

Sofia University

Маркетинг чрез съдържание

основи и добри практики

Василена Вълчанова

- 15 години маркетинг опит
- e-commerce & SaaS
- независим маркетинг консултант
- вижте повече на Valchanova.me



Prestigio



Wyeth

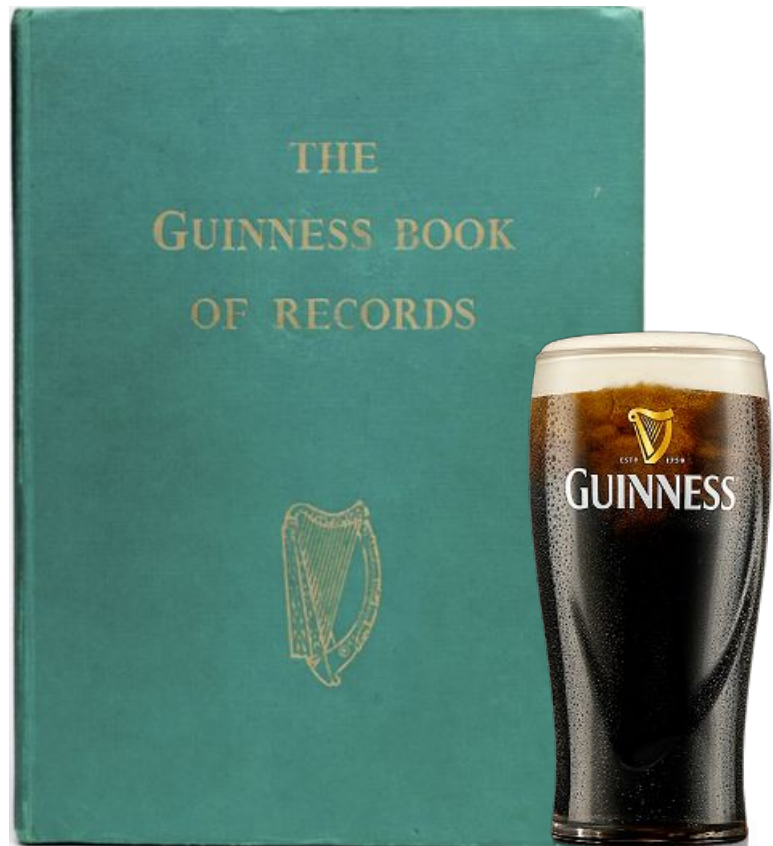


ОСНОВИ

КАКВО Е МАРКЕТИНГ ЧРЕЗ СЪДЪРЖАНИЕ?



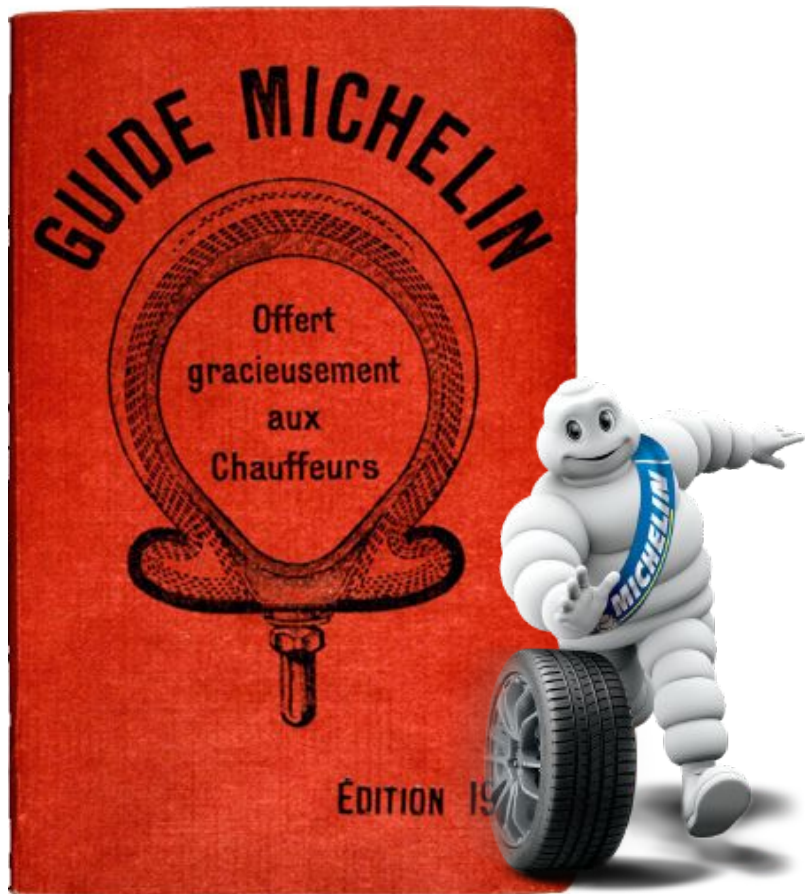
ОСНОВИ



През 1954, на сър Хю Бийвър му хрумва идеята да промотира бирата Guinness с разрешаване на споровете в кръчми.



ОСНОВИ



През 1900, братята производители на гуми Едуард и Андре Мишлен публикуват гид за френските мотористи, за да ги вдъхновят да пътуват повече.



CONTENT MARKETING?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

- Content Marketing Institute



ОСНОВИ

CONTENT MARKETING?

Стратегия, а не “всички други правят видео, трябва и ние!”

