

# The Art of Zero-Click Content

MicroConf | November 2, 2022

Amanda Natividad, VP Marketing



# How it started...

Want to know X? Join our webinar!

Do you want to know what's happening in in-home #AgedCare before reforms are delivered by July 2024? We invite you to join our webinar on 31 August 2022 from 2:00pm to 4:00pm AEST that will cover this topic.  
Register today at [health.gov.au/resources/webi...](https://health.gov.au/resources/webi...)

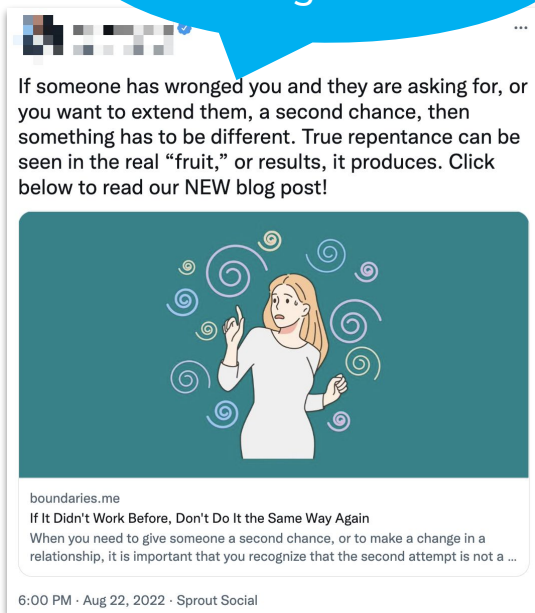


**Webinar**  
Reforming in-home aged care and regulation – update  
31 August 2022

5:00 PM · Aug 22, 2022 · Brandwatch

Relatable statement. Read the blog!

If someone has wronged you and they are asking for, or you want to extend them, a second chance, then something has to be different. True repentance can be seen in the real “fruit,” or results, it produces. Click below to read our NEW blog post!



**boundaries.me**  
**If It Didn't Work Before, Don't Do It the Same Way Again**  
When you need to give someone a second chance, or to make a change in a relationship, it is important that you recognize that the second attempt is not a ...

6:00 PM · Aug 22, 2022 · Sprout Social

Intriguing question. Context! Read this.

Do you know any coffee brands or anyone in the coffee industry? We are introducing a new initiative to expand & bring more coffee brands within our community. For more info, give this blog post a quick read! 📌



**medium.com**  
**A New Initiative**  
A lot of you have had some great suggestions and ideas for the Coffee Junkie Club and we've had a couple of people ask "how can I get my..."

12:43 PM · Aug 22, 2022 · Twitter for iPhone

# How it's going...

130,000+ followers

Verified account

Government org

80,000+ followers

Verified account

Credible author

16,000+ followers

Niche interest

<1 year old

## Webinar

Reforming in-home aged care and re...  
31 August 2022

5:00 PM · Aug 22, 2022 · Brandwatch

2 Retweets 3 Likes

boundaries.me

If It Didn't Work Before, Don't Do It the Same Way A...  
When you need to give someone a second chance, c...  
relationship, it is important that you recognize that t...

6:00 PM · Aug 22, 2022 · Sprout Social

1 Retweet 6 Likes

medium.com

A New Initiative

A lot of you have had some great suggestions and ideas f...  
Club and we've had a couple of people ask "how can I ge...

12:43 PM · Aug 22, 2022 · Twitter for iPhone

2 Retweets 1 Quote Tweet 16 Likes

**But why?** 🙄

## Strike a Chord

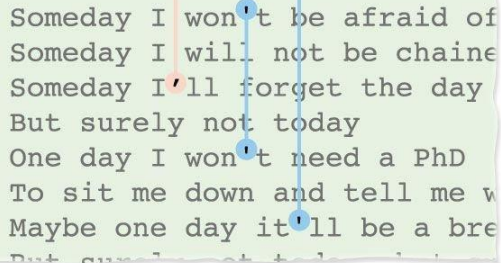
Genius used a watermarking system that embedded patterns in the formatting of apostrophes in its lyrics.

### Lyrics from Genius



Someday I won't be afraid of  
Someday I will not be chaine  
Someday I'll forget the day  
But surely not today  
One day I won't need a PhD  
To sit me down and tell me w  
Maybe one day it'll be a bre  
But surely not today

### As seen in Google search



Someday I won't be afraid of  
Someday I will not be chaine  
Someday I'll forget the day  
But surely not today  
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Source: Genius; Lyrics an excerpt of "Not Today" by Alessia Cara ©Sony/ATV Music Publishing LLC

# Google puts answers in SERP

In 2020, 65% of Google searches ended without a click.

This *can be* good for users.

