Blogging as Content Marketing

How to Set Up and Manage Your Rainmaker Blog

Presented by Jerod Morris and Chris Garrett

RAINMAKER PLATFORM

A few quick notes before we begin …

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- Can you hear us okay? (What is your goal for today's session?)

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  - Try reloading the webinar
- **Have no fear: a replay will be available for on-demand viewing**

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RAINMAKER PLATFORM

PLATFORM

What is your content marketing strategy?

What is your content marketing strategy?

rainmakerplatform.com/content-strategy

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Content Marketing Strategy
Attraction
Retention
Conversion
Drive offline contacts to incentive content/downloads
OFFLINE
Referrals, Workshops, Events, Meetings
ONLINE
Forums, Social, Blogs, Webinars, Interviews, Articles
Create content to attract most wanted prospects
Attract searchers, demonstrate domain knowledge and expertise through blog
Blog
Email
Capture interested prospects on email list(s)
Product Sequence
Comprehensive Solution
Services
Customer List
Sell, Cross-Sell, Up-Sell. Get customers on to buyers list.

Blogging as Content Marketing Series

Blogging as Content Marketing Series

Webinar 1: How to Set Up and Manage Your Rainmaker Blog

RAINMAKER PLATFORM

Blogging as Content Marketing Series

Webinar 1: How to Set Up and Manage Your Rainmaker Blog

Webinar 2: How to Use Rainmaker to Turn Blog Traffic Into Subscribers

How to Set Up and Manage Your Rainmaker Blog

How to Set Up and Manage Your Rainmaker Blog

- Sidebar (or no sidebar?)
- Content areas
- Categories and tags
- Comments (and other content settings)
- Social sharing buttons
- Basic pages

Sidebar (or no sidebar?)

1. Choose Your Default Layout

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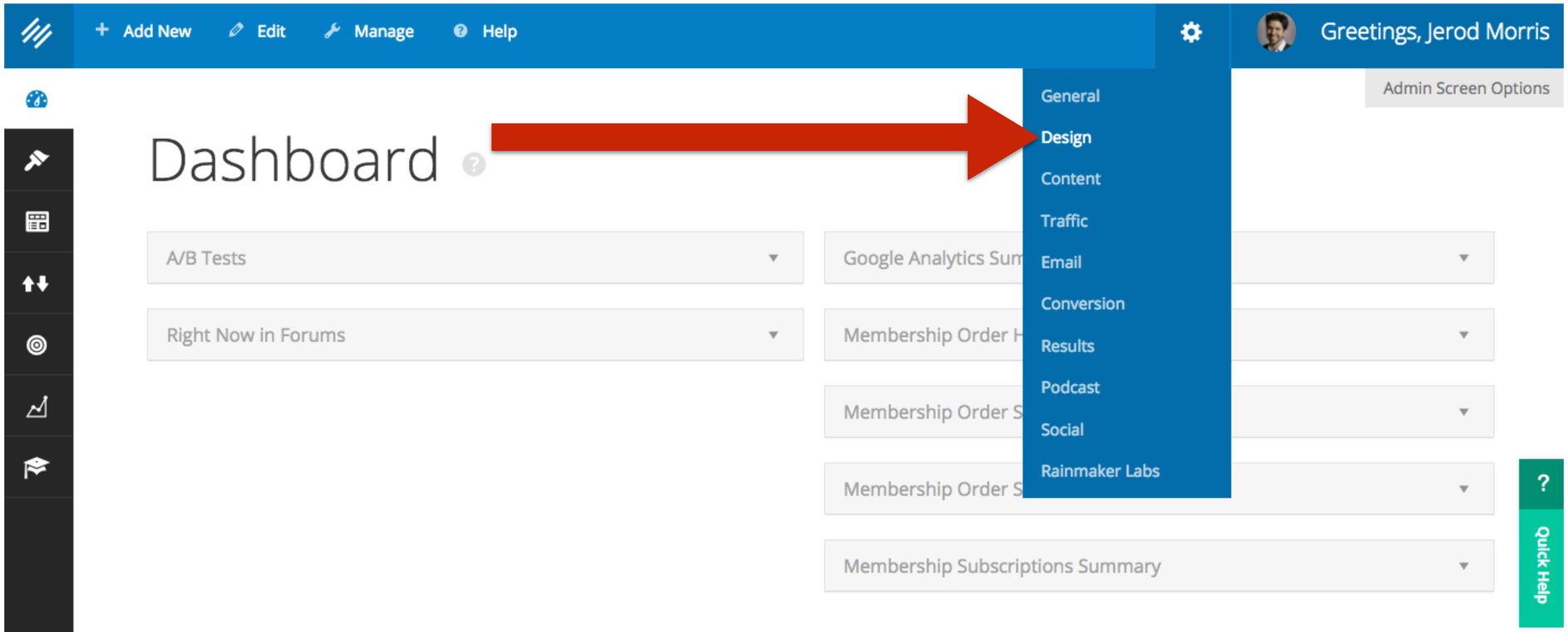

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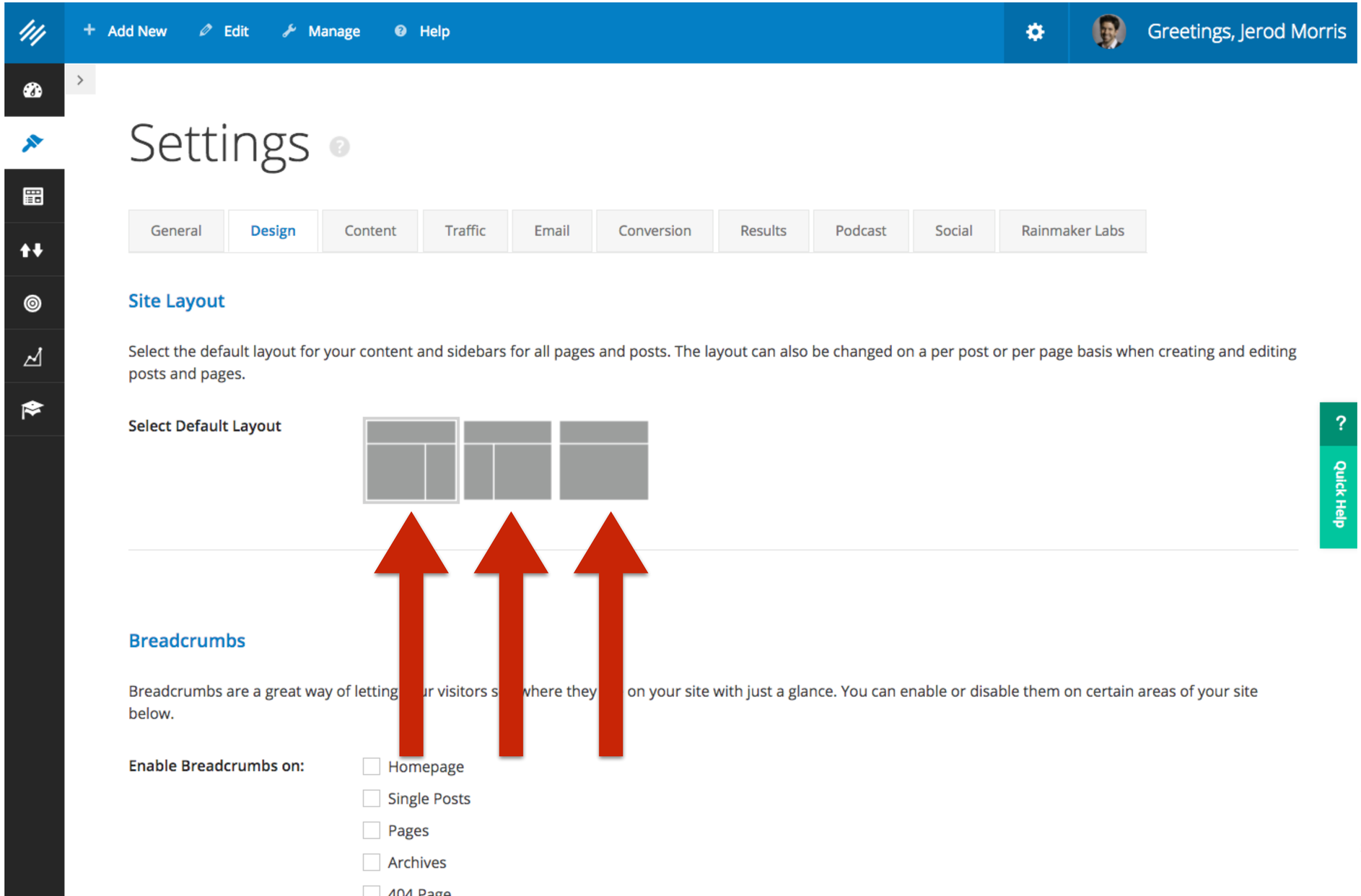

AKER PLATFORM

2. Override Default Layout for Individual Posts/Pages

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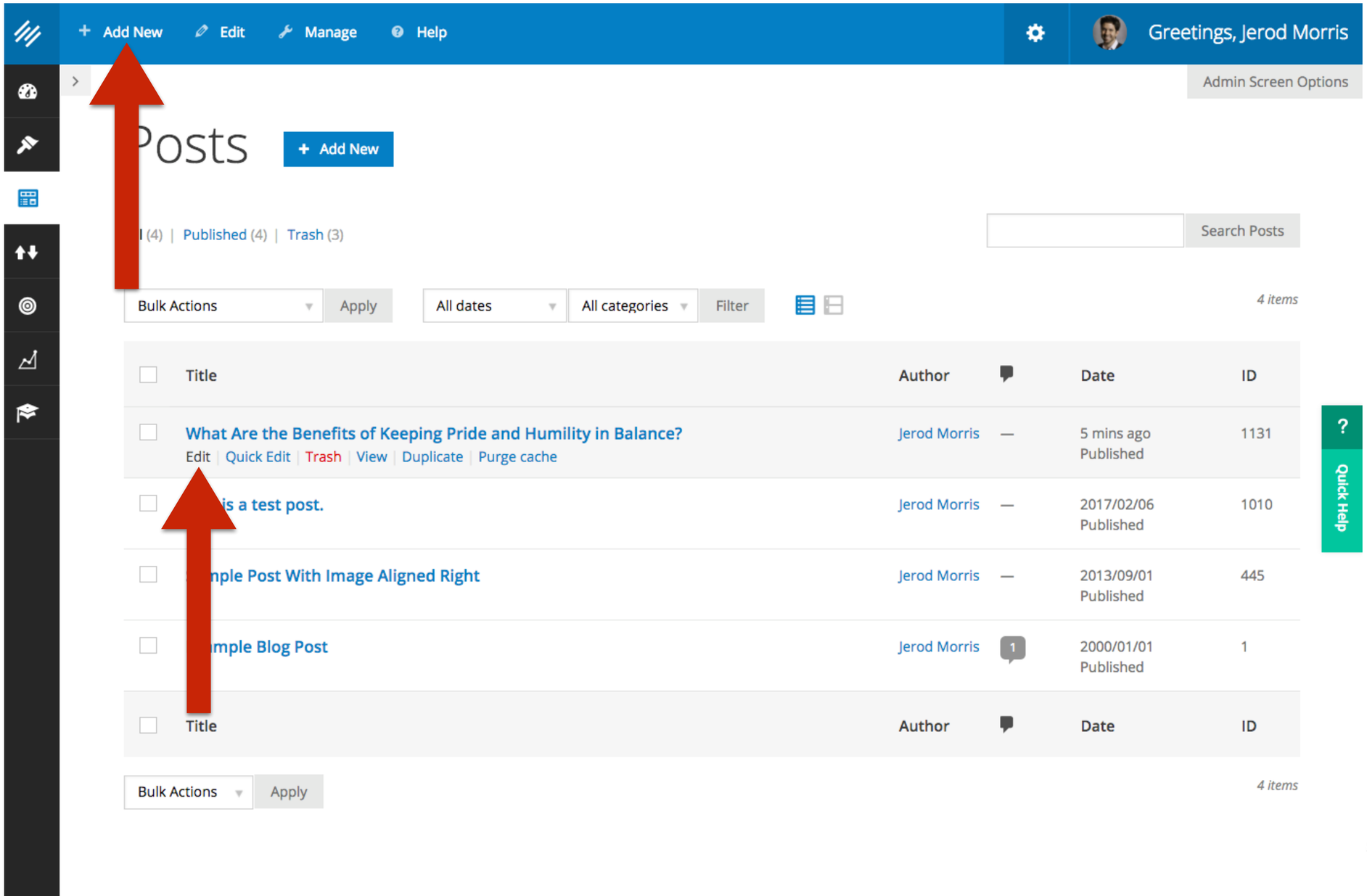

AKER PLATFORM

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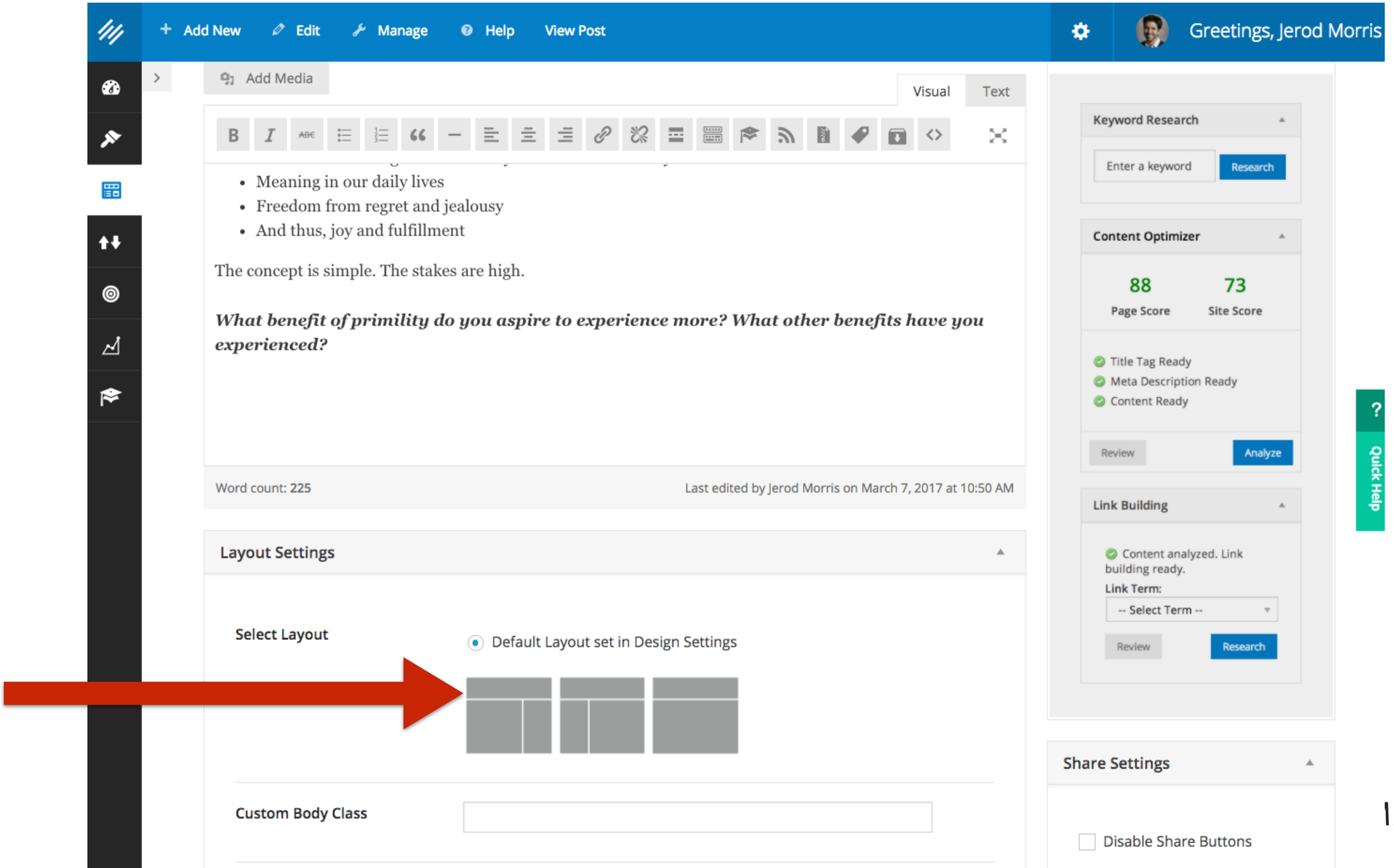

3. Choose Your Sidebar

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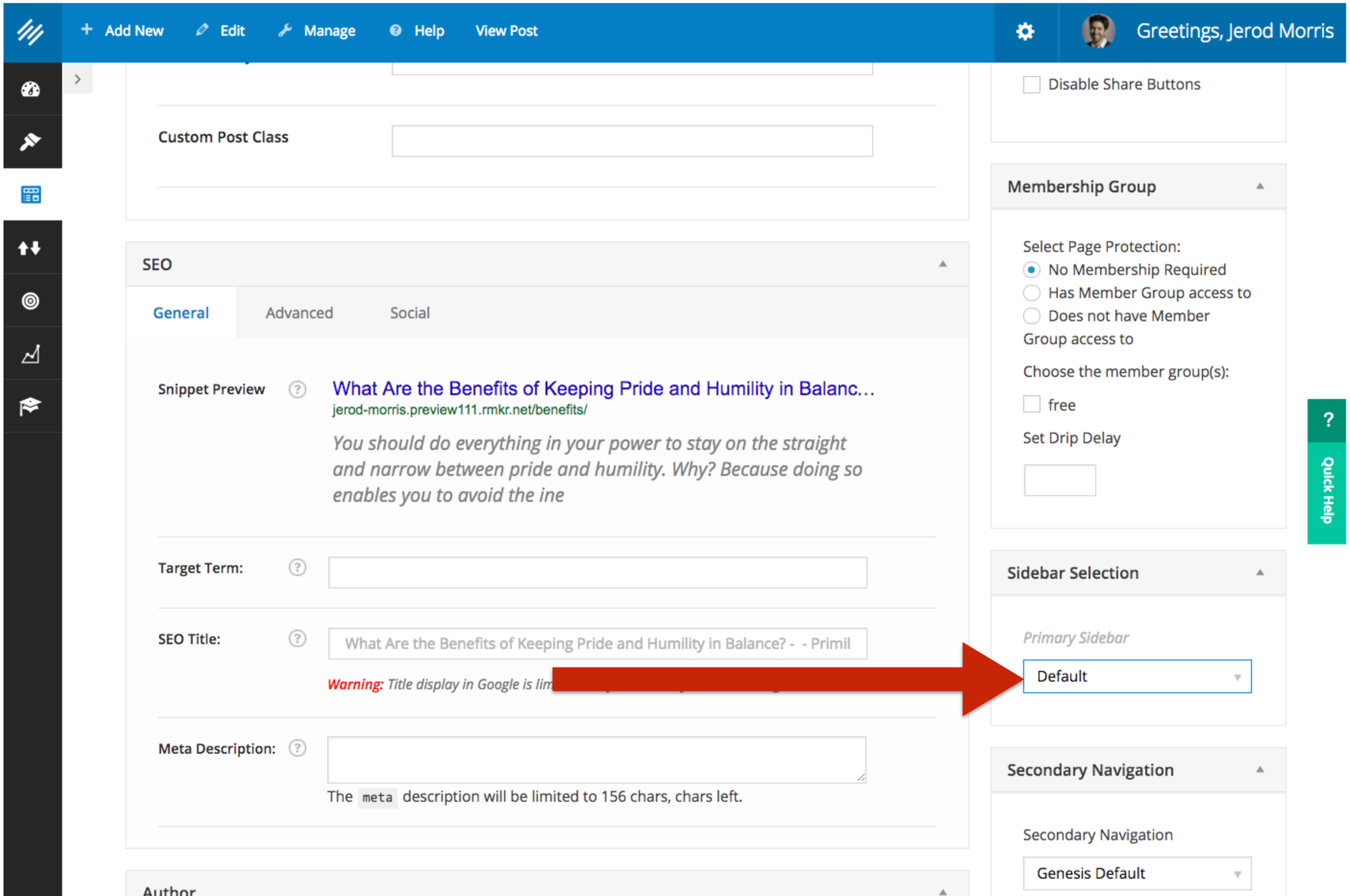

