

Content Brand Pyramid

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Director Global SEO

- 9.5 years at eBay
- LUMPS Framework
- TFNS - best work



Head Global SEO

- 2.5 years at Airbnb
- CBP Framework
- Wall and Chain - best work



VP Growth & SEO

- 1+ years at Fanatics
- Lot of work in progress
- Best work still to come

LUMPS



Discovery



Relevance



Authority

LUMPS STANDS FOR



Links



URL



Meta Tags



Page Content
& Elements



Sitemaps

The Great Pyramid of Giza



Khufu

Coordinates  29°58'45.03"N 31°08'03"E

Ancient name Khufu's Horizon

Constructed c. 2580–2560 BC (4th dynasty)

Type True pyramid

Height 146.5 metres (481 ft), ancient
138.8 metres (455 ft), contemporary

Base 230.4 metres (756 ft)

Volume 2,583,283 cubic metres
(91,227,778 cu ft)

Slope 51°50'40"

Pyramid of the Sun



Front view of the Pyramid of the Sun

Location Mexico State

Region Mesoamerica

Type Pyramid, Temple

Part of Teotihuacan

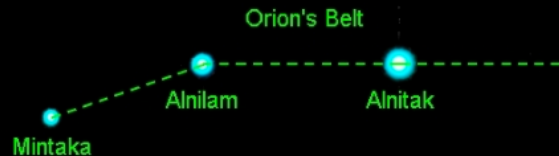
Length 220 meters (720 feet)^[1]

Width 230 meters (760 feet)^[2]

Volume 1,184,828.3 cubic meters
(41,841,817 cubic feet)

Height 65.5 meters (216 feet)^[3]

