What is content marketing and why is it important?

In a nutshell: The creating of **valuable** material, usually online, such as a blog post, podcast, video, image or meme that doesn't obviously promote a brand, but aims to generate interest in the brand and build an audience, which then results in sales of products or services

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MARKETING AND PR

10 things you should NEVER say to a journalist if you want free publicity for your vegan brand

April 3, 2017 By Katrina Fox

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wellnessy_avilita Wowwww it looks amazing!!!

just_blends Amazing babe 💔💔

mauricewinters Need dis 😋😋😋

foodsfordayss Coolies

imbibeliving @earthtotablebondi incredible!!!

fr33earth Wow this is incredible! 👌👌👌

vegan_official This is wonderful!

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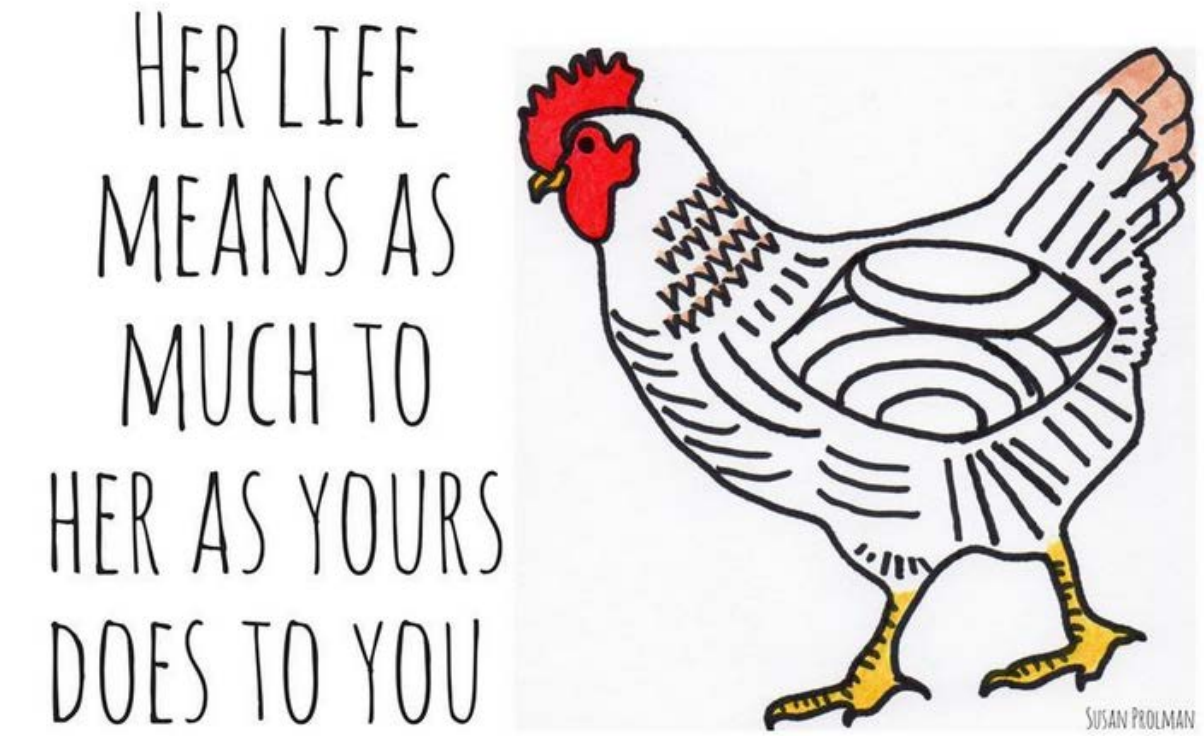

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veg.shop Her life means as much to her as yours does to you. My latest artwork.

veg.shop #ActivismforAnimals #animalactivist #animalactivism #veganactivism #veganactivist #animalrights #animalrightsactivist # more

