

# The 4C Content Marketing Method with Guest Sarah Block

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## SUMMARY KEYWORDS

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## SPEAKERS

Monica Pitts, Sarah Noel Block

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### S Sarah Noel Block 00:04

That's exactly why I bring the stakeholders in at the very beginning of a marketing strategy. So I can get buy in, everybody can understand marketing, because you know, marketing feels so confusing to the team also, you know, then you can get your messaging, the messaging that's established, flowing throughout the organizations, everyone's talking about it the same way. And you can get all of those stakeholders excited to participate in marketing, and become internal content creators. These things, move the needle sales wise. And so many companies are afraid to allow their employees to shine in that way, because they're like someone else will recruit them out. No, it will benefit your business so much to be able to do that and highlight these genius people that live in your that work in your company.

### M Monica Pitts 00:58

You're on mission, and you just need more people to know about it. And whether you're brand new to marketing or a seasoned pro. We are all looking for answers to make marketing decisions with purpose. I'm Monica Pitts, a techie crafty business owner, mom and aerial dancer who solves communication challenges through technology. This podcast is all about digging in and going digital. I'll share my marketing know how and business experience from almost 20 years of misadventures, I'll be your backup dancer. So you can stop doubting, and get moving towards marketing with purpose. Hello, again, and welcome back to marketing with purpose. My name is Monica Pitts. And as always, I'm your host, and I have a special guest with me, I have Sarah Block with Tiny Marketing. And you know, we talk about websites all the time, on this podcast all the time. And we kind of dip our toes into marketing. And I know a lot of you have really small marketing departments, like maybe a quarter of a person marketing department. And that is what Sarah actually specializes in. She helps people with very small to non existent marketing departments actually get their marketing done, what I know. So we're gonna learn her foresee content marketing method today, and she's going to teach us how to get our marketing done without taking up all of our time. So, before we dig into that, though,

Sarah, why don't you go ahead and introduce yourself and your business, Tiny Marketing, and maybe even tell us about how you got there. Because it's usually like a little windy path that gets people where they are. Yeah,

**S** Sarah Noel Block 02:37

you're gonna be surprised. It's not super windy. So I started Tiny Marketing after working for a giant group of construction companies. And I was a one person marketing department. We were an EOS company. So I was the head of marketing. And I had to figure out how to market for seven different companies that had seven different audiences. And they all had different revenue goals. It was insane.

**M** Monica Pitts 03:08

But it sounds like a mess. Like, how many hours a week were you working? Like 100? Yeah,

**S** Sarah Noel Block 03:14

pretty much, pretty much it was absolutely insane. And I just felt overwhelmed. And like I was set up for failure. And one day, I was like, well forget this, I need to figure it out. So I sat down. And I started formulating what I do now, which is my Tiny Marketing framework, where I streamline, systematize, automate, and then outsource the pieces that we can't fit in house. And now that's what I do for everybody. So it all starts with streamlining, which is my strategic story, where I build an all in one system with your messaging, your content and your marketing strategy. And then everything else is content led, and married to business development, so that you're getting the most bang for your buck, every content marketing piece you do is also moving the needle on business development and those relationships that bring in leads and referrals.

**M** Monica Pitts 04:10

Content marketing is something that we are huge fans of over here at MayeCreate. Because when our clients want to have more traffic to their website, so that way they can have more prospects to talk to. Yeah, that's the way to get it and get it for a long time over time. Like it's a, I call it a marathon. It's a marathon, not a sprint friends, but but it pays off. Right? So content marketing, though, we've said that word like 17 times now, what does it mean? Because not, not everybody probably knows. Yeah,

**S** Sarah Noel Block 04:42

it's building your marketing around educating your audience. So the idea is to build your content marketing around a funnel, you have to have that discovery content that gets people in your world and starting to realize what like there They know what their problem is, but what are some possible solutions for it. So that's where your discovery content comes in, and then pulling them through that funnel, making sure you're building relationships through virtual

events, through those discovery calls. And you can do this in a lot of way. And that's kind of where the foresees comes in, where you're not getting burned out, but you're merging that bizdev with your content marketing.

