

# ralucakisescu.ro

Content  
Channels  
Customers



How to sell



a pink banana





# Musa Velutina

***Musa velutina***,  
the hairy banana  
or pink banana,  
is a species of  
seeded [banana](#).



# What is content marketing?

*“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”*

# Searchers & SEO

- SEO (small changes) vs SEM (paid search ads)
- 95% of searchers stick with the listings on the first page of results
- Google is crawling the web - follows links from page to page - and puts all collected pages in an index
- when someone searches for you - Google ranks the results for them and shows the most relevant pages from the index
- 3 relevant pieces
  - TITLE
  - URL
  - DESCRIPTION

# DO's and DON'Ts

- Title - unique & summing up your business in a short, info-rich phrase
- Different descriptions for each page, if you have many (Storyteller/Brand Consultant/Trainer & Coach/Voluntariat/English)
- Domain name - easy to read and descriptive - ralucakisescu.ro
- Subpages URLs - easy to read <http://www.ralucakisescu.ro/storyteller>
- Title - creative, but nothing to do with the page
- Generic description
- Vague and lengthy domain names



# Strong, engaging and...

Home > Storyteller > Un baiat de zece ani va afla azi, in drum spre scoala ca de fapt pleaca direct spre Mos Craciun, in Laponia

Share

LinkedIn

G+

## Un baiat de zece ani va afla azi, in drum spre scoala ca de fapt pleaca direct spre Mos Craciun, in Laponia

2016-11-29.  
Storyteller



Baiatul in cauza este al meu si al tatalui lui, cel cu care m-am pozat acum cateva luni in rochie de mireasa la cincisprezece ani de la nunta si la vreo cinci de la divort. Desi nu mai suntem o familie in termenii coalitiei, tot familia copilului nostru suntem. Si pentru ca amandoi lucram in zona marketingului si advertisingului, ne-am gandit ca baiatul nostru este suficient de mare pentru a fi victima unui PR Stunt (o surpriza, o ghidusie, o intamplare). Discutand despre programul acestei mini-vacante, am hotarat sa mergem toti trei in Laponia, mai degraba din motive practice decat sentimentale.

Nici nu vreau sa ma gandesc la frigul care ma asteapta, dar zambesc gandindu-ma cat de bucuros va fi el. Orice copil viseaza la Mos Craciun, iar noi prindem trenul de dupa ultimul tren, caci el stie

Snapchat

@ralucakisescu



Instagram

@ralucakisescu



Youtube



...useful content will affect your search status  
more than anything else

Home > Brand Consultant > 9 raspunsuri pentru cele 9 chestii pe care ar trebui sa le stie clientii

Share

LinkedIn

G+

## 9 raspunsuri pentru cele 9 chestii pe care ar trebui sa le stie clientii

2016-11-21.  
Brand Consultant



**Cu drag, pentru Sorin Tranca si nu numai**

Vineri am ajuns la Zilele Biz, o serie maraton de conferinte desfasurate pe parcursul unei saptamani, cu fiecare zi dedicata unui subiect: antreprenoriat, inovatie, management, CSR si Media & Marketing. Daca era vineri, era marketing.

Am incurajat si voi incuraja mereu participarea la conferinte de business, cel putin din doua motive: iesi din cutia ta de vizibilitate si relationezi cu oamenii. Ambele motive inseamna idei noi, minte proaspata, productivitate personala si profesionala.

**Snapchat**

@ralucakisescu



**Instagram**

@ralucakisescu



**Youtube**

# Content

- easy to follow
- organized & focused on the topic
- divided into logical, short parts
- images:
  - write a short caption below each image and put relevant info in the text rather than in the image
  - don't be cheap. Use hi res photos, have a creative photo session once in a while
- add content regularly - loyalty & new visitors



# Bloggging & Business

- A source of interesting and/or useful information that is related to your business
- Engage with your audience - insights & entertainment, no buying call!
- Blog#Direct sales, Blog=indirect sales
- people who are familiar with your brand and have visited your site = X2-3 more likely to click on your name in search results/make a purchase
- own site versus customized platform (wordpress, blogger, tumblr, medium)

# Common blog styles/topics

Click on Seth's head  
to read his blog!

