



CONTENT COACHING
by Vera

MINDENKI MEGKERÜLHETŐ

2020.
március 11.
Budapest

**Content design: okosan tervezett tartalom
reklámfecsegés helyett**

Szeszlér Vera – tartalom designer

Content design

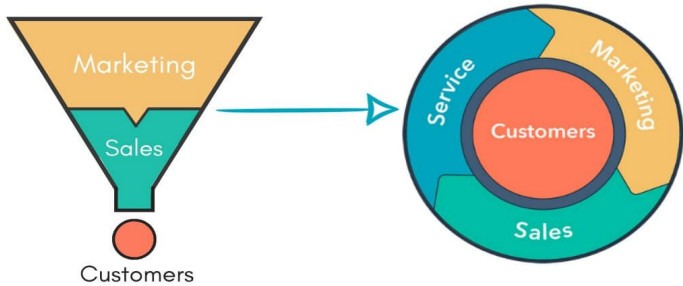


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Content design

From Funnel to Flywheel



HubSpot



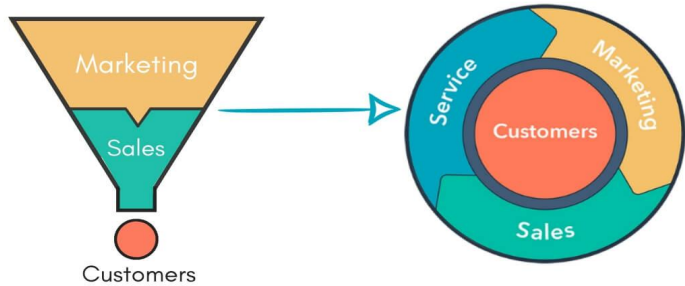
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Content design

From Funnel to Flywheel



HubSpot

Service Design

CX

UX

IxD



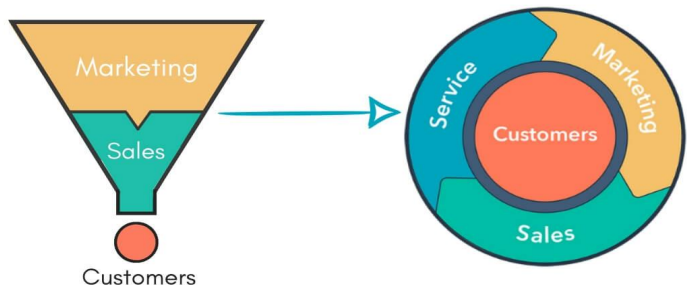
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Content design

From Funnel to Flywheel



HubSpot

Service Design

CX

UX

IxD



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tartalom-szolgáltatás





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WordPress plugins by Yoast



Yoast SEO (Premium)

Optimize your WordPress
site



Video SEO plugin

Improve your videos



Local SEO plugin

Boost your local visibility



News SEO plugin

Optimize for Google News



WooCommerce SEO
plugin

Optimize your online shop

Optimise for the human, not the search engine.

[> Courses](#)

We deliver public and in-house, 1- and 2-day courses in content strategy, content design, content design for comms and basic writing for the web.

[> Consultancy](#)

We work with governments and organisations around the world to help them create a successful, user-centred, data-driven content strategy and design.

[> Book](#)

Covering all the topics you'll need as a content designer including finding keywords, agile content techniques and how to have tricky conversations with colleagues.

Content Design London



[Benefits](#)

Includes eligibility, appeals, tax credits and Universal Credit

[Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and Lasting Power of Attorney

[Business and self-employed](#)

Tools and guidance for businesses

[Childcare and parenting](#)

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

[Citizenship and living in the UK](#)

Voting, community participation, life in the UK, international projects

[Crime, justice and the law](#)

Legal processes, courts and the police

[Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

[Driving and transport](#)

Includes vehicle tax, MOT and driving licences

[Education and learning](#)

Includes student loans, admissions and apprenticeships

[Employing people](#)

Includes pay, contracts and hiring

[Environment and countryside](#)

Includes flooding, recycling and wildlife

[Housing and local services](#)

Owning or renting and council services

[Money and tax](#)

Includes debt and Self Assessment

[Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

[Visas and immigration](#)

Visas, asylum and sponsorship

[Working, jobs and pensions](#)

Includes holidays and finding a job

24

Ministerial departments

408

Other agencies and public bodies

The websites of all [government departments](#) and many other agencies and public bodies have been merged into GOV.UK.

