



RAINMAKER PLATFORM

Rainmaker Webinars

Understanding Rainmaker's Suite of Attraction Tools

Jerod Morris and Chris Garrett



TRANSCRIPT



Understanding Rainmaker's Suite of Attraction Tools

Jerod Morris and Chris Garrett

Jerod: Hey hey, what's happening everybody? Jerod here, excited for today's session. Going back to basics a little bit here, talking about Rainmaker's suite of attraction tools. Chris Garrett will be joining me on today's journey through the suite of attraction tools. How are you, Mr. Garrett?

Chris: I'm doing good. Other than the seasonal flu that's going around, I'm doing great.

Jerod: Very nice. With that said, Chris, let's do it.

Okay, a quick roadmap for today. We are going to start out talking about ARC. That is of course, Attraction, Retention, and Conversion. We're going to talk about that because the tools that we're talking about today, they all have a purpose, and that is the purpose, so that we can attract an audience and retain them, and then obviously convert in whatever way we're trying to convert. Then we'll walk through some tools.

We're going to walk through the social media and syndication tools of Rainmaker. We're going to walk through the curation features inside of



Rainmaker. Then we're also going to take a deep dive into landing pages and email, because we've got a number of questions about landing pages, and specifically how you link landing pages with your email, and really kind of create a funnel. We're going to talk about that, and then a few of you asked about SEO, and so we will give kind of a brief teaser answer in our 'What About SEO?' section.

That is where we're going today. This will be fun. If we have any time at the end to answer questions, we certainly will. If you have questions about specific features as we go, we have Amelia and Brian in the chat, who are going to be able to answer your question. If they notify us and we see one that's worth bringing up here, we'll bring it up to everybody as well. With that said, Chris, let's talk about ARC.

Let's talk about ARC

Chris: Yeah. Many of you will have heard me talk about attraction, retention, and conversion before. If you've been to the conferences, or listened to any of our podcasts or webinars, you've probably heard us talk about it.

Essentially, you don't want to be driving traffic. You want to attract the right people at the right time with the right message. Then you need to engage them, keep them happy and sticking around. That's the attraction and



engagement part. Then when it's appropriate, when they're ready, you need to sell stuff. You need to get them to take action. That's the conversion part.

My little pal at the end here on the right, the little robot, he's representing automation. You go through it the first few times, you do anything, and you do a launch, you sell a service or a product, you've got to do most everything manually. But you don't want to do everything manually, you want to automate it. This is the thinking behind the whole Rainmaker Platform idea. The idea that you generate traffic, you build your content, and you engage and drive sales. Attraction, retention, and conversion, with some automation.

If we go to the next slide, this is a different way of looking at it. This is a content marketing strategy in a single slide. At the top there we've got offline and online attraction methods. What do you do? You get face-to-face referrals, you get word of mouth referrals, you do workshops, you attend events, you speak at events, you hold meetings. Anywhere that you can be visible and helpful, that's going to be attractive.

Online, what we need to do is, we need to participate in communities, like forums and social media. We need to do blogging, podcasting, hold webinars, do Q&As, be interviewed on other people's podcasts, and write articles. We create content.



We do things that make us valuable to the communities we're trying to enter, and that makes us attractive. And that attracts, also, search, because all of that activity, that content, is valuable to search engines, because they're trying to answer people's questions. That drives people to your blog, it drives people to your podcast, via iTunes and all of those services. And through that content, and through that engagement, and sharing your knowledge and your expertise, you can get people to join your email and to follow you on social media. That's where the retention comes in, so you can eventually sell them products and services and put them onto customer lists.

It's a flow, and usually we show this kind of as a cycle, but Brian's got a diagram that he likes to show which is basically the circles of intimacy, is how people become more and more engaged. You see at the outside edge we've got the social network followers.

We need to be in social network, it might be the first place that people hear about us, and they're going to hear about our content rather than us. Tanya has showed up in the question box, and so I'm going to pick on Tanya and just say, you might not know Tanya, but you see somebody link to one of Tanya's articles, you're going to click on it, and it's going to take you to her website.

The next stage, which is a little bit more engaging, is your content is an answer to their question in search. Search engine visitors are a little bit more engaged, and if you look like you have the full solution that the person is looking for,



you're going to do very well from the search traffic. You're going to sell lots of products and services, or your nonprofit cause is going to get a lot of volunteers and donations.

When people start visiting your website, instead of just clicking a link in Twitter or on Facebook, they start visiting your website, they become your content audience. That's great, return visitors are great, but you can't rely on them, and they've no set schedule, and basically either visiting every day, which would be nice, or they're remembering to visit on a regular basis. You really want them as your specific email audience. You want to put them onto a list that is particular to what they want to hear about. And that's a much better audience.

The next stage from that is, they don't just go onto an interest list, they go onto a customer list, or a client list. They're super engaged, and obviously the ultimate end-of-the-rainbow, pot of gold, is people who are repeat customers and clients.

What we're building with a website on Rainmaker, it's not just about being a content delivery platform. It's not just about being a blog. It's about how you get people all the way through this system so they end up as a happy repeat customer, and they're telling other people about how wonderful you are. That's the goal, that's the endpoint. It starts at attraction, you go through retention, and you end up at conversion.



A lot of people sign up for Rainmaker because they want to sell a course, because they want to have a membership site, because they want to sell a service. Or they say, "I want to sell a podcast." But don't look at it in isolation,

look at it how it fits into the overall ecosystem, how it fits into your workflow, and how it's going to fit into your marketing strategy, so that you can take people from being unaware of you, through to being loyal advocates.

I've talked for a lot. Over to you, Jerod, while I cough.

Is there a way to curate info or to schedule my blog posts through Rainmaker?