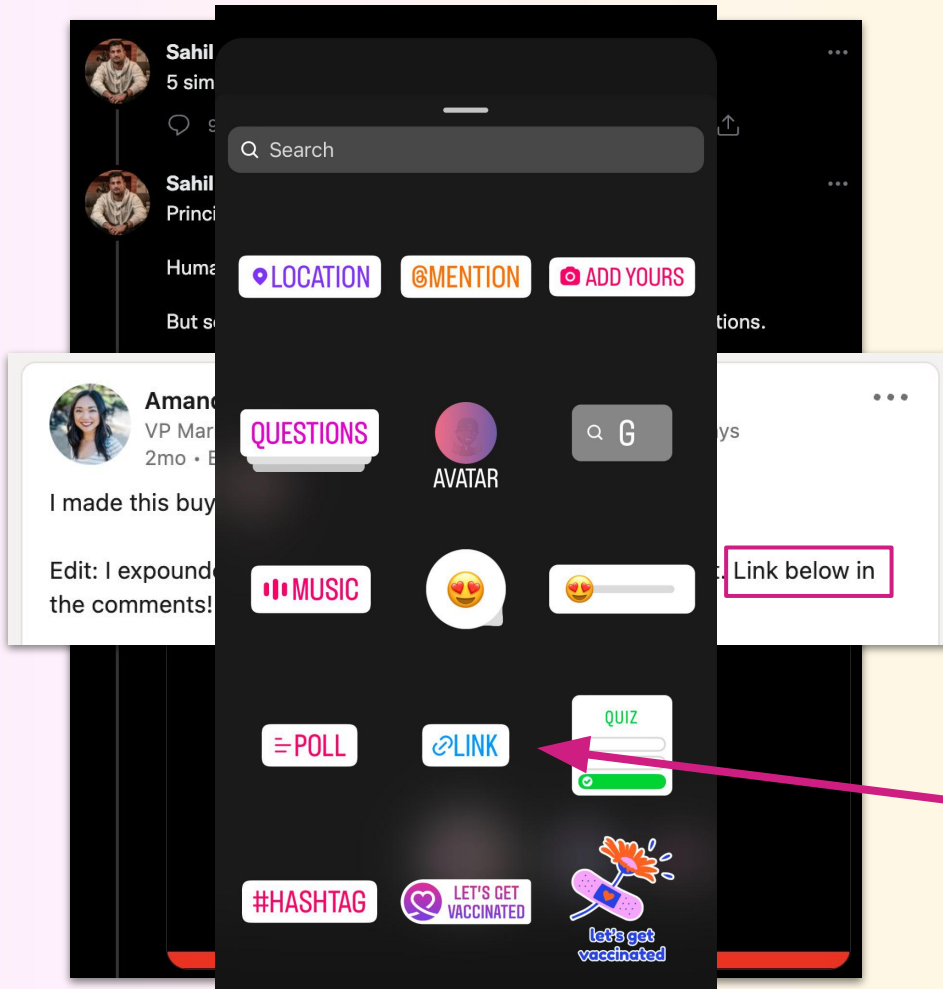
Yet bad for publishers and small businesses.

# Social media rewards native content












Twitter's algorithm favors threads over linked content.

LinkedIn's algorithm favors comments.

Instagram doesn't allow links in captions. Only recently began allowing them in stories.



# The platforms reward Zero-Click Behavior

Platform	Allows Outlinks in Content	Allows Outlinks in Bios	Algo Prioritizes Native Content	Creators Benefit from Zero-Click Approach
 Google	Yes*	No	Yes	Yes
 YouTube	Yes	Yes	Yes	Yes
 facebook	Yes	Yes	Yes	Yes
 Instagram	No**	Yes	Exclusively	Yes
 twitter	Yes	Yes	Yes	Yes
 reddit	Varies***	Yes	No	Yes
 LinkedIn	Yes	Yes	Yes	Yes
 TikTok	No	Yes	Exclusively	Yes
 Pinterest	Yes	Yes	No	No
 Quora	Yes	Yes	No	No
 SnapChat	No	No	Exclusively	Yes

SparkToro

**The “old” way of marketing your  
hospital  
doesn't work anymore.**



~~Optimize for Google.~~

Optimize for impressions.

