



Callahan Content Marketing Program

Overview

callahan

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.

callahan

Differentiate by our expertise.

**Be recognized and pursued for
that expertise.**

callahan

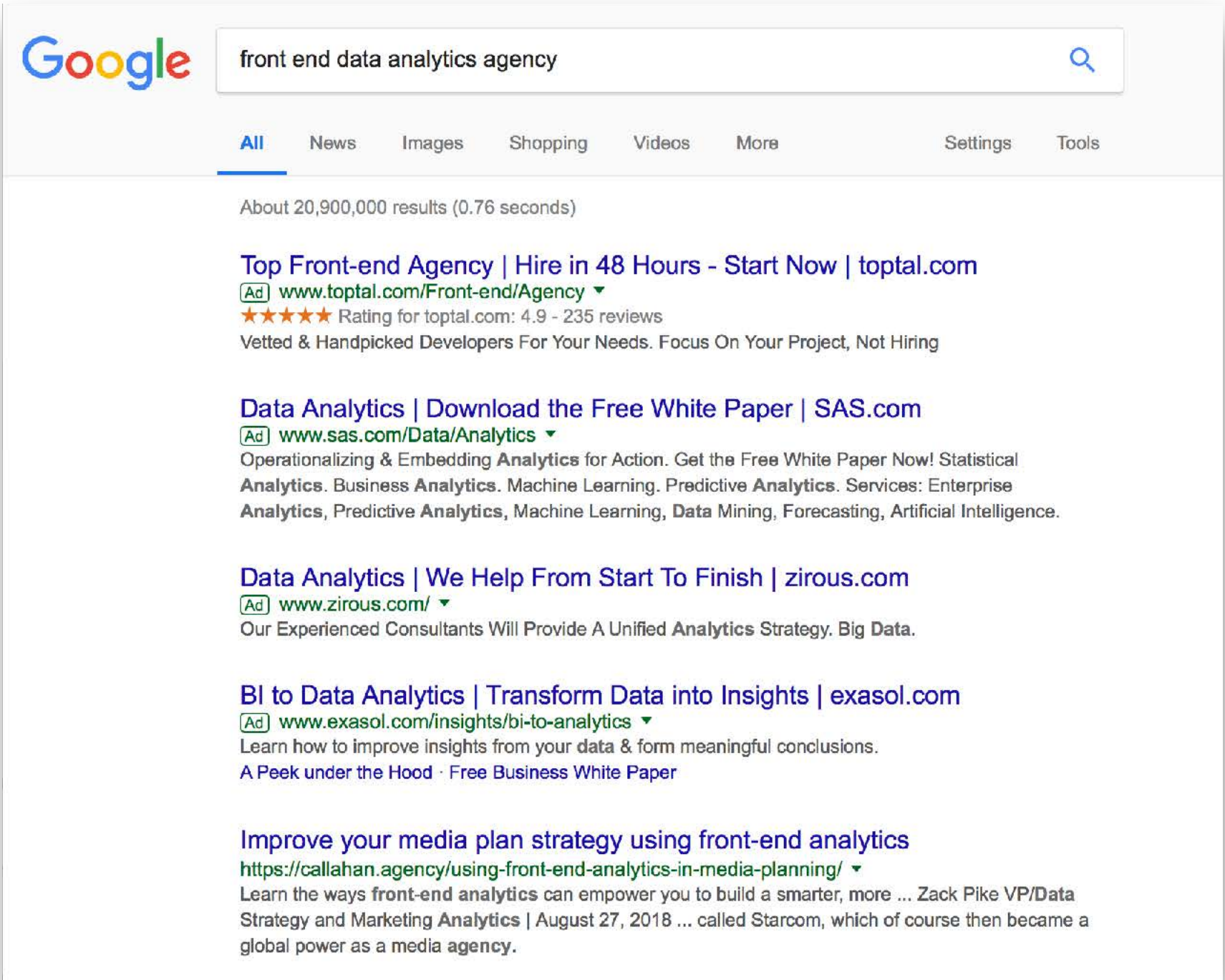
How it works / A typical marketing director



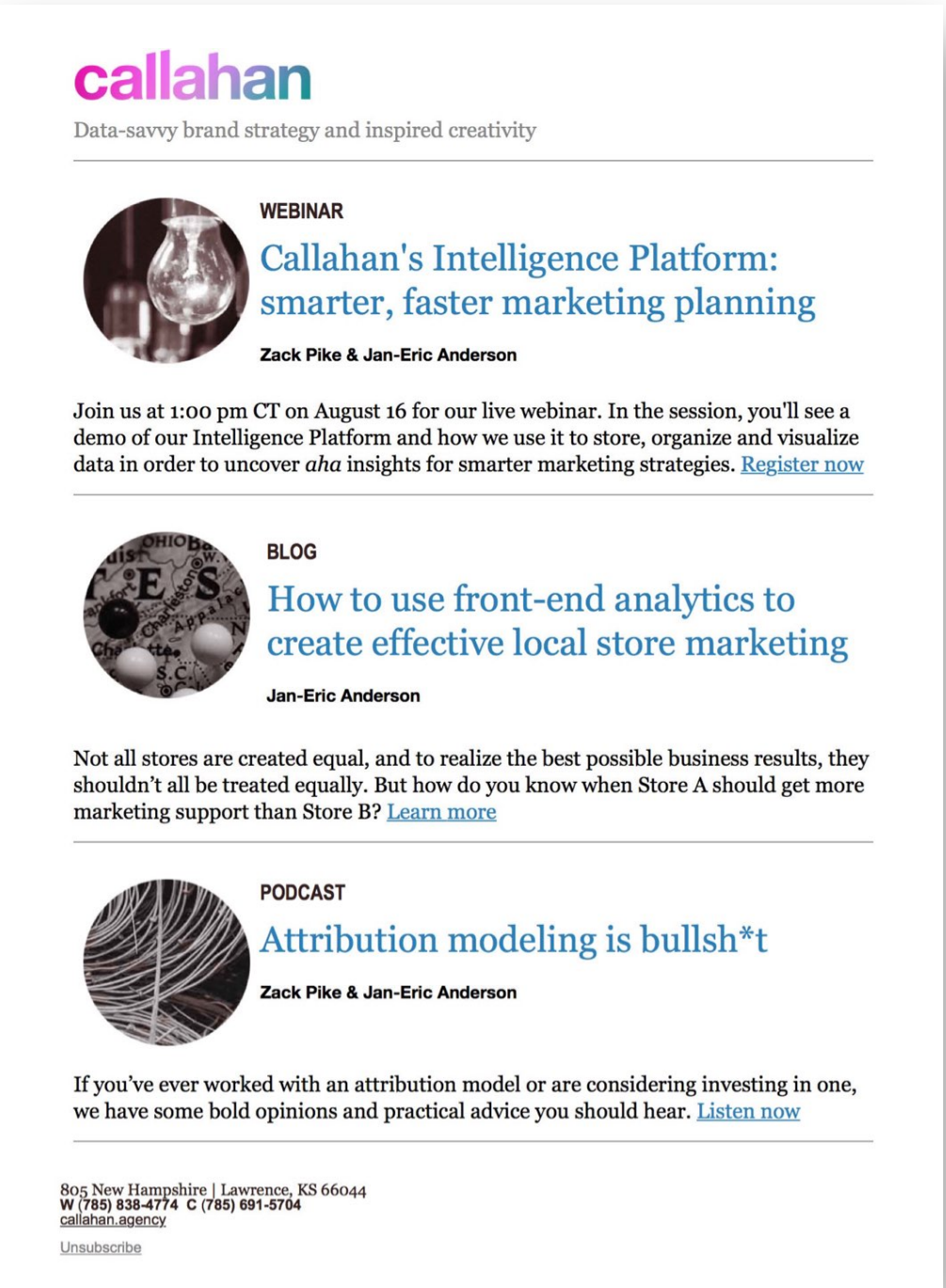
“I need to understand more about marketing analytics...”

