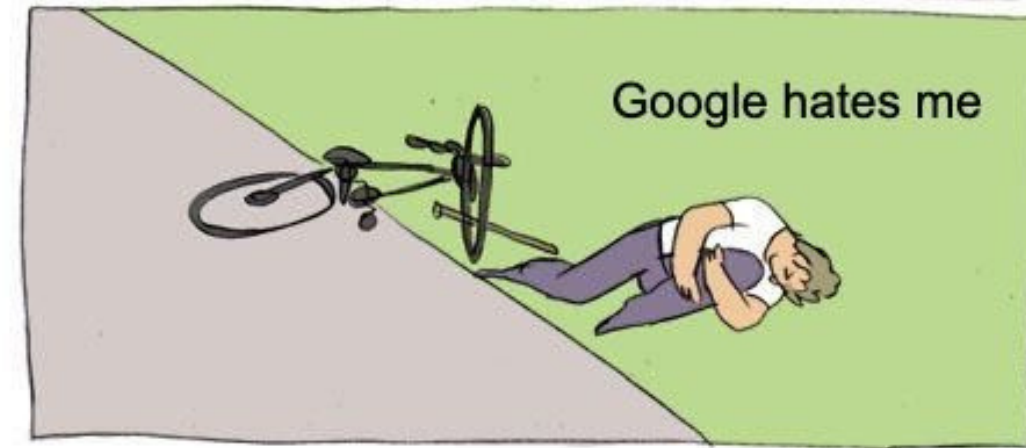
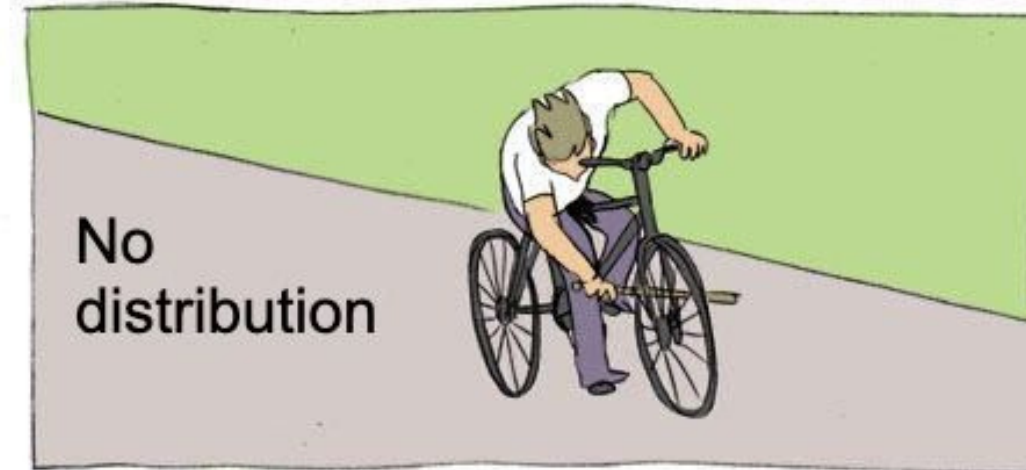


Distribution-first content marketing

**How much time do you spend in creating content vs
distribution?**



What's the problem?

What doesn't work?

1. **Spray and Pray approach doesn't work any more**

2. Content Distribution cannot be an afterthought

How to approach content distribution?

1. Set content goals first

Higher Domain Authority

Higher Conversions

More Traffic

~~**That Magic Piece of Content**~~

Source : Venngage

 CoSchedule

[MoEngage Blog](#) > [Technology](#) > [Product Updates](#)

[Product Updates] All the latest feature announcements and updates from June and July 2022

By [Prateek Kaushik](#) UPDATED: 16 September 2022 | 3 min read



Mastering the Art of B2C Personalization and Building Relevant Micro-moments

By [Pulkit Jain](#) UPDATED: 21 September 2022 | 10 min read



Title

How to Plan & Run an SEO Campaign (Step-by-step Guide)

7 Steps to Plan & Run a Successful SEO Campaign

Goal

Organic traffic

SERP angle

How-to guides

Angle

Step-by-step guide. Teach people how to plan and execute an SEO campaign from start to finish. Include examples from our SEO campaigns (and other companies if more suitable—e.g. some PR campaigns intertwined with SEO)

USP

Actually deliver on the title, current articles in the SERP don't do that and list like 7 completely different SEO tactics without any logic despite telling people that they'll teach them to plan/run/create an SEO campaign.

