

www.domain.com

CONTENT

STRATEGIC & TACTICAL PLAN

CONTENT MARKETING PROPOSAL

CM/923/03209

PREPARED FOR
JEAN CLAUDE PANDA
Managing Director of ABC Studio

CONTACT
SALSABILA
(6221) 1234567
hellojkt@yourdomain.com

CONTENT

TABLE OF

Contents

03	Section 01	Background
04	Section 02	Proposal Letter
06	Section 03	About Us
08	Section 04	Content Services
09	Section 05	Team Experts
10	Section 06	Campaign Audience
12	Section 07	Campaign Objectives
13	Section 08	Tactical Plan
17	Section 09	Promotion Strategies
19	Section 10	Content Measurement
24	Section 11	Package Offer

CONFIDENTIALITY INFORMATION

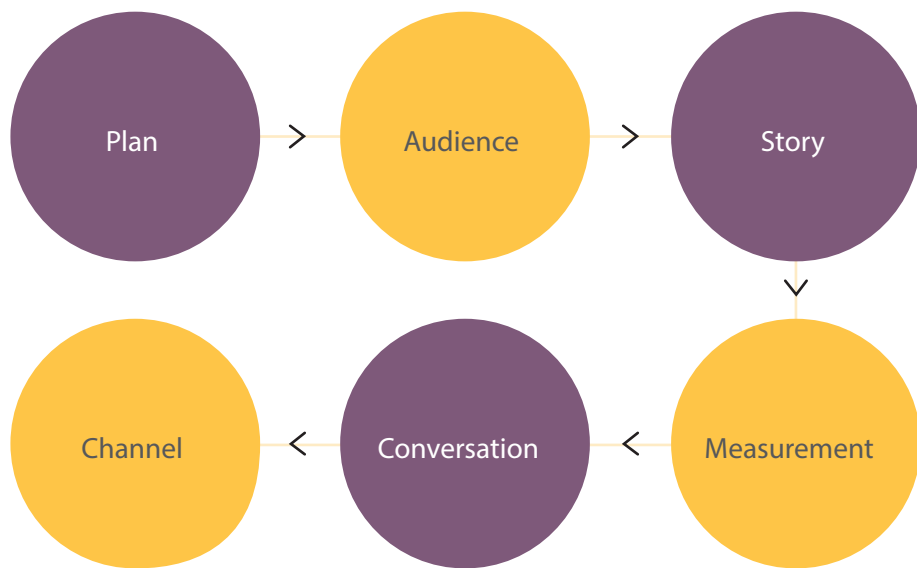
This material contained in our response and any material or information disclosed during discussions of the proposal represents the proprietary, confidential information pertaining to xxx company services, methodologies and methods. Products and brand names are intellectual property and all rights reserved.

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.



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

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

01

Risk Mitigation

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



02

Lead Nurturing

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



03

Lead Generation

Content drives traffic as well as captures leads through form.



04

Lead Scoring

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



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 strategies, 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



ABOUT US

Who We Are



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

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

We have 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 intellectual property. 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



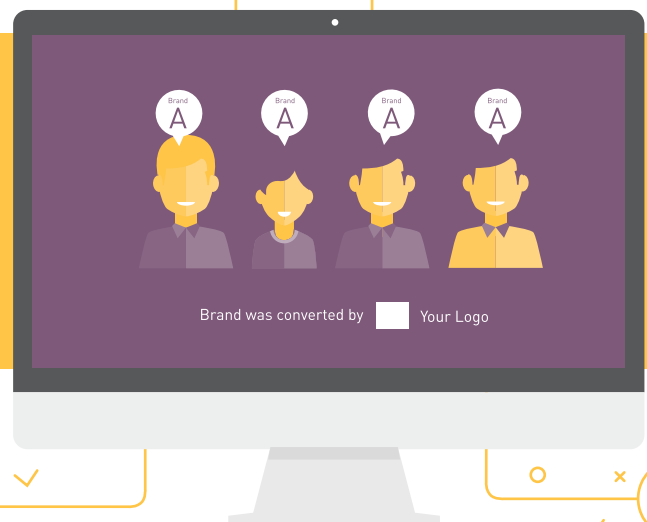
SERVICES & EXPERTISES

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.