Increase awareness through search, email and social

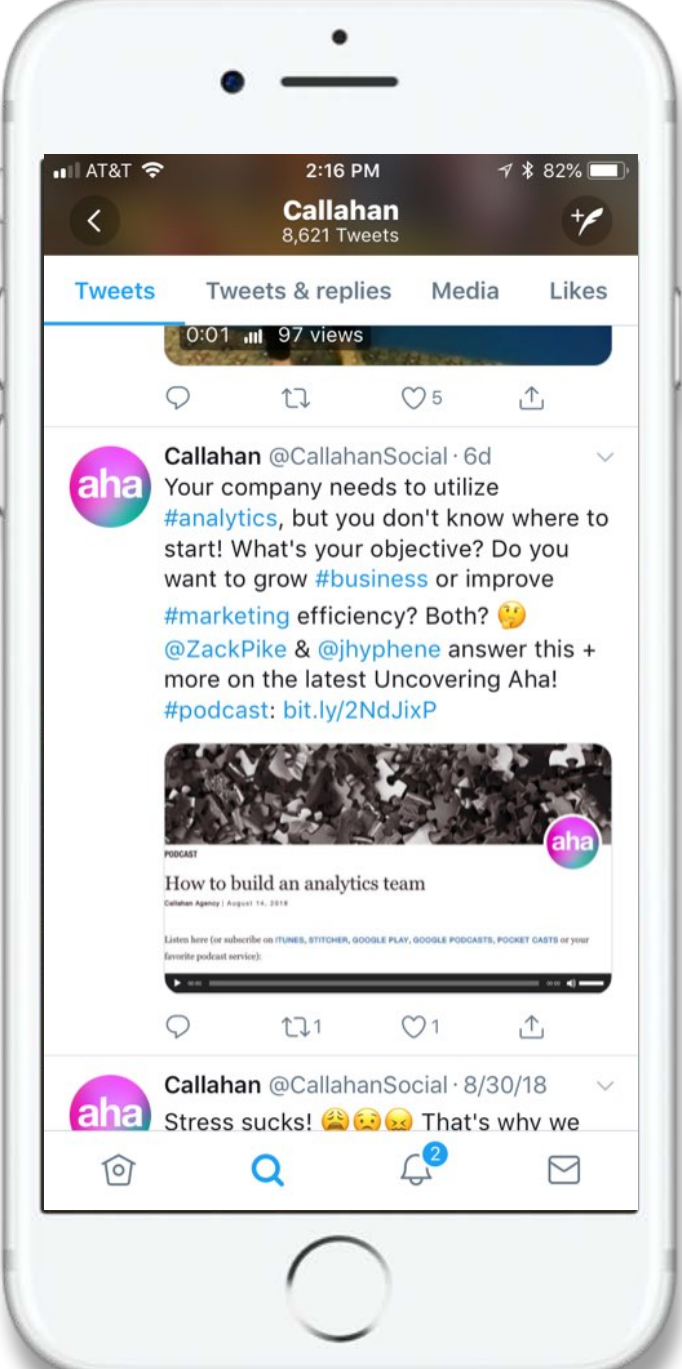
Search



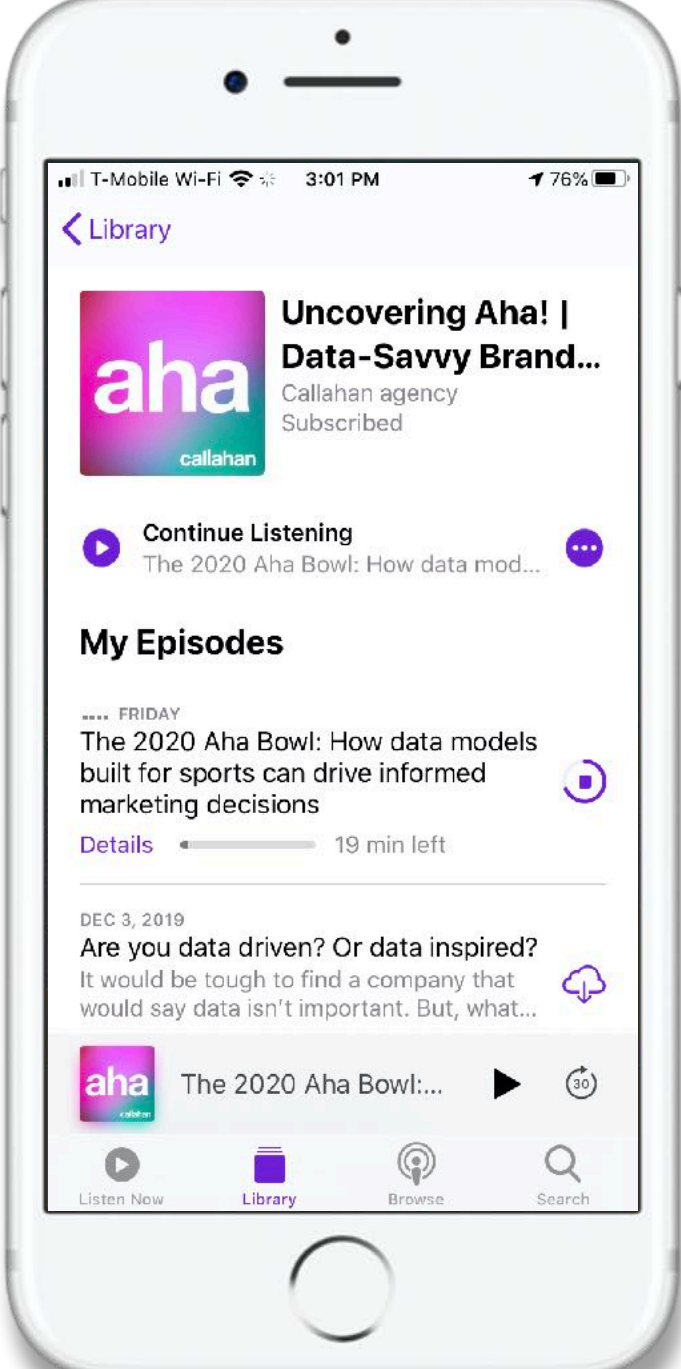
Email



Social

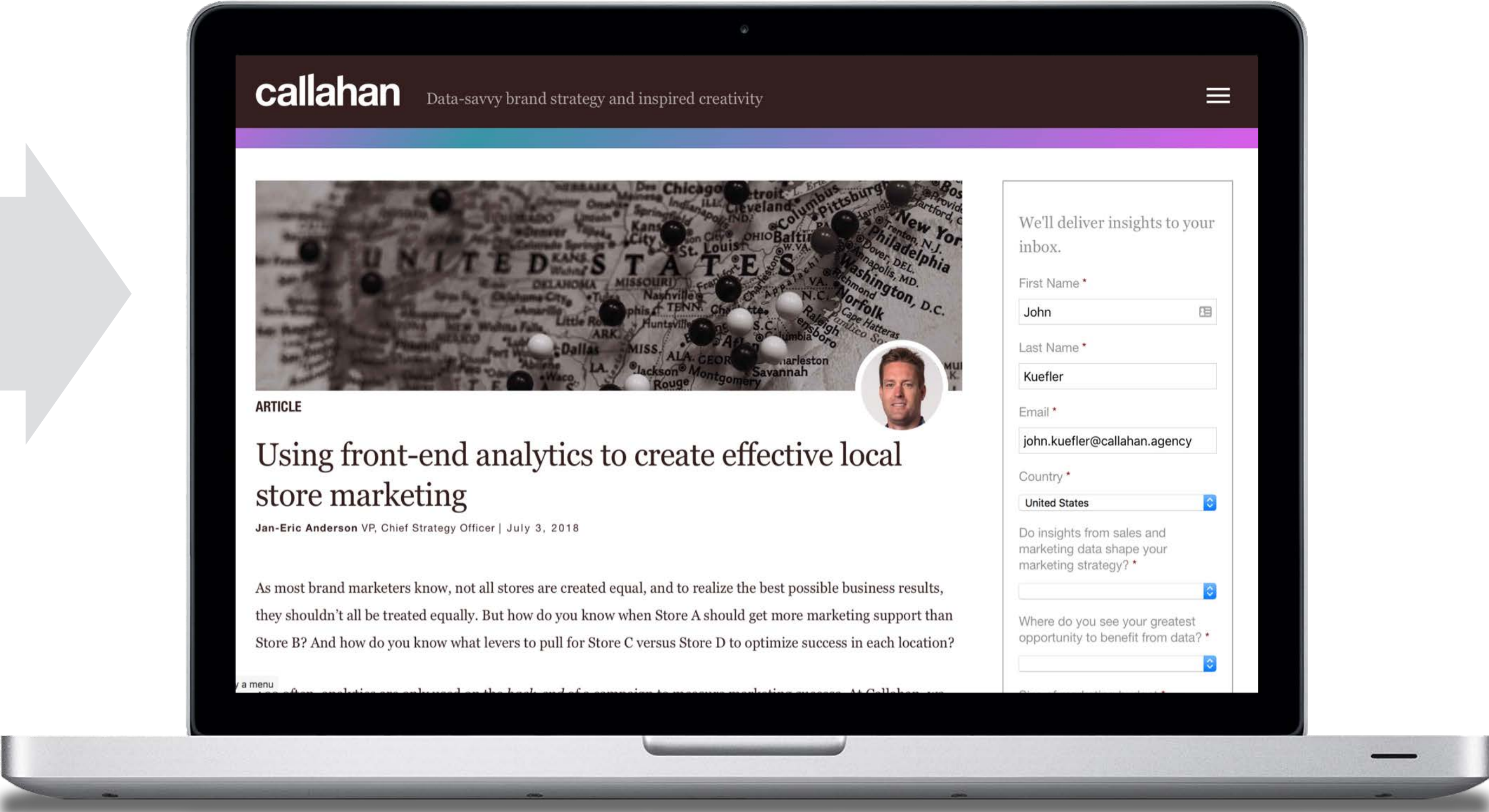
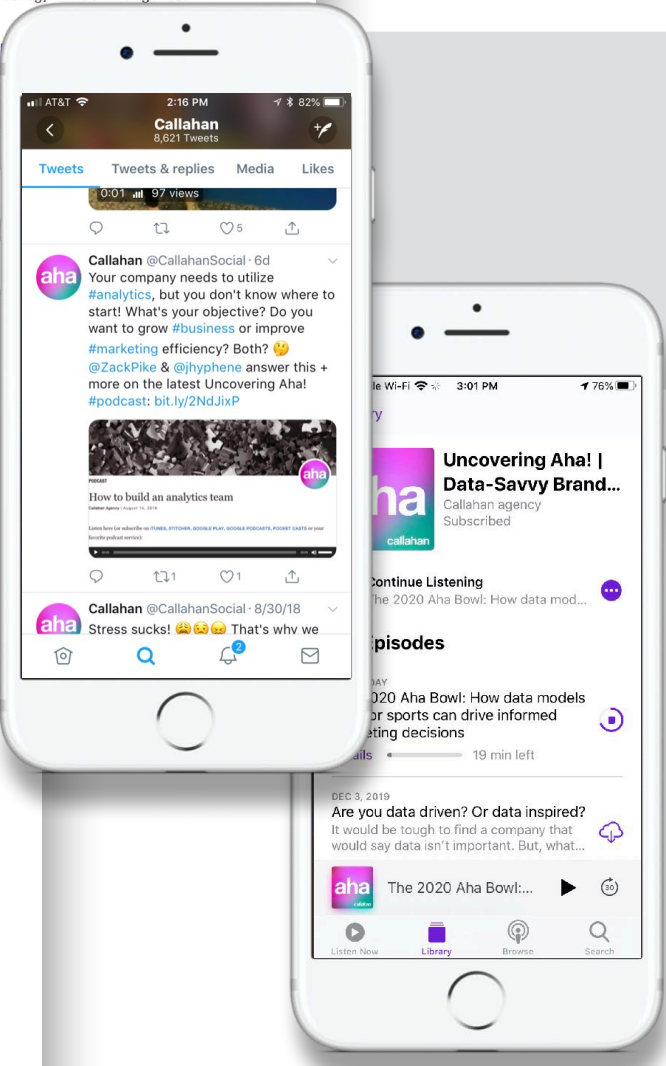
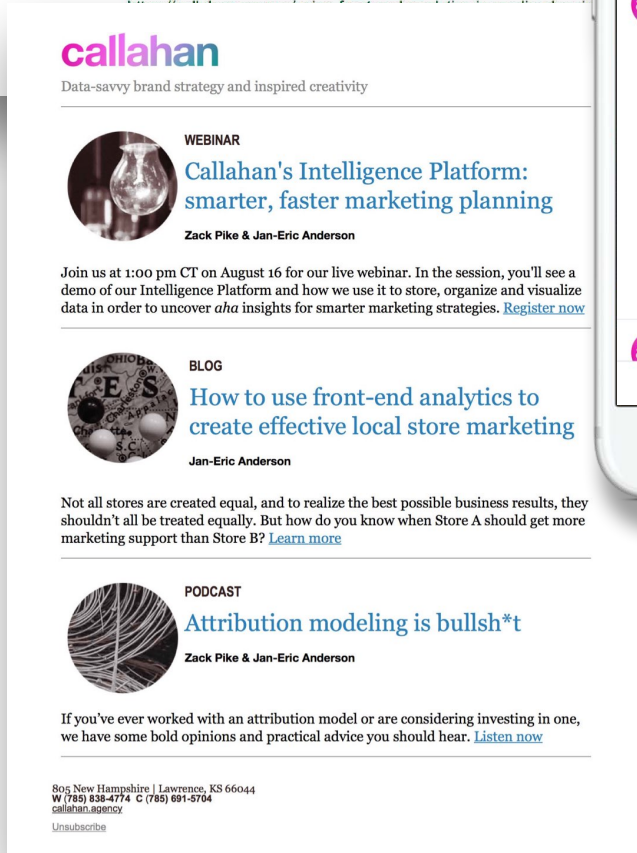
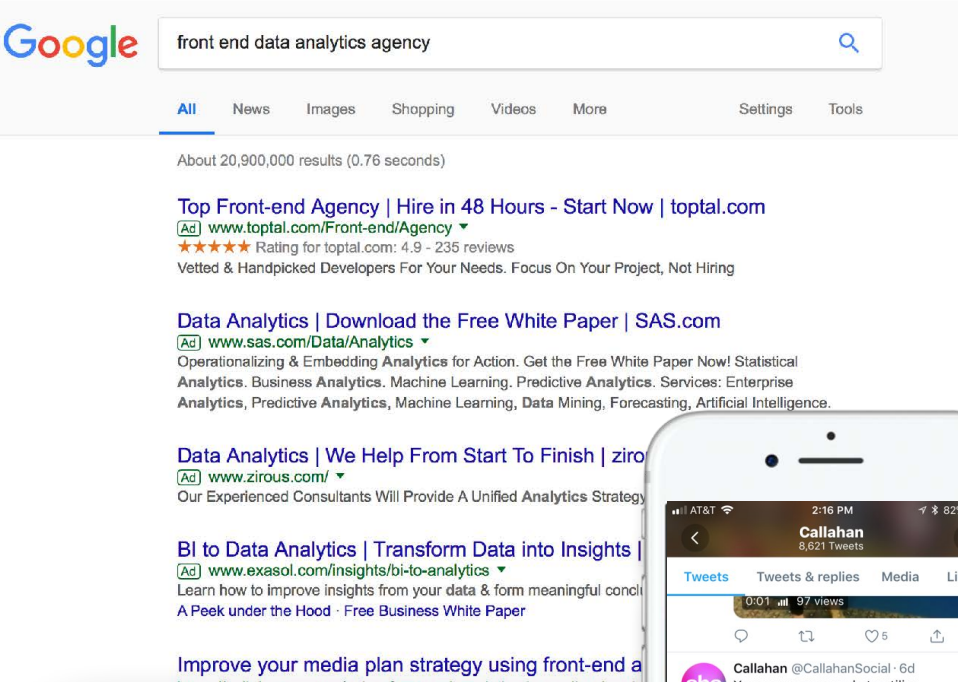


Podcasts



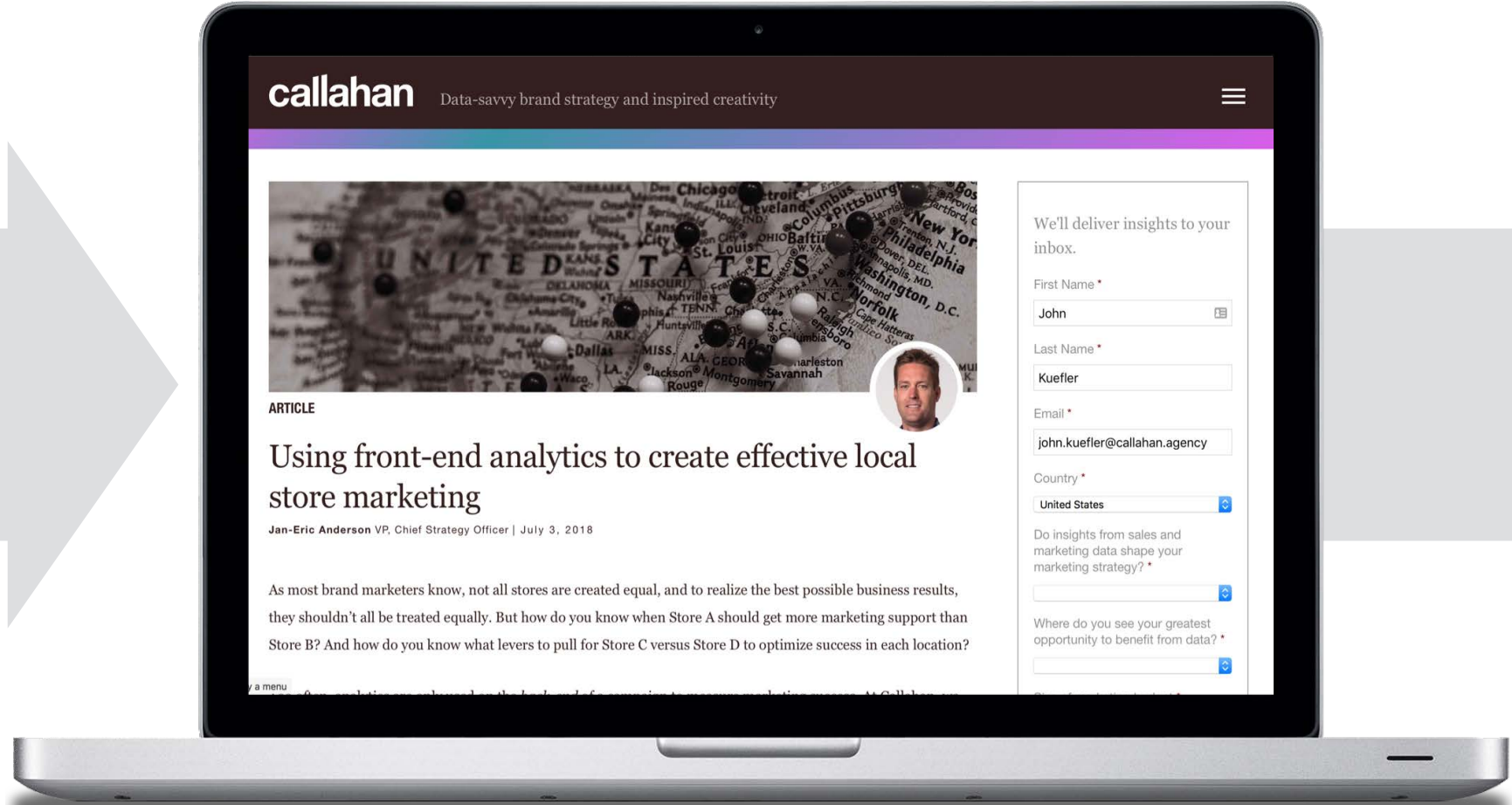
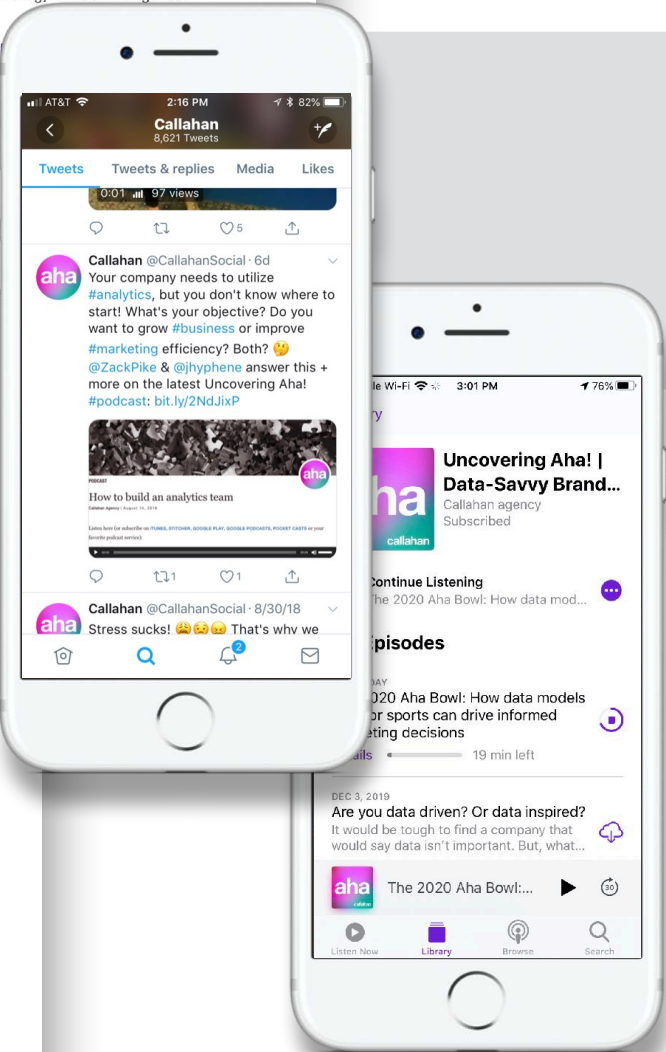
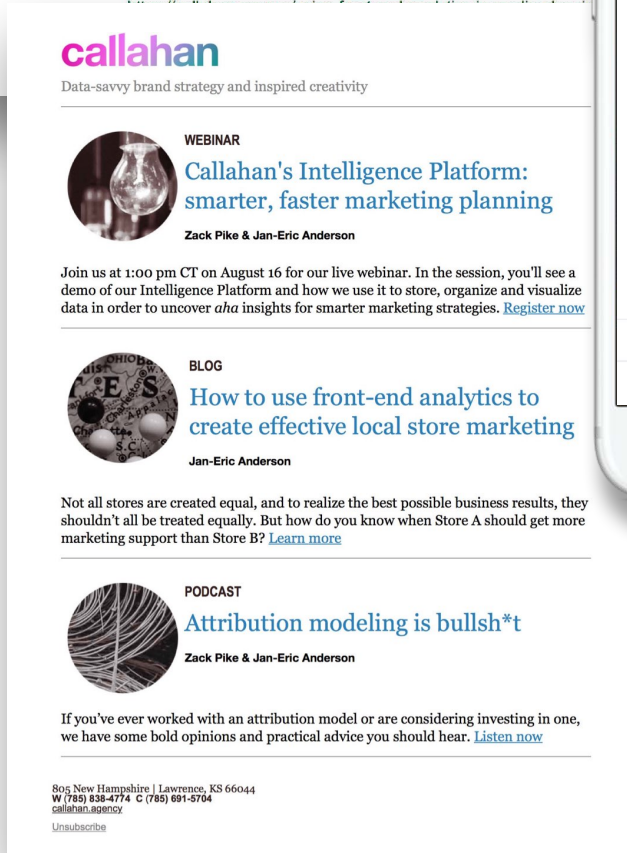
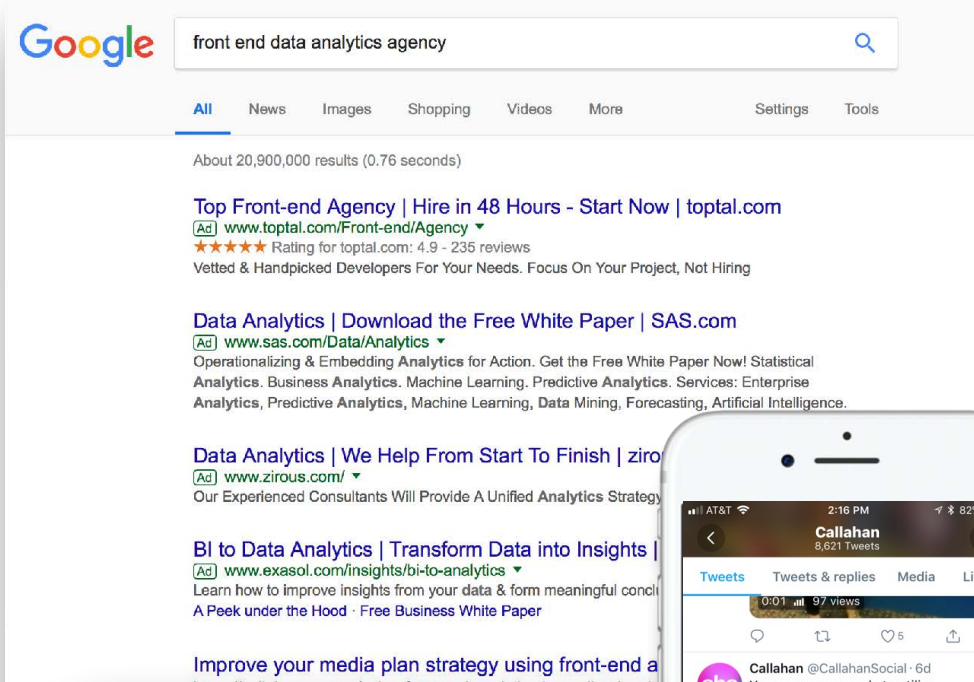
Drive traffic to website content