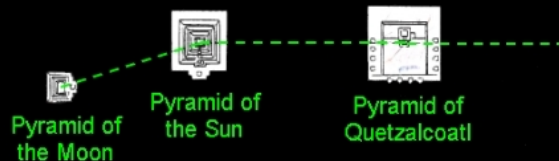
History



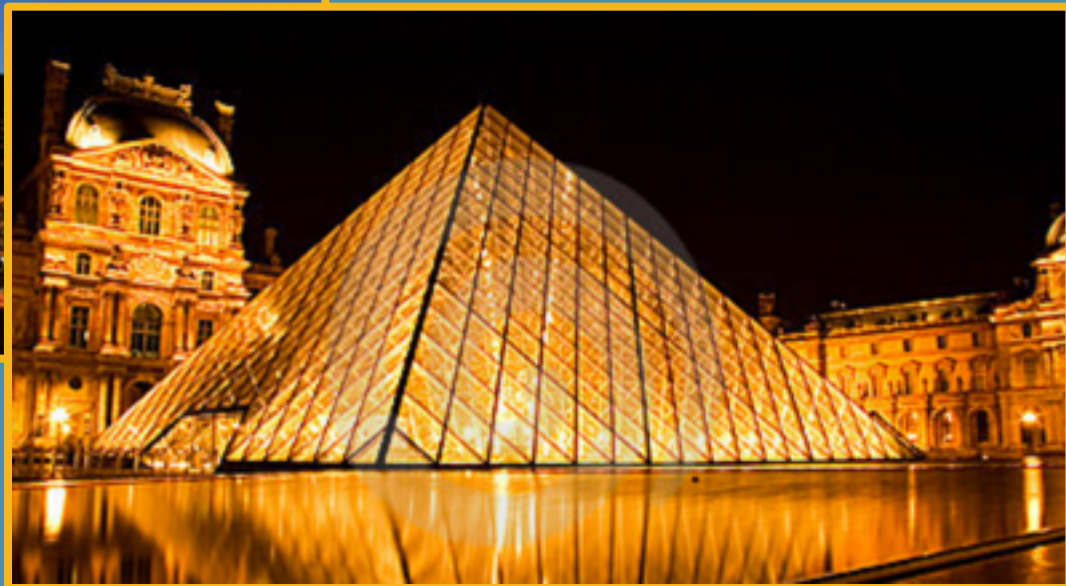
The Three Great Pyramids of Egypt

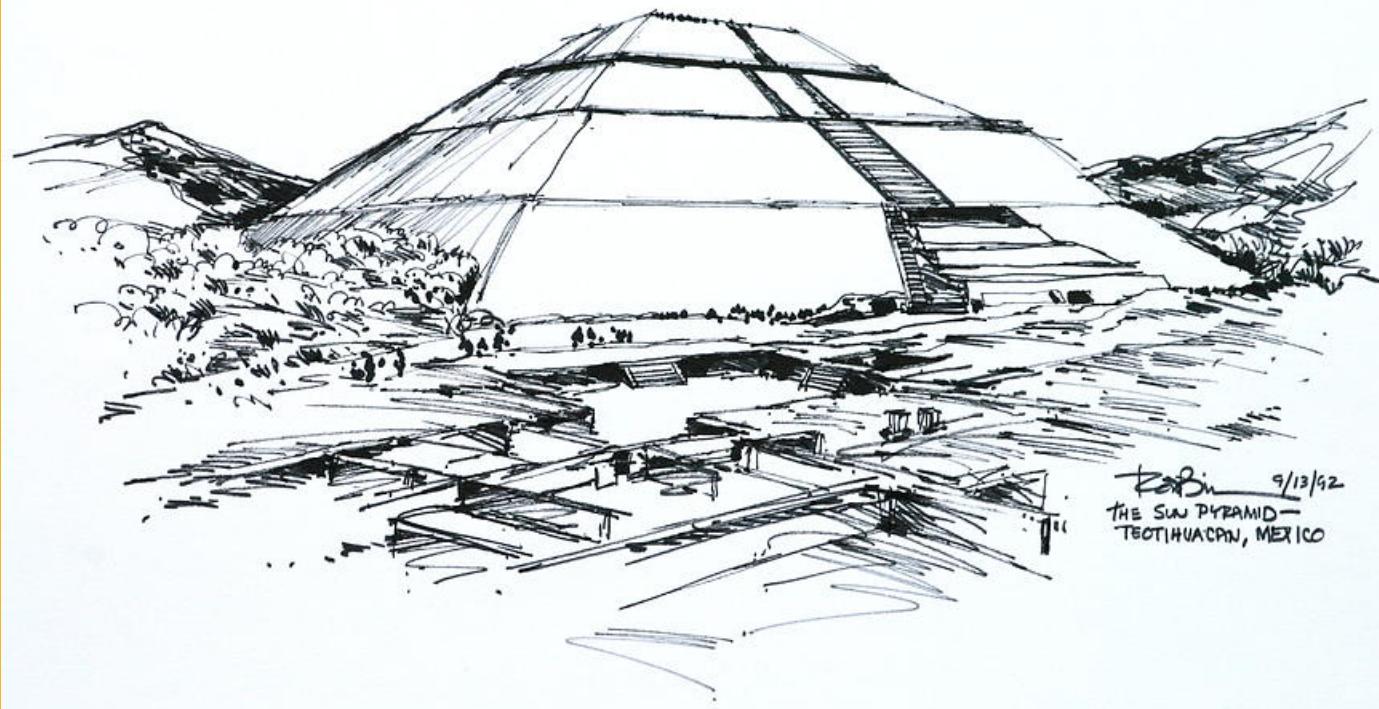


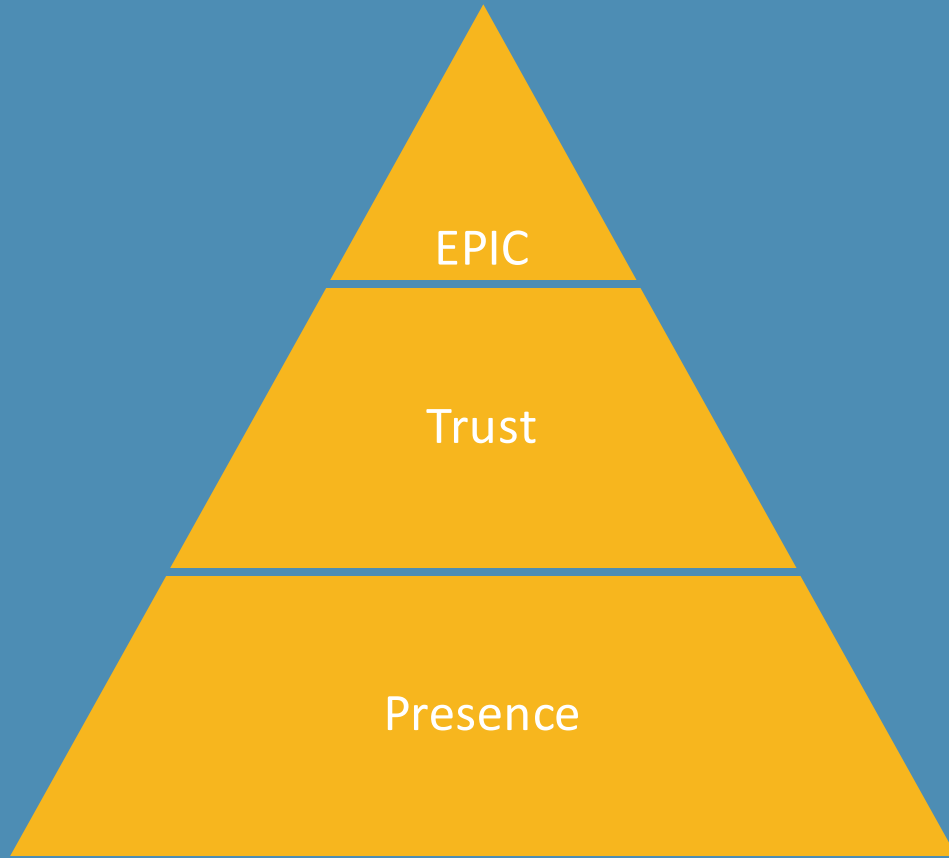
The Three Great Pyramids of Teotihuacan











EPIC Content

- Content that is so rich & engaging, your customers tell the brand Story on - & offline
- Engaging
- Profitable
- Informational
- Cultural relevant

Thought Leadership Content

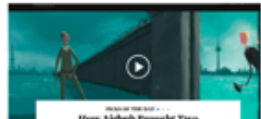
- Curating high quality content based on research
- Building thought leadership and authority

Presence Content

- Creating content to build a presence in the market
- Addressing audience need for information
- Building an audience
- Getting found
- Get traffic

Social Amplification

- Use on- & offline social amplification to reach the right audience with the right message for the content campaign to be shared more broadly



Watch AirBnB's Touching Berlin Wall Anniversary Story

Nov. 7, 2014

THE DRIUM

Airbnb marks 25th anniversary of the fall of the Berlin Wall with 75 second film

NOVEMBER 2014 • 4 DAYS POSTED BY DANIEL NAGELSON • 11 COMMENTS



Airbnb célèbre la chute du mur de Berlin