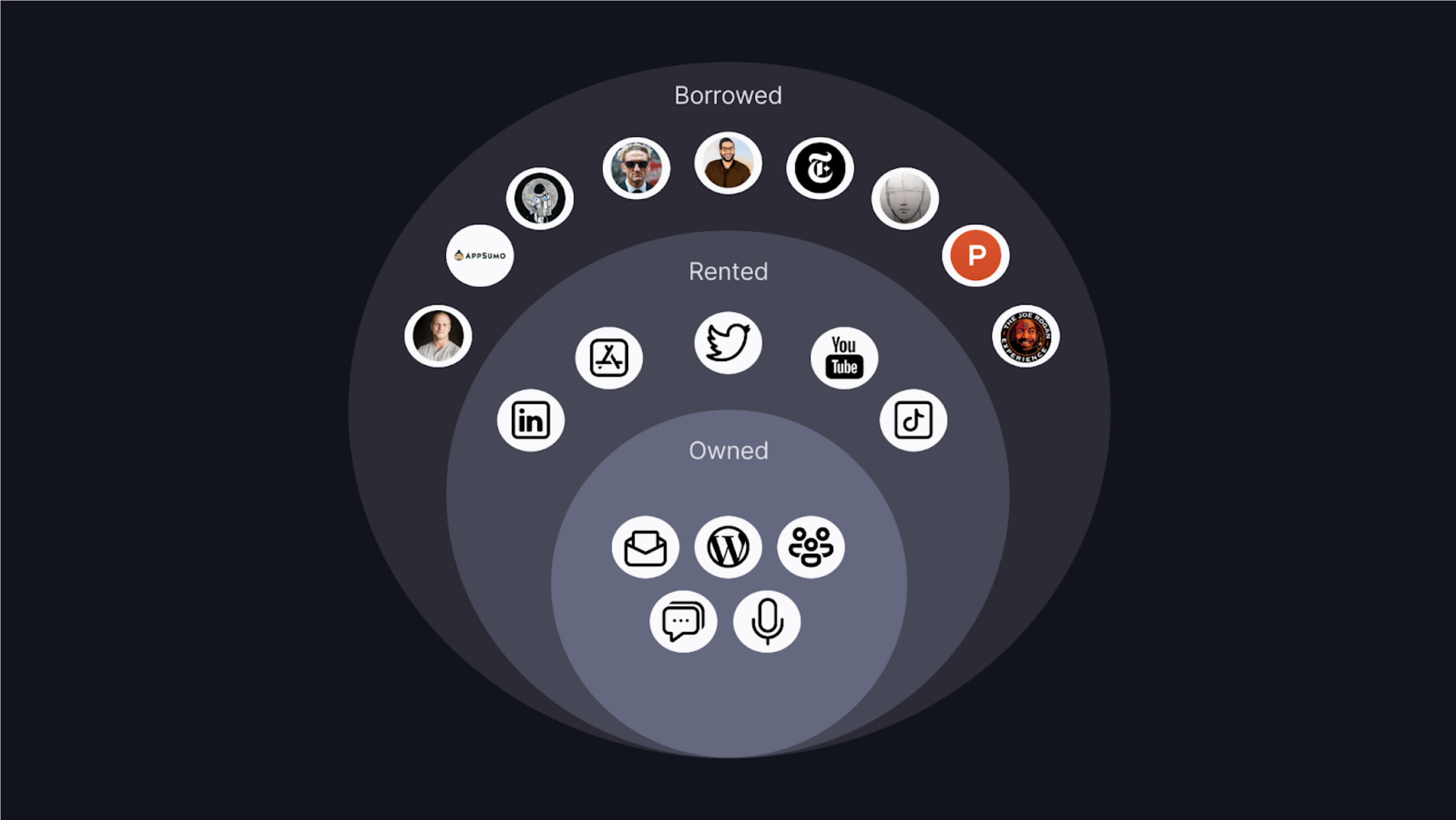
+ experience with running many types of SEO campaigns, some even quite unique (e.g. search ads to get links)

