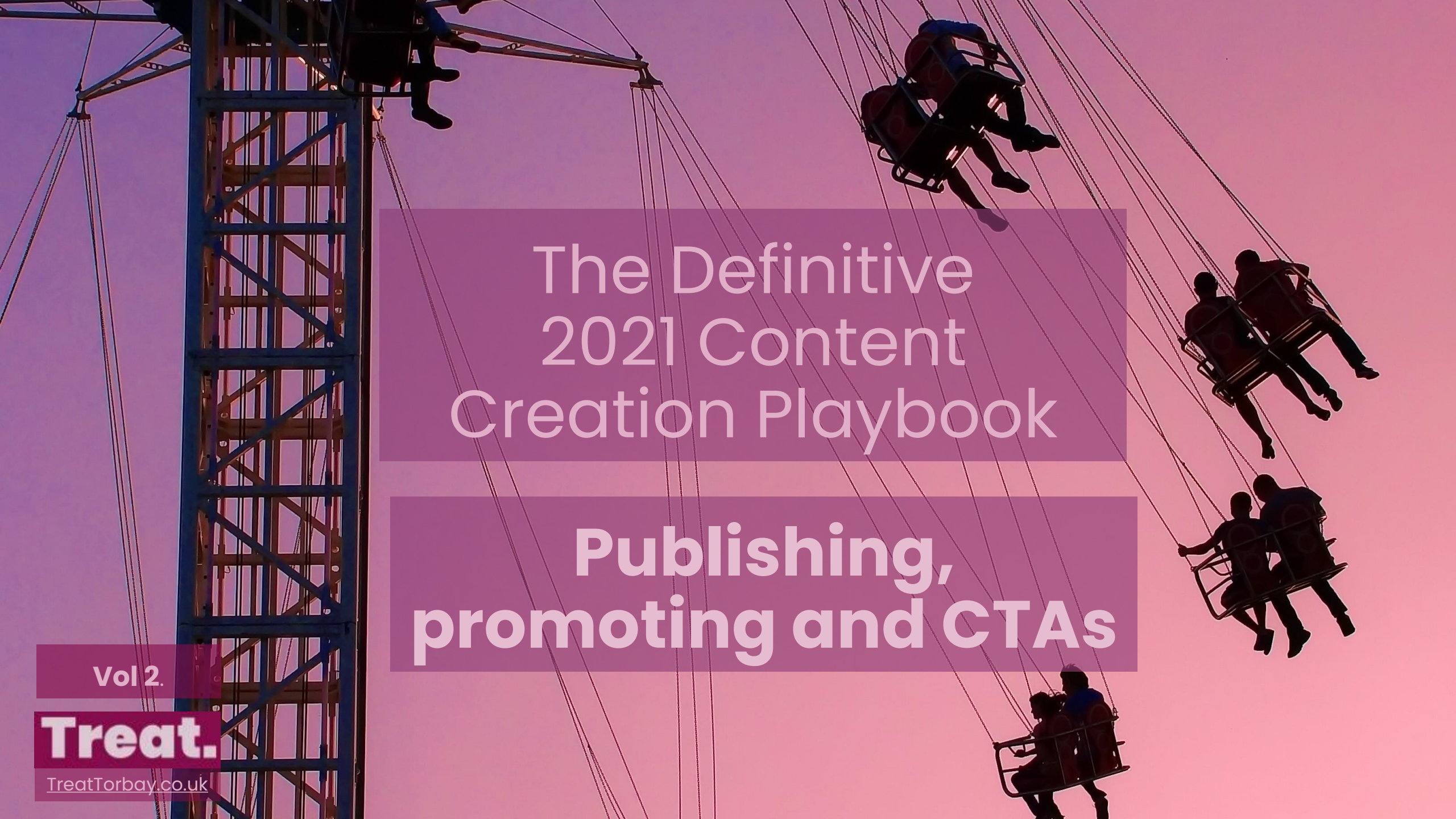




# The Definitive 2021 Content Creation Playbook

## Publishing, promoting and CTAs

Vol 2.

**Treat.**

[TreatTorbay.co.uk](https://TreatTorbay.co.uk)