**M** Monica Pitts 05:26

What are some examples of content marketing, like the physical tasks that a company might do? Because some people are probably thinking, Oh, it's a blog. But it's not just blogging, I think that there's lots of different things that you could do with content. Mark.

**S** Sarah Noel Block 05:41

Good God. Yes. I mean, at this point, marketing is content marketing, because social media is content, your YouTube channel podcast, this is content marketing, your emails or content marketing, anytime you're creating content, to build relationships to educate, that's content marketing. And it's the blogging is just like the tip of the iceberg. Your virtual events like webinars, summits, audio summits, all of that content marketing.

**M** Monica Pitts 06:19

And I feel like it, it isn't a new concept, but some businesses just haven't quite adapted to it yet. I do remember when it came out, man, how long ago was that? I went to like a HubSpot convention. And it was like this new concept that they were trying to sell everybody on. I think it was even before I had kids. So it was like maybe 13 or more years ago. And it was like they called it inbound, then it was like inbound marketing versus outbound marketing and like that the inbound was meeting people where they were so that they would come in to you because it's available to them. 24/7. And then the outbound marketing were things like your ads that you pay for, and they interrupt people. And so while they can be effective, it's still a different relationship, because they didn't come to you, you went to them, which I think you know, everything in moderation, right. But yeah, that was a long time ago.

**S** Sarah Noel Block 07:17

That's funny that you say that, because I started doing it over 15 years ago at this point, but back when I started doing it, there wasn't a name for it. And I called it education based marketing. That's what I coined it. And then it became a thing.

**M** Monica Pitts 07:33

It just feels so natural, though, because a lot of people in their sales process are very educational. And, and that's what gains the trust of customers and allows them to build their business. And so for some people, this feels way better than normal marketing, like, Yeah, but normal marketing freaks me out a little bit. I'm like, don't make me make ads. I don't like it.

S

Sarah Noel Block 07:55

I don't want to do any ads that is so complicated and expensive. But you talked about content marketing in relation to inbound. And you can take an approach that brings make content marketing is like the center, but it could be an outbound and inbound strategy. If you do it right. You can, like branch out and build those relationships with the right kind of content marketing.

M

Monica Pitts 08:26

So I feel like it's pretty important to your business. I when I look at website traffic, my clients that have some type of content marketing that's added to their website on a regular basis, that's solving people's questions at the beginning, middle and end of the buying cycle, they have more traffic to their websites, for sure. Which means that they have more opportunities to sell stuff. But not everybody does it. Like why don't people do it.

S

Sarah Noel Block 08:56

They're overwhelmed. They're like, I don't have the time for it. Or they tried it. And they're like, I can't do this on a regular basis. And now I look down because my last blog post was three years ago, or they started it and they got really excited and did a bunch of it. And then they got burned out. Those are usually the things that I hear.

M

Monica Pitts 09:18

Oh, the blog that's been dead for like five years, I ever I added a site.

S

Sarah Noel Block 09:23

I don't know if it's like because I'm in content marketing. But that's the first thing I do is I'll go to your content hub. And also when is the last time you posted something that's the first thing I check?

M

Monica Pitts 09:35

Yes, well, and I want to see what kinds of stuff you put out there because usually I'm trying to solve the problem of are you getting the right visitors to your site? And are you telling the right story on your website? And so I like to see what people are talking about in their content marketing to make sure that a they're bringing in actual people that might buy their services, but be there also connecting with them. and showing them the personality behind their company. Because, you know, you could just put up a whole bunch of like, we did public service stuff around the community. And that's awesome at times. And, and you still have to, like, talk to people you don't know, to, you know, so and solve their problems because they don't really care, that public service until you solve their problem, or no,

S

Sarah Noel Block 10:20

they don't. And jumping off of what you just said, that's something that's missed a lot is that people, like there's layers when you're creating content, and you need to create the messaging strategy first, before the content strategy, because that is where your pillars live. That's how you your like, your unique value proposition is all in the messaging. And that needs to bleed through to the content. So you need that first.

