



Grow your business and increase brand awareness through PR and Content marketing



TODAY

- Introductions
- Quick lesson: Inspired branding
- Identifying your audience
- Understand your audience
- Questions and Answers



INTRODUCTIONS

- Your name
- Your company
- Why you're here

TACKLEBOX

INTRODUCTION

David Kelbaugh, President, Tacklebox Brand Strategy

15 years of experience in brand management.

Big Agencies

Leo Burnett Ogilvy & Mather FCB

Famous Campaigns

Marlboro Man – Latin America, Europe, Asia Allstate - US BP Helios Power – US, Australia, Netherlands

Award-winning campaigns and strategies

Effies – Most effective campaigns in the world 2007, 2012 Cannes Lions – Most creative campaigns in the world 2012 Addys – 2007, 2012, 2013, 2014 – Best campaigns in Chicago











INTRODUCTION

David Kelbaugh, Founder & CEO, TACKLEBOX

- Professor of Entrepreneurship at Tribeca Flashpoint College (Founded by Howard Tullman)
- Brand-strategy mentor to Techstars
- Brand-strategy advisor to U. of Chicago Booth's Accelerator & Northwestern's Garage
- 2 kids (Alex and Miles), 1 wife (Staci)
- Horrible at video games and basketball





The brand with the most momentum WINS.

We exist to help build brands and accelerate them into the marketplace.



SOME OF OUR CLIENTS

A Chicago-based, full-service marketing agency.

Location: West Loop Founded: 2012 Clients: 70+

Some of our clients





A BRIEF HISTORY OF MARKETING

40 YEARS AGO

Make sales.

- Newspaper advertising
- Salesmen

20 YEARS AGO

Make REPEAT sales.

- Cross-sell / Upsell
- CRM

TODAY

- Make sales
- Make repeat sales
- Transform customers into
 ADVOCATES
- Brand
- Social Media













BUILDING A BRAND





MICRO LESSON:

BRAND CONCEPTS

Ways to begin thinking and speaking about your company in ways that will be more memorable, more differentiating

Brand concepts allow for you to test your brand ideas – just as technology companies test their technology



TACKLEBOX BRAND CONCEPT FORMULA



We exist to... Believe us because...

LOGO

Logo creates visual identifier

REASONS TO BELIEVE. Proof points. "Why should I believe you?"

DESCRIPTIVE MODIFIER DESCRIPTIVE MODIFIER EXPLAINS "WHAT"...



We are Nike and we believe...there's an athlete in all of us.

NIKE ATHLETIC APPAREI

We exist to...help you find your greatness.

We have excellent designers, access to incredible materials and our items have been tested extensively at the professional level.



THE NIKE BRAND

Your **BRAND** is the epicenter for everything your company does.





WHAT WE BELIEVE

Your **BRAND BELIEF** is the epicenter for everything your company does.





THE CMUK BRAND

Your **BRAND** is the epicenter for everything your company does.









YOUR TARGET AUDIENCE

develop Personas

16



1. IDENTIFY YOUR TARGET AUDIENCE

In order to market to them, you have to find them:

Q: Do you have current customers? Quantitative Google Surveys SurveyMonkey Qualitative Google Hangouts





How to gain meaningful information from your current customers:

Quantitative Research

- 1. Develop a link to a online survey of 15-20 questions
- 2. Deploy to your customer database





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How to gain meaningful information from your current customers:

Quantitative Research



Questions:

- Demographic
- Psychographic
- Product-focused questions
- Media Usage / Information Consumption



Quantitative Research

Demographic

- Age
- Gender
- Location
- Marital Status
- Occupation
- Household Income

Psychographic

- Hobbies / Spare Time
- What do you do on weekends?
- Products you love
- Brands you love
- What media do you consume the most?
- What media do you consume to learn about products and services?

Product

- What did you buy?
- For whom did you buy?
- Why did you buy?
- What problem does the product solve for you?
- What do you like about it?
- What don't you like about it?
- How did you hear about it?
- How likely are you to recommend the product to friends and family?



QUANTITATIVE RESEARCH

Example:

https://illinois200.com





Review the panel:

https://www.surveymonkey.com/analyze/FjTSTuBbCD4nyK2NTmclgyu5xRstBRWsq8D_2BYkewBmA_3D



Qualitative Research

A 30-minute phone call or in-person meeting





Qualitative Research

Discussion Guide

Send to interviewees in advance

THE MARKET'S PREMIUM ODOR ELIMINATION PRODUCT









BRAND QUESTIONNAIRE

Hello,

Thank you for taking time to complete this brand questionnaire. It's completely fine to lean on opinions, hunches and "I think"s for this exercise.

