

PLAYING THE

BIG ROCK

POWER CHORDS

HIT THE CONTENT MARKETING HIGH NOTES

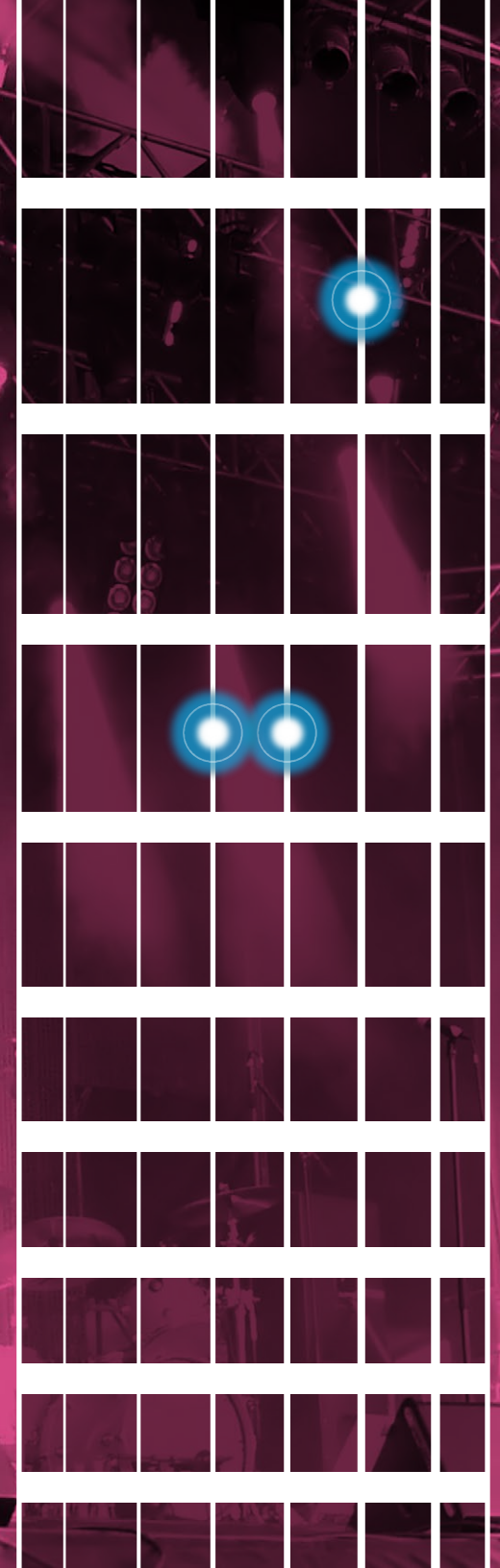
One of the biggest challenges for marketers is to produce enough high quality content to fuel both their social media and demand generation channels. But volume is not the answer. The solution lies in not producing more content, but instead producing more relevant content.

That's where the concept of the Big Rock comes into play. The Big Rock is a substantial piece of content based on the idea of becoming the definitive guide to a conversation that you want to own. If done right, one Big Rock piece of content can fuel an always on content strategy for up to a quarter and many times far beyond.

This quick compilation of checklists is the exact formula being used by leading content marketers around the globe to create content that drives awareness, leads, engagement and ultimately revenue.

So let's get started, shall we?

—Jason Miller, Author, Keynote Speaker, Leading Global Content Marketing for LinkedIn Marketing Solutions



8 STEPS TO CREATING YOUR FIRST BIG ROCK

Here is the secret sauce for doing more with less while driving real revenue using content.



Find the Right Conversation to "Own"

Choose a topic that you know a lot about, can offer a unique perspective on, and is of great interest to your prospects and customers.



Create the Framework

Build a timeline, socialize it with your team & gather feedback.



