

RAPID MARKETING ASSESSMENT

SAMPLE CONTENT

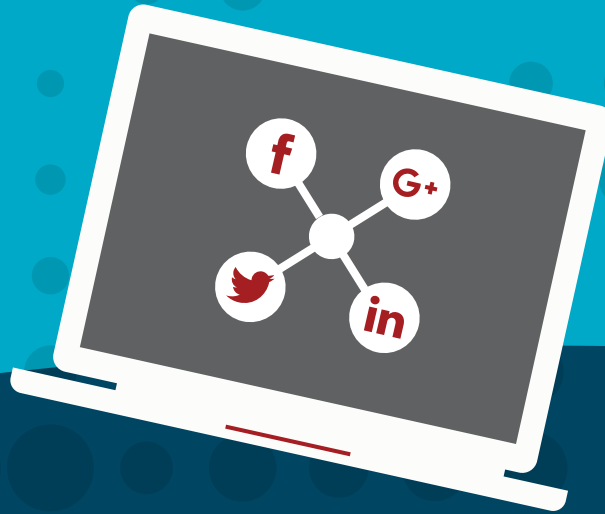
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Recommendations

Foundational	XX
Website	XX
Messaging	XX
Collateral	XX
Sales Tools	XX
Infrastructure/Automation	XX
Content	XX
Partners.....	XX
Digital	XX
Email Marketing	XX
Social Media	XX
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ASSESSMENT

COMPETITOR COMPARISONS & INSIGHTS

FIRM	LINKEDIN FOLLOWERS	TWITTER FOLLOWERS	FACEBOOK FOLLOWERS	SEO SCORE	KEYWORD RANKING (1ST 5 PAGES)	SEO MONTHLY VALUE	MONTHLY ADWORDS SPEND
Client	6,018	388	427	53.4%	42	\$61	\$0
Competitor 1	1,402	612	71	65.5%	61	\$496	\$0
Competitor 2	2,201	189	280	53.6%	1	\$0	\$0
Competitor 3	2,953	0	0	73%	15	\$18	\$0
Competitor 4	9,293	16.7K	22.2K	72.4%	4,197	\$70K	\$5.8K
Competitor 5	296	132	0	63.2%	47	\$441	\$0
Competitor 6	113	0	0	64.9%	16	40	\$0
Competitor 7	45,959	2,349	3,854	68.4%	666	\$2.7K	\$0



Insights from the Data

- Competitor 4 & 7 are the only competitors with a **programmatic digital presence**
- Competitor 4 is the only competitor investing in **Google AdWords**
- Competitor 1 & 2 have a substantial **LinkedIn following**, but yours is still much larger
- Smaller competitors with no **SEO program** are not ranking for relevant keywords



ONLINE CONTENT MENTIONS

▶ Content Insights

- Heavy investment in content marketing—reports, articles, interviews, videos, etc.
- Content geared towards multiple audiences: CEO, HR, Board Members, and more

▶ Content for different industries

▶ Mix of education, news, company value

▶ Highest engagement on Facebook & LinkedIn

Sort by: Total Shares Page 1 of 55

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	NUMBER OF LINKS	TOTAL SHARES
<p>How Organizations Can Thrive in the Digital Economy - SPONSOR CONTENT FROM [Redacted] Save</p> <p>- More from this domain</p> <p>By Harvard Biz Review - Mar 28, 2017</p> <p>Article</p>	View Backlinks	137	221	0	14	0	527
<p>[Redacted] Futurestep Makes 2017 Talent Trend Predictions Save</p> <p>- More from this domain</p> <p>By Korn Ferry - Dec 13, 2016</p> <p>Article</p>	View Backlinks	11	45	1	1	9	1K
<p>[Redacted] Hay Group Research Proves Employee Engagement Drops During Organizational Change Save</p> <p>- More from this domain</p> <p>Oct 10, 2016</p> <p>Article</p>	View Backlinks	3	4	0	0	5	481
<p>CIO Stats: CIOs Fall Into One of Four Categories, [Redacted] Says Save</p> <p>- More from this domain</p> <p>Sep 20, 2016</p> <p>Article</p>	View Backlinks	12	28	0	3	7	212