Let us know if you have any questions.

ABOUT YOU

- Age?
- City/State?
- Occupation?
- Hobbies?

TOBACCO

- When did you start smoking cigarettes?
- Have you been smoking ever since?
- Do you use any other tobacco products? If so, which ones?
- How many packs per week?
- Where do you smoke?
 - o In your home?
 - At work? If so, where?
 - $\circ~$ In the car?
 - Only outside?
 - o Other?
- How often do you find the need to cover up the odor of your cigarette smoke?



WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?



Qualitative Research – non-customers

Lead with common sense

Recruit a panel of customers that you THINK align with your target audience.

What problem does your product solve?

Who is most likely going to benefit from the problem that your product solves?





In action:

https://www.surveymonkey.com/collect/audience/preview/? ut source=topbar&ut source2=upsell rotation audience

TACKLEBOX WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?

Qualitative Research – non-customers

Work with a professional research firm.

- 1. Kickoff meeting
- 2. Survey development
- 3. Results and findings
- 4. Customer profiling
- 5. Persona development, including media usage









Digital Research – See what your competitors are doing.

SimilarWeb





Digital Research – See what people are talking about.

Quora



TACKLEBOX WHAT IF YOU DON'T HAVE ANY CURRENT CUSTOMERS?

Digital Research – See what people are talking about.



107 Home B Moments

Discover the year in streaming. Spotify has #2018Wrapped for you. Promoted by Spotify

Notifications

Spotify 493K Tweets

#wrapped2018 //

#ThursdayThoughts Lauren Collalto-Rieske is Tweeting about this

#GoldenGlobes Here are all the 2019 Golden Globes nominees

#CenteringCare18

#PitMad 22.9K Tweets

#TitleThisChapterOfYourLife 9.010 Tweets

#CPASummit

St. Nicholas 7.630 Tweets

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#techchicago



Meghan Lapides @MegletNY · Oct 24

Messages

Given that I'm out in #Chicago this week, I thought it was worth mentioning that we are hiring and the team out here is amazing! #Foursquare medium.com/foursquare-dir... #engineers #tech #startup #techjobs #techchicago



Chicago Engineering Update - Foursquare - Medium In January, we shared an announcement that Foursquare was opening a new Midwest engineering hub. We are pleased to update that 7 months...

medium.com

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Pierre DeBois - Zimana Digital Analytics Services @ZimanaA... · Sep 19 V Join us TOMORROW, Sept 20th for a #GoogleAnalytics workshop at @BlueLacuna. Cost: just \$35. Click below to RSVP or share with a #business in the #Chicago area.



LEVERAGE WHAT YOU'VE LEARNED TO BUILD CONSUMER PERSONAS



audience

BUILDING PERSONAS



Why personas?

Personals make marketing actionable

More efficient use of your marketing dollars

Higher response rates

Lower cost per acquisition

TACKLEBOX

MARY Pragmatic user of services

patient optimistic measured in comfort Zone stable considered approximate



Overloaded seeker of support

burdened frustrated self-critical striving fatigued worried presimitic dedicated



JULIAN Confident navigator of services

driven early adopter analytical informed positive resourceful expects the best savvy



BUILDING PERSONAS

SHONA Disenfranchised critic of the system

disengaged sceptical anxious struggling jacled resident headstrong Who matters the most?



NING Unfamiliar seeker of services

determined achiever determined willing adaptable NEW hopeful UNSURE unsearching



NIKKI Self-focused maximiser of services

under the radar aimless social UNFOCUSED ingenious fickle self-centred casual



AMIIR Isolated user of services

stunned insular bewildered grateful anxious unaccustomed reeigned grappling



Reluctant navigator of the system

in crisis pressured confused overwhelmed wurverable distressed emotionally depieted Who is most likely to purchase?

