

STRATEGY. CONTENT. DESIGN.

**CONTENT
MARKETING
FOR YOUR
COMPANY**

**SEMI-CUSTOM
MARKETING
PLANS FOR A
WORLD WHERE
CUSTOMER
ENGAGEMENT
MATTERS,
ESPECIALLY IN
TIMES OF CRISIS**

WWMDIGITAL.COM



"THERE HAVE BEEN A NUMBER OF STUDIES GOING BACK NEARLY ONE CENTURY THAT POINT OUT THE ADVANTAGES OF MAINTAINING OR EVEN INCREASING AD BUDGETS DURING A WEAKER ECONOMY. THOSE ADVERTISERS THAT MAINTAINED OR GREW THEIR AD SPENDING INCREASED SALES AND MARKET SHARE DURING THE RECESSION AND AFTERWARDS."

—BRAD ADGATE, FORBES.COM

<https://www.forbes.com/sites/bradadgate/2019/09/05/when-a-recession-comes-dont-stop-advertising/#73c3bb8c4608>



THE WORLD HAS CHANGED.

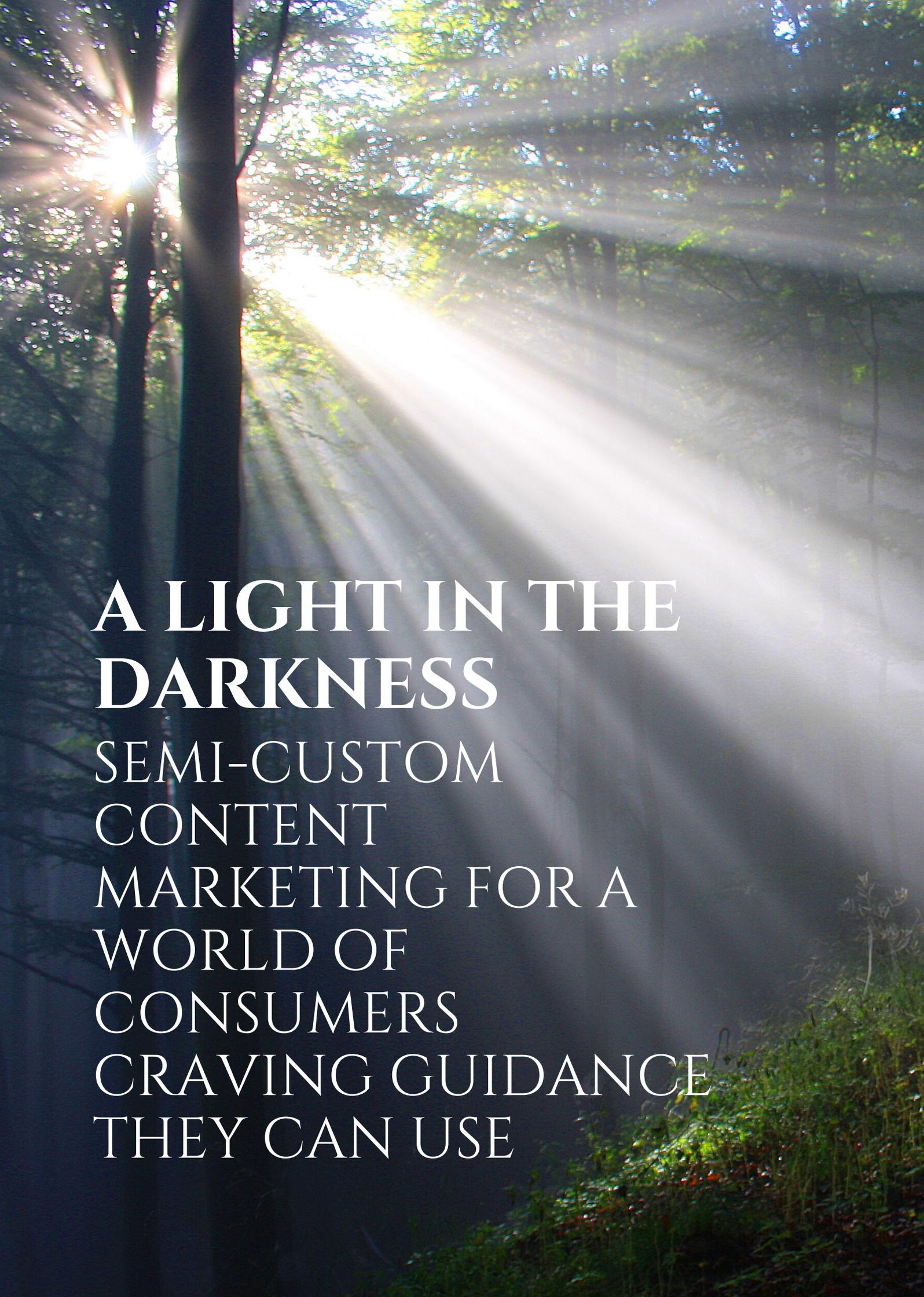
IT'S NOT ENOUGH ANYMORE TO HAVE A WEBSITE. TODAY'S CONSUMERS WANT MORE THAN ACCESS. THEY WANT MORE THAN PRODUCTS. THEY WANT ENGAGEMENT.

