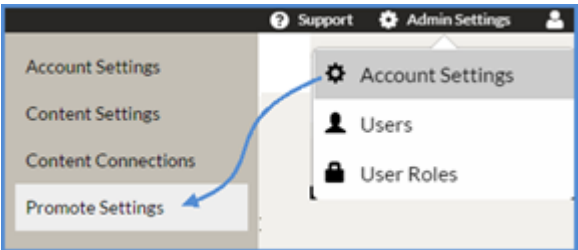
All

New Connection

Name	URL	Status	Delete
<div><div>Wayne F</div><div>Dropbox</div></div>	n/a	Active   Check Status	
<div><div>Goatee Haven</div><div>Facebook</div></div>	http://www.facebook.com/189	Active   Check Status	
<div><div>Wayne F</div><div>LinkedIn</div></div>	http://www.linkedin.com/pub/wayne-	Active   Check Status	
<div><div>Wayne F</div><div>YouTube</div></div>	https://plus.google.com/	Active   Check Status	

### 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.



Promote Settings

<div><div>Social</div><div>Social</div><div>through</div></div>	<div><div>Hootsuite</div><div>false</div></div>	<div>Check Status</div>	<div>1</div> <div>2</div> <div>Connect</div>
<div><div>Automation</div><div>Automation</div><div>through</div></div>	<div><div>act/on</div><div>false</div></div>	<div>Check Status</div>	<div>Connect</div>
<div><div>Automation</div><div>Automation</div><div>through</div></div>	<div><div>HubSpot</div><div>false</div></div>	<div>Check Status</div>	<div>Connect</div>
<div><div>Amplification</div><div>Amplification</div><div>through</div></div>	<div><div>outbrain</div><div>false</div></div>	<div>Check Status</div>	<div>Connect</div>

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

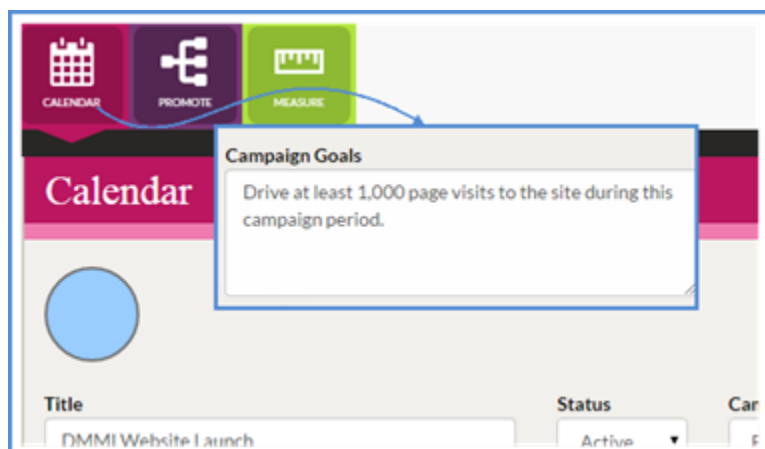
### 4 Create a Plan to Succeed

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*

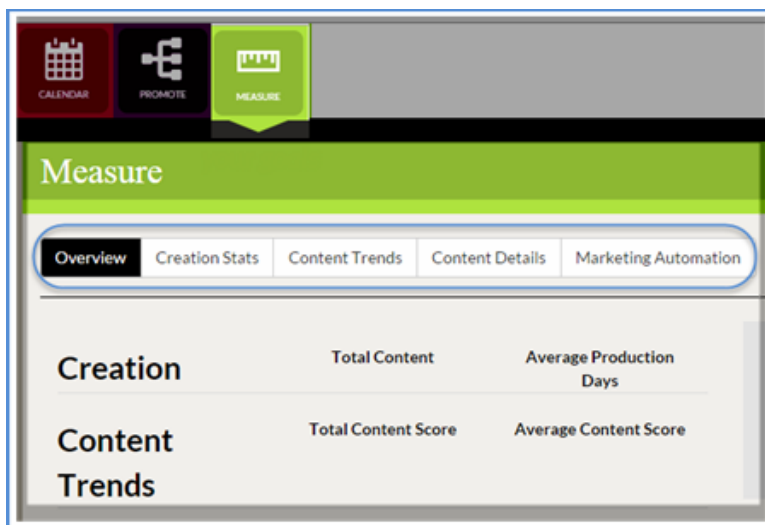
Launch your content to your target audience through all social networking, blogs and other Internet distribution nodes.

#### *Extend your reach*

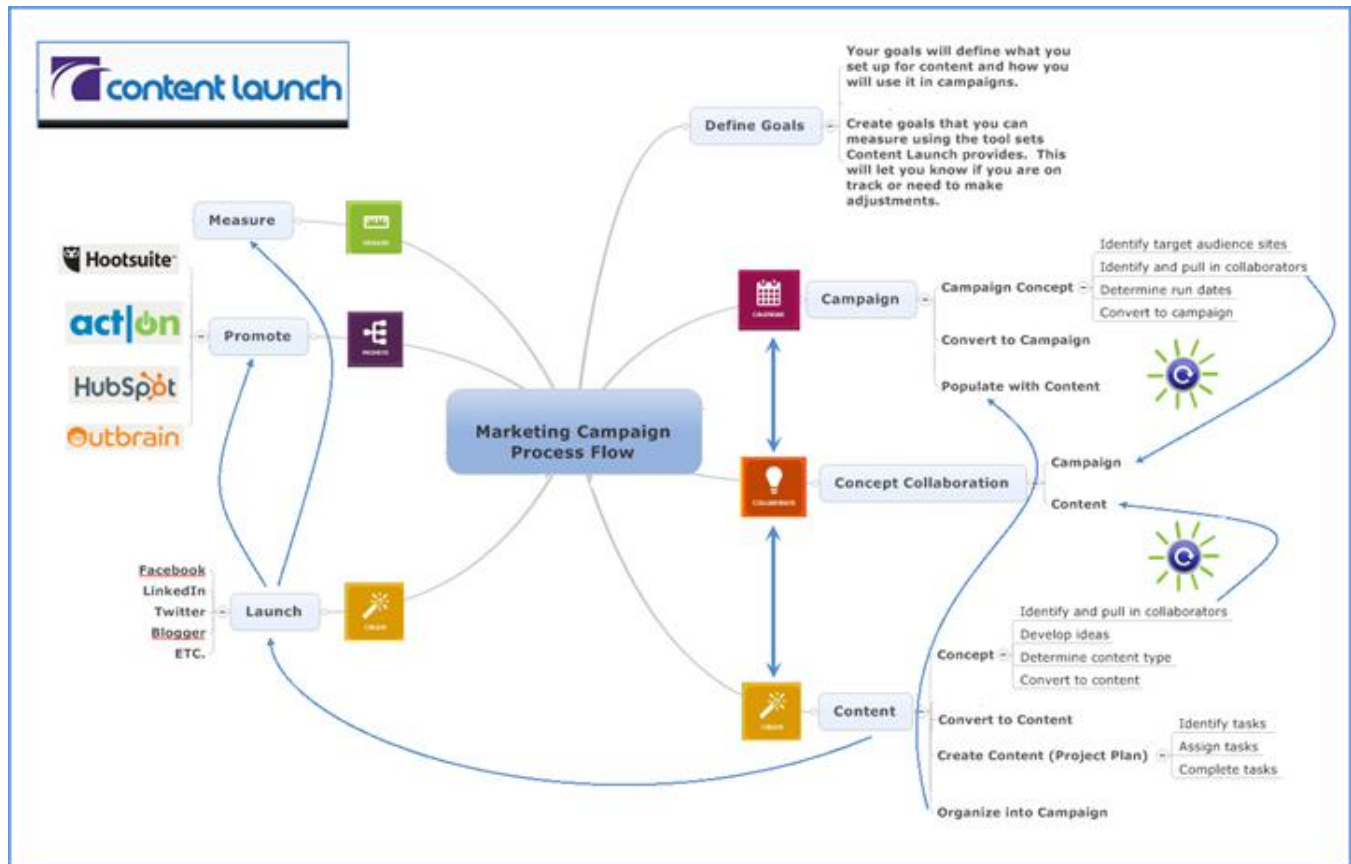
Extend your reach more by promoting the content through a variety of links on other websites.

