

WRITING KILLER CONTENT IN 1 HOUR OR LESS!

CONRAD WINTER

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2021 CONFERENCE



OCTOBER 3-6 | NASHVILLE, TN

HERE'S WHAT WE'LL COVER TODAY:

WHY CONTENT MATTERS / CONTENT TRENDS

KILLER CONTENT & 1 HOUR OR LESS DEFINED

“THE HOW” – CREATING A SIMPLE PROCESS

PUBLISHING & CURATING

PITFALLS TO AVOID



WHY CONTENT MATTERS

CONSIDER THESE
CONTENT MARKETING
TRENDS:



60%

MARKETERS

rank Content Marketing “very”
or “extremely” important”

to their overall marketing strategy
(Hubspot survey)

6x

**INCREASE IN
CONVERSION RATE**
For companies using content
marketing
compared to those who rely on
traditional marketing

67%

MORE LEADS/MONTH

B2B Marketers who Blog
compared to those who don’t

62%

LESS COST

For Content Marketing
Compared to old forms of
advertising

'KILLER CONTENT' - DEFINED

OBJECTIVE

Content that helps give you visibility, keep your brand fresh and generate leads

CRITERIA

Can be written in one hour to facilitate a monthly or bi-weekly cadence

DELIVERABLE

400-500 word written article that could be published as a blog post, top sheet, case study or e-blast.



What would you do if you only had one hour?



1 Hour or Less - PREREQUISITES



MUST HAVE'S

- Niche (know the market segment are you playing for)
- Personas (know who you're targeting)

EXTRA CREDIT

- Search terms (keyword strategy)
- Core brand messaging (your value proposition, key messages and brand voice or company boilerplate description)



Core brand messaging - **EXAMPLES**

ABOUT RLS PARTNERS: Headquartered in Mt. Laurel, NJ, RLS Partners is a joint venture formed by seasoned industry acquisition professionals, capital resources, and an industry leading family owned cold chain 3PL- RLS Logistics. By creating a network of best-in-class cold chain operators, RLS will offer its customers a top-tier regional platform with national levels only a family-operated company can provide.

Transportation

Enterprise, Mobility and Visibility Solutions

Trimble is connecting and simplifying the world's supply chain with transportation solutions that help shippers and carriers accelerate growth, maximize efficiency and improve bottom-line performance.

From locating and messaging to driver performance assessments and managing safety, compliance and maintenance costs, our robust fleet management and transportation management software applications are designed to maximize your ROI.

MARKETS WE SERVE

Bennett Family of Companies offers transportation and logistics solutions across a broad spectrum of markets. While we provide high quality services for general freight needs, listed below are markets where we have developed the equipment, people and processes to address industry-specific challenges. Market specialization is in our DNA giving rise to nine affiliated operating companies working in concert to meet customer needs for more than 45 years.




Format I – “The Rant Rint”

Executive commentary,
perspective or rebuttal
on a piece of third-party
content

(Always link to the third-party article)





Call Us
800-229-7780

Freight Transportation Services Industries We Serve About Us Resources Careers

CUSTOMER LOGIN

Archives

- > March 2021
- > February 2021
- > December 2020
- > November 2020
- > October 2020
- > August 2020
- > July 2020
- > June 2020
- > April 2020
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- > February 2020
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- > April 2019
- > December 2018
- > November 2018
- > August 2018
- > March 2018
- > October 2017
- > September 2017
- > August 2017
- > February 2017
- > January 2017
- > August 2016

Format 2 – “Plug & Play Q&A”

Question & Answer (Q&A blog post)





[Literature](#) [Gallery](#) [Advantages](#) [About Us](#)

[Shop All](#) [Corrugated Plastic Containers](#) [Divider Systems](#) [Stackable & Nestable](#) [Bulk Box Containers](#)

[Home](#) / [Blog](#) / [General](#) / [Meet Ken Beckerman – President of Flexcon Container Corporation](#)

Blog

Get a product



Meet Ken Beckerman – President of Flexcon Container Corporation

December 22 2020 • Posted by Flex Container • General

Ken Beckerman wasn't the first President of Flexcon Container Corporation, but he certainly took the company under his wing when he arrived. Flexcon provides Containers, bulk boxes, plastic pallets, dividers and dunnage for virtually any need to most any type of medium and large business. It sells new and used containers that can completely transform the supply chain process.

