

WHY I THINK CONTENT MARKETING IS BORING AND WHAT I AM DOING TO CHANGE THAT!

KRISTIN MEEKS, M.S.
OWNER WV SOCIAL MEDIA





KRISTIN MEEKS, M.S.

EDUCATION

2007 Graduated from the IMC Program WVU

2004 BA in Marketing from Marietta College

ENTREPRENEURSHIP

2010 Started my Business

2011 I left FT Employment

2014 40 Under 40 for the State of WV

2015 Entrepreneur of the Year

2016 Started teaching for the IMC Program

2020 SBDC in Ohio

2022 Launched my own course "How to Become a Social Media Manager"

YEARS OF EXPERIENCE

I have been teaching, creating, and implementing Content Marketing for almost 20 years!

MY JOURNEY



BACK BEFORE THE
GREAT RESIGNATION

I was tired.

TIRED OF WORKING HARD FOR
OTHERS. GETTING LOOKED
OVER FOR PROMOTIONS.
BEING TOLD THEY DON'T LET
UNDER 30 YEAR OLDS BE
DIRECTORS

*So I did what any other 29 year
old did with a stable job and
good benefits does. I quit.*

YEAH. BUT IT WASN'T THAT SIMPLE.

*I took a leap of faith. Its not all
been rainbows and butterfly but its
been worth it.*

IF I HADN'T TAKEN THE LEAP I WOULD HAVE MISSED THIS...





HOW DID I GET HERE?

- I DON'T MISS AN OPPORTUNITY.
- I'M NOT SCARED TO FAIL.
- FOUND A SOLUTION TO A PROBLEM
- NETWORK

"SUCCESS IS LIKING YOURSELF,
LIKING WHAT YOU DO, AND LIKING
HOW YOU DO IT."
MAYA ANGELOU

WHAT DOES A CONTENT MARKETER DO?

“Content marketers are responsible for planning, creating, and sharing valuable content to grow their readership and relationships to potentially create new business for the company they represent”

PHOTO

VIDEO

CONTENT

STORY

BLOG

CUT THE SNOOZE FEST

CONTENT MARKETING IS NOT....

SHOUTING AND HAVING ONE-SIDED COMMUNICATION

PROVIDING NO CALL TO ACTION

SELF PROMOTION

WHAT IS WORKING

- BEING ON TREND
- BEING COMMUNITY AND CIVIC MINDED
- REALIZING YOUR CONTENT MARKETING ISN'T JUST SOCIAL MEDIA POSTS
- INTEGRATING YOUR CONTENT MARKETING ACROSS MULTIPLE PLATFORMS
- REUSING CONTENT



LEARN CONTENT MARKETING

YOU'RE EXPOSED TO IT EVERY DAY—
SOCIAL MEDIA!

EVERY TIME YOU GET ONLINE,
WHEN YOU RESEARCH THE BEST
PRODUCT FOR WHATEVER
CHALLENGE YOU'RE FACING TODAY.

STUDY THE CONTENT OF YOUR
INDUSTRY, STUDY YOURSELF AS AN
AUDIENCE, AND LEARN TO SPOT
THOSE MESSAGES AND APPEALS
THAT CONNECT WITH YOU
—AND THOSE THAT DON'T.

→ 13 A



→ 14



Remember: the job of a content marketer is to understand their audience and provide them with content they'll value, and the pursuit of those goals should be any good content marketer's primary drivers.

STEP ONE: READ/LISTEN



— CONTENT MARKETING IS EVERYWHERE —



SOCIAL LISTENING

TRENDING

WHAT PEOPLE ARE SAYING

SEARCHING HASHTAGS

WHAT ARE PEOPLE SAYING ABOUT YOUR
INDUSTRY OR ABOUT YOUR COMPETITORS



TOOLS THAT MAKE LISTENING EASIER

HOOTSUITE

SPROUT SOCIAL

HUBSPOT

COLLECTING DATA

- BRAND MENTIONS
- RELEVANT HASHTAGS
- COMPETITOR MENTIONS
- INDUSTRY TRENDS

IS SHARING OTHERS CONTENT BORING?



