David Pembroke: Well, hello ladies and gentlemen wherever you may be listening in this big wide world of ours and welcome to this week's episode of The Transition. The podcast that examines the practice of content marketing in government. We're thrilled with the feedback we received about the show over the last couple of weeks so thanks a lot for that. We really do appreciate it and it really does confirm to me that while this may be a rather narrow focused niche that is content marketing in government, it's just this sort of narrow focus that in my view will increasingly drive success with communication.

As citizens, stakeholders and consumers take control of the content that they want to consume they will aggregate that content around their specific needs, interests and paying points. The broadcast era is coming to a close and narrow casting will take over.

Our particular focus is people who work in government and our mission at content group is to strengthen communities and improve the wellbeing of citizens to a more effective government communication.

Well, as is customary on The Transition we define the focus of the podcast before we get started. It's an adaptation of the content marketing institute's definition of content marketing for a government audience. And it is as follows: Content marketing is a strategic and measurable business process that relies on the duration, creation and distribution of valuable, relevant and consistent content to engage and inform a clearly defined audience, with the objective of driving a desired citizen or stakeholder action.

It's that simple. And in my view content marketing will become the bedrock of all communication in government around the world as governments take advantage of the gift of technology which means that they can now better understand what citizens need and go direct to engage them.

Now picture this, an Irish man and Australian walking to a bar in the Midwest of America. No, it's not the start of a joke but the beginning of a friendship with our guest today, Ian Cleary.

Ian is a world leader in the understanding and application of tools that power the practice of content marketing. In a few short years he has brought to life a vision which he shared with me all those years ago which was to position himself as an authority on social media and content marketing tools. He spotted a gap in the market and he's filled it. He joins us today from Dublin. Ian Clearly, welcome and thanks for being in transition.

Ian Cleary:	Thank you very much and thank you very much for a lovely introduction. It was great to meet you all of years ago.
David Pembroke:	And listen, before we jump into the discussion I'm really interested just if people might for a moment just pause and make sure they grab a hold of their Evernote or open up their application or grab a pen and pad, because really what we really want to do today is to drill into just exactly what are some of the applications that they can use to power their content marketing. But before we do that as well just to if you might just give us the short part or history of the Ian Cleary story.
Ian Cleary:	A couple of years ago I decided that I was going to build an international audience and based in Ireland I looked at the US as the best place to build it. And my topic of interest was social media and my background was technology. So combine the two of them and I looked at the tools industry within social media. And I see that the content was very popular related to tools in different sites but nobody was really focusing on that. So, I picked that as my niche as we call it in Ireland or niche as they call it in the States.
David Pembroke:	In Australia as well.
Ian Cleary:	In Australia, I have to get used to them in the States they call them niche. Anyway, so I picked that area. And I said that was the one I was absolutely going to focus on and I was going to be the person for that. So I did all the identify the audience, I identified the influencers, I started building the relationships, I started building content, I started curating content and distributing content on what is content marketing and I followed that and the site just grew rapidly, it grew a big audience globally. It's a very small operation here based in Ireland. So if I can do it, I think the government bodies can do it a thousand times bigger.
David Pembroke:	That is interesting that you went narrow. Didn't you?
Ian Cleary:	Yeah, it was narrow, yeah, exactly. So, I needed to stand out so if I've done a blog and just talked about social media it would have been very difficult. Whereas my focus on the tools all of a sudden I was the only person that was a hundred percent focused in that area. So within six months of launching our blog we won as one of the top ten blogs globally in social media with an awards from the Social Media Examiner based in the US. And it was because of well it was that niche. You know, picking that small topic and focusing on that and building the relationships and getting our content out there.
David Pembroke:	So in your view what are some of the non-negotiables for successful content marketing. If you are a government communications officer sitting there now thinking, okay, I'm going to get started with trying to take advantage of this

gift of technology which now enables me to communicate directly to that specific audience who I need to engage with. What are some of the things that you must do?