We had a chat with Ken about his work at Flexcon Container Corporation and what makes his company different from other companies across the competitive landscape:

Q: Let's start with the history of Flexcon Container. Can you tell us a little bit about how it got started and where it is now?

Ken: "So, Flexcon Container is over 50 years old now. We started as just a custom packaging house. About 40 years ago, automation really took off, and distribution centers were being developed. We kept getting asked to do things other than packaging, and at first, we would turn these clients away because we didn't offer those services. Eventually, we said, "Why are we turning them away? Let's try to help." So that's what we did. We took each situation case by case, and we'd have to innovate a little with each one. Eventually, all of the innovation took over the custom packaging. We still do the custom packaging, of course, but now our business is a lot more than that. We supply distribution centers, factories, and warehouses. It's become our core."

Q: And when did you start making that shift?

Ken: "It happened slowly, starting maybe 35 years ago."

Q: And how long have you been with the company?

Format 3 – “Tipping Point”

Reference a current event,
state the implication(s) and
offer to help reader
respond



TOP 10 TRUCKING PODCASTS

TOPMARK FUNDING / Best Trucker Entertainment Semi Trucks / 0

Anyone who has been on a long drive knows that sometimes, [music](#) just doesn't keep you entertained for hours on end. Podcasts, which are basically episodic talk shows, are a great option for truckers to listen to while killing time on the long hauls. Since the days of talk radio have started to end, podcasts are a great way for truckers to be entertained and get information regarding in the industry. Here is our list of the top 10 trucking podcasts out there!

10. THE TRUCKING PODCAST

The Trucking Podcast's tagline says, "The Podcast for Truckers, Loggers, Cowboys and Real Blue-Collar Men" Overall, it is an entertaining and informational listen that men and women will find value from. The hosts Buck his son Don are both truckers and have hundreds of episodes that provide insight on current events, trucker interest, entertainment, industry politics, and much more

9. THE LEAD PEDAL

The Lead Pedal is a great podcast for truckers as it is hosted by a veteran of the trucking industry. Bruce Outridge provides a positive voice for the trucking world while delivering important information and interviews. Episodes are published twice a week, so the information is current and frequent. Additionally, you can visit their YouTube channel to watch them record each episode in the studio.

8. LET'S TRUCK

Host of Let's Truck, Kevin Rutherford, provides his listeners with up to date trucking news, commentary, finance advice, and insight to political topics related to the industry. Let's Truck puts out episodes multiple times each week so drivers listening have regular content. While the episodes are often short, they provide the necessary information truckers need. The length also provides the perfect entertainment to listen to on a lunch break or at a quick stop.

7. WHAT THE TRUCK?!

What the Truck?! is a podcast that is focused on the biggest stories in the transportation and logistics industry. The two hosts, Tim and Chad, team up twice a week to discuss the topics and issues in the freight world. This provides drivers with consistent and fresh updates about the industry they are in.

6. RED EYE RADIO

Red Eye Radio is actually a radio station that originally targeted long-haul drivers. As the name implies, it is a late-night show that airs Monday – Friday from midnight to 5 am. Red Eye Radio has its own podcast called The Extra Mile hosted by Eric Harley, Eric and special guests often dive deep into issues and topics that the trucking industry is facing and expand on the key issues truck drivers want to hear.



