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WELCOME

- Welcome to the training guide on setting up an automated system to push your content out across the web. In this document, we will cover the steps needed to get your brand profiles up and running.

CREATE YOUR BRAND PROFILES

▸ By establishing your brand's social media profiles across different platforms, you can create a robust online presence that's crucial for building a strong digital brand. Creating profiles on the four major social media platforms including YouTube, Facebook Fan Page, Twitter, and Instagram is highly recommended.

▸ To ensure consistency in branding, it's important to use the same handle, such as "PartCMO," for your social media account. Using PartCMO as an example, and Twitter, the link to your account should look like something this: https://twitter.com/PartCMO just using your own brand name . This will help you to broaden your brand's reach and promote it across several social media platforms.

▸ Do this with your own brand name where you can, like Linkedin and Instagram:

▸ https://www.linkedin.com/company/partcmo/

▸ https://www.instagram.com/partcmo/

CREATE YOUR BRAND PROFILES

▶ Using your brand name can further increase your brand's visibility, especially if the name is able to be in the URL.

▶ By utilizing the distinctive functionalities of each platform, you can customize your brand messaging and interact with diverse audiences in a myriad of ways. By leveraging the unique features of each platform, you can tailor your brand messaging and connect with diverse audiences in distinctive ways.

▶ As you register these profiles, customize them to match your brand. This includes your pictures, logos, and any color scheme to match your main website. You'll need to have artwork ready to go, so make sure to have this prepared beforehand. If you need help with this, consider hiring someone on fiverr.com or upwork.com to do some basic Photoshop with your logos.

▶ If your username has already been taken and is not available, use a variation. For example, you could use PartCMOUSA, PartCMOLive, PartCMOsBlog, or PartCMOCo.

PROFILE DIMENSIONS

▸ Facebook: Cover photo - 820 x 312 pixels, Profile image - 360 x 360 pixels

▸ Instagram: Profile - 110 x 110 pixels, Photo sizes - 1080 x 1080 pixels

▸ Twitter: Profile - 400 x 400 pixels, Header - 1500 x 500 pixels

▸ YouTube: Profile - 800 x 800 pixels, Cover - 2560 x 1440 pixels

CREATING THE LINKS!

▶ In this step, we'll be creating a set of links composed of two types of profiles. The first type is Automated Profiles, which can be updated consistently using automation rules later on. The linked accounts will be triggered whenever you post new content on your blog, YouTube, Facebook, or Instagram. Once the triggers go out, the automated accounts set up will push your content out across the web and drive people back to your website.

▶ The second type of profiles is Non-Automated Profiles, which will help give authority to your site and protect your brand across all channels. Although they cannot be automatically updated from your triggers, you can include a link back to your website and your YouTube, Facebook, Instagram, and Twitter URL. These links are crucial for ranking higher in Google searches.

CREATING THE LINKS!

- To create a recognizable branding across the internet, it's important to make sure that your branding and graphics on each profile are consistent with each other. Similar to how Coca-Cola or Pepsi would protect and create their branding across each channel, we will be doing the same here.

- You can find a list of all the sites we'll be creating at the following link ((Link our list here)). Ensure that every profile you generate contains links that redirect back to your four major profiles, which are: YouTube, Facebook, Instagram, and Twitter.

- Now that you understand the concept, we'll explain more when we set these profiles up. Let's move on to Step #3!

AUTOMATING YOUR CONTENT DISTRIBUTION

▸ In this step, we'll be automating the distribution of your content, allowing you to share your updates with just one click. To be able to harness the power of automation, you need to use IFTTT 'If This Then That', a free online tool.

▸ IFTTT.com uses Triggers to automate actions on the web in what are called "Applets". In Step #2, we created a set of automated profiles that we'll be using to connect with IFTTT.com. The triggers we'll be using include:

▸ New Instagram Post

▸ New Youtube Videos

▸ New Post from Your Website

AUTOMATING YOUR CONTENT DISTRIBUTION

▸ When any of these triggers are activated, IFTTT.com will broadcast the update to a set of websites, including Twitter, Weebly, Blogspot, WordPress, Flickr, Tumblr, Pinterest, Diigo, Trello, Quip, Evernote, Getpocket, Feedspot, OneNote, Alternion, Instapaper, Nimbusweb.me, Google Drive, Inoreader, Newsblur, and Toodledo.

