



***CONTENT RULES !***

# HELLO!



**I am Maya Mey Aroyo**

My official title is CEO of Queenja- Smart Content Services ...

But I'm here to show you- that content is easy & fun.

# ***MY ENTIRE BUSINESS TODAY IS DUE TO CONTENT***

## **Influencer Marketing**

Is the way I make  $\frac{1}{3}$  of my income every month- getting paid to write about other businesses in my websites.

## **The reason why people approach me**

The content I write and wrote before is what makes people approach me. I still haven't marketed my business.

## **The main reason why they choose me to build their website**

Is due to the fact that I can provide a full solution to one problem.

# ***WHAT WE'RE GONNA TALK ABOUT :***

What is content's role in today's online marketing reality ??

How to increase **visibility** using content

Make your clients come to you-

Have a profile that teaches what you're all about and a website that attracts organic views.

How to reach the **right** people with your content

It's not just about getting people to know you- it's about how to attract the RIGHT people with your content.

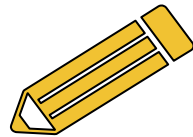
How to increase sales for online businesses using blogs, influencer marketing and more!

**Feel free to talk freely, ask questions on each topic. This presentation was meant to help each and everyone of you **GROW** your brand, business and online persona.**

## ***WE WILL HAVE -***

- × 3 Facts about content marketing
- × Real case-studies from my experience with online content marketing
- × 2 Little exercises to show you how you can create the right content- starting from NOW!

Grab some pencils, and let's get started!







***CONTENT***

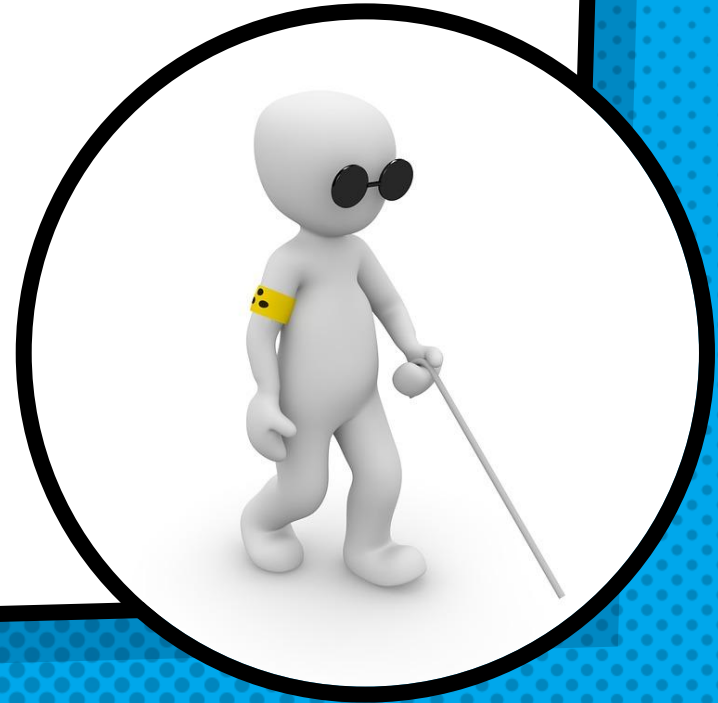
***FACT #1***

Content sells better than  
banners

# ***BANNER BLINDNESS***

“Banner blindness is a phenomenon in web usability where visitors to a website consciously or subconsciously ignore banner-like information, which can also be called ad-blindness or banner noise.”

(wikipedia)



## ***PEOPLE STARTED SELLING USING CONTENT !***



The process was actually simple:

- × Create an interesting article that talks about something people would like to read about
- × During that article present a product or service that your company provides
- × Invite people to click on a link and purchase your product.





**1,000,000,000**

Which online platform reaches that many  
people every single month?



# Taboola

The world's #1 content marketing company!

**The concept is simple:**

When a reader clicks on the “banner”  
to read the article– the publisher  
gets money from Taboola,  
who gets money from the advertiser.



## MORE FROM AROUND THE WEB



Barack's Worst Nightmare! Malia Obama Caught PARTYING In Amsterdam

SPONSORED BY RADAR ONLINE



30 Incredible Cabins Around the World

SPONSORED BY ACTIVE JUNKY



Recall Roundup: Mazda Recalls More Than One Half Million Small Cars and SUVs

SPONSORED BY I.D. POWER



End Your Nightly Snoring Nightmare With This Simple Solution

SPONSORED BY MY SNORING SOLUTION

Sponsored Links by Taboola



Travel » Waaaaa! Ryanair passenger makes a mad dash across tarmac to catch plane

Madrid Airport Police declined to comment.

