

Plan de développement commercial et de marketing de contenu

This slide showcases 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
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D&B Million Dollar Directory ,1997 **Million Dollar Directory** ,1994 *Handbook of Community Well-Being Research* Rhonda Phillips,Cecilia Wong,2016-12-10 This Handbook brings together foundational and leading edge research exploring dimensions of improving quality of life in communities of place Social indicators and other assessment techniques will be explored including from the framework of community perspectives which is concerned with enhancing quality of life for community members As part of this trans disciplinary work participation engagement and empowerment will be key concepts presented Along with capacity building and service provision these elements influence community well being and will be considered along with subjective and objective assessment approaches Researchers from around the globe share their work on this important topic of community well being bringing together a diverse array of disciplinary perspectives Those working in the areas of public policy community development community and social psychology urban and regional planning and sustainable development will find this volume particularly useful for the array of approaches presented **23rd European Conference on Knowledge Management Vol 1** Piera Centobelli,Roberto Cerchione,2022-09-01 **Official Gazette of the United States Patent and Trademark Office** ,1996 **Consultants & Consulting Organizations Directory** Cengage Gale,2009-05-12 **An Integrated Approach to Environmental Management** Dibyendu Sarkar,Rupali Datta,Avinandan Mukherjee,Robyn Hannigan,2015-10-05 Covers the most recent topics in the field of environmental management and provides a broad focus on the theoretical and methodological underpinnings of environmental management Provides an up to date survey of the field from the perspective of different disciplines Covers the topic of environmental management from multiple perspectives namely natural sciences engineering business social sciences and methods and tools perspectives Combines both academic rigor and practical approach through literature reviews and theories and examples and case studies from diverse geographic areas and policy domains Explores local and global issues of environmental management and analyzes the role of various contributors in the environmental management process Chapter contents are appropriately demonstrated with numerous pictures charts graphs and tables and accompanied by a detailed reference list for further readings *Canadian Key Business Directory* ,1993 **Trade-marks Journal** ,1998-04 **F & S Index United States** ,1997 **F&S Index United States Annual** ,1997 **Official Gazette of the United States Patent and Trademark Office** ,1996 **Consultants & Consulting Organizations Directory: Descriptive listings and indexes** ,2009 **The Intellectual Structure of Sustainability** A M M Maruf Hossain,2025-03-31 This research monograph creates human intellectual capability for the production of sound knowledge regarding things realities in their totalities as the production of such knowledge termed here as integrated knowledge is imperative for the provision of an effective intellectual treatment of sustainability The research that is presented here is composed of five consecutive parts where Part I constructs a novel intellectual process that aims to produce integrated knowledge regarding a sample thing

reality This is 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
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