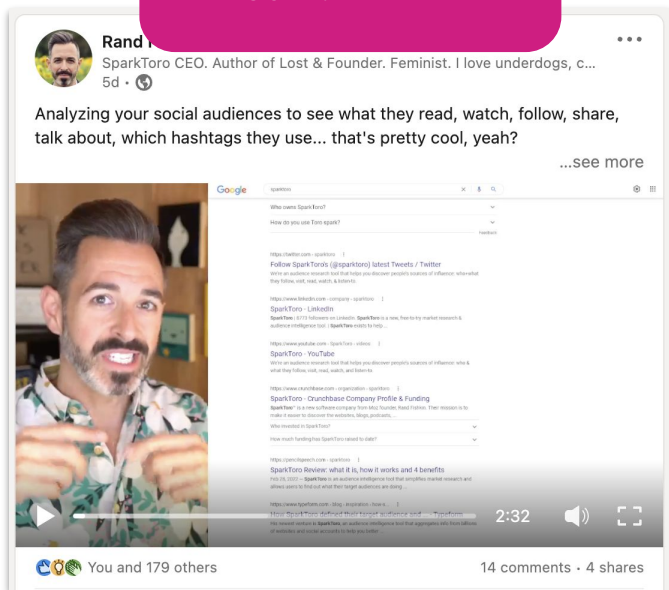
a.k.a. We have to write really,  
really good content. 🙄

## **Zero-Click Content:**

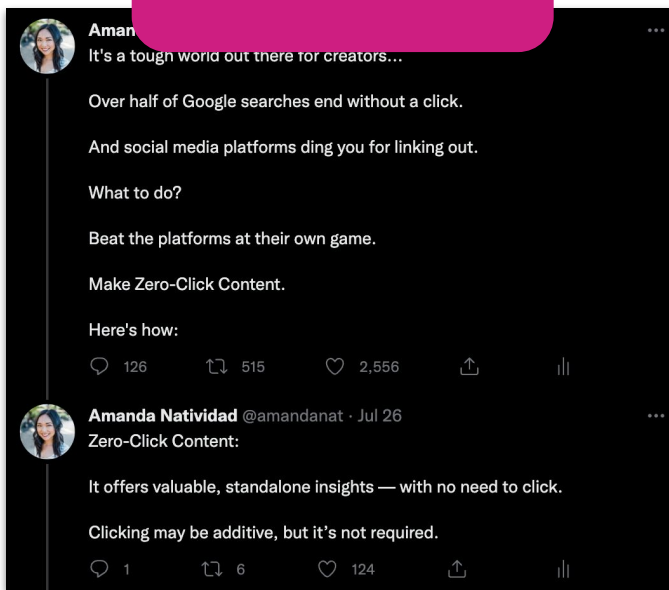
**Content that offers standalone value  
with no need to click.**

# Lots of examples from our peers...

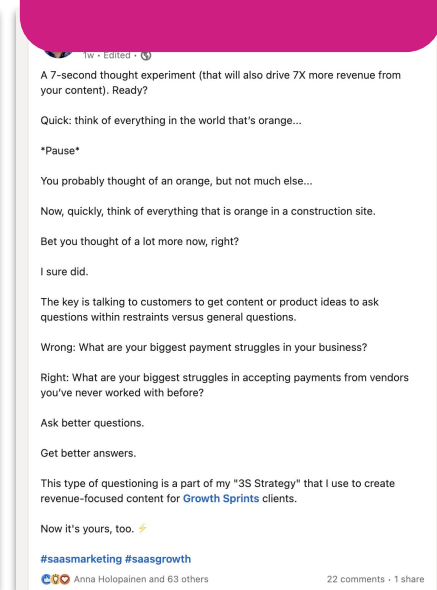
2-minute videos posted directly on LinkedIn.



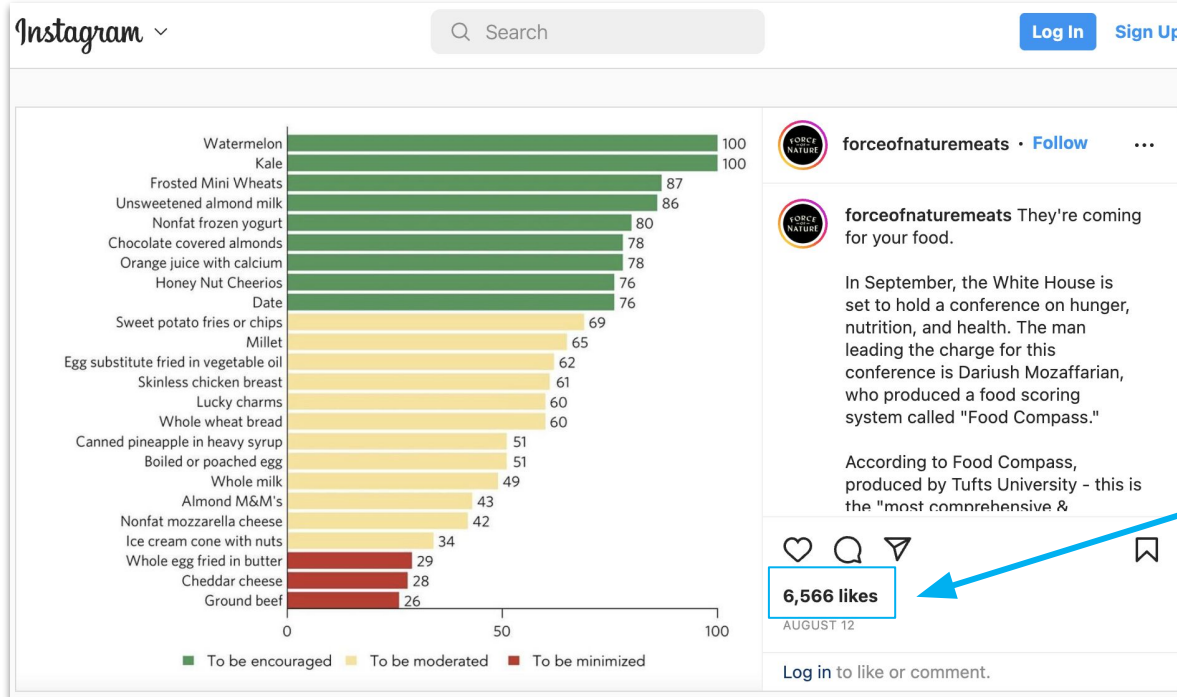
Blog posts rewritten as threads.