BUT HOW DO YOU DRIVE ENGAGEMENT WITH YOUR BRAND, YOUR PRODUCT, YOUR SERVICES IN A WORLD FULL OF DIGITAL NOISE? HOW DO YOU CAPTURE YOUR CUSTOMERS' ATTENTION ... AND KEEP IT?

THAT'S WHERE CONTENT MARKETING COMES IN. NOT THE KIND WHERE YOU "KEYWORD STUFF" TO SNAG FIRST-PLACE RANKINGS ON GOOGLE. THAT'S NOT ENOUGH. YOU HAVE TO TELL A STORY YOUR CUSTOMERS WANT TO HEAR, AND YOU HAVE TO SOLVE THEIR DAILY CHALLENGES.

AND RIGHT NOW, CHALLENGES ARE APLENTY....DON'T BE LEFT IN THE DUST OF STRUGGLING COMPANIES WHO DON'T KNOW HOW TO ENGAGE (OR RE-ENGAGE) WITH A VAST (AND ANXIOUS) CONSUMER AUDIENCE.

LEAD THE CHARGE. AND LET WWM GUIDE YOU IN PROVIDING THE ENGAGEMENT AND PROBLEM SOLVING YOUR TARGET CUSTOMERS CRAVE.

A photograph of a forest path with sunlight streaming through the trees, creating a bright path of light. The sun is visible in the upper left, casting rays of light across the scene. The trees are lush and green, and the overall atmosphere is bright and hopeful.