Here you can see all [news and communications](#), [statistics](#) and [consultations](#).

Find out [how government services are performing](#) and how satisfied users are.

Content Design London

Sarah Richards, CDL



[Benefits](#)

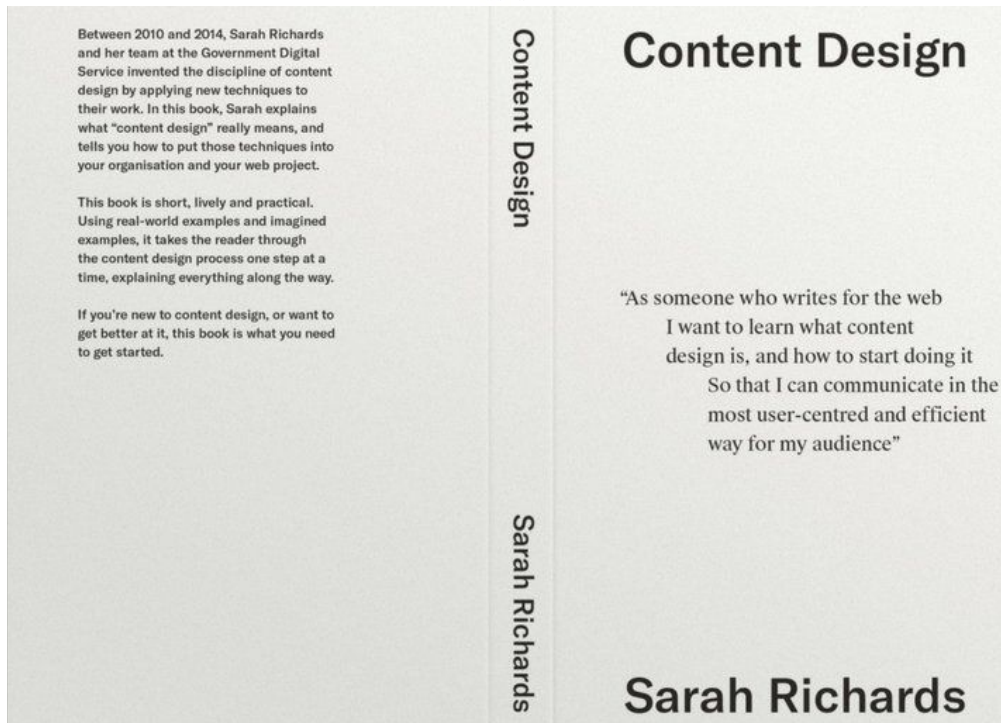
Includes eligibility, appeals, tax credits and Universal Credit

[Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

[Money and tax](#)

Includes debt and Self Assessment





Számlázz.hu-sok mondták

46 videó • 1 085 megtekintés • Utolsó frissítés: 2019. júl. 11.



"Eszembe sem jutna mással számlázni." - "Különösen fontos volt nekünk egy gyors és egyszerűen használható számlázó programot találni." - "A számlázás nálunk már csak egy kattintás." - "A vendégek csak néznek, hogy milyen profi rendszerem van :)"

A Számlázz.hu használói pontosan értik a számlázó-

1



Igazioliva interjú - Ennél olajozottabban nem

Számlázz.hu

9



Virágneked.hu - Online virágküldés | Számlázz

Számlázz.hu

3



Galagonya szülinapi bohóc interjú - Velünk a Számlázz.hu

Számlázz.hu

4



fps webügynökség - Alkotás és élmény interjú

Számlázz.hu

12



Be Social - A számlázás nem vicc! | Számlázz

Számlázz.hu



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Számlázz.hu-sok mondták
IMIDZS ÉS MÁRKAÉPÍTÉS