RAINMAKER PLATFORM

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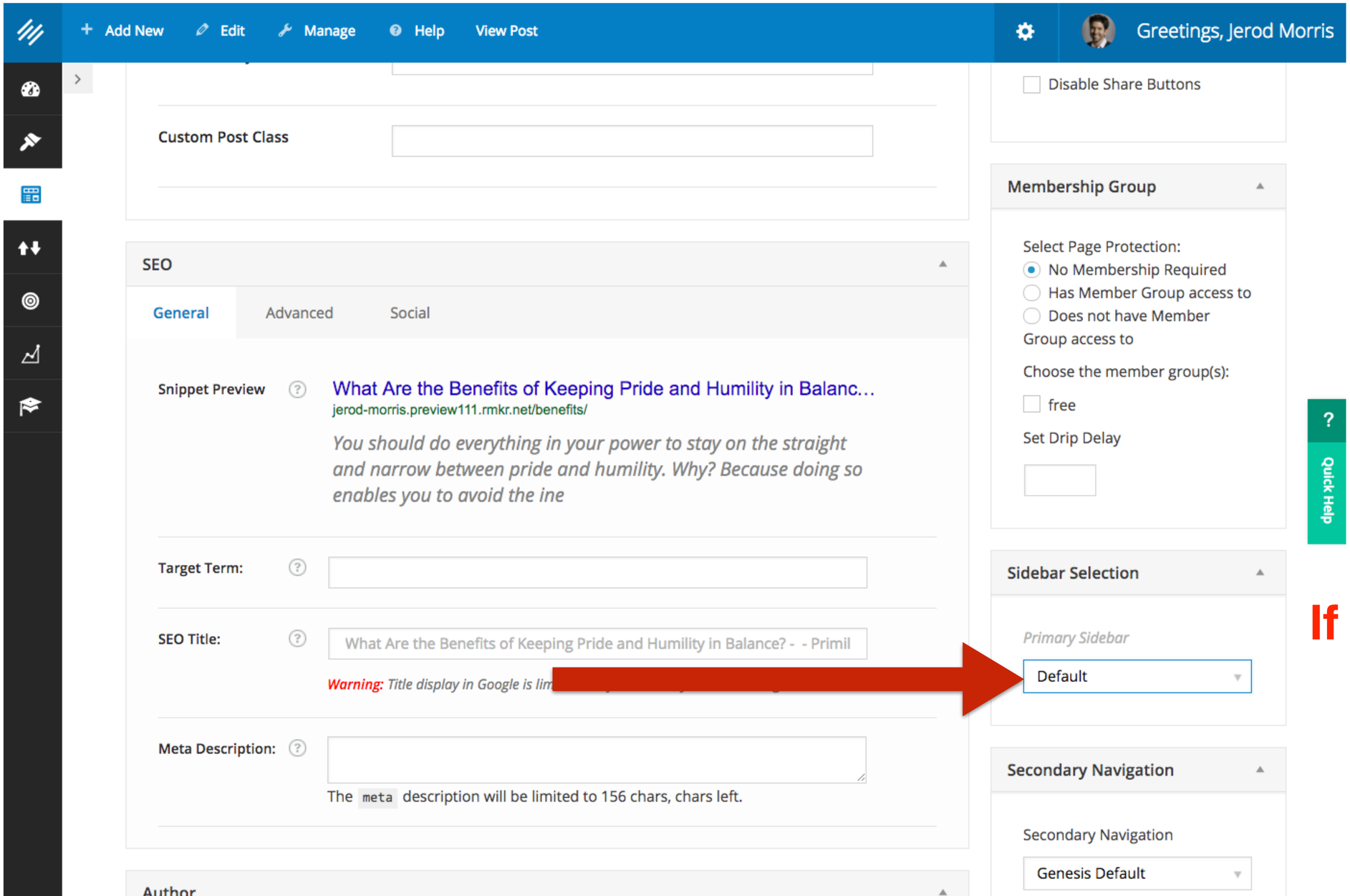
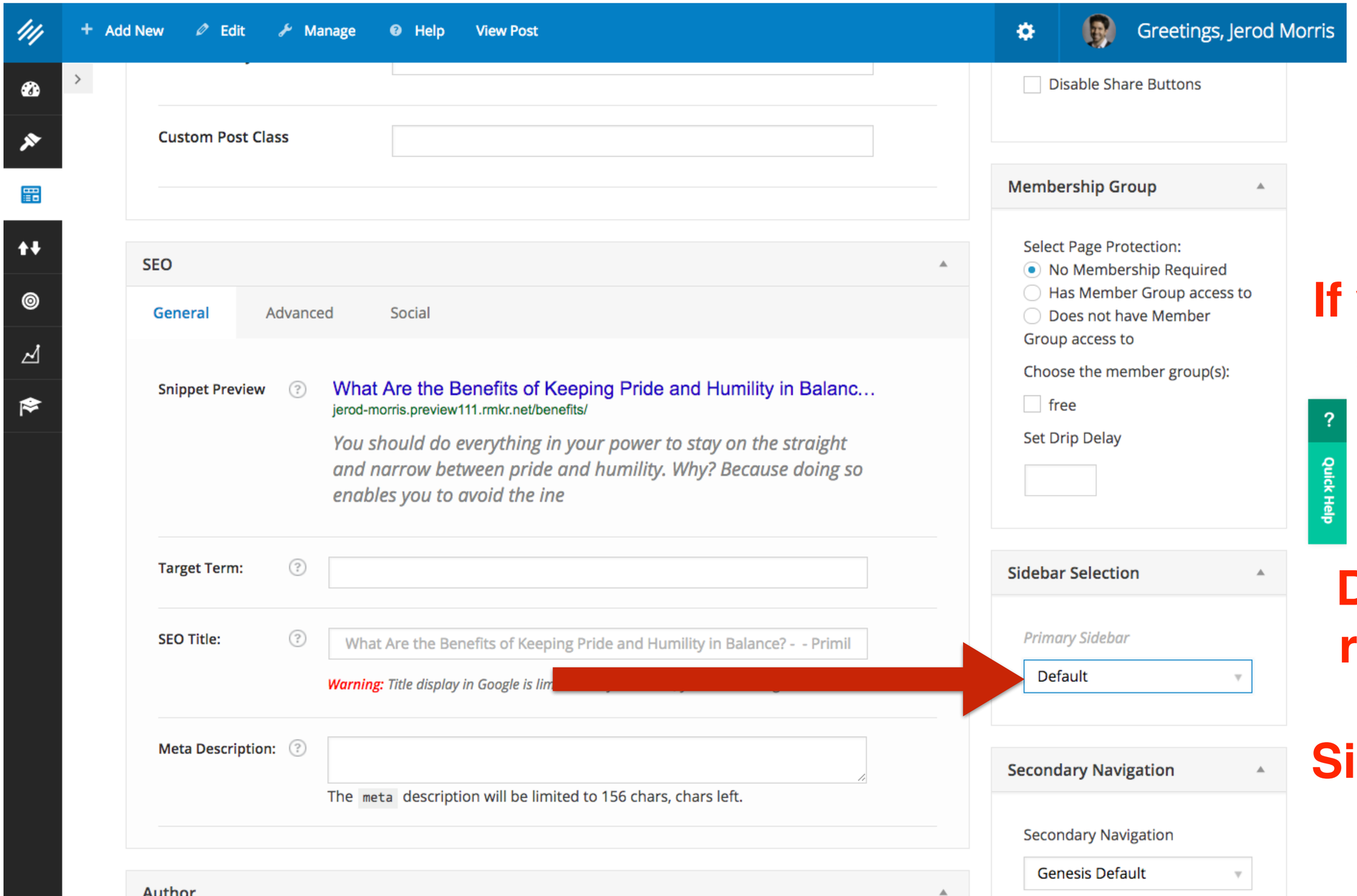


If you have created a dynamic sidebar, choose it here.

RAINMAKER PLATFORM

3. Choose Your Sidebar



If you have created a dynamic sidebar, choose it here.

For more on Dynamic Sidebars, read the KB article "Add a Dynamic Sidebar to Your Site"

RAINMAKER PLATFORM

Content Areas

1. Sidebar Content Areas

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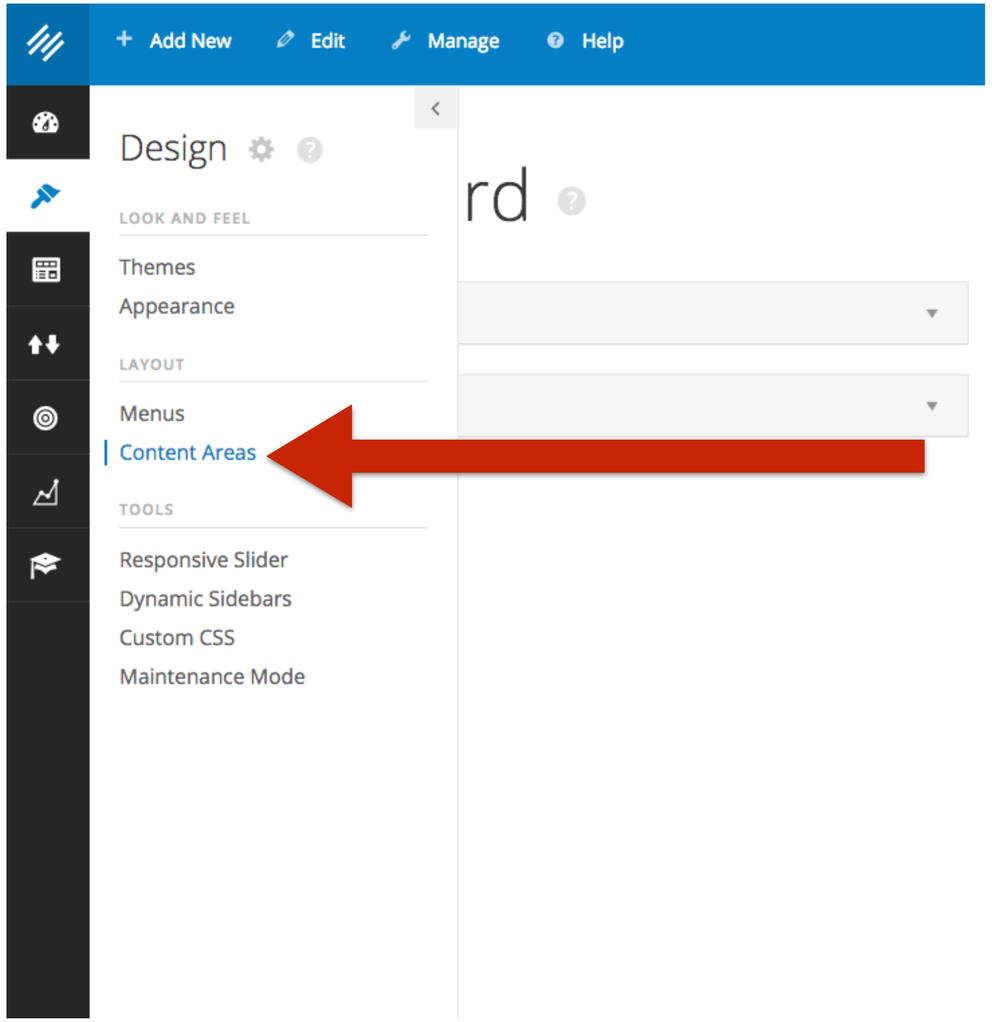

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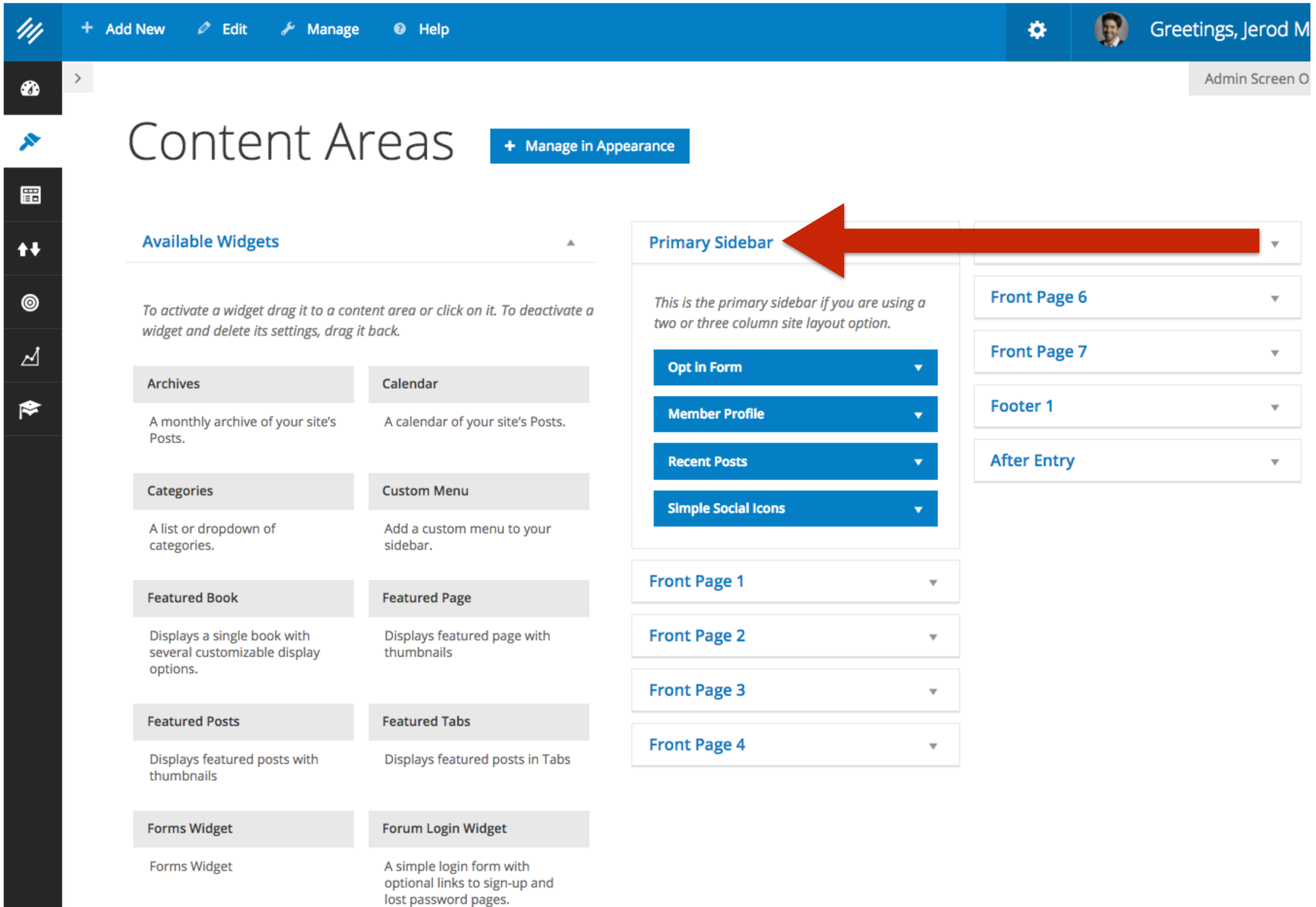

RAINMAKER PLATFORM

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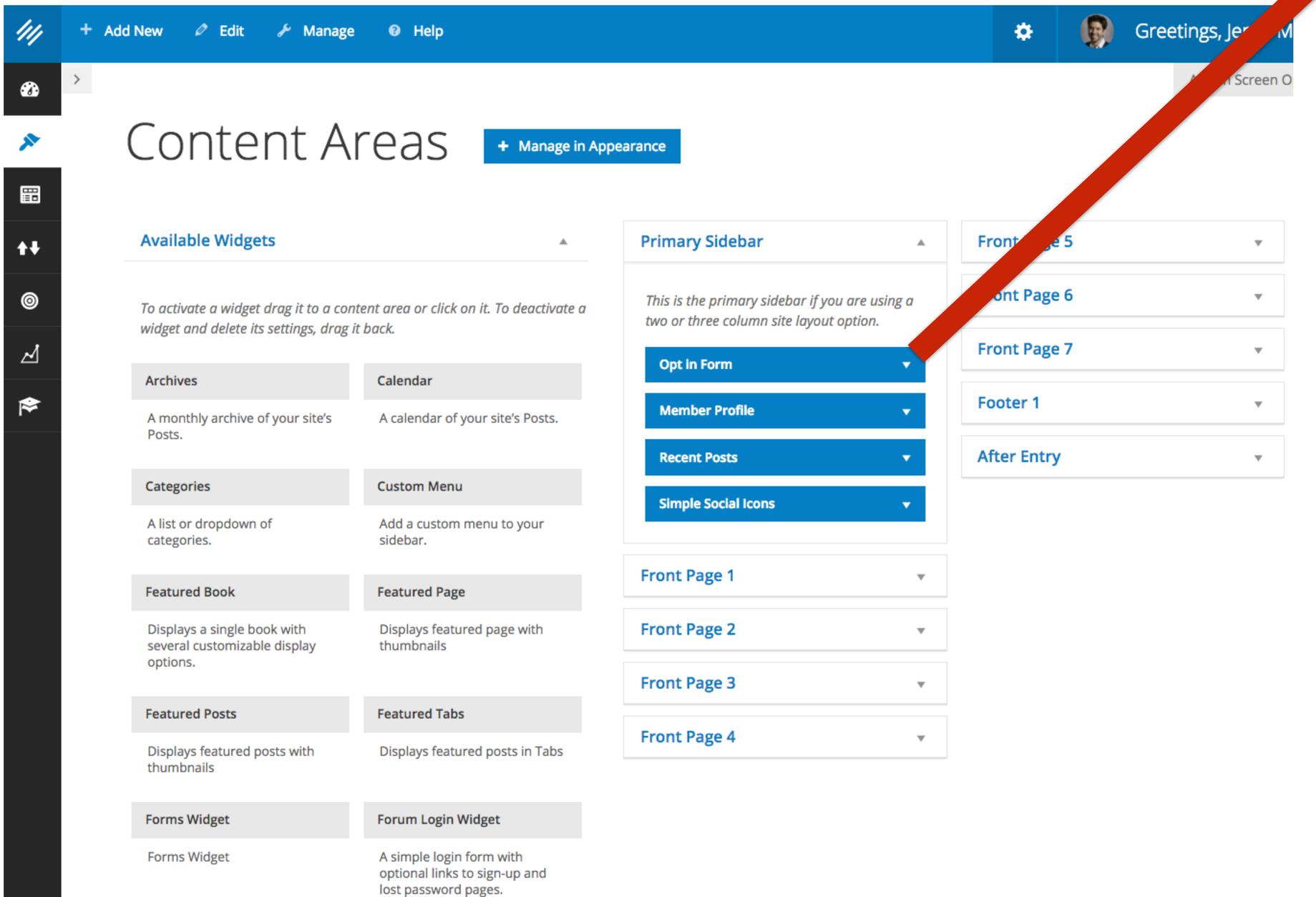

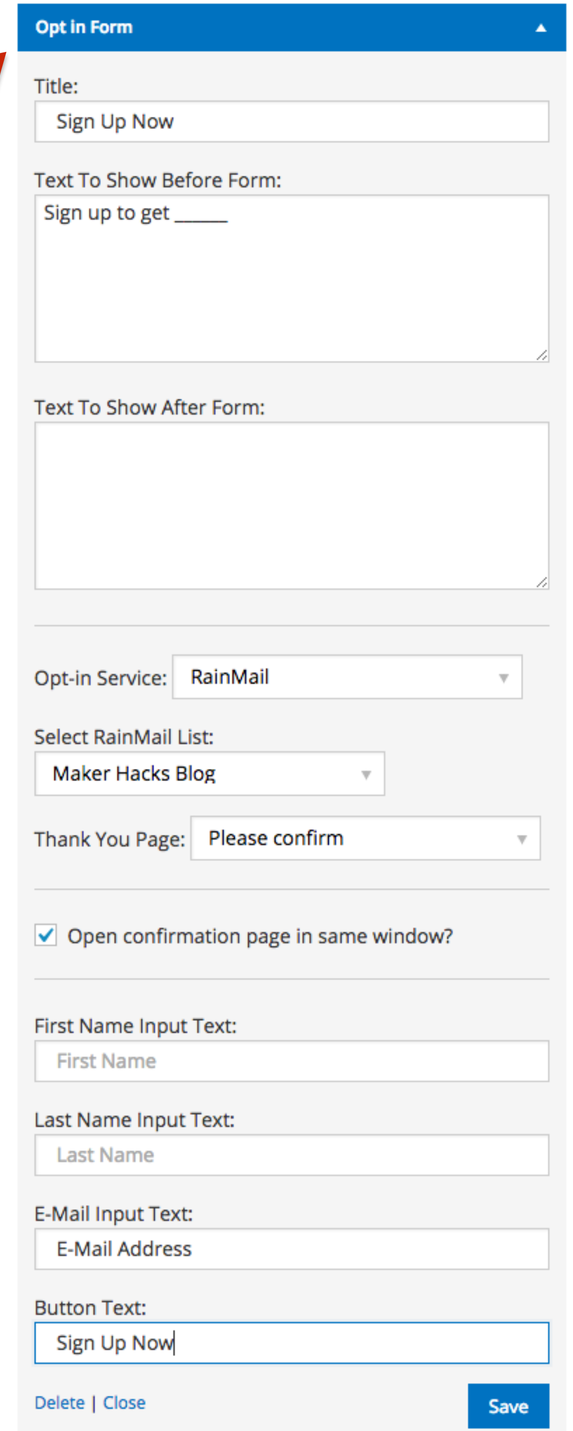

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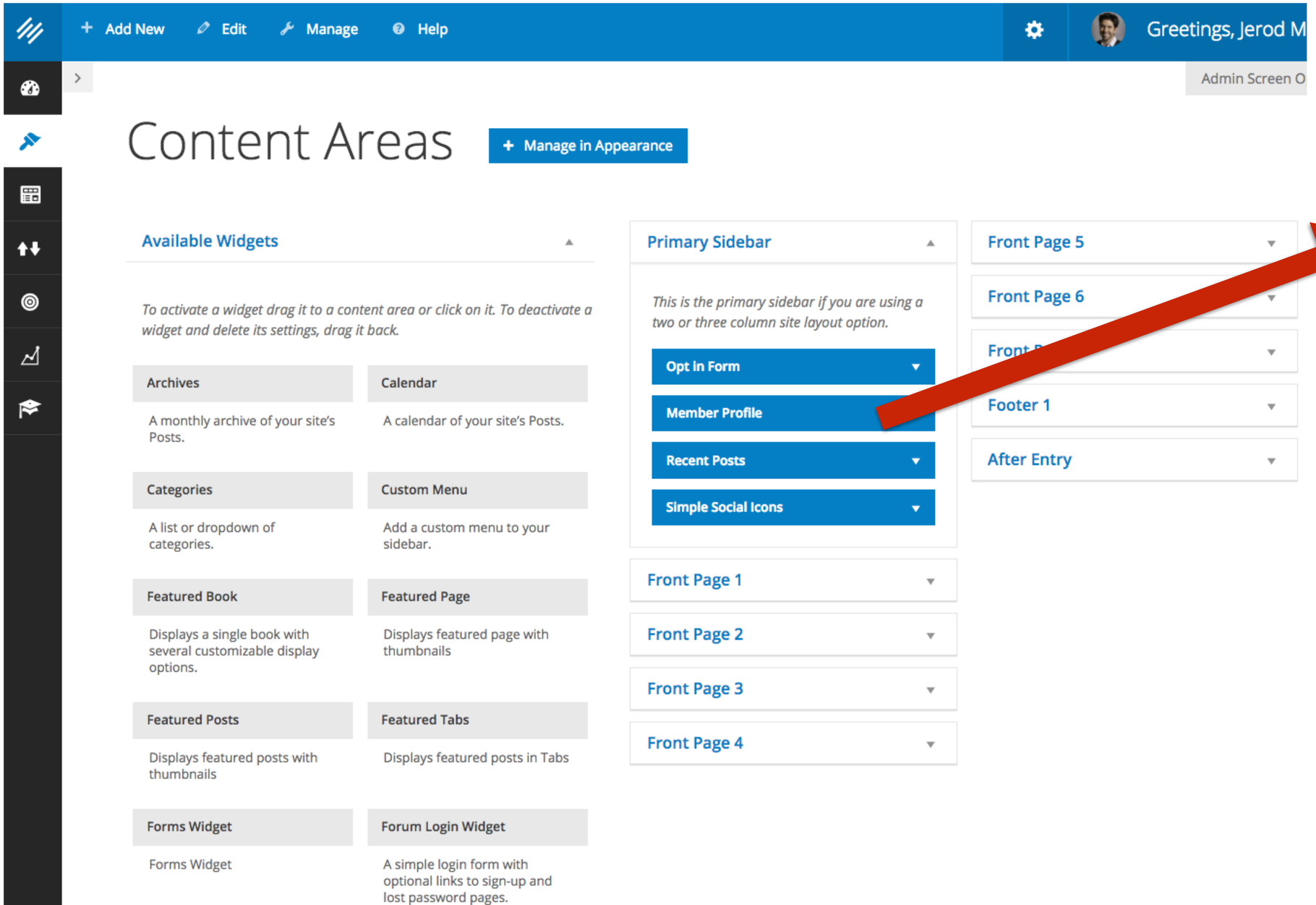