#### *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.

## Content Launch Quick Start Guide

Activate the Calendar module by clicking its tool ribbon control.



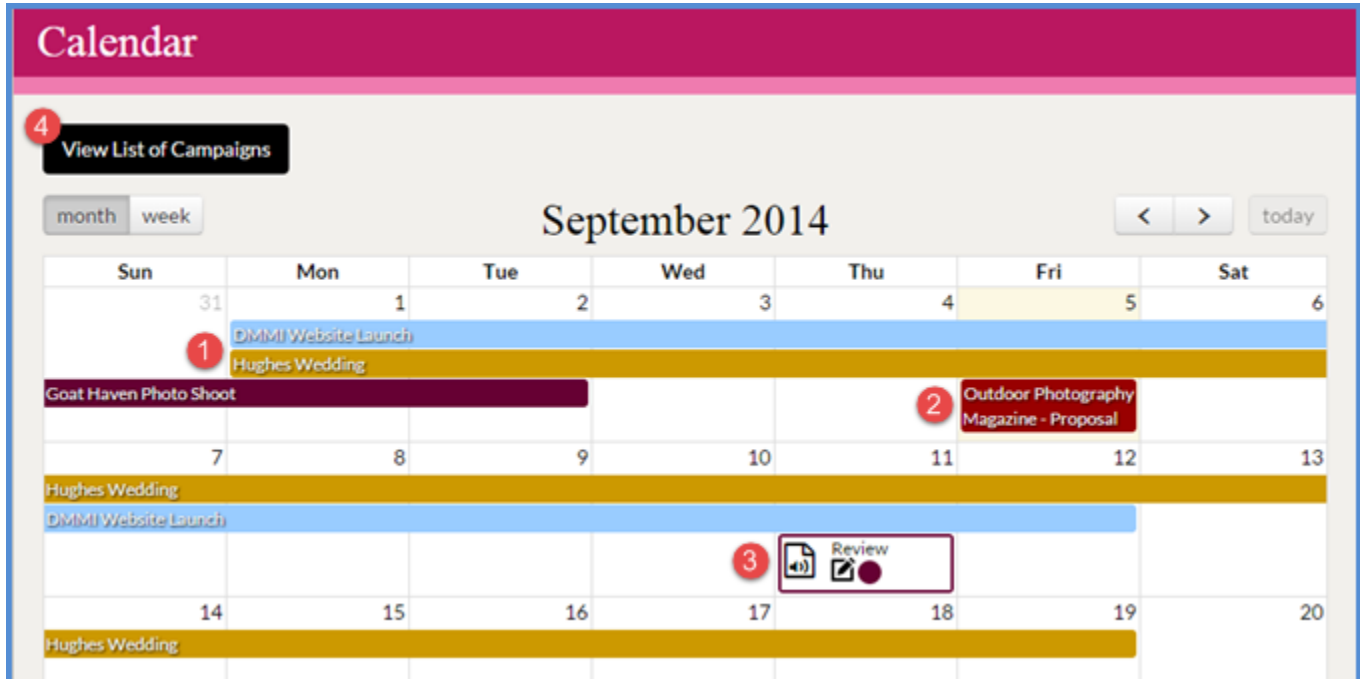
### 5.1.1 Calendar: Overview

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).



## Content Launch Quick Start Guide

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.

## Content Launch Quick Start Guide

The screenshot displays the 'Content Launch' interface. At the top, there's a 'Hide List of Campaigns' button (1). Below it, a toggle for 'Campaigns' (2) and 'Concepts' is shown, along with a download icon (3). A table lists three campaigns: 'DMMI Website Launch' (4), 'Goat Haven Photo Shoot', and 'Hughes Wedding'. Below the table is a calendar for September 2014. A colored dot (5) on the left side of the calendar corresponds to the 'DMMI Website Launch' campaign bar.

Title	Creator	Status	Start - End	Campaign Type
DMMI Website Launch	Wayne SA	Active	09/01/2014 - 09/13/2014	Event (Non Trade Show)
Goat Haven Photo Shoot	Wayne SA	Active	08/27/2014 - 09/03/2014	Product Launch
Hughes Wedding	DMMI MD-1	Active	09/01/2014 - 09/20/2014	Event (Non Trade Show)

September 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
DMMI Website Launch						
Hughes Wedding						
Goat Haven Photo Shoot						
Outdoor Photography Magazine - Proposal						
7	8	9	10	11	12	13
Hughes Wedding						
DMMI Website Launch						

