

Content Padu utk
**Blog, Sales &
Marketing**





Profile

Edwin Masripan

- Blogger NoktahHitam.com,
- CEO, Laman7.
- Youtuber: Let's Go Ed



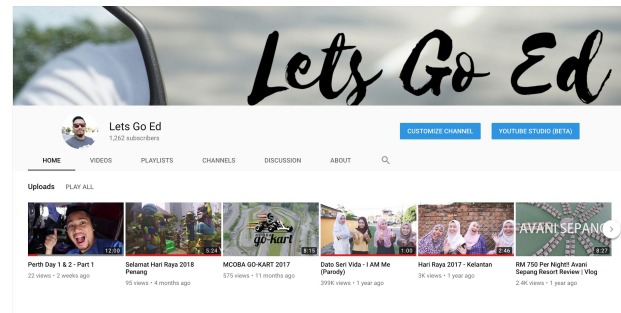
Pengalaman



2006 Blogspot - 2007 ke WP.
Dark, witty, storytelling,
controversial.



Dari 2007, WP.
Business2Business Writing.
Marketing + Coding.

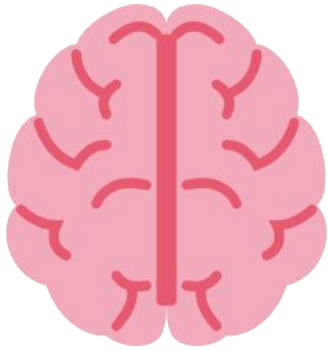


Dari 2016, Youtube.
Eksperimen. Melancong,
Pengalaman, Gembira.



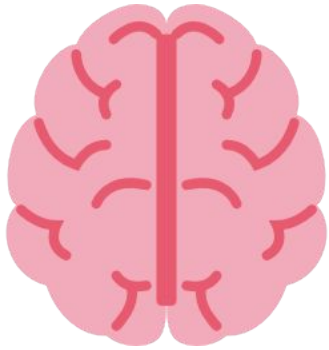
Masalah Menulis Blog?

Masalah Menulis Blog



Tiada Idea,
Writer Block

Masalah Menulis Blog

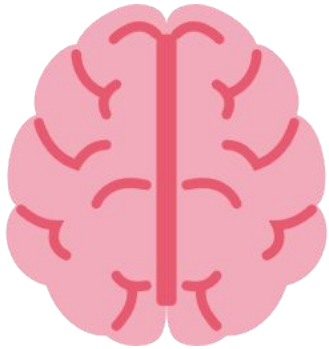


Tiada Idea,
Writer Block



Hentam Dulu,
Pikir Kemudian

Masalah Menulis Blog



Tiada Idea,
Writer Block



Hentam Dulu,
Pikir Kemudian



Post Hambar,
Tak Rank Google

Case Study



Dato Seri Vida - I AM Me (Parody)

399,314 views

2K 525 SHARE SAVE ...

Vida Parody

vs



Meal Prep (Melayu) | RM 5.50 Untuk Setiap Hidangan | 1 jam utk 10 Hidangan

28,612 views

405 8 SHARE SAVE ...

Meal Prep Melayu

Case Study



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Cepat Naik, Cepat Turun.

Basi



Case Study



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405 8 SHARE SAVE ...

Lambat Naik, Makin Naik.

Evergreen





Macam mana nak cari content **Evergreen**?
Content yg orang nak **baca/hadam**?

Macam mana nak kaji?

