

Content strategy report for
THEDINOSAURMUSEUM.COM
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Content and Social Media Strategy

This is a content and social media strategy overview for TheDinosaurMuseum.com. The purpose of this document is to establish the best practice in content creation, content marketing activities and social media outreach in order to maximise the content amplification and achieve incoming links and traffic.

The current situation. We're looking at a slightly outdated website with some valuable content and a working blog section. The blog is also outdated, it needs a fresh skin, the layout needs to be repurposed. There is currently too much clutter and the attention is driven away from the important things.

Implement the ideas presented in this overview to make the uniqueness of your content work for your website.

The purpose of your content

Successful content marketing is based on four main ingredients: Substance, Organisation, Workflow and Management. The questions you need to find answers to are:

Substance

Who is your target audience? What do they want to read? How will they use your content?

Organisation

How is your content presented and organised? How do people find and interact with your content? What channels are used to deliver the content?

Workflow

Who produces the content? Who manages outreach?

Management

Who implements and oversees the strategy?

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The Main Goals

The goal is to develop a unique voice for the Dinosaur Museum and establish your authority within the niche. Content marketing is used to achieve following benefits:

- **Link acquisition** – if you post valuable content that is scarce (i.e. not readily available on every possible news site) and you expose influencers to your content, your content will attract links. This simple formula always works.

In this case with influencers I mean a person who is considered knowledgeable within a certain field AND is in a position to give links – in other word he owns a site or is an author/editor capable of linking to your content.

- **Establishing authority** – when dealing with journalists or peers, you will find that people tend to listen to you if you've got the so-called "social proof." It may be social proof in terms of how many followers you've got on Twitter, but most frequently it's your authority that matters. And on the internet, good content and curation skills are what create authority.
- **Driving repeat visits** – If your content is high quality and it resonates with your target audience, they will become fans. It's not necessary they start following you on Twitter or subscribe to your blog feed. You might never know they're a fan – it might be they've simply bookmarked your site via their browser. If they like your content, they're likely to come back for more one way or another.
- **Building a newsletter list** – another important part of every web-based business is building a newsletter list. In your case, having a newsletter may lead to repeat visits both to your website and to your museum, that's why it's important to take it seriously.

Think of each blog post as a "squeeze page" to help you gain subscribers. The availability of your newsletter has to be highlighted twice on every blog page: on the top right-hand section and immediately after the blog post. Also think about implementing the newsletter subscription form on your static pages. Always include a call to action, ask people to subscribe and most importantly give them a reason why they should subscribe.



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You could even create a resource to entice people to subscribe. Hire somebody to produce a cool high-quality screensaver or a collection of screen backgrounds, bundle it up and offer it as a giveaway that's exclusively available to the newsletter subscribers.

Demography

The uniqueness of the Dinosaur Museum is that you have three main visitor groups to consider. Based on what you told me about your business, you're targeting educators, children and dinosaur enthusiasts.

When it comes to link acquisition, educators are the best bet because they're more likely to be able to give links, e.g. you may get linked from a school website. So when creating content, you have to think: "is there anything for a teacher that he could extract and use as supportive material for a lesson or a paper?"

Because it would be impractical for you to run three blogs alongside, you'd have to make sure that the blog content works for a wider more general audience.

I noticed you had a Schools section on your static website. It would be good to expand on it. Reach out to schools or query the teachers who bring in the groups of children to visit your museum. Are they missing any teaching materials? Is there anything you could help them with?

Maybe there are whitepapers you can produce for the schools? This type of content could go under the Schools section to make sure you don't overwhelm the blog with non-bloggy content.

Because children now rarely go online without supervision from their parents, when creating blog content aimed at children, always keep in mind that you're also looking for adult approval.

See the Part1 of the report and look at the Common Keywords and Keyword Opportunities sections. The task is to group the keywords in three groups. You will instantly recognise the child-type of queries.

Use those keywords to create fun and interactive content.

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Branding

Your main challenge is the generic nature of your brand name. There are hundreds of "dinosaur museums" in the world. You'd achieve a higher level of brand recognition if you made the "Dorchester" part a bit more prominent.

