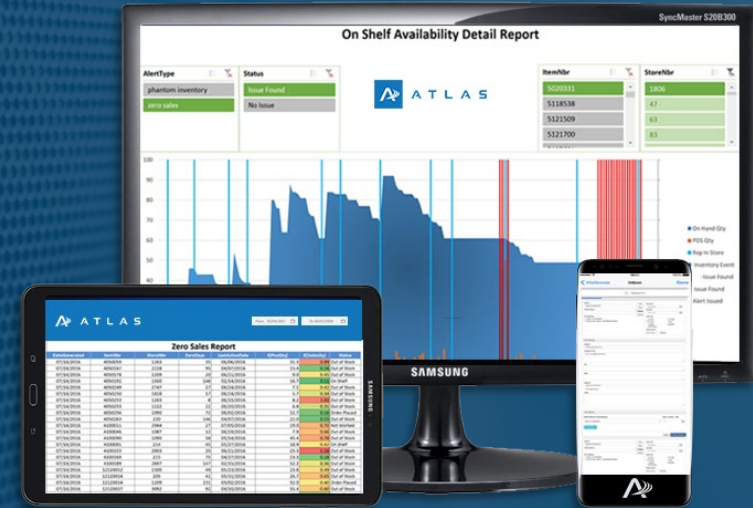


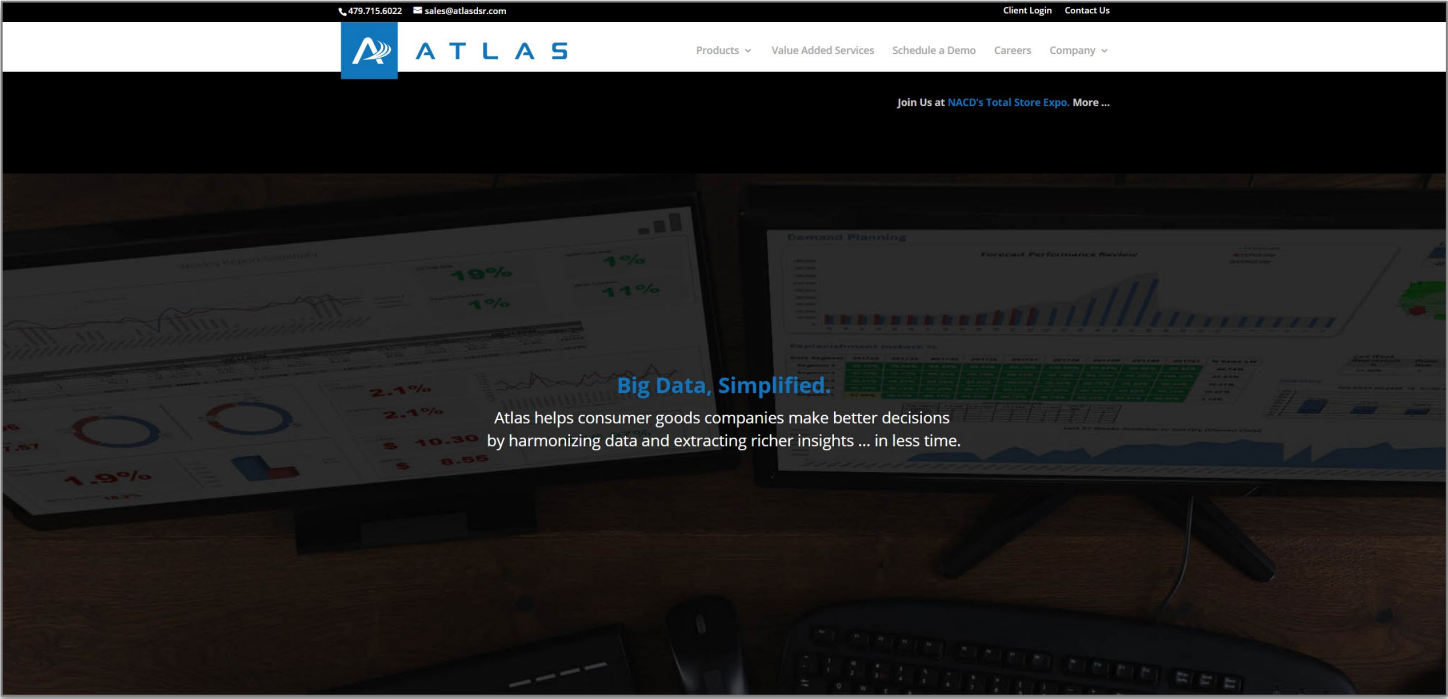
MARKETING

JEFF RICE, MD (Marketing Dude)