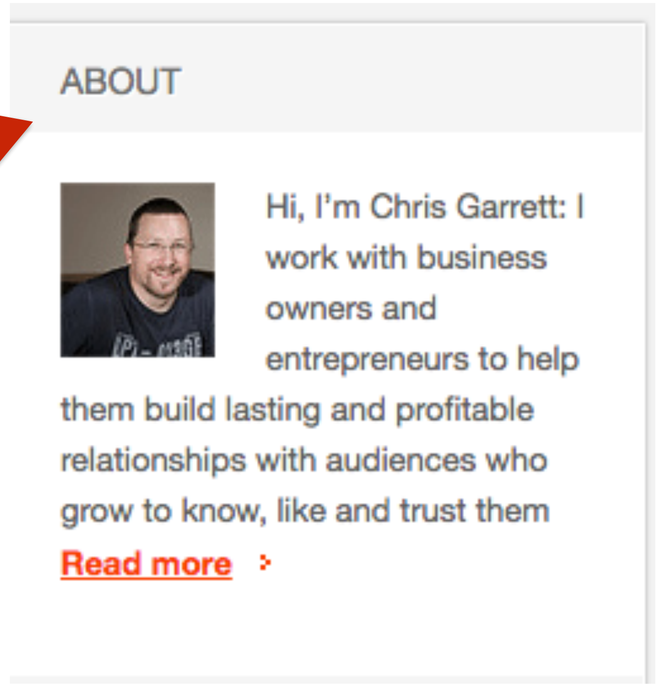

RAINMAKER PLATFORM

2. After Entry Content Areas

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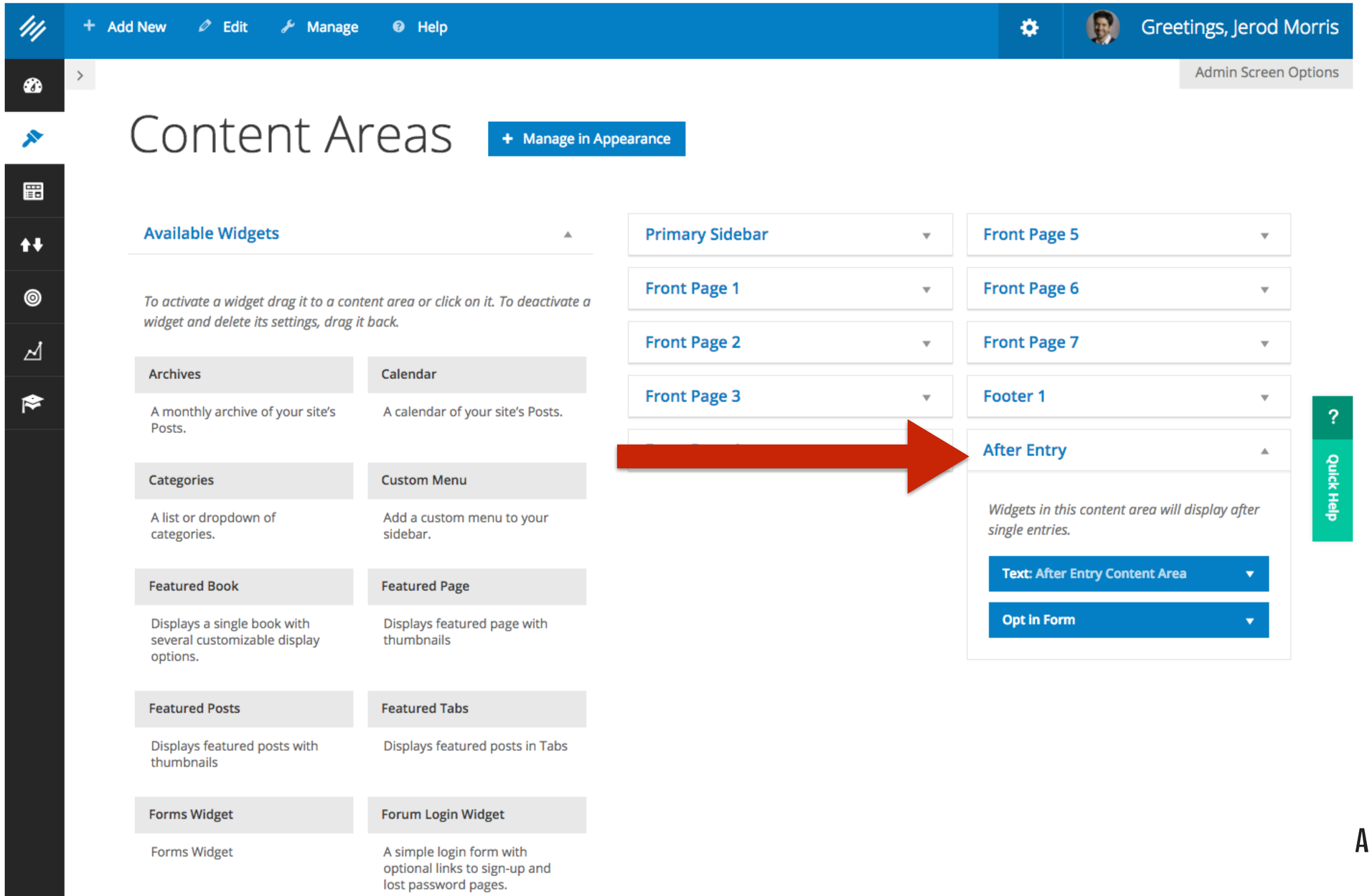

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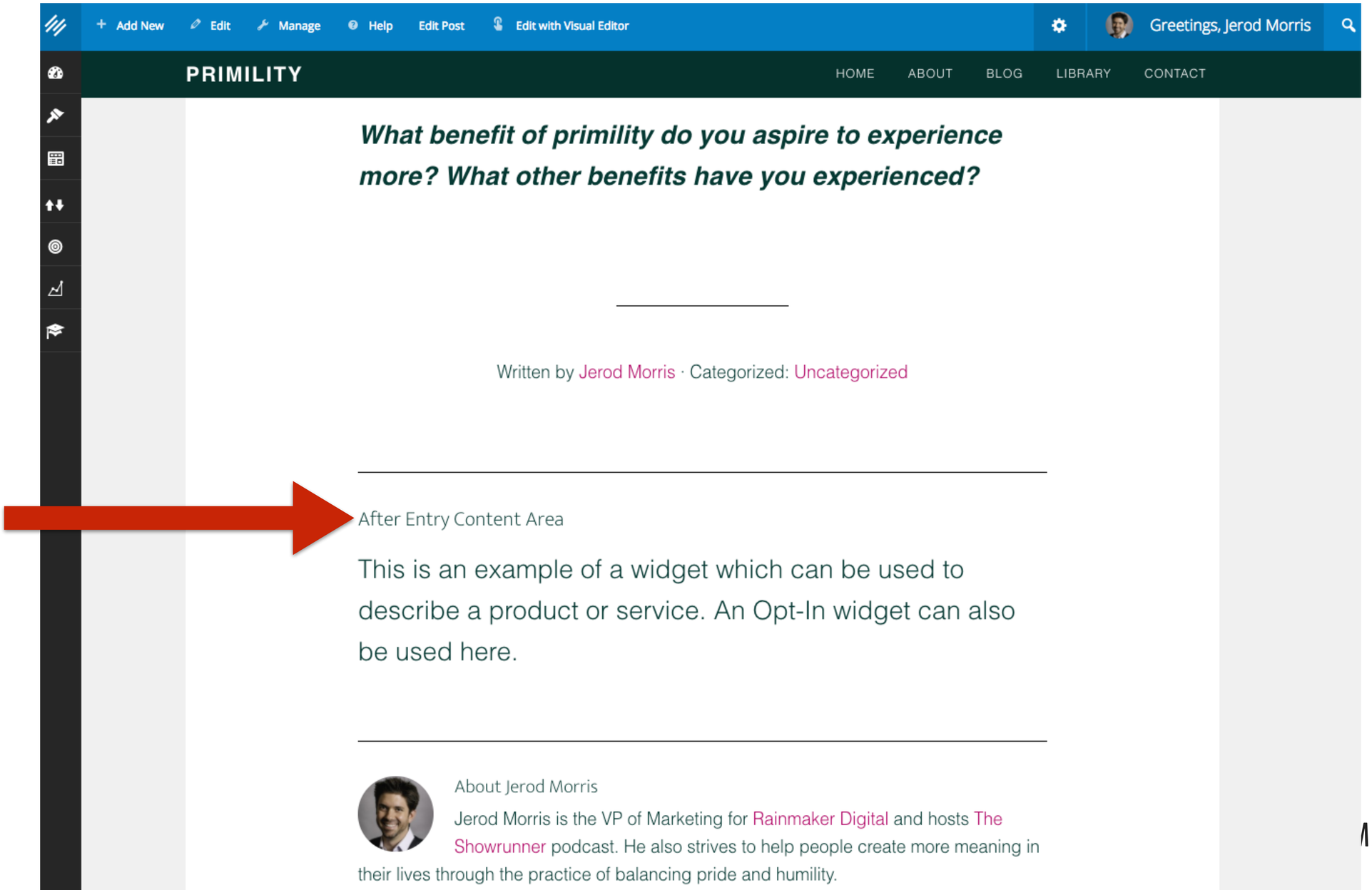

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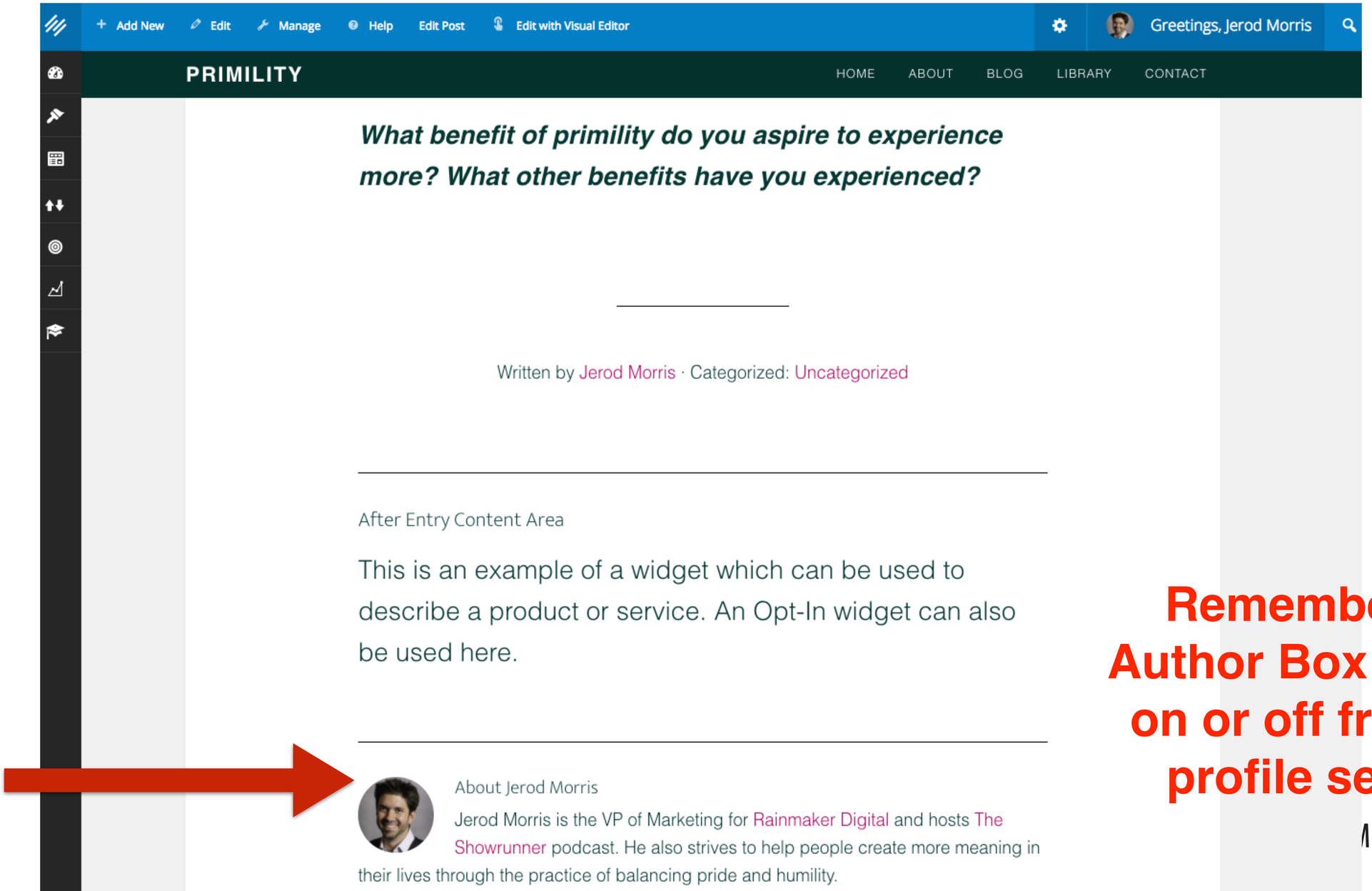
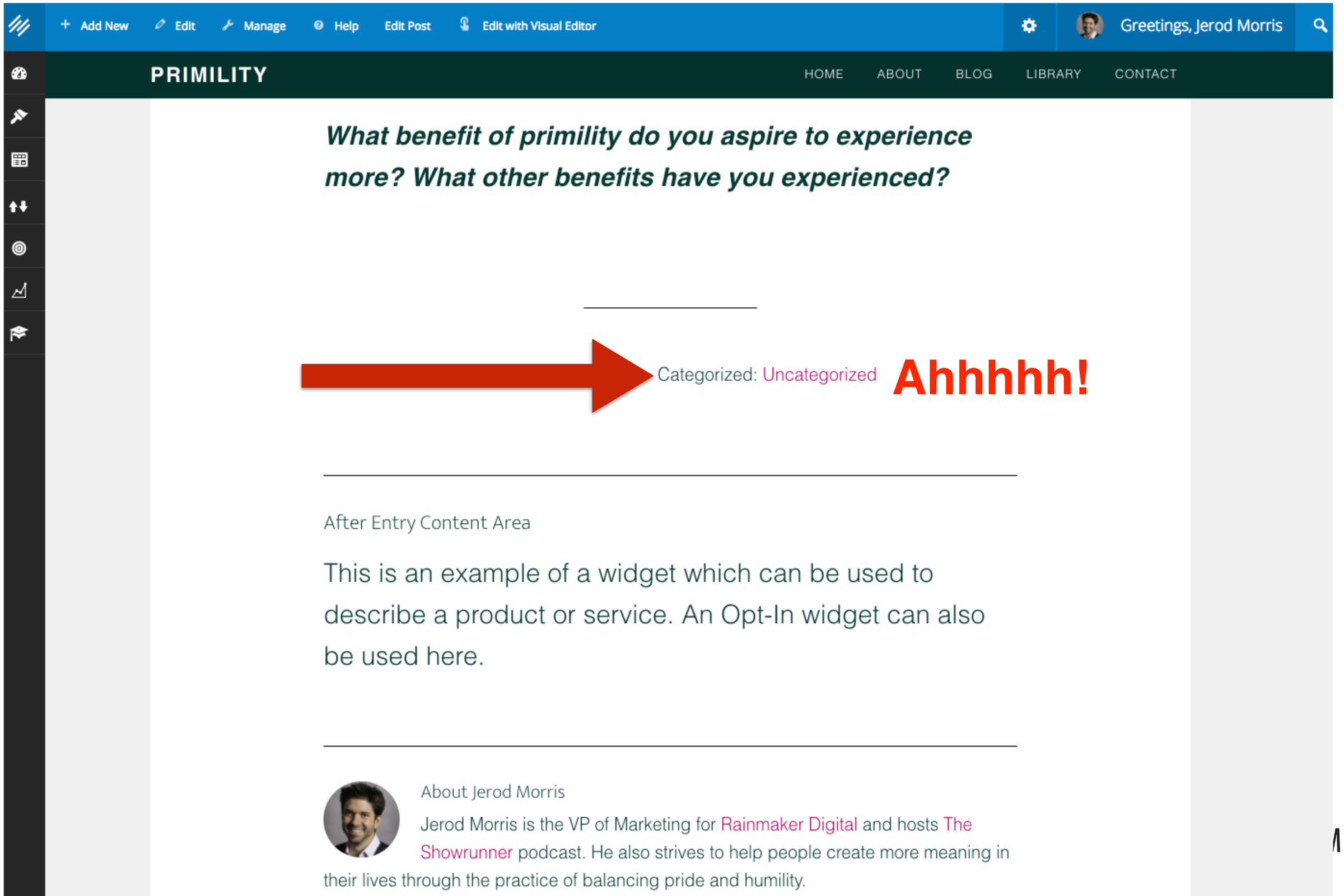


Remember: The Author Box is turned on or off from your profile settings.


Add New
Edit
Manage
Help
Edit Post
Edit with Visual Editor
Greetings, Jerod Morris
PRIMILITY
HOME
ABOUT
BLOG
LIBRARY
CONTACT
What benefit of primility do you aspire to experience more? What other benefits have you experienced?
Categorized: Uncategorized
Ahhhhh!
After Entry Content Area
This is an example of a widget which can be used to describe a product or service. An Opt-In widget can also be used here.
About Jerod Morris
Jerod Morris is the VP of Marketing for Rainmaker Digital and hosts The Showrunner podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility.

