

Content is King



Image Courtesy of <http://www.elvisjeweler.com/>

But what does that mean?

What is content anyway?

BLOG TITLE

Blog's Tagline

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My Blog

Developpers Press Google on future YouTube Features

The developer community on Thursday pressed Google engineers to make its video content more malleable as it integrates with the recently acquired YouTube.

ADVERTISEMENT

The search engine giant hosted a Developer Day in ten cities throughout the world with sessions that focused on the new products, innovation and the future of the company.

Google acquired online video service YouTube in October 2006 for \$1.65 billion. Going forward with the integration of the two companies, Google will be moving from RSS feeds and REST/XML remote procedure calls to a Google data-based API, Dave Parker, a Google engineer, said during a session hosted in Mountain View, Calif.

Google will be "seeking feedback from the development community," Parker said.

One of the more frequent developer requests is the ability to link to a specific point in a larger video. That is "on our work list" though Google does not yet have a specific date for when that might be available, said John Harding, another Google engineer.

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12 Jul 2007

Chocolate good for the memory

Scientists at the Salk Institute in California say that a chemical found in chocolate improves the memory of mice.

The chemical epicatechin is also found in cocoa, tea, grapes and blueberries and the researchers believe it improves the blood flow in the brain especially in combination with extra exercise.

The study is not the first to suggest a link between 'flavanol' chemicals in certain foods and health benefits; other studies have also suggested that cardiovascular health can be improved by including them in the diet.

The researchers, led by Dr. Henriette van Praag, worked with the chocolate company Mars and compared mice fed a typical diet with those fed a diet supplemented with epicatechin.

Half the mice in each group were allowed to run on a wheel for two hours each day and then, a month later, were trained to find a platform hidden in a pool of water.

The researchers found that those that both exercised and ate the epicatechin diet remembered the location of the platform longer than the other mice; the epicatechin-fed mice who did not exercise also showed enhanced memory, but to a lesser degree.

The researchers say the mice on the special diet appeared to have greater blood vessel growth in certain parts of their brain, along with more mature brain nerve cells.

The scientists say epicatechin can improve the memory of mice and the research could lead to further tests to see if epicatechin also works on humans.

Nutritionists however caution that chocolate should be eaten in small amounts as it is also high in fat and sugar, which may well undermine any potential benefits.

They recommend people eat a diet rich in fruit and vegetables, with just a small amount of chocolate.

Van Praag and her team say the study is good news for those researching neurodegenerative diseases such as Alzheimer's and the cognitive disorders related to aging.

Dr. Praag says the next step will be to study the effects of epicatechin on memory and brain blood flow in older animals and then humans, in combination with mild exercise.

Online Dew Point Monitoring of SF6-Gas-Insulated Equipment

In recent years, online monitoring of SF6 dew point has become increasingly common. However, the factors that affect the reliability of online measurement in an environment where there is no gas flow, are not so well known. This paper explains water vapor and moisture transient behaviour and examines their fundamental impact on the installation process, installation design and the selection of connector and sealing materials.

In order to maintain the insulation properties of SF6 and to reduce the formation of corrosive by-products from SF6 decomposition, the amount of water vapor in gas-insulated high-

voltage equipment must be kept to a minimum. Although initially filled with dry gas and being closed equipment at elevated pressure with no external gas flow, the high penetration ability

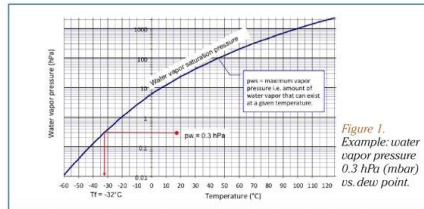


Figure 1. Example: water vapor pressure 0.3 hPa (mbar) vs. dew point.

+20°C		+35°C	
Dewpoint	-40 °C	-40 °C	+31 °C
Relative humidity	0.6 %RH	0.2 %RH	80 %RH
Vapor pressure (p _w)	0.13 mbar	0.13 mbar	45 mbar

Table 1. Examples of dew point, relative humidity, and vapor pressure in a gas tank and in ambient air at two different temperatures (+20 and +35°C) and in ambient humidity conditions (50 and 80 %RH). Water molecules (H₂O) tend to move from high vapor pressure to low vapor pressure in order to reach equilibrium.

directindustry.com

of water molecules may increase the moisture level, especially as equipment ages.

