A Web Content Rx White Paper

WebContentRx LLC

Zombie Content

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Contents

Introduction

Being a zombie is not easy. All that shambling around, working together for a common goal, chasing people. Zombies may be the best at content because the quality of their content determines the effectiveness of their . . . activities.

So, if you're in their world you need to keep your distance and stay informed because knowing how the undead use content to their advantage gives you an edge.

And, where zombies are concerned, we need every edge we can get.

Zombie Content Uses Winning Tactics

Zombie content uses the techniques presented here. The whole point is to have your content consumed by zombies and acted upon. Here's how they do that:

1. Zombie content is targeted to their needs, to the needs of their target audience. It is clearly in your best interest to consume as much zombie content as you can get your hands on so you know what they are doing, but you are not the target audience. No one would argue with that: it is to your advantage to know what zombies are going to do before they do it. In the non-zombie world this is true of those in politics and business. Knowing what your competition is doing, going to do, or is planning offers you immense advantage. The message here is to follow the competition. Read their blog(s), Twitter feed, website, their printed literature, hang out where they go after work. Watch them, listen to them, learn from them.

2. Zombie content is quick to create, easily understood, unambiguous, and effective. You could say its effectiveness is deadly, or maybe un-deadly. Either way, their content works to its intended result.

3. Zombie content is not hidden. It is available openly, and published in-the-clear for ease of reading and understanding. Ease of understanding dominates zombie content. Zombie writers will break any rule in their quest to communicate easily understood content.

4. Zombie content allows them to work together to accomplish their goals.

5. Zombie content carries a 'call to action' that you just can't ignore and must respond to. This is the ultimate reason for any 'call to action.' That is to say, it impels you to respond to them. Right now. Immediately.

Zombie Communication

The ultimate definition of communication (for more on this see Chapter 9 Communication; Web Content Rx, A Quick and handy Guide for Writers, Webmasters, eBayers, and Business People) is that you (the content creator) cause the thought in your mind to exist in the mind of your audience. It does not matter if you use text, video, audio, a movie, an article, blog post, Tweet, or smoke signals. Zombie communication is excellent communication. With it, they are able to tell each other where you are, the best way to get there, the best way to approach, and other information of benefit to them.

To do this, zombie communications share a common language, a common grammar, and a common definition of words. Their communication is used to one single, effective, terrible end. Don't kid yourself. They have it all worked out. Their content allows them to work together in a coordinated manner to accomplish their goals.

That is the very definition of superb communication.

Zombie's Use Unnumbered Lists

Zombies are not good at keeping a lot of stuff in their head. So, for any number of items greater than three, they use a list. They always use a list because that is the best

way to present more than three items. This example uses things in your world, decidedly not from the zombie world.

A vehicle is composed of:

- An engine

- A transmission

- Wheels and tires

- Brakes

- Doors and windows

- Seats

- Steering wheel

- Radio

- Air conditioning

The leading dots can be referred to as bullets. These lists do not usually go deeper than a single bullet for each item.

Zombie's Use Numbered List

A numbered list implies that the first thing is the most important, largest, or for some other reason needs to be listed first. Items two, three are less and less important. Numbered lists can be numbers, letters, A, B, C, a, b, c, or other easily recognizable characters that indicate order.

A Zombie numbered list might include:

1. Towns, camps, and other places where humans are known to frequent

2. Find a way to get there in sufficient numbers

3. Determine, to the extent that a Zombie can determine anything, the best time and place to . . .

4. Attack

A numbered list can go deeper than a single item per number. Like this:

1. Find towns, camps, other places where humans are known to frequent

    a. Shamble around

    b. Find settlement

2. Find a way to get there in sufficient numbers

    a. Get others together

    b. Lead to settlements

3. Determine, to the extent that a Zombie can determine anything, the best time and place to . . .

    a. Find location easiest to approach unseen

    b. Determine if a daytime or night time attack is best

        i. Meal time

        ii. Bed time

        iii. When guard changed

4. Attack

    a. Using full force

    b. At a single point

    c. At multiple points

How Zombies Write Directions

Giving directions is something that many of us humans do poorly, but Zombies do very well. They do this by always telling where to go, what to look for, and what to do when they find what they're looking for.

Here's a sample of how a zombie would give directions to find the church that you and your team are hiding in. Note: this is a numbered list that must be followed exactly. Zombies cannot do the steps out of order because the steps are numbered. All they have to do is do them in order and the effectiveness takes care of itself.

1. Shamble down this street toward the setting sun.

2. At burned out oil truck, stop.

3. Look around.

4. Shamble toward building with the pointed roof.

5. Attack.

These directions follow the cardinal rule of directions: they are short, simple, and effective. You would do well to remember that.

