



# Contents



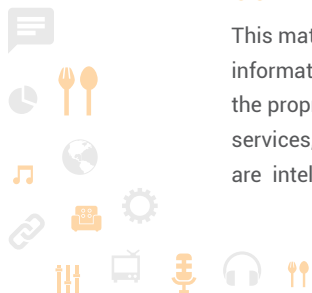
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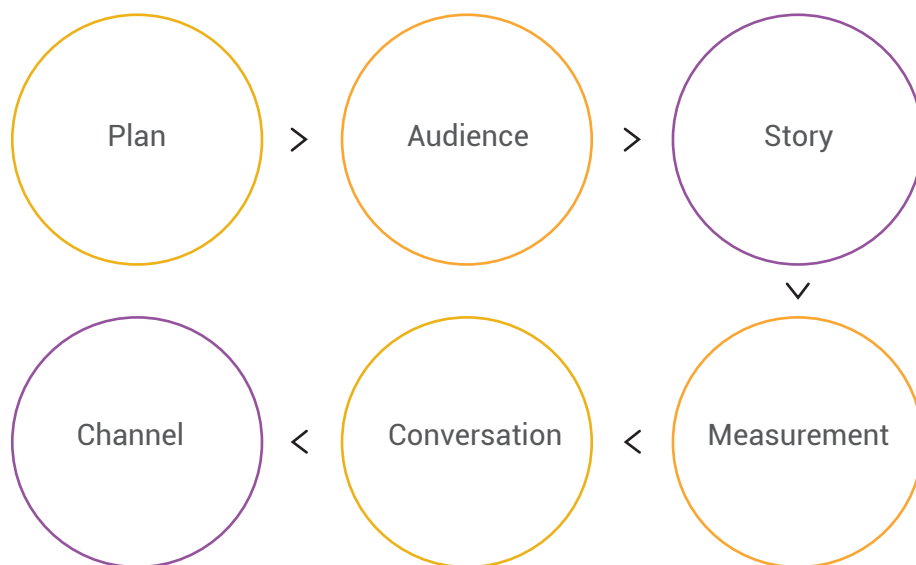
## CONFIDENTIALITY INFORMATION

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



# Background

Brands are increasingly using Content Marketing as a way to connect with consumers. The best branded content uses emotion to pull a consumer into engaging with their brand in a way that traditional advertising cannot.



The key area, which separates effective Content Marketing from the rest, is the skilled application of story-telling.

- ▶ **Risk Mitigation**  
It develop trusts with information that will help customers make the right decision.
- ▶ **Lead Nurturing**  
Strong content will educate and inform, developing a robust lead nurturing program.
- ▶ **Lead Generation**  
Content drives traffic as well as captures leads through opt-ins.
- ▶ **Lead Scoring**  
Based on how a prospect interacts with the content and through nurturing campaigns.

The objective of content marketing is to grow the audience to build a brand with the most effective types of content.

# About Us

## WHO WE ARE

At iQuze, we put market strategy to work for you. We're more than marketing consultants; we're business strategists and effective problem solvers. Our goal is to bring strategic marketing resources within reach of growing businesses and organizations. If you're ready to take on your next phase of growth, we're ready to partner with you to build the strategy, plans and processes you'll need.