TACKLEBOX

BUILDING PERSONAS





Marketo © Published on Jul 6, 2017

Want to make sure your content marketing is engaging prospective buyers and generating leads? Creating buyer personas will help you determine what kind of content you need and how buyers will find and consume information.



https://www.youtube.com/watch?v=d4jPp2NdDYY

SUBSCRIBE 7.1K

TACKLEBOX RRAND PARTNERS

B2C PERSONA – GOOD EXAMPLE



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- · She goes to school all day, studies at nights and works freelance jobs
- · She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- · Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- · She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- · Magazines, blogs, articles, and design publications

BRAND AFFINITIES

Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- · Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- · Getting stuck somewhere and not being able to travel
- · Not having enough time with her cat
- · Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- · Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts



B2B PERSONA – GOOD EXAMPLE

	Technical Decision Maker: The Transformational Leader	
	 CIO Technical decision maker Develops IT strategy and roadmap Leads technology team that evaluates technology options 	
Key Attributes	40-55 years old; Masters in Science, Executive MBA; at least 15 years experience in enterprise leadership roles	
Attitude	Leader, business savvy, frugal, skeptical of vendor claims	
Reputation	Visionary, decisive, well regarded within industry, egotistical	
Job Focus	Creating enterprise-wide change, shifting perception of technology from utilitarian to strategic	
Pain Points	 Identifying most promising technology Getting company-wide buy-in for new software initiatives Finding ways to make measurable impact 	
Keywords Used to Search for Information	enterprise software ROI, strategic software investments, breaking down departmental silos, increasing enterprise-wide productivity	
Values	 Leadership: Ability to see and convey the "big picture" Knowledge and expertise: Broad IT knowledge but not interested in technical details Innovation: Follows latest trends; seeks proof of how others have applied new technologies Expectations: High expectations of IT team and vendors/solutions to make strategic roadmap a reality 	
Fears	Making bad purchase decision, tarnishing reputation	
Pet Peeves	Self-serving vendors who don't do their homework to understand his focus; vendors who disappear after implementation	
Internal influences	Board of directors, CEO, CFO	
Motivators	Bonus structure, ego, industry recognition	
Information Sources	tion Sources Peers; online search; Gartner, Forrester; Gartner CIO Leadership Forum; CIO Magazine; Fast Compar magazine	
Content Preferences	In-depth white papers, podcasts	



RECAP

Use research to create a persona

Use online tools to understand what your personas care about

Start creating content

Get the content in the right places.


Y Collateral in Website Profile Setup Social Media NEW Strategy **Public Relations C**o Management Advertising f





MVMP: PR & INFLUENCER OUTREACH

Collateral

Website

Social Media

Public Relations

Advertising

MEDIA KIT TO USE AS INFLUENCER-OUTREACH VEHICLE, ADDITION TO WEB SITE

https://www.dropbox.com/home/Brand%20Manifestos







2. MEDIA KIT & INFLUENCER OUTREACH CAMPAIGN

COLLATERAL

WEB SITE

INFLUENCER OUTREACH

ADVERTISING

DEMAND GENERATION



	А	В	c	
1	twitter_handle	name		
2	@hanscoach	Hans Bergmeier	http://HansMarketingSecrets.com	https://t.co/4YGvw9khpl H
3	@smexaminer	Social Media Examiner	http://www.socialmediaexaminer.com/we	Join 5,000 fellow marketers
4	@richysantoro	Richard Santoro	http://www.socialmedia-authority.com	Entrepreneur, writer, digital
5	@martinjonesaz	Martin Jones	http://www.linkedin.com/in/martinjonese	I create #socialmedia, #cont
6	@bsteingraeber	Burt Steingraeber	http://www.BurtSteingraeber.com	Business Coach Helping Bu
7	@ruhanirabin	Ruhani Rabin	http://linkedin.com/in/ruhanirabin	#Tech Enthusiast for almost
8	@mike_stelzner	Michael A. Stelzner	http://Facebook.com/stelzner	Founder: Social Media Exam
9	@evankirstel	Evan Kirstel	http://evankirstel.com	#Influencer #ThoughtLeader
10	@samhurley	Sam Hurley ð?"Žð?'»ð?"Ž ð?	http://optim-eyez.co.uk	The Guy Who Went From 'Ne
11	@edaccessible	Eduardo Meza-Etienne, MSc,	https://about.me/eduardomezaetienne	Yani's Husband Nicki & Val
12	@growmap	Gail Gardner	http://GrowMap.com/growmap-services	Map Your Path To Grow Your
13	@ctrappe	Christoph Trappe	http://christophtrappe.com	Public Relations leader Ker
14	@meloniedodaro	Melonie Dodaro	http://TopDogSocialMedia.com	Keynote Speaker Author, 1
15	@biz_tips	Biz Tips	https://EasyToRetire.com	Expert in #SocialMedia Mark
16	@berriepelser	Berrie Pelser - ber-art.nl	https://www.ber-art.nl	Berrie Pelser åœ [®] https://t.o
17	@jeffreypjacobs	Jeff Jacobs	https://www.linkedin.com/in/jeffreypjaco	Recovering Promotional Pro
18	@blondishnet	Nile Flores	http://blondish.net	Sassy WordPress Designer &
19	@tinacook	Tina Cook	http://tina.media	Web Designer, Social Media
20	@techgeekrebel	TECH GEEK REBEL	https://about.me/techgeekrebel	WELCOME Tech Aficionados