UPDATE



New Website



Branded Sales Collateral



Active Blogs

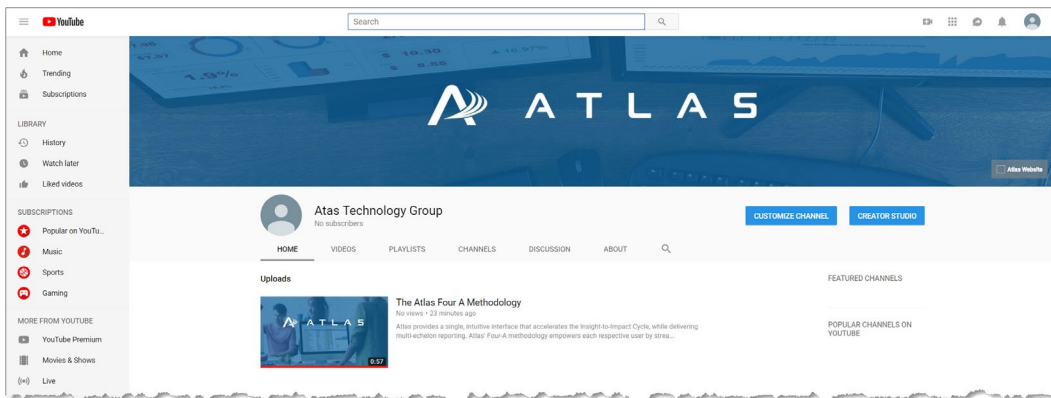


Client-Specific Proposals and RFPs/RFIs



Case Histories

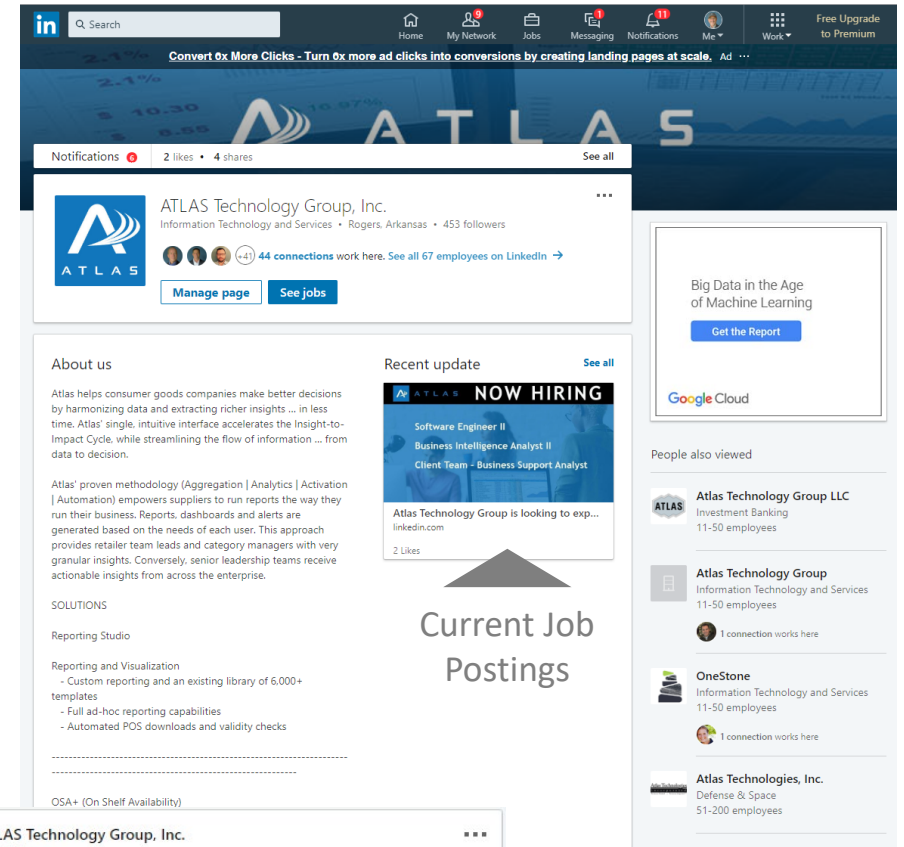
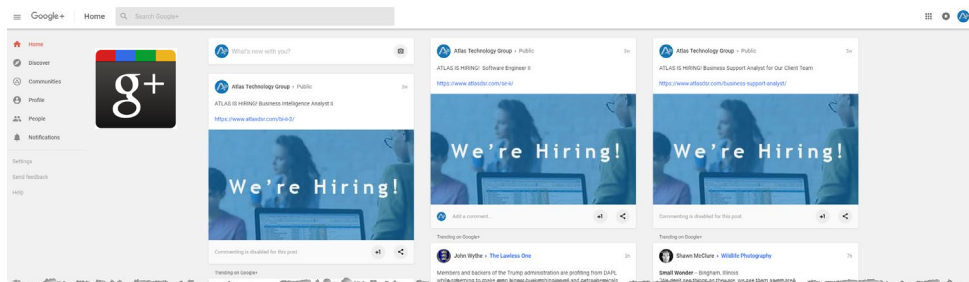




