



# GROWTH BY CONTENT

DRIVING MASSIVE TRAFFIC  
WITHOUT A BIG BUDGET

---

@nadyakhoja

# A little history lesson...



**2015**

- 400 signups a week
- 25 upgrades a week

# A little history lesson...



**2015**

- 400 signups a week
- 25 upgrades a week

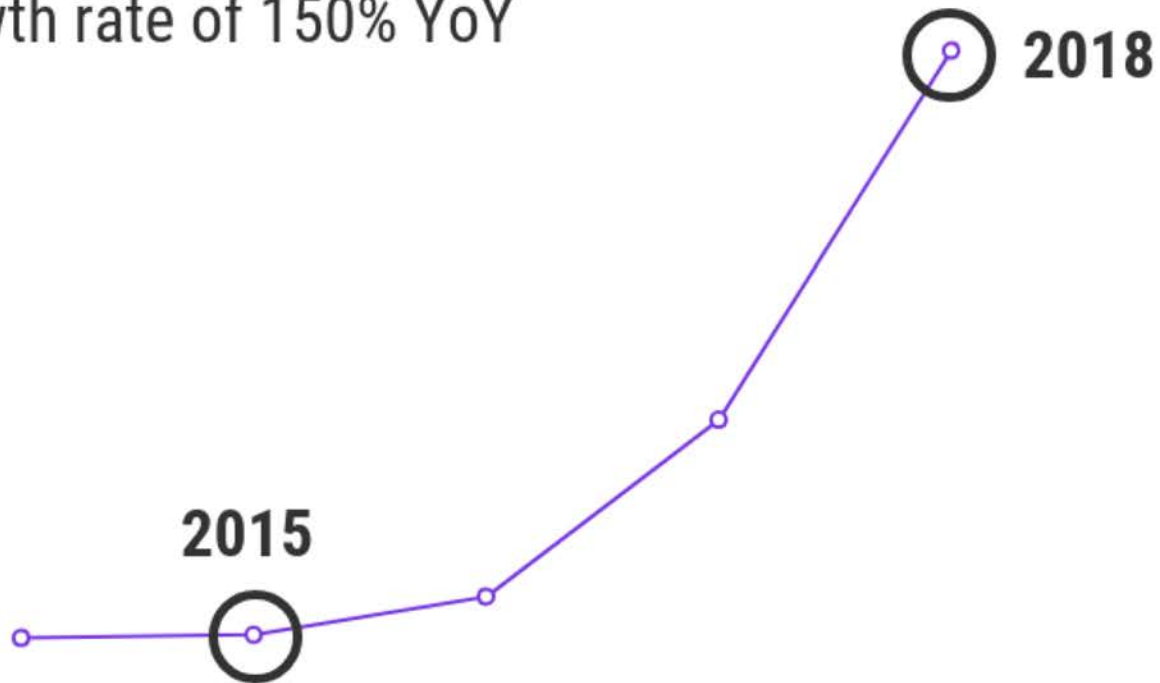


**2018**

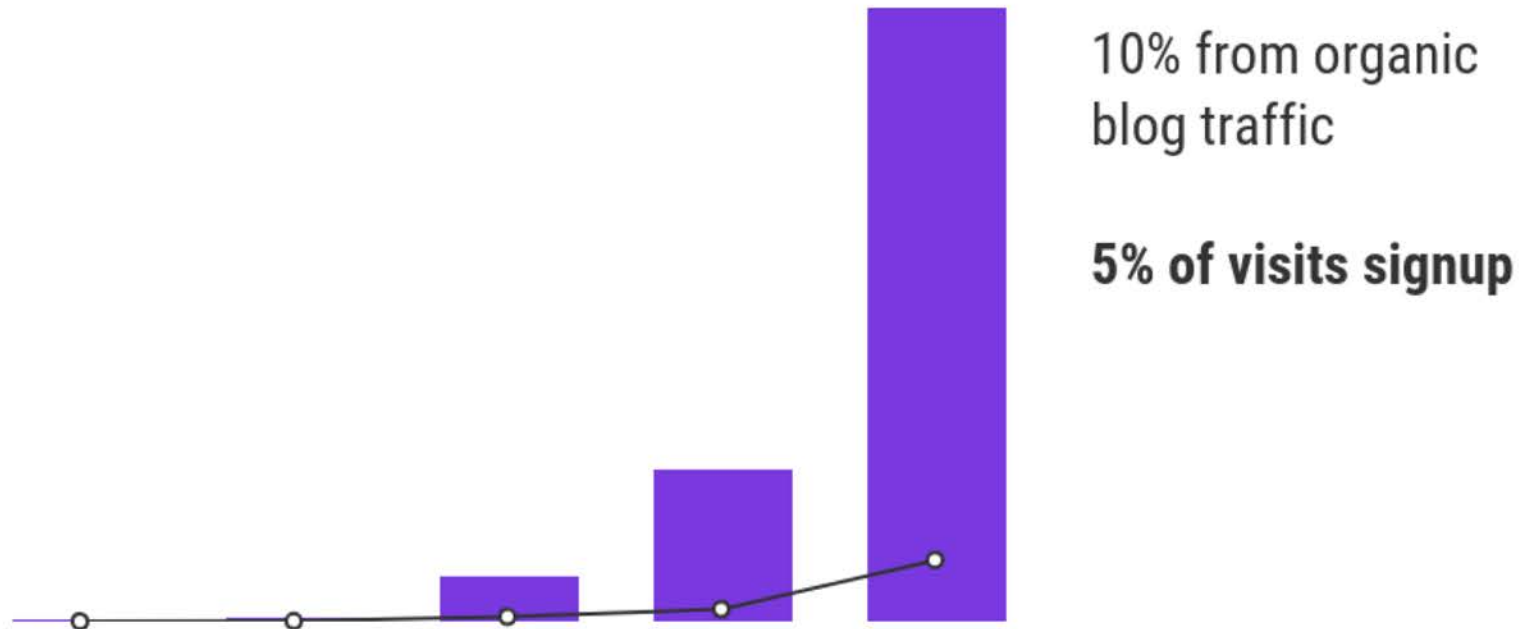
- 40,000 signups a week
- 700 upgrades a week

