



September MasterClass  
Thursday, September 15, 2016

**Crystal Cook:** Welcome to the SearchEngineNews September 2016 MasterClass with Matt Siltala, "Build Brand & Community with Creative Visual Content." Post your questions here in the Q&A Box.

**Casey Markee:** The famous "Mat Siltala's Beard" Twitter Account. Well worth your time:  
<https://twitter.com/siltalabeard>

**Casey Markee:** Make sure to take notes peeps and ASK your questions here. Matt and I will answer them all today.

**Casey Markee:** Follow Matt here: [https://twitter.com/Matt\\_Siltala](https://twitter.com/Matt_Siltala)

**Casey Markee:** Check-out <http://avalaunchmedia.com/> for more on Matt's services.

**Participant:** what are the key ways you go about finding local influencers?

**Matt Siltala:**

That's a fantastic question. Hopefully they've done a little bit of it, but if it's for social media... like finding a local influencer on Twitter or Instagram (for example), they're not going to have that information, so you're going to have to do a little bit of that on your own for them. Or at least direct them and one of the ways that I do it, is... there are always ways to find the influencers, whether you're in a church group or whether you're in a scout group or whether you're in an athletic group.

Find individuals, talk to people; there is always someone who can direct you to someone. There are high school kids... my daughter for example; she's a great resource for me. I tell her, "Hey, on Twitter or on Instagram, who are some of the biggest influencers that you guys are always talking about on Instagram or wherever? Or what are your guys trending hash tags and what are you guys using the most?" I always joke with her that I'm the one making money with social media, but she's the one that's teaching me how to actually do it for the kids these days.

Just taking advantage of those kinds of situations. For example: in our church group, I happen to find that everyone is on social media. And if you just talk with people, you can see sometimes people even see what you're doing. And I've even had several people approach me and say, "Hey I do a little bit on Instagram"

Anyway, just talking to the right crowd. And again, I'm not saying that as a 40-year old man that you should go to the high school and go to the administration office and ask to talk to a group of 15-16 year olds. They're going to call the cops.

You have to know how to do that, there's a tactful way to do it. I think just taking advantage of your friends, of your kid's friends. And again, I can't think of all of the scenarios; but everyone knows, if you just do a little bit of talking and a little bit of researching... or even just getting on the different... like Instagram for example.

You could go and find the school's Instagram account and you could find the people that follow it. And you could go through that list and you can find the people locally that are influencing. So if you see that there's one girl out there and she's posted that she's a junior or senior. And she's got 5,000 followers, and everyone else has 30 or 40.

You'd definitely know that she's the influencer of that group, then she might be the one to approach. See if you can send them direct messages; ask if they work with any affiliates. "I need to talk to your mom and dad. How can we go about making this happen?" And there are lots of ways to do it.



**Casey Markee:** That's great; you're talking more about the offline influencer marketing (which is very important). Let's talk about... are there any specific tools that you use there at Avalaunch? For example: if we were doing influencer marketing. Here for myself at MediaWyse, I might use something like Follower Wonk or Buzz Sumo.

**Matt Siltala:**

Buzz Sumo is definitely one of the best ones. If anyone hasn't used it or done anything with it... definitely Buzz Sumo is probably the most used one for sure.

**Casey Markee:**

I'm pasting over a link right now. I don't use Instagram a ton, but when I do, I use Websta.

For Instagram - check this out <https://websta.me/search>

**Matt Siltala:**

That's a good one. Something else, too, that might help out a lot of people... because there are literally hundreds of tools on this that we probably haven't even heard of.

One of the guys that does a great job... is Kevin Mullett. He does presentations every year and he updates it every year. He literally shares thousands upon thousands of different tools that are out there. And so, he would be one to look at if you're looking to build out more of a toolset.

Now there is a lot of stuff that we do internally, tools that we've built that we use; that Avalaunch developers have built, but it's not going to do you any good. So it's kind of hard for me to tell you exactly what we do, when a lot of stuff that we use is internal.

**Casey Markee:**

Check this out: <http://www.slideshare.net/kevinmullett>

**Participant:** What TOOLS do you use to put together visuals that make it look like they were put together by an agency like Avalaunch?

**Matt Siltala:**

I'm going to say no... There are things for example, like, when you're keeping it simple... because most of the time if you're worried about budgets and you're a small mom and pop. They have a budget of a couple hundred bucks a month; they're not going to be able to afford an infographic anyway.

So what they are going to be able to afford... I bought it for \$0.99; it's on my phone. It's just called Meme Creator and it's on the iPhone. It's super simple. And the thing is, you think it's just a meme, but you create the right one at the right time. You put it out there and you use this kind of stuff to start building your community. But when you put something out there, it can be retweeted or shared an insane amount of times.

