



Content Marketing Program

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Thank you for allowing WebLift this opportunity to showcase our Marketing and website development services outlined in this document. I hope you will consider us for these monthly services and as a potential long-term collaboration.

WebLift has over 14 years of expertise in website development and Marketing services. We have worked with many different organizations in over 50 different cities and industries, so we understand the special needs and unique value of each project we work on.

Some of the organizations and businesses we've serviced include: Sonoma County, Sonoma County Water Agency, Casitas Municipal Water District, The Everglades Foundation, Climate Neutral Campus, Washington International Horse Show, Oregon State University Beavers, University of Alabama, University of Georgia, PR Newswire, ING, Capitol Supply, and Revenue Magazine, to name a few.

If given the opportunity, WebLift will work closely to help your business grow. Throughout your decision process, please remember that WebLift' customer service is unlike any other agency. You can reach us before and after hours as we are here with you every step of the way.

Thank you for your time and I look forward to hearing from you.

Regards,

A handwritten signature in black ink, appearing to read "Andrea Henderson", written over a horizontal line.

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What is Content Marketing?

Study after study has shown that consumers are becoming more effective at tuning out advertisements, commercials and sales pitches. Today's consumers demand engaging, informative, and helpful content. Content marketing is a technique which involves creating engaging content that will increase sales, organic search ranking, brand recognition and customer loyalty.

61% of consumers are more likely to buy from companies that provide custom content.

88% of B2B marketers use content marketing.

58% of internet users say digital ads are not trustworthy.

74% of consumers trust in informative content from a business

How our Content Marketing Program Works

Strategy that Ensures success - It starts with a content audit and analysis, then we create a custom content plan for your business which eliminates the guess work and delivers measurable results.

Content with Results - We go beyond branded content with articles designed to convert, increase engagement or do a mixture of both.

Promotion that Pays - Our social media posts are data driven with a proven record of directing traffic to your articles and pages and our link building campaigns ensure that your keyword rankings increase and your website increases in authority.

Custom Analytics - To ensure that your content is as effective as possible, we track metrics specific to your business and content plan providing a truly one of a kind analytics report.

Plans and Pricing

Plan	Frequency of Articles	Analytics Reports	Content Promotion	Price
Lite	4 per month (1 a week)	Every 3 Months	Posts on social media	\$299/mo*
Standard	12 per month (3 a week)	Once a Month	Posts on social media and a link building campaign	\$799/mo*
Advanced	20 per month (5 a week)	Once a week	Posts on social media, and a link building campaign	\$1,299/mo*

*Price is based on a 6 month commitment.

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Case Studies and Testimonials

ServerPronto

"ServerPronto's organic traffic has significantly increased since we hired WebLift. Thanks to their Content Marketing, SEO, social media, and PPC services we are getting more quality traffic than ever."

Chris Kurzweg, CEO of ServerPronto

ServerPronto is a dedicated hosting subsidiary of Infolink, one of a few profitable Data Center Corporations in the world. From its beginning in January 1999, Infolink served the "Value Orientated" segment of the Internet market. Not by offering a sub-standard product at a low price, but by offering a top-quality, feature rich product at an incredible price. They operate their own network in the USA and maintain redundant Fiber Optic Rings which allow them to directly peer with Tier 1 Internet Backbones.

They required a strong marketing strategy that would enable them to compete with IBM (through Softlayer), Microsoft (through Azure), and Amazon (through AWS).

WebLift has proudly maintained ServerPronto's website and all marketing and affiliate programs since 2003. Our services included a complete redesign for ServerPronto (www.serverpronto.com) around mid 2015, development, consulting, marketing strategy, design and, of course, content marketing.

Here are some details on the content marketing program WebLift provided:

- WebLift created [Serverpronto University](#) to keep their customers engaged with useful content
- Created a content plan to increase organic traffic
- Articles are created and posted on their site
- Content is made with SEO in mind

Even with Server Pronto's tough competitors, such as Microsoft and IBM, WebLift keeps succeeding in placing Server Pronto on the first page of Google for many of the top keywords potential customers use to find them online. The following are the top rankings in Google for Server Pronto on 2015:

Keyphrase	Avg Google Rank
affordable dedicated server	2
servers dedicated	3
dedicated server support	3
fast dedicated server	2

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freebsd dedicated server	1
webmin dns	2
affordable dedicated servers	2

The Team

[Anthony Sostre](#) is the head of WebLift's content marketing department, and uses principles of psychology, marketing, SEO, and copy writing to create content marketing programs which deliver a higher ROI and better results.

