



BRAND JOURNALISM FOR MASSIVE TRAFFIC

Peyton

Of WritingIncomeAccelerator.com

& J2R Media



Presentation Promise

Today You Will Leave Knowing Why Most Marketing Campaigns Are Incomplete & The 7-Steps To Writing Branded Content To Earn Massive Traffic.



RESULTS

1,739 Purchase Page Clicks =
\$52,000 In Client Revenue

Write mid and bottom-funnel content for landing pages that convert at
3% for targeted prospects. [client-verified]

IAG Course Purchase Landing Page

<https://iag-media.teachable.com/p/smma>

bit.ly/2NvTp0Y COPY SHARE EDIT

1,739 ^{clicks}
TOTAL CLICKS



Masterclass AJS article

https://medium.com/swlh/boosting-your-career-and-getting-a-raise-in-2020-and-beyond-c85452824a8d?source=friends_link&sk=f12dfb2bcffb541c9d3a0d94f506f0

bit.ly/35Mh02v COPY SHARE EDIT

2,227 ^{clicks}
TOTAL CLICKS

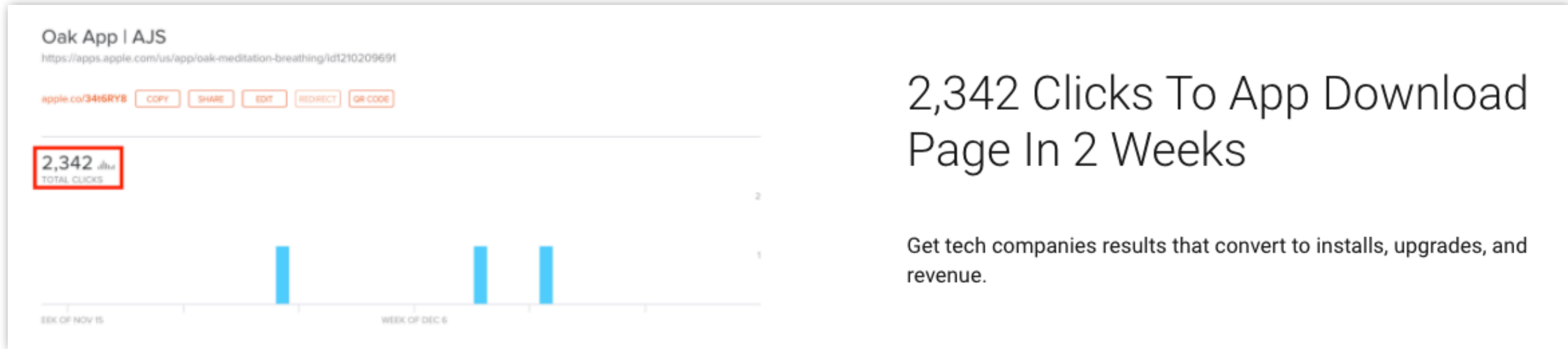


2,227 Direct Clicks To Top-of-Funnel Content

Get professional service companies organic traffic that gets opt-ins.



RESULTS



RESULTS

The image shows a Google search interface for the query "Best SMMA course". The search bar is highlighted with a red box. Below the search bar, navigation tabs for "All", "Videos", "Maps", "Shopping", "News", and "More" are visible, with "All" selected. The search results indicate "About 104,000 results (0.39 seconds)".

Videos

- What is the BEST SMMA Course?**
Cereal Entrepreneur ...
YouTube - Aug 20, 2017
- The BEST Digital Marketing Course of 2020 (SMMA)**
Kieran O'Brien
YouTube - Nov 4, 2019
- BEST SMMA Niches of 2019**
Cereal Entrepreneur ...
YouTube - Feb 25, 2019

People also ask

- Who has the best Smma course? ▾
- What is the best social media course? ▾
- How much can you make with Smma? ▾
- How do I start Smma? ▾

Feedback

medium.com › swlh › my-experience-taking-the-1-soci... ▾

#1 **My Experience Taking The #1 Social Media Marketing Agency ...**
Apr 10, 2019 - Here's what I think is the **best** scenario for optimal online learning. The ideal **SMMA course** — or any **training course** really — has these ...