Categories and Tags

1. Create Categories

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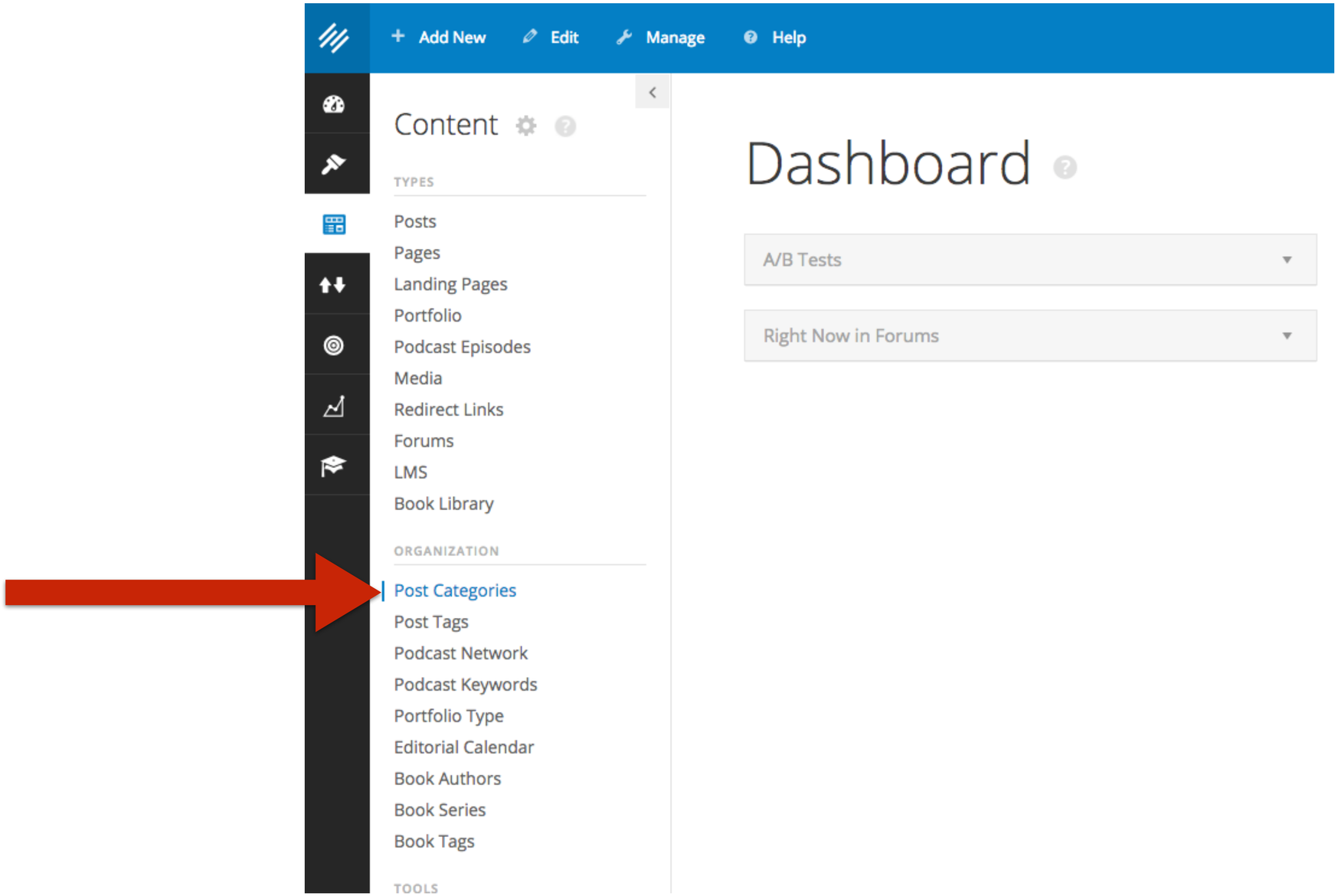

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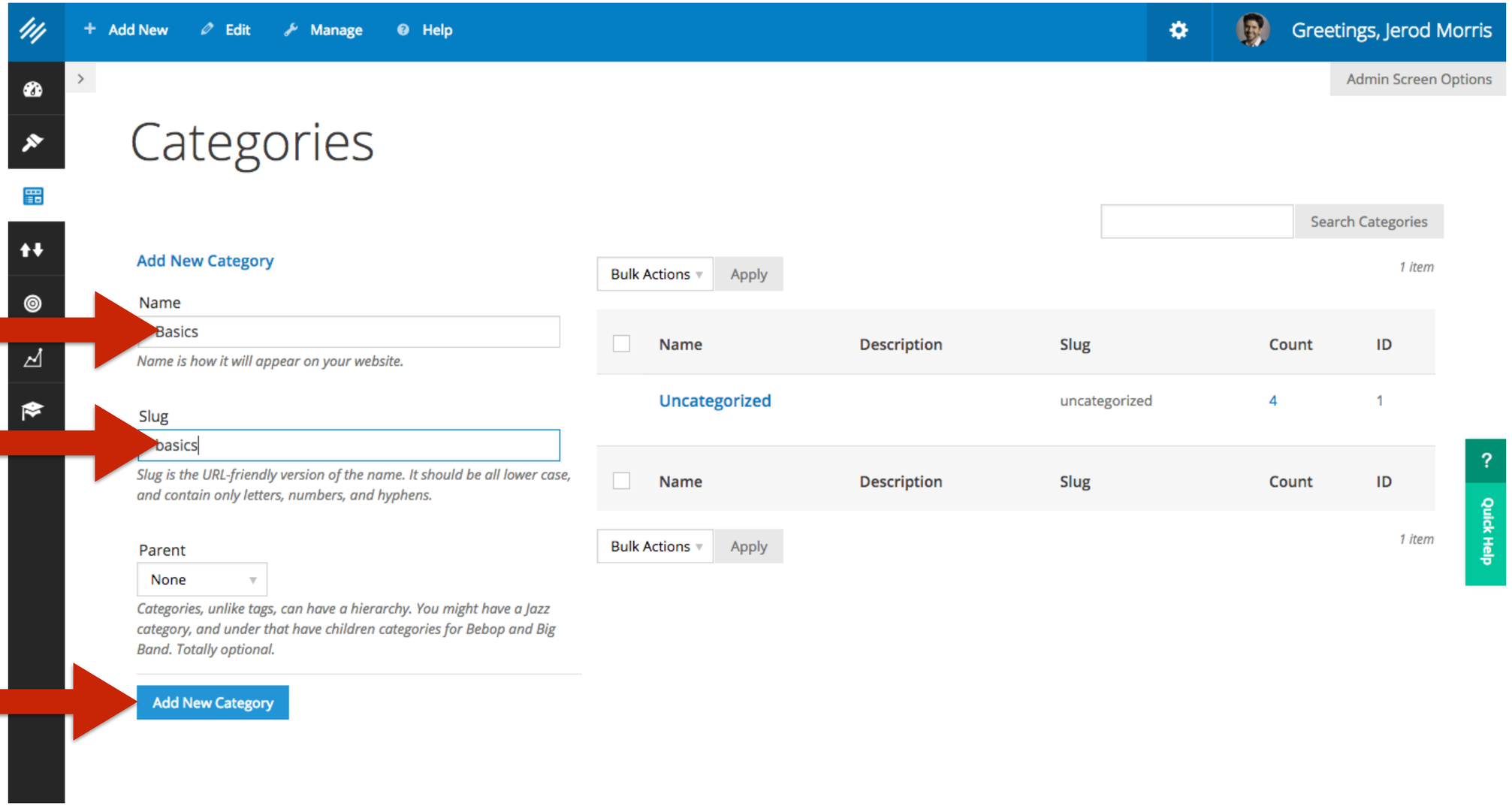

RAINMAKER PLATFORM

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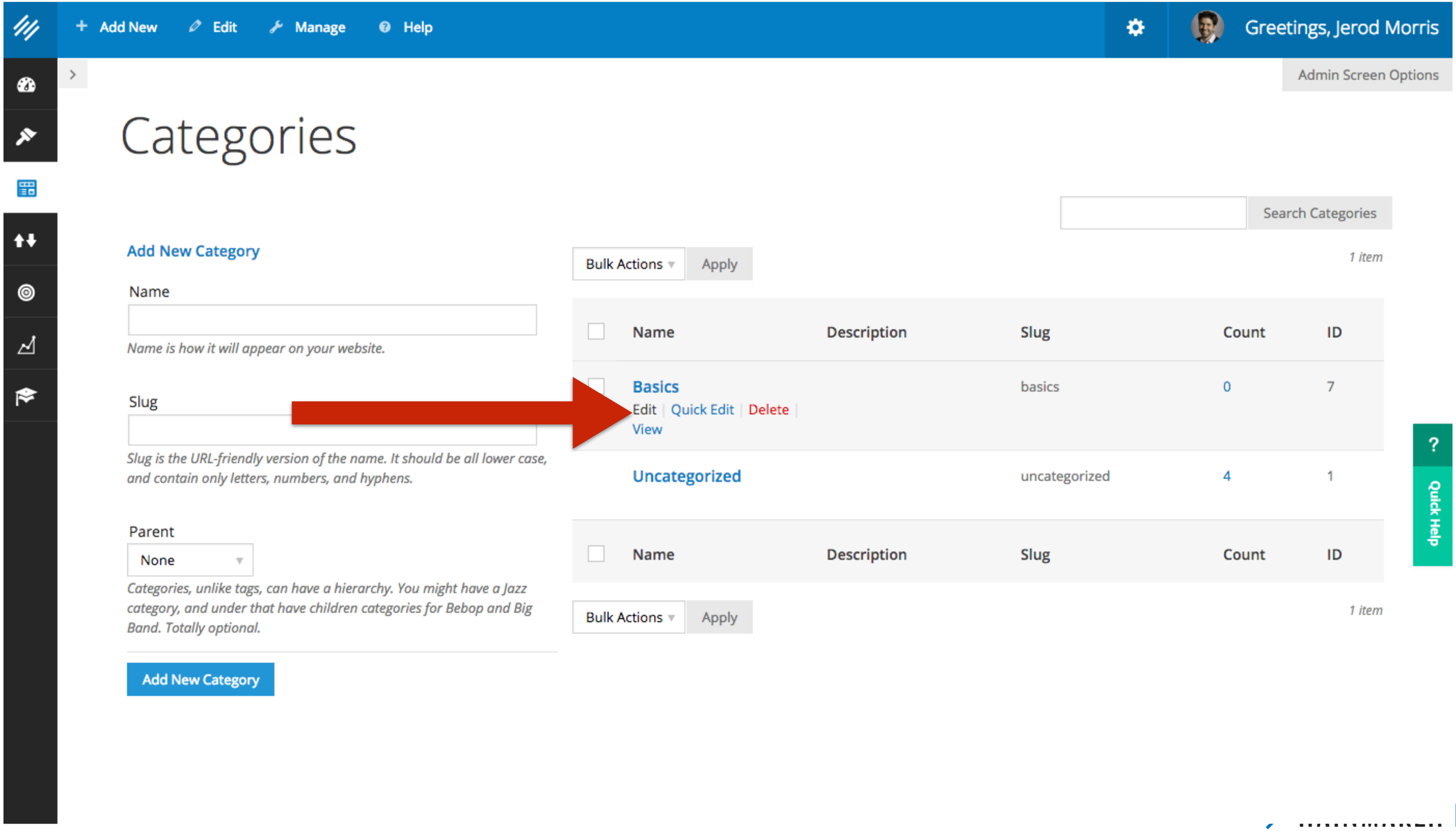

2. Assign Categories to Posts

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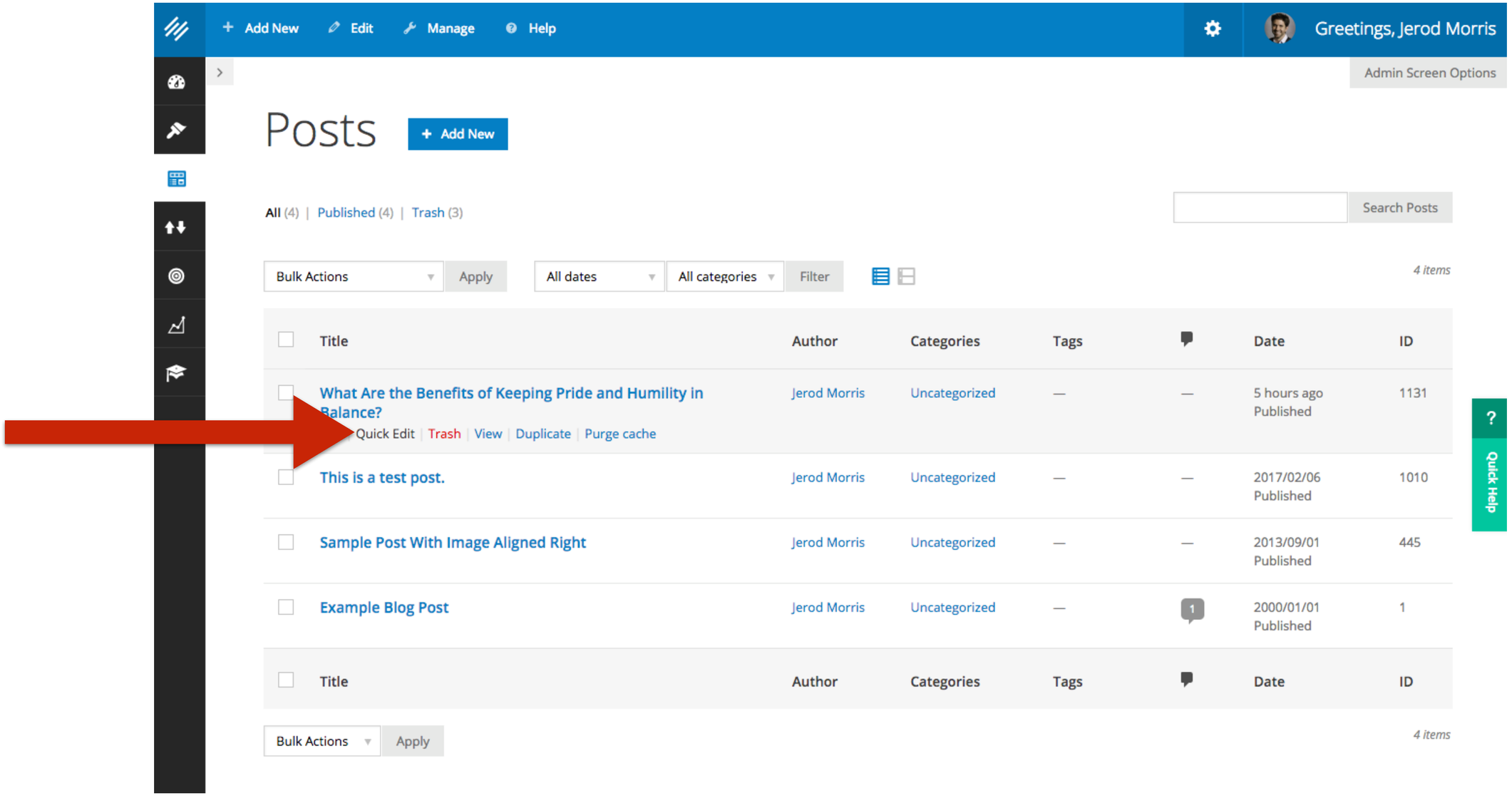

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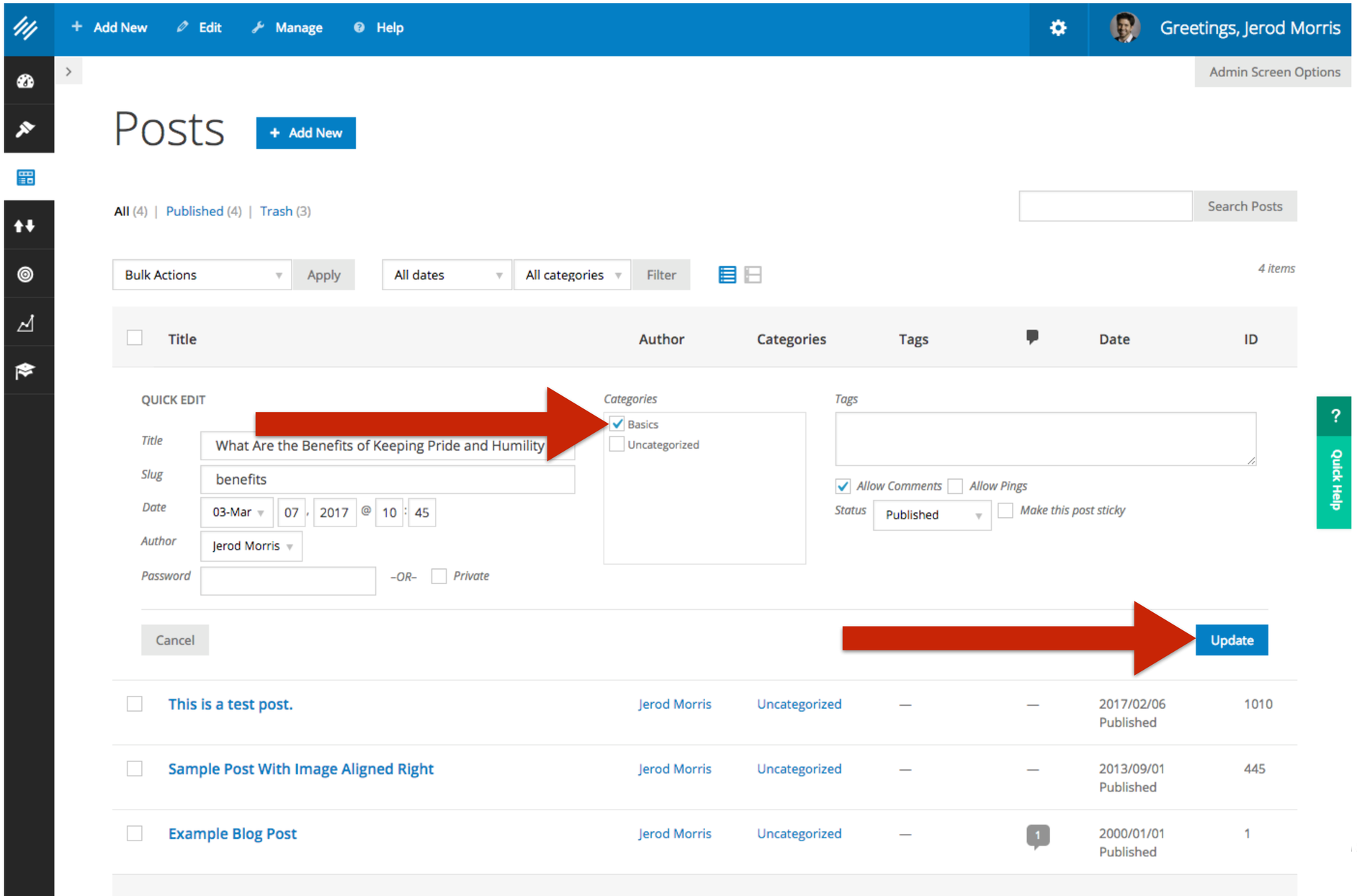

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Or …

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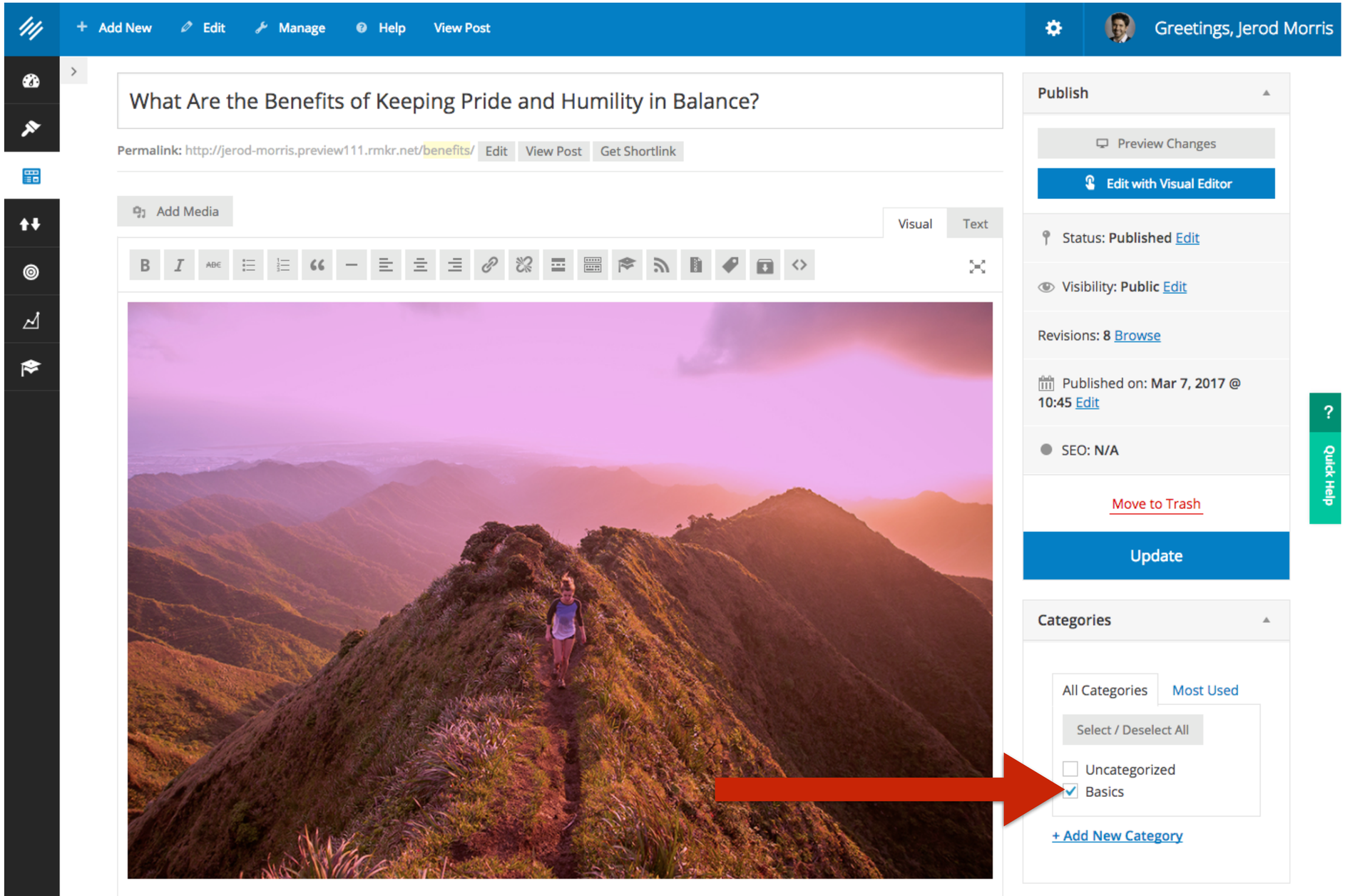

RAINMAKER PLATFORM

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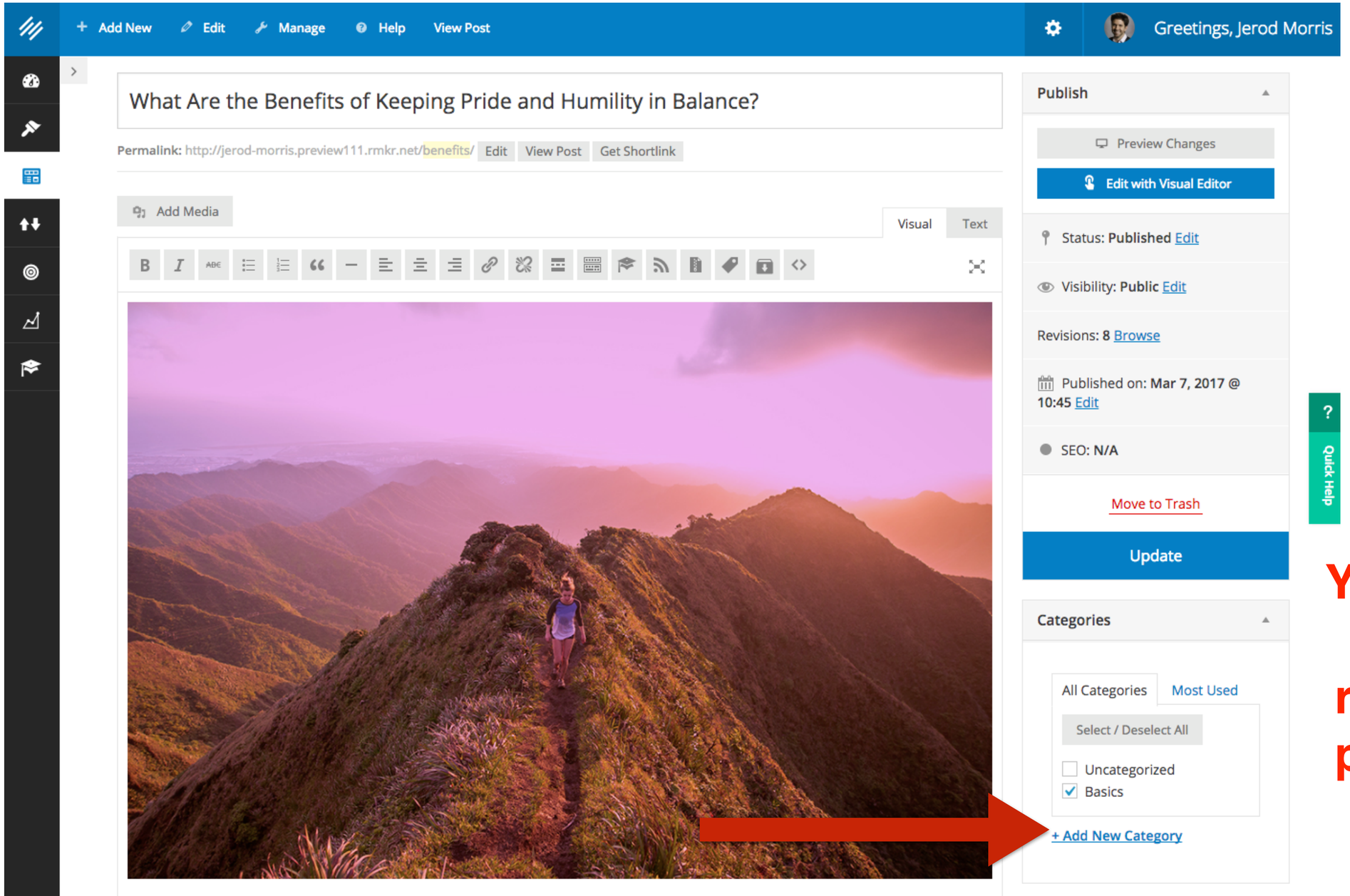

You can also create new categories right here from the post edit interface.