Google Trends



facebook®

Posting

Google

Keyword Planner



Tools Kaji Selidik

Google Trends



~~facebook®~~

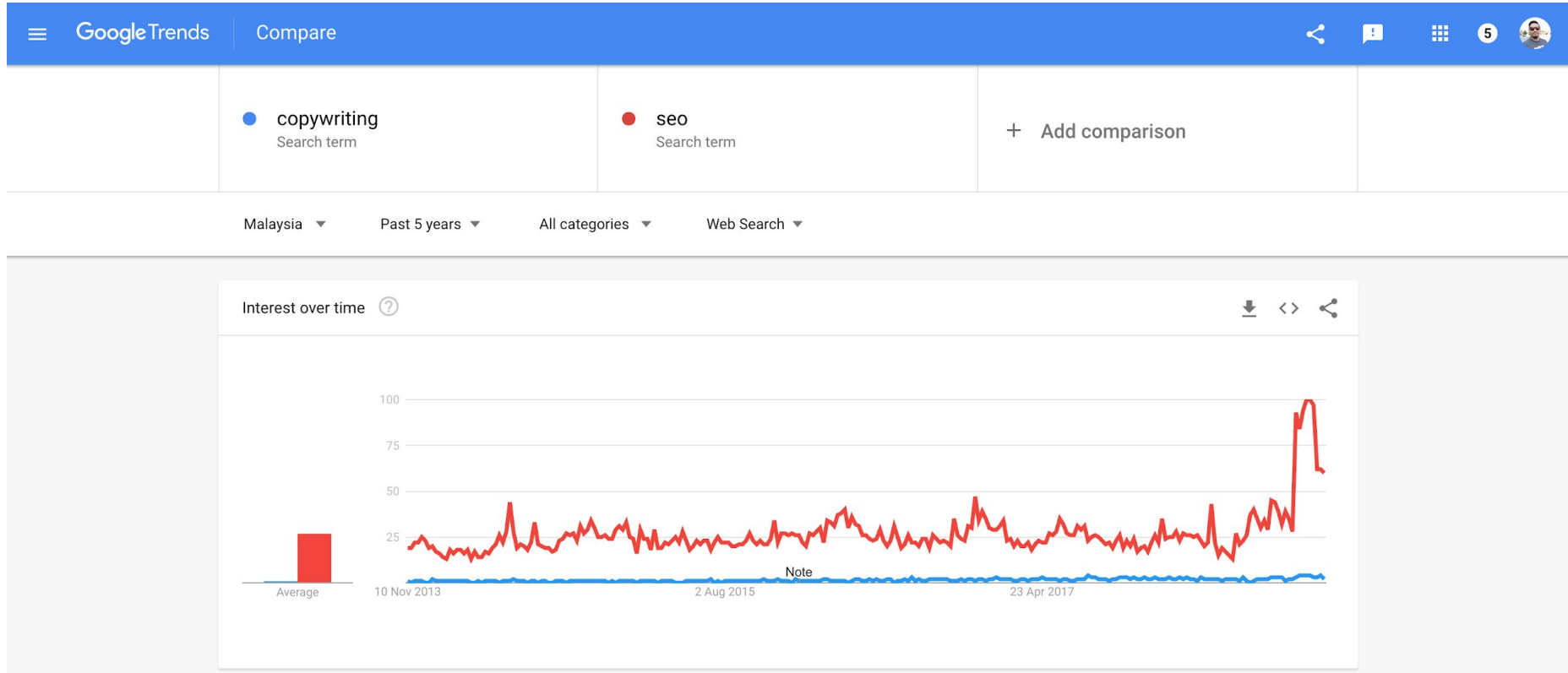
