



Understanding Rainmaker's Suite of Attraction Tools

Presented by Chris Garrett and Jerod Morris



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





Content Marketing Strategy

Attraction

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

Retention

Attract searchers, demonstrate domain knowledge and expertise through blog

Blog

Email

Capture interested prospects on email list(s)

Conversion

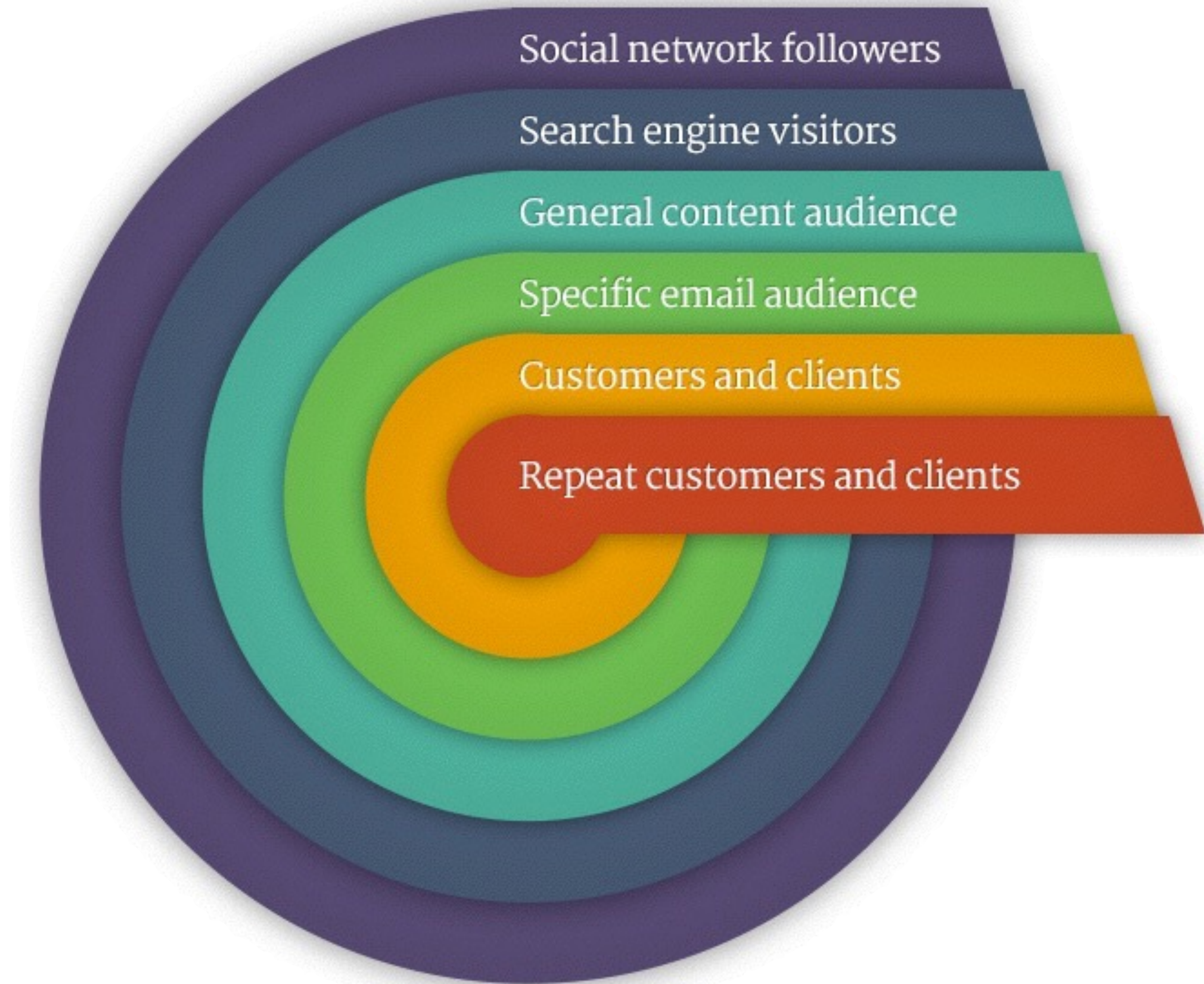
Comprehensive Solution

Product Sequence

Services

Customer List

Sell, Cross-Sell, Up-Sell. Get customers on to buyers list.





