

# Marketing.

# Word of mouth is the most powerful medium.

Business becomes social, announcement becomes dialogue, creation becomes curation and strategy becomes purpose.

We build and execute a tailored and comprehensive marketing strategy including blog, social media and email marketing, with the goal to boost your brand across the different channels.

We advocate for your business by creating impactful content and actively engaging networks and influencers to grow your business and forge new relationships.

The marketing plan will thoroughly reflect your brand's specific goals whether it's to turn existing customers into loyal fans, win over influencers & prospective customers or get valuable product feedback.



Once your specially personalised content strategy has been built, you are ready to embrace a data-driven approach across the following pillars:

### 1. IDEATION

Merging data with creativity and innovation for better content creation and ideation.

### 2. DISTRIBUTION

Analysing distribution channels for greater impact and targeting based on a specific market, language and audience.

### 3. EXPERIENCE

Optimising your content experience for your audience that is designed and ready for lead generation.

### 4. ANALYSIS

Analysing results and measuring what matters so you know what's working.



# Distribution channels

When building the strategy, it's important to understand what are the best distribution channels and marketing actions for your specific brand, industry and target audience.

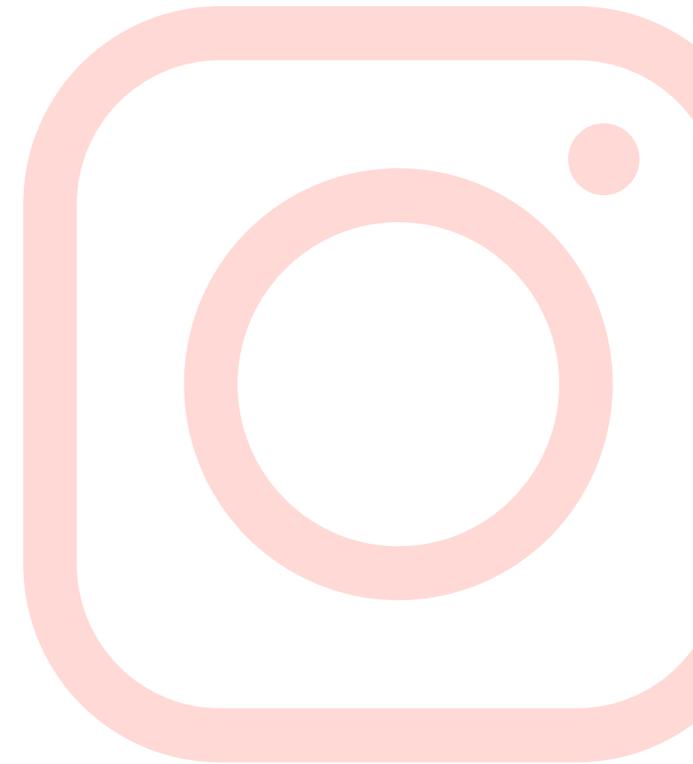
- Social Media Networks. Facebook, Twitter, LinkedIn, and countless others; the key is to find a channel that your users are engaged with and likely to interact with you.
- Content Recommendation Platforms. It's time to distribute your content to a variety of publications. Be sure to analyse not just clickthrough rates, but also conversion (for example, a newsletter signup) from these sources so you can optimise where they are publishing your content.



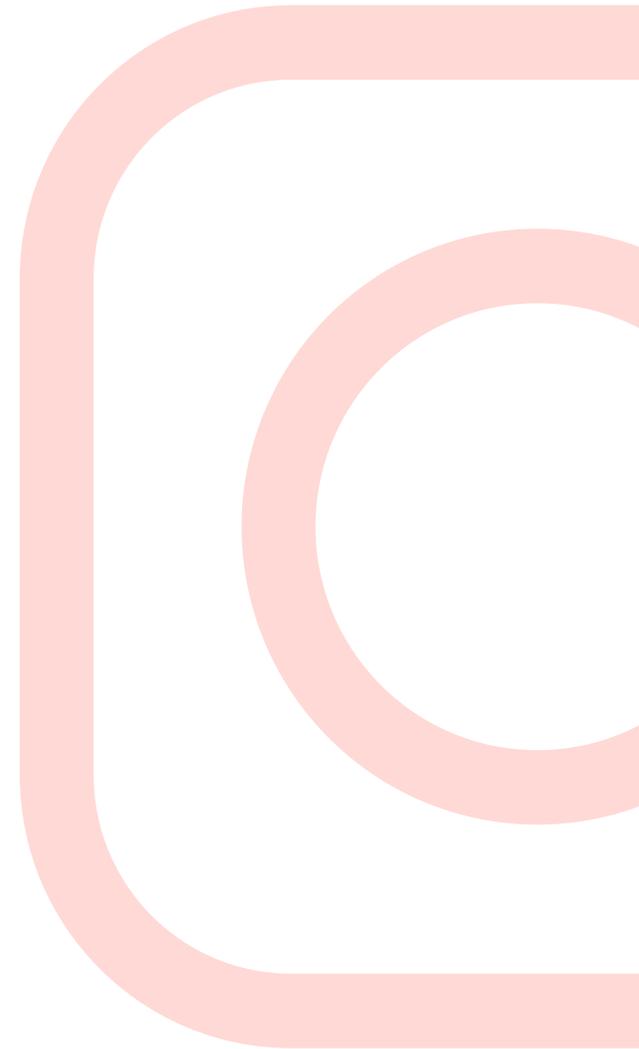
- Email Marketing. Despite the innumerable proclamations that “email marketing is dead”, the problem is that most marketers don’t take the time to execute in a systematic and methodological way, ruthlessly preserving the integrity of their contact database. If the people in your database want to hear from you, they’ll open your emails.
- Forums and Communities. If you’re in a particularly specialised market, there are often communities, dedicated forums or subsections of more mainstream forums, that might be a great place to share your content.
- SEO. Google is increasingly emphasising semantic search. In order to have an impact on your content’s SEO performance, you have to consider both keywords and the actual language your customers are using.



- Content Syndication. Sites like Business2Community, Social Media Today and others provide the opportunity to syndicate content. If you can find something similar in your industry, it's worth exploring. Be sure to syndicate wisely as it can have a negative impact on your SEO.
- Guest Blogging. Offer to submit a guest post on sites that are either highly targeted or slightly broader with a larger reach and considered "high authority" by the powers that be (i.e. Google).
- Influencer Marketing. Identify the individuals that have influence over potential buyers in your specific industry to orient marketing activities around these influencers (YouTuber, Blogger, Instagrammer, etc.)



- Evangelist Marketing. Your customers who believe so strongly in a particular product or service will freely try to convince others to buy and use it. They become voluntary advocates, actively spreading the word on behalf of the company.
- Advocate Marketing. Your customers are also the perfect people to spread your message. Using an advocate marketing platform like Influitive is the perfect way to turn customers into advocates, encouraging them to share your content with their own networks.



**What's  
your brand  
missing?**

**BOB'S YOUR  
UNCLE**