

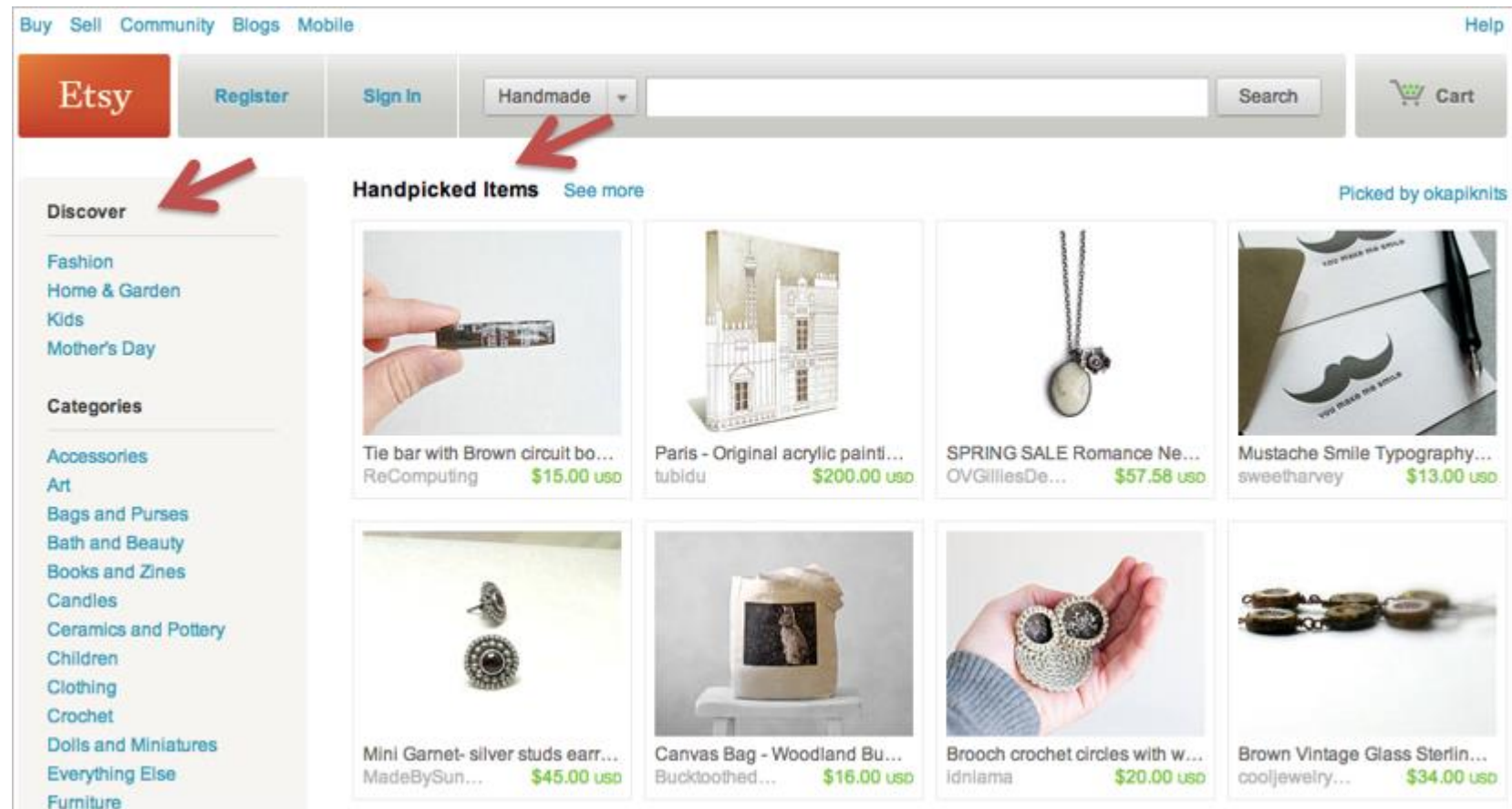
Content Marketing

What is CONTENT MARKETING?

Content **marketing** is any **marketing** format that involves the creation and sharing of media and publishing content in order to acquire customers.

Content marketing - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Content_marketing

Curation



Using Multiple Keywords

5 per ad

Keywords should be mentioned no more than twice per ad

Headline Needs to Contain Primary Keyword

30 Characters or Less

Do Not Include Location in Headline if Not Location Centric or Locations City
Matches Name of Subdomain

Ads should technically be written differently for

each of the subdomains. As it stands when the feature classifieds
are submitted and if there is at least more than one location used, then we are
uploading duplicate content

Ad Also Needs to Contain a Defined Call-to-Action

Call now for your free gift!

Visit our website for your 50% off coupon today!

Don't risk your health tomorrow. Get your flu shot today!

Ad Copy Text

PAQUETE ESPECIALES

Paquete \$50 por persona todo incluido. Decoraciones, fuente de chocolate, una comida de ... más



Translation:

SPECIAL PACKAGE

Package is \$50 per person, all included. Decoration, chocolate fountain, food...

Content Partnerships



El Clasificado
CLASIFICADOS GRATIS ONLINE



Empleos en Los Angeles

 [EVITE ESTAFAS Y FRAUDES](#)

Actuación y Músicos (9)	Gerentes y Supervisores (38)
Asistentes Médicos (2)	Guardias (7)
Barberos y Cosmetólogas (67)	Hoteles (12)
Bartenders (4)	Independientes (284)
Bio-Tech y Ciencias (0)	Internet (48)
Bodegas y Warehouse (205)	Limpieza (151)
Busco Empleo (259)	Marketing y Relaciones Públicas (80)
Cajeros (10)	Mecánica de Autos (41)
Carpinteros y Construcción (93)	Meseros y Cocineros (270)



EmpleosLatino.com



Asistente Médicos



Plomeros

Customer Service





Workshop:

Define the target audience and the content material you want to provide them with, it can be results of a survey – info graphic – or white paper (you can use the poll questions and answers from the first part of the presentation)

Must source all data provided in your content.

We'll create a post in ICMA's web site.

- Post must have between 200-250 words and a call to action with a form to capture your audience's information to then download your content.

Present your content to the room