Ahrefs pitch

Pretty much everywhere, business potential 3

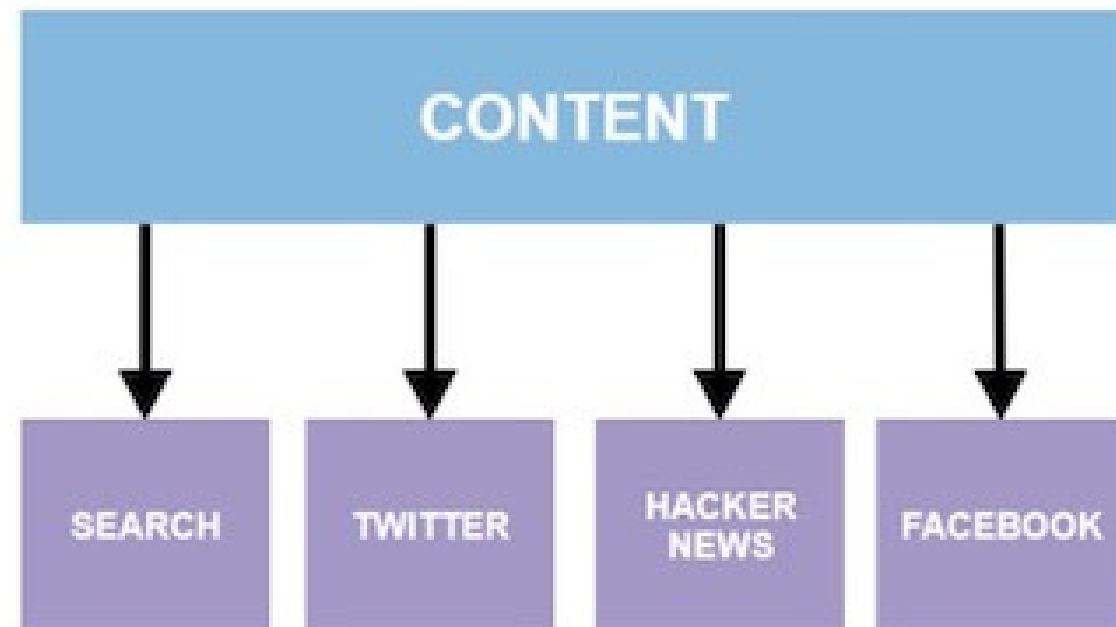
-
- 1) Intro - something along the lines of *"If you do SEO, you run SEO campaigns whether you call it that or not. An SEO campaign is a structured set of tasks that should lead to better rankings in search engines after they're finished. You'll learn how to plan and run your SEO campaigns from start to finish with examples along the way."*
 - 2) Discover your SEO opportunities