▸ This means that you can make one update, whether it's a blog post, YouTube video, or Instagram post, and all of these profiles that you've connected will be updated automatically. Each update includes a link back to the original "Trigger", which builds up authority over time, allowing you to drive SEO juice to your properties.

▸ To get started, open your IFTTT account and search for the sites we mentioned earlier. You'll start to see a list of all the Applets available for each. Now having set it up, you're content is automatically being pushed out, and driving traffic back to your website.

CREATING CONTENT THAT RESONATES

▶ By now, you've set up the infrastructure, established link profiles from both automated and non-automated social accounts, and tied in automation rules with IFTTT.com. The next step is content creation. Should you be seeking guidance on where to begin, my recommendation for your consideration is to make videos.

▶ There are several reasons why video is an excellent content medium. For starters, it allows you to create a minimum of three pieces of content from each video, which can then be scheduled out across all your channels.

CREATING CONTENT THAT RESONATES

▶ Video - which can be distributed to YouTube and Facebook.

▶ Image - simply grab a screenshot from your video and share it on Facebook or Instagram.

▶ Blog Post - transcribe your video, or embed it into a blog post and add some copy.

CREATING CONTENT THAT RESONATES

▶ To enhance your content strategy, you may want to explore repurposing your video content as a podcast by extracting the audio. Video provides the flexibility to reuse your content in multiple formats, which can result in significant time and resource savings. But how do you get started? Here's a checklist of six simple video formulas that can work for any business, whether you're a local business, consultant, or affiliate marketer:

CREATING CONTENT THAT RESONATES

- The How-To Video - show your audience how to do something.

- The Tips Video - share your top tips, whether it's "5 ways to XXXXX" or "7 tips for XXXX".

- The Inventory Video - showcase a product or service.

- The Review Video - share your honest opinion of a product or service.

- The "Best Of" Video - review and rate the best products in your niche.

- The Employee of the Month Video - highlight an employee to make your business more personable.

- The Redemption Video - share how you overcame a challenge.

CREATING CONTENT THAT RESONATES

▸ To get started in figuring out what to make content of, you should make a list of everything you think your customers are looking for in a Google Sheet, or other workspace program. By using something like google sheets or a workspace, you can easily share it with your team and add to it over time. If you see a competitor release a new video that did well, create a variation of that video inside your list. Don't reinvent the wheel - see what's working for others, then build out your list accordingly.

▸ The recommended length of the videos is around 3-5 minutes, unless you're doing a detailed "how-to" video. Don't worry about running out of topics or ideas - if you create this list early on, you'll always have a steady stream of ideas to use to create videos.

CREATING CONTENT THAT RESONATES

▶ Finally, set aside a full 2-3 days to create videos. Try and focus on content that your audience will enjoy and share with others by using your creativity.

▶ Now that you have your videos created and scheduled, it's important to also repurpose the content into different formats to reach a wider audience. Repurposing a single video into various forms of content can introduce diversity and sustain audience engagement. A prime illustration of this is transcribing the video into a blog post and embedding the video within it. This appeals to those who prefer reading rather than watching videos. Some people prefer to listen instead of reading or watching, so you can also just use the audio from the video to create a podcast episode. This appeals to those who prefer listening rather than watching or reading.

CREATING CONTENT THAT RESONATES

- When it comes to repurposing the content into images for Instagram, you can use screenshots from the video and add quotes using tools like Canva. This adds another set of images to send out by providing a different format and also allowing you to showcase key takeaways from the video in a visually appealing way. By repurposing your content into different formats, you can cater to varying preferences and maintain your audience's interest. Utilizing creativity and appropriate tools, you can transform a single video into multiple pieces of content and expand your reach across diverse platforms.

CREATING CONTENT THAT RESONATES

▶ Employing this content creation approach will enable you to maximize the potential of your videos, enhance your online presence, and boost traffic to your site. The key is to have a consistent schedule and to use the same videos across multiple platforms. This saves you time and effort while still reaching a wider audience. In addition, utilizing automation tools like IFTTT and Hootsuite can simplify your posting and scheduling tasks, enabling you to concentrate on content creation and audience engagement. It is crucial to include relevant keywords in your video titles, descriptions, and tags to optimize search engine rankings, and embed your videos on your blog to deliver supplementary value to your readers and enhance your website's credibility. With a consistent content distribution plan, you can establish your expertise in your niche and attract a more extensive audience to your site.

CREATING CONTENT THAT RESONATES

▸ The key to success with this content creation strategy is consistency and persistence. Keep creating and posting quality content, and you'll see your online presence grow over time.

