

# Creating Powerful Advertising Content that gets read

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# Have a plan.

- What is your vision?
- Who is your key audience?
- What is your tone?
- How does this connect your brand?
- Why should your reader care?.

# Provide value.

- Approach this from your reader's perspective...
  - o What's in this for me?
  - o Why is this worth my time?
  - o Is this information relevant and timely?
  - o Did you provide the reader with value:
    - New information
    - Helpful resources or links
    - Valuable information or insights.

**The more valuable, relevant and  
timely your content,  
the more your reader will look  
forward to your next issue.**

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# Don't sell too hard.

- Be subtle
  - o Case studies
  - o Testimonials
  - o Industry stats
  - o Government projections
  - o Other less obvious sales techniques.

# Be consistent.

- If you promise a monthly newsletter, deliver it on time, every time
- Avoid sending emails on Mondays or Fridays
- Late mornings work best.

# Make it interactive.

- Encourage readers to ask questions and make comments
- Induce readers to interact with other readers through a blog.

**Your goal:  
To turn your newsletter from  
a monologue into a dialogue.**

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# You must earn your reader's respect.

- Understand your reader's time is precious
- Keep your content short and to the point
- Get to your main point quickly
- Make it worth their time
- Three-minute rule
- Can it be read on a PDA?.

# Don't cram in too much copy.

- Write engaging headlines
- Follow with a short paragraph of relevant copy
- Provide a link to the rest of the story.

# Always proof and test.

Nothing says “I don’t deserve your business” like sending out email messages with mistakes.

# Add video to your communications.

- Videos offer sight, motion and sound
- Adds emotion to your story
- YouTube—Now the second-largest search engine in the world.

# Optimize your videos to increase your SEO.

- Make keywords part of your video title
- Keep videos less than three minutes in length
- Optimize video's description with the same keyword phrases
- Provide a link on your website to your YouTube video.

**Does your company  
have a blog?**

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**Companies that blog get 55%  
more website visitors.**

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# Tips for Creating a Memorable Blog

- Be personal and conversational in tone
- Consistently deliver original and relevant content
- Ask questions and encourage feedback
  - Greater participation equals more loyal and engaged readers
- State the purpose of your blog in your header
  - Don't force readers to search to discover what your blog is about—because they won't

# Tips for Creating a Memorable Blog (cont.)

- Don't sell anything
  - The first time you do is when you begin to lose the trust of your audience.
- Always lead with the most important “takeaway” of the post
- Always provide links when talking about other people, companies, posts or websites

# Tips for Creating a Memorable Blog (cont.)

- Take the time to create compelling post titles
  - Great titles generate more traffic
- Engage your audience with interesting polls
  - Great tactic to induce participation.

**Always Remember....**  
**It's not about you,**  
**it never was and it will never be!**

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**Questions?**

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