Callahan Content Marketing Program





Overview

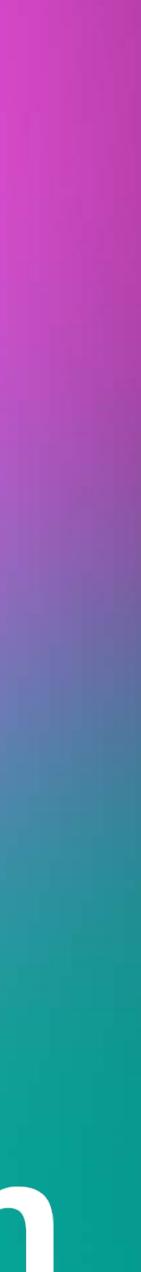




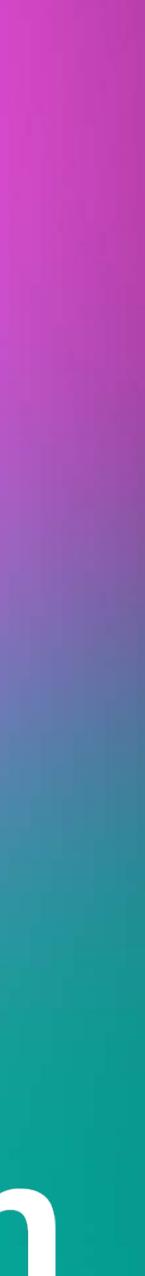


Goal: Generate ideal new business opportunities for Callahan by creating digital marketing systems and nurturing habits that have a measurable impact on our bottom line.

Calaba



Differentiate by our expertise. Be recognized and pursued for that expertise.



How it works / A typical marketing director



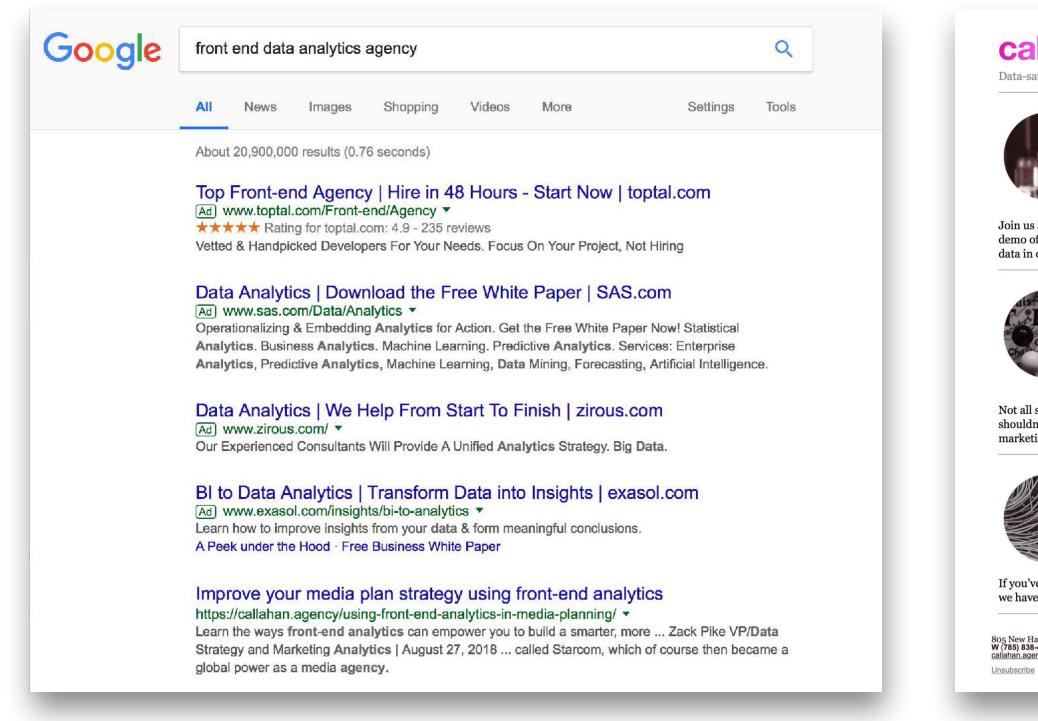
"I need to understand more about marketing analytics..."



Increase awareness through search, email and social

Search

Email



callahan

Data-savvy brand strategy and inspired creativity

Callahan's Intelligence Platform: smarter, faster marketing planning

Zack Pike & Jan-Eric Anderso

Join us at 1:00 pm CT on August 16 for our live webinar. In the session, you'll see a demo of our Intelligence Platform and how we use it to store, organize and visualize data in order to uncover aha insights for smarter marketing strategies. Register now



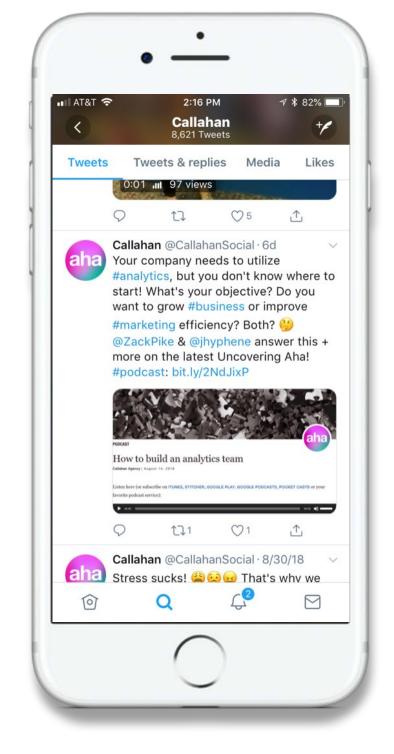
Not all stores are created equal, and to realize the best possible business results, they shouldn't all be treated equally. But how do you know when Store A should get more marketing support than Store B? Learn more



PODCAST Attribution modeling is bullsh*t Zack Pike & Jan-Eric Anderson

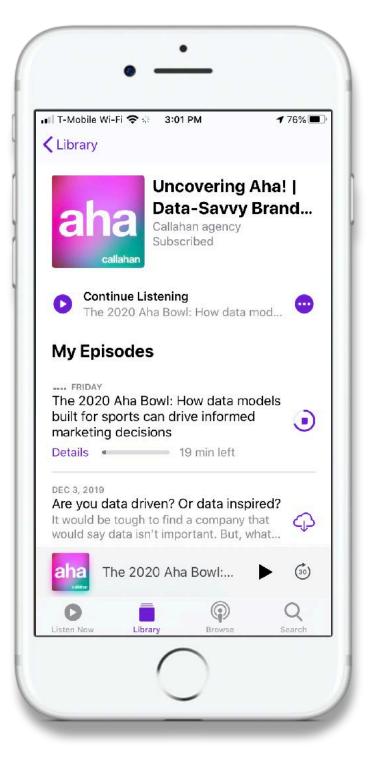
If you've ever worked with an attribution model or are considering investing in one, we have some bold opinions and practical advice you should hear. Listen now