Jerod: All right. That's a great description Chris, and it leads right into the first question that we want to address, and we're going to address this over the next couple of sections actually, because there's a lot to unpack here. This is a question from Rosalyn, and she says, "Is there a way to curate info or to schedule my blog posts through Rainmaker? I currently use Feedly and Buffer respectively for my social media postings to Twitter and LinkedIn."

Again, if we go back to the circles of belief here, we start up here with social network, and how do we attract people here on this outer edge? Then we can bring them in a little bit closer, and then get them exposed to our content, hopefully get them on a list, make them a client, but we have to start out



there. We have to attract that attention first. Rosalyn's question kind of hits at that, so we want to take this opportunity here to answer her question in a couple of ways, and in doing so, show you some of these attraction tools inside of Rainmaker that will help you do this.

Social media and syndication

Jerod: We're going to start out talking about the social media and syndication tools inside of Rainmaker. First let's start with social media. What I'll show you right now is how you use the social media scheduler.

If we go back to Rosalyn's question, she's asking about, how do you schedule posts. I'm assuming she didn't just mean how do you schedule a post to go out at a later time, because obviously when you're in there working on a post, you can schedule it to be published at any date and time, but you can also schedule that post to be tweeted out, or to be sent to your Facebook page or to your LinkedIn account as well. That's what we'll walk through and show you.

I do want to say this before we begin too: We didn't plan any time in this session to go over blog posts, to go over podcasting. We've done those in previous sessions. They are very important parts of attraction, and Rainmaker does have very extensive tools there, but we're not going to talk about that today. If you do have questions about those let us know, because if there's a



demand we will certainly do another one of those sessions in 2017, but we're not going to talk about it today.

Let's go through the social media scheduler inside of Rainmaker. This is the type of tool that may help you replace a Buffer, or a Hootsuite, or another tool that you're using for social media scheduling. Here's how it works.

If you click on your gear icon in your Rainmaker control panel in the control bar then you can go down here and click on 'Social.' That will bring you to the social settings. This right here is blank social settings, so if you haven't set up your social settings at all, this is what it will look like. Then you just have to go through here and connect to Twitter, connect to Facebook, connect to LinkedIn, and get all of your accounts situated.

I went through and did this for my Assembly Call. I went through and connected on Twitter. When you do Facebook, you first connect with your personal account, and that can freak you out a little bit, just because you think, "I don't want these posts going out of my personal account."

Don't worry, once you connect to your personal account then you can connect to a page that is connected to that personal account. You do the personal first, then you can connect to the page, and you can choose which page. I have a number of different pages that are associated with my personal account, and I can go in and choose which of those pages I want to connect with specifically.



I do that, so I've got everything connected here, and then I can also connect to my Bitly account. What that does is, let's say that you've purchased a short domain, like Chris might purchase Chr.is for his links, and if he wanted to tweet his links out with that short domain, then you can connect to your Bitly account and do that. You can do that right there.

Then, if you have the enhanced dashboard menu up, and currently this is, Chris correct me if I'm wrong, but currently this is a Labs feature, it'll be rolled out in full in 2017. If you don't have the enhanced dashboard menu then you'll just click into the traffic settings, and then go find the social scheduler. Then click on 'Add New,' and that will bring you to this page. This is where you can add a social schedule item. I started creating one right here.

I just did this this morning actually. We had a podcast for our radio show that we published to our site earlier today. If I were going in to create a social media post this is exactly what I would do. I would give it a unique title, so this is our sixth radio show, so just give it a unique title. This is not going to be seen by people on Twitter or Facebook, this is just so you know what it is.

Then you want to select the social profiles. I am very, very particular when I am sending something out to social media, and I am going to do something different on Twitter than I do on Facebook, so I do each one individually. Because they're different sites, and I think they require a little bit of a different approach. I don't do a one-size-fits-all for LinkedIn, Facebook, and Twitter -- I do them individually.



I chose Twitter, because that's the one that I want to do first. You select your account right there. Then instead of having to go out and find the URL on the home page, or go back into your edit posts and search through for the posts that you want, you can just start searching.

If you know the first word of the title, just start typing it in and posts will come up. You find the one that you want, the relevant one, and for me it was this one, 'Radio Show Podcast: IU Butler Preview.' Choose that, and then the link is going to be automatically populated, the content is automatically populated with the headline and with the link, and you'll notice that the link is shortened. I have this shortened link that I used when I connected my Bitly account, that's the account that I connected to. It's got the correct URL here, and then it shortens automatically for me right there so I don't have to go in and do that on my own.

Next, social media, you probably want to add an image. You can click 'Add an image,' and you use the basic media 'Add image' interface that you're used to. I'm using the same social image that I had for the post, and so I just go in and find, in my media gallery, I find the images that I want. You can choose the correct size, then click 'Insert into post.' That will be saved right there so I've got my image, and then I can schedule my share.

I can schedule it to go out right now, or I can choose a custom time for it. If you choose a custom time, so I did mine just 10 minutes out, you can choose



whatever time, whatever date for it to go out. Choose that, and then you're good.

Then you just click 'Schedule,' and this will be added to your social schedule queue right here. While it's scheduled it will tell you the date that it's scheduled. Then once it sends you'll see this little green check mark, and you will know that it has sent, and that it's ready to go. You can go in and add a

new social schedule, go through and do the same thing. Maybe you want to send this one to Facebook, or maybe you want to send this one to LinkedIn.

This just shows you what it looks like. In case you're wondering, "Does this look how I would want it to look on Twitter when it goes through," this is what it looked like. It had the title, it had the link right there, had the hashtag that I added, plus my image right there. It looked exactly like I wanted it to. Then again, now you can go back and select whichever social profile you want.