Pour la célébration des 25 ans de la chute du mur de Berlin, le site de location d'appartements Airbnb, a diffusé une courte vidéo émouvante, inspirée d'une histoire vraie. "Wall & Chain" raconte comment deux anciens gardiens frontières de Berlin, vivant séparés de part et d'autre du Mur, se sont rencontrés par hasard grâce à Airbnb en 2012. Par ailleurs, un site a été spécialement conçu pour les 25 ans du Mur et propose une mine d'informations pour les voyageurs qui souhaitent explorer la capitale allemande autrement.



Markedsføring



Reason Why

Airbnb celebra el aniversario de la caída del Muro de Berlín



RTL.fr

VIDÉO - Airbnb célèbre la chute du mur de Berlin



campaign

where creativity finds community

INFOPRESSE

Airbnb commémore les 25 ans de la chute du mur de Berlin



BrandRepublic

Connecting advertising, marketing, media & PR

Airbnb runs Berlin Wall anniversary campaign



antenne bayern



W&A

Berliner Zeitung



Viel Ostalgie zum Mauerfall-Jubiläum

NEGÓCIOS

AIRBNB LANÇA CURTA DE ANIMAÇÃO SOBRE A QUESA DO MUR DE BERLIM



W&A

Airbnb lässt die Mauern fallen

VCCP BERLIN POUR AIRBNB - SYSTÈME D'ENGAGEMENT ENTRE PARTICULIERS, «WALL ET CHAIN» - NOVEMBRE 2014



Brand Stories

New Age Brand Building

AIRBNB TELLS EMOTIONAL BERLIN WALL STORY OF REUNIFICATION



CREATIVE BOOM

inspiration & ideas for creatives

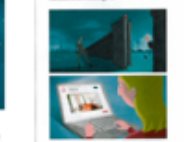


Inc.