# Publishing, promoting and CTAs

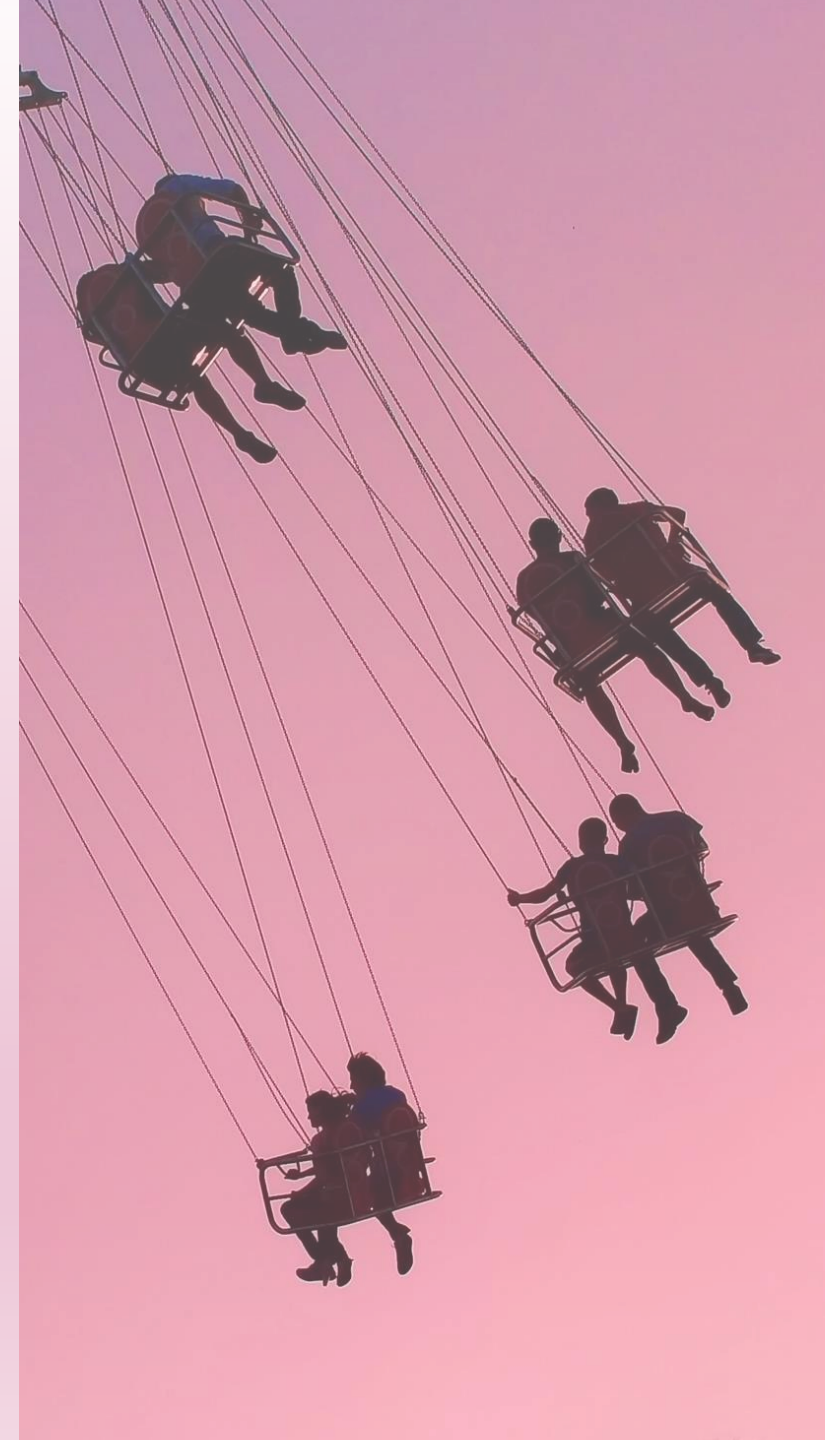
There are a range of publishing and promotion options, and we take a back-to-basics approach that relies on the fundamentals of SEO and keywords, hashtags, and social media to attract customers, and bring them through your marketing funnel.

- Step-by-step
- Tried and tested
- Replicable month on month and year on year.

# Creating your CTAs (Call-to-Action)

You want to lead your clients through the marketing cycle through to the subsequent call to action in the process.

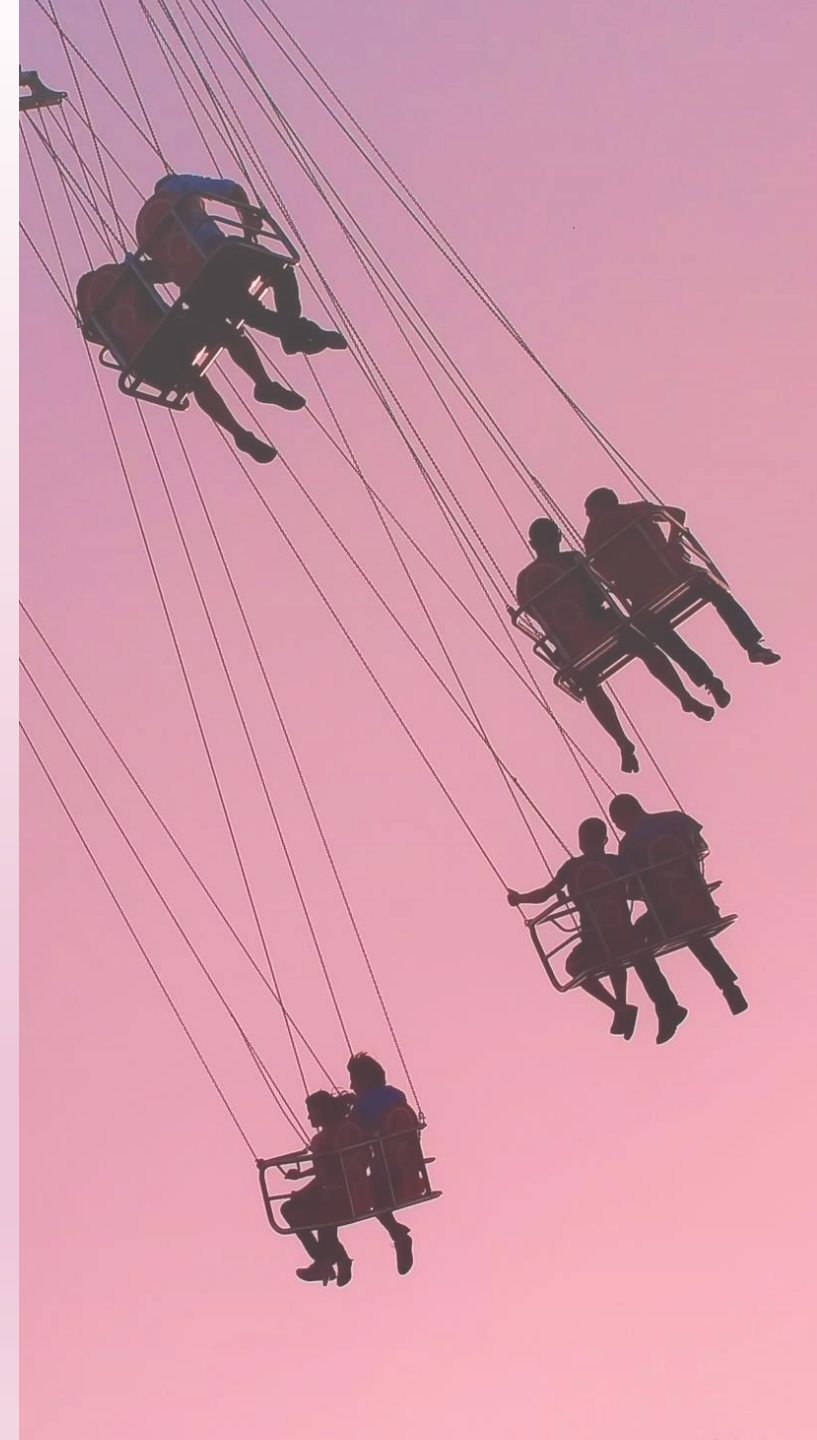
But, what actually works and how do you keep a prospective customer's interest?



