Understanding Rainmaker's Suite of Attraction Tools

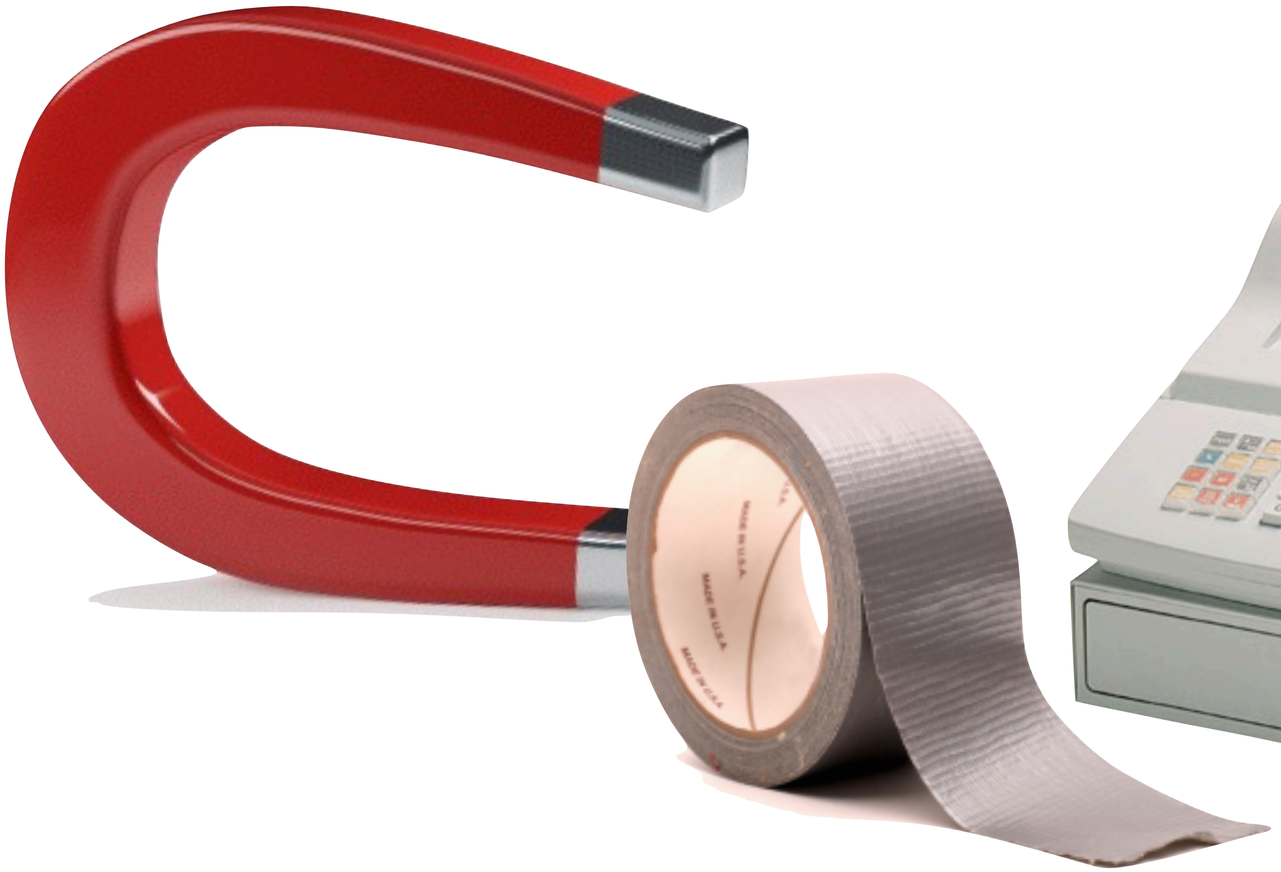
Presented by Chris Garrett and Jerod Morris

RAINMAKER PLATFORM

Agenda

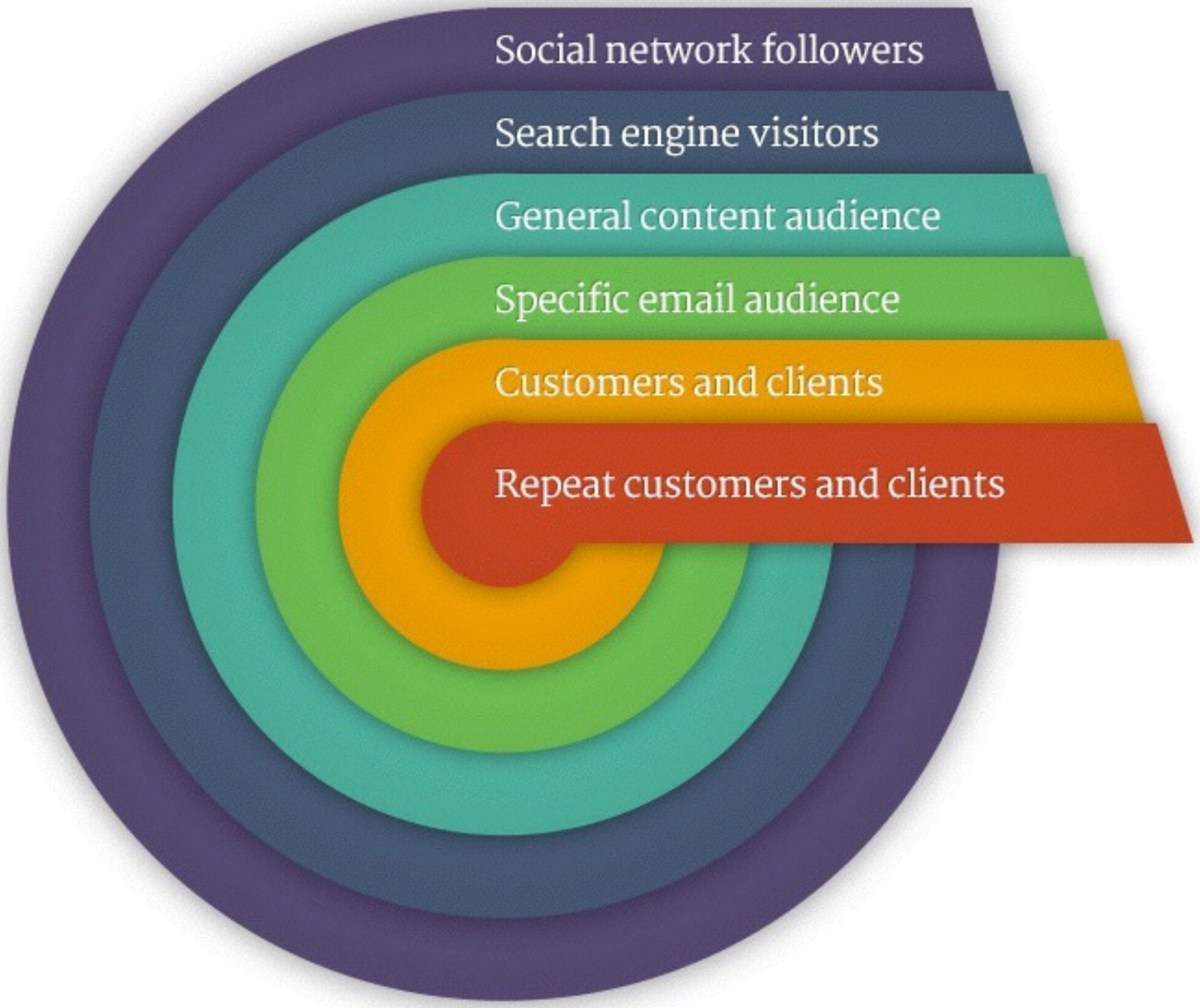
1. Let’s talk about ARC
2. Social media and syndication
3. Curation
4. Landing pages and email
5. What about SEO?

Let’s talk about ARC



RAINMAKER PLATFORM

RAINMAKER PLATFORM

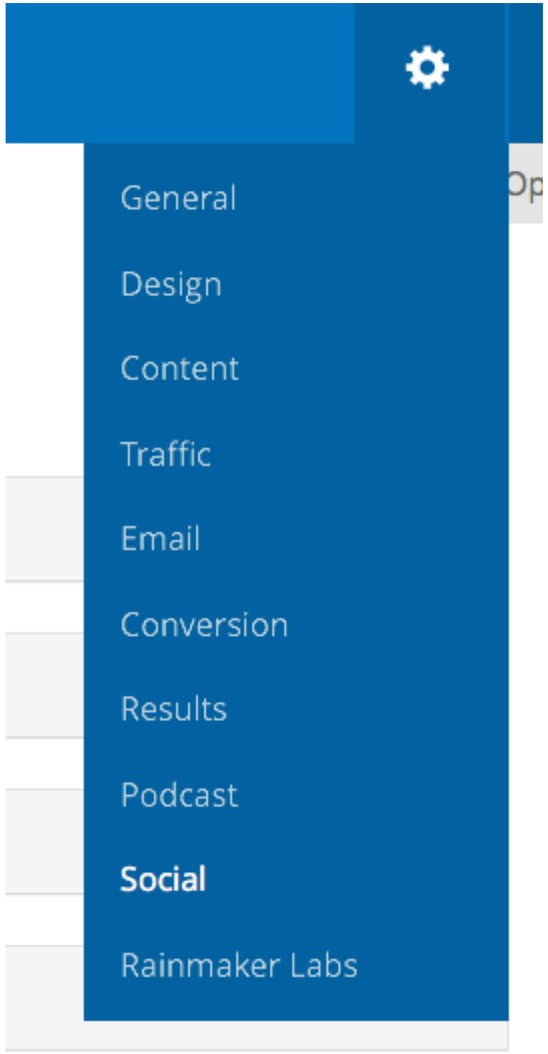

Social network followers
Search engine visitors
General content audience
Specific email audience
Customers and clients
Repeat customers and clients