Трябва да носи висока стойност

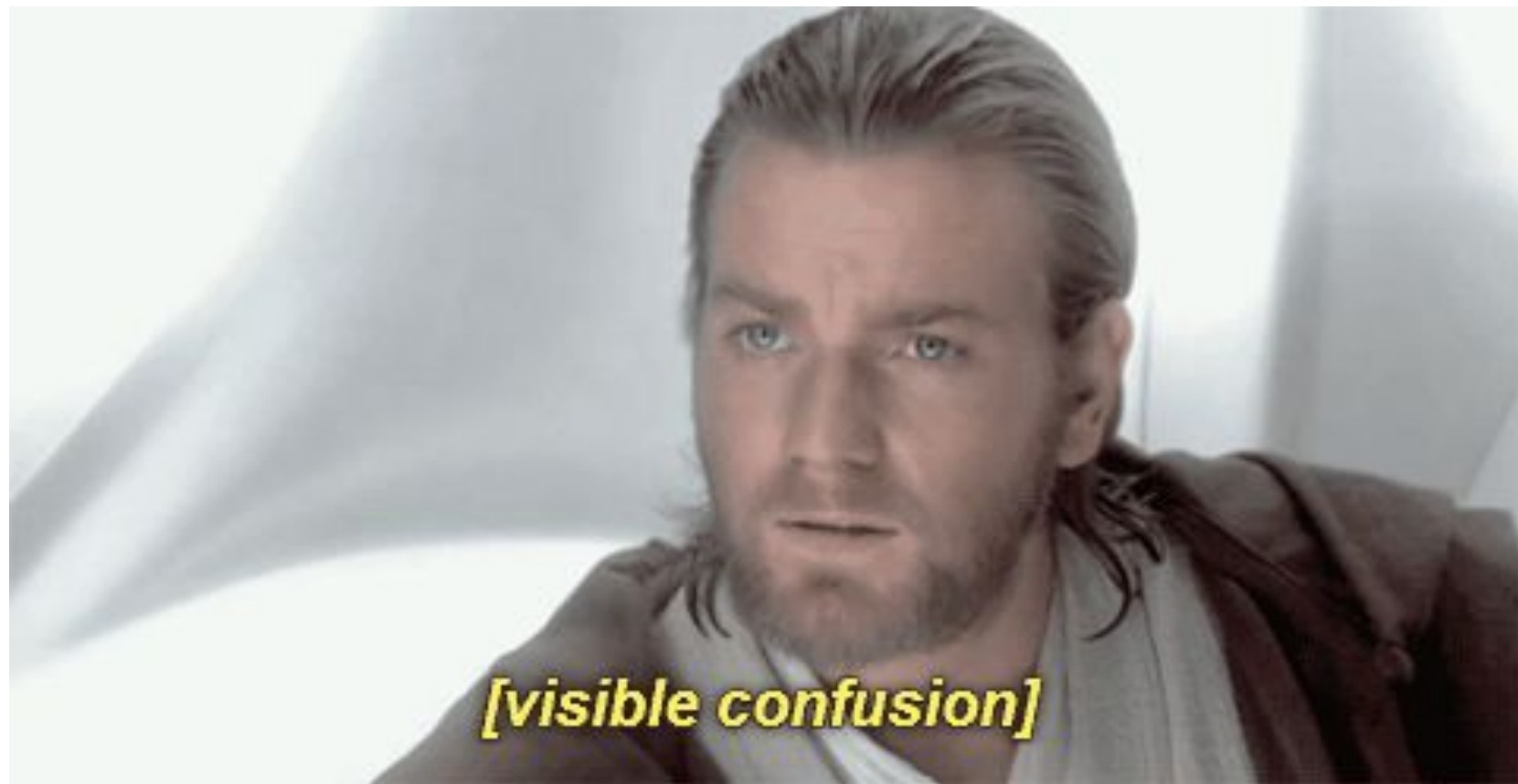
Може да се използва за всеки етап от потребителската пътека

Конкретна аудитория, която познаваме добре

Търсим да постигнем конкретна бизнес цел

Content marketing is a strategic marketing focused on creating and distributing valuable, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.





ОСНОВИ

3 ЕЛЕМЕНТА

**потребителска
болка**



**полезно
съдържание**



**продаваемо
решение**



ПРОСТО БЛОГЪР

потребителска
болка



полезно
съдържание



~~продаваемо
решение~~



ПРОСТО ФАЛИРАЛ (СКОРО)

~~потребителска
болка~~



полезно
съдържание



продаваемо
решение



ПРОСТО WS TEleshop

потребителска
болка



продаваемо
решение



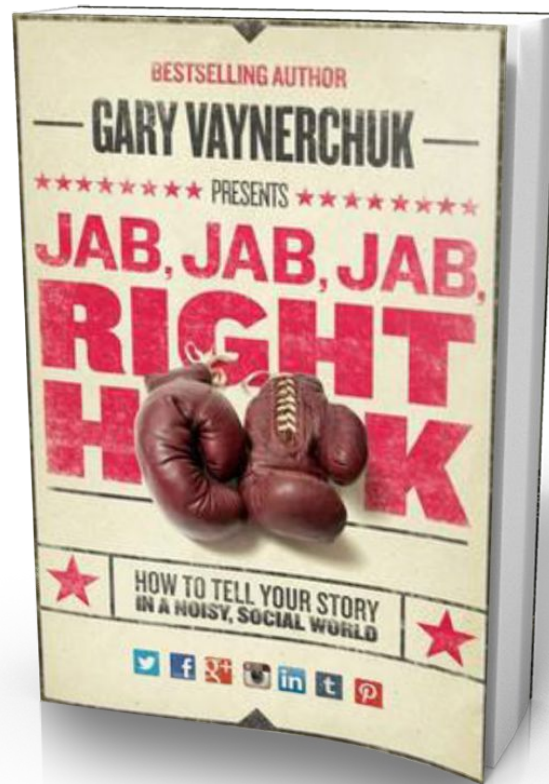
РЕЗУЛТАТЪТ



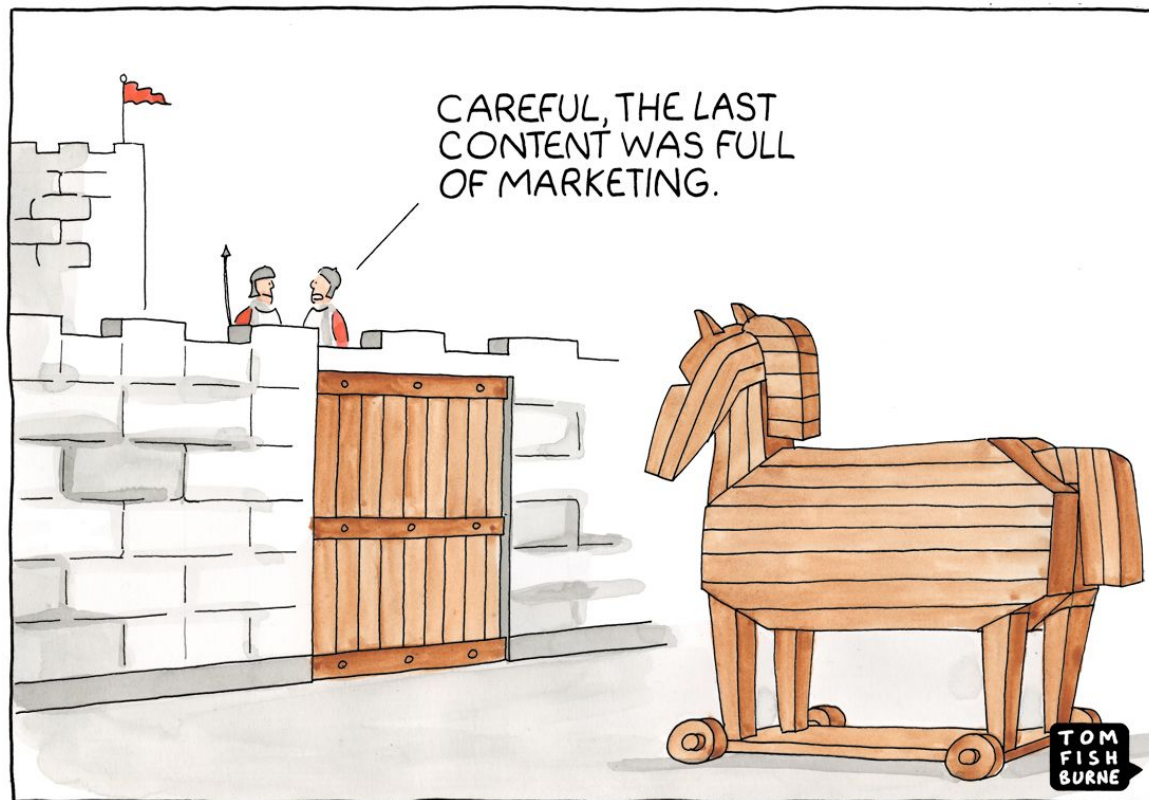
ПОДХОДЪТ

“**Jabs** are the lightweight pieces of content that benefit your customers by making them laugh, snicker, ponder, play a game, feel appreciated, or escape;

right hooks are calls to action that benefit your businesses.”