Posting

~~Google~~
Keyword Planner

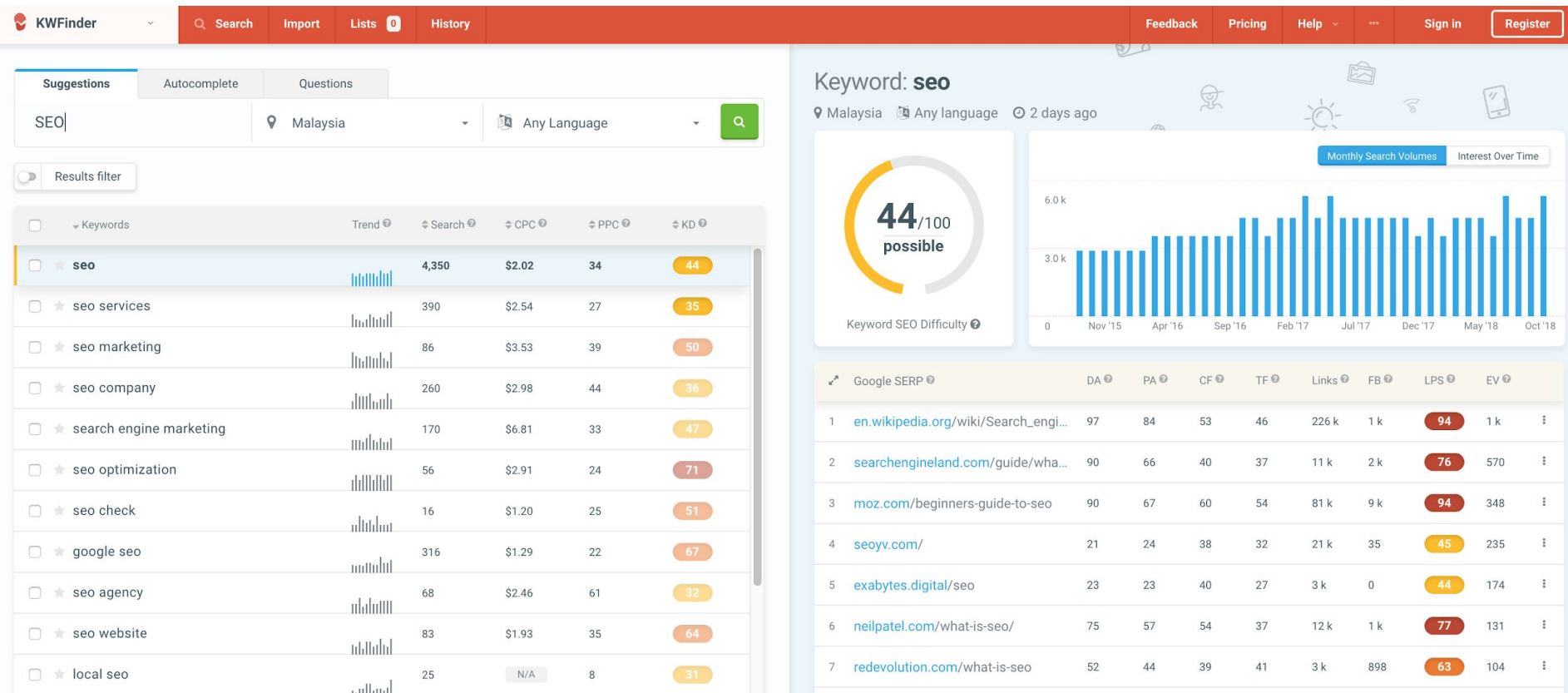


Research Tool

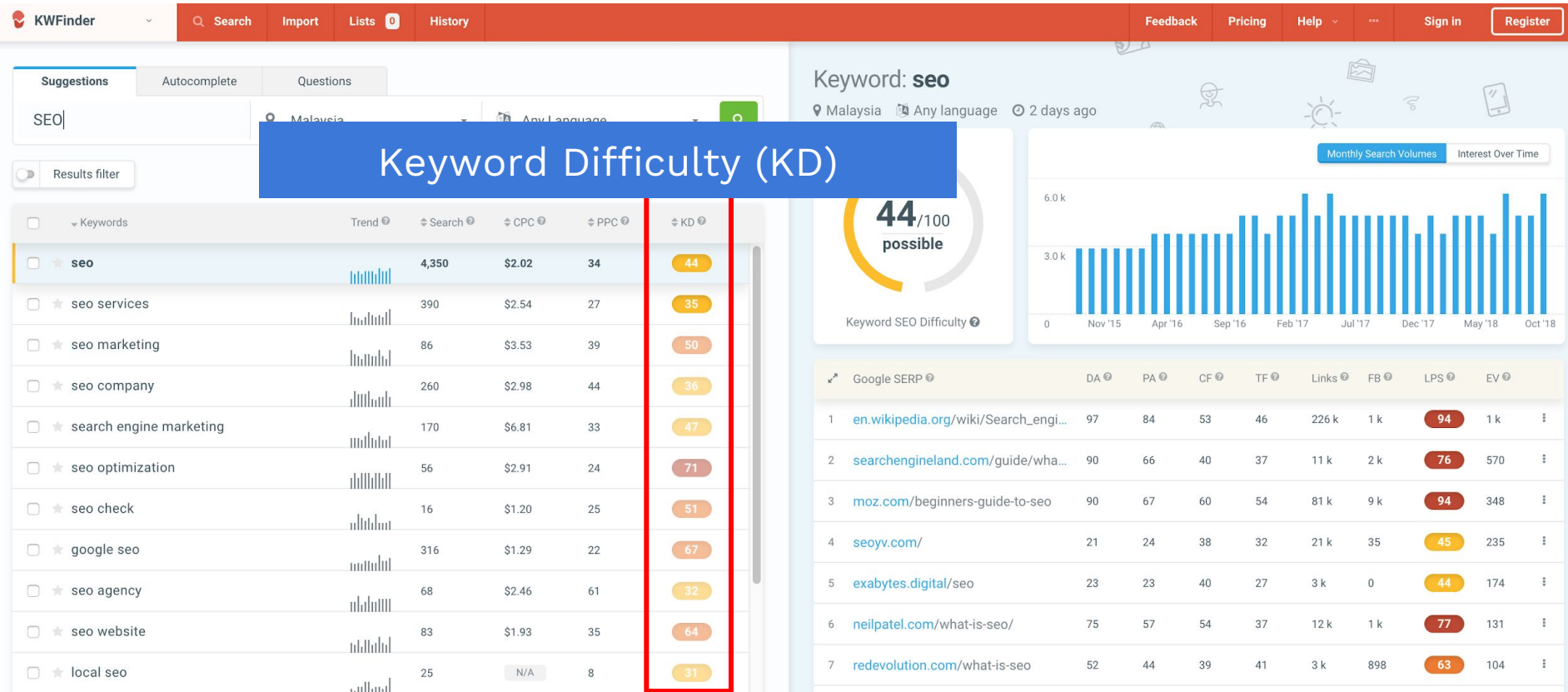
1. Cari interest (lubuk).