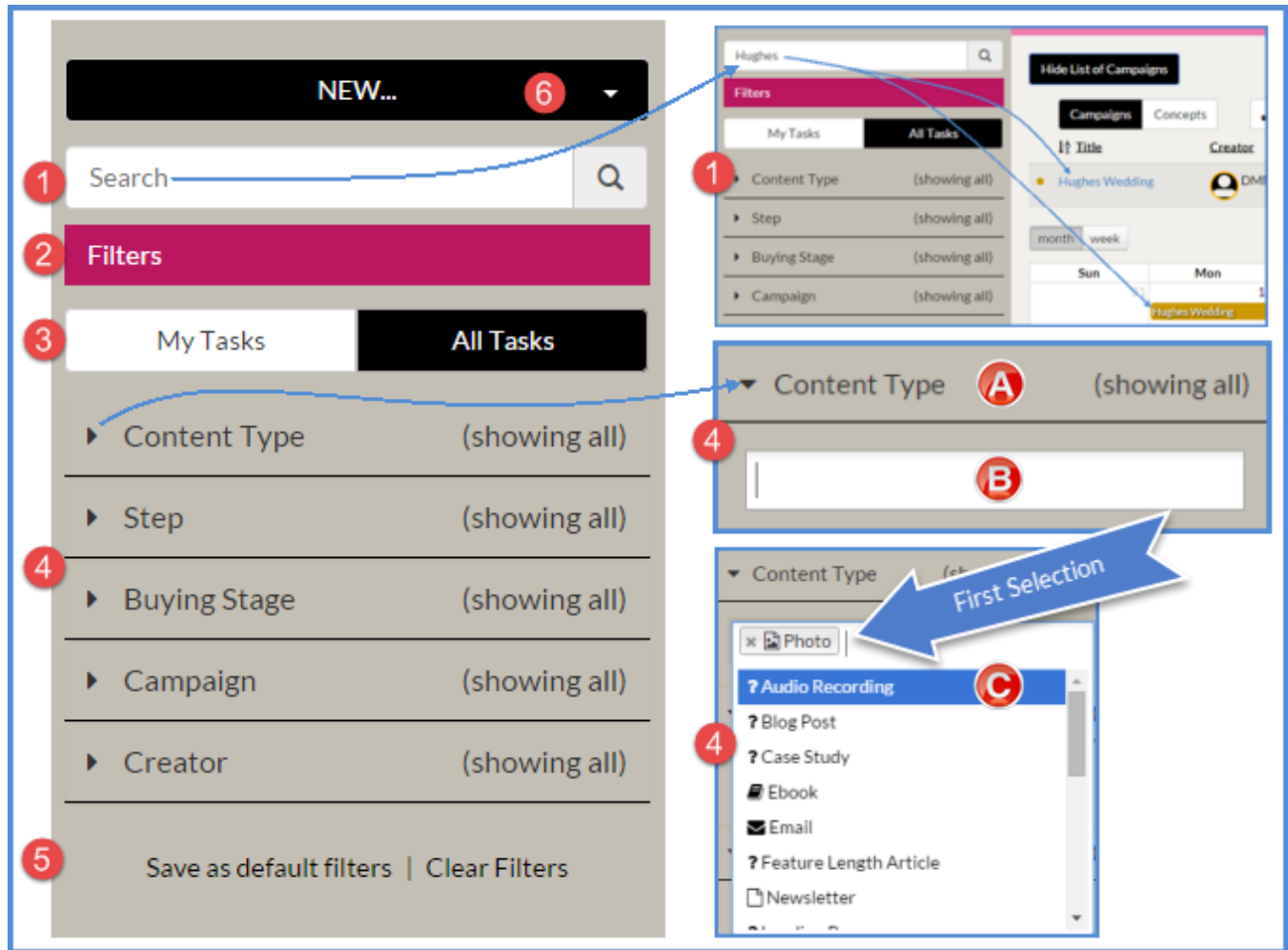
Review

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.



## Content Launch Quick Start Guide

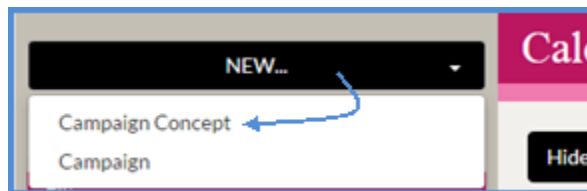


1. Search: Enter a few characters of the word you want to search on. In this example, the "Hughes" wedding campaign is selected, limiting the calendar item and listing on the campaign table to the campaign specified. This works for campaigns and tasks.
2. Filters: Title bar for a group of filter controls 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.

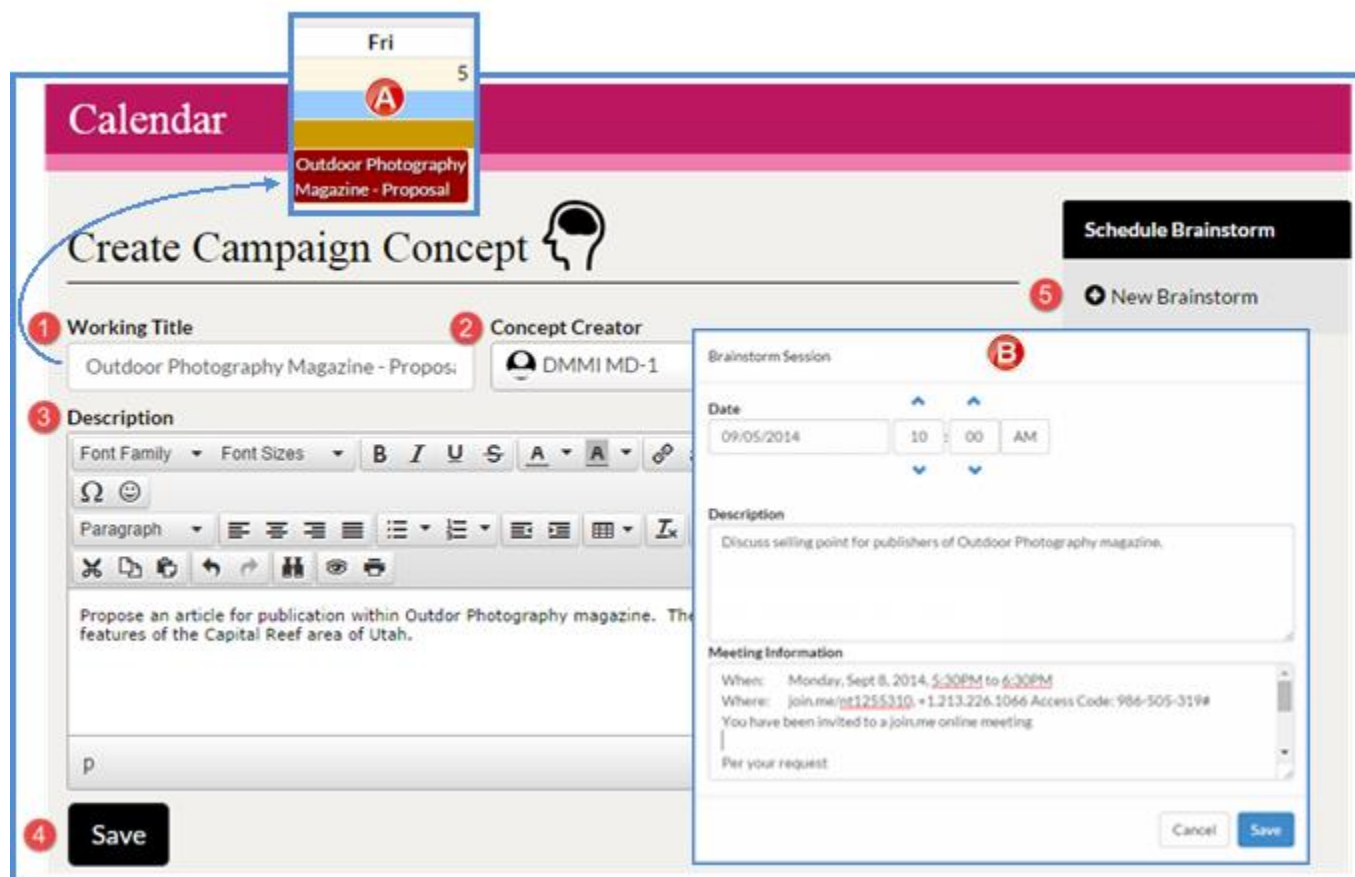
## Content Launch Quick Start Guide

### 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."



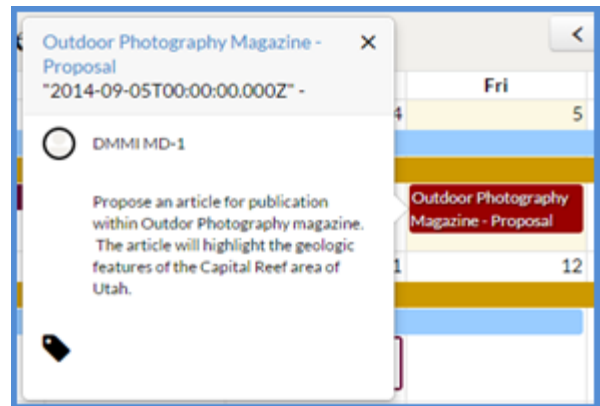
Click "NEW..." then select "Campaign Concept"



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.