ПРЕДИЗВИКАТЕЛСТВОТО



ПРЕДИЗВИКАТЕЛСТВОТО

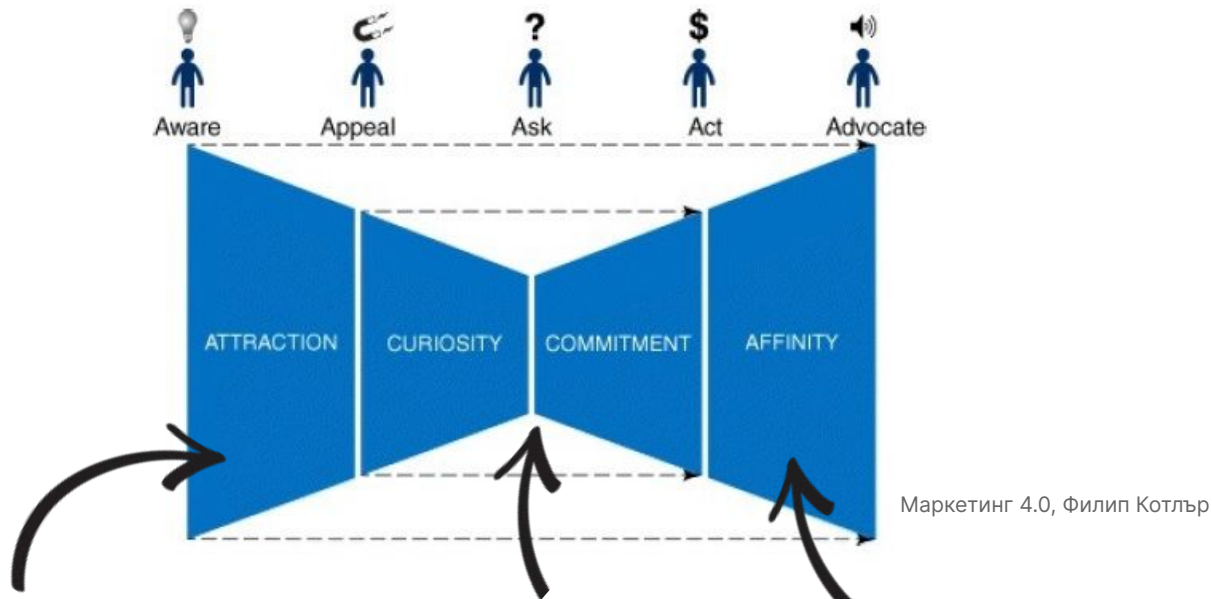


поведение

СЪДЪРЖАНИЕ СПОРЕД ПОТРЕБИТЕЛСКАТА ПЪТЕКА



ПОТРЕБИТЕЛСКА ПЪТЕКА



Съдържание, което информира, вдъхновява, усмихва, забавлява, впечатлява

Съдържание, което дава обективни отговори

Съдържание, което прави потребителите по-успешни и доволни



поведение

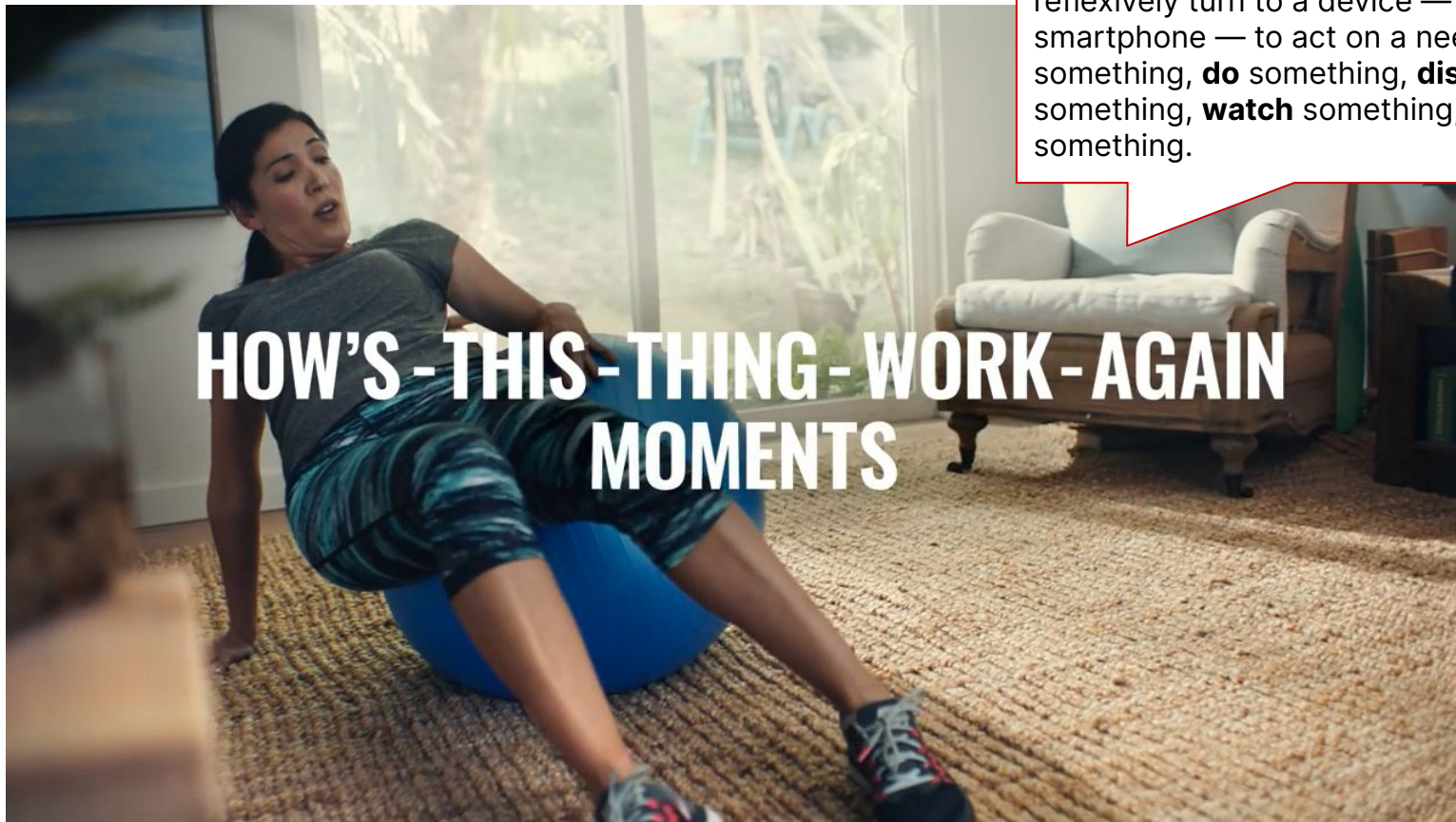
СЪДЪРЖАНИЕ СПОРЕД МИКРО-МОМЕНТИТЕ



ПОВЕДЕНИЕ

МИКРО-МОМЕНТИ

Micro-moments occur when people reflexively turn to a device — increasingly a smartphone — to act on a need to **learn** something, **do** something, **discover** something, **watch** something, or **buy** something.