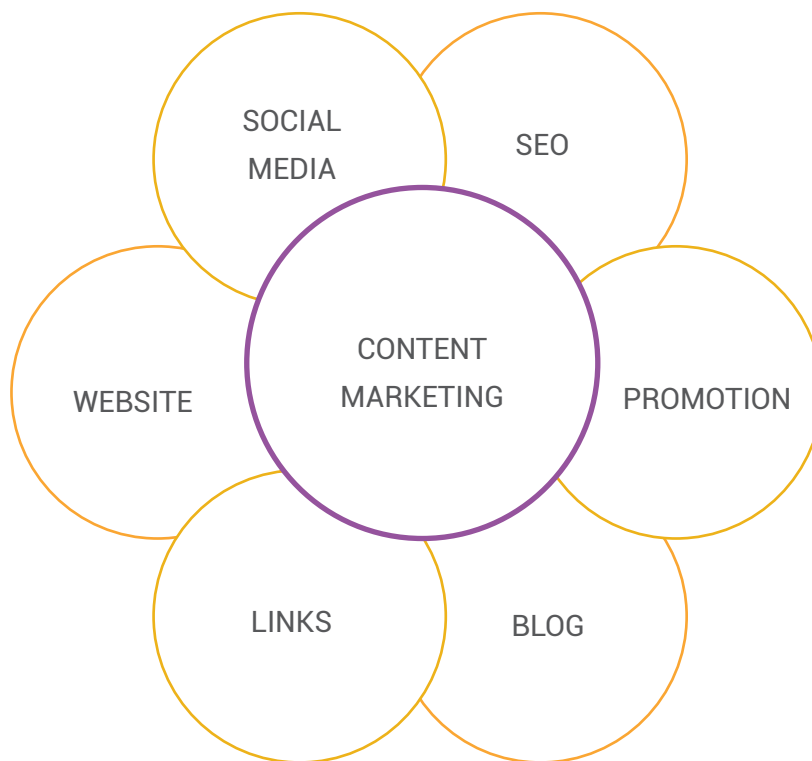
We have been providing Digital Content Marketing services and solutions for the last 10 years. We are different from other marketing companies and provide a unique advantage to our clients.

We understand your idea needs more than a creative marketing campaign; it needs a strategy. A strategic plan based on market discovery, research, analysis and insight. We'll work with you to transform your idea into a measurable and effective strategy supported by solid business processes.

When you're ready to execute the plan, we will be available to provide the support you need. Already have a plan? We're ready to help you prioritize and execute effectively.

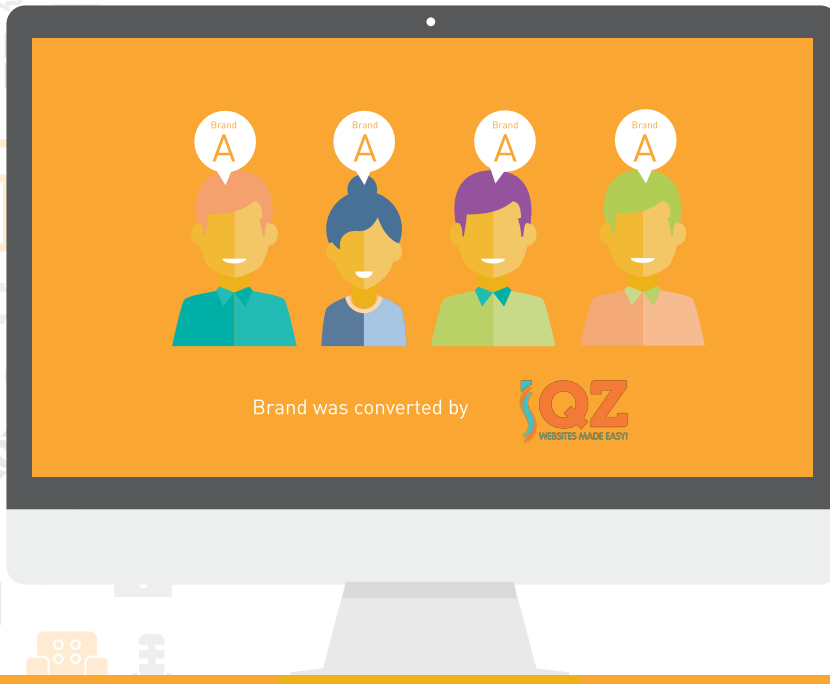
Ready to start something big? Ready to grow your online presence? Learn more about our services, or contact us to schedule your free consultation.

Content marketing is much more than “create, deliver and share” content to engage audiences. It’s about increasing brand awareness, generate sales. Our services are designed to help companies build their brands, products and services, and manage online reputation through online activities. Social network marketing is a growing trend which can be effectively used as an online marketing channel.



We aspire to deliver an effective digital marketing campaign to your brand through strategies outlined in this proposal. An effective content marketing campaign requires strong thought-out campaign objectives, accurate planning, excellent writing and research skills, as well as, social media expertise. We have the expertise and skills necessary to ensure a successful implementation of a digital campaign for your company.