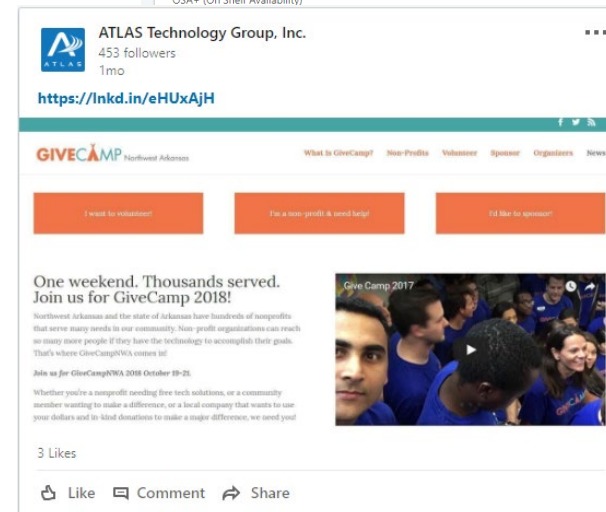
You Tube
Channel



Other Google Properties (for SEO)

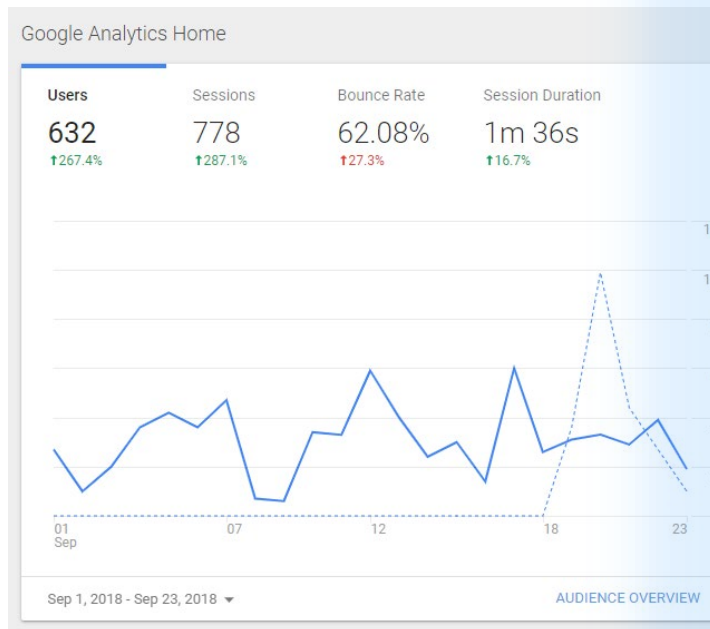


Current Job
Postings

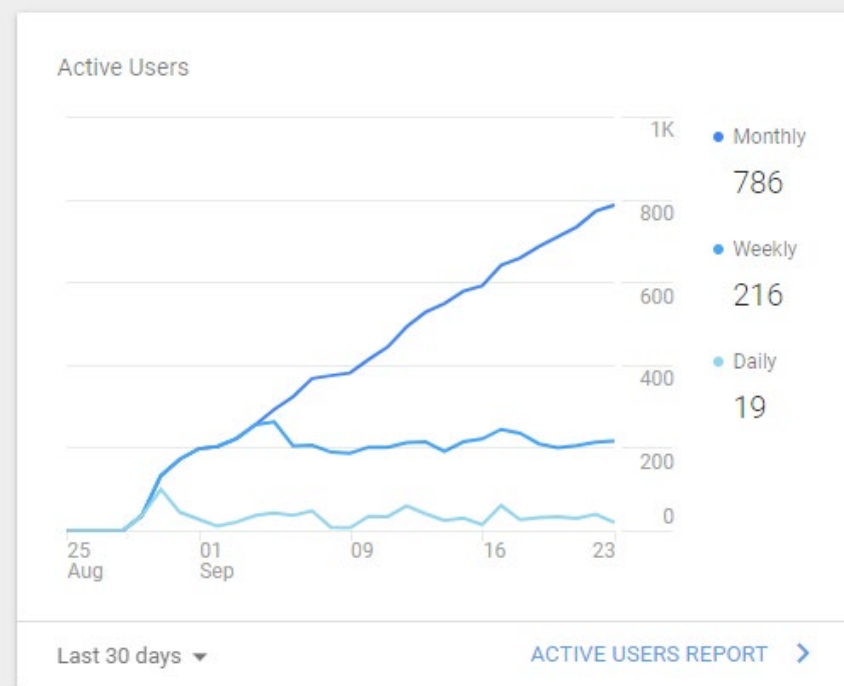


Linked in

Site Performance



How are your active users trending over time?



What pages do your users visit?

Page	Pageviews	Page Value
/	191	\$0.00
/careers/	87	\$0.00
/company/	33	\$0.00
/reporting-studio/	24	\$0.00
/bi-ii-2/	23	\$0.00
/osa/	18	\$0.00
/products/	18	\$0.00
/value-added/	17	\$0.00
