



#SoloPR Transcript –05/01/2018

Q1: How much of your PR practice is devoted to content marketing?

#solopr

Q2: What are the biggest challenges you face in content marketing? #solopr

Q3: What changes do you foresee in content marketing? #solopr

Q4: How do you define and measure the success of your content marketing efforts? #solopr

Q5: What is your ideal content marketing process? #solopr

Q6: Aside from paid social media, in what ways have you had success in promoting a new corporate blog, leading readers back to the client's website? #solopr

Q7: What is your most prevalent concern regarding content marketing as it exists today? #solopr

Q8: What are your tips/best practices to maximize content marketing (any part of it)? #solopr

Transcript follows in reverse chronological order:



SoloPR2:02pm via Hootsuite

Thank you again everyone for sharing the hour with us! [#solopr](#)



Neli Ngqulana2:01pm via Twitter for Android

RT @SoloPR: As we wind down, if you have topics/Qs you'd like to see covered or would like to do a Twitter takeover email [karen@soloprpro.c...](mailto:karen@soloprpro.com)



SoloPR2:01pm via Hootsuite

Yes it is! RT @elisabsmithPR: Pinterest is a great source for content marketing ideas and infographics! [#solopr](#)



KarenSwim2:01pm via Hootsuite

@AlisonCarville @gregwbrooks@MBennett715 You're not too expensive, he just can't afford you. His problem, not yours. [#solopr](#)



KarenSwim2:01pm via Hootsuite

@AlisonCarville @gregwbrooks@MBennett715 Were there zeroes missing from that number? [#solopr](#)



LaurusT0012:00pm via Laurus-App

RT @SoloPR: We approve this message! ;-) [#solopr twitter.com/PRProSanDiego/...](#)



elisabsmithPR2:00pm via Twitter Web Client

@SoloPR Pinterest is a great source for content marketing ideas and infographics! [#solopr](#)



SoloPR1:59pm via Hootsuite

We approve this message! ;-) [#soloprtwitter.com/PRProSanDiego/...](#)



AlisonCarville 1:59pm via Twitter Web Client

@gregwbrooks @MBennett715 I'm in conversation w/ a prospect, and I've offered the lowest I can possibly go w/ all that he wants. He says I'm too expensive. Yet, he is paying someone \$100/month just to set up their social media channels. A one-second Google search told me that has not happened yet. [#SoloPR](#)



JanetLFalk 1:59pm via Twitter Web Client

[#soloPR](#) [twitter.com/JanetLFalk/sta...](#)



SoloPR 1:59pm via Hootsuite

This was a great discussion and it was so wonderful to see all of you again! Thank you for powering through the tech glitches. [#solopr](#)



PRProSanDiego 1:58pm via Twitter Web Client

@mdbarber @elisabsmithPR @SoloPR We are in the soft launch now - I'll post to the SoloPR Premium Facebook group for some feedback. :) Benefits of going Premium, people. [#solopr](#)



KarenSwim 1:57pm via Hootsuite

Best practice: GET PAID! lol! [#solopr](#)



AlisonCarville 1:57pm via Twitter Web Client

@MBennett715 @SoloPR That might just be the coffee/caffeine speaking, Michele! [#SoloPR](#)



PRProSanDiego 1:57pm via Twitter Web Client

A7. Great examples for you all to look at after the [#solopr](#) chat: Content journalism efforts by @REI, @sandiegozoo, and nearly every major sports league in the U.S.



gregwbrooks 1:57pm via Twitter Web Client

A8. There's \$35/hr content and \$350/hr content. Even as a solo, you need a stable of creators for both (and several steps in between) to maximize margins and compete against lowballers. [#solopr](#)



SoloPR 1:56pm via Hootsuite

Please continue chatting, we are not quite out of time! [#solopr](#)



AlisonCarville 1:56pm via Twitter Web Client

@JanetLFalk [#SoloPRLIFE](#) - right, Janet? Haha! [#SoloPR](#)

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For more information and resources, visit <http://soloprpro.com/>



mdbarber 1:55pm via [Sprout Social](#)

RT @SoloPR: Q8: What are your tips/best practices to maximize content marketing (any part of it)? [#solopr](#)



janetmachuka 1:55pm via [Twitter for Android](#)

@Neli_Ngqulana @Ugaman01@AfricaTweetChat @barryonyango@TheNtilo A2. I find Stimulating my audience to be the messenger and customers to be difficult since it needs a lot of research to know them better so that I can exactly give him or her what can be consumed /purchased. [#solopr#AfricaTweetChat](#)



SoloPR 1:55pm via [Hootsuite](#)

As we wind down, if you have topics/Qs you'd like to see covered or would like to do a Twitter takeover email karen@soloprpro.com or DM/tweet us here! [#solopr](#)



gregwbrooks 1:53pm via [Twitter Web Client](#)

@MBennett715 I've played both sides. I don't ever want to sell my own time on a low-rent basis, but I admit the best money I ever made was helping sad-sack newspapers outsource their advertorial operations because I could do it at scale cheaper than their own employees could. [#solopr](#)



SoloPR 1:53pm via [Hootsuite](#)

Q8: What are your tips/best practices to maximize content marketing (any part of it)? [#solopr](#)



MBennett715 1:53pm via [Twitter Web Client](#)

@SoloPR This is always the fastest-moving hour. [#solopr](#)



PRProSanDiego 1:53pm via [Twitter Web Client](#)

@elisabsmithPR @SoloPR A7. As newsrooms shrink, content journalism takes over. My newest client is a LARGE public agency which just started its own newsroom operation, ind. hiring paid writers (all laid off journos). I'm the outsourced managing editor. [#soloPR](#)



JanetLFalk 1:53pm via [Twitter Web Client](#)

@MBennett715 Depends on the org, IMO. I do not see what is happening with brands. [#solopr](#)



sdrosenb 1:53pm via [TweetDeck](#)

Doh! Hashtag. [#soloprtwitter.com/sdrosenb/statu...](https://soloprtwitter.com/sdrosenb/statu...)



SoloPR1:52pm via Hootsuite

We have time for one more, stand by! [#solopr](#)



KarenSwim1:52pm via Hootsuite

@[elisabsmithPR](#) @[SoloPR](#) You are right to worry, I share that anxiety. We need journalism, unbiased, fact checked, investigative. [#solopr](#)



elisabsmithPR1:51pm via Twitter Web Client

RT @[SoloPR](#): Yes! RT @[elisabsmithPR](#): Q7. I worry about the state of journalism today (especially print) and how content marketing will conti...



