



CASE STUDY: BUILDING YOUR
CONTENT MARKETING STRATEGY

PARISOMA



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IN REVIEW



Throughout the course of this case study, we'll take a look at PARSIOMA's brand and redefine their content marketing strategy in coworking industry.

Who: Parisoma is a coworking and community space to help entrepreneurs, startups, and freelancers succeed in Silicon Valley.

How: By building communities and opportunities through classes, events, and collaborations

Problem: Unable to identify customer segments and build engaging content for distribution channels.

Case Study Breakdown:

1. Define brand **goals**
2. Redefine company **voice**
3. Complete a **content audit**
4. Identify channels for **distribution**
5. Identify **tools** needed for a content strategy
7. Develop **personas**
8. Create **content pillars**
9. A brief discussion on **SEO Integration**

GOALS



Define Demographic:

- Develop styling guide to represents brand value & voice
- Define 3-4 segments that best represents PARISOMA's customer base
- Dive deeper by creating categories and establishing persona types
- Conduct research on pain-points and needs of persona types

Drive OrganicTraffic:

- Audit current channels, content, and strategic approach to distribution
- Develop content pillars for monthly cycle and publishing dates
- Define toolbox for all creative and management initiatives

Improve SEO Strategy:

- Biweekly audits
- Short tail/long tail keyword search
- Define online and off-site strategy

VOICE & TONE

Take time to develop characteristics for your brand. By building a writing style guide for your brand's voice, you systematically create templates for your writing styles across all communication touch points. *Here Identified 5 characteristics to define PARISOMA's brand voice:*

- **Collaborative** - *Community based values connections - humility*
- **Daring** - *Direct - creative - bold*
- **Cool** - *Present, cutting edge, approachable,*
- **Worldly** - *International, open, expat, curious*
- **Entrepreneurial** - *Resourceful, hustler (doer), builders*



AUDIT

Reviewing your current strategy helps define your stand point and content that can be repurposed, edited, or revamped for distribution. After auditing PARISOMA's current strategy, I was able to break down their content into 4 categories:



Thought Leadership

- On our radar
- Tips and tricks
- Events
- Silicon Valley news
- Future of work

Affiliate & Partners

- Outsite
- Gusto
- Front
- Tarmac
- TechCrunch
- Stamen Design

Event Promo

- FABERNOVEL events
(Parisoma sister company)
- Tech Meetups
- Art & Culture

PARISOMA Offers

- Member branding
- Blogs
- Perks
- Offices, Virtual
- Conference Rooms
- Amenities

CHANNELS

By identifying your channels you'll be able to gain insights on your readers and view competitor content to gage your current strategy. While reviewing PARISOMA's communication channels, I was able to implement a writing style guide to ensure all communication was on brand and reached the appropriate audience. *Here is a break down of all channels:*

Social Platforms

- Facebook
- Twitter
- Instagram
- Meetups.com
- Startup Digest (Events)
- LinkedIn

Community Platforms

- Meetups
- Stratup Digest
- Facebook groups
- Twitter chats
- Newsletter

Publishing Platforms

- Medium
- Youtube
- LinkedIn Articles
- Reddit
- Newsletter
- Company web page

Venue Platforms

- SF Travel
- VenueBook
- Peerspace
- EventUp
- SpaceBase



TOOLS

It's important to limit your content toolbox to understand the efficiency and success of your strategy. *Here is a toolbox I created for PARISOMA's team:*

