

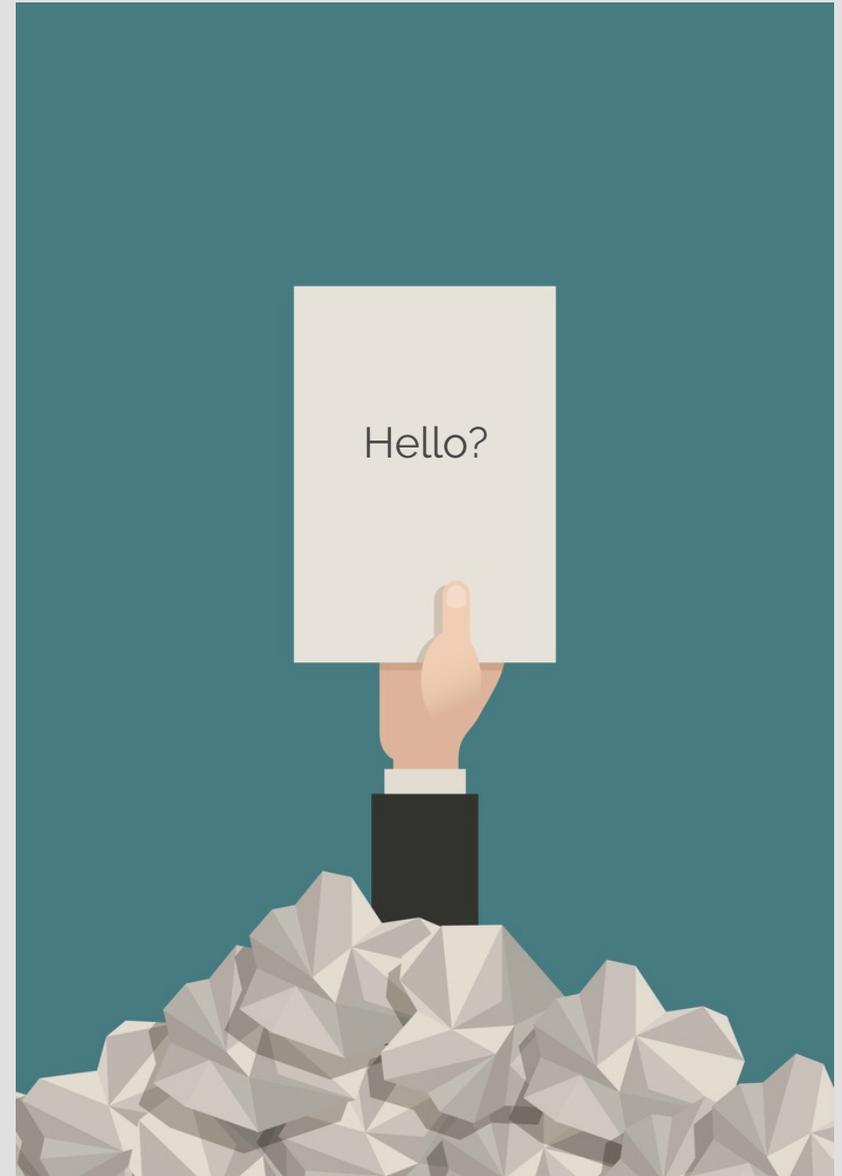


helping do-gooders do better through strategic
communications and digital marketing

The Power of Content Marketing for Do-Gooders

Americans consume roughly 74 gigabytes of media every day and they have more product choices than ever before.

How can you break through the noise?



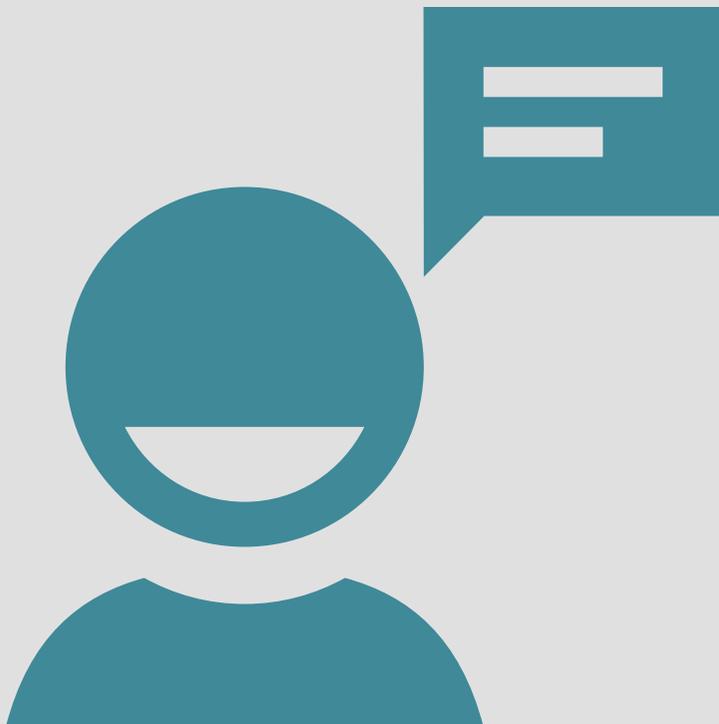
It's simple: Be good.



93 percent of consumers want to know what companies are doing to make the world a better place.

You're a good brand. You make a good product. You're way ahead of the game. Let us help you take the next step: becoming a good resource and friend.

How? Informing, inspiring, empowering, entertaining, and helping using engaging communications.



"Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go."

Seth Godin, best-selling author,
entrepreneur, and marketing guru

Enter Content Marketing

Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.”

Benefits of content marketing include:

- Increasing brand awareness
- Increasing engagement
- Increasing lead generation
- Increasing customer retention and loyalty
- Increasing your rank in search (SEO)
- **Increasing sales!**

86%
of B2C marketers
are using content
marketing.

Content Marketing Works

Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads.

- 90% of consumers find custom content useful, and 78% believe that organizations providing custom content are interested in building good relationships with them.
- Businesses using blogs are known to generate 67% more leads.
- Companies that increase blogging from 3-5X/month to 6-8X/month almost double their leads.
- Website conversion rate is nearly 6x higher for content marketing adopters than non-adopters
- 72% of Marketers think that branded content is more effective than magazine advertisements.

Content Marketing Has 3 Main Channels

Use Content for Social Media Marketing

- Interesting content is one of the main reasons people follow brands on social media.
- Social media is the 2nd most effective form of content marketing. (Blogging is #1.)

Use Content for Search Marketing (SEO)

- Content creation ranks as the single most effective SEO technique.
- SEO improves your brand's online visibility and generate 3 times as many leads as traditional advertising (and at a fraction of the cost).
- The first position in Google search results has a 33% clickthrough rate. (Digital ads average 0.1%.)

Use Content for Email Marketing

- Email marketing has an ROI of 3800% (\$38 in return for every \$1 spent).
- Most of your visitors (up to 95%) aren't ready to buy your product/service the first time they visit your site, but eventually they will be, if you can steer them down the right path with email marketing.

74%

amount of revenue generated through content marketing for a former gro gud client.

Take Advantage of Content Marketing

You deserve to succeed. The world needs you to succeed. Let us help you grow your good.

Email us today at contact@grogud.com to get started.