Rosalyn

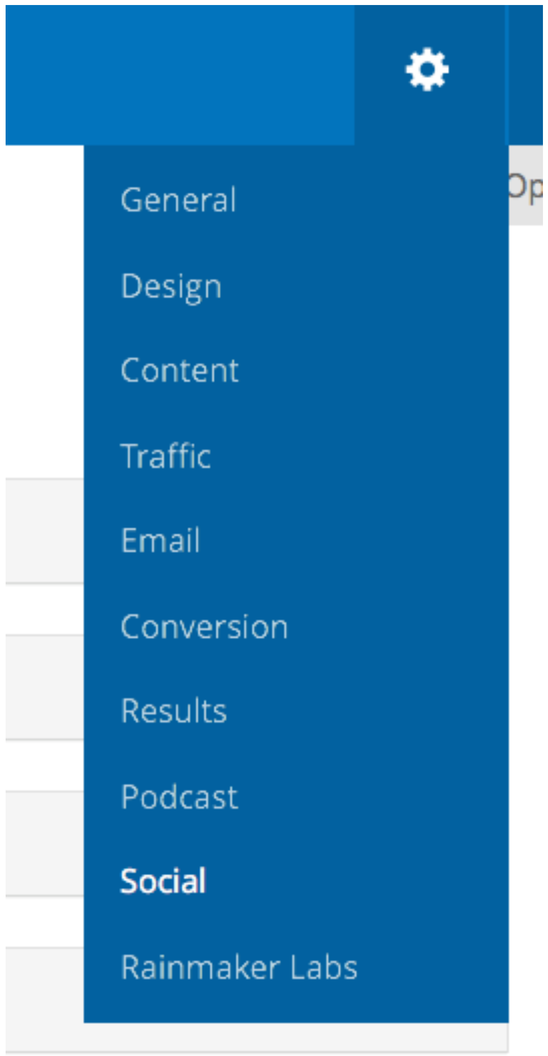
Is there a way to curate info or to schedule my blog posts through RM? I currently use Feedly and Buffer, respectively, for my Social Media postings to Twitter and LinkedIn.

Social media and syndication

Social Media



Social Media



Settings

General | Design | Content | Traffic | Email | Conversion | Results | Podcast | Social | Rainmaker Labs

Social Media

Connect your Social Media accounts.

Twitter — Connect to Twitter

Facebook Profile — Connect to Facebook

Facebook Page — *You must connect your Facebook profile before connecting to a Facebook Page.*

LinkedIn — Connect to LinkedIn

Bit.ly — Connect to Bitly

To shorten Social Schedule links using Bit.ly, connect your account.

Social Media

Settings

General | Design | Content | Traffic | Email | Conversion | Results | Podcast | Social | Rainmaker Labs

Social Media

Connect your Social Media accounts.

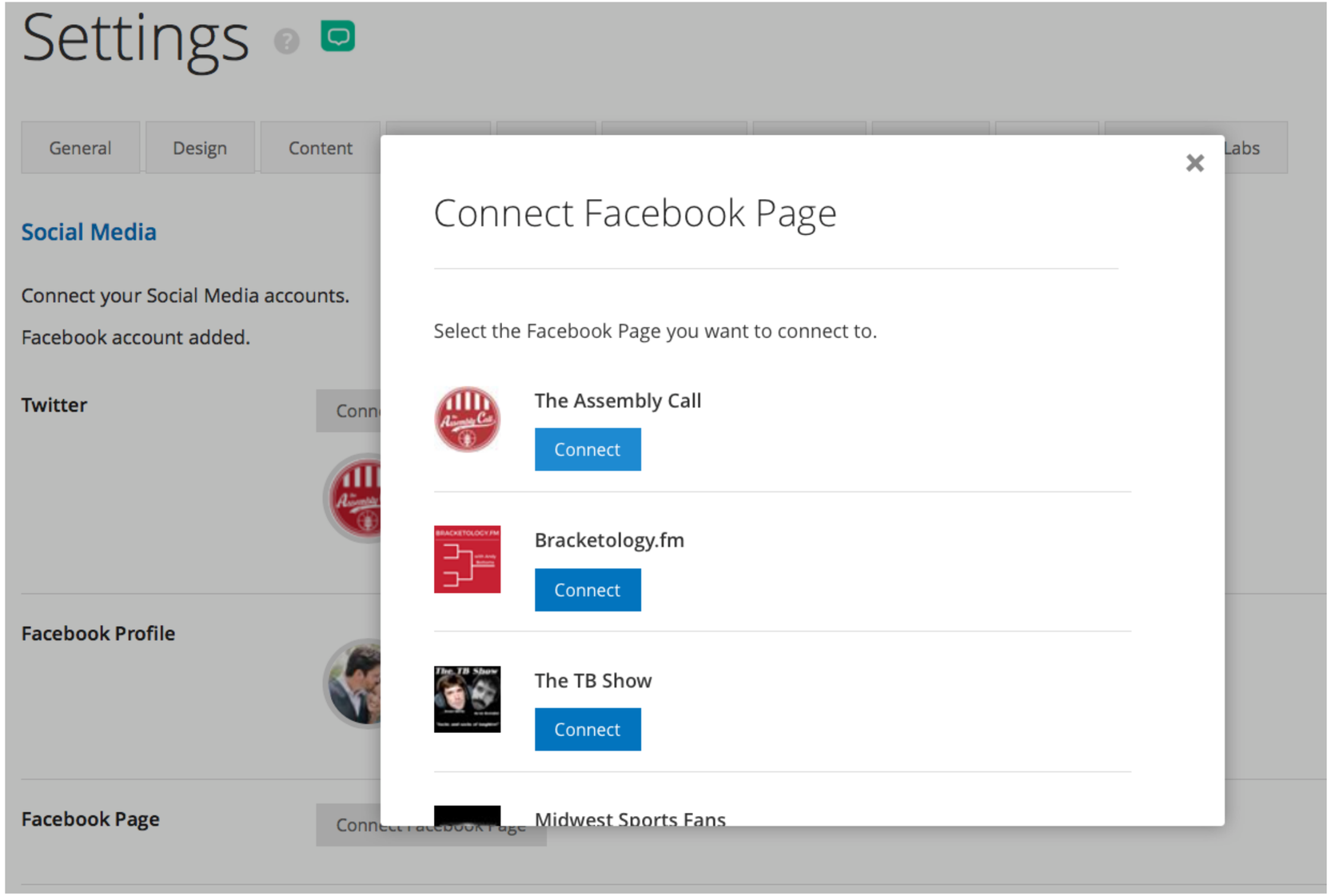
Facebook account added.

Twitter — Connect Another Twitter Account

Facebook Profile

Facebook Page — Connect Facebook Page

Social Media



RAINMAKER PLATFORM

Social Media

Twitter

Connect Another Twitter Account

Facebook Profile

Facebook Page

Connect Facebook Page

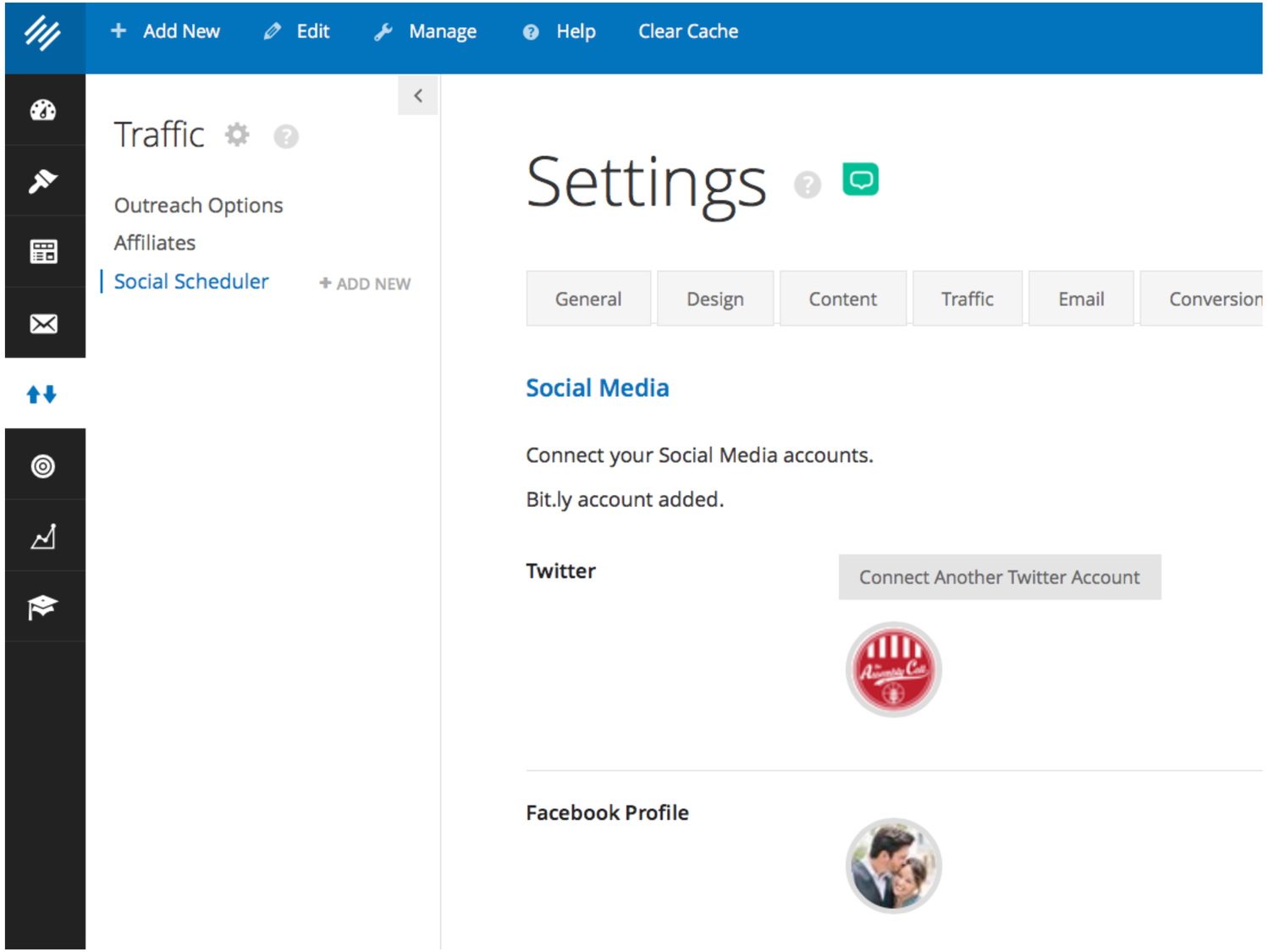
LinkedIn

Bit.ly

Disconnect o_611f1kug3d

To shorten Social Schedule links using Bit.ly, connect your account.

