

SEEKING SOCIAL ENGAGEMENTS: STRATEGIES FOR ORGANIC RESPONSES

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YELLOW.

“All [businesses] are created equal”



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More often than not, there are
more similarities in quality than
dissimilarities

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Decisions, Decisions

BIG



CITY COLLEGES
of CHICAGO
Education that Works

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Decisions, Decisions



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“All [businesses] are created equal”



In-state tuition and fees:
\$15,626 (2015-16)

Out-of-state tuition and
fees: \$30,786 (2015-16)

Enrollment: 32,959

Setting: city

#41
Tie

University of Illinois--Urbana-Champaign

Champaign, IL

University of Illinois--Urbana-Champaign is a public institution that was founded in 1867. The school has 41.7 percent of its classes with fewer than 20 students, and the student-faculty ratio at University of Illinois--Urbana-Champaign is 18:1.

 [Get access to expanded profiles, financial aid statistics, GPAs and more.](#)



In-state tuition and fees:
\$10,415 (2015-16)

Out-of-state tuition and
fees: \$29,665 (2015-16)

Enrollment: 31,289

Setting: city

#41
Tie

University of Wisconsin--Madison

Madison, WI

University of Wisconsin--Madison was established in 1848 as a public institution. University of Wisconsin--Madison follows a semester-based academic calendar and its admissions are considered more selective.

 [Get access to expanded profiles, financial aid statistics, GPAs and more.](#)

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Decisions, Decisions



ILLINOIS

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

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Decisions, Decisions



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“Content is King”

Bill Gates, 1996



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“Content is King”

- Goals for today:
 - Establish the value of content
 - Explore SEO & content
 - Explore social implications & content
 - Establish inbound methodology

“Content is King”

- Goals for today:
 - Establish the value of content
 - Explore SEO & content
 - Explore social implications & content
 - Establish inbound methodology
- Note: aiming for the middle ground

***CONTENT IS
KING***

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“If people are to be expected to put up with turning on a computer to read a screen, they must be rewarded with deep and extremely up-to-date information that they can explore at will...they need an opportunity for personal involvement.”

-Bill Gates, 1996

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“Content is King”

- Media proliferation = insane volume:
 - In 1920, there was 1 radio station.
 - Today, 15,000.
 - In 1946, 12 TV stations in the US.
 - Today, almost 2,000
 - In 2015, there were 1,500 stories competing for your Facebook newsfeed at any given moment.

“Content is King”

- Media proliferation = insane volume:
 - Pushes constant information & value
 - What’s keeping people on your channel? Profile? Website?



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SEARCH ENGINE OPTIMIZATION

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SEO Strategies

- Most important take away:
 - Technical SEO is now the baseline
 - Recall “More similarities than dissimilarities”

SEO Strategies

Google
robots.txt



Home | [University of Illinois Urbana-Champaign](#)

[illinois.edu/](#) ▼ University of Illinois at Urbana–Champaign ▼

Information for students, alumni, and parents from **Illinois** flagship public **university**, a world leader in research, teaching, and public engagement.

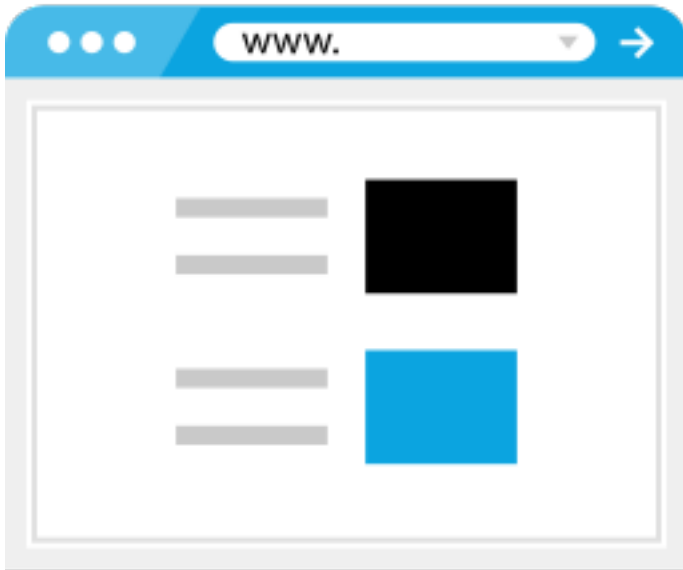
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SEO Strategies

- Always be creating



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SEO Strategies

- Always be creating



YELLOW.

