



Quit Blowing Smoke.

Blah, Blah, Blah.

Start Listening.

Table of contents

Page three	Am I that guy?
Page four	What is content marketing?
Page five	What is content?
Page six	The content marketing system
Page seven	Is content marketing worth it?
Page eight	You, your content and your brand will be easier to find.
Page nine	And to top it all off, content marketing is measurable.
Page ten	What does content marketing look like?
Page eleven	Releases drive readers to your content.
Page twelve	And to your website.
Page thirteen	Please release me, let me go.
Page fourteen	Yes, releases have changed and so will your content.
Page fifteen	You don't always have to pay to play your webinar.
Page sixteen	Ads that give your audiences what they want — information.
Page seventeen	Ads that lead to your Web site.
Page eighteen	Ads that lead to your Web site, continued.
Page nineteen	Ads that lead to your Web site, continued.
Page twenty	Ads that lead to your Web site, continued.
Page twenty-one	A digital community that quenches the thirst for information.
Page twenty-two	A digital community that quenches the thirst for information, continued.
Page twenty-three	Using your (and their) pictures and videos to tell a story.
Page twenty-four	Using your (and their) pictures and videos to tell a story, continued.
Page twenty-five	So, what kind of a guy does this make me?



Am I that guy?

As much as you may not want to hear this, chances are your business has been (or still is) that guy at the party — you know, the self-centered one who only talks about himself, who figures his interests are your interests, and who doesn't let you get a word in. If you are that guy, it's safe to assume people aren't gathering around to hear what you say or see what you're offering. In fact they're probably running in the other direction — most likely to somebody who really does have something to say.

Somebody who knows the value of content marketing.



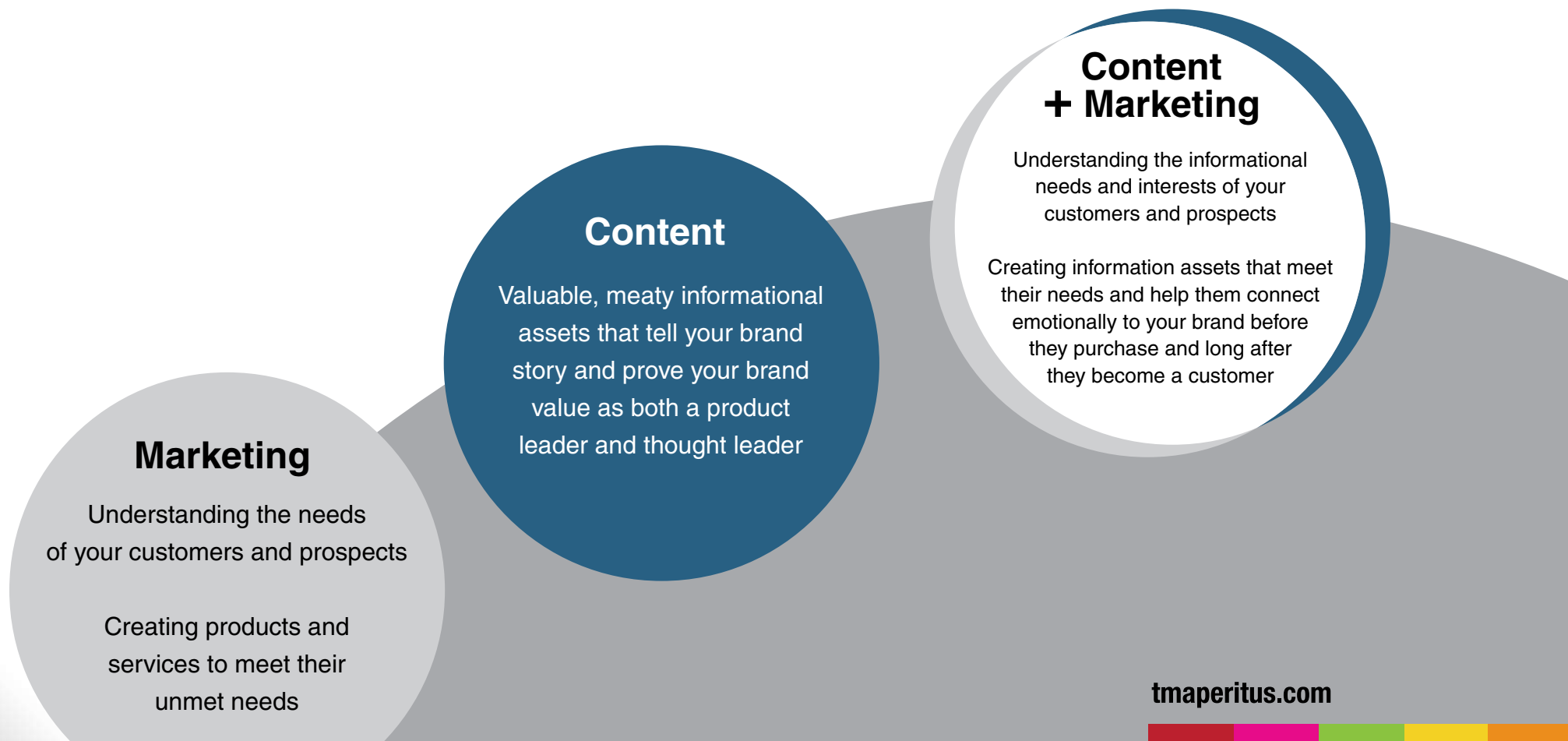
You might be that guy if...

- Your digital ads always feature a product or service.
- Your home page talks about who you are, your mission or your 'difference.'
- You don't have case studies or white papers or bury them on your site.
- You rely upon the media to talk about you.
- You think the sole purpose of a press release is to get a mention in the media.
- You think community means simply having a Facebook page, a Twitter account and being a member of LinkedIn.
- You think blogging is for the other guy.
- You think the guy who has more media money owns the market.

What is content marketing?

Content marketing is the polar opposite of what the guy at the party is doing. He's talking, talking, talking without even knowing or caring if you're interested in what he has to say.

A content marketer always has something interesting and meaningful to say because she truly understands what **information** appeals to her customers and prospects. And because she knows what they're interested in and what information they thirst after, her content engages them emotionally with the brand. Because of that engagement, her brand becomes a trusted resource, a product leader *and* a thought leader. And that combination makes her brand the "go-to brand" at purchase time.



What is content?