Social Media



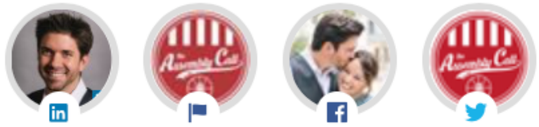
Add Social Schedule

View All

Radio Show #6

Social Schedule Details

Select Social Profiles:



Enter the URL for the content you'll share:

Add Link

Or use existing content:

Start typing to search existing content

Content:

Shorten URLs

Status

Save | Delete

Social Media

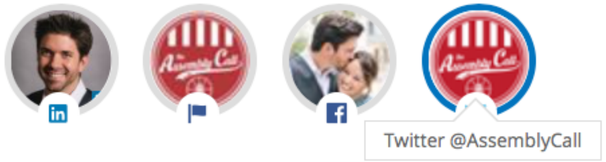
Add Social Schedule

View All

Radio Show #6

Social Schedule Details

Select Social Profiles:



Enter the URL for the content you'll share:

Add Link

Or use existing content:

Start typing to search existing content

Content:

Characters remaining: 140

Shorten URLs

Status

Save | Delete

Social Media

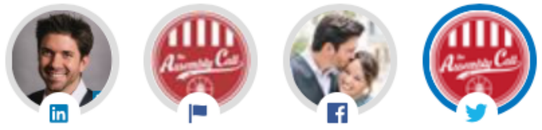
Add Social Schedule

View All

Radio Show #6

Social Schedule Details

Select Social Profiles:



Enter the URL for the content you'll share:

Add Link

Or use existing content:

Radio

- Radio Show Podcast: IU-Butler Preview
- Radio Show Podcast: Mid-Term Grades at the Quarter Pole
- Radio Show Podcast: Reflecting on the UNC Victory and the Impact of OG’s Injury

Content:

Characters remaining: 140

Shorten URLs

Status

Save Delete

ATFORM

Social Media

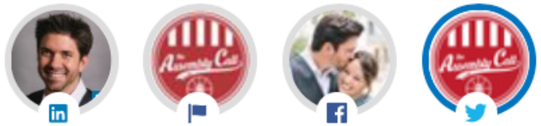
Add Social Schedule

View All

Radio Show #6

Social Schedule Details

Select Social Profiles:



Enter the URL for the content you'll share:

http://assemblycall.com/shows/radio-show-podcast-12-16-16/

Add Link

Or use existing content:

Radio Show Podcast: IU-Butler Preview

Content:

Radio Show Podcast: IU-Butler Preview http://hoosie.rs/2h90Cka

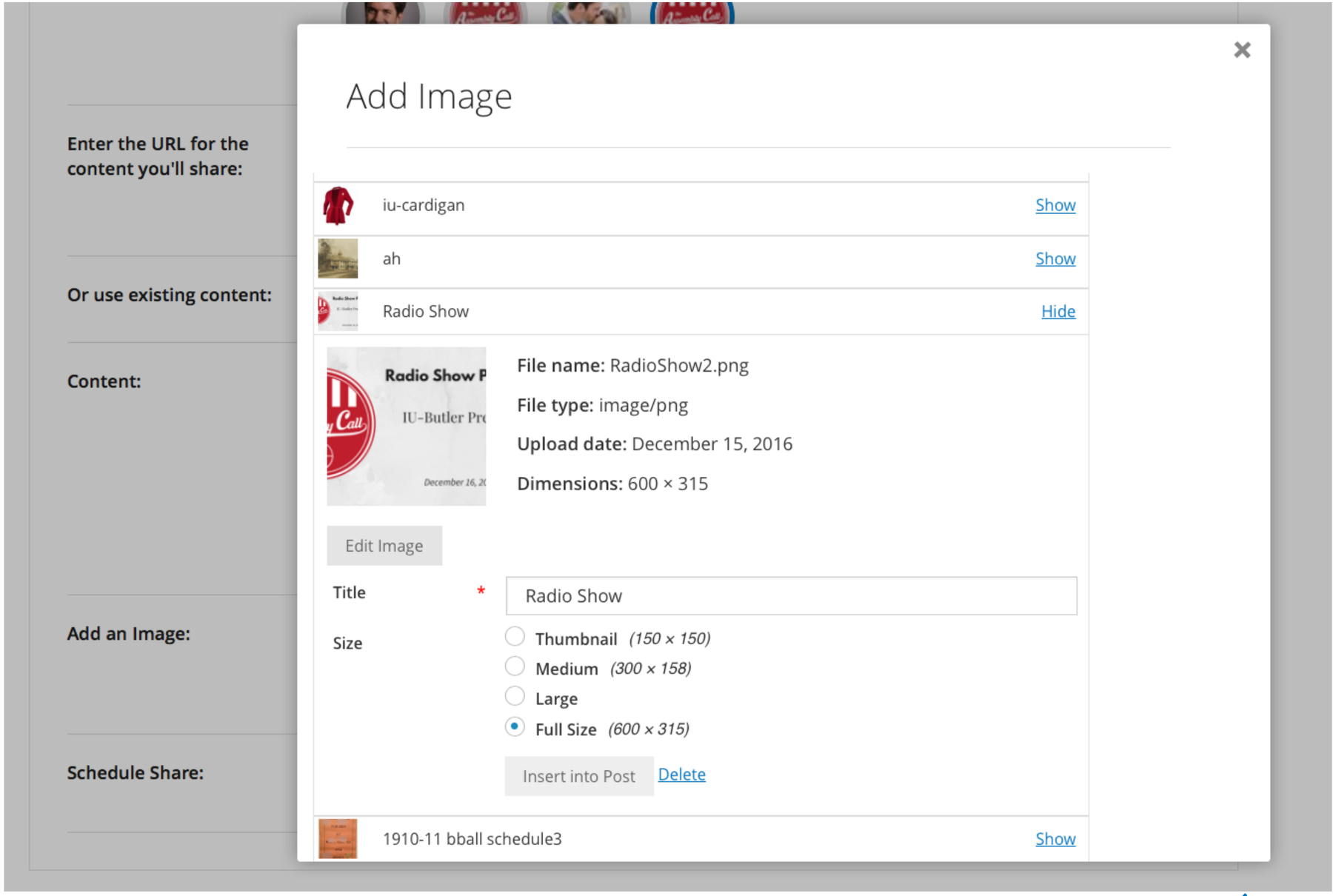
Characters remaining: 140

Status

Save Delete

RAINMAKER PLATFORM

Social Media



Social Media

Select Social Profiles:

Enter the URL for the content you'll share:

http://assemblycall.com/shows/radio-show-podcast-12-16-16/

Add Link

Or use existing content:

Radio Show Podcast: IU-Butler Preview

Content:

Radio Show Podcast: IU-Butler Preview http://hoosie.rs/2h90Cka

#iubb

Characters remaining: 43

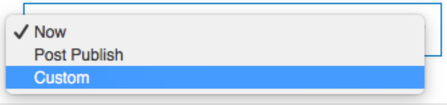
Shorten URLs

Add an Image:

https://assemblycall.com/wp-content/uploads/2016/12/RadioShow2.png

Remove Image

Schedule Share:



Social Media

Enter the URL for the content you'll share:

http://assemblycall.com/shows/radio-show-podcast-12-16-16/

Add Link

Or use existing content:

Radio Show Podcast: IU-Butler Preview

Content:

Radio Show Podcast: IU-Butler Preview http://hoosie.rs/2h90Cka

Add an Image:

ent/uploads/2016/12/RadioShow2.png

Schedule Share:

December 2016

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Time 11:20

Hour

Minute

Now Done

12/16/2016 11:20 (CST)

Social Media

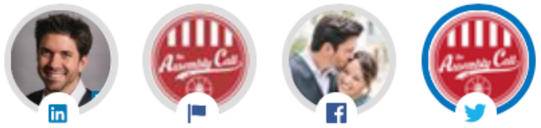
Add Social Schedule

View All

Radio Show #6

Social Schedule Details

Select Social Profiles:



Enter the URL for the content you'll share:

http://assemblycall.com/shows/radio-show-podcast-12-16-16/

Add Link

Or use existing content:

Radio Show Podcast: IU-Butler Preview

Content:

Radio Show Podcast: IU-Butler Preview http://hoosie.rs/2h90Cka

#iubb

Status

Schedule | Delete

RAINMAKER PLATFORM

Social Media

Social Schedules

+ Add Social Schedule

All (1) | Scheduled (1) | Trash (1)

Search Social Schedules

Bulk Actions | Apply | All dates | Filter

1 item

Title	Accounts	Date	Post
Radio Show #6 - Scheduled	AssemblyCall	2016/12/16 11:20 AM	Radio Show Podcast: IU-Butler Preview

Title	Accounts	Date	Post

Bulk Actions | Apply

1 item

RAINMAKER PLATFORM

Social Media

Social Schedules

+ Add Social Schedule

All (1) | Published (1) | Trash (1)

Search Social Schedules

Bulk Actions | Apply | All dates | Filter

1 item

Title	Accounts	Date	Post
Radio Show #6	AssemblyCall ✓	2016/12/16 11:20 AM	Radio Show Podcast: IU-Butler Preview

Title	Accounts	Date	Post

Bulk Actions | Apply

1 item

RAINMAKER PLATFORM

Social Media

Assembly Call
@AssemblyCall

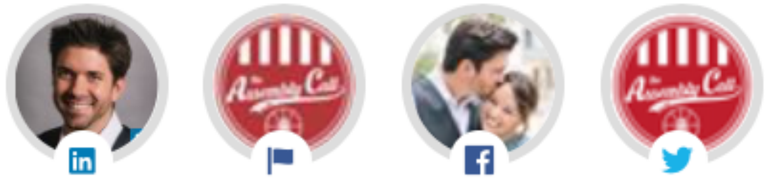
Radio Show Podcast: IU-Butler Preview
hoosie.rs/2h90Cka