# Our Expertise



We are experts in connecting customers to clients and delivering innovative solutions that improve brands. We handle product launches, brand development, social media campaigns, and much more. We assess our clients' image and provide strategies that inspire the audience to get involved and take action.

## Content Marketing Strategy



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

- Content Story Strategy Development
- Content Database & Assets
- Copy and Editorial Strategy
- Comprehensive Content Analysis



## Content Creation

We focus on creating remarkable content that attracts your target audience:

- Content & Data Collection
- Data Visualization
- Copywriting Services
- Video Production
- Content Evaluation
- Blog Content



## Content Promotion

How will you get the word out and ensure the right people see it and share it? Killer content will help win the battle. We promote your content where your audience will actually see it:

- Content Outreach Campaigns
- Paid Content Amplification
- Email Newsletter Marketing
- Social Media Promotions





## Content Management

We can tailor your content for your visitors and present information that is relevant:

- Content Updates & Maintenance
- Content Auditing
- Content Inventories
- Website Management



## Analytics Consulting

We use tools to that track customer interactions.. Our Google Analytics Certified Team helps measuring results:

- Google Analytics Setup
- Metrics & KPI Development
- Analytics Audits
- Analytics Reports



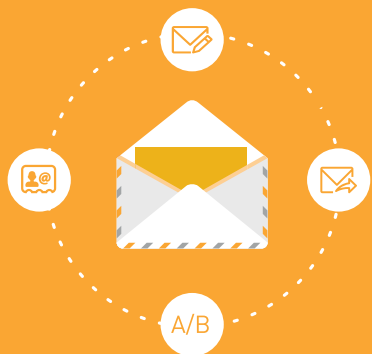
## Social Media Marketing

We have media calendars and display ads to your audience on targeted and popular social networks:

- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- YouTube, etc.







## Email Marketing

We help our clients with Email Marketing campaigns:

- Initial email theme development
- Ongoing newsletters featuring approved content
- Monthly split-testing and reporting



## Organic Search Marketing

The longer you are consistently adding quality content, the more pages you have to direct prospects back to your site:

- Organic search strategy
- Keyword content development
- Technical website audits
- Promotion and Link building



## Content Marketing Training

On-site training sessions customized to your organization's needs:

- Content marketing Training
- Workshops curriculum for your team
- Full-day training at your office
- Flexible time and location



Content Marketing

Social Media

Links

SEO

Content Strategy

Analytics

Web Apps Tools

Trust Us



# POWERFUL Digital Marketing INTEGRATION



# Our Team Experts



**PATTY BARRIOS**  
CHIEF CREATIVE OFFICER



**COYE BURNS**  
BUSINESS DEVELOPER



**GISELLE GUZMAN**  
SALES MANAGER



**AMGAD ELKHOLY**  
PROJECT MANAGER



**CYN MACGREGOR**  
CONTENT WRITER



**CORY REED**  
CONTENT DEVELOPER




**CARLOS ALVAREZ**  
GRAPHIC DESIGNER



**ANDREI BANU**  
VIDEO EDITOR



**MANISH KUMAR**  
DIGITAL ADS MANAGER

  
Our team includes experienced marketing and recruitment professionals with a deep understanding of the opportunities of digital marketing

# Segmentation

Precise target marketing helps us create content effectively.

**These are areas that help define your target audience:**

- Demographic aspects
- Psychographic aspects
- Behavioral aspects

Delivering content to your target audience is a key component to driving sales growth and brand knowledge. Our digital marketing strategies help you deliver content in exciting and stimulating ways.



**86%** of consumers prefer informational articles to ads

# Campaign Objectives

Successful Internet marketing campaigns start with careful planning of goals and objectives that will determine your marketing strategy.