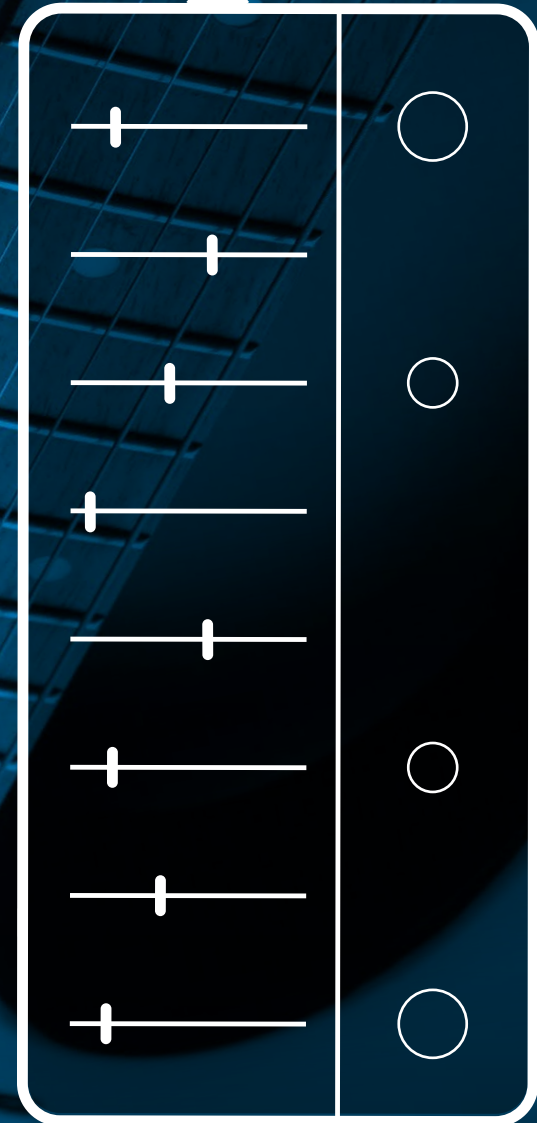
Write the Big Rock

Write strategically instead of instructionally.



Invite Influencers

Adding in quotes from thought leaders and third-party stats will validate and help amplify your message.



8 STEPS TO CREATING YOUR FIRST BIG ROCK



Launch Your Big Rock

Make your Big Rock visible in every possible venue where your target audience can stumble upon it.



Carve up the Turkey

Break your Big Rock into smaller, bite-sized snacks.



Keep the Thunder Rolling

Maintain an always-on strategy, where you deliver continuous content to your target audiences.



Measure Success

Look at three simple metrics: Engagement, Referral Traffic, and Lead Quality.



FOR THOSE ABOUT TO LAUNCH

With so much riding on your Big Rock, you want to come out with a bang. Here's a checklist to make sure you don't miss any opportunities:



Blog

Announce the Big Rock and follow up with subsequent posts exploring different areas.



Email

Send an email announcement to your database.



LinkedIn Sponsored Updates

Get your content in front of the right audience with comprehensive targeting options.