Hootsuite 🦉 ✓
@hootsuite



You can do it. We believe in you.



WorkInSocialTheySaid @WorkInSocial

things i should do:

- batch create content
- schedule in advance
- take social media breaks

things i don't do:

- batch create content
- schedule in advance
- take social media breaks

QUIZ....HOW MANY TIMES SHOULD
YOU BE POSTING ON SOCIAL,
SENDING EMAILS, UPDATING YOUR
WEBSITE, SENDING DIRECT MAIL
PIECES





FILM

FILM NEGATIVE



NEGATIVE

WHY?

QUALITY CONTENT

QUANTITY OF CONTENT

QUALITY CONTENT LOOKS LIKE...

- CONTENT THAT PROVIDES VALUE
- CONTENT THAT TELLS YOU EXACTLY WHAT TO DO
- HOOK FROM THE GET-GO
- THINK
- FEEL
- DO

CONTENT QUANTITY LOOKS LIKE...

- CONTENT FOR THE SAKE OF CONTENT
- NO STRATEGY
- NOT UNDERSTANDING YOUR AUDIENCE
- TRYING TO KEEP UP WITH YOUR COMPETITION.

DO YOU CHOOSE BORING TOPICS?

- ASKING YOUR AUDIENCE ON SOCIAL MEDIA WITH POLLS, SURVEYS, AND INTERVIEWS
- USING ANALYTICS AND METRICS TO DETERMINE YOUR MOST POPULAR POSTS
- RUNNING KEYWORD RESEARCH TO SEE WHAT TERMS YOUR AUDIENCE IS SEARCHING FOR
- TURNING TO Q&A SITES LIKE QUORA TO DISCOVER COMMONLY ASKED QUESTIONS

PRODUCTIVITY

You were more productive than
88% of Grammarly users.

MASTERY

You were more accurate than
57% of Grammarly users.

VOCABULARY

You used more unique words than
85% of Grammarly users.

