



CONTENT MARKETING
SERVICES

CONTENT MARKETING

What We Do Best

How We Find Unique Data

Lifecycle of a Campaign

Customized Outreach Strategy

What to Expect

Content Marketing

What We Do Best



FULL CONTENT MARKETING SERVICES

We take care of everything for your content marketing campaigns, including ideation, research, data analysis, writing, design, and outreach.



PRODUCTION

Our team excels at creating engaging and unique infographics, blog posts, videos, and many other cutting edge content formats.



CONTENT STRATEGY

We create a roadmap to success by targeting the best channels and using the best tactics and tools to attract customers.



DIGITAL PR / OUTREACH

Leverage our existing connections with top publishers and experienced outreach team to reach and engage new audiences.

Content Marketing

How We Find Unique Data

Content marketing campaigns are only as good as the data backing them up.

In any competitive environment, it is critical to avoid using the same data or telling the same story with similar content used by everyone else. To accomplish this goal we leverage a broad spectrum of different data collection methods.

➤ **Social media scrapes (instagram, twitter, facebook, etc.)**

- Via social media scrapes, we can pull geo-tagged data around almost any topic to find out exactly how people talk, feel, and discuss any subject. Utilizing this data, we create engaging content around individual cities, states, and countries. This approach allows us to garner interest from smaller, regional, and nationwide publishers.

➤ **Government datasets**

- There is a wealth of government-released data available that hasn't been fully exploited. Some of these datasets come from the CDC, DOJ, BOP, DEA, Census, FBI, and the Department of Statistics.



facebook



Content Marketing

How We Find Unique Data (Cont.)

➤ **MANUAL DATA COLLECTION**

- Occasionally we will perform manual data collection, such as swabbing different surfaces for germs, going to in-person events, or observing and collecting information.

➤ **SURVEYS**

- We can target almost any demographic, and surveys consumers based on the needs of a campaign to form a never-before-seen dataset.

➤ **GOOGLE TRENDS / BING NEWS SCRAPER**

- Utilizing these services, we can map out the growth or decline in search volume and news articles for any subject.

➤ **INTERNAL CLIENT DATA**

- We can also utilize internal client data to determine interesting, news worthy trends.



Content Marketing Proposal Lifecycle Of A Campaign

1

IDEATION:

A team of creative specialists collaborate to generate campaign ideas, look for available data sets to support the idea or plan out other data collection methods, and make sure no one else has done anything similar.

2

RESEARCH:

Once we have a strong outline for a campaign, the research and data collection phases commence.

3

DATA ANALYSIS:

As the necessary data to support a campaign is collected, we start exploring the datasets to identify unique trends. We also start planning the correct assets for the campaign, such as static graphics, interactive maps and more. Occasionally additional data is pulled to further support the direction of the campaign.

4

WRITING / DESIGN:

When the data sets have been analyzed, they are submitted to our team of writers and designers specializing in this type of content.

5

OUTREACH:

At such time the campaign QA checks are finished, we will host it on your site and the outreach process cycle commences.

Content Marketing Proposal

Customized Outreach Strategy

EVEN THE BEST CONTENT IS WITHOUT VALUE UNLESS THERE IS PROPER OUTREACH STRATEGY

Our team creates a customized strategy designed to get content in front of relevant audiences. While there is strong SEO value in the backlinks to your site from high domain authority publishers, getting relevant traffic is just as important. Our process is outlined below.

- 1. EXCLUSIVE:** We will target a small range of high domain authority publishers that have strong syndication networks and appeal to your target audience.
- 2. MANUAL SYNDICATION:** We then perform manual-syndication targeting other publishers with strong syndication networks, as well as other publishers that have a large reader base that coincides with your target audience.
- 3. NATURAL SYNDICATION:** We follow up with any natural syndication that occurred to convert no-follow, cocitations, and text attributions over to do-follow links, in order to maximize the amount of SEO value being passed from publisher sites to your own site.

SOME HIGH DOMAIN AUTHORITY PUBLISHERS INCLUDE:



Content Marketing Proposal

Customized Outreach Strategy

SOME HIGH DOMAIN AUTHORITY PUBLISHERS INCLUDE:



Content Marketing What To Expect

THE EFFECTS OF CONTENT MARKETING CAMPAIGNS



TRAVEL INDUSTRY

6 MONTH STUDY

258 DO-FOLLOW
LINKS

80,000 SOCIAL
SHARES

WEB COVERAGE FROM
MAJOR NEWS SITES
WITH HIGH DOMAIN
AUTHORITY

600% INCREASE
IN ORGANIC TRAFFIC



HEALTH INDUSTRY

1 YEAR STUDY

827 DO-FOLLOW
LINKS

260,000 SOCIAL
SHARES

WEB COVERAGE FROM
MAJOR NEWS SITES
WITH HIGH DOMAIN
AUTHORITY

750% INCREASE
IN ORGANIC TRAFFIC



E-COMMERCE INDUSTRY

6 MONTH STUDY

455 DO-FOLLOW
LINKS

200,000 SOCIAL
SHARES

WEB COVERAGE FROM
MAJOR NEWS SITES
WITH HIGH DOMAIN
AUTHORITY

500% INCREASE
IN ORGANIC TRAFFIC

Content Marketing What To Expect (Cont.)

- Robust content for your site
- An increase in brand recognition
- Increase in organic traffic month over month
- National coverage
- 50+ new do-follow links over three campaigns
- Links with an average domain authority of 40+
- 5,000+ social shares over 3 campaigns

These are estimates based on results and reporting for our clients in similar industries/verticals. Final campaign results are dependent on many variables including: national/international events, landing page functionality, timing etc.