Social Distribution

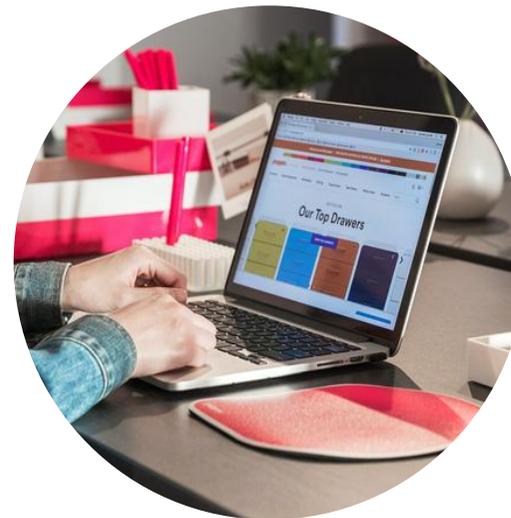
- Hootsuite
- Slack Echo Chamber
- Hashtagify.me
- Typfarm
- Typorama

Calendar & Organization

- Asana
- Google Sheets
- Buffer
- Google Calendar

Integrations (Marketing)

- Mailchimp
- Google Analytics
- Google Ads
- Facebook Ad Manager
- Twitter Ads
- Instagram Ads
- LinkedIn Ads



PERSONAS



Personas are the foundation of your content and marketing strategy. From an empathetic standpoint, they provide a clear vision of who your readers are, their pain points, and your brand solution.

Down below you will see a set of 4 personas for PARISOMA. Segmenting my finding from google analytics, in-person interviews, and previous strategies, I developed these characters based on interest, pain points, and value proposition.





Camila - Foreign Entrepreneur (Early Stage Startup)

Identifier

- Startup space
- Tech Ecosystem
- International

Hashtags

- #foreignentrepreneur
- #foreignfounders
- #startuplife
- #hustlers

Value

- Seeking Funding
- Network/Connections
- Growth in Silicon Valley

Description

- Role: Startup founder
- Age: 27
- Income: \$40,000
- New to SF
- Creating her startup (AI)
- From the UK
- Heavily involved in tech
- Likes going to networking events

Pain Points

- Seeking out: community, resources, tools, entry to American market
- Seeking tech ecosystem
- Break language barrier (pitch)
- Living (visas, flat)
- Looking for support

Marketing Messages

- New to Silicon Valley? We've been around since 2009, building a community of entrepreneurs through workshops, classes, and networking events.
- We love startups here at PARISOMA and are always looking to connect the best and the brightest minds. Join our international community here in SF!
- Culture is key at PARISOMA. Come join the international hub of entrepreneurs from Spain, India, France, and more.



David - Early Stage Startup (Founder)

Identifier

- SaaS Startup
- Startup
- Silicon Valley

Hashtags

- #entrepreneur
- #startup hacks
- #startup business
- #techlife

Value

- Seeking growth
- Build product and or service
- Find product market fit

Description

- Role: CEO
- Age: 30
- Income: \$45,000
- Transplant from San Diego
- Mobile Tech Industry
- 2-3 person team
- Enjoys travel, part of travel culture

Pain Points

- Needs a physical office for core team members
- Needs resources for meetings (conference rooms, professional environment, phonebooths)
- Community growth and connections
- Finding the right culture fit for future employees

Marketing Messages

- Our partnerships are specifically designed to help accelerate startup growth. Here are a few worth mentioning: Front, Gusto, Outside.
- Looking for office space in SF? Book a tour with us today to learn about our community and offices available!
- We love startups here at PARISOMA and are always looking to connect with the best and the brightest minds. Join our international community today!



Nick - Freelancer (Marketer & Writer)

Identifier

- Digital Nomad
- Gig Economy
- International

Hashtags

- #productivity
- #freelancehustler
- #keeppushing
- #marketing

Value

- Productivity
- Progressive
- More clients

Description

- Role: Self-employed marketer
- Age: 34
- Income: \$60,000
- Works with fortune 500 companies
- Focused on analytics & scaling
- Has a community and network
- Enjoys espresso & travel

Paint Points

- Tired of working out of a coffee shop
- Wants to find like-minded professionals
- Limiting network growth
- Building opportunity pool for offers

Marketing Messages

- Sick of coffee shops and sketchy internet connections? Come work alongside like-minded freelancers and entrepreneurs, where the coffee is great (Philz) and the connections are even better.
- Digital nomads are welcome! Come learn from an international hub of entrepreneurs from Spain, India, France, and more.
- Customize your workspace. With a number of plans available you can apply for monthly hot desks, dedicated seating or office space.