M

Monica Pitts 10:48

Now, okay, so we just talked about unique value proposition in a podcast like two weeks ago. And for people who didn't listen to that one, we're talking about, kind of like your competitive advantages, but a little bit more personal, like your story and why you're the best fit for them kind of thing. But then pillars, some people might not have heard that term. So tell us what pillars are? Yeah.

S

Sarah Noel Block 11:15

So when you're building out your messaging strategy, what are the three things that make sense to talk about that lead to your main offer. So like, mine, for example, is bringing stakeholders into the marketing strategy. So that you get complete buy in from the very beginning. And you're getting that full funnel look of what customers experience with you. So stakeholders. Another thing that I always talk about is internal experts highlighting them. So building content marketing programs, that invite those internal experts as the content creators. And then the other thing I talk about is the process that you need to create in order to actually, like, keep doing the thing. Like, get super excited, do it for a couple of weeks. And they're like, that was a lot. I'm not doing that anymore.

M

Monica Pitts 12:15

process. And I think that your foresee content marketing method revolves around this process, doesn't it that loud take us about that awesomeness? Because, yeah, like, if people were like, I'm overwhelmed, I can't do this, I don't have time. Like, you're gonna, you're gonna tell them now? How do you how do you do it with the time that you have.

S

Sarah Noel Block 12:39

So I have the four C's that I walk people through and like the it'll go from, it'll go from the most time, which is not that much time, to the least amount of time. So we start with core content. And that would be like this your podcast. It's something that's episodic, that you can create on a regular basis. So it would be something like this, or a live stream show, even like a monthly webinar could be a core content. It's something you're willing to commit to on a regular basis. But obviously, some people struggle, that consistency, I



**M** Monica Pitts 13:14

think, sometimes to people like pick something that doesn't fit them because they think it's the right thing. But it doesn't match with their strengths. And so I always told the story of my brother decided he was going to go stand in front of a group of people and talk. And then he passed out because that's what he does when he stands in front of groups. I know. And it was for our paramedic Association, like so. And so they called me and they're like, Monica, your brother just passed out. And I'm like, this is the paramedic Association. This is hilarious. Thank God he passed out there. Yeah, he was gonna sit he was with first responders.

**S** Sarah Noel Block 14:00

That's crazy.

**M** Monica Pitts 14:01

Finding what's right for you? Yeah. Yeah. He

**S** Sarah Noel Block 14:05

decided in person speaking was the right thing for him. And he was like, Nope, no, it is not. He just felt

**M** Monica Pitts 14:11

like he had to, because that was what that was what people were doing. Right. And someone asked him to do it. And he was like, Okay, I was like, oh, man, Travis. Yeah, that's Oh, rough.

**S** Sarah Noel Block 14:24

Agreed. You have to go with what your unique talent is. So maybe you're an amazing writer, then that's fine, right? Ebooks, right. You can publish books. You don't need that like heavy of a book for it to be published on Amazon. You can do blogs, there's so many options. If you're a great talker and you can gag with people do an interview style show. If you hate looking at the camera like me focus on a podcast

**M** Monica Pitts 14:59

Amen. And so once you've figured out your core content, then then what happens? What's our next C?

**S** Sarah Noel Block 15:06

Yeah, the next C is going down a level. So this is less commitment or a batching. Now, and it's

campaign content. So campaign content is surrounded around an offer that you have. And you sit down, and you start mind mapping everything that people will need to know around that offer, and what kind of content they would need to lead them into that offer. And you just sit down for a couple days, and create all of the content around it, what blogs would you want to create what podcast episodes, maybe you pre record your webinar, but you do it all at one time. And that'll keep your mind super focused on what that content is, you're going to be in that perfect state of mind to create it super fast. And you get it all done, you schedule it out over time. So whatever offer you're promoting during that quarter or that season, you have all the content done at what time?