I'll get in here in just a minute and talk about how you add the social buttons to your blog post, but before we go there, Chris, real quick on social scheduling, because I know we've talked about some things that we want to add to that in the future, so anything else to add to what social scheduling can do right now? We can't give specifics right now, but we are working to add some new elements to in the future.



Chris: Selfishly speaking, you and I want to boost this because we don't want to use the duct tape solutions that we've cobbled together.

Jerod: Yes.

Chris: We're invested, I think is the answer. Yeah, that covers things right now. One of the things that we're going to do to enhance this is, the social schedule posts are going to appear on the Editorial Calendar. If you're not familiar with the Editorial Calendar, right now your podcasts, your draft posts, and your published posts appear on a calendar that you can view to see at a glance what you've got coming up, and what you've already done. The social posts are going to turn up on there as well, and you'll be able to create the posts from there.

Right now you can say, "I want to schedule this social to go out when the post goes live." You would be able to do that from within the post. You'd be able to write a blog post and say, I want this social to go out at the same time that this goes out," so you'll not have to do two different things.

Then we're looking at some other things that people have been asking for that I can't really talk about, but you can probably imagine by looking at all of the other services out there, what we're kind of talking about.



Jerod: Yeah, and Chris, you and I have used a lot of the other services and gotten some ideas from those, and so I think trying to bring some of the best of what they do into what we're doing with Rainmaker is certainly the goal.

Chris: Yeah, while making it part of the workflow of Rainmaker. Because one of the advantages is, you don't have to go to a third party tool, you don't have to copy and paste a URL, you don't have to upload the images into different places, that kind of thing.

Jerod: Yeah, and I think being able to send the same one out multiple times, doing some of those things, because those are some of the common questions that we get. Certainly we hear those, and those are all elements that we want to be in there as well.

Chris: Or by tag or by category. They're all the things we want to do, and so they'll be coming. It's just, when you talk about anybody's social media accounts, you've got to be really careful, because you don't want to send the wrong thing just because you're rushing to get it out, to please everybody. We have to do it steadily and consciously and meticulously so that we're not embarrassing people, because you're giving people access to their social media accounts.

Jerod: Yep. That is a run-through of how that works right now.



Share Icons

Jerod: Now let's talk about the other element of social media inside of Rainmaker that you can do. This, if you go to your settings, click the 'Settings' icon, click on 'Traffic,' this will take you to your traffic settings. This allows you to turn your sharing icons on or off. Sharing icons like Twitter icons, Facebook icons, on your post.

You can put them on posts, you can put them on pages, on attachments, portfolios, books, forums. You have some granular control of where you want these to show up. You can determine what size you want the icons to be, whether you want the icon appearance to be filled or just an outline, whether you want them to appear after the content, before the content, after and before the content, so you have some options there.

Then you have some options in terms of which icons you want to use. So, Google+, Facebook, Twitter, Pinterest, StumbleUpon, and LinkedIn, you can very easily click those buttons. If you want to use it for Twitter then you can also add your Twitter account. If you want it to be added as the default, which is always, I think, a good idea, so I've always added that for me. Then with Pinterest you can actually enter a default image if there's no image available, so you can put that in there as well.

Here's an example of my page. I didn't have the social media icons on earlier today. Part of that is because I use SumoMe, so I've used SumoMe social media



icons. Here's what this page would look like without the icons. Then I went in and I added them just to my podcast page, so this page right here is just a podcast page. I went in, clicked on 'podcast,' and then I chose to add Facebook, Twitter, and LinkedIn.

Then I chose the medium bar, chose them to be filled, chose them to come in before the content, and then you can see them right there. The reason why they are greyed out is just some custom CSS on my site, where I believe it's secondary buttons are grey, instead of red like normal buttons. If you don't have that CSS on then you would actually see the colors of the actual icons, I believe.

That is the very simple process that you go through to add these buttons to your site. Again, you can add them before the content, below the content, and it's very simple and easy to do, and you have control over where they show up as well.

Chris: Yeah, and there's a little ninja trick actually. If those buttons aren't especially what you want, for example, if you want to put social share buttons into an email, what you can do to get the basic structure of those social shared links, the actual links rather than the graphical buttons, in the Copy HTML button ... So if you're creating your post, or create a page, there's a 'Copy HTML' button on your toolbar. That allows you to copy the content from that post or page as HTML to paste in somewhere else, but it also has an 'Add share links' button at the bottom.



When you click 'Add share links,' down at the bottom, it appends the HTML for share links at the bottom, and those share links will tweet, or share to Facebook for example, the page URL or post that you are on.

Say you're doing an email about a blog post, and you want people to share the blog post, you go into that blog post, do 'Copy HTML,' and grab those share links at the bottom. It's that starting at UL, and it's UL, LI ...

Jerod: Let me show folks. Right here.

Chris: If you're not familiar with HTML, that looks like garbage, but trust me, there are Facebook and Twitter and share links for that blog post for when it's live. You could copy that into the HTML of your broadcast email.

Jerod: Yeah, and that's exactly what I do. I actually sent this exact blog post out as an email. I actually have a text expander. I have some standard share buttons that I use, and I just paste them at the bottom of every email, really simply. You can also do it really simply as well. Either way, whichever way works easiest.

Chris: When you test that email, send it to yourself to test it, then you can see if there's any copy you want to add to those links. That's just a quick way of adding it, where the buttons aren't there by default.



Medium syndication

Jerod: Then Chris, we have a new feature, Medium syndication. Do you want to walk folks through how that works? Because I'm pretty excited about this one.

Chris: Yeah. For people not completely familiar with online or web syndication, it basically means putting your stuff everywhere you can, sharing it out, spreading it out. If we syndicate a comic strip, it means it appears in lots of different newspapers. If you syndicate a TV show it appears on lots of networks. Medium syndication basically means when you create a blog post you can also have it shared to Medium. The first objection people usually have is, "I don't want to do that, because Google will punish it." No, Google loves this, and I'll show you why.