Ian Cleary:

Well, the first thing is identifying who are all the key influencers you know. I suppose you define your topic. What is the topic that you really going to focus on. And what's the message that you want to get out and what is your result you want to achieve. I was very clear where I wanted to go to. So from a government body what is the result you want to achieve because it's not just about trying content out there. So, once you know what you want to achieve then it's about who are the influential people that are going to help me achieve this and get that content distributed.

The good thing about the government body is that you do have an audience that will listen to you. So it's a great starting point because you have the audience already. You have a lot of relationships as well that you can reach out to. So to identify the influencers so that when you start producing your content you need to produce really good high quality content then get out and promote that content to the influential audience.

Now, you don't forget about traditional media it's still there so don't forget about that. But there's also then the online influential people and influential sites that are growing in popularity and influence and that's going to continue to increase.

David Pembroke:

Now, what we will do just in a few short moments is come to a mnemonic that the UK government uses in terms of their structure around their content marketing and we'll specifically drill down into what are some of the tools that people can use. But I am a big fun boy I've got to say of what the UK government are doing and it's not just in communication. It's in technology and a range of other things through their renewal program that they've undertaken since the global financial crisis in the UK.

But the mnemonic that they use is OASIS which stands for Objective, Audience, Strategy, Implementation and Scoring. So that is a form of a content marketing strategy, so perhaps Ian you might be able to share in terms of that first thing to really try and to understand what those objectives might be. Are there any tools around that can help people to decide or to better understand how to make a decision about what is the right objective and how it should be measured?

Ian Cleary:

Yeah, I suppose you probably want to look and do an analysis of the audience to say you know what the audience are interested in and who are the audience? You know a complete breakdown of that audience before you start

reaching out to understand that. So, I mean I picked out a couple of tools that maybe very interesting.

So, what is peek analytics? What peek analytics does is this is getting real time data from over 60 different social networks on all the major blogging platforms, and then it's breaking down demographic and psychographic information and get information like career and education and interest and social followings and really detailed information about the audience. That certainly is going to help to understand your objectives and what the audience is interested in.

You know, that's an enterprise tool if you're looking for something that's a lower cost tool. I do like twtrland, t-w-t-r-l-a-n-d, because that's very much focused on the Twitter side of things but it categorizes people into forty thousand different categories. So it's good for drilling down and finding specific audience.

David Pembroke: Just give me that spelling of that second one again?

Ian Cleary: It's t-w-t-r-l-a-n-d.

David Pembroke: Okay. And then peak, can you spell that one out for us as well?

Ian Cleary: Yeah, that's p-e-e-k-analytics.com. And a third field is attensity and that's a custom behaviour profiling. It's a sentiment analysis to see if mentions of particular topics is a positive or a negative. It tries to understand the conversations that are happening. It understands the trends. It looks to see you know what's going to trend. So that might affect what you're going to do. The way things are going to trend. And they use things like natural language process and to understand all of them that's going on through all the different social channels.

David Pembroke: Okay, now I missed that one again. So, spell that one for me as well.

Ian Cleary: Attensity, a-t-t-e-n-s-i-t-y.

David Pembroke: Okay, so that's three tools that are very useful for people to start to identify their subject, identify their topic and start to move around and try to make some judgements about where they can put their efforts and what sort of language they might be using because do each of those tools would that help you in trying to understand the sorts of words and language and description that you should be using to try to engage your audience?

