



WHAT ARE YOU GOING TO TALK ABOUT?

WHAT YOU'LL TALK ABOUT

CHAPTER 8 – CONTENT MARKETING FOR NONPROFITS

KIVI LEROUX MILLER

CORE TOPICS AND THEMES



- What are the most obvious topics?
- What are some related topics?
- What are top-of-mind topics with supporters and participants?
- What's the competition?
- What is the capacity?

THREE KINDS OF CONTENT: EVERGREENS

- Stay fresh from season to season
- Much of your basic website
- Improves search engine optimization
- Examples:
 - How-to articles
 - Top ten or “best of” lists
 - Core principals, Ideas or values
 - Best Practices
 - FAQs
 - Trends, Timelines or Historical accounts



GETTING THE MOST FROM EVERGREEN CONTENT

- Invest time up front to save lots of time later
- Think about repurposing as you write
- Match evergreen content with calls to action
- Link to related evergreen content on your website
- Set reminders to update content: data and statistics
- Build evergreen maintenance into your workflow

CONTENT TYPE TWO: PERENNIALS

- Come back each year
- Require regular maintenance
- Pay attention with growing and in bloom
- Newsletter and blog content



EXAMPLES OF PERENNIALS

- These are the top-of-the-mind topics
- These ones people always talk about
- Requires a fair amount of team each year creating new material
- Requires regular listening
- Series of blog posts
- Response to a pattern
- Holidays
- Regular features: “standing heads” – category of content, often on a particular channel
 - Lessons content debates
 - Know what kinds of content you need to produce and can watch for ideas
 - As you write more of a particular category you will get better at it and faster
 - Readers will start to follow and look forward to it.
 - Wordless Wednesday

ANNUAL COLOR: SHORT TERM AND SPLASHY

- Short and long term priorities
- Lighter and fun
- Start conversations in social media
- If take off, create content that will build the category
- Think about curated and repurposed content for annual color



EXAMPLES OF ANNUAL COLOR

- Your priorities and your PSIs interests
- Instant gratification with responsible pedagogy
- Combination of mundane and interesting or thought producing
- “cheese sauce on the broccoli”
 - List of topics your organization really wants to get out there
 - List of topics that your PSIs are most interested in
 - Top five list from both
 - Combine them into one list
 - New information?
 - Update present information
 - Not developing content – refer to other locations