Blog



Pique the interest of prospective clients

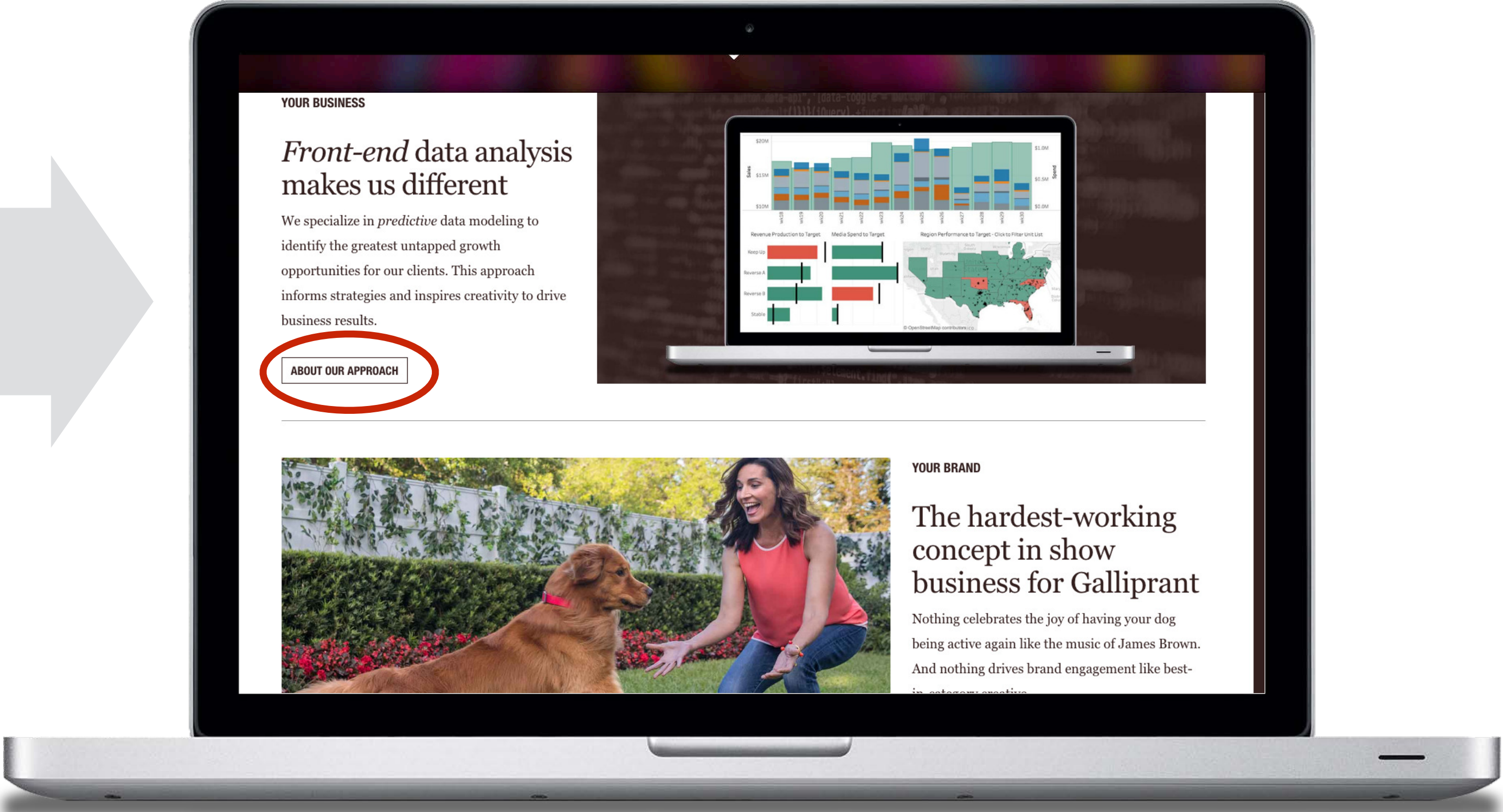
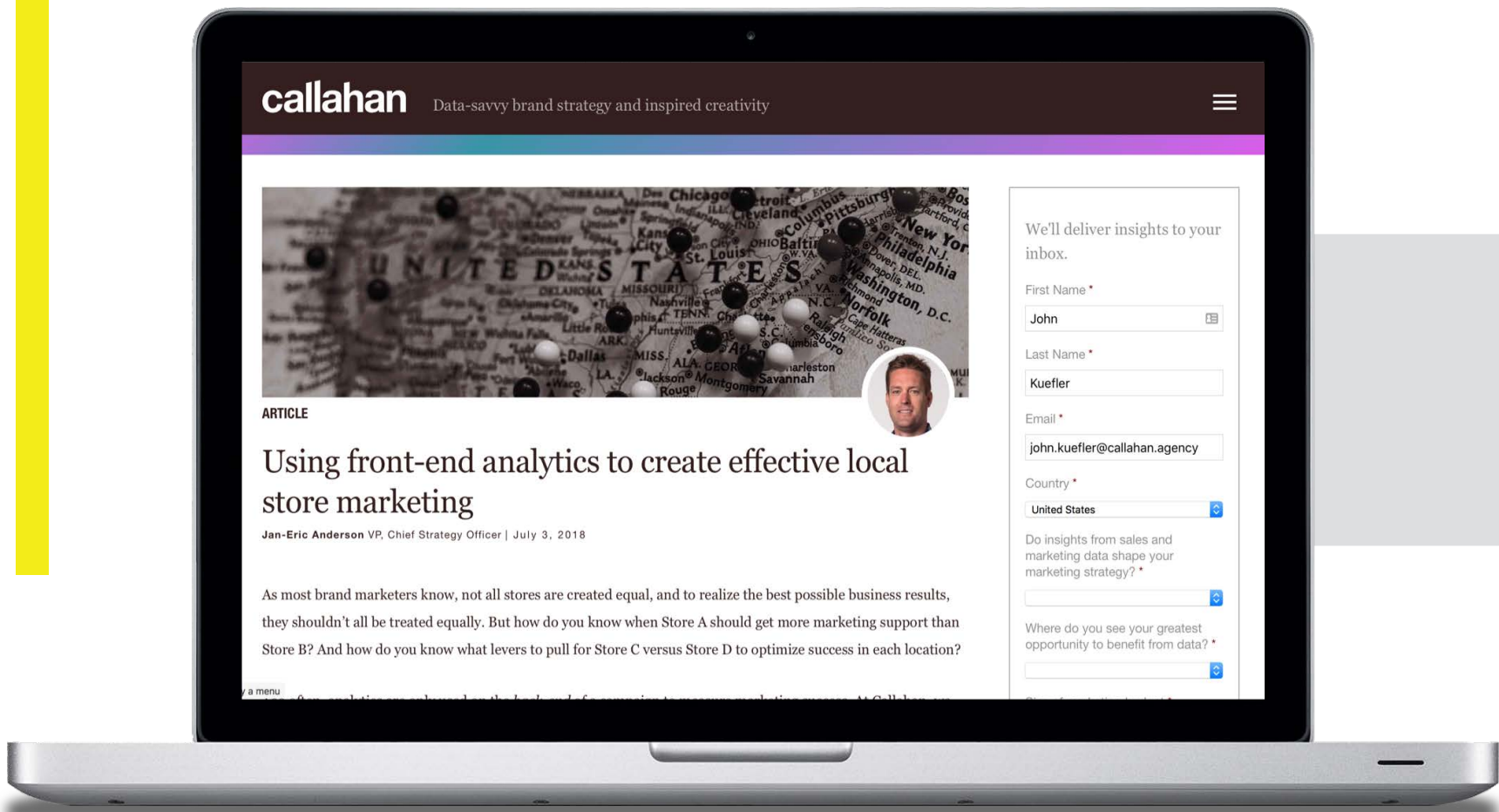
“You’ve got my attention.”