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



General

Design

Content

Traffic

Email

Conversion

Results

Podcast

Social

Rainmaker Labs



General

Design

Content

Traffic

Email

Conversion

Results


Podcast

Social

Rainmaker Labs

Social Media

Settings

- General
- Design
- Content
- Traffic
- Email
- Conversion
- Results
- Podcast
- Social** 
- Rainmaker Labs

Social Media

Connect your Social Media accounts.

Twitter	<div>Connect to Twitter</div>
Facebook Profile	<div>Connect to Facebook</div>
Facebook Page	<div>You must connect your Facebook profile before connecting to a Facebook Page.</div>
LinkedIn	<div>Connect to LinkedIn</div>
Bit.ly	<div>Connect to Bitly</div> <div>To shorten Social Schedule links using Bit.ly, connect your account.</div>



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

Settings

General

Design

Content

Labs

Social Media

Connect your Social Media accounts.

Facebook account added.

Twitter

Connect

Facebook Profile


Facebook Page

Connect Facebook Page

×


Connect Facebook Page

Select the Facebook Page you want to connect to.




The Assembly Call

Connect




Bracketology.fm

Connect




The TB Show

Connect



Midwest Sports Fans

Connect

 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 New

Edit

Manage

Help

Clear Cache

Traffic

Outreach Options

Affiliates

Social Scheduler

+ ADD NEW

Settings

General

Design

Content

Traffic

Email

Conversion

Social Media

Connect your Social Media accounts.

Bit.ly account added.

Twitter

Connect Another Twitter Account


Facebook Profile







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





Add Social Schedule View All


Radio Show #6


Social Schedule Details

Select Social Profiles:


in


fb


f


Twitter @AssemblyCall

Enter the URL for the content you'll share:

Add Link

Or use existing content:

Content:

Characters remaining: 140

Shorten URLs


Status ▲

Save


Delete




Add Social Schedule


 View All


Radio Show #6


Social Schedule Details 

Select Social Profiles:


in


Assembly Call


f


Twitter

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



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:

Content:

Characters remaining: 140

Status ▲

Save

Delete



Social Media

Enter the URL for the content you'll share:

Or use existing content:


Content:

Add an Image:


Schedule Share:

×


Add Image

iu-cardigan


Show

ah

Show

Radio Show

Hide



File name: RadioShow2.png

File type: image/png

Upload date: December 15, 2016

Dimensions: 600 × 315

Edit Image

Title *

Radio Show

Size

☐ Thumbnail (150 × 150)

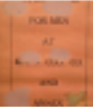
☐ Medium (300 × 158)

☐ Large


☒ Full Size (600 × 315)

Insert into Post

Delete

1910-11 bball schedule3





Show

 RAINMAKER PLATFORM



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:

✓ Now

Post Publish

Custom



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:

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

Schedule Share:

12/16/2016 11:20 (CST)



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



Social Schedules

+ Add Social Schedule

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

Search Social Schedules

Bulk Actions ▾

Apply

All dates ▾

Filter



1 item

<input type="checkbox"/>	Title	Accounts	Date	Post
<input type="checkbox"/>	Radio Show #6 - Scheduled	AssemblyCall	2016/12/16 11:20 AM	Radio Show Podcast: IU-Butler Preview

<input type="checkbox"/>	Title	Accounts	Date	Post
--------------------------	-------	----------	------	------

Bulk Actions ▾

Apply

1 item



Social Schedules

+ Add Social Schedule

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

Search Social Schedules

Bulk Actions

▼

Apply

All dates

▼

Filter

1 item

<input type="checkbox"/>	Title	Accounts	Date	Post
--------------------------	-------	----------	------	------