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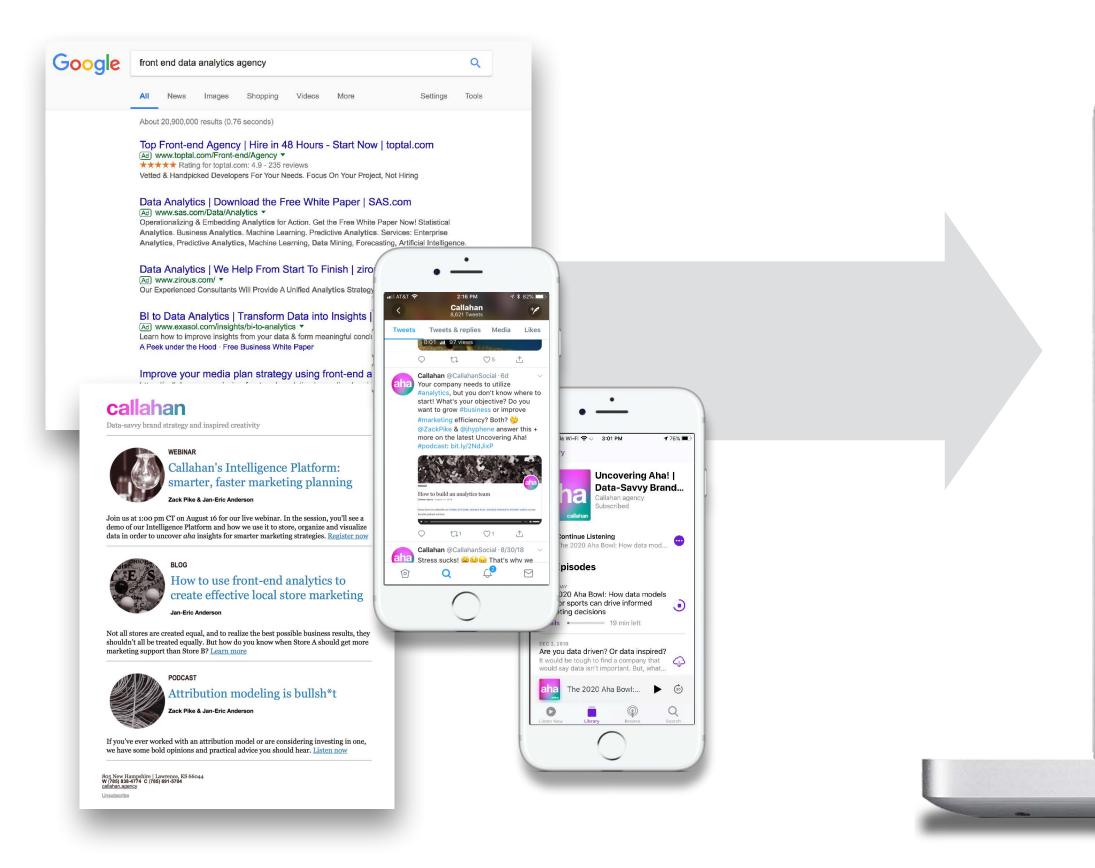
Social

Podcasts

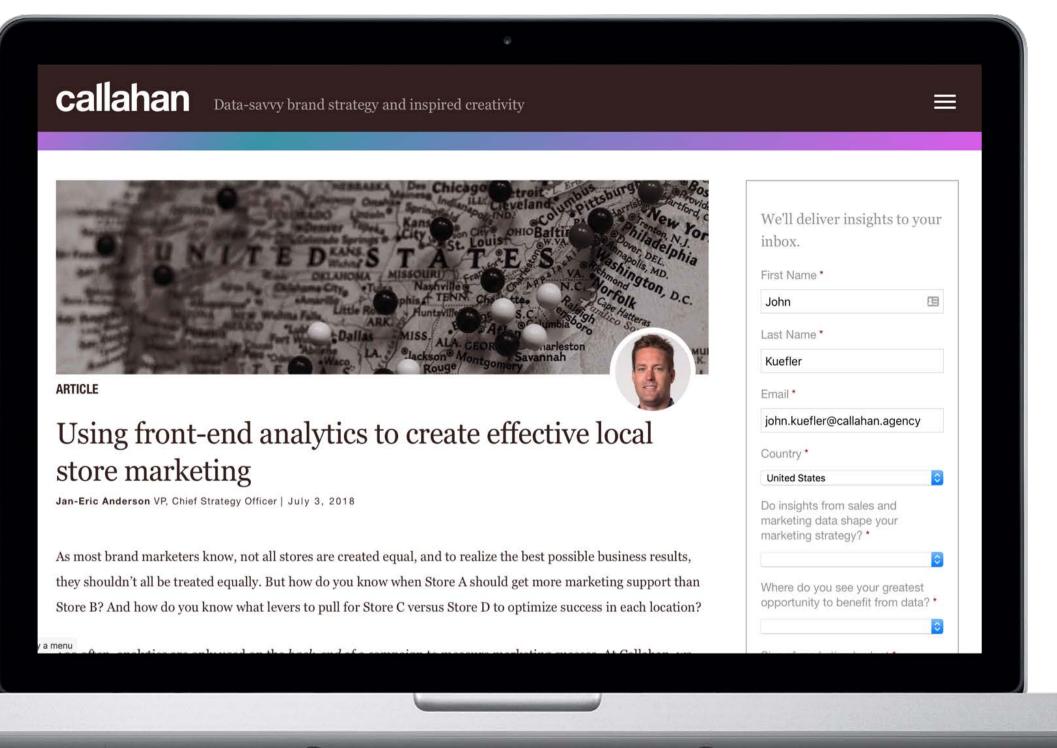




Drive traffic to website content



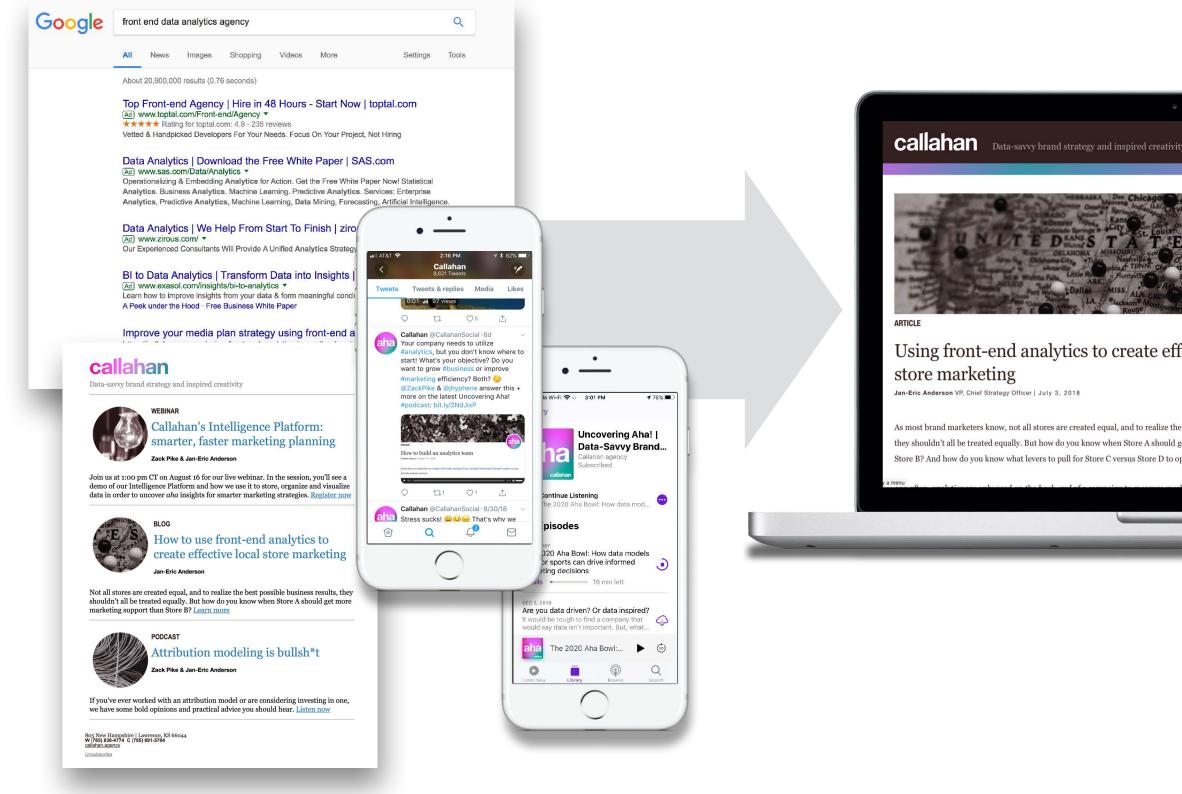
Blog







Pique the interest of prospective clients



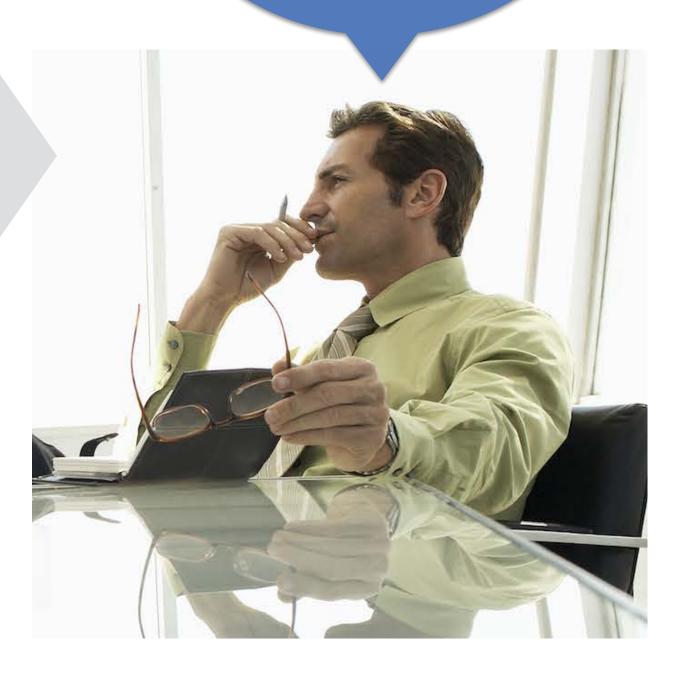
Using front-end analytics to create effective local