150-word insights posted on LinkedIn.



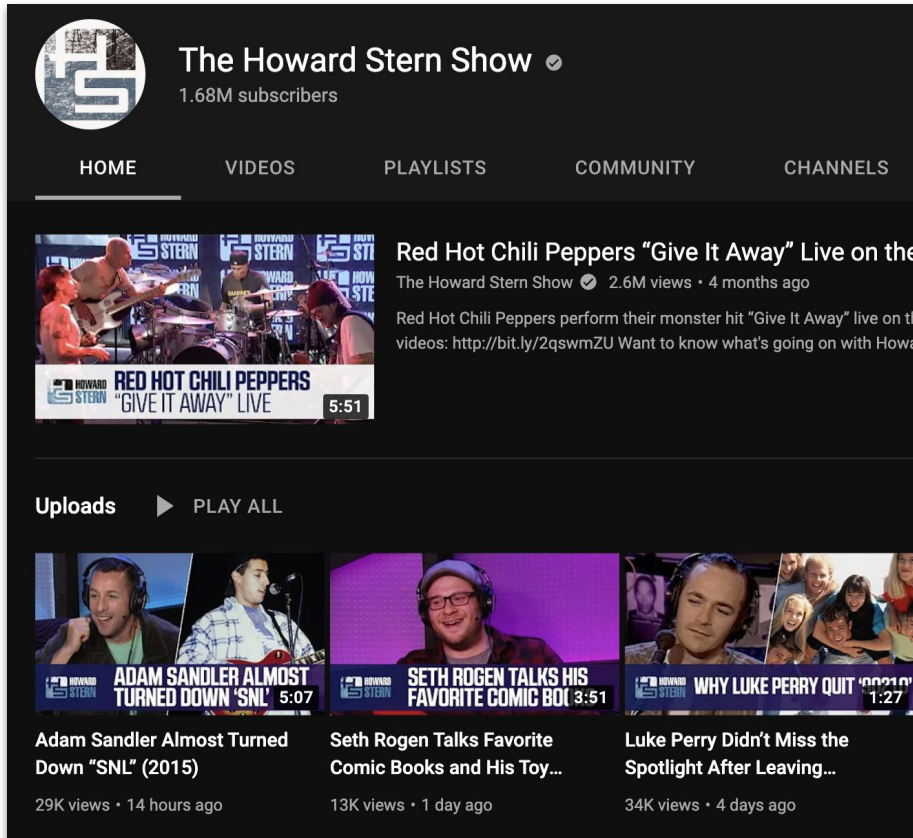
# From other businesses and industries...



90,000+ Instagram followers

...who are VERY engaged with their content!

# From other businesses and industries...




The screenshot shows the YouTube channel page for 'The Howard Stern Show'. At the top left is the channel's profile picture, a stylized 'HS' logo. To its right, the channel name 'The Howard Stern Show' is displayed with a verified badge, and below it, '1.68M subscribers'. A navigation bar contains five tabs: 'HOME' (selected), 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', and 'CHANNELS'. The main content area features a large video player for 'Red Hot Chili Peppers "Give It Away" Live on the Howard Stern Show', showing a live performance with a 5:51 duration. Below this, an 'Uploads' section is visible with a 'PLAY ALL' button. Three video thumbnails are shown: 'Adam Sandler Almost Turned Down "SNL" (2015)' (5:07), 'Seth Rogen Talks Favorite Comic Books and His Toy...' (3:51), and 'Luke Perry Didn't Miss the Spotlight After Leaving...' (1:27). Each thumbnail includes the channel logo, video title, and duration.

1.68 million YouTube subscribers

2-5 minute clips of the juiciest parts of his interviews


# From other businesses and industries...

 **Redfin**  
91,396 followers  
4d · Edited · 🌐

+ Follow ...