RESULTS

Google

About 1,430,000 results (0.40 seconds)

www.smma.com

SMMA | Architecture. Engineering. Interiors. Site Design.
SMMA is providing full architecture and engineering services for a new anticipated 414,854 sf comprehensive high... Read more.
Firm · Careers · People · Contact

First snippet is mine.

People also ask + Snippet Ideas

What is Smma?

They are engaged in the latest online money-making craze: the Social Media Marketing Agency, or **SMMA**. Of the countless ways to make extra money online, an **SMMA** is different. Sep 9, 2018

medium.com › swlh › the-lucrative-underground-world-of-smma-6ff10...
The Lucrative Underground World Of SMMA - The Startup - Medium

Search for: What is Smma?

How do I start an Smma business?

How much can you make with Smma?

Is Smma oversaturated?

How do I get Smma clients?

Is Digital Marketing lucrative?

#2

medium.com › swlh › the-lucrative-underground-world-of-smma-6ff10...
The Lucrative Underground World Of SMMA - The Startup ...
Sep 9, 2018 - They are engaged in the latest online money-making craze: the Social Media Marketing Agency, or **SMMA**. ... It's no different with people posing as **SMMA** owners and gurus. ... The more teens learn about the **SMMA** world, the more they are intrigued.

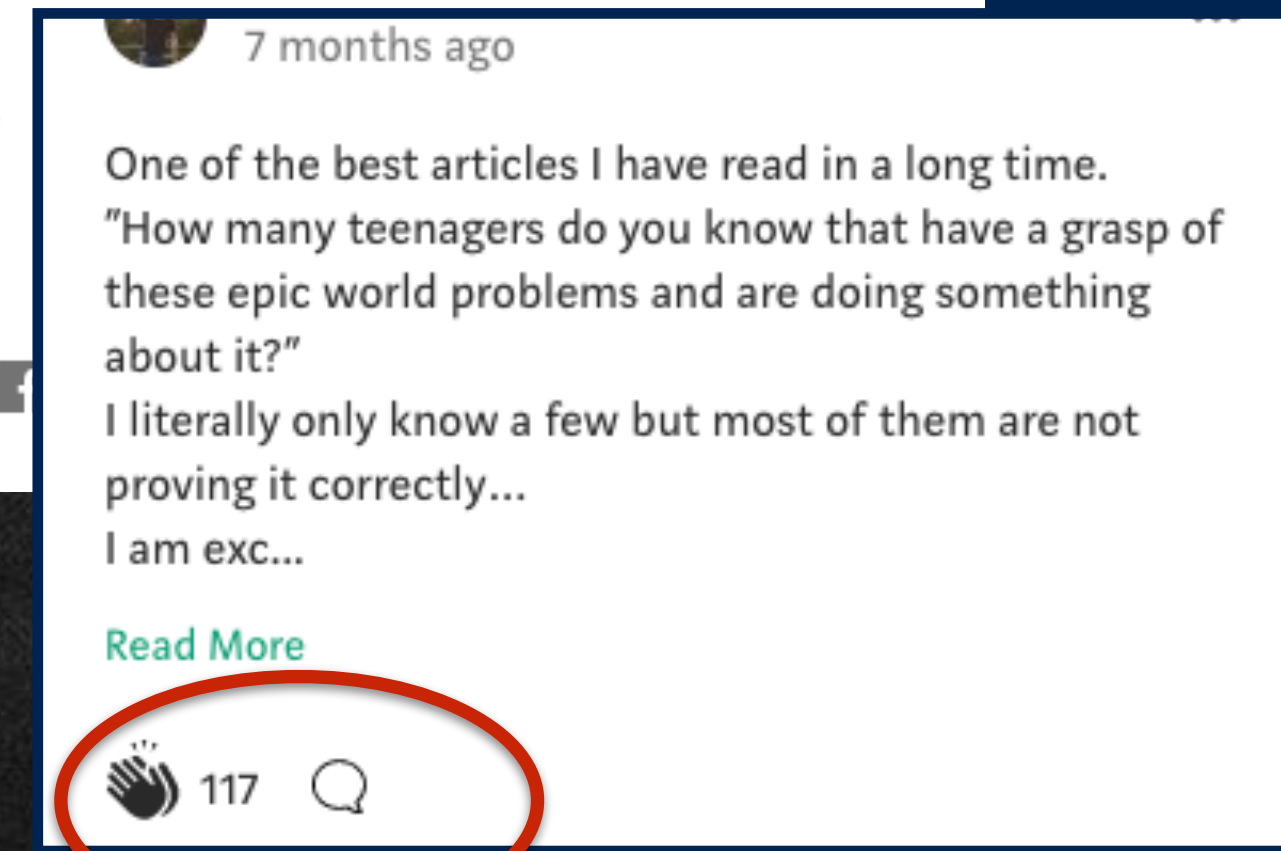
medium.com › how-to-start-an-smma-social-media-marketing-agency...
How to Start an SMMA (Social Media Marketing Agency) in ...
Mar 20, 2019 - So when my now business partner floated the idea of starting a Social Media Marketing Agency (aka an **SMMA**).. We jumped on the opportunity ...