MY FAVORITE TOOLS FOR CONTENT CREATION AND DISTRIBUTION

- GRAMMARLY
- CANVA
- SQUARESPACE
- MAILCHIMP
- GOOGLE DOCS
- ZOOM
- GOOGLE ALERTS
- CONVERT KIT
- BUSINESS SUITE

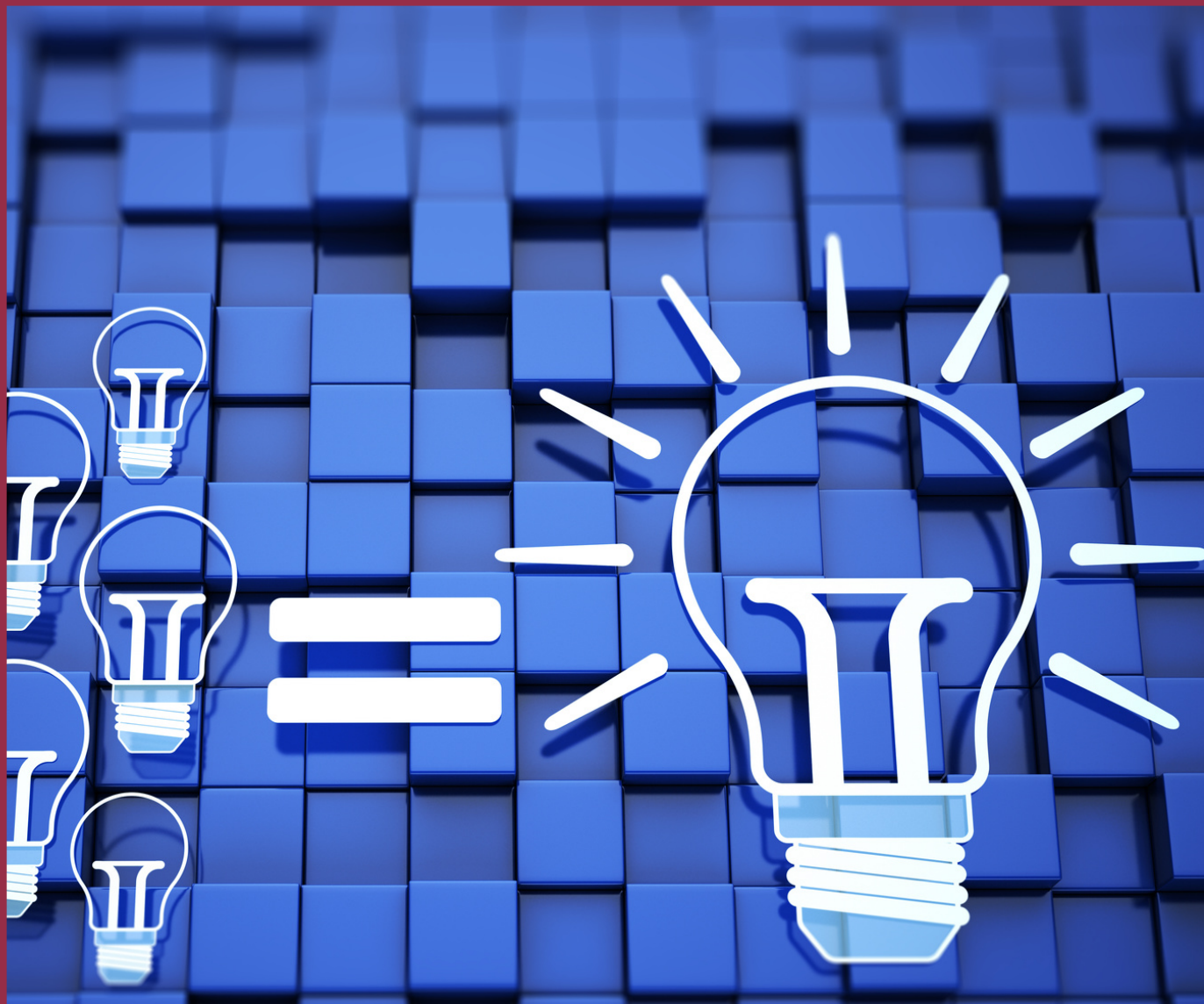


FILM

FILM NEGATIVE

CONTENT MARKETING DONE RIGHT!

- UGC (USER GENERATED CONTENT)
- REUSING CONTENT
- WELL PLANNED CONTENT
- PARTNERSHIPS
- INFLUENCERS



NEGATIVE

CONTENT MARKETING GONE BAD

- PERSONALIZATION GONE WRONG
- INCORRECTLY TARGETED ADS
- BROKEN LINKS ON A WEBSITE/EMAIL
- DIRECT MAIL BEING SENT TO A DECEASED PERSON