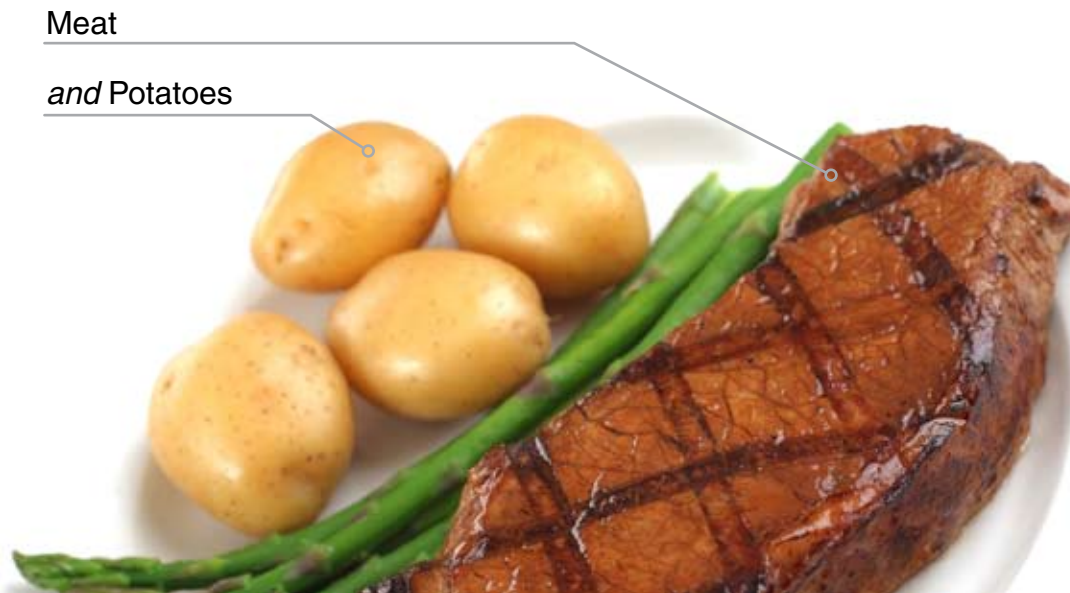
Make no mistake — **content is not the same as copy.**

Yes, you've got plenty of **copy** — words that fill your Web site, marketing brochures, ads, newsletters and press releases — and of course, plenty of competitors who copy your copy, which is part of the reason companies have a difficult time differentiating themselves.

But do you have **content** — information that engages people with your brand? Content that inspires trust in your brand as a go-to resource? Content that creates informed and loyal customers before, during and after purchase?

And are you using that content strategically?

Content builds trust with your audiences. Copy requires a leap of faith. Content pushes information. Copy pushes products.



Meat

and Potatoes

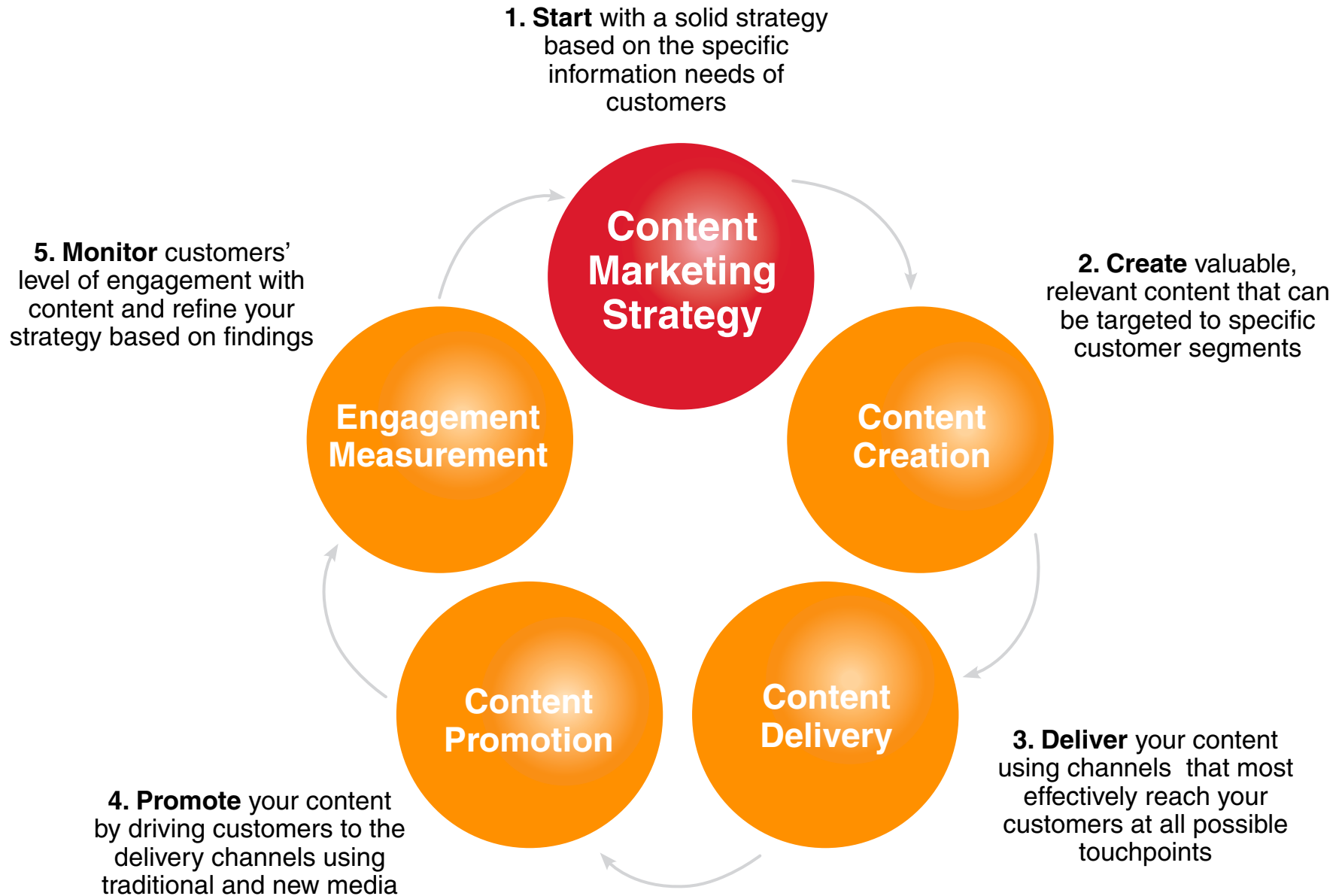
This is content.

Valuable, meaty and extremely relevant information that helps a customer or prospect make informed decisions.

Emotionally engage your audience and become a trusted resource with

- Seminars
- Workshops
- Case studies
- White papers
- Industry studies
- Articles
- Surveys/Polls
- Videos
- Photos
- Demonstrations
- Facebook posts
- Facebook causes
- Tweets
- LinkedIn networking and discussions
- Social networking sites
- Microsites
- Webinars
- Podcasts
- PDFs
- eBooks
- Books
- Press releases
- Print and eNewsletters
- Blogs
- Vlogs
- eLearning sessions

The content marketing system.



Is content marketing worth it?

If you value affordable, targeted strategies that are measurable, it is.

By providing your diverse audiences with the information they need, you become a trusted resource whose expertise is valued and sought after. And when you're trusted, they'll share your content and become your viral brand ambassador. That grows brand awareness.

By informing your prospects, you can also shorten the sales cycle — because they've already researched you. If they're looking for engagement, you've already passed their test. In the end, they are a more qualified lead.

Further, you are no longer subject to the whims of media gatekeepers. Because you can self-publish, you will not perish. Your case studies, white papers, press releases, videos, and photos can all be shared on diverse channels.



Cost effective content delivery.

- Primary Web Site
- Specialty Web Sites
- Blog Site
- Promotion Site
- Education Site
- Facebook
- Twitter
- LinkedIn
- Email
- Private Networks
- Traditional Media
- RSS Feeds

You, your content and your brand will be easier to find.

Your website is no longer the only way to find you. If you optimize your content with keywords your audiences use, you gain the “stumble upon” advantage — prospects search for information and find **you**.