as most brand marketers know, not all stores are created equal, and to realize the best possible business results hey shouldn't all be treated equally. But how do you know when Store A should get more marketing support than tore B? And how do you know what levers to pull for Store C versus Store D to optimize success in each location?

We'll deliver insights to you inbox. First Name * John ast Name Kuefler Email * john.kuefler@callahan.agency Country * United States Do insights from sales and marketing data shape your marketing strategy? *

Where do you see your greatest pportunity to benefit from data?

"You've got my attention."







Get them asking, "Who are these guys?"

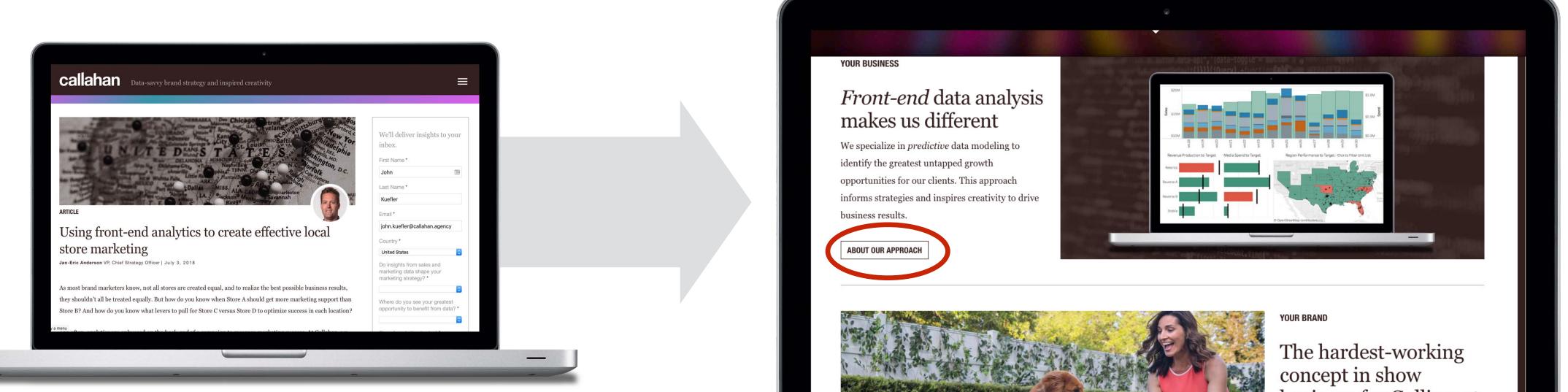








And, encourage them to explore for the answer



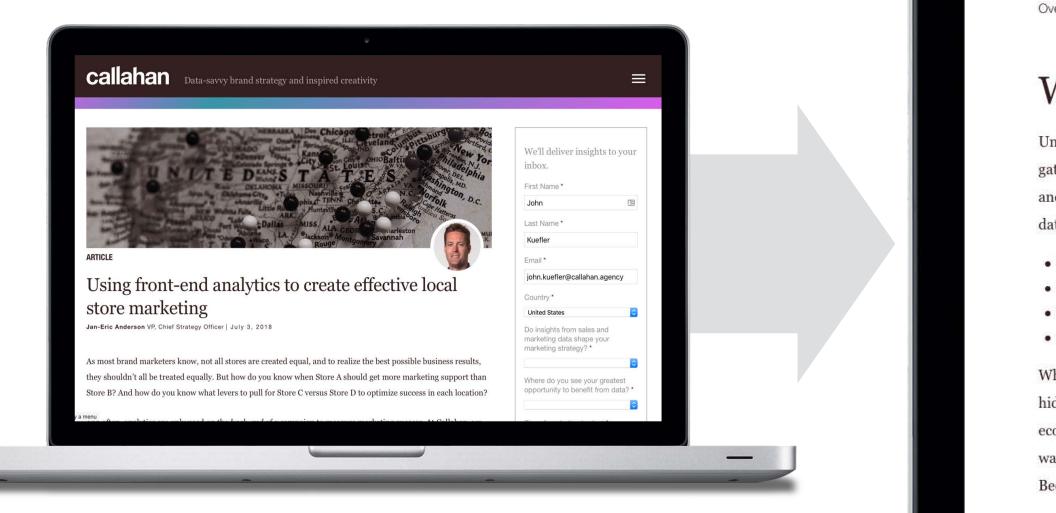


business for Galliprant

Nothing celebrates the joy of having your dog being active again like the music of James Brown. And nothing drives brand engagement like best-



Deeper...



Callahan Data-savvy brand strategy and inspired creativity

Overview Our Approach Intelligence Platform Problems We Solve Retail Strategy

We start with *front-end* data analysis

Unlike other agencies that only use analytics to measure marketing results, we start with data. We gather the most relevant information in our INTELLIGENCE PLATFORM, apply world-class analytics and modeling, and create meaningful insights that help our clients make better decisions. Analyzing data *first* ensures that:

• We're solving the right problems.

• We're measuring leading indicators of business growth, not just post-campaign media metrics. • Our brand strategies are aligned with your business goals.

• Your marketing dollars are used in ways that have the most impact.

What's more, we often uncover untapped business opportunities that our clients didn't know were hiding in their data all along. Those opportunities may include pricing strategies, distribution plans, ecommerce, SKU rationalization, seasonal business programs and more. When we approach it this way, on the back-end, not only do we measure marketing metrics, we also measure business results. Because you want outcomes, not services.

callahan



And deeper...

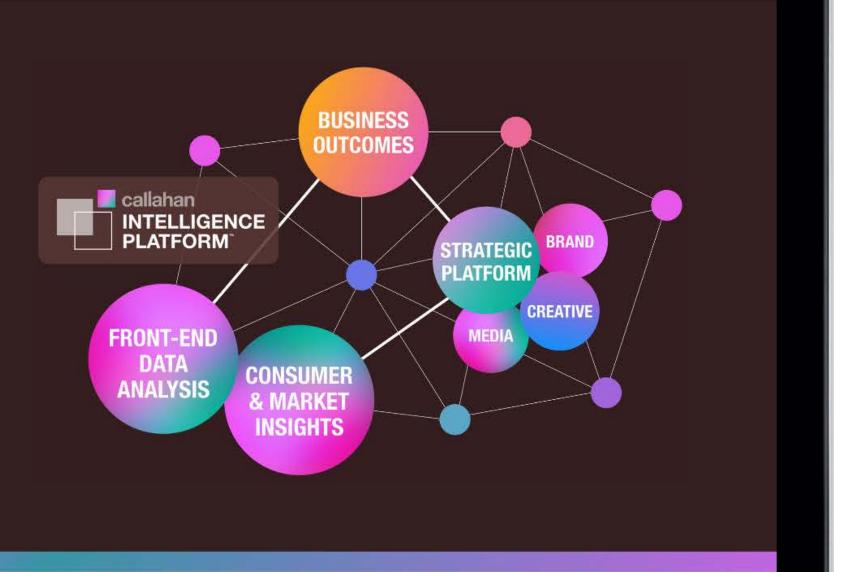
| | Callahan Data-savvy brand strategy and inspired creativity | ≡ | |
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| Using front-end analytics to create effective local store marketing Jan-Eric Anderson VP, Chief Strategy Officer July 3, 2018 As most brand marketers know, not all stores are created equal, and to realize the best possible business results, they shouldn't all be treated equally. But how do you know when Store A should get more marketing support than Store B? And how do you know what levers to pull for Store C versus Store D to optimize success in each location? | | inbox. First Name * John IB Last Name * Kuefier Email * | |
| they shouldn't all be treated equally. But how do you know when Store A should get more marketing support than Store B? And how do you know what levers to pull for Store C versus Store D to optimize success in each location? | Store marketing Jan-Eric Anderson VP, Chief Strategy Officer July 3, 2018 | Country * United States Do insights from sales and marketing data shape your | |
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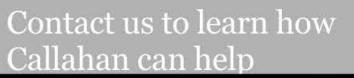
WE BUILD MARKETING PROGRAMS FOCUSED **ON BUSINESS RESULTS**

We don't have a rigid *process*. Rather, we use a unique *approach* that creates a strategic platform focused on business outcomes.