It starts by connecting Medium to your website. You have to enable it in the Labs because it's a Labs feature right now. You go into your Labs, enable the Medium module, and it asks for an integration code to open. You have to go to your Medium account, and there's a link in the setup that takes you to the right place, but you have to get the integration token.

You give it a name, so I've called it Rainmaker, and click 'Get integration token,' and it gives you a long string of text that you then have to paste in.



On the next screen we'll go to ... We ask for that in the site. This is actually in your user profile. Two different users can have two different Medium profiles. You put your integration token in, and then you answer these questions. Do you want it to, by default, cross-post public and live on Medium, yes or no? Do you want it to go as draft, do you want it to go as public?

The license, default cross-post license, is, is there a Creative Commons license that you would like to use to say what people are allowed to do with that content? The default is 'All rights reserved,' that means that nobody's allowed to copy it. If you want to share it, and you want them to be able to copy and paste it, then there are different Creative Commons licenses. The usual one to use is Attribution. They have to attribute, they have to link back to you. That keeps Google happy, and it keeps you happy.

Then, default cross-link status. This is part of where we're getting into the Google stuff. If you link out and it links back, that's an extra place that people are going to find you, and it's an extra place for Google to follow, so it's good to get linked. Then, do you want to notify your followers? If you've got followers on Medium, do you want to notify them?

Medium is owned by Twitter, right Jerod? It's one of their services?

Jerod: I believe so.



Chris: It's like their long-form text service. Twitter, 240 characters, Medium is longer than that. Within Medium you can have publications that are like online magazines. You don't have to have them, but you can create a publication. Like when Jerod was showing you what page do you want to post it to, that's the equivalent on Medium, what part of your Medium account do you want to send it to.

If we go to the next section, after you've filled all that out, in your post screen you'll now have in the sidebar this Medium section. I'm showing you what it looks like with my Maker Hacks account, which I created especially for this demo, because I don't usually use it, but I'm going to start because it's pretty cool. I've already got one post on there and that was for this.

You see I'm using a Creative Commons license, where people have to attribute. If they copy and paste it somewhere they have to attribute me. I cross-post as public, because when the post goes live I want my Medium to go live. I want to notify my zero Medium followers, and I don't have a publication.

You can see, when you create a post in your Rainmaker site it'll send it to Medium, and it'll link back. If we go to the next step, this is what it looks like. I've hit publish, and it says, "Yep, it's successfully created the post on Medium and it's updated the post." Then in the next step I click through, and that's what it looks like on Medium. That was the only post I had that would work on Medium, because they tend to be think pieces, they tend to be people editorializing.



Jerod: You did nothing in Medium for this? It was just all automatic for your blog posts?

Chris: All automatic. I've never used Medium ... I've checked Medium out, I had an account, but this is the first time I'd ever properly posted to Medium, and I did it through Rainmaker. I didn't know anything about Medium at this stage.

Jerod: Also Chris, Tawanna has promised to follow you on Medium, so you're getting your Medium follower account up by being on this webinar.

Chris: Excellent. I've got one, excellent.

If we go to the next slide, what we've basically achieved there is, we've cross-posted to a different site, and that's great. This is why Google loves it. It says, "Originally published" at the source document. It's linking back, and you can optionally say on your Rainmaker site that it was also published on Medium, so you're cross-linking.

Why would Google be okay with that? It's because you've got this canonical tag, so this HTML code here says, "canonical." This is the original, it's at the Rainmaker site. Medium has a copy. If Google wants to say which is the authoritative version of this, which is the original, which should I show in search engines, it will choose your Rainmaker one. Because what you're doing



is, you're cross-posting your Rainmaker content to a different audience, but you're not saying it's a unique article. You're saying it's a copy of this that already exists.

Jerod: Not to mention, if someone comes to your site and they like reading content on Medium, you alert to them that "Hey, this is over on Medium too, and you can connect with me over there."

Chris: Yeah. Another place to find you, another place to follow you, and it could open some doors you didn't have before. It's a nice juicy link for people to follow, click through.

Jerod: It is.

Chris: Google's okay with this. People talk about a duplicate content penalty. There's no duplicate content penalty, but what they do is, they filter out things they think are duplicate, and you want to filter out the copy, not the original. This makes it so Google knows which is the original, it knows that the Rainmaker site is the authority, and it's just sharing it somewhere else.

Jerod: Yep. All right.



Curation

Jerod: Rosalyn, I saw that you asked a question about curation. We're going to talk about curation next, because Rainmaker has some pretty cool curation tools that I don't think we've talked about on one of these webinars before. We want to talk about them here.

If you are in your dashboard, go to your content menu and click on 'RSS Feeds.' It's down there under 'Tools.' 'RSS Feeds.' What this allows you to do, depending on what you use to follow RSS, maybe you use Feedly, there's obviously lots of different services, I've been a Feedly person myself, but you can actually track RSS feeds right here in your Rainmaker site.

Let's say that you're doing a curated email newsletter, and there are 15 to 20 sites that you typically follow to pull articles from, well this can really help you put your curated email newsletter together in a more efficient way.

For example, on the Assembly Call, we do a weekly curated email newsletter every Saturday morning. What I do here is, after you click on 'RSS Feeds' it brings you to this page, 'Feed Articles.' You can click this button over here, 'New RSS Feed,' and then this window will pop up. You put in the title of your feed, you copy in the URL, and you tell it the max number of feed articles to store in the database. It will keep the ten most recent articles, and then when a new article comes up, the oldest article gets bumped off, so it keeps ten but it's constantly refreshing.