Enjoy the first peek of our CEO, [Glenn Kelman](#), on [Netflix's](#) new series Buy My House. To say we're excited about this is an understatement 😊

Tune into Netflix's [#BuyMyHouse](#) on September 2 📺



▶ 1:42 🔊 🗄

*Real estate mogul Glenn Kelman.*

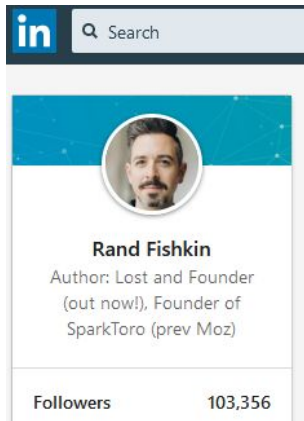
   305

9 comments · 58 shares


Redfin CEO... starring... in a Netflix show about home buying and selling?!

**Cool, but how?**

**Repeatable frameworks ahead!**




in Search





**Rand Fishkin**  
Author: Lost and Founder (out now!), Founder of SparkToro (prev Moz)


Followers 103,356


 11,733 views of your post in the feed


 17,606 views of your post in the feed


 20,617 views of your post in the feed

 23,575 views of your post in the feed

 39,473 views of your post in the feed






 41,552 views of your post in the feed

 45,320 views of your post in the feed

 106,069 views of your post in the feed

# Optimize for Engagement Streaks to Get Social Visibility, Followers, & Traffic



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Rand Fishkin</b> @randfish · Aug 10	Them: "In tech, long term, the best products win the market." Me: "Adobe PDF."		48,139	2,295	4.8%
	<a href="#">View Tweet activity</a>					
	<b>Rand Fishkin</b> @randfish · Aug 10	If I were still in SEO, I'd go test this asap. \$50 says the Google rep is wrong. I see links in guest editorial that regularly correlate with improved rankings, and I doubt it's all coincidence. <a href="https://twitter.com/Marie_Haynes/s...">twitter.com/Marie_Haynes/s...</a>		84,051	4,035	4.8%
	<a href="#">View Tweet activity</a>					
	<b>Rand Fishkin</b> @randfish · Aug 9	Even the 1% loses out, because economic gain is not zero sum. A wealthier working class and less poverty would yield greater wealth for all. <a href="https://twitter.com/edburmila/stat...">twitter.com/edburmila/stat...</a>		25,535	255	1.0%
	<a href="#">View Tweet activity</a>					
	<b>Rand Fishkin</b> @randfish · Aug 9	I'm making an attempt at homemade tacos al pastor. 🌮🌮🌮		51,812	3,658	7.1%
	<a href="#">View Tweet activity</a>	First hot tip: buy achiote paste, people. Grinding achiote seeds in a mortar and pestle is agonizing. <a href="https://pic.twitter.com/w3ftG0Fw3">pic.twitter.com/w3ftG0Fw3</a>				
	<b>Rand Fishkin</b> @randfish · Aug 7	Fascinating <a href="https://themarkup.org/google-the-gia...">themarkup.org/google-the-gia...</a>		19,877	825	4.2%
	<a href="#">View Tweet activity</a>	The Markup obtained internal Google documents that coach employees to avoid "legal risks" in using words like "market" and "network effects"  I think this speaks to why Googlers are told to lie about user signals in rankings, too. /1 <a href="https://pic.twitter.com/nd52P2T7iU">pic.twitter.com/nd52P2T7iU</a>				

# Give Networks

## What They Want:

A) Content that keeps users on the platform (i.e. no links)

B) Posts that earn either replies or repeat visits/clicks (more so than likes/shares)

C) Visual & video formats, shocking headlines, and/or surprising & unexpected content

03/19/2020 1:58 PM	 This is a very unusual share for me, but... I had a powerful, educational			2K 	157 16 
03/17/2020 8:37 PM	 I published my first new blog post in a long while, about the coming			4.3K 	362 64 
10/14/2019 1:06 AM	 New research: <a href="https://sparktoro.com/blog/marketers-say-most-of-">https://sparktoro.com/blog/marketers-say-most-of-</a>			8.9K 	462 117 
08/13/2019 9:44 AM	 NEW blog post: <a href="https://sparktoro.com/blog/less-than-half-of-google-">https://sparktoro.com/blog/less-than-half-of-google-</a>			7.2K 	777 174 
06/17/2019 11:43 PM	 What percent of Google's searches end: - with zero clicks? - with a click to			9.3K 	1.3K 222 
06/04/2019 8:15 AM	 Is Google a monopoly? Check out the chart. Is Google about to be			16.7K 	1.8K 393 
04/19/2019 12:01 PM	 It's COMPLETE! My One-Hour Guide to SEO, a Whiteboard Friday video			10.3K 	660 274 
04/01/2019 9:03 PM	 Moz has finally launched an update to the Beginner's Guide to SEO:			8.8K 	719 296 
03/22/2019 11:03 AM	 Time for PART 2 of the 'One Hour Guide to SEO' -- <a href="https://moz.com">https://moz.com</a>			4.1K 	308 128 
03/15/2019 10:31 AM	 I'm back on a NEW Whiteboard Friday for Moz -- my first time in almost a			11.9K 	1.3K 550 
01/23/2019 3:19 PM	 NEW blog post with Google search numbers and clickthrough rates in			6.8K 	513 159 
01/21/2019 12:30 PM	 Geraldine and I are putting a bunch of our savings into a totally new, scary,			6.8K 	672 171 

