

Early Stage Support

What can get you off to a great start as you start onboarding your clients?

Onboarding is a tricky time, with expectations mismatch, and loads of stuff to be kickstarted. We can take some of the pressure off.

How you benefit

- You save time and effort, so you can focus on the client relationship
- You get trustworthy, business oriented output, as our certified inbound marketers do the work

What you get

- A deck/spreadsheet that your team can easily build on.

And we work with you to improve it

- If you have feedback, or want another approach, just let us know. We will fix it.

What we will need from you

- Briefing about the prospect's business, broad goals, challenges, competition
- A broad picture of the personas being targeted
- Any tools access that might be required to complete the task

Keyword Strategy [Timeline: 4 days]

Takes care of

- Relevant keywords with search volumes
- Search trends
- Ranking difficulty
- Geography
- User intent
- Competitor keywords
- LSI and long tail keywords

Content Calendar [Timeline: 3 days]

Based on the keyword strategy, persona documentation, and the business and digital marketing goals shared with us, we create a content calendar for a quarter. This calendar is mapped to customer personas and the buying stage (Awareness, Consideration, Decision).

We use world-class tools to identify stories in the domain that have done well, and the gaps left in addressing the information needs of the persona.

Competition Research [Timeline: 1 day] (for up to 5 competitors)

This focuses on the SEO and SEM aspects of the digital marketing strategy of your client's competitors.

It covers

- Keywords used on page
- Ad copies and keywords
- Keywords for which they get traffic
- Backlinks list (dofollow and nofollow)
- Link analysis (where they get links from, and client doesn't)