[Jia-Ying Lin](#) is a social media marketing expert who uses her diverse experience in online marketing to ensure your business makes the most of its social media and content marketing campaigns.

[Pedro Sostre](#) is a New Media entrepreneur who understands how to blend art and business to reap financial rewards. Recognized as an Internet business and marketing guru, Pedro is an accomplished affiliate marketer with several successful Internet properties that prove Conversion Design works.

Example Content Plan:

Content Marketing Plan: Client

Objectives:

1. Increase brand awareness and loyalty.
2. Gather a large audience filled with potential customers.
3. Increase SEO.

Goals:

1. Increase keyword rankings.
2. Increase organic search traffic and convert visitors into subscribers.
3. Use increased traffic and followers to generate leads for trailer sales.

Strategy:

1. Target the keywords that client almost ranks for.
2. Use how to and advice articles to become the go to source for trailer related information.
3. Encourage readers to subscribe and share content.

Target Audience: Race Teams with a need for high end trailers

What's in it for visitors? Advice, how to's and other useful information on how to make the most of their trailers.

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Topics: Trailer Financing, car hauling specific how to's (target race teams and car collectors), trailer maintenance and repair, trailer purchasing advice

Serving sizes & frequencies

Frequency	Length	Content Type
Once a Week	500-700	Engagement Article

Example Article:

Link is here: <http://www.weblift.com/blog/the-4-conversion-design-elements-that-ll-save-your-website/>

THE 4 CONVERSION DESIGN ELEMENTS THAT'LL SAVE YOUR WEBSITE

What do you think is necessary for a successful website?

A beautiful design?

Valuable web content?

Good SEO?

Marketing campaigns that drive traffic?

A website with all the above will attract visitors and provide a great user experience, but it is missing one crucial element for success - conversion.

The most visually appealing websites will die if they are not optimized to convert their users. These 4 conversion design elements will help you convert more traffic and increase your revenue.

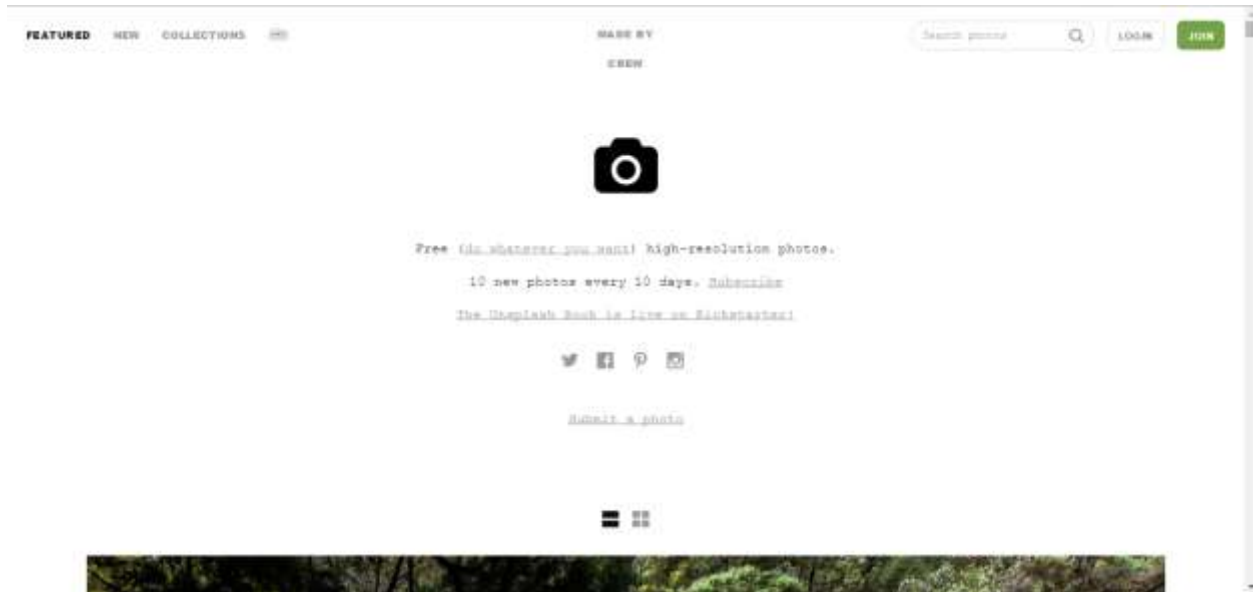
1. White Space

The simplest definition of white space is the lack of any clutter around text or an object. An often used example is Google's search page, but I think a better example is [Unsplash](#). (Unsplash provides free, high resolution photos and is awesome. Bookmark it.)

