

# A kevesebb néha tényleg több: tartalommultiplikáció a gyakorlatban

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A helyzet az, hogy sok tartalom gyártás nem fizetődik ki (igazán sok)




# A legnagyobbak is multiplikálnak



# A megoldás:

- Egy témához készíteni több tartalmat
- Minél több platformon ott lenni



#

1) Egy  
témához  
készíts több  
contentet!

Tartalom különböző célcsoportoknak ...



# ... ezen belül több buyer persona-nak ...



## Personal Background

- Age: 45-55
- Married with 1 kid in College, 1 in HS
- Education: Undergraduate

## Role: Facility or Operations Manager

- Job measured: space and operations efficiency, employee productivity
- Skills required: People management, analysis, industry knowledge
- Reports to: CEO or General Manager
- Manages: Operations staff

## Company information

- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: \$20M
- Employees: 100

## Goals and Challenges

- Success means: a raise and promotion
- Values most: Job security, family, recognition for success, church
- Biggest challenges: New systems, managing people, keeping all balls in air
- Biggest objections: Appearance, liability, suitability, not state of the art, look dumb

## Shopping and Industry News Preferences

- Preferred communication: Email, phone
- Use internet for buying research: Much
- Gets updated industry news: Specific industry publication
- Industry publications: Trade magazines
- Industry associations: Industry trade groups
- Social networking sites: LinkedIn?

# ... és egyes vásárlási fázisokhoz

CÉLCSOPORTJAINK 1

	1. persona	2. persona	3. persona
IDEGEN			
LEAD			
VEVŐ			
EVANGELISTA			



# Szerkesztőségi naptár

HubSpot		TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA(S)	OFFER/CTA
<b>MONDAY</b>						
<b>Author:</b>	Pamela Vaughan	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance [NEW DATA]	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marketer	<a href="#">Free Report: Marketing Benchmarks from 7K Businesses</a>
<b>Due Date:</b>	20/10/12					
<b>Publish Date:</b>	23/10/12					
<b>TUESDAY</b>						
<b>Author:</b>	Anum Hussain	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marketer	<a href="#">Free Guide: Learning SEO from the Experts</a>
<b>Due Date:</b>	20/10/12					
<b>Publish Date:</b>	23/10/12					
<b>WEDNESDAY</b>						
<b>Author:</b>	Maggie Georgieva	How to Craft the Right Questions for Your Next Marketing Survey	Use an excerpt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marketer	<a href="#">The Ultimate Guide to Using Surveys in Your Marketing</a>
<b>Due Date:</b>	20/10/12					
<b>Publish Date:</b>	23/10/12					
<b>THURSDAY</b>						
<b>Author:</b>						
<b>Due Date:</b>						
<b>Publish Date:</b>						
<b>FRIDAY</b>						
<b>Author:</b>						
<b>Due Date:</b>						
<b>Publish Date:</b>						
<b>SATURDAY</b>						
<b>Author:</b>						
<b>Due Date:</b>						
<b>Publish Date:</b>						
<b>SUNDAY</b>						
<b>Author:</b>						
<b>Due Date:</b>						
<b>Publish Date:</b>						

#

2) Légy ott  
minél több  
platformon!

# Egy tartalomból többet gyárts!



# Példa: webinárium

- Előadás vázlat - új cikk
- PPT előadás - [slideshare.com](https://www.slideshare.com)
- Blog cikk ppt/video beágyazással
- Webinárium
- Hang file - podcast
- Videó file - [youtube.com](https://www.youtube.com)
- Teljes webinárium átirat, képekkel = ebook

# Content formátumok

- Website, Landing
- Email
- Cikk
- Blog bejegyzés
- Letölthető ebook
- Infografika, Kép
- Audió, Videó
- CTA
- Social



# Content típusok

- Hogyanok
- Top listák
- GYIK
- Kutatás
- Kivonatok
- Videó, animáció
- Webinárium



Köszönöm a  
figyelmet!

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