MBennett7151:51pm via Twitter Web Client

@[gregwbrooks](#) Is that a worry or an opportunity? Or both? [#solopr](#)



SoloPR1:51pm via Hootsuite

Yes! RT @[elisabsmithPR](#): Q7. I worry about the state of journalism today (especially print) and how content marketing will continue to fit into an overall PR strategy as newsrooms shrink. [#solopr](#)



PRProSanDiego1:51pm via Twitter Web Client

@[JanetLFalk](#) I always post the newsletter to the website. You can also post many versions to social media channels as well. [#solopr](#)



Neli Nggulana1:51pm via Twitter for Android

RT @[SoloPR](#): Q7: What is your most prevalent concern regarding content marketing as it exists today? [#solopr](#)



mdbarber1:50pm via Sprout Social

RT @[gregwbrooks](#): A7. Price pressure -- it's a lot easier to commoditize content creation and distribution than, say, media relations. [#solo...](#)



MBennett7151:50pm via Twitter Web Client

@[JanetLFalk](#) I wonder if brands/cos/orgs still use newsletters as a benefit to members. [#solopr](#)



elisabsmithPR1:50pm via Twitter Web Client

@SoloPR Q7. I worry about the state of journalism today (especially print) and how content marketing will continue to fit into an overall PR strategy as newsrooms shrink. [#solopr](#)



KarenSwim 1:50pm via Hootsuite

A7. That it is devalued. A good segment of the market grossly undervalues the time, and resources needed to do it right. [#solopr](#)



mdbarber 1:49pm via Sprout Social

RT @SoloPR: Q7: What is your most prevalent concern regarding content marketing as it exists today? [#solopr](#)



gregwbrooks 1:49pm via Twitter Web Client

A7. Price pressure -- it's a lot easier to commoditize content creation and distribution than, say, media relations. [#solopr](#)



JanetLFalk 1:49pm via Twitter Web Client

Agree. My own [#newsletter](#) had a low click-through rate. So I went back to the full-monty. [#soloPRtwitter.com/PRProSanDiego/...](#)



AlisonCarville 1:49pm via Twitter Web Client

@sdrosenb @MBennett715 @SoloPR@gregwbrooks This is me putting on my [#PRSuperhero](#) costume as [#SoloPR](#) pro that works from home, Scott. [pic.twitter.com/wl9lwpKtUF](#)



JanetLFalk 1:48pm via Twitter Web Client

Do your clients post the [#newsletter](#) on the website? I once taught a workshop for [#nonprofits](#); very few posted the newsletter on the site. [#hardtobelieve#solopr](#)



AlisonCarville 1:48pm via Twitter Web Client

@gregwbrooks Curse you and your pop-ups and robo-chat things! [#SoloPR](#)



SoloPR 1:48pm via Hootsuite

Q7: What is your most prevalent concern regarding content marketing as it exists today? [#solopr](#)



Neli Ngqulana 1:47pm via Twitter for Android

RT @SoloPR: Yes, good strategy! [twitter.com/Neli_Ngqulana/...](#) [#solopr](#)



PRProSanDiego 1:47pm via Twitter Web Client

@JanetLFalk @SoloPR A6. Mix of both! Always at least a few items that lead to the website though. That's where the magic happens. [#soloPR](#)



AlisonCarville 1:47pm via Twitter Web Client

[#SoloPR](#) [twitter.com/elisabsmithPR/...](#)



SoloPR 1:46pm via Hootsuite

Yes, good strategy! [twitter.com/Neli_Ngqulana/...](#) [#soloPR](#)



PRProSanDiego 1:46pm via Twitter Web Client

@MBennett715 @SoloPR A6. Frequently the client has one, or a "starter." Solicit aggressively on website, Facebook page, at events. [#soloPR](#)



sdrosenb 1:45pm via TweetDeck

@AlisonCarville @MBennett715 @SoloPR@gregwbrooks If I let him, than yeah, that would be like everyday. [#soloPR](#) [#imonit](#)



gregwbrooks 1:45pm via Twitter Web Client

I use blogs as hubs. So, for example, I pull infographics or short-form video out of the blog content and promote it, not with the client's main URL, but with the blog's URL. And yes, those damnable pop-ups upon entry/exit really do a good job of capturing contacts. [#soloPR](#)



Neli Ngqulana 1:45pm via Twitter for Android

@SoloPR A6. Email campaigns, linking content to events [#soloPR](#)



JanetLFalk 1:45pm via Twitter Web Client

@PRProSanDiego @SoloPR Email newsletters are the way to go. Do you use only a paragraph or so to drive to the website for the full read or show it all? [bit.ly/2fuTXj6](#) [#soloPR](#)



sdrosenb 1:45pm via TweetDeck

@MBennett715 @AlisonCarville @SoloPR@gregwbrooks lol! [#soloPR](#)



AlisonCarville 1:45pm via Twitter Web Client

@sdrosenb @MBennett715 @SoloPR@gregwbrooks Like this, Scott? [#SoloPRpic.twitter.com/6WviwitFxo](#)



SoloPR1:44pm via Hootsuite

RT @elisabsmithPR: A6. Getting third-party validation is key! Find stakeholders to share the blog/messages on their channels. [#soloPR](#)



sdrosenb1:44pm via TweetDeck

@PRProSanDiego @SoloPR True. People always forget e-newsletters, but when they are put together with care and well written, they get read and click throughed. That is not a word, I know.[#solopr](#)



jendonovansf1:44pm via TweetDeck

@KarenSwim Thanks Karen! [#solopr](#)



KarenSwim1:44pm via Hootsuite

RT @elisabsmithPR: A6. Getting third-party validation is key! Find stakeholders to share the blog/messages on their channels. [#soloPR](#)



VoiceMattersLLC1:44pm via TweetCaster for Android

RT @PRProSanDiego: @SoloPR A6. Newsletters, without question. E-newsletters are not sexy but there is no better ROI in my experience. As lo...



RayBeharry1:44pm via @RayBeharry

RT @JanetLFalk: @SoloPR Probably having access to information or getting client to produce drafts that can be edited are the challenges in...



jendonovansf1:44pm via TweetDeck

@sdrosenb And the other one you mentioned when we met. [#solopr](#)



PRisUs1:44pm via Twitter Web Client

@PRProSanDiego @SoloPR I'm surprised by the number of companies that don't have newsletters. It's a pretty simple marketing element to implement. [#solopr](#)



RayBeharry1:44pm via @RayBeharry

RT @MBennett715: @mdbarber Or if they think there's inherent value, getting them to see the challenges in today's [#contentmarketing](#) landsca...