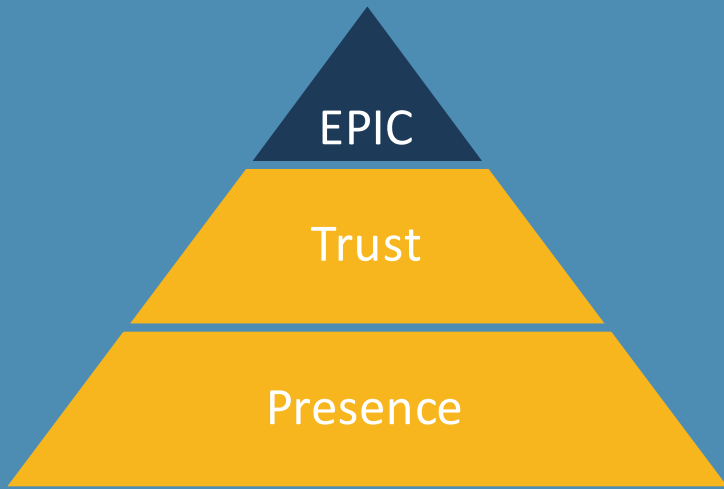


HORIZONT

Wall and Chain: a story of breaking down walls



BASED ON
A TRUE STORY



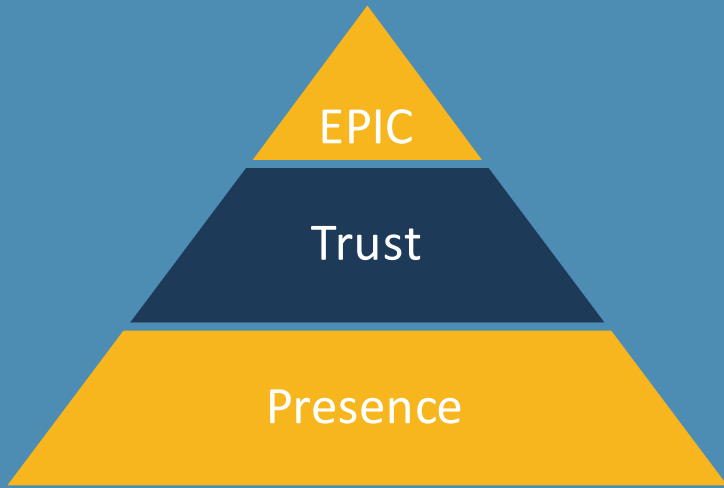
Wall and Chain campaign

Objectives

- Get a disproportional amount of media coverage
- Drive brand awareness by being part of the cultural conversation
- Build a better SEO footprint to drive bookings in Berlin

Wall and Chain





Wall and Chain campaign

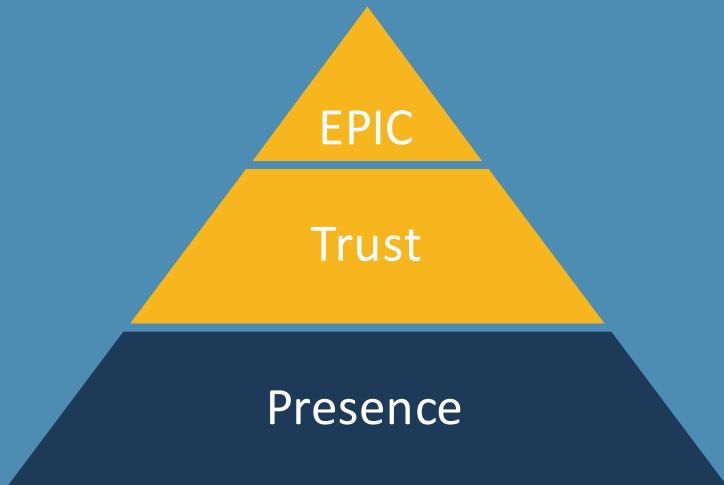
Objectives

- Build trust & authority through well researched content
- Airbnb economic impact studies showing how Airbnb is contributing to different neighborhoods in the city
- Linking to the neighborhood guides

Economic Impact Study

Click or tap + to read more about Berlin's landmarks





Neighborhood Guides

Objectives

- Build a presence on long tail queries to drive SEO traffic, hence bookings in Berlin
- Increase brand awareness through trial of the service

Neighborhood Guides

Berlin is an urban metropolis overflowing with tradition and compelling history. With its breathtaking architecture, rich culture, and captivating nightlife, it is one of the premier destinations in all of Europe. Without a doubt, one of the city's biggest draws is its fascinating history. Berlin has endured quite a bit in its lifetime, including two World Wars, the construction and demolition of the Berlin Wall, as well as rapid restoration and economic growth in the past 25 years.