2. Identify channels

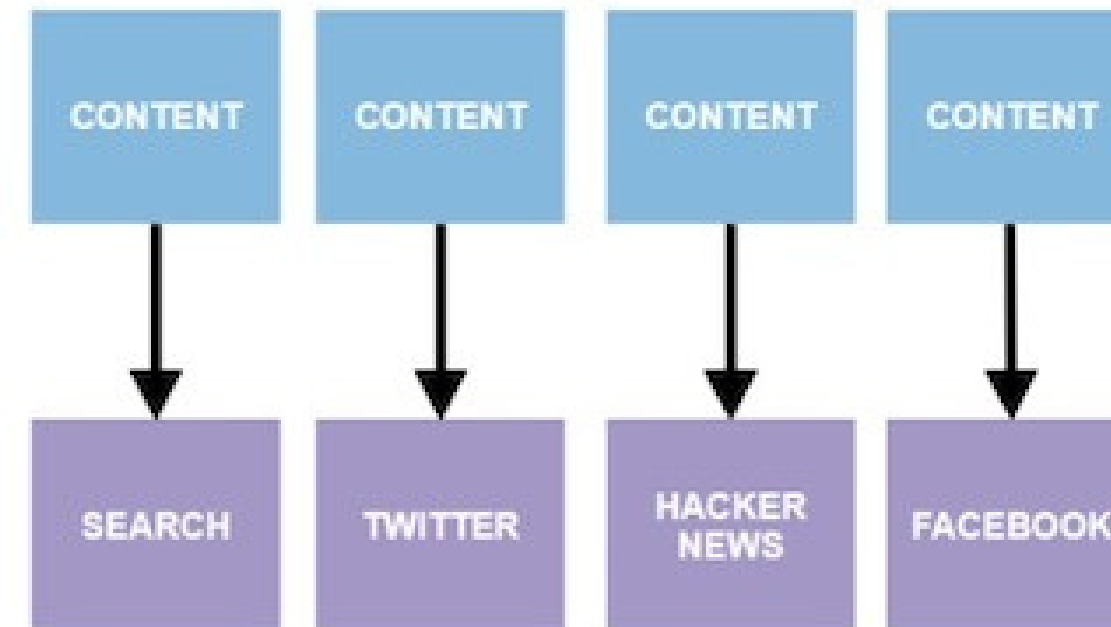


ONE ARTICLE, ONE DISTRIBUTION CHANNEL

OLD DISTRIBUTION



NEW DISTRIBUTION



animalz

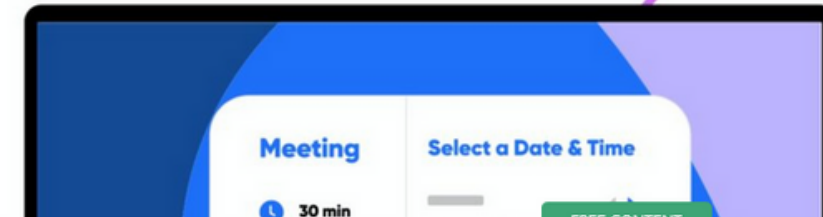
Calendly—The Viral Freemium Product with a \$3B Valuation



Individuals Teams Enterprise Product Pricing Resources

Log In [Get started](#)

Easy scheduling



Article's Content

[The Secret to Calendly's Success? Product-Led Growth](#)

[Capturing Users With](#)

Have you ever been so sure of a gap in the SaaS market that you were willing to empty all your bank accounts to fund the product yourself? (Me neither.)

Thankfully, Tope Awotona was back in 2013.

After going through a particularly horrible experience trying to schedule a meeting, he poured all his resources into a novel solution, banking on the fact that



FREE CONTENT

SAAS CONTENT STRATEGY

The Viral Freemium Product with a \$3B Valuation

[Calendly](#) makes scheduling meetings super easy. But that's not the most impressive part of the software. The results the tool generates are mind-blowing:

- 10M users, including 50,000 companies
- A \$350M Series B funding round
- A \$3 billion valuation in 2022
- The #21 spot on this year's Forbes Cloud 100 List
- De facto status as the top meeting scheduler software
- A total of 811M backlinks earned all-time
- 1.2M organic website visitors every month

The secret to Calendly's success is an open secret. It's the same secret SaaS unicorns like [Loom](#) and [Slack](#) used to become viral successes. That's Product-led Growth (PLG).

In this [case study](#), we break down the PLG strategies Calendly used to go viral and achieve massive success. If you're looking to build virality or scale into your product, you should read this [case study](#).

→ Read the full story on [Calendly's PLG strategy worth \\$3 billion](#)



Ross Simmonds @TheCoolestCool

If you're a SaaS marketer, you need to study Gusto.

The SEO & growth strategies they used become a \$9.5B startup and reach 200k customers is so impressive.

Here's a few things you can learn from them

1:40 AM · Aug 20, 2022 · Twitter Web App

77 Retweets 6 Quote Tweets 554 Likes

Tweet your reply

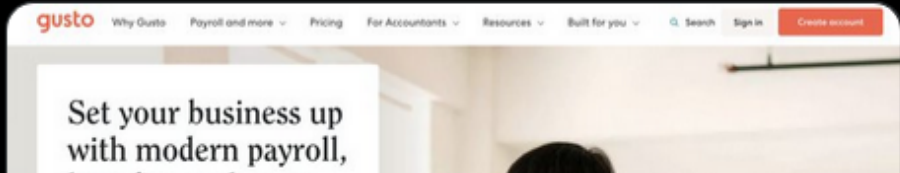
Ross Simmonds @TheCoolestCool · Aug 20
Replying to @TheCoolestCool
First, a glimpse into @GustoHQ's SEO moat:

- 2.3M Backlinks
- 10M annual organic visits
- \$13M worth of organic traffic
- Ranks for 191,000+ keywords

Impressive right?

You would have to pay Google \$13M to capture the amount of traffic they get from SEO..

This is why SEO isn't dead.




Ross Simmonds @TheCoolestCool · Aug 20

On a weekly basis the team at @FoundationIncCo breaks down the best SaaS content marketing engines in the industry.

From Airtable & Gusto to Salesforce & Hubspot - It's all shared in the Lab. Over 15k marketers are subscribed.

Join them:

B2B marketing insights, research, strategies and tactics delivered to your inbox.



content.foundationinc.co

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Subscribe today to get the latest insights, research & strategies in B2B content marketing, SaaS and tech delivered to your doorstep.

3 1 22



r/bigseo · Posted by u/timsoulo [ahrefs](#) 2 years ago



83



"Beginner's Guide to Keyword Research" by Ahrefs [TL;DR]

tools

We've just published a major overhaul of our **"Beginner's Guide to Keyword Research"** at Ahrefs Blog, and I thought it might be useful to give you folks a brief TL;DR here at BigSEO.