Put all of it together and you're saving money. Today, consumers utilize an online community composed of websites and social media to inform themselves — they use it to research their interests and they use it to research their purchases. Thanks to that online social community, you don't have to pay five figures to place your white paper on a leading industry website. Instead, try placing a cost-effective digital ad that leads them right to the white paper housed on your website. You can then tweet about it, post a link on your Facebook page and make an insightful comment on a third-party blog while citing your white paper.



Cost effective content promotion.

- Keyword Search Engine Optimization
- Search Engine Marketing
- Digital and Traditional Advertising
- Email and Direct Mail Marketing
- Traditional and Multimedia News Releases
- Tradeshows and Events

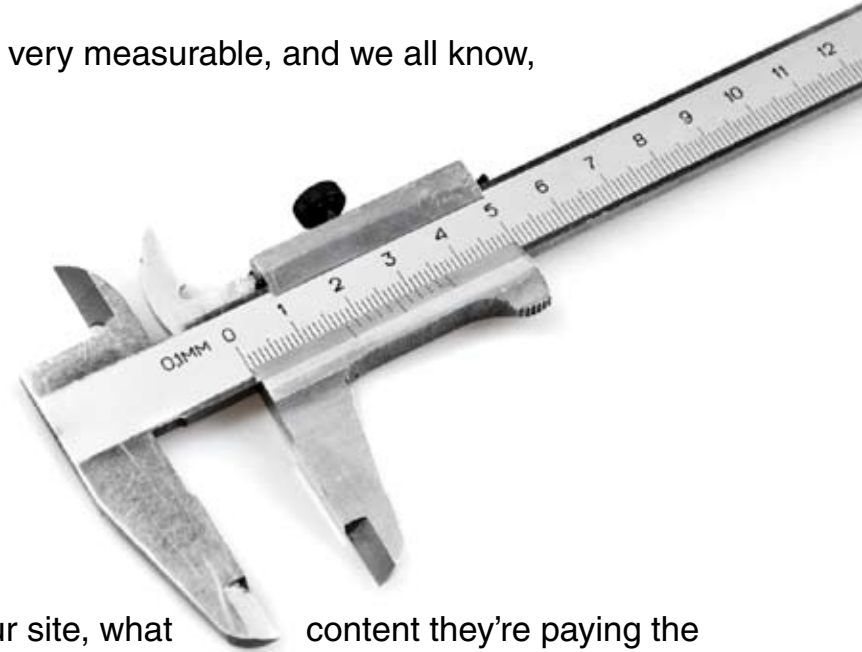
The dollars you used to spend on traditional advertising and paid placements can, thanks to content marketing, be put to better use developing the products and services your customers want.

And to top it all off, content marketing is measurable.

Measuring traditional advertising efforts is difficult, but content marketing is very measurable, and we all know, you can't manage it, if you can't measure it.

You have a variety of tools at your fingertips:

- Web Site Analytics
- Brand Advocacy Surveys
- Brand Awareness Studies
- Blog Comments
- Facebook Insights
- Twitter Analytics
- Video Uploads
- Photo Uploads
- Registrations
- CRM Movement
- Online Buzz Tools
- Polls



Your web metrics and Google Analytics can show you who is coming to your site, what content they're paying the most attention to and what they're not. The metrics can show you where they're coming from, what search terms they are using to find you, or whether your site is building enough brand presence to garner direct loads. Even the comments your blogs receive and the level of participation in your polls can be indicators of success or challenges. All of this helps you tweak your content based on your audiences' interests — which helps you keep their interest.

You can watch your Facebook Fans, Twitter followers and LinkedIn community members grow — and if they're not, you can work on content and promotion strategies to drive them there. And each of the social media tools — excepting LinkedIn — provide you with analytics that can be used to measure your content strategy.

What does content marketing look like?

You're truly a content marketer when *you're not just talking about your company, your services or your products*. You are creating and sustaining *information resources that engage your audience and help them emotionally connect with your brand*.

Let's look at some visuals.



80%

Custom Publishing Council and Roper Public Affairs states "80% of business decision makers prefer to get company info in a series of articles versus an advertisement, 70% say content marketing makes them feel closer to the sponsoring company, while 60% say that company content helps them make better product decisions."

Releases drive readers to your content.

Nestlé Waters North America knows its consumers are concerned about the environmental impact of bottled water. So, they hired a respected leader in life cycle analyses and related application, Quantis International, to conduct a study on the environmental impact of the beverage industry. They not only distributed the release via a wire, but provided internal links in the press release that lead their readers directly to the full report on the Nestle Waters website.

The image shows two overlapping screenshots. The top screenshot is from the Progressive Grocer website, dated Feb 18, 2010. It features a news article titled "Nestlé Water Solicits Research on Environmental Impact of Bottled Water". The article text includes: "A new study released this month finds that water, in all its forms, has the least environmental impact of any beverage choice. And when compared to other packaged beverages, including soft drinks, sports drinks, enhanced waters and juices, bottled water has the lightest environmental footprint. The 'life cycle analysis study,' available at www.beveragefootprint.com, was commissioned by Nestlé Waters North America and conducted by Quantis International, a well-regarded leader in life cycle analyses and related applications. The study is believed to be the first peer-reviewed, comprehensive analysis of the environmental impact of water and alternative beverage options, including filtered and unfiltered tap water consumed from reusable plastic, steel and aluminum containers. The analysis follows internationally accepted standards for methodology and transparency in reporting all findings, including favorable and unfavorable comparisons with other beverage options. According to the report, packaging and distribution are key contributors to a beverage's carbon footprint. Nestlé Waters' Eco-Shape® bottled water has the smallest environmental impact among bottled beverages because the bottles use the least amount of plastic and travel a relatively short distance from source to shelf. Bottled water also doesn't use 'growth' ingredients, such as sugar, which eliminates the environmental impact of additional water, pesticides and energy usage associated with harvesting those ingredients. The report determines Eco-Shape to be the best choice for the environment among drinks in packages. While some of the study's key findings sound as if it surprises (i.e., water is the least environmentally impactful beverage option).

The bottom screenshot is from the Nestlé Waters website, titled "Environmental Life Cycle Assessment Of Drinking Water Alternatives & Consumer Beverage Consumption in North America". It features a "Table of Contents" section with the following items: Executive Summary, 1. Introduction & Project Overview, 2. Methodology, 3. Scope & Detail of Systems Studied, 4. Data & Assumptions, 5. Scenarios & Sensitivity Tests, 6. Results, 6.1 Product Comparisons, 6.2 Assessment of Additional Impact. A "Welcome" section states: "This website shares the results of a comprehensive life cycle assessment (LCA) conducted for Nestlé Waters North America (NWNNA), comparing the environmental impacts of bottled water with a range of other beverage types. Our objective for the LCA was to better understand the environmental 'footprints' of various beverage types, and to allow our company to design and produce more sustainable products in the future. We hired a leading firm of LCA professionals to conduct the study and, in order to ensure the results were credible and rigorous, invited three highly-respected, independent scientists to peer-review the methodology and conclusions, which they approved. Nevertheless, the study is imperfect, particularly because we had to make certain assumptions about our competitors' products where their data was unavailable. One of the primary purposes of this website is to solicit comments on the study from our stakeholders: our consumers, partners, suppliers, and even competitors. Feedback will improve the study, and will further society's understanding of the environmental impacts of various beverage types. Please leave us a comment to let us know about data availability, or to share your thoughts on the study more generally. We will moderate the comments to keep out spam and abuse, but if your message is constructive and relevant it will be posted." A "Comments" section lists: NWNNA on Executive Summary, NWNNA on 6.1 Product Comparisons, and Peter Greick on 6.1 Product Comparisons. An "External Review" section states: "Some of the leading scientists in the LCA field reviewed our study. Learn more in [Section 3.3](#)".