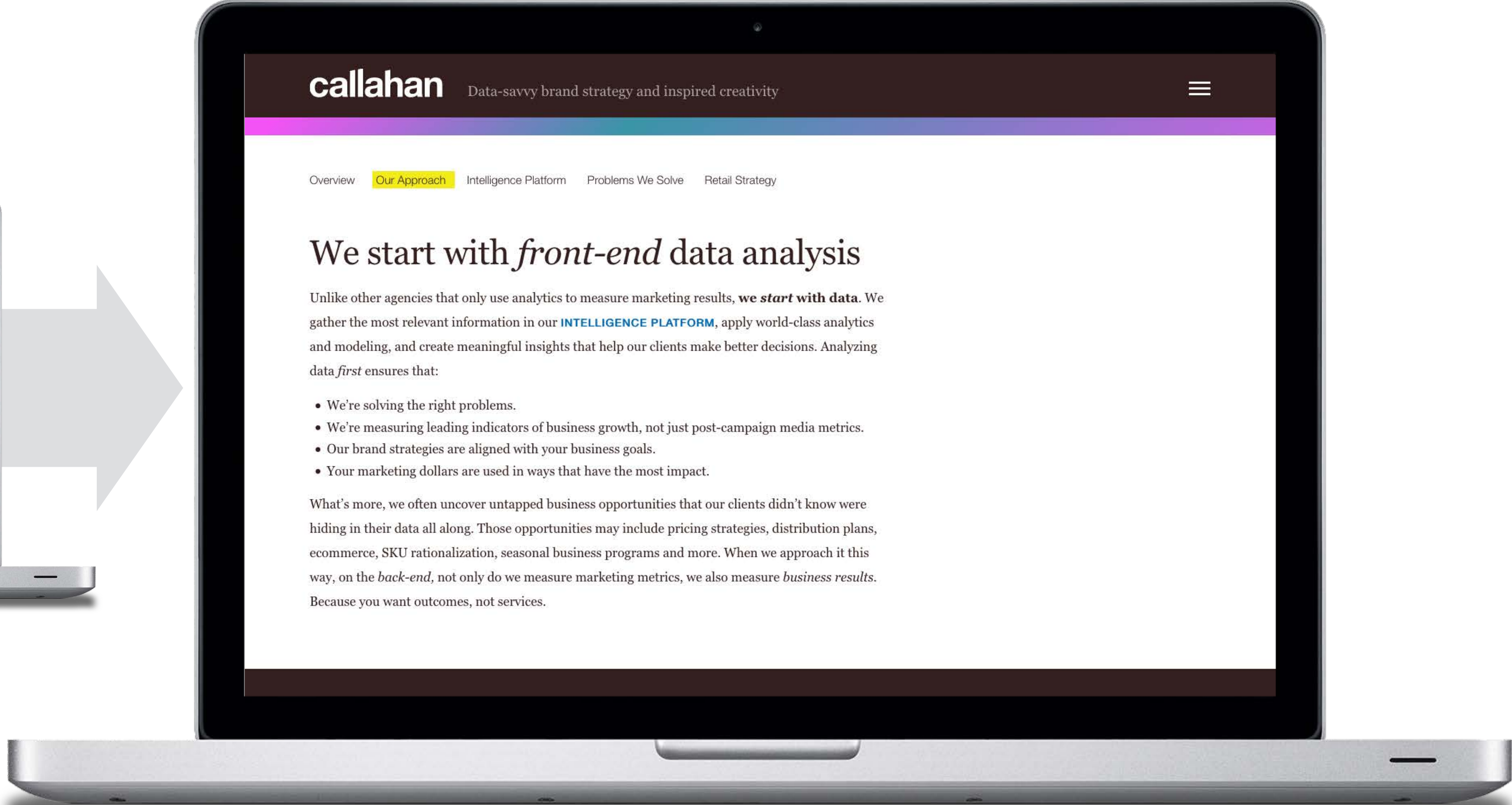
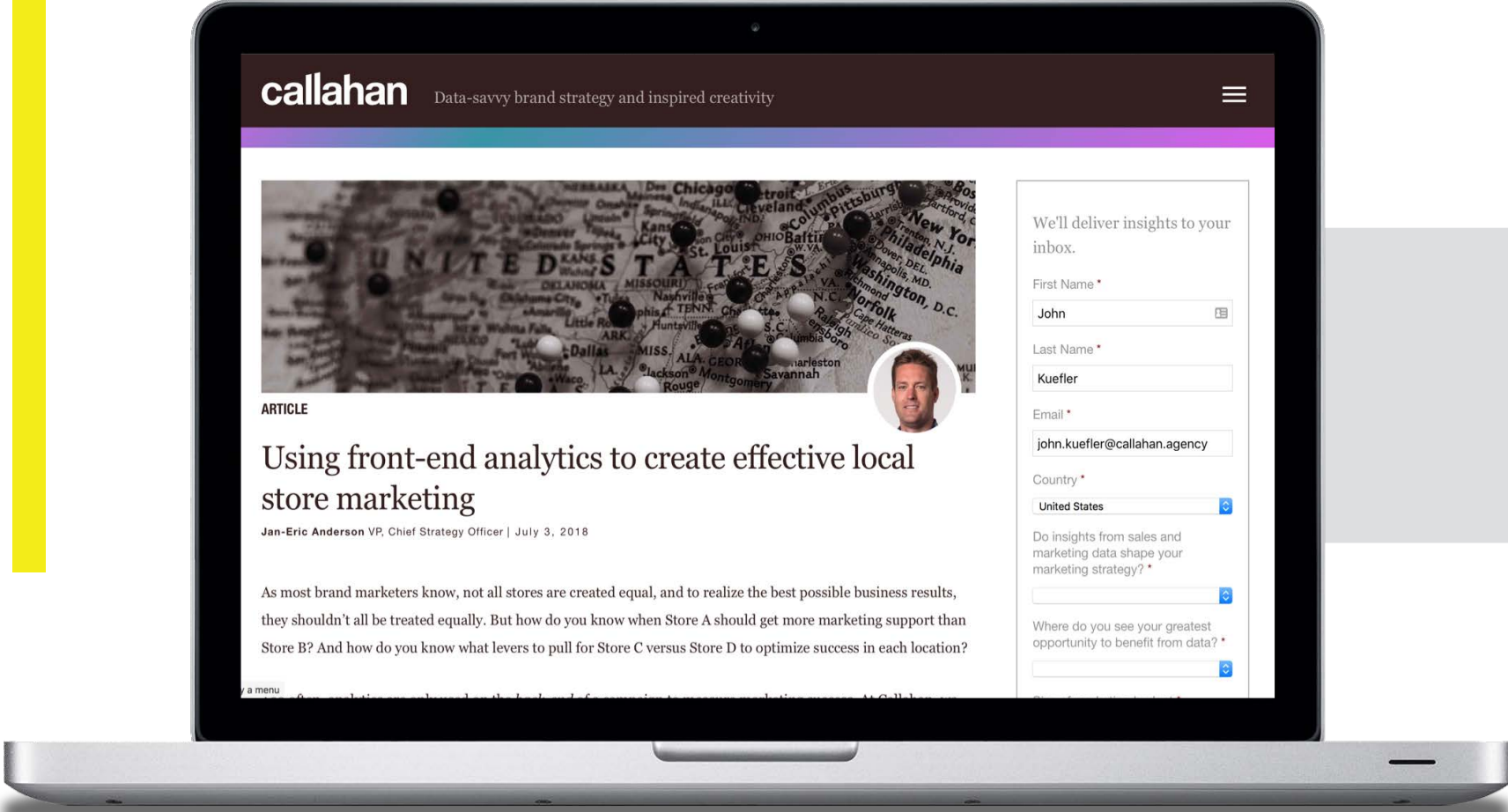
Get them asking, “Who are these guys?”



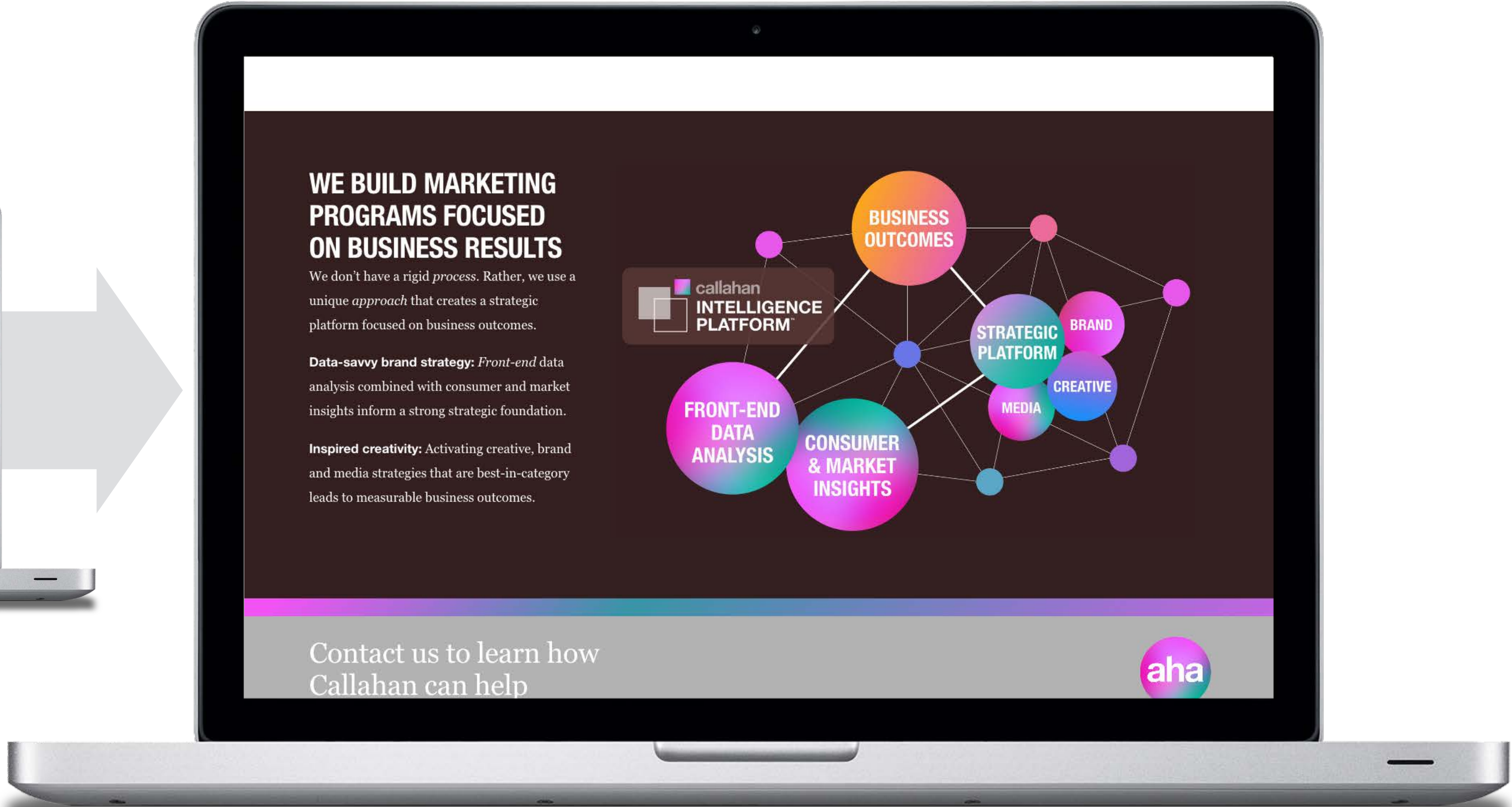
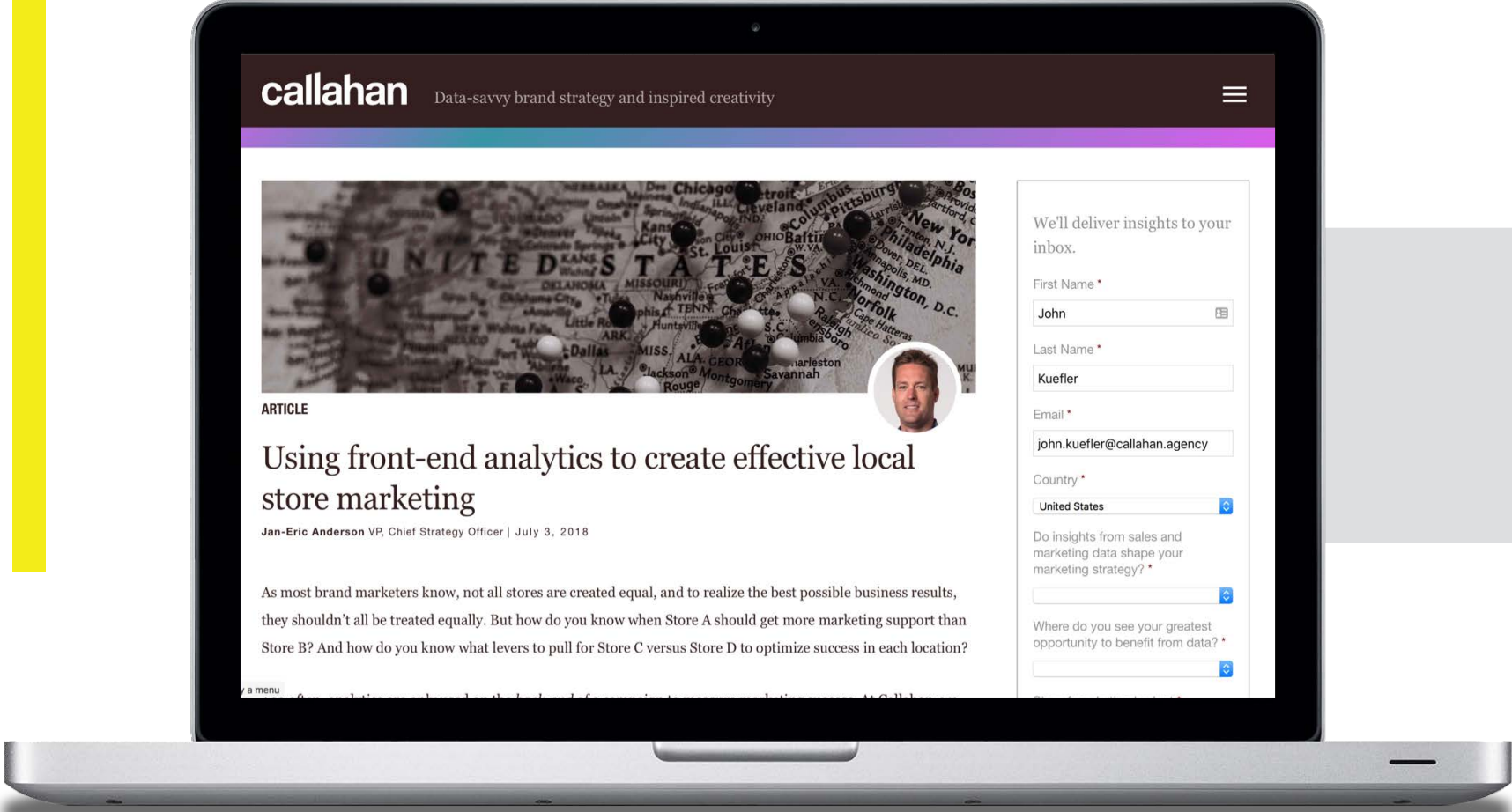
And, encourage them to explore for the answer



Deeper...