# A little history lesson...

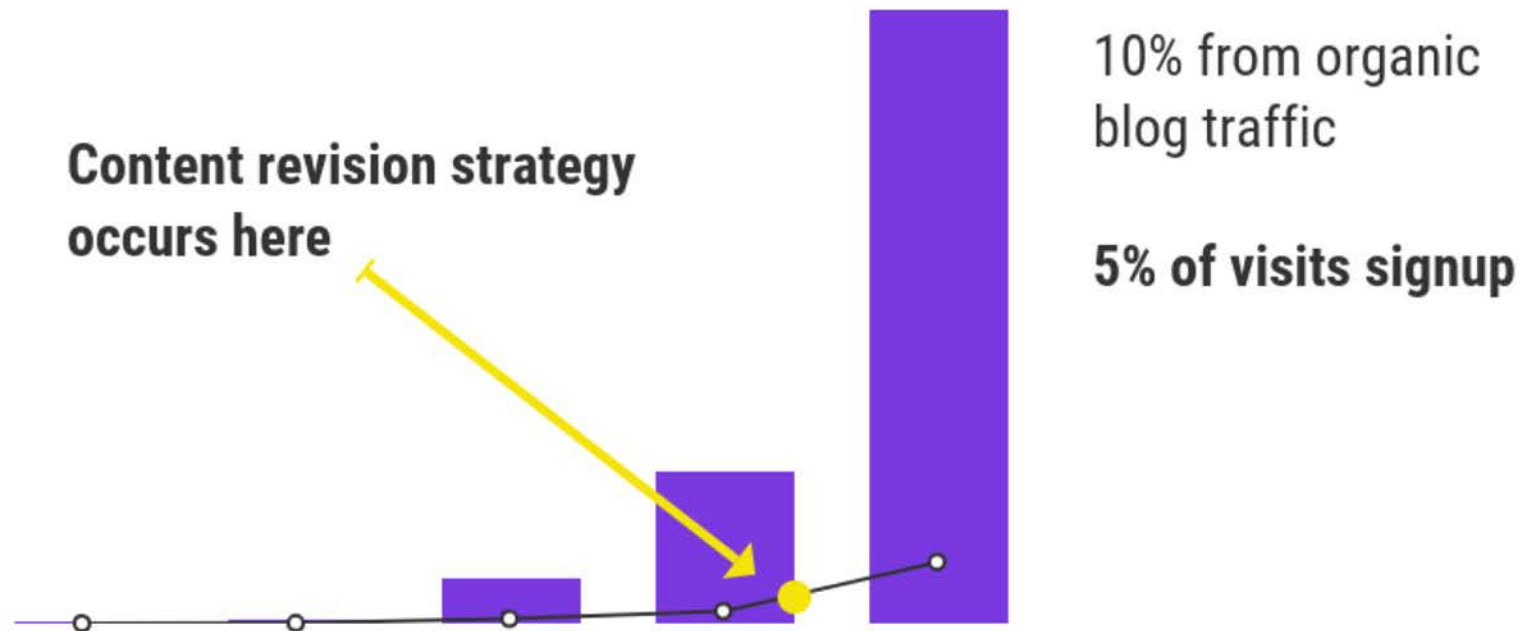
Average growth rate of 150% YoY



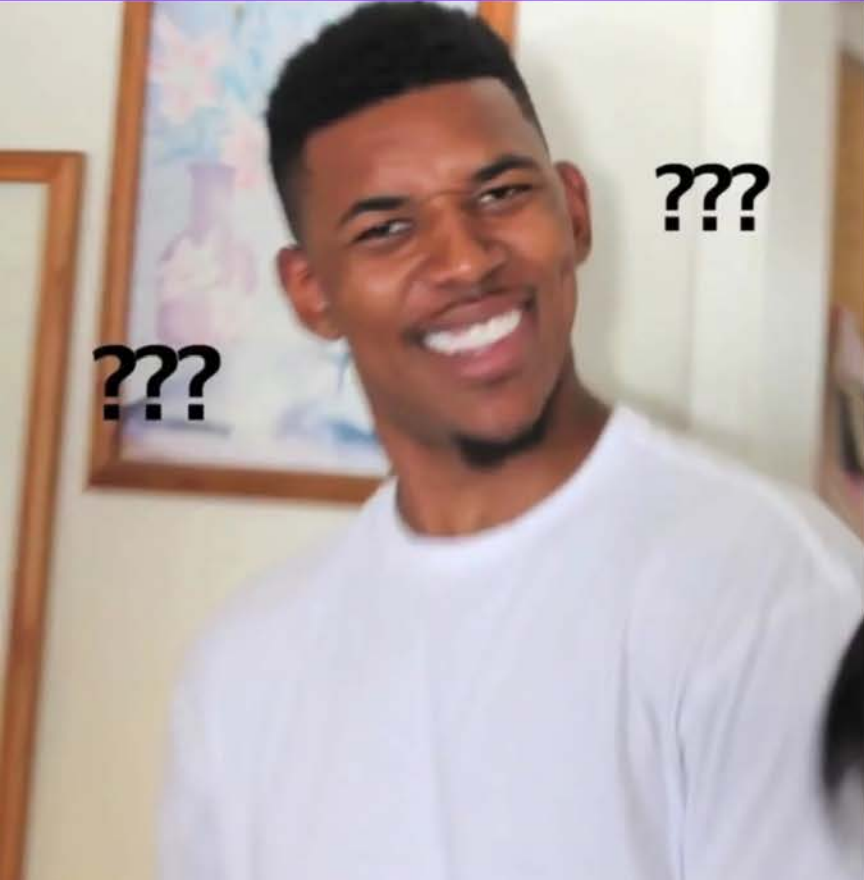
# A little history lesson...



# A little history lesson...



# But does content marketing even work?



"It doesn't convert!"



"It takes too long to see results!"



"It isn't scalable!"

# Buy ads instead- it's easier, right?



What if you don't have a budget?



Or your LTV is too low?

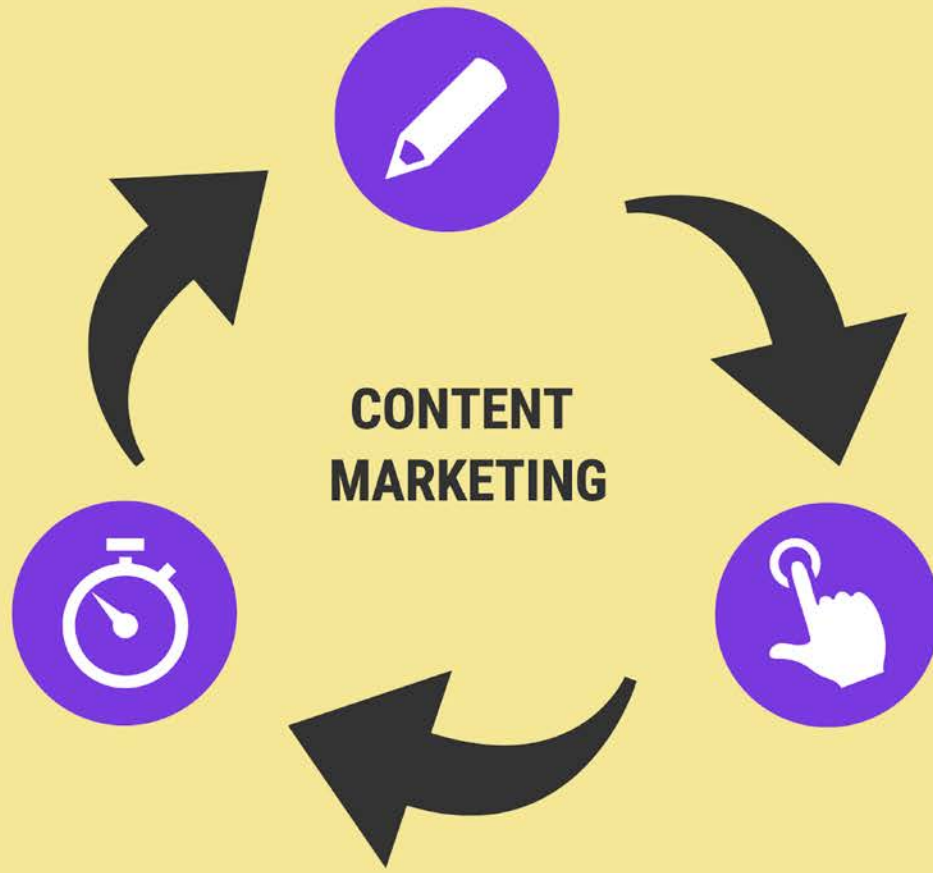


Are ads really sustainable then?

