



CrownPeak Content Marketing

Partnering for Online Marketing Success

Horizon Strategy Engagement

Having an effective way to manage, measure and optimize your web content is critical to an online marketing effort. CrownPeak helps you generate more successful results from your online marketing strategy.

CrownPeak's strategic marketing services group performs the heavy lifting to help you evaluate your competition, segment your SEO and SEM strategy, analyze your messaging and maximize your post-click marketing efforts. Using these techniques we've seen improvements in clients of between 50% and 300% in terms of conversions, lead flow of other success metrics.

Critical Insight In 15 Days!

This strategic services engagement is built to be short and provide value. This is a two week engagement to deliver a diagnostic evaluation and high-level going-forward plan for your web content marketing strategy.

ENGAGEMENT STRUCTURE

The 15 day engagement focuses on content marketing, landing page optimization, SEO and SEM for your Web Content. We will run a series of diagnostic tests on your site including a competitive and opportunity analysis, and a set of recommendations for SEO, SEM, landing page optimization, and content marketing.

HORIZON REPORT

Contains the following:

- ▶ Competitor analysis and their core keyword ranking
- ▶ Keyword research - 50 core key words on popularity and relevance to success
- ▶ Keyword Map - recommendations on how to optimize for SEO
- ▶ Site structure/URL consultation - site structure and content recommendations for SEO optimization
- ▶ Recommendations on SEM, optimized messaging (given campaign duration)
- ▶ Budget and initial considerations on marketing and media spend to achieve desired results
- ▶ Landing page and high level segmentation strategy

Once that report is delivered you can use it to formulate your own strategy - or continue on with CrownPeak and our software and services solution.

INVESTMENT

\$8,500 for initial 15 day engagement.

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Today, The Web Is Your Online Marketing Hub

THE WEB SITE BELONGS TO THE WEB MARKETER^I

- ▶ 66% say that marketing has ownership of the WCMS
- ▶ 60% say the web site is the primary marketing channel

WEB CONTENT IS THE PRIMARY SOURCE FOR BUYER DECISIONS^{II}

- ▶ 90% use Search engines every day to find content

MEASURING AND OPTIMIZING YOUR SITE CONTENT FOR BOTH ORGANIC AND PAID TRAFFIC IS CRITICAL^{III}

- ▶ Using a closed loop marketing process is more than 3x as likely to achieve a greater than 50% return on marketing investment
- ▶ Companies that manage and tweak landing pages for conversions realize an average 40% increase in conversions

I Aberdeen Group
II Interactive Advertising Bureau
III Marketing Sherpa