Beatrix - Remote worker (Employed by Company)

Identifier

- Workspace
- Distributed Teams
- Remote

Hashtags

- #digitalnomad
- #coworkingspace
- #futureofwork
- #worklifebalance

Value

- Career-driven
- Connections & Community
- Mental Health

Description

- Role: Project manager
- Age: 25
- Income: \$55,000
- Publishing & Social Media
- New to San Francisco
- Would like to travel more
- Interested in screen plays & art

Paint Points

- Lacks a professional & fun environment
- Having trouble finding events and resources for professional growth
- No creative resource (microphones, recording rooms, recording programs)
- Issues with space at home office

Marketing Messages

- The Wifi is more than decent here. With a mix of 100+ entrepreneurs, freelancers, and remote teams, you'll join a community of hustlers that know how to have fun.
- Looking for your next office? Check out our daily and monthly plans for remote workers and freelancers.
- Who doesn't like palm trees and fresh Philz coffee? You don't have to give up the beach vibes to find your community. Come work with inspiring go-getters and schedule a tour today!



Jessica - Manager Distributed teams

Identifier

- Manage level
- Result Driven
- Leader

Hashtags

- #workspacevibes
- #getworkdone
- #ilovemyteam
- #build

Value

- Communication
- Flexibility & Efficiency
- Organization

Description

- Role: Regional Manager
- Age: 31
- Income: \$85,000
- Food & Health
- San Francisco Native
- Team of 5
- Loves her Dog

Paint Points

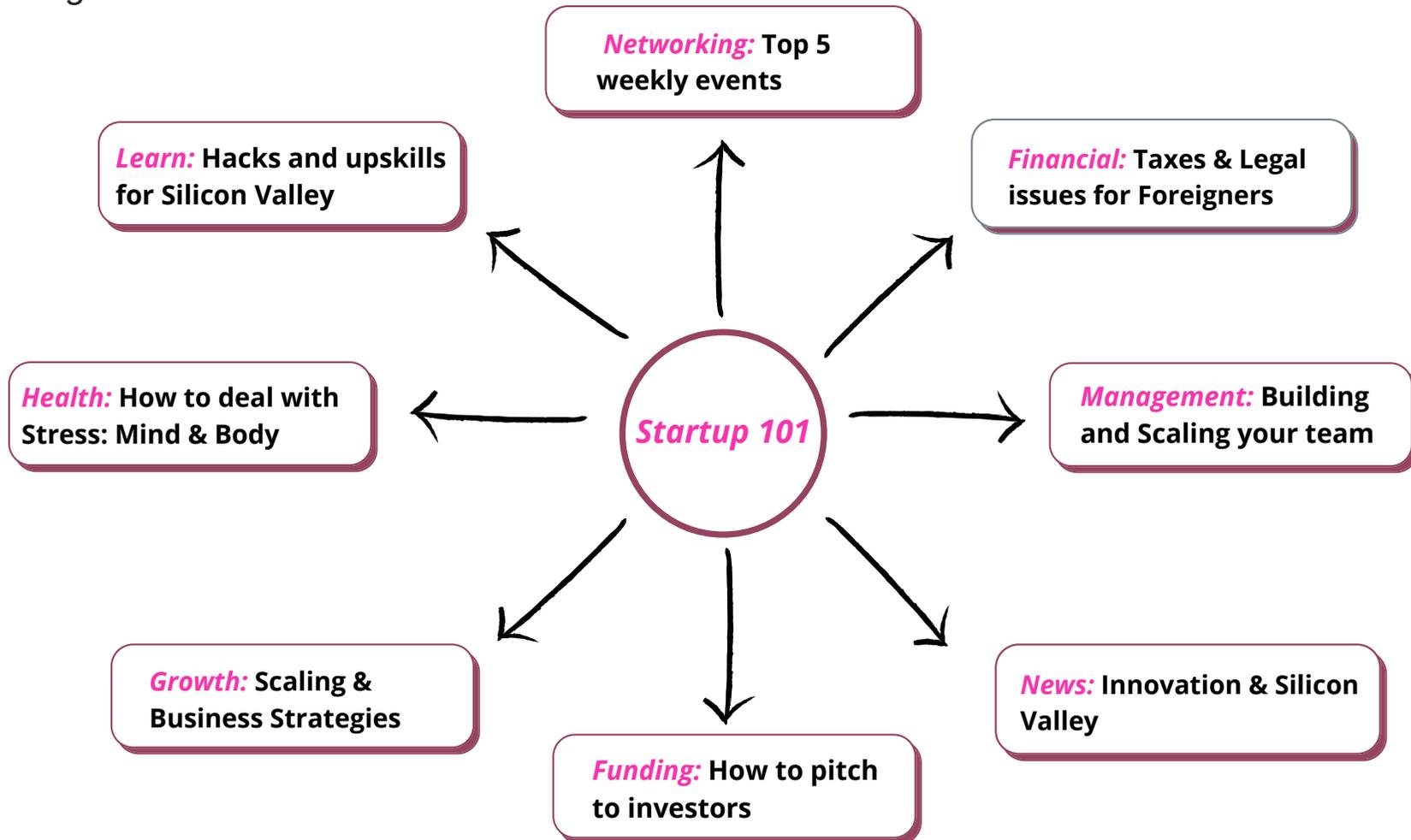
- No Central location for her team
- Amenities (lunch, coffee, meeting rooms) for team members
- Has trouble maintaining company culture with distributed teams