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



Our Expertises



CONTENT
STRATEGY

CONTENT
PROMOTION

CONTENT
CREATION

ORGANIC
SEARCH
MARKETING

CONTENT
MANAGEMENT

SHARPENING MARKET

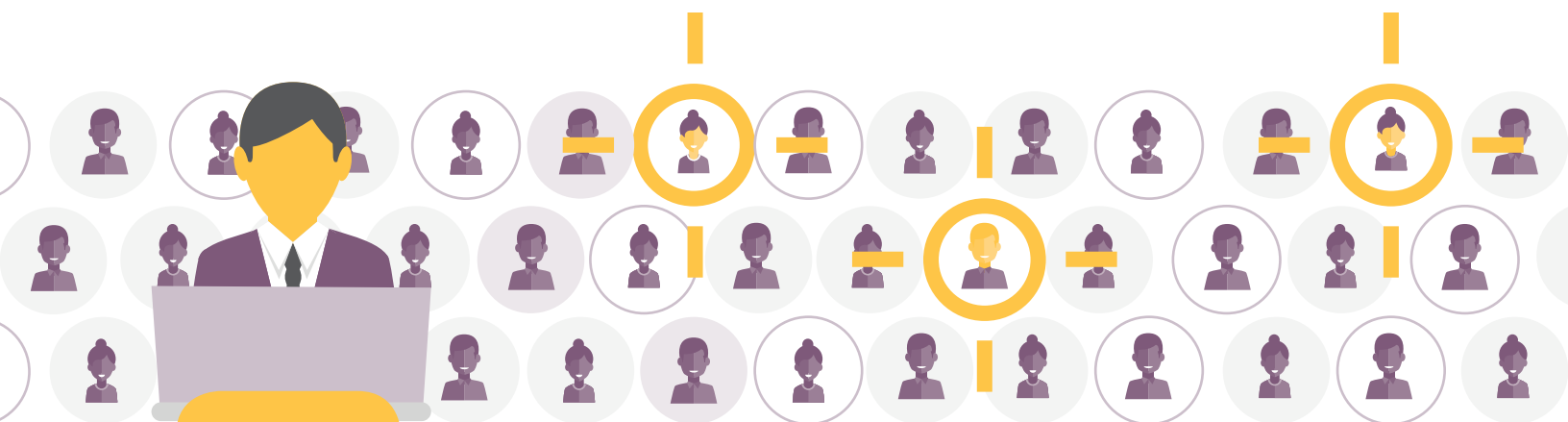
Define Audience

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 sreet. This will provide a unique possibility for building a loyal customer base.



89%

of consumers prefer informational articles to ads

Campaign Objectives

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

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.



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



Leads Generation



Customer Acquisition



Brand Engagement



Customer Retention



Increase Web Traffic



Lead Nurturing



Increase Sales

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.

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.



93%

Online Exeprience
Start with Search.

15,000k

Cunsomer reasearch
use Social Media.

64%

Online Exeprience
Start with Search.

76%

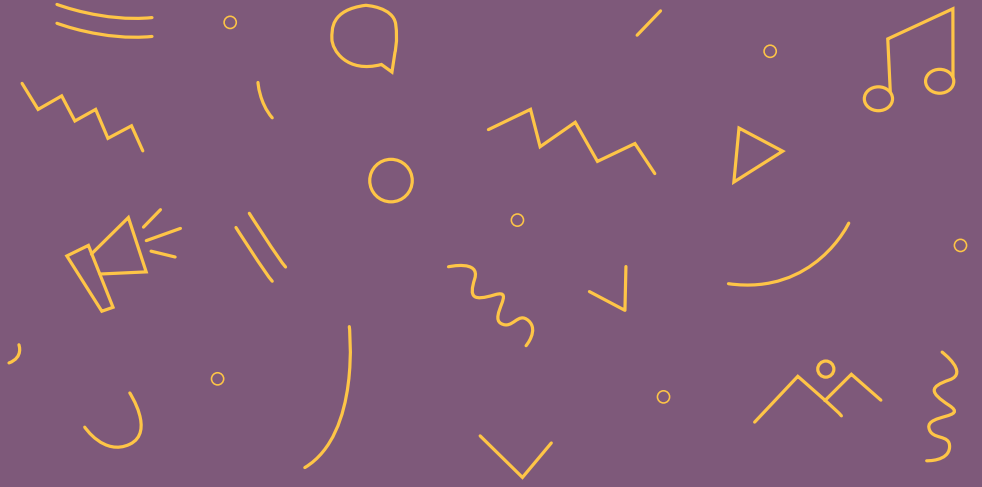
B2B business decision makers say branded content helps them make better purchase decisions.

