

Content Marketing & Social Media Plan For Frogbox Edmonton

Prepared by:

Jennifer Robin Lee

www.jenniferrobinlee.com

(780) 299-0456

jennifer.r.lee@hotmail.com

July 4, 2016

Table of Contents

1	Company Information	3
2	Social Media Account Activity Audit	3
2.1	Frogbox Edmonton	3
2.2	Frogbox Corporate	4
3	Current Content Marketing Audit	5
3.1	Why Have a Content Strategy?	6
3.2	Questions to Keep in Mind	7
3.3	Overview	9
3.4	Share Metrics	10
4	Recommended Social Media Plan	11
4.1	Frogbox Edmonton	11
4.2	Frogbox Corporate	14
5	Recommended Content Marketing Plan	15
5.1	Content Types	16
5.2	Frogbox Edmonton Content Recommendations	17
5.3	Frogbox Corporate Content Recommendations	18
6	Example Content Piece	19
7	Conclusion	21

1 Company Information

Company Name: Frogbox Inc.

Industry: Moving Boxes

Company URL: <http://www.frogbox.com/> is the corporate website domain.

This analysis is geared mainly for Frogbox Edmonton's franchise page at:
<http://www.frogbox.com/edmonton/>.

2 Social Media Account Activity Audit

2.1 Frogbox Edmonton

On Frogbox Edmonton's page, the "Connect with Us" area lists these social media channels:

Facebook: <https://www.facebook.com/FrogboxEdmonton> with **96 people who "Like"**. Frogbox Edmonton redistributes social media content by sharing material posted on Frogbox corporate's Facebook page and "Frog Blog".¹

Yelp: <https://www.yelp.ca/biz/frogbox-edmonton> with **no reviews**.

Frogbox Edmonton has no Google+ or Twitter account. Social media logos shown here connect to Frogbox corporate's social media accounts.

¹ See: <http://www.frogbox.com/blog/>

2.2 Frogbox Corporate

Frogbox corporate has four social media account links provided at the page footer:

Google+: <https://plus.google.com/116395028893545391108/about> with **22** in their circle. Limited content.

Twitter: <https://twitter.com/frogbox> with **4,467 Followers, 222 Likes, and 7,983 Tweets**. This social media platform is the most active, with content (including links to Frog Blog posts) tweeted and retweeted by other Frogbox franchisees and Frogbox investor W. Brett Wilson² (former panelist from the “Dragon’s Den”). Customers also share their enthusiasm for Frogbox via #Frogbox and @Frogbox.

Facebook: <https://www.facebook.com/frogboxmovingboxes> with **4,865 people who “Like”**. All Frog Blog posts are shared here. (Note: More detail, mostly relating to Facebook, is provided in the section “[Share Metrics](#)”.)

Yelp: <https://www.yelp.ca/biz/frogbox-vancouver-vancouver> links to the Vancouver locale, with **38 reviews**.

Two YouTube channels and a LinkedIn account (not listed on the website footer) exist:

YouTube³: The “**frogboxvideo**” channel https://www.youtube.com/channel/UCMeMY_1Nqc9obNIM5kWvGqQ?gl=CA has **2 subscribers** with **6 videos**, the last video posted over 5 years ago. The “**FROGBOX**” channel <https://www.youtube.com/channel/UChy0qqQZy76c3iNm-S9SGkA> has **53 subscribers** with **34 videos**, posted between 2 and 5 years ago.

LinkedIn: <https://www.linkedin.com/company/frogbox> with **659 followers**.

² See: <http://wbrettwilson.ca/#/> and https://en.wikipedia.org/wiki/W._Brett_Wilson

³ A query on YouTube also produces channels developed by franchisees, which have uploaded the corporate Frogbox videos (i.e. “VictoriaFrogbox” at: <https://www.youtube.com/user/VictoriaFrogbox>).

3 Current Content Marketing Audit

The aim of this plan: to explain what Frogbox Edmonton can do with their own local social media and content management initiatives. Although it has not been prepared for Frogbox corporate per se, it includes information that could be helpful for Frogbox corporate, which in turn, benefits franchisees.

Frogbox employs a **franchise business model**. The corporate office does not allow franchisees access to the website's Google Analytics dashboard. This policy, which is a good one for many reasons, restricts franchisees from freely accessing the analytics information or the website content management system (CMS). Franchisees are unable to directly make changes to the website content, nor can they post directly to the Frog Blog. Rather, corporate office provides periodical reports to each franchisee, and from time-to-time, will post Frog Blog content on behalf of franchisees.