# Creating your CTAs

## Here at Treat, we recommend:

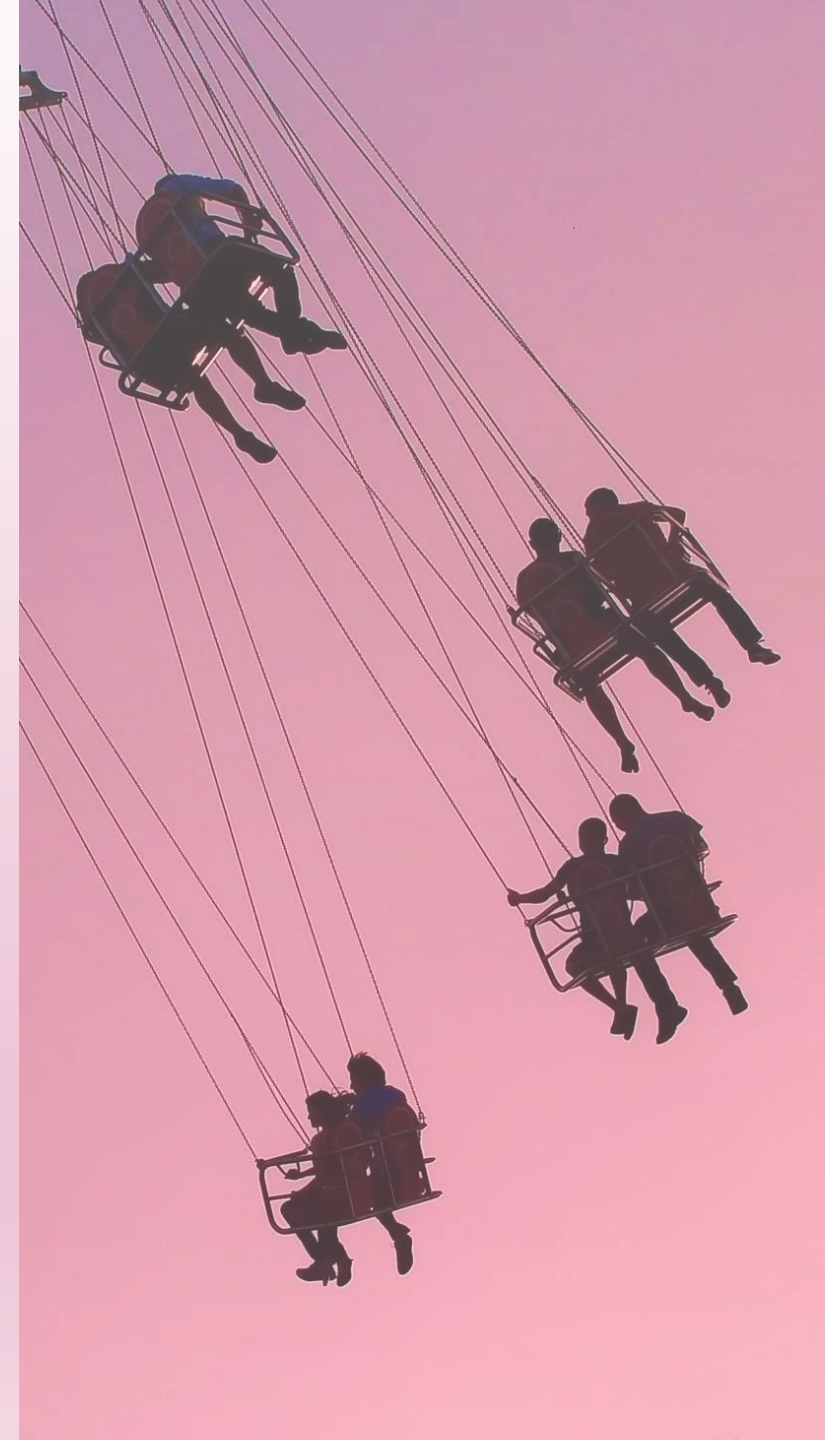
Creating a "Register your interest" landing pages to hoover up any and all prospects expressing interest in what you are talking about. Even before you've announced your pillar, before your press releases, before your webinar or your product launch – start gathering contact details with a register your interest landing page.