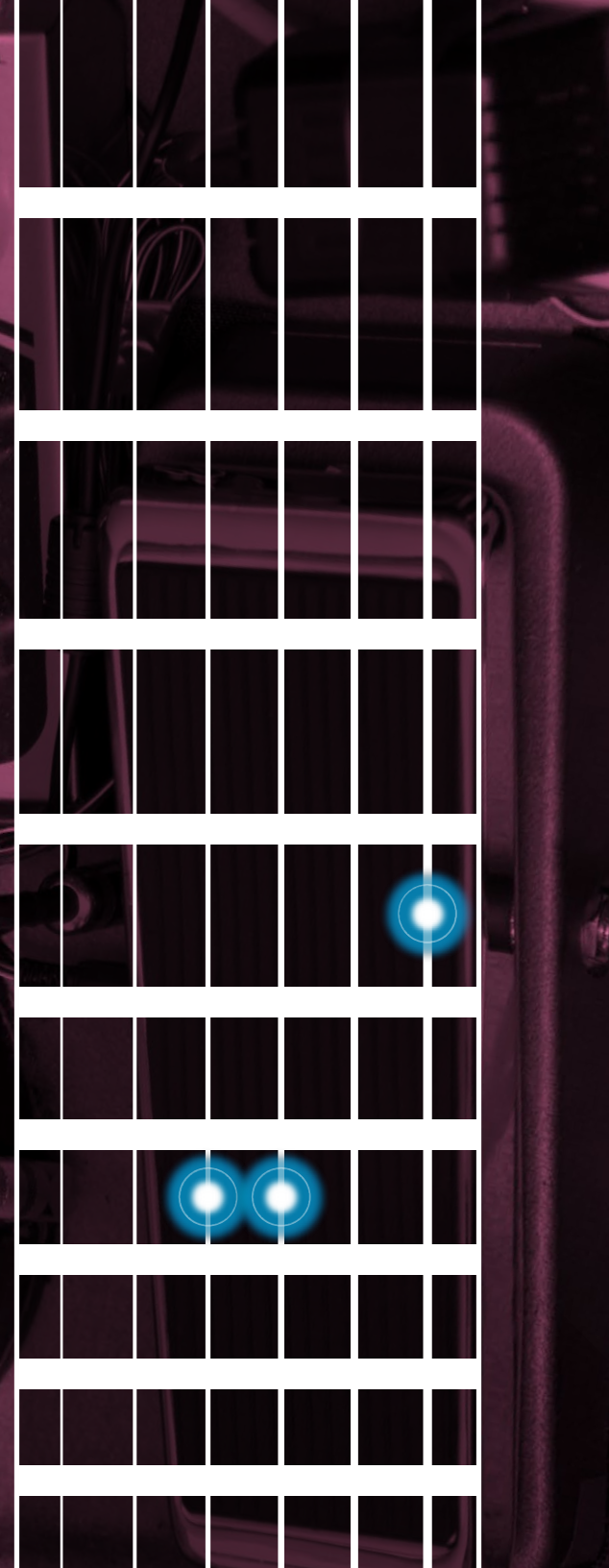
Twitter

Pull 140-character interesting tidbits from the Big Rock.



LinkedIn Groups

Add valuable information to group discussions.



FOR THOSE ABOUT TO LAUNCH



SlideShare

Boost your SEO results with the 60 million who frequent this platform every month.



Influencer Outreach

Reach out with an advance copy of your Big Rock and suggested copy so they can include it in their blog posts and on social media.



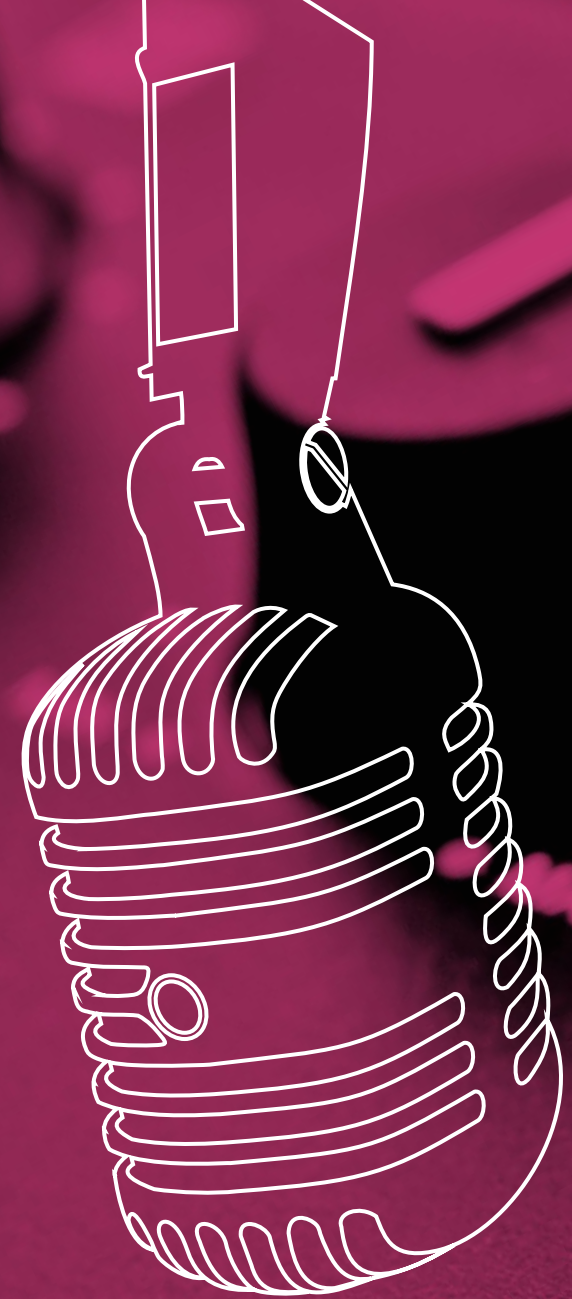
Paid Programs

Plan to pay for promotion where it makes sense (e.g., Sponsored Updates).



Printed Version

Don't forget that your next interaction with your target audience may be in person at an event.



