

JEAN CLAUDE PANDA

Managing Director of ABC Studio

CONTACT SALSABILA (6221) 1234567

hellojkt@yourdomain.com


#### STRATEGIC & TACTICAL PLAN

[www.domain.com](http://www.domain.com/)

CONTENT MARKETING PROPOSAL

# CM/923/03209

PREPARED FOR

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CONFIDENTIALITY INFORMATION

This material contained in our response and any material or information disclosed during discussions of the proposal represents the proprietary, confidential information pertaining to xxx company services, methodologies and methods. Products and brand names are intelectual property and all rights reserved.





BACKGROUND


# What is Content Marketing Look Like?

### The pre-proposal will give you an overview of the benefits of our firm, a brief about various digital marketing activities we can leverage, how to define campaign objectives, our methodology of carrying out a marketing campaign.

Content marketing’s website-based center of gravity enables it to focus more on demand generation. As quality content brings prospects to a brand’s site, brands can develop a relationship with the prospects and nurture them towards a lead conversion or purchase.

Plan  ~~Audience~~

Story

~~M~~easurement

Channel  ~~Conversation~~

Delivering the right content to the right audience at the right time starts with an integrated content strategy.

Strategic & Tactical Plan - Digital Content Marketing Page 3 from 32 pages

Content marketing is growing, some reason for companies should consider content marketing for brand campagn:


### Risk Mitigation

01

Lead Nurturing

02

Lead Generation

03

Lead Scoring

04

Content marketing develop trust with information that will help customer make the right decision.

Strong content will educate and inform, developing a robust lead nurturing program.

Content drives traffic as well as captures leads through form.

It’s based on how a prospect interact with the content and through nurturing campaigns.

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The Process Ideas to grow audience build brand with most effective type for content Produce posts, push to market and share across channels Measure and Review for effectiveness Analyze.



PROPOSAL LETTER


# Content Services with Trust.

Thank you for the opportunity to provide you with a quotation for an content digital marketing campaign by (company) for (xyz company). Our service is a modern solution combining advanced strategis, technologies and techniques that will assure that your business performance is assured of quality traffic, digital marketing audience leads.

We have a team of highly innovative professionals providing you with instant results to rise in the highly competitive market within your niche. We will help you to increase your visibility and promote your unique content in all the major digital websites.

(Our Company) has satisfied various clients across the globe and we have been appreciated by utilizing our prompt website ranking

strategies, instant yet successful results and unmatched determination to go beyond the client’s expectations. To improve the visibility and social media presence of your content, we will look forward to hear from you when you’ve time after reading our proposal.

Sincerely Yours,



Rosie Parsotan Managing Director

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ABOUT US


# Who We Are

## We aspire to deliver an effective digital marketing campaign to your brand through an engagement outlined in this proposal.

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### We have all the necessary expertise & skills to ensure a successful content campaign implementation for your company.

We has been providing Digital Content Marketing solutions for the last 7 years. During this period, the company has not only gained rich

experience and exposure to various online marketing techniques, but has

 also developed advanced techniques and translated them into processes that serve as our intellectual property to our team of professionals.

Very few companies have the same experience, resources, expertise and intellectualproperty. In this sense, HubContent is different from other marketing firms and delivers a unique advantage to our clients.

An effective digital marketing campaign requires well thought out campaign objectives, careful campaign planning, social media expertise, advanced writing and research skills, efficient campaign implementation

 and campaign success tracking procedures.

Business Key Figures

#### 600 Employees

12 Countries

233 Clients

60 Cities

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SERVICES & EXPERTISES


# Content Services

### We are expert in delivering innovative content solutions that improve brands.

Content marketing is much more than creating, distributing and sharing content in order to engage audiences, generate leads, improve branding, and other marketing goals you can serve with content marketing. Our service

is designed to help companies build a brand, market products and services, and manage online reputation through social networks. Social network marketing is the growing trend and a powerful medium, which can be effectively used as an online marketing tools.

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We assess our clients’ landscapes and deliver strategies that inspire audiences to engage and take action.

Our Expertises


#### CONTENT

STRATEGY

CONTENT

CREATION

CONTENT

MANAGEMENT

CONTENT

PROMOTION

ORGANIC

SEARCH MARKETING

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SHARPENING MARKET


# Define Audience

### Precise target audience help you create content effectively and deliver in content succesful.

More invested audience leads to more relationship building. Content plays a role in virtually all marketing techniques and tactics, there are no goals that can’t be

reached using content. To be successful you have to make sure your campaign is Specific, Measurable, Achievable, Reasonable and Tentative.

