

Plan de développement commercial et de marketing de contenu

This slide illustrates an outline of content marketing plan which helps you set SMART objectives and strategies to achieve business growth. It covers aspects of customer lifecycle stage and aims, objectives, strategies, key performance indicators, timeline and responsible owners.



Customer lifecycle stage
and aims

Objectives

Strategies

Key performance
indicators

Timeline

Responsible owners

REACH ● Increase brand awareness ● Increase visit's on company's platforms	● Increase new monthly visit's to website by 30% ● Add text here	● Develop a resource center consisting free long form relevant content	● % of new organic visits to website	● By the end of Q4	● Marketing & content department
AQT ● Increase engagement ratio	● Reduce average cost per lead by 10% ● Generate lead from each white paper created ● Add text here	● Develop an influencer program ● Plan social media distribution for white papers ● Add text here	● Number of leads per white paper created	● By the end of Q3	● Marketing department
CONVERT ● Increase conversion rate	● Increase lead conversion rate from 10% to 15% ● Add text here	● Create user funnel assets (e.g. guiding videos) ● Integrate technology to optimize retention ● Add text here	● Lead to customer conversion rate	● By the end of Q4	● Sales and marketing department
RETENTION ● Add text here	● Add text here	● Add text here	● Add text here	● Add text here	● Add text here
LOYALTY ● Add text here	● Add text here	● Add text here	● Add text here	● Add text here	● Add text here

Visioneering Plan De D

JS Bruner



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followed by Parts II IV having thoroughly tested this intellectual process in regard to this capacity Part V brings the key contributions of Parts I IV together resulting in the production of the theory of integrated knowledge creation which is formed here on the basis of the production of sound knowledge regarding the given thing reality in its totality As such the formation of this theory unearths the foundation of a new avenue of knowledge termed here as the scholarship of sustainability **Popular Mechanics Magazine** ,1946 The New York Times Index ,1955 **Popular Science** ,1952-07 Realty and Building ,1970 **Popular Mechanics** Henry Haven Windsor,1946-07 *Who's who in the Midwest* ,1990 A biographical dictionary of noteworthy men and women of the Central and Midwestern States

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