KREATÍV
B2B
AWARD



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Számlázz.hu-sok mondták
IMIDZS ÉS MÁRKAÉPÍTÉS



Számlázz.hu Akadémia I. évad
TUDÁSMENEDZSMENT



NAV online számlázás
TUDÁSMENEDZSMENT



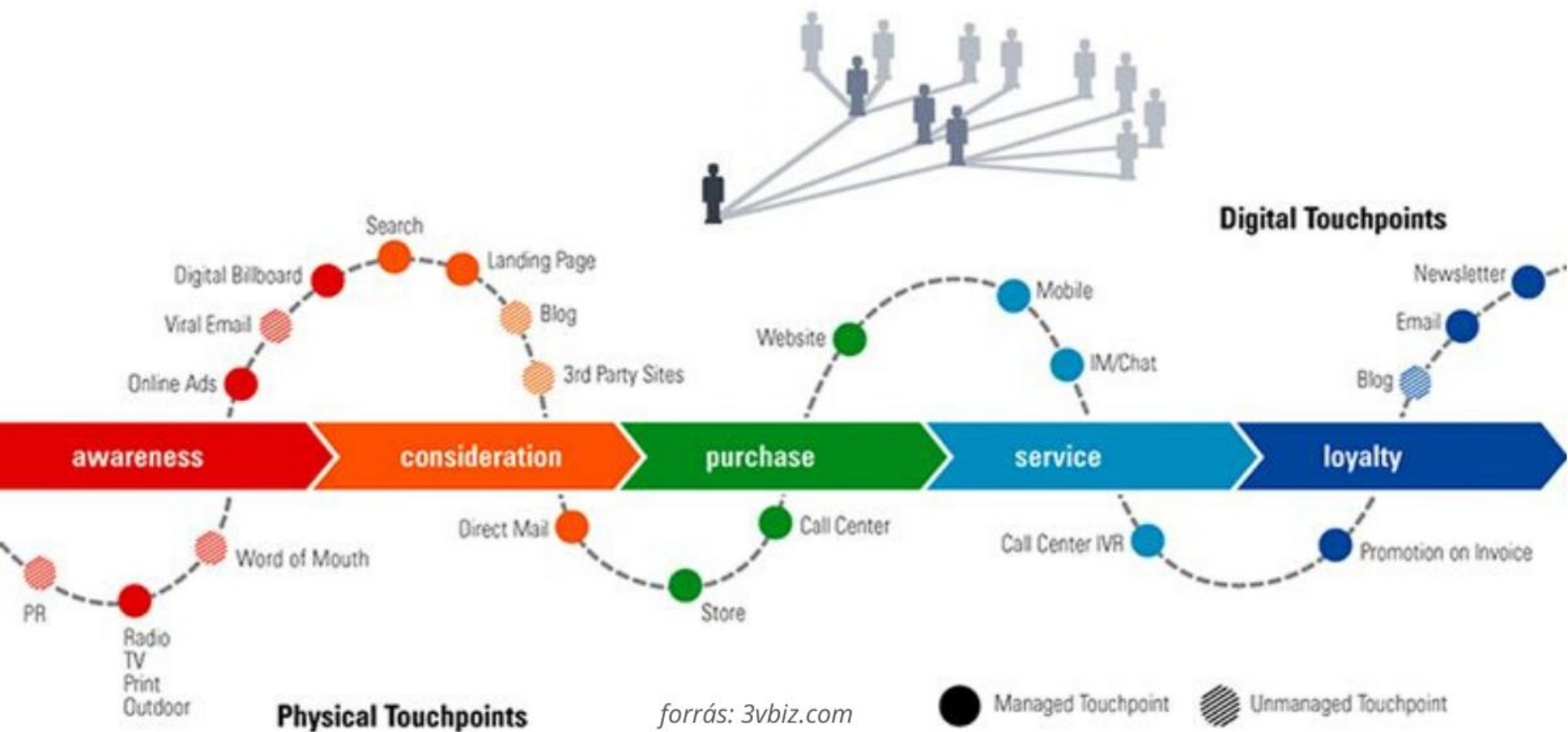
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Tartalommarketing: mitől jó?