The combination of these events makes Germany's capital a historical gold mine. However, what most people don't realize about this city is that some of Berlin's greatest wonders lie hidden underneath all of the excitement of the daily life. One of the most fascinating and underappreciated historical and cultural aspects of this great city is the U-Bahn. The U-Bahn, or "Untergrundbahn," is the German subway. Here is a look at its culture and history.

YOU MIGHT FIND HELPFUL

[Wikipedia U-Bahn](#)

[BVG](#)

[U-Bahn Berlin.de](#)

[U-Bahn Map](#)



Social Amplification

29,347 LinkedIn Members

Location: Europe

Company Name: AMV BBDO, Adam & Eve London, Amaze, Bartle Bogle Hegarty, Bartle Bogle Hegarty NY, adam&eveDDB, Wieden + Kennedy, BD Network, BD Network (Australia), Beattie McGuinness Bungay NYC, BETC, BETC Digital, BETC Design, Billington Cartmell, Brave, CHI&Partners, Bates CHI&Partners, Chi Partners LLC, FCB Inferno, Elvis, The Engine Group, Engine Group, Fallon, Fallon London, Fold7, Grey, gyro, Havas, Havas Worldwide, Havas Media, Ogilvy & Mather, Saatchi & Saatchi, Leo Burnett, McCann Erickson, OgilvyOne Worldwide, Young & Rubicam, JWT, BBDO, DDB, FCB Global, Intro, iris worldwide, JWT INSIDE, JWT Atlanta, JWT Action, JWT MEA, JWT London, JWT Amsterdam, Digitaria, a JWT Company, Social Wavelength (A JWT Group Company), Activeark JWT Ltd., Karmarama, Langland, Leagas Delaney, Leagas Delaney Hamburg, Leagas Delaney Italia, Leagas Delaney America, The Leith Agency, Leo Burnett MENA (Middle East & North Africa), Leo Burnett Group UK, Leo Burnett Greater China Group, Leo Burnett Interactive, Leo Burnett Brussels, Leo Burnett Colombiana SA, OHI Leo Burnett, Lowe and Partners Worldwide, Lowe Profero, Lowe Campbell Ewald, Lowe Lintas and Partners, mcgarrybowen, mcgarrybowen London, M&C Saatchi, M&C Saatchi Australia, M&C Saatchi Mobile, M&C SAATCHI LA, M&C SAATCHI.CORPORATE, M&C Saatchi Sport & Entertainment, MEC, Mother, Ogilvy, Ogilvy

Potential Audience for this ad:
1,440,000 people

5,127 LinkedIn Members

Location: North

Company Name

Harvard Business Journal, The Wash Business Week, B Weekly newspaper strategy+business Company, Harvard WIRED, Forbes, T Entrepreneur Mag Magazine, Young Bloomberg Business Network, NBC News CNBC, ABC News Channel, Travel C International, Natic International, Natic Discovery Commu Channel, Discover PRWeek or PR Ne

Job Title: Editor,

Chief, Senior Edit Editor, Deputy Edit Copyeditor, Assist Executive Producer, Senior Producer, News Producer, Journalist, Multimedia Journalist, Business Journalist, Financial Journalist, Travel Writer, Travel Editor or Travel Specialist

Potential Audience for this ad: 6,400

Location – Living In

Austria
Belgium
Switzerland
Czech Republic
Denmark
France
United Kingdom
Hungary
Ireland
Italy
Netherlands
Poland
Slovenia
Slovakia