5 DAYS AGO

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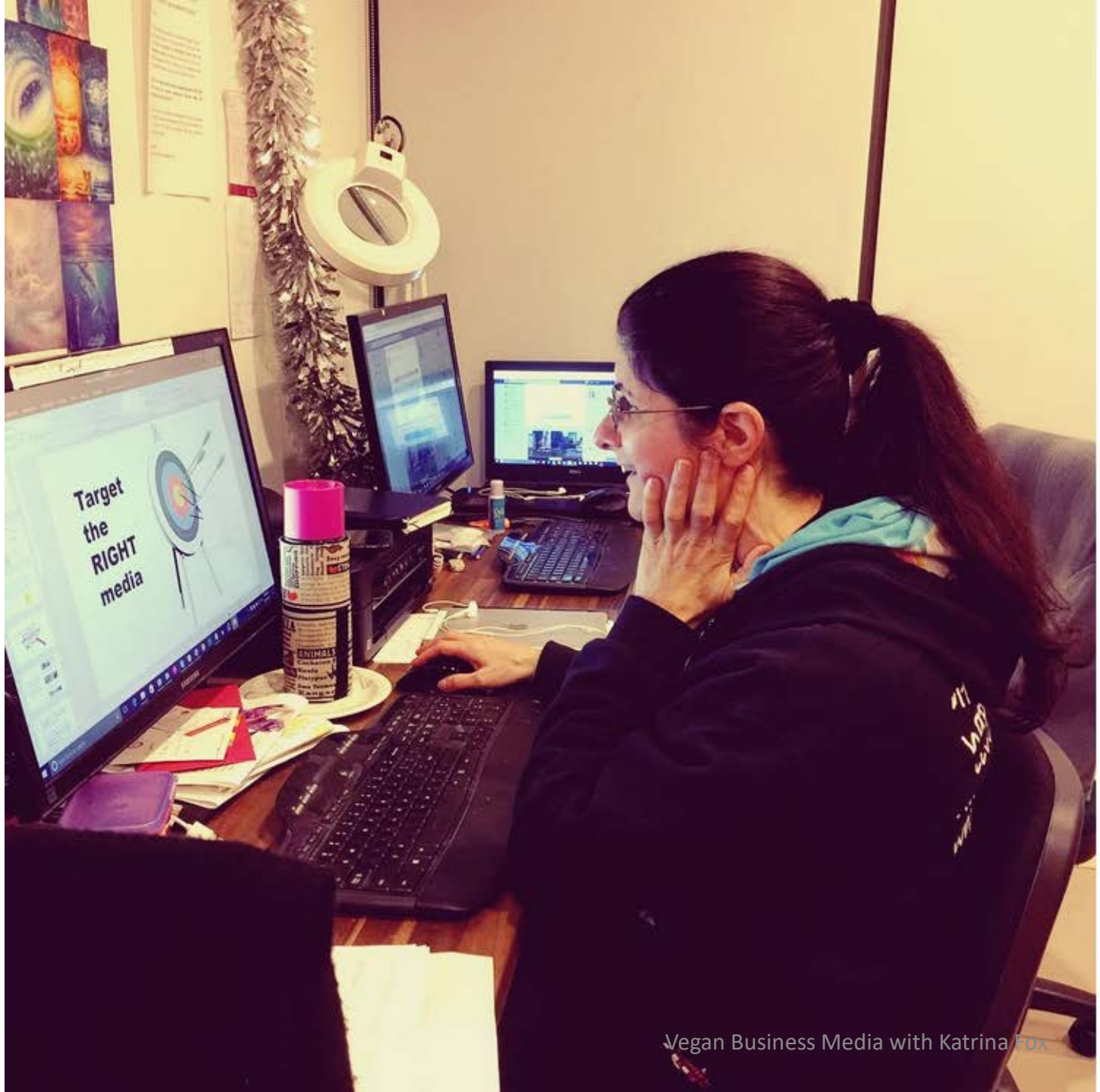

vegan_business_media

vegan_business_media Working for yourself definitely has its perks, but it's not always as glamorous as it seems. Here is a rare behind-the-scenes pic in which I am beavering away at the computer for hours on end, creating content for my upcoming online #PR course for #vegan #business owners and #entrepreneurs. In my home office, wearing five layers of very casual and very comfortable clothes (including slippers!), as it's a little chilly, hair tied back, no make up, and no contact lenses. I love what I do and being in the vegan business space, but make no mistake, it takes a lot of time, energy and dedication, even if it sometimes looks easy from the outside. And yes, that is tinsel. I love it so much I have it up all year round. Because I can 😬