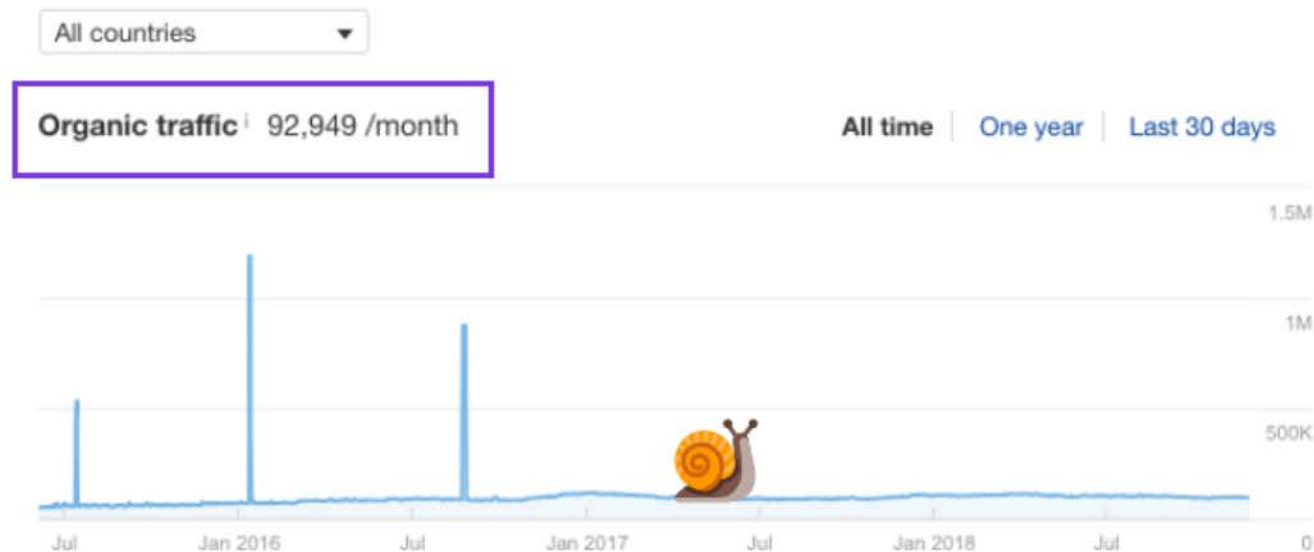


# Approach content like a growth marketer

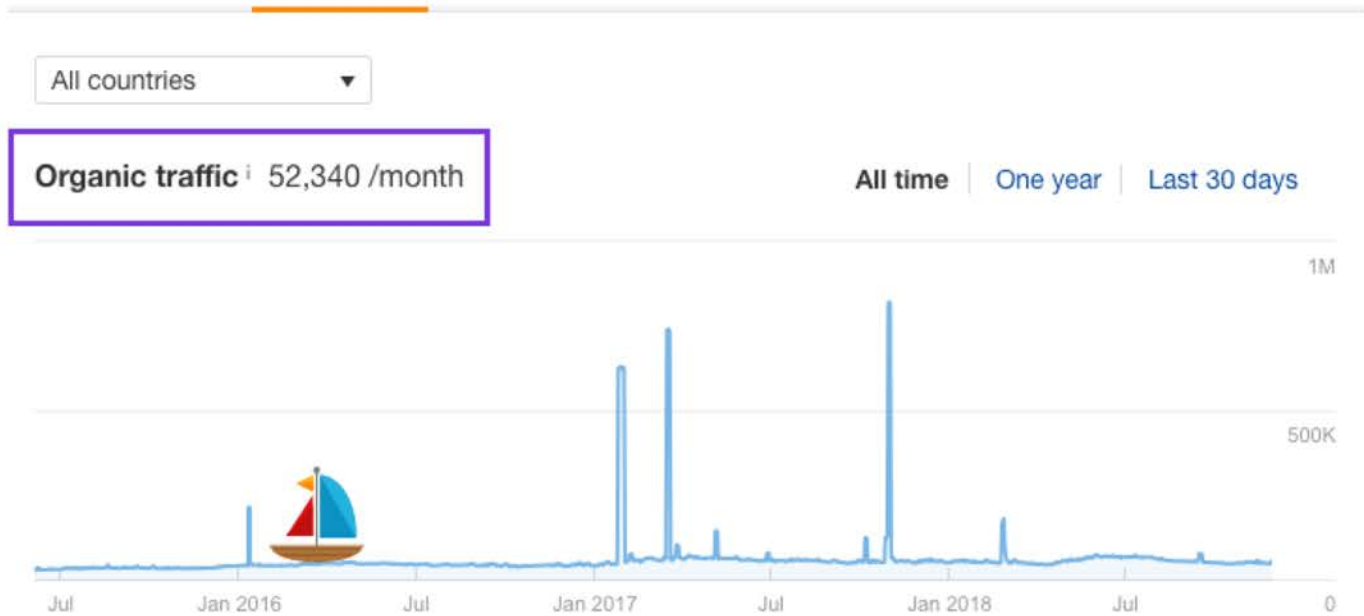




# Organic growth looks something like this?



# Or like this?



# Or maybe even like this?

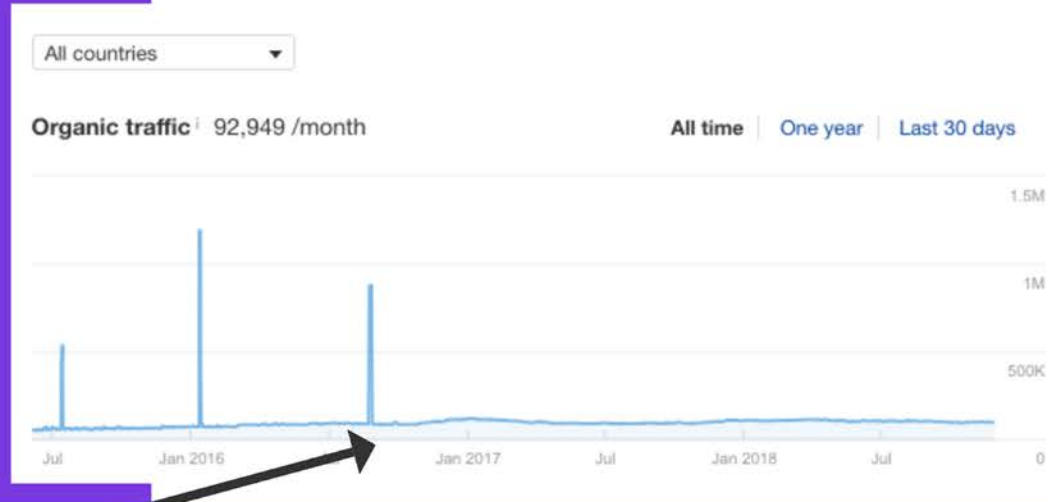
All countries ▼

Organic traffic <sup>i</sup> 25,111 /month

All time | One year | Last 30 days



# 4-Step Framework For Massive Organic Growth

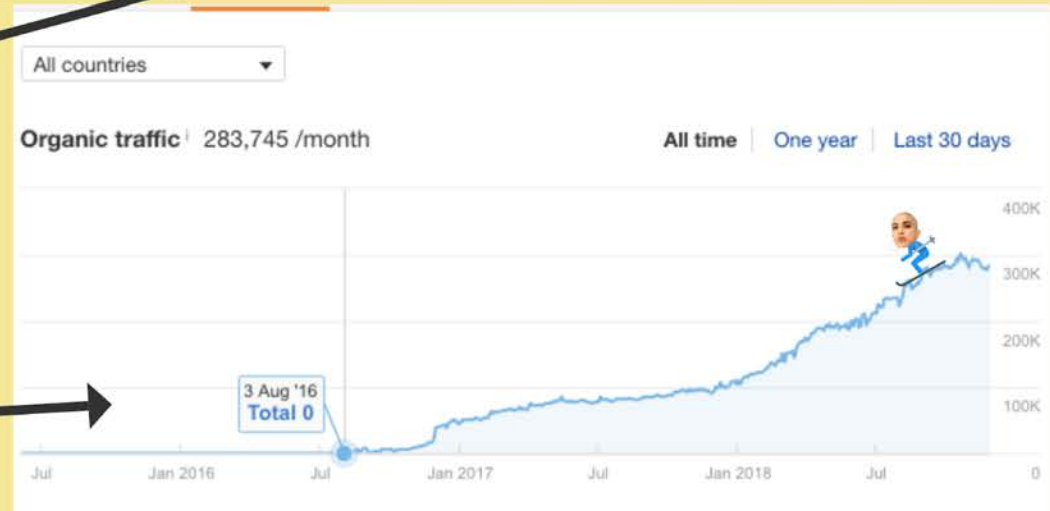
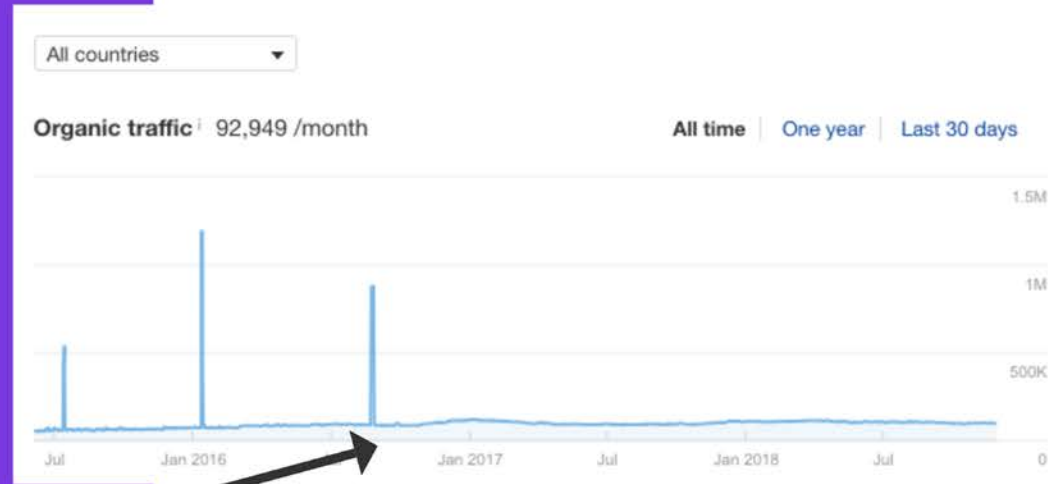