KarenSwim1:44pm via Hootsuite

Agree and love this strategy! Smart! [#solopr twitter.com/jendonovansf/s...](#)

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elisabsmithPR 1:44pm via Twitter Web Client

A6. Getting third-party validation is key! Find stakeholders to share the blog/messages on their channels. [#soloPR](#)



MBennett715 1:44pm via Twitter Web Client

@[PRProSanDiego](#) @[SoloPR](#) What's your best method to build that e-newsletter list? [#soloPR](#)



elisabsmithPR 1:43pm via Twitter for iPhone

RT @[SoloPR](#): Welcome @[elisabsmithPR](#) so glad to have you join us! [#soloPR](#)



AlisonCarville 1:43pm via Twitter Web Client

@[SoloPR](#) Sound familiar, @[PRisUs](#)? I seem to remember once or twice when [#RaganChat](#) busted Twitter. [#SoloPR](#)



sdrosenb 1:43pm via TweetDeck

@[jendonovansf](#) People swear by Lumen5. Looking forward to trying it. [#soloPR](#)



PRProSanDiego 1:42pm via Twitter Web Client

@[SoloPR](#) A6. Newsletters, without question. E-newsletters are not sexy but there is no better ROI in my experience. As long as you take time to put together a solid distribution list. [#soloPR](#)



SoloPR 1:42pm via tchat.io

Welcome @[elisabsmithPR](#) so glad to have you join us! [#soloPR](#)



sdrosenb 1:42pm via TweetDeck

@[AlisonCarville](#) @[MBennett715](#) @[SoloPR](#)@[gregwbrooks](#) When to keep watching YouTube and when to listen to daddy to put it down and take a break. [#soloPR](#)



jendonovansf 1:42pm via TweetDeck

A6: I love to create Lumen5 videos to promote a client's blog post, to drive people back to the full asset on the site. Also, visual quote cards that "tease" people to want to see/read more. [#soloPR](#)[#contentmarketing](#) [#blogs](#) [#socialmedia](#)



SoloPR 1:42pm via tchat.io

FYI, I was using [tchat.io](#) and switched over to Hootsuite which I think is capturing everyone. Maybe we broke Twitter, lol! [#soloPR](#)

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elisabsmithPR 1:41pm via Twitter Web Client

Hi! First-timer on this chat- journalist turned PR pro in Sacramento. Jumping in now. [#solopr](#) [@SoloPR](#)



AlisonCarville 1:41pm via Twitter Web Client

[@sdrosenb](#) [@MBennett715](#) [@SoloPR](#)[@gregwbrooks](#) What's the biggest moral dilemma of your son's life so far, Scott? [#SoloPR](#)



akenn 1:41pm via Twitter Web Client

I think [tchat.io](#) is busted. Better results on other platforms [#solopr](#)



SoloPR 1:41pm via Hootsuite

Q6. Aside from paid social media, in what ways have you had success in promoting a new corporate blog, leading readers back to the client's website? [#solopr](#)



SoloPR 1:40pm via Hootsuite

[@mdbarber](#) Hootsuite seems to be picking up everyone [#solopr](#)



sdrosenb 1:40pm via TweetDeck

[@MBennett715](#) [@SoloPR](#) [@gregwbrooks](#) Would be funny, but disconcerting if my son kept waking up from moral dilemmas. [#solopr](#)



sdrosenb 1:39pm via TweetDeck

[@SoloPR](#) [@MBennett715](#) [@mdbarber](#)[@PRProSanDiego](#) I'm powered by yogurts and scalloped potatoes w/spinach and shredded cheese. That is me right now. [#solopr](#)



mdbarber 1:39pm via tchat.io

[@PRProSanDiego](#) that's not it though. Something weird is happening. Going to switch platforms and see if it helps. [#solopr](#)



AlisonCarville 1:38pm via Twitter Web Client

[@KarenSwim](#) If I only had one spoke of the wheel, I literally wouldn't get anywhere, Karen. [#wheelchairpun](#)[#SoloPR](#)



Neli Nggulana 1:38pm via Twitter for Android

RT [@gregwbrooks](#): A5: Establish voice before story and story before message. Message within a framework that most in the org can at least tr...

#solopr transcript – 05/01/2018

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JanetLFalk 1:38pm via Twitter Web Client

@KarenSwim Detail integrated, please, to make sure my process is complete. [#soloPR](#)



SoloPR 1:37pm via tchat.io

@MBennett715 @mdbarber@PRProSanDiego Thank you for powering through! [#solopr](#)



SoloPR 1:37pm via tchat.io

@mdbarber @PRProSanDiego Yes, something weird is happening. I switched over to Hootsuite and can see Greg now. [#solopr](#)



MBennett715 1:37pm via tchat.io

@mdbarber @PRProSanDiego nor am I. Jumping off tchat and back to Twitter feed. [#solopr](#)



AlisonCarville 1:37pm via Twitter Web Client

@PRisUs You speak the truth, Michelle! [#SoloPR pic.twitter.com/JHVh5I79fj](#)



PRProSanDiego 1:36pm via Twitter Web Client

@mdbarber I'm not always remembering the [#soloPR](#) hashtag tho.



CurationTraffic 1:36pm via CurationTraffic

RT @PRProSanDiego: A5. I'm not sure there is an ideal content marketing process. For me, the content itself has to be a topic I can dig int...



mdbarber 1:35pm via tchat.io

Now I'm not getting @PRProSanDiego either. [#solopr](#)



KarenSwim 1:35pm via Hootsuite

A5. Also integrated - not relying on just one spoke in the wheel. [#solopr](#)



KristK 1:35pm via Twitter Web Client

RT @gregwbrooks: @jendonovansf I set it up during the initial scoping stage with questions: What problems are we trying to solve? How will...



PRProSanDiego 1:35pm via Twitter Web Client

@MBennett715 @gregwbrooks Agreed. I teach PR planning to college undergrads and I tell them I'll fail their plans if their metrics include "likes." [#soloPR](#)



Neli Nggulana 1:35pm via Twitter for Android

RT @PRisUs: A5: Some of my clients are smaller, so it's getting them set up with blog posts, newsletters, etc. We have a process for each o...



Alison Carville 1:35pm via Twitter Web Client

@PRProSanDiego #SoloPRpic.twitter.com/uBx7jsuizr



gregwbrooks 1:35pm via Twitter Web Client

A5: Establish voice before story and story before message. Message within a framework that most in the org can at least try to replicate/duplicate. Lots of professionalism/resources thrown at packaging and distribution, because that's where amateurs half-ass it. #solopr



Karen Swim 1:35pm via Hootsuite

A5. Ideal for me is layered - written, visual, multimedia - aligned to overall goals, and trackable. #solopr



Neli Nggulana 1:34pm via Twitter for Android

RT @PRisUs: and another - here's a piece I wrote for @Meltwater: meltwater.com/blog/why-stron...

"...writing is the top skill PR firms look for in..."



Janet L Falk 1:34pm via Twitter Web Client

@MBennett715 @SoloPR Hope Calendar includes author, soft deadline, hard deadline and post-publication distribution #solopr



PRisUs 1:34pm via Twitter Web Client

A5: Some of my clients are smaller, so it's getting them set up with blog posts, newsletters, etc. We have a process for each of these and try to repurpose/repackage content when it makes sense. #solopr



MBennett715 1:34pm via tchat.io

@PRProSanDiego @gregwbrooks And "likes" are meaningless #solopr



Krist K 1:34pm via Twitter Web Client

RT @PRisUs: and another - here's a piece I wrote for @Meltwater: meltwater.com/blog/why-stron...