So you click 'Add RSS Feed.' You can see before, by default, it has your own site in there. Now, when I click 'Add RSS Feed,' now we've got articles from Inside the Hall, mixed in. I can go do that for other sites, Indianapolis Star, all these other sites that have content about IU basketball, and they're all in here.

You may say, "Okay, that's great, but what real benefit does that provide me if I'm doing a curated email newsletter, that I can't get just from being inside Feedly?" When you are in there creating a new post, you can actually insert RSS articles really, really simply. If you are using the Visual Editor, and you click on this button right here, it's got the little RSS logo, and you hover over it, it says 'Insert RSS Article,' this is going to bring up another little menu for you here that says, 'Insert articles from RSS feeds.' It shows you the most recent articles that are in there.

You can also search, maybe there's a specific keyword that you want to search for, or you know there was an article from three days ago that you saw, but it's not in the five most recent so you want to search for it real quick. It'll bring it up. You can also, let me show you, back here, you can also favorite articles. Say you're going through them, "I definitely want that one," you can click the star there, you can click the star on this one, and then when you're in here you can filter just by your favorites, which is kind of nice.

Then you can also tell it if you want to include the article excerpts. I'll show you what that means. Let's say that I want to click on these two articles because



I know that I want them to go in my newsletter, I know I want to include the excerpts. Then I want to click 'Insert Articles,' and they pop up right there, with the title of the article, the link out to the original source, plus the excerpt, and it's all right there. Because if you've done any type of curated email newsletter, you know that it's a little bit annoying and a little bit time consuming to have to go copy the link, and then copy an excerpt, and do all of that.

You can do all of this from right there inside of your Rainmaker dashboard. Obviously you've seen examples like what Brian does, with [Further](#) and with [Unemployable](#). Creating a curated newsletter is something we've talked a lot about, and Rainmaker is obviously built to do that for you, with all of the email services that are built into it. Really taking advantage of the RSS feature can help make your curated email newsletter creation a more efficient process. Chris, anything to add to the RSS feature description?

Chris: No, I think you've got it. As you say, it really comes down to finding good feeds, and good feeds with good stories that are valuable. The curation is where your authority comes from. It's like your taste. It's like being a curator of a gallery or a museum. It's down to your taste and your selectivity. Once you get a reputation for finding good stuff, then that builds your authority. It's not like you're having an easy time, because it's all about finding those good sources.



Is there a website you can search for RSS feeds that might be of interest, but you're not yet aware of?

Jerod: Yeah. We have a couple of quick questions.

Shirley asks, "Is there a website you can search for RSS feeds that might be of interest, but you're not yet aware of?" I use Feedly for that. They actually have a discover feature that is pretty nice. In general you can go search for a site like you normally would, and most sites will have RSS. In fact, if it's a WordPress based site, you can basically just put 'feed' at the end of the URL, and a feed will usually pop up. That's always my first check, is I just do a quick check and type 'feed' at the end if they don't have a little RSS button in their navigation somewhere. Eight times out of ten that gives me an RSS feed and I can use it.

When inserting RSS into the curated email, will the image show up?

Jerod: Chris asks, "When inserting RSS into the curated email, will the image show up?" Not right now. You would have to add the image separately if you wanted that to come up in the email.

Chris: There's also a licensing issue, in that the more you excerpt, the more you are into a grey area of copying. Really you want to be editorializing as much as



possible, so you add in some original thought, so I would ... I think adding your own images would make a better product as well.

Jerod: Yeah. Fred asked, "How do you create an RSS feed based broadcast email?" Hold that thought Fred, because I'm going to get back into RainMail here in a second, and I'll show you where you do that, because there's a pretty simple option in RainMail.

Landing pages and email

Jerod: Chris, let's talk about landing pages and email, because we got a few questions about this, so I want to make sure that we dive in here. Here are just a couple of the questions that we got.

Amy asked, "My question is how to use Rainmaker to design an irresistible landing page," great adjective, "and how to integrate it with an effective automated email campaign to build a list." Mike asked, "I'm pretty new to the Rainmaker 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?"

Chris: Before we get into this, funnel is the operative word, and we're doing a lot of work behind the scenes so that you can make funnels, but right now



today we're talking about landing pages connected to email lists. Something to keep in mind for the future.

Jerod: Yes, absolutely. We're going to do a live demo for landing pages. We know how live demos go, so we're not sure if this is being brave or completely insane, but we're going to give this a try anyway. Bear with me if anything happens with my Internet or something goes wrong, because it can happen on these live demos, but I think we should be good to go.

What I want to do is, I want to start out by saying, if we look at Amy's question about, how do you create an irresistible landing page, I want to alert you to [the gallery page on Rainmaker Platform.com](#). Because I go here every now and then when I want inspiration. Because all of these sites have done something really interesting with Rainmaker. There are featured sites, there's online trainers and coaches, content marketers, service providers, so depending on who you are and what your site is, there are examples here of sites that are doing really interesting things with Rainmaker. I like to go here and just see what they're doing.

As an example, with [Mountainside Media](#), I can go, and they have some freebies that they're giving away. What are they doing with their landing pages?

I can look and see how they've used Rainmaker's landing page function to put together a very basic landing page here. Obviously they have this freebie,



'A Fast Start Guide to Marketing Research.' They're collecting email addresses. That's usually the first place that I start, is looking elsewhere for some inspiration, seeing what they did, and then going back into the Rainmaker Landing Page tool, and then seeing how I basically recreate that. Because it's pretty simple to take a landing page like this, and go back and recreate it in Rainmaker. I think that's a really good place to start, and that's just RainmakerPlatform.com/gallery.

What I want to do is, I want to walk you through a couple of landing pages that I have on my site, AssemblyCall.com. One of the reasons why I like to use this site when we're doing demos is simply because it's straight Rainmaker. We love Rafal and all the great work that he does for us at Rainmaker, and Digital Commerce Institute, but I don't get the luxury of Rafal on this site. This is all just basic Rainmaker stuff that you see here.

