
Trackr

Why You Should Involve People In Your Content Strategy

@mainwilk

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“The worst thing to happen to marketing was marketers who never understood that people matter.”

Kathy Klotz-Guest



@mainwilk

Producing content takes a lot of time!

9am

12pm

3pm

6pm

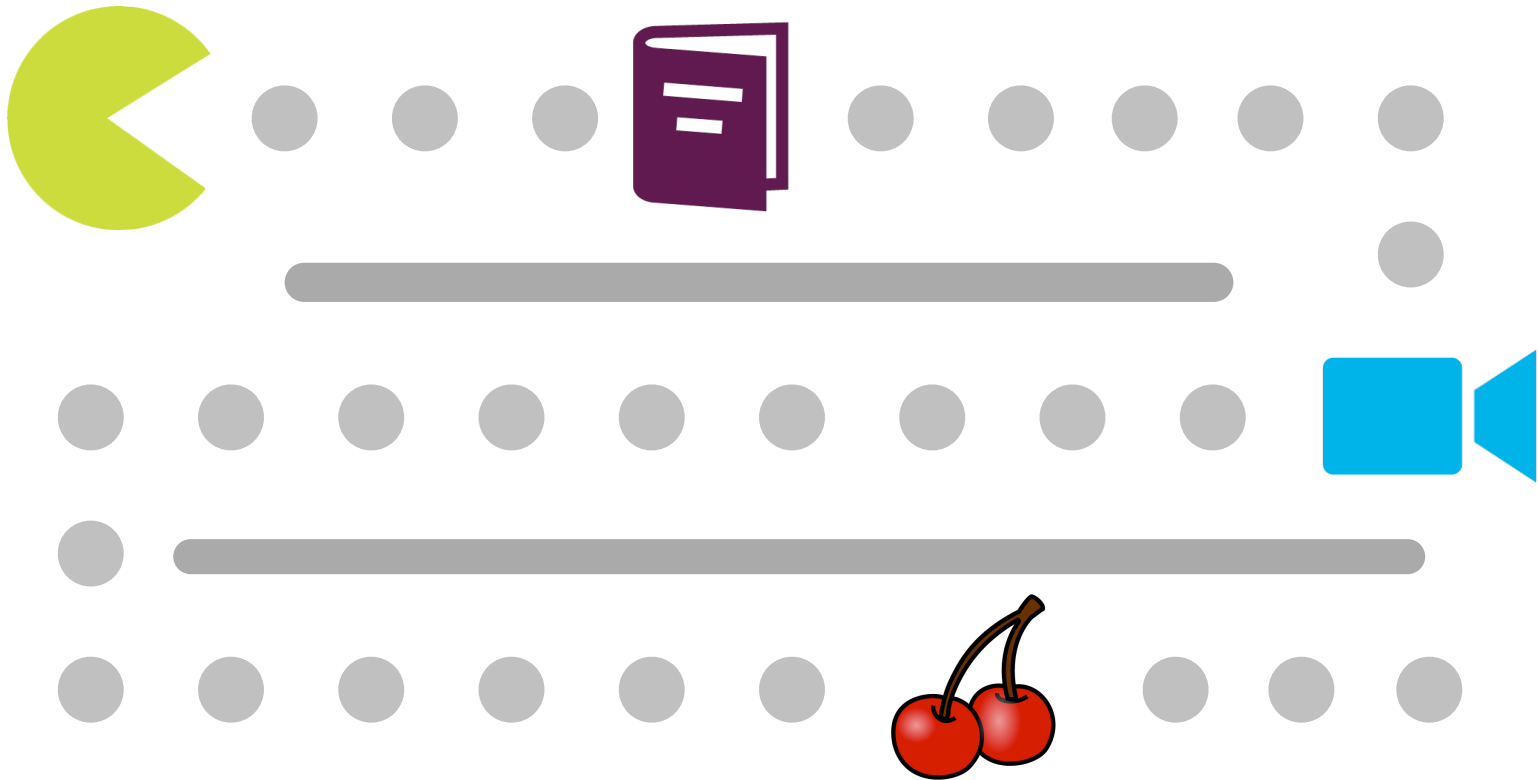


Write Content



Get everything else done

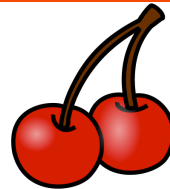
Are we creating content for the right reasons?



Are we creating content for the right reasons?



Is anyone really listening?



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4 Ways to Involve People in Your Content

@mainwilk

#1 Listen with a Purpose

Mark's Daily Apple

Primal Living in the Modern World



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4 SEP

This Gluten-Free Thing Is a Really Overblown Fad!

This is a comment I'm starting to see more and more often. Go to any news article about gluten and the comment section will be littered with angry outbursts and outright vitriol for people who go gluten-free. Skeptical blogs love to trot out posts lambasting and ridiculing the "gluten-free fad." And from what I can tell



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#1 Listen with a Purpose

The image is a screenshot of the 'Mark's Daily Apple' website. The header features the site's name in green and the tagline 'Primal Living in the Modern World'. A Google Custom Search bar is in the top right. Below the header is a large photo of a man on a beach. A large orange rectangle is overlaid on the center of the page with the text 'Look for unanswered questions & confusion.' in white. To the right of the orange box is a promotional section for books titled 'HAVE YOU SEEN THE BOOKS?' featuring 'THE PRIMAL CONNECTION', 'THE PRIMAL BLUEPRINT', and 'PRIMAL BLUEPRINT Healthy SAUCES, DRESSINGS & TOPPINGS'. Below this is a section for 'The Official Store' and a newsletter sign-up area with a list of benefits. At the bottom right, there is a 'FREE 92 PAGE EBOOK!' offer and a 'Join Over 350,000 Subscribers' banner. On the left, below the beach photo, there is a date '4 SEP' and the start of an article titled 'This Gl...'.