And to your website.



Even the Nestlé Waters home page is focused on consumer concerns — relief for victims in Haiti, water quality, “water and you” and “things to know” about bottled water. Consumer concerns are front and center and the information is available in a wide range of formats.

Please release me, let me go.

It used to be that you would issue a standard press release to a targeted audience of journalists. Perhaps you attached a photo or logo — but the release generally looked very stark. Your targeted media members then decided if and when it gets published and how much of your release is published.



Yes, releases have changed and so will your content.

Now, media distribution services have expanded their offerings to meet the growing influence of social media, and to enhance the release's probability of being found by readers and viewers using search or browse. With content marketing, you want your press release to concentrate on solving a problem for your audience and then drive them directly to content that helps them solve that problem.

You make it easy for readers to share the release and all its informative assets using social media.

Your release is also rich with keywords, making it easy for prospects to find when searching or browsing on the Internet.

It's also embedded with keyword-rich links that direct the reader to your content.

And instead of just sending your release to a targeted set of journalists, you expand your reach by sending it over the wires and news service RSS feeds, then post it to your website, share it on your Facebook page, post photos to your YouTube and Flickr groups, email it to your customers and Tweet about it.

MySportsStore
Your Gear. Your Store. Delivered™
Powered by **Eastbay**

All-in-One Sports Fundraising and Online Sports Registration Site Launched
Eastbay and SportsSignup Make Team Fundraising Easier for Sports Organizations

Wesley, WI - January 26, 2010 /PRNewswire/ — SportsSignup and Eastbay have partnered to help youth sports organizations raise more money with far less effort. **MySportsStore – Powered by Eastbay™** (<http://www.MySportsStore.com>) is an online sports fundraising and registration service that helps sports organizations raise more money, avoid up-front inventory costs, put less team fundraising pressure on kids and parents, and easily register players.

MySportsStore – Powered by Eastbay provides purchasers with quality products they want – team sports clothing with their own logo – whenever they want them. Integrating apparel sales with an online sports registration system provides “one stop shopping” for parents, and dramatically increases sports team fundraising sales.

“The biggest headaches for sports organizations are cash flow, raising funds and getting volunteers,” said Dave Lukas, vice president of marketing at Eastbay. “With **MySportsStore – Powered by Eastbay**, all they have to do is supply us with their official logo. We create customized apparel images bearing their logo. The sports organization places these images on their website and the images link purchasers directly to the organization’s online product catalog. Eastbay produces the customized sportswear on demand and then delivers it directly to the purchaser. With this unique model, the sports organization retains the retail margin of the sale as fundraising revenue and they aren’t burdened with collecting funds because billing is automated.”

Benefits of MySportsStore – Powered by Eastbay

- **Greater return on investment** – sports organizations purchase wholesale items and sell them on retail sites.
- **No up-front inventory costs** – all merchandise is printed on demand.
- **Affordable per-item transaction fee**. No setup, monthly or annual fees.
- **Can be used with any team website** – provides one click navigation to customized fundraising product catalog.
- **Automated ordering, delivery, billing and payment system.**
- **Direct delivery to purchasers.**
- **Steady stream of sports fundraising revenue** – available year-round.
- **Free logo design** provided by Eastbay.
- **Free inventory monitoring.**
- **Extensive line of team sports clothing and gear** from private label and top brands like Nike, Adidas, Under Armour, and Eastbay.

“We partnered with SportsSignup because it is the premier online sports management site – they’ve helped countless sports organizations take the hassle out of sports fundraising and registration,” added Lukas. Anthony Bruno, CEO of SportsSignup added, “The goal of our exclusive partnership is to help sports organizations raise more money by giving them access to quality merchandise that appeals to participants, family, and friends. We chose Eastbay because they are the leading supplier of athletic performance gear – no one has better product selection.”

Concluded Lukas, “**MySportsStore – Powered by Eastbay** everyone wins. Sports organizations, families and volunteers get a hassle free fundraising experience. Purchasers get fantastic products to wear around town, promoting their own brand! There’s nothing else like it.”

About Eastbay, Inc.
Eastbay is a leading world supplier of athletic footwear, apparel and sports equipment featuring top athletic brands such as Nike, Reebok, Under Armour, Jordan and more. Established in 1980 to meet the performance needs of high school and college athletes, our retail arena includes men’s, women’s and kids’ athletic shoes and clothing. Eastbay is a division of Foot Locker, Inc.

About SportsSignup
Established in 2003, SportsSignup, owned and operated by League Sports Services, LLC, provides sports organizations with a fully-integrated Software as a Service solution to facilitate secure, affordable and hassle-free online sports registration, e-commerce fundraising, and coach/volunteer background check management.

Media Contacts:

Eastbay Michelle Rothmeyer Tina Parisis 1.877.295.7114 rothmeyer@easbay.com	SportsSignup John Brodt Bakari Communications 1.518.792.3668 John.Brodt@bakaricom.com
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SIGN UP NOW
mysportstore.com
or call 1.888.487.8432