▸ With the triggers set up, what you post will activate those triggers, and automatically post the content on all of the other sites you have set up with IFTTT.

▸ With persistence and a commitment to quality, you can gradually expand your online presence and reach a wider audience over time.

▸ By employing strategic planning and utilizing effective tools, you can optimize the impact of your videos and construct a flourishing online identity.

▸ By configuring triggers, the content you produce will activate them and automatically propagate across all the other platforms connected through IFTTT.

RETARGETING

- Retargeting, also known as remarketing, is a potent approach employed by enterprises to target potential customers who have displayed an interest in their products or services. Amazon serves as a prime example of this marketing method in action. Imagine browsing for children's Disney dresses on Amazon and later encountering ads for the same products while browsing social media or news sites.

- This is the essence of retargeting.

RETARGETING

▶ It's exciting to know that you can utilize the same tactic for your business. Retargeting allows you to reach out to people who have interacted with your website, Facebook page, specific pages on your website, or even watched a video. The good news is that setting up retargeting with Facebook and Google is free until you decide to run ads. Retargeting can be beneficial to your business in various ways, such as inviting people to attend an event, whether physical or digital, like a webinar. You can also follow up with people who didn't take any action when visiting your website, offer them a bribe to join your email list, or even shoot customer testimonial videos and send them to your retargeting list. Additionally, you can use retargeting to launch a new product or shipment, remind people of a closing offer, or announce a new piece of content. Best of all, these ads can run even on a small budget, so you don't have to break the bank to get started with retargeting.

RETARGETING

- If you're not planning on running any ads at the moment, it's still important to start the process right away. The idea is to get potential customers and prospects to know, like and trust you quickly by showing up where they visit online. Using video can help speed up the process even more.

- With Facebook retargeting, you can create a retargeting list for up to 180 days, while with Google, it's 540 days. That means you can drop an ad to someone who visited your site in the last 180 days. To initialize this process, all you have to do is embed a minuscule piece of code on your website. In case you find yourself uncertain about the technicalities of this, do not fret, you could either seek the assistance of your webmaster or employ the services of a professional from upwork.com or fiverr.com to aid you in this regard.

RETARGETING

- Supposing you are utilizing WordPress as your content management system, here's a guide on how to initiate this procedure: First, install the Insert Header and Footer plugin on your website. Then, navigate to the Insert Header and Footer section under the settings option. In a separate tab, open up Facebook's Ad Manager and set up an ad account if you haven't done so already. Then, find the Pixel tab and copy the code. Go back to your Headers and Footers plugin and paste the code inside the header section.

- Repeat the same process for Google. This will allow you to retarget with Google Adwords, which also includes video ads through the YouTube platform. Navigate to https://ads.google.com/home, find the Toots Tab, then click on Audience Manager, Audience Sources, and finally Tag Setup. Copy the code and place it inside the Insert Headers and Footers section.

RETARGETING

- The goal is to publish your content, automate the process, and drive ads to those who visit your website, interact with your pages, or watch your videos. This could be for promoting a webinar, an event, a deadline, a new piece of content, or collecting leads for strategy sessions.

- As you keep creating new content, you gain more authority in the eyes of search engines, making it easier to rank your desired keywords, protect your brand, and get more eyeballs to your offers.

CONCLUSION

- In conclusion, crafting a well-oiled automated system that can effectively disseminate your content across the vast expanse of the web entails a multi-faceted approach. It involves creating profiles on the Big 4 social media platforms and fine-tuning them to reflect your brand, as well as generating profiles on trusted high-authority sites, which provide you with ample opportunities to craft brand-specific profiles that contain links back to your website. Subsequently, in Step 2, a two-pronged approach consisting of both Automated Profiles and Non-Automated Profiles needs to be formulated, with the former leveraging sophisticated automation tools to propagate your content. Step 3 entails leveraging IFTTT.com to execute the automation, which employs Triggers to streamline actions on the web. Lastly, in Step 4, the onus is on you to create compelling content that connects with your target audience, engrosses them, and propels them to visit your website. By diligently following these measures, you can actualize a streamlined system that can broadcast your content widely and effectively drive more traffic to your website.

FREE MARKETING CONSULTATION

▶ We would like to offer you a [Complimentary Consultation](#) with an experiences Chief Marketing Officer! This consultation is a great opportunity for you to discuss your specific needs and goals with one of our most experienced CMO's, who will be more than happy to provide you with personalized recommendations and solutions.