SEO Strategies

- Always be creating



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SEO Strategies

- Why?
 - Solve audience's problems
 - Keyword research
 - Provide information
 - Establish thought leadership
 - Inherently prepare for cross channel campaigns

Think back to prospective students...

- What might they want to know?

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Think back to prospective students...

- What might they want to know?
 - Admissions process
 - Test scores
 - Tuition

Solve Their Problems

- Use content to make it easy
 - Keyword research
 - Planning around past searches
 - Google AdWords Keyword Planner
 - SEMRush
 - SEOMoz
- Missing humanity, though

Solve Their Problems

- Use content to make it easy
 - Trending research

Searches related to university of illinois at urbana-champaign

university of illinois at urbana-champaign **ranking**

university of illinois at urbana-champaign **tuition**

university of illinois at urbana-champaign **address**

university of illinois at urbana-champaign **admissions**

university of illinois at urbana-champaign **athletics**

university of illinois at urbana-champaign **majors**

university of illinois at urbana-champaign **transfer**

university of illinois at urbana-champaign **college board**

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Solve Their Problems

- Use content to make it easy
 - Trending research

Searches related to university of illinois at urbana-champaign tuition

university of illinois at urbana-champaign tuition **cost**

university of illinois at urbana-champaign **ranking**

university of illinois at urbana-champaign tuition **calculator**

university of illinois at urbana-champaign **scholarships**

university of illinois at urbana-champaign **financial aid**

university of illinois at urbana-champaign **transfer**

tuition **fees for** university of illinois urbana-champaign

university of illinois **chicago** tuition

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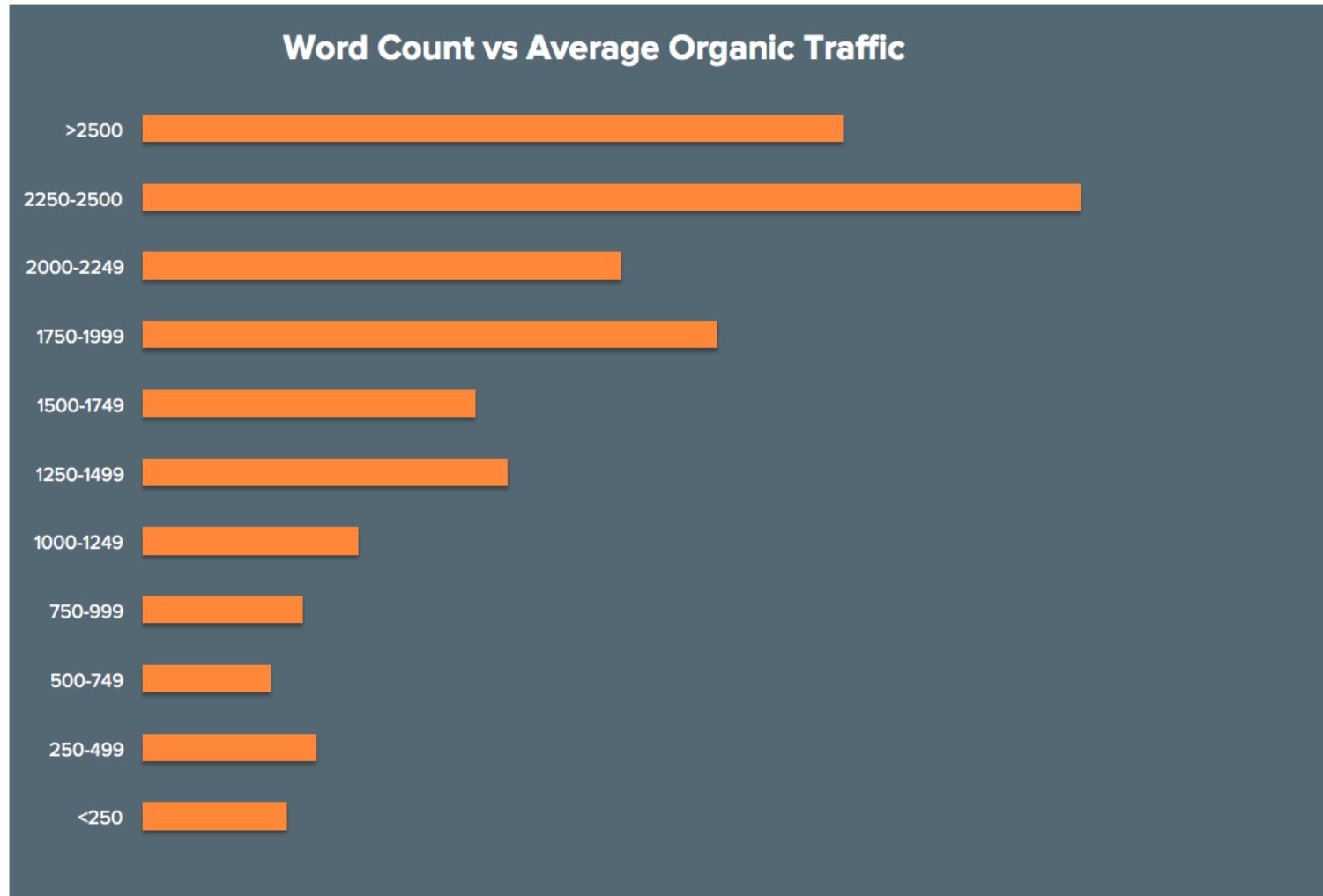
Solve Their Problems