"...writing is the top skill PR firms look for in..."



SoloPR 1:33pm via Hootsuite

@sdrosenb @gregwbrooks Oy, not fun. I totally understand. [#solopr](#)



PRProSanDiego 1:33pm via Twitter Web Client

A5. I'm not sure there is an ideal content marketing process. For me, the content itself has to be a topic I can dig into and dig deep over time. That's the "ideal" part of it. [#soloPR](#)



sdrosenb 1:33pm via TweetDeck

@gregwbrooks No argument here Greg. Preach! [#solopr](#)



mdbarber 1:33pm via tchat.io

@SoloPR @sdrosenb @gregwbrooks I checked Greg's feed and he's using the #. Just RT'd his and they still aren't showing. Weird! [#solopr](#)



AlisonCarville 1:32pm via Twitter Web Client

SHOW ME THE MONEY, @PRProSanDiego!!! [#SoloPRtwitter.com/PRProSanDiego/...](#)



sdrosenb 1:32pm via TweetDeck

@SoloPR @gregwbrooks Sorry. Running on low sleep. My son woke up multiple times last night. 6th year molars coming in. [#solopr](#) [#parenting](#) [#thuglife](#)



mdbarber 1:32pm via Twitter Web Client

RT @gregwbrooks: A2. The sheer volume of bad content -- of noise -- out there means the E and, to a lesser degree, S in PESO is less useful...



mdbarber 1:32pm via Twitter Web Client

RT @gregwbrooks: A1a: In my experience, selling content marketing as content marketing is a good way to get pushback on my cushy rates. Got...



mdbarber 1:32pm via Twitter Web Client

RT @gregwbrooks: A1. In terms of selling campaigns to the client? Very little. In terms of de facto execution? As much as 80%. When you're...



KarenSwim 1:31pm via Hootsuite

RT @PRProSanDiego: A4. When a client recently said our first newsletter resulted in a call and a new client, he just covered six months of investing in my services. Content WIN. [#soloPR](#)

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mdbarber 1:31pm via Twitter Web Client

RT @gregwbrooks: A3: Automation's going to take the lower third of content creation pretty damn quickly. Making non-textual content semanti...



mdbarber 1:31pm via Twitter Web Client

RT @gregwbrooks: A4. Get out of measuring reach and readers and, instead, measure business objectives. "What was the content supposed to do..."



SoloPR 1:31pm via Twitter Web Client

@sdrosenb @gregwbrooks don't forget to use #solopr @sdrosenb so we see your brilliant insights!



jendonovansf 1:31pm via TweetDeck

@gregwbrooks Similar to what I do, but always trying to find new ways beyond social media data and Google Analytics data to show the real business value. Measurement can be tough in that regard. #solopr



mdbarber 1:31pm via tchat.io

@SoloPR @gregwbrooks I just tweeted that! Happening to me as well. #solopr



MBennett715 1:31pm via Twitter Web Client

@SoloPR A5: start with an editorial calendar and stick to it, with room for jumping on news, trends. #solopr



JanetLFalk 1:30pm via Twitter Web Client

@PRProSanDiego @gregwbrooks I focus on transactional aspects. it comes from my prior career on #WallStreet. My motto is "How does this info help a person or biz Save TIME, Save MONEY or Make MONEY?" #solopr



mdbarber 1:30pm via tchat.io

Weird thing happening. I'm in tchat.io & not seeing all the tweets...especially from @gregwbrooks! Thanks @AlisonCarville for RT #solopr



LaurusT001 1:30pm via Laurus-App

RT @sdrosenb: #soloprtwitter.com/sdrosenb/statu...



SoloPR 1:30pm via tchat.io

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I am not seeing your tweets @gregwbrooks. I can only see the retweets. So weird #solopr



sdrosenb 1:30pm via TweetDeck
[#solopr twitter.com/sdrosenb/statu...](#)



PRProSanDiego 1:29pm via Twitter Web Client
A4. When a client recently said our first newsletter resulted in a call and a new client, he just covered six months of investing in my services. Content WIN. [#soloPR](#)



davenadkarni 1:29pm via Twitter for iPhone
RT @gregwbrooks: A4. Get out of measuring reach and readers and, instead, measure business objectives. "What was the content supposed to do..."



AlisonCarville 1:29pm via Twitter Web Client
[@gregwbrooks](#) A SOB, [@gregwbrooks?](#) [#SoloPR](#)



SoloPR 1:29pm via tchat.io
Q5. What is your ideal content marketing process? [#solopr](#)



gregwbrooks 1:29pm via Twitter Web Client
[@jendonovansf](#) I set it up during the initial scoping stage with questions: What problems are we trying to solve? How will you know when we've moved the needle? How can we ensure that what we're doing moves that needle and we can measure it? Measurement from the first convo on up. [#solopr](#)



JanetLFalk 1:29pm via Twitter Web Client
[@PRisUs](#) [@Meltwater](#) Yes, i remember seeing this [#solopr](#)



mdbarber 1:28pm via Twitter Web Client
RT [@AlisonCarville](#): BAZINGA, [@gregwbrooks!!!](#) [#SoloPRtwitter.com/gregwbrooks/st...](#)



3First PR 1:28pm via Twitter for iPhone
[@SoloPRpro](#) A2. Trying to establish a niche, especially when you're most passionate on building media relations and demand is for content is one of my biggest challenges right now. [#solopr](#)



MBennett715 1:28pm via Twitter Web Client

@PRisUs @Meltwater Writing *will* always be important. It's in the mix of #contentmarketing that will be interesting to see it remains so. #soloPR



SoloPR1:28pm via Twitter Web Client

RT @gregwbrooks: A4. Get out of measuring reach and readers and, instead, measure business objectives. "What was the content supposed to do..."



JanetL Falk1:28pm via Twitter Web Client

@gregwbrooks I said web traffic and LinkedIn reads, for those who focus on awareness. For me, the test is phone calls and attendance at a location or event. #soloPR



mbarber1:28pm via Twitter Web Client

RT @KarenSwim: A4. While the metrics may vary, it is critical to define what success will look like with your client and measure accordingly...



AlisonCarville1:27pm via Twitter Web Client

BAZINGA, @gregwbrooks!!! #SoloPRtwitter.com/gregwbrooks/st...



mbarber1:27pm via Twitter Web Client

RT @PRProSanDiego: @gregwbrooks A4. THIS. Sales. Donations. Votes. Bookings. Web traffic and newsletter open rates are only the start. #sol...