International Edition + menu

Recommended by Outbrain

### Paid Content

Recommended by Outbrain



Find out what special ingredient makes this omelette so tasty  
HomeMadebyYou



Cebu Pacific cancels flights due to bad weather  
ABS-CBN News



A Peek at a New Superyacht With Its Own Private Beach  
Mansion Global



Which country is the most connected?  
CNN INTERNATIONAL



61 Woman From Bangkok Discovers How to Get Rid of...  
skincare.womensstyle.net



How Singapore is Getting Creative  
Momentum

Google Store



Moto 360 - 2nd Gen  
Rose Gold

digital spy

Tuesday  
December 4, 2012

Home > Movies > Spider-Man > News

'The Amazing Spider-Man 2' casts Dane DeHaan as Harry Osborn

Published Monday, Dec 3 2012, 3:35pm EST | By Justin Harp

YOU MAY LIKE

by Taboola



Zac Efron, Nicole Kidman in 'The Paperboy' video clip



'Monsters University' trailer



Great QWERTY smartphones  
cnet



20 Biggest Political Players in Hollywood  
Hollywood Reporter

Hearst Videos

From The Web

# CASE STUDY



How I increased online sales for  
Lottosend using Taboola ads.

## ***SO TO SUM THINGS UP...***

- × I was reaching more people, for less money
- × The new clients we got from content- were clients that were buying more!
- × Lottosend.com got ranked higher on Google due to the duration of each person's stay inside our website- thus getting organic traffic.



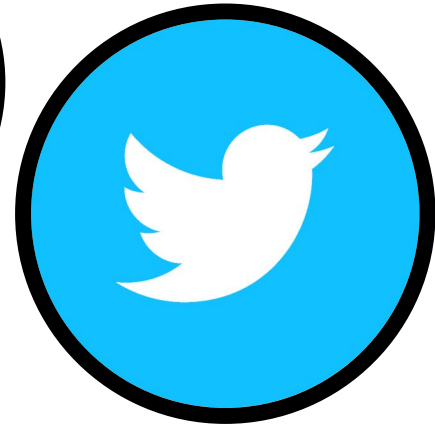
***WRITE DOWN 5 TITLES FOR CONTENT POSTS***



***TO SELL 5 DIFFERENT PRODUCTS!***



***BUT WAIT- YOU CAN USE THESE BLOG  
POSTS!***



# ***THIS IS HOW MARKETING SHOULD BE :***

- × 40% of your social efforts should Share your main product with Your audience.
- × 20% should go to special Promotions and announcements.
- × The rest of the % (40) should Go to sharing information that Your audience would love.



# ***CONTENT SELLS, IT'S A PROVEN PROCESS!***

Social media  
updates with new  
content!

User reads  
an article  
about  
things  
he/she  
likes

"I wonder what  
this company  
has to offer  
me..."

# CASE STUDY



How one australian entrepreneur uses blog posts to promote his company of finance consulting.

## ***WHAT DID "BLOGGING" HELP HIM ACHIEVE?***

- × He shares his own articles, and not CNNMoney or other news sites pieces, to his social channels.
- × He is building a name for himself, with FREE advice– showing he is an AUTHORITY in the finance business.
- × He is promoting personal goals for sustainability and a better world for our kids.



ULTRA CAPITAL  
Redefined Investments



***CONTENT***

***FACT #2***

The right content will make  
people approach you



# CASE STUDY



How I got my first big client...  
To contact me !!

# ***5 THINGS I LOVE ABOUT BEING A FREELANCE CONTENT WRITER, AND 1 THING I HATE.***

LOVE:

I was talking about how I love my freedom with work hours, about how I get to write for different niches, and also about how I advertise Etsy stores in my site.