- Use content to make it easy
 - Keyword research
 - Planning around past searches
 - Google AdWords Keyword Planner
 - SEMRush
 - SEOMoz
- Missing humanity, though
 - Often time, implies long-tail keywords
 - (“auto shop” vs “auto body shop champaign”)

Solve Their Problems

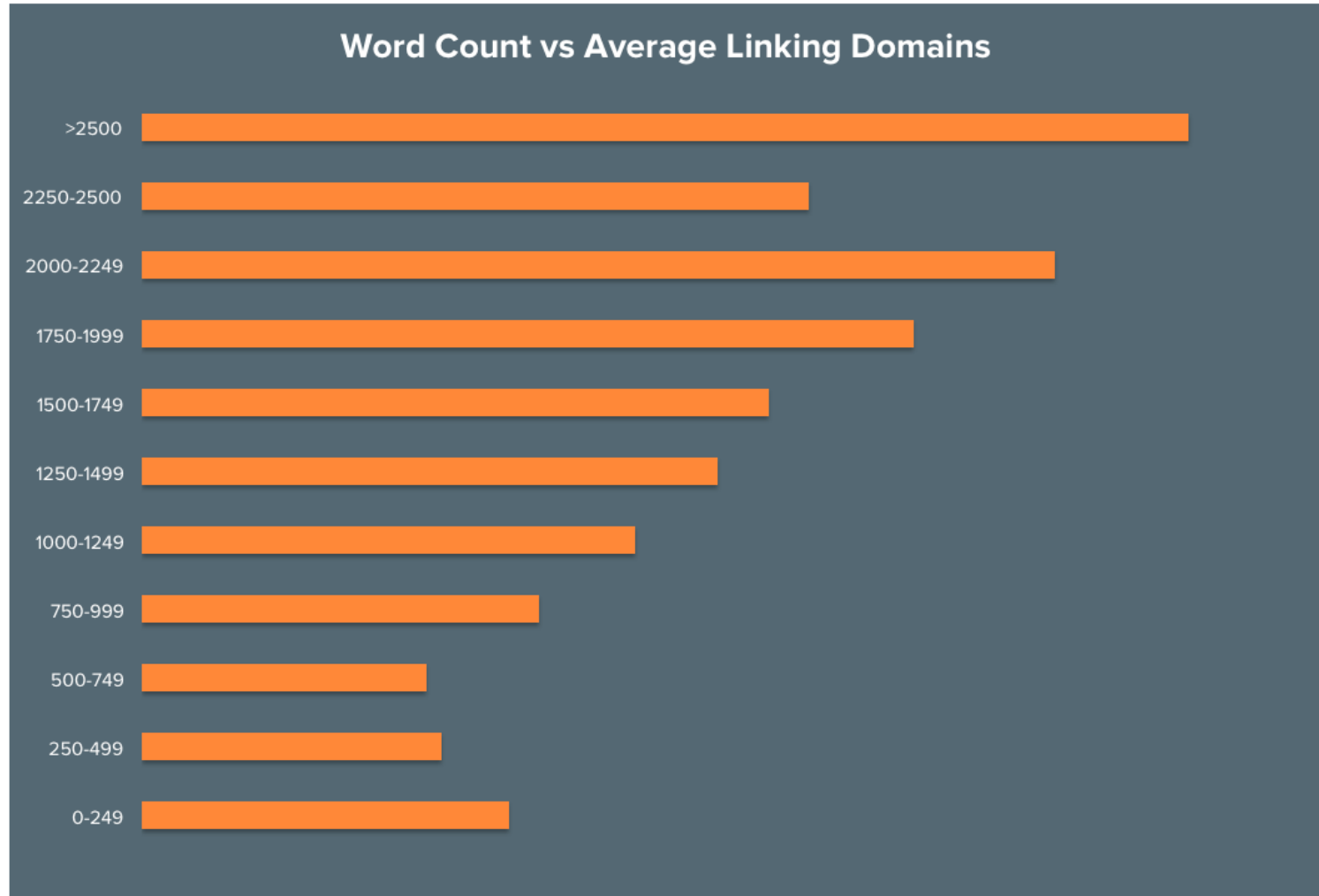
- Guides content planning
 - Answer their past questions
 - Anticipate their future questions
 - Provide content for both