KarenSwim1:27pm via Hootsuite

A4. While the metrics may vary, it is critical to define what success will look like with your client and measure accordingly. #soloPR



PRProSanDiego1:27pm via Twitter Web Client

@gregwbrooks A4. THIS. Sales. Donations. Votes. Bookings. Web traffic and newsletter open rates are only the start. #soloPR



PRisUs1:27pm via Twitter Web Client

and another - here's a piece I wrote for @Meltwater: meltwater.com/blog/why-stron...

"...writing is the top skill PR firms look for in new hires."

"Please make sure they have good writing skills! That is so important and yet missing in most college grads."

#soloPR



jendonovansf1:26pm via TweetDeck

Agreed, Greg. Would love any insight on how you've been able to do that. Is it website clicks? Social referrals? Inbound sales? [#soloprtwitter.com/gregwbrooks/st...](#)



KarenSwim 1:26pm via Hootsuite

A4: Depends on goals, but web analytics, engagement, leads, conversions, shares, sentiment. [#solopr](#)



LindahMbaisi 1:26pm via Twitter for Android

RT @akenn: A2. Two top challenges in promoting content: rising above the noise, making your content relevant to your audience [#solopr](#)



akenn 1:26pm via tchat.io

@PRisUs @gregwbrooks @MBennett715@SoloPR the sound part is a real issue for me [#solopr](#)



AlisonCarville 1:26pm via Twitter Web Client

@VoiceMattersLLC @PRisUs [#SoloPRpic.twitter.com/T6FqsKXDiz](#)



VoiceMattersLLC 1:25pm via TweetCaster for Android

RT @SoloPR: Q4. How do you define and measure the success of your content marketing efforts? [#solopr](#)



PRProSanDiego 1:25pm via Twitter Web Client

@SoloPR A4. If the content drives toward and delivers on the client's goals and objectives, there's your content success. [#soloPR](#)



gregwbrooks 1:25pm via Twitter Web Client

A4. Get out of measuring reach and readers and, instead, measure business objectives. "What was the content supposed to do and did it do it?" is something any CEO can understand. [#solopr](#)



AlisonCarville 1:25pm via Twitter Web Client

Loads of stuff to learn here. Thanks so much for sharing your knowledge, @gregwbrooks! [#SoloPRtwitter.com/gregwbrooks/st...](#)



VoiceMattersLLC 1:25pm via TweetCaster for Android

Fabulous! @AlisonCarville @PRisUs#soloPR



SoloPR1:25pm via Twitter Web Client

RT @ShannonLoveFL: A4. I think metrics are important based on objectives. Responses mean engagement, Shares increase visibility and well as...



Neli Ngqulana1:25pm via Twitter for Android

RT @mdbarber: A3 -- Scannable, strategic content that's easily shared. [#solopr](#)



ShannonLoveFL1:24pm via Twitter for iPhone

A4. I think metrics are important based on objectives. Responses mean engagement, Shares increase visibility and well as followers. [#solopr](#)



JanetLFalk1:24pm via Twitter Web Client

Web traffic, @LinkedIn reads, phone calls [#solopr](#)



PRisUs1:24pm via Twitter Web Client

@gregwbrooks @MBennett715 @SoloPRDisagree. marketinginsidergroup.com/content-market... [#solopr](#)



Neli Ngqulana1:24pm via Twitter for Android

RT @SoloPR: Q4. How do you define and measure the success of your content marketing efforts? [#solopr](#)



PRProSanDiego1:24pm via Twitter Web Client

@gregwbrooks @PRisUs @MBennett715@SoloPR A3. With the rise of smart home/office tools and audio search, we need to roll with the times. Writing is always the basis of communication, but not always the execution. [#soloPR](#)



gregwbrooks1:24pm via Twitter Web Client

@AlisonCarville Ex: The world went nuts for infographics. But, unless they're presented as a certain type of PDF, Google can't read them and people can't search for them. Solution: Better descriptive text on the page, better HTML markup or (holy grail) infographics made from 100% HTML. [#solopr](#)



AlisonCarville1:23pm via Twitter Web Client

[#SoloPR twitter.com/SoloPR/status/...](#)



SoloPR1:22pm via tchat.io

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@MBennett715 @PRisUs Exactly! [#solopr](#)



AlisonCarville 1:22pm via Twitter Web Client

@VoiceMattersLLC @PRisUs Ooh, you just gave me an idea for one of my clients. EUREKA! [#SoloPR](#)



MBennett715 1:22pm via Twitter Web Client

@PRisUs @SoloPR Someone has to write the video scripts! [#solopr](#)



SoloPR 1:22pm via Twitter Web Client

RT @mdbarber: A3 -- Scannable, strategic content that's easily shared. [#solopr](#)



SoloPR 1:22pm via tchat.io

Q4. How do you define and measure the success of your content marketing efforts? [#solopr](#)



mdbarber 1:22pm via tchat.io

A3 -- Scannable, strategic content that's easily shared. [#solopr](#)



SoloPR 1:22pm via tchat.io

Great discussion, stand by for Q4! [#solopr](#)



gregwbrooks 1:21pm via Twitter Web Client

@PRisUs @MBennett715 @SoloPR I want to believe that too. But I hear the 100-year-old echos of buggy-whip manufacturers saying more or less the same thing about their products. :([#solopr](#)



jendonovansf 1:21pm via TweetDeck

There are a lot of tools, like Lumen5, that create interactive videos from articles, blog posts, etc. An easy way to turn the written into video to entice people to come read the full written asset. [#solopr#video](#) [#contentmarketingtwitter.com/janetLFalk/sta...](#)



JanetLFalk 1:21pm via Twitter Web Client

As @PRProSanDiego said recently, it's about the distribution more than the content [#solopr](#)



SoloPR 1:21pm via Twitter Web Client

RT @PRisUs: @MBennett715 @SoloPR Yes, but I maintain that writing will ALWAYS be important. [#solopr](#)



KarenSwim 1:21pm via Hootsuite

A3. Video is definitely hot, but I don't think we are saying good bye to the written word. Both allow you to tell the story in dramatically different ways. [#solopr](#)



VoiceMattersLLC 1:21pm via TweetCaster for Android

Yes! RT @PRProSanDiego: A3. Increasing reliance on video and audio content. Trying to get more of my clients to let me shoot video, start podcasts for them. [#soloPR](#)



VoiceMattersLLC 1:20pm via TweetCaster for Android

A3: exactly, @PRisUs - my client content is part of their strategy. With consumers doing online research before making purchases, having educational content to guide them is key. [#solopr](#)



ShannonLoveFL 1:20pm via Twitter for iPhone

A3. I see a lot more Infographics and visual ways to present information in easier to read formats. [#solopr](#)



PRisUs 1:20pm via Twitter Web Client

@MBennett715 @SoloPR Yes, but I maintain that writing will ALWAYS be important. [#solopr](#)



AlisonCarville 1:19pm via Twitter Web Client

@mdbarber @SoloPR @gregwbros#SoloPR If there's one thing to learn about me, it's that #RaganChat has taught me how to find the perfect GIF in an instant. Right, @PRisUs? pic.twitter.com/ubn7ehYCTD



