

Content Marketing Project Proposal

Stephen G. Nichols, owner

Boswell Marketing

Boswell Marketing



Others turn heads. We turn minds.



Executive Summary:

The summary of the plan is to supplement your efforts to set appointments with small business owners through a content marketing strategy. We will research and design content for small you to use according to an established set of best practices in order to help you set sales appointments. We will attempt to generate a significant degree of lift in the number of sales appointments set after the implementation of the content marketing strategy.

The plan is based on the observation that content marketing will effectively supplement your existing marketing strategies and tactics. The idea is to interview you about your products and services, and the solutions you provide to small business owners, then create content with themes that address these issues in the form of white papers. The white papers will then be broken down into blog posts that can be distributed through social media channels LinkedIn and Twitter. The content will call attention to your brand and services while providing value in the form of interesting information relevant to the needs of small business owners.



Proposal:

This is a proposal for you to hire Boswell Marketing to create and implement a content marketing strategy to engage prospective customers and assist you in your efforts to market your services. The goal is to supplement your traditional marketing strategies with online content marketing that will create a unique impression in the minds of small business owners that you understand their needs.

The thrust of the content marketing strategy will be to facilitate engagement between small business owners and your brand in order to form mutually-beneficial partnerships. The hypothesis is when you build relationships with small business owners and position yourself as a likeable resource of valuable information you will be more likely to win business from them versus competitors who do not engage in a relationship-building strategy with content.

The deliverable will be a set of content you can use to engage target audiences in order to build relationships and lay the foundation for sales conversations. The content will come in the form of white papers that will be broken down into blog posts and distributed regularly through social media channels LinkedIn and Twitter. Community engagement will be monitored and managed by Boswell which will inform you of important developments and interactions between small business owners and your brand. Analytics will be used to create a means to measure return on investment.



Consultation:

- Boswell Marketing will meet with you to interview you about your products and services for small business owners.
- Questions asked will be along the lines of “How do small businesses benefit from these products and services?” and “What concerns facing small business owners do these products and services address?”
- The point will be to create a list of relevant topics to base the creation of content upon.

Copywriting:

- Boswell Marketing will develop white papers to tell stories about how your products and services help small business owners achieve their goals.
- A content distribution strategy will be developed so you will know when and where to distribute content online.
- The content will lead back to your website.

Community management:

- Boswell Marketing will manage the distribution of content to ensure it is placed in the appropriate places at the appropriate time.
- Community engagement will be measured in order to create a link between engagement metrics and ROI.
- You will be notified if community members engage with questions or comments appropriate to the strategy to set sales appointments

This plan will have three parts: **Know. Create. Proliferate.**



1. Research consultation (First 90 days) **Know:**
 - Consultation with you about your products and services, and how they relate to the needs of small business owners.

2. Content creation and strategy planning (90 – 180 days) **Create:**
 - White papers will be written as stories about small business owners and how their problems are solved with your products and services.
 - White papers will be broken down into blog entries of 200 – 300 words.
 - A strategy to consistently reach your target audiences with content online will be developed.

3. Implementation and metric development (180 – 360 days) **Proliferate:**
 - Content will be distributed according to the strategy and engagement will be measured based on test metrics such as “likes,” “shares” and “comments.”
 - The level of social media engagement will be compared to any degree of lift in the amount of sales appointments set with prospective clients.

1-year goal: To establish a set of metrics by which content media marketing ROI can be measured, and determine whether plan implementation creates a substantial increase in sales appointments to justify continued engagement



White paper short story example:

Jack was a small business banker who wanted to find more people he could help with his small business banking services. His time was extremely limited and he didn't want to spend money on advertising; he'd bought advertising before but was disappointed with the results.

One day, Jack heard about a company called Boswell. Boswell was different because they knew how to build relationships with target audiences instead of annoying them with advertisements. Jack knew Boswell was trustworthy because of what people said about them.

Boswell asked Jack a series of questions about his small business banking products and services. Boswell then crafted stories to demonstrate Jack's knowledge and sing the praises of his triumphs in a way that was both ethical and entertaining. Boswell then went to the marketplace to ask people in Jack's target audience if they wanted to hear the stories about him, and shared the stories with those who said, "Yes."

Boswell periodically returned to the marketplace to seek more people who wanted to hear stories about Jack, and Jack's permission-based marketing list continued to grow. Some people liked the stories so much they shared them with their friends, and Jack's exposure in the marketplace was amplified.

One day a person in Jack's target audience woke up and realized she needed to hire someone to perform a service Jack provided. When she thought about who to hire, she immediately thought of Jack because she'd read stories about how his services helped people in her situation, and she felt a sense of familiarity with Jack's brand she didn't feel for Jack's competitors. It was easy for her to reach him and set an appointment to talk about how Jack could help her. She and Jack formed a business relationship and Jack now had a new client.

Boswell Marketing



Others turn heads. We turn minds.

