

ROB CONRAD MARCOM

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Content Development

Strategy

Creating original, fresh online content on a consistent basis demonstrates that CLIENT is a thought leader, a forward-looking partner and a credible company to work with (from both the job seeker and employer perspective and this can start as a blog posts on the CLIENT site that are reposted as Tweets and on LinkedIn and Google+, can elevate the brand while driving traffic to the CLIENT website. This will help grow the pool of talented job seekers and firmly position CLIENT as a business partner, not just a placement agency. In addition, the content will tie into key words identified for the Search Engine Optimization strategy.

Approach

I recommend posting one topic per week that can be utilized on a variety of platforms and communications methods. Topics can be seasonal (how to network during the holidays), topical (reacting with an opinion on a Human Resources topic in the news) or “evergreen” subjects that can be used at any time.

The text of the posts would be short (approximately 300 words), educational (not a sales pitch) and have a call to action or response mechanism to track impact and drive traffic to the site. When possible, a graphic should also be included (photograph, pie chart, etc.) to further capture the attention of readers.

To ensure CLIENT is communicating on a consistent basis, I would work with CLIENT to develop a calendar of potential topics and associated communications methods on a quarterly basis. The development of the calendar would be a collaborative effort with CLIENT’s input being critical to crafting the final message.

Sample calendar

Date	Topic	CLIENT Source	Key Messages	Platforms	Graphics
March 9	Job search strategies – following up protocols and strategies	name	<ul style="list-style-type: none">- Online- Networking	Blog, LinkedIn, Tweet, Google+	LinkedIn profile screenshot
March 16	On-boarding starts before you hire	name	<ul style="list-style-type: none">- Planning- Strategy- execution- follow-through	Blog, LinkedIn, Tweet, Google+, press release, presentation	
March 23	Making the most out of networking	name	<ul style="list-style-type: none">- Where to find opportunities- Making contact- Follow-up	Blog, LinkedIn, Tweet, Google+	
March 30	Writing a good job listing	name	<ul style="list-style-type: none">- Assess your need- Job description- Description	Blog, LinkedIn, Tweet, Google+, presentation	Sample good & bad postings

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From the calendar, I would draft the content with input from the CLIENT source and provide text a week in advance of the target release date for review and approval. Key words that tie into CLIENT's Search Engine Optimization strategy will be used, along with terms that have been used to search for CLIENT.

While CLIENT has a website and LinkedIn page, the company should also establish a Twitter account and cross-post content to its Google+ page. Links to CLIENT's social media presence should be included in each employee's email signature and added to the CLIENT website (in addition to LinkedIn.) Posting, managing and monitoring CLIENT's social media accounts can be handled by CLIENT or by Rob Conrad Marcom.

Another opportunity to communicate CLIENT's message and truly put a 'face' to the company is to take the content and create brief videos of a CLIENT representative presenting the text. The videos can be incorporated into CLIENT's website and placed on its own YouTube channel. When properly tagged, this may help attract job seekers thinking of returning to the area. This tactic and budget can be developed further if of interest.

Budget

Creating the quarterly calendar	/per quarter
Creating content per month based on four posts/month	/per month
Managing social media accounts	/per month
YouTube video	TBD

Marketing Your Content

Strategy

The content created for the CLIENT website and other platforms should be used in as many ways possible.

I recommend investigating as many avenues as possible to use the materials created to proactively raise awareness for CLIENT and its staff among the business community.

This can include issuing a press release on a key topic to business reporters at local publications to syndicating the content to a newspaper or radio station as a short commentary. Other opportunities include creating educational presentations for local business groups.

Approach

A press release each month, distributed to regional business reporters, bloggers and radio stations, would position CLIENT as a thought leader in placement for individuals and a valuable business partner for corporations.

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The same content could be presented to a print outlet as a weekly column on hiring/job hunting. Depending on the outlet, they may accept the content or want a fee to run it (similar to an ad.) Researching possible outlets would determine the acceptance and any costs. Similarly, the content could be a short segment on a local radio station. This feasibility would be determined by contacting possible radio partners.

The content can also serve as the basis for educational presentations to business groups, such as the Utica Chamber of Commerce. Research can be conducted to identify opportunities and presented in a calendar format.

Budget

Creating, disseminating and media relations for one release/month	\$/month
Research syndication of content to radio/print	\$
Research speaking opportunities	\$