Video

Downloadable Photos


Related Links

Social Media

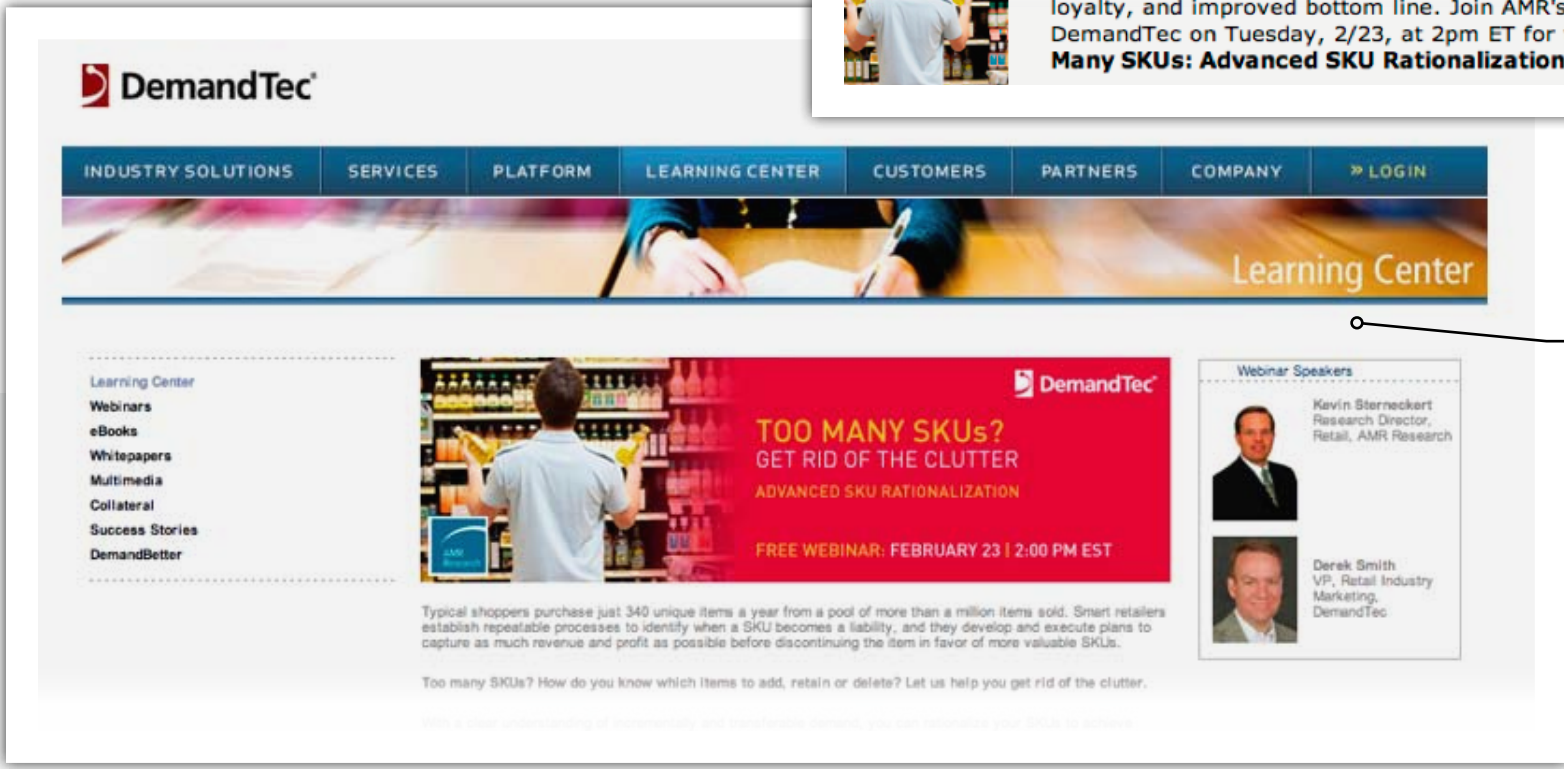
You don't always have to pay to play your webinar.

In the past, you had to pay five figures to have your webinar co-hosted by a leading industry digital publication.

Today, you can drive a variety of targeted audiences to your webinar for substantially less. How? Do it with well-placed digital ads that address a specific audience's need and leads the prospect directly to your webinar, hosted on your site. You also drive traffic to your webinar with a Facebook post, a Tweet and a comment on a third-party blog that includes a reference to your webinar. Better yet, your digital ad brings interested people to a landing page ripe with resources — a virtual library of webinars, eBooks, whitepapers, multimedia, collateral and success stories that establish you as a trusted resource and thought leader.



Too many SKUs? Let us help you get rid of the clutter. Rationalization of SKUs can help to achieve competitive differentiation, customer loyalty, and improved bottom line. Join AMR's Kevin Sternecker and DemandTec on Tuesday, 2/23, at 2pm ET for the **FREE WEBINAR: Too Many SKUs: Advanced SKU Rationalization. [Register now!](#)**

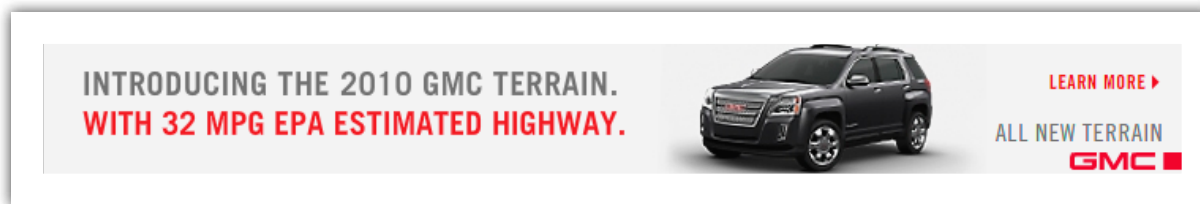


The screenshot shows the DemandTec Learning Center landing page. At the top is the DemandTec logo and a navigation menu with links for Industry Solutions, Services, Platform, Learning Center, Customers, Partners, Company, and a Login button. Below the navigation is a large banner image of hands writing on a document, with the text 'Learning Center' on the right. On the left side, there is a vertical list of resource categories: Learning Center, Webinars, eBooks, Whitepapers, Multimedia, Collateral, Success Stories, and DemandBetter. The main content area features a large red promotional banner for a webinar titled 'TOO MANY SKUs? GET RID OF THE CLUTTER. ADVANCED SKU RATIONALIZATION. FREE WEBINAR: FEBRUARY 23 | 2:00 PM EST'. Below this banner is a paragraph of text: 'Typical shoppers purchase just 340 unique items a year from a pool of more than a million items sold. Smart retailers establish repeatable processes to identify when a SKU becomes a liability, and they develop and execute plans to capture as much revenue and profit as possible before discontinuing the item in favor of more valuable SKUs.' Below the paragraph is another line of text: 'Too many SKUs? How do you know which items to add, retain or delete? Let us help you get rid of the clutter.' To the right of the main banner is a 'Webinar Speakers' section with two portraits and names: Kevin Sternecker, Research Director, Retail, AMR Research; and Derek Smith, VP, Retail Industry Marketing, DemandTec.

DemandTec offers retailers a way to optimize their SKUs in this digital ad that links to their Learning Center.

Ads that give your audiences what they want — information.

What's wrong with this ad? You're not solving a problem, you're only showcasing a product. You're using copy — not content.



With content marketing, digital ads feature — you guessed it — content that solves a problem for your audience.






Ads that lead to your Web site.

When someone clicks through the Microsoft ad on the previous page, they land here.

Take a good look at this site. It's primarily about solving consumer problems. Does that mean the site is void of product promotion? Certainly not. But the site provides a balance between product offerings and problem solving. The majority of the content is devoted to the unique needs of the audience — providing expert blogs, resources, breaking news (next page-note the press room isn't buried) and "Powers your Project" problem-solving navigation.

United States | All Microsoft Sites

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Search Microsoft.com  







Home IT Projects **Products** Expert Blogs How to Buy

How Windows Server 2008 R2 helps optimize IT and save you money

Windows Server 2008 R2 can help you lower costs, improve IT service levels and offer resources and productivity tools to meet challenging new business requirements. Read the white paper to learn about all the benefits of Windows Server 2008 R2.


[Download the white paper](#)

Windows Server 2008 R2

SHARE      FOLLOW US 

Builds on the award-winning foundation of Windows Server 2008

"One of the things I'm very proud of is where we've gone with power management. Windows Server 2008 R2 gives you the ability to really throttle back. You could be using up to 18% less power than normal, which means cost reductions and a real green impact as well."



Iain McDonald
General Manager, Windows Server

“You're gonna love what we've done administration-wise. You control everything from a single screen. We've made admin, I believe, ten times simpler than in the past.”

"Speaking to customers who manage disparate environments, in cities across the country, they want to manage bandwidth costs and save time and network resources. BranchCache™ caches data in a way so that users can pick up files from a local cache instead of doing the round trip to a central system. That's efficiency and cost savings for IT. And the result for your end user? He's gonna be screaming fast."