Age

22 – 65

Behaviors

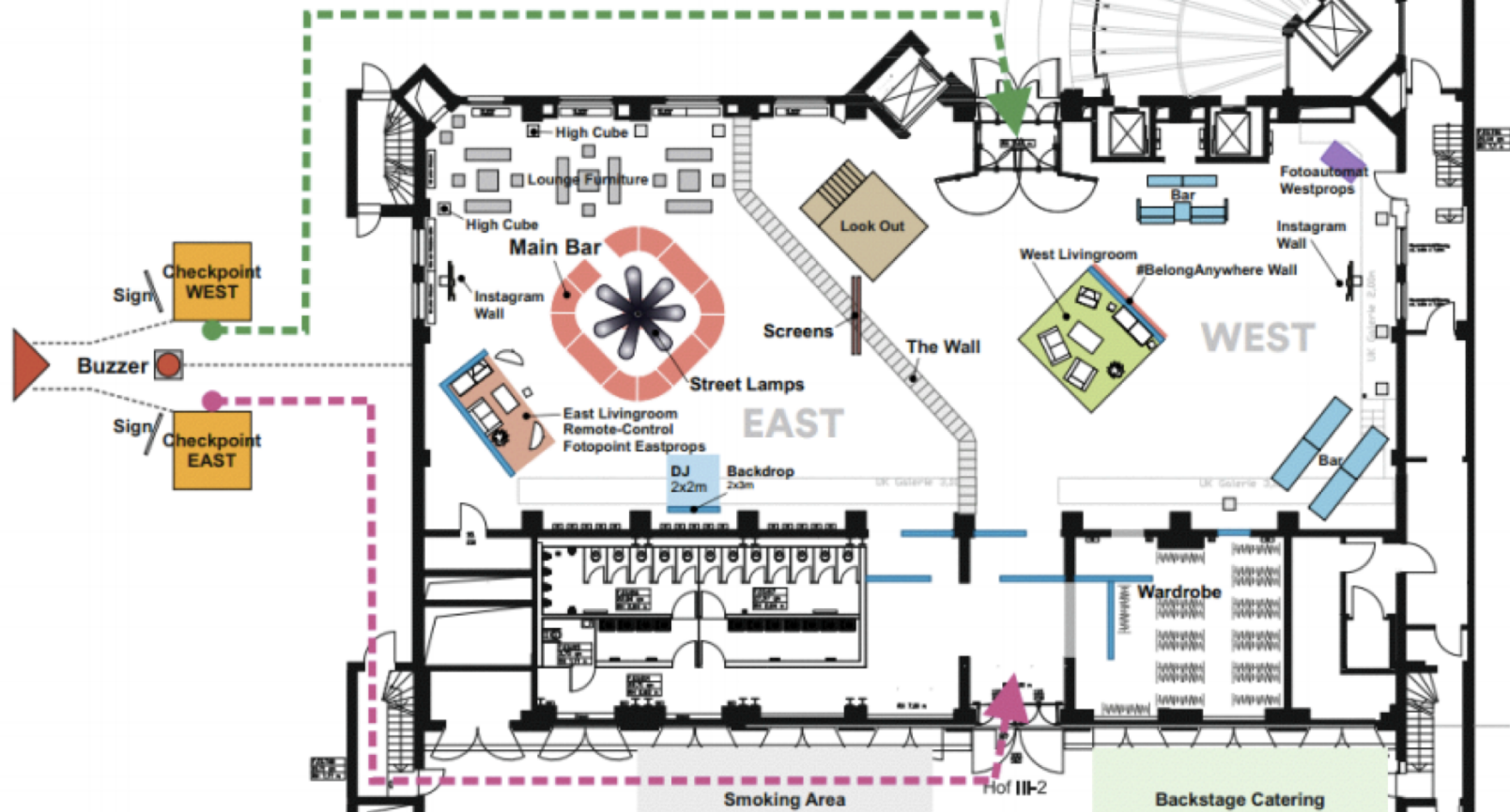
All frequent travelers

Job title

Associate Profe
Graphic Design
and Graphic De
Marketing, Soci
Media & Graphi
Design, Market
and Graphic De
Graphic Design
Graphic
Designer/Illust
Graphic
Design/Prepres
Graphic Design
Photography &
Graphic Design
Graphic Design
Photography In
Graphic Design
Marketing Inter
Graphic Design