Solve Their Problems



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Solve Their Problems



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Solve Their Problems

- Length/quality applies to all types of content
 - Well-written/built out blogs
 - Informative infographics (tell a whole story)
 - Less obvious: helps dictate video scripts
 - Why?

Solve Their Problems

- Video content planned by keywords
 - Ensures relevancy
 - Does SEO wonders
 - Google loves rich media, but doesn't have ears
 - Upload script as closed-captions, voila
 - Additional keyword emphasis
 - Can drive up the rest of your content with same keywords as well
 - Keep on your site for best SEO value, but YouTube/Facebook, etc. for social

Solve Their Problems

- Longevity of content
 - Lives forever
 - Can be tweaked over time
 - Adding new content to blogs, changing title tags, adding new videos to blogs, etc.
 - Cross channel
 - Use in email, print (infographics), and...

SOCIAL MEDIA STRATEGIES

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Social Conversations

- Content created for SEO is perfect for social
 - Already catered to your audience
 - Helps cut through clutter as a result of relevancy
 - Shareable
 - Candid/real

“80% of Gen Y is influenced by user-generated content when considering a purchase”

-HubSpot 2015

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Question

- What do you think of when you think of MIT?

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Question

- What do you think of when you think of MIT?
 - Boring
 - Intellectual
 - Not-too-fun

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PSY - GANGNAM STYLE(강남스타일) M/V



officialpsy ✓

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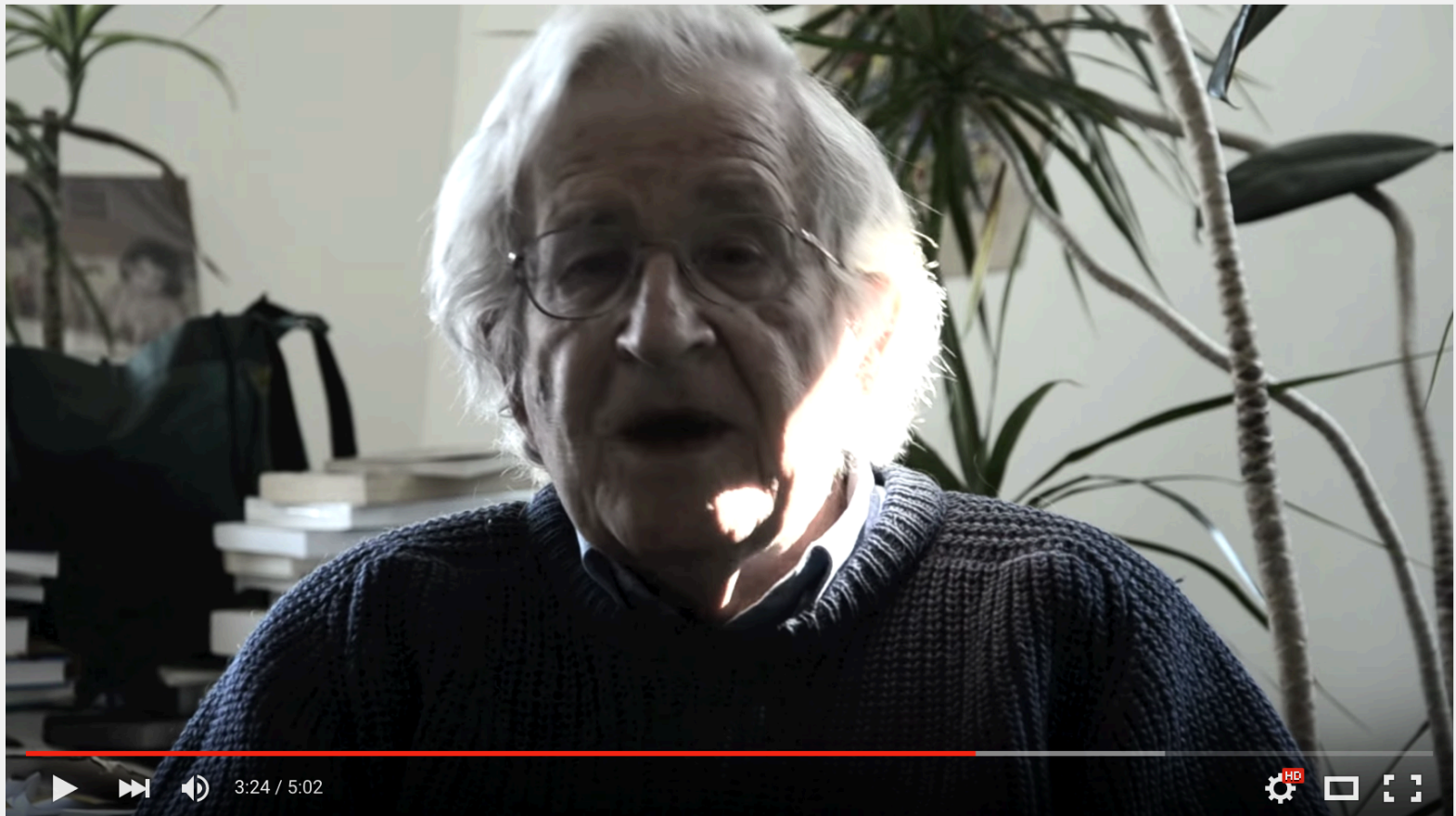
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MIT Gangnam Style (MIT 강남스타일)



