



SEO Personas: Improve SEO Content Strategy With Social Data

Rory Hope, Head of Content SEO at HubSpot

A little bit about me

My experience driving SEO & Inbound Marketing for leading B2B, SaaS brands & startups.



★ Remote

★ AMEX

★ Stripe

★ DueDil

★ Cloudflare

★ The Craftory



Rory Hope

Head of Content SEO, HubSpot

@roryhope

www.roryhope.com

SEO Personas: Improve SEO Content Strategy With Social Data

I'd love to
connect 🙌



T: @roryhope
L: Rory Hope
N: Rory's Blog

Rory's Blog Home Articles Speaking Newsletter Contact

Subscribe to Rory's Blog. 💡

Welcome to the *Rory's Blog* newsletter, and you guessed it, it's authored by me, Rory Hope!

Subscribe to the *Rory's Blog* newsletter to receive insightful articles on SEO and growth marketing. I have over 8 years of experience working with some of the world's most successful B2B SaaS and technology brands.

The core topics I write about in *Rory's Blog* include:

- SEO, content and inbound marketing
- Growth marketing
- Management and leadership.

Rory Hope (He/Him)
Head of Content SEO at HubSpot
Talks about #seo, #contentstrategy, #digitalstrategy, #contentmarketing, and #digitalmarketing
London, England, United Kingdom · [Contact info](#)
2,787 followers · 500+ connections

Rory Hope
5,105 Tweets

Rory Hope
@Roryhope

Head of Content SEO at @hubspot 🍷 | he/him | Passionate about Growth & Organic Marketing 📈 | SEO, Content, CRM, UX, Audience Insights, PR, Social & Inbound 📧

📍 Brixton, London 🌐 [roryhope.com](#) 📅 Joined February 2011

2,018 Following 914 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

Rory Hope @Roryhope · Sep 11, 2021
Well, that was a phenomenal experience 🙌 Presenting on the main stage of @brightonseo was a bucket list moment for me.

Until next time 🙌

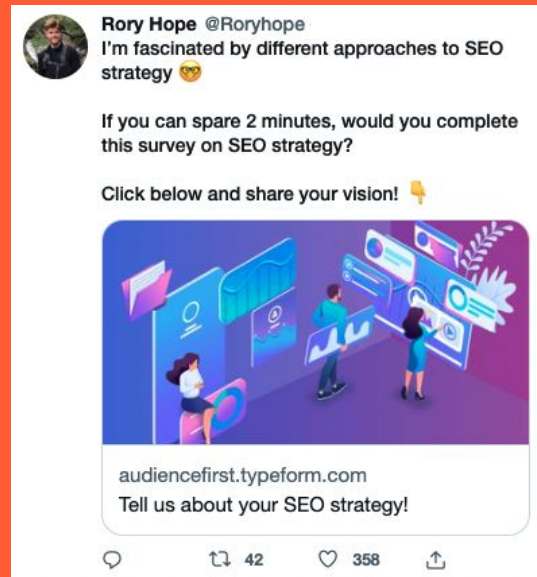
Rory Hope

Agenda

- 10 MIN: What are SEO Personas and why are they important?
- 5 MIN: How to develop SEO Personas?
- 5 MIN: How to integrate keyword intelligence with audience intelligence
- 5 MIN: **Exercise 1: List 1-3 keyword topics relevant to your company**
- 10 MIN: How to do search landscape analysis to find SEO competitors
- 5 MIN: **Exercise 2 - 3: List SEO Competitors and their Twitter handles.**
- 10 MIN: How to create and analyze an audience intelligence report
- 5 MIN: **Exercise 4 - 5: Create an audience intelligence report to identify SEO Personas**
- 10 MIN: How can you use your SEO Personas?
- 10 MIN: **Exercise 6 - 7: List Influencer Entities for SEO Personas & setup social listening**
- 5 MIN: How to use SEO Persona insights for SEO topic modelling & digital PR
- 5 MIN: **Exercise 8: SEO content ideation using social listening data**
- 5 MIN: Q&A

A Survey of SEOs

I conducted a Twitter survey of SEOs to better understand how they develop their SEO content strategies, and whether or not they were already using social data in this process.



“

40% struggle to deliver
consistent high quality
content

Survey of SEOs
Rory Hope



Source: [@roryhope \(Twitter\)](#) & Featured: [Integrate keyword intelligence with audience intelligence for audience-first SEO \(OnCrawl\)](#)

“

88% would like to speed
up link prospecting

Survey of SEOs
Rory Hope



Source: [@roryhope \(Twitter\)](#) & Featured: [Integrate keyword intelligence with audience intelligence for audience-first SEO \(OnCrawl\)](#)



63% say keyword data doesn't provide information into interests and behaviours of target audience

Survey of SEOs
Rory Hope



Source: [@roryhope \(Twitter\)](#) & Featured: [Integrate keyword intelligence with audience intelligence for audience-first SEO \(OnCrawl\)](#)



Only **16%** of SEOs incorporate social media data into their SEO strategy

Survey of SEOs
Rory Hope



Source: [@roryhope \(Twitter\)](#) & Featured: [Integrate keyword intelligence with audience intelligence for audience-first SEO \(OnCrawl\)](#)

SEO Personas: Improve SEO Content Strategy With Social Data

The screenshot shows the Content Marketing Institute (CMI) website. The header includes the CMI logo, a navigation menu with links like ARTICLES, RESOURCES, RESEARCH, TOPICS, EVENTS, TRAINING, CONSULTING, MAGAZINE, STREAMING, AWARDS, and CONTENT VOICES, and a 'STAY INFORMED!' banner encouraging newsletter subscriptions. The main article is titled '3 Ideas to Blow Out Your Content Competitors [The Weekly Wrap]' by the CMI team, published on November 6, 2020. A red box highlights the article title. To the right, a callout box titled 'Researchers find a potential SEO-social media missing link' contains a survey result: 'WHAT: An SEO survey of 150 respondents shows that almost two-thirds (61%) don't use social media analytics to inform their [SEO strategy](#).' Below this is a pie chart showing 61% 'No' and 38% 'Yes' for the question 'Are you using social media data to help formulate your SEO strategy?'. The text below the chart states: '61% don't use #SocialMedia data to inform their #SEO strategy, according to a #Survey of 150 by @Semetrical @AudienseCo via @CMContent @RoryHope. #WeeklyWrap'. A 'CLICK TO TWEET' button is at the bottom right of the callout.

Researcher find a potential SEO-social media missing link

WHAT: An SEO survey of 150 respondents shows that almost two-thirds (61%) don't use social media analytics to inform their [SEO strategy](#).

Are you using social media data to help formulate your SEO strategy?

Response	Percentage
No	61%
Yes	38%

61% don't use #SocialMedia data to inform their #SEO strategy, according to a #Survey of 150 by @Semetrical @AudienseCo via @CMContent @RoryHope. #WeeklyWrap

CLICK TO TWEET

Source: [3 Ideas to Blow Out Your Content Competitors \[The Weekly Wrap\] \(CMI\)](#)

What will we cover?

1. What are SEO personas and why are they important?

What will we cover?

2. How can you develop SEO personas by integrating data sources?

What will we cover?

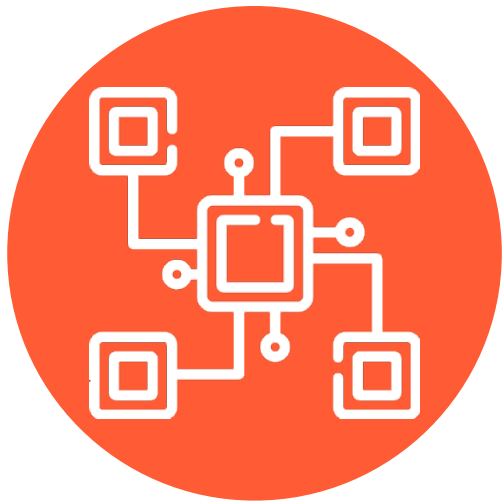
3. How can you use SEO personas to improve your SEO strategy?

What are SEO personas?



User & reader
audience segments

What are SEO personas?



Built via integrating
multiple data
sources

What are SEO personas?



Multiple SEO
personas per
keyword segment

Why are SEO personas important?



Informs content
topics, style, tone &
pain points

Why are SEO personas important?



