

CONTENT MARKETING

Fresh, branded content is the number one driver of most sales and marketing efforts today.

19
YEARS



A Cynergy Group Service

What's The Number One Hurdle to More Sales?

You don't have enough high-quality, branded content.

82% of Buyers
View **5+** Pieces of Content
Before Buying

Do your sales people have the material they need? What are they sending out?

It takes more than just a single brochure or social media post to promote your business successfully and guide a prospect through the buying process. Accordingly, you need a library of high-quality, branded sales support material in multiple formats and mediums to fuel marketing campaigns and daily sales efforts. When attempted internally, this requires a tremendous amount of time, expertise, and creativity, which most organizations simply don't have.

HOW WE HELP

Content Strategy & Training

Content Creation & Revival

Multi-Channel Deployment

The Sales Arsenal

Content for SEO & Social Media

 Learn More
GoFlex360.com/content



Interactive Kiosk
Displays



Animated
Explainer Videos



Digital Sales
Presentations



Targeted Landing
Pages



Article & Blog
Writing



Video Content &
Testimonials



Social Media
Posts



Sales Brochures
& Collateral



Product & Service
Sheets



White Papers &
Case Studies



Email Templates
& Newsletters



Graphics &
Infographics

THE FOUNDATION - A Solid Start for Long-Term Success

Content Strategy & Training

Good content marketing isn't just about creating tons of material. A library of quality material doesn't help sales if it isn't part of a detailed action plan on how and when to use it. Content Strategy and Planning starts with identifying each of your target audiences and then matching them with specific sales funnels. Once that is in place, together, we can determine exactly what material you already have and what holes you need to fill. The last part of the content strategy and planning effort is to train your team on what resources are available and how to access them.

Content Creation & Revival

Fuel your sales performance with custom-branded content incorporating creative visuals and powerful messaging to capture your audience's attention. We can effectively use copywriting, graphic design, and video to tell your story, draw in your audience and keep them engaged. An engaged audience is far more likely to consider buying from your brand when the time to purchase is right. To maximize our efforts, we don't just focus on new content. Most organizations have a load of old content that could be perfectly viable and relevant with just a little tweaking. This combination of new and re-purposed is the key affordable content.

Multi-Channel Deployment

Once you have a plan and your new content is ready to go, we deploy it across multiple marketing channels. Brochures are turned into email templates, sales sheets are reworked into landing pages, and press releases become blog and social media posts. This multi-channel approach provides your sales team with the branded content they need to reach their prospects wherever they are found. By proactively putting that content in multiple formats, you avoid the time wasted by your team when they try to do it themselves. You also control the quality of the material created, which is essential for a polished image.

CONTENT MARKETING BY THE NUMBERS

69%

Successful Marketers
Have a Content
Marketing Strategy

84%

Of Organizations
Outsource Their
Content Creation

66%

Of Buyers Trust
Branded Content
Over Advertising

80%

Increase in Landing Page
Conversions When
Including a Video

THE EXECUTION - Putting Your Content To Work

The Sales Arsenal

This concept is critical to any "Sales Enablement and Empowerment" initiative. Studies have shown salespeople spend, on average, 440 hours every year looking for the right content to send prospects. We can create an arsenal of materials specifically developed to engage prospects at each phase of the sales process. Instead of wasting time looking for something to send a hot lead, your sales team can spend that time talking to more people. Having the material readily available to quickly or, even better, automatically send will speed up the sales cycle and help you beat your competition to the punch.

Content for SEO

Content creation is the cornerstone of improving your search engine optimization and, thereby, your search ranking. Google, as well as the other search engines, all rate your site primarily on the volume and quality of the content. If you want to rank well for a particular term, your site must talk about that term - a lot. Good SEO content is a mix of written and visual elements, including articles, FAQs, case studies, company news, industry news, infographics, and videos. Our writers and designers will provide all the content your site needs to rank well. All you need to do is provide some guidelines to get us started, and we'll handle the rest.

Content for Social Media

Social media is a powerful way to stay connected with current and future customers. The biggest problem most companies face when implementing a social campaign is coming up with content to post. That's where we can help. After getting a good feel for who your audience is and what they're interested in, we'll go to work creating all the content your team needs to feed a consistent, on-message, branded campaign. The content will include company announcements, holiday messages, industry and business news, special offers, fun facts, and general marketing/sales messages.

 Learn More
GoFlex360.com/content

Let's Start With A Conversation

877.550.3111
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