Chapter 1: Keyword research basics

Nothing to see here.

You already know what keyword research is and why it is such an important part of SEO, right? :)

Chapter 2: How to find keyword ideas

We believe this process should be boiled down to the following 4 steps:

1. **Brainstorm 'seed' keywords** - these are words and phrases that define your industry and would likely appear in most searches that your prospective customers will perform online. So if you sell coffee machines, some good seed keywords to start with are "coffee machines," "coffee equipment" and simply "coffee."
2. **See what keywords your competitors rank for** - your seed keywords would help you to identify your competitors. These are websites that already rank in Google for the keywords that you want to rank for. Once you have a list of competing websites, you can see all the keywords that they rank for in Google and the pages that bring them most of their search traffic by using a proper SEO tool. *(I recommend to use Ahrefs... for obvious reasons.)*
3. **Use keyword research tools** - while your competitors are probably the best source of keyword

Hopefully our guide will become your go-to resource for these cases from now on.

PS: I didn't put a link to the full guide published at Ahrefs Blog, and I think you folks know why. ;)

↻ Amanda Natividad Retweeted



Nathan Baschez   @nbashaw · Aug 11

In 2021 [@amandanat](#) grew from 1,000 to 60,000 followers

(When I heard this I briefly considered quitting my job 😅)

This week on Ordinary Astronauts, I interviewed Amanda to learn how Twitter works and how she built her audience so fast

Listen here: pod.link/oa



 9

 8

 88



[Show this thread](#)

Amanda Natividad Retweeted



Truth: Clickbait doesn't work in a zero-click world

So how do you market in a world of search+social platforms that don't like to link out?

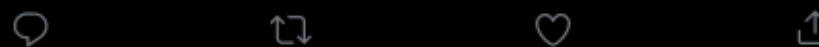
If you haven't seen it yet, this post by @amandanat on "Zero Click Content" deserves to be a marketing Ted Talk

[sparktoro.com/blog/zero-click...](https://sparktoro.com/blog/zero-click-content)

Platform	Allows Outlinks in Content	Allows Outlinks in Bios	Algo Prioritizes Native Content	Creators Benefit from Zero-Click Approach
Google	Yes*	No	Yes	Yes
YouTube	Yes	Yes	Yes	Yes
facebook	Yes	Yes	Yes	Yes
Instagram	No**	Yes	Exclusively	Yes
twitter	Yes	Yes	Yes	Yes
reddit	Varies***	Yes	No	Yes
LinkedIn	Yes	Yes	Yes	Yes
TikTok	No	Yes	Exclusively	Yes
Pinterest	Yes	Yes	No	No
Quora	Yes	Yes	No	No
SnapChat	No	No	Exclusively	Yes

10:39 PM · Aug 2, 2022 · Twitter Web App

32 Retweets 2 Quote Tweets 115 Likes



3. Repurpose and reuse content as much as possible



Justin Simon

@justincsimon



Replying to [@sophiaorji_](#) and [@TheCoolestCool](#)

Repurposing old content and distributing it back out to the world the content marketing cheat code.

- **Optimize & update your SEO content**
- **Do more content relaunches**
- **Repackage it**
- **Repurpose it**

Case Studies

1. MoEngage

Email Marketing Benchmarks by Industry | 2022

- Over 5.3 billion email marketing campaigns analyzed.
- Region-wise benchmark data for open rates, click-to-open rates, unsubscribe rates, conversion rates, unique CTRs, and more.
- Understand the impact of segmentation, personalization, and journey-based email campaigns.
- Verticals: Banking and Financial Services, Online Shopping and Retail, Media and Entertainment, and Lifestyle Services sectors.
- Regions covered include North America, Europe, India, Middle East and Africa, and Southeast Asia.

5.3 Billion Emails Analyzed Over 200+ Days. Read the Report Now.

First Name

Last Name

Work Email

Job Title

Phone number

I'd like to receive marketing news, insights, product updates and more from MoEngage.

