

BRAND REAL ESTATE

How Much Is Your Brand Out There?

It's nearly impossible to calculate how many people see your off-site content (i.e., what you publish on other sites or what others publish about you). It can also be hard to keep track of all your brand awareness efforts and those you've overlooked. This is why we've created our own brand awareness scale.

Check off the appropriate boxes below, add up your points, and see how your business scores for its Brand Real Estate. Then, keep reading for actionable tips you can put in place today to help increase your score and brand visibility.

 **Note:** The questions below apply to your non-paid content marketing efforts only.

CONTENT

Has your brand been featured in an industry publication in the last 3 months?

- Yes (add 2 points)
- No (0 points)

Has your brand been featured in a general news publication in the last 3 months?

- Yes (add 2 points)
- No (0 points)

Has your brand's content appeared in an industry roundup in the last 3 months?

- Yes (add 1 point)
- No (0 points)

Has your brand's research been reported on by an authoritative source in the last 6 months?

- Yes (add 1 point)
- No (0 points)

How many non-paid, off-site links do you earn in a month?

- More than 10 (3 points)
- 6-9 (2 points)
- 3-5 (1 point)
- Fewer than 3 (0 points)

SEARCH

Is your on-site content getting a majority of its traffic from organic search?

- Yes (add 3 points)
- No (0 points)

Do you rank on the first page of Google for your *primary* target keywords?

- Yes (add 4 points)
- No (0 points)

Do you rank on the first page of Google for your *secondary* target keywords?

- Yes (add 2 points)
- No (0 points)

SOCIAL MEDIA

On average, how many retweets do you get per tweet on Twitter?

- More than 25 (add 3 points)
- 10-25 (add 2 points)
- 5-9 (add 1 point)
- Fewer than 5 (0 points)

What is your average engagement (likes and comments) on Facebook posts?

- More than 250 (add 3 points)
- 100-249 (add 2 points)
- 25-99 (add 1 point)
- Fewer than 25 (0 points)

How many social influencers (publications and individuals with large followings) have mentioned your brand?

- More than 25 (add 3 points)
- 15-25 (add 2 points)
- 5-14 (add 1 point)
- Fewer than 5 (0 points)

BRAND REAL ESTATE SCALE

More than 21 points Superstar Status



Congratulations! You've done amazing work getting your brand out there, which is a great foundation for getting more press and higher-quality leads.

Are you now ready to invest in other marketing tactics? If you're interested in increasing your organic traffic, building links, or attracting and converting your target audience, [let us know](#).

We'll let you know what we can do to take your brand to the next level.

11-20 points Middle Management Status



You've been doing great work – pat yourself on the back! We have a feeling you want to **kick it up a notch**, though. Increasing brand awareness can be tricky, but we've got some concrete ideas that you can incorporate into your strategy.

PRO TIP 1: RUN AN ON-SITE SEO AUDIT.

This will help you know two things regarding how Google's algorithm ranks your site:

- ★ Which pieces of existing content need improvement (think along the lines of text length, keywords used and topics covered, and engagement with the content)
- ★ The details that need fine-tuning (meta descriptions, header tags – things like that)

How does your on-site content affect your off-site brand awareness? Publishers and influencers can't feature your content if they can't find it, and an optimized site will help them find you. Plus, if your site is lackluster, the publications you pitch directly won't be eager to link back to your non-authoritative site.

Resource: [How Do SEO Goals Impact Content Marketing Strategy?](#)

PRO TIP 2: TAKE ADVANTAGE OF THE MAJORITY ILLUSION.

On social media, well-connected members within your network can alter your perception of how common an idea or behavior actually is. This means you don't need a mega celebrity with millions of followers to mention your brand or content to get good exposure. Instead, research which [influencers](#) will have the biggest reach for your target audience and you'll up the sharing potential of your content.

Resource: [Your Network's Structure Matters More Than Its Size](#)

PRO TIP 3: CREATE CONTENT WITH LINK-BUILDING POTENTIAL.

Our research that looked at the performance of hundreds of our campaigns revealed that certain characteristics attract the attention of publishers and audiences. Try to build as many of the following qualities into your content as possible:

- ★ Highly emotional
- ★ Broad appeal
- ★ Comparison
- ★ Pop culture-themed

Resource: [What 300+ Content Marketing Campaigns Can Teach You About Earning Links](#)

■ Fewer than 10 points Invisibility Cloak Status



We hate to break it to you, but if this were Monopoly, you'd be lucky to have a house or two on Baltic or Vermont Avenue, and that's about it. Don't fret: With some guidance, you'll be on your way to building hotels on Park Place and Boardwalk.

To boost your brand awareness, here are the three areas we suggest you focus your content marketing efforts on:

1. IDEATION

While marketers come up with good ideas all the time, they're not all primed for making waves on the internet. Topics for your content should follow Jonah Berger's **SUCCESS metric: Simple, Unexpected, Concrete, Credible, and Emotional Stories.**

For each piece of content, you should come up with at least **10 solid ideas**, and then have others weigh in on them with their thoughts and whether they adhere to the SUCCESS model. Go with the idea that has the most potential.

 **Bonus:** Use an [online tool](#) like Buzzsumo to discover topics and verticals that are likely to perform well.

2. CONTENT CREATION

High-quality content takes time to produce. It's a good idea to allow at least four weeks to create a project or campaign (depending on how extensive it is and your resources). Make an outline for yourself on how you plan to execute every phase. Here is a sample schedule:

- ★ **Days 1–12:** Conduct all research (e.g., interviews, original experiment, data collection, and analysis).
- ★ **Days 13–17:** Create an outline with the copy that will appear in graphics and design direction for a designer – or yourself – to implement.
- ★ **Days 18–21:** Write the text for your landing page or blog post that will complement your graphics.
- ★ **Days 22–25:** Provide feedback on design, and finalize on-site text.
- ★ **Days 26–28:** Upload the content to your site and get any necessary approvals.

Refer to our campaign case studies and [content examples](#) for ideas on the range of content types you can create.

3. OUTREACH

The beauty of content marketing compared with advertising is that your eggs are spread out to better reach the masses – instead of stuffed into one basket. Your goal with digital outreach is to **network with writers and editors** at top-tier publishers and industry-specific publications and pitch them your content.

As long as your content is of a high caliber, it's a **win-win relationship**: Your content is distributed to their audiences, and journalists are given a story to report on and keep their readers interested.

Our [Tell-All Guide to Digital PR](#) is an **A-to-Z manual on how to research and communicate with publishers.** Here are some gems from it:

- ★ **Do your research.** Of the 1,300 publishers we surveyed, 80% of them said they reject pitches that are irrelevant to their beat.
- ★ **Don't send out mass pitches.** Personalize each and every one of your emails so that you establish a connection with the writers.
- ★ **Spend time on your subject line.** Calling out the most interesting statistic from your study is a good way to go.
- ★ **Keep your emails brief.** Aim for 100 to 200 words for the body, and add some pizzazz. About 50% of publishers toss pitches that they label as "boring."
- ★ **Request a mention/link.** Once you've hooked a writer, politely ask that they reference your brand and link to your landing page.

Once the media have covered your content, **don't ghost your writers.** Continue nurturing the relationship and look for ways you can work together on content in the future.