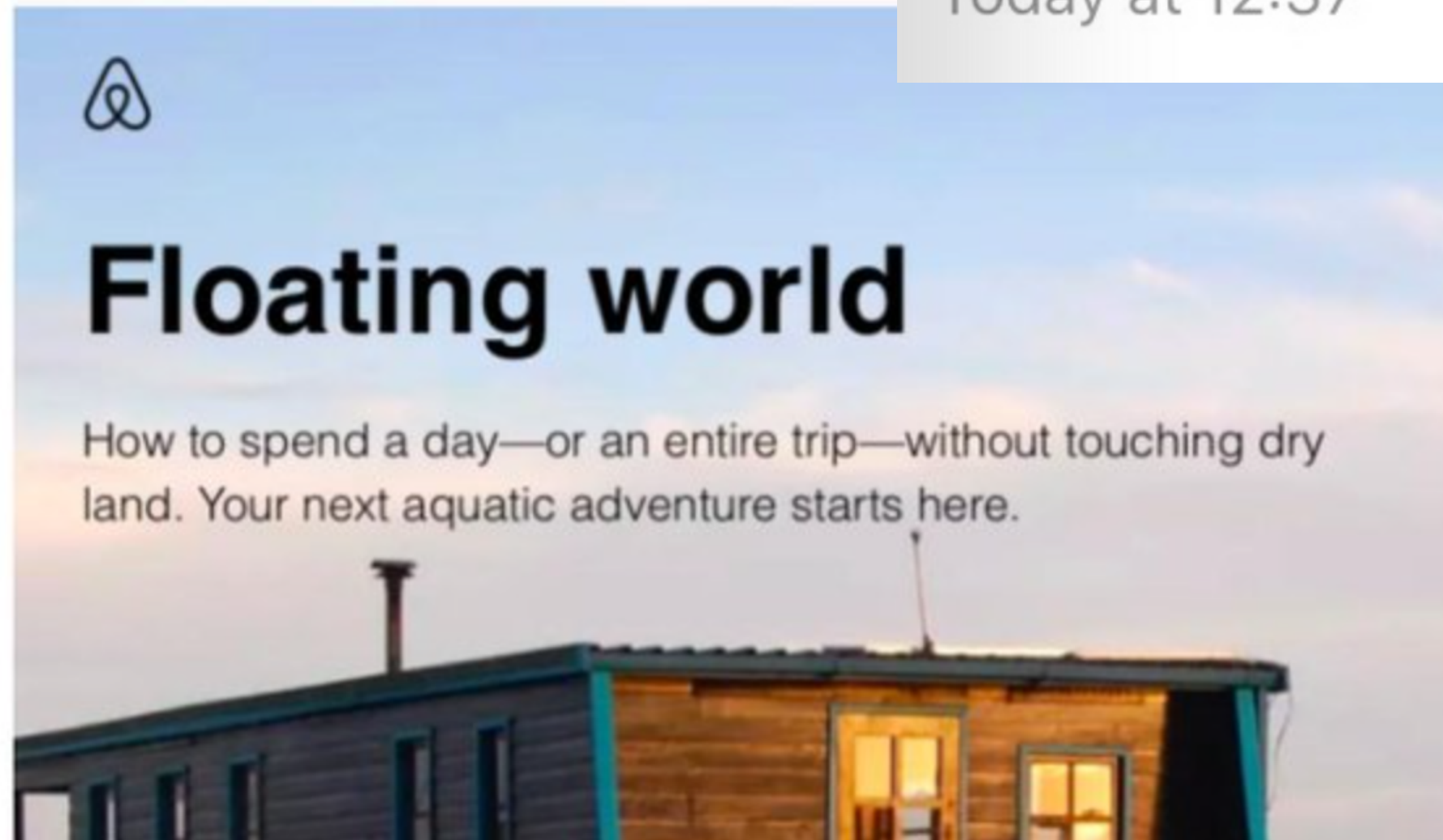