This content audit was performed without any access to Frogbox's analytics data. Rather, it was completed using **Screaming Frog** SEO software⁴ and **ShareMetric**⁵ on the Google Chrome browser. **Moz**⁶ was also utilized for a few of the site pages to review behind-the-scenes (HTML code) for SEO purposes.

Overall, the website itself is well-designed, mobile friendly and easy to navigate. It meets the needs of visitors and the e-commerce system is streamlined. However, **more should be done to create excellent content (or repurpose existing material) for search engine optimization (SEO) purposes.** This will capture the attention of search engines to re-crawl the website domain and bring more organic traffic to the site, resulting in more business for franchisees.

⁴ See: <https://www.screamingfrog.co.uk/seo-spider/> where the software is available free of charge or for a fee.

⁵ See: <https://chrome.google.com/webstore/detail/sharemetric/> where the app is available free of charge.

⁶ See: <https://moz.com/>

3.1 Why Have a Content Strategy?

Companies engaged in e-commerce should have a long-term content strategy. This means a detailed website maintenance, SEO and content management schedule. Success in e-commerce involves strategically building an online community that engages customers, partners, influencers, and the media. Ultimately, it translates into higher SEO rankings on Google, Bing, and Yahoo.

Having a **content strategy is important to the optimization of a website** for several reasons:

- **“Content is king”**.⁷ The more content, the more opportunities to bring in search traffic for a variety of keywords. It helps to **introduce potential customers to brands or services**.
- The more engaging content is, the more engaged users will be with the website. Engaging existing and potential customers will result in **organically spreading brand messaging**. There is a correlation between user engagement and higher rankings, which improves the efforts of a website as a whole.
- The more sharable content is, the more opportunities to increase brand presence. Like user engagement, there’s a **correlation with social shares and higher ranking content**.
- In addition to potential SEO benefits, it **makes a brand more memorable and helps gain consumer trust and loyalty**.
- The main goal of just about any business, particularly e-business, is to drive profitable consumer action. By attracting new customers to a website and making them aware of the brand, it also **drives existing customers back to the website for repeat purchases, increasing their lifetime value**.

⁷ In the SEO world, the phrase, **“content is king”** has become increasingly popular. This has both positives and negatives. The positive is that yes, content is king, with a well thought-out strategy and great content. The downside is that since more and more people are hearing how important content is, some marketers are just throwing any content they can on their website. This has resulted in many companies hiring outsourced writers who don't have a good understanding of the business, brand, goals, or services. Content creation without a fully thought out strategy comes off as generic and is unlikely to capture the hearts and minds of an audience. That type of content is unlikely to rank well organically because nobody cares about it. It's important to take the entire domain, or website, into account when creating the strategy, rather than just a single blog page or static page. A domain-level content strategy is a high level vision of the website's theme, which will help guide the creation of future content to meet specific business objectives.

3.2 Questions to Keep in Mind

Analyzing the content, or performing a content audit, should always be an ongoing activity of managing a website. In analyzing Frogbox's content, the following questions were asked:

1. Do all articles and blog posts have eye-catching and supportive images?

Frogbox corporate handles the Frog Blog and the majority of images are of a frog holding a Frogbox. Only recently have different images been used that might relate to a blog post⁸, and they are generic stock photos. On social media channels, photos have been "reused" by franchisees, resulting in some degradation and lost pixel quality. There are dark photos (i.e. the background photo on Facebook pages), creating too much "visual weight". **Some images are supportive on Frog Blog posts and website content. Eye-catching, somewhat.** Stock photos do not always pique the interest of a viewer. Although unique photos are used, a cohesively maintained strategy would be more beneficial.⁹

2. Are there other supporting pages within the website that the content can link to?

Internal links let search engines know that the company considers the content important enough to link to. This also helps search engine bots crawl the page more frequently. It's important to ensure that content links internally to other pages, as well as externally. The website has numerous blog posts and helpful information on static pages¹⁰, but **internal links to supporting pages are minimal. Some links direct users to the wrong page.** The best way to understand what users find supportive, and how they navigate the website, is to look at the analytics data.

⁸ See: <http://www.frogbox.com/blog/page/2/> and <http://www.frogbox.com/blog/> for examples.

⁹ A great example of eye-catching and supportive images can be found on Frogbox Edmonton's Facebook page. They teamed up with Ronald McDonald House for a Block Party fundraiser, took photos of the Frogbox and Ronald McDonald mascots, the setting, and attendees. This projects an image that Frogbox is involved in charitable community causes in the community. Images like this can impart an instant and positive emotional experience for the viewer.