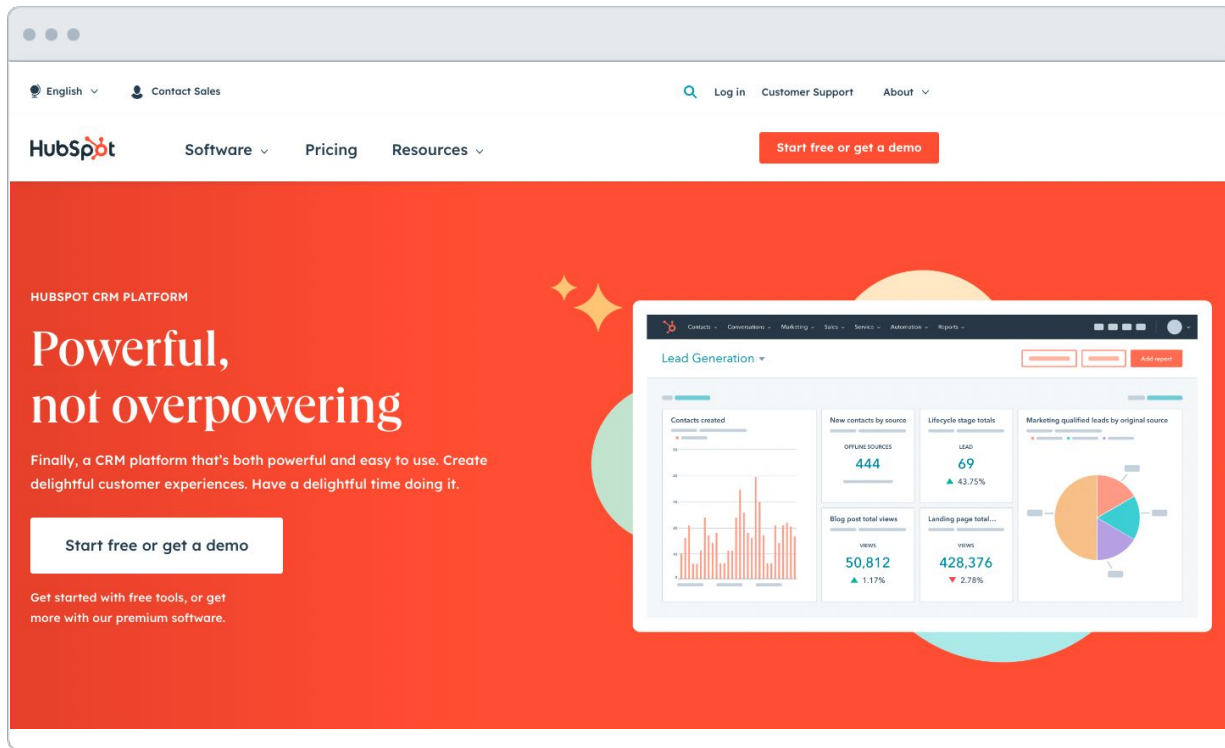
Identify influences &
interests for
Influence (-r)
Marketing & SEO

Why are SEO personas important?



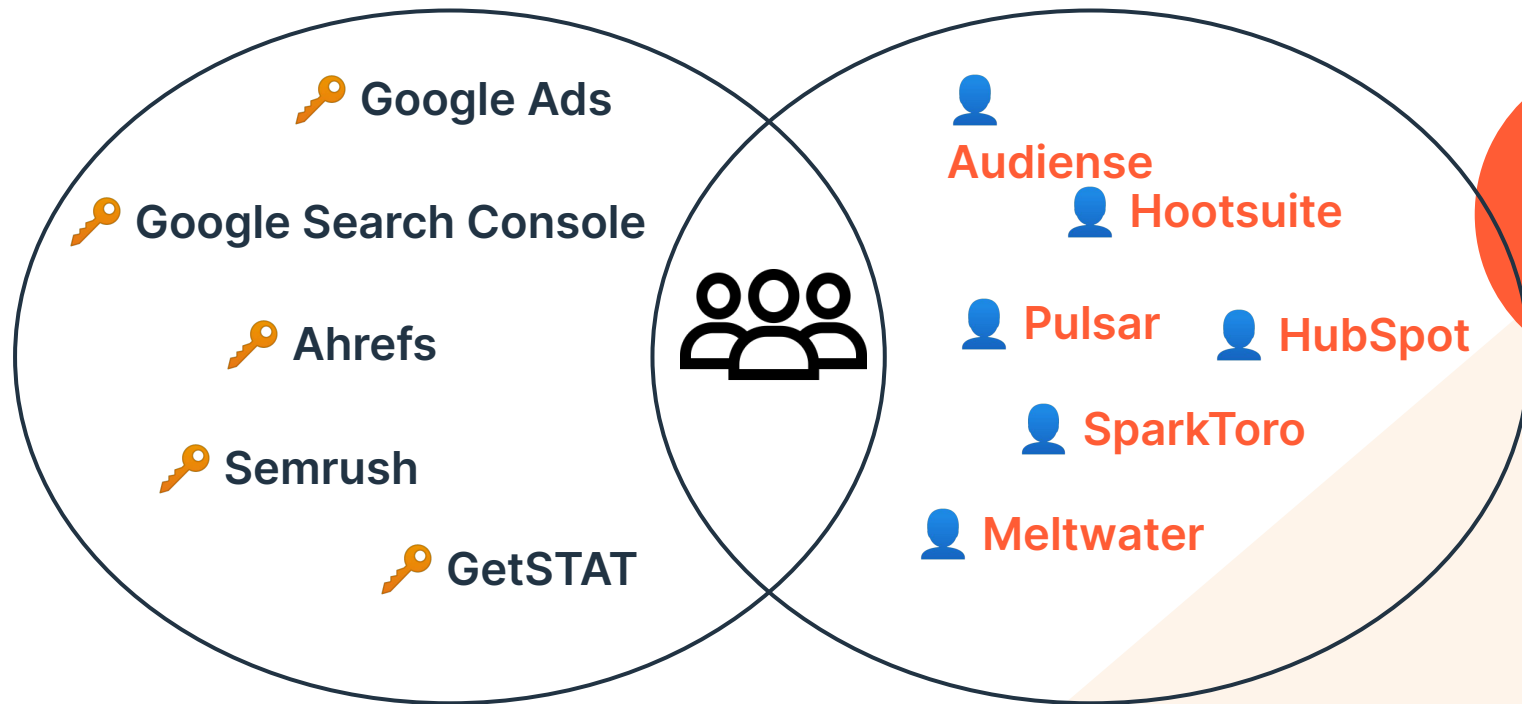
Link acquisition
at scale per KW
segment with Digital
PR campaigns

Use case: HubSpot

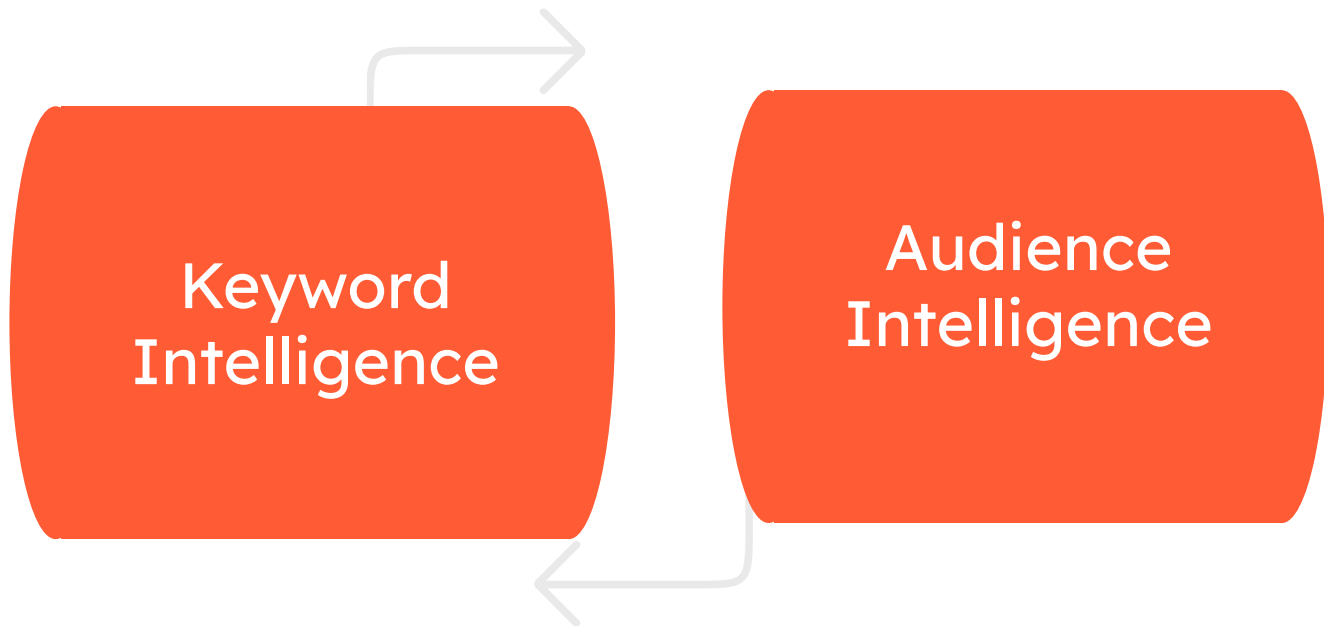


Source: [HubSpot](#)

How to Develop SEO Personas?