**M** Monica Pitts 16:03

I love that plan. I think that's what I miss with my own marketing is I'll do stuff, because it feels right, or because, you know, I hear a question a few times. And I'm like, I should answer this question. But I don't do that, like, super intentional offer focused thing. Right. And I mean, I have a few times in the past I have, but that's not like my normal mode.

**S** Sarah Noel Block 16:29

Yeah. I mean, it's very effective, because everything is driving towards that. And it would even work if you have like a brand new lead magnet, that you want to get people to sitting down and getting all of the content together to drive people to that. So you can increase your email subscribers, it's another effective way to do it. But yeah, if your primary goal is to bring in new sales, that's a good way to go.

**M** Monica Pitts 16:55

i Okay, so friends, don't be like Monica. So if you are just, you know, organically doing things, I'm going to tell you how I feel when I get done with it is I go, I get done with it. And I'm like, Yeah, look, I did all this stuff. It's so great. And people listen to it, and they like it. And then I go back to it. And I'm like I should have linked to this resource. I should have talked about this resource I should have, I should have, I should have. That's how I feel whenever I don't do this campaign planning that Sarah is talking about.

**S** Sarah Noel Block 17:29

So the pre the pre planning stuff, you know, when I'm doing more spontaneous stuff, I do that too. And I just go back and edit or I'll re upload the audio file without mentioning the resource that time.

**M** Monica Pitts 17:42

Future you will thank today's you for doing that campaign based planning. Yeah,

**S** Sarah Noel Block 17:49  
yeah, it will, it's a lot easier.

**M** Monica Pitts 17:54  
So then what's our next see,

**S** Sarah Noel Block 17:56  
the next C is collab content. So you have even less time You can't sit down for a couple days and do batching. So collab content would be swapping with someone like you're gonna be on my podcast, and I'm on your podcast, this would be a collab content. You could do webinars, swaps, newsletter swaps, but it's getting you in front of someone else's audience. And you don't have a commitment, you can do as many as you want to do. But you don't have to create the podcast every single week. You don't have to sit down for a weekend batch that campaign content. So it can be a little bit more spur of the moment. And you're building new audience members, because they're driving to your website, and you're getting tons of backlinks, which is one of the biggest benefits for SEO.

**M** Monica Pitts 18:50  
So tell me about Okay, so on your website, I saw that you have a listing for like podcast interviews that you've done on other people's podcasts. Do you just like go out and link to them? Is that how you're pulling that all together? The web designer and me is like, is this an RSS feed? What's she doing here?

**S** Sarah Noel Block 19:10  
I I created a playlist of all the podcasts I'm on and then I embedded the playlist.

**M** Monica Pitts 19:18  
So did you do that in Spotify? Yeah. I can't find another system that does it. Yeah, I'd like to make a playlist.

**S** Sarah Noel Block 19:27  
Yeah, that is a good question. Because I'm a Spotify girl. I'm on there all the time. So that's the only one I'm ever in. I don't know if it's not possible in other places.

**M** Monica Pitts 19:38

I tried it. In most other places. I spent hours one day like trying it and there were all these resources about how to do it that they were from like years ago. You used to be able to do it in Apple podcasts, but you can't do it anymore. Like it was one of those things where I was like, Oh my gosh, I found it. I found it and I'm clicking and the option is not in the drop down and I'm like, Okay, I'm just gonna refresh the page and click the drop down again. But it never appeared. And then eventually it turned out it's because you can't do it anymore.

S

Sarah Noel Block 20:09

That's annoying. Yeah, Spotify, you can do it.

M

Monica Pitts 20:13

Yep, it only Spotify friends. Okay, so we need to have collab content. And you know, when you said first collab content, I thought you were gonna say, make other people in your office help you make the content? I mean, that's not what you said,

S

Sarah Noel Block 20:31

no, no, I do do that. But I do that with the core content. I think that it's really effective with enterprise level companies. Anyone with, you know, a bigger team, and a small marketing department. So that's, that's the variation you want. There's employees, but there's a small marketing department, I always like to bring in the internal experts as like a podcast host. Because they, I want them to build relationships with the guests. And I want them to become known. Because when people are like, when salespeople are reaching out to people wanting to set up meetings, they're going to be Googling, and the more content that's around your employees, and connected to your company, the better.

