

Marketing Blueprint For **Apollo Technologies, Inc.**

January – June, 2015



| Content Marketing Overview | 4 |
|---|----------|
| Apollo's Starting Point: | 5 |
| Website Analytics | 5 |
| Lead Generation Statistics | 6 |
| Lead Conversation Rates | 7 |
| Choosing the Optimum Market Niche: | 8 |
| Online Publishers | 9 |
| Competitive Technology Companies | 10 |
| Apollo's Prospective Buyers: | 11 |
| Apollo's Ideal Customer | 11 |
| Buyer's Journey | 12 |
| The Lead Cultivation Process | 12 |
| Lead Cultivation Process | |
| Content Creation: | 1. |
| Key Questions Prospective Buyers Ask | 14 14 |
| | |
| Premium Content to Develop | |
| Blogging for Lead Generation | |
| Lead Cultivation in the Consideration Stage | |
| Lead Cultivation in the Decision-Making Stage | 18 |
| Helping Customers Succeed With Content Marketing Case Studies | 18 18 |
| case studies | |
| Content Promotion: | 19 |
| LinkedIn | 19 |
| Write Guest Articles | 20 |
| Syndicate Blog Posts | 20 |
| Build Relationships with Key Influencers | 21 |
| Engage Through Social Media | 21 |
| Build Impact's Email List | 21 |
| Mail to Top Prospects | 21 |
| Measuring Success: | 22 |
| Primary Goals | 22 |
| Secondary Goals | 23 |
| Let's Execute! | 24 |
| Appendix A: Website Analytics | 25 |
| Appendix B: Content Development Schedule | 27 |

TABLE OF **CONTENTS**