



Content Marketing Proposal

presented by



Overview

Cleansleev is a brilliant product line, perfectly timed for the now prolific use of mobile phones and tablets, and the related explosion of mHealth development and adoption. Moreover, they are simple and inexpensive products that can have a dramatic impact on the health of both patients and physicians, while simultaneously improving the bottom line for medical institutions and insurance providers.

But even with all that was working in their favor, Cleansleev products never really got off the ground. This is due in large part to the original go-to-market strategy being built around old-fashioned, one-to-one sales. Cleansleev is a modern solution to modern problems, and as such it should have a modern marketing push. We believe that a properly executed content marketing campaign will be the perfect platform to relaunch Cleansleev and garner the positioning and recognition which are rightly deserved.

This will be a long-term campaign that builds thought leadership and media around a strongly defined and owned healthcare niche. The strategy is not about generating instant sales or ROI. Rather this is about establishing a credible name and reputation within the healthcare and mHealth ecosystems. This will allow companies and practitioners to discover Cleansleev and understand the value the products represent, before ever speaking to any salespeople.

Content marketing generates 3x as many leads as traditional outbound marketing, but will cost a company 62% less money.

Demand Metric, A Guide to Marketing Genius: Content Marketing Infographic

Redefining the Brand

In the past, Cleansleev was discussed in a very plain, matter-of-fact way: this is what the product is and does. Going forward, we feel it is important for the company to express a moral motivation behind the brand, to elicit an emotional connection with its messaging. With this motivation in mind, we will reframe the context of all messaging to: show a problem and the solution. The result is something along the lines of “Healthcare-associated infections are increasingly prevalent. Cleansleev can help.” – only snappier.

The new language will be more than just slogans or corporate boilerplate; this will be a new and defining philosophy for the brand. This concept will inform all company writing and content development, social media activity, publicity, strategic partnerships and anything else publicly facing. Staying consistently true to this new direction will be one of the main factors in helping to build brand reputation and authority. To be effective, this practice must be diligently observed by all those working at or for Cleansleev.

71% of B2B buyers who see personal value in their business purchase decision will buy a product.

Google/CEB, From Promotion to Emotion: Connecting B2B Customers to Brands

Content Focus

Up to this point, Cleansleev and its evangelists focused their energies on associating the brand with the general mHealth market. Following the new brand philosophy, the focus going forward will be far more refined and specific. All efforts will be made to associate the brand with expertise on healthcare-associated infections (HAIs) and advocacy for prevention. The conversation will be much bigger than the Cleansleev product line, including such topics as the proper sterilization of surgical instruments and support for national healthcare cleaning standards. Of course the product line will be skillfully worked into the conversation, where appropriate.

The new campaign will be a delicately crafted balance of paid, earned and owned media, offering original, curated and possibly licensed content. Hard statistics will be an important feature of the original content. This will require a great deal of research into relevant findings from the Center for Disease Control, the National Institute of Health, the American Medical Association, the American Hospital Association, the Infectious Diseases Society of America, the Journal of Infectious Diseases and any other related organizations or publications. Additionally, ongoing monitoring of these sources will be great for identifying content to curate.

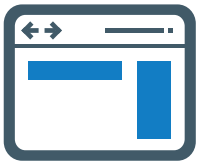
It is also worth considering having Cleansleev sponsor an original study. Rather than a complicated, scientific review, it could be a simple survey of hospital employees. Questions would be about anecdotal observations and personal beliefs. The result could be a powerful and exclusive marketing tool for the brand to wield.

87% of B2B buyers say that content has an impact on vendor selection.

CMO Council, B2B Content Marketing Report

Content Dissemination

To properly support the proposed content marketing campaign, the rebooted Cleansleev will communicate across more channels than ever before. A master content calendar will be developed to plan out the specific dates and details for each of the communication channels, in parallel.



WEBSITE

Cleansleev.com will be redesigned to emphasize research and advocacy related to HAIs. The centerpiece will be a new blog which will be the primary home for original content, relevant industry news and possibly licensed content. A portion of the site will of course remain dedicated to product sales, with a link to the main ecommerce landing page being part of the website's persistent navigation.



EMAIL

The website will offer email signup for visitors to receive alerts about new blog posts. Larger content pieces, such as infographics and white papers, will also require email registration/login to download or view. To capitalize on email leads, we will develop a quarterly Cleansleev email newsletter. The newsletter will recap the most important original company content and industry news of the previous quarter.



SOCIAL MEDIA

Cleansleev brand pages will be created on LinkedIn, Facebook, Google+ and YouTube, and the existing Twitter page will be refreshed. The social media channels will be used to spread awareness and reach of blog content. These channels will also serve as the main home for curated content. As this is a B2B focused brand, with the exception of retargeting, any paid social promotion should be done on LinkedIn.

Average website conversion for companies with defined content processes is nearly 2x that of companies without.

Kapost, *Content Chaos* Infographic

Content Dissemination



PR

Press releases should be sent out whenever applicable. If Cleansleev forms any strategic alliances, releases or sponsors any studies, expands the product line or even sponsors an industry event, word should be put out not just through the blog and social properties, but also through traditional media channels. Along with the blog and social channels, this practice will help improve brand SEO.