HOW'S - THIS - THING - WORK - AGAIN
MOMENTS



ПОВЕДЕНИЕ

4 ОСНОВНИ ТИПА



I Want to Know

How to play Pokémon Go
How to play Powerball
How tall is the Empire
State Building



I Want to Go

Where is Bali
What to do in Vegas
Where do I vote



I Want to Do

Snow cream recipe
4-week ab workout
How to make slime



I Want to Buy

Coffee nearby
Grocery store near me
Nintendo Switch



СТОТИЦИ МОМЕНТИ ВСЕКИ ДЕН

Amy had **419 digital moments** researching her trip over 2 months



Luth Research, March 2015.

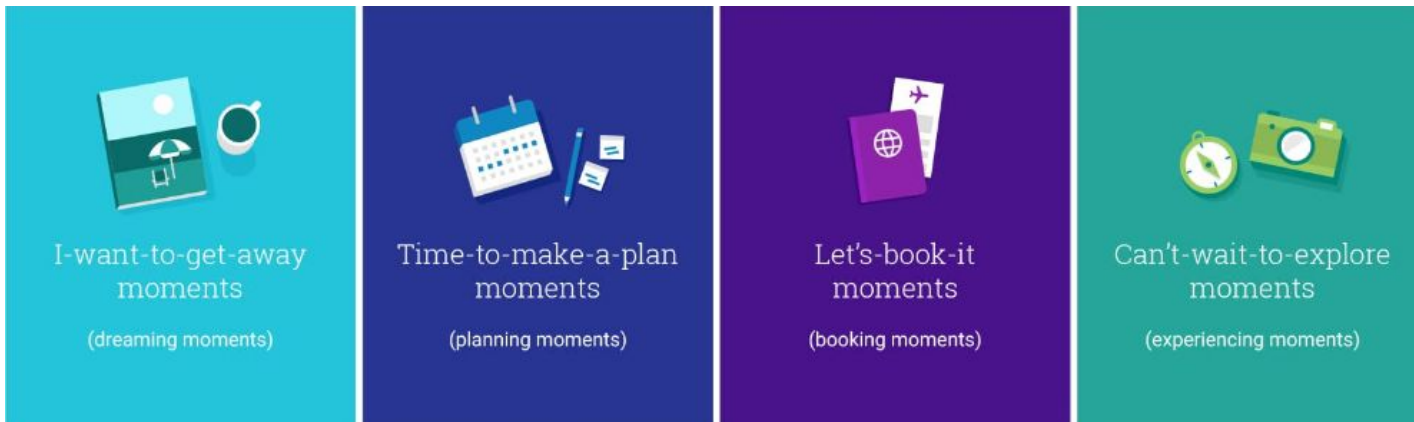


of these digital moments happened on **mobile**



ПОВЕДЕНИЕ

СЪДЪРЖАНИЕ ЗА МОМЕНТИ



Топ 10 луксозни къмпинга
в България

Най-добре скритите
райски кътчета

Достатъчни ли са ви 4
дни в Прага?

Музеите, които трябва да
посетите в Берлин

Свързани дестинации

Гъвкави опции на по-
ниска цена

Най-бърз маршрут

Бисквитките на
Doubletree by Hilton



ТЕМИ

**ТЕМИ ЗА СЪДЪРЖАНИЕ,
КОЕТО ИНТРИГУВА**



UBERSUGGEST

hiking English / United States


562 Keyword Ideas Filters

SUGGESTIONS (562) RELATED (248,311) QUESTIONS (121)
PREPOSITIONS (60) COMPARISONS (40)

| <input type="checkbox"/> | KEYWORD | VOL | CPC | PD | SD |
|-------------------------------------|------------------------|---------|--------|-----|----|
| <input type="checkbox"/> | hiking | 368,000 | \$1.50 | 1 | 61 |
| <input type="checkbox"/> | hiking near me | 450,000 | \$2.13 | 2 | 43 |
| <input checked="" type="checkbox"/> | hiking trails near me | 450,000 | \$2.12 | 2 | 35 |
| <input type="checkbox"/> | hiking boots | 110,000 | \$1.05 | 100 | 78 |
| <input type="checkbox"/> | hiking boots for women | 90,500 | \$1.10 | 100 | 63 |
| <input type="checkbox"/> | hiking shoes | 74,000 | \$1.08 | 100 | 71 |
| <input type="checkbox"/> | hiking areas | 60,500 | \$0.97 | 1 | 37 |

EXPORT TO CSV COPY TO CLIPBOARD

Keyword Overview: hiking trails near me

 The average web page that ranks in the top 10 has **499 backlinks** and a **domain score of 72**.

| | GOOGLE SERP | EST. VISITS | LINKS | DS | SOCIAL SHARES |
|---|--------------------------------------|-------------|-------|----|---------------|
| 1 | alltrails.com/ | 136,799 | 4,781 | 85 | 15,336 |
| 2 | trailink.com/acti... | 72,900 | 42 | 79 | 1 |
| 3 | trailink.com/acti... | 43,785 | 34 | 79 | 36 |
| 4 | travelandleisure... | 29,654 | 20 | 90 | 1,936 |
| 5 | mainetrailfinder... | 21,105 | 27 | 67 | 178 |
| 6 | mainetrailfinder... | 15,209 | 27 | 67 | 178 |
| 7 | sctrails.net/trails | 11,519 | 21 | 51 | 55 |

EXPORT TO CSV



ANSWER THE PUBLIC

RESULTS FOR **HIKING** (TOP)

QUESTIONS 76

PREPOSITIONS 56

COMPARISONS 40

ALPHABETICALS 208

RELATED 8

Download CSV

Visualisation

Data

are

Image

Hide

are hiking poles worth it
are hiking shoes good for walking
are hiking boots waterproof
are hiking boots necessary
are hiking sticks useful
are hiking boots steel toe
are hiking boots good for walking
are hiking boots supposed to be tight

can

Image

Hide

can hiking boots be resoled
can hiking shoes be used for walking
can hiking cause miscarriage
can hiking build muscle
can hiking sticks be carried on airplanes
can hiking help lose weight
can hiking shoes be used for running
can hiking lose weight

how

Image

Hide

how hiking boots should fit
how hiking changes your body
how hiking trails are made
how hiking changed my life
how hiking helps your body
how hiking is an aerobic activity
how hiking backpack should fit
how hiking helps your brain



