

The Art of Persuasion in the New Content Marketing World

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Advertising still works: Continuity of messaging **sitecore**[®]

Landing pages need to deliver on the ad's promise

- Copy and calls to action must be in line
- Engage user with expertise
- Start finding the problem
- 6th man

Keep telling the story as they move deeper into your site

- Understand the sales process
- Overcome objection

Benefits

- Reduce bounce rates
- Increase conversion rates and lead quality
- Build credibility with prospects and customers



WASTE-0-METER

WASTED S.E.M. AD SPEND USING MANUAL PAID-SEARCH TOOLS SINCE JAN 1 2009

\$ 1,345,680,775

Search marketers will squander **\$4.5 billion** this year using underperforming SEM tools. How many spins will you add to the Waste-O-Meter?

LEARN *how to* STOP THE WASTE



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Learn to listen, listening to learn

Learning to listen

- Scoring your content and actions
- Testing and validating with polls and surveys
- Tag community content and score engagement
- What profiling can tell you
- Measure performance by segment and persona
- Test, test, test: Test messaging with MVT

Benefits

- Better understanding of each and every customer
- Incrementally improve campaign performance by segment



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Hearty Beef and Barley Soup

• [Low Calorie](#) • [Low Sodium](#) • [Spices For Health](#)

Full of health-promoting antioxidants, this hearty soup tastes just as good rewarmed the next day.

Makes 6 (1-cup) servings.

Prep Time: 15 minutes

Cook Time: 1 3/4 hours

INGREDIENTS

- 1 tablespoon oil
- 1 pound lean beef stew meat, cut into 1/2-inch cubes
- 2 cups reduced sodium beef broth
- 1 can (14 1/2 ounces) diced tomatoes, undrained
- 1 cup thinly sliced carrots
- 1/2 cup chopped onion
- 1 1/2 teaspoons McCormick® Oregano Leaves
- 1 1/2 teaspoons McCormick® Thyme Leaves
- 1/2 teaspoon McCormick® Garlic Powder

RATING ★★★★★ (1 Reviews) | [Rate this Recipe](#) | [See Reviews](#)

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7 Super Spices

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Harnessing the 1000 geese

The show isn't over after the first dance

- Content marketing mixed with episodic delivery to keep them coming back
- Build content assets worth subscribing to
- Pull visitors back with community engagement
- Tap Wisdom of the Crowd content: help customers filter
- Nurture campaigns

Benefits

- Engagement leads to buying
- Drive residual value of ad spend

TODAY ON LifeScript

STRESS AWARENESS MONTH

BEAT BURN OUT

Stress Less With These 9 Workouts

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Suzy Cohen: Cures for Yeast Infections

COMMENTS



Check out the women's health articles everyone's buzzing about:

WOMEN'S HEALTH BLOGS



Edward Geehr, M.D.

TODAY'S POLL

How often do you use your gym membership?

- I'm a gym rat. I'm there every day without fail.
- I'm no regular, but I try for once a week.
- Once a month -- if I'm

TODAY'S MOST Popular Women's Health Articles

TOP WOMEN'S HEALTH NEWS

- * Rates of preventive mastectomy rising in US
- * Mother's antibodies may contribute to autism
- * "Static" stretching improves hamstring stiffness
- * Stem cells may help repair ACL tears: report
- * See All Women's Health News

MOST VIEWED

MOST SEARCHED

MOST EMAILED

MOST COMMENTED

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Blue Crickets and self segmentation

Traditional segmentation isn't enough

- Use community as a magnet and microscope
- Identify latent needs
- Allow visitors to self segment
- Match content to emerging segments
- Remember: landing page is just the start

Benefits

- Build credibility with visitors and prospects
- Higher conversion rates (leads, transactions, self service, etc.)



SEARCH OK

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HTPC Software

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You have arrived here via "www.google.com" by searching on "htpc software comparison". The following content may also interest you:

- The MythTV Convergence
- A more comprehensive TV Wonder Elite review!
- Review my HTPC build, pretty please!
- Noob HTPC Questions
- Conclusions And Summary

See all content related to "htpc software comparison".

Ask the community now

Message title:

Ask your question:

Publish

Add a reply

What are you running for HTPC software?

- Windows MCE
- GB-PVR
- MythTV
- SageTV
- BeyondTV
- Something else (Tell us!)

Warning, if you click on "see results", you won't be able to vote

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Related Topics

Confessions of a Serial HTPC Builder - Part 2

thinnins 04-27-2006 at 04:50:37 DM

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by OMNI HOTELS



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Atlanta

From the Georgia Aquarium to the Fox Theater, tourists are certain to be entertained, but within the city of Atlanta, there are quaint neighborhoods sprinkled about. Our locals share their southern hospitality and inform you where to eat, shop and play.

If you know the difference between Peachtree Street, Peachtree Road and Peachtree Place, then you must be a local. Join the Local Scoop Community and share your A-town know how.