MEASUREMENT FOR SUCCESS

Vanity metrics look impressive but do little to convince executive leadership that you're helping your organization reach its strategic goals. Here's what to focus on:



Engagement—The True Sign of Relevance

Don't focus on number of shares alone, but dig deeper to find out who is sharing, liking, and commenting on your Big Rock. Is it your target audience?



Non-Branded Keyword Traffic

Look for increases in non-branded keyword referral traffic. For example, are people being referred to your site without typing your brand name into the search engines? If so, they are very likely being referred by your own good content showing up in search results.



Organic and Paid Referral Traffic from Social Networks

Look for increases in referral traffic from the social networks that you are using to promote your content. Then split them between organic and paid to determine which is driving more traffic. Then focus and scale based on the top performer.



MEASUREMENT FOR SUCCESS



Marketing Qualified Leads

Marketing Qualified Leads (MQLs) are prospects that are determined by marketing to be more likely to become a customer based on qualifications. Are the names coming in from your Big Rock campaign high quality? Are they converting faster?



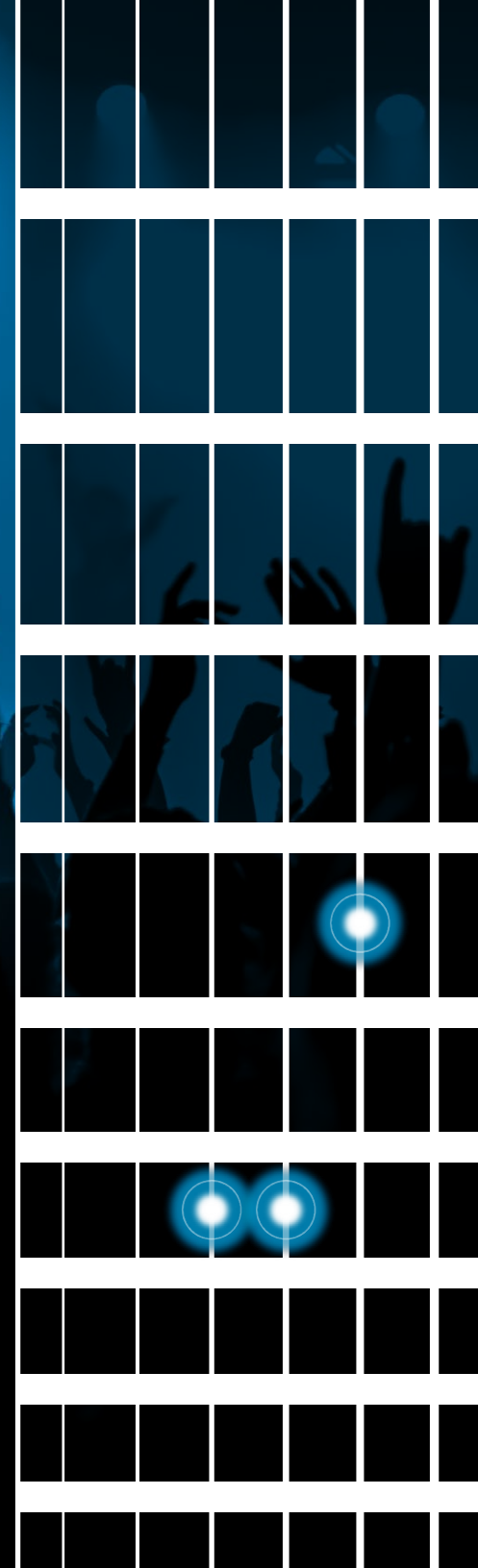
Pipeline

Content fuels your pipeline and therefore is a true measure of content marketing impact on the business. If you are using a marketing automation platform you can determine how Big Rock content is directly contributing to marketing and sales pipeline over time.



New Names

Since big rock content performs so well at the top of the funnel, it's important to keep track of new names delivered by your asset in order to grow your marketing database.



READY TO COMPOSE YOUR GREATEST HIT?

Our latest eBook provides 8 foolproof steps to creating your first Big Rock. Filled with tangible takeaways, this guide gives you an insider's look at how the LinkedIn team launches a successful content marketing campaign.

Download your free copy today!

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Today, LinkedIn members number more than 380+ million of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent, and educated people.

For more information, visit
marketing.linkedin.com