MIT GangnamStyle

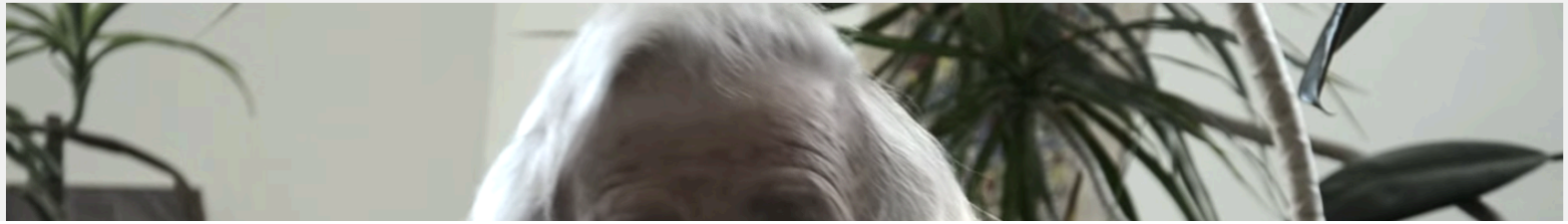
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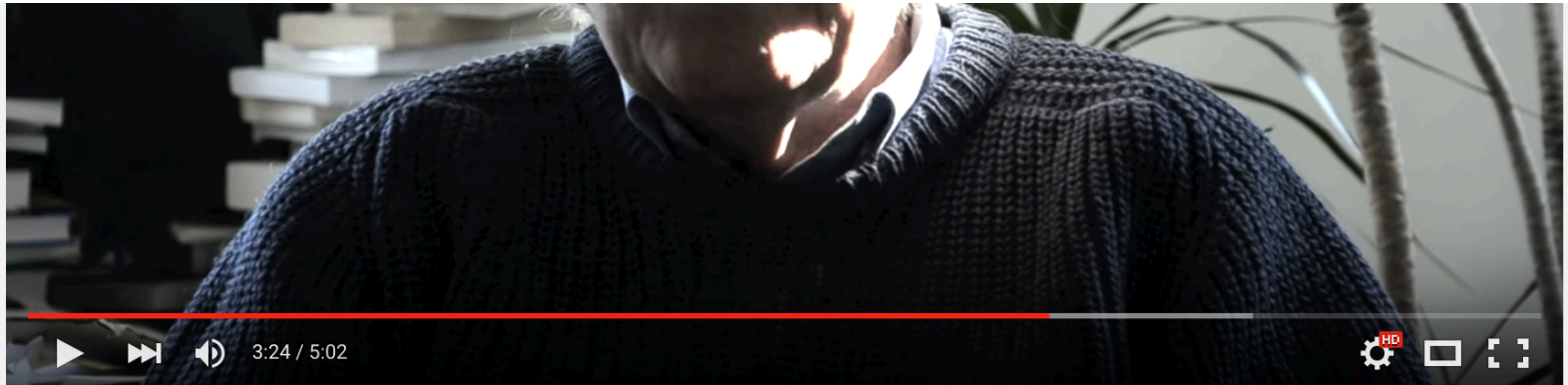
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MIT 'Chomsky Style' Best Gangnam Parody Yet? Noted Intellectual Steals The Wacky Show (VIDEO)