Top Windows Server 2008 R2 features

- Enhanced server management with hardware and facility costs

Windows Server 2008 R2

Product Info

Try it Out

How to Buy

Resources

Whitepaper
How Windows Server 2008 R2 Helps Optimize IT and Save You Money

[Download the white paper](#)

Whitepaper

Builds on the award-winning foundation of Windows Server 2008

"One of the things I'm very proud of is where we've gone with power management. Windows Server 2008 R2 gives you the ability to really throttle back. You could be using up to 18% less power than normal, which means cost reductions and a real green impact as well."



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Top Windows Server 2008 R2 features

- Enhanced power management cuts hardware and facility costs
- Live Migration moves virtual machines without downtime
- DirectAccess connects remote users without the need for establishing VPN
- Hyper-V virtualizes system resources without third-party software
- Interoperable with Windows 7

Windows Server 2008 R2 Expert Blogs

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Beyond Binary
New Windows software turns one PC into many
Windows MultiPoint Server allows a single machine to power computing for a class...
Wed, 24 Feb 2010

ZDNet Blogs
Microsoft ships new Windows server optimized for shared educational use
Windows MultiPoint Server 2010 -- a Windows Server 2008-based product for educat...

*VMware can cost up to six times more than Microsoft server virtualization. Based on a server virtualization comparison of Microsoft® System Center Server Management Suite Datacenter with VMware's vSphere Enterprise Plus with VMware vCenter Server. Cost comparisons assumes a five host configuration, 2 processors on each host, 2 years support costs for both products, and no operating system costs included. The Microsoft solution can use either the free Microsoft Hyper-V Server 2008 R2 hypervisor or an existing Windows Server 2008 R2 hypervisor. Based on Microsoft estimated retail prices and published VMware prices available at <https://www.vmware.com/vmwarestore> as of 08/04/2009 for purchases in the United States. Actual reseller prices may vary.

Windows Server 2008 R2

Product Info
Try it Out
How to Buy

Resources

Whitepaper
How Windows Server 2008 R2 Helps Optimize IT and Save You Money
Download the white paper

Whitepaper
Top 10 Ways Windows Server 2008 R2 Saves You Money

Whitepaper
Top 10 Reasons to upgrade to Windows Server 2008 R2

Case Study
Healthcare Technology Case Study

Powers your projects

- Improve communications & collaboration
- Consolidate & virtualize
- Optimize your desktop environment
- Server modernization

Public Sector On Demand.
Cloud computing on your terms.

Learn More

Microsoft

page eighteen

In the right hand navigation, they don't simply list the products, they give you an opportunity to try them out. Immediately below that, you have a diverse menu of resources to choose from — white papers and case studies that specifically address the challenges consumers face. Then a "Powers Your Project" deeper dive into business-specific challenges segmented according to need.

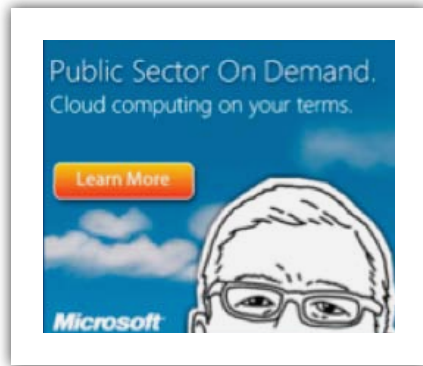
IT Projects

- Improve communications & collaboration
- Consolidate & virtualize
- Optimize your desktop environment
- Server modernization
- Make better decisions
- Improve business processes

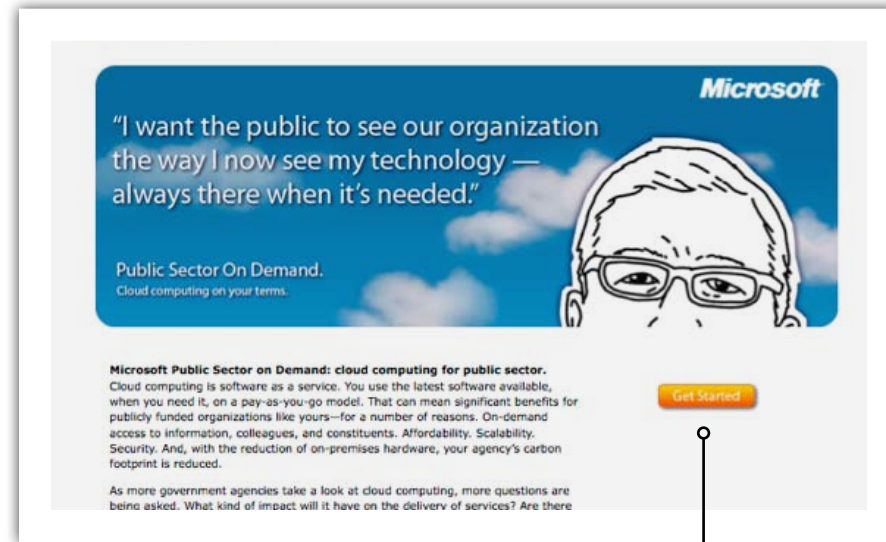
Even the global navigation is focused around consumer needs. (dropdown, from the top menu on the previous page)

Social media tools are prominently displayed, making it easy for you to share what you've learned — and become a brand ambassador in the process.

Further, the site even anticipates its audiences' most pressing challenge — understanding cloud computing. By clicking on this homepage graphic...



...you land here.



And when you click on “get started”...you arrive at the website on the next page — one that artfully addresses its audience’s greatest concern and invites them to learn more.

Microsoft
Public Sector Idea Bank
BETA

GOV20 READY *Make government by the people work better for the people.*

Home Solutions Members My Profile About This Site Search in Solutions GO

Connect with a Microsoft Dynamics Specialist. You can now chat live or talk by phone.
Chat Now
Call Now

Discover our Partner Solutions | Share your Ideas on the Solutions | Promote & Expand on the Ideas of Others

Spotlight Solution:

ConnectED for Economic Development powered by Microsoft Dynamics CRM by SRC Technology
Economic Developers and Agencies seeking an affordable, collaborative tool to support their operation may wish to inquire about ConnectED – Economic Development Software Powered by Microsoft Dynamics CRM. Imagine re-designing Outlook to drive operations in your Economic Development organization - this describes ConnectED as the software runs from within your Microsoft...

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Solution Catalog

- All
- Case Management
- Contact Management
- Contract Management
- Constituent Outreach
- Economic Development
- Field Inspection
- Recruiting

Popular Tags

Ideas gov20 government software solutions government technology solutions REVEAL stimulus transparency anti Citizens Compliance constituent constituent outreach FOIA Public Records Tracker reporting SaS citizen service Collaboration fees finance

Current Ideas From The Community:

Highest score | Most recent | All Comments

134 **Idea: Public records tracking for K-12**
Solution: Public Records Tracker by Ekai Porter
Although Public Records Tracker is focused on managing and tracking records requests to federal, state and local government, it looks like it could also handle requests for records...
Read Full Idea and Comment
Submitted by: John schloemann, 337 days ago

134 **Idea: Roll up public records data to help deliver transparency to government**
Solution: Public Records Tracker by Ekai Porter
We could use this tool to roll up transparency issues to the executive level (Governor, Mayor, etc) instead of just using it within a specific department. This would not only meet...
Read Full Idea and Comment
Submitted by: Ron Ridderbusch, 334 days ago

130 **Idea: International Student Exchange support**
Solution: Backpack Social Student Information System by Metaphor Software
Perhaps this could be used to support student exchange programs like Education First (EF Tours) International students could join the community, participate in assignments...
Read Full Idea and Comment
Submitted by: David Bankston, 337 days ago

View More Ideas

Discover Public Sector On-Demand Solutions Powered by Microsoft Dynamics® CRM
Welcome to a new forum for solutions dedicated to Public Sector Professionals and software developers ...more

Get Started Now

You are presented with a smorgasbord of resources. An “idea bank” that allows you to share ideas with your peers, make suggestions of your own, search via user-friendly “tags,” and even chat with a live person to gain further assistance. A “solution catalog” and “spotlight solution” ingeniously addresses product offerings in terms of customer challenges. And the community is given a venue to share and comment on “Current Ideas from the Community.”