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Unsplash is a great, real world example of white space. There is no menu. No complicated web design. No clutter at all.

Unsplash does such a great job of using whitespace that it's impossible not to read the 3 lines of text, wonder what the Unsplash book is about, and follow Unsplash on social media.

The reason white space is so effective is because its simple, and the desire for simplicity in products, marketing and even design has been growing more and more.

Simplicity is highly appealing in a world that is getting more and more complex.

[Forbes](#)

As time goes on, we will see an increase in the demand and usage of white space in website design. This doesn't mean that you need to remove your menu, chuck you website design, and leave less than 140 characters telling users to sign up or buy. It just means that you should consider removing some of the clutter on your website.

2. Contrast and Color

Yes you've heard it a million times. No you're not doing it right. Yes you need a reminder on how to properly use contrast and color.

Now that we are on the same page let's go over contrast and color. Here are a few quick rules for using contrast and color properly:

Try not to use more than 4 colors. Even 4 itself is pushing it. The recommended number of colors for web design is 2 to 3.

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Save one of your colors to be used exclusively for persuading your website's visitors to commit an action. (Use this color in your CTA, sign up forms, buy now links, etc.)

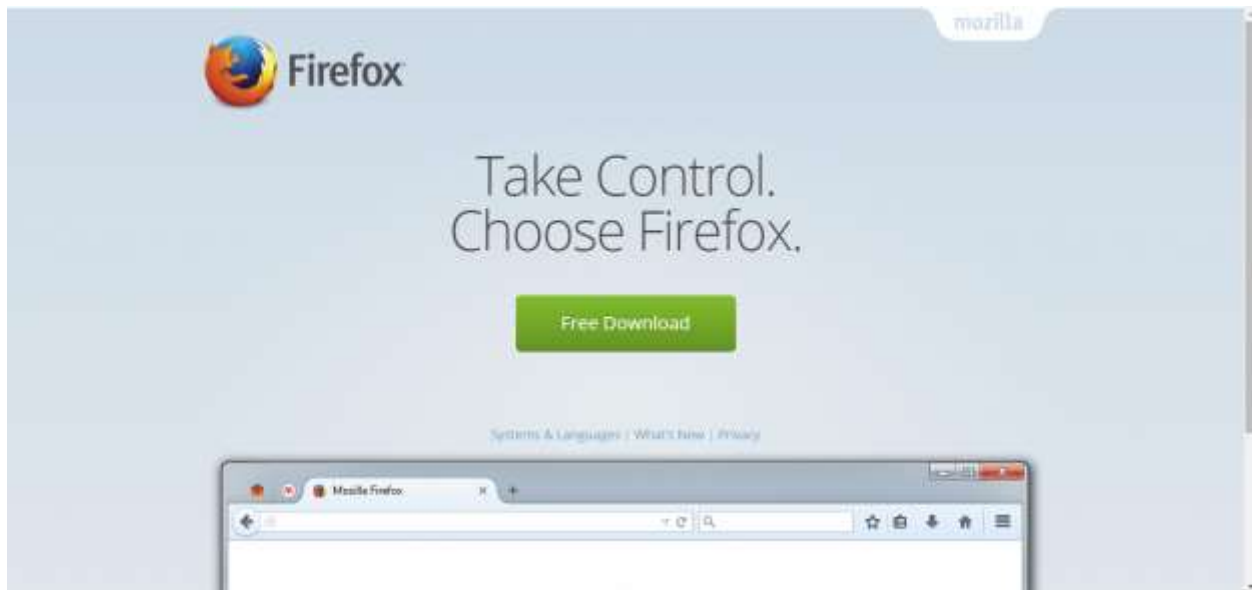
Make sure your images don't conflict with your websites color choices, or interfere with the contrast your website uses.

Use colors that create a desired psychological impact on your users.