HATE:

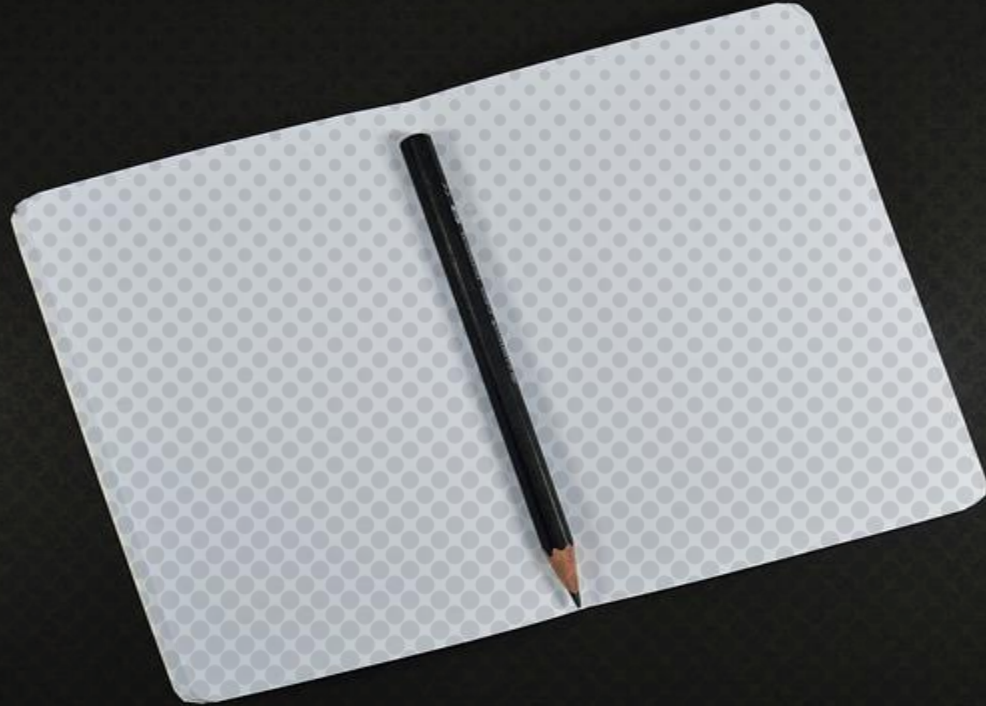
My boss is such a B\*TCH for making me work all weekend!!



## ***IN BUSINESS FROM THAT DAY (NOV 7, 2015) TILL NOW.***

- × Worked on 3 different BIG projects.
- × Constant blog management fees for almost a year now.
- × Being introduced by him to other friends of his, business people in Australia.
- × And constantly planning more amazing projects together.

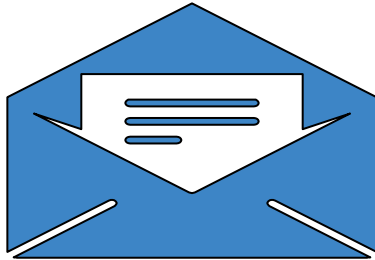
***WRITE DOWN 3 TOPICS FOR LINKEDIN POSTS***



***TO MAKE PEOPLE WANT TO WORK WITH YOU!***

# ***LOOK AT THOSE TOPICS...***

These content pieces will not only make people approach you, but they will also “make your life easier” when approaching them.