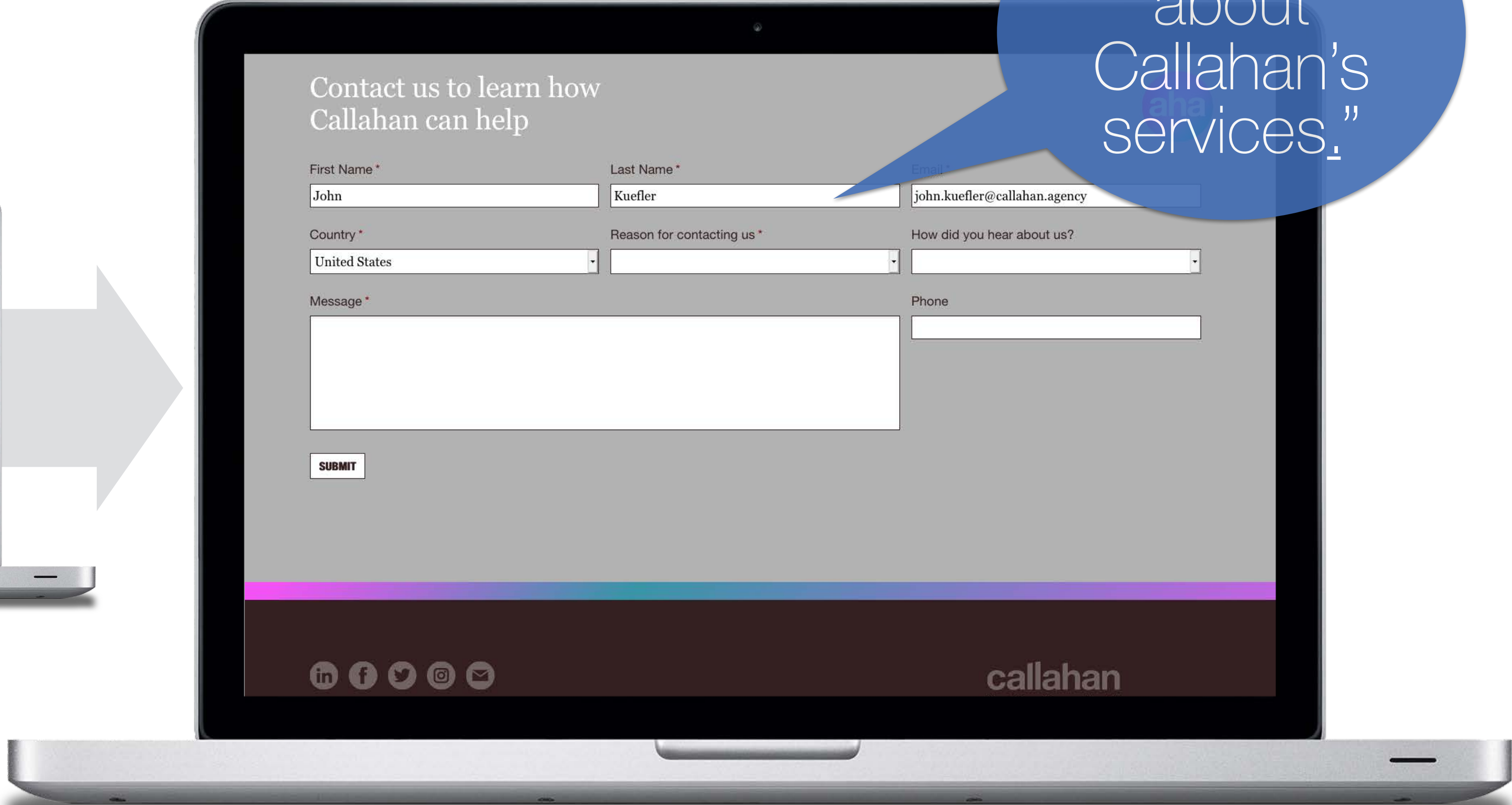
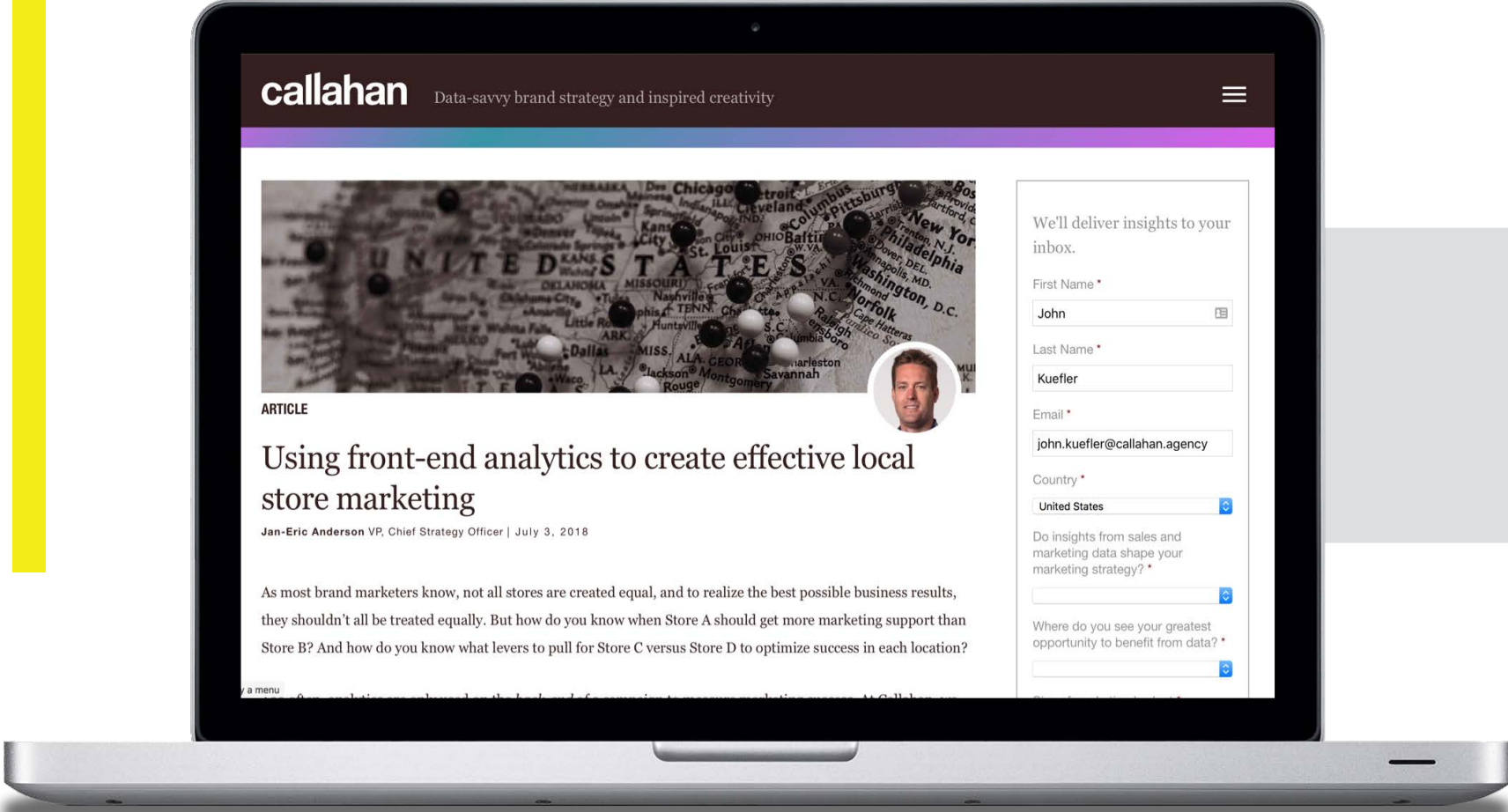


And deeper...

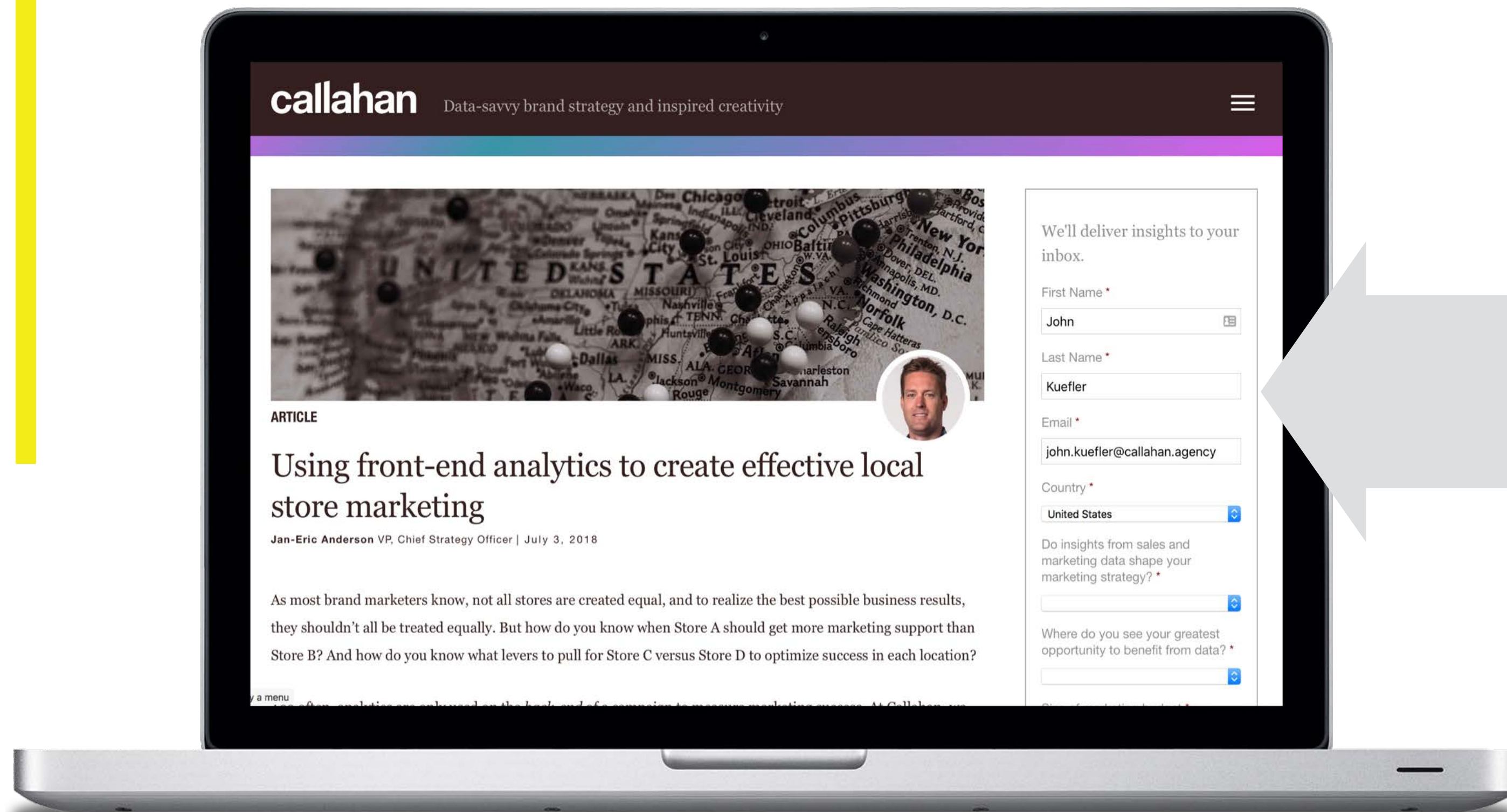


Until...

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



Present multiple lead capture opportunities



- ▶ Subscribe
- ▶ Download gated content
- ▶ Sign up for webinars
- ▶ Subscribe to podcasts
- ▶ Submit contact form