In the human world, many people give terrible directions. Here are some tips:

• Always tell people where to go from some reference point. This might be an airport, highway, hotel.

• Give specifics to look for, street names, route numbers, whether to turn left or right, the direction of travel North, South, East, West.

• Provide the distance to be traveled in miles, and kilometers for those used to metric distances.

- When giving directions to new streets that may not be on maps, or in Global Positioning System (GPS) devices, provide a GPS street address to a nearby building, business, or other landmark.

Do not use statements like:

- "Take any left."

- Travel for, "A mile or two."

- Do not break up directions into numerous blocks. Never tell people to do something like this, "Travel to I-91 and follow directions from I-91 North." Here one block was "From I-91 North." This is a disaster. The reader is forced to read here, then there, and maybe again somewhere else. Put your entire list of directions under a single heading. Yes, you can use more than one list, like:

    From the North

    From the South

    From the East

    From the West

    From the airport, of course you will use the airport name

    From Boston

    From New York City, do not abbreviate this to NYC.

- Be careful using directions, if you are writing, "Go North on Route (number)" you must be sure that there is a sign at that location indicating which way North is and the route number. Don't expect your reader to know which way North is.

- Strive for clear, simple, easy to understand directions. Remember. Your visitor does not know the area.

- Keep your directions current. If there is road construction in the area, be sure to add a note to that effect on your website. You might also want to include an interactive map on your website's directions page.

- When writing directions that the reader may want to print, use 14 or 16-point font for ease of reading

The Zombie Secret to Superb Content

Zombies consume their content because it tells them what they need to know in relation to today's activities. You consume it because you need to know what they will be doing today, or tomorrow. Let's face it, zombie memory is not all that hot so it's a day at a time for them. And that's a good thing for us. That's the secret to excellent content: everyone benefits from it. In this case the zombie content creators, the zombies, and you. A win-win for everyone. We suggest you keep that in mind when you create your content. If it's not consumed by your target audience, it's useless. A total waste of time, resources, and of your money.

Like all content, Zombie Content is designed to be delivered from anywhere, including:

- Your online activities

- Your social networking campaign

- Your blog

- Your website

Don't think that content can only be promoted online. That is just not so. There is a lot you can do offline to enhance the success of your content and social networking campaign.

- Your offline activities include: (This is from our second book, When Social Networking Fails: Nine Steps to Social Networking Success).

  - **Attend** conferences where your target audience can be found.

  - **Ask** for recommendations and testimonials.

  - **Become an acknowledged expert in your field** by publishing in industry magazines and newsletters. Use Twitter and a blog to establish your bona fides. Sign blog posts with your signature block.

  - **Cause marketing** benefits both of you. Collaborate with a cause you believe in.

  - **E-mail marketing,** for selling, marketing your services, and to stay in-touch.

  - **Engage** your employees. Publish a Social Networking policy that tells them what they can do, not what they cannot do.

  - **Give free seminars** at your place of business. Promote them online to your clients, and in local newspapers with a press release.

  - **Help people solve problems.** There is no better way to gain trust and first class professional standing than by contributing to the success of your audience. Be helpful, don't keep your expertise to yourself.

  - **Join** Chambers of Commerce, networking, and business groups. Start your own networking or mastermind group. Host these groups at your place of business.

- **LinkedIn** is the place for anyone in business. Use it. See, LinkedIn.com.

- **Market** to those who can refer business to you, and to those who do business with you.

- **Newsletter,** the operative word here is 'news.' Keep it informative, timely, and fun. Do not use it for marketing or selling. Your business name on the header will take care of that. You can use this to inform your customers about new products, technology and other information helpful to them and important for you to disperse as it may lead to new business. Do include things like: trivia, winter driving tips, a crossword puzzle, Windows and Mac tips, products with links to independent reviews, gift ideas, etceteras.

- **Publish credible testimonials.** Saying J. Smith in New York likes your work borders on being bogus. Compare: "Excellent work. On time and on budget." John Smith, President, Fictional Corporation.

- **Send Christmas cards**, and thank you notes to your clients. They remember you when you remember them.

- **Quality** content provides unquestioned value. Customers want answers, expertise, experience, and brains. Provide them. Information is stronger when shared. Do not hold back what you know.

- **Speak** at conferences, industry events, and at your Chamber of Commerce. It's an excellent way to establish yourself as an expert.

- **Subscribe** to the same magazines, blogs, and newsletters that your customers read. Publish articles in them. There is nothing better than your customers reading

content you've published in magazines and blogs that they respect. Be sure to send links to your published work to your customers. This is easily done in your newsletter. Being published establishes your bona fides as an expert in your field. And that makes you the goto company / person in your field.