Get Report

1. Owned Channels

1. Emails (newsletter, nurture, SDR, CSMS)
2. Website (banners, hello bars, related resources)
3. Thank you pages for other resources
4. Event pages (Promo, QR code)
5. Interlink

2. Rented Channels

- 1. Social media (series of posts)**
- 2. Employee advocacy**

3. Borrowed Channels

- 1. PRs**
- 2. Email outreach**
- 3. SEO (keyword - email benchmarking report 2022)**
- 4. Paid Ads**
- 5. Webinar (Partnering with Mailmodo)**
- 6. Guest posts**

4. Repurposing

- 1. Repackage (blog, physical brochure, one-pager, geo-wise reports)**
- 2. Repurpose it (Twitter threads, webinars)**
- 3. Translation**

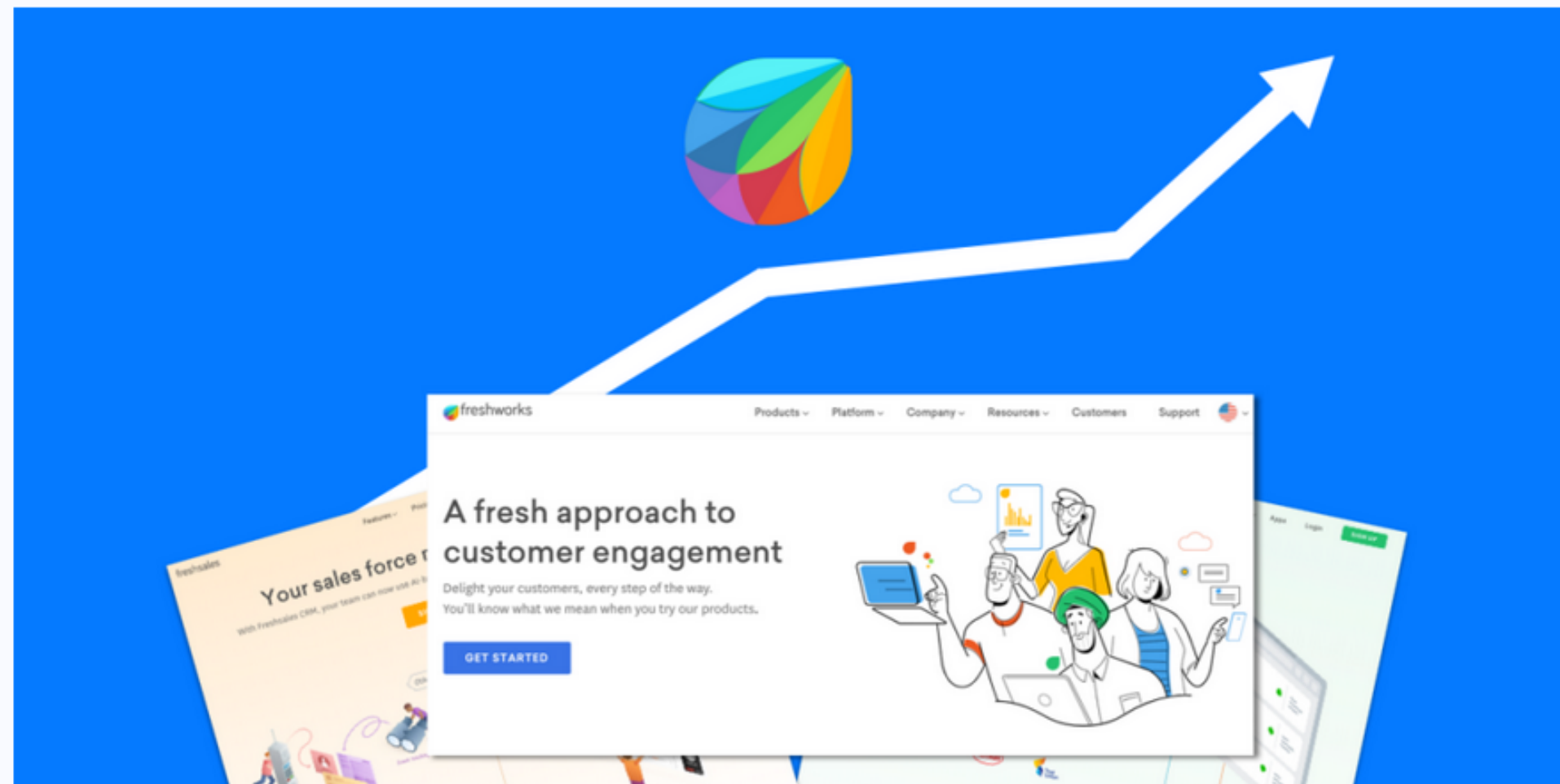
2. ContentZeal

6 Strategies Freshworks used to become a SaaS Unicorn



Himanshu Gupta

May 12, 2020 🗨️ No Comments



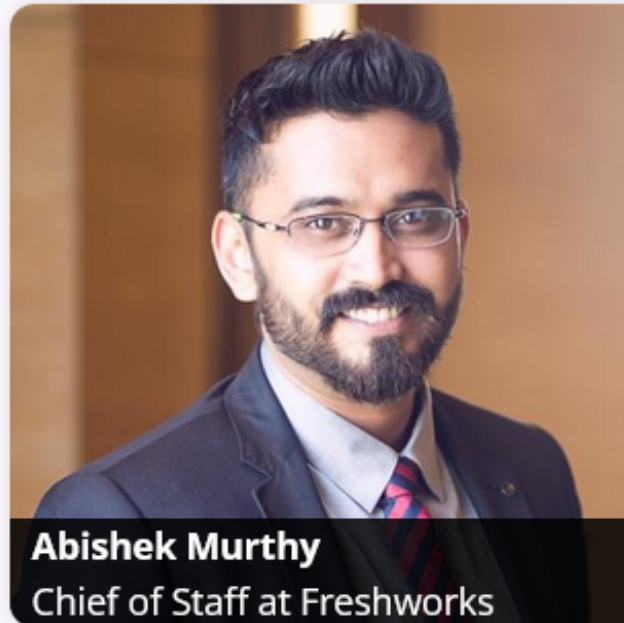
Before getting into this growth story, I'd like to give a shoutout to Chris Von Wilpert from Sumo for inspiring me to write this case study.



Manish Nepal
Ex. Marketer, Freshworks

After a year after our launch, organic still remains Freshchat's #1 source of acquisition and sales. As an example, we moved 10-points up in Google's search engine results page (SERP) for several of the high volume keywords relevant for our product because we sharpened our top-of-the-funnel (TOFU) marketing.

You can read the complete post [here](#).



Abishek Murthy
Chief of Staff at Freshworks

Over 60% of listeners are from the US. We started the podcast to tap on the SMB segment, and the funding news helped us get the perfect start. We created two podcasts around our funding, one globally and one in India.