Traditionally, moisture level has been checked using periodically taken gas samples, but in recent years condition-monitoring systems that incorporate online instrumentation for measuring the dew point of SF6 have become increasingly common. However, it has become apparent that this type of application presents challenges that are quite different to those experienced in more typical industrial dew point measurement or the measurement of basic parameters such as pressure and temperature in SF6-insulated equipment. In particular, the method of installation, the materials used in the measurement system, and the connector types are critical in determining whether the measurements really do provide the intended valuable data for asset management. Furthermore, remote equipment location often sets demanding requirements for stability and the length of the maintenance period of instrumentation used for condition monitoring of high-voltage assets.

Water Vapor Pressure and Dew Point

Water vapor exists everywhere, and it is always part of total gas pressure – for example, atmospheric (barometric) pressure or system pressure in gas-insulated equipment (GIE).

Dew point/frost point (T_d) is defined as the temperature at which the partial water vapor pressure (p_w) of a gas is equal to the vapor saturation

Whitepapers

Instructions:

Introducing Baby to Pets



<http://www.c00lstuff.com/>

How-to Guides

CASE STUDY

Design for Environment (DfE)

VERIFORM: Product Design for Environment identified feasible measures to reduce energy consumption by 90% (to 1/5th the consumption of a competing product analyzed).

INTRODUCTION

VeriForm, located in Cambridge, Ontario, has developed a plasma cutting table (pictured at right) that results in less exposure of harmful chemicals to employees and uses substantially less energy than competing products on the market.

DfE APPROACH

Enviro-Stewards collected data necessary to document the environmental, financial, and health & safety advantages of Veriform's plasma cutting table's dust collector and compressed air requirements relative to a competitor's product. They also completed an assessment to demonstrate the feasibility of upgrading the dust collector to treat and recycle air (and associated heat) presently exhausted from the table.



DfE is a general concept that refers to a variety of design approaches that attempt to reduce the overall environmental impact of a product, process, or service, where environmental impacts are considered across its life cycle (Wikipedia.com).

SUSTAINABILITY APPROACH

VeriForm's plasma cutting table technology satisfies the three legs of sustainability: economic (reduced energy costs), environmental (minimized energy consumption results in fewer greenhouse gas emissions), and social (reduced employee exposure to harmful chemicals). To bolster Veriform's overall sustainability performance, the company elected to offset all of the potable water consumed at their facility by purchasing 10 Sustainability Credits (which will provide an equivalent volume of clean drinking water to South Sudan).



www.enviro-stewards.com

Case Studies



Sarah Jenks — "B-School gave me step-by-step guidance on how to grow my business and make more money. My first major launch brought in \$50,000 in one week."

[Read More](#)



Tangela Ekhoft — "My husband is proud of me, my kids are proud of me, but most of all, I'm proud of myself for never giving up, no matter how bad it got. B-School truly changed my life." [Read More](#)



Amy Tan — "My biggest win from B-School was understanding how to create a business that is custom-tailored for me and that allows me to work in my genius zone and reach the people who need my help the most." [Read More](#)

<http://www.shopify.com/>

Testimonials



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Videos

WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

AN INFOGRAPHIC IS:

- A data-rich visualization of a story or thesis
- A tool to educate and inform
- A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

Infographics



Image Courtesy of <http://www.elvisjeweler.com/>



Seminars/Webinars



Content is....

“Content isn't 'stuff we write to rank higher' or 'infographics' or 'long-form articles.'
Content is anything that communicates a message to the audience. *Anything.*”

— Ian Lurie, CEO, Portent, Inc.

Good Content is....

“Good content
is not storytelling.
It's telling your
story well.”



@MarketingProfs

@awebranking

**NOBODY
READS ADS.
PEOPLE READ
WHAT INTERESTS
THEM. SOMETIMES,
IT'S AN AD.**

-HOWARD GOSSAGE

P

Good Content is....

- Creative
- Unique
- Informative
- Confident
- Compelling
- Consistent

Good Content should

Take us on a journey...