## Content Launch Quick Start Guide

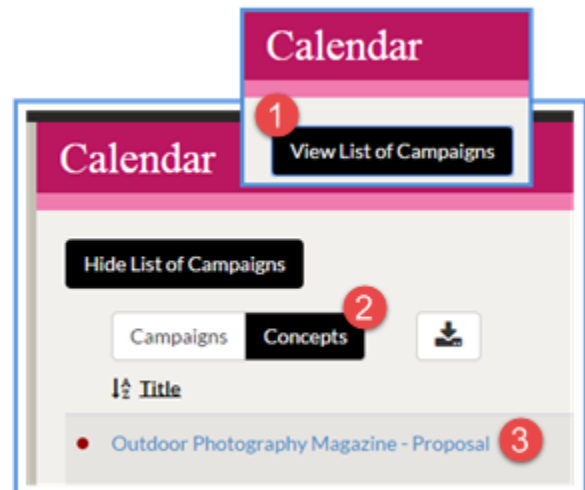
Once saved, the concept renders on the calendar positioned on the day it was created. Click the concept item on the calendar to expand its detail.



### 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.



## Content Launch Quick Start Guide

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.

**Calendar**

### Edit Campaign Concept

**Working Title**  
Outdoor Photography Magazine - Propose

**Concept Creator**  
DMMI MD-1

**Description**

Propose an article for publication within Outdoor Photography magazine. The article will highlight the geologic features of the Capital Reef area of Utah.

Words: 23

**Save** **View in Collaborate** **Convert to Campaign**

**Collaborators**

- Add Collaborator--
- DMMI Admin2
- DMMI CA
- DMMI ED

**Guest Collaborators**

- Wayne Fin  
Awaiting Reply

**Schedule Brainstorm**

- Outdoor photography proje...
- New Brainstorm

**Discussion**

**Send**

Collaborators can communicate with one another via the concept forum.

**Discussion**

DMMI MD-1: Ed, I see that the guest collaborator has been invited. Is he coming on board? 09/10/2014 02:12:13 PM

DMMI ED: Yes, MD. He informed me this morning he received the invite and wants to participate. He is traveling now, but said he will send his reply this afternoon. 09/10/2014 02:15:52 PM

**Send**

### 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.

**Calendar**

### Edit Campaign Concept

**Working Title**  
Outdoor Photography Magazine - Propose

**Concept Creator**  
DMMI MD-1

**Description**

Propose an article for publication within Outdoor Photograph Utah.

**Save** **Convert to Campaign**

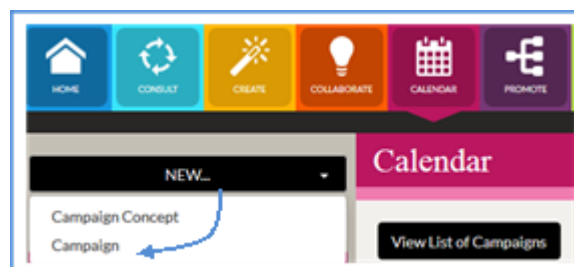
## Content Launch Quick Start Guide

### 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).

The main form is titled 'Calendar' in a pink header. It contains several sections: 'Concept' with fields for 'Title' (1), 'Status' (set to 'Active'), and 'Campaign Type' (2); a 'Collaborators' section with an '--Add Collaborator' button (3); 'Start Date' and 'End Date' fields (4); a 'Description' section with a rich text editor (5) and a 'Campaign Goals' text area; 'Tags (comma separated)' field; 'Contact' and 'Partners' fields; and a bottom section with 'Save' and 'Cancel' buttons (6). A dropdown menu for 'Campaign Type' is open, showing a list of options including 'Event (Non Trade Show)', 'Advertising Campaign', 'Branding Promotion', 'Content Marketing Campaign', 'Customer Nurture', 'Email Nurture Campaign', 'Partner Event', 'Podcast Series', 'Product Launch', 'Sales Campaign', 'Thought Leadership Series', 'Trade Show Event', and 'Webinar'. A blue arrow points from the 'Event (Non Trade Show)' option in the dropdown to the 'Campaign Type' field.

## Content Launch Quick Start Guide

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.

## Content Launch Quick Start Guide

### Calendar

Concept

Title

DMMI Website Launch

Status

Active

Campaign Type

Event (Non Trade Show)

Start Date

09/01/2014

End Date

09/12/2014

Description

Font Family

Font Sizes

**B** *I* U ~~S~~

A A

Ω ☺

Paragraph

☰ ☷ ☹ ☶ ☸ ☹

↶ ↷ ↺ ↻

Campaign to announce the creation of new photography website.

p Words: 9

Campaign Goals

Drive at least 1,000 page visits to the site during this campaign period.

Collaborators

--Add Collaborator--

DMMI Admin2

DMMI CA

DMMI ED

DMMI MD-1

Tags (comma separated)

Attach a File

Choose Files

No file chosen

Contact

Partners

Speaker Name

☐ Is This a Series?

Save

Delete

Cancel

Content

Content

Concepts

Archived

Title

Author

Persona

Buying Stage

Current Step

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)

## Content Launch Quick Start Guide

Content					
Content		Concepts	Archived		
Title	Author	Persona	Buying Stage	Current Step	
<input type="checkbox"/> OR Beach Photo	Wayne SA				Promote
<input type="checkbox"/> Tweet 2	Wayne SA				Promote
<input type="checkbox"/> Website Announcement	Wayne SA	CFO			Promote
<input type="checkbox"/> Website Announcement	Wayne SA	CFO			Promote

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.

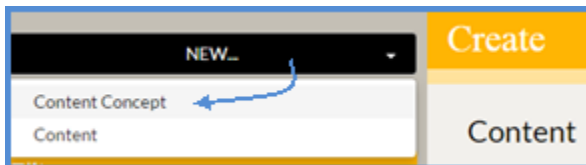


#### 5.2.1 Create: Overview

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."



## Content Launch Quick Start Guide

This opens the content concept form as shown below.

The screenshot shows a web interface for creating a content concept. At the top is a yellow header with the word 'Create'. Below it is a section titled 'Create Content Concept' with a brain icon. The form is divided into several sections: 'Working Title' (1), 'Content Type' (2), 'Campaign' (3), and 'Content Creator' (4). To the right of these fields are two buttons: 'Guest Collaborators' (6) and 'Schedule Brainstorm' (7), with a 'New Brainstorm' link below. The 'Description' section (5) features a rich text editor with various formatting tools and a large text area. At the bottom left is a 'Save' button, and at the bottom right is a 'Words: 0' counter.

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.