So you can have  
organic growth that  
**doesn't** look like this

# 4-Step Framework For Massive Organic Growth

So you can have  
organic growth that  
doesn't look like this

And instead looks  
more like this



# Goals



# Research



# Authority



# Promotion





**G**

**R**

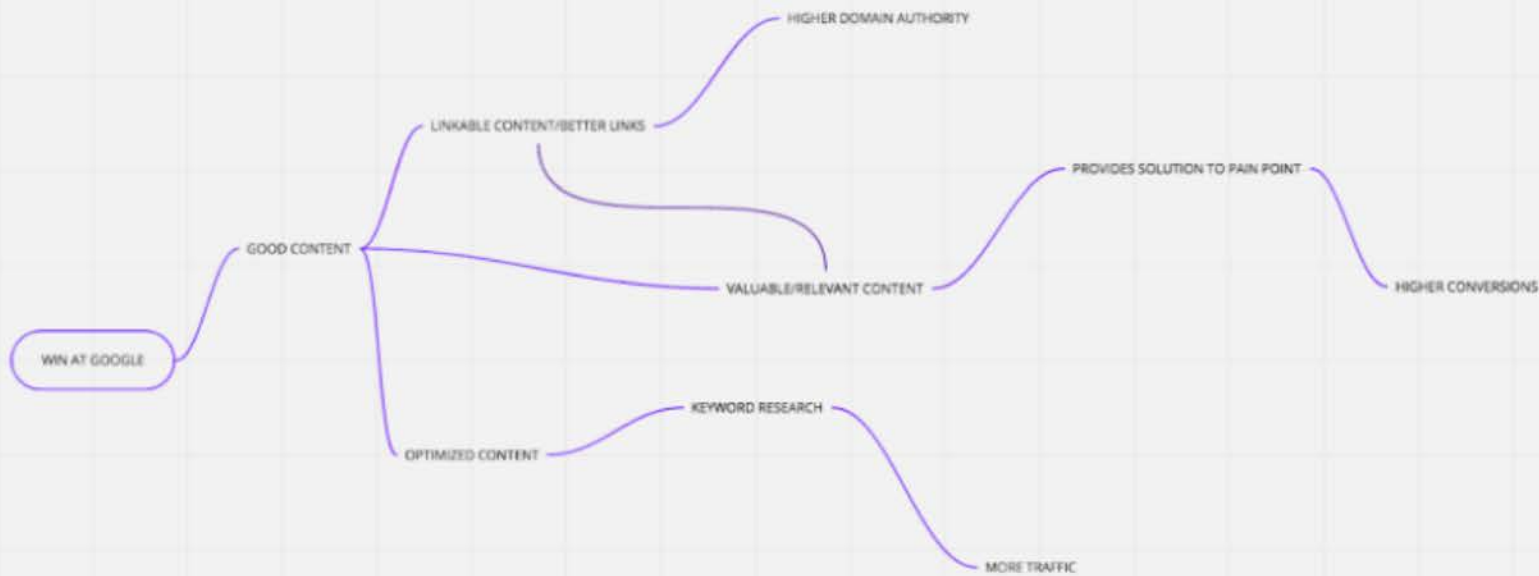
**A**

**P**



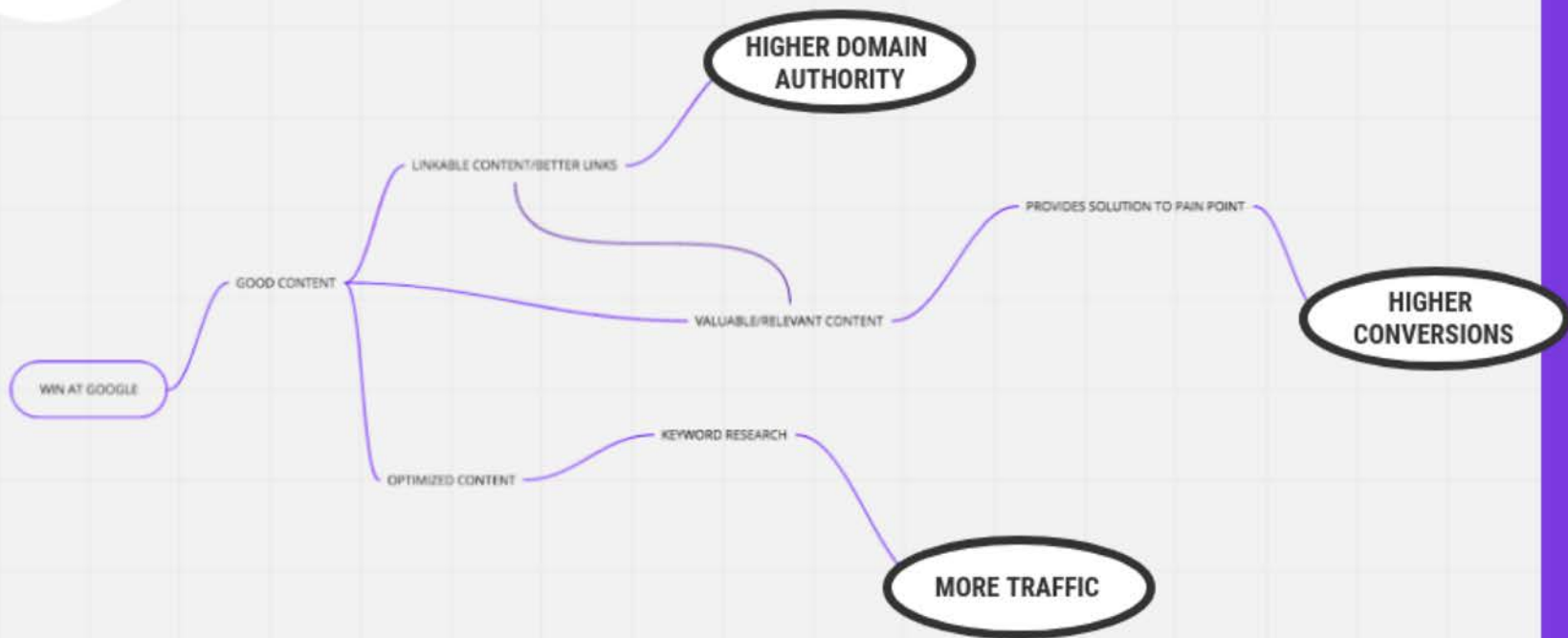
# G

How to establish specific **goals** for various types of content.



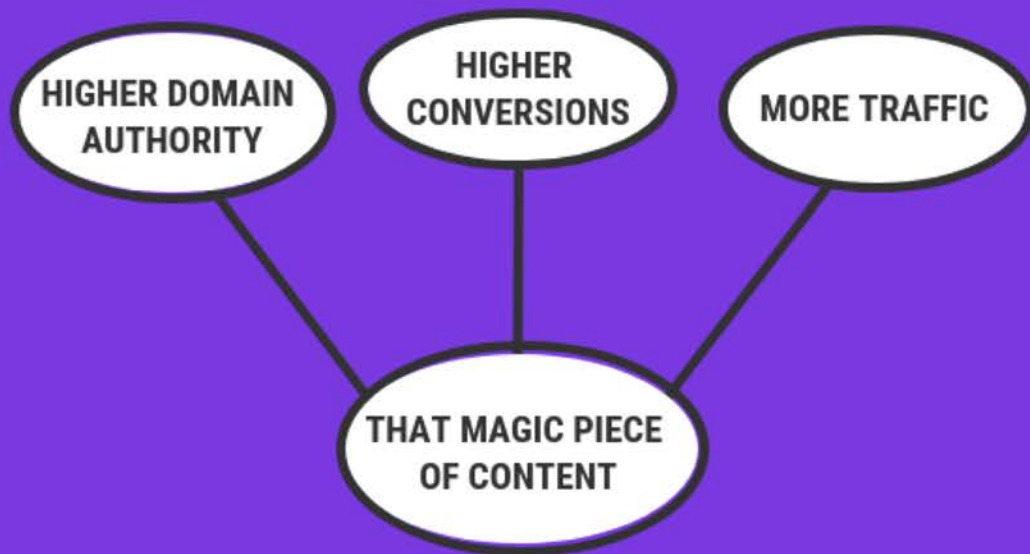
# G

How to establish specific **goals** for various types of content.



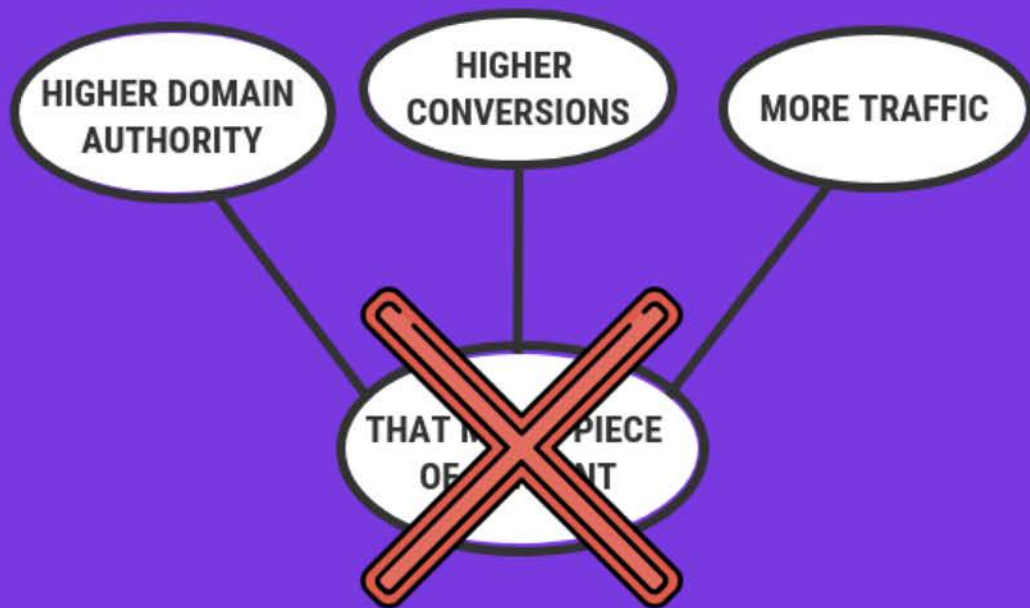
# G

How to establish specific **goals** for various types of content.



# G

How to establish specific **goals** for various types of content.



# G

How to establish specific **goals** for various types of content.



# G

How to establish specific **goals** for various types of content.

HIGHER DOMAIN  
AUTHORITY


GOOD LINKS  
(Press mentions)

VIRAL/EDITORIAL  
CONTENT

SE HOME FEATURES PRICING SUPPORT TEMPLATES GALLERY

35+ Simple Background Images, Templates & Design Tips

BY RYAN MCCREADY, SEP 05, 2018



GAGE HOME FEATURES PRICING SUPPORT TEMPLATES GALLERY BLOG SIGN IN

14 Visual Content Marketing Statistics to Know for 2019 [Infographic]

BY NADYA KHOJA, NOV 15, 2018



# G

How to establish specific **goals** for various types of content.

## 14 Visual Content Marketing Statistics for 2019 [Update] How to use

[venngage.com/blog/visual-content-marketing-statistics/](https://venngage.com/blog/visual-content-marketing-statistics/)

|                                    |                       |                       |                                                                 |                                                                     |                                                  |                                       |                                               |
|------------------------------------|-----------------------|-----------------------|-----------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------|---------------------------------------|-----------------------------------------------|
| Ahrefs Rank <sup>i</sup><br>11,116 | UR <sup>i</sup><br>47 | DR <sup>i</sup><br>80 | Backlinks <sup>i</sup><br>1.13K<br>Live 786<br>Historical 2.58K | Referring domains <sup>i</sup><br>482<br>Live 430<br>Historical 662 | Organic keywords <sup>i</sup><br>141 +2<br>PPC 0 | Organic traffic <sup>i</sup><br>18 -6 | Traffic value <sup>i</sup><br>\$54<br>PPC \$0 |
|------------------------------------|-----------------------|-----------------------|-----------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------|---------------------------------------|-----------------------------------------------|

## 35+ Simple Background Images, Templates & Design Tips - Venngage How to use

[venngage.com/blog/simple-backgrounds/](https://venngage.com/blog/simple-backgrounds/)

|                                    |                       |                       |                                                        |                                                               |                                                    |                                           |                                                 |
|------------------------------------|-----------------------|-----------------------|--------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------|-------------------------------------------|-------------------------------------------------|
| Ahrefs Rank <sup>i</sup><br>11,116 | UR <sup>i</sup><br>15 | DR <sup>i</sup><br>80 | Backlinks <sup>i</sup><br>8<br>Live 5<br>Historical 13 | Referring domains <sup>i</sup><br>6<br>Live 5<br>Historical 7 | Organic keywords <sup>i</sup><br>3.9K +83<br>PPC 0 | Organic traffic <sup>i</sup><br>13.0K -2K | Traffic value <sup>i</sup><br>\$8.0K<br>PPC \$0 |
|------------------------------------|-----------------------|-----------------------|--------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------|-------------------------------------------|-------------------------------------------------|



KW+



# G

How to establish specific **goals** for various types of content.