# Give Followers What They Want:

A) Consistency of focus. Sadly, people tend not to like deviation from the initial reason they followed you.

B) High controversy AND belief-reinforcing content.

C) Content that's easy to consume & process (shorter, more visual, more emotional content tends to work)

# Give **YOUR Followers** What They Want

Industry or category trends

**Bridge the gap**

What your audience consumes

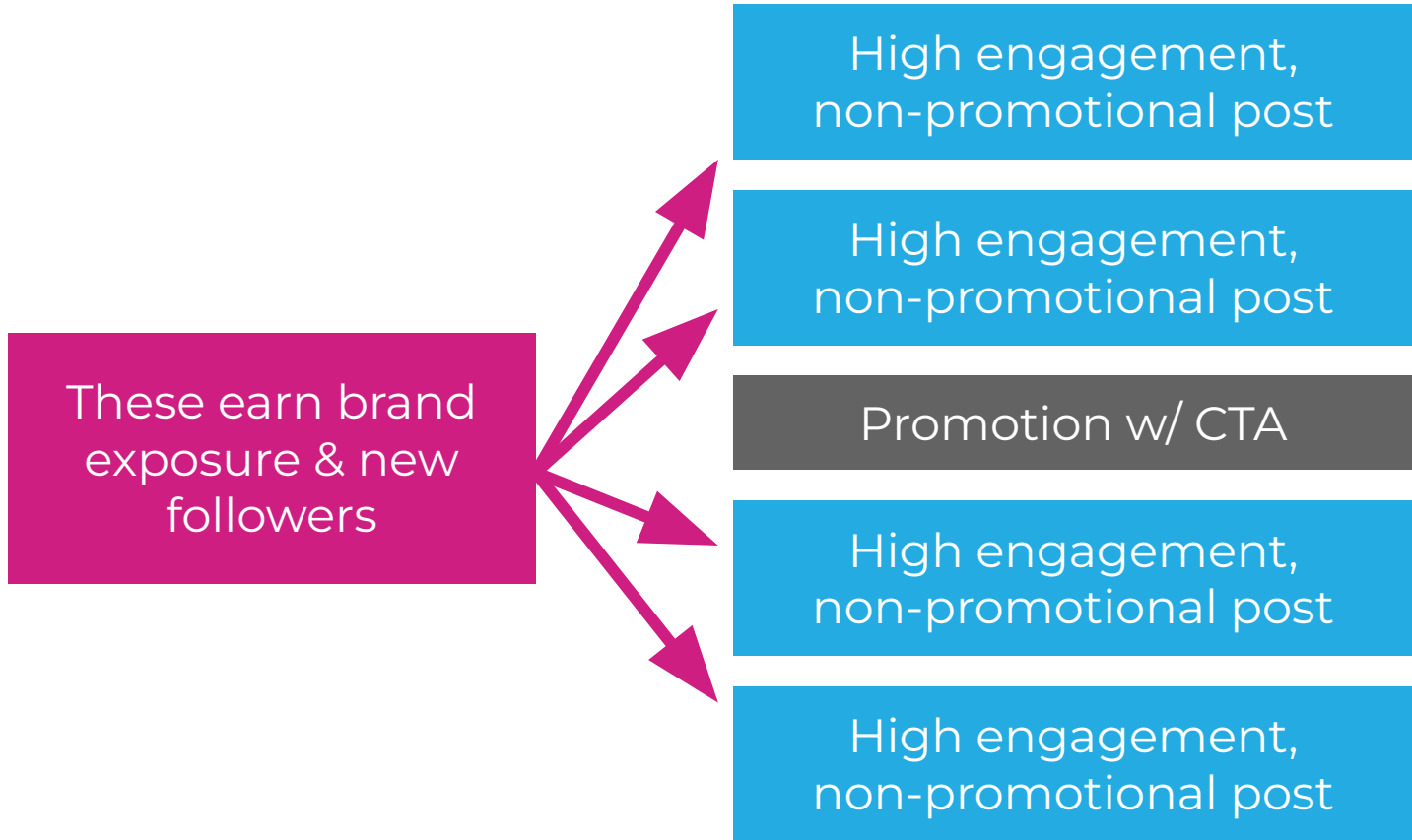
**Macro**

**Micro**



frontpagemetrics.com

# Engage, draw traffic, repeat.



# Engage, draw traffic, repeat.

This capitalizes on your algorithmic reputation, & sends clicks back to your site



High engagement,  
non-promotional post

High engagement,  
non-promotional post

Promotion w/ CTA

High engagement,  
non-promotional post

High engagement,  
non-promotional post



Amanda Natividad  
@amandanat

I made this buyer persona template. Feel free to steal it.



