



# CONTENT MARKETING PLAN



**KEY** DIFFERENCE  
M E D I A  
CONTENT MARKETING UNLOCKED

[KEYDifferenceMedia.com](http://KEYDifferenceMedia.com)

## 1. THE OBJECTIVES



To generate multiple types of content from a single source and ready them for publishing.



To gain maximum exposure for the created content by targeting multiple audiences across high-traffic websites.



As a result, generate traffic to a chosen URL for lead and sales conversion.

## 2. HOW IT WORKS- THE 3-STEP PROCESS

### STEP 1: CONTENT REPURPOSING

We take your existing content and repurpose it into multiple different assets, such as audio, video, slides, image quotes and more.

For example, you may have a high quality blog post article on your website that we can re-purpose into a PPT presentation, a YouTube video, a Slideshare Upload, a podcast, an infographic, an eBook, a whitepaper, a 'how to' guide or even an image.

We can also start with a video that you created and strip the audio to create a podcast or transcribe the video to convert it into an article.

There are dozens of content types that can be derived from a single piece and we brand all these types to fit your business' core message as we prepare it for step 2.



## WHAT ARE THESE TRENDS?

### STEP 2: THE DISTRIBUTION

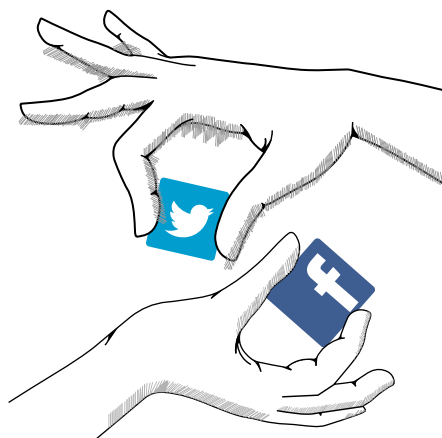
We then distribute all of these content types to the relevant websites where your target audience can be found. The main advantage is that there is already an audience willing to engage with your freshly created content in every format.

We also ensure there is a unique title and description so the content can be immediately indexed by search engines such as Google, Bing and Yahoo making it easy to find. Each piece of content will also have an appropriate “Call to Action” and a link to direct your target audience back to your website or landing page for lead or sales conversion.

### STEP 3: THE SOCIAL SHARE ELEMENT

Finally we interlink this freshly created content with your social media accounts so your audiences can engage with your content utilizing the media of their choice. This makes it easy for them to comment on and share your core message with their networks.

By sharing your content with their networks your existing audiences attract a fresh wave of new visitors who resonate with your messages as they continue to benefit from fresh, unique content regularly.



### 3. THE KEY BENEFITS



Creates tons of content optimized for multiple media platforms



Publishing on high-traffic websites positions you as an Authority in your niche



You can then use that Authority status to generate a steady stream of qualified leads



Easily convert those leads into sales at leisure







Create a strong brand that commands respect



Easily dominate your niche market



Be one step ahead of your competition with high quality, optimally positioned content.



Get all of these benefits at a fraction of what you would ordinarily pay for traditional digital marketing



Create a steady revenue stream from pre-qualified online leads



Increase your own Google Rank by building strong backlinks from highly ranked websites



## Client Showcase - Marni of Wing Girl Method

Wing Girl Method is a 10-year old US business dedicated to teaching men techniques to get any woman completely addicted to them. Declining traffic and sales had replaced their previous success, and Wing Girl Method was in serious trouble without any way to reverse their downward trend.

We repurposed their existing content, focused on targeting a wider and fresher audience, and started deploying extremely effective digital campaigns. The result? **A whopping 51% increase in revenue.**

**In only 10 days, their website activity, social media engagement, and traffic had climbed back up.** We optimized their website, their social media, and their online presence, resulting in a 100% increase in traffic and thousands in sales - all within the first two weeks!

Do you want an increase in traffic to your website, increased conversion rates, and increased sales? Our methods are not only guaranteed to bring you results, **they will bring you results that last.**





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**WANT A STRONGER, BETTER  
ONLINE PRESENCE?  
INCREASED EXPOSURE,  
CONVERSIONS AND SALES?**

**Contact Us for a  
Consultation Today**