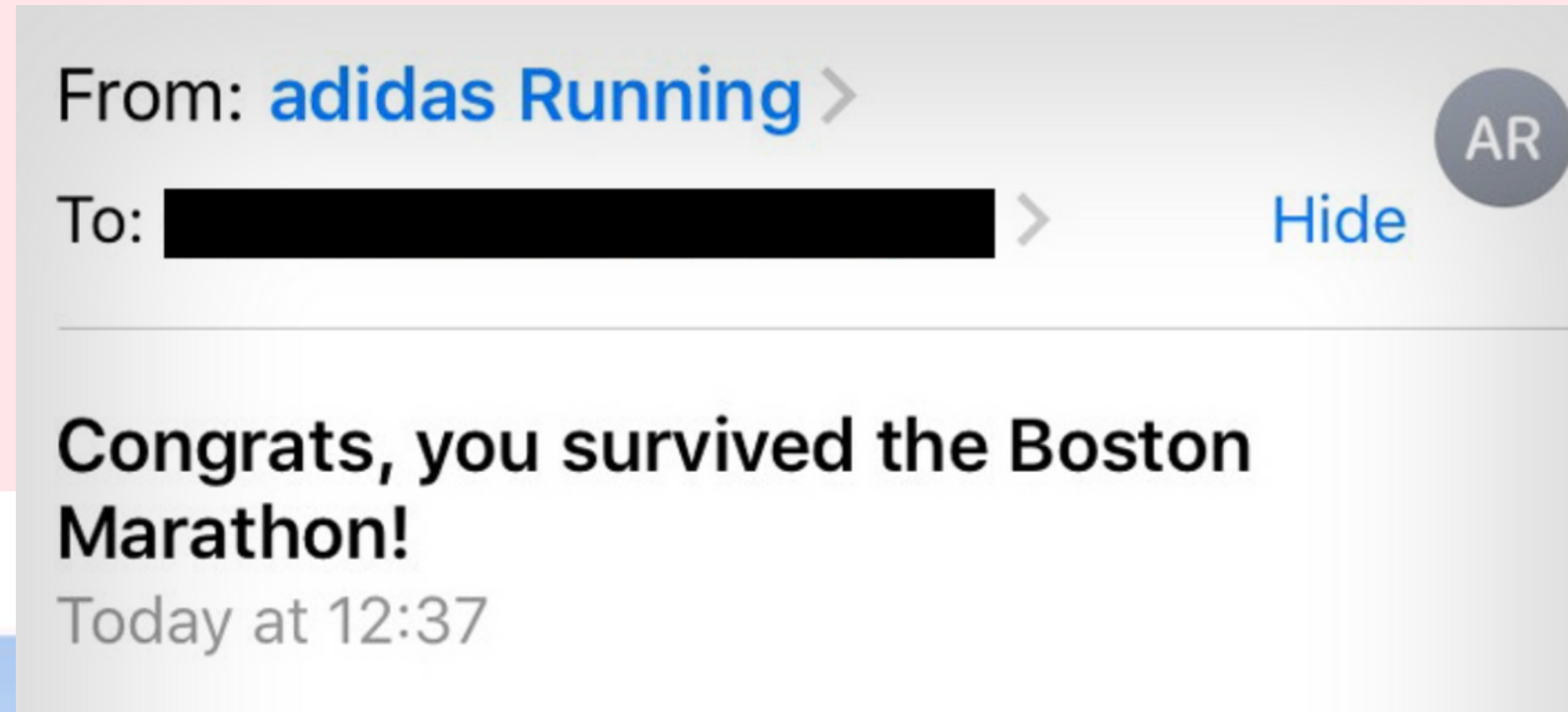