<input type="checkbox"/>	Radio Show #6	AssemblyCall	2016/12/16 11:20 AM	Radio Show Podcast: IU-Butler Preview
--------------------------	---------------	--------------	---------------------	---

<input type="checkbox"/>	Title	Accounts	Date	Post
--------------------------	-------	----------	------	------

Bulk Actions

▼

Apply

1 item



Social Media



Assembly Call
@AssemblyCall

Radio Show Podcast: IU-Butler Preview
[hoosie.rs/2h90Cka](https://hoosieradio.com/2h90Cka)

#iubb



11:20 AM - 16 Dec 2016





Social Media

Select Social Profiles:





Social Media

[+ Add New](#)
[✎ Edit](#)
[🔧 Manage](#)
[? Help](#)
[Clear Cache](#)



>

Add Social Schedule ✎ View All

Enter title here

Social Schedule Details

Select Social Profiles:



Enter the URL for the content you'll share:

Add Link

General

Design

Content

Traffic

Email

Conversion

Results

Podcast

Social

Rainmaker Labs



RAINMAKER PLATFORM



Social Media

General

Design

Content

Traffic

Email

Conversion

Sharing Icons

Help your content get shared on popular social media sites by placing share buttons on your content. Configure the button appearance, position and content type below. Remove the checks from all content types you do not want to share.

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 popular social media sites by activating social icons, choosing their appearance, position and content type.

Add your Twitter ID to the field below and your content will be shared to your Twitter account.

Live Preview

Icon Size

Medium

Icon Appearance

Filled

Icon Display Position

After Content

Enable on:

- ☐ Desktop
- ☐ Tablet
- ☐ All devices
- ☐ Print
- ☐ Blog
- ☐ Footer
- ☐ Top
- ☐ Image
- ☐ Page

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.

g+ Google+

☐ Use this button?

f 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:

in LinkedIn

☐ Use this button?

StumbleUpon

☐ Use this button?



Want to see 31 Christmas gift ideas that every IU fan will LOVE?

CLICK HERE!

X



Shares

JEROD MORRIS / DECEMBER 16, 2016 (EDIT)

Radio Show Podcast: IU-
Butler Preview

Indiana finally has another important game – taking on Butler in the Crossroads Classic tomorrow.

Saturday’s game also marks the return of OG Anunoby to the lineup, after the sophomore was sidelined with an ankle injury suffered in the North Carolina game.

In this week’s edition of Assembly Call Radio, we discuss the impact of Anunoby’s return, go in-depth previewing IU-Butler, talk about how things are going around the Big Ten so



92



Social Media

- ☐ topic
- ☐ lms_courseware
- ☒ 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 box to change the display order of the social icons.

<div>8+ Google+</div> <div><input type="checkbox"/> Use this button?</div>	<div>f Facebook</div> <div><input checked="" type="checkbox"/> Use this button?</div>	<div>Twitter</div> <div><input checked="" type="checkbox"/> Use this button?</div> <div>Enter Twitter ID for @via to be added to default tweet text:<div>@AssemblyCall</div></div>
<div>in LinkedIn</div> <div><input checked="" type="checkbox"/> Use this button?</div>	<div>StumbleUpon</div> <div><input type="checkbox"/> Use this button?</div>	

Live Preview

f

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Tweet

in

1

Icon Size

Medium Bar

Icon Appearance

Filled

Icon Display Position

Before the Content

Enable on:

- ☐ post
- ☐ page
- ☐ attachment
- ☐ portfolio
- ☐ books
- ☐ forum
- ☐ topic
- ☐ lms_courseware
- ☒ podcast
- ☐ Show on Archive Pages



Want to see 31 Christmas gift ideas that every IU fan will LOVE?

CLICK HERE!

×



Shares

















JEROD MORRIS / DECEMBER 16, 2016 (EDIT)

Radio Show Podcast: IU- Butler Preview

 0

 Tweet

 0

Indiana finally has another important game – taking on Butler in the Crossroads Classic tomorrow.