🕒 10/29/2012 02:12 pm ET | Updated Oct 29, 2012



MIT Gangnam Style (MIT 강남스타일)



MIT GangnamStyle

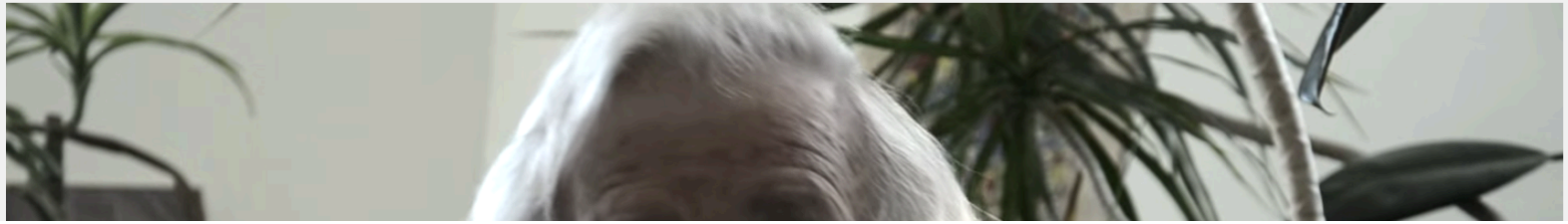
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HUMOR

SOMEBODY GOT NOAM CHOMSKY TO APPEAR IN A 'GANGNAM STYLE' VIDEO

🕒 AUGUST 2, 2013 👤 EUGENE WOLTERS 💬 0 COMMENTS



Gangnam Parody Yet? Noted How (VIDEO)



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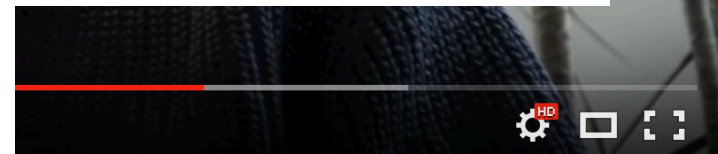
EDUCATION

Noam Chomsky Appears in Viral MIT-Themed 'Gangnam Style' Video (Yes, Really)

oted

Oct. 31, 2012 8:24am | Billy Hallowell

93
SHARES



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👍 28,283 💬 1,553

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Social Conversations

- Net effect?
 - Changed perceptions
 - Helped show “real” students
 - Went viral

Social Conversations

- Other things to keep in mind:
 - Guiding the conversation
 - Engaging your audiences

Social Conversations

- Content
 - Sharing what you created (videos, infographics, blogs)
 - Getting feedback & collaborative content
 - User Generated Content (UGC)

Social Conversations

- Campaign strategies & ideas
 - Day-in-the-life campaigns
 - Share via hashtag on Instagram/Twitter
 - Collaborative videos/found footage
 - Part of something
 - UGC quote

Social Conversations

- Campaign strategies & ideas
 - Generates conversation
 - Keeps your content stream flowing
 - Gives you real feedback & insight