## Main Objectives

- Increase brand visibility online
- Increase Targeted Traffic
- Establish Your Company in Local Search
- Identify new opportunities for partnerships
- Increase growth and traffic to social media channels in general

# Content Marketing Goals

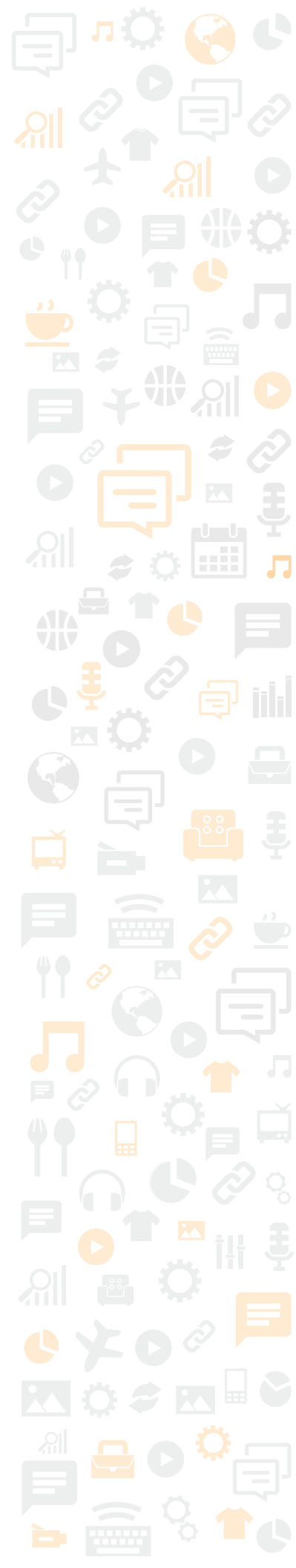
An invested audience leads to building engagement. Content plays a role in almost all marketing techniques and tactics, no goal can be achieved without it. To be successful, we make sure your campaign is Specific, Measurable, Achievable, Reasonable and Tentative. Here is an example of how we set SMART goals that can be achieved in one year:













First Semester	Next Year End
<ul style="list-style-type: none"> <li>• XXX Facebook "likes"</li> <li>• XXX Twitter Followers</li> <li>• XXX LinkedIn Followers</li> <li>• XXX Instagram Followers</li> <li>• XXX Google+ Followers</li> <li>• XXX Conversion</li> <li>• XXX Montly Sales Increase</li> <li>• XXX Website Views</li> </ul>	<ul style="list-style-type: none"> <li>• XXXXX Facebook "likes"</li> <li>• XXXXX Twitter Followers</li> <li>• XXXXX LinkedIn Followers</li> <li>• XXXXX Instagram Followers</li> <li>• XXXXX Google+ Followers</li> <li>• XXXXX Conversion</li> <li>• XXXXX Montly Sales Increase</li> <li>• XXXXX Website Views</li> </ul>

# Content Tactical Plan

Our team of experienced content strategy experts works with you to develop content that represent who you are and engages your audience on a level that brings them back again and again. Plus, our team breaks content marketing down into simple, manageable steps.

<p>Social Media</p> 	<p>Article Posting</p> 
<p>Field Marketing</p> 	<p>eNewsletters</p> 
<p>Case Studies</p> 	<p>Blogs</p> 
<p>White Papers</p> 	<p>Webinars</p> 
<p>Print Magazines</p> 	<p>Video Promos</p> 



Landing Pages		Print Newsletters	
How to Guides		Research Reports	
Infographics		Online Surveys	
Facebook Stories		Community Forums	
Podcast		Digital Magazines	
News Releases		Books	

# Promotion Strategies

Content marketing success depends on three things: creating great content, making sure your content will be found on search engines, and promoting it to followers. This provides a big opportunity to get more exposure.



# 73%

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





Attract.  
Engage.  
Convert.

[Contact Us Now](#)

(561) 676-4473  
[Coye@iQuze.com](mailto:Coye@iQuze.com)  
[www.iQuze.com](http://www.iQuze.com)