M

Monica Pitts 21:19

I love that idea. Like when we create content for websites, there have been times that I plant myself in a conference room, and we'll start talking about things and somebody will be like, oh, yeah, and then such and so does, whatever. And I'm like, Okay, I don't have such and so on my list, I need such and so to come in, because I need to ask such and so these questions, because that's the person that's the expert. And it people. It's tricky, because having had lots of like interns and so forth, like hoping edit content with me for our marketing, I'm like, Yeah, yep, you don't understand how this works. That's, that's not you know, you mean, like, whatever thing I was talking about in that episode was something that was technical or specific enough, they hadn't been exposed to it before. And I feel like, that doesn't build a good story for your company that doesn't build consistency, you want the people to have read the exact same thing that you're going to tell them when they come in and talk to you. So it's a consistent messaging, and it's hard to do it when you're not the subject matter expert

S

Sarah Noel Block 22:28

...the business news and talk about that because that's something I bring the stakeholders in

who know you pause and talk about that, because that's exactly why I bring the stakeholders in at the very beginning of a marketing strategy. So I can get buy in everybody can understand marketing, because you know, everybody, like marketing feels so confusing to the team. Yes. But also, you know, then you can get your messaging, the messaging that's established, flowing throughout the organizations, everyone's talking about it the same way. And yeah, get all of those stakeholders excited to participate in marketing and become internal content creators. These things, yes, move the needle sales wise. And so many companies are afraid to allow their employees to shine in that way, because they're like someone else were recruited them out. No, it will benefit your business so much to be able to do that and highlight these genius people that live in your that work in your company.

**M** Monica Pitts 23:25

I 100% agree. 100%. And, yeah, I, I there was a time like, probably five, maybe six years ago, where like, one of my employees was like, I've never even heard of this before. Monica, like, this is the first time you've ever explained this to me. And I was like, That's so weird, because I talk about it, like all the time in our blog all the time. Like I talk about it excessively, and you've never heard about that. I was like, Oh my gosh, go subscribe to my email newsletter. Like, this is so crazy to me, like because I was telling the information to everyone else. But I also wasn't like, reflecting it back in the way that I should have been. That so now that's normal. Beginning of planning, I bring in Stacey and I'm like, What do you hear right now? What do we need to talk about? Who do we need to bring on who have you spoken to recently that you think is amazing, and has great ideas? And so she helps me at the very beginning, get it all together. And that? So I do some planning?

**S** Sarah Noel Block 24:26

See? I do see. Yeah. And you have a collaborative approach your, your the employees, and they're involved too. It's nice.

**M** Monica Pitts 24:34

It's fancy. Okay, so we have the last see what's the last C

**S** Sarah Noel Block 24:40

curated content. So we kind of touched on that with the Spotify list. So curated content is you have Jack, you have no time. None. Maybe you have a couple hours to go find content on a very specific niche topic. And then you can come back harlot in the most beautiful way. So you can create a podcast playlist. I like to call them mixtapes where I'll find content around like event marketing and How to sell using event marketing. And I'll create a little mixtape of all of the podcast episodes I find on that topic, and send it out to my, like, email subscribers, hey, binge, this. But it was cool. Yeah, it takes me not that much time, it's helpful for my users. And they, they don't have to go searching for it. But you can do this in a couple different ways, not just playlists on podcast, you could do it on YouTube, create these curated lists, you can create a

guide on your website, using curated content from around the web, and mix together multimedia approach with podcasts, YouTube videos, articles, all on a specific topic. It's so helpful for people, it doesn't take you a lot of time. And it's gets you showing up more.

**M** Monica Pitts 26:07

Well, and I think it builds probably rapport with the people that you're using their resources, because you could like reach out to them and be like, hey, I'll link to your video. Your Thank you, I

**S** Sarah Noel Block 26:17

included you in this guide. And if you want to share it out, here's the link. Huh? Yeah. So it's another great way to get extra shares, too.