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3. Create Tags

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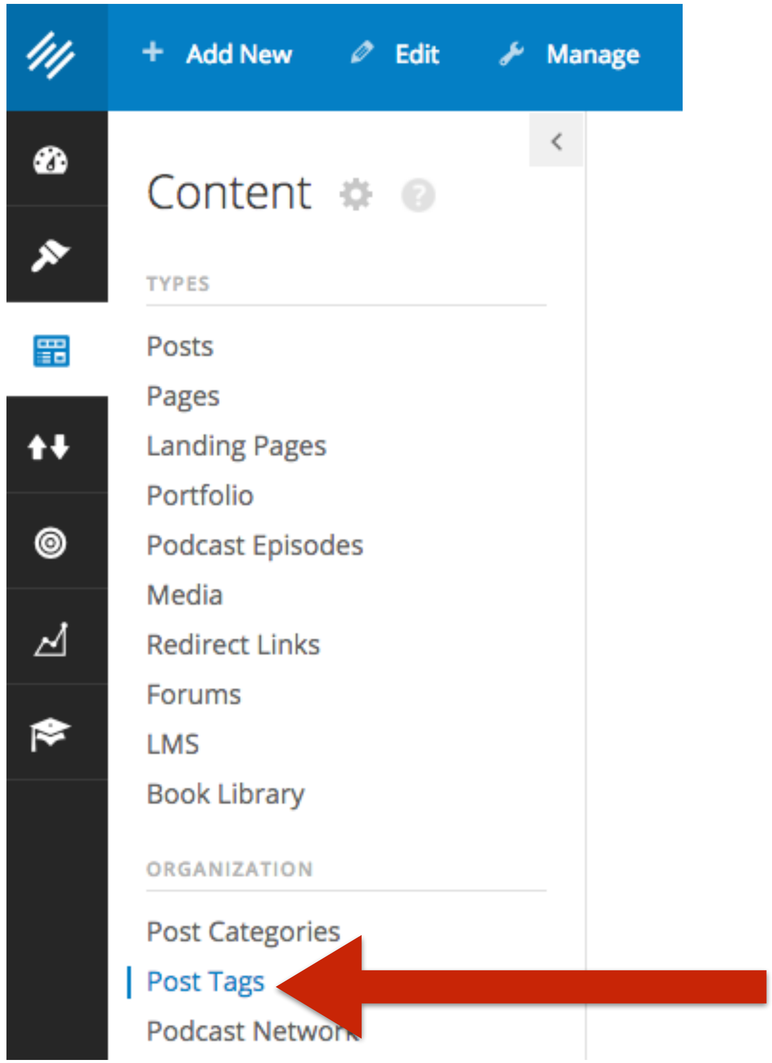

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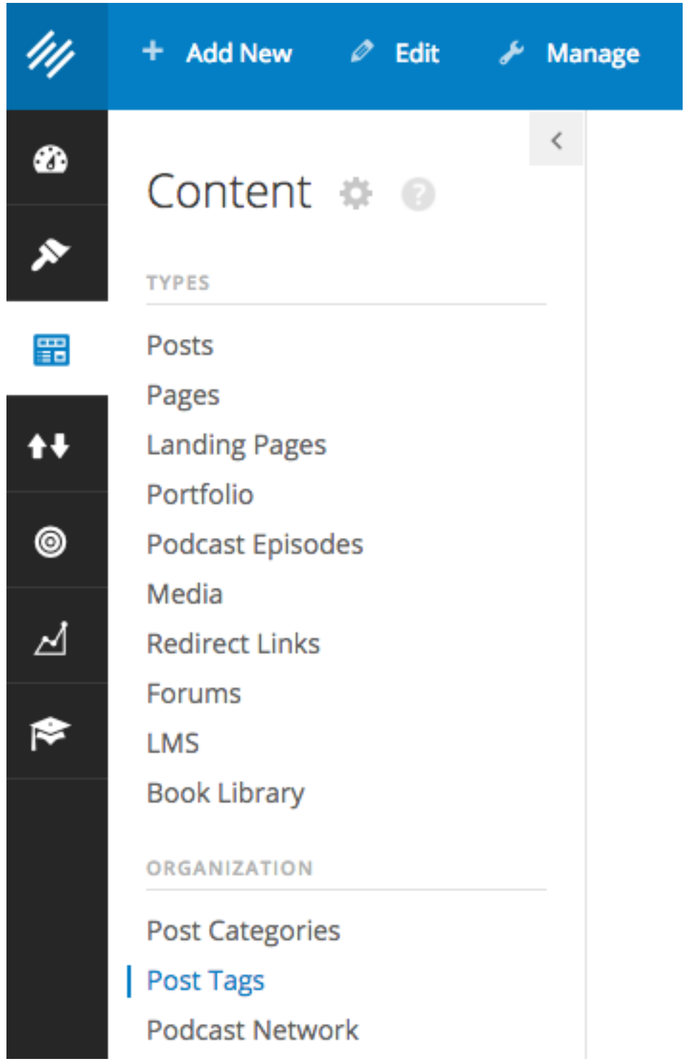

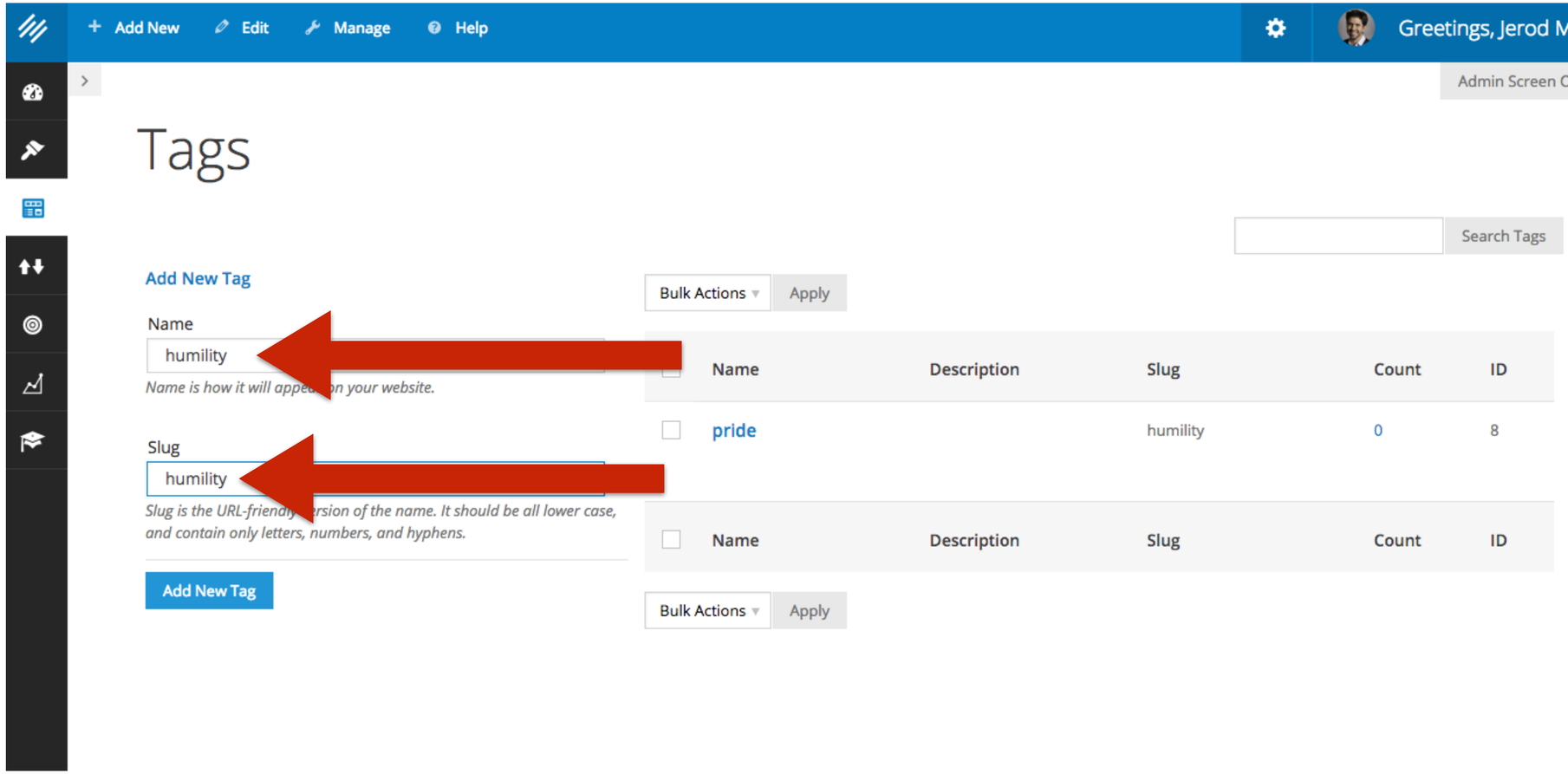

RAINMAKER PLATFORM

4. Assign Tags to Posts

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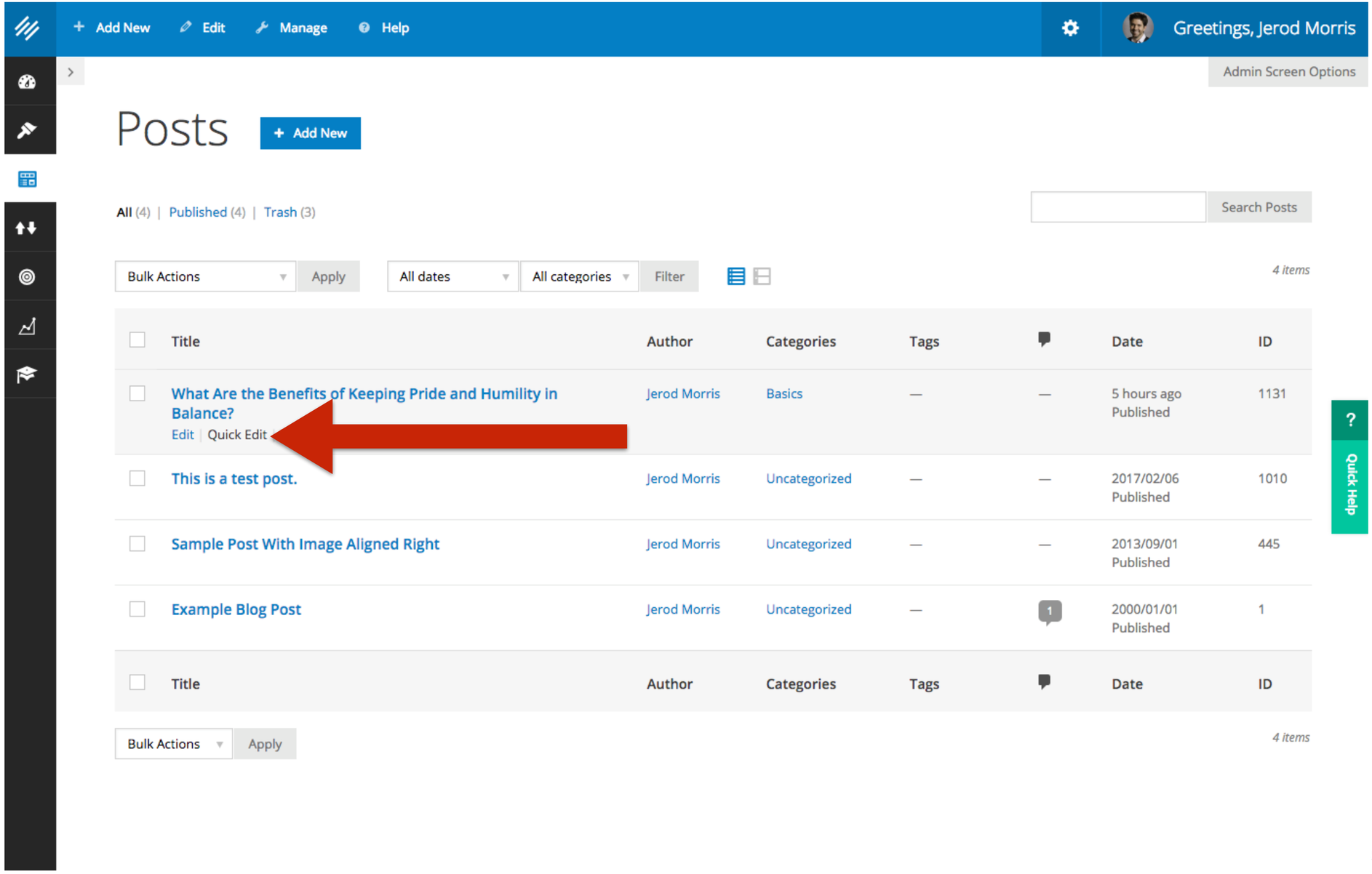

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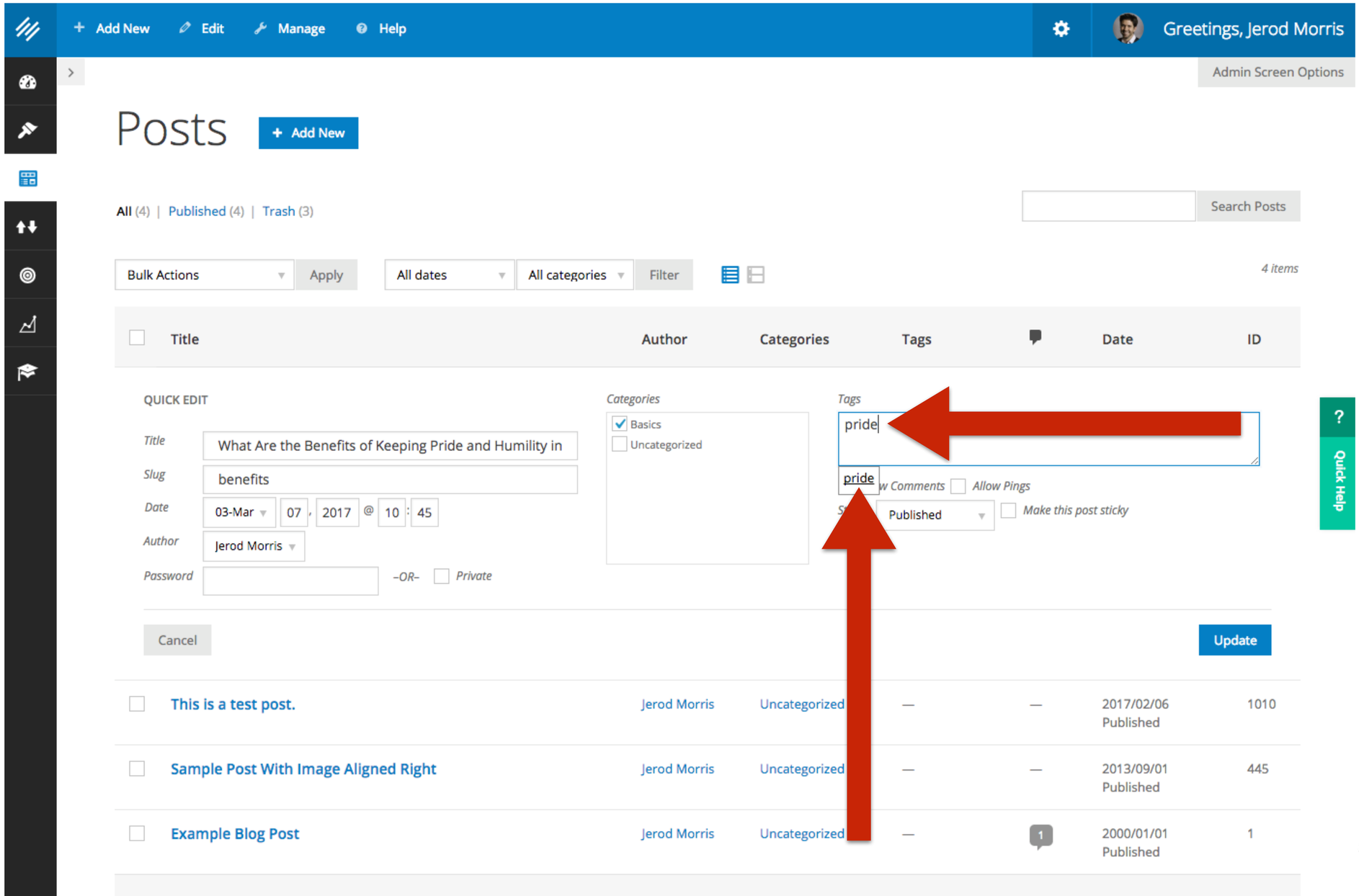

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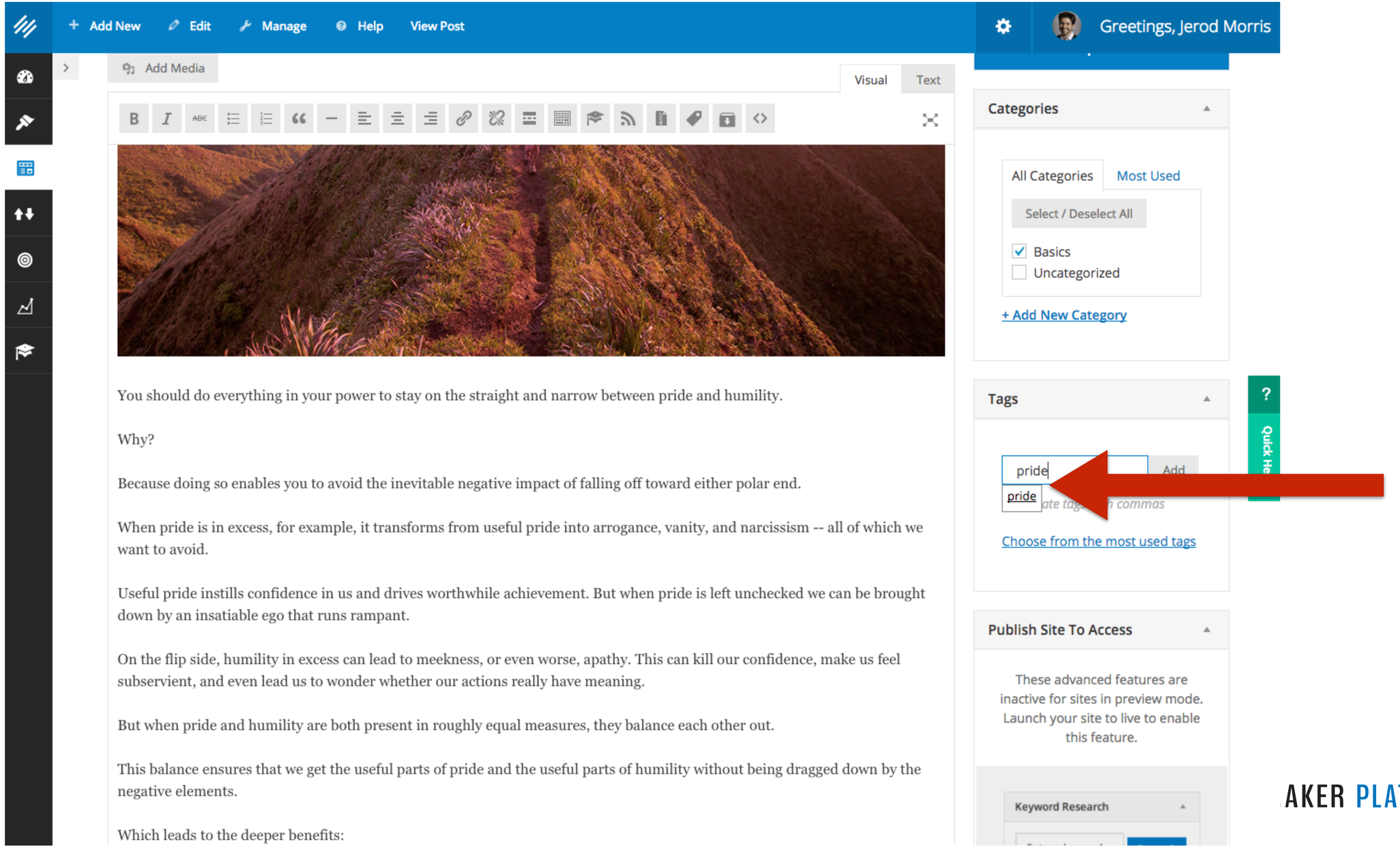