ТЕМИ

ПИТАЙТЕ ПОТРЕБИТЕЛИТЕ

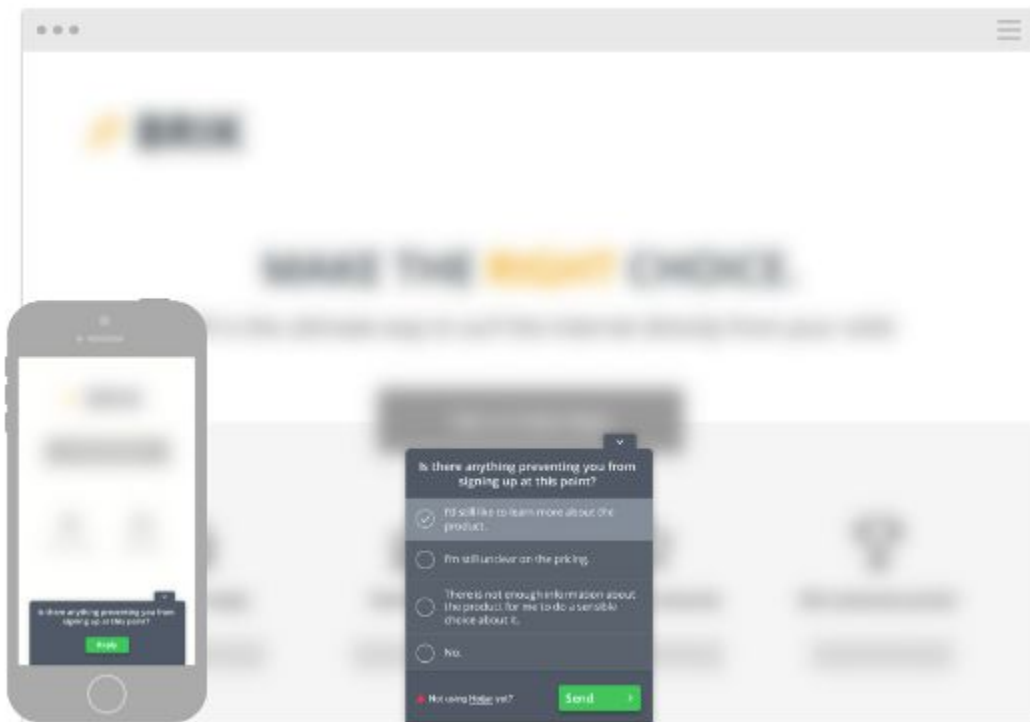
The New York Times

CONVERSATIONS

*A Revolutionary Marketing Strategy:
Answer Customers' Questions*



ПИТАЙТЕ ПОТРЕБИТЕЛИТЕ



- [The Ultimate Guide to Using Feedback Polls](#)
- [The questions we love to ask users \(and you should, too!\)](#)
- [The 15-Minute Poll Kit](#)



ТЕМА

ПИТАЙТЕ ПОТРЕБИТЕЛИТЕ

Day 1

Heya! 🍵 I'm so happy to welcome you to my subscriber community!

I know how picky we all are about who we entrust with our email nowadays. I promise I will treat your email with great care and try to bring you the most value I possibly can!



Although this is obviously an automated email, the replies are read by a real human - me.

So can you spare a minute to reply to this email and let me know:

What was going on in your life that led you to subscribe to my newsletter today? And what do you expect to get from it?

Rock the day!
Vassy

P.S. Would you consider adding news@valchanova.me to your Contacts list? That way you won't miss any useful content I send your way!!

Valchanova.me
You received this email because you subscribed to Valchanova.me or its Bulgarian edition.
Not your cup of tea? You can always [unsubscribe](#) (but I'll miss you!)

Day 14

Hey, it's me again.

Two weeks ago, you joined my subscriber community. I hope you had the chance to review the latest edition and checked out some of the content on my blog.

I have one question for you: **What would you like me to write about?**

Is there an issue that keeps you up at night? Is there something you expected to learn from me but didn't? Now's your chance to let me know!

Looking forward to your answer,
Vassilena

P.S. Would you consider adding news@valchanova.me to your Contacts list? That way you won't miss any useful content I send your way!

Valchanova.me
You received this email because you subscribed to Valchanova.me or its Bulgarian edition.
Not your cup of tea? You can always [unsubscribe](#) (but I'll miss you!)

Day 60

Hey 🍵

Time flies, doesn't it?



You've now been part of my subscriber community for some time and I wanted to ask your honest opinion about your experience.

Will you help me make my newsletter better? All you need to do is answer five quick questions.

How often would you like to receive the newsletter?

Every week is good for me

Every 2 weeks

Just once a month



формати

**ТЕЖКА АРТИЛЕРИЯ:
МАКРО-СЪДЪРЖАНИЕ**



формати



👉 микро-съдържание



макро-съдържание 👉



“ХОРАТА НЕ ЧЕТАТ ДЪЛГИ НЕЩА!”