#iubb

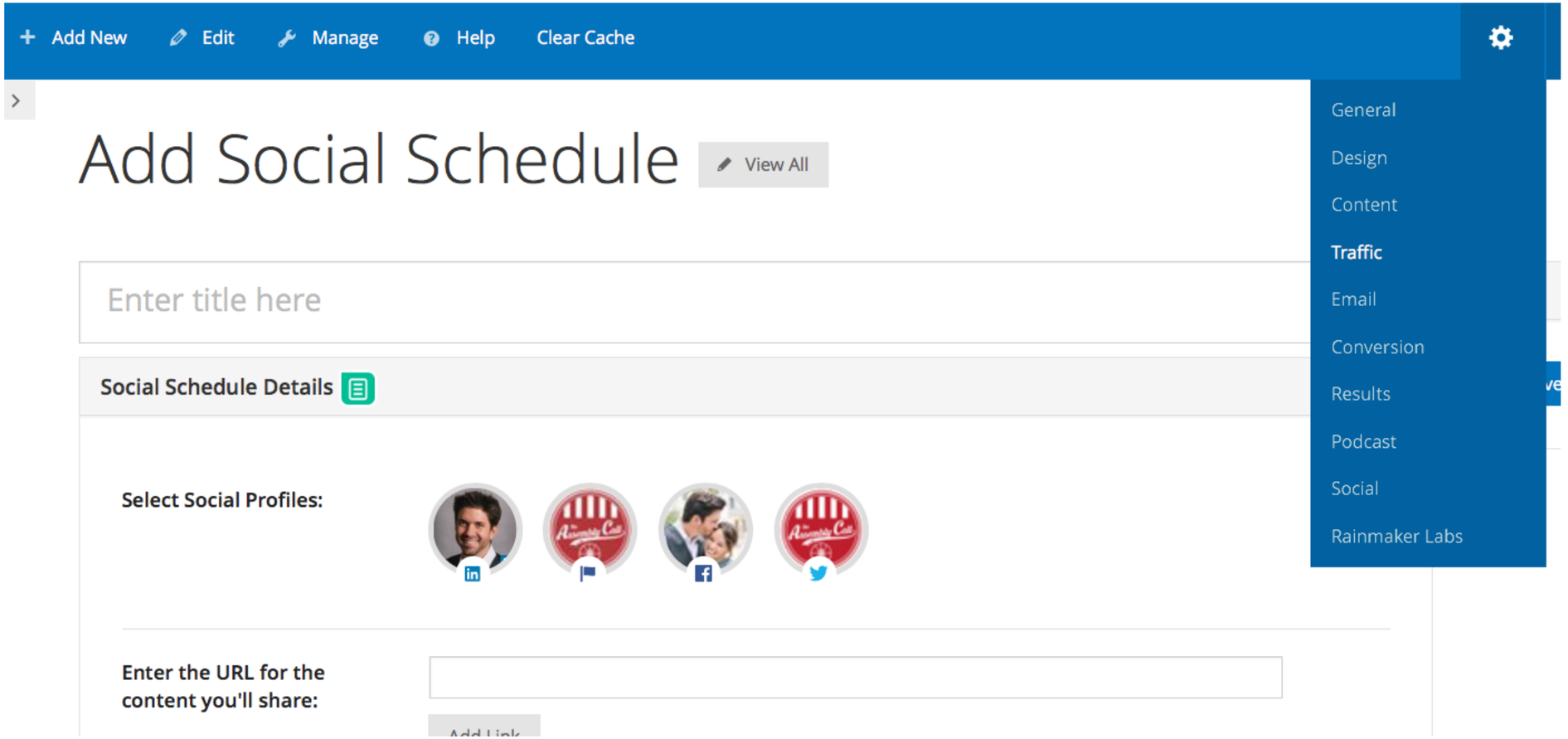
11:20 AM - 16 Dec 2016

Social Media

Select Social Profiles:



Social Media



Social Media

General | Design | Content | Traffic | Email | Conversion

Sharing Icons

Help your content get shared on popular social media sites by placing share buttc
appearance, position and content type below. Remove the checks from all conten

Add your Twitter ID to the field below and your **@twitter** will be added by default

Live Preview

Icon Size Medium Bar

Icon Appearance Filled

Icon Display Position After the Content

Enable on:

- [ ] post
- [ ] page
- [ ] attachment
- [ ] portfolio
- [ ] books
- [ ] forum
- [ ] topic
- [ ] lms_courseware
- [ ] podcast

Social Media

General | Design | Content | Traffic | Email | Conversion

Sharing Icons

Help your content get shared on popul
appearance, position and content type

Add your Twitter ID to the field below a

Live Preview

Icon Size Mec

Icon Appearance Fille

Icon Display Position Afte

Enable on:

- pc
- pa
- at
- pc
- bc
- fo
- to
- Im
- pc

Icon Activation and Position

Activate social icons by adding a check in the box below the social media sites you wish to include. Click the header of a box and drag it into a new position to change the display order of the social icons.

Google+

Use this button?

Facebook

Use this button?

Twitter

Use this button?

Enter Twitter ID for @via to be added to default tweet text:

Pinterest

Use this button?

Enter Default Image URL if there is no image available in content being shared:

Linkedin

Use this button?

StumbleUpon

Use this button?

Social Media

Social Media

- [ ] topic
- [ ] lms_courseware
- [x] podcast
- [ ] Show on Archive Pages

Icon Activation and Position

Activate social icons by adding a check in the box below the social media sites you wish to include. Click the header of a bo
display order of the social icons.

Google+

- [ ] Use this button?

Facebook

- [x] Use this button?

Twitter

- [x] Use this button?

Enter Twitter ID for @via to be added to default tweet text:

@AssemblyCall

Linkedin

- [x] Use this button?

StumbleUpon

- [ ] Use this button?

Live Preview

Icon Size

Medium Bar

Icon Appearance

Filled

Icon Display Position

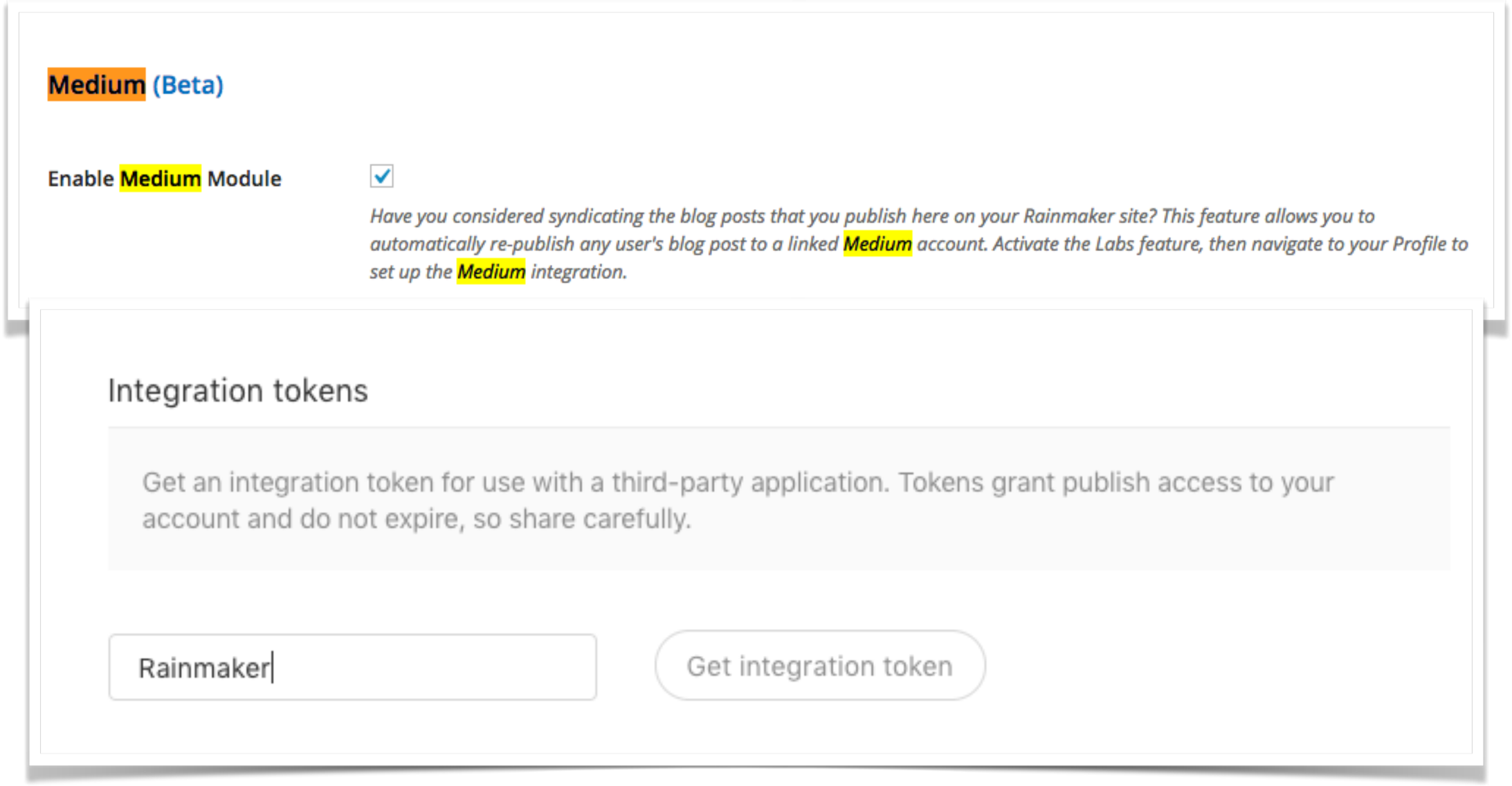
Before the Content

Enable on:

- [ ] post
- [ ] page
- [ ] attachment
- [ ] portfolio
- [ ] books
- [ ] forum
- [ ] topic
- [ ] lms_courseware
- [x] podcast
- [ ] Show on Archive Pages

Social Media

Medium Syndication



Medium Syndication

Medium

Integration Token

You can get this from the Integration Tokens section of your Medium Settings.

Default cross-post status

Public

The default status to use when creating a post on Medium. Unlisted posts will not be indexed, nor distributed through Medium. Can be changed for each post.

Default cross-post license

All rights reserved

The default license to use when creating a post on Medium. Does not display any license information locally. Can be changed for each post.

Default cross-link status

No

Whether or not to cross-link posts between this blog and Medium. When enabled adds a link to the bottom of both your local post, and the Medium post. Can be changed for each post.

Default follower notification

Yes

Whether or not to notify your Medium followers when the post is sent to Medium. Can be changed for each post.