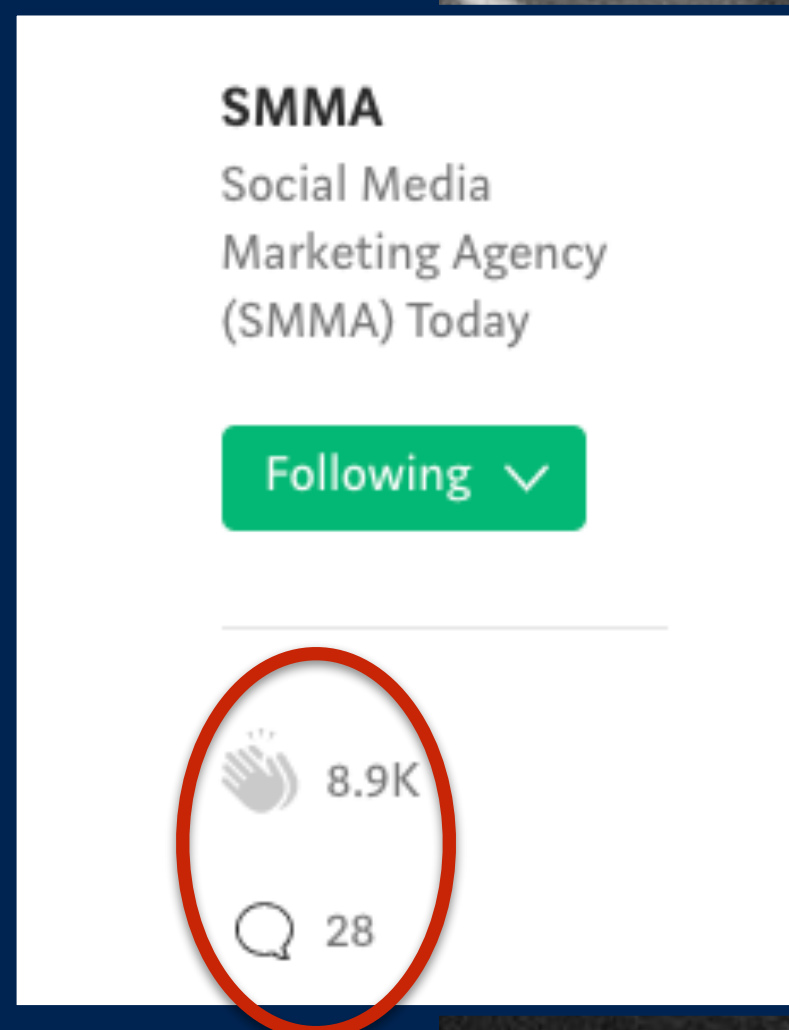
RESULTS



The screenshot shows the top portion of a website. At the top left is a logo with the letter 'M'. To the right are navigation icons: a search icon, a notification bell with '5357', a profile picture, and the 'SMMA' logo. Below this is a navigation bar with 'SMMA', 'ABOUT', and 'WRITE FOR US'. The main content area features the article title 'How This SMMA Startup Makes A Fortune And Funds New Schools' in a large serif font. Below the title is a sub-headline: 'See how Iman Gadzhi's Agency Incubator is impacting the most impoverished nations in a big way.' The author's name '[arlie] PEYTON' is displayed with a circular profile picture, along with the date 'Dec 9, 2019' and '16 min read'. Social media sharing icons for Twitter, LinkedIn, and Facebook are visible on the right side of the article header.