YES, I'M STILL WATCHING
STOP JUDGING ME, NETFLIX



Continue Playing



Back to Browse

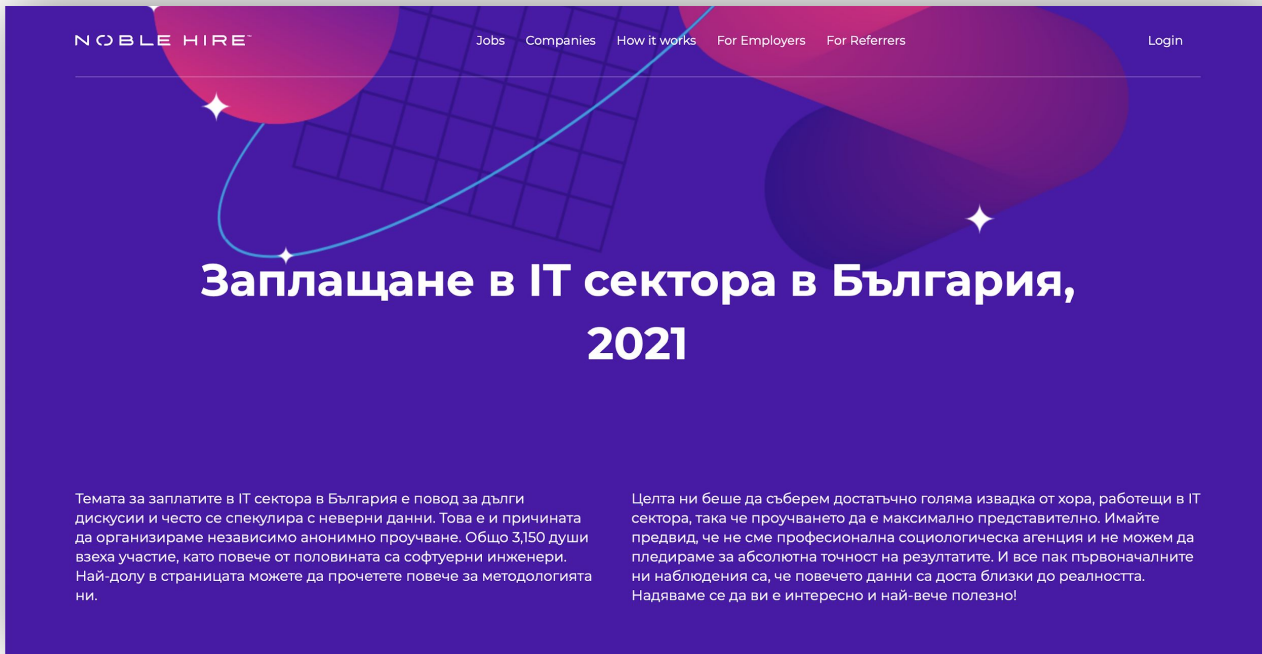


МАКРО-СЪДЪРЖАНИЕ

- По-дълго
- По-впечатляващ формат
- По-актуално
- По-достоверно
- По-добър дизайн
- По-емоционално
- ...
- Задоволява по-добре нуждата на аудиторията



СОБСТВЕНИ ПРОУЧВАНИЯ



NOBLE HIRE™ Jobs Companies How it works For Employers For Referrers Login

Заплащане в IT сектора в България, 2021

Темата за заплатите в IT сектора в България е повод за дълги дискусии и често се спекулира с неверни данни. Това е и причината да организираме независимо анонимно проучване. Общо 3,150 души взеха участие, като повече от половината са софтуерни инженери. Най-долу в страницата можете да прочетете повече за методологията ни.

Целта ни беше да съберем достатъчно голяма извадка от хора, работещи в IT сектора, така че проучването да е максимално представително. Имайте предвид, че не сме професионална социологическа агенция и не можем да пледираме за абсолютна точност на резултатите. И все пак първоначалните ни наблюдения са, че повечето данни са доста близки до реалността. Надяваме се да ви е интересно и най-вече полезно!



ВИДЕО-СЕРИИ

ИKEA®
HOME TOUR

ИKEA

HOME TOUR VIDEOS ABOUT THE SQUAD APPLY NOW

EPISODE NO. 216
Art Studio Furniture Makeover

ART DISPLAY IDEAS & TIPS

| | | | |
|--|---|--|--|
| BILLY Bookcase, brown ash veneer price varies | RÄSKOG Utility cart, black \$29.99 | GERTON Table top, beech \$89.99 | NÖCKEBY Loveseat, Tallmyra rust, wood \$749 |
|--|---|--|--|



УЕБИНАРИ С ЕКСПЕРТИ



ПОДКАСТ-ПОРЕДИЦА


DEVCAST

Начало Кои сме ние? Партньори DevBG Noble Hire

Последен Епизод

Епизод 9: AI & Human-like Robots: Разговор с Мария Недина, Part 2

Продължаваме разговора с Мария Недина, която е AI / Data Science Manager Finance & Investments @ Twitter. В него ще чуете: – за какво се използват диадемите за мозъчни вълни– има ли Data Science професионалисти... [Read More](#)



Cookie policy

DEVCAST е community-driven подкаст на най-голямото онлайн dev community в България – DevBG. Каним интересни хора от tech средите, говорим си за нещата от живота и пием уиски.

Display a menu

Noble Hire DevBG Community



Макро

СЪЗДАВАНЕ НА КАУЗА



On Black Friday, we're closing our doors and going outside. Because we need to. Because that's where we feel good, and awesome, and human. **Join us!**



Макро

ИНТЕРАКТИВНИ ФОРМАТИ



формати

**ДЪЛГОСРОЧНИ ВРЪЗКИ С
МИКРО-СЪДЪРЖАНИЕ**



МИКРО



Маркетинг мениджър, който току-що е осъзнал,
че не е пуснал ново съдържание във Facebook от 2 седмици.



МИКРО

CONTENT-ФОРМУЛИ

Информация и забавление:
























- Цитати
- Известни хора
- Любопитни факти
- Куизове
- Попълнете празното
- Въпроси от аудиторията
- Съвети и трикове
- Попитайте експерта

Фирмени и продукти:

- Зад кулисите
- История на фирмата или индустрията
- Споменавания в медии
- Сезонни и празнични теми
- Продуктово представяне
- Детайлни снимки
- Продукт в действие
- Промоции и оферти
- Раздаванки (giveaways)



CONTENT-ФОРМУЛИ

|  | Feature | Overview | Deep Dive | History | DIY | Resources | Research | Product | Example | Opinion |
|---|---|---|---|---|--|---|---|---|---|---|
| Written Content |  |  |  |  |  |  |  |  |  |  |
| Guide/E-Book |  |  |  |  |  |  |  |  |  |  |
| Infographic/Char t |  |  |  |  |  |  |  |  |  |  |
| List/Roundup |  |  |  |  |  |  |  |  |  |  |
| Audio |  |  |  |  |  |  |  |  |  |  |
| Video/Live/Webinar |  |  |  |  |  |  |  |  |  |  |
| Slideshow |  |  |  |  |  |  |  |  |  |  |
| Timeline |  |  |  |  |  |  |  |  |  |  |
| Game/Quiz/Tool |  |  |  |  |  |  |  |  |  |  |
| Map |  |  |  |  |  |  |  |  |  |  |

Источник: [Story Fuel](#)



ДИЗАЙН ОПТИМИЗАЦИЯ



DID YOU KNOW?

CATS CAN BE LEFT- OR
RIGHT-PAWED.

PETSONPLACE

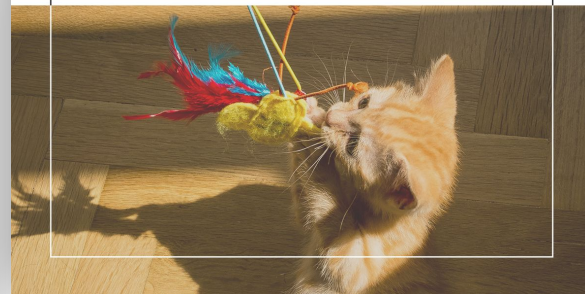


Julie Renard

” THE IDEAL OF CALM EXISTS IN A
SITTING CAT. “

PETSONPLACE ADVICE

—
YOUR CAT WILL BE HAPPIER WITH SEVERAL
PLAY SESSIONS OF 10-15 MIN THROUGHOUT
THE DAY.