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INBOUND MARKETING

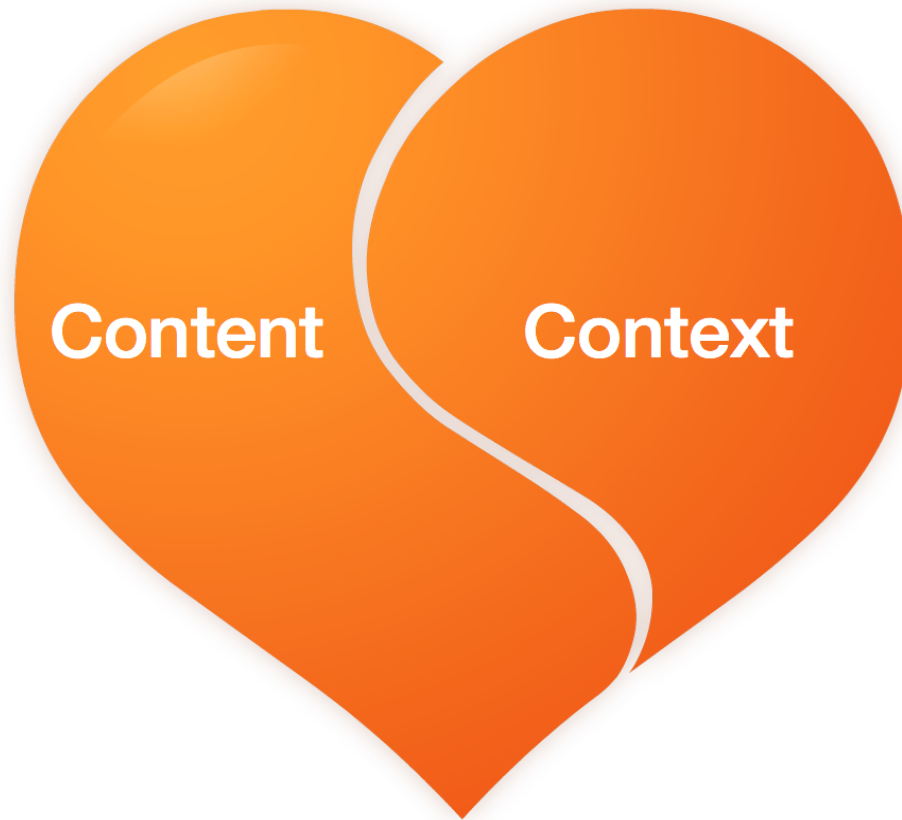
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What is Inbound?

Marketing with a magnet,
not a sledgehammer.

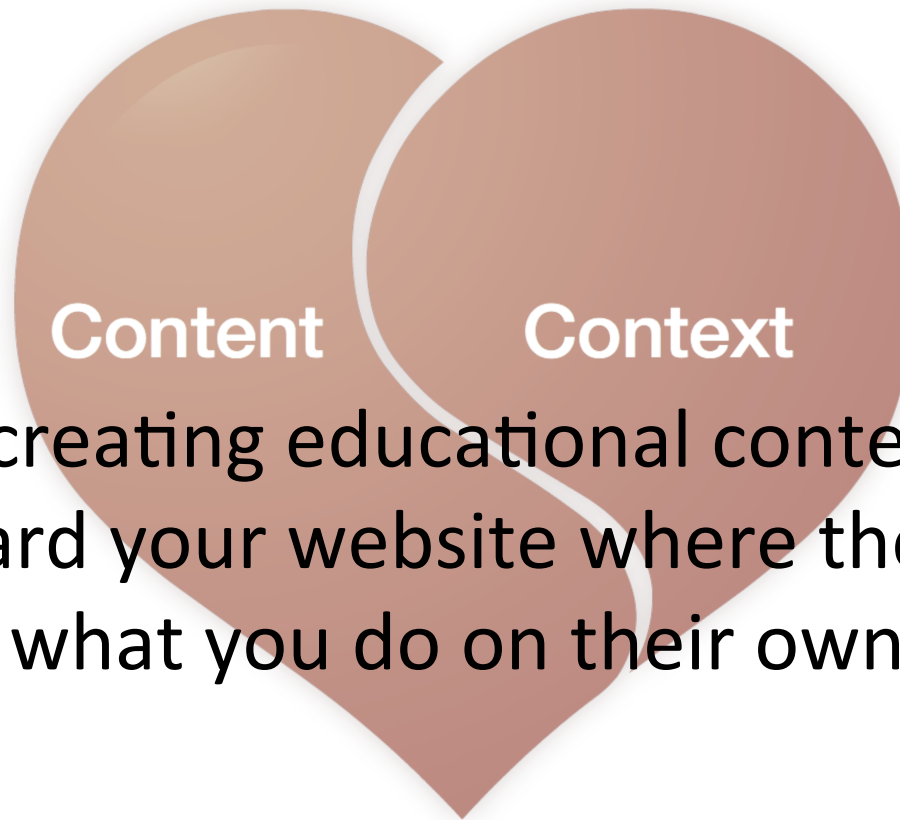
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What is Inbound?



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What is Inbound?



Focuses on creating educational content that pulls people toward your website where they can learn more about what you do on their own accord.

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Why Inbound?

PRE-INTERNET.

- **Buyer:** Relatively uninformed.
- **Buyer Journey:** Linear.
- **Marketing Playbook:** Interrupt (cold calls and advertising).