## 14 Visual Content Marketing Statistics for 2019 [Update] How to use

[venngage.com/blog/visual-content-marketing-statistics/](https://venngage.com/blog/visual-content-marketing-statistics/)

Ahrefs Rank <sup>i</sup>  
11,116



Backlinks <sup>i</sup>  
1.13K  
Live 786  
Historical 2.58K

Referring domains <sup>i</sup>  
482  
Live 430  
Historical 662

Organic keywords <sup>i</sup>  
141 <sup>+2</sup>  
PPC 0

Organic traffic <sup>i</sup>  
18 <sup>-6</sup>

Traffic value <sup>i</sup>  
\$54  
PPC \$0

## 35+ Simple Background Images, Templates & Design Tips - Venngage How to use

[venngage.com/blog/simple-backgrounds/](https://venngage.com/blog/simple-backgrounds/)

Ahrefs Rank <sup>i</sup>  
11,116



Backlinks <sup>i</sup>  
8  
Live 5  
Historical 13

Referring domains <sup>i</sup>  
6  
Live 5  
Historical 7

Organic keywords <sup>i</sup>  
3.9K <sup>+83</sup>  
PPC 0

Organic traffic <sup>i</sup>  
13.0K <sup>-2K</sup>

Traffic value <sup>i</sup>  
\$8.0K  
PPC \$0

G

How to establish specific **goals** for various types of content.



**G**

How to establish specific **goals** for various types of content.

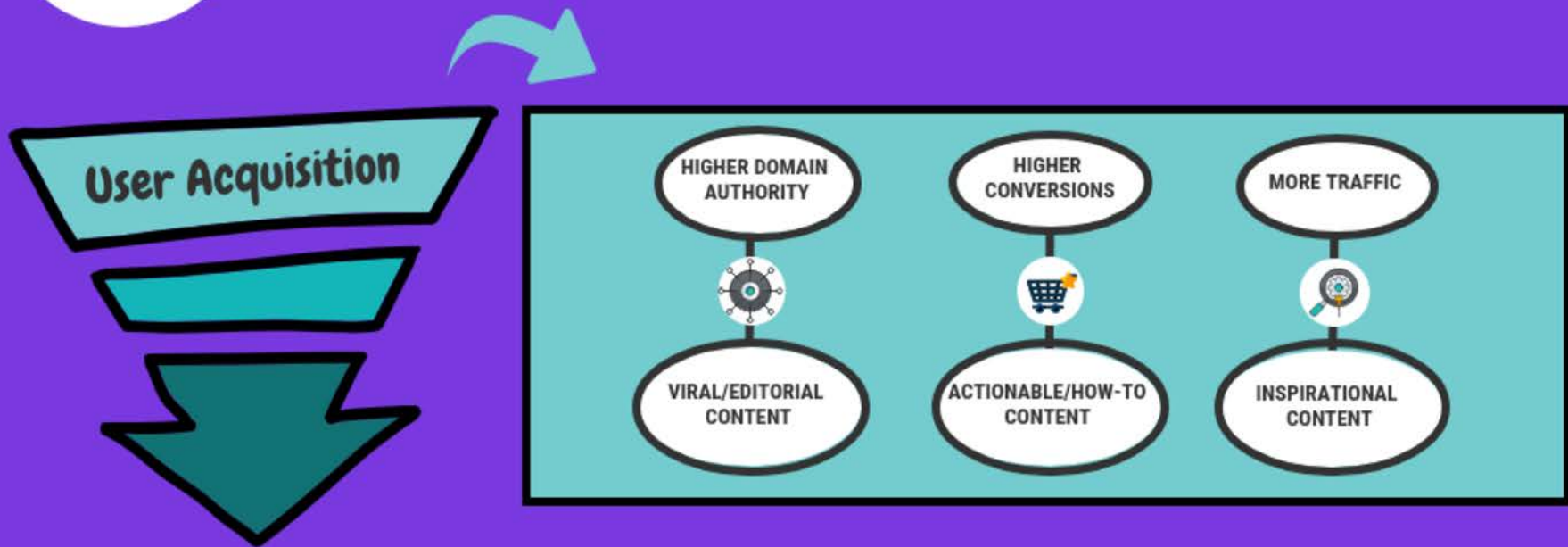


It's no longer enough to just brainstorm a list of "fun ideas" to write about.

**You need a strategic approach to content.**

# G

How to establish specific **goals** for various types of content.



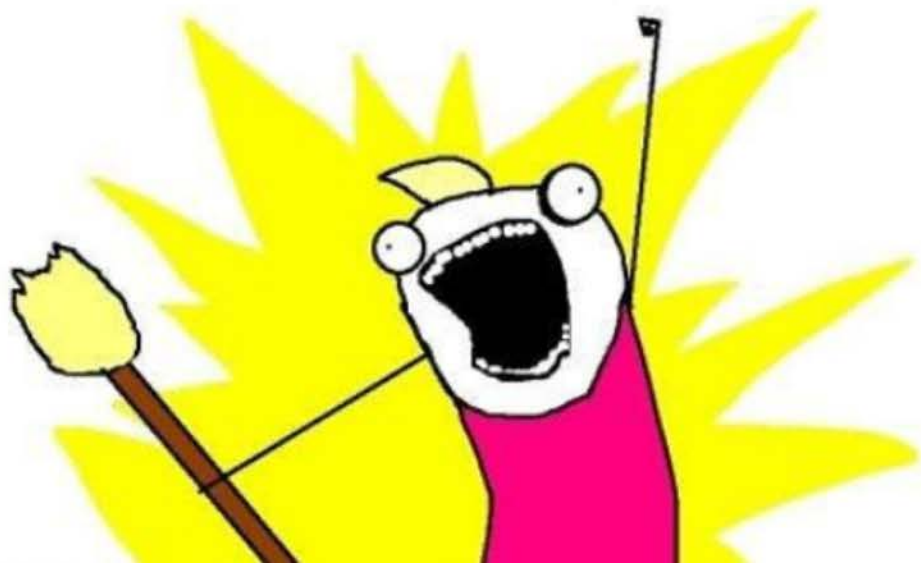
R

How to strategically **research** which keywords to rank for.

How most  
marketers approach  
**content marketing**



**WRITE ALL THE THINGS!**



**R**

How to strategically **research** which keywords to rank for.

**START WITH  
KEYWORD  
RESEARCH**

**WRITE ALL THE THINGS!**



# R

How to strategically **research** which keywords to rank for.

## 2 TYPES OF PAGES YOU CAN PROMOTE

### BORING PAGES:

- High-converting landing pages



### NOT BORING PAGES:

- Blog posts and other un-gated content



# R

## How to strategically research which keywords to rank for.

Content Organization System

View Insert Format Data Tools Add-ons Help Last edit was on November 6

100% Arial 10

| Status      | Search Terms           | Avg. Monthly Searches | Competition | Suggested Title     | Suggested Editorial Title                                            | Suggested Page/URL                                                          | Similar Pages to Link to                                              |
|-------------|------------------------|-----------------------|-------------|---------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Page Status | Blog Categories        |                       |             |                     |                                                                      |                                                                             |                                                                       |
|             | <b>Leadership</b>      | 115000                | high        | What is leadership? | Leadership skills CEOs from Fortune 500 companies all have in common | <a href="https://thisisnadya.com/leadership">thisisnadya.com/leadership</a> | <a href="https://thisisnadya.com/manager">thisisnadya.com/manager</a> |
|             | Management             | 109000                | high        |                     |                                                                      |                                                                             |                                                                       |
|             | Company Culture        | 9600                  | medium      |                     |                                                                      |                                                                             |                                                                       |
|             | Personal Development   | 10000                 | medium      |                     |                                                                      |                                                                             |                                                                       |
|             | Productivity           | 34000                 | high        |                     |                                                                      |                                                                             |                                                                       |
|             | <b>Marketing</b>       |                       |             |                     |                                                                      |                                                                             |                                                                       |
|             | Content Marketing      |                       |             |                     |                                                                      |                                                                             |                                                                       |
|             | Social Media Marketing |                       |             |                     |                                                                      |                                                                             |                                                                       |
|             | Growth Hacking         |                       |             |                     |                                                                      |                                                                             |                                                                       |
|             | SEO                    |                       |             |                     |                                                                      |                                                                             |                                                                       |
|             | PPC                    |                       |             |                     |                                                                      |                                                                             |                                                                       |