This is a screenshot of a social media comment. The comment is dated '7 months ago' and reads: 'One of the best articles I have read in a long time. "How many teenagers do you know that have a grasp of these epic world problems and are doing something about it?" I literally only know a few but most of them are not proving it correctly... I am exc...'. Below the text is a 'Read More' link. At the bottom of the comment box, there are icons for claps (117) and a reply icon, both of which are circled in red.



This is a screenshot of a social media profile page for 'SMMA Social Media Marketing Agency (SMMA) Today'. The profile name and description are at the top. Below that is a green 'Following' button with a dropdown arrow. At the bottom of the profile section, there are two statistics: '8.9K' claps and '28' replies, both of which are circled in red.



Why should you learn from me?

“

I've helped dozens of 7-figure course creators and digital companies maximize their brand awareness and get traffic.

I started Viral Ventures Magazine in 2009, and I've been focused on online marketing ever since.



[arlie] **PEYTON**
Brand Journalist



Secret

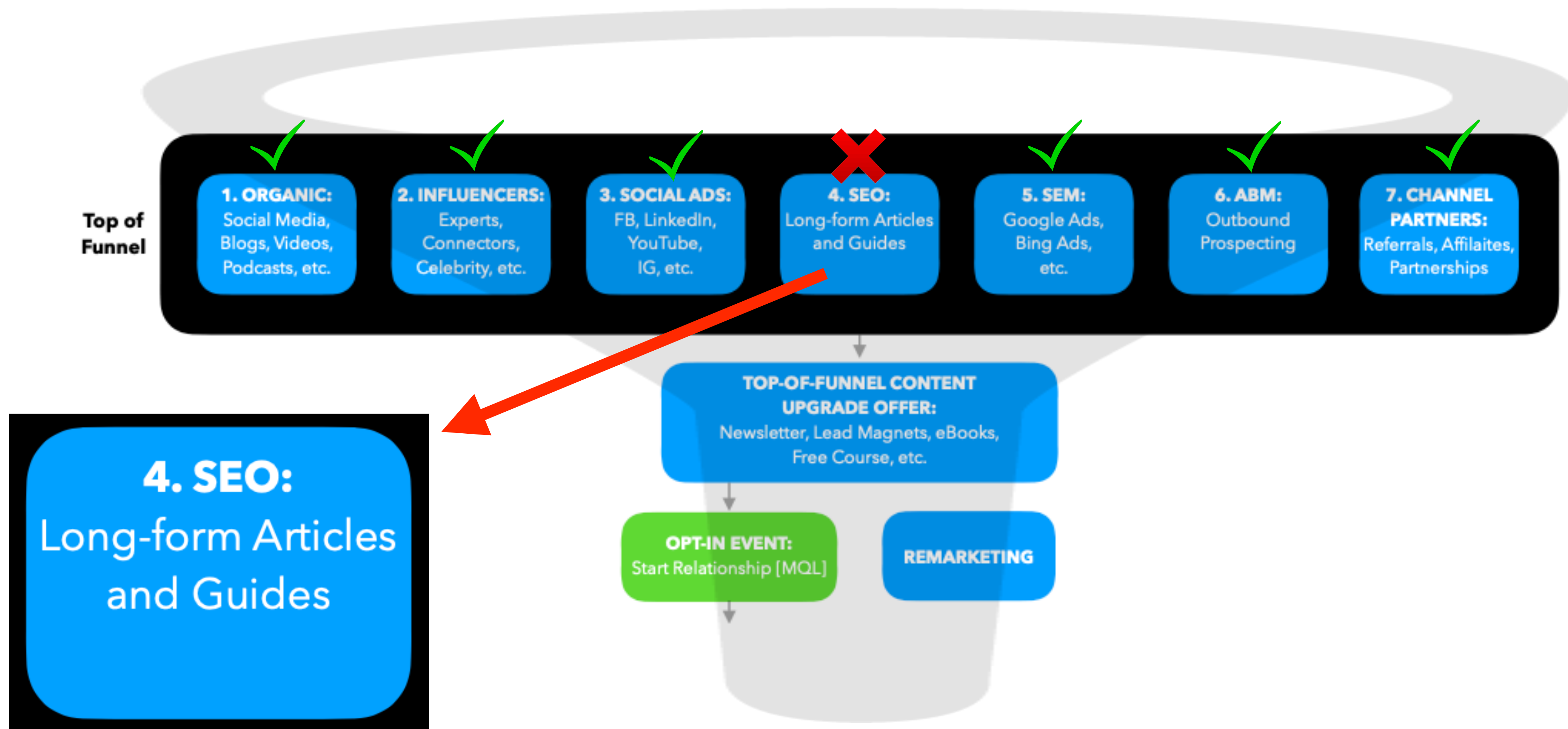
#1



1. PPC & Social Media are incomplete marketing tactics.



BASIC FUNNELS



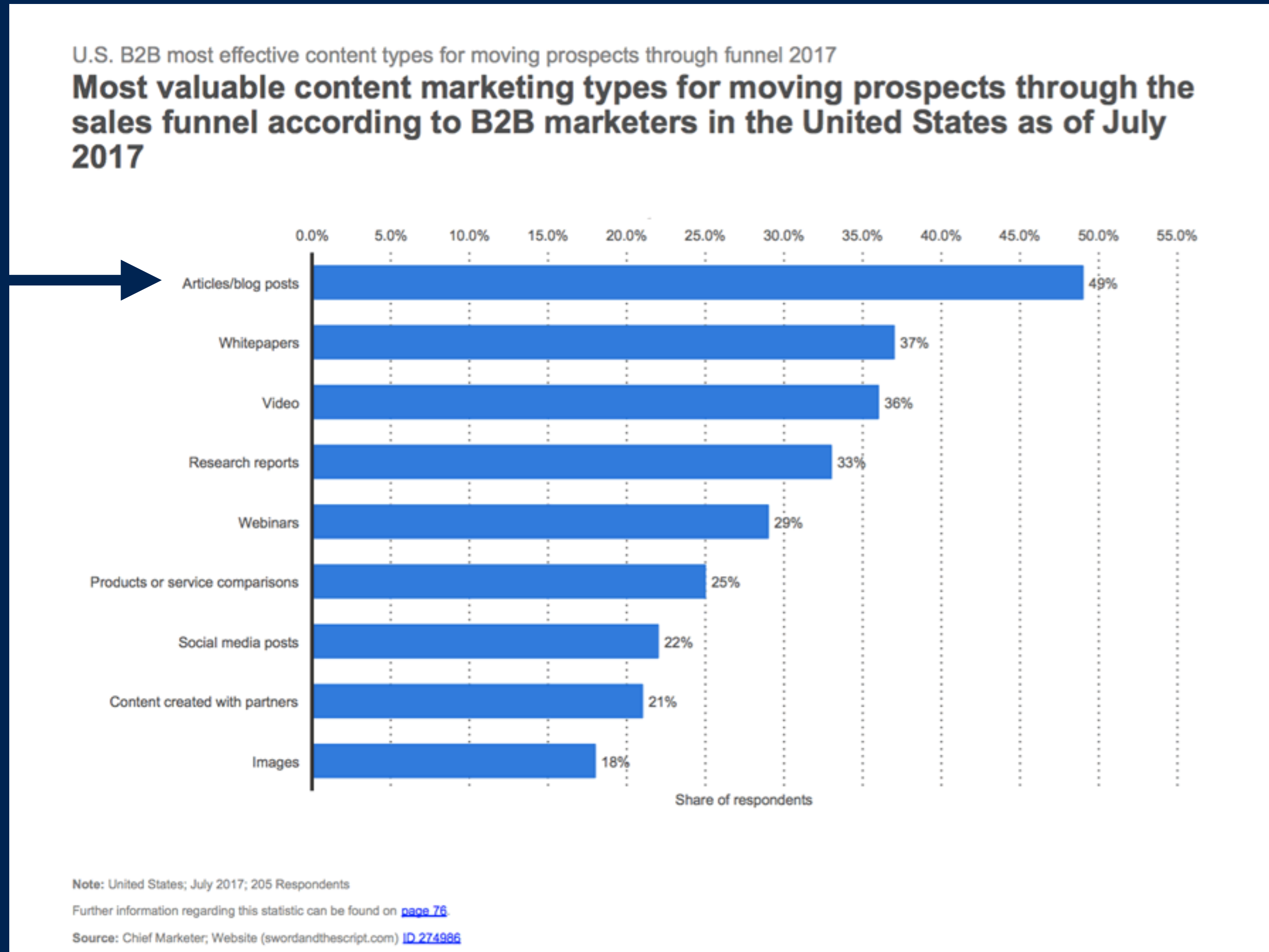
THE SOLUTION

When the ad spend from PPC campaigns stop, so do the clicks.
What's missing is long-form branded content to diversify your marketing.
When you fill this gap, you build stronger connections and generate even more leads.



PRIORITY

#1: POSTS



Source:
Chief Marketer



Secret

#2



02. The 7-Step checklist to write your branded stories, and defining who the hero really is.



SOLUTION

STORYTELLING + SEO = TRAFFIC



Ignore 80% Of SEO!



Just
Article
SEO

Strategy

DON'T JUST CREATE BASIC BLOG POSTS!
CREATE QUARTERLY LONG-FORM
PILLAR POSTS WITH BRANDED STORIES
DESIGNED TO RANK AND WOW YOUR ICP!

THIS WILL MAXIMIZE YOUR TRAFFIC
AND COMPLIMENT ANY MARKETING CAMPAIGN.



S T O R Y

✓ **01**

Define Your Goal And Stay On Brand.

✓ **02**

Choose The Right Hero And Story To Tell.

✓ **03**

Address An I C P Need/Pain Thoroughly.

✓ **04**

Do Vital Seo Keyword Research.

✓ **05**

Create A Remarkable Long-Form Article.

✓ **06**

Apply Essential Article Seo Application To Pillar Content.

✓ **07**

Launch Properly To Get Top-Of-Funnel Results That Matter.

□ 01. Define your goal and stay on brand.

- * Define your article metrics. Usually, it's Top-Of-Funnel brand awareness for reads, shares, engagement, and email opt-ins.
- * Lock in the relevant brand message, brand voice, and brand narrative to achieve top-of-funnel goals.
- * The narrative is the parts of the story that you want others to see that serves your agenda or marketing objective.