<http://www.imdb.com/>



<http://www.movieweb.com/>

What is Content Strategy

And how is it different from Content Marketing?

Content
Strategy

A Venn diagram consisting of two overlapping circles. The left circle is blue and contains the text 'Content Strategy'. The right circle is light green and contains the text 'Content Marketing'. The overlapping area in the center is a darker shade of blue-green.

Content
Marketing

Content *Strategy*

- Internal Focus
- Establishes Vision
- Brand Personality, Style, Voice

Content *Marketing*

- Tactics
- Execution
- Editorial Calendar
- Creation, Curation, Promotion, Iteration



- How and Why Content is Managed
- Goals
- How Success is Measured

Start With The Why

Why are you creating this? What are your goals?

It's not this...



<http://www.lizwendling.com/>



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Educate Your Audience...



<http://www.mtv.com/>



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People See Through Ads Disguised as Content



<http://yourpethatesyou.com/>

A Look At The Buyer's Journey

And how your content can inform them every step of the way....

Awareness



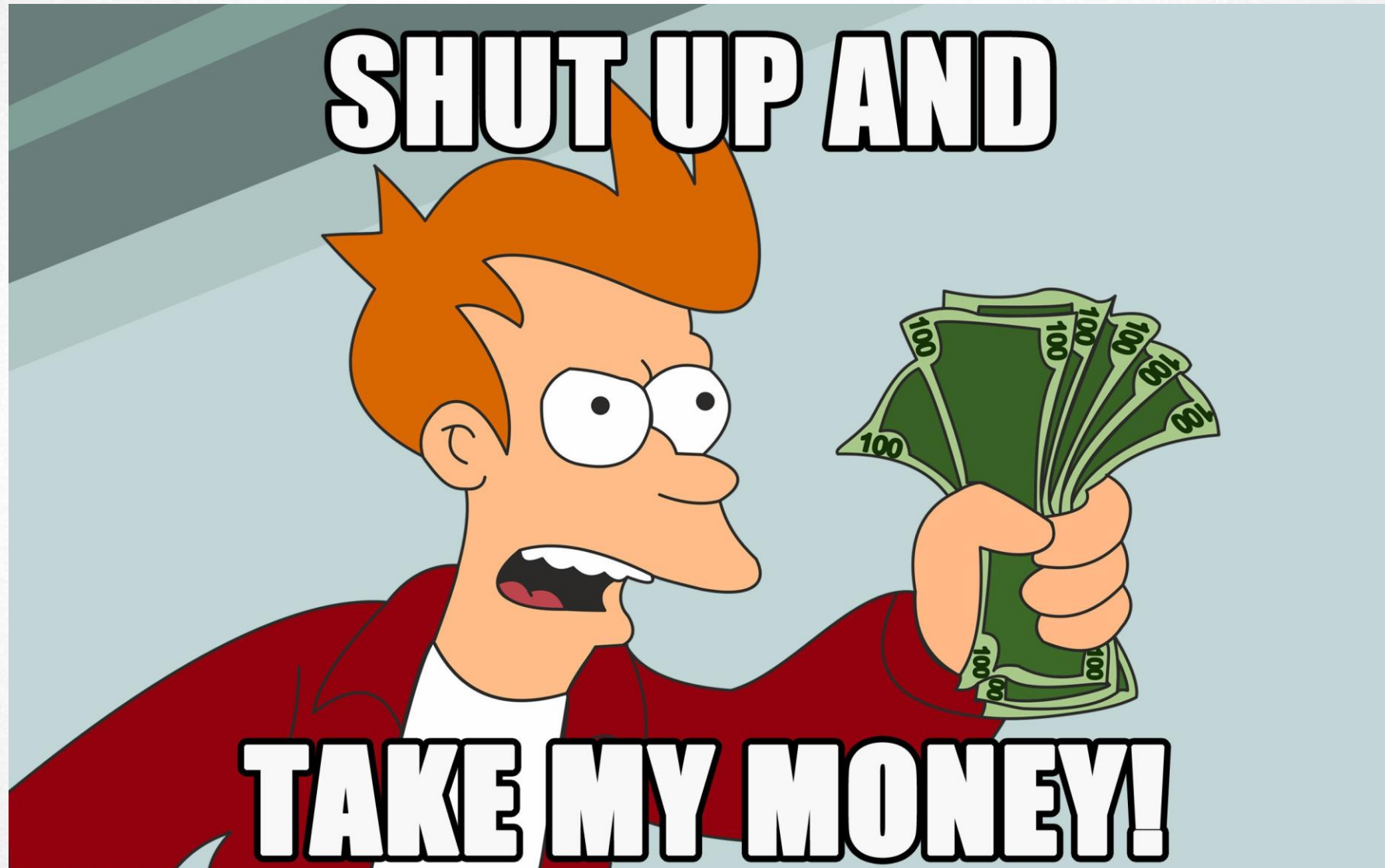
www.scaryforkids.com

Consideration



<http://www.itimes.com/>

Conversion



<http://www.playandroid.com/>

Delight

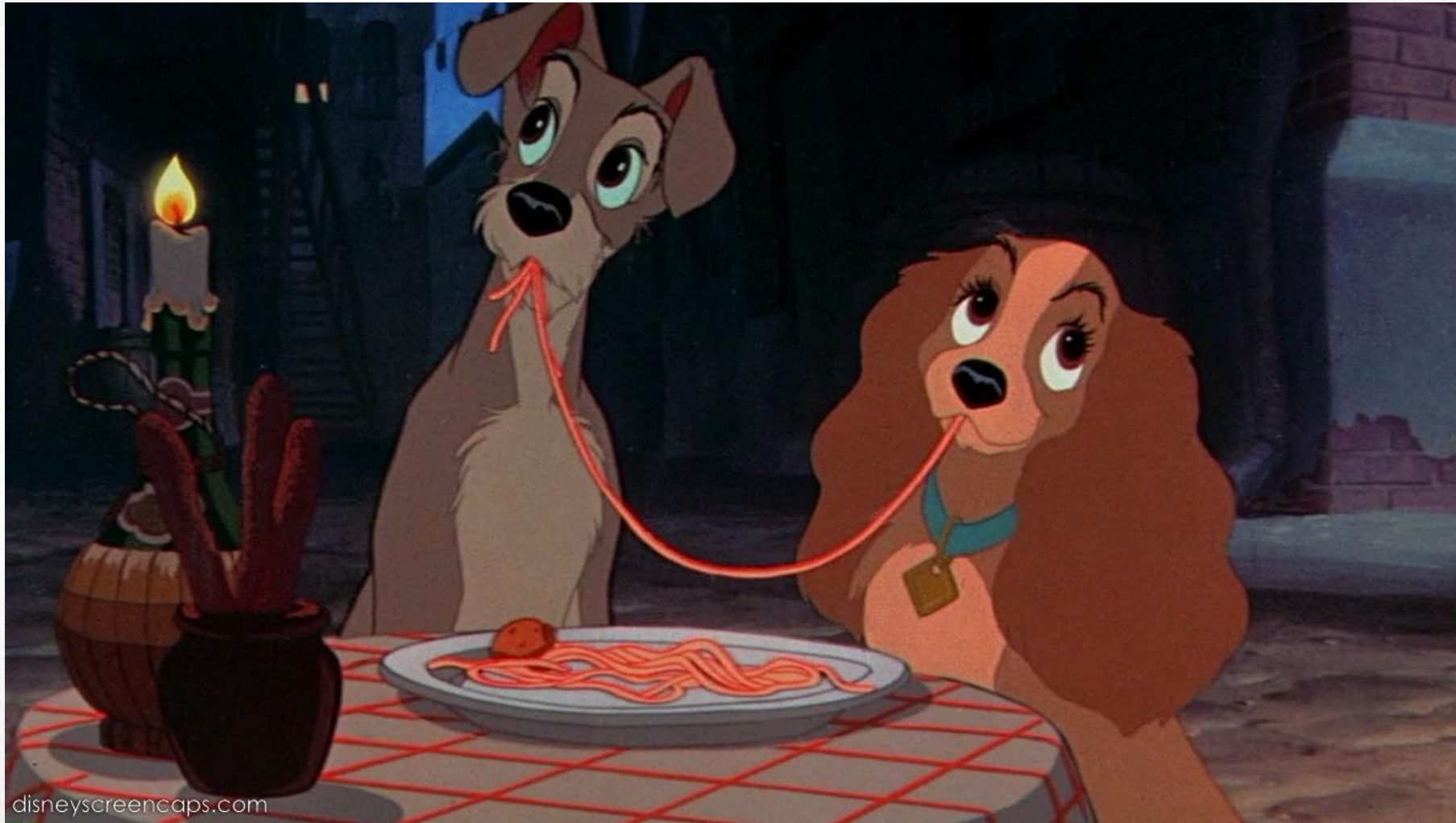


<http://paraschopra.com/>



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It's About Connecting Your Brand With Your Audience



disneyscreencaps.com

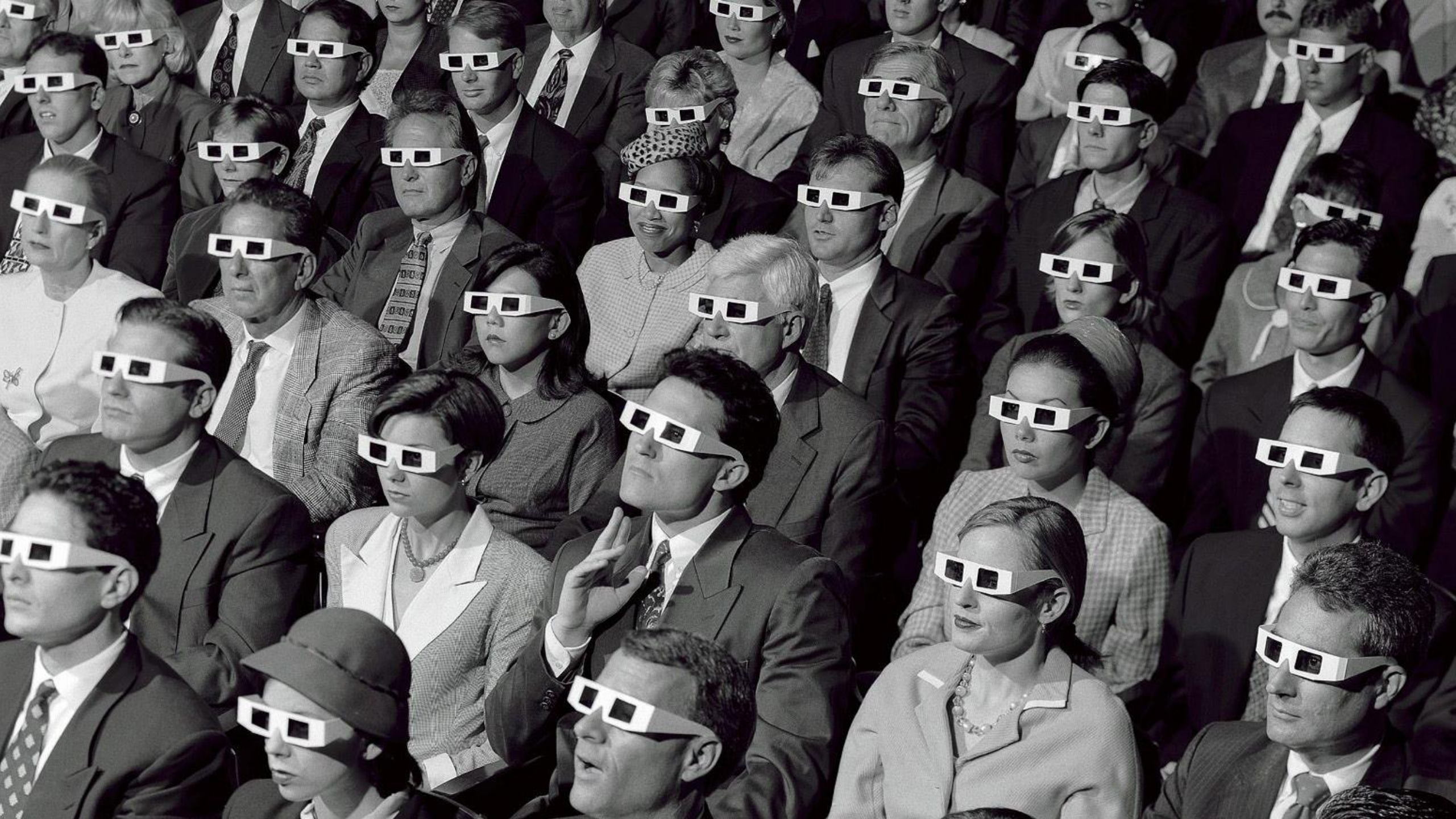
THE WHO



www.fanpop.com



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Get To Know Your Audience

Who are they?