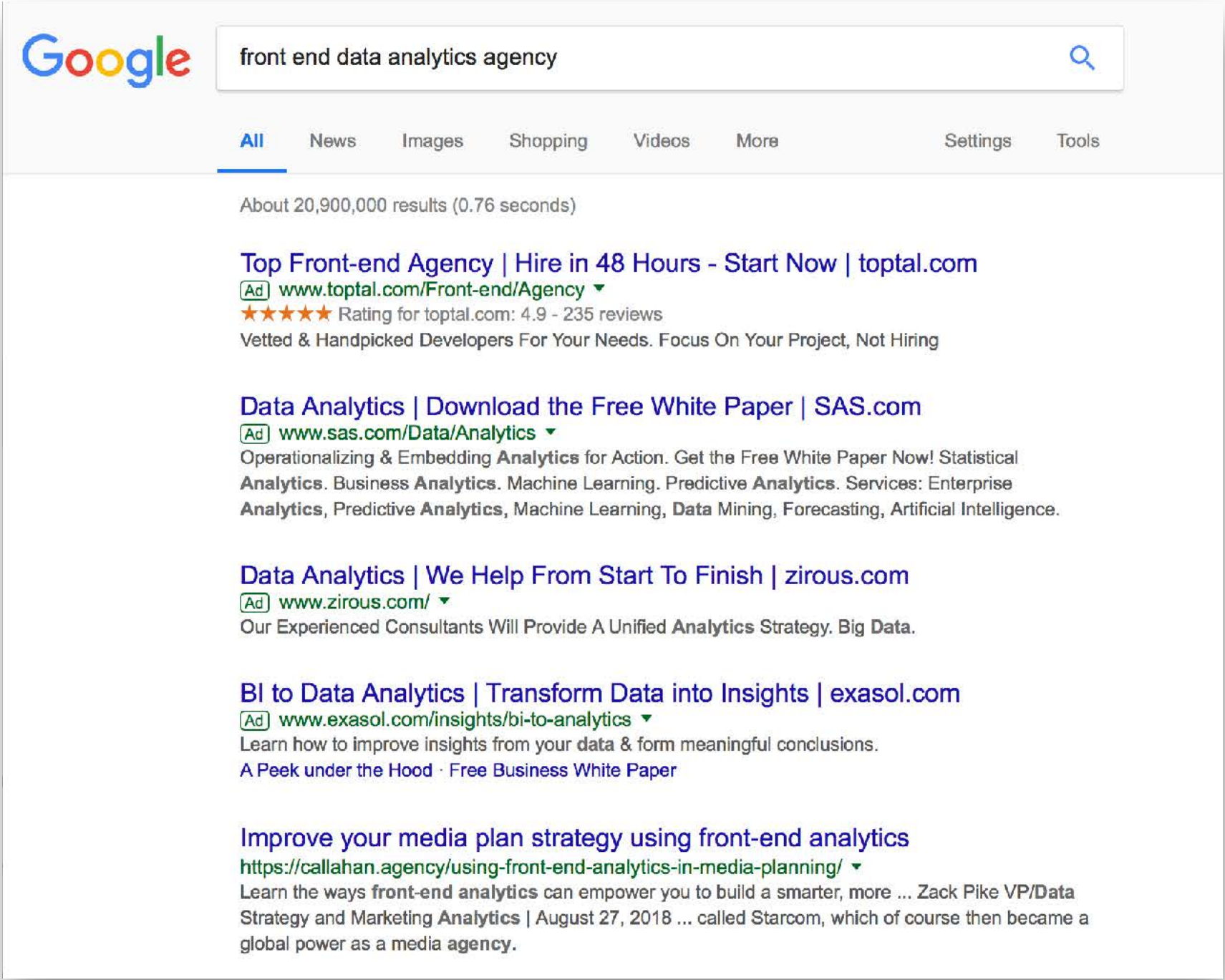


Components of the Callahan content marketing program

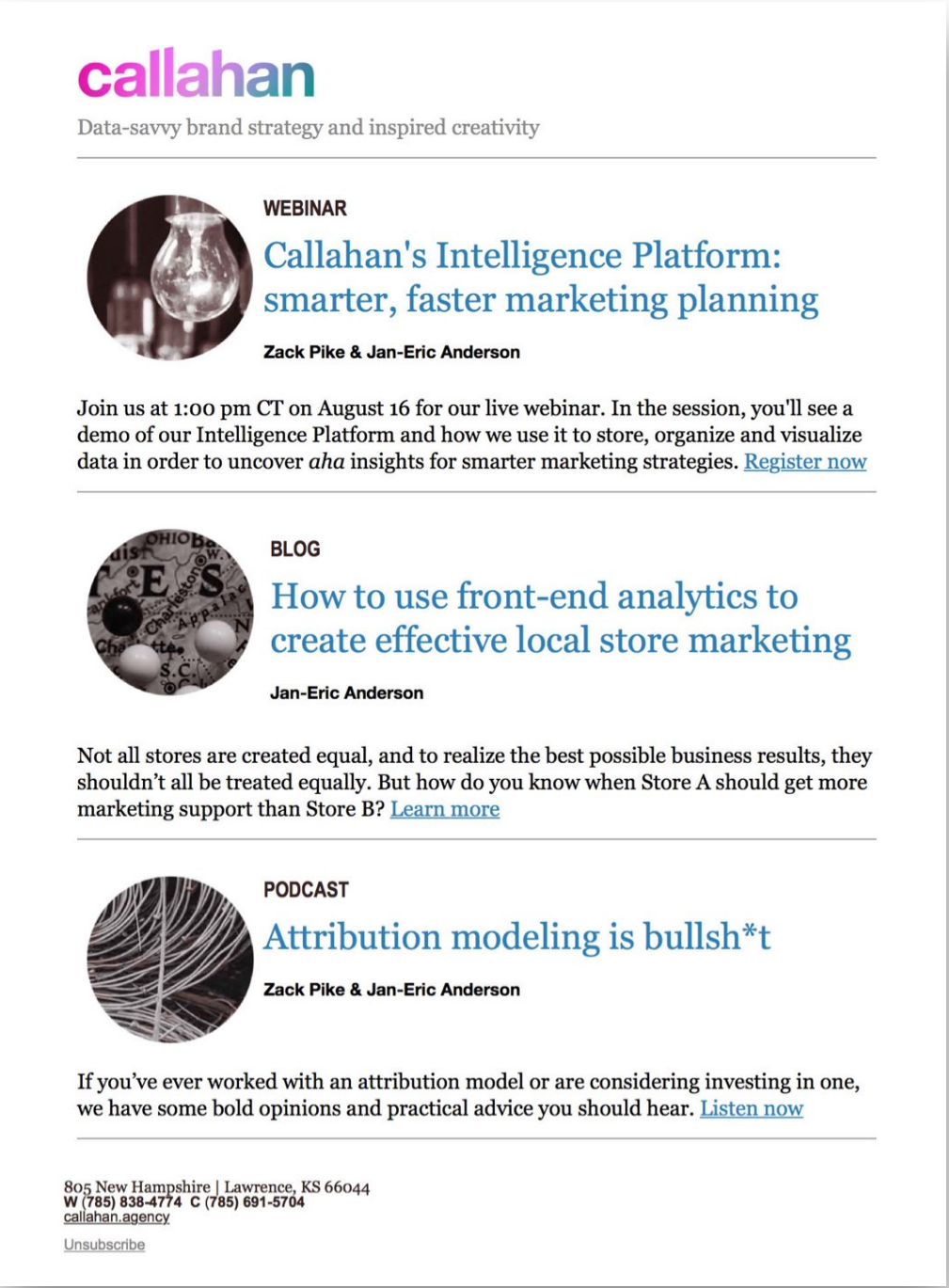
callahan

Inbound and outbound tactics / Push and pull

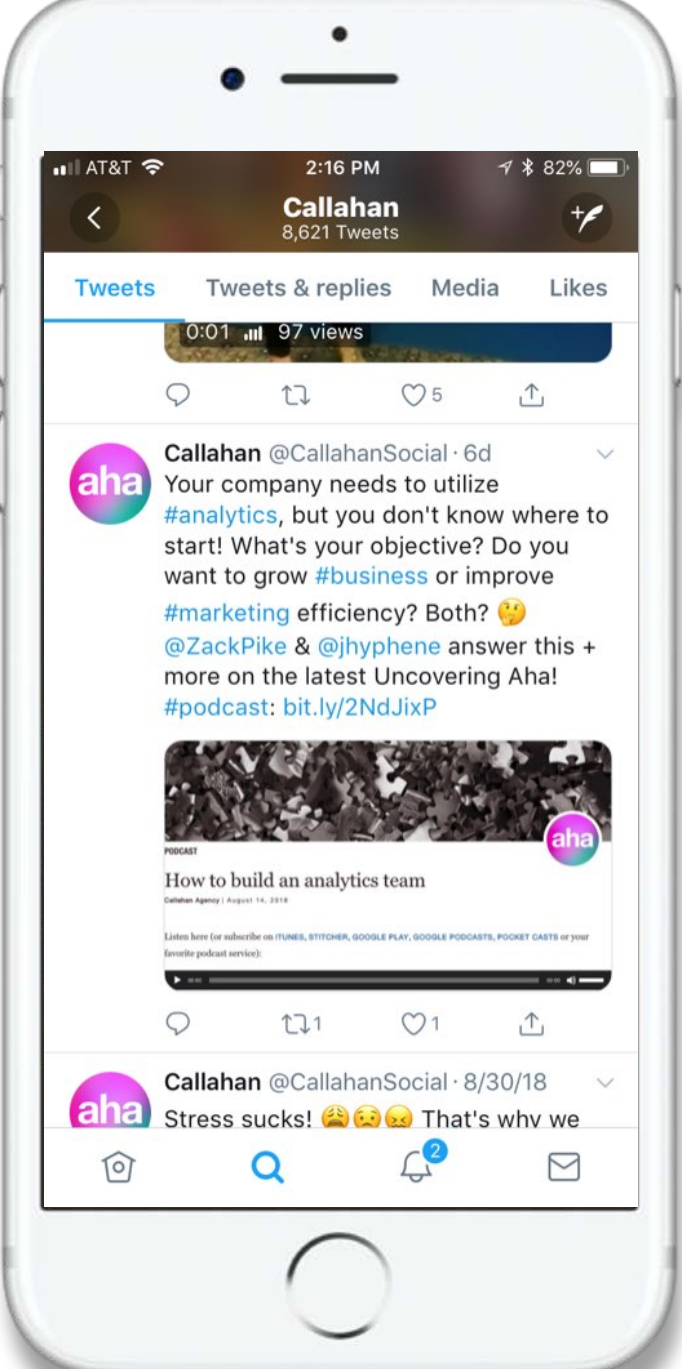
Search



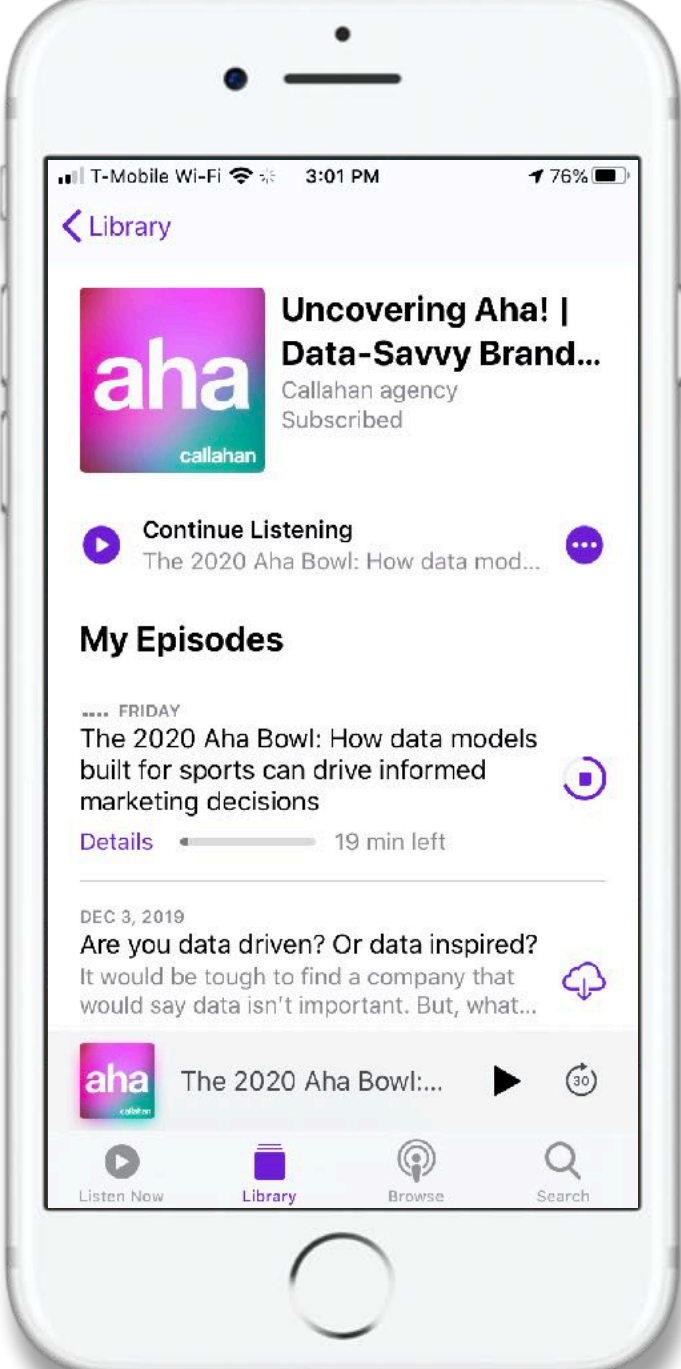
Email



Social



Podcasts



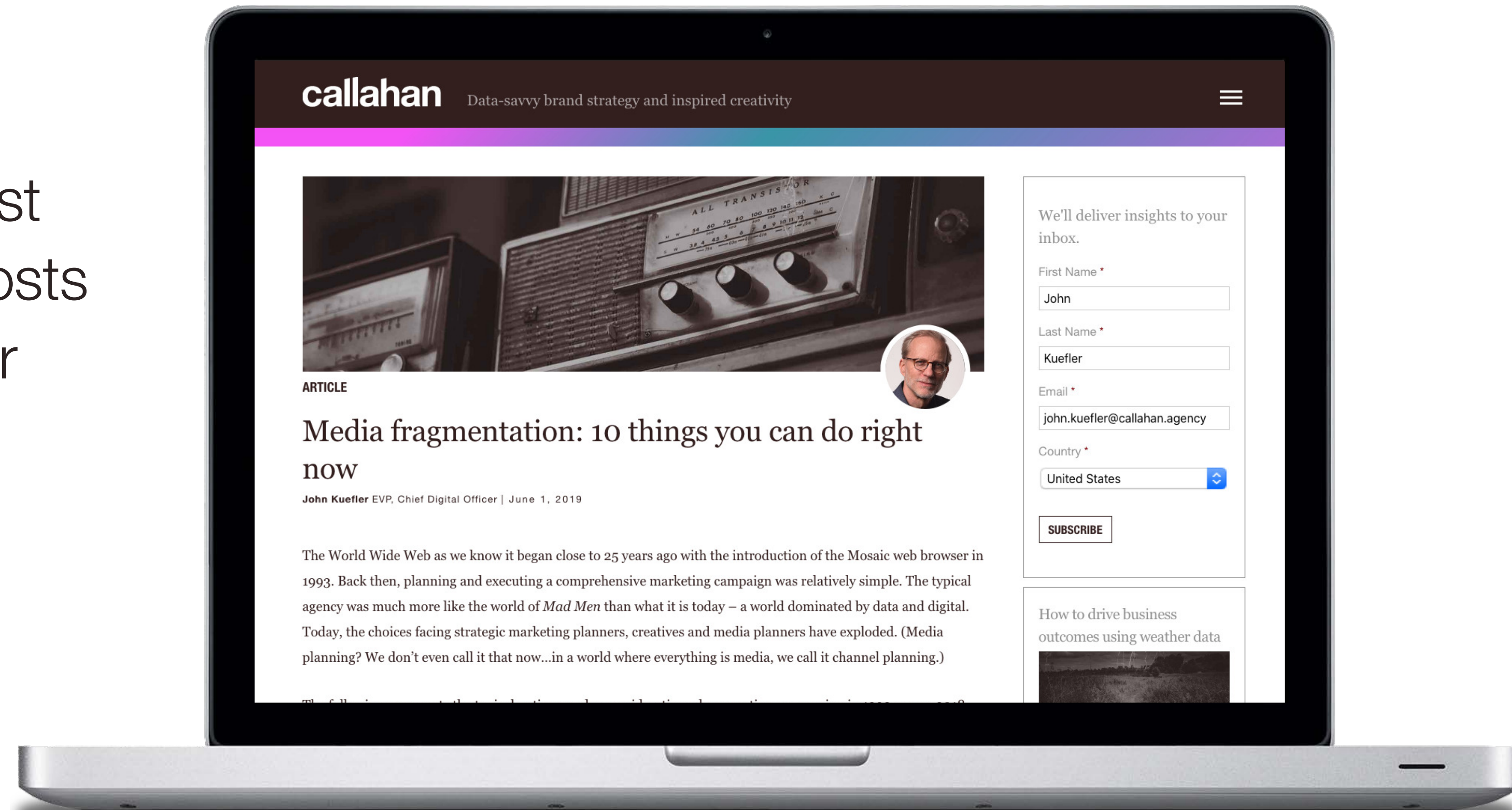
Blog content

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



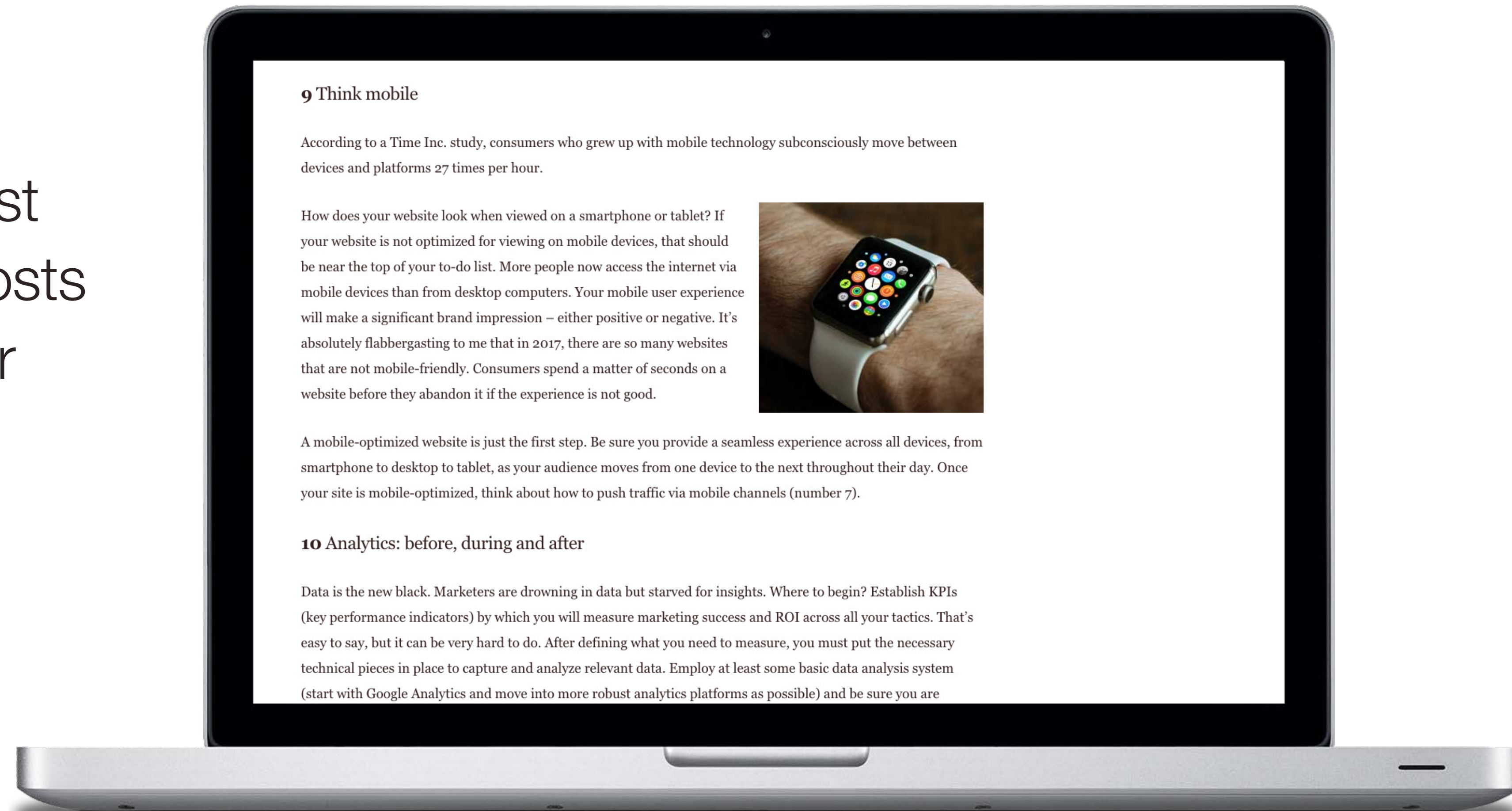
Blog content

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



Blog content

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



9 Think mobile

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

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.