Category Subcategory Longtail Explore

Brainstorm keywords and search volume



# R

## How to strategically research which keywords to rank for.

ember 6

| Status      | Search Terms           |
|-------------|------------------------|
| Page Status | Blog Categories        |
|             | Leadership             |
|             | Management             |
|             | Company Culture        |
|             | Personal Development   |
|             | Productivity           |
|             | Marketing              |
|             | Content Marketing      |
|             | Social Media Marketing |
|             | Growth Hacking         |
|             | SEO                    |
|             | PPC                    |

| Status      | Search Terms              |
|-------------|---------------------------|
| Page Status | Blog Categories           |
|             | Management                |
|             | business management       |
|             | management skills         |
|             | people management         |
|             | Company Culture           |
|             | company values            |
|             | company mission statement |
|             | employee perks            |
|             | Personal Development      |
|             | Productivity              |
|             | Content Marketing         |

| Status      | Search Terms                  | Avg. Monthly Search Volume | Competition | Suggested Title | Suggested |
|-------------|-------------------------------|----------------------------|-------------|-----------------|-----------|
| Page Status | business management           | 19,000                     | low         |                 |           |
|             | how to manage a business      | 450                        | low         |                 |           |
|             | managing a business           | 250                        | low         |                 |           |
|             | management skills             | 5800                       | medium      |                 |           |
|             | good management skills        | 350                        | low         |                 |           |
|             | team management skills        | 200                        | low         |                 |           |
|             | people management             | 1400                       | low         |                 |           |
|             | improve employees performance | 500                        | low         |                 |           |

Keep breaking down "category" topics into more long tail search queries

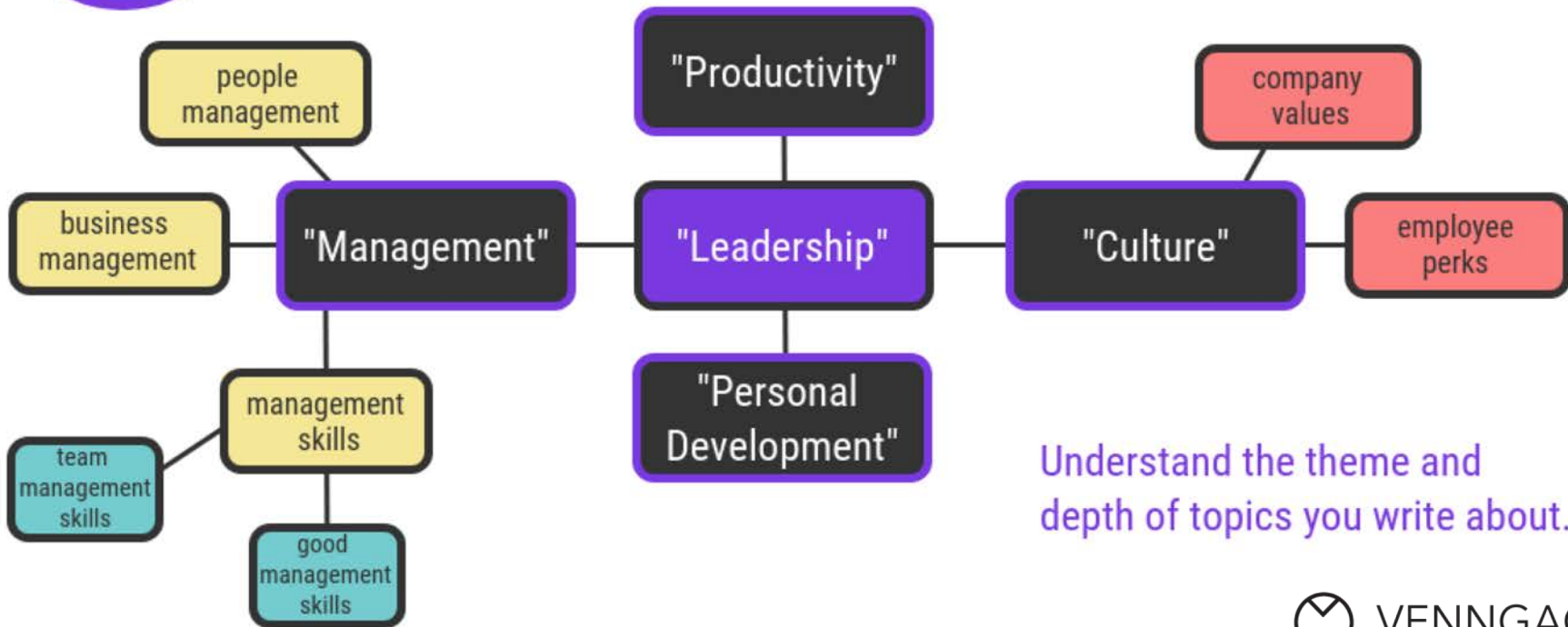
Category Subcategory Lon

Category Subcategory

Category Subcategory Longtail

# R

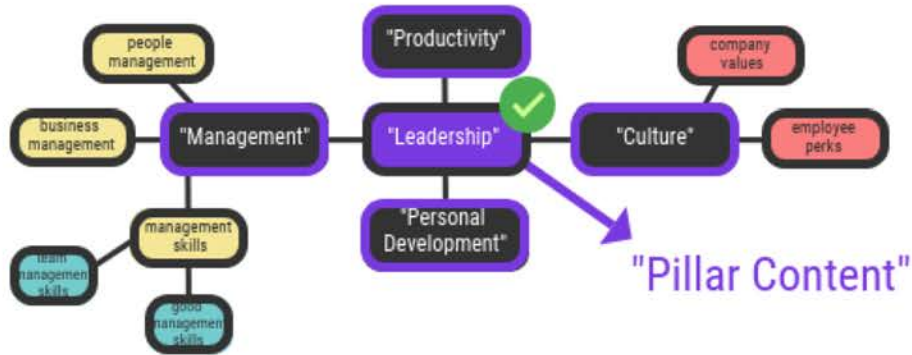
How to strategically **research** which keywords to rank for.



Understand the theme and depth of topics you write about.

# A

How to structure your content to establish **authority** on Google.



## Content Authority:

Consistently producing content within a specific topic/realm.

# A

## How to structure your content to establish **authority** on Google.

hisnadya.com Content Organization System

edit View Insert Format Data Tools Add-ons Help Last edit was on November 6

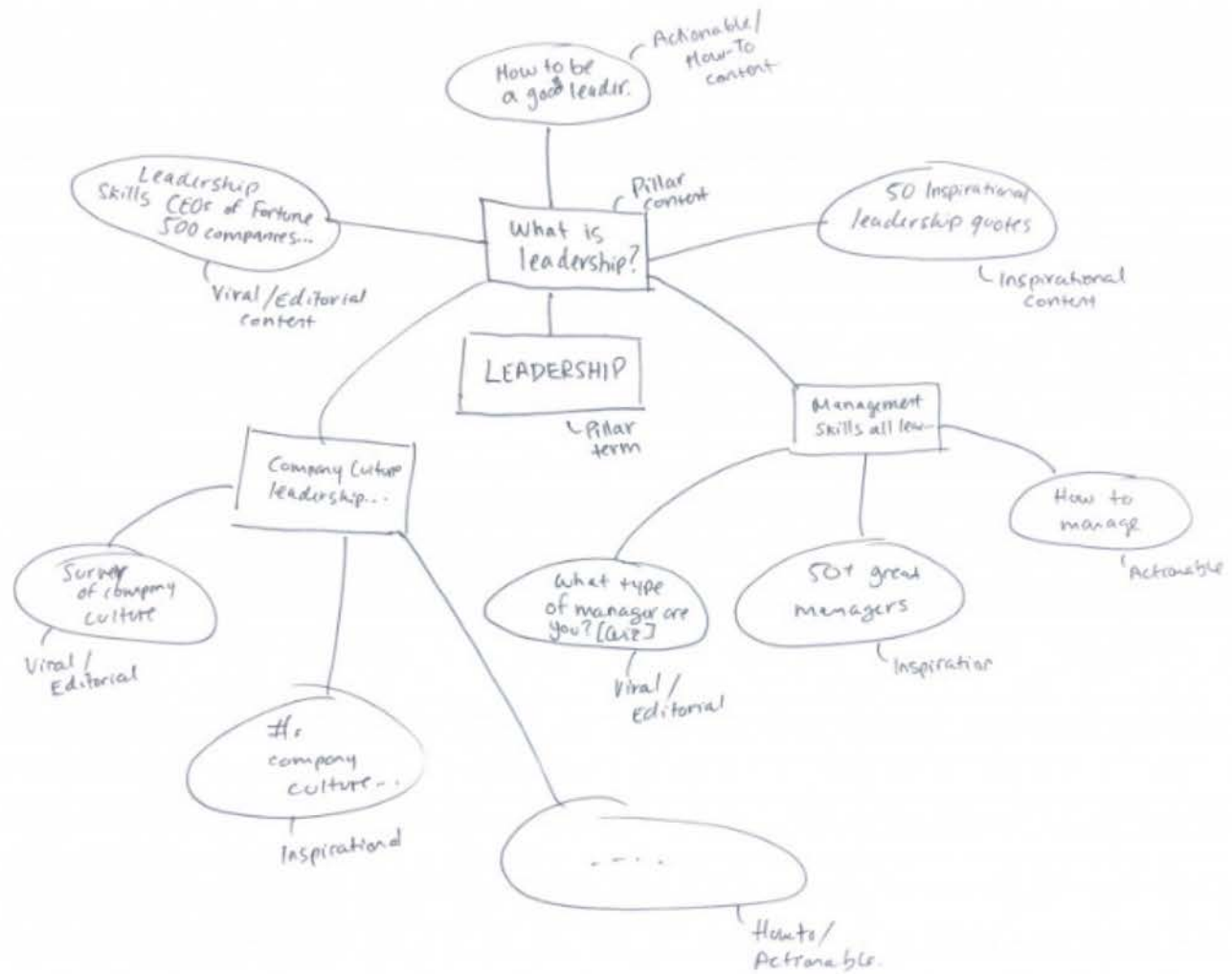
100% - \$ % .0 .00 123 - Arial - 10 - B I U A