Not only it sets you apart from a high number of other dinosaur museums but it also adds credibility. You should always make sure your website visitors understand that the physical museum is the main part of your brand and that the website is only its extension.

You can also balance out the generic and long brand name with a fun element. The header of the static page is already a step in the right direction but more can be done to achieve this. See the Social Media section in this report for a brand mascot idea.

Tone and Style

Although intuitively, you might want to post scientific content on what seems to be a blog on palaeontology, in your case you have to cater for schools, children and dinosaur enthusiasts. That's why it's necessary to adopt a more casual and friendly voice. Also see the Social Media section on this report to understand how your content is going to be distributed.

If the blog pieces are too news-like or cluttered with in-depth scientific details, it may disconnect you with your main audiences.

Talking about prehistoric creatures in a fun way is definitely a difficult task but it certainly can be achieved. Think of it as a dialogue between two dinosaur enthusiasts. A narrative and enthusiastic tone will make this subject much easier to digest for everyone.



Types of content

In your particular niche, you're spoilt for choice when it comes to content types.

You can shoot videos inside your museum building, you can create online galleries of dinosaur pictures, finally there's so much to blog about.

Here are some content archetypes you can use to generate interest.

Q&A Type – I was told you're doing school talks for bigger visitor groups. At the end of the talks, you are presumably asked questions. Record those and write a blog post based on those questions. Firstly, if one person asked a question, it's likely other people would have the same question. Secondly, Q&A type of posts make for a good clean layout, they are easy to read and visitors are compelled to share it.

Versus Type – pitting two dinosaurs against each other, also having a neat table comparing their weight, height and other measurements.

List Type – summarising a topic by listing items and giving a brief description of each item. The Top 10 Lists or similar posts are doing well on social media.

Roundup Type – You won't be able to compete with BBC and other big sites on freshness. If they dig out a new dinosaur, BBC is likely to learn about it before you. So you shouldn't strive to become a news source. Don't feel obliged to respond to every news piece out there. However, occasionally, you may want to create a news roundup where you condense a week's or month's worth of news in a concise blog post.

Controversy – As in every field of science, there must be uncertainties that the scientists can't agree upon. You can capitalise on these disagreements by presenting the problem and analysing it in a popular way. To avoid being controversial yourself, show both sides of the story and remain neutral.



Content ideas

Your two main tasks are content curation and content creation. Although you have to create original content for your blog, your social media channels shouldn't consist of just your own updates. By sharing high-quality content that others have contributed, you build your own reputation. Content curation gets much easier if you have semi-automated tools that deliver content ideas or your mailbox.

Here are a couple of alert systems you can use to find potential stories:

<http://www.talkwalker.com/alerts>

<http://www.socialmention.com>

These will alert you of news that you can either convert into your own original content or simply share with your followers on Twitter, Facebook and other channels.

Content Gaps

Before I list a few potential content ideas, I should mention that there seems to be a big content gap in the niche. After checking the keyword reports, I noticed people are searching for specific dinosaur facts.

Although you're already ranking for the term "dinosaur facts" it's a very broad term. A better granulation would help you gain more traffic. Keywords like "Triceratops facts" or "Triceratops facts for kids" can be used to create content.

Consider creating an alphabetical dinosaur compendium with a separate page dedicated to each dinosaur. It does sound like a lot of work but it will be worth it. You can also target the various "dinosaur pictures" terms on the same pages.

You should also try to capitalise on content integration. It's always a challenge for a site that has got two distinctive sections: static and blog, but it can be done. You should encourage people to visit your blog because that's where the social interaction happens and that's the section that has the highest conversion rate for newsletter subscriptions.

To generate content ideas, it's advisable to hold weekly or monthly brainstorming sessions with your team. Even if not all of them are proficient in palaeontology, by holding a conversation, you will inevitably come up with ideas and make content planning a lot easier.

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Examples

Dinosaur Fight: T-Rex vs. Albertosaurus

The "versus" content archetype works well from different perspectives. It lets you fit in more information without having to write two posts. It appeals to people on the subconscious level because they enjoy a confrontation.