JanetLFalk 1:19pm via Twitter Web Client

@MBennett715 @SoloPR I heard the @LinkedIn would prioritize posts with video. Not happy about this. [#contentmarketing](#) [#soloPR](#)



SoloPR 1:19pm via Twitter Web Client

RT @MBennett715: @SoloPR Not so much a change but even more video. Fewer words. Which is challenging for me as a writer. [#solopr](#)



SoloPR 1:19pm via tchat.io

Great perspective RT @PRisUs: A3: Right now, I see a trend in [#contentmarketingis](#) - get ready - LESS content - but better content. [#solopr](#)



akenn 1:19pm via tchat.io

@MBennett715 me too. Outside my comfort zone. [#solopr](#)



PRisUs 1:18pm via Twitter Web Client

A3: Right now, a trend I see in [#contentmarketing](#) is - get ready - LESS content - but better content. [#solopr#solopr](#)



akenn 1:18pm via tchat.io

@PRisUs I agree. Seeing more "professional" looking and produced content lately. [#solopr](#)



MBennett715 1:18pm via Twitter Web Client

@SoloPR Not so much a change but even more video. Fewer words. Which is challenging for me as a writer. [#solopr](#)



PRProSanDiego 1:18pm via Twitter Web Client

A3. Increasing reliance on video and audio content. Trying to get more of my clients to let me shoot video, start podcasts for them. [#soloPR](#)



KarenSwim 1:18pm via Hootsuite

A3. I believe we will see greater demand. We need content for so many mediums now and it needs to be high quality and targeted. [#solopr](#)



akenn 1:17pm via tchat.io

@AlisonCarville with the winning GIFs today! @SoloPR @gregwbrooks@mdbarber [#solopr](#)



gregwbrooks 1:17pm via Twitter Web Client

A3: Automation's going to take the lower third of content creation pretty damn quickly. Making non-textual content semantically correct and findable is another big one. [#solopr](#)



AlisonCarville 1:17pm via Twitter Web Client

Ooh, good answer, @PRProSanDiego! [#SoloPR twitter.com/PRProSanDiego/...](#)



mdbarber 1:17pm via tchat.io

LOL!!! RT @AlisonCarville:

@mdbarber@SoloPR @gregwbrooks [#SoloPRpic.twitter.com/r8YFi0W5a0](#)



mdbarber 1:16pm via Twitter Web Client

RT @SoloPR: Q3. What changes do you foresee in content marketing? #solopr



AlisonCarville 1:15pm via Twitter Web Client

@mdbarber @SoloPR @gregwbrooks#SoloPR pic.twitter.com/EKCslPvFBY



PRProSanDiego 1:15pm via Twitter Web Client

A2. I'm ruthless about mining Google Analytics for web traffic trends, since our content strategies drive traffic there. This should result in leads/sales/donations/measurable outcomes. When it works, it REALLY shows. #solopr



SoloPR 1:15pm via tchat.io

Q3. What changes do you foresee in content marketing? #solopr



MBennett715 1:15pm via Twitter Web Client

@mdbarber Or if they think there's inherent value, getting them to see the challenges in today's #contentmarketing landscape (i.e. so much info out there) #solopr



mdbarber 1:15pm via Twitter Web Client

RT @PRProSanDiego: A2. Getting clients to find and take the time to do it right is the main challenge for me. Second is proving value/ROI....



chorus app 1:15pm via Twitter responder

RT @JanetLFalk: @SoloPR Probably having access to information or getting client to produce drafts that can be edited are the challenges in...



chorus app 1:15pm via Twitter responder

RT @PRisUs: @mdbarber Yes, this is REALLY important. I write for my newsletter, blog and also guest posts for others monthly. #contentmarke...



mdbarber 1:14pm via tchat.io

@SoloPR @gregwbrooks oh goodie...right Greg? ;-p #solopr



PRProSanDiego 1:14pm via Twitter Web Client

A2. Getting clients to find and take the time to do it right is the main challenge for me. Second is proving value/ROI. #solopr

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PRisUs1:14pm via [Twitter Web Client](#)

@[mdbarber](#) Yes, this is REALLY important. I write for my newsletter, blog and also guest posts for others monthly. [#contentmarketing](#) IS my marketing, pretty much. Most of my biz is thru referrals, but the rest is thru that. [#solopr](#)



AlisonCarville1:14pm via [Twitter Web Client](#)

A2. This might sound weird, but right now my OWN content marketing and figuring out what works for my own consulting business marketing! [#SoloPRtwitter.com/SoloPR/status/...](#)



gregwbrooks1:14pm via [Twitter Web Client](#)

A2. The sheer volume of bad content -- of noise -- out there means the E and, to a lesser degree, S in PESO is less useful and harder work. [#solopr](#)



SoloPR1:14pm via [tchat.io](#)

Great answers everyone! [#solopr](#)



J9media1:14pm via [Twitter for Android](#)

.@[PRProSanDiego](#) isnt she cute? Lunch on the patio. [#soloprpic.twitter.com/XY04KfTeXg](#)



SoloPR1:14pm via [tchat.io](#)

@[mdbarber](#) @[gregwbrooks](#) We will be tackling part of that in an upcoming writing challenge! [#solopr](#)



JanetLFalk1:13pm via [Twitter Web Client](#)

@[SoloPR](#) Probably having access to information or getting client to produce drafts that can be edited are the challenges in [#contentmarketing](#) . [#soloPR](#)



mdbarber1:13pm via [Twitter Web Client](#)

RT @[akenn](#): A2. Two top challenges in promoting content: rising above the noise, making your content relevant to your audience [#solopr](#)



AlisonCarville1:13pm via [Twitter Web Client](#)

@[gregwbrooks](#) @[sdrosenb](#) I never use [#PR](#) language with clients, Greg. Then, when I show them what I do in other terms, they definitely get all fuzzy. At least once a week I get a "thank you for all you do" message from one client. [#SoloPR pic.twitter.com/EHba3JW55Y](#)



mdbarber1:13pm via [tchat.io](#)

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So true! RT @PRisUs: A2: When a lot of parties are involved, editing/approvals of content can be brutal. [#solopr](#)



Neli Nggulana 1:13pm via Twitter for Android
[@janetmachuka](#) [@Ugaman01](#) [@AfricaTweetChat](#) [@barryonyango@TheNtilo](#) [#soloprtwitter.com/SoloPR/status/...](#)



jendonovansf 1:13pm via TweetDeck
Good point, Greg. You must know your audience and what they understand and resonate with. I find the same thing with social media sometimes. Have to present it as "another way to reach people with your message." [#soloprtwitter.com/gregwbrooks/st...](#)



mdbarber 1:13pm via tchat.io
[@gregwbrooks](#) I know! But it's true...especially the second part of the answer. Do as I say, not as I do. [#solopr](#)