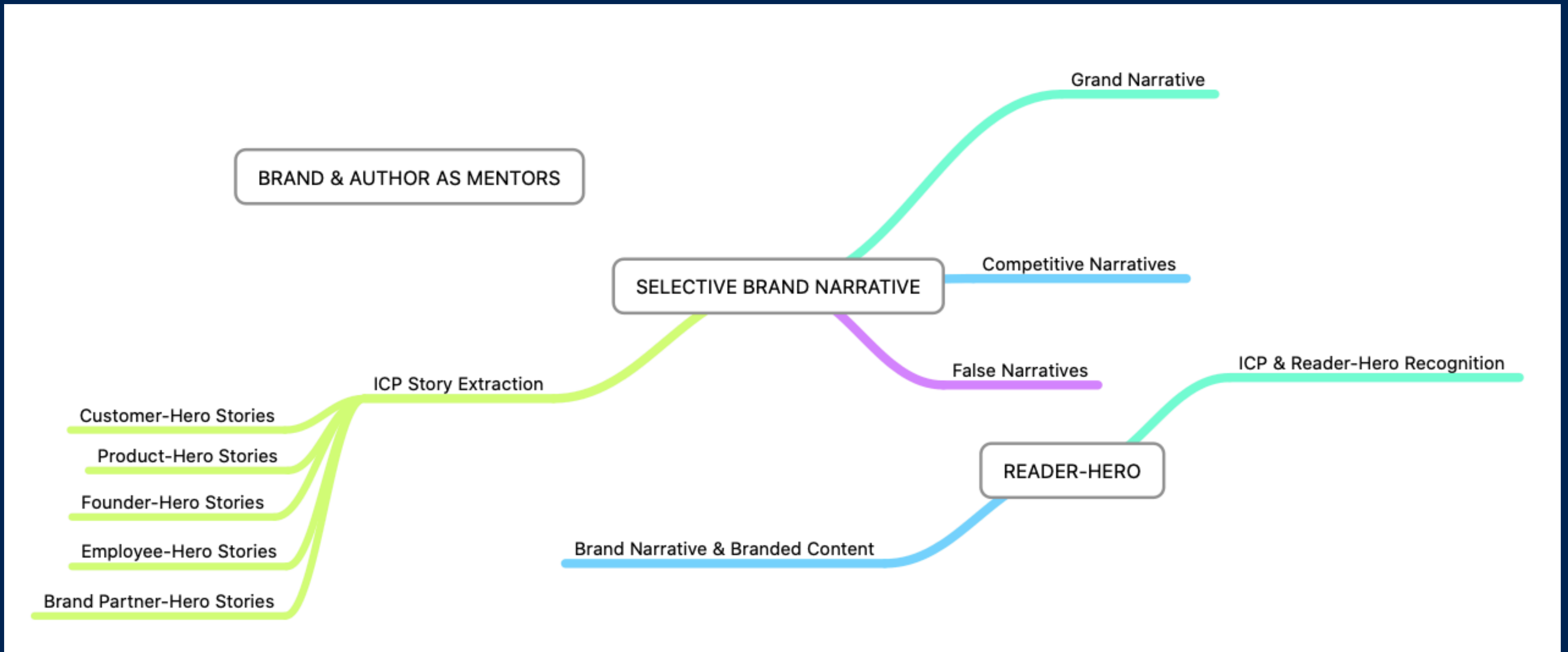


□ 02. Choose the right hero and story to tell.

- * **Customer-Hero stories** - Real stories about customers confronting challenges in their natural work habitat. This is an ICP problem/story.
Ex., Dove Beauty Campaign, Red Bulletin, The Furrow [John Deere], & Patagonia.
- * **Product-Hero stories** - Real stories about customers solving something related to the product/brand. Not a product promotion!
Ex., Microsoft and Teacher Of The Year recipient using the MS Surface Tablet to improve education.
- * **Founder-Hero stories** - Real stories about how the company was created.
Ex., Steve Jobs and Steve Wozniak co-founding Apple in 1977 from a garage.
- * **Employee-Hero stories** - Real stories about inspiring, model employees.
Ex., Bob Miller starting as a box boy and becoming CEO of Albertsons and acquiring Safeway.
- * **Brand Partner-Hero Stories** - Real stories about consumer-praised brand collaborations.
Ex., Tough Mudder and The Wounded Warrior Project.



(02. Continued: The Brand Narrative)



□ 03. Address an I C P need/pain thoroughly.

* Analyze your Ideal Client Profile's (ICP) top frustrations and brainstorm story ideas with that. What keeps them up all night and how might they fix it? How can this loosely connect to a brand/product? What would that journey look like start to finish? What parts of the story would you leave out?



□ 04. Do Vital SEO Keyword Research.

- * Use Google tools, paid tools, and SERPs to match the right keyword phrases with the ICP keywords.
- * Can you rank on page #1 of Google for these words?