You Tube

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West Loop Multisport Store

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Get Moving: Live Grit Makes sma W. Monrue B., Chicago 310-435-8400 Step into the Newest Multi-Sport Concept. Borel

By sheeky speaks - April as, ping Martine () Part

Competitive vacuum and triatilizing are increasingly popular among fit has rankness. While warrier dashes, mud ware and color runs are underdenedly cost, it's completely sormal to fiel intimidated by these lists, especially as a beginnes.

Line first, a new West Loop multi-aport encorpt mere, aims to ensee athletic assisty with a name to all levels approach on wellages.

Owner Gillian Posty designed Live first to encompass the total experience loars, train and address to be proof boat stift. That means advicing to not only be a new step along for the fields, write and run steply, has also as baginational filtering to more. Address of all levels increased in traditions or integly being actions are meanwarded to may in . Most table it forest

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only offerings. e level for optimal m. "Lewen" produ, me



-Live Grit Opens in the West Loop



Live Grit is new open in the West Loop. The multi sport store, which catcor to bikers, runners, and releasants, "is the least intimidating, must conductable (aporta) store you've ever men, says owner Ollian Folly.

Forly wants athleten of all stripes and levels to fiel right at home sorting through high-quality arbitric gase, and to holp the browsing process do has a labeling spream that makes it way to pick the outfit that will get the job dose. Items labeled "learn' are solid to all types of addition, data with the "wain' level are good by intermediates, and "adview" are for these contensors that Fosty refer.

Live Grit



Time Out says

This Assar Illesi Este shop may cater is Hathatineen-sedmener, blean, runners-lout Bench something for every level of athete. It sets bless for commutex and receiv, plus offers tune-ups and adjustments getore. Swimmers can sort through wetsuits, goggies, and salm sape, while turners can by on clothing and shoes. As the shop's community prises, keep an eye out for proup training events, educational workshops and social



User weat of downtown, in an up-and-coming sine appropriately called Weat Loop, alto the SRI - a shop calcing to Hoase who may like to andward their blee rides between a series and a run. But Like SRI is much more than pure average multiplications.

Note there and a sample included index.



Advancements to describe the West long today, and they're likely to marriest ensures and consider.

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Charles Graff, who opened Crossteen Trises is year app, has with execute the changes. A functer leacher of Wintery Trong, ler's fixed to the area for 10 perce.

"Fault and the in the automics," Good' says. "The basi times prove free laws: contings the city of Orange stying in Fault for right surgidiarional. The Ware Loop IP for decoupling for of what we saw building for "

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Receptizing the trends, Pacelli and Holding do what they can to set test incriment open.

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"Our store is not about competition or gear." Our key customer is doing it for the internal thing. What's inside

gets us outside: camaraderie, setting goals, live a more

engaged life, not how fast you did your last marathon. It's about, 'Did you enjoy it?" mar

and the second s

TACKLEBOX

1. PRESS RELEASE & DIGITAL DISTRIBUTION





MVMP: PR & INFLUENCER OUTREACH

RICH PRESS RELEASE DISTRIBUTED THROUGH THE WIRE

Collateral

Website

Social Media

Public Relations

Advertising



CISION HYPR



Mera Bites Announces Their Official Company Launch

A flavor-packed, healthy snack hits the palate of America.

Chicago, Illinois, (PRWEB) August 07, 2017

Tweet Duke +1 in Share Pink C D19/L

Attachments

Mera Bites, a healthy snack company is pleased to announce their official business launch and nationwide debut of its sweet-snack product line.