**Seth Godin**  
best selling author

**Go**  
Make something happen.

HOME «  
BLOG «  
SUBSCRIBE FOR FREE «  
BOOKS «  
COURSES «  
FREE STUFF «  
BIO «  
SPEAKING «  
BLURBS «  
T «

- lists - the 5/10 whatever
- slideshows - stunning photos of
- how-to's
- interviews

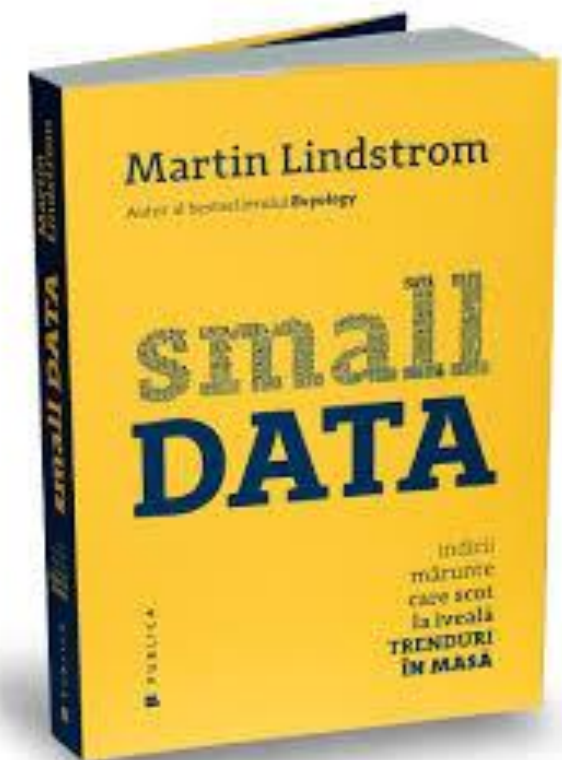
- current events
- communal identity - only people who ...know
- trends
- personal experiences

# Promote your content

- Social media: FB, LinkedIn, email marketing
- new blog entry = separate post on all SM accounts with a preview image & text
- pay ads
- content schedule
- measure & test your content (views, likes, comments, shares)



# Useful resources





[Newsletter / Alerta](#)

Vreau sa primesc GRATUIT ultimele  
noutati din publicitate pe:



# AdPlayers.ro

[Servicii](#) | [Creeaza cont](#)

Username:

Parola:

[HOME](#) / [CONTURI](#) / [BUSINESS](#) / [MEDIA](#) / [OAMENI](#) / [EVENIMENT](#) / [OPINII](#)
/ [PROFILE](#)/ [WORK](#)/ [JOB](#)

## Zero Based Budgeting. Bugetarea pe baza zero. Mai mult inspre viitorul marketingului. Raluca Kisescu.

[Business](#), [Opinii](#), [Analize](#), [analize adplayers](#), [Raluca Kisescu](#)

Marti, 24 Ianuarie 2017

adplayers. Raluca Kisescu

Timp de saispzece ani, dintre care zece ca director de marketing, Raluca Kisescu a bifat in practica toate cuvintele cu rezonanta in industria de profil: offline, online, campanii de produs, campanii de corporate, evenimente, CSR, crowdfunding, pricing, merchandising, creative communication, incentives, forecast, planning, social media, e-commerce.

Marketer creativ cu o experienta de aproape un majorat, din care zece in postura de director de marketing, Raluca Kisescu este *Brand consultant in marketing si comunicare*, *trainer de module Harvard Manage*



PUBLICITATE:

Thank you!

### CELE MAI RECENTE ARTICOLE:



**Kevin Roberts a plecat dupa o ofensa adusa femeilor din publicitate. In Romania, ofensa rezista.**



**Un an de cand achizitia media TV a revenit la agentii. Fratia afisajului stradal, inca la Putere.**



**La fotbal, ca la mall. Romania vs Georgia din peluza.**



**"Wir leben autos". Opinie, Vlad Ruta - Spectacular**

# Brand Messaging that Speaks Volume

- Communicate your values & personality to target audience
- **Brand message = Describes what brand stands for**
  - Steve Jobs question to Disney:
    - What would you like Disney store to say as the customer enters it?
    - The most happy 30 minutes in a child's life
- Effective brand message:
  - Be specific
  - Make it ownable
  - Keep it short
  - Be honest

**Target audience + Adjectives + Emotions + Key Benefits**



# Channels



Looking for more examples of content marketing? Download our Ultimate e-book with **75 content marketing examples.**

## CONNECT WITH US



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# okinstitute.ro

Daca ai intrebari suna-ne ☎ 0752.751.051 sau scrie-ne ✉ [ask@okinstitute.ro](mailto:ask@okinstitute.ro)



DESPRE NOI

CURSURI ONLINE MARKETING ▾

PACHETE CURSURI ▾

PROFESORI

BLOG

CONTACT

Adwords

Analytics

Content Marketing

Managementul afilierii

SEO

INVATA ONLINE MARKETING DE LA  
PROFESIONISTI