Data-savvy brand strategy: Front-end data analysis combined with consumer and market insights inform a strong strategic foundation.

Inspired creativity: Activating creative, brand and media strategies that are best-in-category leads to measurable business outcomes.

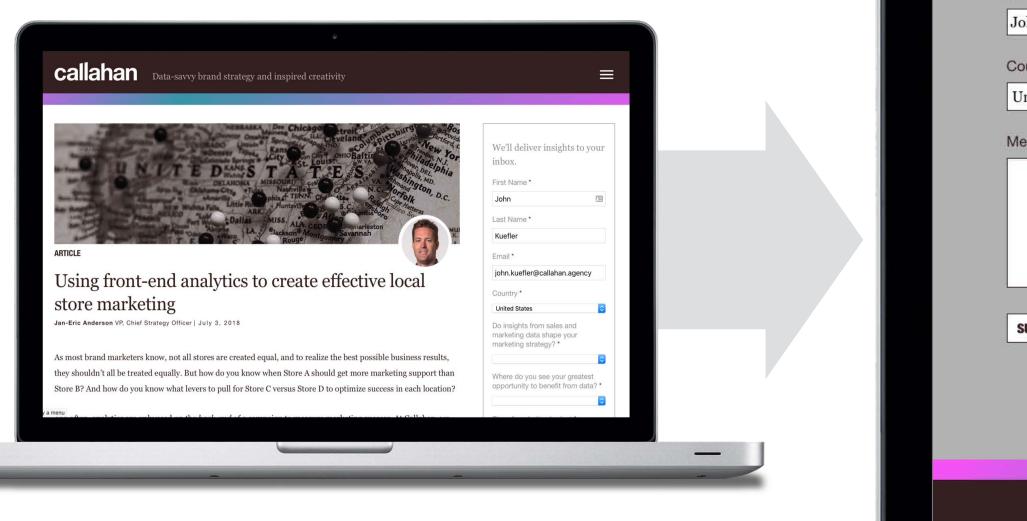








Until...



"I'll inquire about Callahan's services."

Contact us to learn how Callahan can help

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Present multiple lead capture opportunities





ARTICLE

Using front-end analytics to create effective local store marketing

Jan-Eric Anderson VP, Chief Strategy Officer | July 3, 2018

As most brand marketers know, not all stores are created equal, and to realize the best possible business results, they shouldn't all be treated equally. But how do you know when Store A should get more marketing support than Store B? And how do you know what levers to pull for Store C versus Store D to optimize success in each location?

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| inbox. | |
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| john.kuefler@callah | an.agency |
| Country * | |
| United States | |

marketing data shape your marketing strategy? *

Where do you see your greatest opportunity to benefit from data? *

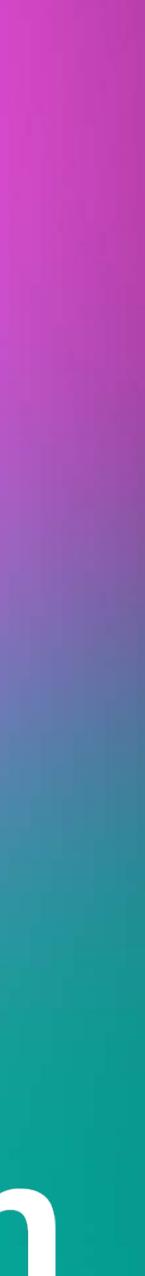


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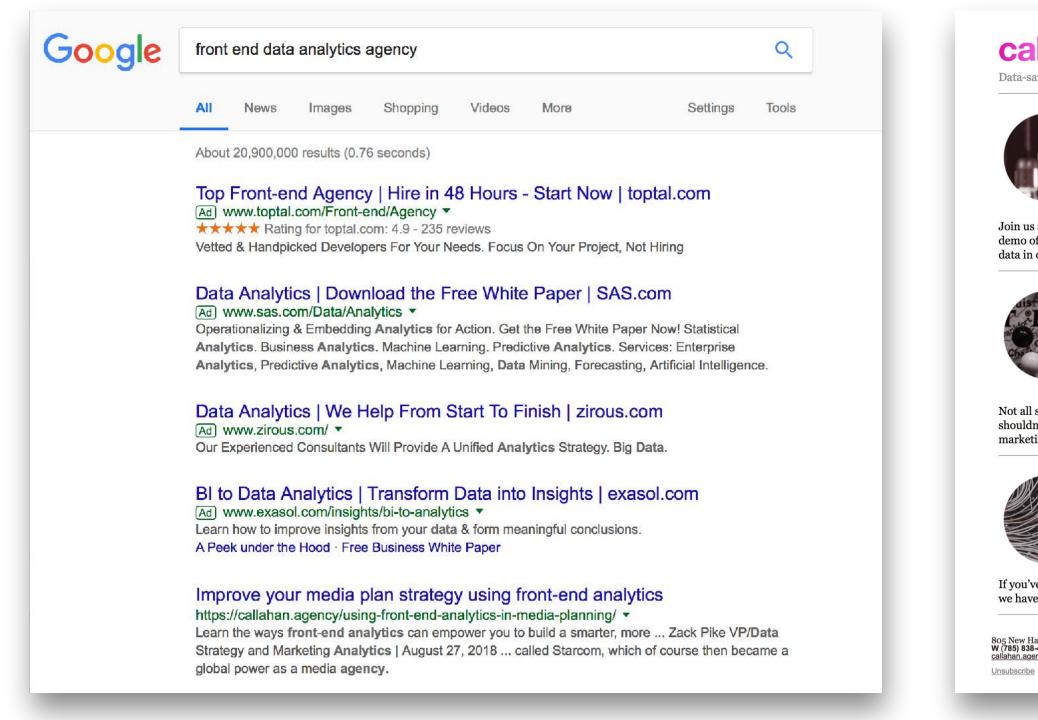
Components of the Callahan content marketing program



Inbound and outbound tactics /Push and pull

Search

Email



callahan

Data-savvy brand strategy and inspired creativity

Callahan's Intelligence Platform: smarter, faster marketing planning Zack Pike & Jan-Eric Anderson

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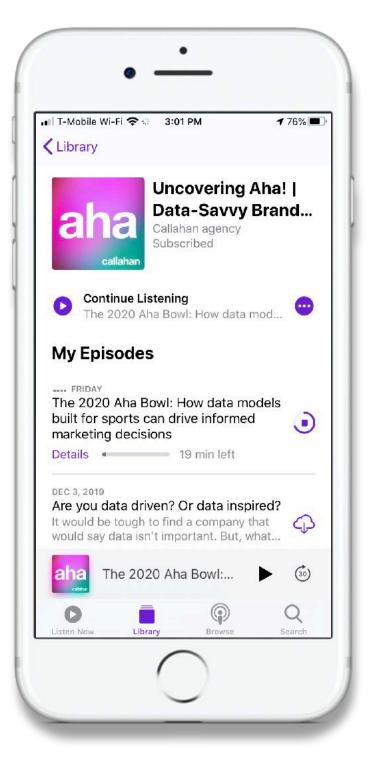
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Social