Saturday’s game also marks the return of OG Anunoby to the lineup, after the sophomore was sidelined with an ankle injury suffered in the North Carolina game.



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Medium Syndication

Medium (Beta)

Enable Medium Module



Have you considered syndicating the blog posts that you publish here on your Rainmaker site? This feature allows you to automatically re-publish any user's blog post to a linked Medium account. Activate the Labs feature, then navigate to your Profile to set up the Medium integration.

Integration tokens

Get an integration token for use with a third-party application. Tokens grant publish access to your account and do not expire, so share carefully.

Rainmaker|

Get integration token



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

+ Add New

Edit

Manage

Help

Clear Cache

Greetings, Sample

Admin Screen Options

Dashboard

Design

Content

Traffic

Conversion

Results

Education

Collapse menu

Add New Post

View All

Enter title here

Add Media

VisualText

BBIABC

QuoteListTableLinkImageCode

Media

Word count: 0

Layout Settings

SEO

Scripts

Publish

Save DraftPreview

Status: DraftEdit

Visibility: PublicEdit

Publish immediatelyEdit

SEO: N/ACheck

Move to Trash

Publish

Categories

Tags

Medium

Cross-post as: PublicEdit


License: All rights reservedEdit


Cross-link posts: YesEdit

Notify Medium followers: YesEdit

Create in publication: NoneEdit

Medium





Cross-post as: **Public** [Edit](#)

License: **CC 4.0 BY** [Edit](#)

Cross-link posts: **Yes** [Edit](#)


Notify Medium followers: **Yes** [Edit](#)


Create in publication: **None** [Edit](#)




Edit Post

+ Add New

 View All



Public post successfully created on Medium. [View post.](#)



Post updated. [View post](#)



Medium Syndication



Edit



Maker Hacks

Everything Arduino, Raspberry Pi, 3D Printing, Laser Cutting, Making and Makers

Dec 3 · 3 min read

Is Making an Expensive Hobby?



Money, it's a gas

Is making expensive?

Just lately I have had a few people imply I was wasting my money on all this



Medium Syndication

Originally published at [Maker Hacks](#).

Some rights reserved ⓘ ⓘ

Ideas

Budget

Makers

Making

Also published on [Medium](#).

0 5 Tweet 1 1

```
<link rel="canonical" href="http://makerhacks.com/making-expensive/"><
a name="description" content="Just lately I have had a few people imple
```



Curation



Curation

[illegible]



Curation

>

Admin Screen C

Feed Articles

+ New RSS Feed

View RSS Feeds

All (115) | Unread (114) | Favorite (1)

Bulk Actions

▼

App

☐

Title

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★ Assembly Call - De

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★ Assembly Call - IU

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★ Assembly Call - An

☐

★ Assembly Call - 6-E

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★ Assembly Call - A C

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★ Assembly Call - 6-Banner Saturday: Another Reason to Believe in IU as a National Title Contender

Search Feed Articles

115 items « < 1 of 6 > »

Published

ID

Today

26154

Yesterday

26141

Yesterday

26082

December 10, 2016

25845

December 7, 2016

25721

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



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 > »

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



Curation

Add New Post

Curated Email Newsletter

Add Media

B

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ABC

123

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789

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Paragraph

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A

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

December 15, 2016 | [Inside The Hall](#) | [View Site](#)

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

Add New Post

Curated Email Newsletter

Add Media

B I ABE

:≡ ≡≡ “ —

Paragraph ▾ U ≡ A ▾ T

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
December 15, 2016 | [Inside The Hall](#) | [View Site](#)

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



Add New Post

View All

Curated Email Newsletter

Add Media

Visual

Text

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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