Ian Cleary:	Yeah. It's going to pick out the most common sort of words that are appearing related to the topic of interest and that's going to help you to find what sort of content you talk about.
	Now, some of them are expensive tools so from a government point of view you may be interested in the bigger more expensive tools. There are other simpler tools that do basic analysis like if I'm thinking about what's good content to write I want to find out well what is the most shared content related to my topic? Because if it's shared a lot by people and it's a competitor or somebody promoting a similar topic well if it's interesting to their audience it's probably can be very interesting to my audience as well.
	So you could use the tool called buzzsumo, b-u-z-z-s-u-m-o. What that does is you search for a topic, a keyword and it's going to tell you the most shared content related to that topic. So it is a simple tool and there's a free version and a paid version. So you can use the free version to get initial understanding of what's interesting, what are people sharing a lot across Facebook, Twitter, Pinterest and related to that topic is which platform is the most popular, you know.
	So you get an idea of the platform as well as you go well, you know this topic is shared on Pinterest an awful lot, so why is it that Pinterest is so interesting? Maybe that's where I need to focus my attention, my audience. So these are simple tools like that as well. There's lots of really great information out there.
David Pembroke:	What other tools might you have in your kit bag just in terms of drilling down into understanding of the audience?
Ian Cleary:	Okay, so I might have a grouphigh. Grouphigh is a blog analysis tool that indexes tens of millions of blogs. And what does then unless it allows you to find who are the influencers and influential blogs related to keywords that you're interested in. So that's going to produce a list of blogs and say well here's the blogs, here's the ranking, here's their estimated audience, here's their social followings, here's the people behind the blogs, here's all the contact details. And then allows you to outreach to these blogs.
	So you may not produce all the content yourself. You may want bloggers to produce content because they have audience that you might want to access too. So you might want to do that program and reach out to those bloggers as well.
David Pembroke:	Can you spell that one for me as well?
Ian Cleary:	Yeah, that's grouphigh, g-r-o-u-p-h-i-g-h.

David Pembroke: Okay, grouphigh. Okay, I got that. Sorry I interrupted you. There was another one coming?

Ian Cleary: Okay, getlittlebird. And that's getlittlebird g-e-t-l-i-t-t-l-e-b-i-r-d. And getlittlebird is not just finding influencers related to a topic. So you put in a topic and you'll find an influencer and then it tells you all the other influential people related to that topic. And what it does is it sees if this influencer is following and engaging with other influencer and that influencer is engaged with another influencer then it starts to build that list of all the different influencers that are connecting to each other. So if an influential person, a hundred other influential person is following that person well then they are more influential. So that's a really interesting way of producing a list of influential people.

David Pembroke: Just as an aside, in terms of your experience in content marketing just how important has it been for you and for your success to understand what the audience needs? Because I think sometimes particularly in the government market we're very keen to tell people what we think they should know or to tell people what we want them to know, as opposed to flipping it and putting ourselves in the position of asking what questions, what do they want to know.

Ian Cleary: Interestingly enough because we're just researching our audience now for the start of the year because we don't produce content just because I want to produce it. What I do is I find out exactly what the audience is interested in related to a topic and I find out the words that they are using. You know when they give to descriptions back and then I start to use that in my content.

And then I'm researching to see what is popular content. If it's popular I'll write more of that content. I'm not writing completely original content. Sometimes it's I know that's a popular topic. It's been popular before so I'm going to write a much better article based on that topic so I can take some of that audience that's showing an interest in there already.

But, you're right. You need to do the research and find out what people are really interested in related to that topic.

David Pembroke: So in terms of those tools that you've mentioned so far, are there any other tools that you're using in that process that's underway for you at the moment that you haven't mentioned to us so far?

Ian Cleary: Well, for the survey, I use survey monkey but you can use any tool for that to actually survey your audience. But that's an important part of content marketing is understanding the requirement of the audience so sometimes it's just going out there and asking them you know.

And there's one tool, another tool I use because it's slightly technical but very useful and it's called ahrefs, a-h-r-e-f-s. So, what I do is if I'm writing on a topic like social media tools I'll do a search on Google. And I'll see who are the top people that are ranking it within that topic? And then when I write that topic I'll use ahrefs to find out who are the top websites that are linking to the content that's already ranking in Goggle. And then I'll reach out to them to say, "Listen, I've got a better piece of content. Why don't you link to me instead?"