SoloPR 1:13pm via Twitter Web Client
RT [@mdbarber](#): A2 -- I'll be first to state the obvious. TIME. I find it takes so much time and it's hared to convince the clients to pay fo...



sdrosenb 1:13pm via TweetDeck
[@gregwbrooks](#) Yep. Don't always blame them though for getting the fuzzies. Our results aren't always the most visual/sexiest compared to ads/marketing, so anything visual becomes tangible to them and thus, real. You know, like bitcoin. ;) [#solopr](#)



SoloPR 1:13pm via Twitter Web Client
RT [@akenn](#): A2. Two top challenges in promoting content: rising above the noise, making your content relevant to your audience [#solopr](#)



PRProSanDiego 1:13pm via Twitter Web Client
[@mdbarber](#) A1(b) - Yes, this is important. I write a monthly column, blog for my PRSA chapter's website, and there's my nutty side gig as a sportswriter. [#soloPR](#)



PRisUs 1:12pm via Twitter Web Client
A2: When a lot of parties are involved, editing/approvals of content can be brutal. [#solopr](#)



mdbarber 1:12pm via tchat.io
A2- It's hard to convince them of the value. [#solopr](#)



akenn 1:12pm via tchat.io

A2. Two top challenges in promoting content: rising above the noise, making your content relevant to your audience [#solopr](#)



Neli Ngqulana 1:12pm via Twitter for Android

RT @SoloPR: Q1. How much of your PR practice is devoted to content marketing? [#solopr](#)



mdbarber 1:12pm via tchat.io

A2 -- I'll be first to state the obvious. TIME. I find it takes so much time and it's hard to convince the clients to pay for it. [#solopr](#)



Neli Ngqulana 1:12pm via Twitter for Android

@SoloPR A1... I'd love to do more content marketing... [#solopr](#)



gregwbros 1:12pm via Twitter Web Client

@mdbarber Why do you have to be so mean? :) [#solopr](#)



MBennett715 1:12pm via Twitter Web Client

@SoloPR A2: the old "cutting through the clutter" [#solopr](#)



jendonovansf 1:12pm via TweetDeck

A2: One of the biggest challenges I see with [#contentmarketing](#) is keeping the content relevant, engaging, educational and informative. [#solopr](#)



SoloPR 1:12pm via tchat.io

Excellent question! RT @mdbarber: A1 -- I also wonder how many of use have content strategies for ourselves, and keep to them. [#solopr](#)



PRProSanDiego 1:12pm via Twitter Web Client

@AlisonCarville @SoloPR I see we're on the same road! I considered saying 80 percent. If I included newsletters, for sure it'd be that high. [#solopr](#)



akenn 1:11pm via tchat.io

A1. I love it (and push for it) when my clients have proprietary research to promote! [#solopr](#)



gregwbros 1:11pm via Twitter Web Client

A1a: In my experience, selling content marketing as content marketing is a good way to get pushback on my cushy rates. Gotta dress it up a bit. [#solopr](#)



mdbarber 1:11pm via Twitter Web Client

RT @SoloPR: Q2. What are the biggest challenges you face in content marketing? [#solopr](#)



AlisonCarville 1:11pm via Twitter Web Client

@sdrosenb [#ItHappens](#), Scott. [#SoloPR](#)



mdbarber 1:11pm via tchat.io

A1 -- I also wonder how many of use have content strategies for ourselves, and keep to them. [#solopr](#)



SoloPR 1:11pm via tchat.io

If you are not doing much, you can still chime in on Q2! And feel free to share anything related to the Q. [#solopr](#)



AlisonCarville 1:11pm via Twitter Web Client

@PRProSanDiego @SoloPR I believe it, Gayle! [#SoloPR](#)



SoloPR 1:11pm via tchat.io

Q2. What are the biggest challenges you face in content marketing? [#solopr](#)



mdbarber 1:10pm via Twitter Web Client

RT @SoloPR: It is always interesting to see the mix and I imagine that it can shift for some of us depending on clients [#solopr](#)



gregwbros 1:10pm via Twitter Web Client

@sdrosenb My gosh, clients love to see a process though -- I try to show strategy-setting, message-setting and content-creation programs visually (without using those words) and they get all warm and fuzzy. [#solopr](#)



SoloPR 1:10pm via tchat.io

It is always interesting to see the mix and I imagine that it can shift for some of us depending on clients [#solopr](#)



PRProSanDiego 1:10pm via Twitter Web Client

@J9media Puppies photos please! [#soloPR](#)

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mdbarber 1:10pm via tchat.io

A1 - Agree with @PRisUs: - A LOT! Mostly content creation, as in writing. #solopr Just not sure the percentage.



sdrosenb 1:09pm via TweetDeck

#solopr Keep forgetting the hashtag. [twitter.com/sdrosenb/statu...](https://twitter.com/sdrosenb/status...)



JanetLFalk 1:09pm via Twitter Web Client

@SoloPR Not much #contentmarketing. Would like to do more. #solopr



AlisonCarville 1:09pm via Twitter Web Client

@PRisUs This is my gopher happy dance to see you here, Michelle! #SoloPRpic.twitter.com/GKePmvMO0u



SoloPR 1:09pm via tchat.io

yes RT @SoloPR: @akenn great question, content development, management and promotion or any part of that #solopr



PRProSanDiego 1:09pm via Twitter Web Client

@SoloPR A1. Content journalism and content marketing is 75 percent of my current biz. Yes, that's not a typo. #soloPR



mdbarber 1:09pm via Twitter Web Client

RT @SoloPR: @akenn great question, content development, management and promotion or any part of that #solopr



PRisUs 1:09pm via Twitter Web Client

A1: Answer to how much of my practice is dedicated to content marketing - A LOT! Mostly content creation, as in writing. #solopr



mdbarber 1:08pm via tchat.io

@akenn I'm thinking it's having a strategy, creating and distributing...and evaluating. #solopr



SoloPR 1:08pm via tchat.io

@akenn great question, content development, management and promotion or any part of that #solopr



jendonovansf 1:08pm via TweetDeck

@JanetLFalk Would love to come annually! [#solopr](#)



ShannonLoveFL 1:08pm via Twitter for iPhone

@SoloPR Shannon Love from @3First_PR here... tweeting with a view. [#soloprpic.twitter.com/AnRP028zBi](#)



AlisonCarville 1:08pm via Twitter Web Client

Right now, I'd say about 75% - my clients give me things and say "Do your magic." [#SoloPR twitter.com/SoloPR/status/...](#)



J9media 1:08pm via Twitter for Android

[#solopr](#) Janine and Trixie (the dog boss of me) from J9 Media joining in from sunny Rochester Hills, MI.