TODAY.

- **Buyer:** Well-informed.
- **Buyer Journey:** Fluid and random. Starts with Google.
- **Marketing Playbook:** Thought leadership through content creation.

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Social Conversations



**University of Illinois Class
of 2016**
College & University

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Social Conversations



https://www.reddit.com/r/UIUC/

UIUC hot new rising controversial top gilded wiki promoted

Don't ride Suburban Express (or Illini Shuttle)! They've sued [hundreds](#) of their customers, threatened the mods with [legal action](#), have [terrible reviews](#), and [more](#).

Game-day Gear for Tournament Champs (www.ebay.com)
promoted by eBayOfficial
1 comment share

Fall Schedule Megathread! (self.UIUC)
submitted 6 days ago by AlmostGrad100 [M] - stickied post
188 comments share

Has anyone been in the LEADS LLC? (self.UIUC)
submitted 5 hours ago by paradisperdus
1 comment share

Does signing up for my college's convocation mean I walk on graduation? (self.UIUC)
submitted 9 hours ago by uiuc2016walk
4 comments share

What was wrong with people on green street last night? (self.UIUC)
submitted 12 hours ago by oaisdhaioisydb8
11 comments share

Any good fried chicken places near/on campus? (self.UIUC)
submitted 13 hours ago by Langiyo
25 comments share

Best ECE 210 professor? (self.UIUC)
submitted 4 hours ago by khrushchev007 Class of 2019
3 comments share

Snyder Hall? (self.UIUC)
submitted 8 hours ago by umga20
7 comments share


Arrest on S. Fifth Street at 3:30 AM (self.UIUC)
submitted 18 hours ago by AnEvilMuffin Sophomore, Linguistics & EALC
15 comments share

Are Kin 102 and 104 pass/fail classes, or do you receive a grade? (self.UIUC)
submitted 4 hours ago by 1172a

UNIVERSITY OF ILLINOIS
URBANA-CHAMPAIGN
Fighting Illini

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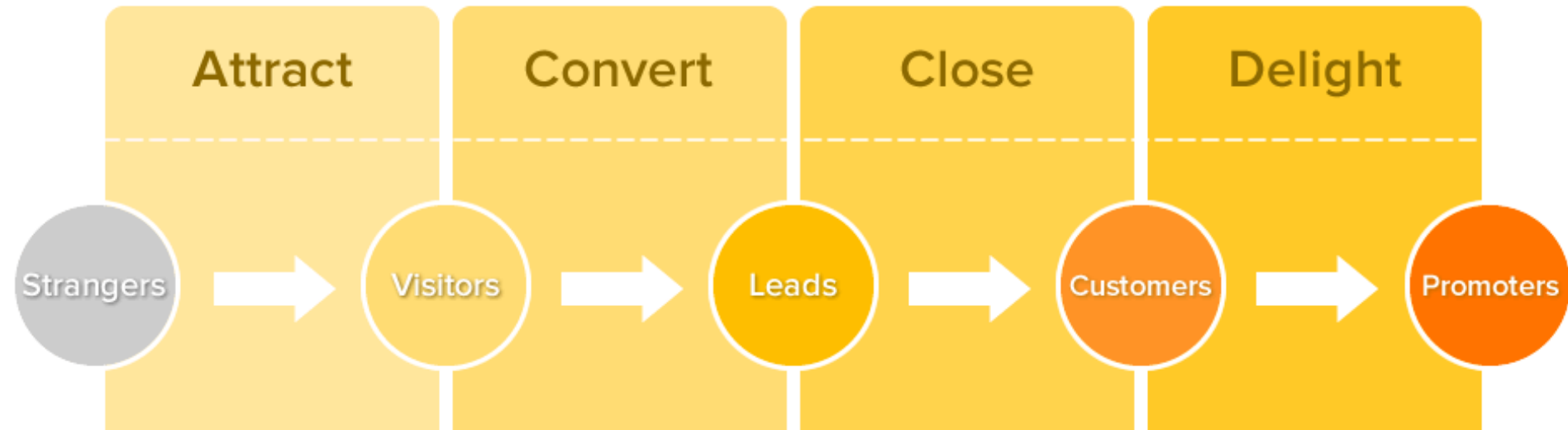
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Inbound Funnel



by HubSpot

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Inbound Success



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Education that Works

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Inbound Success



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Inbound Strategies

- Always be creating



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SEEKING SOCIAL ENGAGEMENTS: STRATEGIES FOR ORGANIC RESPONSES

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