#vegans #vegansofig #vegansofinstagram

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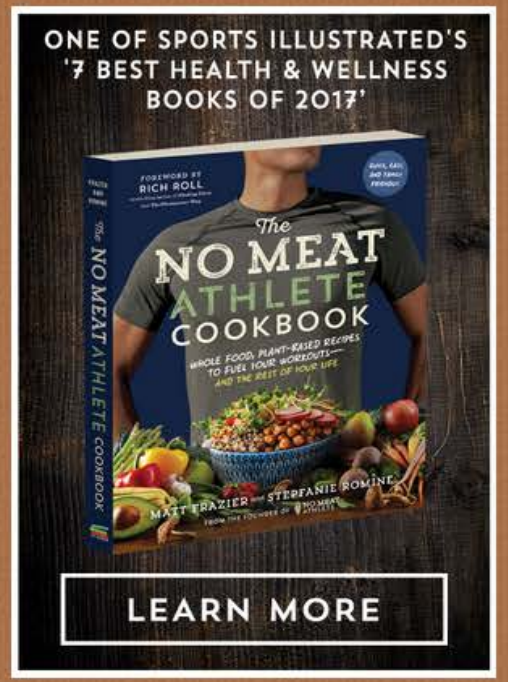
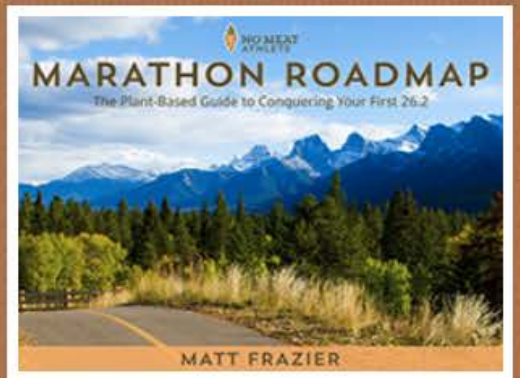




So, it’s not a puff piece that’s overtly selling a product or service

The content is interesting or fun or intriguing, or uplifting or entertaining – must be engaging in order for people to want to share it