I've used the Rainmaker Landing Page tool to create three different landing pages. What's always so important to remember about any landing page is to understand what your single goal is for that landing page. Then there are many, many options within Rainmaker that will help you achieve that goal.

This landing page right here, this is our live page. The goal of this page is to focus attention on our live show so that when people come after the games, they watch the show and they participate in the chat. That is the goal here. We also have a secondary goal, and we have a pop-up with SumoMe for this,



that when people are here, when they go to exit the page, we ask them if they want to join the email list. The goal here is to focus people's attention right here, on the show and on the chat.

If you go in and edit this landing page, the way that the landing page is set up makes it very, very easy to do this. Out on the main page here, the structure of the page obviously will stay the same, but this video is different, and this chat is different, for each game. I go in and create that separately.

Then when I want to come in here and edit this, all I have to do is edit this single widget right here. I just have to put my new YouTube code in right there, and it's done. I don't have to mess with anything else. When our interns go in and do this it's very easy to tell them where to go, because it's not a big page with everything there that they could get confused with. It's that first widget, and all you do is go and edit it.

Same thing here, and we can actually use Show To and Hide From so that only our members can see the live chat. Rainmaker's landing pages have that flexibility to allow you to show certain content to people with a certain access level, and hide it from people who don't have the access level. That allows us, for people who come and watch the show but aren't members, we can entice them to become members because they want to be able to join in and get the chat. That's one landing page, one goal.



The next landing page here is our join page, and this is where we are encouraging people to become members. Like any good landing page we're trying to hit people with our main benefit right at the top so, "Get more out of being an Indiana basketball fan. Join this fast-growing global community." We've got a testimonial right here. Then you see this, it says, "You're already a member," because I'm logged in. If I go look at this as someone who is not logged in, it's a different view. Now I've got my checkout form right here for people who want to join in and become members.

Then we've got, over here, all of our features, so we want to let people know exactly what they're getting. Then we've got some testimonials down here at the bottom, and it's the same thing. If we go in and look at this landing page right here, the testimonials are easy to add, the features are easy to add, one by one. You just go in here, the feature title, the feature description, which should include the benefit of the feature, and then you can obviously choose your icon.

Then all I did to be able to have that form there is this piece of code right here. Checkout form, and then the product ID. That's what allowed me to put this form right here so that it's actually embedded there, and people can become members. Not just subscribers of the list, but members of the site, right there. Again, this is all done using Rainmaker's Landing Page tool.

Then the last landing page that I want to show you is the one that we have for just regular subscriptions, so for an email list. I'm going to walk you through



how this is all connected here in just a second. This is for people who aren't members; they're just going to subscribe to the email list. You can see it's a little bit of a different format for the landing page. This is using one of Rainmaker's landing page templates, and then right here is just a very simple subscribe form, email address, their first name and their last name. Again, very important to understand what the goal of the landing page is, and then choose the right design so that you really zero folks in on what that goal is.

Let's say that you want to add a new landing page. We want to go up to 'Add New,' and then 'Landing Page.' You can either start from a pre-built template, so you can come in here and use one of these pre-built templates. Maybe you're going to have a video right there that you want to have an opt-in with, maybe this is a pricing page; Whatever it is, you can choose one of those pre-built templates, or instead of that you can use the template builder and basically start with something a little bit more basic.

A lot of times I like going with just a blank one. I'll just start blank, and start adding the sections that I need and designing it from scratch. There are obviously proven ways that this works for opt-in forms, for registration forms, and so you can use one of those as well.

Let's say that we want to just create a simple opt-in form, because this gets back to Amy's question, how do I create an irresistible landing page that I can then encourage people to subscribe with? Then we talk about moving



people through a funnel, and getting people from attraction to retention to conversion.

Let's go in here to a pre-built template, and let's say that we want to use Monument, because we like the way that it looks, and we're going for a quick email opt-in. You would choose this template right here, and on this you would add your title, you can add a heading and a subheading, there are a bunch of different settings that you can choose. This has your opt-in widget right here ready for you.

You'll open up the opt-in widget, and then you can choose your email service. I'm using RainMail on this site, so I would use RainMail. If you're using ConvertKit or MailChimp, whatever it is, as long as it's connected to your Rainmaker site, it will pop up and then you can choose the list. Whichever list.

Maybe this is to get people on the newsletter, you would choose the newsletter list, your button text, you can add subscribe. If you want to choose what thank-you page they go to, then you can add a confirmation message as well. You have a bunch of different options here. Then hit 'Save', hit 'Publish', and there you go. Then when people go to that page, just like right here, when they subscribe here ... I'll take you back into this landing page so you can see, on that opt-in form, when they subscribe, they are going to the IU Hoops newsletter.



We've created this landing page, we've articulated the benefits, and now we've gotten people onto the newsletter. The next step then, is obviously you have to take them on some kind of journey once they're subscribed. If we go into our email settings, what I do here ... For our IU hoops newsletter list, in the settings, when someone subscribes to the newsletter, I automatically subscribe them to our IU Hoops newsletter welcome sequence.

Let's go in and let's look at this welcome sequence. I've got two different sequences. Because you've got to understand, the goal for us is, the majority of our revenue is generated from donations that come from our members, and also from sponsors, from people who have subscribed to the podcast and listened time after time. We really want to connect with people, get them to membership, because that's where the majority of our listeners and our downloads come from.

Not everybody, especially in our audience, is ready to join even a free membership right away, so we have to kind of warm them up, so we have this newsletter sequence. All they've got to do is give us their email address. They get on this newsletter sequence, and we kind of walk them through ... I have a seven-day email sequence here, and it's not all just pitches to join the membership.