CONTENT RECOMMENDATIONS



CONTENT RECOMMENDATIONS

- ▶ **Overview:** Build an ongoing content marketing program to build through leadership and engage target audiences.
 - Content sits at the core of marketing efforts to build trust/credibility, brand awareness & visibility
 - Example content types: blog posts, articles, eBooks, infographics, reports, case studies, video

- ▶ **Phases 1-4:**
 1. Content strategy and planning: develop a content strategy & plan in line with sales priorities (industry targets, offering focus) and budget/resources
 - Process: brainstorm workshop > content calendar
 - Work with practice leaders on plan, including 'experts corner' concept (website, social media presence)
 - E.g. quarterly cadence of 1 industry-specific thought leadership piece, 1-2 search industry pieces, opportunistic client success stories
 2. Priority content creation: Execute against a shortlist of top content needed to launch site & initial campaigns
 3. (Ongoing) Keep content calendar updated on a rolling basis to drive content execution plan
 4. (Longer term) Examine media/influencer program more programmatically

- ▶ **Content plan should include consideration for:**
 - Repurposing opportunities - e.g. article to 'talking head' video snippet, cross-industry piece to an industry viewpoint
 - Media/visibility (opportunistic) – e.g. client placements, contributed articles

- ▶ **Example content ideas** (additional industry examples in Appendix sl. #31)



MARKET TRENDS DRIVING CONTENT STRATEGY

KEY TREND	IMPLICATION FOR MESSAGING	IMPLICATION FOR CONTENT	IMPLICATION FOR "PRODUCT"	IMPLICATION FOR PROGRAMS
Diversity Challenges	Ensure diversity is covered as a core consideration	Share knowledge/commentary on trend + reinforce diversity 'wins'	Highlight diversity requirements during assessment phase (for example)	Support/partner with vertically oriented diversity groups
Competition for Talent		612	71	65.5%
Reinforce USP of research/reach and accurate mapping of fit	Share industry and horizontal tips (or proprietary info) on how to get and keep talent	Isolate areas of process that allow hidden/passive talent to be found	Support client wins pre/post sale to reinforce desirability of companies	53.6%
Aging Demographic	n/a	n/a	n/a	Longer term? Seek ways to engage tomorrow's leaders
Board Seat Shifts	Provide clarity on activity searches for BOD roles	Cover market shifts and/or "views from the top" on where you see changes on the street. Inform SEO	We may vary the process description to focus on BOD. Inform SEO efforts	n/a
Vertical Growth: Tech/HC	Provide clarity/credibility on service to high growth markets (and their segments)	Guide efforts around requirements for vertically oriented topics	Pull parts of the process that may vary based on industry and highlight the differences	Ensure all digital programming aligns with correct vertical segments
Roles: CEO/BOD, CISO, IT	Achieve clarity in communicating quickly the types of roles filled	For both clients & candidates – map content to audience type (personas) where possible	Isolate /explain parts of the process that vary by candidate type (how you evaluate)	For both clients & candidates – map programs to audience type



GETTING STARTED: 6 MONTH PROJECT PLAN

	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	Dec
Website & Messaging	<i>Execution</i>		Launch	Incremental enhancements and optimization					
Marketing & Sales Infrastructure	Tech Selection	<i>Implementation</i>	As needed basis						
Sales Collateral	n/a	Priority Execution		As needed basis					
Content Marketing	Planning and Priority Execution		Ongoing						
Partner Engagement	Planning and Outreach		Program Launch	Ongoing					
Social Media	Planning and Initial Promotion		Ongoing						
Email Marketing	Database Clean-up	Setup	Program Launch	Ongoing					
Events	Initial Planning	Ongoing/As needed basis					2018 Events Plan	Ongoing/As needed basis	
PR	Ad-hoc/Opportunistic basis			Q4 PR Plan	Planning & Launch	Ongoing			
Digital Advertising	n/a		Promotions around site launch (thought leadership)	Q4 Sales-oriented Plan	Brand Visibility	TBD			

WANT TO LEARN HOW TO **STAND OUT** FROM YOUR COMPETITORS ONLINE?

CONTACT US TODAY FOR INSIGHTS AND RECOMMENDATIONS
BASED ON THE FINDINGS OF THIS REPORT.

Magnetude Consulting is a B2B marketing agency that specializes in working with entrepreneurial companies looking to market the right way in today's increasingly complex environment by providing full-service, fractional marketing department services. Interested in hearing more about our capabilities?

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