¹⁰ For example, the static FAQ page is great, with concise answers, but more detail may help users who need more information, so providing internal links to more detailed explanations that Frog Blog posts contain, or to testimonials from customers who may have had similar concerns here may be helpful.

3. Are there external resources the website can link to for a better user experience?

External links provide more value to users, making a web page more likely to rank well in search engines. Frogbox can ascertain where external links and referrals come from via the analytics data. For a better user experience, **all images and text could be optimized with links to:**

- **Media sources** (i.e. a news article or radio show that have featured Frogbox) so users can be taken directly to the source. Since media outlets often remove older content, companies can ask permission to reprint it by having a print screen image embedded on their own website, or turned into a linkable PDF document¹¹. There is no sense keeping dead links on a website when external resources can be kept permanently as digital artifacts which users can always access.
- All **partners, affiliates, happy corporate customers, online communities, charities, social organizations, bloggers,** etc. who likely have logos and websites that users may find helpful or that adds credibility to the brand.

A good rule of thumb is to **avoid placing a competitor's website link on your website** (i.e. U-Haul).¹²

4. Could other resources (i.e. video) be added to make it more appealing?

Video (embedded on the site and shared via URL) could be used more strategically throughout the site and via social media channels.¹³ People are more likely to watch a short video than to read a post, plus video clips now run automatically on Facebook feeds in mute mode. Visuals take less brain power to process, in fact, the human brain processes visual images 60,000 times faster than reading words.¹⁴ A high percentage of people access the web via mobile devices with small screens, thus visuals are more effective in grabbing a viewer's attention.

¹¹ Although it's important to keep in mind that mobile users do not always download PDF documents for a variety of reasons including bandwidth usage and readability.

¹² See: <http://www.frogbox.com/blog/2008/06/check-out-the-frogbox-article-on-happyfrog-ca/>

¹³ For example, rather than just posting photos, a video of the Ronald McDonald event (featuring the most entertaining highlights) could also be posted on Frogbox Edmonton's Facebook page.

¹⁴ See: <http://blog.hubspot.com/marketing/visual-content-marketing-infographic>

5. Can this be combined with other potentially competing pages?

Higher ranking pages should be linked to one another when appropriate. It gives users more high ranking content to consume before being converted to paying customers. It builds credibility and site stickiness.

6. Can lengthy content be split up into a multi-part series or guide?

There is no lengthy content found where this approach could apply. However, this is a great technique that keeps readers engaged and returning to a website.¹⁵

3.3 Overview

Overall, the blog content is mainly **generic with minimal relevance or value**. It is organized chronologically, which is great.¹⁶ **Internal and external linking should be improved**. Virtually all Frog Blog posts are **missing a call-to-action**¹⁷ and all posts would benefit from asking the reader **“Was this article helpful?”** (then inserting Yes or No buttons attached to analytics). The majority **need eye-catching or relevant images**. When the older content is updated or enhanced, it’s no longer seen as stale by search engines, which continually crawl websites and rank them based on user engagement, dead links and social media sharing. It’s important to **add updated posts to a social media calendar so that old content can be recycled and rediscovered by users**.¹⁸

¹⁵ For example, many users will provide their contact information in exchange for free downloadable e-books or guides that contain “valuable” or “helpful” information, checklists, etc.

¹⁶ However, it’s unlikely that users would randomly scroll through the 19 web pages of blog posts to find what they are looking for, especially if all the Frog Blog images are the same for the first 17 pages.

¹⁷ By including a call-to-action, consumers visiting a website are more likely to perform the action. Each page should contain a call-to-action that helps support the business’s goals. The call-to-action doesn’t always need to be the same or be loud and obnoxious. It can take the place of a helpful hint within the content. Going through the website’s content and ensuring that a call-to-action is included can significantly boost conversion rates within a website.

¹⁸ For large sites, this can be an ongoing project where a company might want to look at a couple different pages each month. They can then do the same for pages with high bounce rates, or if the site is tracking conversions, look at low converting pages to see how they can be improved. As one discovers more content, they can then look at pages outside of organic landing pages to see what might need a little push to get discovered by search engines.

It may be difficult in some cases to ascertain who the content is geared toward. **Who is the ideal reader?**¹⁹ There's **no means for readers to subscribe to the Frog Blog** (i.e. via RSS feed or email). This is an important engagement strategy. It could create a valuable database of readers (who are not necessarily customers) with an interest in what's happening around Frogbox. **Content needs to be posted on a regular basis, according to a schedule** that readers can expect or anticipate. There are periods in past years where the blog was posted to on a regular (weekly / monthly) basis. This is not the case now. The last blog posts were made June 22-2016, May 30-2016, May 24-2016, May 13-2016, January 28- 2016, December 21-2015, October 19-2015, August 4-2015, and April 29-2015. That's **only nine posts in over a year**.