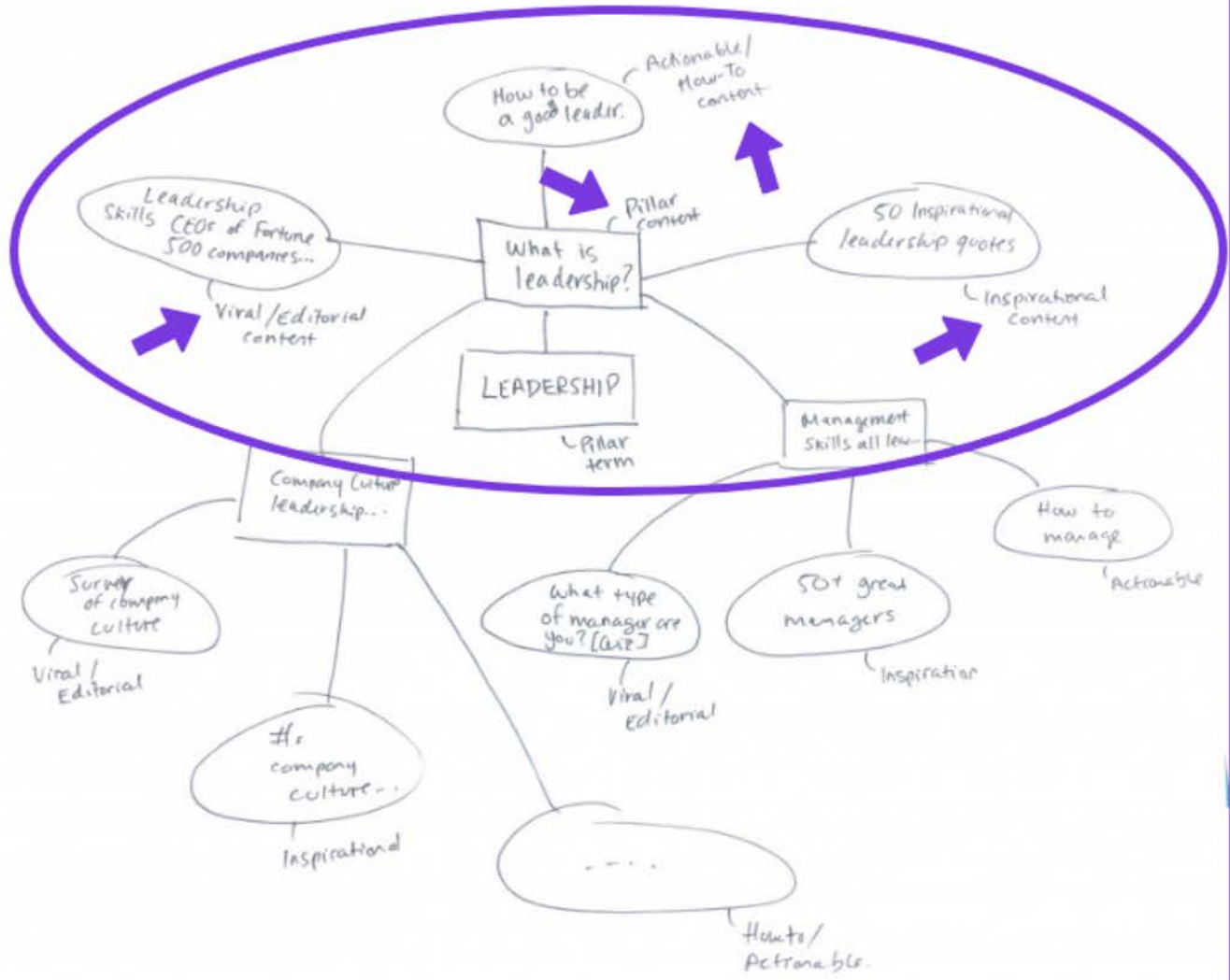
| Status      | Search Terms           | Avg. Monthly Searches | Competition | Suggested Title     | Suggested Editorial Title                                            | Suggested Page/URL                                                        | Similar Pages to Link to                                            |
|-------------|------------------------|-----------------------|-------------|---------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------|
| Page Status | Blog Categories        |                       |             |                     |                                                                      |                                                                           |                                                                     |
|             | Leadership             | 115000                | high        | What is leadership? | Leadership skills CEOs from Fortune 500 companies all have in common | <a href="https://thisnadya.com/leadership/">thisnadya.com/leadership/</a> | <a href="https://thisnadya.com/manager/">thisnadya.com/manager/</a> |
|             | Management             | 109000                | high        |                     |                                                                      |                                                                           |                                                                     |
|             | Company Culture        | 9600                  | medium      |                     |                                                                      |                                                                           |                                                                     |
|             | Personal Development   | 10000                 | medium      |                     |                                                                      |                                                                           |                                                                     |
|             | Productivity           | 34000                 | high        |                     |                                                                      |                                                                           |                                                                     |
|             | Marketing              |                       |             |                     |                                                                      |                                                                           |                                                                     |
|             | Content Marketing      |                       |             |                     |                                                                      |                                                                           |                                                                     |
|             | Social Media Marketing |                       |             |                     |                                                                      |                                                                           |                                                                     |
|             | Growth Hacking         |                       |             |                     |                                                                      |                                                                           |                                                                     |
|             | SEO                    |                       |             |                     |                                                                      |                                                                           |                                                                     |
|             | PPC                    |                       |             |                     |                                                                      |                                                                           |                                                                     |

Category Subcategory Longtail

Explore

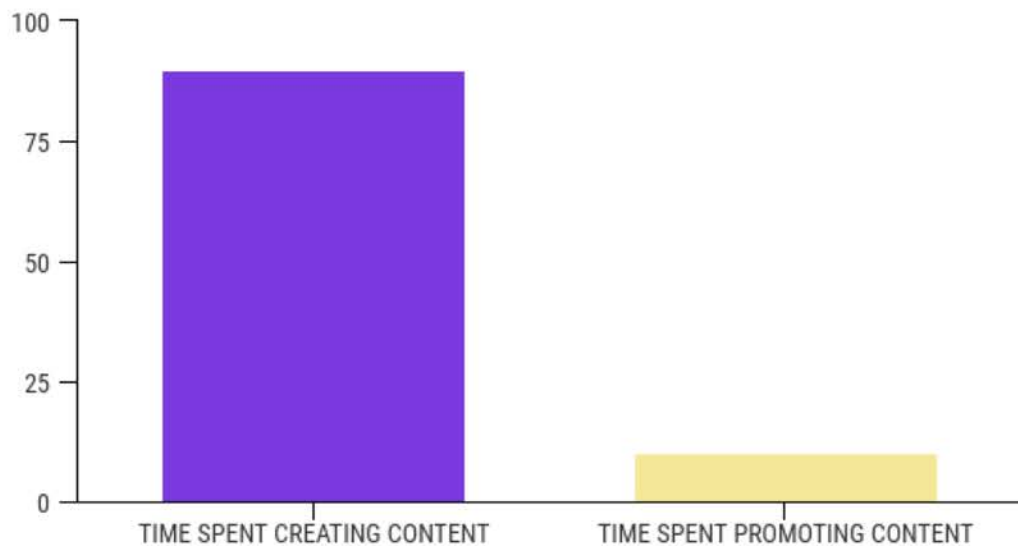
This might be your  
"pillar page"





P

How to effectively **promote** various types of content for growth.



\*Note: Not sure how accurate this is...it's based on speculation

# P

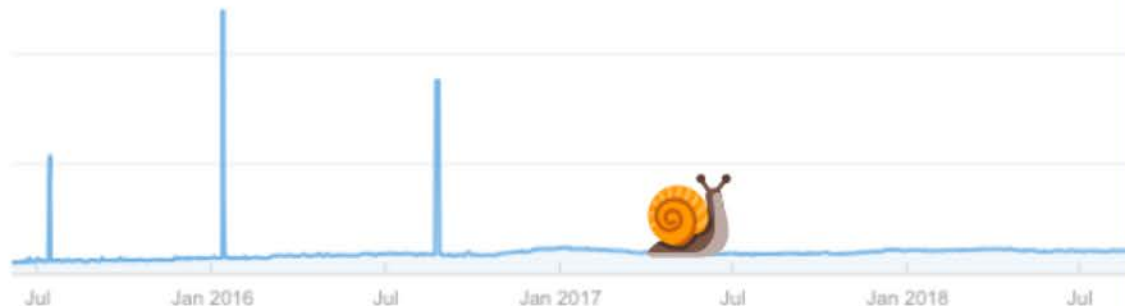
## How to effectively promote various types of content for growth.

### Remember this example..?

All countries

Organic traffic 92,949 /month

All time | One year | Last 90 days



United States

| #  | Traffic ↓ | %   |
|----|-----------|-----|
| 1  | 6,272     | 13% |
| 2  | 5,470     | 11% |
| 3  | 2,768     | 6%  |
| 4  | 930       | 2%  |
| 5  | 745       | 2%  |
| 6  | 719       | 1%  |
| 7  | 658       | 1%  |
| 8  | 657       | 1%  |
| 9  | 538       | 1%  |
| 10 | 517       | 1%  |

Organic traffic from top 10 pages





# P

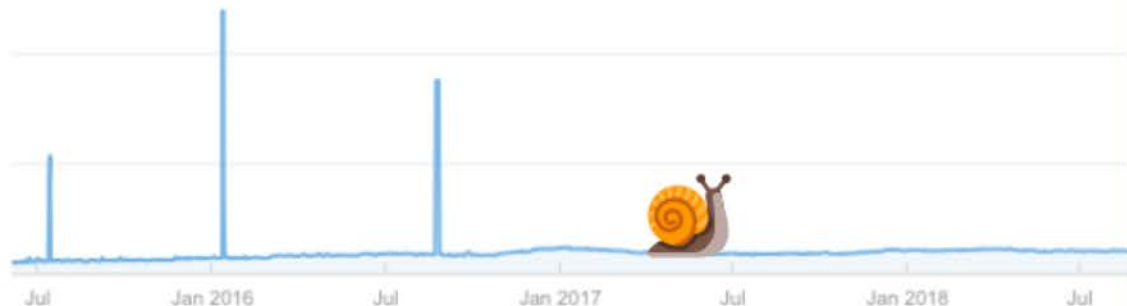
## How to effectively promote various types of content for growth.