ПО-ЛЕСНО ПЛАНИРАНЕ

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|-------------------------------|--|
| | Interesting new products in our showroom FB INSTA | | Tips & Tricks for interior upkeep FB BLOG | | Focus product INSTA | |
| Video-walk through a furnished apartment FB INSTA | | New offers and a piece of interior advice EMAIL | Presenting a full interior done with our products FB BLOG | | | “Behind the curtain” stories INSTA |
| Quote by a famous designer FB | | Themed selection of products (e.g. five coffee tables) FB | | Which product do you like best? - poll FB INSTA | | |
| | History of interior design FB INSTA | | News from design exhibitions FB BLOG | | Focus product INSTA | |



МИКРО-ПОРЕДИЦИ



Hint:

At night, the city comes alive. Especially in Barrio Getsemani where locals snack on grilled arepas and dance to Afro-Latin rhythms.



Can you guess?

TRENDAJ
CUBA

44%

CARTAGENA
COLOMBIA

56%

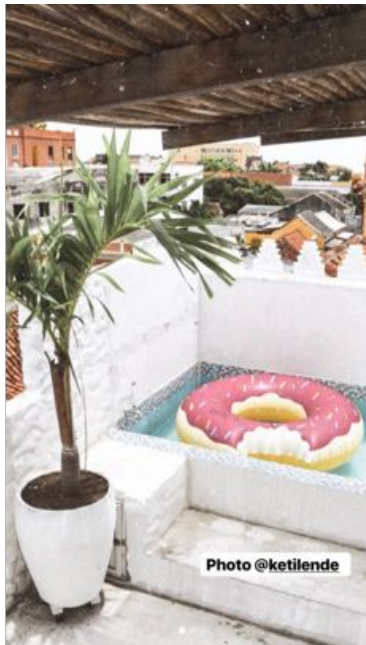


We're in

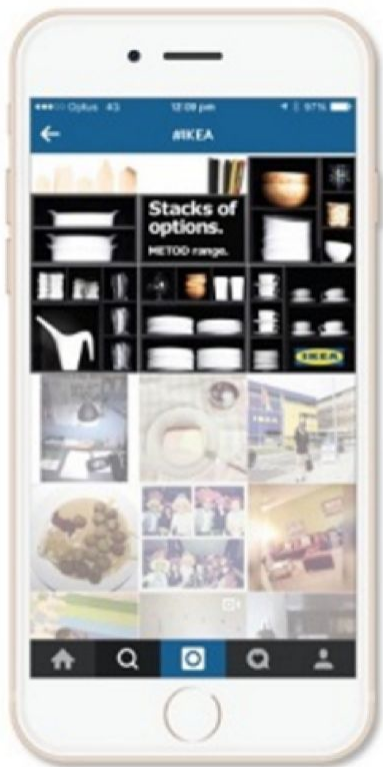
CARTAGENA, COLOMBIA



МИКРО-ПОРЕДИЦИ



УМНО ПОЛЗВАНЕ НА ПЛАТФОРМАТА



Every time another photo is posted in #IKEA the configuration moves.



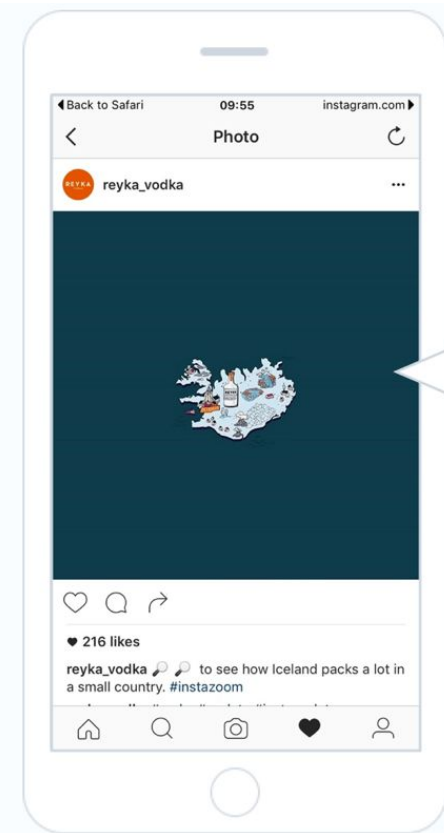
Showing just how customisable...



...the METOD shelving range is.



УМНО ПОЛЗВАНЕ НА ПЛАТФОРМАТА



Zooming reveals a map of Iceland's most famous landmarks.



NEWSJACKING

ИКЕА
October 5, 2018 · 🌐

Не е толкова трудно да намериш симетрично решение на достъпна цена с килим LAPPLJUNG RUTA <http://bit.ly/2Qu37ia>.

Симетрия, достойна за истински Граф

👍👍👍 1.9K
76 Comments 918 Shares

Ozone.bg
January 24 · 🌐

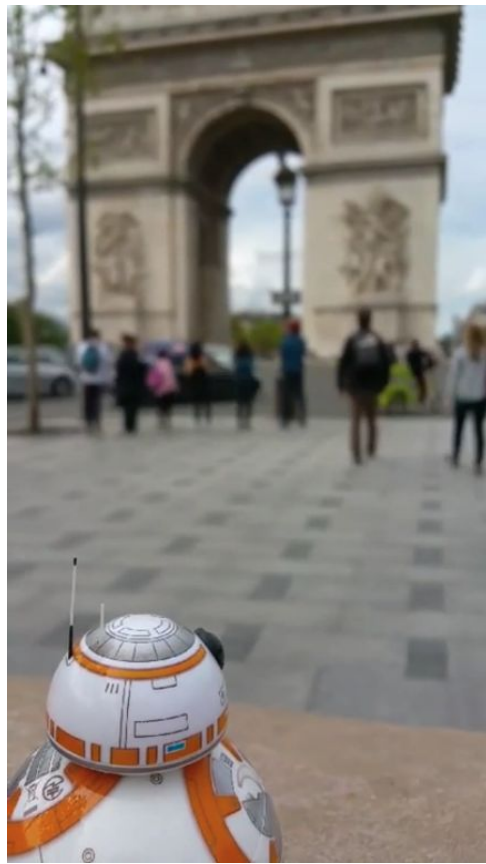
Какво то можем правим.
Напиши "ESE" и ще получиш 15% отстъпка на всички книги 🙌
<https://ozn.bg/2TaqMWJ>
За да не пишеш повече ESE под постовете във фейсбук.

- *Промокодът важи за книги, дори и вече намалени.
- *Промокодът важи до 25.01.2019 г. включително.
- *Промокодът не важи за заглавия с предварителна поръчка.

👍👍👍 2.9K
383 Comments 763 Shares



РАБОТА С ИНФЛУЕНСЪРИ



[BB8 in Paris](#)



ПРЕИЗПОЛЗВАНЕ

HYPERGROWTH

Blog Services

Hypergrowth Talks / Tribe Talks / 7 Critical Mistakes in Growth Experimentation

HYPERGROWTH
GROWTH EXPERIMENTS
CRITICAL MISTAKES
with Heinz Grünwald

31:10

< Back Video 9 of 10 Next >

HYPERGROWTH
GROWTH EXPERIMENTS
CRITICAL MISTAKES
with Heinz Grünwald

7 Critical Mistakes in Growth Experimentation

Experimentation is one of the prerequisites for growth. But it's also one of the hardest processes to get right.