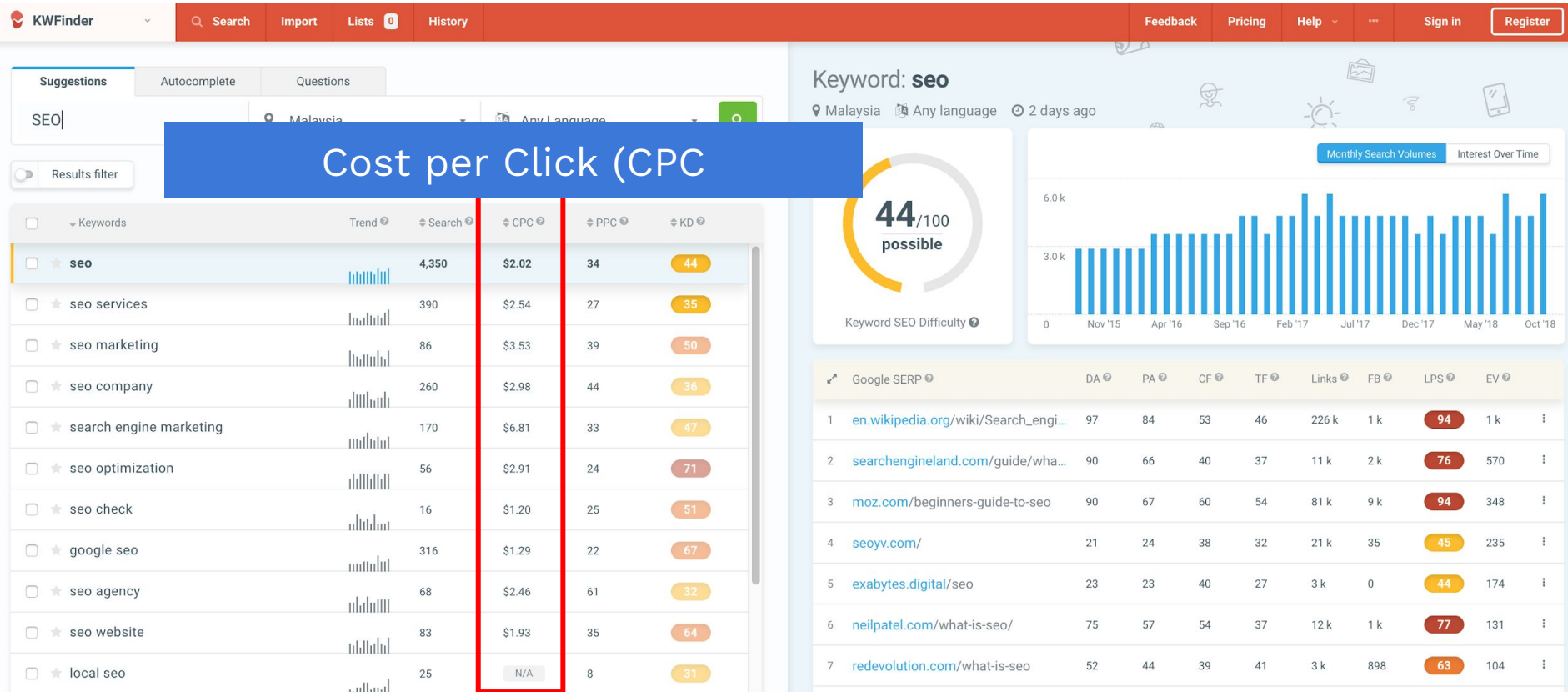
2. Kajian Keyword.