Keyword & Audience Intelligence Integration



Keyword Intelligence Process



Keyword
Research

Search
Landscape
Analysis

Keyword
Targeting
Strategy

KW & Audience Intelligence Integration Process

Search Landscape
Analysis

Keyword Targeting
Strategy

Audience
Intelligence
Report

Influencer
Entity
Analysis

Audience-
first SEO
Strategy

Keyword Research



Keyword
Research

Search
Landscape
Analysis

Keyword
Targeting
Strategy

Keyword Research (Identification)



Google Ads



Semrush



**Excel /
G-Sheets**



**Google Search
Console**



Ahrefs

Keyword Research (Segmentation)

CRM

Marketing
Software

Sales Software

+ Transactional:
Solutions

+ Informational:
Benefits

+ Informational /
Transactional:
Enterprise

“crm solutions”

“marketing
software benefits”

“enterprise sales
software”

Exercise 1

Let's do a quick exercise! (5 MIN)

List 1-3 keyword topics
relevant to your
company.

Search Landscape Analysis



Search Landscape Analysis



Search
Landscape
Analysis

Competitor Gap Analysis

SERP Intent & Template Analysis

Keyword Prioritisation

Search Landscape Analysis + Aud. Int. Report

Search Landscape
Analysis

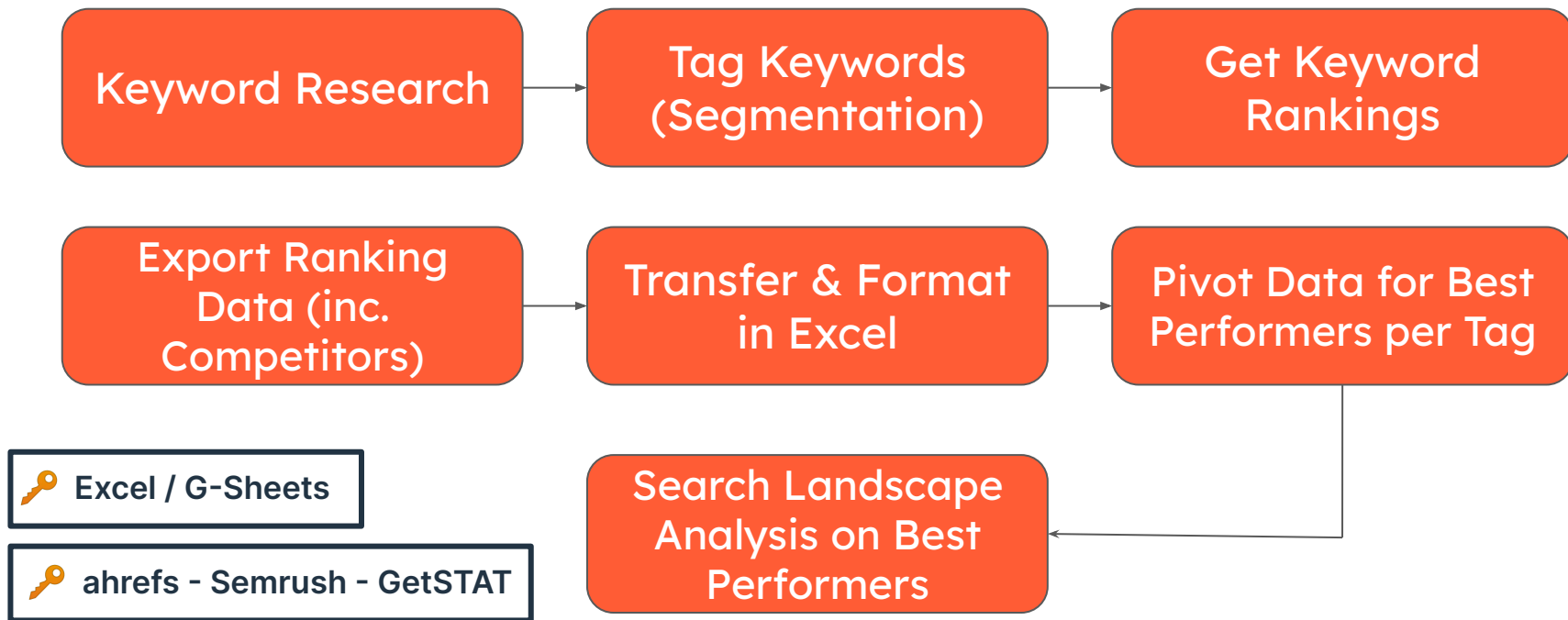
Audience
Intelligence
Report

Upload 'SEO Competitors' to
Audience Intelligence Tool

Keyword-level 'SEO Personas'

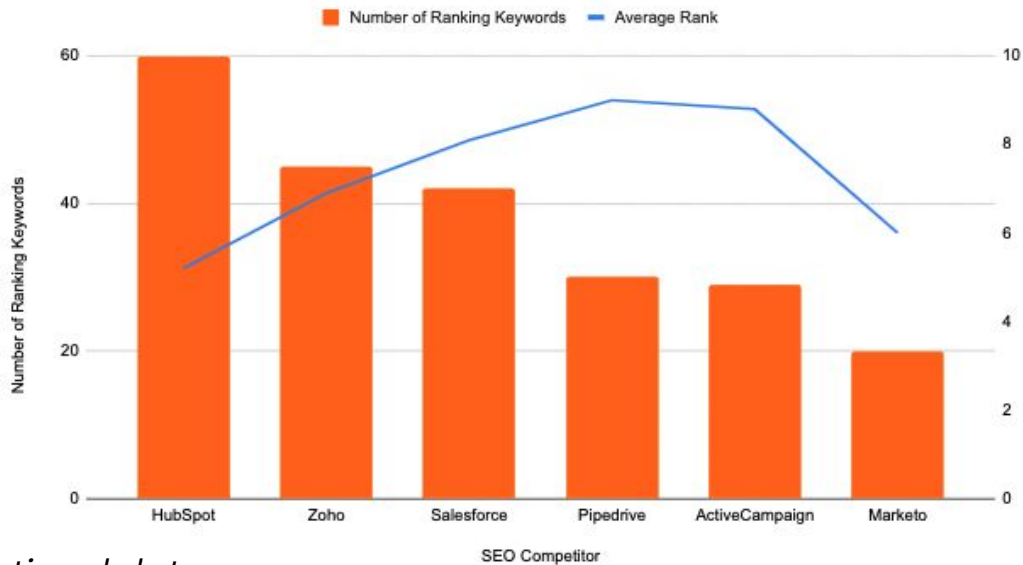
Identify KW Segment to Audience
Overlap

Competitor SEO & SERP Analysis



Use 'SEO Competitors' for Audience Intel. Research

'CRM' Keyword Search Landscape Analysis



SEO Competitor	Twitter Profile
HubSpot	@hubspot
Zoho	@zoho
Salesforce	@salesforce
Pipedrive	@pipedrive
ActiveCampaign	@activecampaign
Marketo	@adobemarketo

** Fictional data*

Exercise 2

Let's do a quick exercise! (5 MIN)

List 5+ websites that are 'SEO competitors' in the search results for one of your keyword topics.

Exercise 3

Let's do a quick exercise! (5 MIN)

**Find and list the
Twitter account URLs
of the 'SEO
Competitors'.**

CRM: Creating an Audience

Who are
the SEO
Personas?

audiense:

Audiense Insights

Insights > New audience intelligence report

"CRM" SEO Personas [✎](#)

① Choose one audience type > ② Define your audience > ③ Choose segmentation type > ④ Launch Report

Choose audience type Next →

Profile attributes

Audiences based on account followers, location, biography, gender, etc. OR select a Connect audience.

☒

Conversations

Audiences based on their recent use of hashtags, keywords and URLs.

☐

Upload your audience

Upload audiences from social listening tools, CRMs and more...

