Content is King

What works and what doesn't

By Jaclyn Gochoco

Overview

Now that we know everyone, let's get specific.

If you want to be the leader in strength and conditioning software, you need to be seen as a leader to coaches.

This means putting out stellar and accurate content, ditching the fluff, and appealing to several industries.

Coaches trust other coaches. Show them TrainHeroic knows what they're talking about and are building a product that improves their life because you know their life.

Blog

Make the coach the hero.

Strength coaches get none of the credit and all of the blame. The blog is where you highlight their importance, sacrifices, challenges and intelligence.

Good strength and conditioning content will appeal to every type of coach.

- The calendar is your weapon. Use it wisely. Combine coming up? Highlight the strength coaches behind the top athletes. Conference coming up? Publish articles by their speakers.
- Female coaches are often forgotten. Give them a voice on your blog. Connect with Callye Williams. Director of S&C for South Alabama, won SummerStrong last year, and has a network of top female strength coaches that have a lot to say.
- Don't do too many fluff pieces, but they're great from time to time. A top coach talking about how difficult parents are or why being a strength coach is the hardest job etc. are easy viral hits.
- Try to use customers when you can who authentically talk about your product.
- Use new product features as a chance to educate. What happens when coaches track things? Tell a story.

Blog

Triple check your sources, especially when publishing anything controversial.

Don't do anything for the click. Coaches don't respect the shock factor.

You don't have to be the expert, you just need to be able to find the experts.
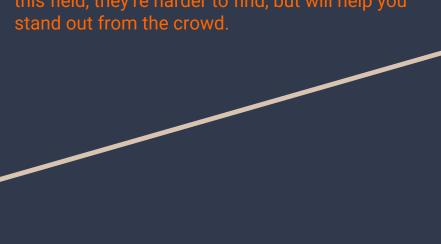
- Don't tell coaches what to write. Let them pitch ideas to you. They'll know what is trending, what's helpful and their own expertise.
- Don't publish anything that will polarize coaches. For example, a piece that hails the strength coach and turns the sports coach into the villain. The sports coach is often the guy using S&C Software because they're being told to be strength coaches too.
- Don't fall into the big name trap. We used to hire Phil White, spend $500/article and get a few extra clicks for it. We'd do books with Brett B, but never get him as a user. Authenticity goes further than names.
- Don't chase quantity over quality. We'd publish once a week and the blog consistently grew.

Female Coaches

An untapped market that no one is chasing.

Are there female coaches on your website? Social Media? Flyers? Webinars? Etc.

Be consistent with it. There are less women in this field, they're harder to find, but will help you stand out from the crowd.

- Google "Female Strength Coach Blog" and the first article that comes up is one I did with Rachel Balkovec. You can easily beat this in SEO.
- There's more to being a female strength coach than talking about how difficult the field is. Go deeper, be educational, for example this article by the NSCA: https://www.nsca.com/education/articles/career-articles/career-development-for-women-as-strength-and-conditioning-coaches/
- Remember the list of 65 most influential strength coaches list? Not a single one was a woman. Content idea: Create your own with female coaches.

Email

Email Marketing is not outdated, but boring emails are.

Give your emails purpose. Blog updates are great, but they could just check the blog for that instead. What is your differentiator when it comes to email?

Think beyond TrainHeroic updates and giveaways.

How can email fit into your software? How can it improve your software?

- The power of personalization: What are you more likely to read? An email about TrainHeroic's facts and figures or an email about your own personal usage?
- Consider creating automatic reports that get sent to your users that give them a high level overview on how they're using the app, how their athletes use it, and ways they could improve their experience.
- For example, the software tracks that the user is creating their programs in the calendar and copying and pasting, it could suggest that they build the program on it's own so they can just reuse it. It's a customized solution without the user needing to feel like they did something wrong.

Website

Your vocabulary and visuals are extremely important. Are your users "Customers" or are they "Coaches"?