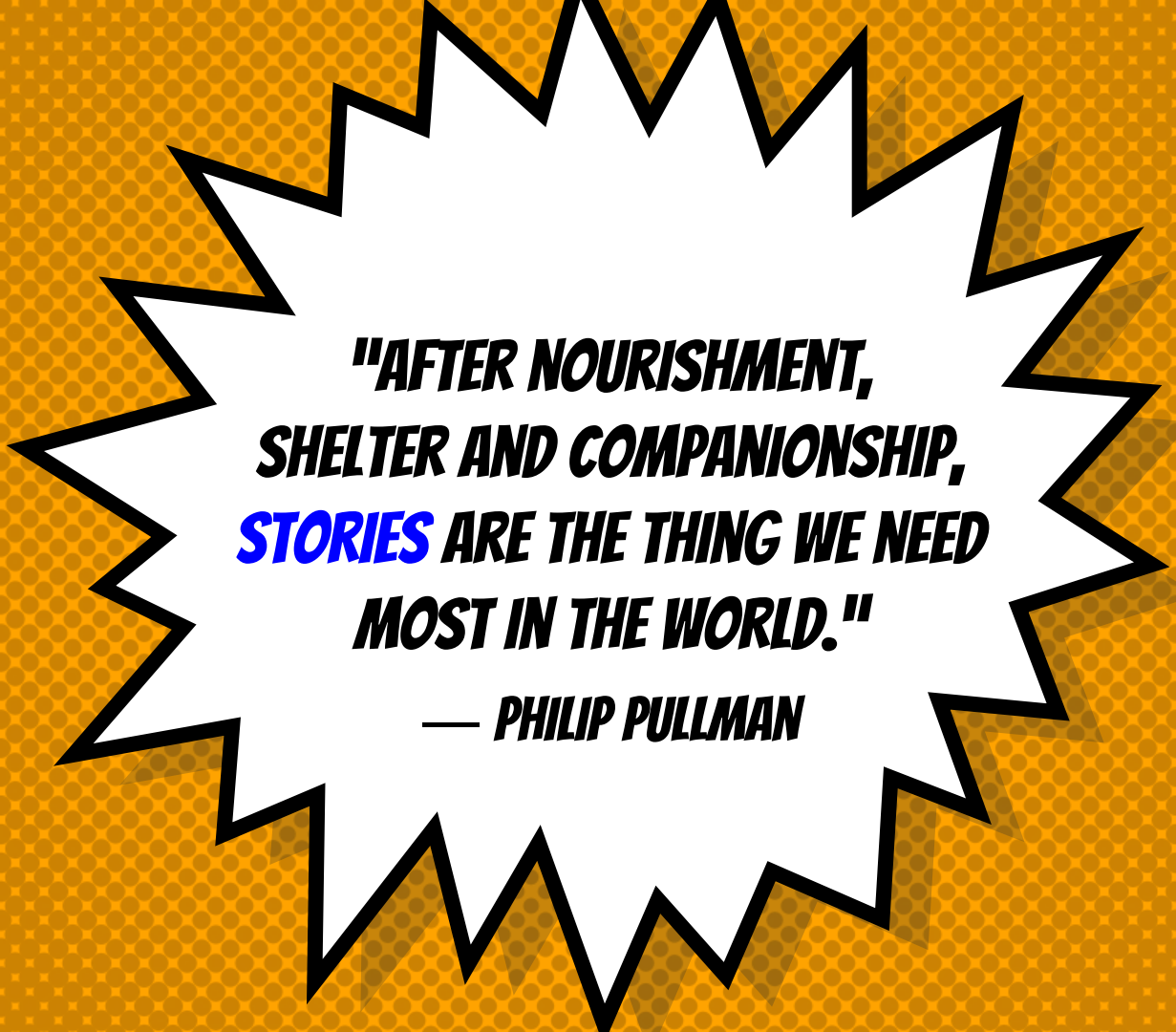


***CONTENT***

***FACT #3***

People are now, more than  
ever, interested in  
the story...





**"AFTER NOURISHMENT,  
SHELTER AND COMPANIONSHIP,  
*STORIES* ARE THE THING WE NEED  
MOST IN THE WORLD."**

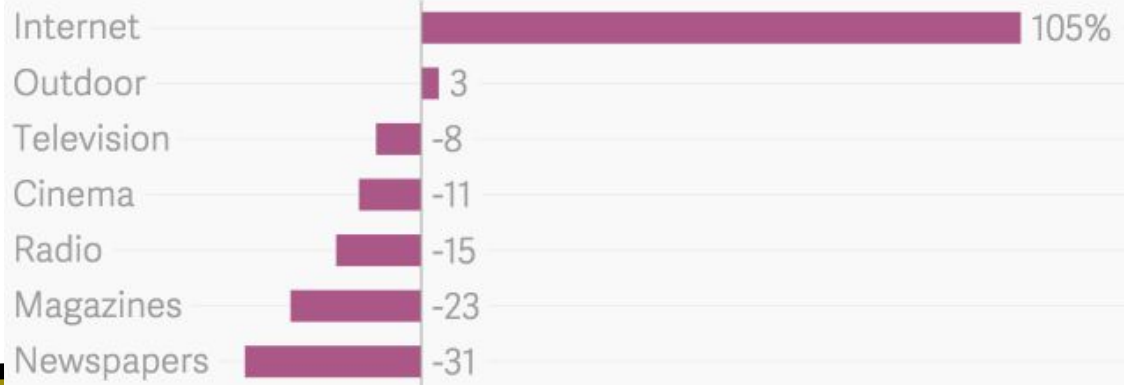
**— PHILIP PULLMAN**

## ***AND HERE ARE SOME PROOFS OF THAT...***

- × The rise of the ETSY platform.
- × The birth of the AGENDA page.
- × The rise in Media Consuming Habits.

Change in average daily media consumption

2015 vs 2010





***JUST A FEW LAST WORDS...***

# ***THANKS!***



**Any questions?**

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or by email: [maya@queenja.com](mailto:maya@queenja.com)