

# Content Marketing

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# What is CONTENT MARKETING?

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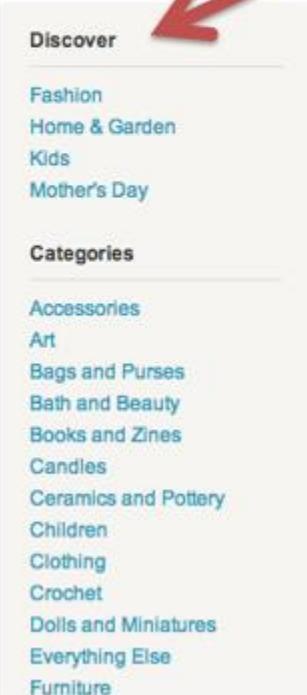
Content **marketing** is any **marketing** format that involves the creation and sharing of media and publishing content in order to acquire customers.

**Content marketing** - Wikipedia, the free encyclopedia  
[en.wikipedia.org/wiki/Content\\_marketing](https://en.wikipedia.org/wiki/Content_marketing)

# Curation

Buy Sell Community Blogs Mobile Help

Etsy Register Sign In Handmade ▾ Search Cart

Discover 

 Handpicked Items See more

Picked by okapiknits

 Tie bar with Brown circuit bo... ReComputing \$15.00 usd	 Paris - Original acrylic painti... tubidu \$200.00 usd	 SPRING SALE Romance Ne... OVGilliesDe... \$57.58 usd	 Mustache Smile Typograph... sweetharvey \$13.00 usd
 Mini Garnet- silver studs earr... MadeBySun... \$45.00 usd	 Canvas Bag - Woodland Bu... Bucktoothed... \$16.00 usd	 Brooch crochet circles with w... idnlama \$20.00 usd	 Brown Vintage Glass Sterlin... cooljewelry... \$34.00 usd



## 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

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## 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...*

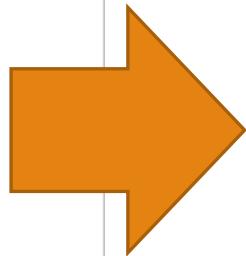
# Content Partnerships

 **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

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## 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