▲

RAINMAKER PLATFORM



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

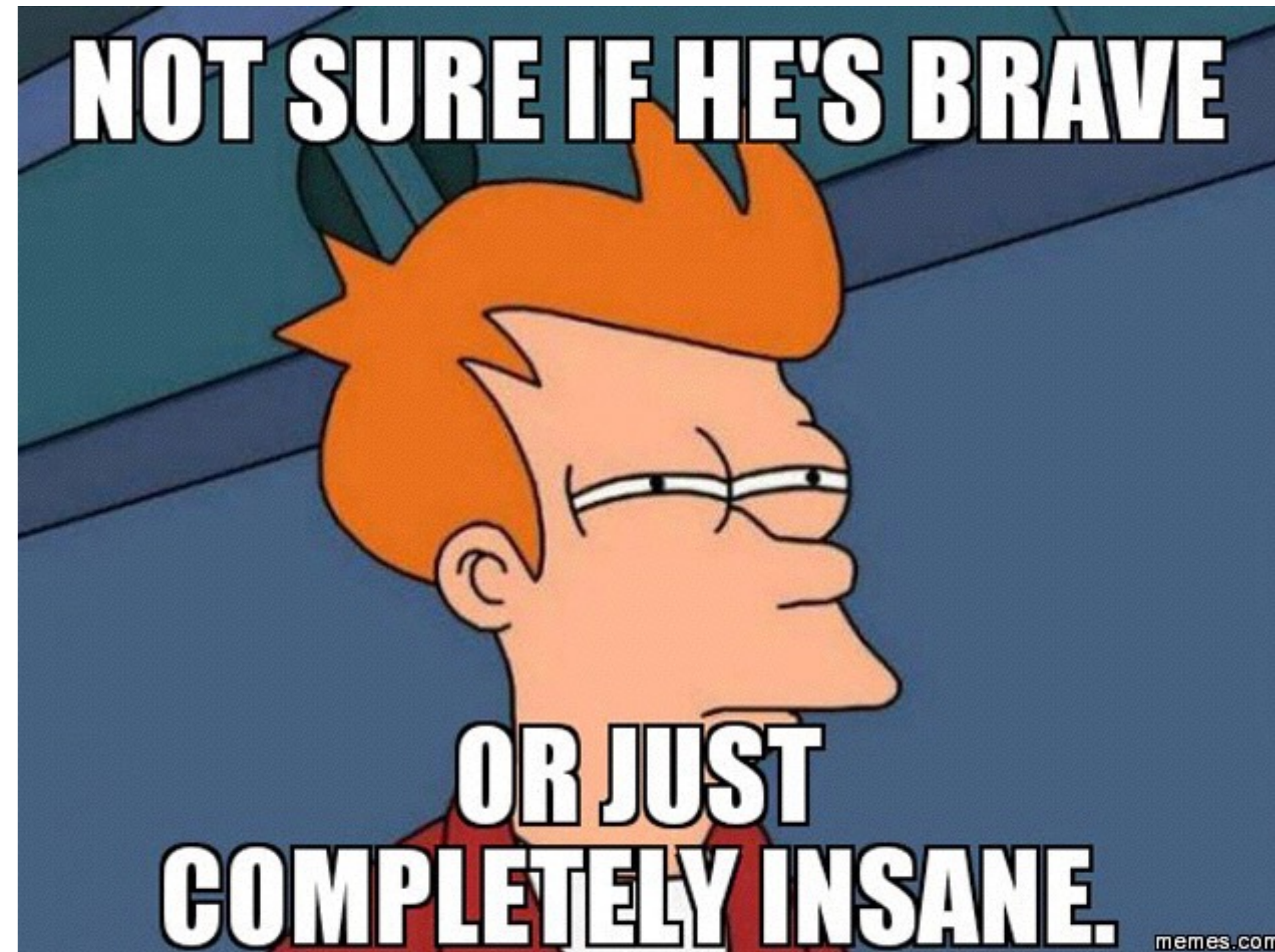
I am pretty new to the RM platform, so this is a very basic question, but could Chris and Jerod talk about how to make use of the Landing pages capability in Rainmaker to create and build a sales funnel?



Live Demo



Live Demo





What about SEO?



Special SEO-specific webinar coming in 2017



Sean Jackson
Rainmaker Digital CFO
Creator of Scribe



Questions?



 RAINMAKER PLATFORM