☐

Meltwater search

Use your Meltwater search audience intelligence

☐

Audience definition (Not sure/working? Request it here)

Followers of [✎](#) [✕](#)

Include any

- @hubspot @salesforce
- @ActiveCampaign @zoho
- @AdobeMarketo @pipedrive

AND

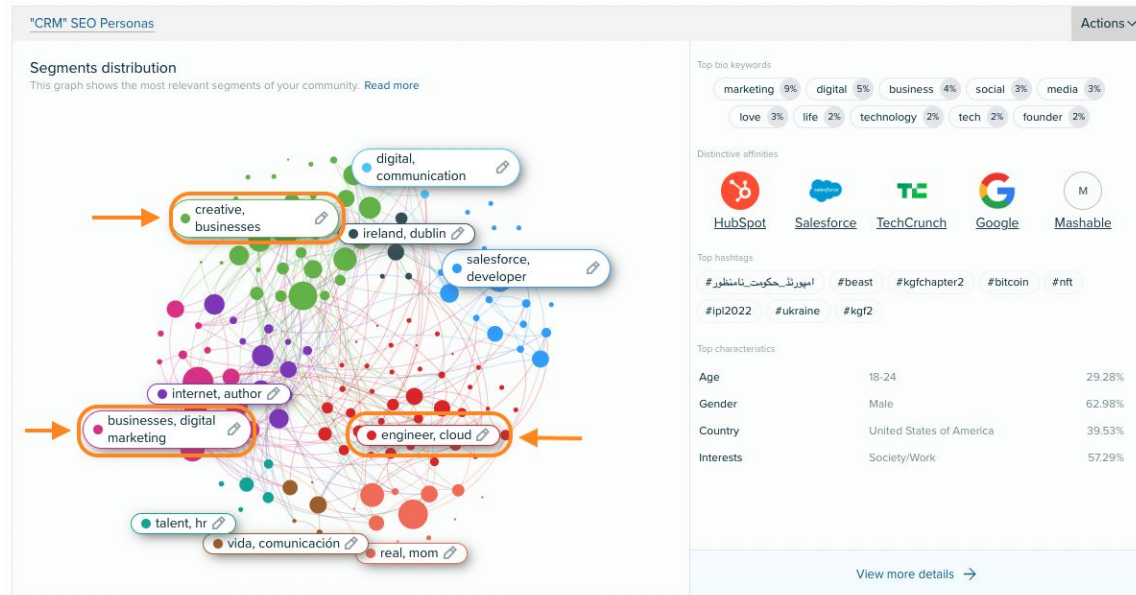
Not sure where to start? [Visit the guide](#)

CRM: Creating an Audience

CRM SEO Personas Interconnectivity

Full audience

250 000 members



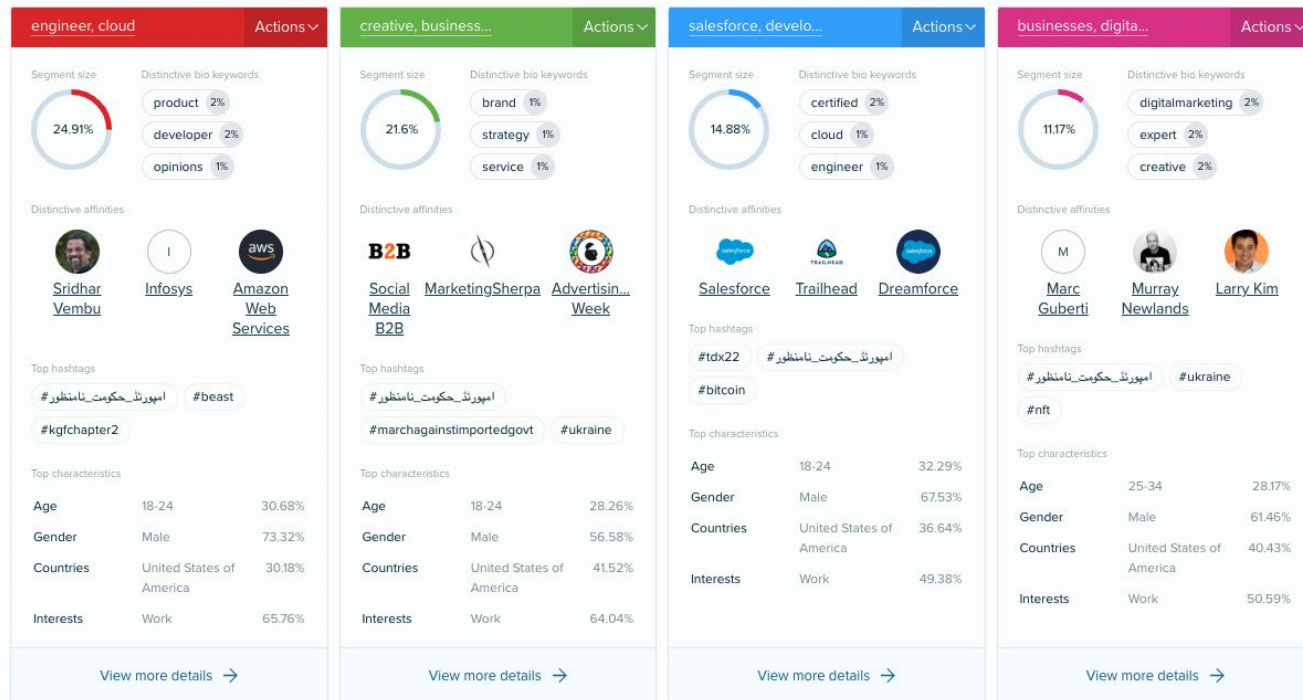
audiense:

1. Marketing / creative professionals
2. Cloud engineers / developers
3. Web entrepreneurs / digital marketers

KW-level SEO Personas

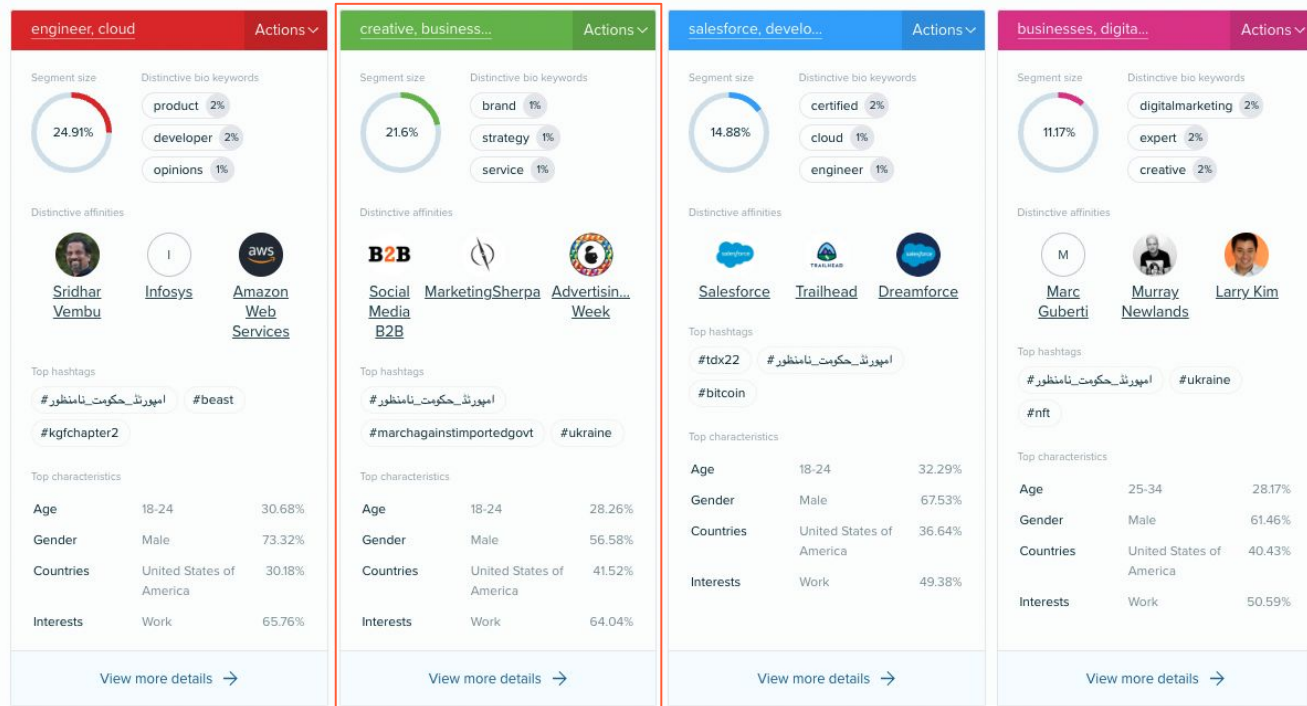
audiense.