# Creating your CTAs – basics

Use this landing page to gather important information about your contacts to:

- Tailor your content
- Build your database of contacts
- Gather new information about their interests
- Invite interaction by asking questions
- Offer appointments direct to your sales team
- Start reaching out in a meaningful way.



# Creating your CTAs

## Treat tips for your landing page:

- Include freetext comments on your landing page and ask a question about the topic so you can understand your audience.
- Include a tick box to allow people to say “I’d like to talk to a member of your team” and pick up any enquiries.
- Especially post-Covid, get mobile numbers so you can reach out to customers via SMS or ring them directly.
- It’s important to only ever have a single (1) CTA. You want to drive traffic in only one direction, in a way that you create and control.

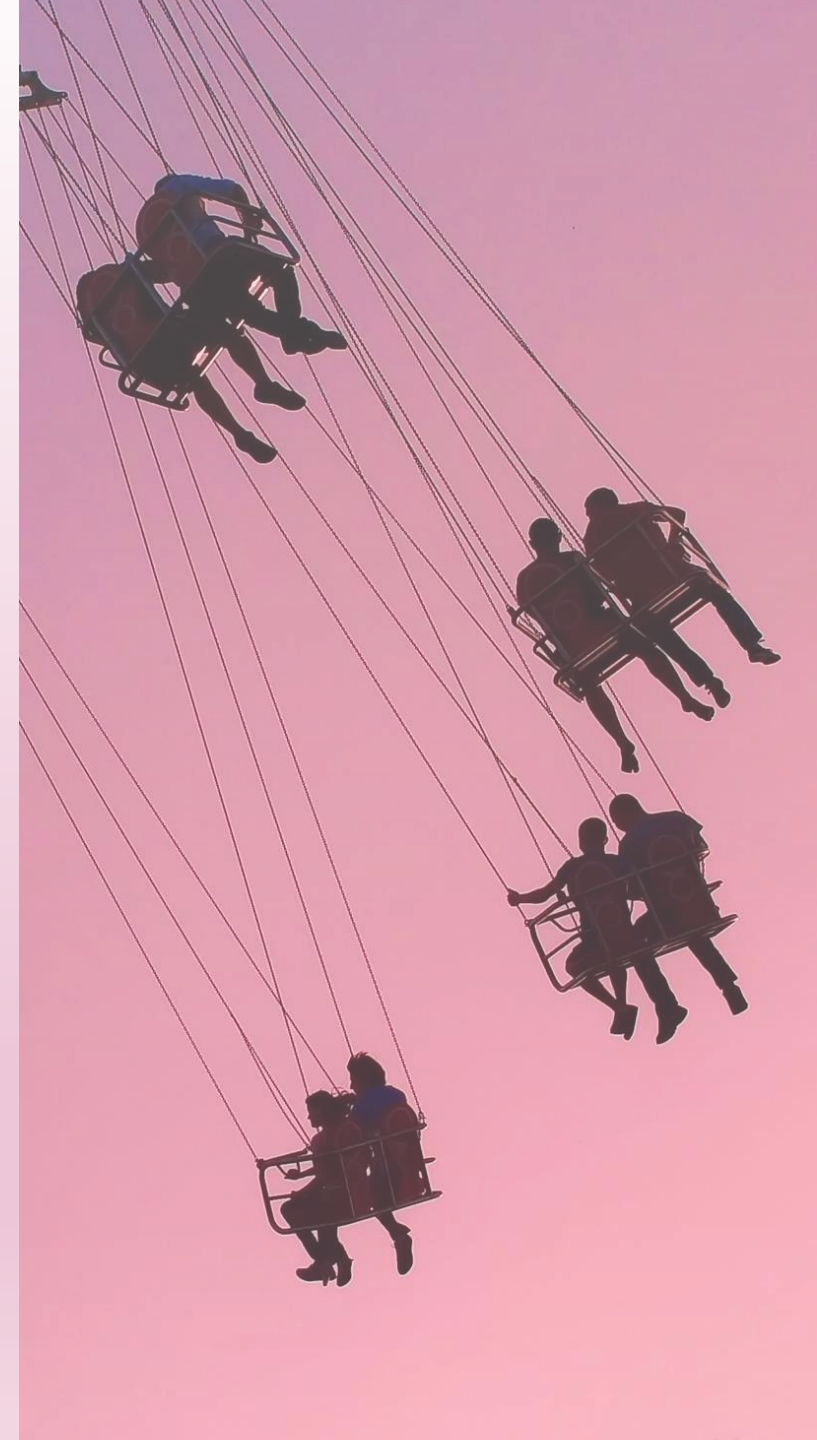


# Publishing and promoting for maximum impact

Here's an activation strategy that will assert your authority and leave competitors wondering *what the hell happened*.