Podcasts

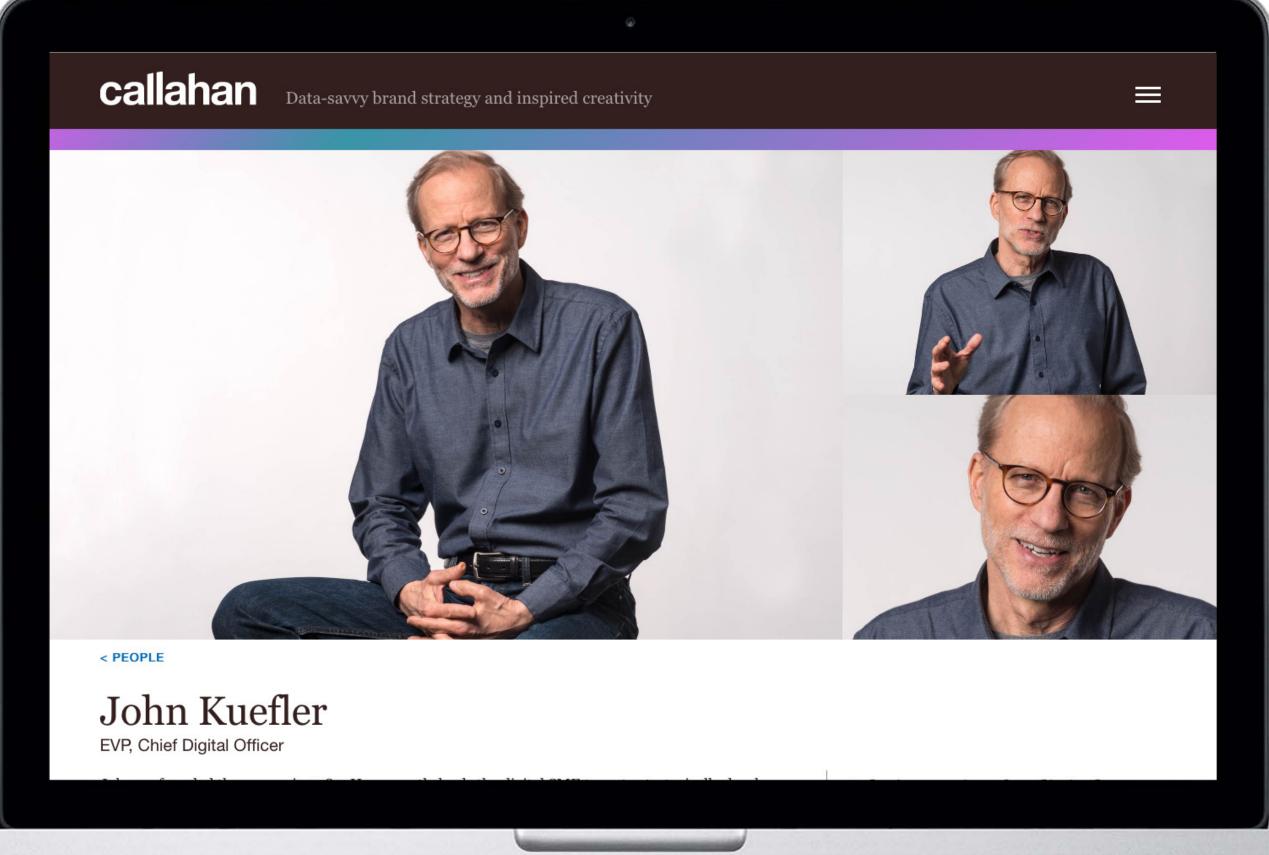




Content marketing

Blog content

I've written (and ghost written) dozens of posts



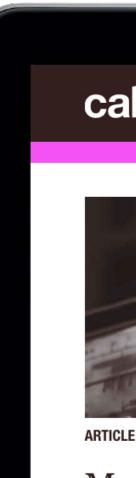




Content marketing

Blog content

- I've written (and ghost) written) dozens of posts
- Including the number one organic traffic generator



Calahan Data-savvy brand strategy and inspired creativity



Media fragmentation: 10 things you can do right now

John Kuefler EVP, Chief Digital Officer | June 1, 2019

The World Wide Web as we know it began close to 25 years ago with the introduction of the Mosaic web browser in 1993. Back then, planning and executing a comprehensive marketing campaign was relatively simple. The typical agency was much more like the world of Mad Men than what it is today - a world dominated by data and digital. Today, the choices facing strategic marketing planners, creatives and media planners have exploded. (Media planning? We don't even call it that now...in a world where everything is media, we call it channel planning.)

| We'll deliver insights to your |
|--------------------------------|
| inbox. |
| First Name * |
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| Last Name * |
| Kuefler |
| Email * |
| john.kuefler@callahan.agency |
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| outcomes using weather data |
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Content marketing

Blog content

- I've written (and ghost) written) dozens of posts
- Including the number one organic traffic generator

According to a Time Inc. study, consumers who grew up with mobile technology subconsciously move between devices and platforms 27 times per hour.

A mobile-optimized website is just the first step. Be sure you provide a seamless experience across all devices, from smartphone to desktop to tablet, as your audience moves from one device to the next throughout their day. Once your site is mobile-optimized, think about how to push traffic via mobile channels (number 7).

10 Analytics: before, during and after

Data is the new black. Marketers are drowning in data but starved for insights. Where to begin? Establish KPIs (key performance indicators) by which you will measure marketing success and ROI across all your tactics. That's easy to say, but it can be very hard to do. After defining what you need to measure, you must put the necessary technical pieces in place to capture and analyze relevant data. Employ at least some basic data analysis system (start with Google Analytics and move into more robust analytics platforms as possible) and be sure you are

9 Think mobile

How does your website look when viewed on a smartphone or tablet? If your website is not optimized for viewing on mobile devices, that should be near the top of your to-do list. More people now access the internet via mobile devices than from desktop computers. Your mobile user experience will make a significant brand impression – either positive or negative. It's absolutely flabbergasting to me that in 2017, there are so many websites that are not mobile-friendly. Consumers spend a matter of seconds on a website before they abandon it if the experience is not good.