## Content Launch Quick Start Guide

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

The screenshot shows the 'Create' interface for editing a content concept. The interface is divided into several sections:

- Header:** 'Create' in a yellow bar.
- Form Fields:**
  - Working Title:** Text input field with 'Website Announcement'.
  - Content Type:** Dropdown menu with 'Blog Post' selected.
  - Campaign:** Dropdown menu with 'Select Campaign'.
  - Content Creator:** Dropdown menu with 'Wayne SA' selected.
- Description:** Rich text editor with a toolbar and a text area containing 'Create a blog post announcing the web site.'.
- Collaborators:** Section with a dropdown menu labeled '--Add Collaborator--'.
- Guest Collaborators:** Section with a dropdown menu.
- Schedule Brainstorm:** Section with a button labeled 'New Brainstorm'.
- Buttons:** 'Save', 'View in Collaborate' (with a lightbulb icon), and 'Convert to Content' (with a magic wand icon).
- Files:** Section labeled 'Files (0 files)' with an 'Add a File' button.
- Discussion:** Section labeled 'Discussion' with a text input field and a 'Send' button.

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.

## Content Launch Quick Start Guide

### 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 screenshot displays the 'Create' interface of the Content Launch system. It is divided into three main sections:

- Tasks (1):** A sidebar on the left with a 'Create' button (due 09/10/2014), 'Review' (due 09/17/2014), 'Launch' (due 09/24/2014), and 'Promote' (due 10/01/2014) buttons. Below these is an 'Activity' section (2) showing a list of events: 'DMMI CA added as a collaborator in 09/06/2014', 'DMMI ED added as a collaborator in 09/06/2014', 'DMMI MD-1 added as a collaborator in 09/06/2014', and 'Wayne SA converted 09/06/2014'.
- Create (3):** The main workspace. At the top, it shows a 'Concept' for 'Create a blog post announcing the web site.' Below this is the 'Create Content' form. The form includes fields for 'Content Title' (with 'Website Announcement' and a 'Publishing Guidelines' link), 'Content Type' (set to 'Blog Post'), and 'Content Creator' (set to 'Wayne SA'). There is a 'Content Destinations' section with a 'Select Content Connection' dropdown. A rich text editor with a toolbar (including font family, size, bold, italic, underline, link, unlink, image, video, and media tools) is present. The editor contains the text 'Create a blog post announcing the web site.' and a word count of 'Words: 6'. Below the editor are fields for 'Meta-Tag Description' and 'Meta-Tag Keywords (separate by comma)'. At the bottom, there is a 'Send' button.
- Collaborators:** A sidebar on the right showing a list of collaborators: 'DMMI CA', 'DMMI ED', and 'DMMI MD-1', each with a profile icon and a share icon. A 'Need Help Developing Your Content?' link is also present.

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.

## Content Launch Quick Start Guide

### Development

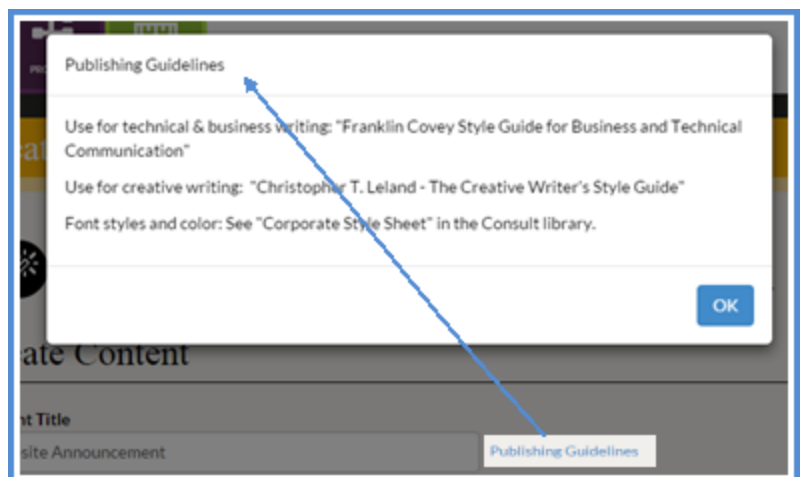
Here is a more detailed look at the top portion of the "Create Content" form.

The screenshot shows the 'Create Content' form with the following elements and numbered callouts:

- 1 Concept:** A field for the concept, containing the text "Create a blog post announcing the web site."
- 2 Content Title:** A text input field containing "Website Announcement".
- 3 Publishing Guidelines:** A link to view publishing guidelines.
- 4 Content Type:** A dropdown menu set to "Blog Post".
- 5 Content Creator:** A dropdown menu set to "Wayne SA".
- 6 Content Destinations:** A dropdown menu set to "Select Content Connection".
- 7 Scribe:** A button labeled "Scribe" with a red circle containing the number 7, and an "Analyze Content" button next to it.

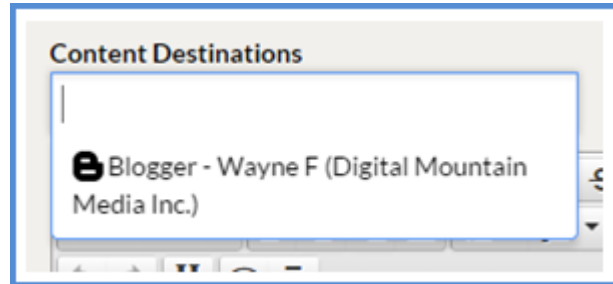
Below the callouts is a rich text editor with a toolbar and a text area containing the same text as the concept field: "Create a blog post announcing the web site." The bottom right corner shows "Words: 8".

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.



## Content Launch Quick Start Guide

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

A screenshot of a web application form titled "Content Launch Quick Start Guide". The form contains several input fields and buttons. The fields are: "Tags (separate by comma)" (1), "Related Content (separate by comma)" (2), "Buying Stage" (3), "Persona" (4), "Campaign" (5), "Secondary Buying Stage" (3), and "Secondary Persona" (4). The buttons are: "Save", "Submit for Review", "Delete", "Cancel" (6), and "Add a File" (7). The "Add a File" button is located next to a "Files" section that shows "(0 files)" and "No Files".

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.

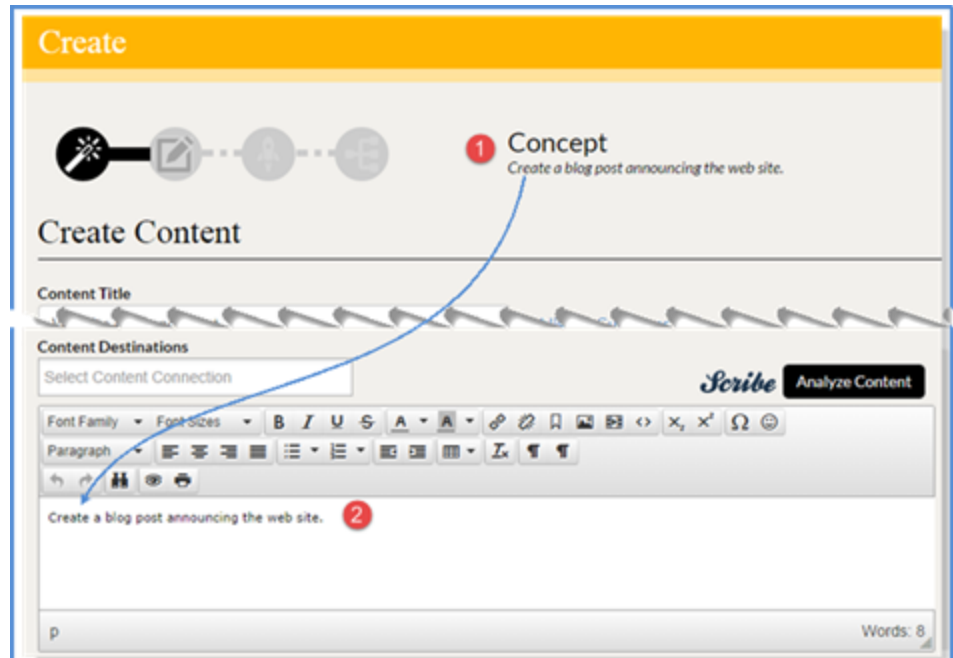
## Content Launch Quick Start Guide

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

## Content Launch Quick Start Guide

### *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.



## Content Launch Quick Start Guide

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

The screenshot shows the 'Content Launch' form with the following fields and annotations:

- Content Type:** Set to 'Blog Post' (Annotation 1).
- Content Creator:** Set to 'Wayne SA'.
- Content Destinations:** Set to 'Blogger - Wayne F (Digital Mountain Media Inc.)' (Annotation 2).
- Text Editor:** Contains the text 'Emerging Fine Art Photography Website Under Development' and a paragraph about DMMI's website. A 'Scribe Analyze Content' button is visible (Annotation 6).
- Meta-Tag Description:** Set to 'SEO for Internet Photography' (Annotation 4). A blue double-headed arrow labeled 'For SEO' points to this field.
- Meta-Tag Keywords:** Set to 'Photography, Website, Photo, landscape photography, art, fine art photography, photo gallery, photo' (Annotation 5).
- Tags:** Set to 'Photography, Landscape, Art'.
- Related Content:** Empty field.

A blue cloud-shaped callout box states: 'Tags relate to your content within Content Launch.'

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.

The snippet shows the 'Secondary Buying Stage' form with the following elements:

- A dropdown menu labeled 'Select Secondary Buying Stage'.
- 'Save' and 'Submit for Re' buttons.
- A 'Files' section showing '(0 files)'.

# Content Launch Quick Start Guide

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

CREATE

COLLABORATE

CALENDAR

PROMOTE

MEASURE

content launch

SupportAdmin SettingsWayne SA

Create

Content Analysis

The following is list of recommendations to improve the findability of your content on major search engines. Edit your content and click the "Analyze Content" button at any time to review the effects your edits have on the content analysis SEO score.

Overall	Content	Analysis & Recommendations
42	Readability	Very Difficult
	Document Score	62
	Keyword Analysis	<div>"art photography"<ul style="list-style-type: none"><li>While your copywriting is strong, consider writing more about this topic on your site and/or use this term more frequently in your content.</li><li>Keyword Score: 3.84</li><li>Keyword Density: 6.98</li><li>Keyword Importance: Primary</li><li>Search Volume: 161300</li></ul></div> <div>"website announcement"<ul style="list-style-type: none"><li>While your copywriting is strong, consider writing more about this topic on your site and/or use this term more frequently in your content.</li><li>Keyword Score: 4.21</li><li>Keyword Density: 4.65</li><li>Keyword Importance: Primary</li><li>Search Volume: 1540</li></ul></div>