Choosing the Colors for Your Website

Two great resources for choosing your website or brands colors are Paletton and Colour Affects. [Paletton](#) is an online color wheel which can show complimentary colors, triad colors and more. Use this to find colors that will create contrast while still complimenting each other. [Colour Affects](#) will show you all the positive and negative impacts each color may have.

Example of Contrast and Color Being Used to Increase Conversions



The [download page for Firefox](#) features a green download button on a blue background. The green is used only on the CTA for downloading creating good contrast and the blue background conveys trust while the green button conveys reassurance. In other words, Mozilla has this color and contrast thing down.

3. Directional Cues

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Directional cues can be either subtle like the rocket in the design of [Gift Rocket](#) or obvious such as on the [War Child website](#).

A directional cue nudges the user towards a call to action, testimonial or other important piece of information. This can be done with arrows, a person or animals line of sight (people tend to look where another animal or person is looking), or a subtle indicator like the rocket above.

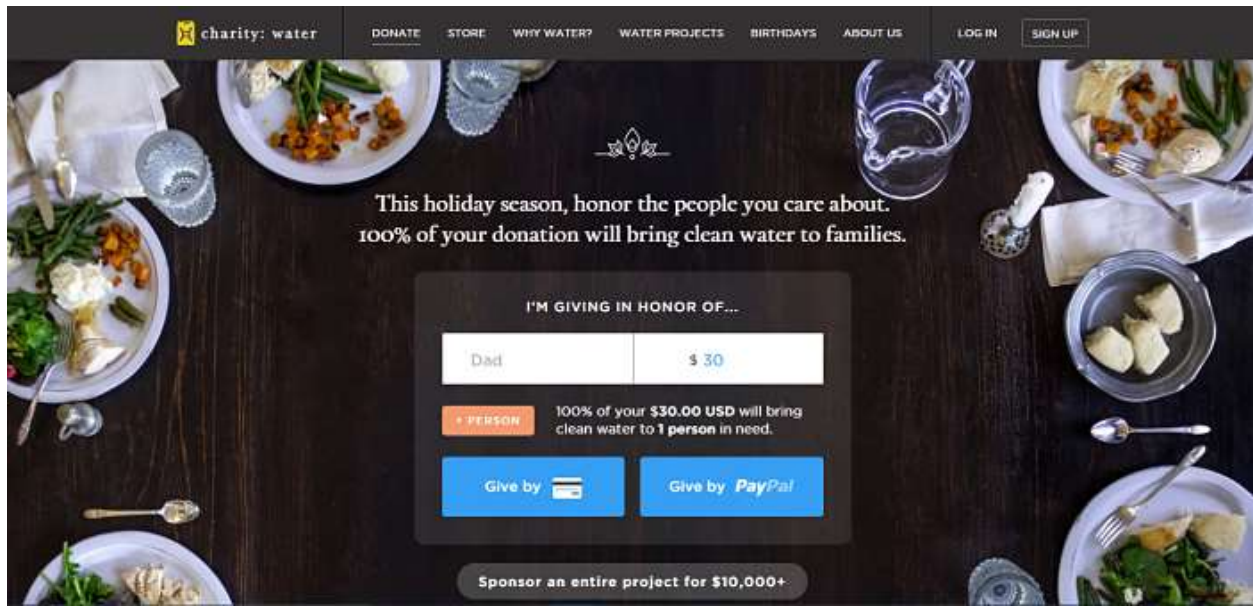
4. Encapsulation

Encapsulation is a design technique which involves framing an area or an object in order to capture the eyes of your website's visitor. It's an easy way to ensure that certain pieces of information, forms or buttons get the attention they need. Encapsulation comes in many different forms and can be achieved with the use of an image, a graphic or a simple frame around the point of interest.

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Charity Water uses multiple forms of encapsulation. The image itself adds encapsulation with its plates, glasses, and silverware framing the information in the center of the page. Then to go a step further, the donation area is placed in a transparent frame. The two layers of encapsulation make it almost impossible to move your eyes away from the donation area.

Conclusion

Hopefully, these 4 conversion design elements will help you create a purpose driven design. Using conversion design as the basis for your websites design will result in webpages that are visually appealing and convert like crazy. [Contact us](#) if you're still having trouble converting your website's visitors, or you don't know how to get started with conversion design and you can speak with the creator of conversion design himself: [Pedro Sostre](#).

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