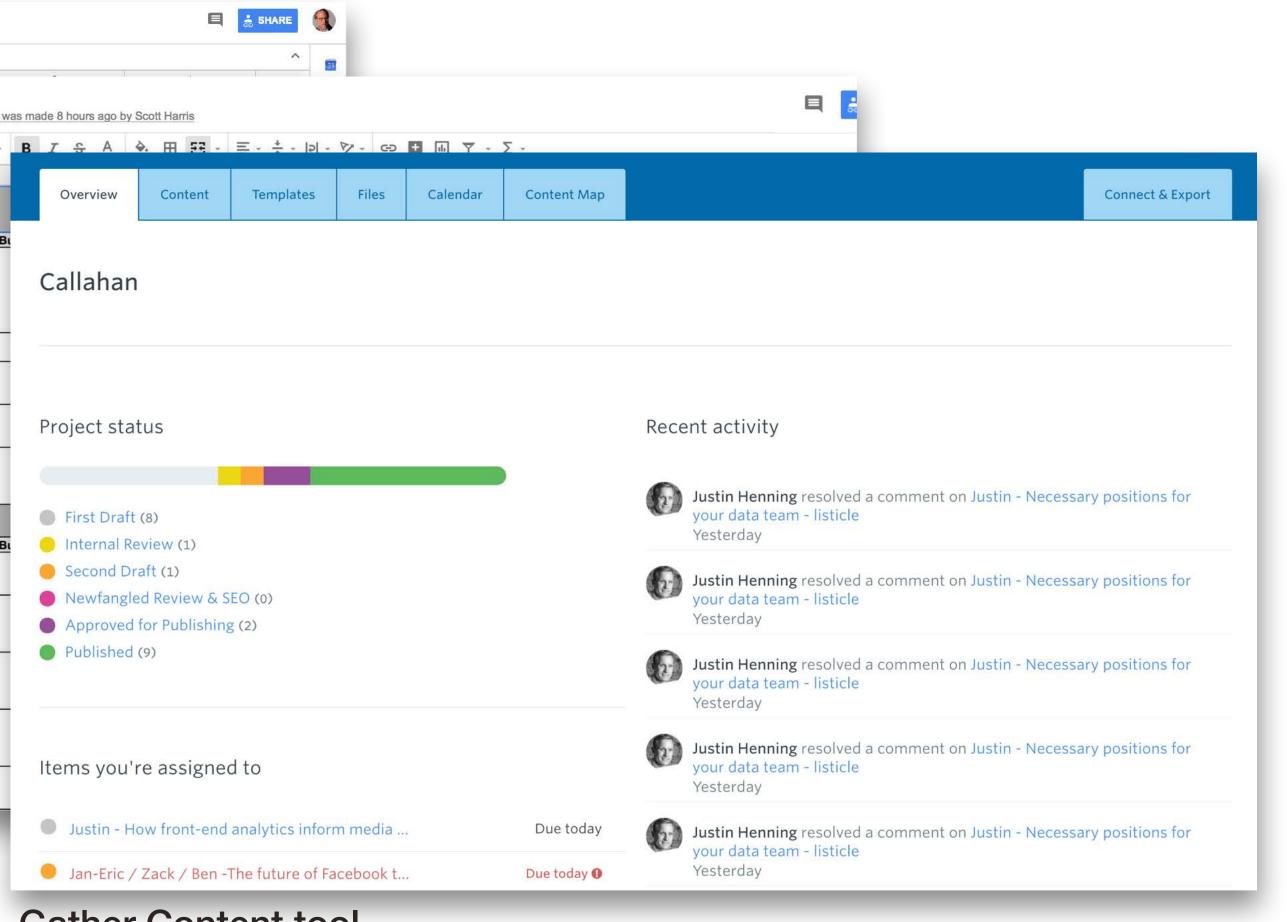


Systems and tools / Content planning and production

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| What are the typical demographics of this person? Age range, gender, educational background, personality, etc. | | Age: 45-55 with ~20 years professional experience, 75% male 25% female, not much diversity (9% are a minority) Avg CMO age: 52 | | 5 | | 100% - \$ % .0 .0 12 | | * |
| | and ground, personally, each | Avg education: Master's level (MBA) Avg CMO tenure: 4.1 years (consumer Brand CMO | | | А | В | С | T |
| 2 | | tenure is 2.1 years) | | 9 | | | | |
| | | Our target clients would have a relatively new CMO, with a tenure of less than 2 years (6 months to 2 years in the role) | | 10 | July | | | |
| | | A Marketing Director is similar to CMO/VP but may skew younger (35-50) with less experience (15 | | 11 | Content Type | Message Area of Focus | Target Audience | В |
| | What are their primary responsibilities? | years) and perhaps a higher percentaged of female and minorities. Omnichannel marketing strategy. Agency management (may be more than one, but managing multiple agencies may be an unwanted | At a right-fit prospect: he/she doe team, one-person is responsible he/she needs support. This perso | 12 | Blog | Turning data into action/Action-biased data analytics/marketing innovation through data | Marketing Decision Maker Analytics Director | |
| | | burdon). Probably is final decision-maker on agency hires but may require CEO buy-in. Marketing team management (usually less than 10 people). Gartner: trend is that CMOs want to bring more capabilities in-house, but still rely heavily on their agency partners and will continue to do so). Budget management (our sweet spot is brands with marketing budgets between \$5M-20M). Achieving business results, proving ROI, rationalizing spend. | Ingest and analyze everything. C marketing department. Does the develops outsourced solutions/ve CMOs what they are doing. | 13 | White Paper | Marketing Data Best Practices | Marketing Decision Maker | - |
| 3 | | | It's probaly a new role in the com for data develops and there's no it. This may be a new expanded organization (the CMO said I nee someone on digital team in charg and the Analytics Director now h role). | 14 | Podcast | Marketing Data Best Practices | Marketing Decision Maker Analytics Director | |
| | | | | 15 | Podcast | Return on marketing investment | Field Marketing Director, Marketing decision maker | |
| | | Analytics. A Marketing Director is similar to CMO/VP but reports up to a CMO/VP, has fewer direct reports, may or may not be the final decision-maker. | | 16 | Blog | Turning data into action/Action-based data analytics/marketing innovation | Marketing Decision Maker | |
| | Which areas of your expertise are most relevant to this | Brand Strategy/Positioning. Data Analysis (front end analysis with ROI as | This person may be more of a cc ours than not. They may be part | 17 | | through data | | |
| 4 | person? | ultimate goal - get smarter about how they use their resources). | target. What would we tell this pe | 18 | August | | | |
| | | Creative, Digital, Digital/Traditional media, Social media. | them recommend us to their CM | 19 | Content Type | Message Area of Focus | Target Audience | B |
| | Professionally, what does this person value most? | s this A true/trusted partner that will help him/her meet the brand's business goals. Someone that can help show the value of marketing to the organization. | | 20 | Blog | Return on analytics investment | Analytics Director | |
| 5 | | ants an agency that delivers value (strong rategy, creative, execution, etc. at a fair price). ends may include providing services on a erformance/value based compensation model. lajor global conultancies like Accenture and | | 21 | Podcast | Turning data into action/Action-biased data analytics/marketing innovation through data | Marketing Decision Maker Analytics Director | |
| | What is this person's biggest professional challenge? | others are in this game.) As far as doing their day-to-day job, the CMO is tasked with complimenting their strategic thinking with technical know-how and data analysis skills. With the explosion of new media, data, tech, etc. | Overwhelmed by data sources. I all and create cutputs that provid insights instead of just reporting. | 22 | Masterclass Webinar | Turning data into action/Action-biased data analytics/marketing innovation through data | Analytics Director | |
| e Disp | blay a menu | there's more new stuff to undestand every day, and | arterly Content Performance * | 23 | Podcast | Turning data into action/Action-biased data analytics/marketing innovation through data | Marketing Decision Maker Analytics Director | |
| | | | | 24 | Blog | Return on analytics investment | Analytics Director | 1 |

Personas and insights

Monthly content calendar



Gather Content tool



Broadcast emails / Act-On marketing automation

Hi Justin,

I'm proud to share some excitir "Callahan Creek." Simply put, v

Why, might you ask? Change is

When we opened our doors in time, we positioned ourselves a CEO Cindy Maude bought the two of her family names - and the company from Topeka to La like either a winery or real estat are today.

As we think about the future of the day we opened. "Callahan" in the modern marketing world.

We also came to realize that or commonly refer to us as Callah

What does this change mean for

We are changing our email add email nomenclature will be chri this may take time time to get u will automatically forward to ou

Please visit our new website: you for your partnership. We co

Chris

callahan

CHRIS MARSHALL CEO/President

805 New Hampshire | Lawrence, KS 66044 W (785) 838-4774 C (785) 550-5892 callahan.agency

Hi Justin,

I'm really excited about what's h remarkable milestones.

In 2017 we completed the owne incredible new people, significar analytics. You probably also know Callahan now.

And last (but by no means least Platform — are proving to be a Callahan, and while I'm even m fueled much of who we are toda

We want to stay in touch, so we you'll receive regular emails with blogs, white papers and webina

I hope you find the content valu want. I look forward to staying in

Best, Chris

callahan

CHRIS MARSHALL **CEO/President**

805 New Hampshire St, Lawrence W (785) 838-4774 C (785) 550-5892 callahan.agency

Unsubscribe

Hi {{={{First Name}}|there}},

Does your current data analytics focus too much on typical marketing metrics and not enough on business outcomes?

The Callahan Intelligence Platform is an analytics tool that puts the focus in the right place. It's a unique combination of technologies that continually gather, house and visualize data for faster, smarter decision-making.

This white paper is written for CMOs and other senior marketing decision makers who want to:

- Understand technologies required to assemble a smarter marketing analytics system, and how they work together for optimum results.
- · Learn how beginning with sales data focuses insights on business outcomes and not just typical marketing KPIs.
- · Recognize the importance of human analysis in the equation.

It's easy to find yourself drowning in data. With the right tool you can find the untapped opportunities in data that drive business growth.