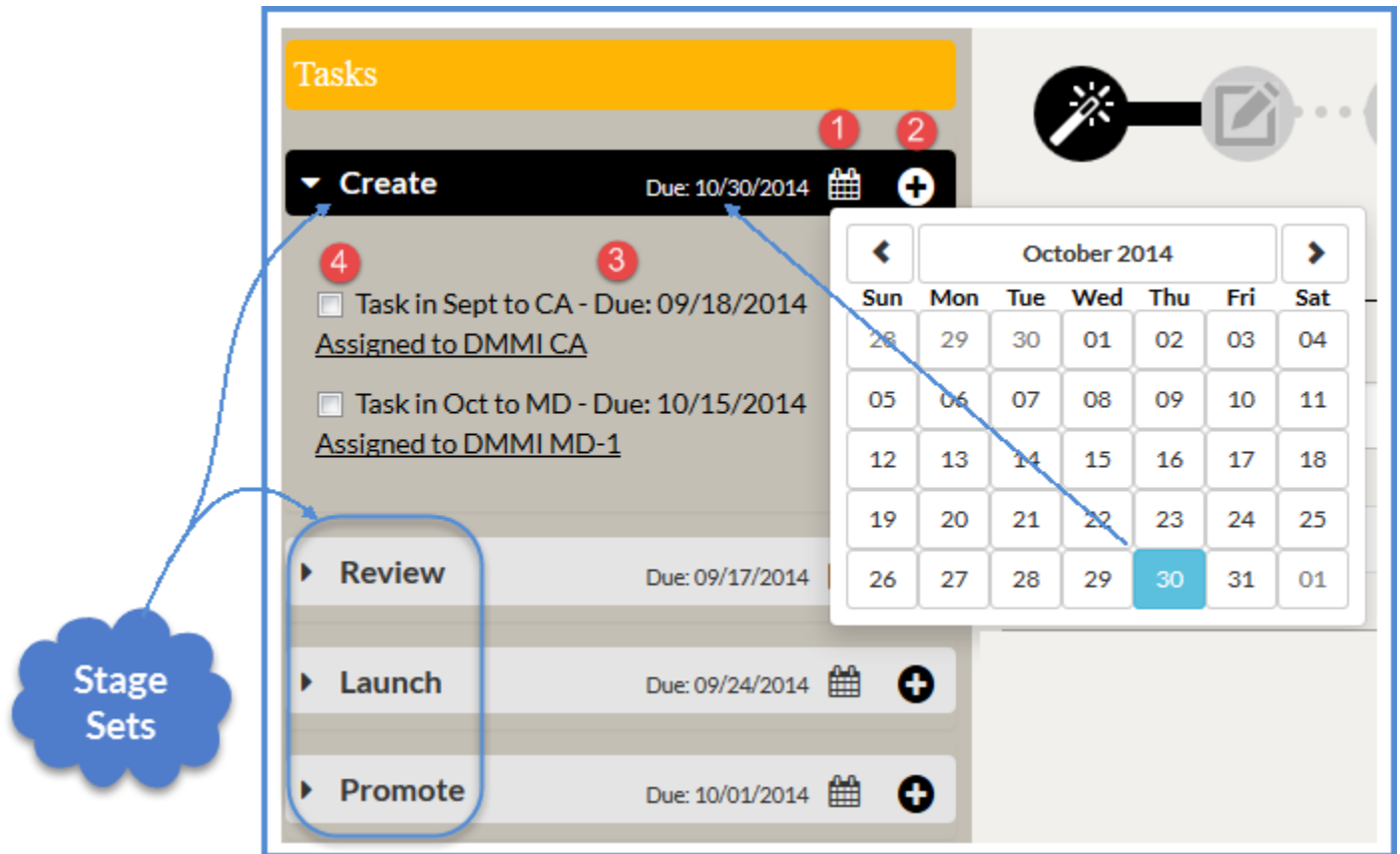
Close

09/06/2014We are finishing the photo gallery for exhib fine art

## Content Launch Quick Start Guide

### 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).

Edit Task

**Task Name**  
Task in Sept to CA

**Assigned To**  
DMMI CA

**Due Date**  
09/18/2014

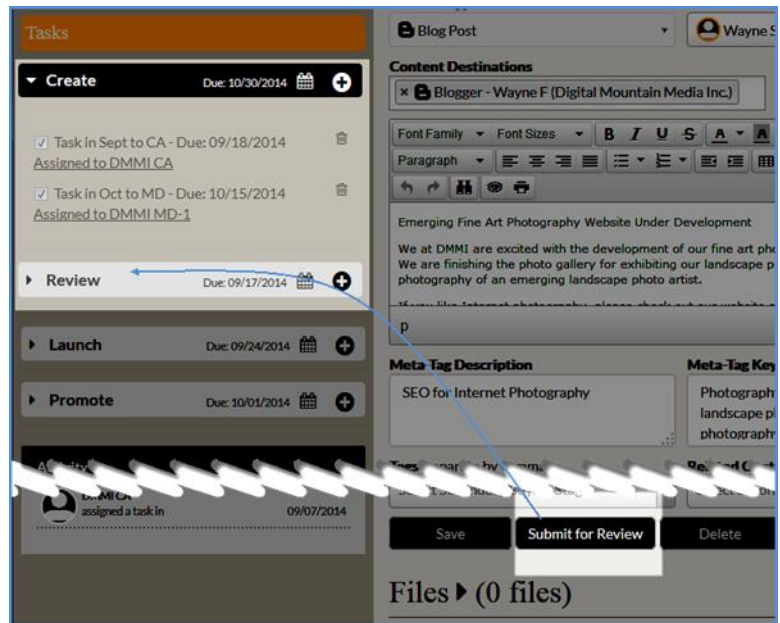
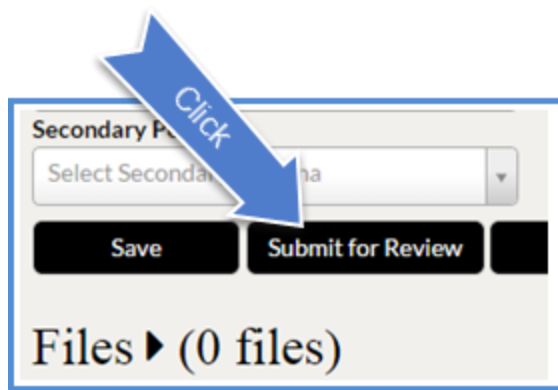
Save and New Save and Close Cancel

## Content Launch Quick Start Guide

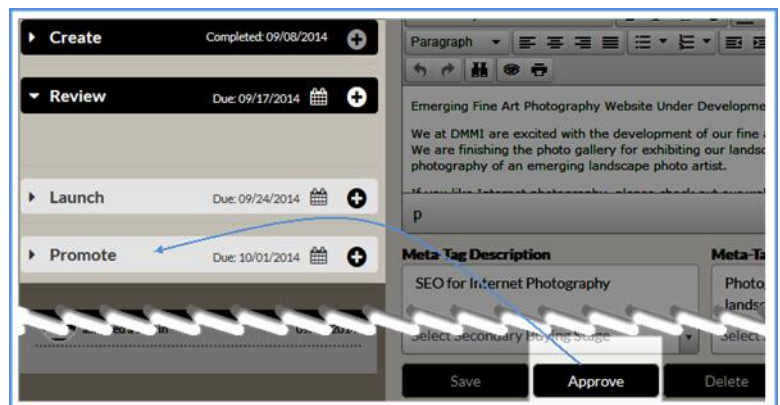
### Launch

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.

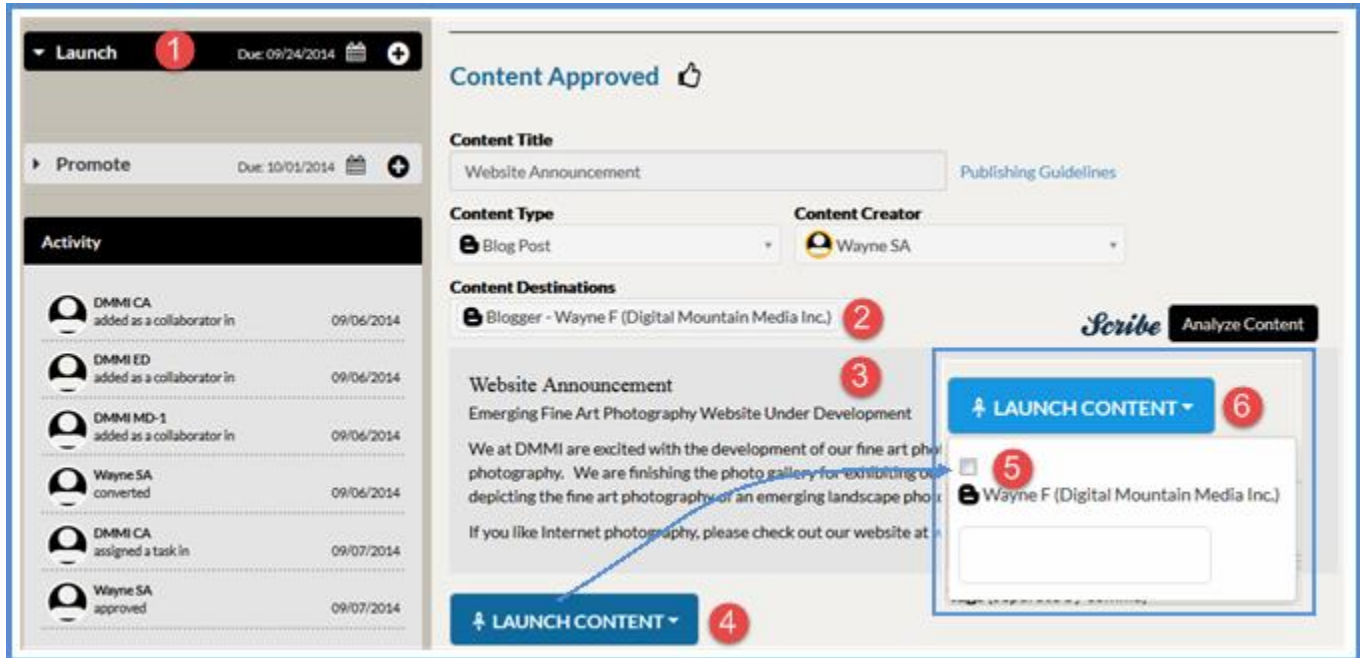


Once all of the approvals have been made and you are ready for the next step, click on "Approve." Note that in this example there are no task assignments under review so just click the control to advance.



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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.

## Content Launch Quick Start Guide

**Content Destinations**  
Blogger - Wayne F (Digital Mountain Media Inc.)

*Scribe* **Analyze Content**

### Website Announcement

Emerging Fine Art Photography Website Under Development

We at DMMI are excited with the development of our fine art photography website for displaying beautiful photography. We are finishing the photo gallery for exhibiting our landscape photography. We have several photos depicting the fine art photography of an emerging landscape photo artist.