Get To Know Your Audience

Where do they go for information?

Get To Know Your Audience

Who are their influencers?

Get To Know Your Audience

How do they view your brand?

Get To Know Your Audience

What are their pain points?

Get To Know Your Audience

How can you help them?



<http://www.deviantart.com>

What Are You Creating?

A look into ideation...

What Are Your Audience's Influencers Saying?

What Are Your Audience's Influencers Saying?

Is there a unique twist?

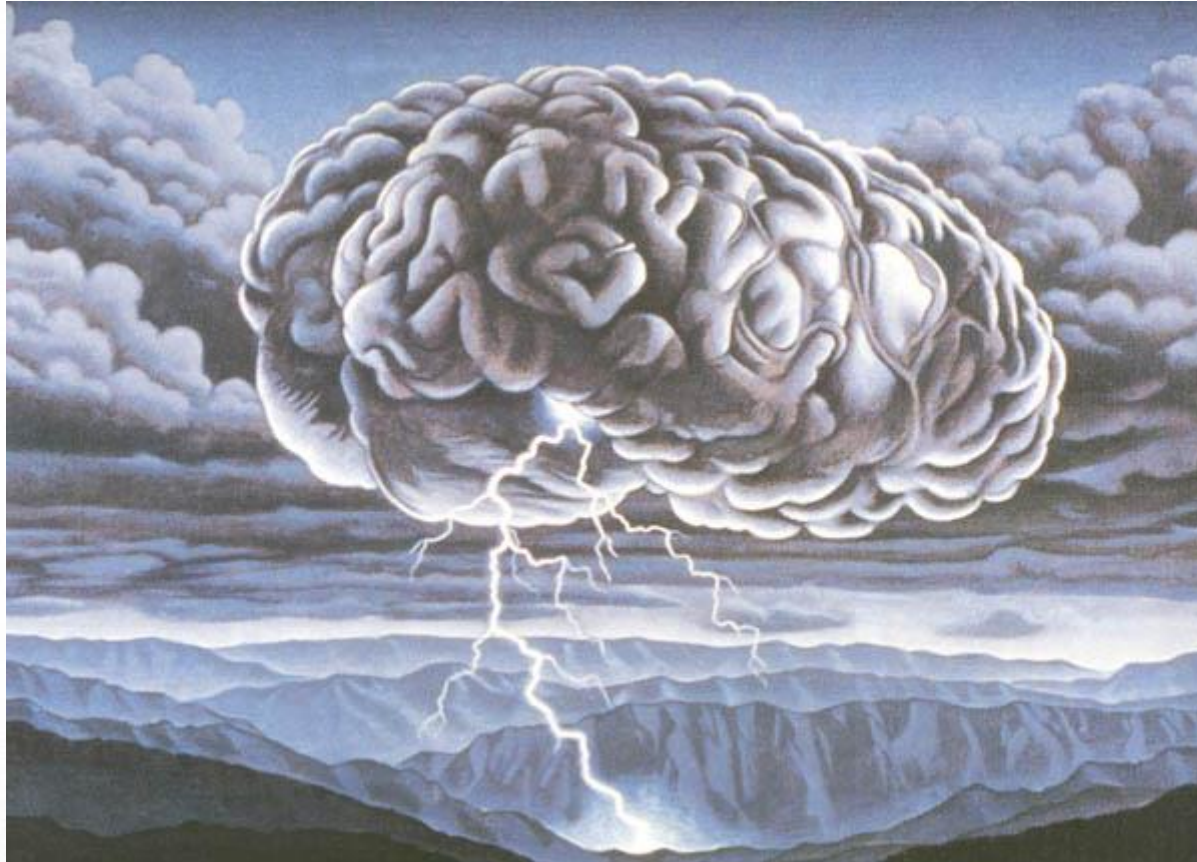
What Are Your Audience's Influencers Saying?