CivCafee will cater to people who want to get raw Civet coffee. Such customers vary in age, although our location in London means that most of clientele will be cafe owner. A lot of cafe shop in every mall and sreets. This will provide a unique possibility for building a loyal customer base.

# 89%

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#### of consumers prefer informational articles to ads

OUTLINE CONTENT MARKETING


# Campaign Objectives

### Successful Internet marketing campaigns begin with thoughtful planning of goals and objectives that will define your marketing strategies.

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More invested audience leads to more relationship building. Content plays a role in virtually all marketing techniques and tactics, there are no goals that can’t be reached using content. To be successful you have to make sure your campaign is Specific, Measurable, Achievable, Reasonable and Tentative. To ensure your campaign successful we define several SMART goals that will achieve in one year campaign:

### Content Marketing Goals

Brand Awareness

Customer Retention

Leads Generation

Increase Web Traffic

Customer Acquisition

Lead Nurturing

Brand Engagement

Increase Sales



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ABOUT US


# Promotion Strategies

The secret to content marketing boils down to three things: creating great content, making sure it gets found in search engines, and promoting it to followers. Promotion is a big chance to get more exposure with considering the right content, the right network, compelling ad copy and campaign tracking.

Push

More invested audience leads to more relationship building. Content plays a role

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in virtually all marketing

techniques and tactics, there are no goals that can’t be reached using content.

Seed

Owned Channel

Earned Channel

CONTENT MARKETING

#### PROMOTION

Integration

Paid Channel

Syndication Channel

76%

B2B business decision makers say branded content helps them make better purchase decisions.

64%

Online Exeprience Start with Search.

15,000k

Cunsomer reasearch use Social Media.

93%

Online Exeprience Start with Search.

Integration



ABOUT US


# Content Measurement

Our team of experienced content strategy experts work with you to develop content that reflects who you are and engages your audience on a level that brings them back again and again.

|  |  |  |  |
| --- | --- | --- | --- |
| Measure | Reach Act | Convert | Engage |
| Brand Measure | xx Hastagsxxx Social Net Spread xxx Conversation | Lead Volume% Interaction | Sales Volume Lead Volume Follower | Repeat transaction SupportPositive Feedback Share |
| Web Traffic Measure | xxx Unique Visitors xxx New Visitors xxx Direct Visit | Page per visit Page engagement Rate | Sign up Subscription | Repeat visit Customer loyalty |
| Content Performance Measure | xxx Share of Audience xxx Key visible search xxx Followerxxx Share of Search xxx Links | Bounce Duration Shareability Post Rank Comments | Sign up Subscription | Social Interaction Open email |
| Commercial Performance Measure | xxx Cost Per Click xxx Cost per Sales | Goal value per visit Cost per lead Satisfaction | Rate to sales Orver Value Revenue Cost per sales | Sales Growth Volume Growth Revenue per visit |
| Search Measure | Google Bing SEO | Click of ad Duration Lead | Sign up Subscription | Positive Feedback Share |

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# Content helps achieve business objectives, not content objectives.

- Jay Baer

44 Cote du Palais, Quebec Canada 12354

(+34) 123 456

cs@hubcontent.com [www.hubcontent.com](http://www.hubcontent.com/)

КОММЕРЧЕСКИЕ ПРЕДЛОЖЕНИЯ ОТ “ПАНДА-КОПИРАЙТИНГ”

СТОИМОС ТЬ “ПОД К ЛЮЧ” ОТ $110

ЯЗЫКИ: РУССКИЙ, АНГЛИЙСКИЙ, ФРАНЦУЗСКИЙ, НЕМЕЦКИЙ

Четкая структура.

Холодные и горячие КП.

Сопроводительные письма

Графическое оформление в

любых цветах и

форматах

Готовность от 72

часов

Также “под ключ”: презентации,

брошюры, White Paper, буклеты,

маркетинг-кит

##### Дополнительно: оформление под

брендбук компании или подбор сочетаний цветов для создания вашего фирстиля и

оформления

customers@petr-panda.ru Главный сайт проекта: petr-panda.ru

A TURNKEY COST STARTS AT $110

LANGUAGES: RUSSIAN, ENGLISH, FRENCH, AND GERMAN

Clear structure. The solic- ited and unsolicited busi- ness proposals. The cover letters

Graphic design in any colors and for- mats

An availability from 72 hours

Plus the turnkey:

presentations, bro- chures, White Paper, booklets, and mar- keting kits

BUSINESS PROPOSALS BY PANDA COPYWRITING PROJECT

customers@petr-panda.ru

The main project’s website: petr-panda.ru

##### Additionally: design for a company’s brand book or selection of color combinations to create your corporate identity and design