AKER PLATFORM

Comments (and other content settings)

1. Content Settings

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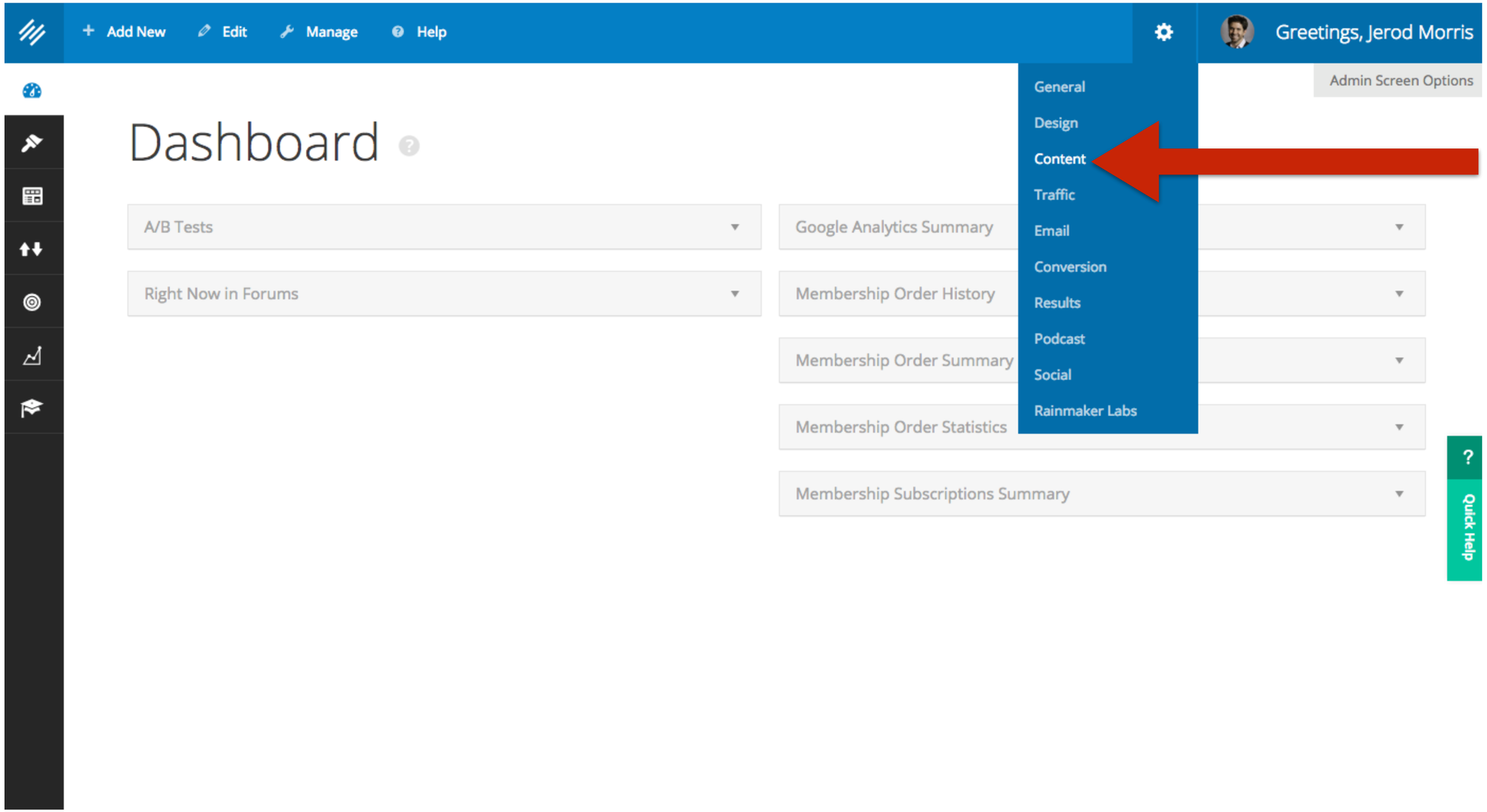

2. Comment Settings (Global)

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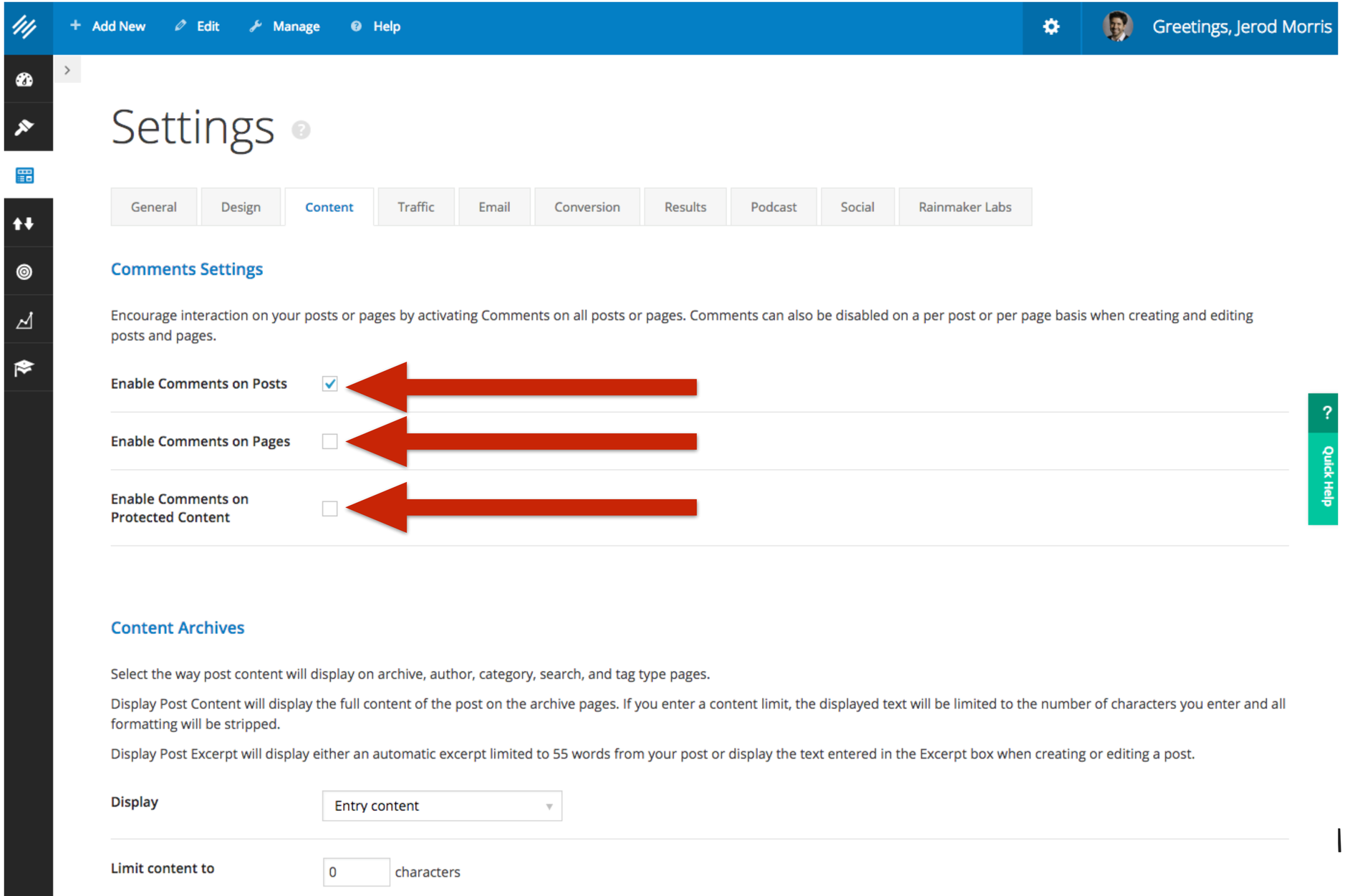

3. Comment Settings (Post)

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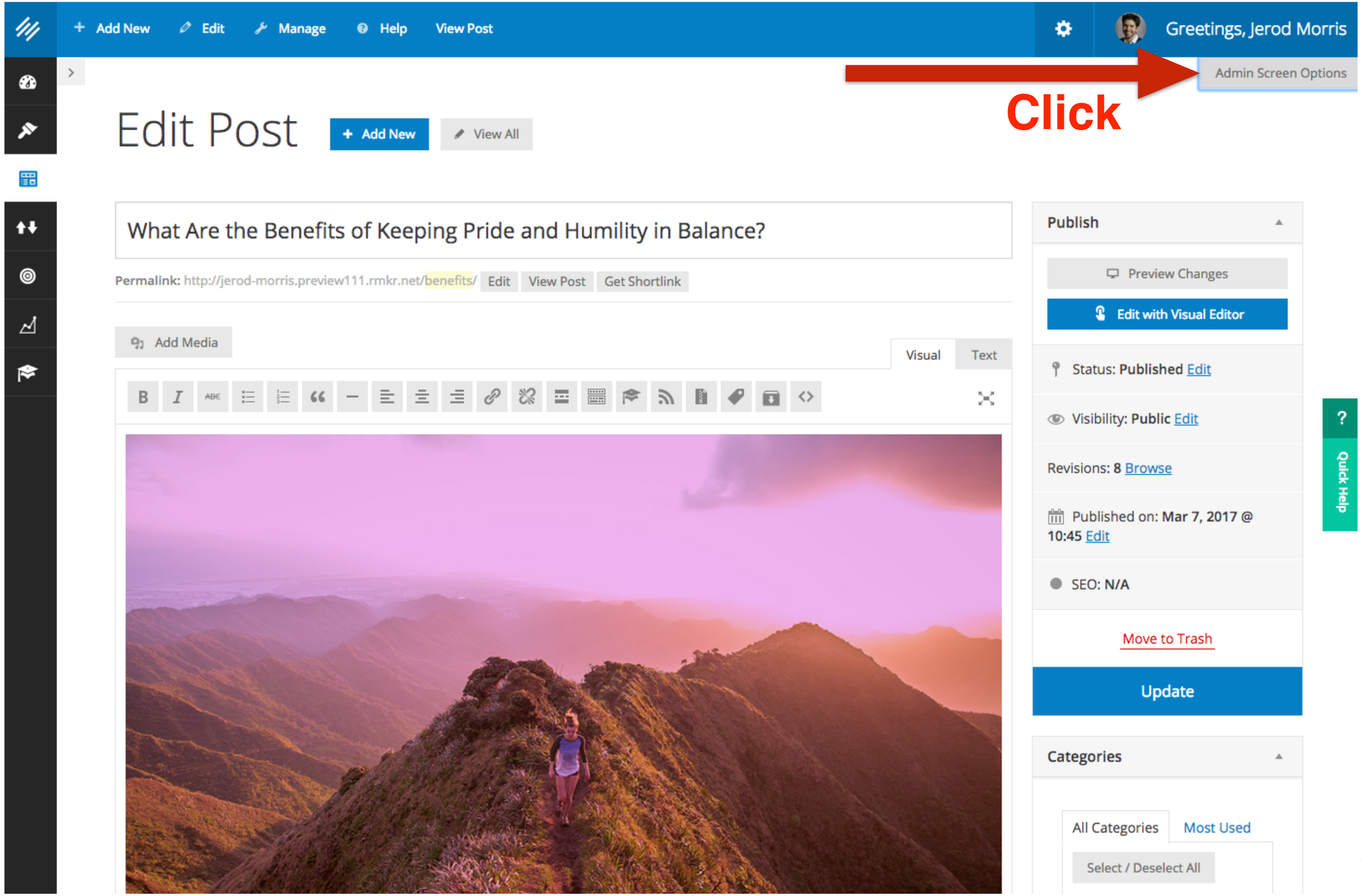

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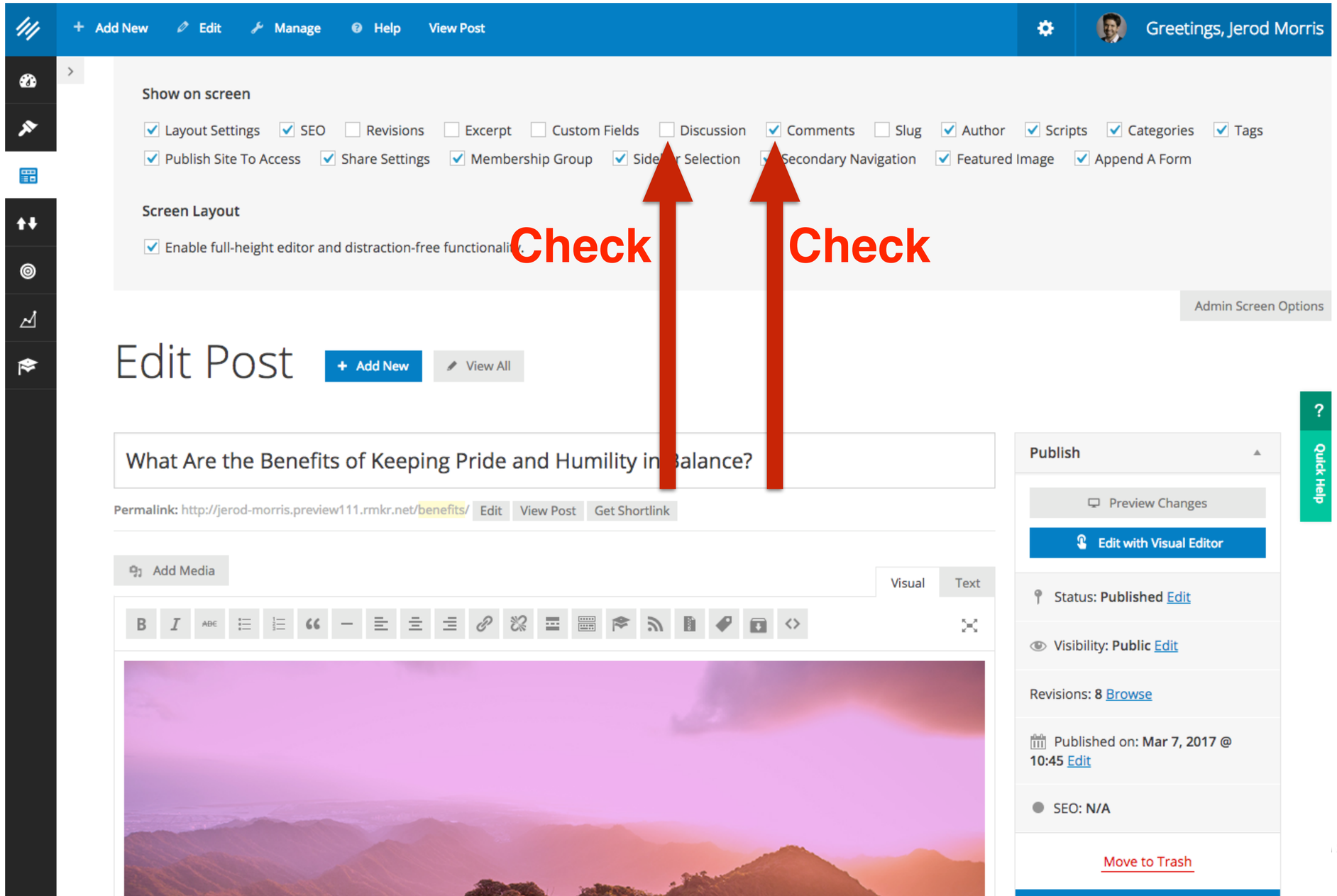

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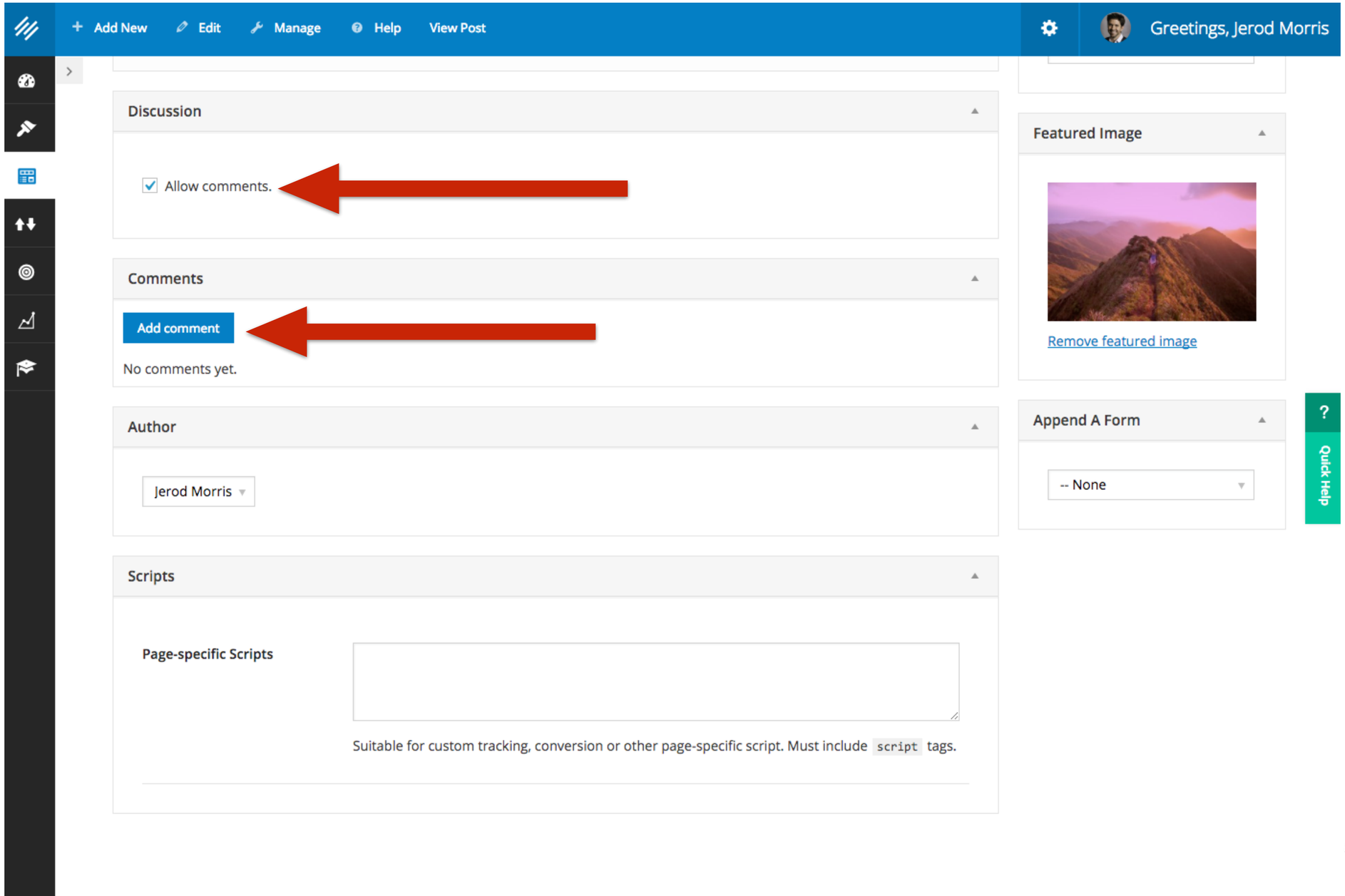