**A LIGHT IN THE
DARKNESS**
SEMI-CUSTOM
CONTENT
MARKETING FOR A
WORLD OF
CONSUMERS
CRAVING GUIDANCE
THEY CAN USE

THE ECONOMIC RECOVERY PACKAGE

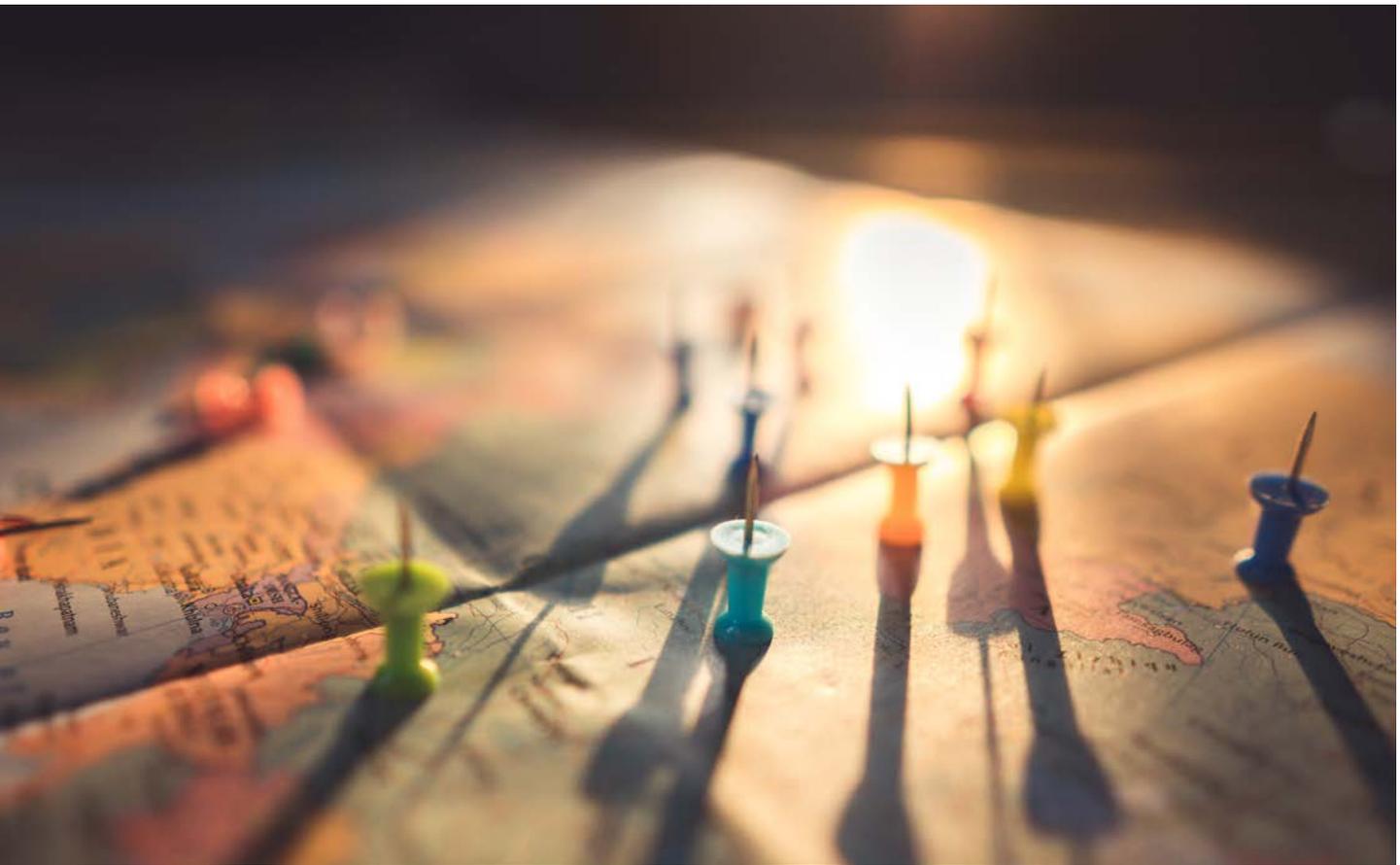




COVID-19 has taken its toll on the global economy. But now isn't the time to shut down your customer engagement and withdraw into economic quarantine.

For consumers, your silence is scary. Your customers crave information and reassurance. Give it to them. Whether your business is suffering or has suffered setbacks from the pandemic or you're just getting started, WWM's easy, customizable economic recovery plan provides you access to a basic get on (or back on!) your feet marketing toolkit to restore confidence to your customers that you'll be there to solve their challenges no matter what global crises emerge.

We give you consumer engagement and marketing directions to easily implement, or, for a small additional fee, we'll implement them for you.



TOOLKIT INCLUDES:

1. Redefining or adjusting your brand messaging in this brave new world; we will provide up to three options from which you can select (or use all three) for top-level marketing language and communications.
2. A 30-day social media plan with your choice of two platforms of your choosing (i.e., Instagram and Facebook; Instagram and Twitter; or Twitter and Facebook) designed to help engage with your customers in meaningful ways. This means we'll create the social media content, so all you have to do is copy and paste! Or if you're in a time crunch, have us launch it for you.
3. A Media and Influencer Cheat Sheet with custom recommendations on and media outlets and influencers you can contact to get brand mentions and even inclusion in stories.
4. A list of five "media pitches" to help you sell your brand to news outlets, influencers, and your target consumers.

COST: \$1500

"I Need More Help" Add-On: Don't have time to pitch media and influencers yourself or to post on social media? Let us help. Add \$500 to the above fee, and we'll do all the legwork for you!