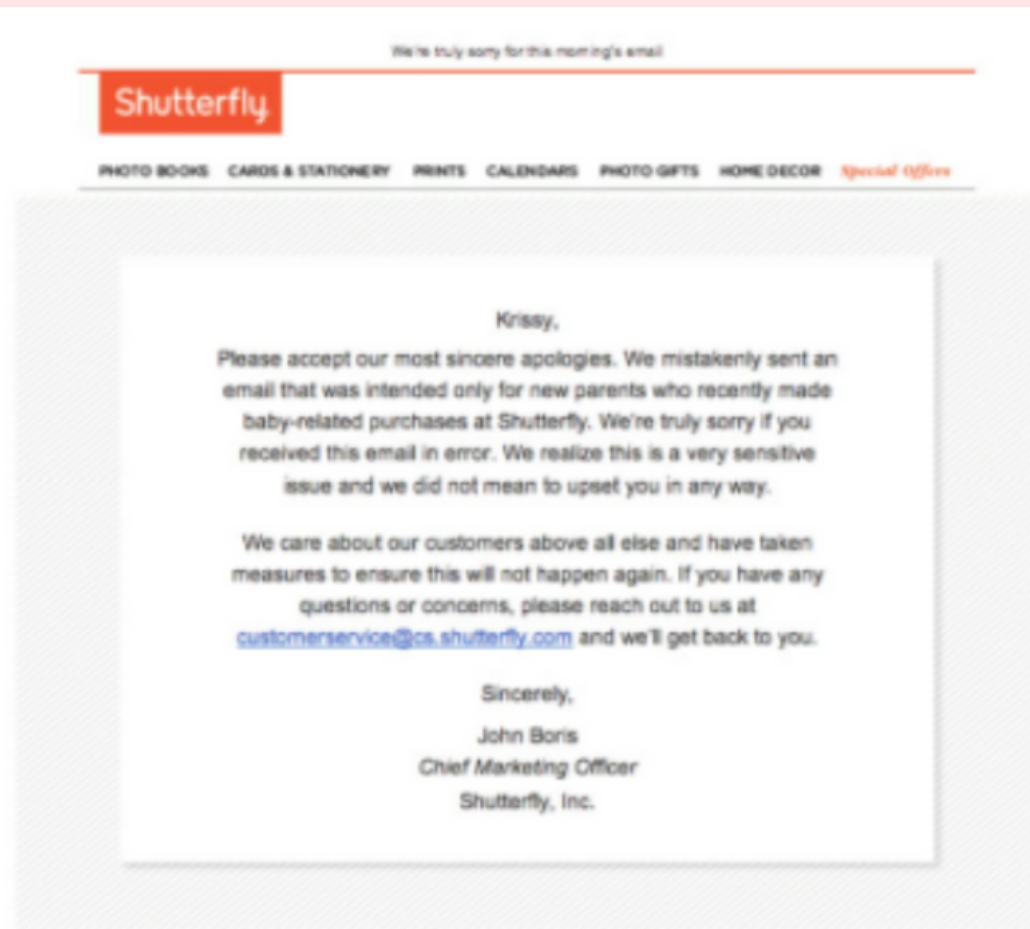
→ 13 A