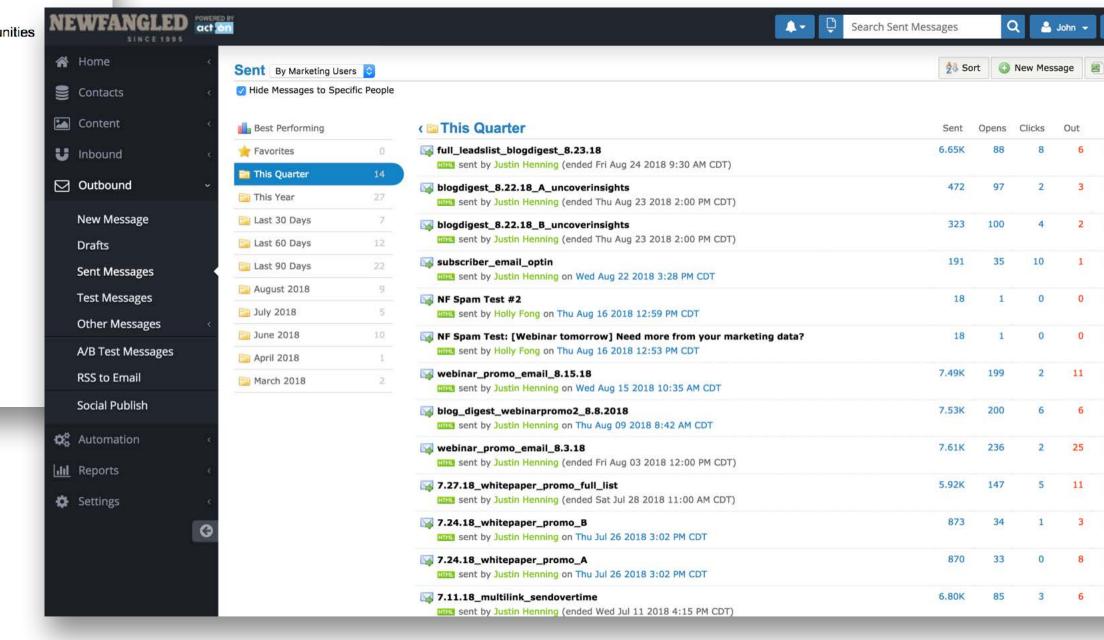
Chris

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CHRIS MARSHALL CEO/President

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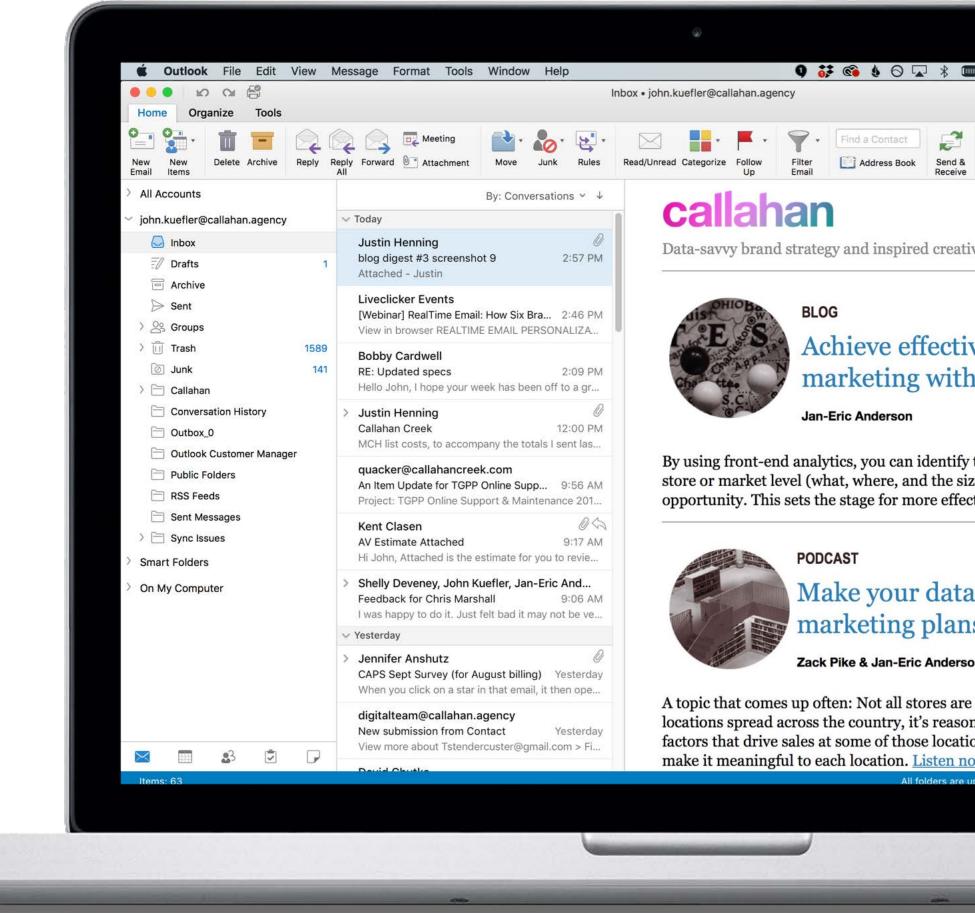
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Broadcast emails



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callahan

Data-savvy brand strategy and inspired creativity



WEBINAR

Callahan's Intelligence Platform: smarter, faster marketing planning

Zack Pike & Jan-Eric Anderson

Join us at 1:00 pm CT on August 16 for our live webinar. In the session, you'll see a demo of our Intelligence Platform and how we use it to store, organize and visualize data in order to uncover aha insights for smarter marketing strategies. Register now

BLOG



How to use front-end analytics to create effective local store marketing

Jan-Eric Anderson

Not all stores are created equal, and to realize the best possible business results, they shouldn't all be treated equally. But how do you know when Store A should get more marketing support than Store B? Learn more



Attribution modeling is bullsh*t

Zack Pike & Jan-Eric Anderson

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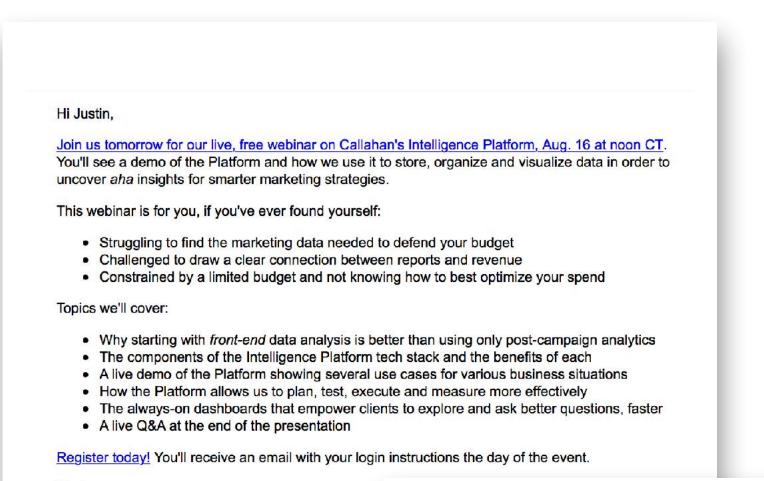
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Broadcast emails / Act-On marketing automation / Webinar integration



Zack

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ZACK PIKE VP, Data Strategy and Marketing Analytics

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This is a reminder that you have enrolled in the following Callahan agency webinar. Here is the information you

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Justin,

What Webinar: Callahan's Intelligence Platform When Aug 16 2018 12:00 PM - 1:00 PM (CDT) Join Online click here

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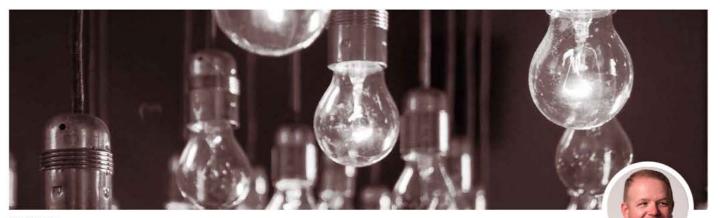
need to attend this event:

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Callahan Data-savvy brand strategy and inspired creativity



WEBINAR

Webinar: Callahan's Intelligence Platform

Zack Pike VP/Data Strategy and Marketing Analytics

See a demo of the Callahan Intelligence Platform and how we use it to store, organize and visualize data in order to uncover aha insights for smarter marketing strategies.