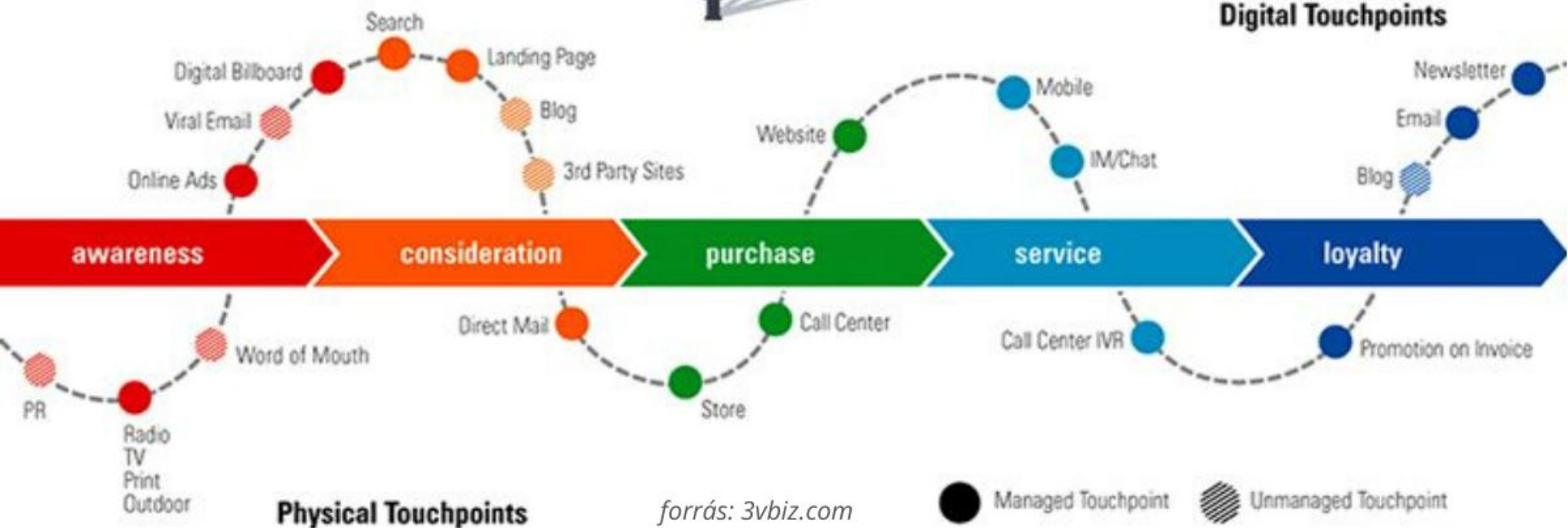
A sikeres tartalommarketing alapja, hogy

- **hosszú távra** tervez, fogyasztói útvonalakra építkezik,
- konzisztens és **perszonákra szabott** tartalmakkal
- stabil **közönséget** épít,
- valóban **értékes tartalmakkal** valódi **értéket ad**
(direkt értékesítési szándék megjelenése nélkül).





