



Content Creation



84% of CMOs believe content is the future of marketing according to a 2011 study by the Custom Content Council

Benefits

- o Move prospects through the buying cycle faster with compelling content.
- o Realize faster time to ROI by getting effective nurturing campaigns up and running quickly.
- o Free up internal resources to focus on more business-critical tasks.
- o Expand marketing effectiveness with content that can be repurposed in multiple marketing channels.

Overview of Services

o Discovery Call

We kick off every project, including content creation, with a discovery call so we can first understand your business.

o Content Matrix Development

Based on our findings from the discovery call we'll develop a content matrix for each of your target audiences; this matrix will allow us to map content to each phase within your prospects' buying process.

o Audit of Existing Content

We'll review any existing content you have to identify what can be used in the nurturing campaign, and then we'll map that content to the appropriate target audience and buying phase as outlined in the content matrix.

o Research Additional Content Sources

Don't have a lot of content? Not a problem – we'll conduct online research to identify third party content and/or we'll interview company stakeholders to leverage your in-house subject-matter expertise.

o Copywriting

Once all content is gathered, our copywriters will craft compelling messages that will help move your prospects through the buy cycle faster; throughout the copywriting process we'll work with you to make sure we incorporate your knowledge and expertise.

o Identify Marketing Channels

While we primarily write content for emails and articles on landing pages, we'll also recommend additional marketing channels to promote any content we create – helping you get a bigger bang for your buck.

What Our Clients Are Saying:

“When it came to content for our lead nurturing campaign, we didn't know where to start. LeadLife's team was able to make our value proposition come to life – not only did they blend our existing content with third party research, but they also interviewed our internal stakeholders to better understand our business. As a result, we've seen our campaign results increase by more than 100 percent.”

- Nancy Thompson
Pyramid Consulting

Additional LeadLife Services

- o Marketing Automation Technology
- o Strategy
- o Design
- o Lead Nurturing
- o Lead Process
- o Reporting & Analysis

Contact LeadLife

Interested in learning more about how LeadLife can help you with content for your lead management campaigns?

Give us a call at 1-800-680-6292, or visit us at www.leadlife.com