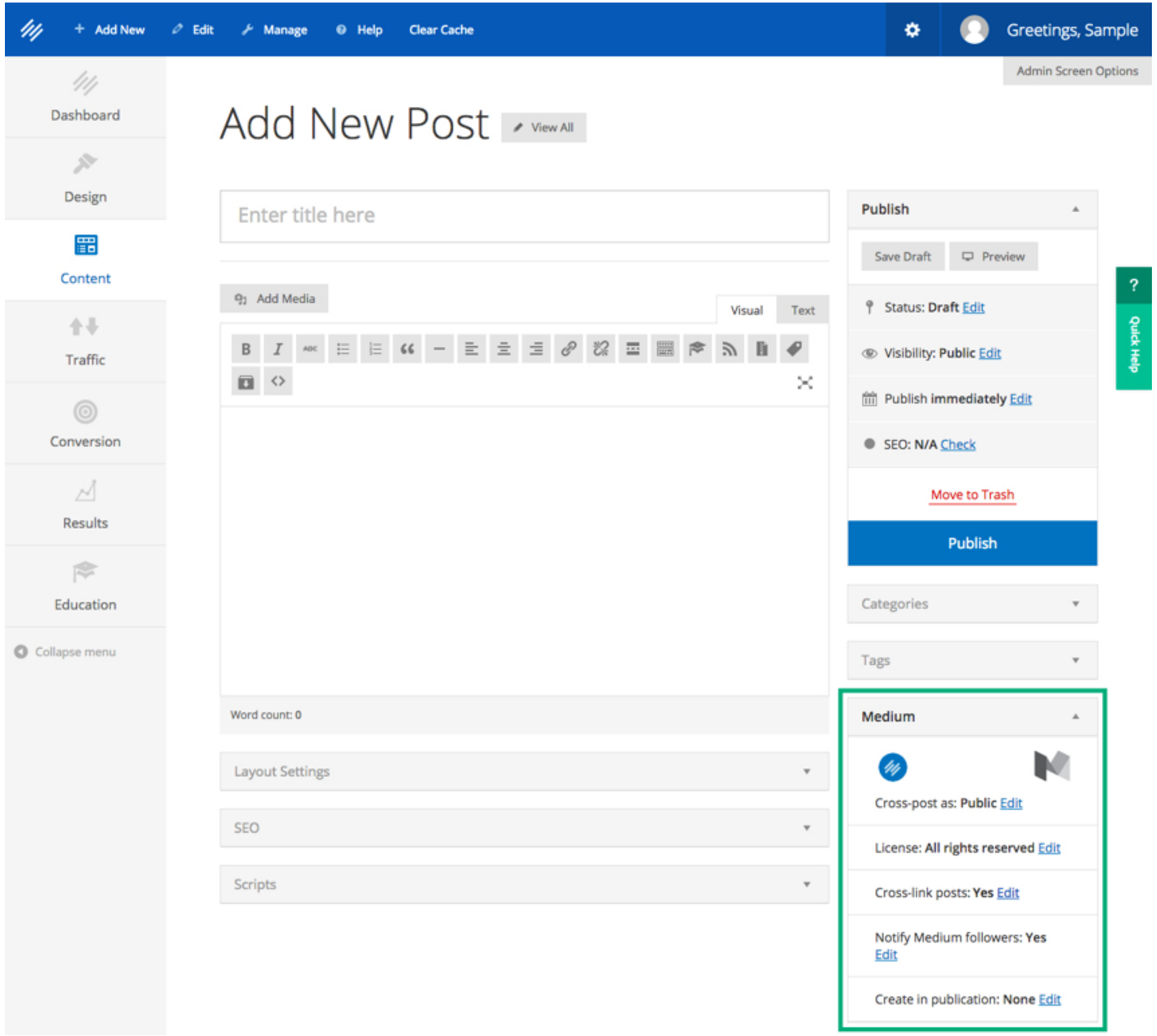
Default cross-post publication

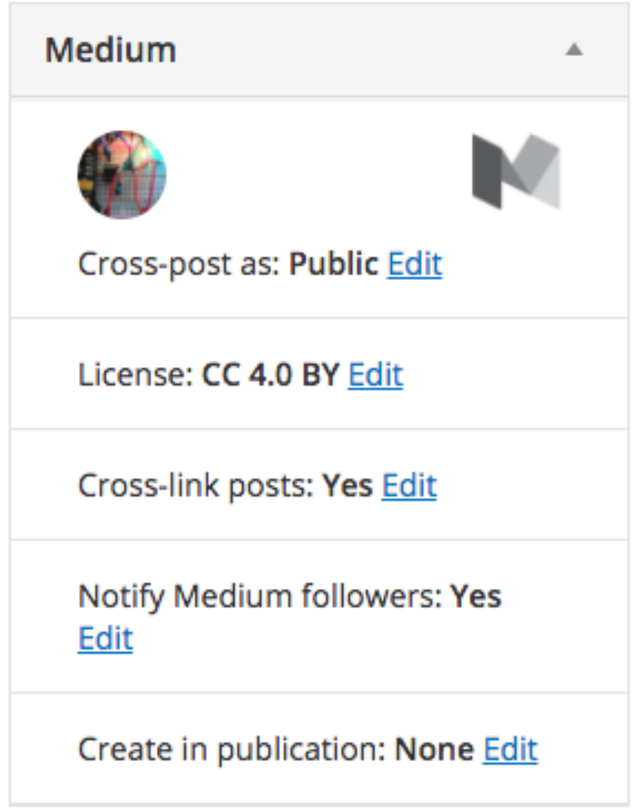
None

The publication on Medium to submit the post to. Can be changed for each post.

Update Profile

Medium Syndication





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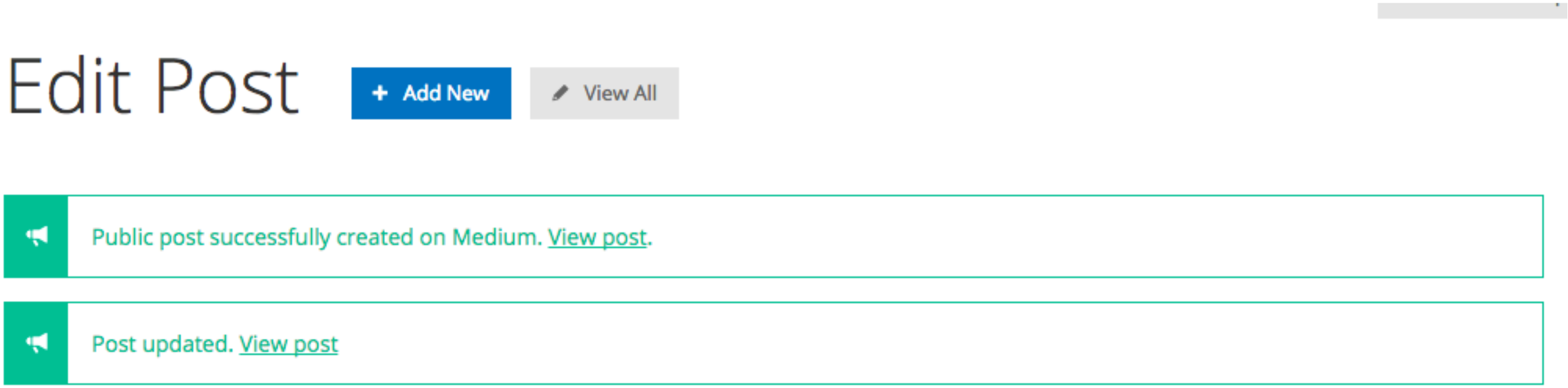
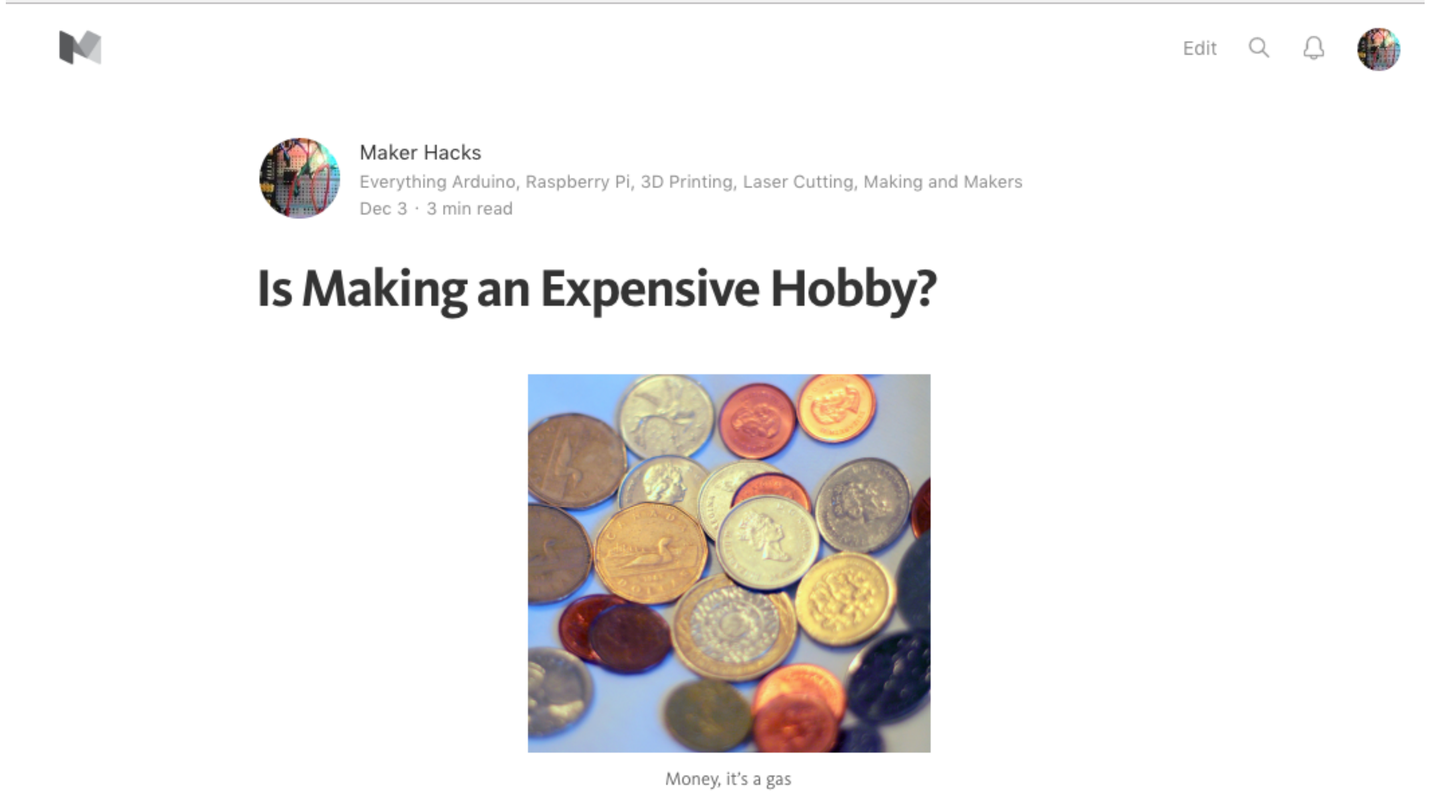
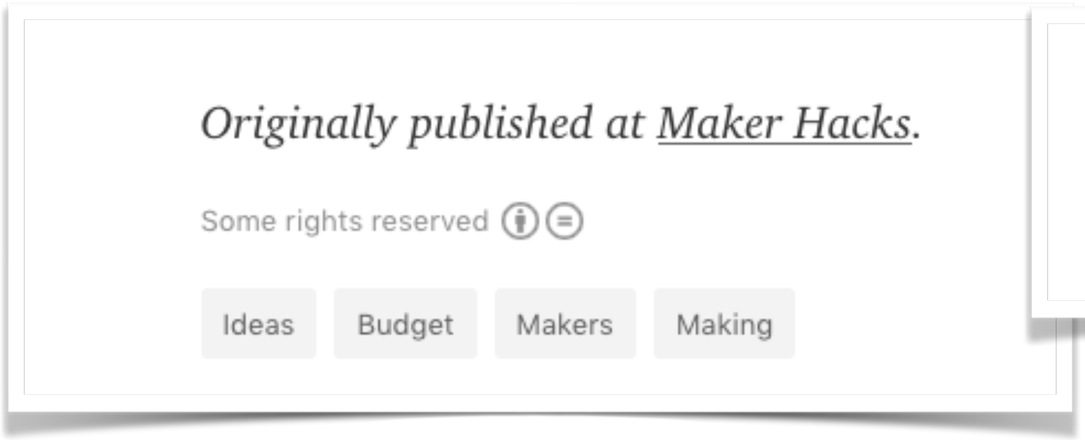
Medium Syndication