One thing about podcasts is that it is a long haul.

We started seeing traction only after 4-5 months. As with any piece of content, we equally divide efforts into creating content and promotion.

Great content with no listeners is of no value.

Case Study: 6 Growth Tactics that Turned Freshworks into SaaS Unicorn

August 26th 2020

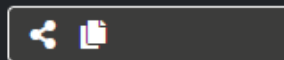
TERMINAL > IEW

TCR

7




@himanshugupta2k9




Before getting into this growth story, I'd like to give a shoutout to Chris Von


Scott D. Clary
[@scott-d.-clary](#)

Host of The Success Story Podcast |
Founder/CEO OnMi Patch



The [beautiful humans](#) of HackerNoon have collectively read
[@scott-d.-clary's](#) 76 stories for
14 days 1 hours and 33 minutes





[About @scott-d.-clary](#)

[Connect With Scott](#)

Freshworks conducts up to 4,000 marketing and advertising initiatives each year, accounting for around 70% of the company's income. This is also reflected in its recurring revenue growth:

Freshworks Annual Recurring Revenue Growth

According to Crunchbase News, Mathrubootham told Indian startup publication Inc42 that Freshworks now generates \$200 million in ARR.



(Image Credits)



Chris Zeoli @chrizeoli · May 28, 2020

The Indian SaaS scene is very underrated 🇮🇳

Freshworks and Zoho are the first businesses worth \$5-10B each, on the back of ~\$500M ARR each and still growing 50%+. Next generation looking very promising.