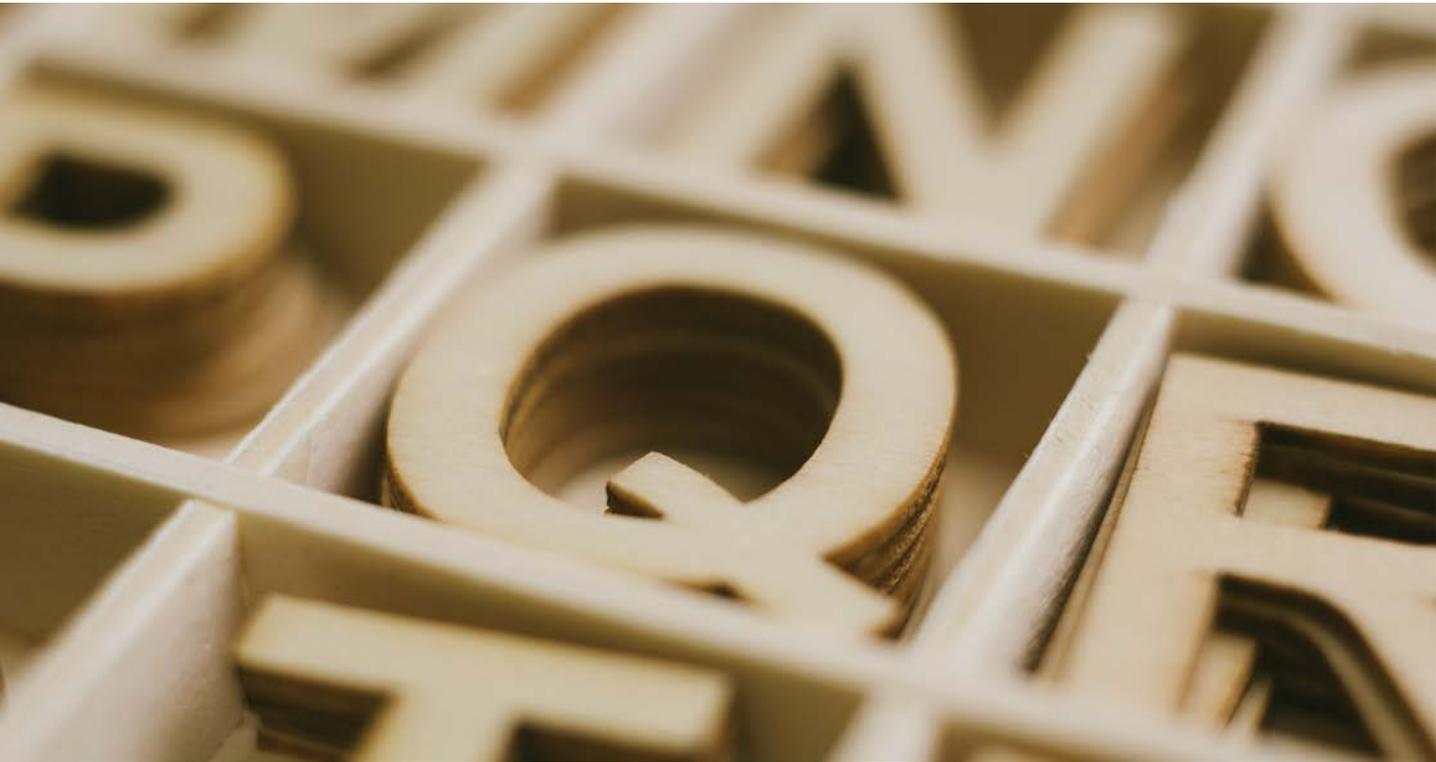
THE
CONTENT IS KING
PACKAGE





There's no better time to update and refresh your marketing content than now. With consumers spending more time on mobile devices than ever, it's a critical (and ideal) time for you to engage your customers and prospects. Dust away the fluff in your content and create meaningful engagement that solves your customers' challenges and gets them re-engaged with your brand.

No frog kissing required.



TOOLKIT INCLUDES:

1. A 30-minute phone consultation and survey focused on identifying your key business goals in the coming months
2. One-page brand voice overview.
3. A full company website review with content and image adjustment recommendations to better position your brand and speak more clearly to your target audience
4. A full review of up to three social accounts with recommendations on how to build better engagement along with a 30-day calendar of new posting content for one of those social media platforms.
5. A list of 50 top-ranking SEO keywords to incorporate into your website and blog (if you have one).

COST: \$2,000

“I Need More Help” Add-On: If time is of the essence and you don’t have a lot of it, we’ll happily take our website recommendations and edit your content for you and adjust your social media content calendar to accommodate postings on up to three social accounts. We’ll even add the posts for you on a daily basis if you’d like. Just add \$750 to the above fee.

Content Enhancement Option for Company Blogs: Don’t have a blog? Or maybe you have one that hasn’t been updated in a while? Even worse, perhaps you have a blog and the content isn’t generating any engagement with your target audience. We can fix that, too. Ask us about creating a company blog or refreshing the one you have to create even more opportunities for engagement with your customers and prospects.