5. BIG RIG BANTER

Big Rig Banter is a podcast started by AllTruckJobs.com, a website dedicated to helping drivers find the jobs they want and need. The two hosts are Troy and Lenay who are both two experienced

SEARCH

Search



FOLLOW US

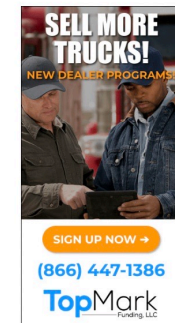


SUBSCRIBE

* Indicates required

Email Address *

SUBSCRIBE



RECENT POSTS

Trailer Sales Slide Slightly for July 2021

CTA Petitions the Supreme Court

Senate Passes INVEST in America Act

Biden Signs Executive Order on Truck Emissions

Format 4 – “Spotlight, please”

Spotlight – Employee,
Leader, Facility/Satellite
location, New service or
capability



CROWLEY

SERVICESABOUT USNEWSCAREERSSUPPORT


Q

Women Excelling at Building Value in Support of Warfighters

[in](#) [f](#) [t](#) [+](#)


At Crowley, exemplary leadership is an essential component to the success of our organization. In recognition of Women’s History Month, female leaders from Crowley Solutions, which provides government services, have shared insights into how they build value every day through learning, engagement, development, collaboration and how these efforts support Crowley’s commitment to serving warfighters globally.

Deborah Lawley, Finance Director, Jacksonville, Fla.




As a 32-year Crowley employee, I am all about cultivating a positive culture that will encourage growth. I’ve had many career opportunities in the company, each with new challenges, learning, and new relationships – which enriched my journey. I firmly believe that we all want to add value, and I work to make sure everyone gets a chance to be heard. I always say that the only people who never make mistakes are the people who never do anything. One thing we can do every day is to maintain a positive attitude and be kind. It isn’t always easy, but it makes a big difference. By helping to create a positive work environment, we have stronger teams that support our overall mission and commitment.

Ashley Mann, Proposal Manager, Jacksonville, Fla.



Crowley has given me numerous opportunities for growth, both professionally and personally. I have fantastic support and a development system that allows me to receive additional training to advance my career. More importantly, I love that our company culture lets us participate in different projects and collaborate with teams outside of our everyday job description. Crowley and its leaders nurture a flexible, collaborative environment that brings together a diverse group of skills, perspectives, and knowledge to create innovative solutions that win business and ultimately serve and support the warfighter.

Mollie Stitt, Senior Transportation Specialist, New Cumberland, Pa.



As a member of the northeast regional team, I enjoy the daily challenge of providing exemplary support to the Defense Freight Transportation Services – one of the largest logistics contracts awarded by the U.S. government — and Crowley. Focusing on developing and growing strategic partnerships, it’s essential for myself and my team to continually identify cost-saving and process improvement opportunities. Crowley’s collaborative culture allows me to bring my unique perspective and energy to develop creative solutions. As we engage daily with the customer and our partners, we continually strive to meet the forecasted and last-minute demands of our sites and accounts. I am also involved with the Women in Trucking organization, planning regional events and serving on the chapter formation task force. From creating and refining the onsite program at the New Cumberland Army Depot in Pennsylvania to developing peer-to-peer training solutions, it is an honor to work for Crowley every day to support our government services and the men and women in uniform.

Format 5 – Survey ‘Two-fer’

Survey & Results

- Part 1: launching the questions for the survey
- Part 2: publishing an article sharing the insights/results of the survey



Paul Kiesche · 1st
Manufacturing & Technology Focused Creative & Branding Specialist. Owner of Avia...
1w · 🌐

Are manufacturers heading back to trade shows? Are you ready? Are trade shows worth the expense? Or, has your trade show marketing budget been reallocated?

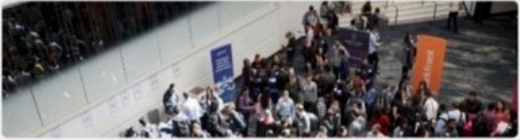
If you're a manufacturer, or a company that works within the manufacturing industry we'd love to hear from you in our super short survey (which should take less than two minutes). If you fill it out, we'll share the results with you. <https://lnkd.in/g8pWCDC3>

You can gain insight into how your competition and manufacturers are marketing at trade shows. We'll let you know:

- What percentage of companies are going
- How they're participating
- How much they are spending
- What their goals are
- What shows they are going to
- How they are marketing
- What results they expect
- And more

Take the survey: <https://lnkd.in/g8pWCDC3>

#manufacturing #industrialmarketing #manufacturers



Are Manufacturers Going Back to Trade Shows?