Cost:

There are two deliverables Boswell Marketing can charge you for:

- White paper content research and writing: 6 white papers for \$36,000
- Community management: 6 months of white paper content distribution and engagement - \$36,000

The plan will begin upon the signing of this document. A non-disclosure agreement is attached whereby Boswell Marketing will not disclose any of the information it gathers through its consultation with you.

Signature: _____

Date: _____



Nondisclosure Agreement:

This Nondisclosure Agreement (the "Agreement") is entered into by and between _____ with its principal offices at _____ ("Disclosing Party") and _____, located at _____ ("Receiving Party") for the purpose of preventing the unauthorized disclosure of Confidential Information as defined below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and confidential information ("Confidential Information").

1. Definition of Confidential Information. For purposes of this Agreement, "Confidential Information" shall include all information or material that has or could have commercial value or other utility in the business in which Disclosing Party is engaged. If Confidential Information is in written form, the Disclosing Party shall label or stamp the materials with the word "Confidential" or some similar warning. If Confidential Information is transmitted orally, the Disclosing Party shall promptly provide a writing indicating that such oral communication constituted Confidential Information.

2. Exclusions from Confidential Information. Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; or (d) is disclosed by Receiving Party with Disclosing Party's prior written approval.

3. Obligations of Receiving Party. Receiving Party shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party. Receiving Party shall carefully restrict access to Confidential Information to employees, contractors, and third parties as is reasonably required and shall require those persons to sign nondisclosure restrictions at least as protective as those in this Agreement. Receiving Party shall not, without prior written approval of Disclosing Party, use for Receiving Party's own benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of Disclosing Party, any Confidential Information. Receiving Party shall return to Disclosing Party any and all records, notes, and other written, printed, or tangible materials in its possession pertaining to Confidential Information immediately if Disclosing Party requests it in writing.



4. Time Periods. The nondisclosure provisions of this Agreement shall survive the termination of this Agreement and Receiving Party's duty to hold Confidential Information in confidence shall remain in effect until the Confidential Information no longer qualifies as a trade secret or until Disclosing Party sends Receiving Party written notice releasing Receiving Party from this Agreement, whichever occurs first.

5. Relationships. Nothing contained in this Agreement shall be deemed to constitute either party a partner, joint venturer or employee of the other party for any purpose.

6. Severability. If a court finds any provision of this Agreement invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to effect the intent of the parties.

7. integration. This Agreement expresses the complete understanding of the parties with respect to the subject matter and supersedes all prior proposals, agreements, representations, and understandings. This Agreement may not be amended except in a writing signed by both parties.

8. Waiver. The failure to exercise any right provided in this Agreement shall not be a waiver of prior or subsequent rights.

This Agreement and each party's obligations shall be binding on the representatives, assigns, and successors of such party. Each party has signed this Agreement through its authorized representative.

Disclosing Party

By: _____

Printed Name: _____

Title: _____

Dated: _____

Receiving Party

By: _____

Printed Name: _____

Title: _____

Dated: _____



Direct Mail:

- Different packaging: should stand out from typical direct mail pieces like envelopes and postcards
- Value: the pieces should contain something of real value to the consumer they will want and not simply throw away, like candy, coins or nice pens
- Bulk: the pieces should be three-dimensional and bulky. This will make them more likely to be opened
 - Mail pieces should contain valuable content the recipient will find relevant.
 - Content must prominently display the branding of the sender as well as contact information such as website, blog page, YouTube channel, etc.
 - A hand-written or at least hand-signed message should be included from sender to the recipient.

Budgeting and direct-marketing financial measures:

- Budget derived from last year's advertising spend
- Increase in number of sales appointments set after implementation of content marketing plan
- Comparison to effectiveness of direct mail and/or other direct marketing methods
 - Establishment of a "sales funnel" related to content engagement
 - Measurement of ROI versus traditional marketing strategies
 - Effectiveness determined and projected into future



Copy and creative:

- Entertaining: content created first to entertain the target audience.
- Educational: content includes valuable information for small business owners
- Shareable: content is easily shared so audience members can involve their friends and networks with its consumption
 - Content must be focused on the specific needs and interests of small business owners
 - No selling language
 - Emphasis on problems and solutions offered by your products and services

Email:

- Permission-based
- Content-driven
- Conversational
 - Your branding will be prominent in each email
 - Email will be from directly from you
 - Measured by Mailchimp analytics



Segmentation and targeting:

- Demographics of your existing and preferred customers
- Psychographics; consultation to determine interests and concerns of small business owners from your perspective
- Focus on social media engagement
 - Target small business owners in need of your services
 - Your knowledge of needs and interests of their small business owner customers will serve the basis of content creation
 - Small business owners in your locale

Tracking systems:

- Goal centered
- Focus on increase of appointments set
- Simple reports
 - Tie in tracking with measurement of metrics relevant to ROI
 - Integrated with your overall marketing strategy
 - Focus on your marketing goals