→ 14



→ 14 A



SO WHAT DOES CONTENT MARKETING LOOK LIKE FOR ME?

- CONTENT CONSULTING FOR A CONFERENCE
- CREATED A TIK TOK
- NONPROFIT FLOWER BASKET CAMPAIGN
- GIVE LOCAL MOV
- WASHBOARD CAMPAIGN
- CREATED A COURSE
- WINE DOWN DINNER
- WOMEN BUILD
- REDISCOVER THE LIBRARY



 **Mid-Ohio Valley Fellowship Home, Inc.**
Published by Kristin Runion Meeks · May 3 at 11:27 AM · 🌐

We are \$40 away from hitting our first goal of \$1000. Can we make it by noon? With your help we can! www.givelocalmov.org

Total Stats

\$960.00
TOTAL RAISED

15
TOTAL DONORS

17
TOTAL DONATIONS

**RETURN BOOKS
HERE**



Yoga At The Point Park

@yogaatthepoint · ★ 5 10 reviews ⓘ · Park

Insights

[See all](#)

Last 28 days : May 5 – Jun 1 ▼

People reached

13,061
▲145%

Post engagements

3,304
▲341%

Page likes

89
▲256%

USE CONTENT MARKETING TO INCREASE YOUR PERSONAL BRAND

ONLINE PORTFOLIO

WIX SET UP A FREE WEBSITE

LINKEDIN

CANVA

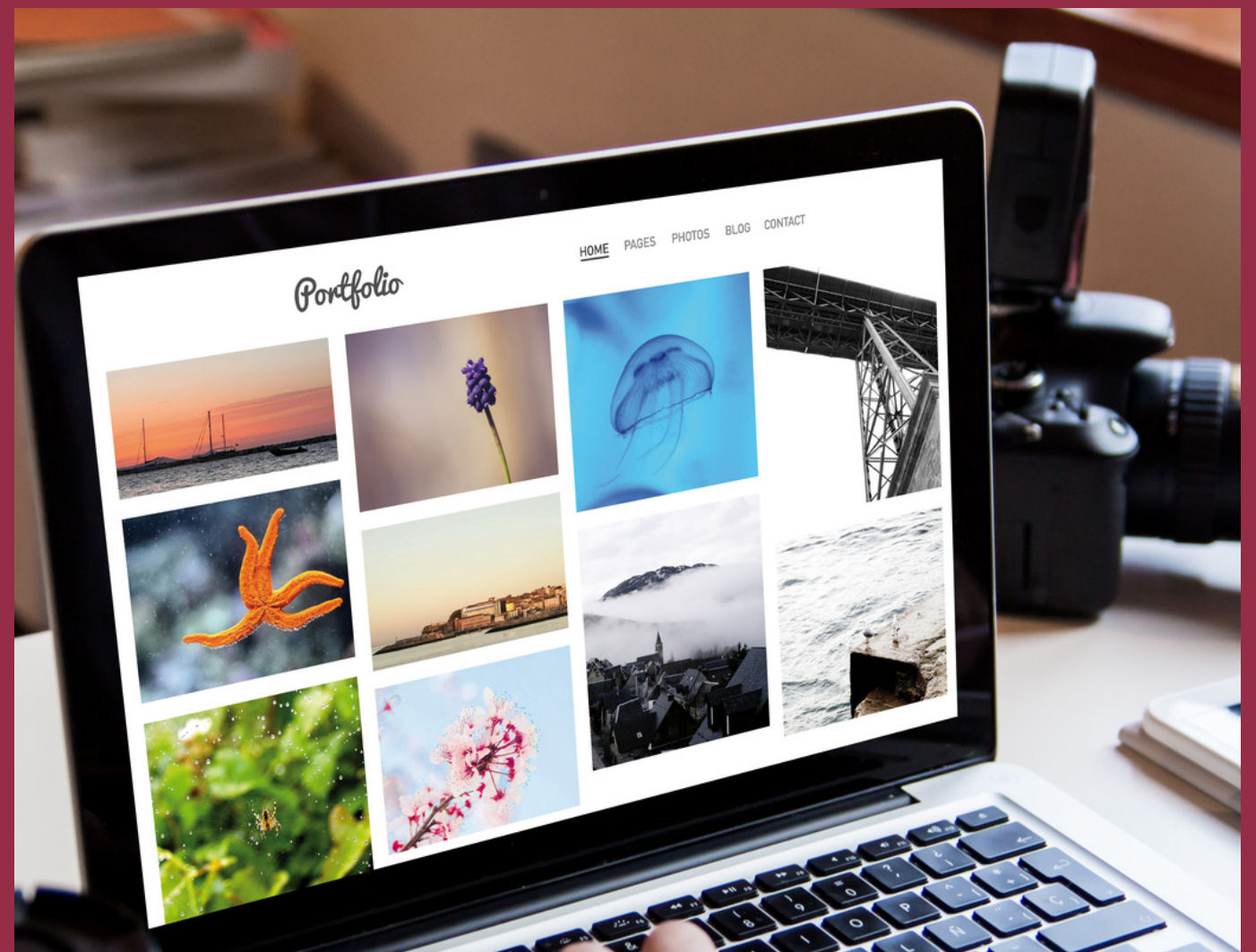
Don't have anything to show off?
Volunteer
Put out a ask
Use Class Projects

→ 13 A



FILM NEGATIVE

→ 14



FILM NEGATIVE

FILM NEGATIVE

DOES EVERYONE
AGREE
CONTENT
MARKETING IS
BORING?

SOME OF IT IS BUT IT DOESN'T HAVE
TO BE.

NOT EVERYTHING YOU PUT OUT IS
GOING TO KNOCK YOUR SOCKS OFF.

FIGHT THE GOOD FIGHT EVERYDAY

ONLY WAY IT WILL CHANGE IS IF
THERE IS MORE MARKETERS OUT
THERE PUTTING OUT BETTER
CONTENT

WANT TO WATCH ME FIGHT BAD CONTENT ONE POST AT TIME?



- ✓ I have a Facebook Group about keeping Social Media Simple
- ✓ I have a FREE Master Class about becoming a Social Media Manager
- ✓ I have a 6 module Course on Becoming a Social Media Manager
- ✓ I have a ton of free resources on my website
- ✓ And... so, SO much more!

FOLLOW ME!
@WVSOCIALMEDIA



THANK YOU!
KRISTIN MEEKS
KRISTIN@WVSOCIALMEDIA.COM
304-834-0764

KRISTIN MEEKS, M.S.
OWNER WV SOCIAL MEDIA