We're looking for the opinions of manufacturers and the vendors that work within the manufacturing industry.

This is a short survey that should take less than two minutes. After we compile the results we will share it with you. With this data, you will gain insight into what your competition and other manufacturers are doing with trade shows.

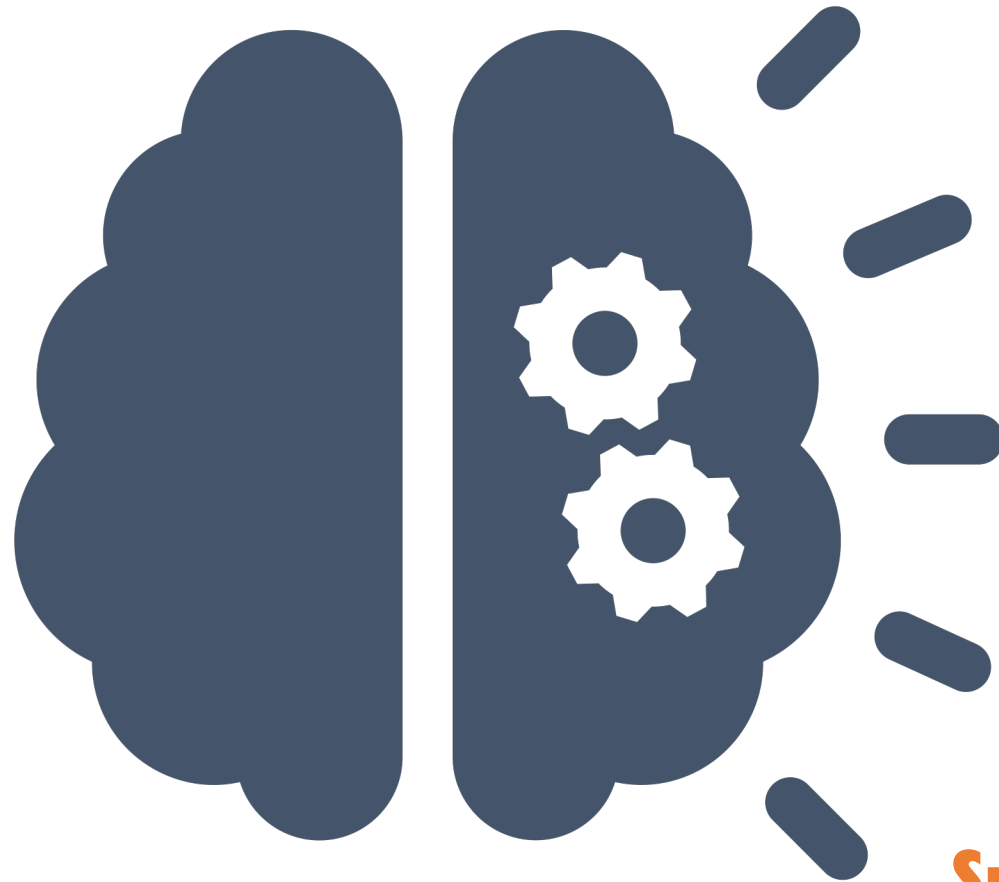
This survey is completely confidential and your personal info will not be shared.

Is your company a manufacturer or work within the manufacturing industry?