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

Systems and tools / Content planning and production

Callahan - Content Strategy Tools

| Q | CMO/VP of Marketing/Marketing Director at National Consumer Brand | Analytics Director |
|---|--|--|
| 1 | 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 Avg education: Master's level (MBA) Avg CMO tenure: 4.1 years (consumer Brand CMO tenure is 2.1 years) 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) A Marketing Director is similar to CMO/VP but may skew younger (35-50) with less experience (15 years) and perhaps a higher percentage of female and minorities. |
| 2 | What are their primary responsibilities? | At a right-fit prospect: he/she does team, one-person is responsible he/she needs support. This person ingests and analyze everything. C marketing department. Does the develops outsourced solutions/v CMOs what they are doing. |
| 3 | Which areas of your expertise are most relevant to this person? | It's probably 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 need someone on digital team in charge and the Analytics Director now h role). |
| 4 | Professionally, what does this person value most? | Integrity and accuracy of data an |
| 5 | What is this person's biggest professional challenge? | Overwhelmed by data sources. T all and create outputs that provid insights instead of just reporting. |

Personas and insights

Callahan - Content Strategy Tools

| Month | Content Type | Message Area of Focus | Target Audience |
|--------|---------------------|---|---|
| July | | | |
| 11 | | | |
| 12 | Blog | Turning data into action/Action-biased data analytics/marketing innovation through data | Marketing Decision Maker Analytics Director |
| 13 | White Paper | Marketing Data Best Practices | Marketing Decision Maker |
| 14 | Podcast | Marketing Data Best Practices | Marketing Decision Maker Analytics Director |
| 15 | Podcast | Return on marketing investment | Field Marketing Director, Marketing decision maker |
| 16 | Blog | Turning data into action/Action-based data analytics/marketing innovation through data | Marketing Decision Maker |
| August | | | |
| 17 | | | |
| 18 | | | |
| 19 | | | |
| 20 | Blog | Return-on-analytics-investment | Analytics Director |
| 21 | Podcast | Turning data into action/Action-biased data analytics/marketing innovation through data | Marketing Decision Maker Analytics Director |
| 22 | Masterclass Webinar | Turning data into action/Action-biased data analytics/marketing innovation through data | Analytics Director |
| 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 |

Monthly content calendar

Callahan

Overview | Content | Templates | Files | Calendar | Content Map | Connect & Export

Project status

Recent activity

- Justin Henning resolved a comment on Justin - Necessary positions for your data team - listicle Yesterday
- Justin Henning resolved a comment on Justin - Necessary positions for your data team - listicle Yesterday
- Justin Henning resolved a comment on Justin - Necessary positions for your data team - listicle Yesterday
- Justin Henning resolved a comment on Justin - Necessary positions for your data team - listicle Yesterday
- Justin Henning resolved a comment on Justin - Necessary positions for your data team - listicle Yesterday
- Justin Henning resolved a comment on Justin - Necessary positions for your data team - listicle Yesterday

Items you're assigned to

- Justin - How front-end analytics inform media ... Due today
- Jan-Eric / Zack / Ben -The future of Facebook t... Due today

Gather Content tool

Broadcast emails / Act-On marketing automation



Hi Justin,

I'm proud to share some exciting news with you. "Callahan Creek." Simply put, we've moved.

Why, might you ask? Change is a constant in our industry. When we opened our doors in 1988, we positioned ourselves as a family-owned business. CEO Cindy Maude bought the company from Topeka to Lawrence, Kansas, and while I'm even more excited about what's ahead, I'm also excited about the company from Topeka to Lawrence, Kansas, like either a winery or real estate agency 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 our common refer to us as Callahan.

What does this change mean for you?

We are changing our email address and email nomenclature will be christina@callahan.agency. This may take time to get used to, but we will automatically forward to our new address.

Please visit our new website: callahan.agency

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 ahead for Callahan. In 2017 we completed the ownership transition to new people, significant milestones. You probably also know Callahan now.

And last (but by no means least) Callahan Platform — are proving to be a unique combination of technologies that continually gather, house and visualize data for faster, smarter decision-making.

We want to stay in touch, so we'll receive regular emails with blogs, white papers and webinars. I hope you find the content valuable. I look forward to staying in touch.

Best,
Chris

callahan

CHRIS MARSHALL
CEO/President

805 New Hampshire St, Lawrence, KS 66044
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

callahan

CHRIS MARSHALL
CEO/President

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

[Unsubscribe](#)

NEWFANGLED SINCE 1988 POWERED BY act-on

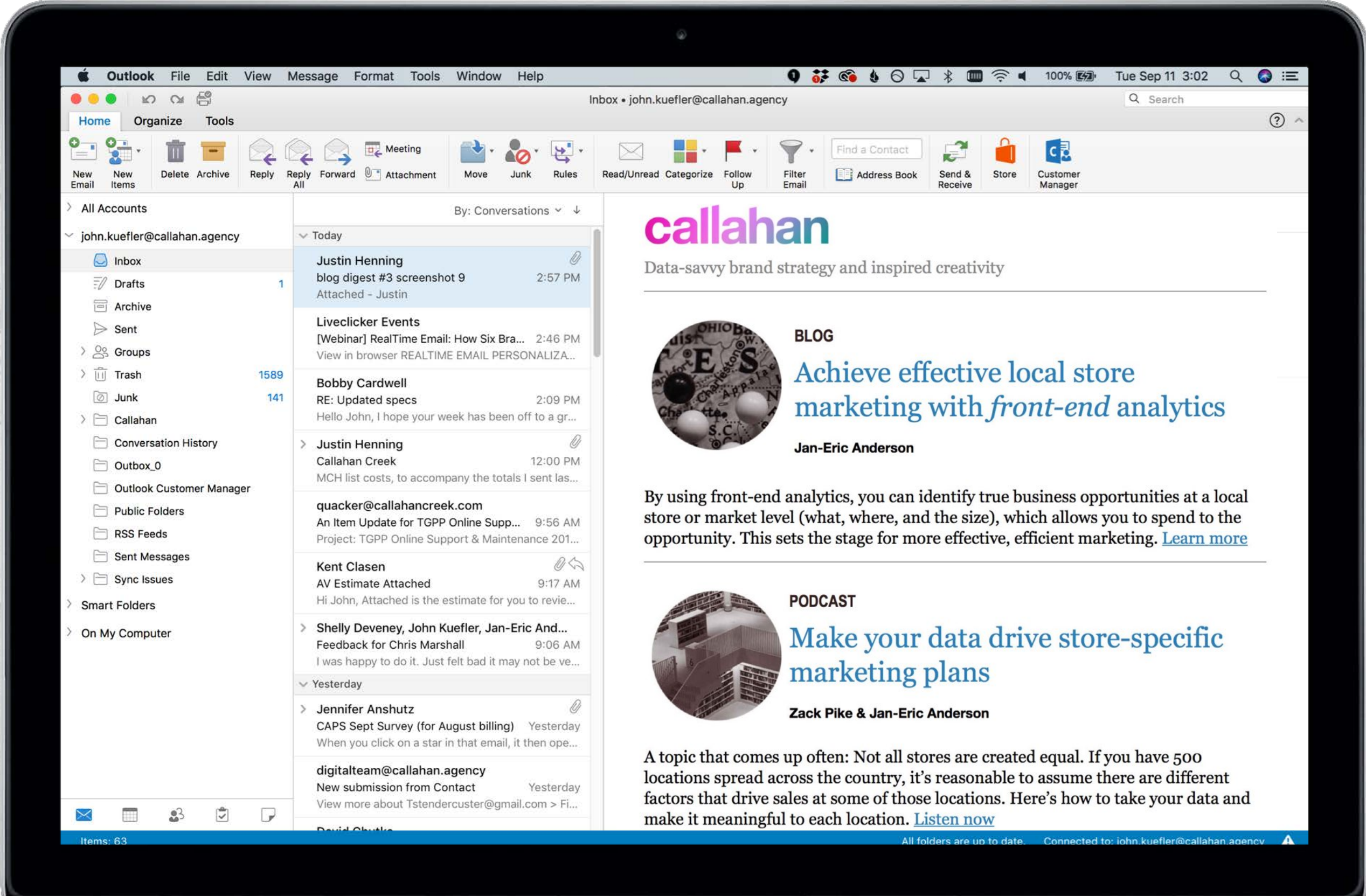
Search Sent Messages

Sent By Marketing Users

Hide Messages to Specific People

| | Sent | Opens | Clicks | Out |
|--|-------|-------|--------|-----|
| Best Performing | | | | |
| ★ Favorites | 0 | | | |
| This Quarter | 14 | | | |
| This Year | 27 | | | |
| Last 30 Days | 7 | | | |
| Last 60 Days | 12 | | | |
| Last 90 Days | 22 | | | |
| August 2018 | 9 | | | |
| July 2018 | 5 | | | |
| June 2018 | 10 | | | |
| April 2018 | 1 | | | |
| March 2018 | 2 | | | |
| This Quarter | | | | |
| full_leadlist_blogdigest_8.23.18 | 6.65K | 88 | 8 | 6 |
| blogdigest_8.22.18_A_uncoverinsights | 472 | 97 | 2 | 3 |
| blogdigest_8.22.18_B_uncoverinsights | 323 | 100 | 4 | 2 |
| subscriber_email_optin | 191 | 35 | 10 | 1 |
| NF Spam Test #2 | 18 | 1 | 0 | 0 |
| NF Spam Test: [Webinar tomorrow] Need more from your marketing data? | 18 | 1 | 0 | 0 |
| webinar_promo_email_8.15.18 | 7.49K | 199 | 2 | 11 |
| blog_digest_webinarpromo2_8.8.2018 | 7.53K | 200 | 6 | 6 |
| webinar_promo_email_8.3.18 | 7.61K | 236 | 2 | 25 |
| 7.27.18_whitepaper_promo_full_list | 5.92K | 147 | 5 | 11 |
| 7.24.18_whitepaper_promo_B | 873 | 34 | 1 | 3 |
| 7.24.18_whitepaper_promo_A | 870 | 33 | 0 | 8 |
| 7.11.18_multilink_sendvertime | 6.80K | 85 | 3 | 6 |

Broadcast emails



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](#)



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](#)

805 New Hampshire | Lawrence, KS 66044
W (785) 838-4774 C (785) 691-5704
callahan.agency

[Unsubscribe](#)

Hi Justin,

[Join us tomorrow for our live, free webinar on Callahan's Intelligence Platform, Aug. 16 at noon CT.](#) You'll see a demo of the Platform and how we use it to store, organize and visualize data in order to uncover *aha* insights for smarter marketing strategies.

This webinar is for you, if you've ever found yourself:

- Struggling to find the marketing data needed to defend your budget
- Challenged to draw a clear connection between reports and revenue
- Constrained by a limited budget and not knowing how to best optimize your spend

Topics we'll cover:

- Why starting with *front-end* data analysis is better than using only post-campaign analytics
- The components of the Intelligence Platform tech stack and the benefits of each
- A live demo of the Platform showing several use cases for various business situations
- How the Platform allows us to plan, test, execute and measure more effectively
- The always-on dashboards that empower clients to explore and ask better questions, faster
- A live Q&A at the end of the presentation

[Register today!](#) You'll receive an email with your login instructions the day of the event.