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Waiting for the right moment

Pick your pitch

- Visitors aren't always ready to engage
- Understand intimacy levels
- Lead scoring helps find buying signals
- Customers filter advertising because it's always on
- Make it personal, make it matter
- Deliver value

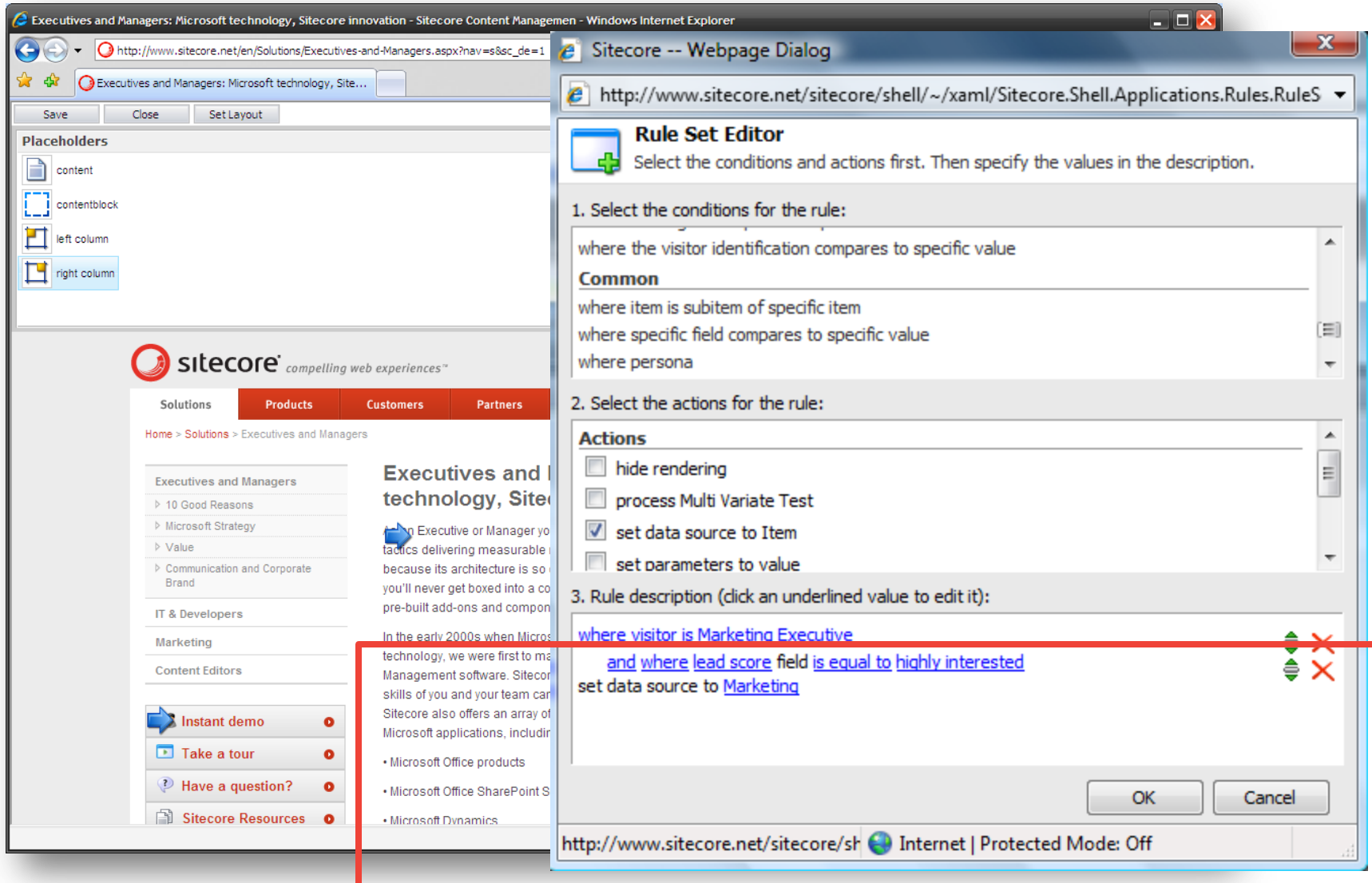
Benefits

- Improve conversions on site
- Differentiating experiences
- Word of Mouth (WOM) marketing



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The screenshot shows a Windows Internet Explorer browser window displaying the Sitecore website. A 'Webpage Dialog' is open, showing the 'Rule Set Editor' for a specific rule. The dialog is titled 'Sitecore -- Webpage Dialog' and has a URL of 'http://www.sitecore.net/sitecore/shell/~/_xaml/Sitecore.Shell.Applications.Rules.RuleS...'. The 'Rule Set Editor' section contains the following instructions and configuration:

Rule Set Editor
Select the conditions and actions first. Then specify the values in the description.

1. Select the conditions for the rule:

- where the visitor identification compares to specific value

Common

- where item is subitem of specific item
- where specific field compares to specific value
- where persona

2. Select the actions for the rule:

Actions

- hide rendering
- process Multi Variate Test
- set data source to Item
- set parameters to value

3. Rule description (click an underlined value to edit it):

where visitor is Marketing Executive
and where lead score field is equal to highly interested
 set data source to Marketing

At the bottom of the dialog, there are 'OK' and 'Cancel' buttons, and a status bar showing the URL 'http://www.sitecore.net/sitecore/sh...' and 'Internet | Protected Mode: Off'.

Thanks!

Addition information can be found at:

www.sitecore.net

Follow up questions please contact:

Eric Bowzer

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