Are U.S. Manufacturers Going Back to Trade Shows?

docs.google.com · 1 min read

Who's tried any of these? – **YOUR OPINION**



The Rint

Plug & Play Q&A

Tipping Point

Spotlight, Please

Survey Two-Fer



The “How”- **CREATING A SIMPLE PROCESS**

1

Power Prep **10 minutes**

- Generating your questions to be answered OR Generating a content outline
- Email it to the subject-matter-expert (if another person is involved answering)

2

Gather Input **20 minutes**

- Conducting an interview
- Receiving the inputs/responses back

3

Fast Draft **30 minutes**

- Composing the written piece
- Proofreading the written piece
- Sending the piece for any necessary approvals

DOES NOT INCLUDE PUBLISHING TIME in CHANNELS, see next slide



WHERE YOU WILL PUBLISH IT

Where will you publish your content when it's done?



Get the word out... **PROMOTE IT**

60%

BUSINESSES

**Hard to Produce
Content Consistently**

(Content Marketing Institute)

30%

MARKETERS

**Content Creation
Workflow is Fair/Poor**

(Content Marketing Institute)



Get the word out - **PROMOTE IT**

Now that your article is done and posted, do what you can to promote it:

Tip 1

Teaser Social Posts

- Do a teaser post on LinkedIn to read your latest post. Provide a little description and a link
- Tweet about your latest post and provide a link

Tip 2

Teaser Email

- Send an email teaser to your list with the first few paragraphs and button to read more on your site

Tip 3

PR Pitch

- Share your content with your media partners.
- Pitch an interview with one of your execs or customers on the same topic



Repurpose to MAXIMIZE YOUR EFFORT

TIP SHEET

My child says she doesn't like online learning. How can I help?

PARENT TIP SHEET

For many children, school looks different this year. Your child may be learning online part time or full time. This might make it harder to adjust to a new grade, new teacher, or new classmates. It's easy to understand why your child might feel frustrated. Here are a few tips to help.

Tip 1: Ask your child why she doesn't like online learning.

Be positive and realistic. You can't change her situation, but you can encourage her to make the best of it.

Say This

- "What is it that you don't like about online learning?"
- "What can I do to help make online learning better for you?"

Do This

- Talk to your child's teachers or other parents for ideas.
- Let your child know what you expect her to do. Providing structure and a consistent routine can have a positive impact on your child's mood and overall attitude toward learning online.

Check This

- Check in with your child often. Remember that adjusting to online learning takes time and patience.
- Reassure your child through the ups and downs; remind her that it's okay when some things don't work out right away.

Tip 2: Encourage your child to connect with friends.

Typically, children make and maintain friendships in school or at after-school activities. When learning online, they may miss seeing their friends, so it's important to help them stay connected.

Say This

- "Let's set up a time for you to chat with your friends. I bet you miss them!"
- "Would you like to have an online game night with your friends?"

Tip 2: Encourage your child to connect with friends.

Typically, children make and maintain friendships in school or at after-school activities. When learning online, they may miss seeing their friends, so it's important to help them stay connected.

INFOGRAPHIC

50 BLOGGING TIPS

PAT FLYNN

Pat Flynn from Smart Passive Income is my favourite as he is like a mentor, guru and above all very open and honest. Pat has an amazing site full of treasures. The more you dig the more you find. So let's kick this list off with Pat's tips. Please note Pat's list of tips will never end but I have tried my best to short-list it here.

01 Use a Professional Looking Domain

02 Update the Favicon for Your Site

03 Update Your Permalink Structure

04 Skip the Unnecessary Plugins and Widgets

05 Do Not Add an RSS Counter

06 Add a Video To Your Blog

07 Format Your Blog Posts

SOCIAL POSTS (4-5 per article)

Tom Collins • 1st
Sr. Director of Marketing at Saddle Creek Logistics Services
21h •

Workshops are where the real work and real value happens! Include the Workshop Add On

#TMSA

Tom Collins • 1st
Sr. Director of Marketing at Saddle Creek Logistics Services
21h •

Workshops are where the real work and real value happens! Include the Workshop Add On when you register for TMSA RISE '21 at: <https://lnkd.in/euTaik4u>

#TMSA

Tom Collins • 1st
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21h •

Workshops are where the real work and real value happens! Include the Workshop Add On when you register for TMSA RISE '21 at: <https://lnkd.in/euTaik4u>

#TMSA

WORKSHOPS GALORE!