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	<ul style="list-style-type: none"> xxx Hastags xxx Social Net Spread xxx Conversation 		<ul style="list-style-type: none"> Lead Volume % Interaction 	<ul style="list-style-type: none"> Sales Volume Lead Volume Follower 	<ul style="list-style-type: none"> Repeat transaction Support Positive Feedback Share
Web Traffic Measure	<ul style="list-style-type: none"> xxx Unique Visitors xxx New Visitors xxx Direct Visit 		<ul style="list-style-type: none"> Page per visit Page engagement Rate 	<ul style="list-style-type: none"> Sign up Subscription 	<ul style="list-style-type: none"> Repeat visit Customer loyalty
Content Performance Measure	<ul style="list-style-type: none"> xxx Share of Audience xxx Key visible search xxx Follower xxx Share of Search xxx Links 		<ul style="list-style-type: none"> Bounce Duration Shareability Post Rank Comments 	<ul style="list-style-type: none"> Sign up Subscription 	<ul style="list-style-type: none"> Social Interaction Open email
Commercial Performance Measure	<ul style="list-style-type: none"> xxx Cost Per Click xxx Cost per Sales 		<ul style="list-style-type: none"> Goal value per visit Cost per lead Satisfaction 	<ul style="list-style-type: none"> Rate to sales Orver Value Revenue Cost per sales 	<ul style="list-style-type: none"> Sales Growth Volume Growth Revenue per visit
Search Measure	<ul style="list-style-type: none"> Google Bing SEO 		<ul style="list-style-type: none"> Click of ad Duration Lead 	<ul style="list-style-type: none"> Sign up Subscription 	<ul style="list-style-type: none"> Positive Feedback Share



“

Content helps
achieve business
objectives, not
content objectives.

- Jay Baer





CONTENT

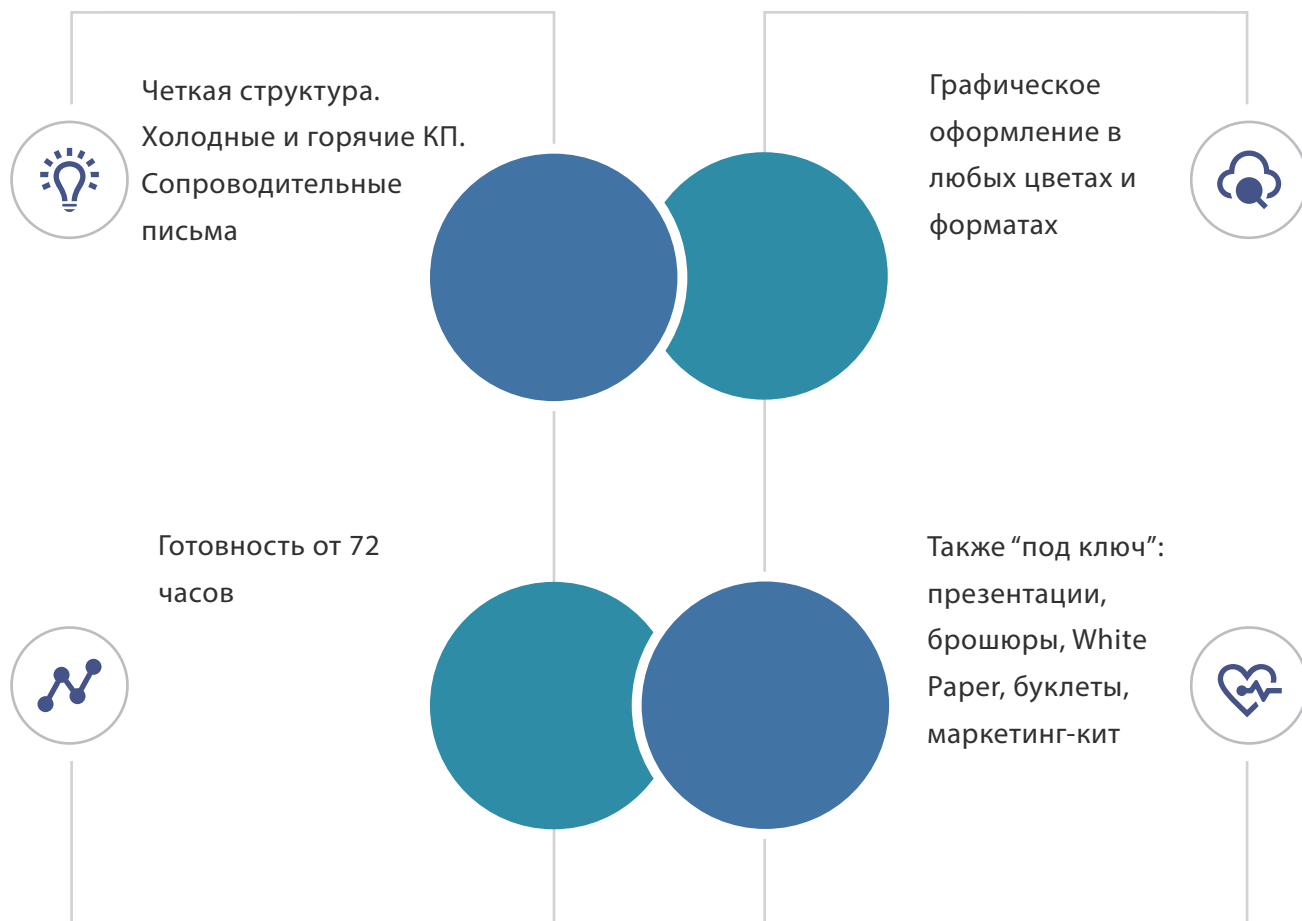
44 Cote du Palais,
Quebec Canada 12354
(+34) 123 456
cs@hubcontent.com
www.hubcontent.com