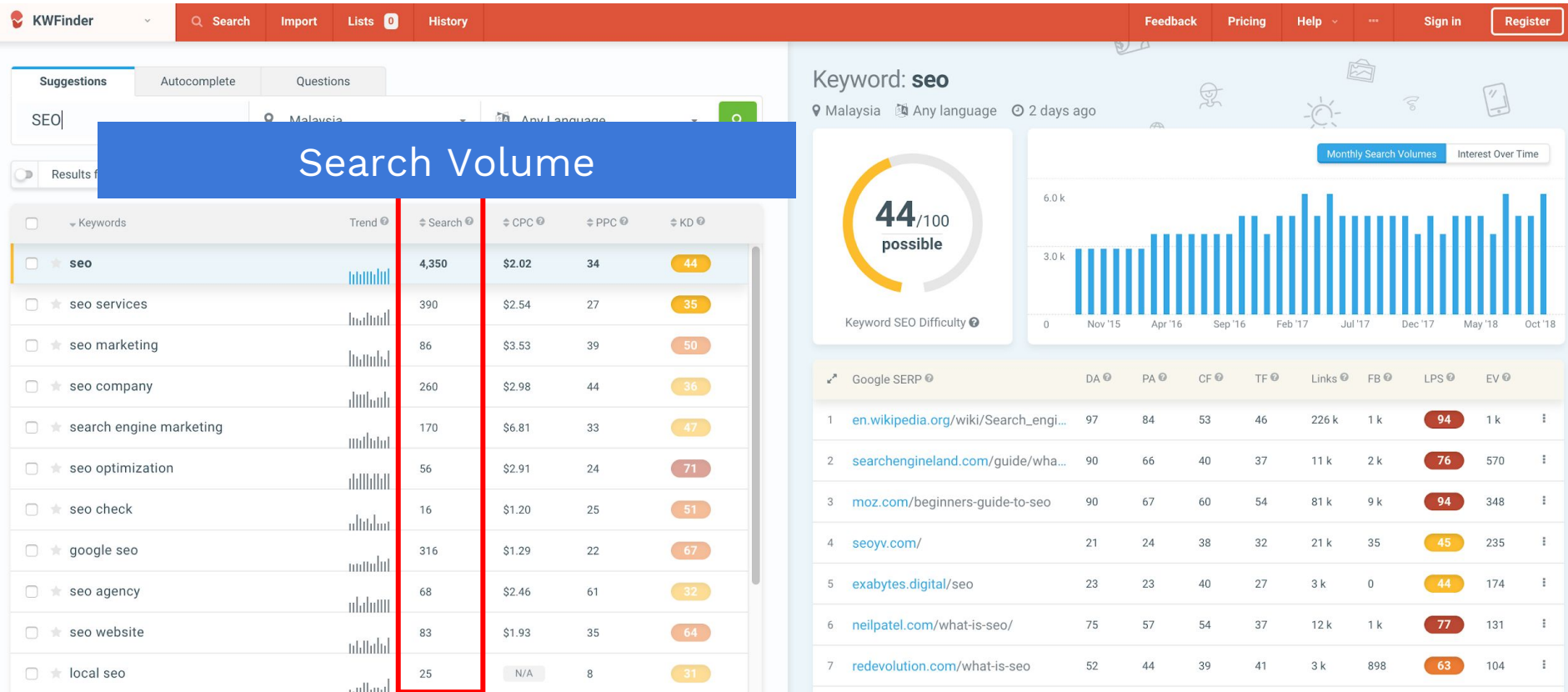
2. Kajian Keyword.



