GROWTH BY CONTENT

DRIVING MASSIVE TRAFFIC
WITHOUT A BIG BUDGET

@nadyakhoja
A little history lesson...

2015

- 400 signups a week
- 25 upgrades a week
A little history lesson...

- **2015**
  - 400 signups a week
  - 25 upgrades a week

- **2018**
  - 40,000 signups a week
  - 700 upgrades a week
A little history lesson...

Average growth rate of 150% YoY
A little history lesson...

10% from organic blog traffic

5% of visits signup
A little history lesson...

Content revision strategy occurs here

10% from organic blog traffic

5% of visits signup
But does content marketing even work?

- "It doesn't convert!"
- "It takes too long to see results!"
- "It isn't scalable!"
Buy ads instead - it's easier, right?

- What if you don't have a budget?
- Or your LTV is too low?
- Are ads really sustainable then?
Approach content like a growth marketer

Organic traffic: 283,745 /month

3x Blog traffic in 1 year
Organic growth looks something like this?

Organic traffic: 92,949 /month
Or like this?

Organic traffic: 52,340 /month
Or maybe even like this?

Organic traffic 25,111 /month
4-Step Framework For Massive Organic Growth

So you can have organic growth that doesn't look like this
4-Step Framework For Massive Organic Growth

So you can have organic growth that doesn't look like this

And instead looks more like this
How to establish specific **goals** for various types of content.
How to establish specific goals for various types of content.

- Higher Domain Authority
- More Traffic
- Higher Conversions

- Good Content
- Valuable/Relevant Content
- Linkable Content/Better Links
- Provides Solution to Pain Point
- Win at Google
- Keyword Research
- Optimized Content
How to establish specific **goals** for various types of content.
How to establish specific **goals** for various types of content.
How to establish specific goals for various types of content.
How to establish specific **goals** for various types of content.

- Higher Domain Authority
- Good Links (Press mentions)
- Viral/Editorial Content

**Example:**

- **Incorrect:** 35+ Simple Background Images, Templates & Design Tips
- **Correct:** 14 Visual Content Marketing Statistics to Know for 2019 [Infographic]
How to establish specific **goals** for various types of content.

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**14 Visual Content Marketing Statistics for 2019 [Update]**

venngage.com/blog/visual-content-marketing-statistics/

- Ahrefs Rank: 11,116
- UR: 47
- DR: 80
- Backlinks: 1.13K
  - Live 786
  - Historical 2.58K
- Referring domains: 482
- Organic keywords: 141 (+2)
  - PPC 0
- Organic traffic: 18 (-6)
- Traffic value: $54
  - PPC $0

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**35+ Simple Background Images, Templates & Design Tips - Venngage**

venngage.com/blog/simple-backgrounds/

- Ahrefs Rank: 11,116
- UR: 15
- DR: 80
- Backlinks: 8
  - Live 5
  - Historical 13
- Referring domains: 6
- Organic keywords: 3.9K (+83)
  - PPC 0
- Organic traffic: 13.0K (-2K)
- Traffic value: $8.0K
  - PPC $0
How to establish specific **goals** for various types of content.
How to establish specific goals for various types of content.
How to establish specific goals for various types of content.

It's no longer enough to just brainstorm a list of "fun ideas" to write about.

You need a strategic approach to content.
How to establish specific goals for various types of content.
How to strategically research which keywords to rank for.

WRITE ALL THE THINGS!

How most marketers approach content marketing
How to strategically research which keywords to rank for.

START WITH KEYWORD RESEARCH

WRITE ALL THE THINGS!
How to strategically **research** which keywords to rank for.

**2 TYPES OF PAGES YOU CAN PROMOTE**

**BORING PAGES:**
- High-converting landing pages

**NOT BORING PAGES:**
- Blog posts and other un-gated content
How to strategically **research** which keywords to rank for.

<table>
<thead>
<tr>
<th>Search Terms</th>
<th>Avg. Monthly Searches</th>
<th>Competition</th>
<th>Suggested Title</th>
<th>Suggested Editorial Title</th>
<th>Suggested Page/URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership</td>
<td>115000 high</td>
<td>high</td>
<td>What is leadership?</td>
<td>Leadership skills CEOs from Fortune 500 companies all have in common</td>
<td>thisisnadya.com/leadership</td>
</tr>
<tr>
<td>Management</td>
<td>109000 high</td>
<td>high</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Productivity</td>
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<td>high</td>
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**Brainstorm keywords and search volume**
How to strategically **research** which keywords to rank for.