Here's a good example of a substantial "versus" post:

http://www.motortrend.com/roadtests/sedans/1302_2012_bmw_335i_2013_cadillac_atl_mercedes_benz_c350_comparison/

Top 10 Best (or Worst) Dinosaur Movies

This type of content gives you an advantage because you can also reach out to entertainment sites. This broadens your link acquisition possibilities.

Example: <http://jalopnik.com/the-ten-best-car-movies-youve-probably-never-seen-1324900825>

Hammond's Curse: Cloning Dinosaurs the Jurassic Park Style

Everyone is wondering whether it would be possible to bring the prehistoric creatures back to life. A post explaining the reasons why it's not possible, would be a good idea, although make sure you keep the door open a little bit, otherwise you'll disappoint people.

An example of a good myth-busting article: <http://www.livescience.com/33322-alligators-crocodiles-new-york-city-sewers.html>

Did Global Warming Kill the Dinosaurs?

Global warming is everyone's favourite subject. Regardless whether they believe global warming is happening or they think it's a lie, people will resonate with this type of content. Present the theory of dinosaurs becoming extinct as a result of global warming, explain why this is plausible (or impossible) and draw parallels with how global warming is affecting the planet's fauna today.

Example: <http://www.worldaffairsjournal.org/blog/michael-j-totten/truth-about-che-guevara>



How to Hunt for Dinosaurs

This is a post aimed at palaeontology enthusiasts who are trying to dig for fossils. Your post should become the go-to resource for these enthusiasts. List the tips on fossil digging, how to preserve the found pieces, places where one can legally pursue the hobby and also some success stories how people have unearthed complete dinosaurs.

Example: <http://www.archaeologyexpert.co.uk/archaeologyasahobby.html>

Content Marketing & Outreach

Start building a list of people who are in a position to give you links. They are mostly journalists and educators. Create an Excel spreadsheet and add people who cover dinosaur-related stories. Save their social media profiles, email, phone number and examples of their writing. You can find people and content using these [advanced search queries](#).

If they're active on Twitter, Facebook or Google+, start building relationships with them now. They're more likely to give you coverage if they already recognise you.

When reaching out, remember that you can employ two different tactics. You can ask for links based on your brand. If you look at the Part1, there is a list of backlink opportunities. If somebody maintains a list of dinosaur museums or palaeontology blogs, you can simply ask them to include you.

But you can also ask for links based on your blog posts. There are two main sub-tactics for this one.

1. Look at your best blog posts and find people who might want to link to those. If somebody has written an article on theropods and you think your theropod resource answers questions that he hasn't answered, reach out, compliment them on their article and offer an insight, also mentioning that you too have written about this topic.
2. Plan the content for the next month with this question in mind: "who is going to link to my blog post?" Create a target list of 10 – 20 potential link sources, then think about what content is missing on those pages. Sculpt your next blog post according to your findings and once you've published it, let your target list know.



Being helpful

Reach out to journalists within your field and let them know that you're available for comments, interviews and guidance should they ever need your help.

Newsjacking

Use newsjacking to gain recognition. For example, if there's breaking news – all the big publications are writing about a fossil that has been just discovered. Make a list of people who have covered the story, get in touch with them and offer your unique perspective, offer comments or point out information that they haven't included in their news piece.

Or better yet, cover the story on your own blog adding your unique perspective and then share the post with the people who you plan to target with your newsjacking campaign.



Social Media Integration

Blog readers have limited amount of time to spend on each blog so if you want your content to be shared via social media, you should make it easy for the visitors to do so.

The current blog theme has got no social media integration, i.e. no social buttons are displayed, so the visitors would have to flick between the browser tabs several times copying/pasting if they wanted to share your content.

Because your blog is based on Wordpress, it's advisable you use a plugin that installs a floating social media sharing box on the left hand side of your blog posts.

A good free option has been made by GetSocial <http://wordpress.org/plugins/getsocial/> although you might want to explore paid alternatives on <http://codecanyon.net/> if you have got budget for this.

Whichever plugin you go for, there will be options to select as to which social media icons to display. Don't clutter

Don't hesitate to ask for social shares and comments at the end of the blog posts. If you ask questions or encourage feedback, you're more likely to get interaction.