## Marketing 'Manda

Marketing 'Manda is a whiskey-loving, rag-tag control freak with a zest for marketing and — you guessed it! — life.

Age: Excuse me, no.

Ethnicity: I was born here, ok?

Education: My parents are mad I didn't get my MBA.

Location: How is this relevant?

Pickles or relish: Pickles

Occupation: VP/Marketing Architect, don't worry about it.

Social media channels: All of them. Does this help?

Personality: Shy, outgoing, hungry at mealtimes, reserved, affectionate.

Content preferences: TV, movies, blogs, social accounts, podcasts, YouTube, old Spotify playlists.

### Motivations:

Fear

Incentives

AcHieVeMenT

### Goals:

- Marketing.
- Happiness.
- 8 hours of sleep.
- For you to read this.

### Fears:

- The dark.
- Roller coasters.
- Waking up on the day of a final exam and not having studied.

Quote: "Marketing is about people."

SparkToro

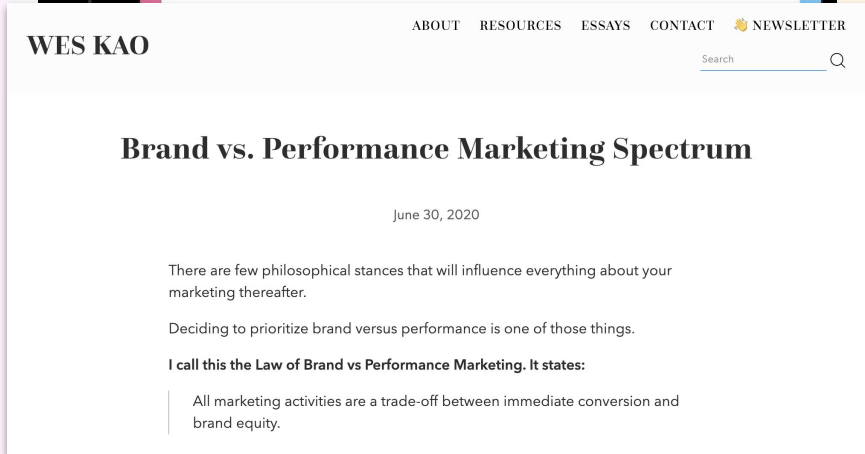
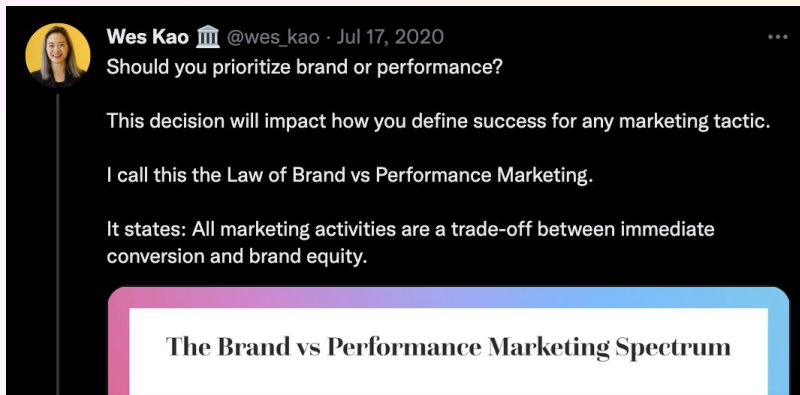
8:53 AM · Jun 8, 2022 · Twitter Web App

47 Retweets 5 Quote Tweets 577 Likes

# Tactic 1: Give away the punchline

This works well for repurposing completed content.

- 500+ likes on tweet
- Most clicked-on email promo this year
- 900+ registrants



## Tactic 2: Summarize the heart of your idea

Share an outline, items in a list, or a standalone thought!

- Remember: clicking should be optional
- Done well, you can do this multiple times with 1 piece of content



Steph Smith  
@stephsmithio

The 40 hour workweek was established over a century ago.

Since then, we've invented 5G networks, automation, 3D printing, AR/VR, and a computer that can fit in your pocket.

Nearly all of the tools have changed, yet somehow ppl still think



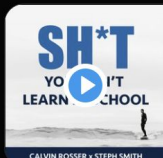
Steph Smith @stephsmithio · Sep 4, 2021  
The 40HWW isn't the only narrative that many never thought to question.