A digital community that quenches the thirst for information.

This company really understands their audience — providing them with a virtual community that provides a consistent stream of new content and causes on a wide variety of platforms.

WHOLE FOODS MARKET
SELLING THE HIGHEST QUALITY NATURAL & ORGANIC PRODUCTS

Find your store:
ZIP Code:
All stores | Canada stores | UK stores
Jobs at Whole Foods Market

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Coupons

HOME STORES PRODUCTS RECIPES HEALTH & NUTRITION VALUES COMPANY FORUMS

Google Custom Search

WHOLE PLANET FOUNDATION[®] Inspired Recipes

What's cooking?

TODAY FEATURED TOP RATED

Parmigiano Reggiano Crisps with Chocolate and Sea Salt

We asked our Whole Story blog readers to submit their best Parmigiano Reggiano recipes.

[Browse recipes by category](#)

What's on sale? Select a state ... Select a store ...
Choose your local store to download the sales flier pdf!

HEALTHY TIP: GO WILD
Wild rice isn't really rice but it is a whole grain and that's what matters! [Enjoy fiber, protein and B vitamins in wild rice](#) along with nutty, earthy flavor.

CHANGING THE WORLD, TOGETHER
Now through March 31st, help raise \$1.5 million for impoverished people around the globe where we source products. [Give to the Whole Planet Foundation's Prosperity Campaign.](#)

WE'RE NOW OPEN IN MAUI
A warm aloha to our newest store now open in Kahului, Maui, Hawaii.

NATIONAL RECOGNITION FOR LOCAL PRODUCERS
The local producers we work with sometimes get national

PASSIONATE ABOUT PARMIGIANO REGGIANO
Check out these winning [Parmigiano Reggiano recipes](#) and

WHOLE STORY BLOG

- [Most Definitely a Different Banana](#)
- [The Great Parmigiano Reggiano Wheel Cracking Extravaganza](#)

BLOGS & PODCASTS

- [Whole Story Blog](#)
- [CEO John Mackey's blog](#)
- [Videos](#)
- [Whole Body Podcasts](#)

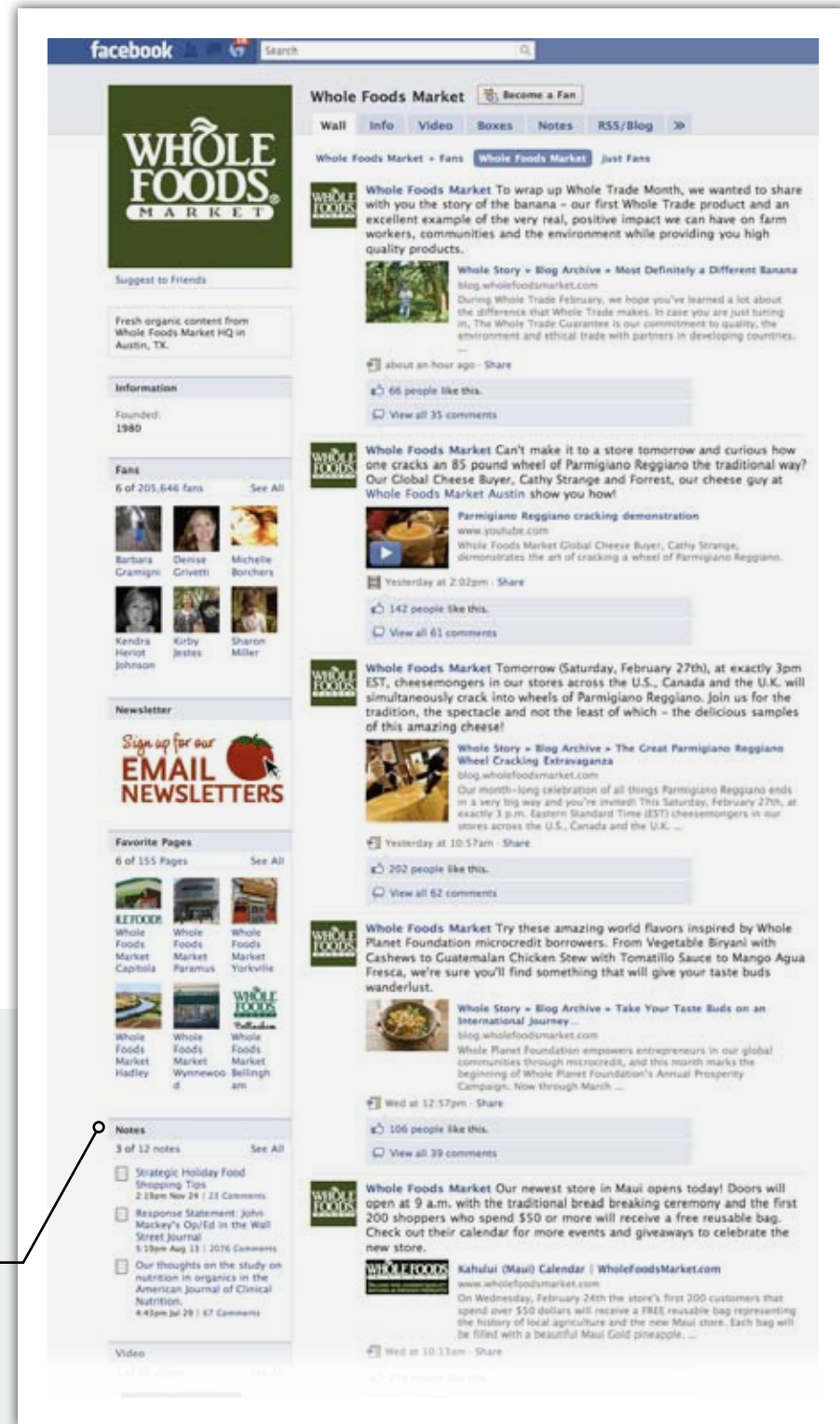
The site is devoted to its audiences' interests — health tips, grower profiles, meal planning, blogs, podcasts, health and nutrition, apps and sales. Blogs, videos, printable assets and social media tools — it's all here.

The Whole Foods community extends to Facebook, with blogs, posts and RSS feeds that offer their fans a platform to join causes, sign up for newsletters, and — even better — provide Whole Foods with input on everything from Genetically Modified Organisms (GMOs) to wine preference. These crowd responses are crowdsourcing genius — a one-on-one means of assessing consumer interest in product lines and offerings.