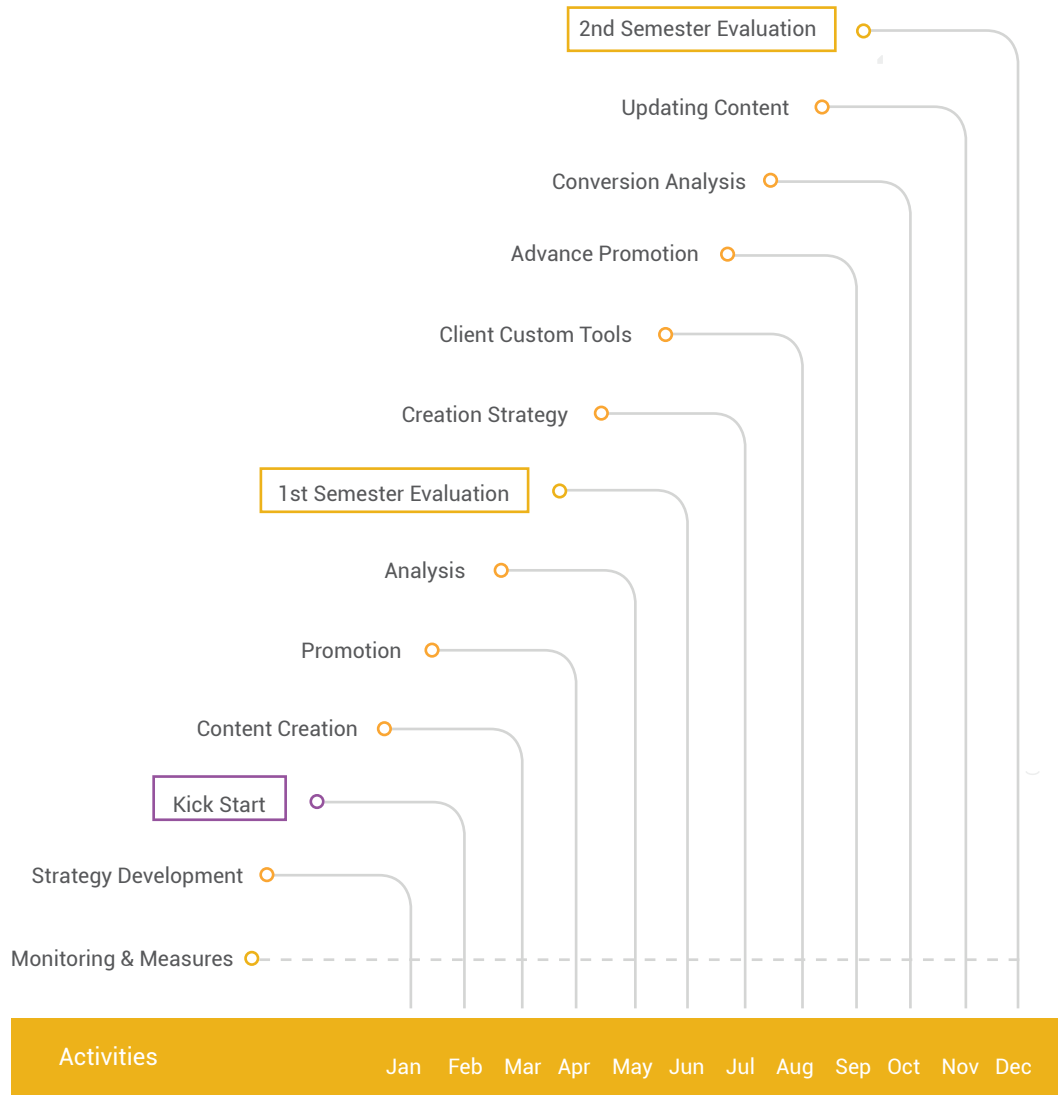
# Campaign Timeline

Creating an effective online marketing campaign is much easier said than done. It takes quite a bit of preparation and a team of qualified people with different talents and exceptional communication skills.



"I am aware that success is more than a good idea. It is timing too."

- Anita Roddick



Notes:  
Strategy and monitoring play important roles for content marketing campaign

# Publishing Schedule

Maintaining a consistent marketing schedule sends a message to your clients and prospects that you are prosperous and alive-and-well. It is an also an opportunity to educate your audience about your products and services. It can help differentiate your company from the competition.



## Daily Activities

- Research post
- Produce post
- Visitor Feedback



## Weekly Activities

- Analytics report
- Team Brainstorming
- Analytics report



## Monthly Activities

- Plan for new tactics
- Evaluate plan
- Plan for new tactics

81%

B2C consumers are more likely to buy from companies that offer custom content

# Content Measurement

Interactive content helps marketers better understand how the customer is engaging with a company or brand throughout various phases of the customer journey, providing valuable qualitative data along the way. This personalized experience closes the gap between the business and the customer – creating trust, increasing understanding and motivating action.