I did one of our industry of Annie Kushing and a thumbs down, and I just put the meme on it, "Annie doesn't approve." And it started showing up everywhere, on people's decks and people would use it while she was presenting. She's giving me that stink eye every time that someone uses it, but I know she secretly probably loves it.

When I created it, it was just funny because I was in a situation listening to her present and she basically gave a thumbs down to a guy that was trying to say something completely stupid. I took a picture of it and was like, "Annie doesn't approve." And it went crazy in my industry, the search marketing industry.



But think about the kind of stuff that you could do with that simple type of content, there. And then you could get Lightroom or different photo-editing tools. They're fairly inexpensive. There are so many more apps being created these days, too.

It doesn't have to break the bank and you don't have to have Photoshop. But I know that someone had asked what we use, we do use Illustrator [and] all the Adobe products. There are a lot of other projects that we do, with outright programming and HTML5.

**Participant:** Can you talk a little about how you track these campaigns?

**Matt Siltala:**

One of the best tools, again just for the social side of it... and I mentioned Andy Bill and I already gave the disclaimer that he's a friend. But I do use the tool Trackur. It is a fantastic tool, helping you keep track of mentions and things like that.

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

As you know with tracking keywords or stuff like that, there's so much that's subjective nowadays with personalized search or this or that. So one of the things that I look into, more than anything, is I monitor very specific terms that I know are related to those. So when I see the mentions come, then obviously you can set up certain goals and campaigns within your analytics; like at Google Analytics for example, just using those tools.

So there are lots of things like that and then there are the tools that Facebook gives you. Or if you haven't changed your Instagram accounts, if you're a business... if you haven't switched it over to the business account, then you're missing out on some of those insights or the analytics that they will give you. Pinterest has amazing analytics.

A lot of the ideas that I have for content that I'm going to put out there come from the content pieces that I pay attention to; from analytics on Pinterest... how well they did there.

**Participant:** what's your process for coming up with shareable content in a niche? If you could just do a quick 3 tips. How would someone go about finding shareable content, knowing that maybe we're not going to mine the client for ideas? We know the client is in a specific niche, what would be a couple of tips to mine that niche for shareable content ideas that they might be able to leverage?

**Matt Siltala:**

Again it all goes back to having a really good ideation process. And what I mean by that is get on a white board or paper and start writing down just all the different ideas related to that specific topic.

What's the goal of that specific company?

Are we trying to sell a blue widget?

Are we trying to sell a red widget?

What are all the keywords that are related to that?

Let's start making a big brainstorm or a list of ideas of what could go along with that. And then, start to figure out how we could make a story out of that; storyboard it. And then finding out if we have good data that could back this.

Do we have numbers?

Is this funny?

Or is this something that is going to start a debate?



Is something coming out related to this pretty soon?

Like, if I make a company that sells headphones, I would have been all over this whole Apple thing months ago or as soon as people found out, with the wireless headphone jacks and creating all kinds of content around stuff like that.

But basically, paying attention and again, more of an easier or low level... paying attention to the kind of questions that you're being asked. You can go to different answer sites (LinkedIn Answers, Yahoo, Quora)... there are lots of different places for you to get answers and see the kinds of questions are being asked.

But also type in those keywords and Google Suggest will show you the most searched for things right now. So always putting in the keywords in that to give you some ideas, is super beneficial as well... as far as the type of content that you could create.

If you're going for a big piece of content, there has to be a reason, it has to fall into one of those categories: Is it evergreen content?

Is it specific strategy?

Is it answering that question or is it a solution to something?

Is it going to be something that's more shareable?

Is it funny?

Is that the purpose of it?

Is the purpose of it to help you convert?

Is it on the site because you're using it, not so much to be funny but actual conversion?

Once you figure all that out and then you get your visuals in place, and if you have good data to back it up... hopefully that helps. That's more of the process.

**Participant:** LINK to Canva?

**Casey Markee:**

<https://www.canva.com/>

**Participant:** Link to Meme Creator?

**Casey Markee:**

Android - <https://play.google.com/store/apps/details?id=com.gentoozero.memecreator&hl=en>

**Participant:** Warm Greetings All. Really looking forward to today's training!

**Participant:** Go Swamis in Encinitas!!!

**Participant:** I'm taking notes on how gorgeous his deck is.

**Participant:** LOL LOL LOL regarding Casey drooling

**Participant:** LOL

**Participant:** You just asked my question Casey ;)

**Participant:** Thanks casey!

**Participant:** Thank you so much!

**Participant:** Thanks Matt!

**Participant:** Thanks so much Mat & everyone!

**Participant:** Thank you Matt, priceless.

**Participant:** Absolutely excellent! Thank you so much Matt and everyone from SEN. Great session. AAAAAAAAAAAAAA!!!!!!!!!!!!