- **Thank You Notes** are the unsung heroes that lead to great customer contact. When you send your note, write it yourself. Do not use any automated systems to do this for you. Send them when a client says something complimentary, when your content is shared. If for no other reason, send them to thank your clients and customers for doing business with you.

- **Throw a party.** Companies have saved themselves from going under with this technique. It works.

- **Use both sides of your marketing and sales literature.** Many people provide content on paper. That's fine. What's not fine is using only one side of the paper. The space you waste could be marketing for you, selling your products, making people aware of who you are, where you are, and what you can do for them.

- **Video.** Put videos on Youtube. It's the second most popular search engine in the world. Use it. We do.

- **What's In It For Me?** (WIIFM) Tell people what you can do for them. Never tell them what you do.

- **Write and publish e-books.** Send your ebooks to your clients, publish them online, give them away free of charge. Use them to collect email addresses and to showcase your expertise, products, and company.

Zombie Content Is Social Content

Zombie content is designed to engage, inform, motivate their audience to read more, consume more, and to take action. Zombie content is not sales and marketing focused because no one will consume it. Zombie content creators know this and lace their content with fun facts, interesting things to do or see, games, and professionally relevant content that their audience wants to know about. Making their audience glad to consume zombie content is its key to its success. Their content is used in blogs; on Twitter; in video titles and descriptions; it accompanies graphics. Across their entire social networking campaign, their content is keyword laden. When zombies create their content it is designed to work together. In concert.

Zombie Email Marketing

Marketing is part of every good zombie content creator's job. And email marketing is an excellent way to market. So, here are some tips that zombies use every day.

- Spend 90% of your time on the subject line. If your e-mail is not opened, you lose.
- Offer something of acknowledged value to your client/customer. A coupon, a sale, a free report. Whatever you offer it must, absolutely must, be of unquestioned value to the reader or you lose.
- The subject line's purpose is to get the email opened. The first sentence's jog is to get the second sentence read. Repeat.
- Design for smart phones, tablets, laptops and desktops.
- Learn from your mistakes. Do more of what works, and eliminate what doesn't.

- Automate with an online tool that maintains your email list, keep you in compliance with CAN-SPAM (Controlling the Assault of Non-Solicited Pornography And Marketing Act). These tools will provide you with one-click uninstall, subscribe forms for you blog, website, and other online sites as well.

- Call to action. Zombies tell the reader what to do. Make it easy for the reader to respond, to buy your products, request information, download your e-book, read your blog. Whatever you want the reader to do make it easy by providing a link and label it with keywords that are descriptive.

Writing the Content of Your Email

- Write for the reader in an uplifting, up-beat tone. Use words and phrases that you are sure your reader will understand and define all acronyms.

- Use a list to present more than three items.

- Use headings, subheadings, and bold text to highlight keywords. Bold all links.

- Never title any link with something like this: click here ; more ; follow this link.

- Link titles must be descriptive and include keywords. Links are a powerful tool. Use them well.

- Don't forget to market to the gift market. Especially before holidays and special days like Valentines Day.

- When writing for the expert and novice in the same content, open with material for the novice. Your second paragraph then goes into detail for the exert. This is especially powerful when writing to sell goods used by experts, but purchased as a gift by those who know nothing about the product. Example include: gaming

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software, learning software, robotic toys, and others. Remember the novice needs

know what it is, it specific name, street price, and where to get it.

- Always tell people where to buy your goods. Link to your Website, seller, or other

  pertinent marketing/sales venues. Sell, sell, sell.

- Web and email address. Write your addresses with uppercase like this:

  WebContentRx.biz, never like this: webcontentrx. Do the same with your email

  address. Use uppercase to make reading, "quick as a glance."

Zombies Backup Their Content

Creating content is only the beginning. Keeping it safe for future use and archiving is

another. Zombies never throw away content because it can be used for other things, on

other sites, at other times. For your backup system, we suggest using three USB flash

drives, your development computer, and a safe deposit box at your local bank. Additional

computers, an external hard drive, your laptop are optional and can be used as well.

Here is the data backup procedure that we use, it is very extensive and will ensure

that you never lose everything.

- Place all of your data into one folder on your development computer. On ours we call

  this AllData. This is important because it eliminates the possibility of having your

  content scattered all over your hard drive.

- Copy AllData to each of your USB flash drives, and to any other devices you might

  be using.

- Place one of your USB flash drives in your safe deposit box.

- After your weekly backup, change the USB flash drive at the bank with one of the two you just freshened. Then update the one from the bank.

- Obtain backup software that automates this process, and set it up to automatically run once or twice weekly. Don't hesitate to run a backup when you work on a major project.

- Never trust your data to a single computer. A computer is just an electro-mechanical device that can fail. To automate your backup scheme, download one of the many available products and use it.