If we look at the preview for this, we're trying to have a little bit of fun with this, remind them of why they signed up, what are the benefits of signing up,



and then “Hey, how can you get even more? Activate your free membership to the Assembly Call.” Then we walk them through other ways that they can connect with us, that kind of thing.

Then we have several other emails that are just content-based. “Who is the greatest Hoosier of all time? Here are two ways to subscribe to a show. Here are some links to a great episode that we did in the past.” Then, on the seventh day, “Top 7 Reasons You Should Join the Assembly Call (for Free) Today.” We hit them a little bit harder with a stronger call to action. Then the goal of course is to get them to join the membership, and when they join the membership they get placed on our Assembly Call free member list, and when they do that we add them to the autoresponder for the free membership.

If we go back over here and we look at the free membership auto responder, we’ve obviously worked people already through from the newsletter to the membership, and some people of course skip right to the membership if they’ve gone to our ‘Join’ page. That’s obviously great if they do that, we can skip the step of the previous autoresponder, but it’s the same thing.

We welcome them, we show them around the membership, so we show them about the forum, give them tips on how to subscribe, and then after seven days, “The 5 Best Ways You Can Support the Show.” Obviously, we take them through how they can donate, how they can subscribe, which helps us drive their listenership numbers, how they can buy gear, that kind of thing.



This is where most people's contact with the show is, which is right here on our live page. We're not really hitting people too hard with the subscription yet, at least to the email list. Because I want them to subscribe to us on YouTube, subscribe to the podcast, and then guess what the first call to action is in our podcast.

It's "Go to AssemblyCall.com/join, get on our email list, get all of our best content." Then when they do that, that gets them on the sequence. We've seen a lot of people go through that sequence, and then some people then end up supporting the show right here, or we have some other automated emails that come out later, or we send out some donation emails a couple times a year to the people who are on our membership.

That's kind of an overview of how we use the Landing Page tool, with a couple of different goals for different landing pages, to get people to these emails sequences, which are automated. I don't have to do anything else with them, it's all here in the back end of Rainmaker, and it does the heavy lifting for us, which is obviously very helpful.

Chris, I talked a lot. There are probably some questions.

Chris: Before we get to the questions, I put my [nerdy landing page link](#) in the chat, if you can just bring that up.



Jerod: Yeah.

Chris: I wanted to connect the landing pages back to some of what we were saying about the social media and the SEO. This is my ultra-nerdy robot making based landing page. The idea is to get people to sign up because there's a free robot course, and it's a very similar template to the email one that Jerod showed.

I've got all the features on the left hand side and the benefits are on the right hand side. I've got the email form ... I found that Facebook didn't like that image at the top, and it was because the version I originally had had lots of text on. You see it says "Sign up now." Facebook's not very keen on images with lots of text. I actually started boosting this in Facebook with money. I was paying for advertising, so I wanted to be completely in sync with their rules.

In the Landing Page tool there's actually a place where you can tweak the social, so if you have ever seen the [Facebook debugger](#), and I'm going to put that into the chat here ... This is the Facebook debugger, and it allows you to see what Facebook sees. You go to that debug tool, you put in the link that you're wanting to look at, and it'll allow you to analyze what Facebook sees when it looks at that page.

You can ignore that warning at the top, it's just saying you need to use the app ID. We don't need to use the app ID; we're just sharing our content. If you scroll



down, it says it got 527 likes and shares and comments and all this. You can see the image is different, and the headline and the description are different. I

tweet that using the special place in the Landing Page tool to say, "If Facebook comes looking, this is what you show Facebook."

Jerod: That's right here, so if you're editing a landing page, you can come back to your SEO settings and then click on 'Social.' Then you can actually choose a separate title, a description, and an individual Facebook image. I do this on all of my podcast episodes actually. It allows you to specify the image that's going to be in there.

Chris: Yes, I got a lot more traction when I made it tweaked especially for Facebook. I was spending money ... I wasn't spending a lot of money, I don't have a lot of money to spend on this stuff, but when you're spending money to boost it you want it to be as successful as possible, so you want to test different images, different headlines, different descriptions, without changing the actual landing page.

That landing page has been a great source of shares and email subscribers. I do the opposite way to Jerod, of course I do; I drive the email as the number one thing, and the second message after the welcome you get in my autoresponder sequence is, "This is my other social media account that you can get more stuff." I want people to join the email, and then I say, "Hey, there's



all this other great stuff," in the second message. That's attraction to retention, that's the whole point of this landing page for me; I want to get people on the list.

RSS broadcast list

Jerod: Yep. Then I wanted to go back here. Fred had a question earlier about how you would do a blog RSS feed. So for any list, let me just go in here, let's say on this test list, I can actually go in here, turn on the RSS feed, and I could just take any RSS feed on the site. Let's say that my main RSS feed ... Can't type.

Chris: The default would be ... Oh, you've missed a slash in that HTTP-slash.

Jerod: I know, I know.

Chris: By default it would take the domain you're on.

Jerod: I could just take that, or you could do a category feed, or a podcast feed, so you can specify which feed. Then once you turn that on, then it will send emails when you publish a blog post.

Chris: I have actually done that. My blog list, my main blog list, is an RSS, and I can still broadcast to it, and that's what I usually do. Anything tagged, 'newsletter' will automatically go to that. If I'm feeling lazy, and I do have a



tendency to procrastinate and go into analysis paralysis, I can write a blog post and tag it as 'newsletter' and it will go out automatically. I don't have to do a separate blog broadcast.

Do you find that your opt-in conversions are better with the form embedded into the landing page?

Jerod: Tawanna asked, "Do you find that your opt-in conversions are better with the form embedded into the landing page the way you all have done it on your pages?"

