

INBOUND

ROCKET FUEL: DOUBLE TRAFFIC AND REVENUE BY SHIFTING FROM CONTENT MARKETING TO BRAND PUBLISHING

KATHLEEN BOOTH
@WORKMOMMYWORK

#INBOUND19



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FIXER★UPPER

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BUT THAT WASN'T ALL...

**I WAS JUST
GETTING
STARTED**



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BUT THAT WASN'T ALL...

I WAS JUST
GETTING
STARTED



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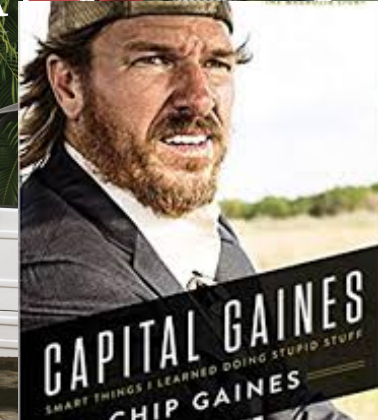


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BUT THAT WASN'T ALL...

I WAS JUST
GETTING
STARTED



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IT'S NOT JUST CHIP & JOANNA GAINES

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gOOp



 Adobe



- ✓ **FAST GROWTH**
- ✓ **HUGE AUDIENCES**
- ✓ **INCREDIBLY LOYAL
FANS & CUSTOMERS**

#INBOUND19

- ✓ **FAST GROWTH**
- ✓ **HUGE AUDIENCES**
- ✓ **INCREDIBLY LOYAL
FANS & CUSTOMERS**

BRAND PUBLISHERS

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"PRODUCING
CONTENT IS NOW
THE BASELINE FOR
ALL BRANDS AND
COMPANIES."



GARY VAYNERCHUK

#INBOUND19

SO HOW WILL YOU
STAND OUT?

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**CONTENT
MARKETING**



**BRAND
PUBLISHING**

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Content marketing v brand publishing what's the difference?



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IT STARTS WITH YOUR
MINDSET

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AUDIENCE BEHAVIOR

BUILD A HABIT

VISIT WHEN THEY
NEED SOMETHING

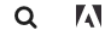


VISIT REGULARLY
REGARDLESS OF NEED



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FEATURES

INTERVIEWS

OPINION

ADOBE DIGITAL INSIGHTS

MORE

CMO.com Collection

The 2019 State Of IT

CIOs have become instrumental in forging ties between marketing and IT teams, all the while leading their companies toward customer-centric business practices. This month we examine the impact they're making as "chief enablers" of the modern enterprise. [MORE >](#)



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GO-TO-MARKET

CREATE A PRODUCT
THEN ACQUIRE AN
AUDIENCE



ACQUIRE AN AUDIENCE
THEN CREATE A
PRODUCT



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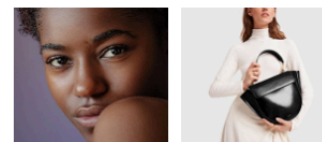
High-Tech Hair Care

A game-changing dryer that dries different hair textures fast—without using extreme heat.

dyson supersonic



6 Beach-Body Secrets for a Smooth Bikini Line and Glow Skin



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OBJECTIVES

CREATE VALUE FOR
THE COMPANY



CREATE VALUE FOR THE
AUDIENCE

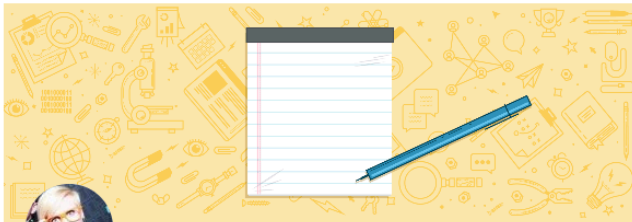


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The Moz Blog

The industry's top wizards, doctors, and other experts offer their best advice, research, how-tos, and insights—all in the name of helping you level-up your SEO and online marketing skills. Looking for the YouMoz Blog? [View the Archive](#)

Explore by Category
Join Us!



By: Heather Physioc

July 26th, 2019

9 Tips to Integrate Organic, Paid, and Content - Whiteboard Friday

[Content](#) | [Paid Search Marketing \(PPC\)](#) | [Whiteboard Friday](#)

If you missed her talk this year at MozCon 2019, here's your chance to make up for it! In today's edition of Whiteboard Friday, Heather Physioc shares her framework for successfully integrating your organic, paid, and content practices for a smoother search experience.

[Read this post](#)

10

13



By: Tyler Samani-Sprunk

July 25th, 2019

The ABCs of Video Content: How to Build a Video Marketing Strategy

[Video](#) | [Content](#)

Despite all this hype, many small to medium brands still use very few videos in their marketing, if they use any at all.

[Read this post](#)