Because you know for my content I want it to appear within top of Google's search results. If I write an article and I don't get a lot of people linking to me well then it's harder to appear in search results. So you're finding out who's in search result already, who are the websites linking to them, talking about that topic and then reaching out for the most influential websites and telling them about my new article. And then, that will bring links to my site and that will bring more traffic.

So, as the government body it would be looking to see? You know, again, what's the popular content in Google and seeing who are the people that are supporting that content and seeing if they can support your content instead?

David Pembroke: So it's fair to say it's quite intuitive the use of a lot of these tools. It's not a really heavily technical undertaking for people and so therefore perhaps they shouldn't be scared away from it.

Ian Cleary: No, definitely not. I mean, I do mention a good few tools. But, it's really, it's getting your strategy down right. Understanding exactly what you want to get out of content marketing. Understand how you're going to measure that. And then using a core set of tools and then there's a process to follow.

So you'd identify the most relevant tools and then you'd follow a process. You know, like buzzsumo is just going I'm writing a piece of content related to a topic, I go to buzzsumo I search for that and then I analysed the top ones, top articles that are getting the most shares on various sites and then I got to see why is it that their articles are really popular. Well, like I said, that's just a process you follow. Once you have that down then it's going to be very easy and you don't have to be a real technical person.

David Pembroke: Okay, so as far as the process is going so far, we've sort of really in our research and discovery phase now where we've gone out and we've tried to understand exactly what the topics are. Who is influential? Who are the people we need to reach? What's trending? What's important?

Now, we're going to sit down and work through those objectives now because we know who we are trying to reach and for what particular purpose. Are

there any tools that you use to help you to bring together a strategy for content marketing?

Ian Cleary: I mean, the strategy for me is the documented strategy with clear objectives, with clear goals and I know you got an OASIS acronym for the different stages for getting to that. So that's really, it's a documented strategy with tools that support that strategy.

So it's not a tool first strategy it's creating the strategy looking for the tools to support the strategy. So you might have tools that will look at identifying the audience for driving engagement with the audience. Identifying is it actually working or what changes I need to make as a results, or the analytic at the end. So it's really the tools to support that strategy.

David Pembroke: Just how important is it that you write down a strategy?

Ian Cleary: Oh, it's absolutely critical. I mean, I think the biggest problem of content marketing is that people feel I have to produce content because other people are producing content. So the most important thing is being very strategic about what you're doing because content marketing is hard work. It takes a lot of time. It takes time for promotion.

But the benefits can be huge and the benefits keep on growing and growing because your audience keeps on growing. It's just amazing how that just keeps on building. So build a solid foundation with a really strong strategy and then you can move much quicker than other competitors in that market or other people delivering similar contents so, absolutely crucial. Get your strategy down so you're not going to waste time on content marketing. You're actually going to deliver measurable results.

David Pembroke: Okay. So we've got the objective, we've got a clear understanding of our audience, and our strategy is nice and outlined. What about tools to help us in the curation of content? You know being able to find where that best content is that we might be able to distribute to the audience that we're seeking to influence?

Ian Cleary: Okay. So a couple of tools in that area. Feedly is a useful tool for if you want to follow different news sources across the web. It could be news sites, it could be blogs, any of the news sites. You want to follow them, you don't want to spend a lot of time going around each of them sites on a daily basis. So what you do is to add that content on to a tool called Feedly. f-e-e-d-l-y. And then you get all that content in one place.

And so once more and then you can come in and look at that content and see which sites have new articles. It even shows you which articles are popular at

the moment so you can filter them out. So that's the starting point and then you were able to take some of that content and share some of that content. So it can't be all about your content so you need to find easy ways of identifying other people's content and then tools for sharing that.

So, that is a good tool. There's a tool called contentgems, c-o-n-t-e-n-t-g-e-m-s. That sends a daily email based on categories and keywords that you are interested in and that always comes up with really good content so it saves you time.