Let's go back to this page right here. Because initially when I was going to do this ... Again, this isn't for an email subscription, this is for an actual membership. The alternative would've been having a button here that sent people to kind of a checkout page, where people could check out to create their membership.

It is absolutely going to give you higher conversions having it right here on the page, because you're not asking people to click and go to a new page. You're always going to lose people if they have to click and go to a new page. Who knows what the percentage will be, but you will lose a portion of people. Whereas if people are just here, and they can just quickly fill this out, so you always want to reduce the friction that it will take to subscribe or to complete the call to action. Any time that you can embed the form right there.



Let me give you another example. We're doing a meetup with our community in January, and so we announced it on the site, and I wanted to get just a quick headcount of how many people would be there. I embedded a form right here on the page where people could put their name, put their email, let us know if they're going to attend, how many people, and then leave us a quick message and submit. This form is all right here on this page.

What's really cool is, I added this form to an email list. If I go back in, you see this list right here for 'Assembly Call Meetup,' these are all the people who have filled out this form. Now as the event gets closer, and I want to let people know who have expressed interest in the event, instead of having to go in and do it manually and put that together manually, it's all automatic, and I can just go in and add a broadcast email, send an email right to these folks.

Any time that you want people to perform some kind of action, and here it was RSVPing, any time that you can put that form right there, and then link a form to an email list ... You could tag people as well, but for me it made the most sense to just link a new list to the form, but you could've done it the other way too. It's always easier to do it right there. Reduce the friction on the folks that you're asking an action of, and reduce the friction for yourself of having to do extra work to organize it all later. If you're using forms, you can link a form to an email list in whatever email account you're using.



A lot of people have asked, this is being recorded, and we will email you once the recording is up. Just to let you know, we've been posting these at, if you go to ... I think it's at 'Blog.' If you go to 'Blog' and 'Webinars,' the webinars are all [posted right here](#).

We'll make this a little bit more, we haven't actually put this into the navigation of the site yet, we will. We're going to be using the Rainmaker blog more in 2017, so you can be on the lookout for that, but we'll post all the webinars right there and you can watch the old ones there as well.

Chris: Eating our own dog food.

Jerod: That's right.

Warming up your casual audience

Chris: A question from earlier, Sherri asks, "In inbound marketing we look to attraction; if we're integrating an email list are we leveling our audience? For instance, if someone is a casual participant, they will be more limited information than our return customers. Should we set up an accelerated list?"

This is why you want to get people onto an autoresponder sequence that warms them up. It's an acceleration process. It's an engagement process. In our first welcome we'll say, "Welcome, this is what you're going to get, this is



what to expect, this is why you should listen to us, and here's how to get in touch. Please hit reply if you've got any questions." You start that process of taking them from casual to getting-to-know-you, and seeing that you can be valuable to them and help them.

Jerod: Chris, to verify, because I did say that you could do a podcast feed for the blog RSS, you can do that, right? And it will send a notification when a new podcast episode is published, with a podcast feed post type?

Chris: My understanding is that, if it's a valid RSS feed, which the podcast will be, then sure, yeah.

Jerod: I thought so, I just wanted to double check, because a couple people ...

Chris: Amelia and Brian can correct me in the question box, but I believe if it's a valid feed it will ...

Jerod: All right, so that wasn't completely insane. That worked okay right, the live demo?

Chris: I think so.

Jerod: It always makes me sweat a little bit.



What about SEO?

Jerod: So what about SEO? Several of you asked about SEO, and there are really robust tools inside of Rainmaker for SEO. Instead of Chris and I trying to cover that in this session, we actually talked with the great Sean Jackson, our CFO here at Rainmaker Digital, and also the creator of Scribe, and he has agreed to come on and do a special webinar in 2017, where we're going to tackle just SEO.

We'll walk through all the SEO tools which are in Rainmaker, and talk not just about how to use them, but also Sean is really, really smart when it comes to SEO strategy, and really, really up-to-date on what's the latest in terms of what works, and what you should be doing. We don't have a date for that yet, be on the lookout for it, but that's why we're not addressing it today. We figured instead of trying to shoehorn it in here, let's expand it, give it its due, in its own webinar. Because Rainmaker really does have some powerful tools, and Sean is the best person in the company to talk about it.

Chris: This is anecdotal, but I'm deep, elbow-deep, with Rainmaker, because I'm involved in the development of it, and I was blown away how Google loves my Rainmaker site. It's a nerdy, niche site, and Google absolutely laps it up. I don't understand why it's so much better than my old WordPress site. I think it has to be because of the site speed, and because of the HTML structure of the themes and everything combined.



My nerdy niche site, Google sent over 4,000 visitors in the last 30 days, and the site has only been around 11 months. It's gone from absolutely zero -- Google being skeptical of it -- to Google sending lots of traffic here, so almost a new site. Sean is very much leading the SEO side of everything we do, and was the creator of Scribe, so it's definitely something you want to listen to.

Jerod: All right, well with that said, Chris, this was fun. That went fast. Can I just say, that was a really fast session. Thank you to everybody for being here, and for your enthusiasm in the question box. We will let you know when the replay is up. We are going to put together a calendar. I know we've been emailing you one-off when these webinars are going to happen, and we'll have a calendar for the new year so you can see the roadmap with the different webinars, the different topics, that we'll be going over. Be on the lookout for that, we will announce that, and we look forward to hitting the ground running in the new year.

Chris: Always let us know, should these be shorter, should they be longer, are there topics that we haven't covered yet that you need covering? Because we're doing them for you.

Jerod: Absolutely. Bye Chris, I'm going to go pop some Ricola like candy.

Chris: Yeah, I need to go get some more Sudafed.



Jerod: Yes. Have a great weekend everybody, and we will talk to you soon on the next Rainmaker webinar.