**M** Monica Pitts 26:28

I see that. About once a year, per like, okay, so I have these blog posts that I'll have I have pinned federal statistics, right. They're like annual sets of statistics about content marketing, or about web design, or about how people use technology. And when they repeat when they like, release a new, like set of data. All these people like read this stuff. And then they're like, oh, blah, blah, blah, and they make their own. And all like goes back to the same report? Yes. Anyway, I do see a flood of those come out about the time that those folks released their new reports. But

**S** Sarah Noel Block 27:11

but you know, it'd be interesting, since you're collecting these reports anyway, if you compile them, because people are looking for that content. They want the original source, and it's so hard to find a new habit.

**M** Monica Pitts 27:24

That's a great idea. Oh, me and you're smart. Do that. I actually, okay, very small side note, you know, this statistic that like the, the average attention span of a human is now like shorter than that of a goldfish. Right. Yeah. So that was actually released by Time magazine. I didn't know that. I like was digging and digging and digging. And finally, I got to the point where I was like, in like, like an article where someone was like, This was originally released by Time Magazine, and it doesn't actually make sense. And I was like, what? They really can't be accurate. And then anyway, I was like, Yeah, I could do that

**S** Sarah Noel Block 28:11

you're doing already and I am telling you, everybody is wasting hours looking for the original

sources, that would be a great resource.

**M** Monica Pitts 28:20

Boom, I do this, I do this. Okay, so those are our four C's, will you repeat them for us? So that way we don't forget them? Yes,

**S** Sarah Noel Block 28:30

it is core content, like this podcast. It is campaign content. It is collab content, and then curated content.

**M** Monica Pitts 28:42

Okay, so I know you help people get stuff done. That was actually one of the reasons I wanted to invite you on the podcast, because when I went to your website, and I saw that you automate things, I was like, Oh, I love automating this human is going to be one of my best selling fine. So I just want to geek out for a second and have you tell us about like one or two tools that you think really help people get organized and get their content marketing done?

**S** Sarah Noel Block 29:12

Tools. Okay, so I want her to that's gonna be hard. Or 100. Yeah, right. I am, the chronic beta test are always in. So we'll first we were talking about air table before we hit record. So I want to touch on how I use air table for content marketing. When I have an idea list, I hate content calendars. I hate them, because you can't really be agile with them. So instead, I have an air table with all of my ideas on there. And then as I adjust it, like when I'm gonna publish it and stuff, I can reorder it, so it becomes a calendar. So I use it for that. But it's so nice because it's a full database. So anybody who becomes a guest on my podcasts, they will automatically be put into that air table. And anytime I have a fit call, I can put the idea right in there and then link that guests to it. So it makes it super easy. And I can be agile, which I love. And the other thing I use air table for is to is the bizdev piece of content marketing. So I keep track of all the people I've reached out to on there. And then I have a dashboard that explains like, how many people turned into a collaborator with me, how many ended up becoming a referral partner, how many sent me leads, etc, etc? How many turn into a fit call? How many upsold? So then I can track the success of the bizdev piece with content marketing. And I know exactly like, what percentage of them I found on LinkedIn and built a relationship with how many came through a workshop. So I have the metrics that tell me what direction makes sense to go, where should I spend my time? So those are the two main things I do with air table. And then one thing that I do with the stakeholder interviews at the beginning, is I take the transcript from my stakeholder interviews, and I import it into chat GPT. And then I just ask all of my questions, because the answers are in the interview. And then it just pulls everything for me to make it a lot easier and faster.