You have all your content pieces ready to go. Here's the order of publication to maximise the impact of your campaign.

The perfect call to action during "Covid times" is with an online webinar. Events support your position, and give you a platform to launch new products and services.



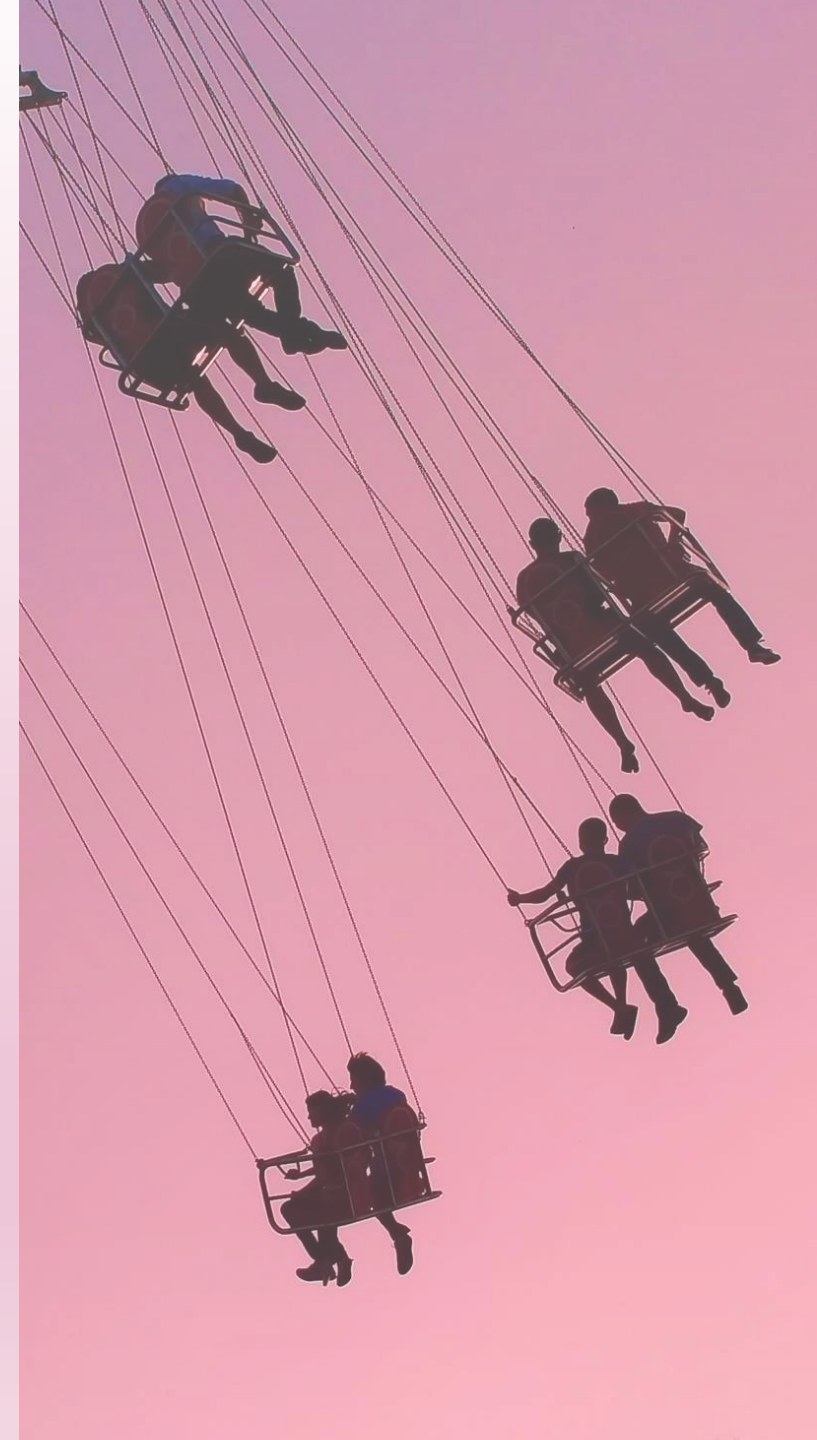
# 3 steps to publish and promote

## **First, publish and promote your pillar page**

Go big with social media advertising to push customers to your pillar page

THIS IS GOING TO BE THE SECRET TO YOUR SEO.

Call-to-action to the webinar or event landing page.