Search

2021 CONFERENCE
TMSA
OCTOBER 3-4 | NASHVILLE, TN

POWERPOINT (Customer review meetings)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

100% Satisfaction

100% Satisfaction

100% Satisfaction

100% Satisfaction

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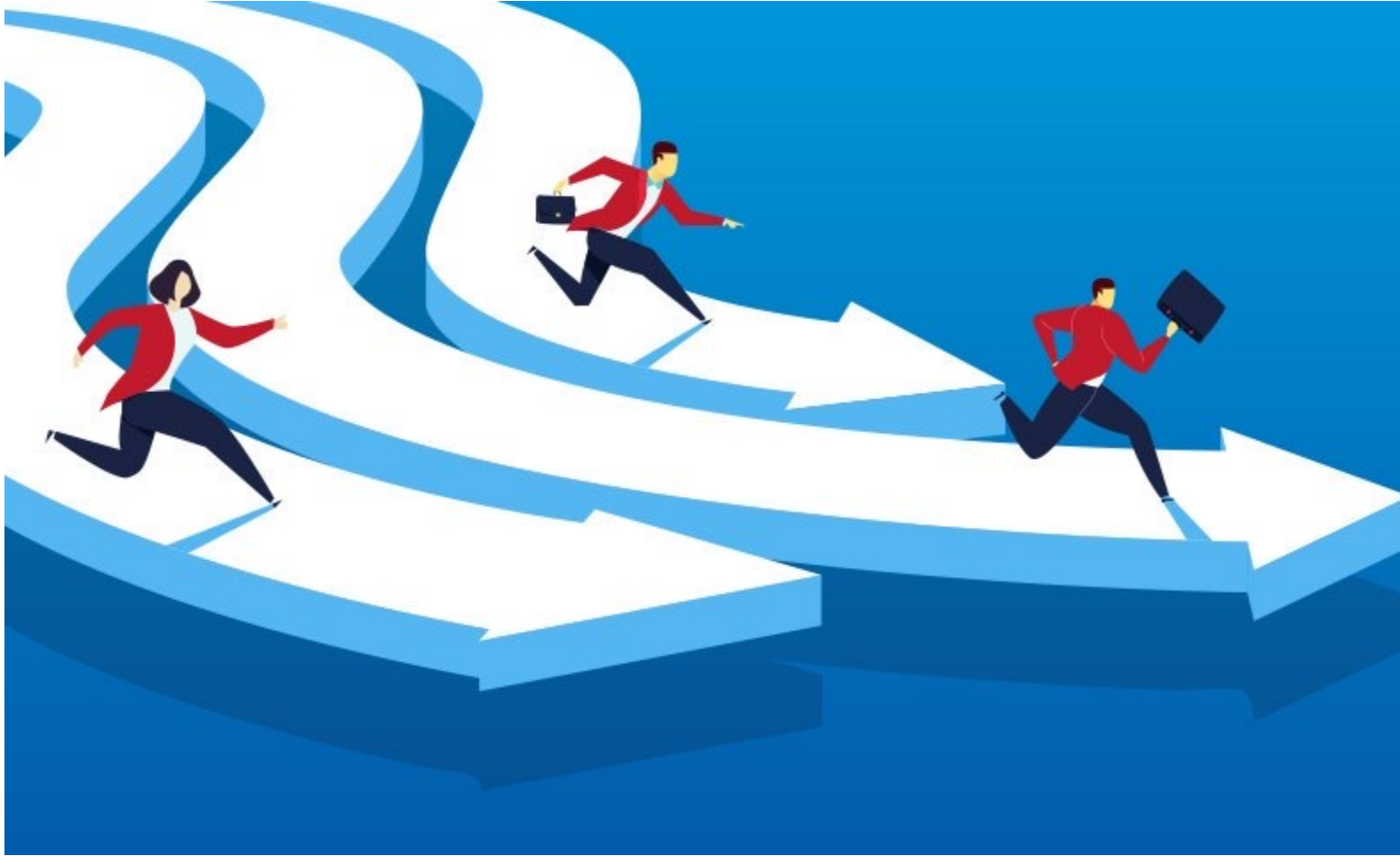
100% Satisfaction

