



CONTENT MARKETING

How to create successful content



TIPS&TRICKS BY CLAUDIA VAGO AND SIMONE SBARBATI

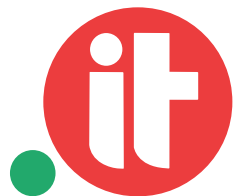
CONTENT MARKETING

by Claudia Vago



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Introduction



Introduction

Who is Claudia Vago and what's she talking to us about: what is content marketing and what's the one that works?

I am a social media manager and I deal with communication and social media in various spheres, from culture to politics.

Content marketing means communicating in order to sell through content, without necessarily speaking about the product, but rather about everything around it.

What works is not merely the commercial, but the content that is able to give extra information.



Content strategy and thereabouts



Content strategy and thereabouts

The importance of the editorial plan and the right frequency of publication

The mistake often made is to think that opening a social media position and managing is something easy: we do not need to be present on all social platforms.

Once we have chosen the place where we want to talk and express ourselves, we need to understand the tone to use according to the language of the social network without betraying our identity.

As for frequency, there is no general rule that applies to everyone: timing and the best moments to talk with users can be understood only by knowing our audience and their online presence.

Content for a successful blog



Content for a successful blog

How can we decide if content is relevant?

Content is relevant if it is useful and interesting and leaves something for people, and enriches their experience or knowledge of a particular topic.

How can we integrate our blog and social media through content?

The blog and in general your own site must remain your first home. This is so that the content on your site is enhanced and assumes a personal form that each of us prefers, unlike what happens on the social networks, where everything is pre-set. For this reason, social media can function as an echo of your site.

The two channels can therefore be integrated, but only with great care. Not all content is always good on all platforms. Sometimes it is worth looking for old content on the blog and launching it on social media if it is relevant at that moment.



Beyond the content



Beyond the content

Storytelling: the public likes to be moved

Storytelling is a very fashionable term that and we must first of all understand if our product or service lends itself to telling a story and what kind of story.

In general, all that is behind a product/service is useful for storytelling. From the people who work there, to the experiences that are created in the company, to the geographical position and the spirit of the company's location.

If we search carefully, we almost always find elements on which to build a story that attracts the interest of a part of our audience.

Monitoring



Monitoring

Main KPIs to measure in content marketing and curation

The problem with this point, for social media managers, is the lack of direct feedback. The objectives we set ourselves by doing content marketing do not coincide closely with the sale. There are also other objectives such as creating knowledge of the product, making it recognizable, and being able to trust the service or the product itself.

This takes time and is measured on the basis of possible data such as the increase of fans and followers on social networks, the quantity and quality of interactions on social networks, the people who sign up to our newsletter, and many other things. For interactions, it is mainly necessary to monitor their quality: if we have a lot of shares, we need to see how many of these shares really give value and how many have shared our content to make a negative comment.

For monitoring, the most useful instruments are the Analytics tools of the various social platforms. As a first step my suggestion is to rely on these.

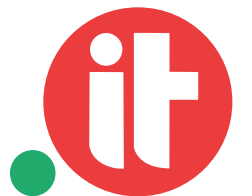
HOW TO SPEAK ABOUT CULTURE ON LINE

by Simone Sbarbati



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Introduction

Introduction

Who is Simone Sbarbati?

I am first of all “dad”, or rather two times dad because I have two daughters. Sometimes I work as a consultant, I write for some magazines (when they ask me) and I teach at IUAV Moda in Venice. In 2006 I founded Frizzifrizzi, an online magazine dealing with design, fashion and pop culture in general. Over the years the balance of the various topics within the site has changed. At the beginning it was much more focused on fashion, while now it is much more balanced among various topics that include publishing, the world of illustrations and self-productions.



Without a name
it (always) remains
a dream



Without a name it (always) remains a dream

Choosing a “right” name is very important to stand out and succeed on the Web because, besides the content of a website, the user must remember something that clearly identifies them, such as the name, the aesthetics or the logo.

“Frizzifrizzi” is a very special name that was born in a bizarre way from my idea and my partner. At the time of launching our magazine, which was about fashion and design, we chose as background color a particular shade of pink whose hexadecimal code is # FF3366: since we were also looking for a sparkling name, the code helped us and Frizzifrizzi was born.

How can we choose a name that is as attractive as possible?

There are no “golden” suggestions - the easiest thing is to look for a name that does not already exist, that is “catchy” and at least slightly quirky. If your motivation is already particular enough, the right name will come out soon enough, while if you stop too much to work on it you run the risk of choosing a name that smacks of something fake. Personally I go against things that are too studied, so I advise you to give voice to sincerity.