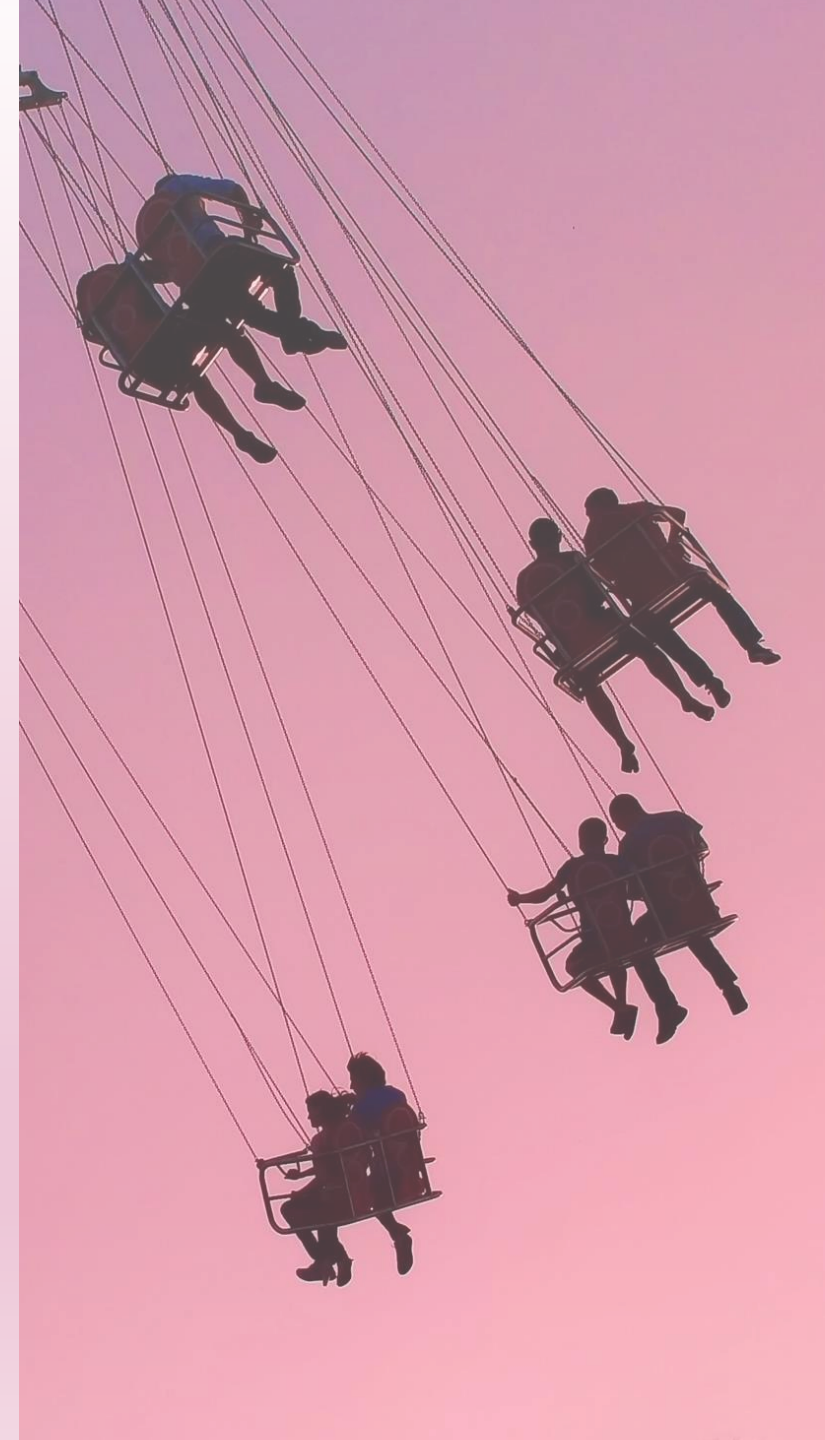


# Step 2: publish and promote

## **Second, publish and promote your micro content**

Your directors thought leadership piece should be published on LinkedIn and also as an article on your website.

CTA to the webinar or event landing page.