Features vs Benefits

Selling Online Training vs Build Your Business

Content vs Education

"No Partners, No Spokespeoples, No Ambassadors" fantastic. This makes your company different. This builds trust. I can see an entire campaign around this.

- Customize your pop up offers based on building personas in Hubspot. For returning users or users that visit your website via a Facebook ad, have it recognize what type of coach they are and serve them that content.
- "Online Strength and Conditioning Software" great for SEO, but who is this for? What does it do? Why should I scroll down to learn more or just exit? Give me that reason at the top of the page.
- You have plenty of articles that compare TrainHeroic to your competitors, but they're not visible on your website. I assume this is to play nice, but isn't that exactly what the customer is thinking? Why not include comparisons and help them make the educated decision.

Free Content eBooks, infographics, etc.

Beware of information overload.

In a saturated market, why can coaches trust what you're saying?

Who is behind the information?

Make it shareable. Give them the option to send it to friends/post it on SM.

- Make your sources clear and use names coaches will know (or tell us why we should know them)
- The purpose of this content is to eventually turn them into leads, make it easier by choosing topics that indirectly point to software as the answer.
- Examples: "How to Increase Job Security in Strength and Conditioning" the content includes tracking and analyzing everything, having clear data that the athletes are improving, be more efficient in the weightroom with displays, etc. "How to Be a More Efficient Strength Coach" "A Sports Coach's Guide to the Weight Room" etc.

Giveaways

Is the contest good enough that I'll take the time to enter?

Give them something immediately just for submitting their name or for taking an extra step to share the contest.

For example, an extended trial, a TrainHeroic's customer only piece of education, an ebook relevant to the contest or prize

How do you evaluate success? If you give away a piece of equipment and get a ton of entries from athletes, does that help your bottom line?

- Make it specific to the coach, not athletes. Do this by creating an entry system that only coaches do (#Plan2Win example), a form that requires them to say where they coach at, or making the prize something that specifically helps a coach (i.e. TrainHeroic pays for the winners USAW certification or pays to send a high school coach to the NHSSCA conference)
- Utilize your influencers, but be careful with your social currency.
- Celebrate the coach by having peers nominate them to win xyz
- Thank your customers by doing giveaways only for them. They'll love you even more.

Events

Don't just go, SHOW UP.

Don't just sit on the sides as a vendor, become part of the conference by participating.

Give people a reason to come to your booth.

Instead of focusing on what TrainHeroic is, focus on how you can improve their life.

- Many coaches don't know they need software so a big banner saying "Online Strength and Conditioning Software" or "TrainHeroic" can be improved by replacing the What with Why.
- I.e. "We Give Coaches Back Their Time" "We Remove Secretarial Work From The Weight Room" "We Help Build Your Coaching Business" "We Save Coaches Money"
- Make the speakers your advocates.
- Have events at your booth: Q&A with Coach X, Table Talk with Coach X
- Have fun with it! Get Creative! Put your money where your mouth is and host a friendly challenge with "Excel Masters". For example, do a relay race, the self identifying Excel Master vs. a TrainHeroic Master, first round is to transcribe a written program with one doing it in Excel and the other in TrainHeroic, they do 20 push ups then tag in the next person. Let the scoreboard speak for itself.

Education

What value unique value can you add?

TrainHeroic only education is great, try giving the website visitors a peak at the topics they could learn if they sign up.

What certifications can TrainHeroic become part of? For example, a famous coach's youtube course on programming where there is a software section.

- Coaches love certifications, give them courses that adds badges to their Linkedin or pads their resume
- Create an "Online Strength & Conditioning Coach Certification" or "Strength Coach Software Mastery Certification"
- Give people different ways to consume content, ebooks to videos to audio only etc.
- Offer spots to top coaches for an advisory board, this can be to advise other coaches sponsored by TrainHeroic and/or to advise TrainHeroic

Coach Directory/Job Sources

Keep people coming back to your website because it's the easiest place to see curated positions

Be the company that helped that coach get his or her job.