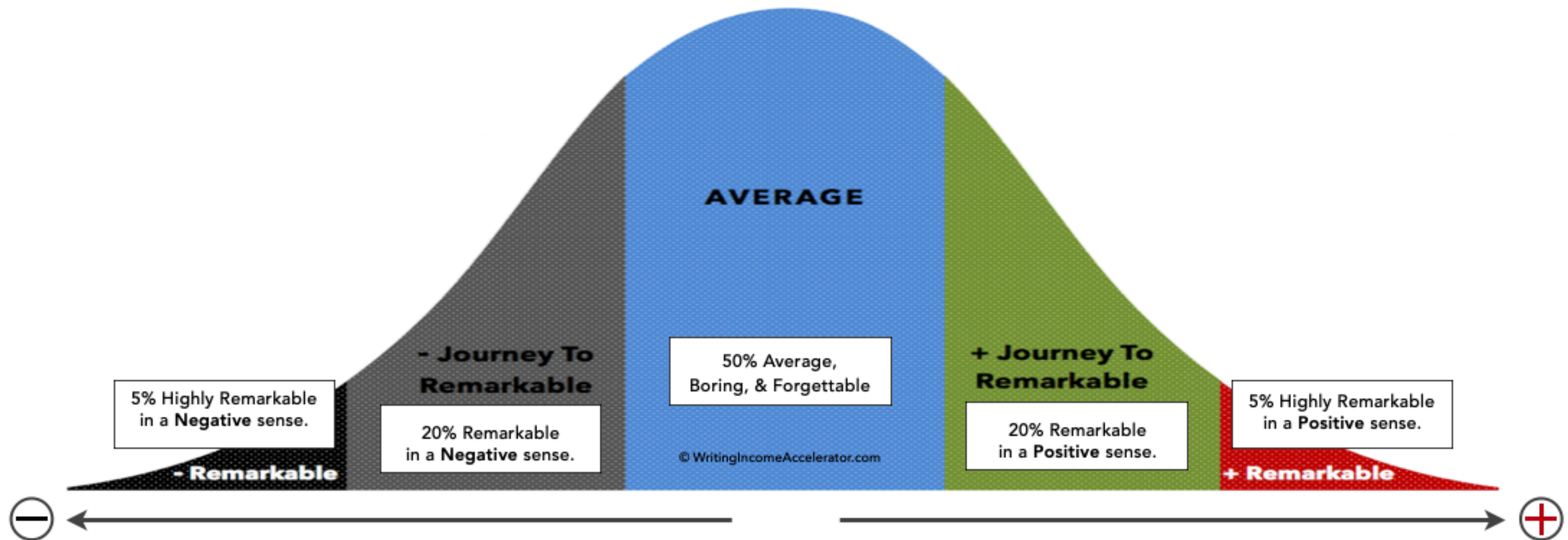
□ 5. Create a remarkable article that's actually useful to ICP.

* Newsworthy articles are Outliers. They say something new, interesting, and/or different. To rank, they're long-form epic/evergreen/pillar posts. I'm talking 3K+ words, ultimate guides. Sometimes they're investigative reports here revealing a little-known thing affecting an entire industry. Sometimes they're long-form exposés.



(05. Continued: Remarkable)

The Remarkable Curve



□ 06. Apply essential Article SEO application to pillar content.

- * Use tools like Yoast, Moz, Ahrefs, and Article SEO best practices to set your post up to rank in Google.
- * Create custom UX/UI to stand out and clarify.



□ 07. Launch properly to get top-of-funnel results that matter.

* Use proven launch strategies to maximize content reach, reads, clicks, engagement, shares, email opt-ins, etc.

(See [WritingIncomeAccelerator.com](https://writingincomeaccelerator.com) et al)

* Strategically launch Pillar Content quarterly to maximize effectiveness, but not fatigue launch resources/audience.



The Big Take-Away

THE SMART BUSINESS OWNER HAS A DIVERSE SET OF CHANNELS THAT CONTINUALLY KEEP TRAFFIC COMING IN, PAID OR ORGANIC.

RANKING IN GOOGLE FROM LONG-FORM BRANDED CONTENT IS THE LEAD-GENERATION GIFT THAT KEEPS GIVING. MAKE YOUR STORIES MATTER AND ATTRACT MORE IDEAL PROSPECTS BY THE TRUCKLOAD.



Next Steps



READY FOR MORE TRAFFIC & SALES?

* GET COACHING ON WRITING BRANDED CONTENT FOR YOUR COMPANY.

OR

* HIRE MY TEAM TO PROFESSIONALLY WRITE AND LAUNCH THIS FOR YOU.

Visit: WritingIncomeAccelerator.com/services



THANK YOU!

~PEYTON