A different perspective?

What Are Your Audience's Influencers Saying?

A dissenting opinion?

A Good Old Fashioned Brainstorm...



<http://www.gearfire.net/>

Let the Why and Who Be Your Compass



<http://www.goodreads.com/>



<http://www.gameguyz.com/>

Creation

Now comes the fun part...

The Content Team



<http://marvel.com/>

The Team Lead



<http://www.cinemablend.com/>

The Editor



<http://www.esquire.com/>

The Content Creators



<http://marvel.com/>

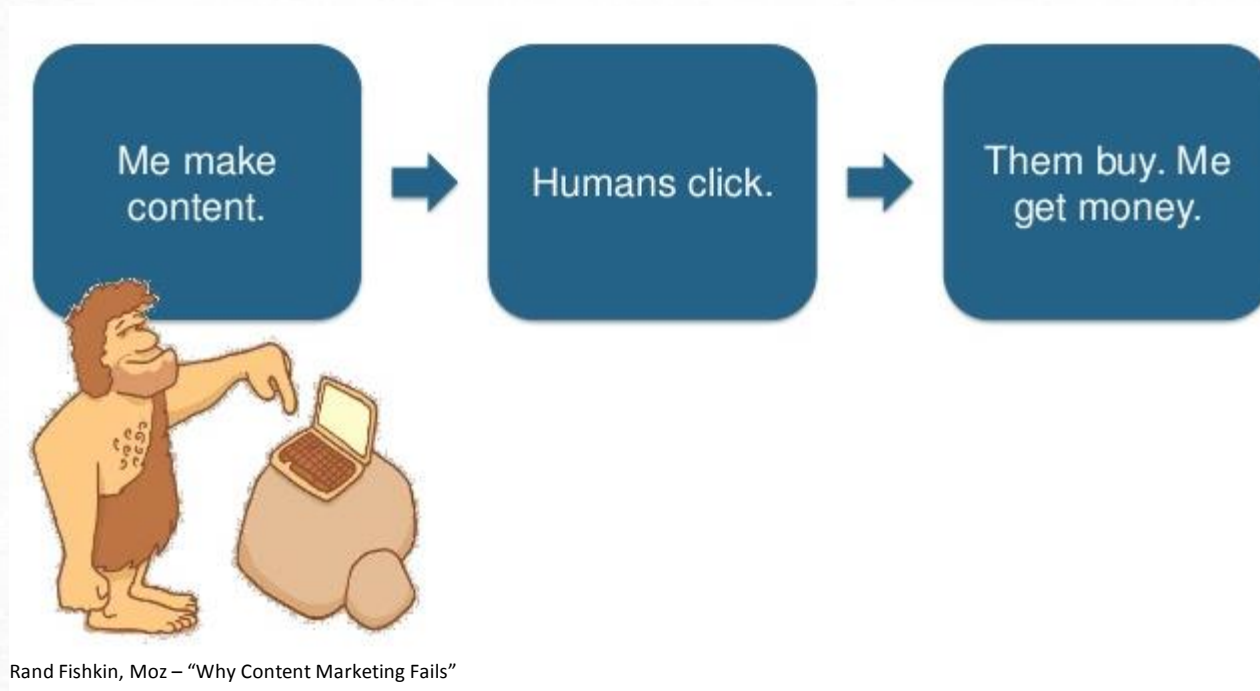
Is This You?



Promotion

How do we get this content to the right audience?

It doesn't work like this...



PROMOTION?



**HOW DOES IT
WORK?!**

memegenerator.net

A few options...

**Social Media
Promotion**

**Influencer
Outreach**

**Guest
Posting**

**Targeted
Display
Advertising**

**Paid Search
Advertising**

**E-Mail
Marketing**



<http://happyvalentine-day.com/>

A few last tips...

on how to succeed in content marketing.

Know Who You're Creating For

Like really know them...

Create For Them

And Nobody Else

Tell YOUR Story

Honestly, Passionately, Relentlessly



That's all Folks!