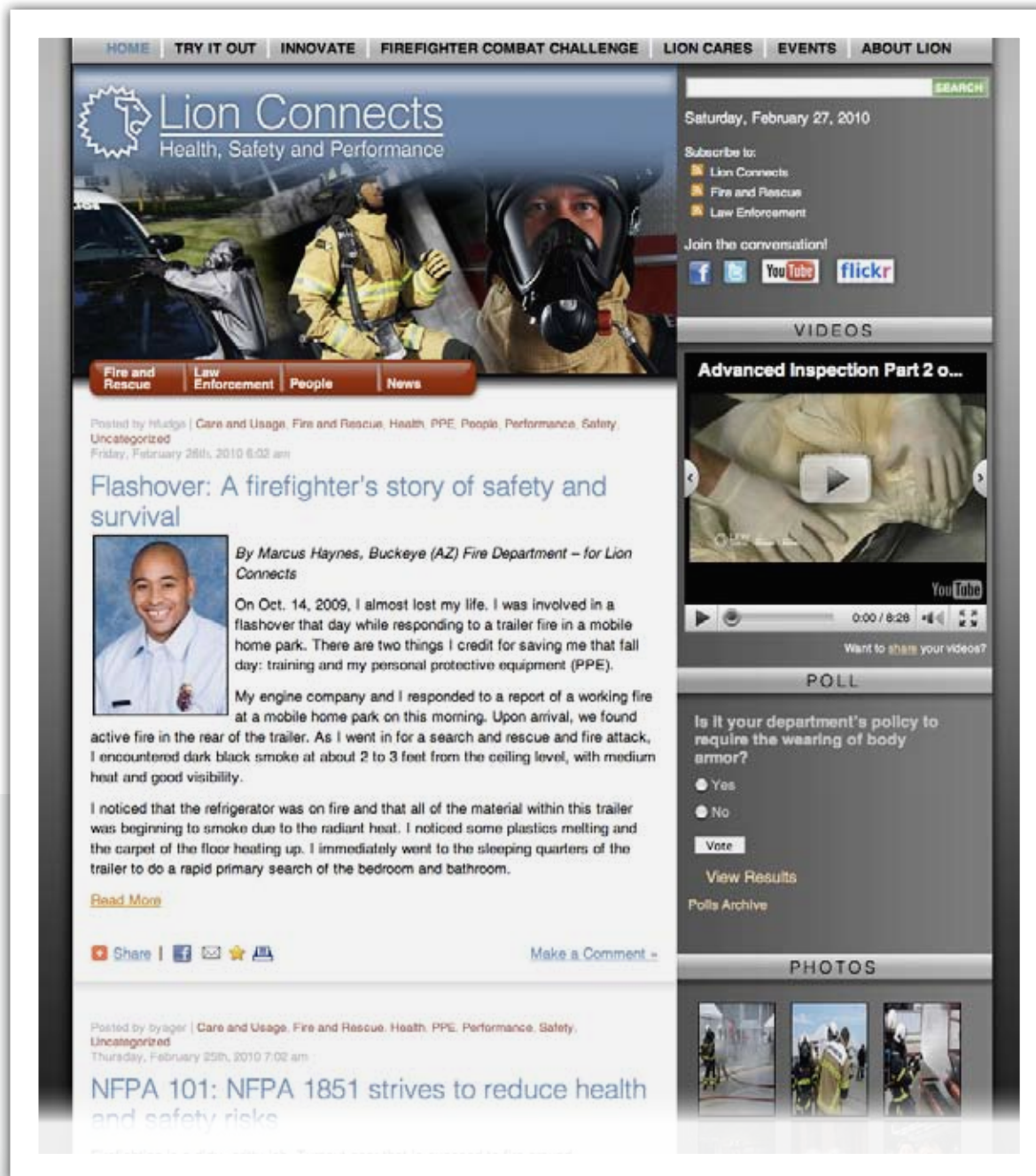
Research indicates that during the recession, coupon use has skyrocketed. Whole Foods knows — and they want you to know they know. By asking a simple question such as “How many of you knew we had online coupons?” Whole Foods not only responds to recessionary budget concerns, they drive their fans to more Whole Foods content. With one click from Facebook, the user lands — you guessed it — on the Whole Foods website. Now you’ve increased web traffic, coupon use and titillated your audience with a bevy of content available on the site.

Just look at the variety of these posts — everything from retailer stories that provide readers with the opportunity to win a gift basket, to USDA rulings and an up-to-the-minute touchpoint with consumers trapped in Snowmageddon.

Whole Foods even utilizes Facebook notes to educate their audience about the latest legislative issues, and share fun and informative videos.



Using your (and their) pictures and videos to tell a story.



It used to be that videos and photos were reserved for your website or sent as attachments with your press releases. You relied solely on expensive, professionally shot videos and photos.

Now, with content marketing — photos and videos take on all new importance. Not only do you have your own YouTube channel and Flickr group to share photos and videos — but you encourage your customers to do the same. Embrace the “at the moment” nature of video and photo on social media sites and allow employees to take product photos or videos that are less “designed.” By allowing your audiences to share their photos and videos you have a new community of brand ambassadors.

Better yet, you can use a microsite — solely devoted to providing your consumers with content — to share, and encourage others to share photos and videos. Lionconnects.com is a digital community focused on the health, safety and performance of first responders that provides visitors with blogs, videos and photos, and welcomes visitors to have their say: they can respond to polls, post comments, post guest blogs, share photos and videos, sign up to try the latest gear and even make a wish list of gear improvements they’d like to see.

LION broadens the community with a Facebook page that is well coordinated with the microsite — yet still has a personality of its own. In a mere two weeks, the Facebook page had already gathered well over 1000 fans.

facebook Search

Lion Connects Post your fan photos and action shots to our Wall to be entered embroidered Lion StationWear job shirt. We'll pick a weekly favorite to share for the will be announced Monday, March 1. on Thursday

Wall Info Photos Discussions Events Links

Write something...

Attach: Share

John Masem Cutting the B post with the TNT cutters on a Rescue MVA call.

about an hour ago · Comment · Like · Report

Lion Connects

Yesterday at 1:40pm via Facebook for iPhone · Comment · Like · Share

Andy Fudge likes this.

Write a comment...

Information

Founded: 1898

Fans

6 of 1,462 fans See All

Kyle Kmiec Adam Bogard Kris Nelson Dalfsen

So, what kind of a guy does this make me?

A very social guy. Engaging. Interesting. Trusted. You see, thanks to the social nature of the Internet and social media, consumers have a new online community. And they use that community to inform themselves about their personal interests, the world around them and the purchases they make. They don't simply buy. They ask questions and seek answers. They research and read customer reviews. They get informed. And they have plenty to say.

Better yet, when you use social media for content marketing your audience is talking back to you and their feedback is key. It gives direction to what you say next. Think of content marketing as a conversation where both parties benefit. When you are truly engaged with someone, conversing about something that is valuable to both of you — there's an exchange of interest and information back and forth. You respond, they respond. And so it goes.

Bottom line — content marketing engages the minds of your customers and prospects. You become a trusted resource and thought leader who draws crowds just itching to hear what your brand has to say and share it with others. You build a community of conversations, which not only benefit your audiences, raise sales volumes and shorten the sales cycle, but your crowd becomes an incredible resource — offering you ideas that make your products and services better. All at a significantly lower price of entry thanks to the power of digital self-publishing and social media networks.