/demo/	15	\$0.00
/leadership/	14	\$0.00

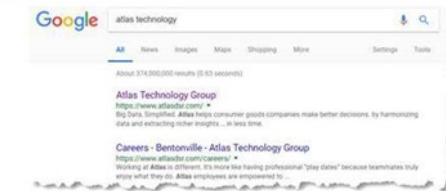
Last 7 days

PAGES REPORT

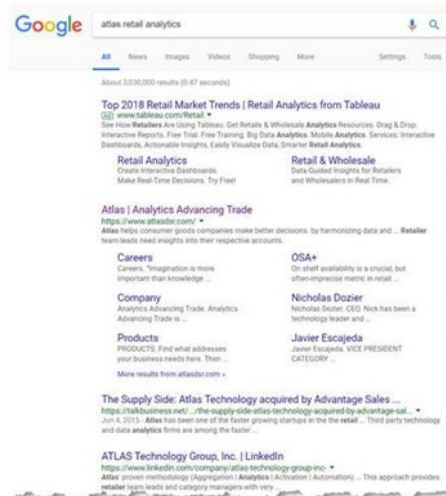
Organic Search

Some minor victories in the area of organic search. Keep in mind, prior to launching the new site, the only way we showed up on the 1st page (not the top spot on the 1st page – just somewhere on the 1st page; even below the fold) was to search on Atlas Rogers, AR.

I call these minor victories because each search query includes the word “Atlas.”