Segments



KW-level SEO Personas

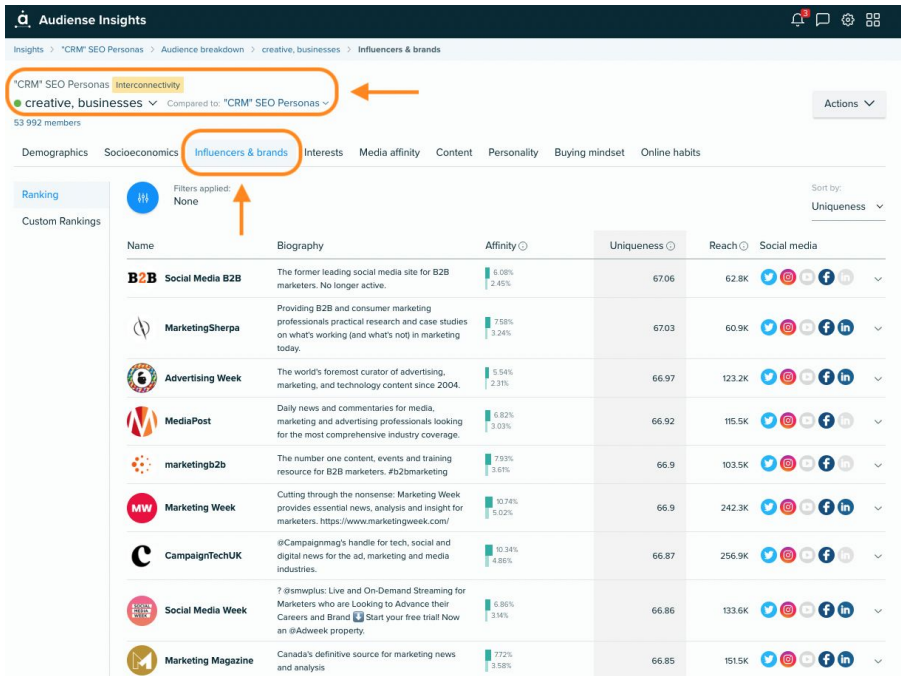
Segments









































































audiense.

SEO Personas: Improve SEO Content Strategy With Social Data

KW-level SEO Personas



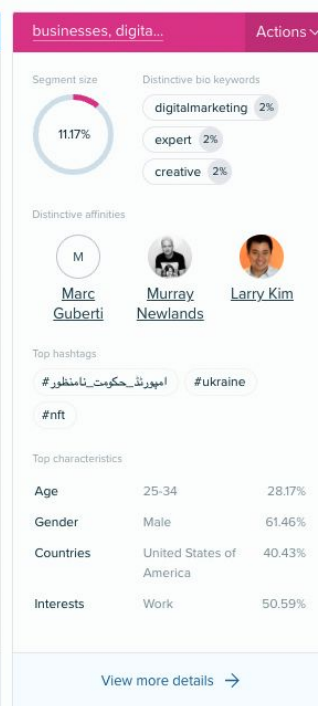
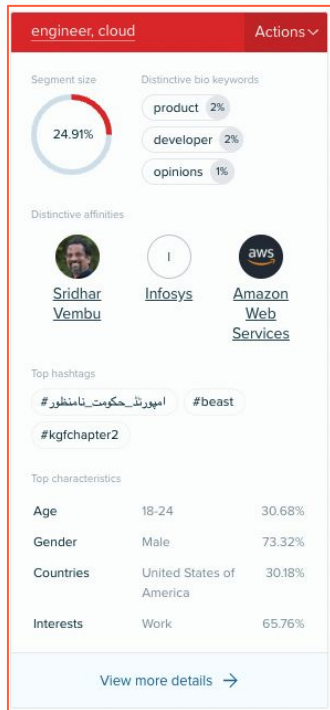
Name	Biography	Affinity	Uniqueness	Reach	Social media
B2B Social Media B2B	The former leading social media site for B2B marketers. No longer active.	6.08% 2.45%	67.06	62.8K	   
 MarketingSherpa	Providing B2B and consumer marketing professionals practical research and case studies on what's working (and what's not) in marketing today.	7.58% 3.24%	67.03	60.9K	   
 Advertising Week	The world's foremost curator of advertising, marketing, and technology content since 2004.	5.54% 2.31%	66.97	123.2K	   
 MediaPost	Daily news and commentaries for media, marketing and advertising professionals looking for the most comprehensive industry coverage.	6.82% 3.03%	66.92	115.5K	   
 marketingb2b	The number one content, events and training resource for B2B marketers. #b2bmarketing	7.93% 3.61%	66.9	103.5K	   
 Marketing Week	Cutting through the nonsense: Marketing Week provides essential news, analysis and insight for marketers. https://www.marketingweek.com/	10.74% 5.02%	66.9	242.3K	   
 CampaignTechUK	@Campaignmag's handle for tech, social and digital news for the ad, marketing and media industries.	10.34% 4.86%	66.87	256.9K	   
 Social Media Week	? @smwplus: Live and On-Demand Streaming for Marketers who are Looking to Advance their Careers and Brand  Start your free trial! Now an @Adweek property.	6.86% 3.14%	66.86	133.6K	   
 Marketing Magazine	Canada's definitive source for marketing news and analysis	7.72% 3.58%	66.85	151.5K	   
 AdFreak	The home of ad geeks. Since 2004, AdFreak has been @Adweek's hub for the best, worst and weirdest ads.	7.41% 3.43%	66.85	203.5K	   
 IAB	#IAB empowers the media and marketing industries to thrive in the digital economy.	5.37% 2.43%	66.84	105.8K	   
 Campaign	The world's leading magazine for the advertising marketing & media communities	6.83% 3.19%	66.82	221.6K	   
 eMarketer	eMarketer and Business Insider Intelligence are new insider intelligence, the research authority on digital transformation. @businessinsider	7.68% 8.68%	66.77	290.5K	   
 Ogilvy	We inspire brands and people to impact the world.	8.40% 4.13%	66.73	315.9K	   

SEO Persona: “CRM” - Marketing / Creative Professional (Influencer Entities)

Influencer Entity	Twitter Account	KW Segment	Audience Segment	Affinity Score
Social Media Examiner	https://twitter.com/SME Examiner	CRM	Marketing / Creative	24.38
eMarketer	https://twitter.com/eMarketer	CRM	Marketing / Creative	17.68
Marketing Week	https://twitter.com/MarketingWeekEd	CRM	Marketing / Creative	10.74
Advertising Week	https://twitter.com/advertisingweek	CRM	Marketing / Creative	5.54
CampaignTechUK	https://twitter.com/CampaignTechUK	CRM	Marketing / Creative	10.34
Campaign	https://twitter.com/Campaignmag	CRM	Marketing / Creative	6.83
IAB	https://twitter.com/iab	CRM	Marketing / Creative	5.37
The Drum	https://twitter.com/TheDrum	CRM	Marketing / Creative	7.20
MarketingB2B	https://twitter.com/MarketingB2B	CRM	Marketing / Creative	7.93
Social Media Insider	https://twitter.com/SocialMedia411	CRM	Marketing / Creative	11.38

KW-level SEO Personas

Segments



audiense:

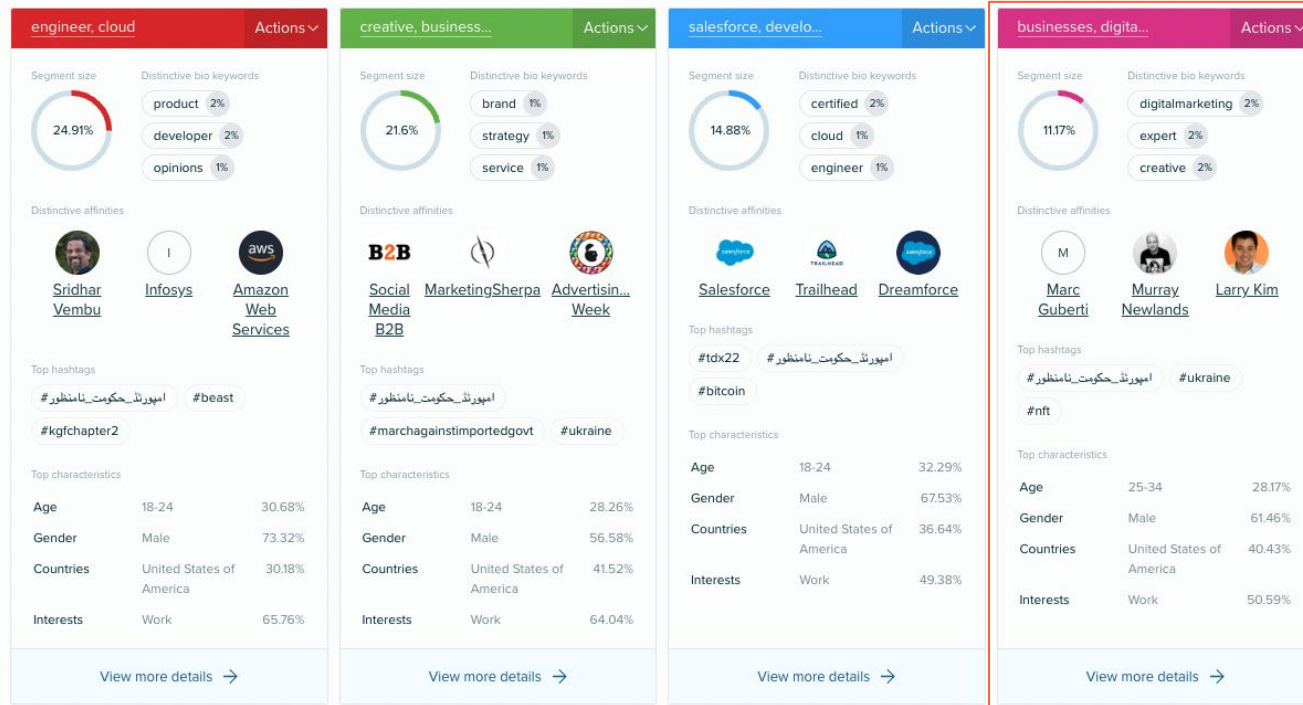
SEO Persona: “CRM” - Cloud Engineer / Web Developer (Influencer Entities)

Influencer Entity	Twitter Account	KW Segment	Audience Segment	Affinity Score
The Hacker News	https://twitter.com/TheHackersNews	Cloud Engineer / Developer	CRM	6.18
Java	https://twitter.com/java	Cloud Engineer / Developer	CRM	6.39
a16z	https://twitter.com/a16z	Cloud Engineer / Developer	CRM	10.10
Computer World	https://twitter.com/Computerworld	Cloud Engineer / Developer	CRM	7.51
Stripe	https://twitter.com/stripe	Cloud Engineer / Developer	CRM	5.45
MIT	https://twitter.com/MIT	Cloud Engineer / Developer	CRM	8.21
World of Engineering	https://twitter.com/engineers_feed	Cloud Engineer / Developer	CRM	5.01
AWS	https://twitter.com/awscloud	Cloud Engineer / Developer	CRM	19.71
Infosys	https://twitter.com/Infosys	Cloud Engineer / Developer	CRM	8.99
Google Cloud Tech	https://twitter.com/GoogleCloudTech	Cloud Engineer / Developer	CRM	13.41

KW-level SEO Personas

↓ audiense

Segments



SEO Persona: “CRM” - Web Entrepreneur, Digital Marketer (Influencer Entities)

Influencer Entity	Twitter Account	KW Segment	Audience Segment	Affinity Score
WordStream by LOCALi	https://twitter.com/WordStream	CRM	Entrepreneur, Digital Marketer	18.63
GrowthHackers	https://twitter.com/GrowthHackers	CRM	Entrepreneur, Digital Marketer	15.54
Digital Trends	https://twitter.com/DigitalTrends	CRM	Entrepreneur, Digital Marketer	20.84
Semrush	https://twitter.com/semrush	CRM	Entrepreneur, Digital Marketer	16.34
Foundr	https://twitter.com/foundr	CRM	Entrepreneur, Digital Marketer	10.34
HubSpot	https://twitter.com/HubSpot	CRM	Entrepreneur, Digital Marketer	70.56
CMI	https://twitter.com/CMIContent	CRM	Entrepreneur, Digital Marketer	30.04
Search Engine Journal	https://twitter.com/sejournal	CRM	Entrepreneur, Digital Marketer	19.68
The Startup Times	https://twitter.com/TheStartupTimes	CRM	Entrepreneur, Digital Marketer	6.96
Search Engine Watch	https://twitter.com/sewatch	CRM	Entrepreneur, Digital Marketer	16.82

Exercise 4

Let's do a quick exercise! (5 MIN)

Upload your 'SEO competitors' into an audience intelligence tool (e.g Audiense).

Exercise 5

Let's do a quick exercise! (5 MIN)

List 1-5 SEO Personas
from your keyword
topic audience
intelligence report.

How can you use your SEO Personas?



Identify influencer entities and digital PR targets for link acquisition

How can you use your SEO Personas?



Inform social
listening and web
monitoring setup

How can you use your SEO Personas?



Insights for better
idea generation for
SEO topical modelling
& digital PR

Keyword Targeting Strategy



Search Landscape Analysis



Keyword
Targeting
Strategy

SEO Content Plan

Keyword Clustering

Backlinks & PR

Keyword Targeting Strategy

Keyword Targeting
Strategy

Influencer
Entity
Analysis

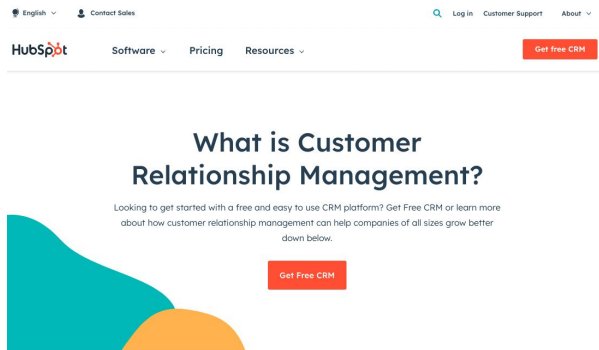
Social Listening on Top 1 - 5%
'Influencer Entities'

Content Analysis on Search
Personas' 'Influencer Entities'

SEO Topical Modelling Content

Define SEO Pillar Pages

“CRM”



HubSpot CRM landing page. The page features a teal and orange abstract graphic on the left. The main heading is "What is Customer Relationship Management?". Below it, a paragraph explains the benefits of CRM. A red button labeled "Get Free CRM" is positioned at the bottom right.

What is Customer Relationship Management?

Looking to get started with a free and easy to use CRM platform? Get Free CRM or learn more about how customer relationship management can help companies of all sizes grow better down below.

[Get Free CRM](#)

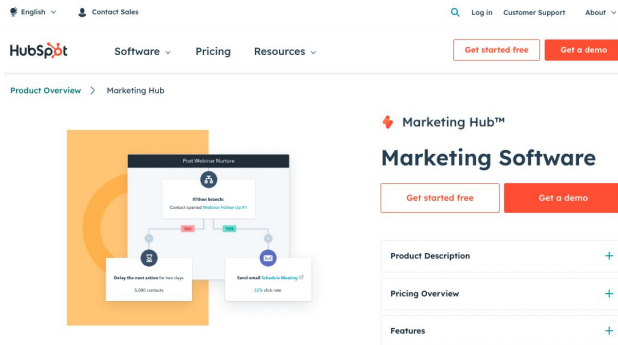
What is CRM?

CRM stands for customer relationship management. As the name suggests, **CRM software is a system for managing your relationships with customers.**

You can use CRM software to keep track of interactions, data, and notes about customers or potential. The data is stored in a central database and is accessible to multiple people within an organization.

A CRM helps streamline sales, marketing efforts, customer service, accounting, and management for growing companies. Multiple people can access and edit the information about a particular client's customer journey.

“Marketing Software”



HubSpot Marketing Hub landing page. The page features a diagram of the Marketing Hub ecosystem. The main heading is "Marketing Software". Below it, a paragraph explains the benefits of Marketing Hub. Two red buttons labeled "Get started free" and "Get a demo" are positioned at the bottom right.

Marketing Software

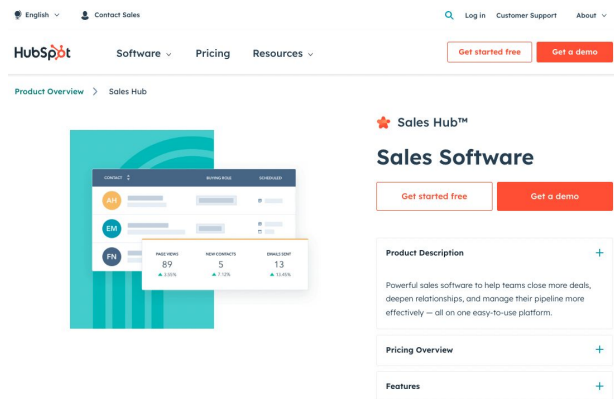
[Get started free](#) [Get a demo](#)

Product Description	
Pricing Overview	+
Features	+

TRUSTED BY



“Sales Software”



HubSpot Sales Hub landing page. The page features a diagram of the Sales Hub ecosystem. The main heading is "Sales Software". Below it, a paragraph explains the benefits of Sales Hub. Two red buttons labeled "Get started free" and "Get a demo" are positioned at the bottom right.