Measure	Reach	Act	Convert	Engage
<b>Brand Measure</b>	xx Hastags xxx Social Net Spread xxx Conversation	Lead Volume % Interaction	Sales Volume Lead Volume Follower	Repeat transaction Support Positive Feedback Share
<b>Web Traffic Measure</b>	xxx Unique Visitors xxx New Visitors xxx Direct Visit	Page per visit Page engagement Rate	Sign up Subscription	Repeat visit Customer loyalty
<b>Content Performance Measure</b>	xxx Share of Audience xxx Key visible search xxx Follower xxx Share of Search xxx Links	Bounce Duration Shareability Post Rank Comments	Sign up Subscription	Social Interaction Open email
<b>Commercial Performance Measure</b>	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
<b>Search Measure</b>	Google Bing SEO	Click of ad Duration Lead	Sign up Subscription	Positive Feedback Share

# Pricing & Packages

Our packages offer the perfect mix of strategy, marketing services, reporting, and management, all under one roof.

Choose Plan	★ Regular For Small Business	★★ Premium For Medium Business	★★★ Enterprise For Large Business
	USD <b>\$5120</b> Monthly Basis	USD <b>\$7270</b> Monthly Basis	USD <b>\$9970</b> Monthly Basis
Customizable?	Yes	Yes	Yes
Marketing Strategy	Yes	Yes	Yes
Blog posts	5 Unique Posts	25 Unique Posts	Unlimited
SocMed Management	2 Platforms	4 Platforms	6 Platforms
Landing Pages	2 Landing Pages/mon	5 Landing Pages/mon	10 Landing Pages
Email Marketing	500 email list	1,000 email list	Unlimited
SEO	No	No	Yes
AD Campaign	No	No	Yes
Reports & Analytics	Yes	Yes	Yes
	All packages are customizable.	All packages are customizable.	All packages are customizable.

# Case Studies

When it comes to digital marketing, we get results. Check out the success we've achieved for some of our clients.

## Rich Terpolilli



### Case Problem

Wanting to become an influential photographer, Rich Terpolilli, knew he needed an online presence but did not know where to start.

### Strategy

We developed his brand from the ground up by researching Black and White Photography influencers. We created his website and promoted him on social media.

### Results

Increased his Facebook following by 33% within a one year span. His photography tracked over 1M views and gained him an upper-hand as an influencer.

## Kathy Amos



### Case Problem

Kathy's mission is to make an impact in the lives of the women. After writing her 1st inspirational book, she needed e-commerce solutions.

### Strategy

We created a launching plan that included a 3D book cover, landing page, and ebook creation. We also provided social media consultation services.

### Results

Kathy is a happy customer! Our services our playing a huge role in raising awareness and generating sales. She is now able to easily share her story.

## Melissa Pellicci



### Case Problem

Melissa wanted to go from 0 to 100... fast! Her life and coaching business was limited to local clientele only and had no online presence at all.

### Strategy

To generate online sales, we created a website, landing pages, lead magnets, video promos, Facebook ads, social media posts, and much more.

### Results

With the help of our campaign, we have managed to build a buzz and sales for her Abundance Training and Network Marketing coaching programs.

# Client Testimonials

These are successful testimonials from our client's experience, which include a mix of content marketing and the results they produced.



"I can't say enough good things about the website that iQuze designed for our school. My one word summary of our site is 'Beautiful.'"

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**Jeff Byrd, Founder** - Byrd Young Leaders School



"I had no clue how to market my first book, and I think they were more excited about the book than I was. I'd recommend their services to anyone."

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**Kathy Amos, Pastor, Speaker, Coach, and Trainer**



"They took my specifications and created a website with features and functions I didn't realize I needed - and began using immediately!"

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**Tasha Troy, Founder**- Troy Communications



"I have released your cutting edge work to a selected few peers and friends. The returns are gushing with superlative compliments."

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**Rich Terpolilli, Black and White Photographer**