- Create a place to find Strength Coach jobs and internships.
- Allow TrainHeroic coaches looking for work to post bios
- Create a directory of strength coaches in your area

Athletes

Can athletes use TrainHeroic on their own?

Is an athlete pro version on your timeline?

What keeps them coming back to log their numbers?

- Athletes are cheaper to acquire than coaches, consider working from the ground up vs top down.
- Many high school coaches stop using software because their kids don't use it. How can you gamify the app for them?

Parents

Parents are often pains for coaches

Lack of education is a consistent issue (weights stunt kids growth, it's dangerous, strength training slows kids down)

They have power in schools

- Create educational resources specific to parents and coaches that deal with them.
- Make it easier for coaches to proactively educate. For example, give them a template they can send out at the start of a new program explaining what and why they're in the weight room and addressing common questions.
- Create reports that kids can show off to their parents and they can show off to their friends

Discounts

Don't overdo it and devalue your product.

People are less likely to use something they didn't pay for.

Great in a pinch.

- Discounts are tricky. Doing them when people most expect it helps: Black Friday, Back to School, New Years
- Make discounts something your customers can also be rewarded with by creating a referral program. Give them options besides money such as "Receive 10% off your current monthly plan for every referral that signs up"
- Have discounts for specific sponsors such as a podcast
- Don't put discounts into a box, they can also be extended trials, extended contract, TrainHeroic customer discounts with other companies etc.

Social Media

It matters and takes time to grow

This is where you have the chance to become the customers best friend

Personify TrainHeroic

Never do this on your phone if you can help it. Schedule, schedule, schedule.

- People underestimate the power of social media because most users don't spend time behind their posts.
- A post that took 30 seconds to create will likely get you as much traction as a marketing campaign that took 30 seconds to make.
- Coaches will go to bat for their favorite companies on here
- Engagement can't be faked. You can't just post and expect to grow. You need to comment, like, follow and most importantly, be genuine.

YouTube

Growing your Youtube = Improving your SEO

This takes time and a lot of it

Great editing doesn't mean great videos

- Don't be intimidated by competitors who spend $$$$ to create their Youtube Content
- Great content doesn't have to come wrapped up with a nice bow. Webinars, conference talks, live videos all have potential to go viral if the content is great
- This can be a great way to get in with top coaches and organizations. For example, Loren Landow's website is covered with videos by TH.
- Decide the purpose of your channel. Don't waste your resources if videos don't fit into your plan.

Instagram

People don't care about what you post on Instagram, they care about what they post and how popular they are.

Instagram rewards authenticity and activity.

- Instagram won't even show your post if people don't instantly respond to it.
- Increase your chances by responding to every single comment, posting frequently, commenting on other photos and posting stories
- The most success I had on IG was posting quotes by coaches
- Keep business accounts free of personal posts for maximum growth. People don't care who works at the company (unless they're famous) but they care about great content.
- Things don't need to be pretty, ditch the stock photos or overseen quotes, and replace it with a snap of the words a coach wrote on a whiteboard or a photo of strength coaches back in the 50's with a caption about what things were like back then. Show people something different

Twitter

This is arguably your strongest channel, go full force with it!

Coaches LOVE Twitter

Look at the top influencers and see who they follow, follow them

Create lists, but set them to private

- Tweet as often as possible with shareable content, but don't spam
- Don't be a lurker. Join the conversation.
- Treat it as a micro blog
- Create a company voice and don't stray from it. Anyone with access to your account should be fluent in this
- Invite people to engage by using polls, asking questions, or telling them to tag a friend
- Be an industry resource
- Use visuals
- Always retweet with comment when you can add value

Facebook

Outdated, annoying and necessary

Paid vs Organic

Does your Facebook page really matter?

- Facebook is used in SEO
- Still by far the ad platform I had the most success with
- Keep an eye on your reviews
- Consistently post content and carefully choose your photos and words (Don't post anything with bad form or prepare to get ripped apart in the comments)

Questions?

Let's discuss any topics you want to cover