Sales Software

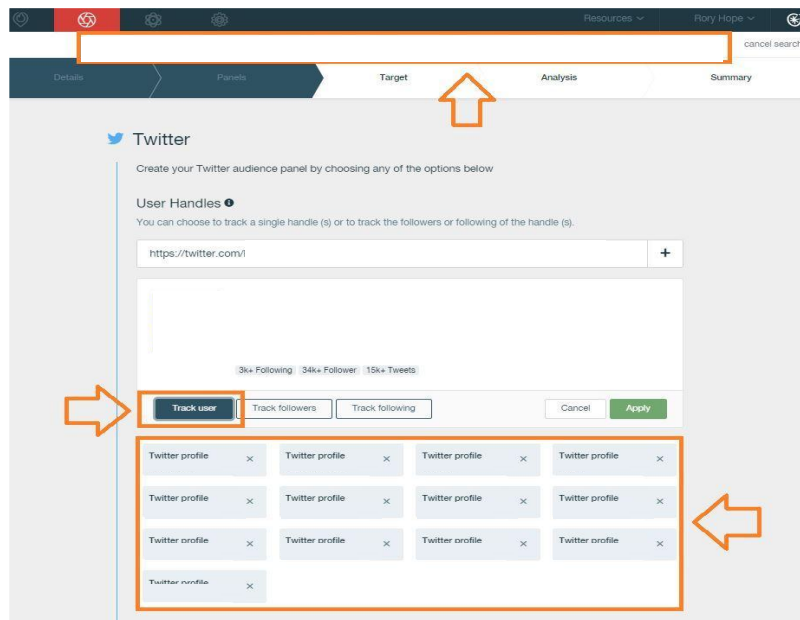
[Get started free](#) [Get a demo](#)

Product Description	
Pricing Overview	+
Features	+

TRUSTED BY



Social Listening - Pulsar (Paid)



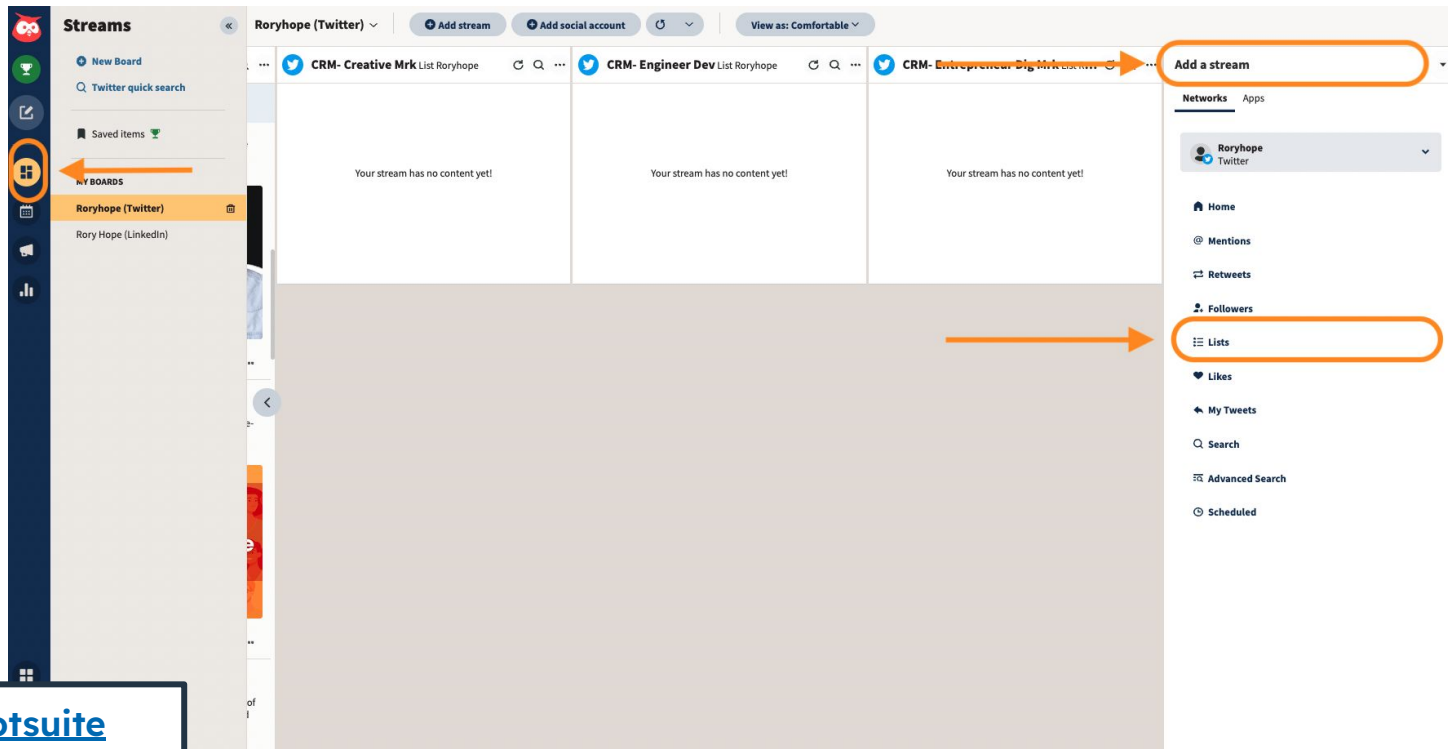
Upload Twitter handles of your SEO Personas' Influencer Entities into social listening tools.



Social Listening - Creative / Marketing Professional (Influencer Entities)

Influencer Entity	Twitter Account	KW Segment	Audience Segment	Affinity Score
Social Media Examiner	https://twitter.com/SME Examiner	CRM	Marketing / Creative	24.38
eMarketer	https://twitter.com/eMarketer	CRM	Marketing / Creative	17.68
Marketing Week	https://twitter.com/MarketingWeekEd	CRM	Marketing / Creative	10.74
Advertising Week	https://twitter.com/advertisingweek	CRM	Marketing / Creative	5.54
CampaignTechUK	https://twitter.com/CampaignTechUK	CRM	Marketing / Creative	10.34
Campaign	https://twitter.com/Campaignmag	CRM	Marketing / Creative	6.83
IAB	https://twitter.com/iab	CRM	Marketing / Creative	5.37
The Drum	https://twitter.com/TheDrum	CRM	Marketing / Creative	7.20
MarketingB2B	https://twitter.com/MarketingB2B	CRM	Marketing / Creative	7.93
Social Media Insider	https://twitter.com/SocialMedia411	CRM	Marketing / Creative	11.38

Social Listening - Hootsuite (Free)



Social Listening - Hootsuite (Free)

The screenshot displays the Hootsuite interface for managing social media streams. The left sidebar shows navigation options like 'New Board', 'Twitter quick search', and 'MY BOARDS'. The main area features three stream columns, each currently empty with the message 'Your stream has no content yet!'. A modal window titled 'Edit CRM- Creative Marketing' is open, showing a list of users to be added to the list. The users listed include SMExaminer, MarketingWeekEd, MarketingB2B, advertisingweek, eMarketer, TheDrum, Campaignmag, SocialMedia411, iab, and CampaignTechUK. The right-hand panel shows the 'Add a stream' section, which includes fields for 'List name', 'Description (optional)', and 'Privacy' settings. The 'Privacy' section is set to 'Public (anyone can follow this list)'. The 'Save list' button is visible at the bottom of the panel.

Streams

Roryhope (Twitter) + Add stream + Add social account View as: Comfortable

CRM- Creative Mrk List Roryhope + Add stream + Add social account View as: Comfortable

CRM- Engineer Dev List Roryhope + Add stream + Add social account View as: Comfortable

CRM- Entrepreneur Dig Mrk List R... + Add stream + Add social account View as: Comfortable

Add a stream

Twitter List

List name

CRM- Creative Marketing

Description (optional)

Influencer Entities of Creative Marketing in "CRM"

Privacy

☒ **Public** (anyone can follow this list)

☐ **Private** (only you can access this list)

Save list

Edit CRM- Creati...