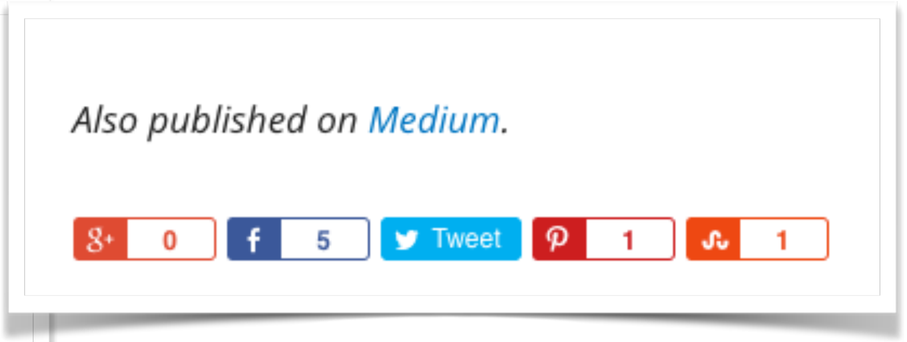


Medium Syndication



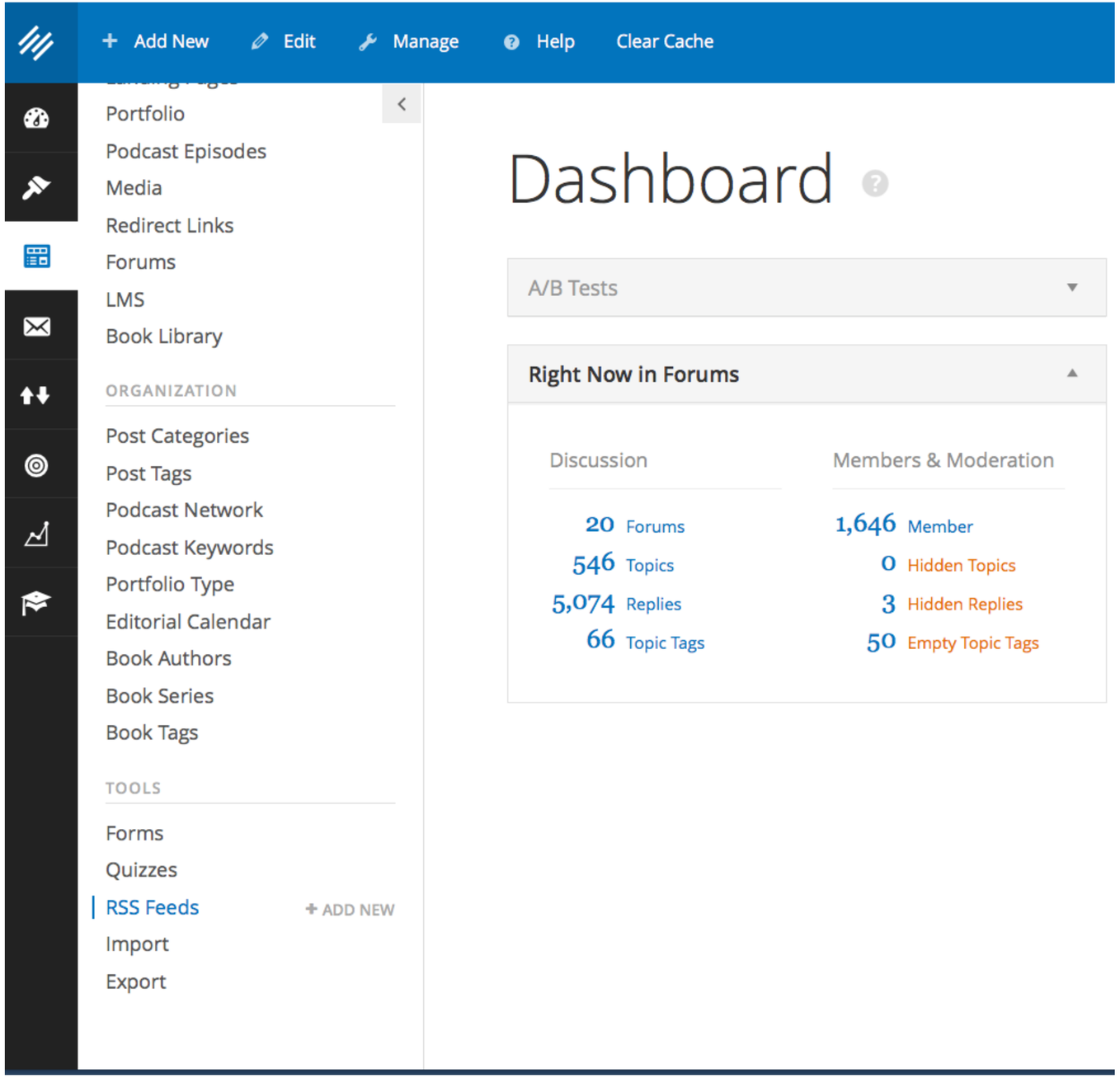
Medium Syndication





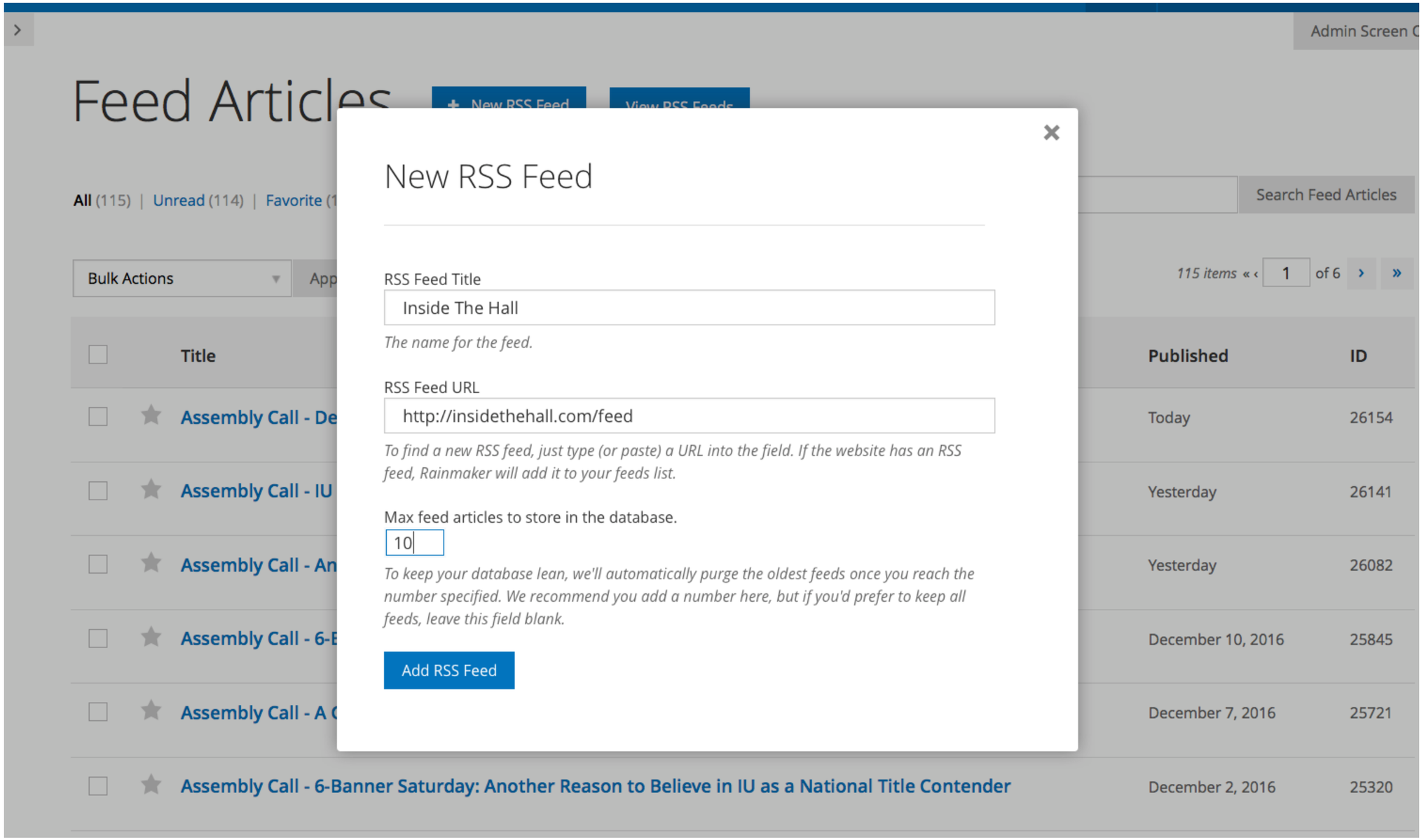
Curation

Curation



RAINMAKER PLATFORM

Curation


Admin Screen C
Feed Articles
New RSS Feed
View RSS Feeds
All (115) | Unread (114) | Favorite (1
Search Feed Articles
Bulk Actions
115 items « ‹ 1 of 6 › »
Title
Published
ID
Assembly Call - De
Today
26154
Assembly Call - IU
Yesterday
26141
Assembly Call - An
Yesterday
26082
Assembly Call - 6-E
December 10, 2016
25845
Assembly Call - A C
December 7, 2016
25721
Assembly Call - 6-Banner Saturday: Another Reason to Believe in IU as a National Title Contender
December 2, 2016
25320
New RSS Feed
RSS Feed Title
Inside The Hall
The name for the feed.
RSS Feed URL
http://insidethehall.com/feed
To find a new RSS feed, just type (or paste) a URL into the field. If the website has an RSS feed, Rainmaker will add it to your feeds list.
Max feed articles to store in the database.