**M** Monica Pitts 31:33

That is so smart. You know what we should do that the beginning of our web development process because Stacey has these in depth sales meetings. And she knows the client like she knows them by the end of it. And then when I have questions like throughout the process, because as the art director, I understand what we're doing, but I don't know them like Stacy knows them. And so I'll look at something and I'm the lady that doesn't add it feels like not quite right. It feels like I should push it this way. But I'm not sure if that's going to like really push them outside of their comfort zone or, like get them where they need to go. Right. And so then I go back to Stacey and I'm like Stacy. Oh my god, if I did this, you know, but if I did, if I did what you just said I would have answered concrete Stacy's brain. Yes, in a chatbot. You

S

Sarah Noel Block 32:23

can name your GPT Stacy's brain and the transcript and ask the questions you'll have you can even like guide like what's their personality? Like? What? How should I portray them? On this website? Oh my gosh.

M

Monica Pitts 32:42

I'm so happy. You've made me so happy. I love ideas.

S

Sarah Noel Block 32:48

I am glad I made you happy.

M

Monica Pitts 32:51

So you really love air table and you love chat GPT. Is there any other one that you really feel just like saves you a metric ton of time?

S

Sarah Noel Block 32:59

Um, I use toasty AI for a long time before buzz sprout. Yeah, as a buzz. Yeah, Buzz bro. Added AI into it. But toasty AI, you can import your podcast episodes and it'll create all of the articles. The show notes. Like the interesting points, it'll pull. It'll create your show notes for you everything.

M

Monica Pitts 33:27

How do you spell toasty?

S

Sarah Noel Block 33:28

It's toastv It's to A S T v ai

it's toastie. It's to a 3 1/2 year.

**M** Monica Pitts 33:33

All right, I'm looking at that thing. So that when I was reeling otter, Otter, do the show notes. Cuz like when we started doing it a long time ago, like I tried them all okay, and they were all terrible. The words would always come back all wrong, because we, we speak in slang, and they just are weird, you know. And so otter was really smart. But I also find myself having to pair it with Chat GPT to get what I really want out of it. So it's kind of a dance. I don't like it's a more direct dance. Yeah,

**S** Sarah Noel Block 34:08

I don't use it. My podcast is published through Buzzsprout. And they have ai built in. So I use that now, but toastie worked really well. And oh, Opus is the other one that I constantly use. The it's so quick on editing. I use descript for editing my podcast, and I could do a Opus does into script, but it does it so much faster. All I have to do is import the video. And it'll I have my brand guidelines already built in in the templates. I'm a big template person. So it creates everything for me in minutes, and then I could just upload it. And if you don't already, you can attach your RSS feed from your podcast to YouTube. So then it'll put it pull in your audio only podcast asked and just have your cover image on it. But then I tie the Opus shorts, to those podcast episodes to drag people to it because people will see shorts more often. But then they're automatically redirected to my podcast episode.

**M** Monica Pitts 35:16

I just actually found Opus a few, like maybe a month and a half ago. And I tried it in the free version. And then I was like, okay, so then I went and tried out the other ones. Yeah, I guess you got to try them all. And then I tried to figure out how to do it with all the tools that I already paid for, and they don't do it. And I was like, How can Adobe and Canva not do this? But they don't

**S** Sarah Noel Block 35:38

know. Not nearly as fast. I mean, I view. I mean, I told you, I'm a chronic beta tester. Open, fast. I've worked with 1000.

**M** Monica Pitts 35:50

I feel like yeah, I just actually bought the full subscription to it at the beginning of this week, as I was processing all my podcasts, because I was like, I yeah, I don't, I'm never gonna make a single video. If I don't have something that

**S** Sarah Noel Block 36:01

does. I know. And they just recently made it so you can import the entire video. It doesn't just cut the short. So that's nice. Which, like I've been working with Opus for over a year. So that's brand spankin. New that option.

**M** Monica Pitts 36:17

Mine cuts off at 15 minutes, maybe I don't have the right package. That makes sense. Like it says I can upload up to a 15 minute video, you know, it might

**S** Sarah Noel Block 36:26

well my podcast is generally 20 minutes. So it doesn't, yeah, get hurt by that. And I wouldn't have paid attention to the limit because of the length of mine.