Add user to CRM- Creative Marketing

Add

Remove users

- SMExaminer (Social Media Examiner)
- MarketingWeekEd (Marketing Week)
- MarketingB2B (marketingb2b)
- advertisingweek (Advertising Week)
- eMarketer (eMarketer)
- TheDrum (The Drum)
- Campaignmag (Campaign)
- SocialMedia411 (Social Media Insider)
- iab (IAB)
- CampaignTechUK (CampaignTechUK)

Done

Social Listening - Hootsuite (Free)

Streams

Roryhope (Twitter)

CRM- Creative Marketing List Roryhope

CRM- Engineers Developers List Roryhope

CRM- Entrepreneur Dig Mk List Roryhope

MarketingWeek

We felt we wanted to build on all of those strong foundations. But we wanted to celebrate what is going to be an extraordinary football season this year.

Charlotte Emery, William Hill

Marketing Week @MarketingWeekEd
22 hours ago

It's not about being "better" than linear TV. It's about being different. About recognising that linear TV's ad model was built in the 1950s for a different kind of consumer.

You can catch up on @markritson's latest column here: marketingweek.com/ritson-new-med...

MarketingWeek

The big question was never whether Netflix would advertise, but what kind of advertising model it would implement.

Amazon Web Services @awscloud
1 day ago

Stimulate learning through hands-on education. 🧠💡

The #AWS Think Big Space launched at Wakefield High School in Arlington, VA with the goal of fostering students' interest in science, technology, engineering, art & math.

Learn more: go.aws/3zYnp8t

Google Cloud Tech @GoogleCloudTech
2 days ago

Challenge: Crucial enterprise data is locked in dozens or hundreds of silos that may be controlled by different teams and stuck in systems that no longer serve business needs

Solution: MongoDB and Apigee

Here's how this joint solution works → goo.gl/3PX5d3G

World of Engineering @engineers_feed
2 days ago

Hardwoods are not necessarily harder than softwoods.

foundr

MAKE MONEY ON YOUR PODCAST

NATHAN CHAN

Content Marketing Institute @CMIContent
2 hours ago

Keep Your Audience Top of Mind With the Simple Jobs-To-Be-Done Formula - contentmarketinginstitute.com/articles/audie...

Keep Your Audience Top of Mind With the Simple Jobs-To-Be-Done Formula

By Debaraj Ghosh

Trending Content Insights via Social Listening



Marketing Week @MarketingWeekEd · 14 May

The planned introduction of new digital competition rules and a new UK data protection regime heralds "enormous change" for the advertising sector, ISBA says.



marketingweek.com

Marketing bodies react as government commits to digital reforms

The planned introduction of new digital competition rules and a new UK data protection regime heralds "enormous change" for the advertising...



Campaign @Campaignmag · 1h

Twitter's Dara Nasr – 'Authenticity & dialogue are two important trends in advertising'



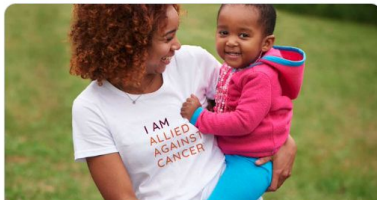
campaignlive.co.uk

Twitter's Dara Nasr: 'Authenticity and dialogue are two important trends in advertising'. Twitter has researched online conversations that show what brands should be mindful of.



Advertising Week @advertisingweek · 13 May

Emotions make us human. Brands that can invoke feelings that create connection benefit from years of brand loyalty. David Alexander and Rose Stewart from The Frameworks describe finding your perfect audience and creating an authentic brand.



advertisingweek.com

Designing an Authentic Emotional Connection - Advertising Week

For brands, emotions present an important opportunity to engage the audience, and creating an emotional connection is vital to attracting ...



CampaignTechUK @CampaignTechUK · 11 May

How gamification is driving next-gen NFTs



campaignlive.co.uk

How gamification is driving next-gen NFTs



The Drum @TheDrum · 13 May

Dating is getting hot in the metaverse, per exclusive Reddit data dvr.it/SQKdYn



iAB @iab · 13 May

"The value is not just from an advertiser perspective; it's also from a creator perspective" - Eric John, VP @IAB Media Center, about how advances in #podcasting ad tech allows advertisers to better target audiences and track ad effectiveness via @TheVerge:



theverge.com

Podcasting will be a \$4 billion industry by 2024
It's the boom times for audio.

Exercise 6

Let's do a quick exercise! (5 MIN)

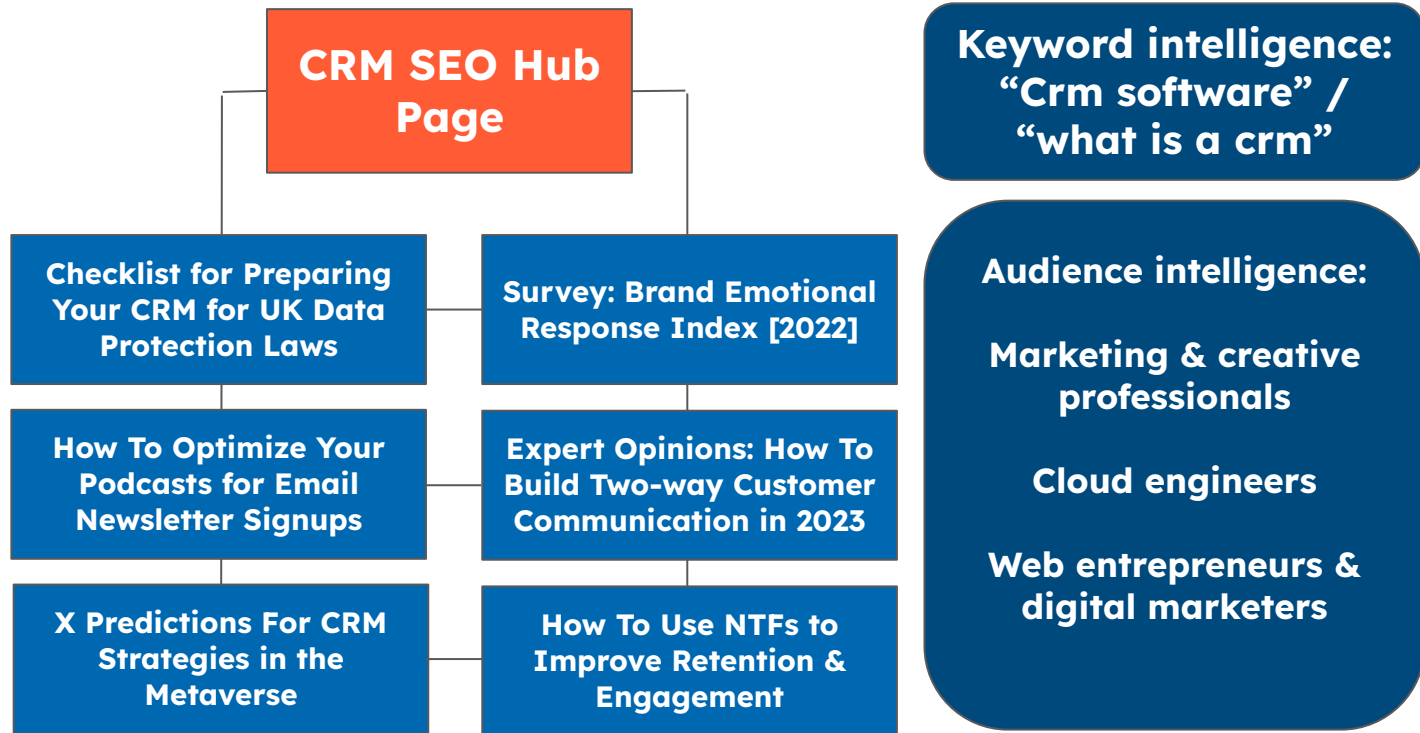
**List 1-5 Influencer
Entities per SEO
Personas from your
keyword topic.**

Exercise 7

Let's do a quick exercise! (5 MIN)

**Setup Twitter Lists for
your keyword topic
and SEO Personas'
Influencer Entities.**

SEO Topical Modelling



Digital PR Ideation for KW-level SEO Personas



Predictions for CRM in
Web3 / Metaverse

Digital PR Ideation for KW-level SEO Personas



Brand emotional
response surveys

Digital PR Ideation for KW-level SEO Personas



Podcast ranking
index by category

Digital PR Ideation for KW-level SEO Personas



Survey of founders
on how grow online
in 2023

Exercise 8

Final exercise! (5 MIN)

**Review Tweets and list
1 - 3 SEO content or
digital PR ideas for
your keyword topic.**

Thank you!
Q&A

I'd love to
connect



T: @roryhope

L: Rory Hope

N: Rory's Blog