3.4 Share Metrics

Frog Blog posts and social media initiatives could be expanded upon with more interaction²⁰. The most recent posts show:

<http://www.frogbox.com/blog/2016/06/tips-for-moving-in-summer/>

Facebook Likes = 6 Facebook Shares = 5 Facebook Comments = 0 Google+ = 1 LinkedIn = 0

<http://www.frogbox.com/blog/2016/05/moving-nutrition-how-to-use-food-to-stay-balanced-during-your-move/>

Facebook Likes = 2 Facebook Shares = 3 Facebook Comments = 0 Google+ = 11 LinkedIn = 0

<http://www.frogbox.com/blog/2016/05/summer-festivals-gone-green/>

Facebook Likes = 0 Facebook Shares = 0 Facebook Comments = 0 Google+ = 12 LinkedIn = 0

<http://www.frogbox.com/blog/2016/05/how-to-move-with-pets/>

Facebook Likes = 30 Facebook Shares = 5 Facebook Comments = 2 Google+ = 13 LinkedIn = 0

<http://www.frogbox.com/blog/2016/01/how-to-pack-a-frogbox/>

Facebook Likes = 31 Facebook Shares = 15 Facebook Comments = 2 Google+ = 11 LinkedIn = 0

¹⁹ There are target audiences, the media, bloggers, influencers, target audience segments, customers, and partners (all different audiences a company should try to reach). Today's online environment is an ecosystem.

²⁰ These metrics indicate that a different approach should be taken with content creation and distribution.

4 Recommended Social Media Plan

4.1 Frogbox Edmonton

The first recommendation for Frogbox Edmonton: **continue developing the Facebook page, plus grow new social media channels**. Leveraging and participating in as many social media channels as possible can help build and grow local business. Consider the following action steps for social media channel development.

Yelp

- Fix spelling error (“their” should be “there” on the “From the Business” section).²¹
- Remove the “kitchen goods” photo which is too small for mobile device purposes.²²
- Add at least 4 more enticing images²³ related to Frogbox Edmonton.²⁴
- Ask as many past clients as possible (and future clients) to submit a review on Yelp.²⁵
- Strive to obtain at least 20 positive reviews, as soon as possible.

YouTube

- Create a YouTube channel with a custom name.²⁶
- Post all corporate videos, and add embedded links within the video to the Frogbox Edmonton web page.

²¹ “Frogbox is the convenient, affordable and eco-friendly alternative to the cardboard moving box. We deliver sanitized plastic moving boxes to your door, you pack and move and we pick up the boxes at your new pad when you're done with them. We make your move less stressful on you, and on the planet as **their** is no need to dispose of cardboard boxes.”

²² The viewer on Yelp may not easily get the point that a Frogbox holds that much stuff in the context that the image is offered.

²³ A good strategy for SEO is to name all images using keywords before loading them up to a website. (i.e. include images that are named “Frogbox Edmonton”, “Frogbox Sherwood Park”, “Frogbox Red Deer”, etc.)

²⁴ For example, a photo depicting community involvement from the Ronald McDonald House event.

²⁵ This can be done via a “thank you for your business” email. Ask in person and advise customers at a Frogbox pick-up that they can expect an email (with a link to the Yelp page) in the near future. Then make sure to send the email, and a few reminders.

²⁶ Having a custom name makes your channel easier to find (i.e. instead of <https://www.youtube.com/channel/UChy0qqQZy76c3iNm-S9SGkA> like Frogbox corporate has, set up a customized name like: <https://www.youtube.com/channel/FrogboxEdmonton>). Frogbox Victoria did, and so should all franchisees for brand consistency.

Facebook

- Ask Frogbox corporate to fix the social media sharing link on the Frogbox Edmonton web page.²⁷
- Engage social media viewers by asking questions on all posts, or getting them to “vote” by liking.
- Include a call-to-action every time, via use of the Frogbox Edmonton web page link.
- Avoid coming across as generic or “spammy” - people will tune out.
- Ask other franchisees, partners, dedicated customers, etc. to help out by posting great comments.