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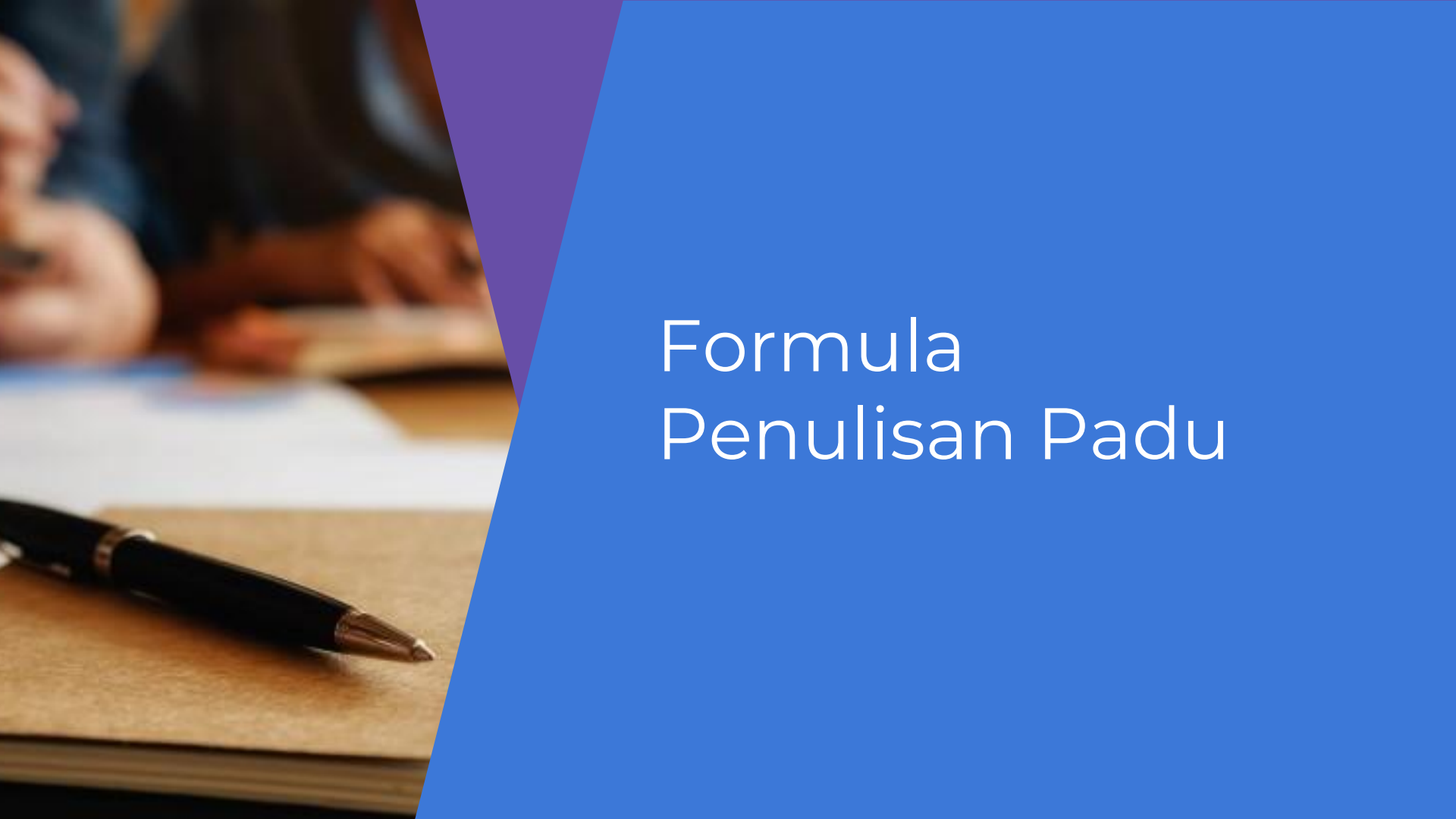
Tips Kajian Keyword