10
To keep your database lean, we'll automatically purge the oldest feeds once you reach the number specified. We recommend you add a number here, but if you'd prefer to keep all feeds, leave this field blank.
Add RSS Feed

Curation

Feed Articles

+ New RSS Feed | View RSS Feeds

New RSS feed successfully created!

All (125) | Unread (124) | Favorite (1)

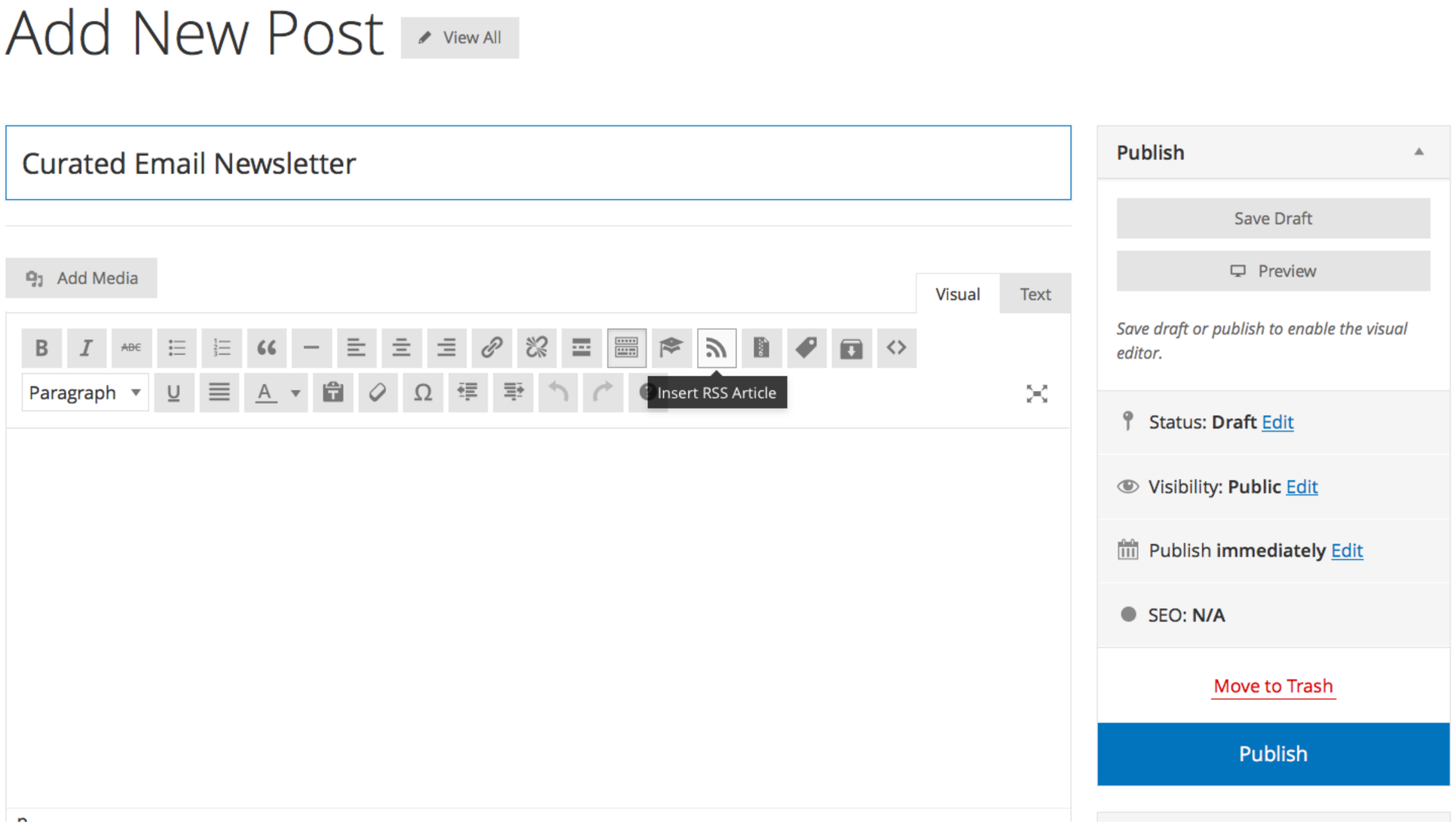
Search Feed Articles

Bulk Actions | Apply | All dates | All Sources | Filter

125 items « ‹ 1 of 7 › »

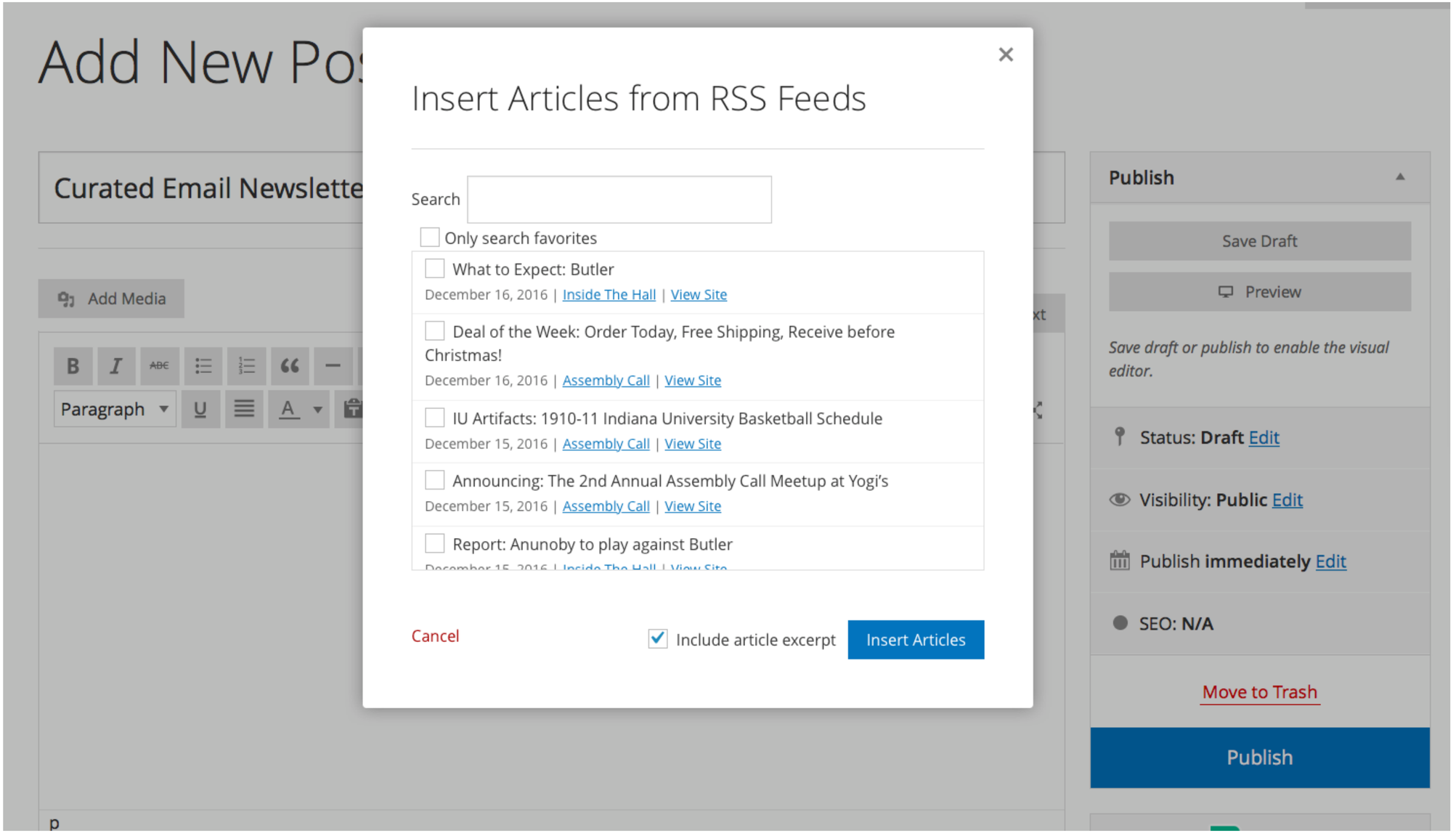
Title	Published	ID
Inside The Hall - What to Expect: Butler	Today	26176
Assembly Call - Deal of the Week: Order Today, Free Shipping, Receive before Christmas!	Today	26154
Assembly Call - IU Artifacts: 1910-11 Indiana University Basketball Schedule	Yesterday	26141
Assembly Call - Announcing: The 2nd Annual Assembly Call Meetup at Yogi's	Yesterday	26082
Inside The Hall - Report: Anunoby to play against Butler	Yesterday	26177