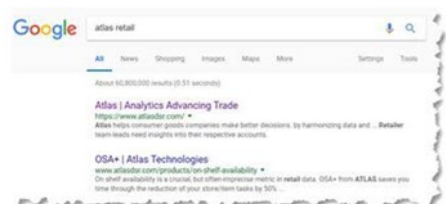
Top 2 organic spots



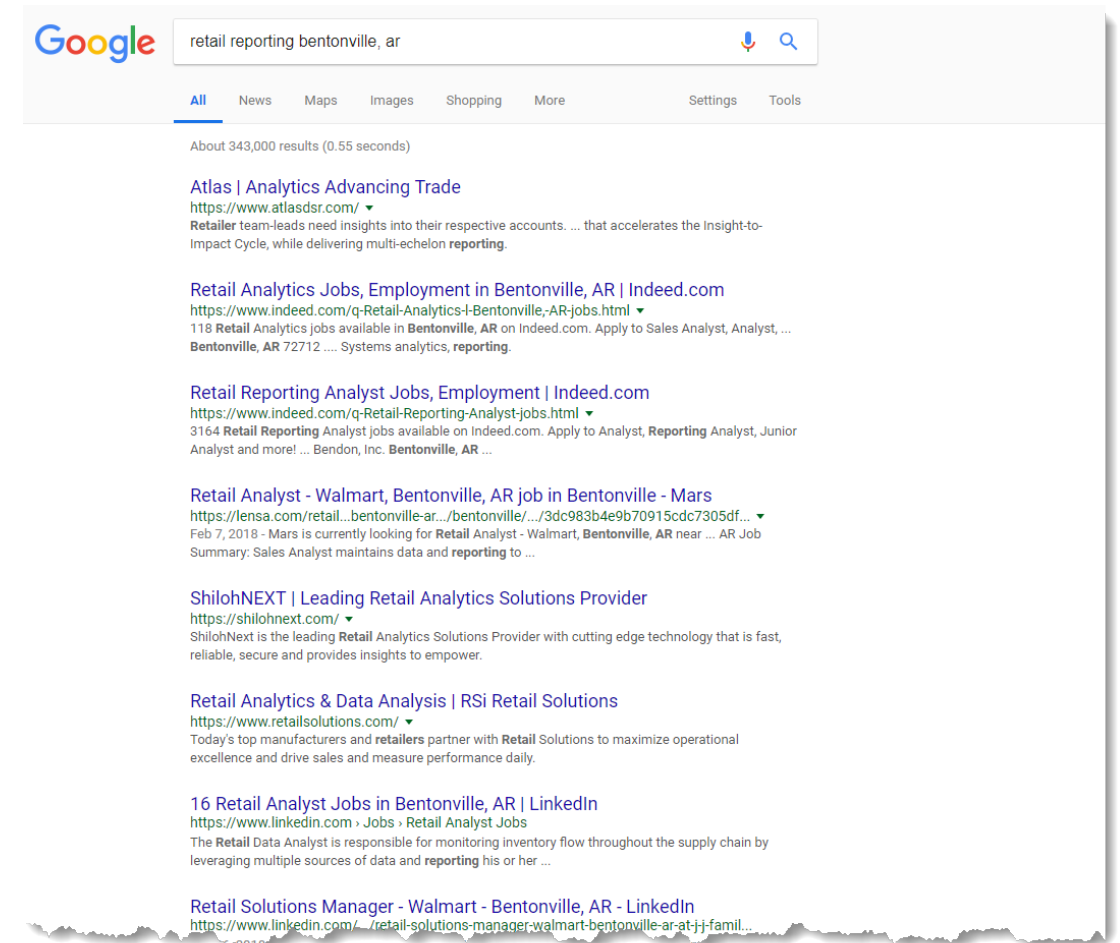
Good “brand association” by paid placement

Top 2 organic spots (older posts that were not being found due to indexing/ search issues (IMO))

Organic Position #3 from recent LinkedIn activities



Top 2 organic spots



Other Elements Inside the Atlas Marketing Playbook

Content Marketing

- ☐ Webinars
- ☐ Articles
- ☐ Blogs
- ☐ Podcasts
- ☐ Videos
- ☐ Infographics
- ☐ eBook (Gated Content)
- ☐ Case Studies
 - ☐ On-Line Posts
 - ☐ Downloadable PDFs
- ☐ White Papers (Gated Content)
- ☐ Social Engagement

Value-Added Pricing

- ☐ Discount (perceived) on Products and Services
- ☐ Client Agrees to Participate in Limited Joint Programs
 - ☐ Speaking Engagements
 - ☐ Roundtable Participation
 - ☐ Webinars
 - ☐ White Papers
 - ☐ Case Studies
 - ☐ Logo Placements (website)