8

20

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ORGANIZATIONAL GOVERNANCE

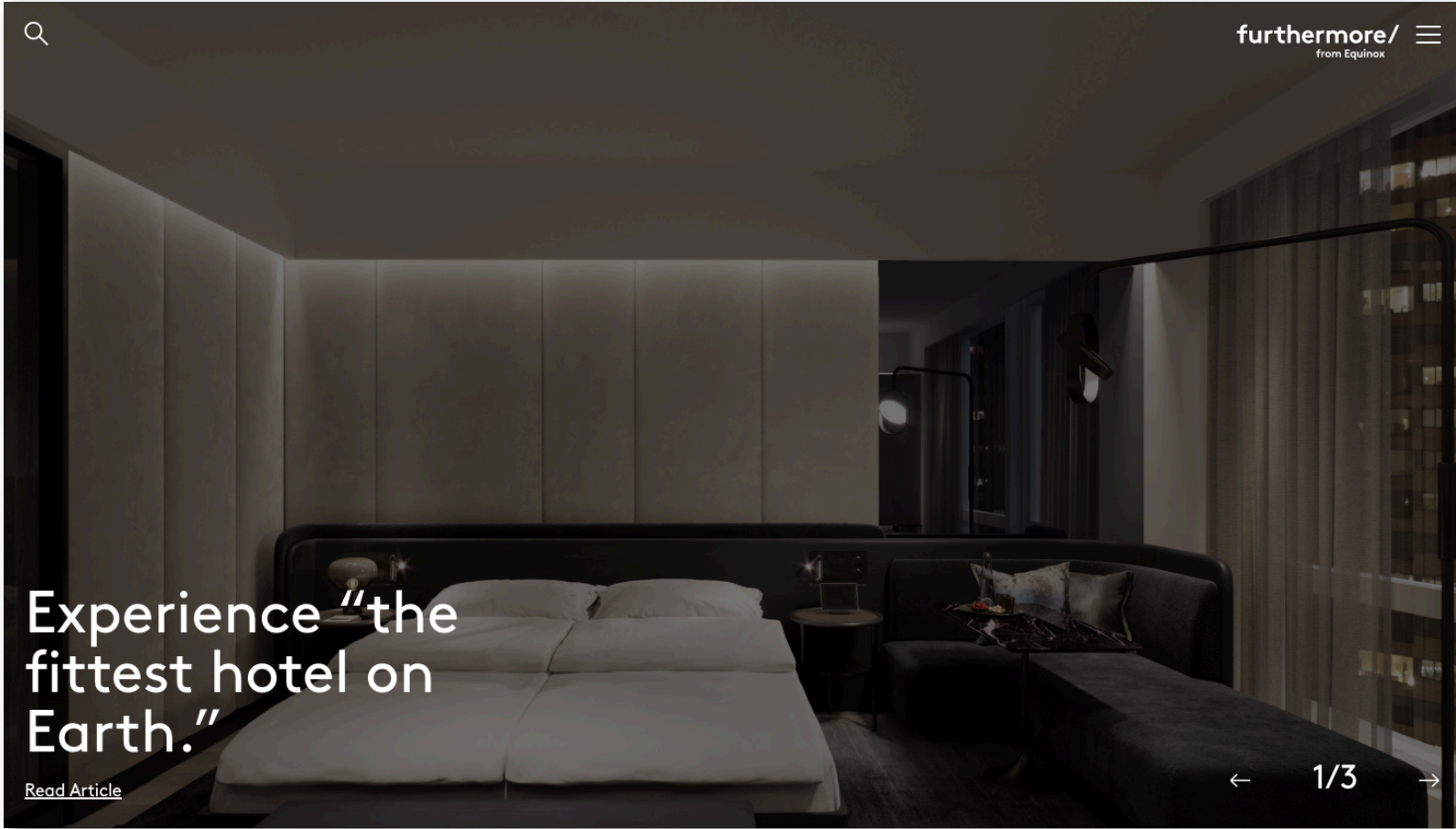
MARKETING



JOURNALISM



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Experience "the
fittest hotel on
Earth."

[Read Article](#)

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MEASURING SUCCESS

SPREAD METRICS

RELATIONSHIP METRICS



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[Our Plans](#)

[How It Works](#)

[Our Recipes](#)

[Gift Cards](#)

[Blog](#)

[Log In](#)



FRESH TIMES

The HelloFresh Blog



Dear HelloFresh, please send me an email at every time you publish a post or want to share other fun ideas. [Sign me up!](#)



3 Unexpected Places You Can Use HelloFresh

Lifestyle

July 16, 2019

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FINANCIAL ORIENTATION

MARKETING AS A
COST CENTER



MARKETING AS A PROFIT
CENTER



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PARTNER WITH US

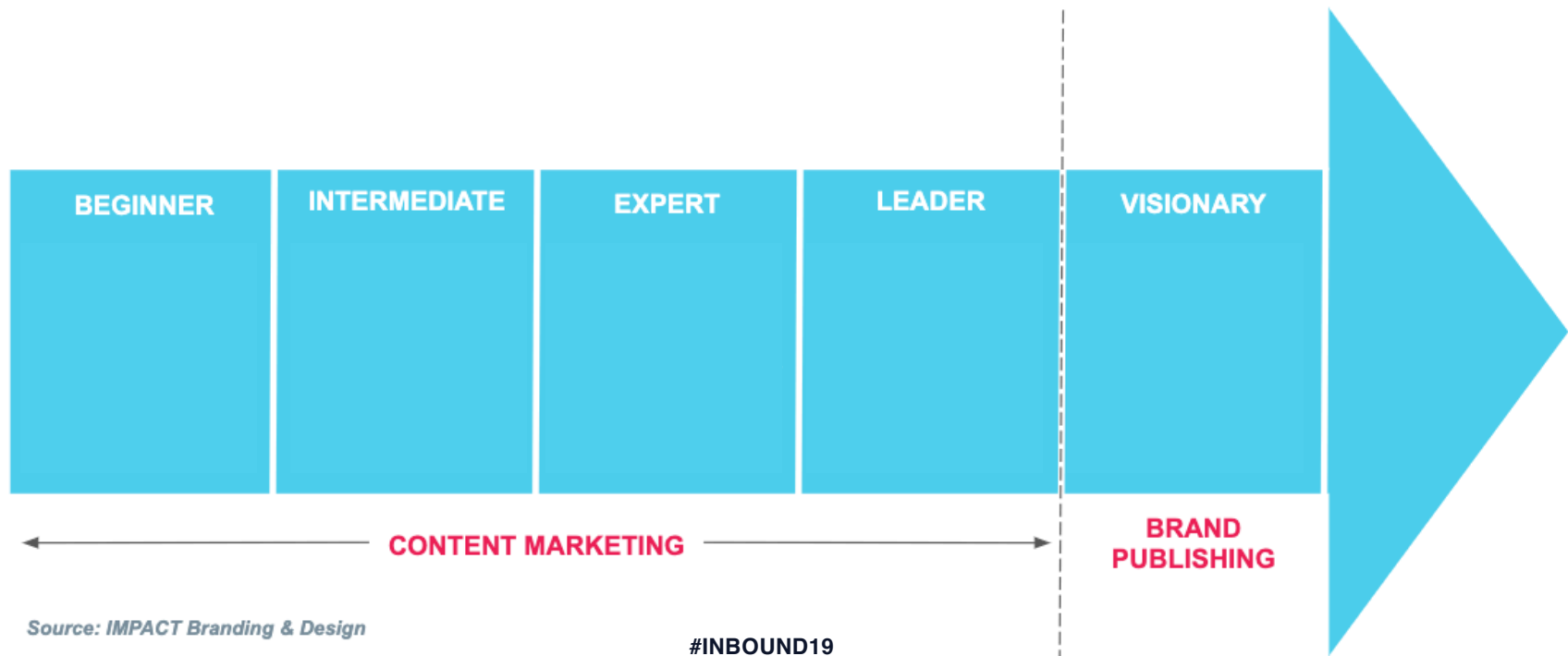
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HERE'S WHAT IT LOOKS LIKE TO
MAKE THE SHIFT

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WHERE DO YOU FALL?