Digital Touchpoints





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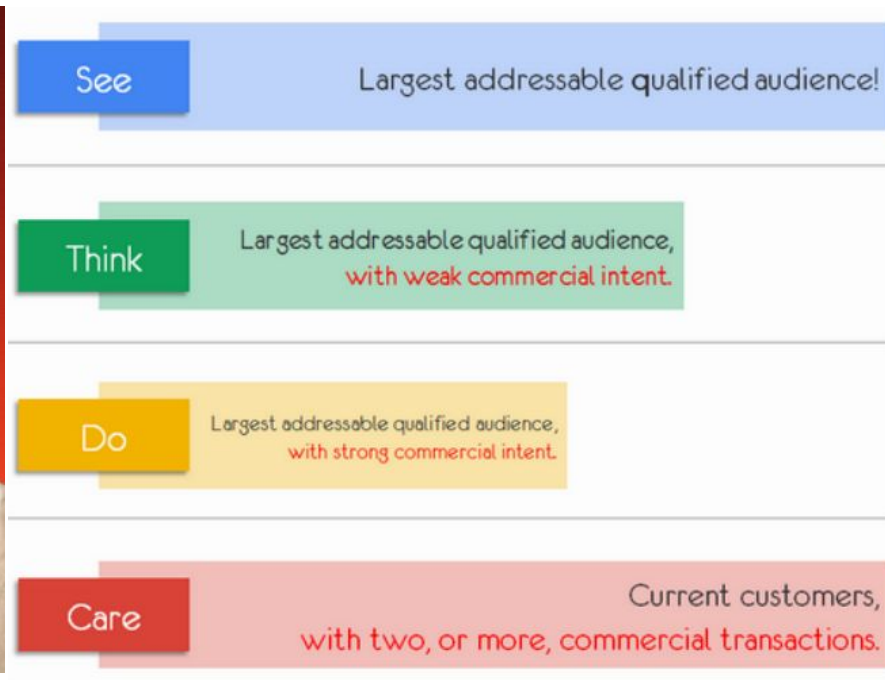
Avinash Kaushik