Summing up in five suggestions:

1. **Be spontaneous.**
2. **Don't get desperate looking for it.** Occasionally the right name comes along at the most unimaginable times - you'll come across it again because it'll pop up when you least expect it.
3. **Make sure you are clear about your "story" you want to tell** - the reasons that brought you to imagine your reality.
4. **Give priority to shortness** - don't choose names that are too long or complicated to remember and pronounce.
5. **Don't be too academic** - choose names that clearly communicate the object of your reality. Search for a balance between "mystery" and soul of the project.



Content for a successful blog



Content for a successful blog

Content or design of a site: which priority?

The design can be exceptional and impeccable, but if there is no quality content inside it, it is useless. On the other hand, if the content is perfect but not readable, it was useless to produce it. Frizzifrizzi has invested in design in a balanced way, without exaggerating. A well-made site is essential, but it does not make such a difference as in the past. So the content “weighs” more than the design, which must however be consistent and contextual with what we write and the object and the themes we want to talk about.

How can we manage the various topics when there are different kinds of content?

Regarding the editorial plan, we are very focused on major events, such as Fashion Week or Design Week, and so in those periods we know that we have to deal with specific subjects, preparing ourselves in good time.

We plan the news at most two weeks before, rarely more than that, while the reports, in-depth analysis and interviews clearly require more ongoing work over time.

There are days when there is a specific topic that is developed in a more or less vertical way. And others in which instead we try to measure out as much as possible content from different areas. So maybe we talk about a new magazine, then a designer, then an event, a fashion product The constant thing is trying to keep up (more than 50%) the share of news concerning projects, artists and Italian realities. Not so much the big companies, which interest us less, but rather the small brands, those that self-produce, the artisans, the “authored” brands.

For a magazine is it better to go for content to publish as soon as possible or always more in-depth content?

When possible we try to do both. We are pretty quick to write and put online, but we always try to read up as much as possible on what we are talking about. We do a lot of research and it can happen that a post comes about as a result of this research. In this case the time is longer, but the content is certainly original so we have more space and more time to go into things further.

Then over the years we have established a relationship of trust and mutual respect with a lot of Italian companies, who choose Frizzifrizzi as the first channel to spread an item of news or entrust a scoop.

Real time: how important is it to “stay with the story”?

Real time for an online magazine is fundamental. Try to publish content that is always fresh, paying attention to the recommendations sent to you by readers or on the Web. But this does not mean publishing the first thing you find - the real challenge is to work to ever shorter deadlines. Staying with the story also means making the most of social networks and following the trends to enter popular conversations and then generate more traffic. Be quick to write and publish, but always try to read up as much as possible about what you are talking about.



How do we choose the right tone of voice?

The tone must be spontaneous and must be found naturally, depending on the topic you are writing about and how you choose to deal with it.

An excessively constructed tone of voice risks being perceived as artificial by the public. In Frizzifrizzi, for example, we breathe the atmosphere of the editorial staff and write as a consequence. Our tone of voice is multiple and is not always the same: it always changes, just as happens in real life conversations.

If you want some advice, I recommend you to:

- **consider that you can be on first name terms** with the reader, and not be too-formal as if you were speaking to a community. A piece is read by one person at a time, not by several people at the same time
- **try to get as close as possible** to the reader
- **always remember that it is** the theme that changes the tone
- try to **put yourself in the reader's shoes**

Blog & Social Media



Blog & Social Media

How to integrate the content strategy of the site and social networks

Not all platforms are the same, so I recommend that you have a dedicated team that knows the different languages and metrics. Facebook, for example, allows longer discourse than the limited characters that Twitter imposes, and therefore is more similar to a magazine.

Frizzifrizzi in fact uses Facebook a lot because it is the social network that currently brings us more results, as well as being the platform where we try to maintain the same atmosphere that represents us and that is perceived on the site itself.

Four rules to fully exploit the social media and webzine

1. **know your public** - essential for choosing your language and tone of voice.
2. **interact and don't be "robotic"** - the beauty of social networking is the conversation.
3. **Personalize every message** that you publish - the automatic tools don't work!
4. **Relaunch the piece also through your social profiles**, not only from the magazine account – this will give greater credibility to the piece.

Making your blog grow



Making your blog grow

Content Curation and comments: always answer!

Content curation is done having in mind the audience you are addressing. Find a balance between the contents you know could work and those that you consider important.

It's essential to establish a relationship with the public, both on site and on the social media, by listening to all possible recommendations of possible articles. In this way you can have more material than others, and be first. However, you must never forget to take care of the contents - the comments will arrive soon enough, both negative and positive, depending on how you deal with every topic.

As for the comments, I recommend my policy. Thank those who praise you, thank those who criticize you and are right, let it go with whoever gratuitously insults without adding anything to the discourse, fight tooth and nail if you are criticized but you're convinced you're in the right.

It is especially important to read and study the criticism to understand what the public's perception of our work is.