Curation

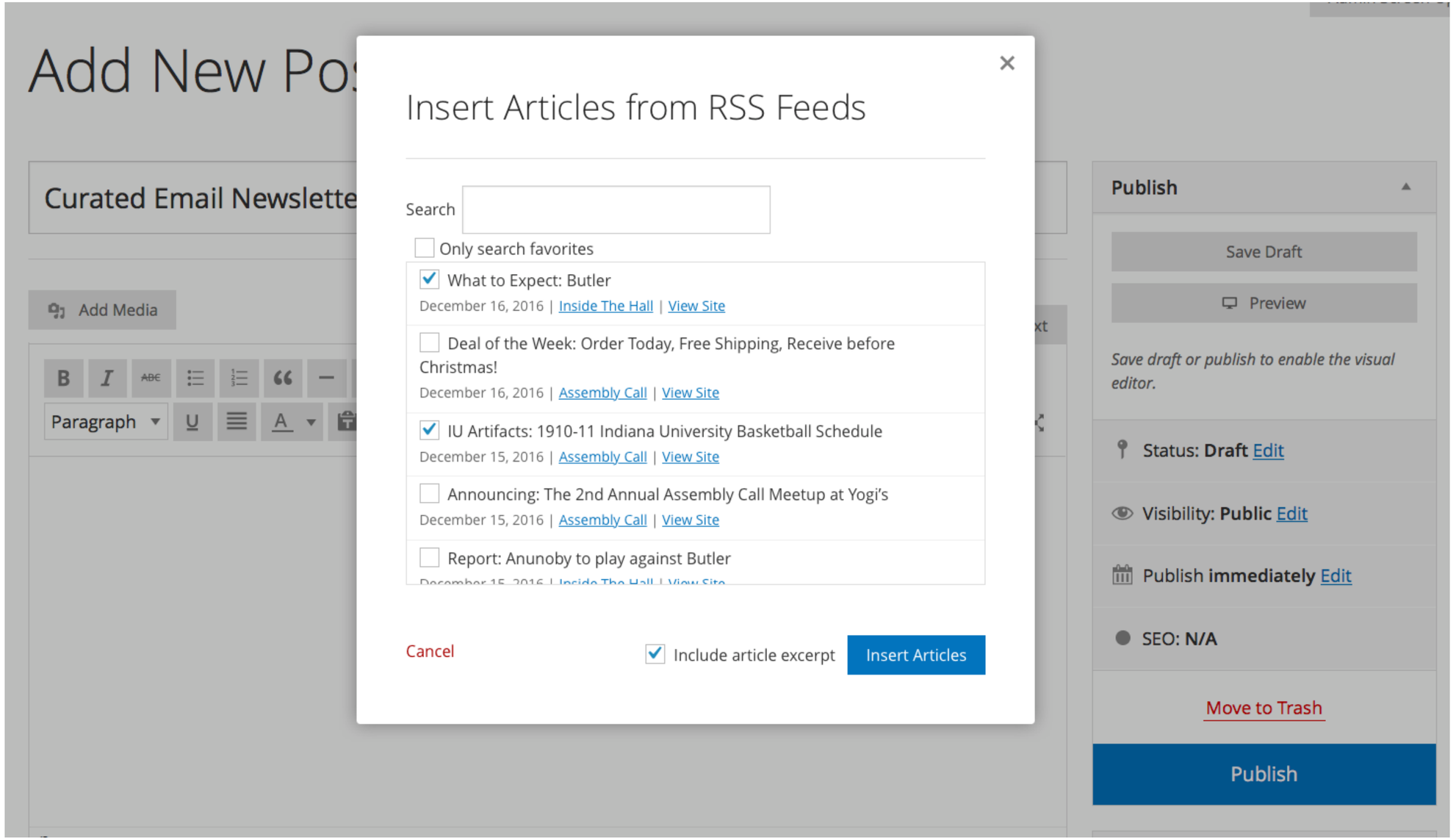


RAINMAKER PLATFORM

Curation


Add New Pos
Curated Email Newslette
Add Media
Paragraph
p
Insert Articles from RSS Feeds
Search
Only search favorites
What to Expect: Butler
December 16, 2016 | Inside The Hall | View Site
Deal of the Week: Order Today, Free Shipping, Receive before Christmas!
December 16, 2016 | Assembly Call | View Site
IU Artifacts: 1910-11 Indiana University Basketball Schedule
December 15, 2016 | Assembly Call | View Site
Announcing: The 2nd Annual Assembly Call Meetup at Yogi's
December 15, 2016 | Assembly Call | View Site
Report: Anunoby to play against Butler
Cancel
Include article excerpt
Insert Articles
Publish
Save Draft
Preview
Save draft or publish to enable the visual editor.
Status: Draft Edit
Visibility: Public Edit
Publish immediately Edit
SEO: N/A
Move to Trash
Publish

Curation



RAINMAKER PLATFORM

Curation

Add New Post

View All

Curated Email Newsletter

Add Media

Visual | Text

Paragraph

What to Expect: Butler

Following a six-day layoff, Indiana returns to the floor on Saturday against No. 18 Butler in the Crossroads Classic at Bankers Life Fieldhouse in Indianapolis. The Bulldogs are 9-1 and are coming off a 75-65 win over Cincinnati last Saturday ... The post What to Expect: Butler appeared first on Inside the Hall | Indiana Hoosiers Basketball News, Recruiting and Analysis.

IU Artifacts: 1910-11 Indiana University Basketball Schedule

This 1910-11 schedule, which includes advertising for Kahn's Fine Men's Clothing, a long-time Bloomington institution, is the oldest IU basketball schedule in my collection, and one of the oldest IU basketball schedules I have ever seen. The post IU Artifacts: 1910-11 Indiana University Basketball Schedule appeared first on Assembly Call.

p

Word count: 114

Draft saved at 11:39:41 am.

Publish

Save Draft

Preview

Save draft or publish to enable the visual editor.

Status: **Draft** Edit

Visibility: **Public** Edit

Publish **immediately** Edit

SEO: **N/A**

Move to Trash

Publish

Categories

Landing pages and email

Amy

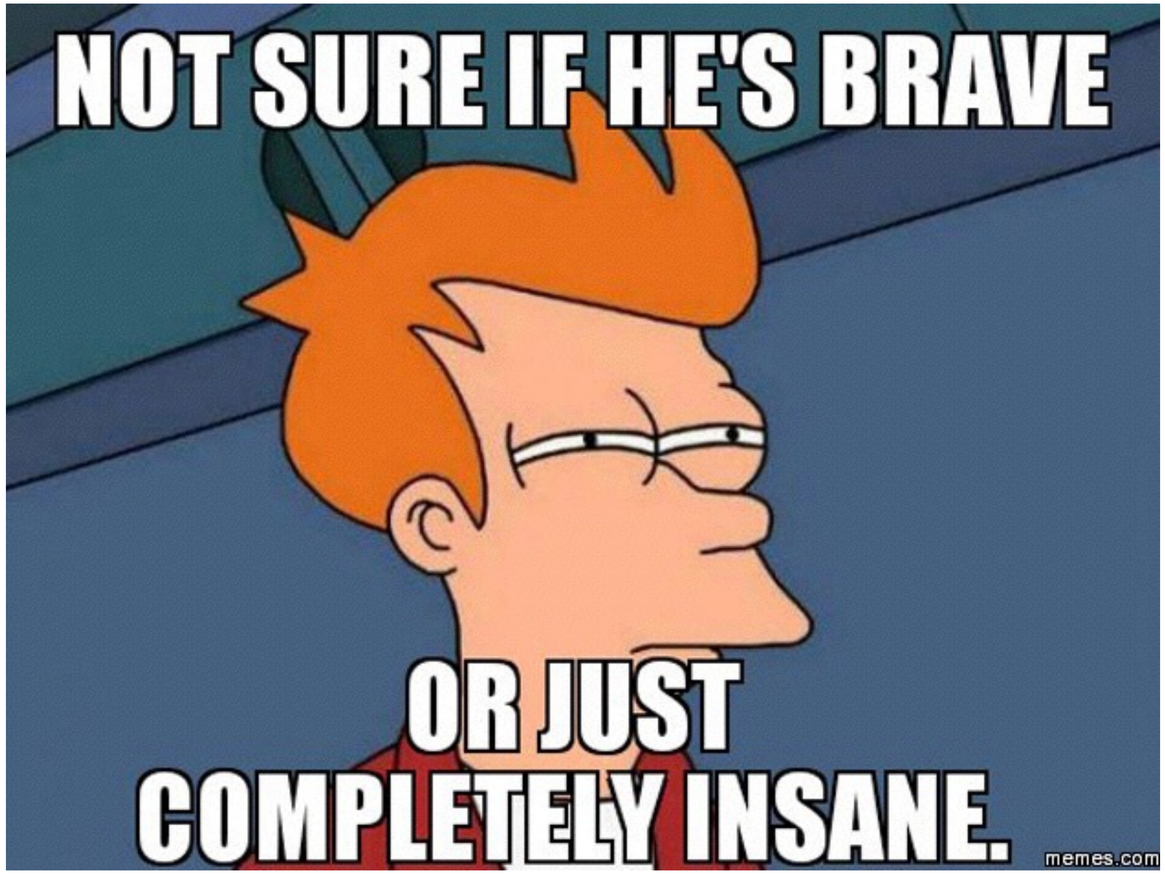
My question is how to use Rainmaker to design an irresistible landing page and how to integrate it with an effective automated email campaign to build a list?

Mike

I am pretty new to the RM platform, so this is a very basic question, but could Chris and Jerod talk about how to make use of the Landing pages capability in Rainmaker to create and build a sales funnel?

Live Demo

Live Demo



What about SEO?

Special SEO-specific webinar coming in 2017

Sean Jackson
Rainmaker Digital CFO
Creator of Scribe

RAINMAKER PLATFORM

Questions?

RAINMAKER PLATFORM