



ContentMarketing

Content Marketing Solutions Work to Broadcast, Showcase and Cement Your Industry Authority

Strut Your Brand's Know-How and Earn the Kind of Loyal Following You've Always Wanted

Think of **WSI's Content Marketing Solution** as your company's bullhorn. It's the mechanism by which your brand can stand atop a mountain, stand out from the rest, and broadcast your message to your target audience. While it can augment your more traditional sales efforts, the true value of a content marketing strategy lies in its ability to turn website visitors into *brand advocates*! So in lieu of one elevator speech after another, a content marketing plan propels your goals several leaps forward.

The proverbial bullhorn helps your brand to establish industry thought-leadership, and build the kind of valuable customer relationships your competitors could only hope for.

Leveraging WSI's content marketing solutions empowers you to reinforce your sales team's initiatives. We can help your team to plan and implement an entirely customised strategy that will truly emphasise your market authority. Solution features include:

- ▶ A complete keyword analysis and SEO review to benchmark your strengths in your online marketplace
- ▶ Full marketing consult to identify and build essential buyer personas within prime stages of the sales cycle
- ▶ Broad review of current web analytics and historical business intelligence
- ▶ Assemble tailored inbound marketing plan adapted to the needs of every buyer persona
- ▶ Assistance and/or full development of content to be published
- ▶ Ongoing consultation and support in creating customer-focused, USP-driven content
- ▶ Complete web analysis and assessment of campaign success

Content marketing is instrumental in establishing your brand's reputation. After all, your reputation precedes you and it's important to earn your prospects' trust if you expect them to purchase or spread the word. With time and consistency, your content marketing strategy will help you:

- Seamlessly supplement your search engine optimisation strategies
- Create informed buyers
- Become a helpful and trusted resource
- Introduce your brand to new and unexpected customers
- Build personal and unique relationships with your audience
- Create a customer experience distinctive from your competitors
- Enrich customer experience
- Strengthen your place as the market authority in your niche

Develop a custom content marketing strategy today that will showcase your brand and build customer engagement!

For more information on how to develop a content marketing strategy tailored to your business needs, contact our team now!



**Content Marketing is just one of the many ways
WSI can help you reach your business goals.**

We specialise in various digital marketing solutions including:

- ▶ **Search Engine Optimisation**
- ▶ **Social Media Marketing**
- ▶ **Social Selling**
- ▶ **Pay Per Click**
- ▶ **Web Analytics**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimisation**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Social Community Platform**

Contact us today so you can experience how we take digital marketing to the next level.