4. Other Content Settings

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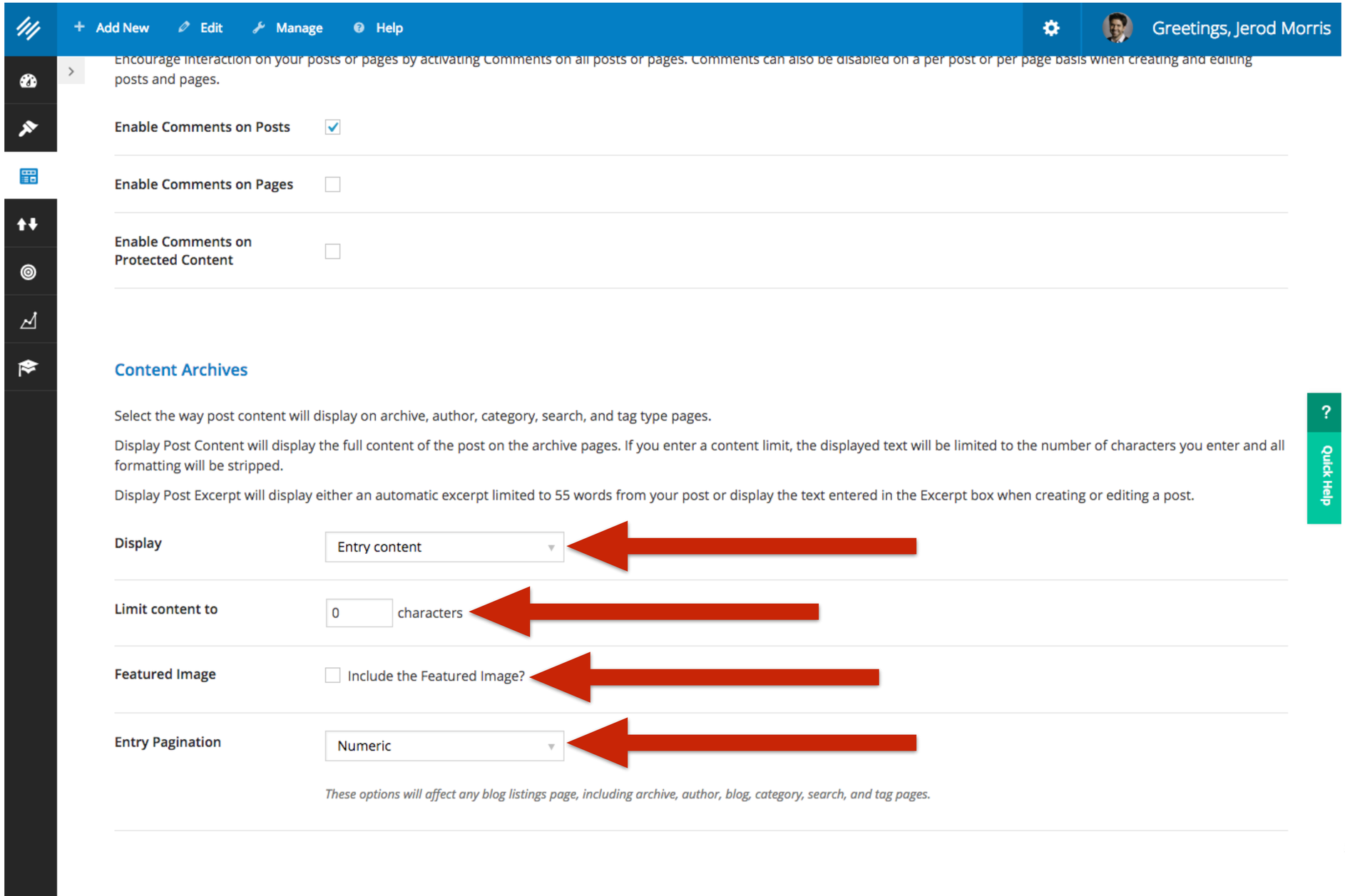

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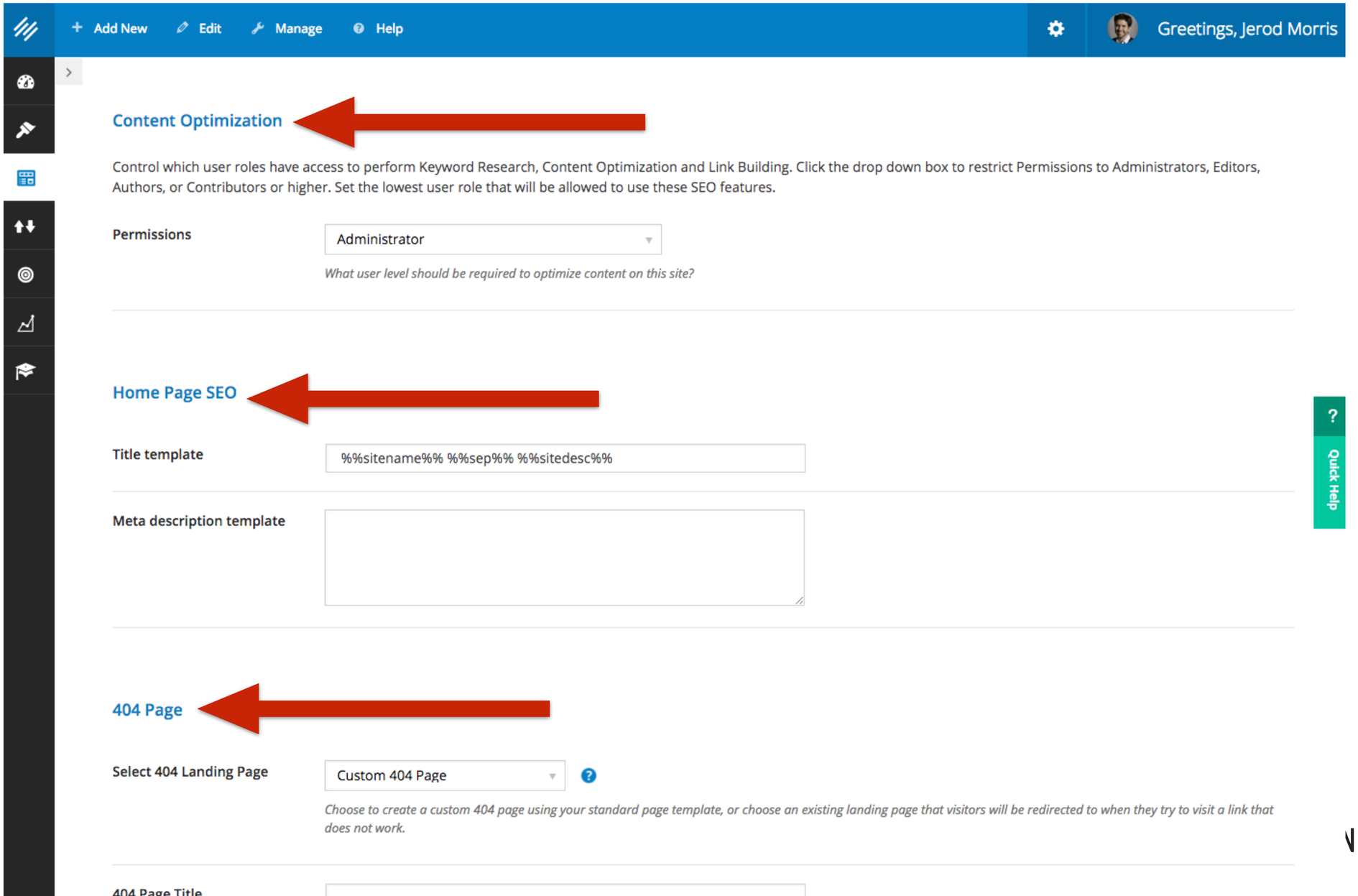

Social Sharing Buttons

Add Social Sharing Buttons

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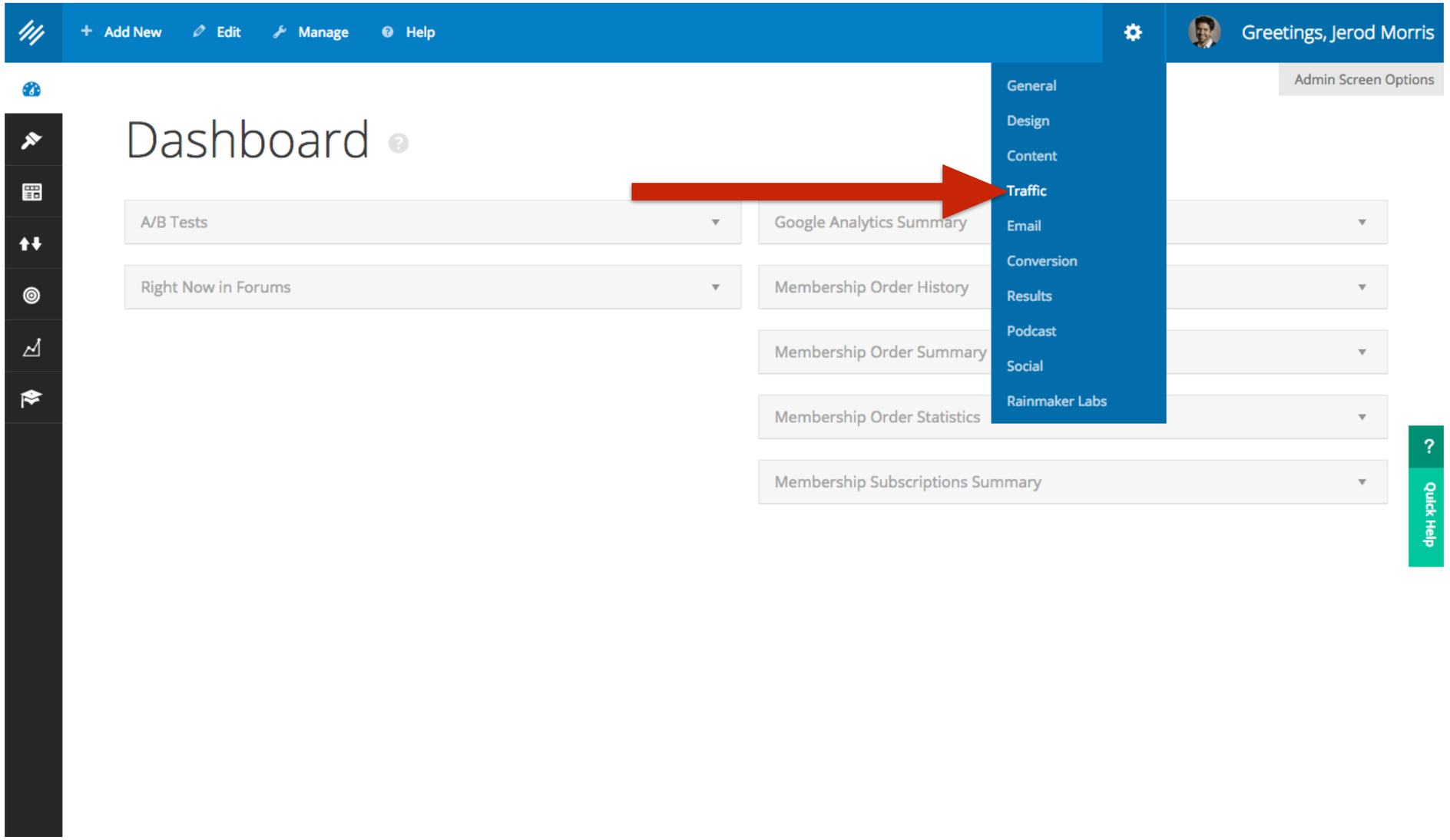

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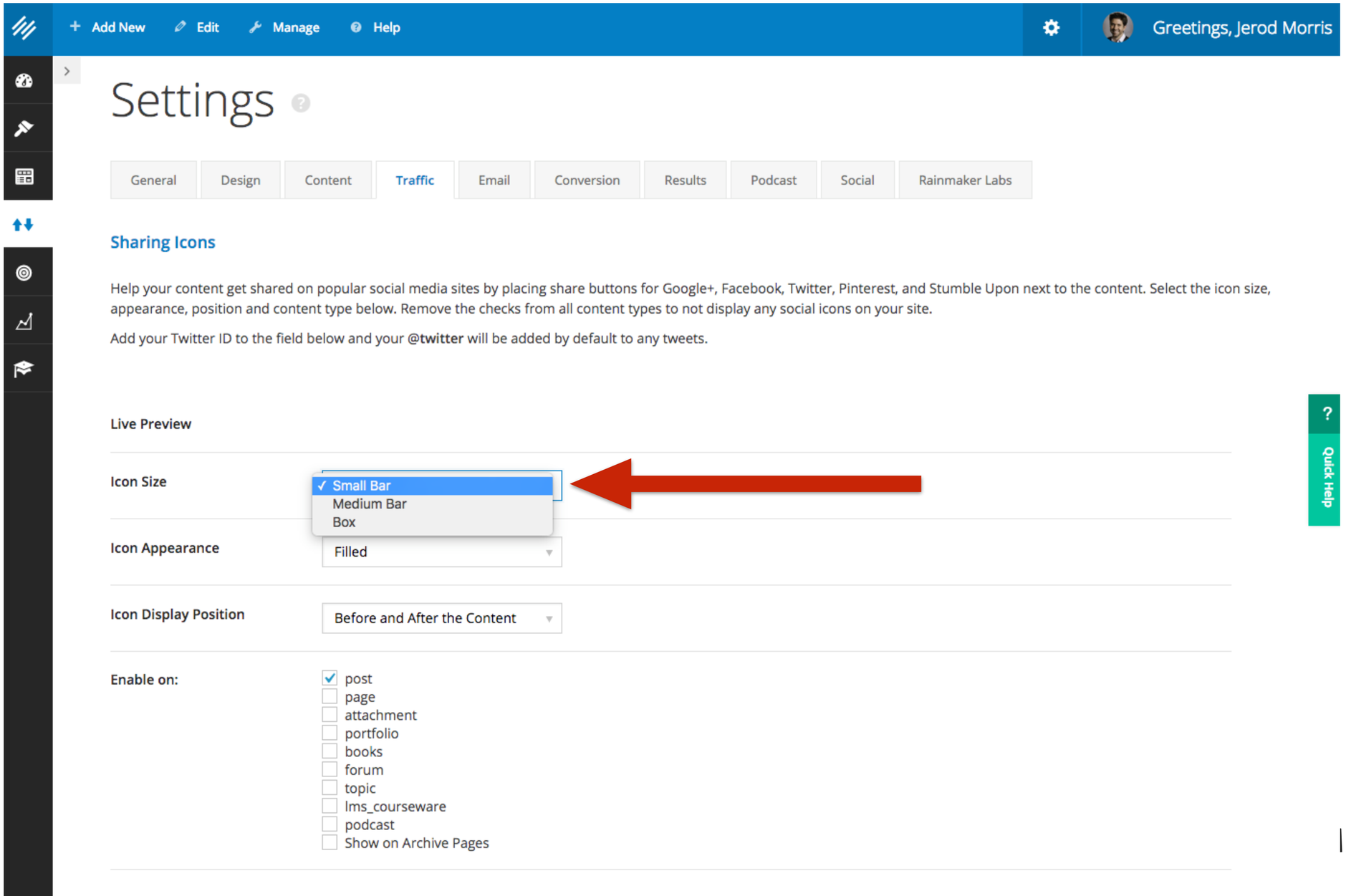

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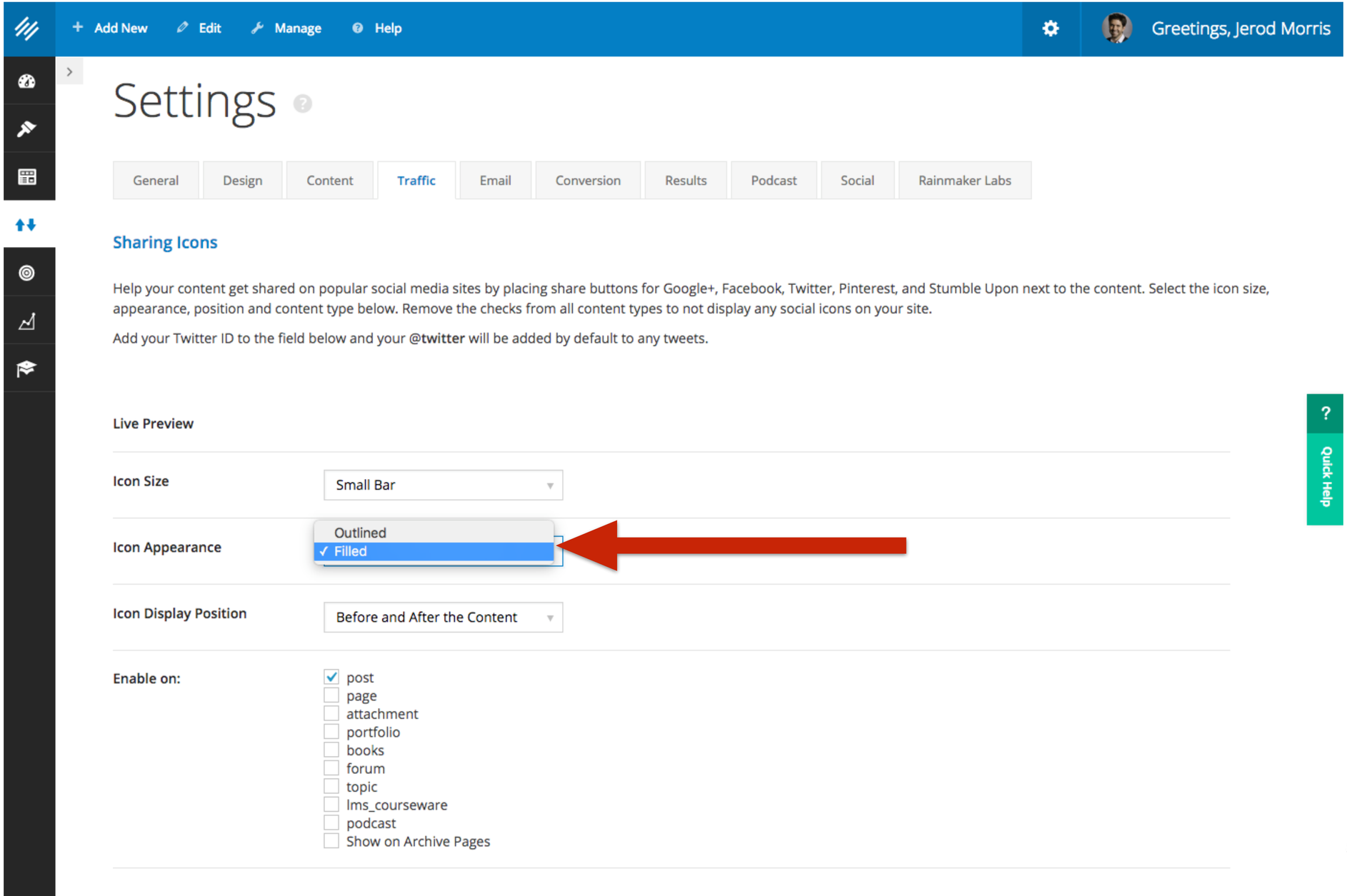

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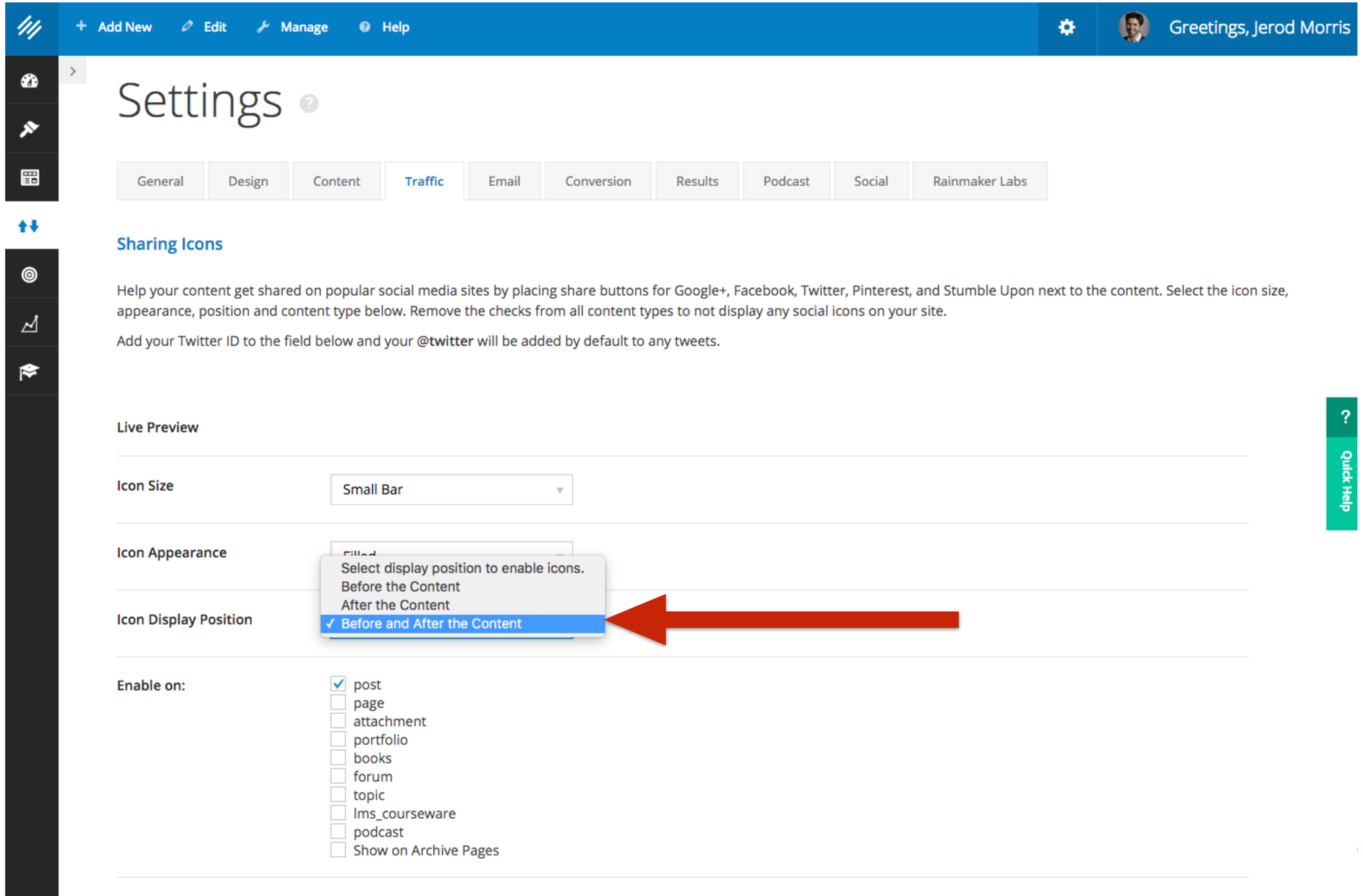

