The Economy of Content

Why Supply and Demand should Guide Your Organization’s Content Strategy

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Let’s Talk About
Moneyball
A Perfect Marriage
Billy Beane Does Three Things

1) Gauges **Demand**
2) Manipulates **Supply**
3) Looks for **Value/Oppportunity**
Economics + Content

How do we combine these basic economic ideas when creating a content strategy?

Can we “Moneyball” our content?
Why Content Marketing?
Typical Content Marketing Strategy

Step 1: What am I good at?
Step 2: What can I create?
Step 3: Go!
A Better Way!

Let’s start creating content based on the same 3 principles we mentioned earlier:

- Demand
- Supply
- Value
How do we do this?

Do what you normally do, but....

Before creating any content, you work through a few simple steps to ensure your success!
DEMAND
How do you determine demand?

1. Keyword Planner/Research (Moz)
2. Listen to your clients
3. Ask!
Give The People What They Want!

HOW'S BUSINESS?
TERIBLE.

THAT'S HARD TO BELIEVE.
I CAN'T UNDERSTAND IT.

EVERYBODY I KNOW NEEDS WHAT I'M SELLING!

A SWIFT KICK IN THE BUTT $1.00

A SWIFT KICK IN THE BUTT $1.00
SUPPLY

TRUST ME, HAROLD, IT'S NOT OR DEMAND... IT'S SUPPLY AND DEMAND
SUPPLY

Is the market flooded with supply?
1. inurl: Research
2. Competitor Research
3. “finger in air”
VALUE/
OPPORTUNITY
VALUE/OPPORTUNITIES

Where are the inefficiencies?
Where are the opportunities?
Examples from The Field
Astute Communications

Full Service Digital Marketing and Web Design firm located in Nashville, TN

Astute Communications
Demand

Google Search Traffic
Web Design – 30K–70K/month
How to Build a Website – 10K/month
Content Strategy – 2K/Month
Marketing Tips – 1K/month
Astute Communications Supply

Web Design tips Inurl:blog (gazillion results)
Web Design tips Nashville inurl:blog (far less)
Some opportunity
Too many simple blogs.
Need long form “cornerstone” content.
“From Discovery to Design, 5 crucial steps to planning your website.”
- Initially a Podcast that led to new leads.
- Pivoted into a talk
- Featured article in Net Magazine
JourneyPure

Treatment Center for Drug Addiction and Alcoholism.

Specializing in Integrated Dual Diagnosis Treatment, Co-Occurring issues, and evidence based recovery methods.
Google Search Traffic
Drug Addiction Recovery – 5K/month
Alcohol Detox – 10K/month
Drug Treatment Center – 5K/month
JourneyPure Supply

inurl:results – Some big competitors, but not a high volume.
Most competitors have a blog that is pretty bad.
Irregular posting by competitors – 1x/month or less.
JourneyPure
Value Assessment/Opportunity

Articles are too long – 2,000 words plus
Articles are too scholarly – opportunity for more “straight talk” and direct type copy.
Great design opportunities for content compared to competition.
Posting shorter, more conversational content at a greater clip (10x/month) led to a 40% increase in Organic Traffic and 60% in Facebook Traffic as a result of new