### Remember this example..?

All countries

Organic traffic 92,949 /month

All time | One year | Last 90 days



United States

| #  | Traffic ↓ | %   |
|----|-----------|-----|
| 1  | 6,272     | 13% |
| 2  | 5,470     | 11% |
| 3  | 2,768     | 6%  |
| 4  | 930       | 2%  |
| 5  | 745       | 2%  |
| 6  | 719       | 1%  |
| 7  | 658       | 1%  |
| 8  | 657       | 1%  |
| 9  | 538       | 1%  |
| 10 | 517       | 1%  |

### Organic traffic from top 10 pages



But they have over 5000 blog posts published...

# P

## How to effectively promote various types of content for growth.

### Remember this example..?

All countries

Organic traffic 92,949 /month

All time | One year | Last 90 days



United States

| #  | Traffic ↓ | %   |
|----|-----------|-----|
| 1  | 6,272     | 13% |
| 2  | 5,470     | 11% |
| 3  | 2,768     | 6%  |
| 4  | 930       | 2%  |
| 5  | 745       | 2%  |
| 6  | 719       | 1%  |
| 7  | 658       | 1%  |
| 8  | 657       | 1%  |
| 9  | 538       | 1%  |
| 10 | 517       | 1%  |

### Organic traffic from top 10 pages



But they have over 5000 blog posts published...

Less than 500 of those pages are actually driving any traffic

P

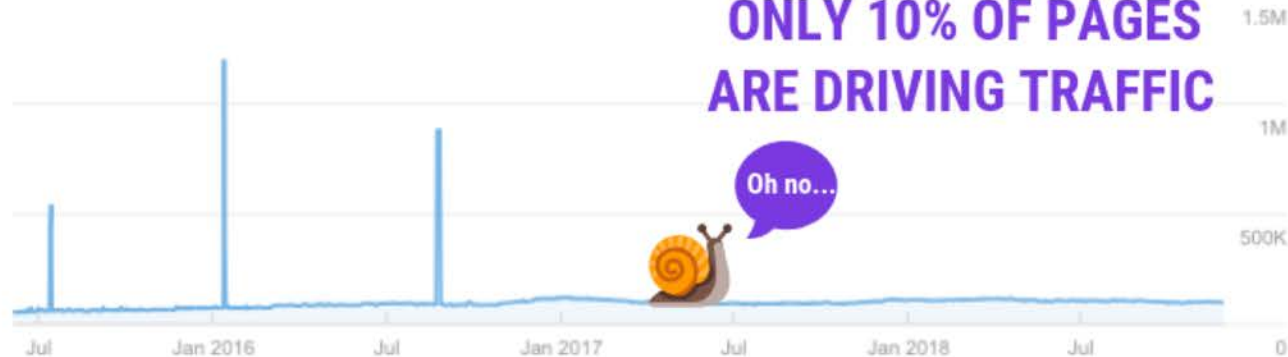
How to effectively **promote** various types of content for growth.

All countries

Organic traffic <sup>i</sup> 92,949 /month

All time | One year | Last 30 days

**ONLY 10% OF PAGES  
ARE DRIVING TRAFFIC**



P

How to effectively **promote** various types of content for growth.



**PROMOTION SHOULD  
TAKE UP MORE TIME  
THAN CREATION!**

**P**

How to effectively **promote** various types of content for growth.

**HIGHER DOMAIN  
AUTHORITY**

**HIGHER  
CONVERSIONS**

**MORE TRAFFIC**

- **GOAL IS HIGH  
QUALITY  
BACKLINKS**
- **FOCUS ON  
PROMOTING TO  
PRESS**

# P

How to effectively **promote** various types of content for growth.

**HIGHER DOMAIN  
AUTHORITY**

- GOAL IS HIGH QUALITY BACKLINKS
- FOCUS ON PROMOTING TO PRESS

**HIGHER  
CONVERSIONS**

- PRESS MENTIONS ARE UNLIKELY
- FOCUS ON PROMOTING TO SITES WRITING ABOUT SIMILAR NICHE/TOPICS
- MORE LIKELY TO SECURE ANCHOR LINKS

**MORE TRAFFIC**

P

How to effectively **promote** various types of content for growth.



P

How to effectively **promote** various types of content for growth.



mailshake™



# P

## How to effectively promote various types of content for growth.

The screenshot shows the ahrefs search interface. The search bar contains 'infographic design' and is set to 'Everywhere'. The results are titled 'Most Popular Content for infographic design'. There are 32,816 results. A filter menu is open, showing 'From' 60 and 'To' 100. The results are sorted by 'Relevance'. Two results are visible:

| Article Title                                                                                   | Domain Rating | Referring domains | Organic traffic | Total | Median |
|-------------------------------------------------------------------------------------------------|---------------|-------------------|-----------------|-------|--------|
| Infographic Design<br>www.behance.net/gallery/11111111/Plants                                   | 93            | 5                 | <1              | 2.2K  | 961    |
| 11 of the Best Infographic Designs of 2015<br>blog.hubspot.com/marketing/best-infographics-2015 | 92            | 84                | 403             | 969   | 385    |

Each result includes a thumbnail image, a social media share count (Twitter, Facebook, Pinterest), and a 'Who tweeted' button. The first result also has a 'Details' dropdown menu.

P

How to effectively **promote** various types of content for growth.

ahrefs

Dashboard

Alerts

Site explorer

Content explorer

Keywords explorer

Rank tracker

Site audit NEW

More

infographic design

In content



## Most Popular Content for infographic design



Publish date

Language

Shares

Domain Rating

Referring domains



### A visual compendium of glowing creatures

tabletopwhale.com/2014/07/21/a-visual-compedium-of-glowing-creatures.html

There's a lot of strange things out there in the dark. These ones are nice enough to let you know when they're around. first installment of what will hopefully be a year-long **infographic design** project. I've always been into biology and design, so I'm

321

2.4K

2.6K

Total 5.4K

Median 2.4K

Domain Rating 56

Referring domains 43

Organic traffic 1.1

Who tweeted

Details

It says "infographic design" in the article

P

How to effectively **promote** various types of content for growth.

mailshake

## New Campaign

< BACK

START RECIPIENTS COMPOSE **PREVIEW** OPTIONS SEND

Let's get started!

Title (for your team's eyes only)  
Infographic Design Outreach

From address  
(I'll decide later)

NEXT >

Personalize messages for each person

# P

## How to effectively **promote** various types of content for growth.




mailshake™

### Cold-Outreach Best Practices:



**Don't sound like a robot.**

Invitations (17) Manage all



Freelance IT Consultant/Program Manager Ignore [Accept](#)

Hello Sara,  
I hope you are doing well. I am Falguni, a software consultant from India. I accidentally came across your PM Plan article. Just stunning. There is noway one wont fall in love with that.  
It will be my pleasure to connect with You on LinkedIn.  
Thanks. Have a nice day,  
Regards,  
Falguni... [See less](#)

[Reply to Falguni](#)

[Show more](#)

P

How to effectively **promote** various types of content for growth.



mailshake™

### Cold-Outreach Best Practices:



**Cull your lists and make sure the content is relevant.**



# P

## How to effectively promote various types of content for growth.



mailshake™

### Cold-Outreach Best Practices:



**Don't be afraid to inject your personality in your outreach. (Be yourself...unless "yourself" sucks...then be someone better.)**



Nadya Khoja <nadya@venngage.co>

Thu, Feb 8, 8:16 AM ☆ ↶ ⋮

to Brad =

Yup. It's me again.

Before you delete the email- did you get a chance to think about potentially using this guide as a resource/mentioning it in an upcoming or existing article: <https://venngage.com/blog/growth-strategy/>?

Again, if you don't want to or can't for whatever reason, that's totally fine! Just let me know so I don't follow up again. You can even just reply with NO.

Other forms of rejection I've received in the past are:

"Please go away."  
"I can't like you."  
"UNSUBSCRIBEE!"  
"Not interested."  
"F\*\*\* YOU."

So by all means, feel free to take your pick from the above (or something new so I can add to my list of rejections!)

Talk soon (or not).



P

How to effectively **promote** various types of content for growth.



mailshake™

### Cold-Outreach Best Practices:



Give them a reason to care about what you're doing (and don't always rely on short emails working)



**P**

How to effectively **promote** various types of content for growth.



**Build a relationship.  
Link Building is a long-term  
strategy.**



**All good marketing is growth marketing.**



**A DATA-DRIVEN  
& ITERATIVE  
APPROACH  
TO GROWTH**

All good marketing is growth marketing.



**Goals**



**Research**



**Authority**



**Promote**

**Get slides and  
templates:**

[venngage.com/blog/cta19](https://venngage.com/blog/cta19)