JanetLFalk 1:08pm via Twitter Web Client

@jendonovansf Same here. You should visit annually. Been too long since i went to [#bayarea](#) [#solopr](#)



gregwbrosks 1:07pm via Twitter Web Client

A1. In terms of selling campaigns to the client? Very little. In terms of de facto execution? As much as 80%. When you're advancing ideas, content marketing is usually one of the biggest/best tools. [#solopr](#)



jendonovansf 1:07pm via TweetDeck

Interesting, that number seems low. Teams are staying more traditional with media relations and press releases? [#solopr twitter.com/KarenSwim/stat...](#)



SoloPR 1:07pm via tchat.io

Did I say how much we missed seeing all of you! [#solopr](#)



mdbarber 1:07pm via Twitter Web Client

RT @SoloPR: Q1. How much of your PR practice is devoted to content marketing? [#solopr](#)



PRisUs 1:07pm via Twitter Web Client

@AlisonCarville Hey, Allie! Good to see you here! [#soloprpic.twitter.com/M1YHa4FgVD](#)



akenn 1:07pm via tchat.io

A1. What do you mean exactly by "content marketing" -- much more than content creation, right? [#solopr](#)



SoloPR 1:07pm via Twitter Web Client

RT @AlisonCarville: @SoloPR REUNION TIME AT [#SoloPR!!!](#) pic.twitter.com/svz1DhjGuV



jendonovansf 1:07pm via TweetDeck

A1: I'm not doing PR, but the PR consultants and agencies I work with are spending more and more time devoted to [#contentmarketing](#) than I've seen before. [#solopr](#)



KarenSwim 1:07pm via Hootsuite

A1. It really shifts but at the present, about 10% [#solopr](#)



AlisonCarville 1:06pm via Twitter Web Client

@SoloPR REUNION TIME AT [#SoloPR!!!](#) pic.twitter.com/svz1DhjGuV



SoloPR 1:06pm via tchat.io

All opinions, insights and questions are warmly welcomed. You do not need to be an expert, so please chime in! [#solopr](#)



jendonovansf 1:06pm via TweetDeck

@JanetLFalk Thanks Janet. Very productive! NYC and DC were amazing. Walked 40 miles, 6 museums, 6 jazz clubs, etc etc. Great to finally meet you. [#solopr](#)



AlisonCarville 1:05pm via Twitter Web Client

@JanetLFalk @SoloPR What exactly is "Spring," Janet? [#SWFL](#) seems to have a muggy Fall, one week of Winter and then right into Summer. [#SoloPR](#)



SoloPR 1:05pm via tchat.io

Q1. How much of your PR practice is devoted to content marketing? [#solopr](#)



SoloPR 1:05pm via tchat.io

Stand by for Q1! [#solopr](#)



sdrosenb 1:05pm via TweetDeck

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Hey hey all! @sdrosenb here for the #soloPR chat



jendonovansf 1:05pm via TweetDeck
Missed you in NYC! [#soloprtwitter.com/akenn/status/9...](https://soloprtwitter.com/akenn/status/9...)



JanetLFalk 1:05pm via Twitter Web Client
[@SoloPR](#) Likewise. Excited to re-connect [@SoloPR](#) [#solopr](#)



SoloPR 1:05pm via tchat.io
Yes indeed [@akenn](#) we are infusing Twitter with retro-niceness and good conversation! [#solopr](#)



SoloPR 1:04pm via tchat.io
We're talking content marketing today soloprpro.com/content-market... [#solopr](#)



akenn 1:04pm via tchat.io
Joining today's [#soloPR](#) chat and taking a step back to when Twitter was a nicer and more community-driven place



AlisonCarville 1:04pm via Twitter Web Client
[#SoloPR](#) IS BAAAAAACK BABY!!!! [@AlisonCarville](#) here - sole proprietor of Carville Communication Consulting in [#SWFL](#)!



SoloPR 1:04pm via tchat.io
We will get started shortly, remember to introduce yourself, we're a friendly bunch! [#solopr](#)



JanetLFalk 1:04pm via Twitter Web Client
[@jendonovansf](#) Hope your east coast trip & [#SM](#) conference were productive [#soloPR](#)



mdbarber 1:03pm via tchat.io
Good morning! Mary here from the Seattle area where the sun is trying to come out, based on the glare off the water. [#solopr](#)



SoloPR 1:03pm via tchat.io
Great crowd shaping up and so lovely to see all of the familiar faces. We missed you! [#solopr](#)



SoloPR 1:03pm via tchat.io

Hi @JanetLFalk! #solopr



MBennett715 1:03pm via Twitter Web Client

@SoloPR Hi all - @MBennett715 here from (finally) sunny and warm CT! #solopr



SoloPR 1:03pm via tchat.io

Hi @gregwbrooks, woohoo! #solopr



PRisUs 1:03pm via Twitter Web Client

Hello! I've missed the #solopr chats! I'm Michelle, a #PR consultant & writer based in Columbus, OH.



gregwbrooks 1:03pm via Twitter Web Client

Greg Brooks here. PR Weirdo. Vegas based. #solopr



SoloPR 1:02pm via tchat.io

Hello @jendonovansf, so glad you could make it! #solopr



JanetLFalk 1:02pm via Twitter Web Client

Hello from sunny NYC where spring is springing @SoloPR #soloPR



PRProSanDiego 1:02pm via Twitter Web Client

Hi everyone - solo in San Diego where it's NOT sunny at the moment. Drizzle and rain welcome here, perfect for a #soloPRchat. Solo 15 years after working in public affairs/politics, and news media before that.



jendonovansf 1:02pm via TweetDeck

#SoloPR chat is BACK!! Chiming in from San Francisco.



KarenSwim 1:02pm via Hootsuite

It's #solopr chat time! Come talk to us!



J9media 1:02pm via Twitter for Android

RT @PRProSanDiego: Ready to ride the #soloPR rocket the next hour for a live Twitter chat. Apologies to followers, ignore or block me for t..



gregwbrooks 1:02pm via Twitter Web Client

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Is it time yet?

media3.giphy.com/media/76dXIFZZ...#solopr



SoloPR1:02pm via tchat.io

Woohoo, hello @[PRProSanDiego](https://twitter.com/PRProSanDiego)! [#solopr](https://twitter.com/solopr)



SoloPR1:01pm via tchat.io

If you're joining, please introduce yourself! I am Karen Swim of Solo PR and I will be moderating today. [#solopr](https://twitter.com/solopr)



PRProSanDiego1:01pm via [Twitter Web Client](https://twitter.com/TwitterWebClient)

Ready to ride the [#solopr](https://twitter.com/solopr) rocket the next hour for a live Twitter chat. Apologies to followers, ignore or block me for the next hour if it's too much. Orale to the rest of you!



SoloPR1:00pm via tchat.io

It's time for [#solopr](https://twitter.com/solopr) chat for solopreneurs (or those interested) in [#pr#socialmedia](https://twitter.com/prsocialmedia) and related!