




 **Castleford**


Content production, strategy
and technology



Why Content Works

Google's updates continue to reward sites with better content

- ⌘ **Panda:** targets sites with duplicate or low quality content
- ⌘ **Penguin:** punishes sites for keyword stuffing and links from weak domains
- ⌘ **Hummingbird:** uses searcher intent to return more precise results



Why Content Works

Bloggging will help your website win more traffic and generate more leads

- ✠ Bloggging **15x per month creates 5 times** more traffic (*Hubspot 2014*)
- ✠ Bloggging **15x per month creates 12 times** more inbound leads (*Hubspot 2014*)
- ✠ Sites with **>200 blog posts generate 5x more leads than those with < 10** (*Hubspot 2014*)
- ✠ Content marketing costs **62% less than traditional marketing and creates 3x the leads**
(*Demand Metric*)



Why Content Works

Our content will also help you define your online brand and engage your audience

- ❖ Compelling content is a **top 3 reason for following brands** on social media (*Content+*)
- ❖ Great **content gives fuel** for social and email, and drives traffic to your site
- ❖ **B2B buyers are 57%** through the purchase process before engaging a salesperson (*CEB*)
- ❖ **85% of B2B** decision makers say content affects their purchase decisions (*CMO Council*)
- ❖ **61% of consumers** are more likely to buy from brands that publish regular content (*Custom Content Council*)
- ❖ Website conversion rate is nearly **6x higher** for content marketers (*Kapost*)





What we do

Blogs | Landing Pages | Downloadable
Content | Reporting



Blogs

Quality editorial, graphics and video content for company blogs

- ⌘ We can integrate our content API into your existing blog, or build you a new blog
- ⌘ Our specialist in-house teams will then keep your blog updated with fresh content
- ⌘ Your content will be optimised for search and promoted on social media





Landing Pages

Quality landing pages will win you more search traffic and generate more leads

- ⌘ If your existing pages need improving, we can re-write copy or create custom banners and calls-to-action for them
- ⌘ We'll also point out opportunities to create new pages that can help you compete better in search and convert more visitors into customers





Downloadable Content

Compelling downloads to establish thought leadership and capture leads

- ⌘ We'll create compelling downloadable content and host it for you on our platform
- ⌘ We'll promote your downloads on your blog and landing pages, and we'll use them to capture leads for your business





Strategy & Reporting

A Google-certified strategist will run your content strategy

- ✦ You'll get an initial SEO health check to identify quick fixes on your website, followed by regular performance reports to show ROI
- ✦ We'll do your keyword research and build a rolling Content Plan specifically for your business
- ✦ We can also run paid campaigns to promote your blog, landing pages and downloads through LinkedIn, Facebook and Google AdWords





How we do it

In-house Production | Content Menu
Content Plans | Experience



In house Production

Specialist teams to create and deliver integrated content strategies

- ⌘ Writers, researchers, editors and designers
- ⌘ Animators and video producers
- ⌘ In-house developers
- ⌘ Google-certified content strategists





Flexibility

Huge range of content options and no long-term tie in

- ⌘ Our content menu features a very broad range of content
- ⌘ Everything has a unit price, which means great flexibility for you
- ⌘ Your Content Strategist will take responsibility for driving your content plan





Clients

Live Examples | Testimonials

Client Examples

FOXTELTM

BDO

Ray White[®]

LJ Hooker

 **QBE**

HUTCHINSON
BUILDERS
Established 1912



Client Examples





Testimonials

Once I commenced our campaign, I was further amazed at the professionalism, talent and organisational skills of the Castleford team. It is a relief and a pleasure to have them looking after [our business], and my confidence in their ability to follow through on the goals of our campaign was put to rest early on. The research the writers conduct into the feel of our company, the various topics and the goals of the articles, are present when I read them, and have shown in our increased organic traffic.

Business Manager & Marketing Manager, Australian training institute

During our two year relationship I have found Castleford to be knowledgeable, adaptable and extremely supportive in helping us achieve our SEO goals. The briefing process was straight forward, the technical integration with our website did not require enormous intervention from our team and the articles Castleford now produce are on time, meet our expectations and have positively impacted our ranking performance for our key words.

Director of Operations & Customer Excellence, Australian executive recruitment company

The Castleford editorial teams have subsequently been able to translate these requirements into engaging and relevant content that is always topical and of interest to our audience. Furthermore, because the teams are based locally, it has been easy for us to come together for reviews and for subsequent discussion meetings around new requirements. We have always found the Castleford team to be extremely professional and responsive to our changing needs and we believe that they have contributed to, and enhanced, our growing market presence and reputation for quality online content that informs and educates our audience.

Marketing Executive, NZ based software company





Next steps

Getting Started | Commercial Terms



Subscription

Fees

- ♜ Technology Platform: \$200 + GST per month
- ♜ Content Subscription: Monthly fee based on number of Content Units
- ♜ Image Package: \$100 + GST per month





Commercial Terms

Flexible agreements with highly competitive and transparent pricing

- ⌘ Rolling monthly contract with a minimum term of 6 months
- ⌘ Monthly billing – 1st invoice when agreement signed, 2nd one month after production begins
- ⌘ No charges for the API integration and set-up work
- ⌘ Flexible start date to fit in with your busy schedule



Presented by: Stephen Rogers

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