ON THE BRAND PUBLISHING CONTINUUM

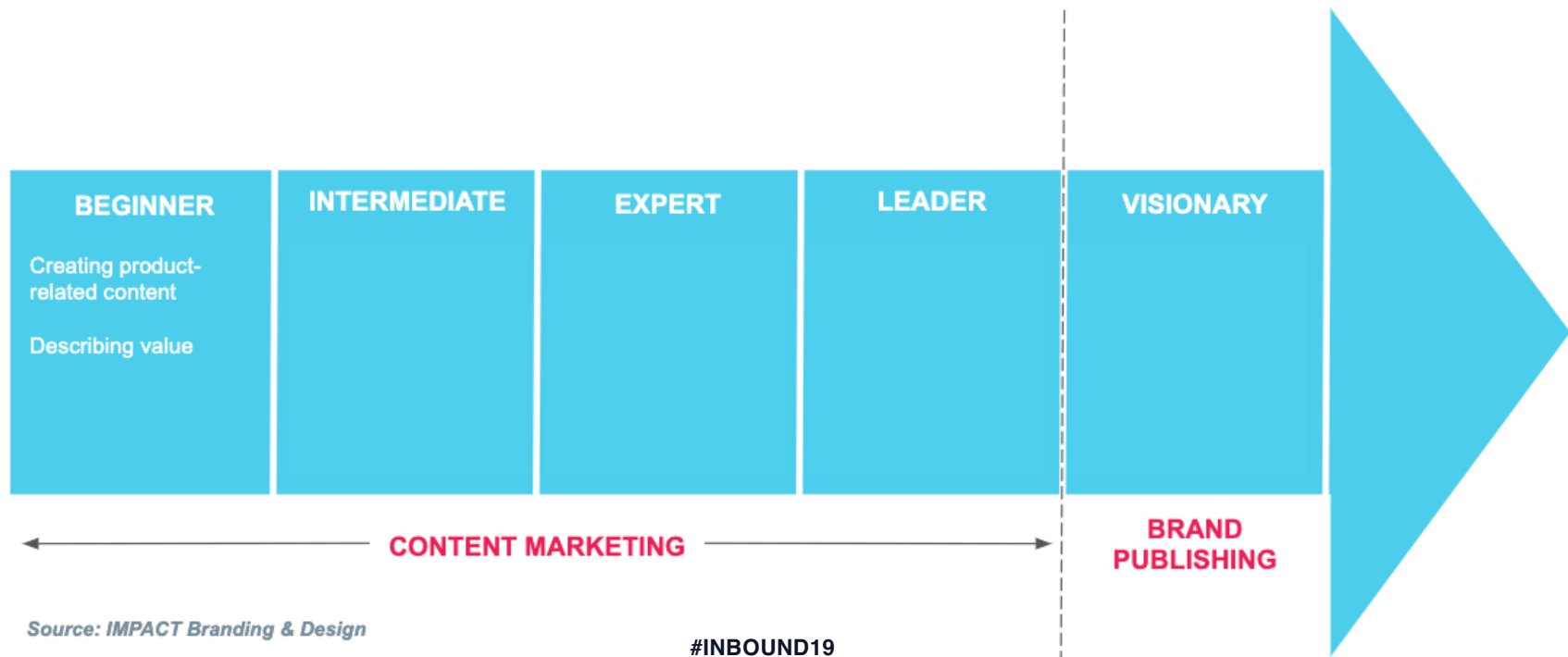


Source: IMPACT Branding & Design

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WHERE DO YOU FALL?

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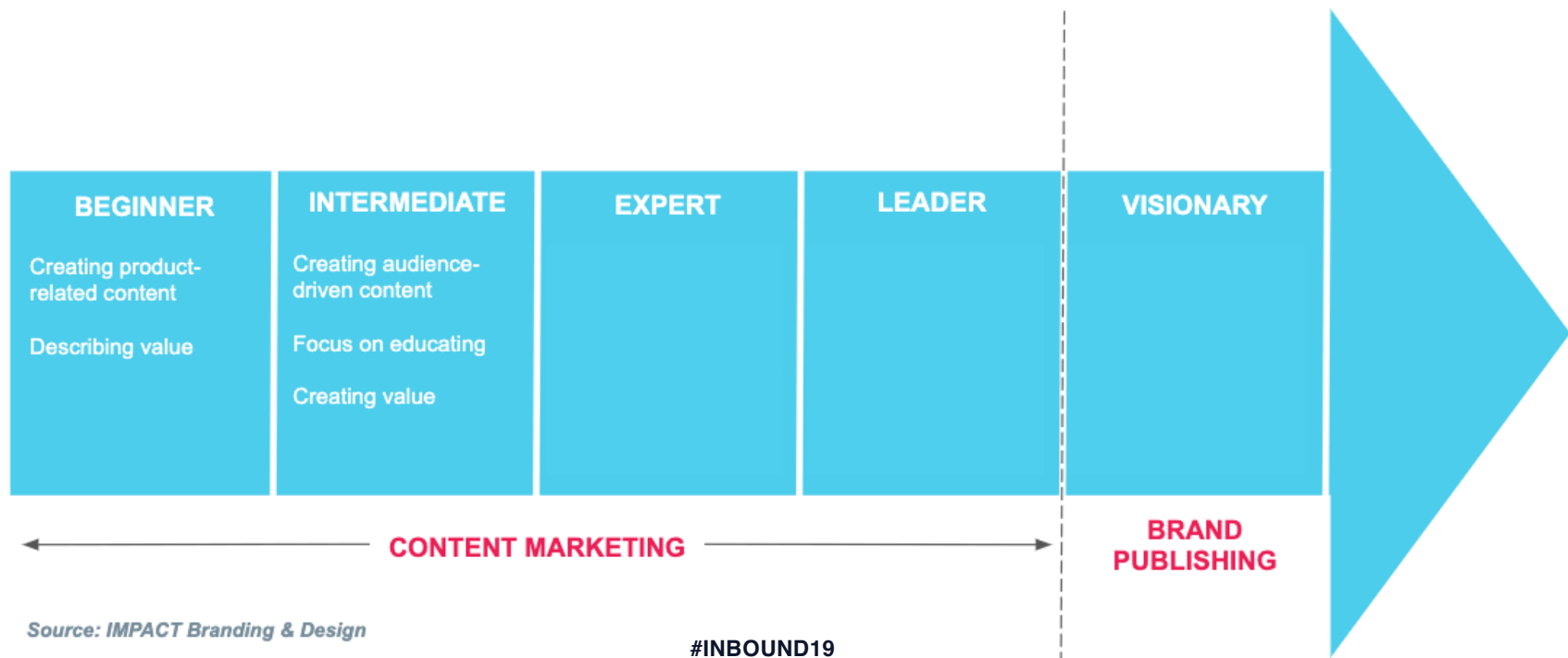


Source: *IMPACT Branding & Design*

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WHERE DO YOU FALL?

