



CONTENT MARKETING SERVICES



Call to find out more
98400 45657

BENCHMARKING

Benchmarking will be done on multiple competitors on a variety of channels. Benchmarking begins with messaging, content and the channels will include Search, Social and Email.

ANALYSIS

The Reach, Engagement and Conversion of the Digital presence and the Competitors will be analyzed for suggestions. A GAP analysis document will be prepared.

RECOMMENDATION

A Recommendation that begins with the type of content to be made, the frequency of creating new content, the choice of channels will be provided in line with the Digital Goals.

CONTENT STRATEGY

Identifying the type of content to be made to align with a digital or business goal. A content audit is done and a GAP analysis document is made. A strategy on filling the GAPS is prepared.

CONTENT PLANNING

List the topics that covers the keyword research. Identifies the type of content and the relevant CTAs in the content. A content calendar is created.

CONTENT CREATION

Decision of content in multiple formats such as Video, Image, Text and Audio is made. A strategy for Reach Engage and Convert is done when the content is made.

CONTENT AMPLIFICATION

This is about taking the content from multiple pages and leveraging multiple channels. The purpose is to distribute the content to multiple devices of your buyers. This strategy also involves tweaking content based on analysis of past content performance

OUR SERVICES



DIGITAL MARKETING CONSULTING

Analysis on existing digital presences that include Website, Social media and Blogs are done. Benchmarking is done with few competitors. A strategy document is prepared for execution.



SEARCH ENGINE OPTIMIZATION

Ensuring On-page optimization is done right. Creating contextual backlinks from relevant sites with high PR



SOCIAL MEDIA MARKETING

Creating, Optimizing and engaging the visitors with contextual content.



EMAIL MARKETING

Getting the content to be seen by your email subscribers. Analyzing the email dashboard and suggesting changes for better engagement in this channel.