LinkedIn

- Create a Frogbox Edmonton LinkedIn account.²⁸
- Regularly ask all contacts (fellow franchisees, investors, clients, partners, etc.) to “Follow” via private messages.²⁹
- Post articles geared towards a professional crowd.³⁰
- Add the best Frogbox video possible at the top of the LinkedIn profile. Use high quality, eye-catching and unique images.
- On the Frogbox owners’ personal LinkedIn accounts, share and like all posts from the Frogbox Edmonton LinkedIn page.
- Mention corporate / non-profit clients’ links on the LinkedIn page.
- Include a call-to-action and the link to the Frogbox Edmonton web page.
- Encourage other franchisee connections to Follow the LinkedIn page and to Share all posts.³¹

²⁷ It connects to Frogbox corporate’s Facebook page.

²⁸ Somewhat duplicate what Frogbox corporate has, but customize it by repurposing and making the content unique for readers such as those in your target markets (i.e. don’t all use the same images).

²⁹ Developing a LinkedIn page takes time, so on a weekly basis, add contacts that you have emails for, as well as those that LinkedIn suggests and you recognize. This will help draw local search results and spread brand awareness amongst potential consumer and corporate clients in the Edmonton / Northern Alberta region.

³⁰ For example, write about how Frogbox Edmonton solves the need for corporate clients, the convenience and environmentally-friendly approach for SMEs, larger enterprises and non-profits. Or target the message towards professional females (who may have families and a lack of time).

³¹ This increases social sharing momentum and visibility both on LinkedIn and in search engines.

Twitter

- Create a Twitter account.
- Tweet Frogbox Edmonton's news, special reminders, milestones, contests, etc.
- Retweet Frogbox corporate's feeds, and partner's and customer's tweets.

Pinterest

- Create a Pinterest account.
- Post helpful visuals that users are likely to "Pin", such as infographics or "to-do" lists.³²

Instagram

- Create an Instagram account.
- Post engaging and powerful photos created by Frogbox Edmonton.³³

Frogbox Edmonton could also **be active on other Frogbox franchisee social media channels in exchange for mutual Shares, Likes, Follows and Comments amongst franchisees.**³⁴

Also, **reach out to "influencers" and ask them to provide content and shares on social media channels.** The two most obvious influencers that Frogbox Edmonton could reach out to should include investors **W. Brett Wilson** (he already promotes

³² Use free graphic design programs (such as Pictochart). Remember, visuals are powerful.

³³ Instagram was purchased by Facebook, so it's easy to integrate the content used on Facebook with Instagram. As well, Instagram feeds show up in Facebook feeds.

³⁴ In fact, this should be a cross-franchisee initiative that Frogbox Edmonton could suggest to Frogbox corporate and is a win-win scenario. Frogbox is a diverse and national company. Franchisee owners belong to a team at Frogbox, and the support they give each other can pay off in big ways. If all franchisees commit to participating in various social media channels as a whole, this would drive share metrics higher, increasing overall visibility on social media and on search engines. Posts would more often appear on social media feeds, raising brand awareness and reminding folks about Frogbox.

Frogbox on his personal website³⁵) and **Jim Treiving**³⁶, who both have a vested interest in Frogbox.³⁷ Once Frogbox Edmonton creates a range of social media channels, the next step would be to develop unique content to be distributed, including customized content that could be posted on the Frog Blog.³⁸

4.2 Frogbox Corporate

Recommendations in regards to social media channels for Frogbox corporate could mirror what was suggested for Frogbox Edmonton. In addition, Frogbox corporate could look to develop new ones (rather than just using the most widely-known channels) by finding niche markets and forums to participate within, or to advertise on³⁹.

Other action steps could also include:

- Check all social media sharing links and buttons.⁴⁰
- Add the LinkedIn social media button to the footer.
- Add a YouTube channel social media button to the footer.⁴¹
- Develop a social media calendar to plan content distribution at the most optimum times.
- Social media channels and content should be monitored by Frogbox corporate to ensure quality and cohesion.⁴²

³⁵ See: <http://wbrettwilson.ca/#/dragons-den-deals/frogbox-inc/>

³⁶ See: https://en.wikipedia.org/wiki/Jim_Treiving and <http://www.cbc.ca/mediacentre/jim-treiving.html>

³⁷ Influencers are a big part of building an audience. Get in front of their audience. It helps build an audience because influencers have larger audiences. **Influencers act as an accelerant and can make the process faster as a result of their own social sharing.** For example, photos could be taken of Frogbox Edmonton franchisees with Brett and Jim the next time they come in contact, and then be distributed via social media.

³⁸ For example, continue creating and sharing images like the ones from the Ronald McDonald House Block Party. Think of creative ways to make people really like the Frog mascot, and remember him. He could be photographed doing a variety of things which embellish fun, humour, kindness, etc.

³⁹ Draw upon https://en.wikipedia.org/wiki/List_of_social_networking_websites for ideas. One possible candidate could be: [Care2](#) (green living and social activism).