ON THE BRAND PUBLISHING CONTINUUM

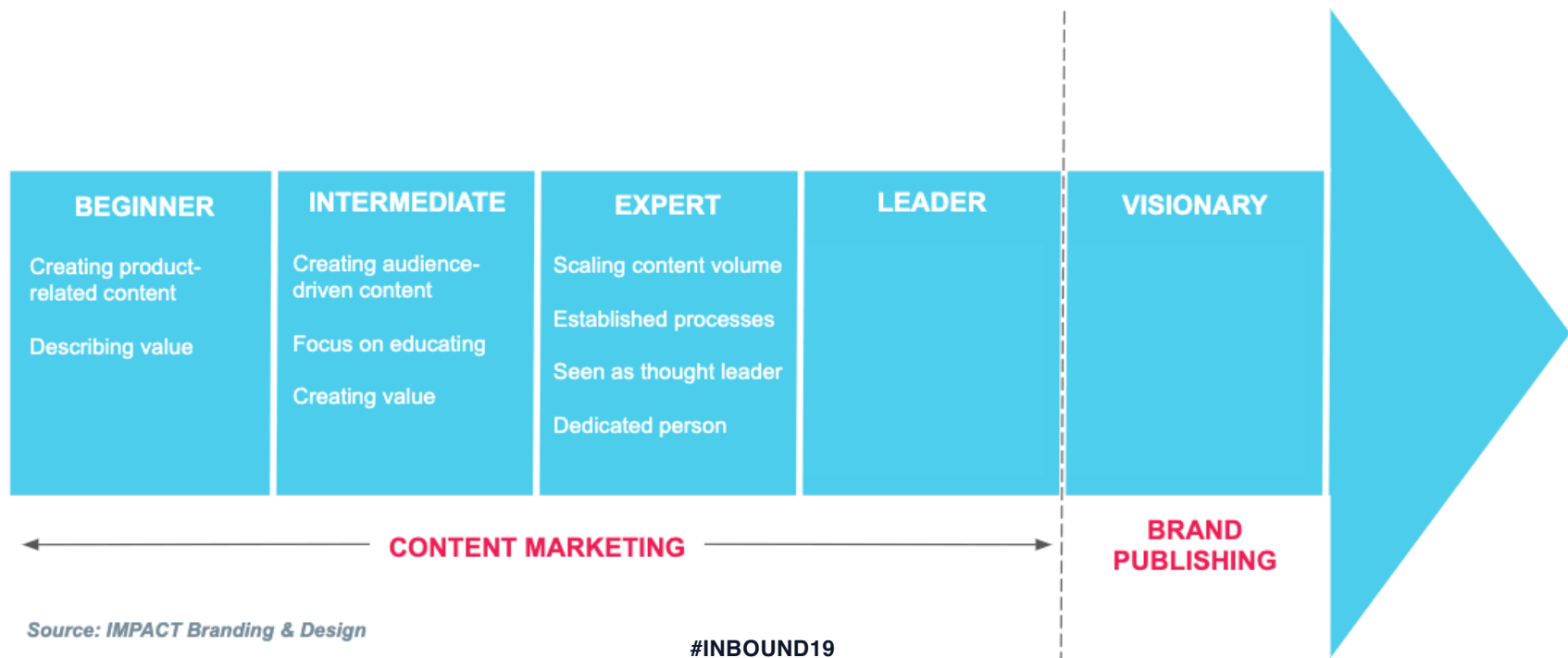


Source: *IMPACT Branding & Design*

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WHERE DO YOU FALL?

ON THE BRAND PUBLISHING CONTINUUM



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ON THE BRAND PUBLISHING CONTINUUM

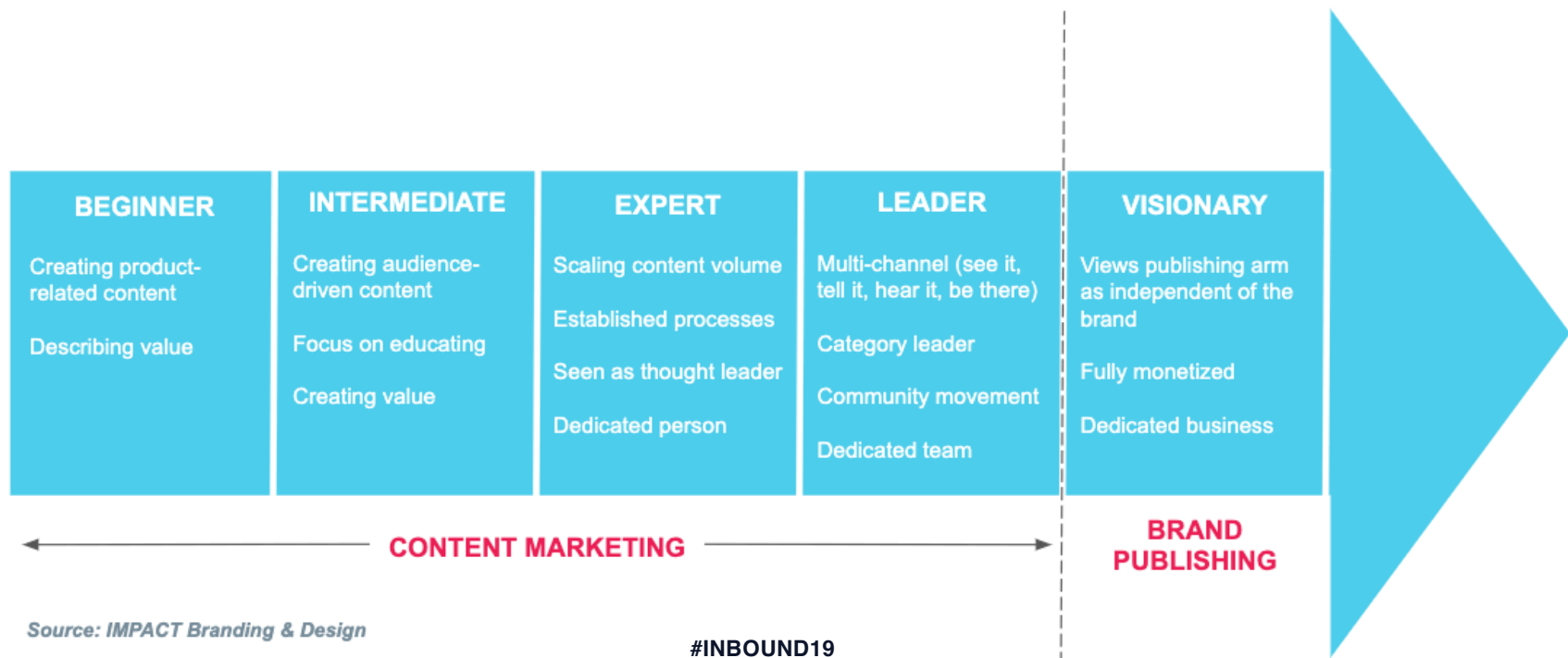


Source: IMPACT Branding & Design

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WHERE DO YOU FALL?