(mérési) modellje: melyik perszona hol tart a vásárlóvá válás útján



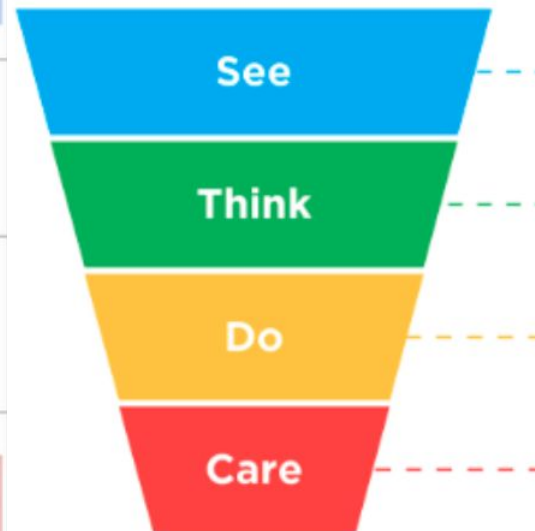
Avinash Kaushik

(mérés) modellje: melyik perszona hol tart a vásárlóvá válás útján



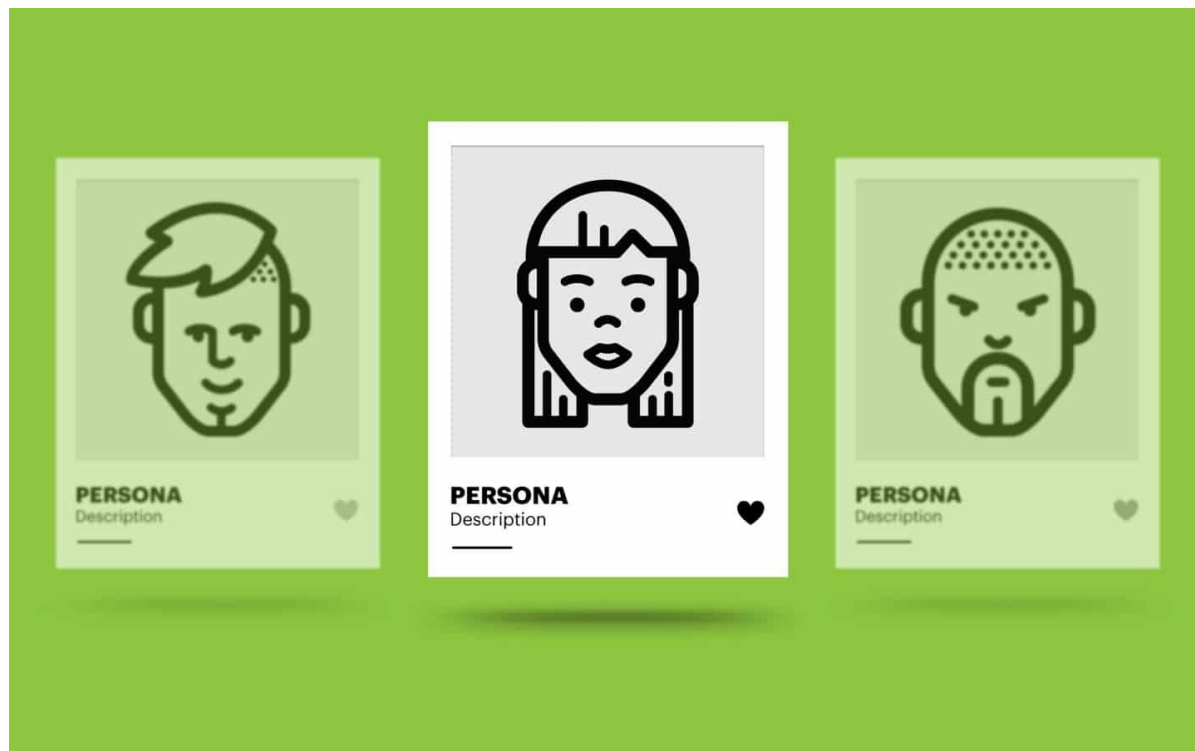
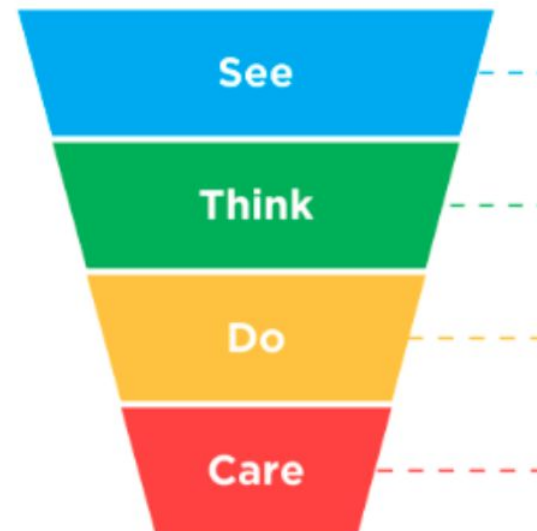
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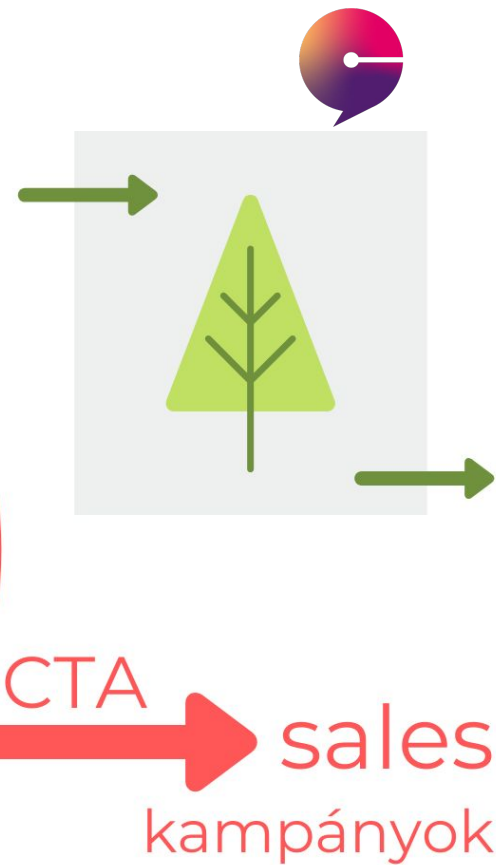




Tartalmi ökoszisztéma

content:

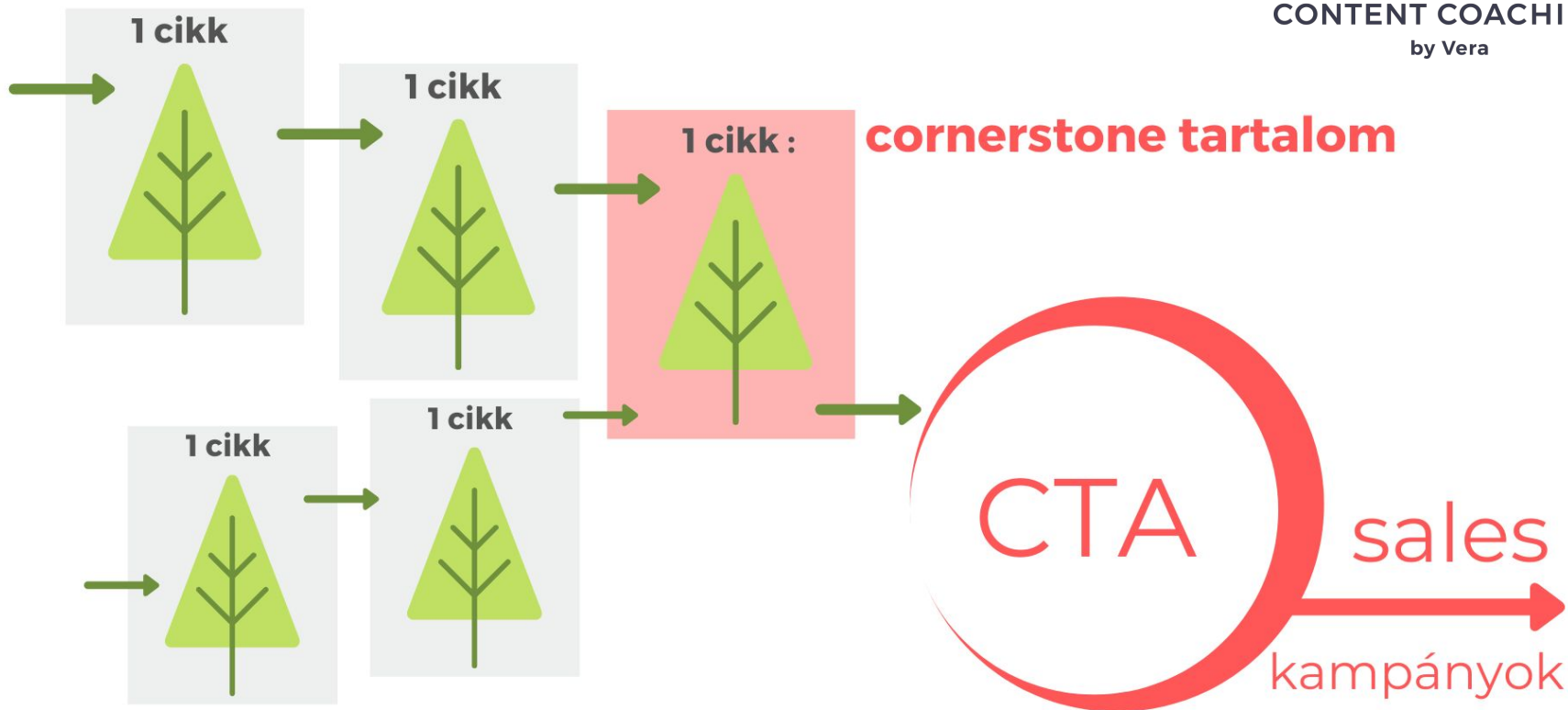
- értéket ad
- edutainment
- "rám" szabott



Tartalmi ökoszisztéma



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1.



3.



2.



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1.



3.



2.



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Change is inevitable. Why hold
onto what you have to let go of?

Jhene Aiko

“ quote fancy ”



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Change is inevitable. Why hold onto what you have to let go of?

change is
inevitable
progress is
optional

- Tony Robbins

CHANGE IS
INEVITABLE,
BUT PERSONAL GROWTH
IS A CHOICE

- Bob Proctor



**CHANGE IS
INEVITABLE.
CHANGE IS
CONSTANT.**

- BENJAMIN DISRAELI



*"Change is
inevitable.
Growth is
optional."*

~ John C. Maxwell



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Köszönöm a figyelmet!

Szeszlér Vera

tartalom designer

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www.contentcoaching.hu