⁴⁰ Website testing and auditing can ensure that users are directed to the most appropriate channels and pages for the best user experience. These types of fixes will help draw more local traffic to franchisees' social media accounts, and will also help for local SEO purposes.

⁴¹ It would be a good idea to remove the least followed YouTube channel and consolidate videos into one. A custom name will make it easier to find (i.e. instead of <https://www.youtube.com/channel/UChy0qqQZy76c3iNm-S9SGkA> it could be set to <https://www.youtube.com/channel/FROGBOX> .

⁴² See: <https://www.youtube.com/watch?v=ShbkjQndug> (the video is cut off) and https://www.youtube.com/watch?v=i_WJTrg2jCw (the audio is poor).

5 Recommended Content Marketing Plan

More could be done by Frogbox corporate for franchisees, particularly so because this business is web-based. An increasing number of viewers will be drawn to the site if the content is regular, valuable, and accurate, thus capturing the attention of search engines.

One way that Frogbox corporate could support franchisees is to have an SEO and content marketing specialist spend some time performing an in-depth content audit. This would entail reviewing the entire site and discovering which website pages draw the highest organic and local search results. This exercise would also explain better where outside or referring links come from.⁴³

The main activities in content marketing and management include:

- Removing or repurposing⁴⁴ old content.
- Fixing or removing material with dead links.
- Using redirects effectively.
- Adding a call-to-action on every web page and blog post.
- Performing regular content audits using data from analytics software (i.e. Google Analytics).
- Monitoring results regularly. (The best marketers check their marketing analytics 3+ times per week).⁴⁵
- Reporting results.⁴⁶
- Developing a digital brand management library.⁴⁷

⁴³ From this exercise, Frogbox corporate could have web pages optimized or customized (i.e. for local search) and for social media sharing purposes. Create a “Top 10 List” of historical articles that franchisees may benefit from reposting.

⁴⁴ Re-sharing on social media and repurposing content can land more traffic to a web page (i.e. inserting a photo named “Frogbox Red Deer Saving Trees and Making Customers Happy”, etc. to “localize” content, because search bots read photo file names too).

⁴⁵ See HubSpot, the “State of Inbound 2015” report downloadable at: <http://www.hubspot.com/>. Best-in-class marketers are over 20% likely to achieve positive return-on-investment (ROI), because they frequently track ROI, prove it’s growing each year, and secure increased budget as a result.

⁴⁶ A daily reporting mechanism should be used to diligently monitor and analyze each web location that Frogbox places their promotional and marketing materials.

⁴⁷ All Frogbox corporate approved key brand statements, images, videos and media coverage (for re-use and marketing by franchisees) should be accessible by franchisees. Assemble as many eye-catching photos as possible, which could be used and/ or repurposed. Centrally manage brand collateral.

5.1 Content Types

It's key to create interesting and unique content and post it throughout social media channels on a regular, scheduled basis. To create great content, **find out what your audience is looking for and provide that to them.** Find some questions users are asking. They are specifically looking for content that answers these questions.

Anchor content⁴⁸ is at the core of any campaign. In a single piece, you can drive significant changes in reputation and visibility. If Frogbox wants to create content that achieves a high level of both shares and links, then **concentrate on opinion forming, authoritative content on current topics or well researched and evidenced content.**⁴⁹

Then consider the lifetime value of the content. There are four types of content and all of these have their place in a SEO strategy.

- **Evergreen content** that will always be useful regardless of the season, day or other factors. Eventually this may expire, but it will generally take a long time to do so.
- **Trending content** that takes advantage of a trending topic or news story.
- **Seasonal content** which relates to a specific season, time of year or holiday.
- **General content** which is currently relevant and will be so for a while regardless of the season, but is likely to be out of date within a year or two.

Interact with users by asking them about their experiences, preferences or thoughts. **Interactive content** engages people. This type of content is powerful because it draws them in because they want to interact with it. Interaction and valuable content is key.

⁴⁸ Anchor content is a piece that is more about authority than being emotional. It is materially better than pre-existing resources already published on the web. It's often comprehensive on a topic. It's dependant on the credibility of the author and publisher. It's essential to sustain the publishing of anchor content, and not stop for a significant period. Sometimes it can take up to 18 months to receive great results. Author credibility is extremely important, so even if great content has been produced, it can take a long time to get consistently great responses.