If you like Internet photography, please check out our website at [www.digitalmtnmedia.com](http://www.digitalmtnmedia.com).

**PROMOTE CONTENT** **LAUNCH CONTENT**

✓ **Posted to Wayne F (Digital Mountain Media Inc.)** @ [Link](#) Amplify

Success! Content arrives at designated destination.

Digital Mountain Media Inc.

Classic Flipcard Magazine Mosaic Sidebar Snapshot Timeslide

SEP 7

### Website Announcement

Emerging Fine Art Photography Website Under Development

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If you like Internet photography, please check out our website at [www.digitalmtnmedia.com](http://www.digitalmtnmedia.com).

Posted 2 minutes ago by Wayne F

0 0 0

Add a comment

### 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



## Content Launch Quick Start Guide

### 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.

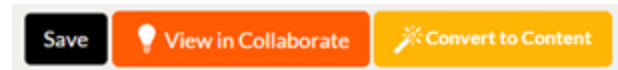
The screen shot below is a sample of the default opening view when opened by the module ribbon control. The Grid View is active upon opening. You can change the view to a list table (1). If you have internal collaborators associated with the concept, they display under the concept title (2). Open the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





## Content Launch Quick Start Guide

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."

A screenshot of a web application interface. At the top right is a black button labeled "View All Concepts". Below this is a grey header section titled "Website Announcement". Inside this header, there are three fields: "Content Type" with the value "Blog Post", "Campaign" with the value "DMMI Website Launch", and "Concept Creator" with the value "Wayne SA". Below these fields is a "Description" label and a yellow button with a magic wand icon labeled "View in Create". The main section is titled "Find External Influencers via Traackr" with a red circle containing the number "1" next to it. Below this title is a search bar with the placeholder text "Search for New Influencers (keyword search, comma separated)" and a black "Search" button. The next section is titled "Invite Guest Collaborators". To the right of this title is a dropdown menu with "LinkedIn" selected, a red circle with the number "2" next to it, and a list of options: "LinkedIn" (highlighted in blue) and "Twitter" (with a red circle containing the number "3" next to it). Below the dropdown are two expandable sections, each starting with a right-pointing triangle and the text "LinkedIn Connections".

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.

## Content Launch Quick Start Guide

### 5.3.2 Find Influencers Via Traackr

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

### Find External Influencers via Traackr

Search for New Influencers (keyword search, comma separated)

photography website design 1 Search

	Name	Primary Affiliation	Reach	Resonance <span>3</span>	Relevance	Connections <span>4</span>
<input type="checkbox"/>	Morgan Brown	Full Stack Marketing	0.9	0.79	0.31	in
<input type="checkbox"/>	Eric Tremblay	Universite du Quebec en Outaouais	0.57	0.47	0.34	in
<input checked="" type="checkbox"/>	Jared Polin <span>2</span>	FroKnowsPhoto.com	1.0	0.97	0.27	in
<input type="checkbox"/>	Terry White	Terry White Photography	0.99	0.76	0.31	in
<input checked="" type="checkbox"/>	Marc Silber	Silber Studios	0.95	0.83	0.29	in
<input type="checkbox"/>	Eric John Kim	Eric Kim Street Photography	0.95	0.49	0.3	
<input checked="" type="checkbox"/>	Bogdan Sandu	BAW Media	0.9	0.49	0.6	in

Tag Users 5




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.

## Content Launch Quick Start Guide

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



### Find External Influencers via Traackr

Tagged Users

Name	Primary Affiliation	Reach	Resonance	Relevance	Connections
✓  Jared Polin	FroKnowsPhoto.com	1.0	0.97	0.27	<a href="#">in</a> <a href="#">t</a>
✓  Marc Silber	Silber Studios	0.95	0.83	0.29	<a href="#">in</a> <a href="#">t</a> <a href="#">t</a>
✓  Bogdan Sandu	BAW Media	0.9	0.49	0.6	<a href="#">in</a> <a href="#">t</a>

Search for New Influencers (keyword search, comma separated)

photography website design

  
  
**Join LinkedIn and ac**  
As a LinkedIn member, you'll









### 5.3.3 Invite Guest Collaborators

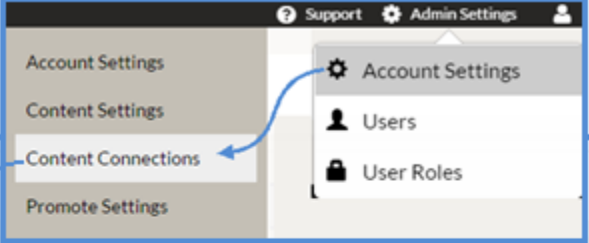
You can use the LinkedIn and Twitter accounts that you connected to in "Content Connections" to contact them inviting them as guest collaborators.

### Set up by your site admin

#### Content Connections

Search   Active Inactive All New Connection ▾

Name	URL	Status	Delete
 Wayne F Dropbox	n/a	Active   Check Status	
 Goatee Haven Facebook	<a href="http://www.facebook.com/189">http://www.facebook.com/189</a>	Active   Check Status	
 Wayne F LinkedIn	<a href="http://www.linkedin.com/pub/wayne-">http://www.linkedin.com/pub/wayne-</a>	Active   Check Status	
 Wayne F YouTube	<a href="https://plus.google.com/">https://plus.google.com/</a>	Active   Check Status	



- Account Settings
- Content Settings
- Content Connections
- Promote Settings

- Account Settings
- Users
- User Roles

## Content Launch Quick Start Guide

Invite Guest Collaborators

LinkedIn

LinkedIn

Twitter

LinkedIn Connections

Items per page: 10 1 to 1 of 1

Name	Position	Industry
<input checked="" type="checkbox"/> George Goa	Support Engineer at Live Communications, Inc	Telecommunications

Hide Sent Requests

Invite Selected

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.

Invite to Collaborate

Recipients

George Goa

Message

My team of photographers are putting our work together on a website. Would you like your work posted on it?

7 characters

This message will be sent to the chosen Followers along with a link to become a collaborator

Go Back Send

### 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.

The screenshot shows the 'Promote' module in the Content Launch interface. The top navigation bar includes icons for Home, Connect, Create, Collaborate, Calendar, Promote, and Publish. The 'Promote' module is active, showing a 'Promote Content' table with columns for Title, Author, Persona, Buying Stage, Current Step, and Promotion. A row for 'Website Announcement' by 'Wayne SA' is visible, with a 'Promote' button highlighted. A blue arrow points from this button to the 'Promote Settings' dialog box below.

The 'Promote Settings' dialog box shows configuration options for different promotion methods:

Method	Through	Service	Status	Action
Social	Social through	Hootsuite	false	Check Status / Connect
Automation	Automation through	act on	false	Check Status / Connect
	Automation through	HubSpot	false	Check Status / Connect
Amplification	Amplification through	Outbrain	false	Check Status / Connect

An example of this type of promotion onto other sites

The screenshot shows a Microsoft News article page. The article is titled 'Go to pieces: Amazing Lego creations' and features a large image of a Lego creation. The article is dated September 7, 2014, at 9:13 PM. The page includes a search bar, navigation links for various topics, and a list of related articles. A promotion for the Lincoln MKC is visible on the right side of the page.

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.