Keep breaking down "category" topics into more long tail search queries.
How to strategically research which keywords to rank for.

Understand the theme and depth of topics you write about.
How to structure your content to establish authority on Google.

Content Authority:
Consistently producing content within a specific topic/realm.
How to structure your content to establish **authority** on Google.

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**Suggested Title:** What is leadership?

**Suggested Editorial Title:** Leadership skills CEOs from Fortune 500 companies all have in common

This might be your "pillar page"
How to effectively **promote** various types of content for growth.

*Note: Not sure how accurate this is... it's based on speculation*
How to effectively **promote** various types of content for growth.

Remember this example..?

**Organic traffic** 92,949 /month

Organic traffic from top 10 pages
How to effectively **promote** various types of content for growth.

**Remember this example...?**

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Organic traffic from top 10 pages

But they have over 5000 blog posts published...
How to effectively **promote** various types of content for growth.

Remember this example...?

**Organic traffic** 92,949 /month

<table>
<thead>
<tr>
<th>#</th>
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<tbody>
<tr>
<td>1</td>
<td>6,272</td>
<td>13%</td>
</tr>
<tr>
<td>2</td>
<td>5,470</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>2,768</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>930</td>
<td>2%</td>
</tr>
<tr>
<td>5</td>
<td>745</td>
<td>2%</td>
</tr>
<tr>
<td>6</td>
<td>719</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td>658</td>
<td>1%</td>
</tr>
<tr>
<td>8</td>
<td>657</td>
<td>1%</td>
</tr>
<tr>
<td>9</td>
<td>538</td>
<td>1%</td>
</tr>
<tr>
<td>10</td>
<td>517</td>
<td>1%</td>
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Organic traffic from top 10 pages

But they have over 5000 blog posts published...

Less than 500 of those pages are actually driving any traffic
How to effectively **promote** various types of content for growth.

**Organic traffic** 92,949 /month

**ONLY 10% OF PAGES ARE DRIVING TRAFFIC**

Oh no...
How to effectively **promote** various types of content for growth.

PROMOTION SHOULD TAKE UP MORE TIME THAN CREATION!
How to effectively promote various types of content for growth.

- Higher Domain Authority
- Higher Conversions
- More Traffic

- Goal is high quality backlinks
- Focus on promoting to press
How to effectively **promote** various types of content for growth.

- **Higher Domain Authority**
  - Goal is high quality backlinks
  - Focus on promoting to press

- **Higher Conversions**
  - Press mentions are unlikely
  - Focus on promoting to sites writing about similar niches/topics
  - More likely to secure anchor links

- **More Traffic**
How to effectively promote various types of content for growth.
How to effectively promote various types of content for growth.
How to effectively **promote** various types of content for growth.
How to effectively **promote** various types of content for growth.

- A visual compendium of glowing creatures
tabletopwhale.com/2014/07/21/a-visual-compendium-of-glowing-creatures.html

There are a lot of strange things out there in the dark. These counts are nice enough to let you know when they’re around, first installment of what will hopefully be a year-long **infographic design** project. I’ve always been into biology and design, so I’m...
How to effectively **promote** various types of content for growth.

Personalize messages for each person.
How to effectively **promote** various types of content for growth.

**Cold-Outreach Best Practices:**

Don't sound like a robot.
How to effectively **promote** various types of content for growth.

**Cold-Outreach Best Practices:**

Cull your lists and make sure the content is relevant.
How to effectively **promote** various types of content for growth.

**Cold-Outreach Best Practices:**

Don't be afraid to inject your personality in your outreach. (Be yourself...unless "yourself" sucks...then be someone better.)
How to effectively **promote** various types of content for growth.

**Cold-Outreach Best Practices:**

*Give them a reason to care about what you're doing (and don't always rely on short emails working)*
How to effectively promote various types of content for growth.

Build a relationship.
Link Building is a long-term strategy.
All good marketing is growth marketing.

A DATA-DRIVEN & ITERATIVE APPROACH TO GROWTH
All good marketing is growth marketing.

- Goals
- Research
- Authority
- Promote

Get slides and templates:
venngage.com/blog/cta19

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