Learn how our Intelligence Platform makes marketing planning smarter, and ensures that your strategies and tactics are focused on business outcomes (and not just typical marketing KPIs). The webinar will cover:

• Why starting with front-end data analysis is better than using only post-campaign analytics splay a menu

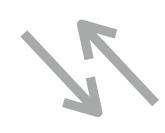
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Integration / Marketing automation, CRM, reporting





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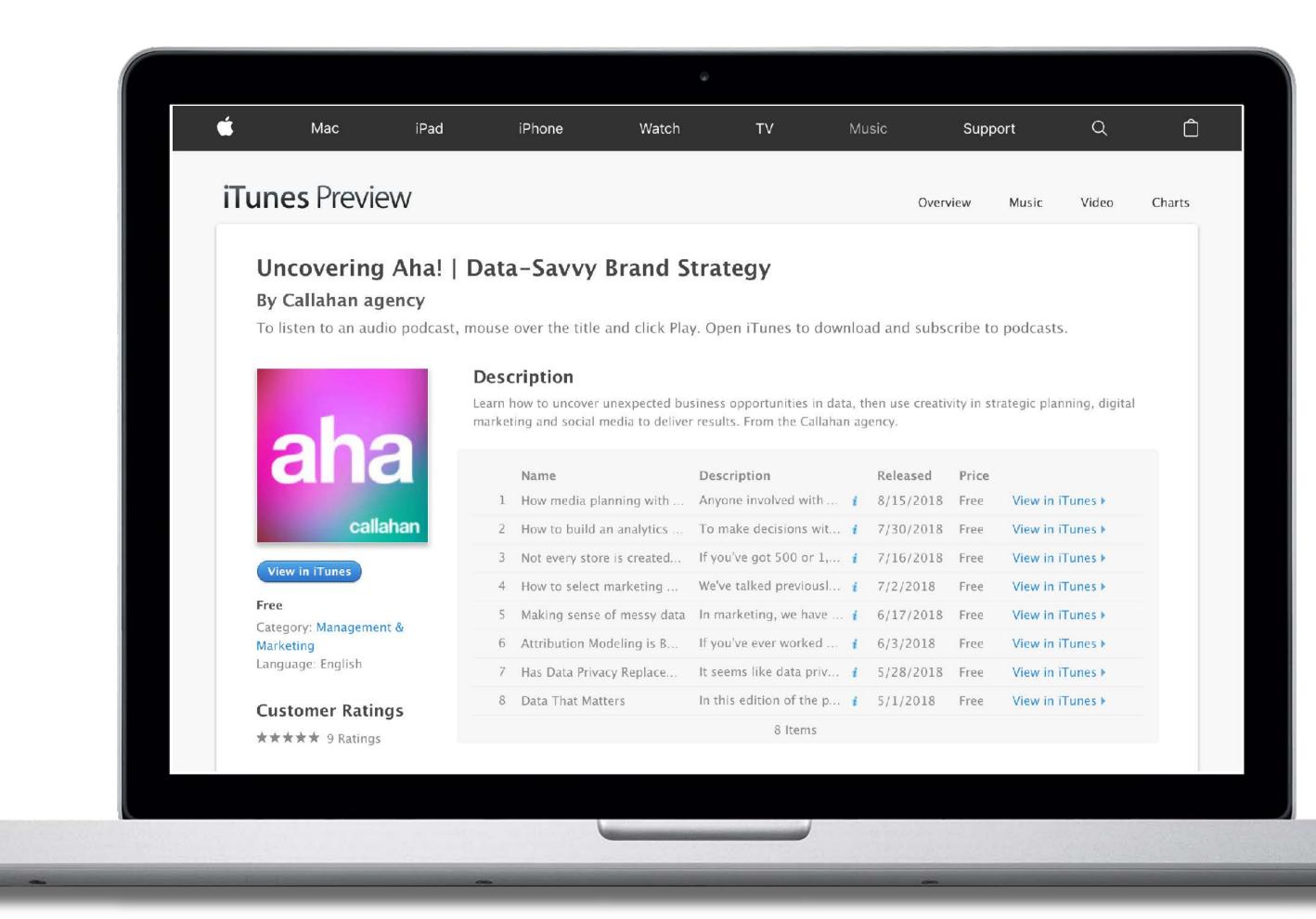
salesforce

- Integrated systems
- Lead scoring
- Daily email notifications
- Reporting





Podcasts





In-house studio

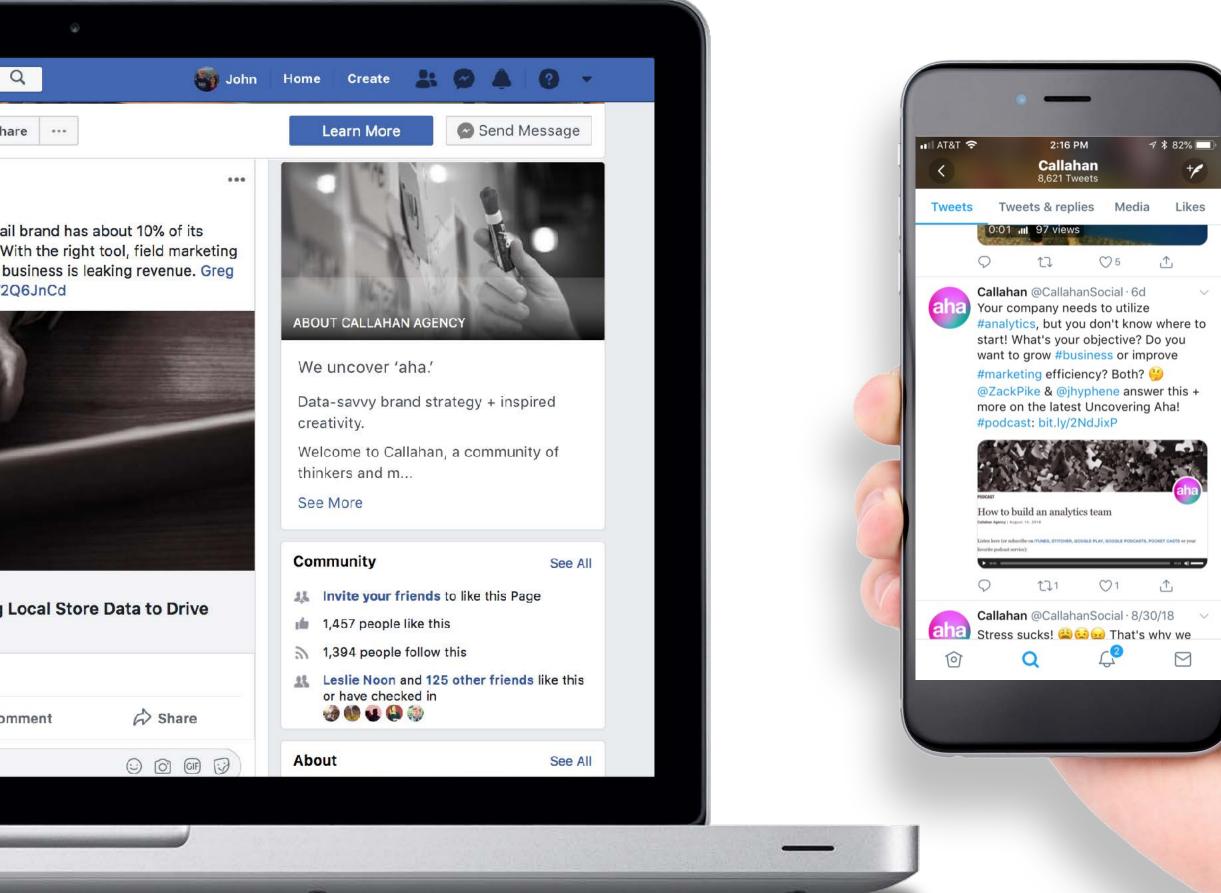
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Social Media

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