Zack




ZACK PIKE
VP, Data Strategy and Marketing Analytics

805 New Hampshire | Lawrence, KS 66044
W (785) 838-4774 C (913) 485-3258
callahan.agency

[Unsubscribe](#)

Justin,

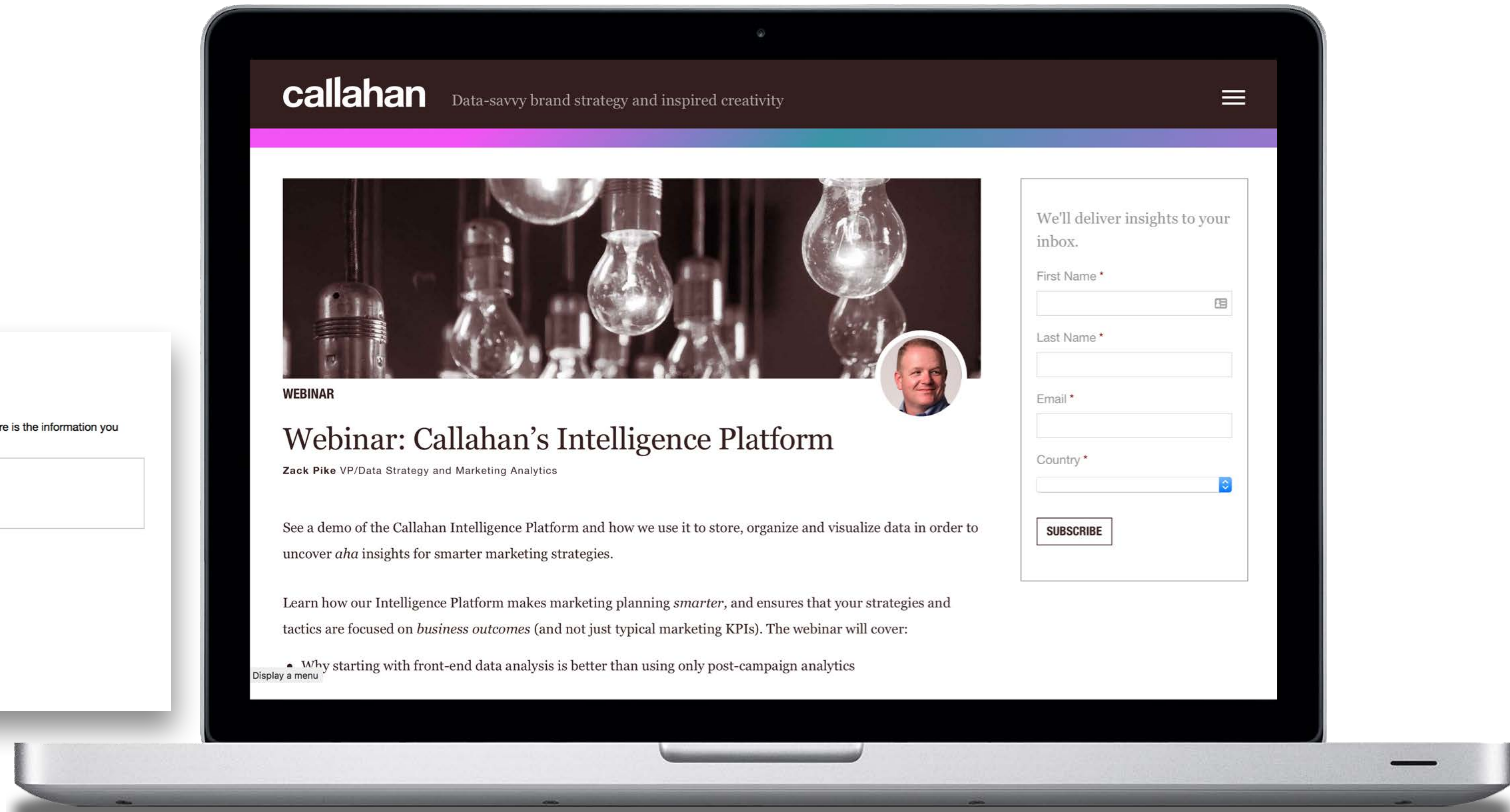
This is a reminder that you have enrolled in the following Callahan agency webinar. Here is the information you need to attend this event:

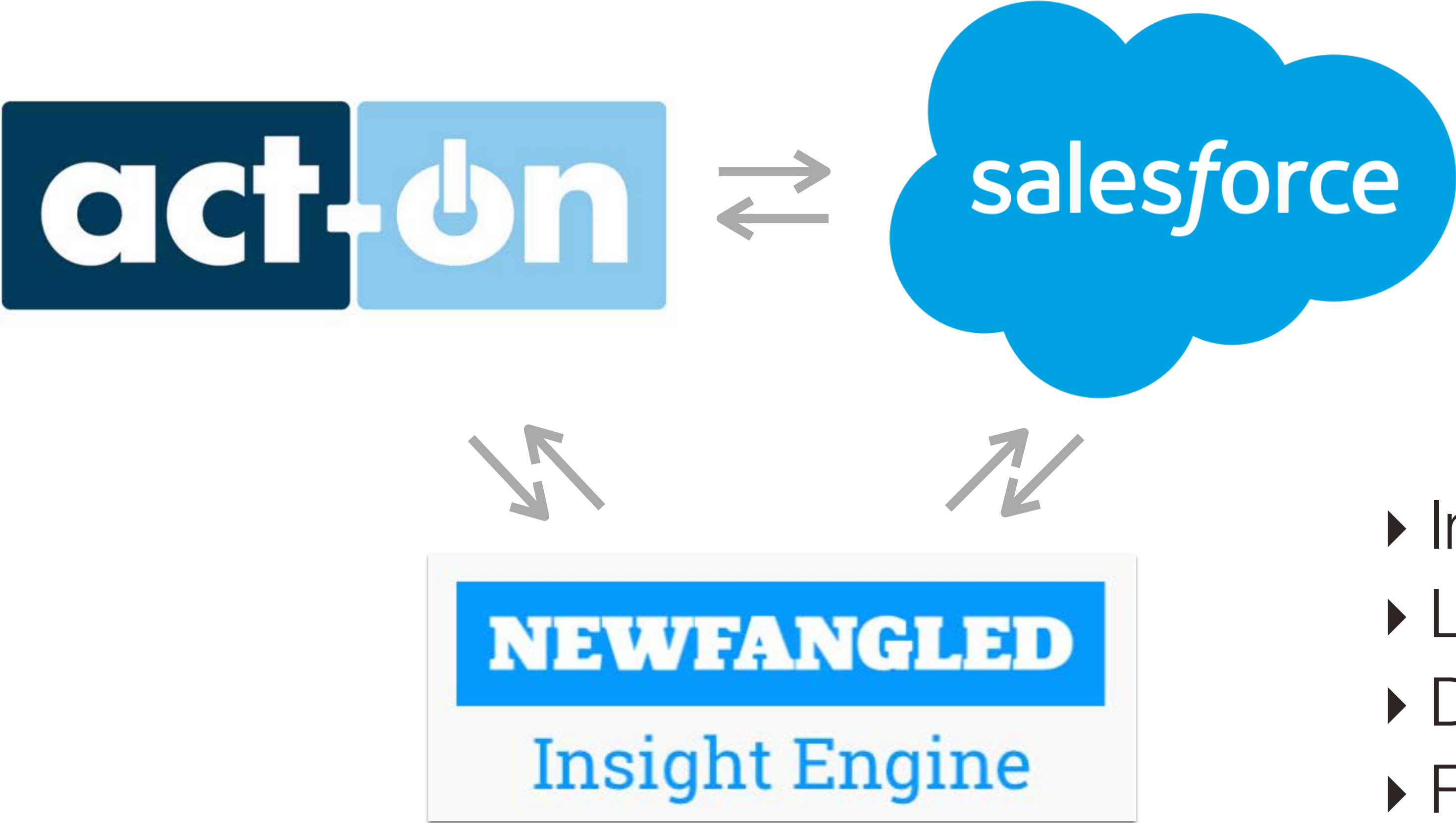
| | |
|---|---|
|  | What Webinar: Callahan's Intelligence Platform |
| | When Aug 16 2018 12:00 PM - 1:00 PM (CDT) |
| | Join Online click here |

callahan

805 New Hampshire St, Lawrence, Kansas 66044
W (785) 838-4774 C (785) 691-5704
callahan.agency

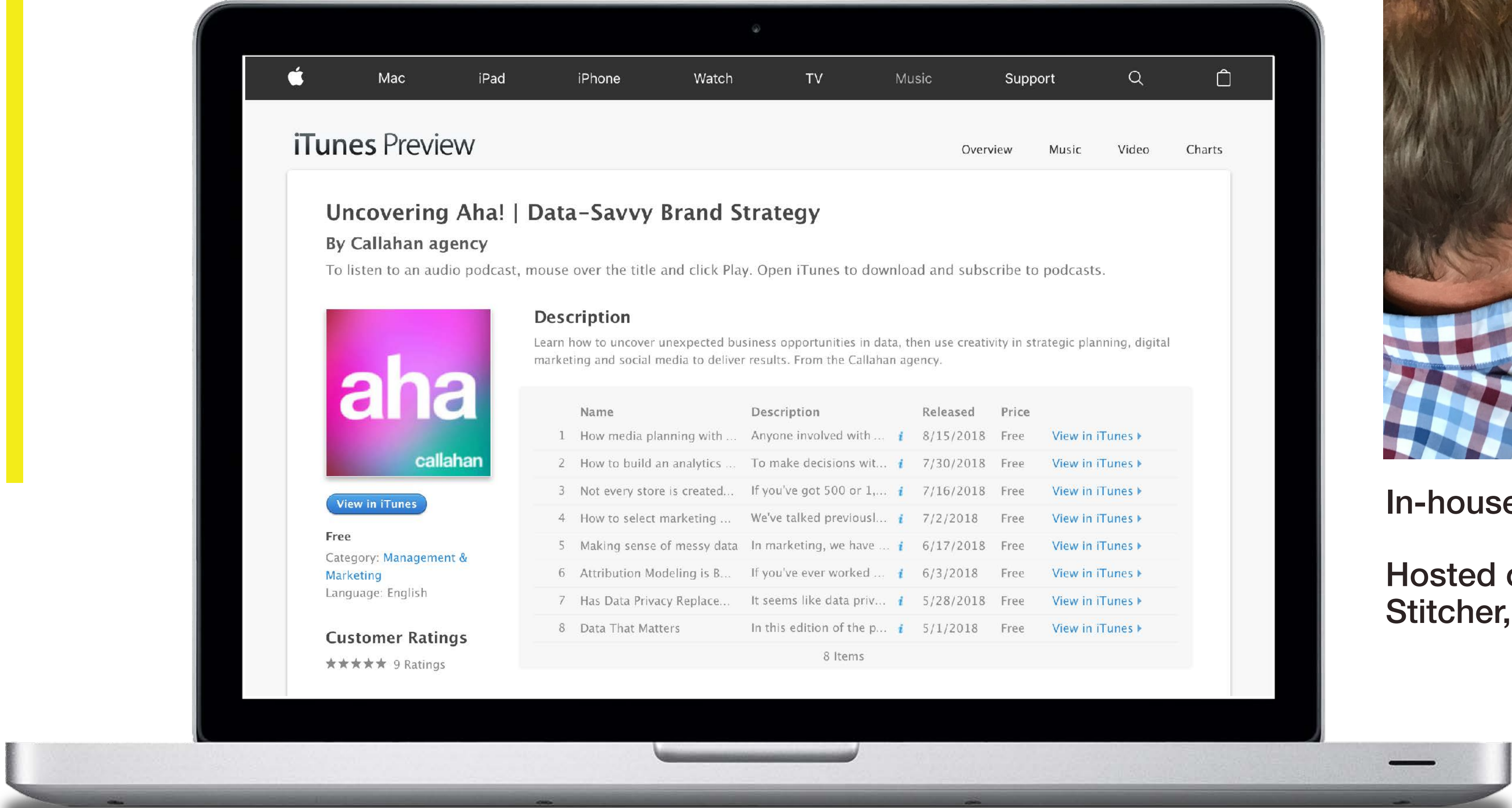
[Unsubscribe](#)





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

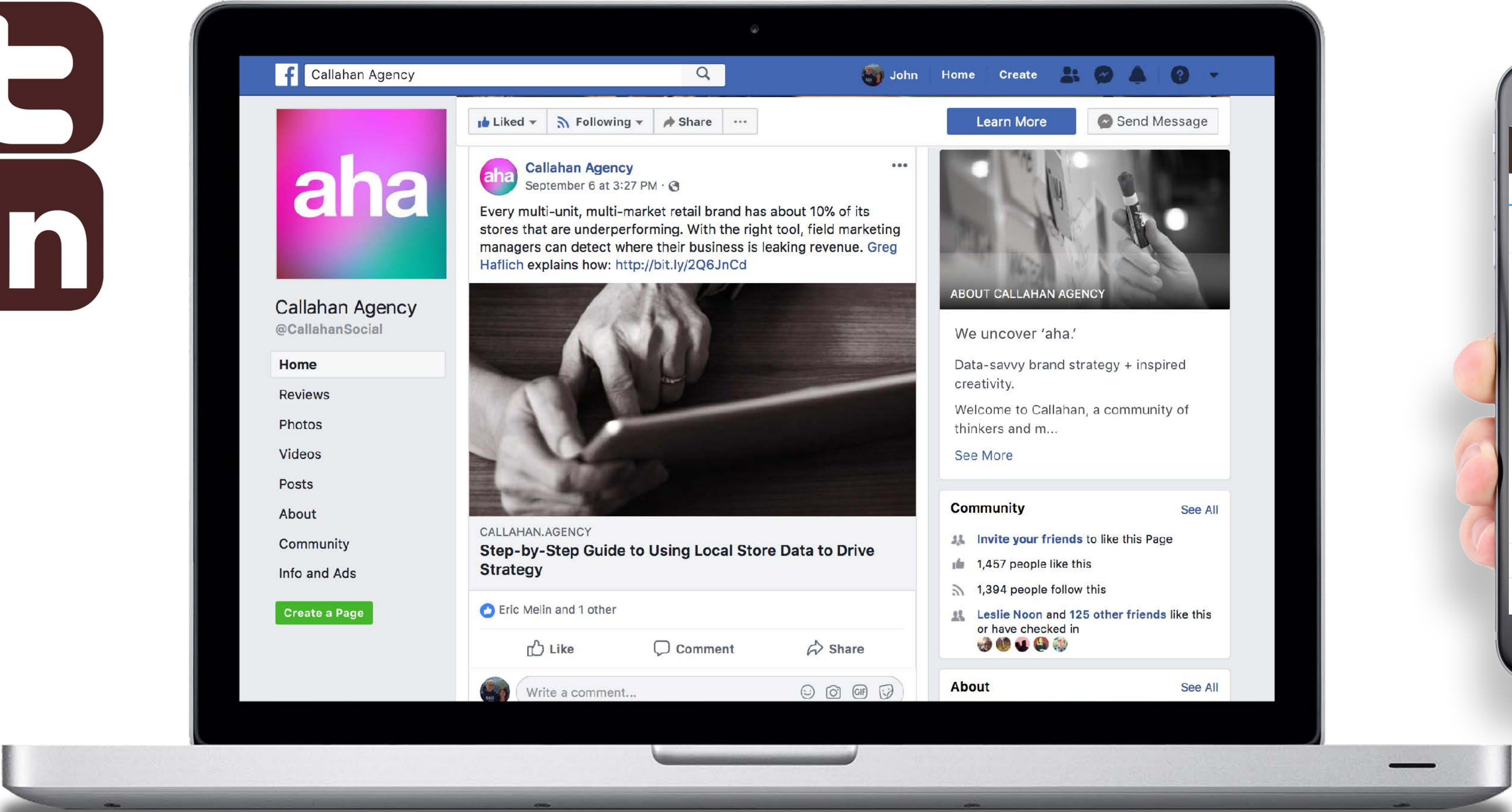
Podcasts



In-house studio

Hosted on Libsyn, published on iTunes, Stitcher, Google Play, Google Podcasts

Social Media



Paid social ads / LinkedIn