ON THE BRAND PUBLISHING CONTINUUM



**BRAND PUBLISHING
ISN'T JUST FOR THE
BIG GUYS**

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IMPACT'S VISION:

**TO HELP PEOPLE AND THEIR
ORGANIZATIONS SUCCEED**

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OUR HISTORY

IMPACT FROM PAST TO
PRESENT



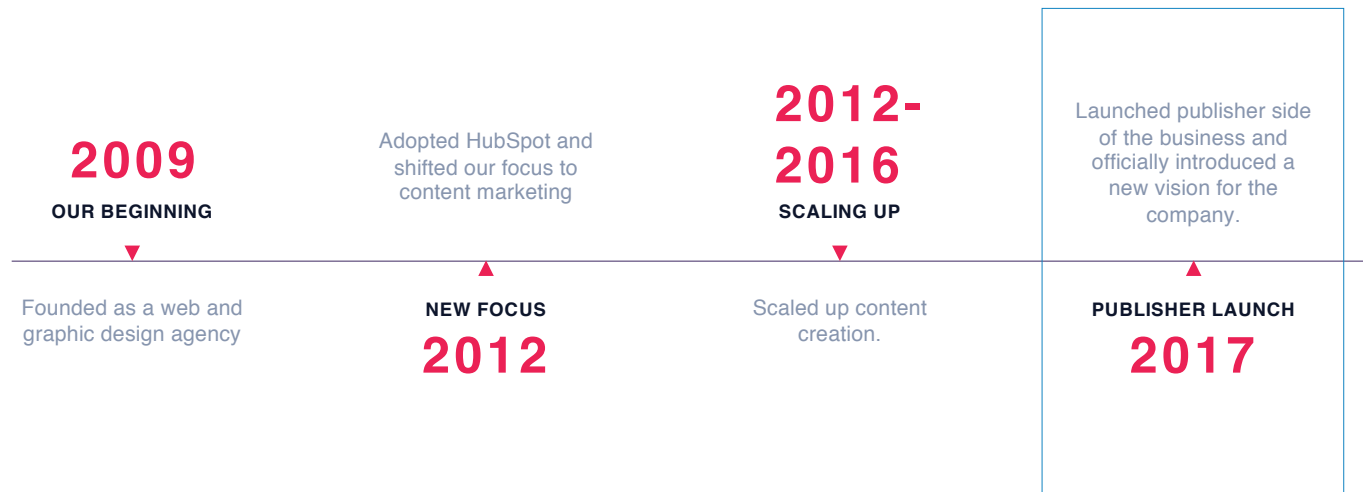
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**WE WERE SAYING NO
WHEN WE COULD HAVE
BEEN SAYING YES**

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OUR HISTORY

IMPACT FROM PAST TO
PRESENT



#INBOUND19

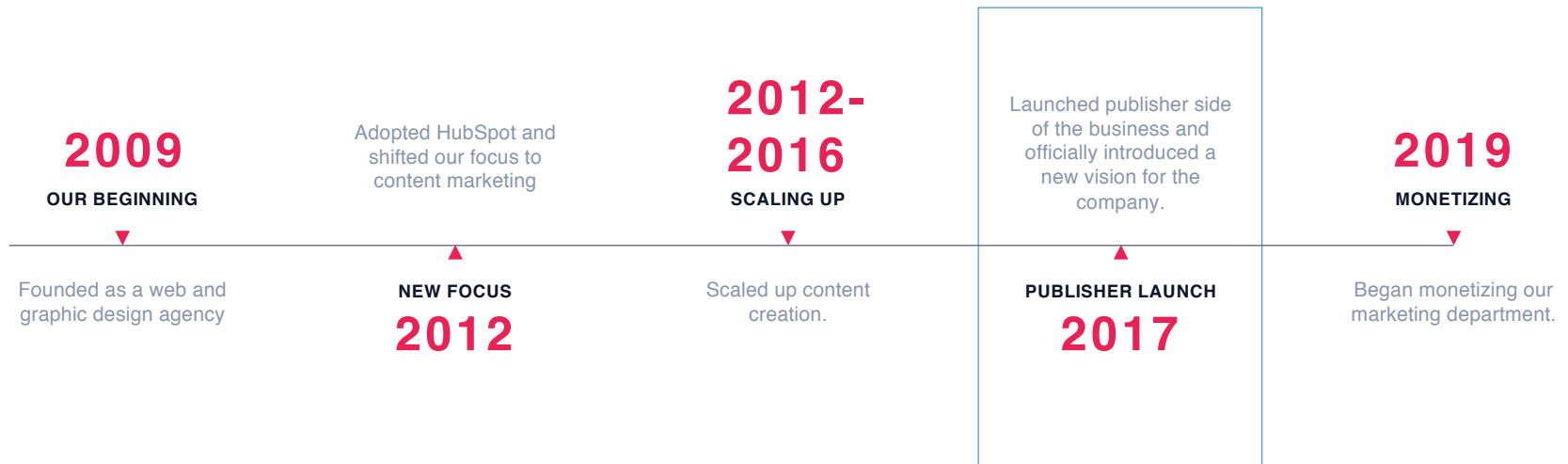
THE GOAL:

**TRANSFORM FROM AN AGENCY THAT
HAPPENS TO PUBLISH A LOT TO A
PUBLISHER THAT HAPPENS TO HAVE AN
AGENCY INSIDE OF IT**

#INBOUND19

OUR HISTORY

IMPACT FROM PAST TO
PRESENT



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**HERE'S HOW WE'RE
BUILDING OUR
PUBLISHER BUSINESS**

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IMPACT'S PUBLISHER CONTENT

5 TYPES OF CONTENT



THOUGHT LEADERSHIP

Long-form (~2,500+ word) articles that take a deep dive into a given topic.



IN-DEPTH GUIDES

8k to 10k word+ educational guides on specific subject matter areas that serve as pillar content for our SEO strategy.



NEWS REACTION

500+ word articles that cover news within 48 hours of it breaking and provide actionable insights for marketers.



VIDEOS

Educational videos including how-to's and tutorials, as well as expert interviews.



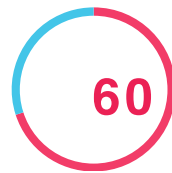
PODCASTS & SHOWS

Various audio and video, live and/or prerecorded podcasts and shows.

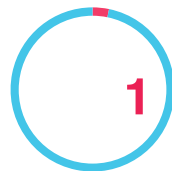
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IT TAKES A VILLAGE

TO CREATE GREAT
CONTENT



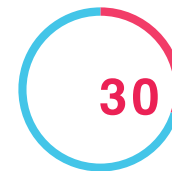
IN-HOUSE
WRITERS



FREELANCE
WRITERS



OUTSIDE
CONTRIBUTORS



SPONSORS

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IMPACT Editorial Code of Ethics & Standards

IMPACT's Editorial Code of Ethics are the standards by which all content published on our website, whether it be written, video, or otherwise, are held.

As a brand publisher, these are the values we expect to be met by everything that gets put in front of our audience, especially under the IMPACT name.

Since 2009, IMPACT has been a highly-respected pioneer in the digital marketing content space.

As a contributor (whether you are employed by IMPACT or partnering with us as an [external sponsor](#), contributor, or freelancer), you are an integral part of upholding this reputation when sharing your experience, advice, and perspectives on our website.

This Code of Ethics is intended to help guide you in this process.

As an [IMPACT Contributor](#) during a dynamic, competitive, digital era, situations may arise in which you will be faced with ethical dilemmas.

Whether you should accept a free product or compensation in return for coverage, ignore drawbacks or shortcomings when discussing a brand or product, or if you should take a stance on a socially-charged issue, are just some of the conflicts this Code should help you navigate.

