



what we do.
why we do it.



Executive Summary



OVERVIEW

Kuno Creative provides content marketing, demand generation & lead nurturing services to deliver sales qualified leads (SQLs). Kuno works

with chief marketing officers (CMOs) and other leaders on digital marketing teams at mid- to large-sized companies. We supply access to talent and speed to market for lead generation and lead nurturing strategies – all built with the latest inbound marketing techniques.



Kuno Creative is an industry-leading inbound marketing agency and Certified, Gold HubSpot partner.

VALUE PROPOSITION

What makes Kuno Creative different is that we offer a multi-disciplinary team that believes in creating compelling, high-quality content to attract sales qualified leads. We have copywriters, designers, developers, data analysts and digital strategists, in-house, who are exclusively focused on demand generation and lead nurturing.

We continuously optimize calls-to-action, landing pages and lead nurturing communications, which results in higher conversion rates and the ability to move qualified sales prospects down the sales funnel. We specialize in behavior-triggered marketing automation and are able to report monthly on the progress for key performance indicators (KPIs).

INDUSTRIES

- Technology
- Health Care
- Manufacturing
- Energy
- Software
- And More





Generating leads and nurturing those prospects until they are ready to buy isn't part of a digital marketing strategy anymore.

It is the strategy.

Kuno Creative has
been on the
leading
edge

of this evolution in marketing
since the very beginning.

Over the years, we've learned what companies of any size need to be successful and have built an in-house team of designers, developers, copywriters, data analysts and consultants to develop campaigns for lead nurturing with marketing automation. We've also developed a series of deliverables that are necessary to meet the key performance indicators of digital marketing.

Deliverable #1: STRATEGY, REVIEW & PLANNING

Every month, we develop and continually update a marketing calendar with work details and a scorecard to track success.

With these two pieces as our guide, we analyze data, the marketing plan, leads, and results from marketing campaigns, email marketing and social media activities.



WHY?
Continuous improvement requires continuous monitoring.

We believe that no digital marketing strategy should remain static. Being successful means making continuous, incremental improvement to KPIs that we set with your sales and marketing teams.





Deliverable #2:

WEB SUPPORT & MAINTENANCE

Each month, we continue to optimize a company's website for inbound marketing and lead capture.

The most common updates include creating new call-to-action (CTA) graphics and landing pages for the new pieces of advanced content included in the marketing plan.

The second most common updates include minor copy changes on individual web pages, and updating main messaging in the banner areas of the website to match current campaigns or promotions. Our copywriters and consultants will provide valuable support and feedback for making these minor improvements, which can produce major results.



WHY?

Hiring an inbound marketing team can have a 300% ROI

The wages and benefits for a four- to six-person digital marketing team can be costly. And developing the same team within doesn't guarantee it will be solely dedicated to continuous improvement to digital marketing efforts. Kuno's marketing strategists, specialized consultants and creative staff can support an existing in-house team so a company's website is regularly optimized for lead generation.

up to
300%
RETURN ON
INVESTMENT



Deliverable #3:

CUSTOM BLOGS FOR DEMAND GENERATION

To help create the quality and quantity of new content needed to be found online through organic search and social media,

a journalist will call and interview select contacts within your organization. Based on these monthly interviews, we write blog posts and optimize them for lead generation by including images, links, tags, calls to action (CTAs) and metadata.



WHY?

57% of companies with a blog have acquired a customer from their blog.

(Source: HubSpot, 2012 State of Inbound Marketing Report)

Recent changes to search engine algorithms favor sites that are producing quality content on a regular basis. It's no longer enough to have a website... or even a blog that's updated once or twice a month. Here are two charts from our own website to show how blogging affects traffic and leads:

Organic Search Traffic

Mar 1, 2009 - Mar 30, 2012

1-2 BLOG POSTS
per month



Organic Search Leads

Mar 1, 2009 - Mar 30, 2012

1-2 BLOG POSTS
per month





Deliverable #4:

CONTENT CREATION FOR LEAD GENERATION & NURTURING

Creating advanced content for inbound marketing is one of the most important aspects of a successful strategy.

The effort and cost to create a download can be compared to the effort and cost to create a brochure. It requires strategy, copywriting, design, revisions and the final production



WHY?

90% of marketers say content marketing will be important in the next 12 months (but only 38% are doing it).

(Source: eConsultancy, Content Marketing Survey Report)

Without content to deliver throughout your website and via other online channels, you will have less to offer your target audience. You won't have digital assets to reference in your lead nurturing emails. And that means prospects may start to turn to your competition for the content they're looking for.





Deliverable #5:

LEAD NURTURING

If someone chooses to convert on your website (fill out a form) for certain types of content, you begin to identify at what level they are in your sales funnel.

Designing and programming a series of lead nurturing workflows will help nurture these leads through the funnel over time in an automated fashion. Each month, as you add additional digital assets, these nurturing strategies get updated. It is common to have many of these campaigns running on your website.

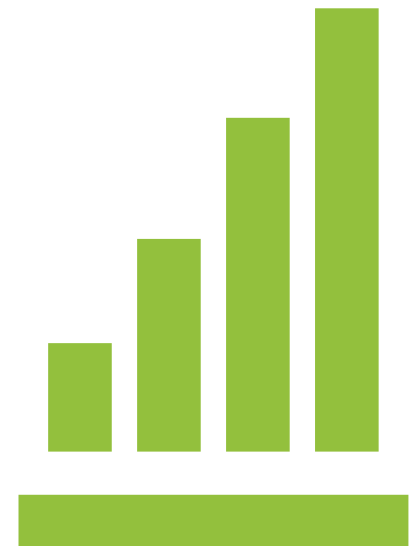


WHY?

Companies that automate marketing activity see up to a 10% revenue increase in just six to nine months.

(Source: Gartner Research)

Generally, it takes five to eight touch points to successfully create a prospect. By building a relationship with a buyer, you can deliver the right content at the right time to move them to the next stage in the buying cycle. This allows you deliver more highly qualified leads to your sales team and shorten the sales cycle when that conversation begins.





Deliverable #6:

EMAIL MARKETING

When you offer your website users useful or entertaining content, they choose to opt-in to your information by converting on your website forms. Email marketing is used to keep relationships with leads strong and to promote new content for lead nurturing.

WHY?

50% of qualified leads are not ready to buy.

(Source: Gleanster Research)

Just because a website visitor becomes a lead doesn't mean she or he are ready to buy. Email marketing is a great way to keep your name in front of your prospects. Moreover, one email blast can have different messages for different segments of your list. These highly targeted lists can improve your open and click-through rate, increasing engagement with a lead.



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