**M** Monica Pitts 36:40

Yes. Okay, so um, my last question for you before we wrap up just because I'm really curious. We have another podcast where we talk about how to pick a domain name that doesn't suck. Because it is really tricky to pick a domain name sometimes because what you want isn't available. And I noticed that your domain name is your name, but your business name is not your name. So tell me how you like came around to this decision? And if it like does it cause any friction? Does it work for you? Because some people might need to do this right this this might be an answer for them to find a domain name that doesn't suck.

**S** Sarah Noel Block 37:22

Yeah. So I started with Sarah Noel Block because I started it way before I started my business, and I have so much SEO juice on it, I kept it originally Tiny Marketing was just my content leg. And my podcast was cause was called Tiny marketing my live stream show. So I didn't feel the need to need to have the domain matchup. But like as my business grew, I needed an LLC so it became Tiny Marketing LLC. So that's the roundabout but it really worked out because well my domain comes up for Sarah Noel Block or Tiny Marketing because I just have it listed as Sarah Noel are Tiny Marketing by Sarah Noel Block on everything. So it hasn't caused any friction. But I do have now I have Tiny Marketing domains available that you can go to my regular website with that just for two.

**M** Monica Pitts 38:24

Gotcha. Well, and luckily to your name is not like a hot mess. It's pretty easy. It's spelled the way you think it's spelled Sarah's with an H. But like, I can only imagine if it was like my, my maiden name if I would have would have been like Monica Mae Schumacher, me with an E and then sch U Ma. Ch er, can you even imagine?

**S** Sarah Noel Block 38:40

**S** Sarah Noel Block 38:46

If I were to do that? I would give like, you know how authors have pen names. And there's like, I would just do that I would do Monica Maye. Yeah. Done. Then, that easy. People can go to [Monicamay.com](http://Monicamay.com). Yeah.

**M** Monica Pitts 39:03

And now they just go to [mayecreate.com](http://mayecreate.com). Because, yep, that's where it came from friends. The Maye is a family name, and it's in the middle of my two names. Yep. My middle name. And it's my grandma's and my great grandmas and my daughters were all maize, ma ye that

**S** Sarah Noel Block 39:22

wheats. Yeah, I probably would have picked my like to use my full name because of SEO. So before I even decided what I was gonna go by, I was checking out the SEO for it. So I'm the only person who shows up. And that was the reason I chose it.

**M** Monica Pitts 39:38

Well, and it's, it's easy or to optimize something for a more specific term. So then you are going to show up if people know your name, and that's awesome. It's like if a business's like speedy plumbing and there's seven speedy plumbing plumbing is all over the US. It's not quite as easy to show up for that one. Yeah,

**S** Sarah Noel Block 39:59

it's kind of nice the way it's structured now, because I have so many things under Tiny Marketing and my name that all of my things show up for either term.

**M** Monica Pitts 40:09

And now you know, okay, Sarah, tell people where they can find you because by this time, they probably think you're really cool. And you can solve a lot of problems for them.

**S** Sarah Noel Block 40:20

I can solve problems. I am not cool, though, I can assure you that. You can find me at my website, [SarahNoelBlock.com](http://SarahNoelBlock.com), or LinkedIn, I hang out there. And then I have a podcast Tiny Marketing.

**M** Monica Pitts 40:36

Awesome. Well, we'll make sure to include those in the show notes. Friends. Thank you so

much for hanging out with us today, Sarah. And if you guys enjoyed this podcast, you should totally subscribe to marketing with purpose. Because next week, I've got a really fun episode coming up. We've been wanting to do this one for a while, my design team is going to dig into color theory. Now if you don't know what color theory is, it's the study of how colors work together and how they affect our emotions and perceptions. Now, I'm really excited to talk with my design team about this because they all went to school for art. I went to school for agriculture. And so the way that I use colors is just by what feels right. It's like I have a natural intuition towards colors, but they actually have a whole vocabulary around it, that they were taught and a theory that they apply that they learned in school and so I'm excited to share it with you so that way you can use it on your journey towards marketing with purpose. So subscribe. Don't miss out on this super fun episode with the MayeCreate Design team next week. And of course until next time, go forth and market with purpose.