Marketing Messages

- Being on the road can be stressful, so let us help! With a number of administrator amenities (coffee, printer, easy access) we can make your "day to day" run a little smoother so you can focus on work.
- We partner with companies that help our teams run efficiently. Stay updated on new hacks with our partners: Front, Gusto, Outside.
- Set a meeting, book an office, and jump on the call, It's that easy at PARISOMA.

CONTENT PILLARS

Great! We've made it past the nuts and bolts; moving on to content pillars. A content pillar is a creative tool to help break topics into subtopics to develop new relevant content for your readers. *Here's one of the pillars I created for our Startup segment:*



CONTENT & SEO

There is no question that content and SEO go hand in hand. I won't spend too much time on the subject, but I do want to touch on a few points to consider:

- **Biweekly audits** are crucial to your production needs. These audits will provide your SEO and marketing team with refined copy for your landing pages, website, sales collateral, and more. Make sure to enable your search console via Google Analytics to start gathering data right away.
- Develop your long and short tail words. Use tools like **Keyword explorer** and **SEMrush** to develop your seed words and enhance your content for search engines.
- **Off-site SEO:** this usually comes in the form of backlinking and affiliate programs that you develop. When looking to reach out and start partnerships, make sure to consider page rank and connecting content in your industry.



Conclusion

As you can see, planning is key when developing your content marketing strategy. It'll take both analytical and creative efforts, as well as organization and tracking to measure results. *Here are our a few results after a 3 month period using the strategy above:*

- **Email Marketing**- An increase from an 8% open rate to a 15% open rate by refining subject lines, CTAs, and block content for each segment via email list.
- **Social Media** - Increased engagement metrics (likes, shares, comments) by 3x after 2 months and recognition via social shares from Huffington Post and Tech Crunch.
- **Events & Sales** - Increasing events sales via social media promo from \$5,000 - \$20,000 and acquiring leads from industry experts like AngleHack, The Berkeley school of Journalism, and Algolia.





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THANK YOU!

FOR QUESTIONS AND COMMENTS, PLEASE FEEL FREE TO EMAIL ME AT
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