SEO

- ☐ Dynamic Content
- ☐ Organic Search
- ☐ PPC
 - ☒ Keyword/Meta ~~Descr~~
 - ☐ Get estimate from ~~JumpFly~~
- ☐ Directories
- ☐ Links
 - ☐ Inbound
 - ☐ Outbound
- ☐ Portal (for New Clients)

Events

- ☐ Seminars
- ☐ Workshops
- ☐ Conferences
- ☐ Tradeshows

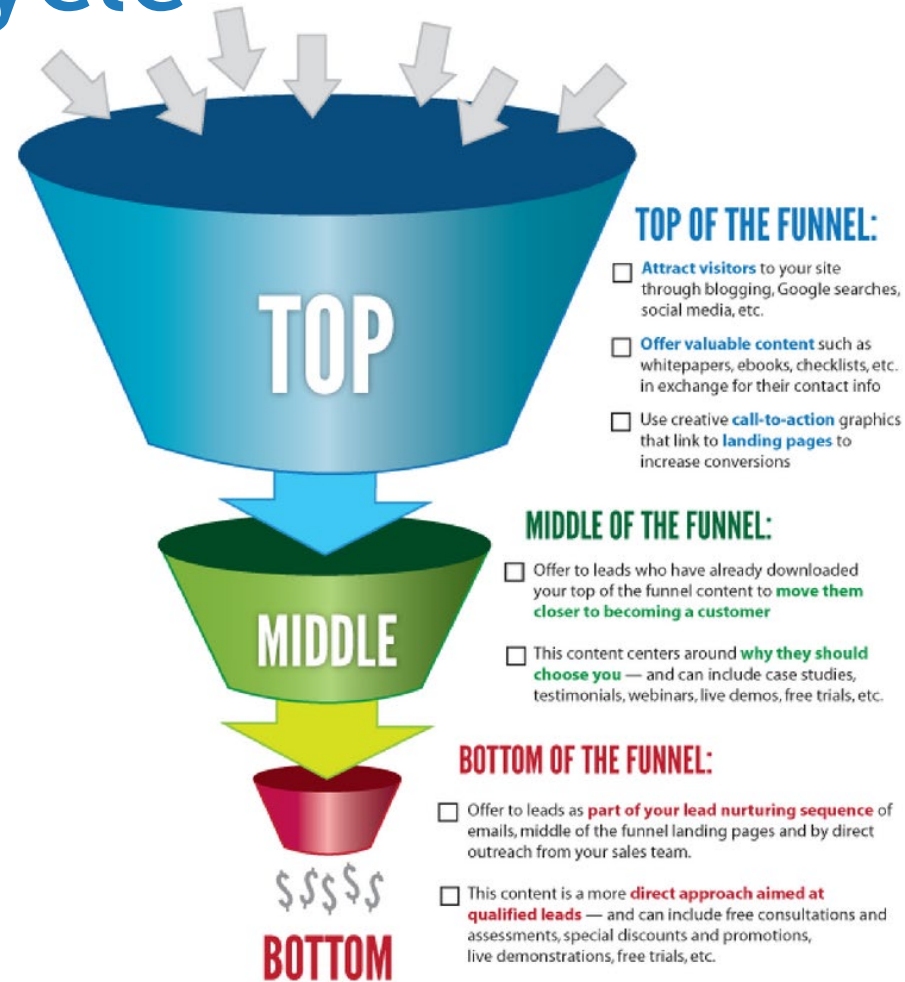
Email and Retention Campaigns

- ☐ Gated Content (for opting-in)
- ☐ Invitations/Notifications to Upcoming Events
- ☐ ~~eNewsletter~~ (opt-in only for Retention Marketing)
 - ☐ Select Service Provider, i.e. Constant Contact

Public/Media Relations

- ☐ Public Speaking
- ☐ Editorials
- ☐ Press Releases
- ☐ Community Involvement
- ☐ Advisory Board
- ☐ User Community

Targeted Communications Defined by the Sales Cycle



Web Traffic

Social Media

Pay-Per-Click

Organic Search

Gated Content for Lead Capture (Opt-In)



Case History

Demo

Close