Mark's Daily Apple Primal Living in the Modern World

Google™ Custom Search **Go**

HAVE YOU SEEN THE BOOKS?

THE PRIMAL CONNECTION
From the author of the #1 New York Times bestseller

THE PRIMAL BLUEPRINT
Reprogram your genes, effortless weight loss, best health, and endless energy

PRIMAL BLUEPRINT Healthy SAUCES, DRESSINGS & TOPPINGS
Mark's Daily Apple's new cookbook is the ultimate guide to healthy, delicious, and easy-to-make primal recipes.

Look for unanswered questions & confusion.

View Them All

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4 SEP

This Gl

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see more an
news article
comment se
angry outbursts and outright vitriol for people who go gluten-free. Skeptical blogs love to trot out posts lambasting and ridiculing the "gluten-free fad." And from what I can tell

GLUTEN

#2 Support Your Audience

Meet the Engagers

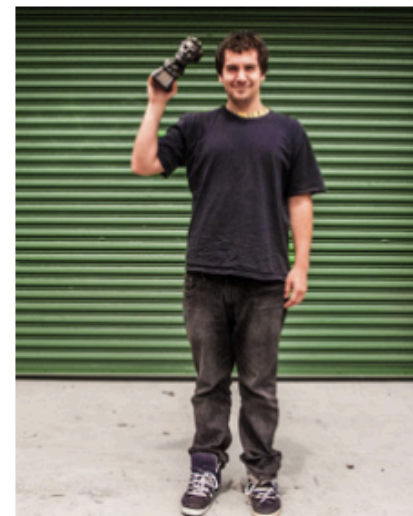
Explore our ongoing interview series with people who excel at online engagement. You'll find best practices and tips on how to reach out to your influencers successfully.



The Next Engager
Who is it?



Chris Herbert
CMO, Mi6 Agency & Co-founder,



David Smooke
Social Media Director,



Tonia Ries
Founder & CEO of Modern Media,

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#2 Support Your Audience

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Meet the Engagers

Explore our ongoing interview series with people who excel at online engagement.
successfully.

**Give your
influencers
a place to shine.**



The Next Engager
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#3 Crowdsource Content



20 Great Sales Follow Up Techniques

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Spark Media Solutions

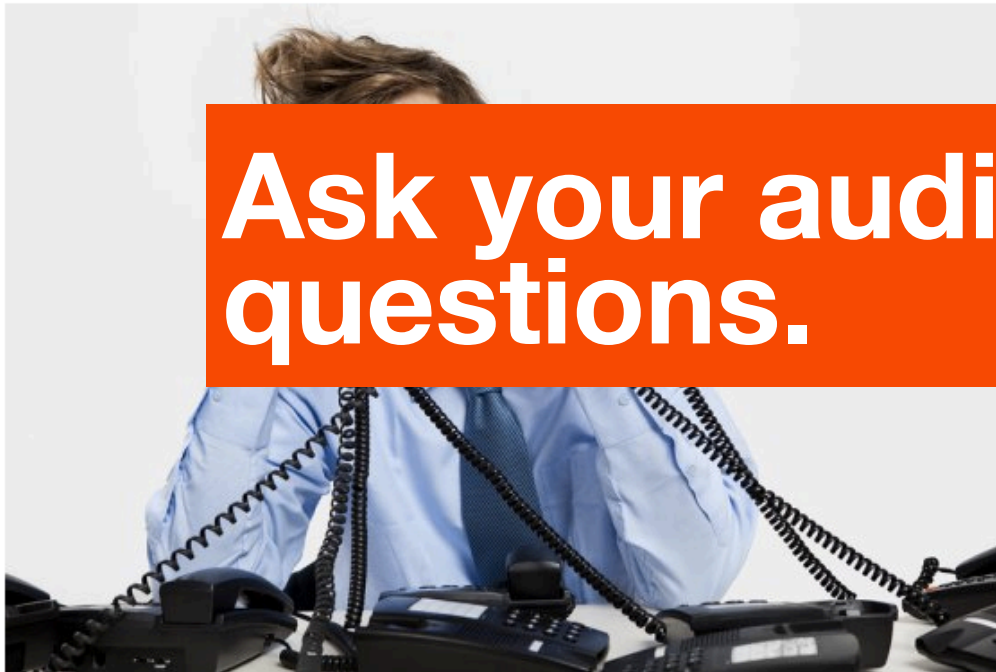


380

#3 Crowdsource Content



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Spark Media Solutions

Like 380

20 Great Sales Follow Up Techniques

#4 Combine Forces & Expertise



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Evy

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VP Marketing

* Phone Number:

4159940515

* Company Name:

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SUBMIT >

#4 Combine Forces & Expertise



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to help you
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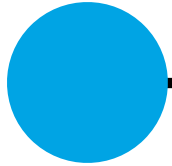
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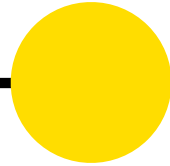
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SUBMIT >

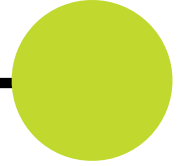
There is a spectrum of ways to involve people in your content.



Learning



Supporting



Collaborating

BIG TAKEAWAY!

Use your
content
to create
relationships
with people.

**What other ways
you can involve
people?**

#content4people