4:44 PM · Sep

2,271 Retweet

Where did retirement come from?  
Why did ppl start getting married?  
Why 3 meals/day?

We talk through traditions (societal defaults) and whether they still serve you in this episode:



keeplearning.buzzsprout.com  
35. Does Marriage, Retirement, or the 40-Hour W...  
In this episode, Steph and Cal dive deep into traditions, the societal defaults that shape how we...

8

78

604



## Tactic 3: Post a defensible hot take

Works well for long-form content with full context.

- Don't be salacious for the sake of being salacious
- Add the link after you get engagement
- Defend your claim



**But wait!**  
**What about executive buy-in?** 🤔

# Sustainable operations

**1 blog post**

=

1-2 LinkedIn posts

1 Twitter thread + 3 tweets

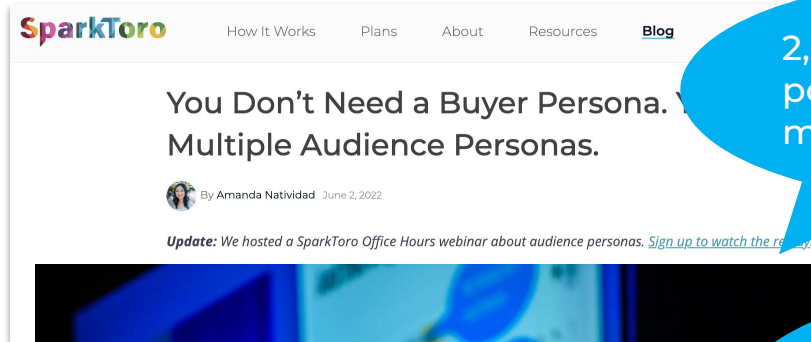
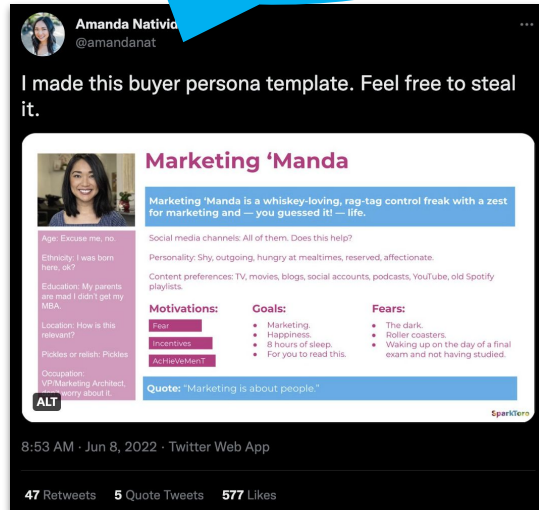
1 video

1 webinar

1 conference presentation

# The counterintuitive outcome..

Goofy joke that took me 2 hours to make. 🤪



2,000-word blog post where I defend my claim. 🤪



The opportunity to present this to 700+ people at MozCon. 😭

# Learn more about audience research

[sparktoro.com/audience-research-newsletter](https://sparktoro.com/audience-research-newsletter)

Our every-other-Thursday newsletter

[sparktoro.com/tools](https://sparktoro.com/tools)

Fake Follower Audit, Trending, SparkScore

[sparktoro.com](https://sparktoro.com)

Audience research & data

## Overview

[Export All Data](#)

[Track Audience](#)

SparkToro's database has found **14,567** people whose profiles include **marketing director**

[Get more search ideas](#) related to this audience

### Here are the behaviors and demographics of this audience

#### Top Words in Bios



#### Top Hashtags Used

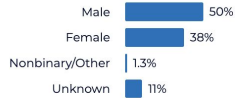


#### Frequently Used Phrases



[See all text insights](#)

#### Gender Distribution



#### Top Job Roles / Fields



#### Most Mentioned Skills



[See all demographics](#)



## Start Here



### Hi! I'm Amanda...

I'm VP Marketing at audience research startup [SparkToro](#). But marketing is my third career. I was previously a tech journalist and a test kitchen cook.



### Currently...

- I teach an intermediate-level content marketing course. [Join the wait list for Cohort 4!](#)
- Check out my post that explains [Zero-Click Content](#).
- I'm currently planning [SparkTogether](#), my startup's first virtual summit.



### Join my newsletter



Enter your email to join the 7,000 readers of my Sunday newsletter, the Menu.

You can expect:

- 1 thought on marketing or creating.
- 1 original recipe without backstory.
- 4 links to valuable content.

# Learn more from me, Amanda Natividad

[twitter.com/amandanat](https://twitter.com/amandanat)

I'm most active here!

[amandanat.com](https://amandanat.com)

Twice-monthly-ish newsletter

[maven.com/amandanat/content-marketing](https://maven.com/amandanat/content-marketing)

I teach Content Marketing 201.

**Thank you!**