If you ever have questions about a dilemma or conflict of interest, consult our Head of Editorial Content. Otherwise, please read through this Code of Ethics carefully and apply it to all aspects of your work with IMPACT.

By following the Code, you not only help us accomplish our mission of delivering the most honest, innovative insights available to business, marketing, and sales leaders, but will also help position yourself as a trustworthy, reliable thought leader in your area of expertise.

1. Being Unbiased

At IMPACT, we aim to deliver the most candid, honest content on digital marketing and sales that you will find online. To accomplish this goal, we must be unbiased.

In order to deliver accurate, effective, and sound advice, you need to be able to discuss any topic you create content about from an impartial stance.

We all have our personal opinions and you can most definitely share them in the content you create for us, but you must also be able to put those opinions aside to discuss things based on data and facts.

In order to do right by our audience, we need to give them all of the information we can, good and bad, so that they are empowered to make the right decision for themselves and their businesses. On this, we will not compromise.

Regardless of your personal thoughts, you should always aim to deliver constructive criticism; not hateful or angry or driven by solely by emotion. You must be fair to the competition. Whether it is a product review or a feature on a product, do not ignore shortcomings or exaggerate positives.

In most instances, we avoid discussing politics and politicians, but depending on the context, again, you should take a neutral

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IMPACT Editorial & Quality Guidelines

Who is IMPACT's Audience?

We have a global audience of marketing professionals including inbound marketing, sales, UX and UT leaders, fellow agency members, and aspiring leaders.

These individuals typically own or work for small to medium-sized B2B businesses located in North America, and are looking to grow the performance of their marketing, design, careers, or organizations as a whole.

We generate more than 7,000 new contacts/month.

What Does a Good IMPACT Article Look Like?

IMPACT is the most honest, unfiltered resource for learning and implementing inbound success at your organization.

Along with the latest actionable advice, tactics, and strategies, we share unique, thought-provoking perspectives, and personal, real-life stories of the triumphs (and tribulations) that come with growing through inbound.

We want to share the real experiences of implementing inbound marketing, not just the best-case scenarios shared by other agencies.

We also strive to leave the reader with actionable advice that they or teammate can implement right away. No question or concern should go unaddressed.

More specifically:

- Content **MUST** be original and not published or distributed elsewhere. Plagiarism will not be tolerated.
- **MUST** be well-written in grammatically correct English.
- Information/advice shared is sound, accurate, up-to-date, and relevant to the audience.
- Shares advanced knowledge; goes beyond best practices, sharing what it's actually like to implement inbound marketing. (Exception may be made for brand new tools/subject matter)
- May share stories from personal experiences, including candid lessons and reflections.
- Leaves no plausible reader questions on the topic unanswered or unaddressed.
- Focuses not just on what, but why and how of the subject matter at hand.
- Supports claims with data and research.
- Sources all statistics, quotes, or data.
- Includes actionable guidance, tips, or advice so that the reader can actually put the content to use.

- Follow IMPACT's editorial style guide to ensure consistency in all content published on our website.

THE LATEST

BY IMPACT

July 4, 2019

Chatbots vs. Live Chat, Bob's 10,000 Mile Trip Across America, & Why Influencer Marketing Goes Too...This Is THE LATEST!

As [Bill Pullman](#) so epically reminded us in the 1996 cinema masterpiece *Independence Day*, "Today, we celebrate our Independence Day!"

But (fingers crossed), given that there will be no alien invasion on July 4th barbecues and other firework-oriented adventures, we want to give you — our dedicated subscribers — a little gift...



IMPACT

Search for topics or resources

INSIGHTS & GUIDES

- Latest Articles & Insights
- THE LATEST
- Strategies & Tactics
- Inbound Marketing
- Content Creation
- Video Marketing
- Website Design
- Search Engine Optimization
- More
- Tools & Technology
- Recommended Tools

SCORE YOUR COMPANY

INBOUND SUCCESS PLAYBOOKS

REAL WORLD RESULTS

IMPACT'S SERVICES

IMPACT LIVE 2019

PODCASTS & SHOWS

COMMUNITY

f in

About Team Careers Advertise with IMPACT
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EVERYTHING YOU NEED TO KNOW IN < 5 MINUTES

July 27th, 2019: 13 Professional Networking Event Tips, Facebook Fined \$5B by FTC, & Artificial Intelligence Trends You Need to Know ...This Is THE LATEST! [See THE LATEST >](#)

You've gone incognito

Now you can browse privately, and other people who use this device won't see your activity. However, downloads and bookmarks will be saved. [Learn more](#)

Your activity might still be visible to the following information:

- Websites you visit
- Your employer or school
- Your browser provider

NEWS

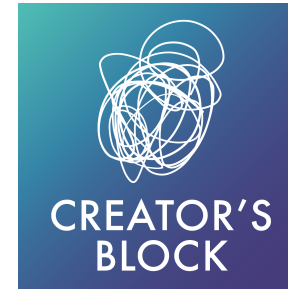
Google Plans To Remedy Loophole in Incognito Mode — But Some Publishers Aren't Happy

By Iris Hearn
on July 29th, 2019

FEATURED VIDEO

Built to Last: 7 Essential Steps to Building a True Culture of

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Hubspot User Sl...
 Kathleen Booth

Jump to...

Threads

Channels

- general
- gettingstarted
- hacks
- hubspotuserblog
- marketing
- random
- sales
- service
- troubleshooting
- updates
- website

Direct Messages

- Slackbot
- Kathleen Booth (you)
- carinaduffy
- MichaelMeola
- Will Curran

+ Invite people

Apps

- greetbot


+ Install Google Drive

+ Add apps

#general

Not sure where your question or comment goes? Put it here. But don't get crazy. Nobody wants that.


Yesterday



1 1

3 replies Last reply 17 hours ago

MichaelMeola 4:21 PM
 Yeah I totally got mine too because I'm also special




@dizom/zim.com

4

2 replies Last reply 17 hours ago

MichaelMeola 4:24 PM
 giphy.gif



This is so awkward.

Liz Murphy 4:59 PM
 ahem @carinaduffy now i feel left out WHICH IS FINE

1

5 replies Last reply today at 9:32 AM



Joined ▾ Notifications Share ... More

Write Post Add Photo/Vid... Live Video More

Write something...

Photo/Video Watch Party Tag Friends ...

9 people want to join this group

Announcements See All (4)

Stephanie Baiocchi Admin · February 15, 2018

NEW MEMBERS: Welcome to iMPACT Elite! Elite is a place for inbound professionals to share ideas, answer questions, give feedback and help each other. So jump on in on a discussion!

P.S. Notifications got you overwhelmed? Get the highlights from the

FILM SCHOOL FOR MARKETERS

iMPACT
 WWW.IMPACTBND.COM

More

Live Video More

Tag Friends ...

See All (2)

GROUP BY

iMPACT Branding & Design
 6,010 like this

INVITE MEMBERS

+ Enter name or email address...