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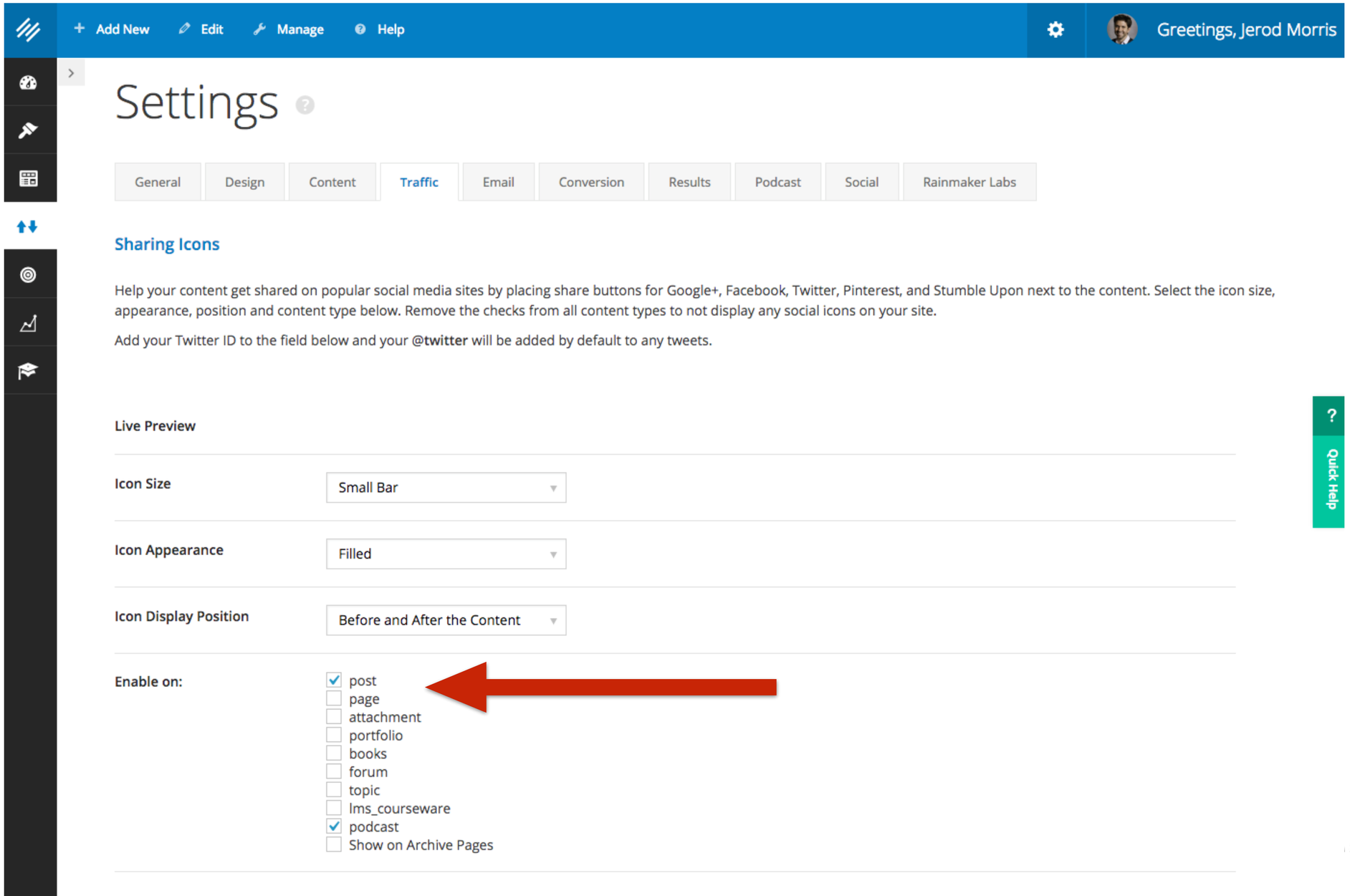

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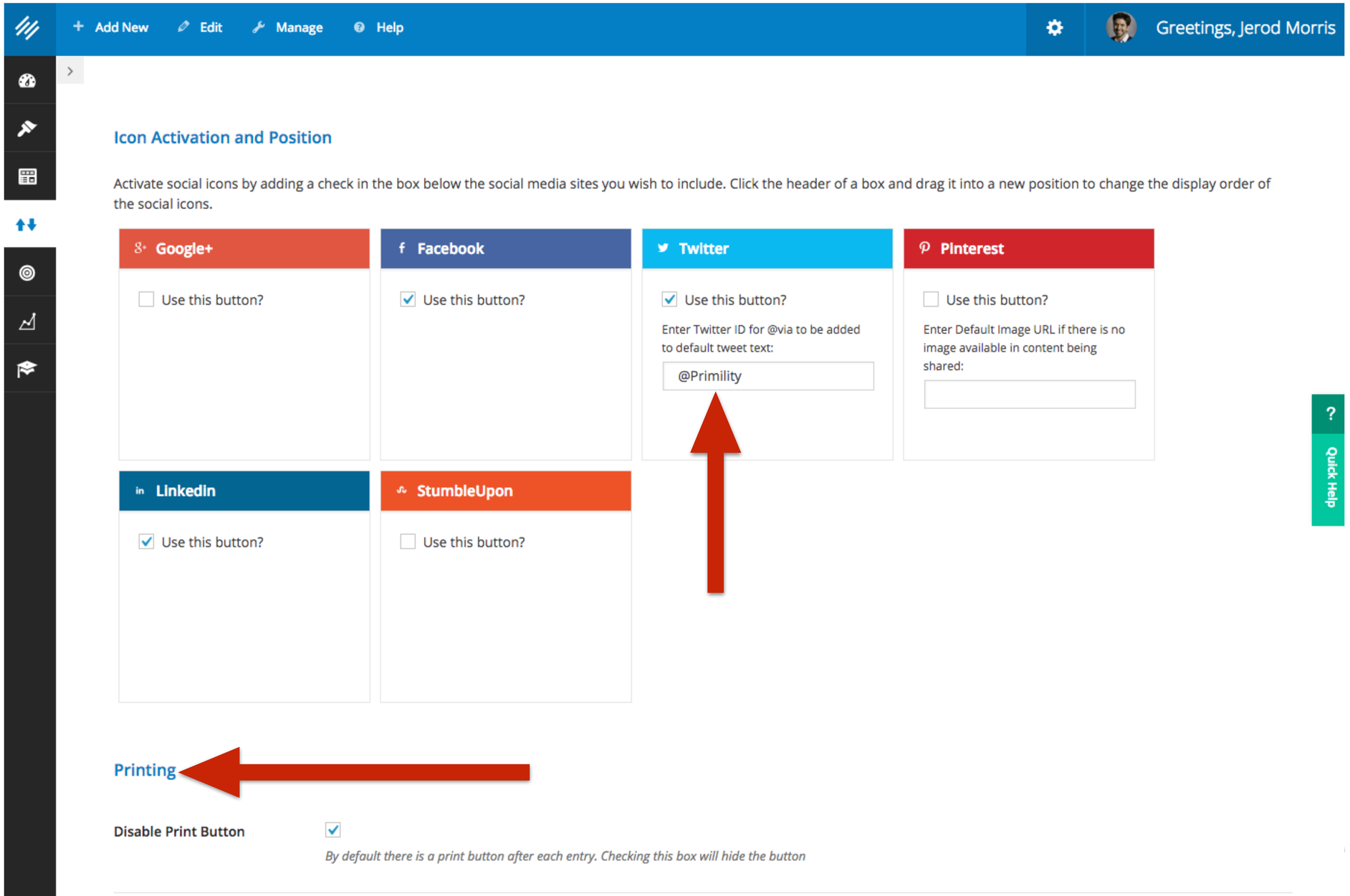

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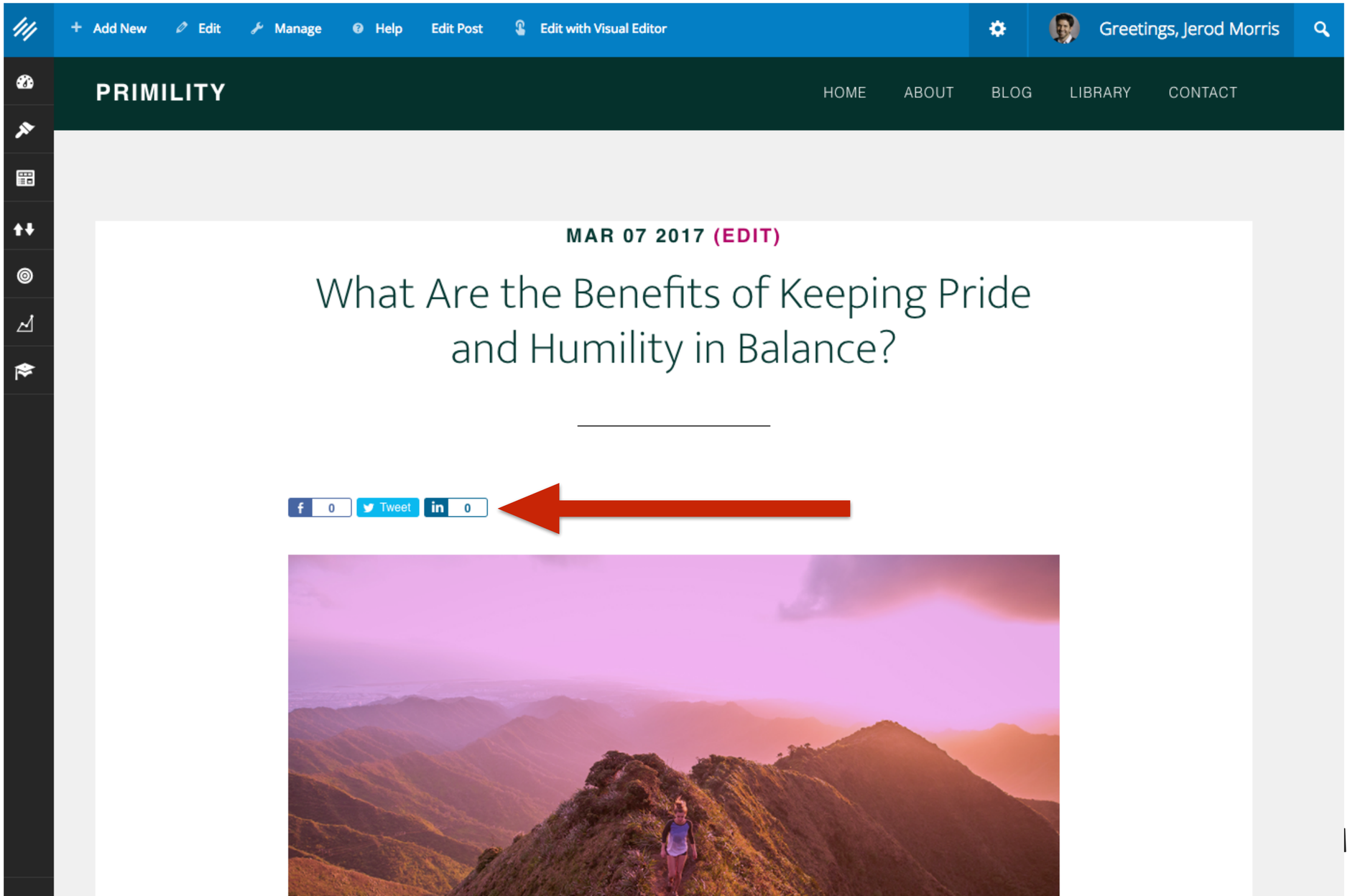
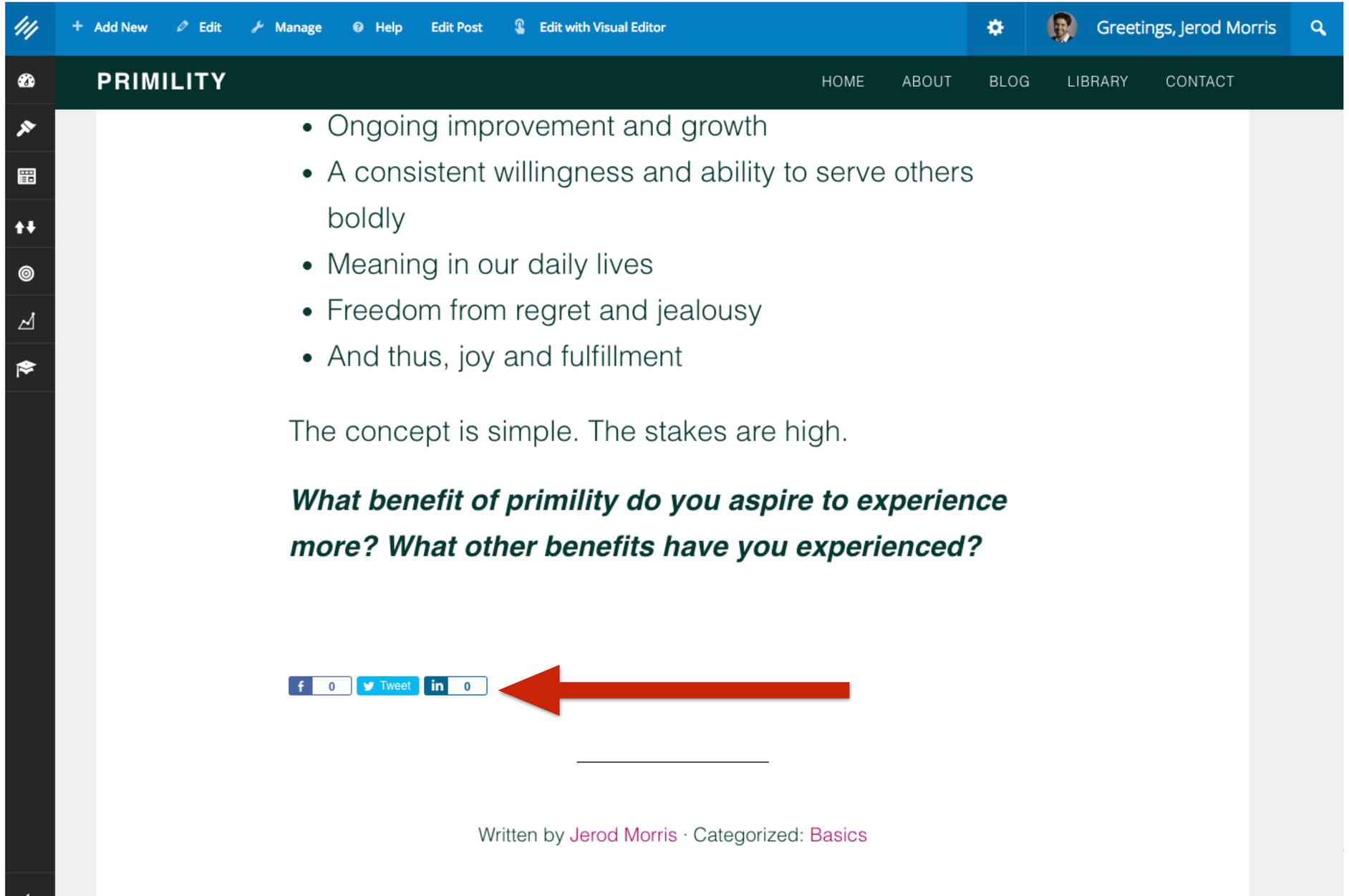


Add Social Sharing Buttons



Basic Pages

About Page

About Page

Are You Making These 7 Mistakes with Your About Page?

by Sonia Simone

http://rainmakerplatform.com/go/about1/

The 5-Step Process for Writing an About Page that Connects (and Converts)

by Leanne Regalla

http://rainmakerplatform.com/go/about2/

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Resources Page

MAKER HACKS

Home | About Maker Hacks | Maker Hacks Blog | Members | Resources | Contact Maker Hacks

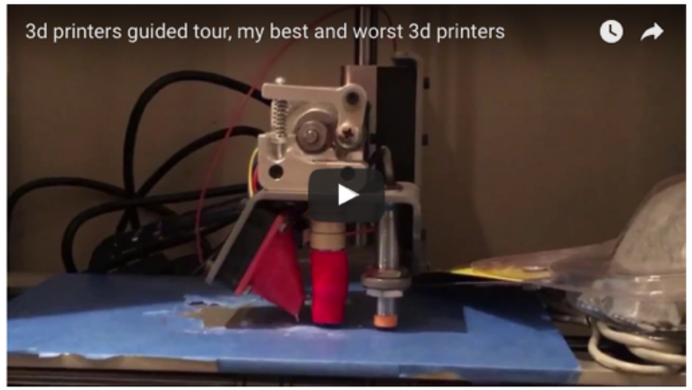
YOU ARE HERE: HOME / TOOLS, RESOURCES AND RECOMMENDATIONS

Tools, Resources and Recommendations

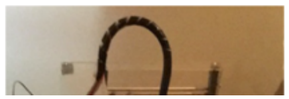
People keep asking about the gear I use, so here is a page that I will keep updated with some brief notes and recommendations. As I create larger resources I will link out to those from here so you can get the TL;DR or dive deeper if you want the details.

3D printers I own

Get a guided tour in this video then check out the details below:



1. **Makibox** – Not recommended, now just parts. This was my first 3D printer purchase and, on balance, I



The website for makers and hackers – Arduino, Raspberry Pi, 3D Printing and more

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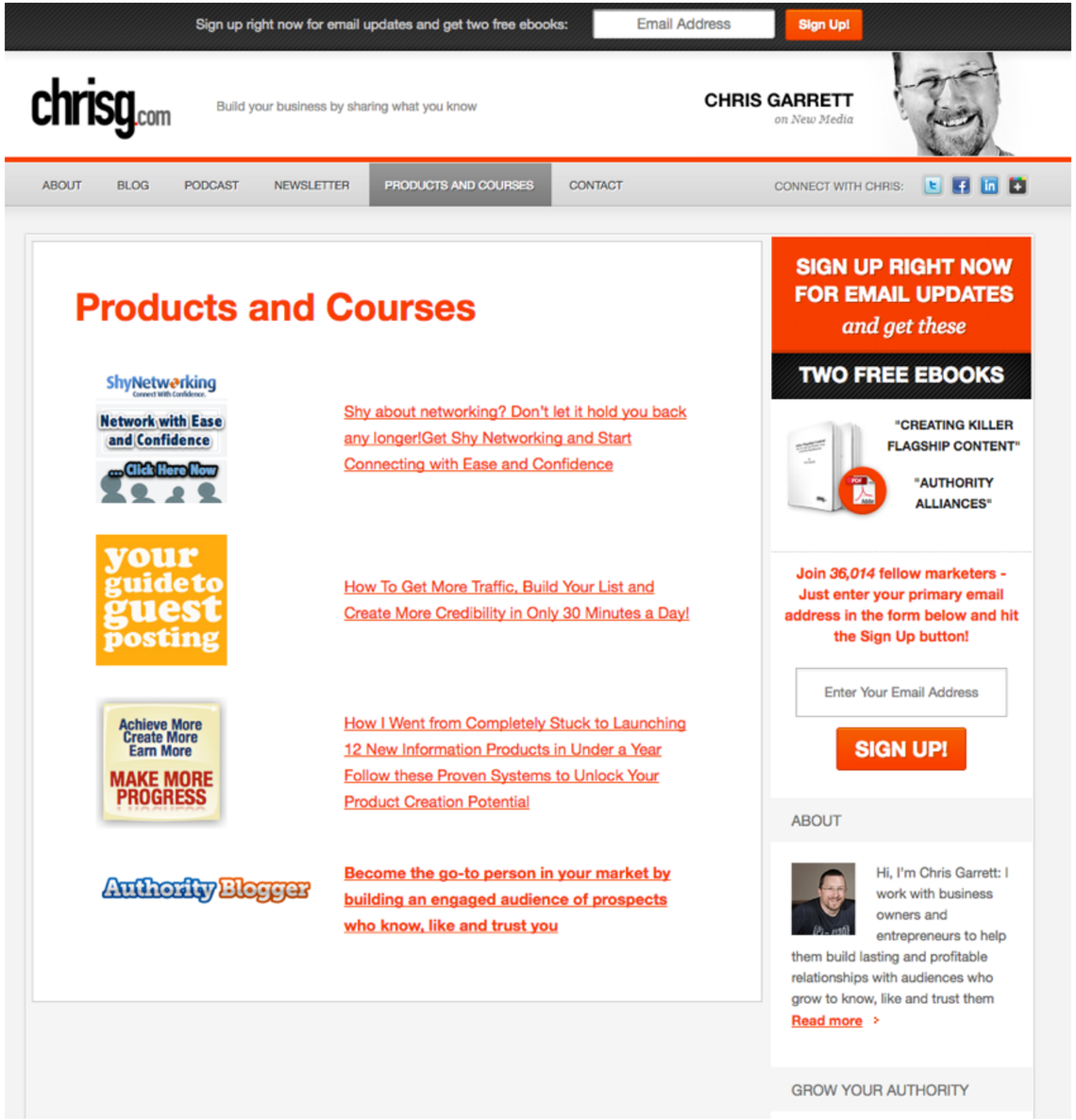
Services Page



Landing Pages

Landing Pages Turn Traffic Into Money

What is a Landing Page?

A landing page is any page on a website where traffic is sent specifically to prompt a certain action or result. Think of a golf course… a landing page is the putting green that you drive the ball (prospect) to.

Once on the green, the goal is to get the ball into the hole. Likewise, the goal of the copy and design of a landing page is to get the prospect to take your desired action.

Here are a few examples of ways that landing pages are used with various traffic sources:

- Traffic is sent from a pay per click (PPC) search marketing campaign (such as Google AdWords) to multiple landing pages optimized to correspond with the keywords the searcher used.
- Traffic is sent from a banner ad or sponsorship graphic to a landing page specifically designed to address that target audience.
- Traffic is sent from a link in an email to a landing page designed to prompt a purchase.
- Traffic is sent from a blog post or sidebar link to a landing page that pre-sells affiliate products or encourages an opt-in to a sub-list.
- The page you're currently reading is a content landing page designed to organize many related pages around an overall theme.

Coming up ...

Q&A on Setting Up and Managing Your Rainmaker Blog

Thursday, March 16 at 4:00 p.m. Eastern Time

Q&A on Setting Up and Managing Your Rainmaker Blog

Thursday, March 16 at 4:00 p.m. Eastern Time

How to Use Rainmaker to Turn Blog Traffic Into Subscribers

Thursday, March 23 at 2:00 p.m. Eastern Time

Questions?

RAINMAKER PLATFORM