1. Google Trend. Cari pattern  atau .
2. KWFinder. Cari KD , CPC , Search .



Kaji Selidik Topik

1. Baca & hadam content orang lain.
2. Rancang Heading dan Sub-Heading.

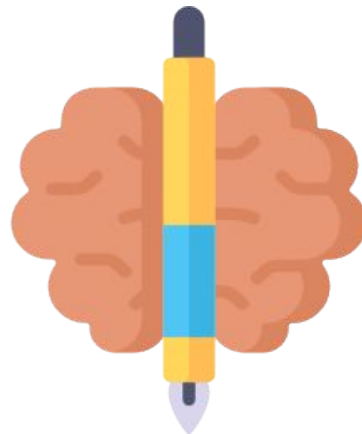


Formula Penulisan Padu

2 Jenis Penulisan



Menjual



Kreatif

Formula Penulisan Padu



Sekolah

Tajuk
Pengenalan
Isi x 3
Penutup

Formula Penulisan Padu



Sekolah

Tajuk
Pengenalan
Isi x 3
Penutup



Luar Sekolah

Tajuk
Pengenalan
Features & Benefit x 3
Bukti Sosial
CTA

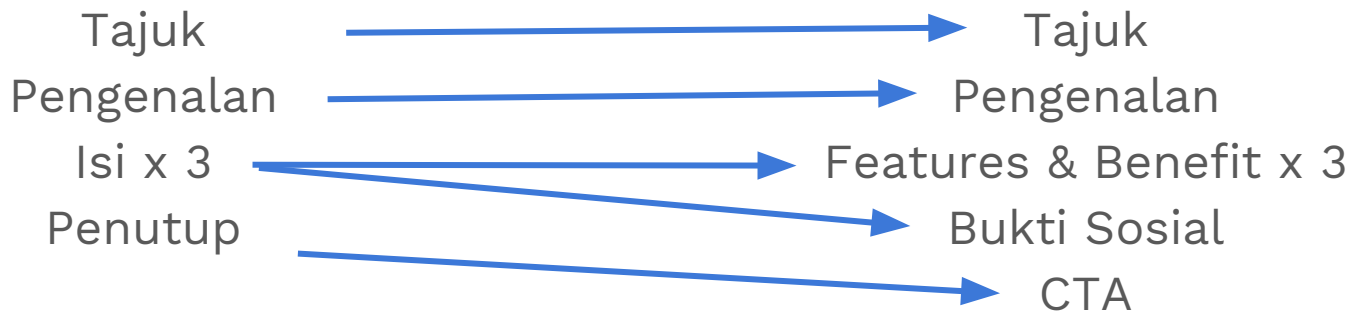
Formula Penulisan Padu



Sekolah



Luar Sekolah



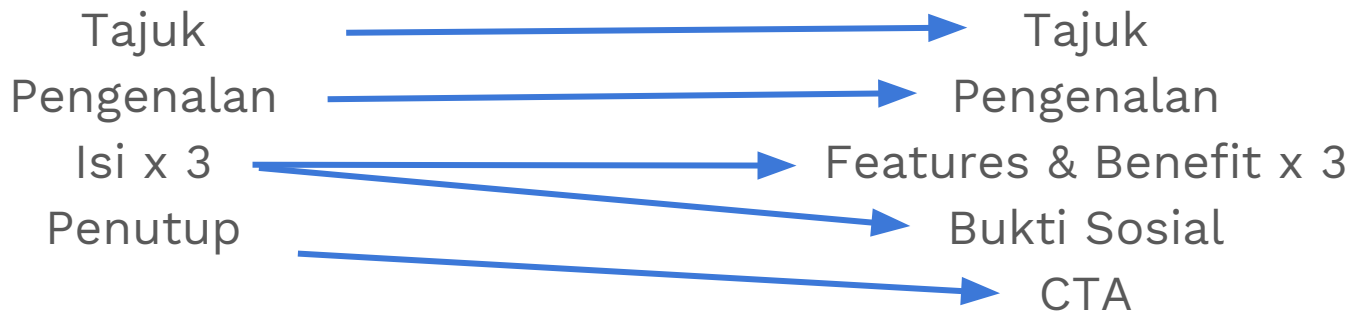
Formula Penulisan Padu



Sekolah



Luar Sekolah



Formula Penulisan Padu

A	Attention	Tajuk
I	Interest	Pengenalan
D	Desire	Feature & Benefit
C	Convince	Bukti Sosial
A	Action	CTA

Tajuk Hacking

Tajuk **Keywords Wajib utk CTR ↑**

- + Paling
- + Emosi
- + Self Interest
- + Solusi Masalah
- + Curiosity (?)

Tips Penulisan

1. Bayangkan bercakap dgn target audience atau kawan.
2. Tulis utk difahami, bukan disegani.
3. Min 500 perkataan, terbaik 1,500 ↑



Content is King



Content is King
&
Distribution is Queen





Pengagihan

(Distribution)

Tips Pengagihan

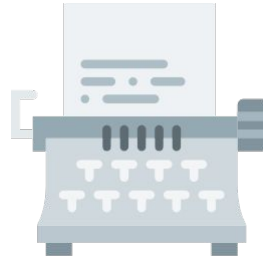
1. Share di semua SocMed - Basic
2. Guna Facebook & Google Ads - Medium
3. Minta Link dari Blogger - Rare
4. **Get Featured** - Paling Rare

Formula Content Padu.



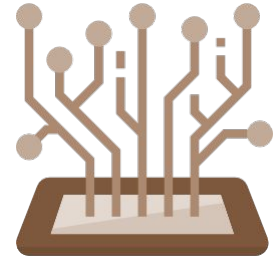
Kaji

+



Tulis

+



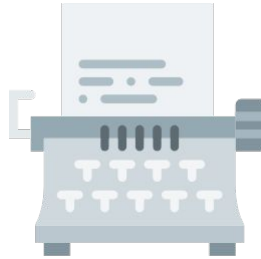
Agihan

Formula Content Padu.