⁴⁹ See: <https://moz.com/blog/content-shares-and-links-insights-from-analyzing-1-million-articles>

Stand out online by developing **enhanced content**, which uses media to promote anchor content. Ideas to consider:

- Invest in the creation of high quality videos.⁵⁰
- Create accurate, high quality and useful infographics.⁵¹
- Create “instructionals” or “how-to” content.
- Provide content that contains helpful checklists (i.e. moving).
- Images are key because they can immediately catch the users’ attention, tell a story and create a connection.
- Interviews with customers and influencers establish credibility.
- Partnering with larger brands and affiliates can be used to promote video.⁵²

5.2 Frogbox Edmonton Content Recommendations

Frogbox Edmonton should ensure that the following corrections are made on the web page <http://www.frogbox.com/edmonton/>:

- Place a space between the period and the capital “A” in St. Albert.
- Spell “Barrhead” correctly.
- Change the Facebook social media link to direct to the Frogbox Edmonton Facebook page.
- Either shorten the two longer reviews, or add some more in the third column to visually balance the content.

⁵⁰ Leverage YouTube as a search engine and build upon the existing YouTube video channel. Write a blog post about it, with a transcript.

⁵¹ Frogbox can expand on information that already exists at: <http://www.frogbox.com/about-us/> under “By eliminating 1 million cardboard boxes”. The use of infographics has become increasingly popular to provide information and key points (such as facts, statistics or numbers). Information-rich visual resources could be created and distributed amongst various social media accounts. People are more likely to share and like interesting and impactful infographics. For example, spend some time researching more on the environmental impact of cardboard, or poll customers to find out how much time or money they’ve saved by using Frogbox. Yes, this may be a time consuming investment, but it pays off when it’s high quality and useful to viewers.

⁵² See: <https://moz.com/blog/how-to-thrive-during-content-shock> . Larger brands partner because they are faster moving and don’t need special approvals to do so. There are a variety of ways to create good content through partnerships.

5.3 Frogbox Corporate Content Recommendations

Looking at the Frog Blog in particular, there is an abundance of material that could be repurposed and enhanced. For example, all blog posts should have a unique and relevant photo attached⁵³. Use original photos (and draw upon franchisee’s collections) whenever possible. Many blog posts could be considered outdated, containing dead or unhelpful links. Here are a few pages that could use some work:

- <http://www.frogbox.com/blog/2008/06/doing-the-right-thing/>⁵⁴
- <http://www.frogbox.com/blog/2015/12/the-importance-of-setting-goals/>⁵⁵
- <http://www.frogbox.com/blog/2008/06/check-out-the-frogbox-article-on-happyfrog-ca/>⁵⁶
- <http://www.frogbox.com/blog/2008/06/moving-on-up-as-seen-on-sweetspot-ca/>⁵⁷
- <http://www.frogbox.com/blog/2008/08/customer-feedback/>⁵⁸
- <http://www.frogbox.com/blog/2009/06/save-the-frogs-on-king-5-tv/>⁵⁹
- <http://www.frogbox.com/blog/2009/03/hear-what-99-3-the-fox-says-about-frogbox/>⁶⁰

⁵³ As far as a better user experience, any images should be optimized with keywords and meta descriptions that conform to the highest SEO standards, and help those who have accessibility issues (i.e. visual or hearing impaired).

⁵⁴ The Frog Blog has posts dating back to June 12, 2008, excellent from a historical and longevity point-of-view, but a portion of the posts may not be helpful for SEO (especially with broken links) or for marketing (first impression) purposes. Make new notes following this blog post, such as placing an “update” or “Wow! We’ve come a long way since 2008! See how we’ve grown!” with links to other site pages.

⁵⁵ This seems to be more of a “personal” blog post made by a male writer who wishes to set better goals for himself. This content may not link to the business’s goals.

⁵⁶ The article is likely, word for word, copied and pasted on the Frog Blog. Not only does that confuse Google and possibly penalize the Frogbox website, the writer of the Happyfrog blog stopped writing years ago, and within the June 2008 article, **they linked to Frogbox’s competitor - U-Haul.**

⁵⁷ This is a copy and paste of another article (which fails to identify the direct source). All the reader knows when clicking on the outbound link is that it goes to “sweetspot.ca”. This type of content should be removed if the reader cannot be directed to the article itself.

⁵⁸ The blog post is copied and pasted. Why not put these types of comments into an area that’s called “reviews” or “testimonials” and cut out the non-essential words, putting a name to the customer, giving the article believability.

⁵⁹ It may be unclear to a reader what the real connection is between Frogbox and saving frogs, plus the link to the clip does not exist. Content like this with dead links should be removed, or repurposed if it has potential for higher quality usage and relevance.