The purpose of your social media efforts

The Dinosaur Museum is a brand that's both fun and educational. Your social media activities should reflect this. The reason why you need to be on social media channels is that you're lucky to be in a multimedia-rich niche. You've got access to photos, video and other materials that are easily shared across social networks.

Your competitors (See the Social Media section in Part1) have a weak social presence, they're not making the most of the content that is available. You can overtake them in a very short span of time and become a niche leader.

Since you're starting from scratch, a lot of thought should go into developing your persona. Who will be the frontman? Is it going to be one of your staff or can you develop a more unique and hip persona.

You told me that several of your life-size dinosaur models have nicknames. You might consider using one of the dinosaurs as your social media persona. That way you gain a certain amount of "viral points" before you even start sharing content.

A couple of examples of successful brand mascots:

<https://twitter.com/mmsgreen>

<https://twitter.com/RoamingGnome>

Apart from curating shareable content on various social network channels, you can also use Twitter for PR-related outreach. By building relationships with your niche influencers and journalists (by following them, retweeting their tweets, engaging in conversation and adding them to [Twitter Lists](#)) you can establish trust and be there for them when they require specialist commentary or guidance.



Twitter

Although some sites recognised Twitter as a steady source of traffic, in your case it will mainly be a networking tool that helps you with your PR efforts and lets you keep a finger on a pulse.

Gaining followers on Twitter is easier than any other platform. Once you've set up a viable process for content creation and once your Twitter stream has some good content to show, start following people related to your niche (**See the attached list of prospective Twitter Followers**). A certain percentage of people will follow back. The ones that haven't returned the favour within a week should be unfollowed. Also, don't follow too many people each day while your account is still young.

Facebook

Facebook should be used to curate fun content. Think large images, cartoons and videos. By all means share your blogposts on Facebook, but also make sure you share content that is not self-serving. That will make sure your content reaches more Facebook users and helps you become more popular.

Gaining followers/fans on Facebook is more difficult than on Twitter. Your first port of call is your personal friends and colleagues. Once you've created a Facebook Page for the Dinosaur Museum, you'll see an option to invite friends. That's the best way to get your initial fans. Also don't hesitate to ask your friends to invite their friends to like the page.

Once this initial source is exhausted, it gets more difficult. The Dinosaur Museum, however, has the benefit of "check ins" – you get people visiting the actual venue every day.

Use it at your advantage by including information about your social media accounts on the leaflets. Also, if you carry out questionnaires or hand out worksheets, make sure those also include a clear call to action asking them to like/follow you.

The most effective way of building a fanbase on Facebook is to participate in Facebook ads. You can create ads either to promote your best posts or to build fanbase. This is an effective but costly method of gaining fans.



Pinterest

Judging by the Keywords sections on Part1, people are interested in Dinosaur pictures, which means Pinterest may be a good source of traffic for your website. After you've created an account, make sure you include your web address in the profile and then go through the Pinterest verification process to make sure people can click through to your website.

Create several topical boards (galleries). Make sure you "pin" all relevant images that are displayed on your website. When checking the site, I didn't see a gallery of the museum exhibits.

You could post a gallery highlighting your best exhibits on your website and then "pin" the photos on your Pinterest account. That way people might click through to your website because each pin also contains a link to the original source.

Having said that, don't hesitate to "pin" relevant images from other websites. Your role in this case is to become a curator of the best dinosaur-related visual material.

Gaining followers is similar to Twitter. You should follow active users, interact with their pins (by re-pinning and commenting). Once you build up a good number of boards (galleries), people will start following you, and unlike Twitter, they don't necessarily expect you to follow them back.

Google+

This is probably going to be the least valuable content distribution channel for you, but since you have a physical location and since your competitors are completely ignoring Google+, you will benefit by creating a company page.

Make sure you fill in all the contact details, including the address and telephone numbers as this might give you a small positive boost in Google local results (when people are searching for something related to Dorchester).

You can also create several relevant G+ Circles (similar to Twitter Lists), add some industry influencers to the Circles and interact with them: +1 their posts, comment their on their posts, however, unless you see a significant uplift, don't spend too much time managing your Google+ - just make sure you've got a presence and that your G+ account doesn't look abandoned.