Hats off to Indian entrepreneurs who are building a startup ecosystem 🇮🇳



27

210

1,309



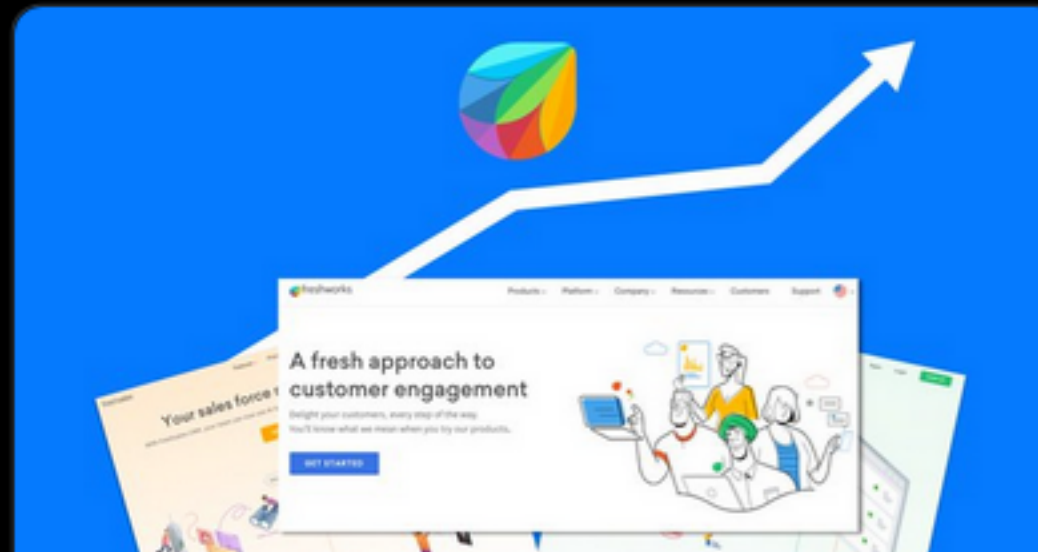
Himanshu Gupta

@ihimanshu_gupta

Replying to @chrizeoli and @suumitshah

Indeed. It's very underrated.

I recently wrote a story about Freshworks Growth



contentzeal.com

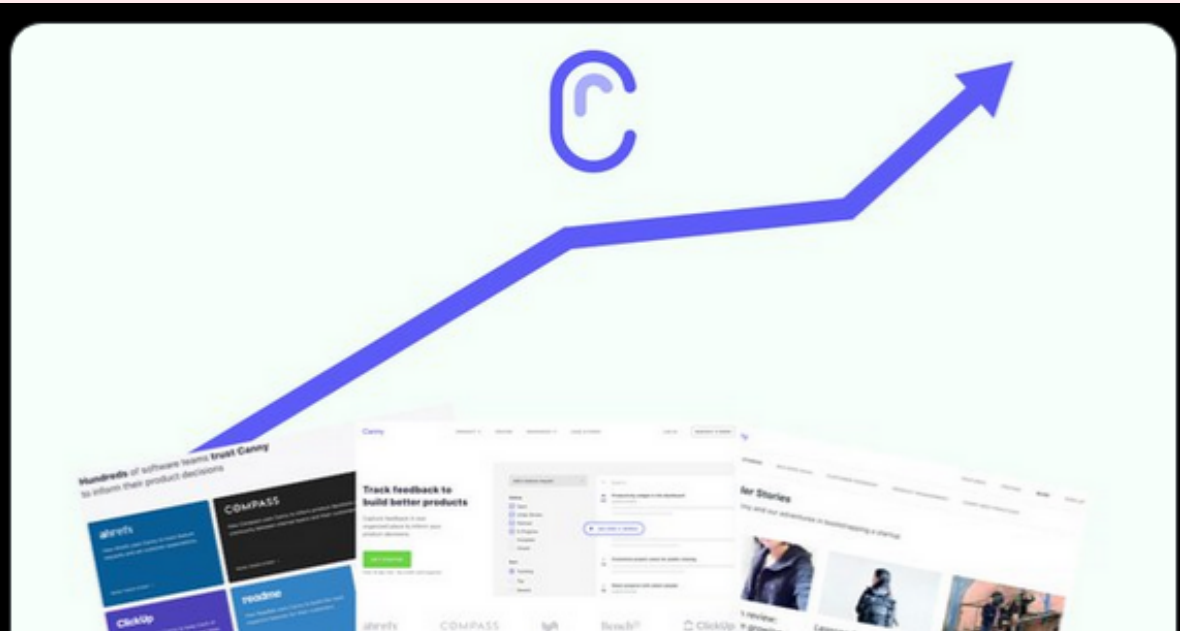
6 Strategies Freshworks used to become a SaaS Unicorn

Learn the marketing strategies that made Freshworks one of the most valuable SaaS company in India.

3:33 PM · May 28, 2020 · Twitter for iPhone

View Tweet analytics

1 Retweet 1 Quote Tweet 7 Likes



contentzeal.com

6 Content Marketing Lessons to Learn from Bootstrapped Canny

Learn six content marketing lessons from Canny, a bootstrapped three-years-old SaaS startup that is doing \$800k ARR.

12:01 AM · Nov 19, 2021 · Twitter Web App

||| View Tweet analytics

5 Likes



Tweet your reply

Reply



Sarah Hum (we're hiring!) @sarahhum · Nov 19, 2021

Replying to @ihimanshu_gupta @facebook and 2 others

Thanks so much Himanshu!! This is such a cool post, honoured 🙏



**Thank you for joining me
today.**

**Feel free to connect with me on
LinkedIn/Twitter and follow my blog
ContentZeal and YT channel.**