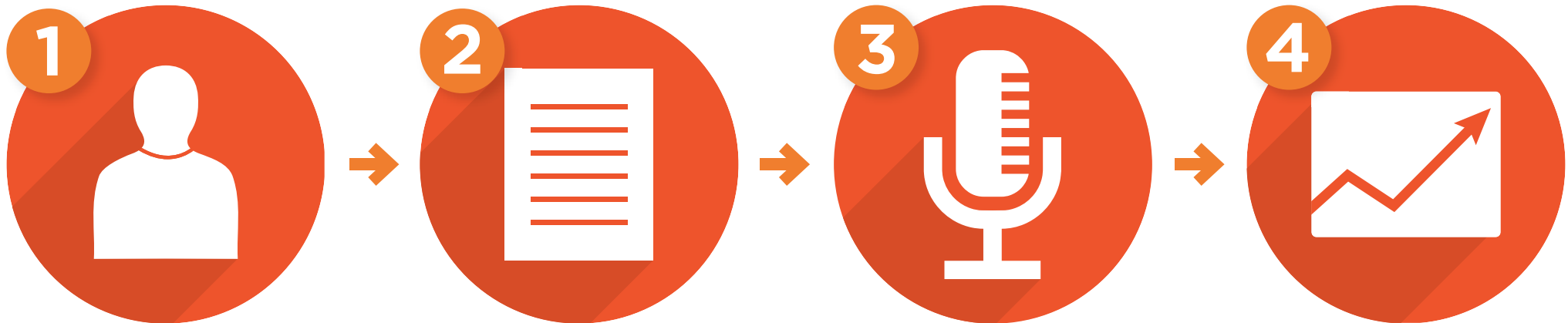




CONTENT PROCESS

START BY ASKING: "WHAT IS THE GOAL?"



DEVELOP PERSONAS

WHO IS THE AUDIENCE?

- STRATEGIC FUNNELS
- DEMOGRAPHICS
- GEOGRAPHIC
- INTERESTS
- PAIN POINTS
- MEDIA CHANNELS USED

CREATE COMPELLING CONTENT

WHAT ARE WE GOING TO SAY?

- KEY MESSAGES
- VIDEO
- BLOG
- CTA (CALL TO ACTION)
- MARKETING OFFERS

CONTENT PROMOTION

HOW DO WE GET ACTION?

- BLOG
- SOCIAL MEDIA
- PAY-PER-CLICK
- TRADITIONAL INTEGRATION
- LEAD NURTURING
- EMAIL

ANALYTICS

WHAT DID WE DO?

- VISITORS
- PAGE VIEWS
- LEADS
- CONVERSION RATES
- SOCIAL MEDIA METRICS
- CONTACTS
- SEO
- PAGE OPTIMIZATION
- GOOGLE RANK IMPROVEMENT