MEMBERS 295 Members

SUGGESTED MEMBERS

Friends

Sarah Jane Dunaway Invite Member

Marisa Smith Invite Member

Medi... Invite Member

Embed Invite

+ Enter name or email address...

MEMBERS 4,978 Members

You have 4 new members this week. Write a post to welcome them.

SUGGESTED MEMBERS

Friends

Rachelle Shelly Woods Bowman Invite Member

Chuck Kaminski Invite Member

IMPACT *HubSpot*

K Hi, Kathleen 412

To-do Completed All

Stephanie Baiocchi posted an a... 5

Stephanie Baiocchi posted an article 5

ACTION-PACKED AGENDA

THE MOST IMMERSIVE, HIGH-ENERGY LEARNING EXPERIENCE FOR INBOUND MARKETERS & BUSINESS LEADERS

Share the IMPACT Live 2019 Agenda

The IMPACT Live 2019 agenda is live and boy are we excited! Take a look and share

Show

Invite Friends to IMPACT Live 2019

Invite friends to join you at IMPACT Live 2019

Show

Stephanie Baiocchi posted an a... 10

Stephanie Baiocchi posted an a... 5

Stephanie Baiocchi posted an a... 5

Get Help From a Certified Agency or Consultant

SmartBup

IMPACT

Get a review of IMPACT on the HubSpot partner directory

Get 200 points once you upload a screenshot of a review you got for IMPACT

Show

5 Things You Can Do Right Now to Make Your YouTube Channel More Engaging

Share this: 5 Things You Can Do Right Now

Show

Share: The "Big 5" Blog Topics Guaranteed to Drive Traffic, Leads, & Sales

Share Marcus Sheridan's Big 5 blog topics

Show

Stephanie Baiocchi posted an a... 5

Stephanie Baiocchi posted an a... 5

Stephanie Baiocchi posted an a... 5

Stephanie Baiocchi posted an a... 5

THE LATEST BY IMPACT

Show rewards

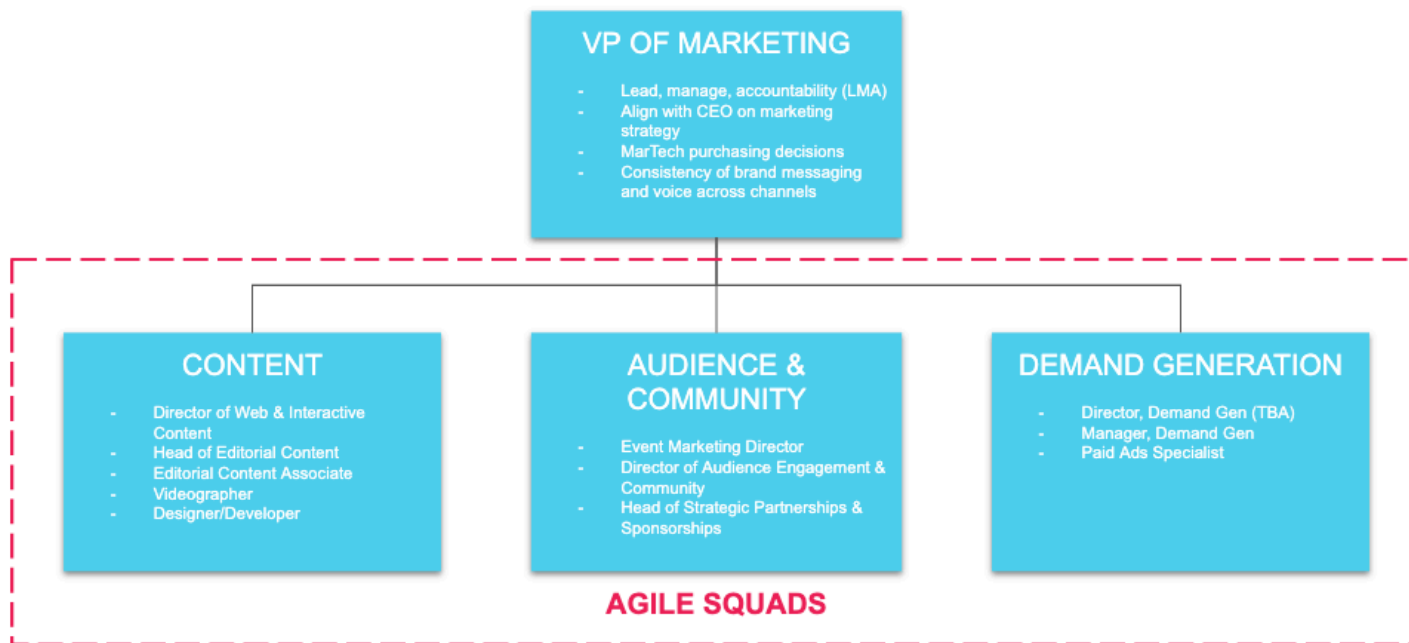
- Natalie Davis 20282
- Bella Vasta 5160
- Leah Hovland 2512
- KEVIN DICARLO 610
- Bri Stauffer 482
- Katarina Andrejević 432
- Kathleen Booth 412
- Kevin Juliano 407
- Jennifer Barrell 397
- David Amari 390



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TEAM STRUCTURE

CURRENT STATE



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MONETIZING

HERE'S HOW WE'RE DOING IT

- Sponsored content
- Event sponsorship
- Newsletter/ad sponsorship
- Podcast/ad sponsorship
- Sponsored webinar
- Web-in-ten

Search for topics or resources

ADVERTISE WITH IMPACT

Show Our Audience Just How Valuable You Are


Advertising and sponsorship opportunities that will maximize your audience exposure and get you the results you're looking for.

3X YOUR 30-DAY LEAD VALUE

IM LIVE 2018

Who Is IMPACT's Audience?

IMPACT's audience is a collection of passionate business leaders looking for new products and services to help move the digital sales and marketing needle.



IMPACT Live Details

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SMALL BUT MIGHTY

JUNE, 2017

SEPTEMBER, 2019

30 → 70

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**OUR BIGGEST
CHALLENGE:**

BUY IN

#INBOUND19

HOW WE SOLVED FOR IT

✓ WHY

Invested time in explaining why creating content is so important and what the new vision was for our content strategy.

✓ TRANSPARENCY

Provide the company as a whole with full transparency into how the content we're creating is performing, both at a macro- and individual contributor level.

✓ HOW

Communicate weekly about how content is contributing to our overall ability to hit our goals, and specifically how much revenue it has influenced.