	Target audience	Facebook			LinkedIn	
		Germany	EU	US	ALL	EU/CA
Germans	Berlin	1.88MM	-	-	Yes	
	Germans	24MM	-	-	Yes	
	Germans worldwide	-	2.6MM	220K	38+K	
	People formally living in Germany	Yes				
Content	Non-Germans living in Germany	Yes			Yes	
	Editors of Marketing & Advertising on- & offline magazines		15K			3.1K
	Work @ News/Content Publishing		6.2K			
	Reddit/Digg ETC	60K	340K	620K		1.4K
Professionals	Upworthy/Soulpancake ETC	78K	380K	680K		
	Marketing & Advertising professionals	820K	6MM	6.2MM		81K
	Design & Animation experts	260K	2MM	6.2MM		115K
	Graphic Design	2.4K	6.2K	24K		144K
Cannes Lions	Animation	1.8K	4.4K	6.4K		
	People working in social media	19.4K	110K	480K		309K
	Cannes Lion Winners - Branding		2.8K			
	Cannes Lion Winners - Digital		8.2K			29K
Psych	Cannes Lion Winners - Design		7.2K			
	Cannes Lion Groups	5.6K	17.4K	15.4K	27K	
	Education: Psychology	40K	300K	1MM		260K
	Psychology/Mental Health	480K	1.7MM	1MM		
Econ	PTSD	1.7K	20K	110K		62K
	Economic	80K	920K	600K		

Curry Wurst



Media Exposure

- 120 P1 press hits around the world
- 99% positive tone of voice

Cultural Conversation

- 2.2% of the conversation around the Berlin Wall celebration
- # 10th most shared link in Wall universe
- # 8th most mentioned Twitter handle in Wall conversation

Social Engagement

- Average CTR Facebook ads 1.17%
- Highest CTR: 3.4%

SEO

- ~800 links within first 2 weeks
- ~4,000 links after 1.5 year

Awards

- Creative showcase at The Drum & Adage
- D&AD Graphite Pencil Award
- Webby Award
- US Search Award
- Epica Award

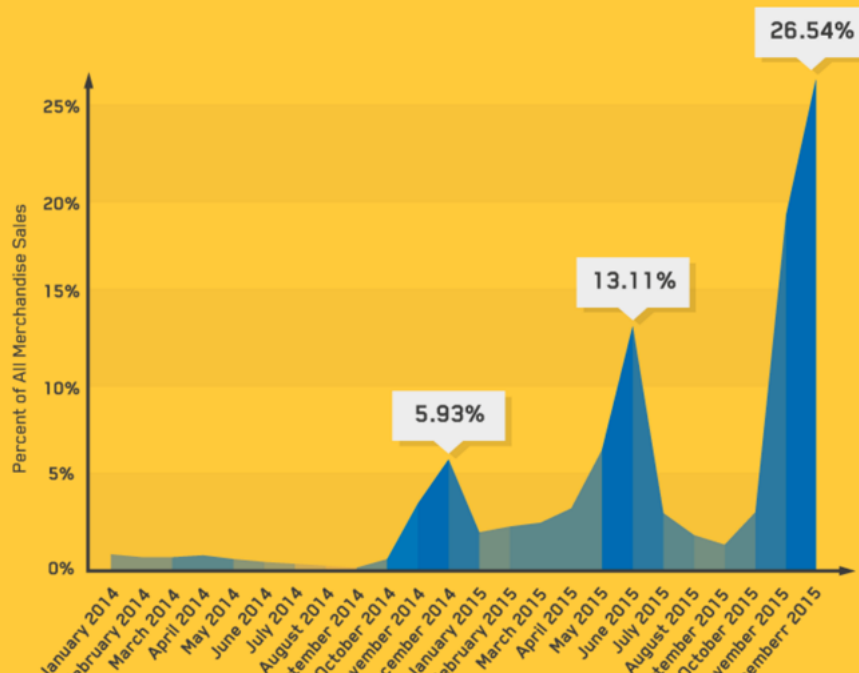
SCORING AT HOME

The Curry Effect

Six Degrees of Kobe Bryant

RISE OF THE WARRIORS

Two Years of Warriors Merchandise Sales Data





1. LUMPS

2. Content-Brand Pyramid

3. Visit a Pyramid



Contentbrandpyramid.com