⁶⁰ This post contains a YouTube video with no description, nor a transcript. Despite this being an outstanding radio show pitch for Frogbox, it is buried deep inside the blog where it may be forgotten. There could be a “**Frogbox in the News**” page (not just a small area on a webpage, but a page that links the user to all “newsworthy”

A variety of content sources exist, such as paying professional writers, rotating responsibility for content posts amongst franchisees, asking partners and affiliates, and of course, happy customers. Approach investors W. Brett Wilson and Jim Treiving and ask them to do an interview or article for a blog post.⁶¹ Frogbox corporate (and franchisees) could create contests or social media campaigns that engage customers. Having an annual content and social media plan prepared in advance does help divide the work and tasks needed to have a winning, attractive and extremely profitable e-commerce site.

Some adjustments could also be made on the website`s static pages:

- <http://www.frogbox.com/about-us/>⁶²
- Ensure the link to the actual media article works (see: <http://www.frogbox.com/blog/2015/04/vancouver-sun/>).
- Correct all spelling mistakes as search engines crawl the site for words that users input in search requests.

6 Example Content Piece

The following piece of content could be used when creating Frogbox Edmonton`s LinkedIn account. It should somewhat mirror what Frogbox corporate has on their LinkedIn profile, but it should be reworded for SEO purposes and local search. This type of content fits well with the content marketing strategy developed for Frogbox Edmonton because it maintains consistency in the branding and message. It provides credibility with the bulleted list of recognition and awards that Frogbox has received.

After developing the content, it could be shared via LinkedIn by sending messages to existing contacts of the Frogbox Edmonton owners, as well as via Facebook (i.e. “How do you like our new LinkedIn profile? Come Follow us!”). A contest could incite a quick response from recipients (i.e. “The first 25 Followers will receive a transferable 15% off your next Frogbox order!”). Treat this new media channel as a one-month (or however long it takes) campaign whereby every couple days an action is taken to distribute

content pieces for potential customers to check through (today more people use their mobile device to check up on a company, their prices, reviews, reputation, community involvement, and business model (i.e. if a potential franchisee wanted to open a franchise).

⁶¹ They could speak about their investment in Frogbox (which could draw in new franchisees). They could help with a campaign that involves posting on their own social media channels.

⁶² Fix the link at “More News...” to take the user to a page with more media coverage, rather than misdirecting to the Frog Blog.

this content to be seen by potential target audiences. Respond to all comments and likes (i.e. “We appreciate your Likes! Thanks so much.”) Post it via Twitter as well.

Our mission at Frogbox is to reduce the stress of moving for you. Frogbox rents reusable industrial strength plastic boxes for moving and we have been providing our convenient, cost effective and eco-friendly alternative to cardboard boxes since 2008. At Frogbox Edmonton, we are partners of an expanding network across Canada and the US. We also serve St. Albert, Spruce Grove, Stony Plain, Leduc, Onoway, Fort Saskatchewan, Devon, Red Deer, Sherwood Park, Morinville, Westlock, Barrhead, Wetaskiwin, and soon, Ft. McMurray!

It works like this:

We drop off your Frogbox order - You pack and move them - We pick them up when it's convenient for you.

We have received some really great awards and recognition too!

- BC's "Best Green Business" 2011
- Featured on cover of PROFIT Magazine
- Named as one of 10 'Hot Startups' by Entrepreneur Magazine
- Won a \$250,000 Marketing Prize from Leo Burnett

Make sure to visit us at <http://www.frogbox.com/edmonton/> or call 1-780-203-7526 the next time you're moving your home or office. We`d be happy to help save you time and, of course, reduce the impact of moving on the environment.

Note: An example of a company that produces great content is **Seventh Generation**⁶³, who creates a number of articles about eco-friendliness. Their message is a connection between eco-friendliness and health and wellness.

⁶³ See: <https://www.seventhgeneration.com/>

7 Conclusion

This Content Marketing and Social Media Plan should help Frogbox enhance their website and attract more visitors via these content marketing, social media and SEO strategies. Although it may seem like a lot of detail was covered here, and there is some work ahead, the rewards will be worth the increased clientele and revenues.

Please reach out with your questions or feedback. It was a pleasure preparing this plan for you while I moved forward in my SEO Specialization course at the University of California, Davis. Although the plan is free-of-charge, **if you've found it commercially useful, I would be happy to provide ongoing paid support in its implementation.**

On that note, I look forward to hearing from you!

Kindest Regards,

Jennifer Robin Lee

Email: jennifer.r.lee@hotmail.com

Phone: (780) 299-0456

LinkedIn: <https://ca.linkedin.com/in/jenniferrobinlee>

Website: www.jenniferrobinlee.com