Website/Blog:

- Simple and easy to navigate
- Dynamic: the website will have content that is constantly updated and distributed to optimize find-ability and user experience
- Mobile: the website must run as smoothly on a tablet or smart phone as it does on a desktop
 - Your branding prominent throughout
 - Content is focused primarily to be relevant to the interests of small business owners
 - Rich biography with your background story

Building and Scheduling Content with Value:

- Specific to particular need or problem of the small business owner
- Rich in content with useful information to the small business owner
- Distribution schedule set to maintain consistency but avoid redundancy of message
 - White papers will be stories about problems faced by small business owners
 - Your products and services will be presented as solutions
 - Distribution schedule will be set according to content consumption rate of individuals within target forums



LinkedIn:

- Create a complete profile
- Join groups relevant to interests of target audiences
- Regularly distribute relevant content and engage with group members
 - You can create yourr own LinkedIn profile and connect with your contacts on LinkedIn
 - Join groups dedicated to interests of small business owners in the target market; i.e. "Kansas City is the City of Entrepreneurs" LinkedIn group
 - Distribute content in groups according to the dynamic established in the group; i.e. don't publish content more or less often than other group members

White Papers:

- Short stories about needs and wants of small business owners
- Rich content to enhance knowledge and quality of life of small business owners
- Written to be entertaining and informative
 - Short stories about small business problems solved with your products and services
 - Length is 1000 to 1200 words; easily broken down into blogs of 200 to 300 words
 - Your branding prevalent throughout



Blogging:

- Consistently post articles and information relevant to target audience
- Hyperlink keywords to assist with Search Engine Optimization
- Brief articles of 200 to 300 words in length
 - Created in WordPress with links to your web site
 - Posted once per week and distributed through social media channels
 - Each individual salesperson has their own blog

Twitter:

- Microblog with post length of up to 140 characters
- Share links to articles, blog entries and websites
- Follow and be followed by members of target audience to assist with relationship-building
 - Weekly tweet title of blog entry with link back to small business banking blog
 - Follow small business owners and ask them to follow back
 - Use link shortener bit.ly to track clicks on blog links



Facebook:

- Build personal relationships with social contacts
- Share photos and private events
- Stay in touch with old friends and new acquaintances
 - Not appropriate for this content-driven professional services relationship-building strategy

YouTube:

- Create and distribute videos with content relevant to small business owners
- Subscribe to channels with content appropriate to interests of small business owners
- Add visual element to content marketing strategies
 - You create videos of yourself verbally articulating blog content
 - Embedded in blog web pages so small business owners may either read or watch blog content
 - Videos created in your office from perspective of person sitting across their desk to simulate a real life conversation



Website/WordPress/Google Analytics:

- Determine number of visitors per day, week or month
- Shows which blog entries were viewed and what links were clicked if any
- Shows source of incoming hits
 - Used to create ROI metrics for your content marketing strategy
 - “Sales Funnel” methodology i.e. for every 100 views of a blog post the small business banker sets 1 extra sales appointment
 - Shows which LinkedIn groups are more beneficial for you to distribute content into

Search Engine Optimization:

- Frequent use of keywords appropriate to interests of target audience in online content
- Constant updates with fresh content lead to higher search rankings
- Hyperlinks of keywords that lead to other relevant content
 - Consult with you to create matrix of keywords
 - Use keywords appropriate to small business owners in white papers and blog entries frequently as well as in tags and categories
 - YouTube videos, Twitter profiles and LinkedIn company pages all assist with SEO for your website



Pay-Per-Click:

- Small ads are created and run in search engine results
- Keywords are bid upon and whenever someone clicks on that link, the marketer pays the bid price
- Assists with search engine optimization and drives web traffic
 - PPC ads lead to your blog
 - Blog entries receive their own PPC ads to run whenever the blog is updated
 - Your PPC ads in Google, Bing, Yahoo and LinkedIn

Really Simple Syndication (RSS):

- People may subscribe to blogs and content streams they find interesting
- Target audience members regularly receive updates whenever new content is published
- Can be used for permission-based marketing
 - RSS feed link attached to your blog entries
 - Content encourages readers to subscribe to RSS feed
 - RSS feed button clicks tracked in analytics



Gmail Calendar:

- Google email account includes calendar
- Calendar can be shared with multiple users
- Enables project coordination and easy appointment setting
 - You create Gmail account and calendar to coordinate with Boswell Marketing on content creation and distribution dates
 - Your content marketing strategy schedule easily adjusted in Gmail calendar
 - Events tracked in Gmail calendar to assist with ROI metrics

Web Design/Blog Design

- WordPress blog designed with template or by graphic designer
- Your branding and information relevant to target audience included in design
- Domain name appropriate to content of blog and assists with SEO
 - Your logos and branding prevalent throughout
 - Blog belongs to you individual and includes your picture, profile and contact information
 - Design mimics appearance of your website