There's a one more tool that I really liked called scoop.it, s-c-o-o-p-.-i-t-. And that's basically just people curating content. So you go on to scoop.it. You create a board. You add on content that's interesting for that board, for example, you know it's on government in Australia you have a board for that. And then other people can follow that board. So what happens is you can go in and find people that are already curating content and they're picking out really good content for you to share. So it saves a lot of time using that tool.

And each of them tools are all provided free version so it's not a big expense.

David Pembroke: So, what's your view on the balance between curation and creation?

Ian Cleary: It's interesting. I mean, I suppose, relating to sharing content I would share probably 70%-80% of other people's content compared to other content I produced. So, sharing a lot more of other people's content because I want to build that relationships with people. I want my audience to have a good range of content not just mine. So it is important to use other people's content.

Now, for curation you can do things like you may create a post which is curated content where you say, here's the top seven articles. That's an interesting, that's your piece content but it's a collection of other content you've found on the web. So you can curate that way as well. But typically you are sharing an awful lot more of other people's content because in social media you have to be social. And your audience is interested in what other people have to say as well.

David Pembroke: And from a government perspective, what are some of the risks in curation and what are some of the things that people can do to cut down on the risks of perhaps curating the wrong piece of content?

Ian Cleary: Yeah, depending on the tools you use. Some of the tools, the more expensive tools in particular, will have some moderation and some approval schemes. So, somebody could go through and find lots of content, put it into a queue and before it's shared out there's an approval process before it actually gets out on to Twitter or Facebook. So you do initial set of finding the content then

you do some filtering to find and make sure that that is totally relevant on message. You know, definitely related to what the contents are strategic and then let that share out.

So, you know, you might use tools like Hoot Suite H-O-O-T-S-U-I-T-E has an enterprise version and that would have team based function already where you can have control over the content that shared.

David Pembroke: And what about for creation? Are there any tools that you like to use to help you to create efficiently and effectively?

Ian Cleary: I love the tool Inbound Writer which I've been using for the last couple of months. Inbound writer is it helps you identify the topics to write about that gives you a good chance to rank well within Google without any technical skills. So you put in the topic and that will give you a rating that'll say green, red, orange. And that will give you a number.

So green would a hundred means this is content that's going to do well for you. And it's very likely that you're going to rank within Google and get ongoing organic traffic from Google. So, I love that tool because it takes the technical side to SEO out of it. It just focuses on the initial idea and it tells you will this have a chance of ranking because Google is still really important.

It's great getting your traffic out in social media channels but most of your traffic will still come from Google. That doesn't mean to say social is not important because most people hear about your content on social media. And hear about your message and what you're talking about in social media channels but they will look for you on Google.

David Pembroke: And in terms of other creation tools apart from Inbound Writer have you got any other favourites there?

Ian Cleary: Well, I use, you really need if you're writing blog content you need an editorial calendar to help you organize and plan out your content. My platform I use is Wordpress and I use code schedule. Code schedule allows you to have a really nicely laid out calendar with all your content. It allows you to assign tasks over to different members of the team.

Like for example, over to an editor. And then allows you distribute the content by setting say I want to send this new blog post at 10 o'clock on Twitter, 4 o'clock on Twitter again later on, and then send it again a couple of times. So it has all the editorial side and it has some content distribution as well.

David Pembroke: The final part of the process after we've very clearly understood our audience, we've now set our objectives, we've agreed on our strategy, we've curated

content, we've created content, we've now got it all nicely set at in our schedule, we have now started to publish. But we've now got to measure and evaluate just how effective our content marketing program is.

So what are the tools that people can use to measure effectiveness and what are some of the things that they should be measuring?

Ian Cleary: Okay. Well, first of all it depends on the analytic tools you have set up within your organization. Let's say for example you have Google Analytics which is free, extremely popular and really, really useful. I mean, you want to see are people actually, when you're sharing out content on social media channels are people coming back to your site? When they're coming back to your site what are they doing then? What are the actions they are taking as a result of that?