Mera Bites is working to encourage a healthy lifestyle with their creation of a gluten-free, guilt-free cookie packed with nutrients and flavor. "We believe good food sets you free," said Anna Hagopian, cofounder of Mera Bites. After having seen firsthand what healthy eating can do for overall wellness and what happens when one's health fails, Hagopian and co-founder Sol Solis made it a mission to provide nutrient-rich alternatives to traditional sweet treats. Choosing only the highestguality ingredients, this cookie is a great option for those who want to satisfy their desire for a delicious bite, while also freeing themselves from dietary limitations.

The handmade treats are a great way to enjoy a snack or dessert, including for those with dietary restrictions, who want to savor pure, wholesome foods as nature intended. Mera Bites has created a cookie that can be included in every lifestyle, including those who follow gluten-free, grain-free, dairy-free, sugar-free, preservative-free, and Vegan diets, as a natural and delicious snack on-the-go, making healthy choices easier.

People of all walks of life are enjoying the guilt-free, clean-food deliciousness of Mera Bites. "Mera Bites is the only baked-good treat that both satisfies my sweet tooth and my desire to eat a healthy, grain-free diet. A bunch of alternative healthy snacks exist but very few taste as good as Mera Bites, and absolutely none satisfy my cookie craving like this one. Be good to yourself and have a Mera Bitel" John Lee - Owner & Trainer, South Loop Strength & Conditioning

Founded in 2015, Mera Bites is run by Anna Hagopian and Sol Solis, two women who share a passion for

healthy eating and fit lifestyles, which compelled them to create a sweet snack that they could enjoy. They offer Chocolate Chip & Coconut, Vegan Double Chocolate Brownie, a seasonal Paleo Pumpkin Spice, and their new No Sugar-Sugar Cookie flavors. Anna and Sol are working hard to build a clean-food company with a focus on nutrition and wellness. Mera Bites can be found in many locations around Chicagoland and neighboring states, and have immediate plans to expand into new markets. These bites are catching the eyes and taste buds of many people; to learn more about the company, the cookies and the brains behind the baking, go to http://www.merabites.com. HUN



Mera Bites Founders Sol Solis and Anna Hagopian

46 "A bunch of alternative healthy snacks exist but very few taste as good as Mera Bites, and absolutely none satisfy my cookie craving like this one. Be good to yourself and have a Mera Bite!" "













+1 Share Pinit CEMAIL Tweet E Like

еВоок Demand Generation -- ноw it works



BRAND PARTNERS



2. Promote content offer through LinkedIn ads, drive traffic to landing page.

3. Prospect downloads content offer in exchange for contact information on landing page.

Enter your email to download!

Download!

Enter your email address to begin the download.



5. Green Delete sales team follows up when leads are fully-qualified.



1. Develop attractive

content offer.

4. Automated emails engage with prospect and qualify leads further.

×



EXAMPLES OF CONTENT OFFERS













ROI SCENARIO

Agency Fee	\$5,000	
Target Cost Per Lead:	\$50	
Media Spend:	\$1,000	
Leads Generated:	20	
Leads Close Percentage	20%	
Leads Closed	4	
Revenue Generated:	\$60,000*	
ROI:	\$60,000 / \$6,000 = 10x return	



DEMAND GENERATION

Each month:

• 1 eBook + 6 blog articles + 1 "Pillar" content page on website

 Pillar content page is basis for improving SEO and organic traffic. Each page is 3,500 words + in length. Improves SEO while building CompanyX as "expert" on various topics

• Develop Marketing Automation Workflows

Nurture leads into being "sales-ready" using blog content

• Set Up LinkedIn Ads Campaign

- Design ad to drive traffic to CompanyX content offer CompanyX's primary website domain
- Run series of experiments to optimize cost per lead
- Suggested budget: \$500 per experiment

• Landing Page Creation for Content Offer

Design, write copy and publish landing page

• Content Offer Editing & Consultation

Consult on existing content offer and offer editing or repositioning as necessary

• Autoresponder Workflow Setup for Content Offer Conversions

 Set up automated workflow to send 3 follow up emails to prospects who download the eBook, thereby increasing chances of reading the content

• Automated Email Writing + Buildout

Write, design and publish for automation 3 autoresponder emails

• Set up Internal Notification Emails for Prospect Owner

Contact owner receives notification 10 minutes after prospect views the content offer



THANK YOU

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@tacklebox_llc



@tacklebox_llc



Facebook.com/ tackleboxbrandstrategy