There's so much information about how to do it that it can be overwhelming to know where to start. That's why we wanted to focus on the most common experimentation mistakes.

Most common experimentation mistakes

Heinz and I spent most of our time discussing the critical experimentation mistakes startups make. And these are the seven he wanted us to focus on.

That's why we wanted to focus on the most common experimentation mistakes.

[Continue Reading...](#)

SEE THE FULL INTERVIEW
Subscribe to the Hypergrowth Talks Library and get access to all expert interviews.

WATCH NOW

Mistake 1: Starting too early

There are a few different reasons why starting early can be detrimental to experimentation: "If you start too early with growth experiments, you will not have enough data, [the tests] will be inconclusive. You will waste all those resources."

But on top of not having enough data, there might be organizational issues, too: "The organization and the team have to be ready for it. [...] The whole team needs to get used to this process. So it's a matter of the product has to be ready, and the team has to be ready." This all ties nicely to mistake number five that we'll cover further down.

ПРЕИЗПОЛЗВАНЕ

HYPERGROWTH

Blog Services 

Hypergrowth Talks / Tribe Talks / 7 Critical Mistakes in Growth Experimentation



ПРЕИЗПОЛЗВАНЕ

HYPERGROWTH

Blog Services 

Hypergrowth Talks / / Tribe Talks / 7 Critical Mistakes in Growth Experimentation



The video player shows a title card with the text: **HYPERGROWTH**, **GROWTH EXPERIMENTS**, **CRITICAL MISTAKES**, and **with Heinz Grünwald**. The card features a portrait of Heinz Grünwald, a rocket icon, a play button, and various decorative elements like a dashed orange line and icons of a computer monitor, a rocket, and a link. The video progress bar is at 31:10. Navigation buttons for 'Back' and 'Next' are visible at the bottom.

HYPERGROWTH Hypergrowth
899 followers
2mo · 

When running experiments, you need to think about the metrics your test will impact directly — but still look at the big picture. In our interview, Heinz gave a great example from his work at KAYAK. Read it all on our blog: <https://buff.ly/39de2cb>

[#experimentation](#) [#measurement](#) [#metrics](#) [#kpis](#)

HYPERGROWTH

“You have to analyze the data in the right context. And that's not always that obvious.”

Heinz Grünwald



ПРЕИЗПОЛЗВАНЕ

HYPERGROWTH

Blog Services

Hypergrowth Talks / Tribe Talks / 7 Critical Mistakes in Growth Experimentation



HYPERGROWTH Hypergrowth
899 followers
2mo · 🌐

You have to analyze the data in the right context. And that's not always that obvious. While talking about growth experiment mistakes, [Heinz](#) shared this great story about the importance of analyzing results in full.

Here are the other growth experimentation mistakes we discussed in our interview: <https://bit.ly/3uzNOc5>

HYPERGROWTH

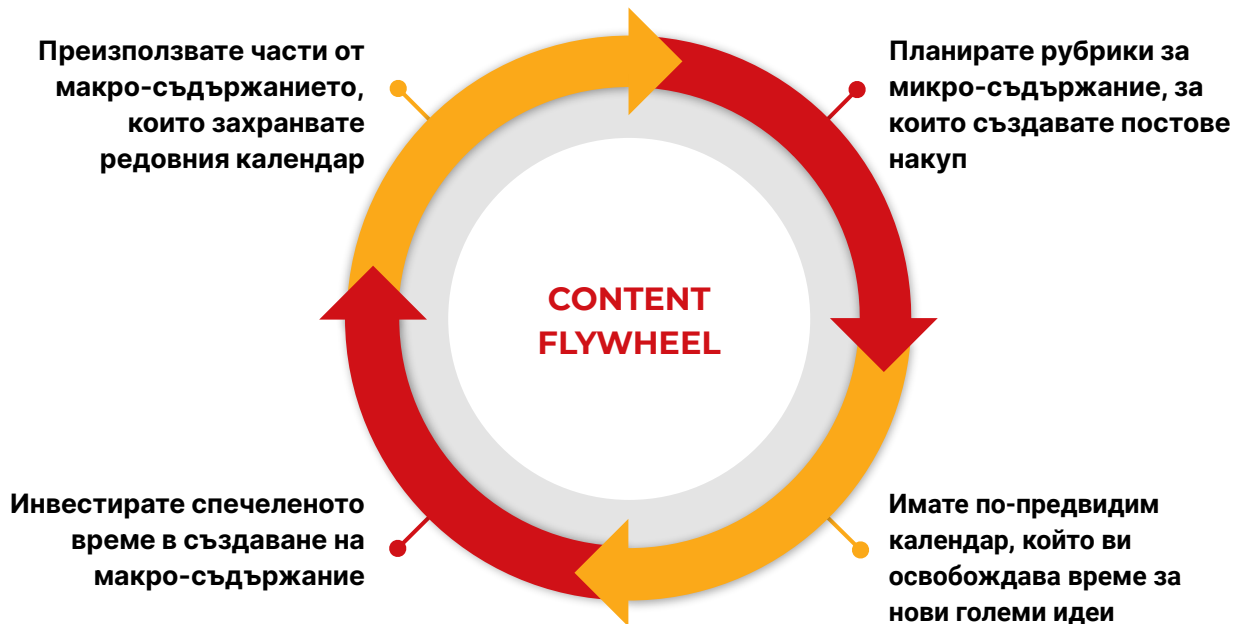


GROWTH EXPERIMENTATION MISTAKES
with Heinz Grünwald

Why you need to look at the big picture data [Facebook Ads example]

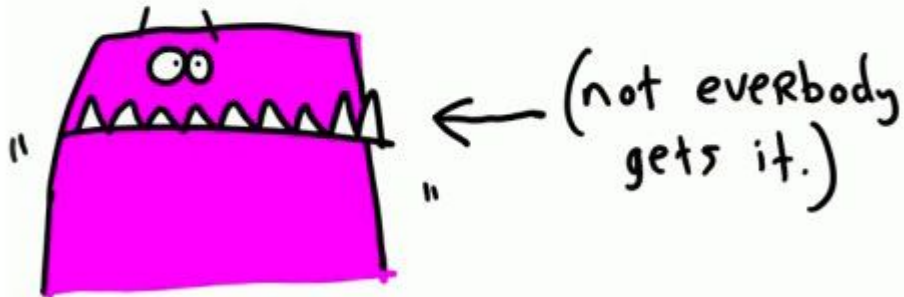


CONTENT FLYWHEEL



НА ЛИНИЯ СЪМ ЗА ВЪПРОСИ!

NEW
MARKETING = CONTENT



hugh