Like if you have an article you get somebody back to your site, you might say, well, one of the key actions I want is I want to build an email subscriber database because that's going to be my community. And then I'm going to share content to that community and I'm going to build a community through my email list. So, you might measure what is the traffic generator from each of the social media channel and what is the conversion rate to becoming an email subscriber?

So you know that 2.4% of people coming from Facebook sign up to your email list, 1% of people from Twitter sum up your email list. You can set that up easily within Goggle Analytics. All you need to do is create goals with Google Analytics and then you measure the goals. So that's going to be key to figure out well what is it when they get to website you want, what are the actions you want them to take? And then you measure their actions.

And that could be the most important thing. And that's, you know, depending on the organization it could be sign up to the newsletter list, sign up to my software product for a 30 day demo, download this white paper that I produced about some government initiative and I really want to get that message out. So it's whatever you need that's from that site.

From the different social media channels there's a whole range of tools available to measure that, you do want to see that your audience is growing. You want to see how relevant are your audience. It's no good if you got 10,000 Twitter followers if 9,000 of them are totally irrelevant. Just get rid of them that's not worth your while.

So you need to look at what is your following is it growing? What is the profile of that following? How engaging is your content? So you have a relevant following now, are people actually engaging with this content? Are they

sharing it? Are they replying to it? You know, all that engagement starts are kind of really important across each of your channels.

So you're building up each channel, you're making sure they're following this growing it's a relevant following it's engaging in those thing and then you're going to go, what do I want people to do after this? What is the action? A lot of times the action takes place on your website then you look at how you measure that action.

So, samples of the tools you would use is Google Analytics on the website side of things. On the social media side of things, you might use a tool like Simply Measured, s-i-m-p-l-y-measured. And that gives you really, really, good reports of all the different social networks you're active on. Social bakers is another really good tool that's been around for a few years and they have really detailed and useful analytics. So it could be those tools. And I know simply measured provides some really good free reports that you can get started with.

But the most important data is probably got to be on your website. What is the activity that's happening as a result of all this social media interaction?

David Pembroke: You mentioned email subscription. Just how important is that?

Ian Cleary: It depends on your goals and also the type of organization you're up with. To me it's so important. If you look at Facebook, you're building a fan base on Facebook. You'll reach on Facebook. You make a 5%-10% of your fans seeing your content without paying for expand in that reach. With email you'll generally get 20%-25% open rate in email. So far more people are going to see your email content?

With your email list you own that community. That's entirely yours and you'll never lose that. If Facebook makes significant changes or if Facebook went out of business well then what happens to your fans? They disappear. So, I always have a strategy for getting your fans to become email subscribers. And your email subscribers become fans. Now, you can get them on both places.

If your reach on Facebook is 5%-10% and your reach on email is 20%-25% well if you're reaching people on both platforms then your reach is over 30% which is great at that stage. So, yeah, really important still email is not going away. When somebody signs up for a social network they still give their email address. So you have to have an email address.

David Pembroke: What's your view on the effectiveness of advertising on social channels? Say for example Facebook advertising?