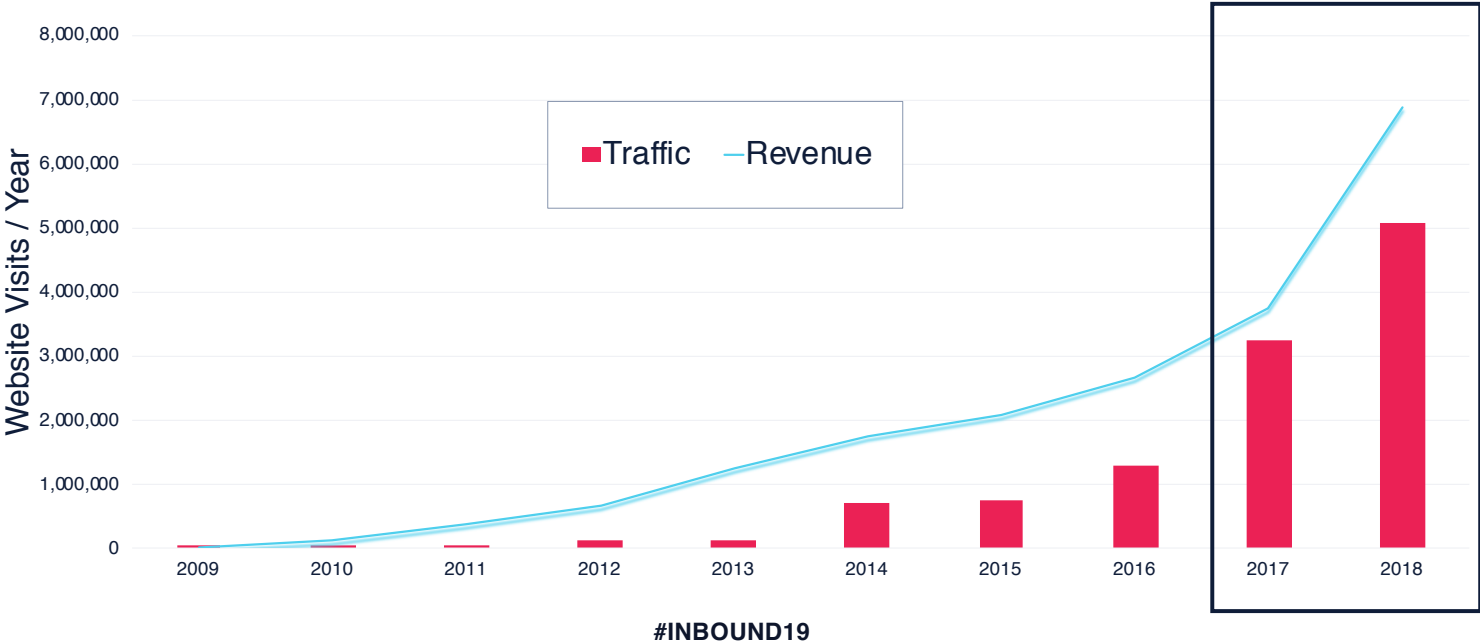
✓ EASY ACCESS

Empowered each individual contributor with easy access to a dashboard that shows how the content they personally have created is being consumed.



TRAFFIC & REVENUE GROWTH

YEAR-OVER-YEAR
(2009 - 2018)



- ✓ **SUPERCHARGE YOUR GROWTH**
- ✓ **FUTURE PROOF YOUR BUSINESS**
- ✓ **ELIMINATE THE COMPETITION**

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**IF WE CAN DO IT
SO CAN YOU**

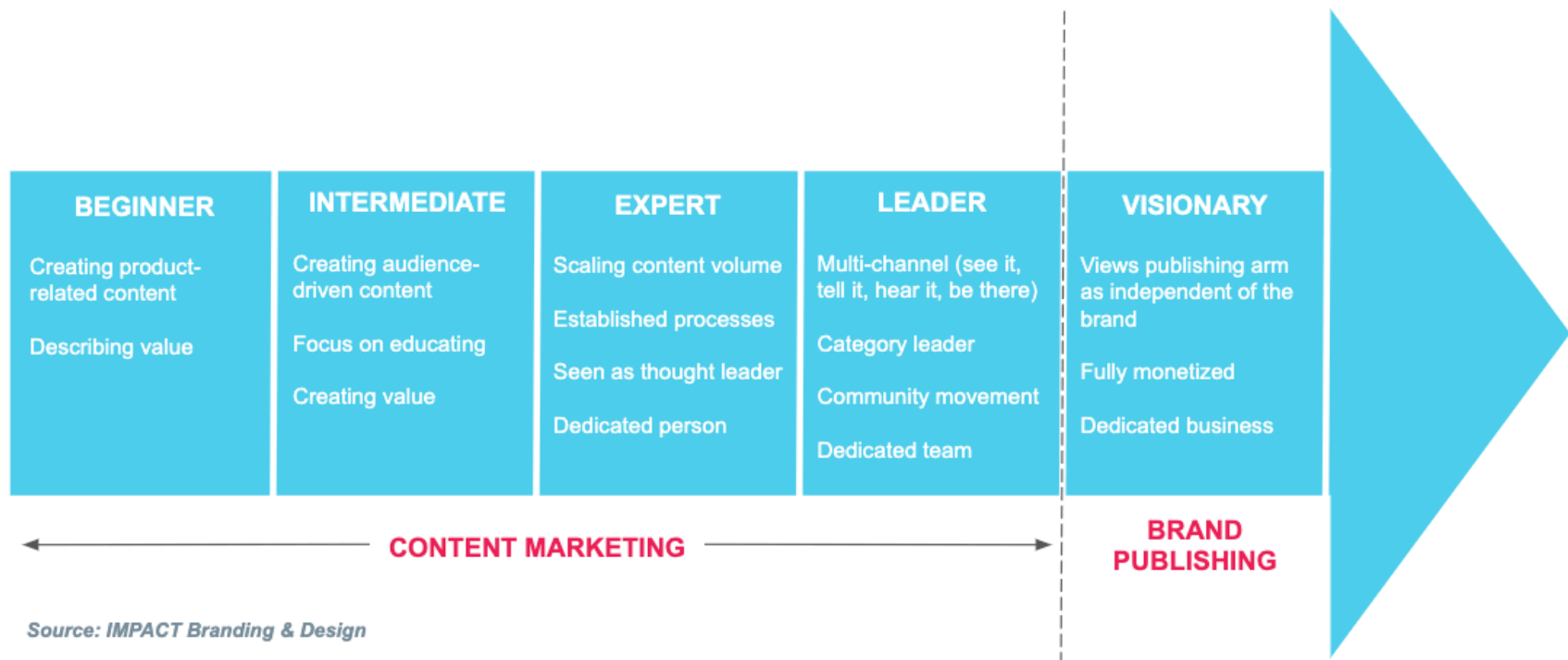
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- ✓ **BUILD A HABIT**
- ✓ **AUDIENCE-FIRST APPROACH**
- ✓ **JOURNALISM ORIENTATION**
- ✓ **RELATIONSHIP METRICS**
- ✓ **MARKETING AS A PROFIT CENTER**
- ✓ **TEAM BUY-IN / INVOLVEMENT**

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WHAT CAN YOU DO

TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?



Source: *IMPACT Branding & Design*

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BRAND PUBLISHING RESOURCES

impactbnd.com/publish

CONTACT ME

kbooth@impactbnd.com

[@workmommywork](https://www.instagram.com/workmommywork)

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