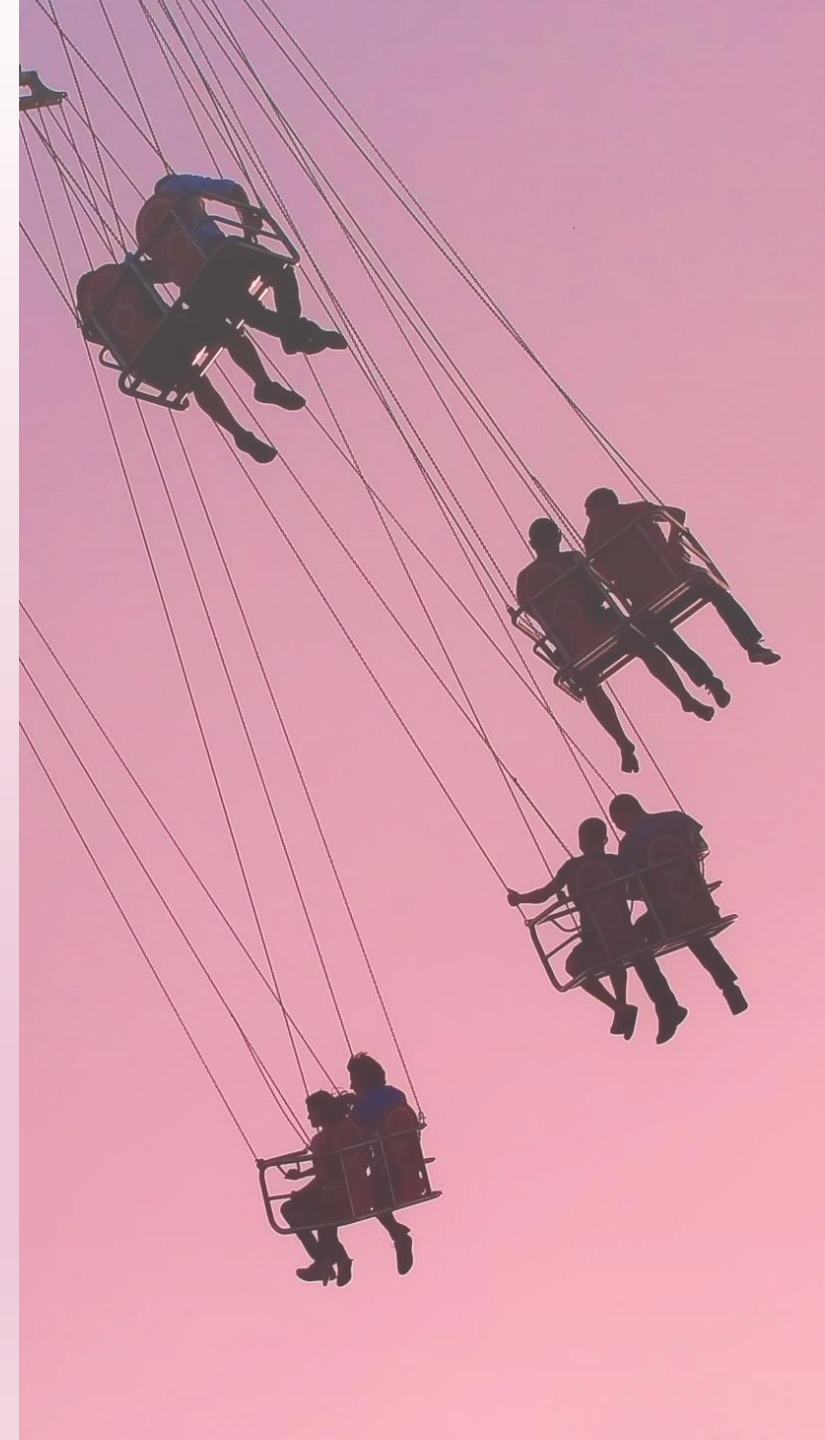


## Step 3: to publish and promote

### **Third, publish and promote your three supporting blogs**

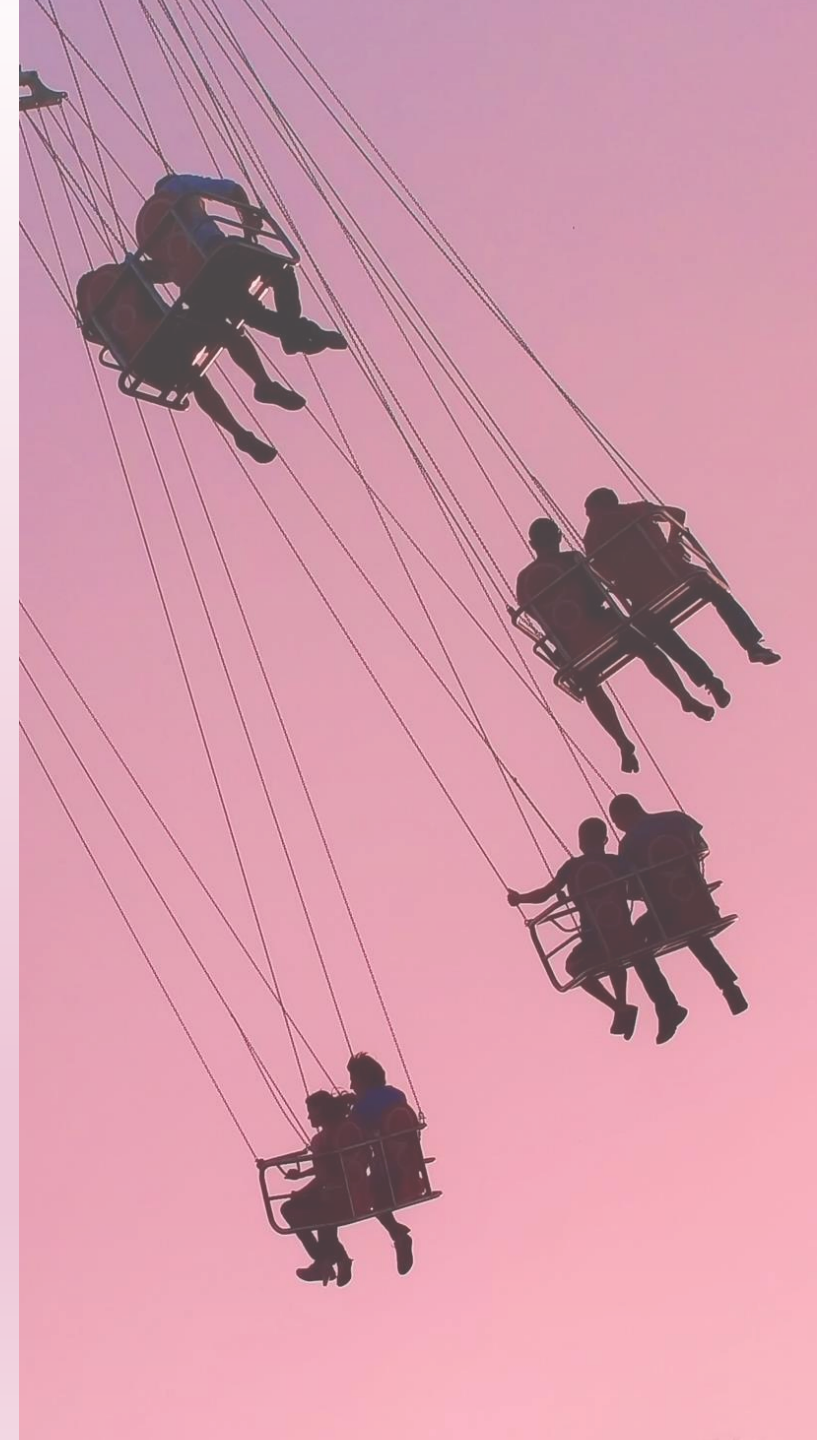
Drip, drip, drip onto social media over the course of 6 weeks.