Ian Cleary:	It can be super effective. And I think it's an essential part of your budget going forward this year because now on Facebook it's pay to play. You really need to have a budget for promoting your good content and that's just the way it is on Facebook. So, you can't, unless you got to come up with all these viral type content which is not going to be particularly relevant to your audience then you need to boost your content with some advertising budget. So, you might pay some advertising on Facebook there to boost some content, you might do some re-targeting so if somebody is on your website and they're reading your content when they go to Facebook you can retarget them with ads and display ads saying, "Well, I know you've been on our website. Why don't you sign to our email list? Why don't you be a fan?" or just promote the content more that they were looking at on the site. So, that advertising is important. So I do think that social advertising is becoming an increasingly important and social media is not free. So, you do need to have that budget for the social advertising.
David Pembroke:	And just as a final question before we rap up. What are your biggest tips going in to 2015? What are some the things that people should be looking for as this world continuous to change and transition and move as quickly as it is at the moment.
Ian Cleary:	Well, it's interesting you mentioned about content ignition in your email to me you know, that's about promoting your content. So, I think, everybody is getting into content marketing. So it's really important for you to stand out. So you have to have a very clear strategy for identifying the audience, creating the most relevant and the best content and then it's looking at how do you promote that content. So your promotion technique is going to be even more important to make sure your contents stands out from the crowd. So I think promotion is going to be a big area to focus on.
David Pembroke:	Okay. So any other tools that you may have had on your list there that we didn't get to and didn't cover?
Ian Cleary:	Well, I have a big long list. Okay, so I'll give you one more which, or maybe a couple more. So, first one that I really like to use on a regular basis is called semrush, that's s-e-m-r-u-s-h. I put in a competitor's website address and that's going to show me, it goes through all the organic listing on Google. And it's going to show me the key words my competitor is ranking for content for. So I know here's a set of keywords that my competitor is getting traffic based on. So I write content that's even better related to those keywords. I can take

some of their traffic. So that's a really useful tool that I've used on a regular basis.

And for content distribution I recently started using a tool called Edgar and that's on a neetedgar.com n-e-e-t-e-d-g-a-r-.com. It's only a couple of months but it's all about content distribution. So you create content, you put it into content categories then you set schedules across different social media platforms and edgar will automatically start picking content out from different categories based on what you configured.

It will then resend the content that you have configured. You know, maybe it's a couple of weeks later it'll resend that content again. Some content is evergreen so it doesn't run out and go out of date. So you have to have a strategy for sharing this content again and again. And this automatically does this for you. And it can help your content get out there. So it's not all about producing new content. Don't forget about your existing content. You've put a lot of work into but still relevant. Your audience is growing. Most of your audience hadn't seen the content so resend that again. So edgar really helps with that process.

David Pembroke: Well, Ian Cleary you are the tools guy. I can just imagine you now pottering around in your room there and you're going to spend the day wandering around trying to find the advantage and trying to find just those small tweaks that need to be made to try to distribute and promote that content so people can find our more about you. So, for our audience, can you just give us some a run down on where are the best places on the web to find out more of this really high quality information?

Ian Cleary: Well, I think you should come to my site. No, but seriously we are actually launching a tools directory this week because there's so many questions about tools. We said we'll make it easier for people with a directory of the tools and a detailed description of each of the tools and that's the best place for the tools and the things.

David Pembroke: Riseasocial, that one?

Ian Cleary: Riseasocial.com. Yeah. I think your site David, I really love the content you're producing so definitely I'll sign up to your site. I like Social Media Examiner. Social Media Examiner provide really good content on a daily basis. The Content Marketing Institute also provide great content about the strategy of the content side of things or the planning side of things.

And I really like businessesgrove.com from Mark Shafer and that is more of a strategy and case studies related to social media. And finally last one, love convince and convert. That's a site by Jay Bearer. And Jay Bearer is just an

exceptionally smart individual. And if you want to see what's coming down the line related to content and content marketing that's a good place to go to.

David Pembroke: Well, Ian Cleary you are a very generous man and thank you very much for giving us your time today to really step through in a really compelling, simple and easy to understand. I know, as I say to people, they had to open up Evernote and grab a pen and paper and I know they've got a big long list but don't worry we'll capture all of this and have it in our show notes. And it's going to be a really valuable piece of information that people are going to be able to use to improve their content marketing.

So, thanks very much for joining us today. Are you going to be at content marketing world later this year?

Ian Cleary: I have a date. Are you going yourself?

David Pembroke: I will be there. And so I look forward to catching you once again probably not so late at night but somewhere amongst the crowd day you'll be there holding court as you always do. So, thanks again and thanks again for all of your help and thanks very much for joining us in Transition.

Ian Cleary: Thank you very much for having me, David.