EARNED MEDIA

Cleansleev should work proactively, if not relentlessly, to gain coverage from media companies, industry websites, medical journals and any other venue of note. Efforts should also be made to have these outlets recognize Cleansleev as an authority on HAls. Payoffs can include product evaluations, company write-ups and inclusion in listicles (e.g. 20 must-have medical and/or mobile innovations).



NATIVE ADVERTISING

If properly executed, online advertising can actually improve brand perception. Targeted, native ads within relevant websites, blogs and emails will help associate Cleansleev with trusted industry leaders. To this end, all such ads must be (or link to) valuable content, such as articles, infographics, white papers, etc. These ads will be carefully designed to match each host platform's editorial tone and voice.

70% of people prefer learning about a company through articles rather than through advertisements.

Demand Metric, A Guide to Marketing Genius: Content Marketing Infographic

Content Formats

When we talk about creating marketing content for Cleansleeve, don't picture dry reports on infection rates. Data from such sources will be useful for us to speak intelligently and authoritatively on the subject matter, but the content will be much more varied and engaging.

TESTIMONIALS

The best possible content is showing satisfied customers. This will be done via testimonial videos, testimonial quotes and case studies. If there are no good choices for testimonials right away, the next option is to find a respected physician, preferably someone outspoken on HAIs. Rather than discussing personal experience with Cleansleeve, they can speak to the general need for the product lines and the benefits for patients and physicians.



Nearly 90% of B2B marketers identify customer testimonials and case studies as the most effective content marketing tactics.

B2B Technology Marketing Community, B2B Content Marketing Trends Report

Content Formats

VISUAL MEDIA

Infographics and videos will be created to show up-to-date rates of infection and other relevant statistics, perhaps broken down geographically and/or historically. But we will also go far beyond mere stats. For instance, imagine an infographic about the everyday items which doctors touch, but often forget to clean. In addition to viewing online, the infographic could be printed out poster size, to hang on exam room walls. The same idea could also be turned into a reminder-style mobile app for physicians.



Since 2012, search demand for infographics has increased over 700%.

Neilpatel.com, How to Double Your Traffic with Infographics

Content Formats

WRITTEN MEDIA

Even white papers can be more than the obvious. Picture, for example, a white paper that plainly spells out the cost savings which the Affordable Care Act offers to encourage preventative measures and technological development. Cleansleeve products wouldn't even need to be mentioned by name for their value to be understood. Pieces of said document could be easily broken out for social media and perhaps even translated into video.



60% of people are inspired to seek out a product after reading content about it.

Kapost/Pardot, The Blueprint of Modern Product Launch Marketing

Results

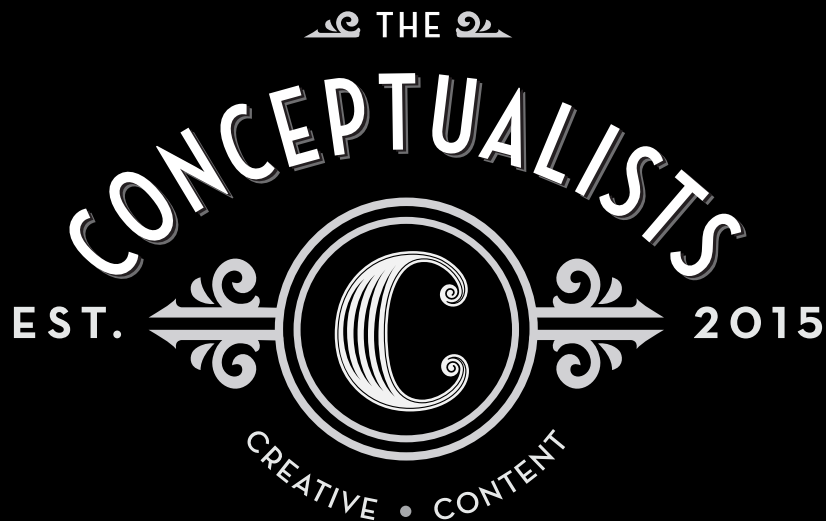
By timing a relaunch of the product line with the implementation of all or even part of the content marketing strategy spelled out in this proposal, we are confident that Cleansleeve will experience a strong return.

Benefits will include:

- ✓ *expanded brand awareness*
- ✓ *lift in brand reputation*
- ✓ *greater perception of product value*
- ✓ *increased website traffic*
- ✓ *elevated social media engagement*
- ✓ *higher email subscriptions*
- ✓ *improved product sales*

66% of the most effective B2B marketers have a documented content strategy.

Content Marketing Institute, B2B Content Marketing Benchmarks, Budgets, and Trends



Large or small, every company has a unique story to tell. We want to help you shape and share the narrative of your business into a successful content marketing strategy.

Honest, well crafted content builds better connection with an audience than any SEO gimmicks or social media algorithms.

The Conceptualists is comprised of innovative content, production and creative specialists, with deep knowledge of marketing and brand development. We are storytellers with keen understanding of what motivates people to interact with a brand in a cluttered marketplace and a proven track record of developing effective messaging to increase target audience engagement.

Satisfied clients include AirBNB, IBM, JP Morgan Chase, MTV, VICE Media and Bausch + Lomb.