100% Satisfaction

100% Satisfaction



PITFALL TO AVOID



Content Marketing is often 'content-sponsored' --- BY YOUR COMPETITOR!

Be very careful not to curate or copy something one of your competitors sponsored or originally wrote.



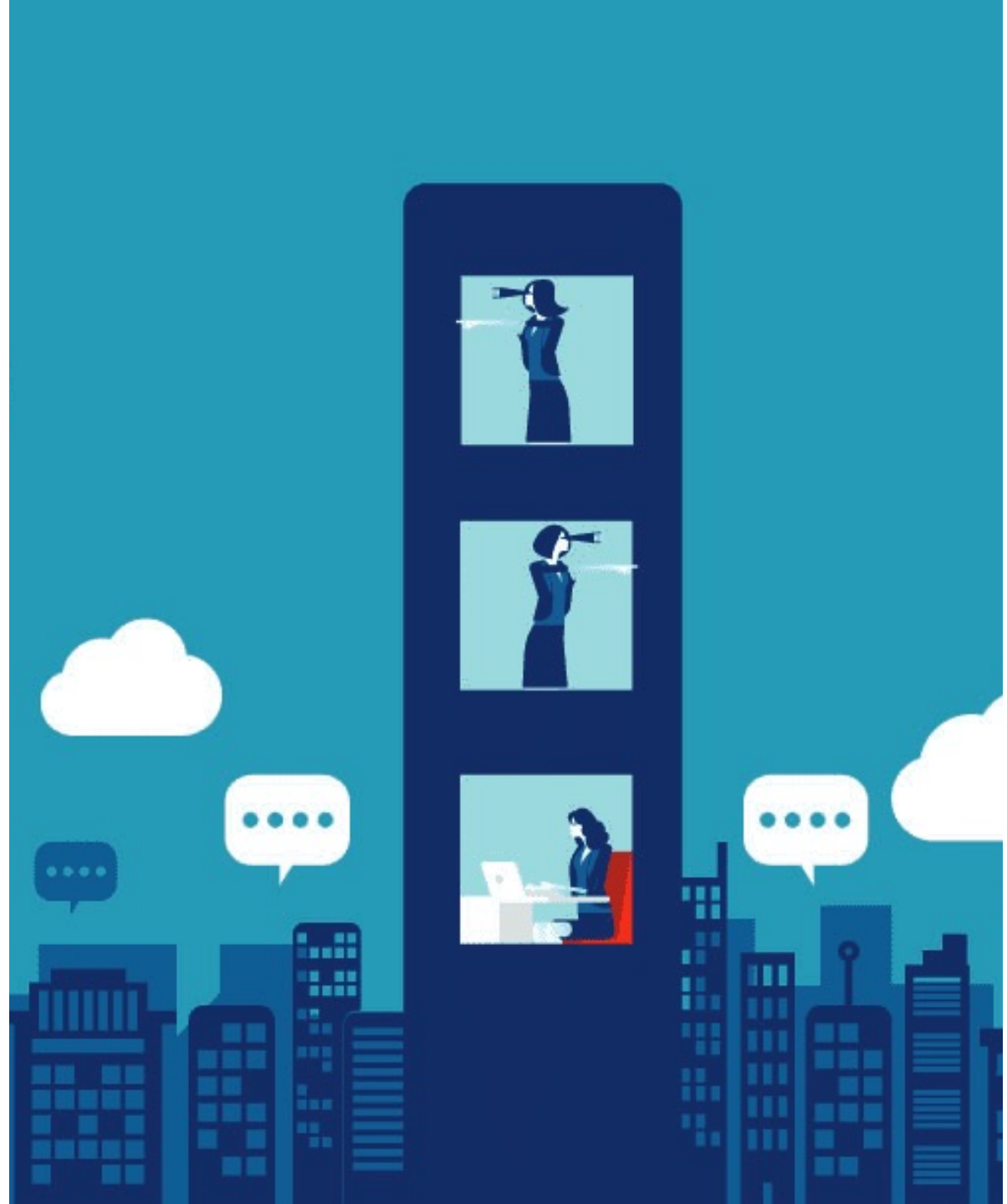
The Next Chapter: **BUT WHAT ABOUT...?**