КОММЕРЧЕСКИЕ ПРЕДЛОЖЕНИЯ ОТ “ПАНДА-КОПИРАЙТИНГ”

 СТОИМОСТЬ “ПОД КЛЮЧ” ОТ \$110

 ЯЗЫКИ: РУССКИЙ, АНГЛИЙСКИЙ,
ФРАНЦУЗСКИЙ, НЕМЕЦКИЙ



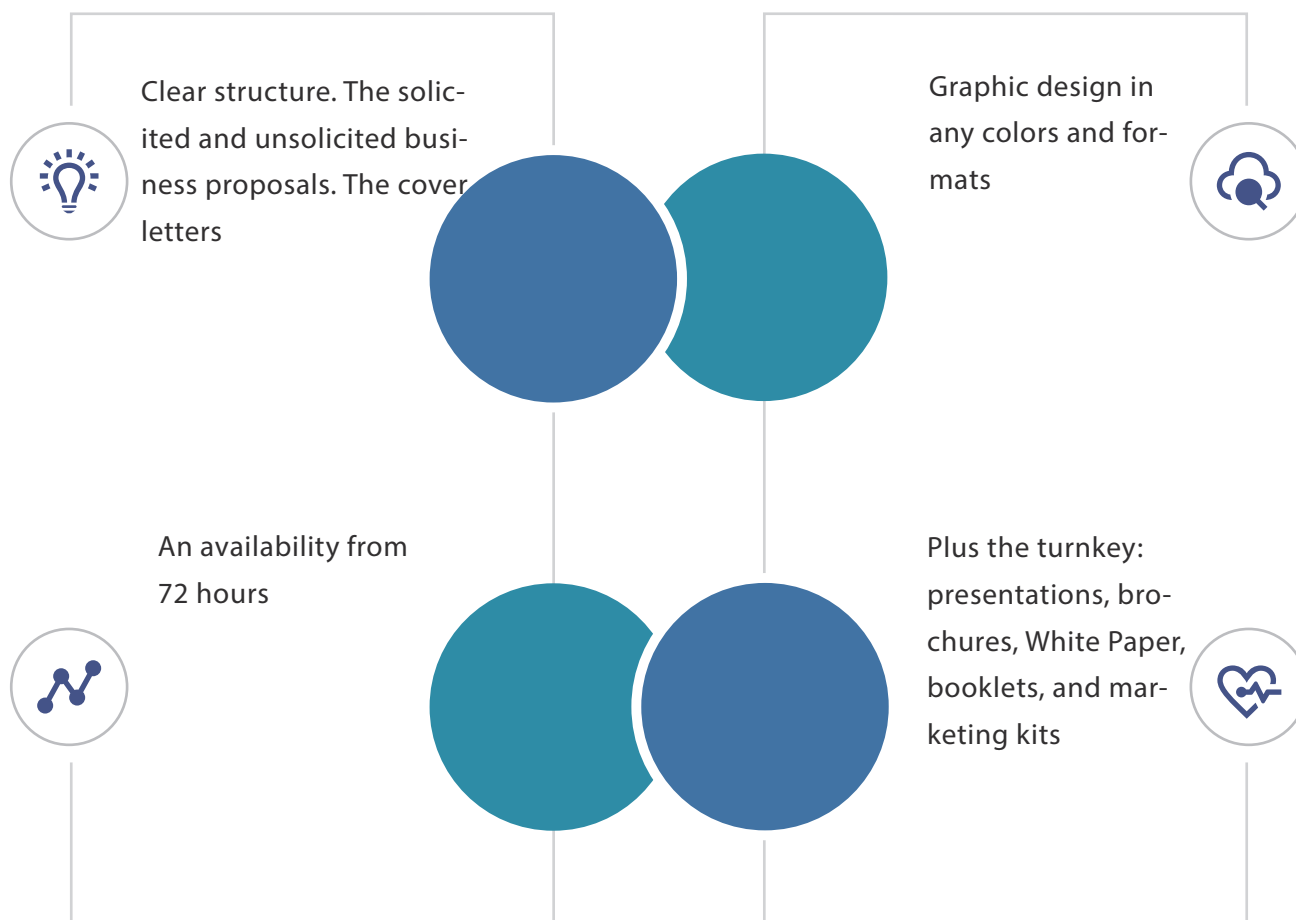
Дополнительно: оформление под брендбук компании или подбор сочетаний цветов для создания вашего фирстиля и оформления



A TURNKEY COST STARTS AT \$110



LANGUAGES: RUSSIAN, ENGLISH,
FRENCH, AND GERMAN



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