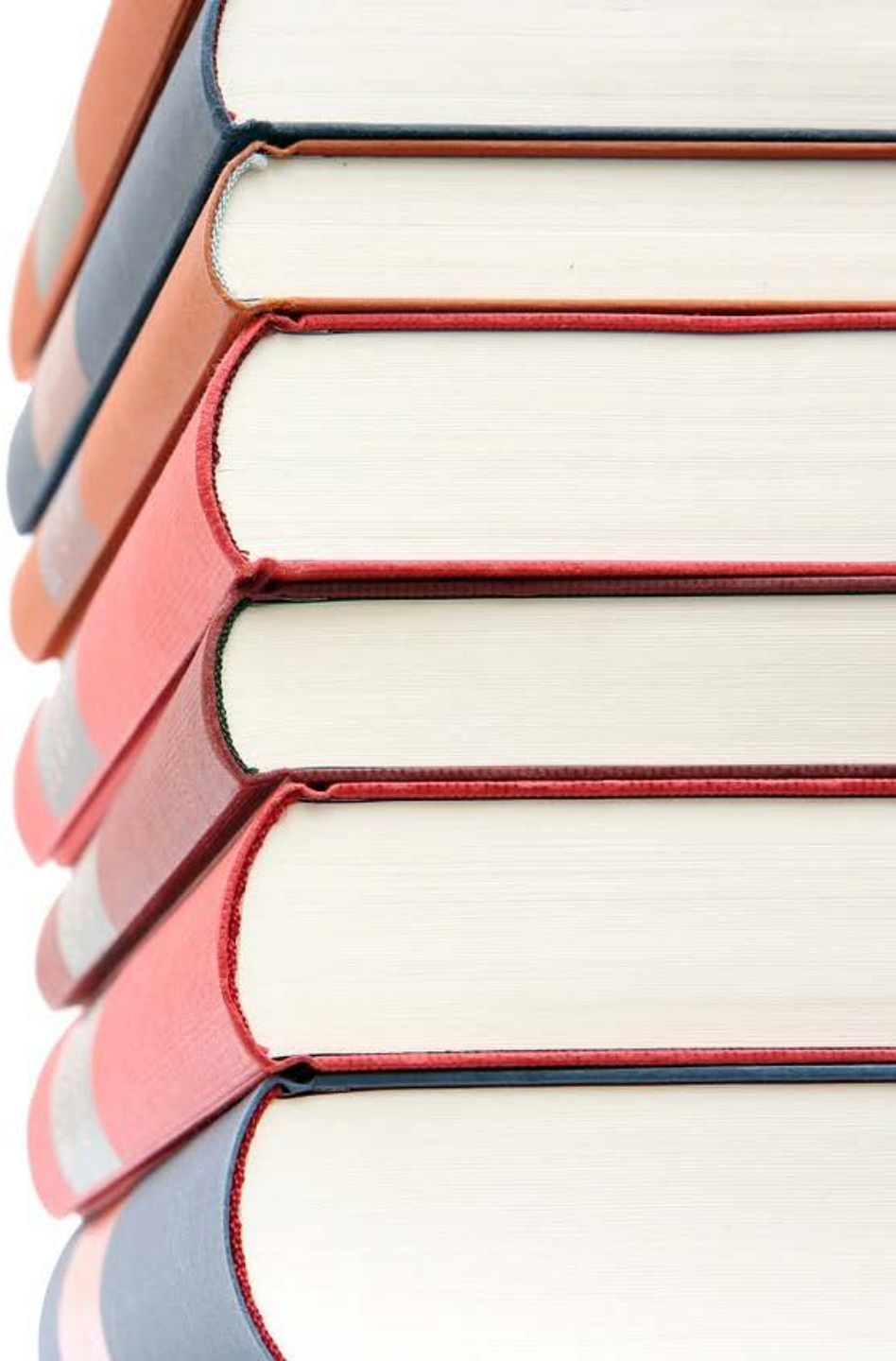
Depends on your audience as to the type and style of content marketing you do

Remember, you don’t need to be on ALL social media platforms at once

How content marketing works in tandem with PR

Having a regular podcast, or video show or blog and putting content out consistently helps to showcase you as the expert in your field and media notice this and can pick you above others who are not putting out as much quality content

Can also help you get speaking gigs or book deals



BOSH! cookbook to HQ in 'major' six-figure deal

Published April 28, 2017 by **Natasha Onwuemezi**

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HQ is to publish *BOSH! The Cookbook* by Sheffield school friends Henry Firth and Ian Theasby in a "major" six-figure deal following a "hotly-contested" eight-publisher auction.

Senior commissioning editor Rachel Kenny acquired World all language rights from Rachel Mills at Furniss Lawton. The book is due for simultaneous US and UK release in 2018, with William Morrow publishing in the States.

Firth and Theasby started the plant-based Facebook food channel BOSH! to inspire people to a healthier, more ethical and sustainable lifestyle after seeing the popularity of food videos on Facebook. In 10 months, the pair have amassed over 1m fans and 300m video views. Their active fan-base regularly post videos of home-cooked dishes with the hashtag #bosh.

"Comprising over 100 fun, tasty and simple allplants recipes – from showstoppers to every day one-pot wonders and crazy cocktails – this staple recipe book for veggies, vegans, flexitarians and meaties alike will show just how easy it can be to incorporate plant-based eating into your diet", the publisher said of the book.

Kenny said: "Henry and Ian are such exciting talents, both with extraordinary passion and energy, as well as the nous to make their vision a reality. They are on the cusp of becoming the faces of the global movement towards plant-based eating, and the whole of HQ are thrilled that they chose to join the list."

Kenny added there was "no better time" to publish the book with vegan eating being embraced by celebrities such as Beyoncé and Simon Amstell, and with Google searches of the word 'vegan' growing 90% in 2016. "They're

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MORE JOBS

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- Internationally in person
- Online summit

And this in turn helps your public profile get higher, which feeds back into making you more appealing to media

Questions?