There are a lot more formats out there besides written content!

- Podcasts
- Video content recorded on a smartphone or GoPro 1-minute interview or tour recorded on video and then post it on your YouTube channel.

In one hour, it's possible to create written content that could be converted for other channels and mediums and promoted in other channels and mediums.

It all depends on your bandwidth and skills.



Let's Talk & Share Advice:

You've now got a blueprint for writing killer content in one hour or less. But, the biggest challenge I continue to hear is this:

I just can't maintain a consistence cadence of content.

What's at the core? Responsibility and reality!

Who should be writing your content?
What's worked for you?

How do you get writing that's high quality, brand true and always fresh?

Can contributors be incented or should they be ghosted? How have you succeeded in getting contributions?

When it comes to the company blog, people within the company have the pulse of the brand. But SMEs are busy and not always a reliable source for steady content. What are a company's options?

Do freelancers provide a viable option or are they not going to get your brand and require a lot of hand-holding?



Wrap-up – IS IT POSSIBLE?

Raise
Your
Hand
If.....

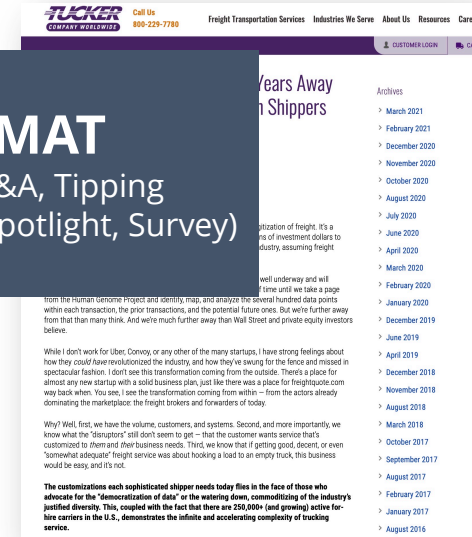
PRE-REQ's

(Niche, Personas, Search
Terms, Core Brand
Messaging)



FORMAT

(Rint, Q&A, Tipping
point, Spotlight, Survey)



PROCESS

(Simple and short)

1

Power Prep
10 minutes

- Generating your questions to be answered OR Generating a content outline
- Email it to the subject-matter-expert (if another person is involved answering)

2

Gather Input
20 minutes

- Conducting an interview
- Receiving the inputs/responses back

3

Fast Draft
30 minutes

- Composing the written piece
- Proofreading the written piece
- Sending the piece for any necessary approvals

**FREELANCE
WRITER!**





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THANK YOU

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WRITING KILLER CONTENT IN **I HOUR** OR LESS!

TOO GOOD TO BE TRUE?
EVEN POSSIBLE AT ALL??

That's what Conrad Winter said when TMSA's Education Committee asked him to present on this topic! But dream for a moment longer...if you really only had one hour, what content could you create? How could you do it? And could it be considered killer? Get answers to these questions and make your dreams come true in this session, where you'll learn fast, savvy and smart tricks of the trade to deliver killer content in one hour or less. As a self-described long-format content writer who never thinks he's writing fast enough, Conrad Winter will lead you through some thought-provoking methods, tips and techniques useful for any content, communications or marketing role.