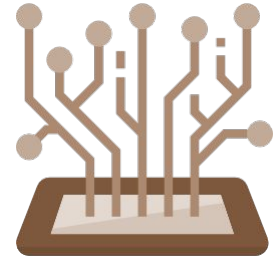
$\frac{1}{3}$

Kaji



$\frac{1}{3}$

Tulis



$\frac{1}{3}$

Agihan

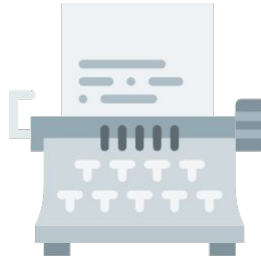
+

+

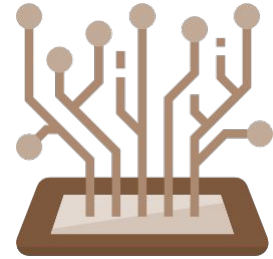
Formula Content Padu.



2 jam
Kaji



2 jam
Tulis

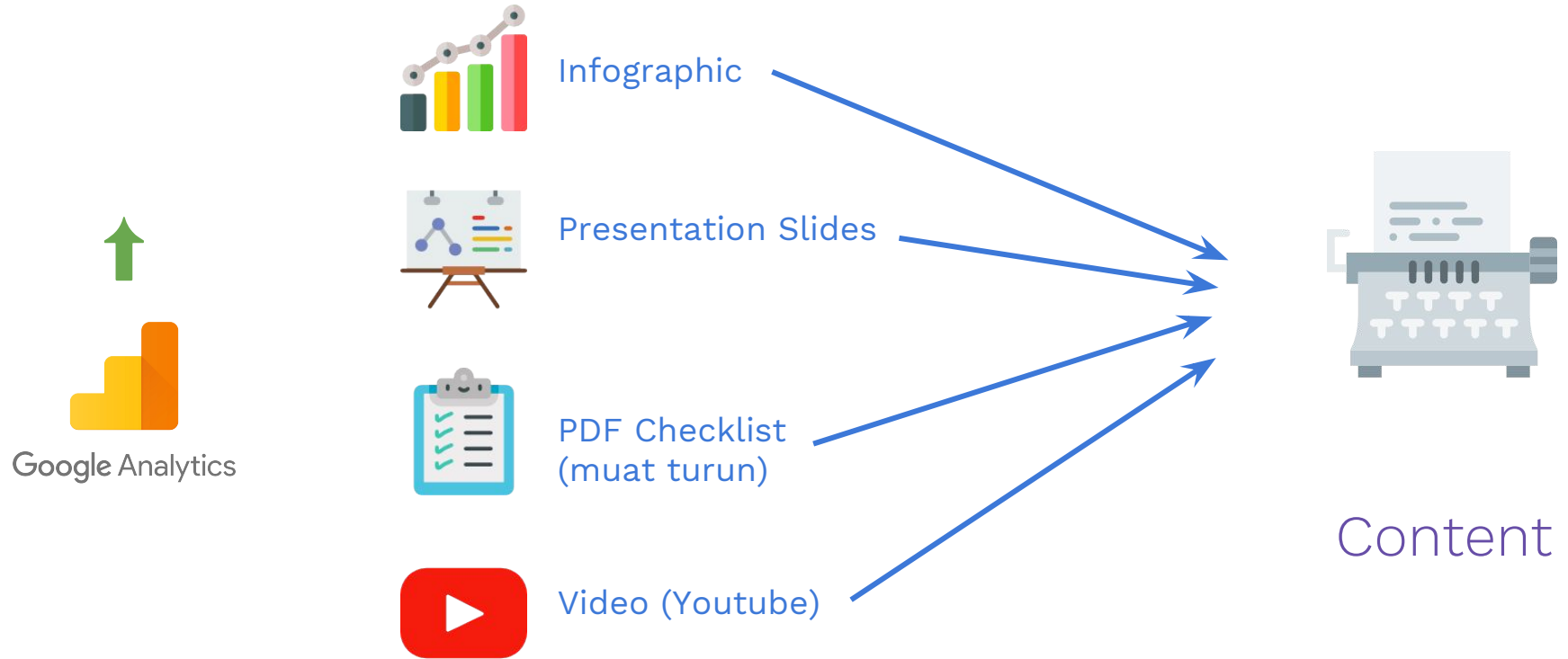


2 jam
Agihan

+

+

2 bulan kemudian...



The background of the image shows a person's hands writing in a notebook, with a black pen resting on the page. The image is partially covered by a large blue triangle on the right side, which contains the text. A smaller purple triangle is visible at the top left of the blue area.

Terima Kasih

<http://laman7.com/blog>