CTA to the webinar or event landing page.



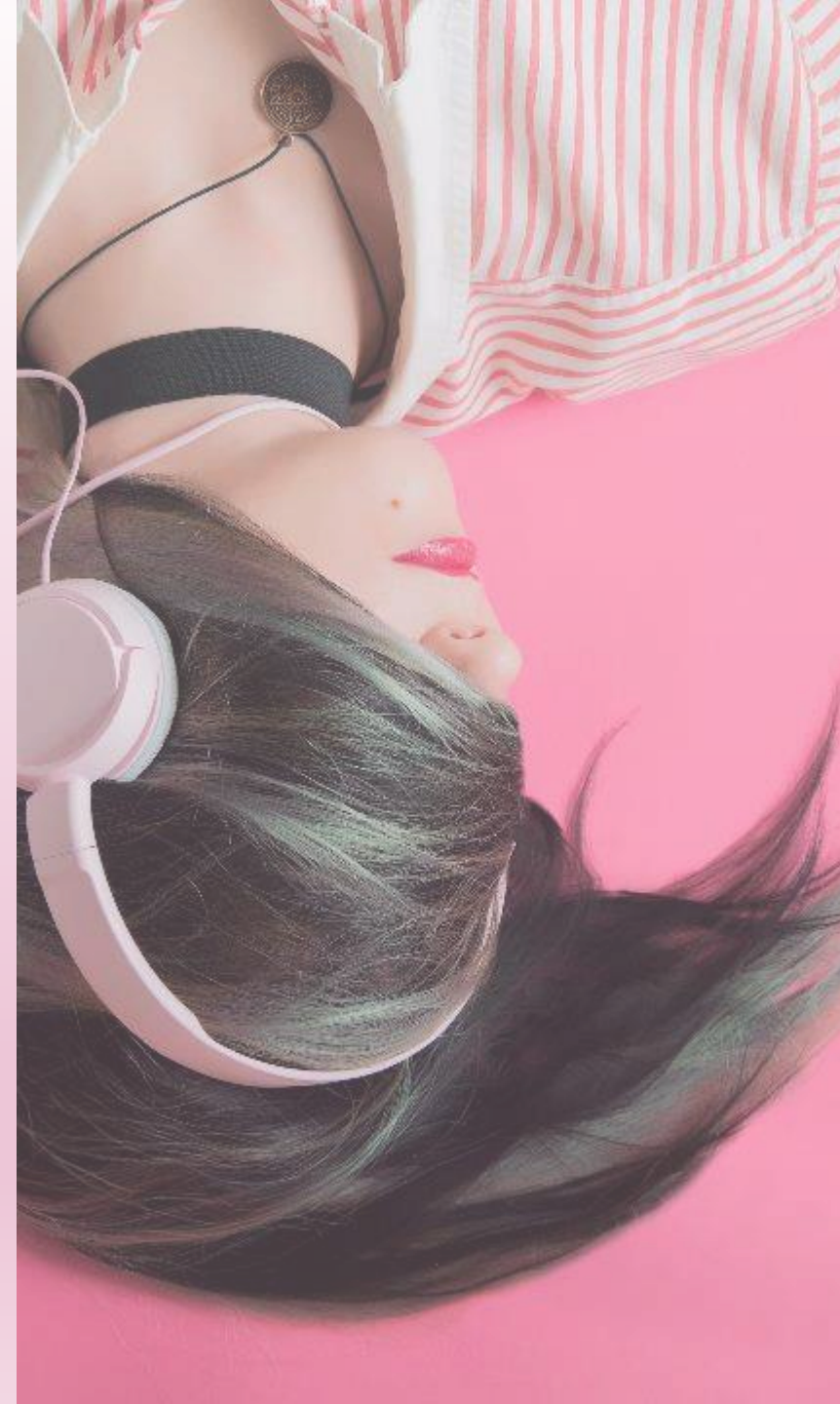
# Treat tips to cover all bases:

- Support from the home page, social media. CTA to an event
- PR mailing for commentary / editorial piece
- Add the event to email signatures at your organisation, directing to the "register your interest" landing page
- Announce your event hashtag early, for example #climatechangesummit21



# Don't miss the rest of the Content Creation Playbook Series from Treat Marketing:

- Vol 1: Creating long form content
- Vol 2: Publishing, promoting and CTAs
- Vol 3: Unlocking your competitive advantage
- Vol 4: Webinars and on-demand content
- Vol 5: Extending and repurposing your content



# Thank you

## **Treat Torbay is here to help you with**

- Content creation
- Social media strategy
- Campaigns that deliver
- Webinars and online events
- Marketing strategy
- Marketing audit and analysis

Contact us at [hello@treattorbay.co.uk](mailto:hello@treattorbay.co.uk)  
or UK +44 (0) 7513 472371.

