



The WIZ Method™
May 2019

Agenda

Introduction

The WIZ Method™

- Overview
- Activities
- Results

About Us

Content Marketing is the #1 tool to drive B2B brand awareness and high quality leads.

What is content marketing?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

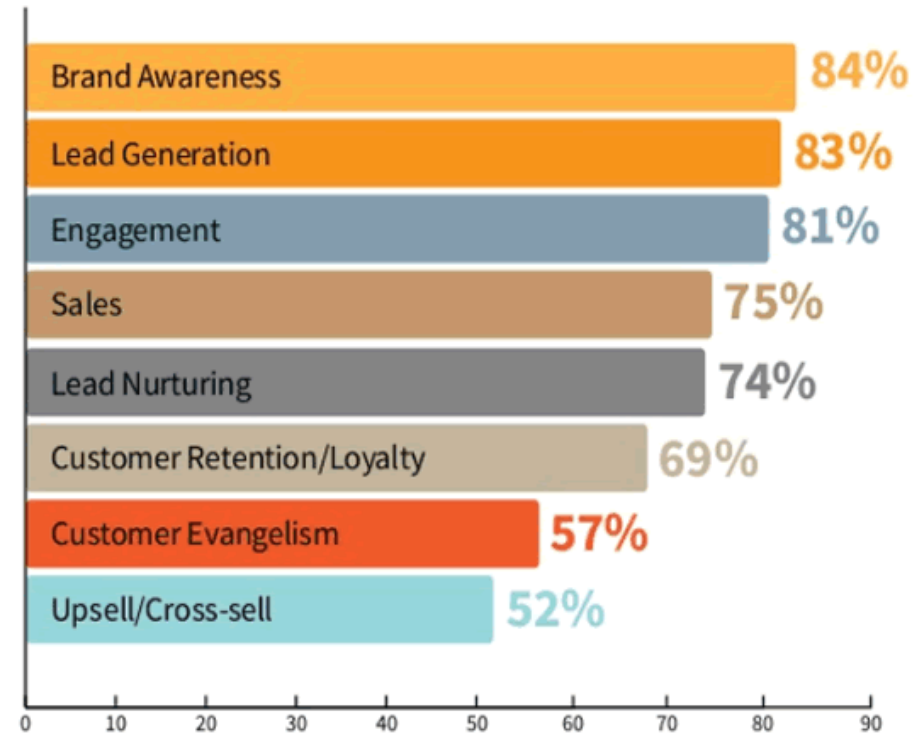
---Content Marketing Institute

How is B2B content marketing different?

“B2B content has to be useful above all else. If the reader cannot apply the actionable elements of your content to their own work or business, it’s missed the mark. As a B2B content marketer, being seen and renowned as a leading resource for professionals in your industry should be your top priority.”

---The WordStream Blog, July 2018

Organizational Goals for B2B Content Marketing

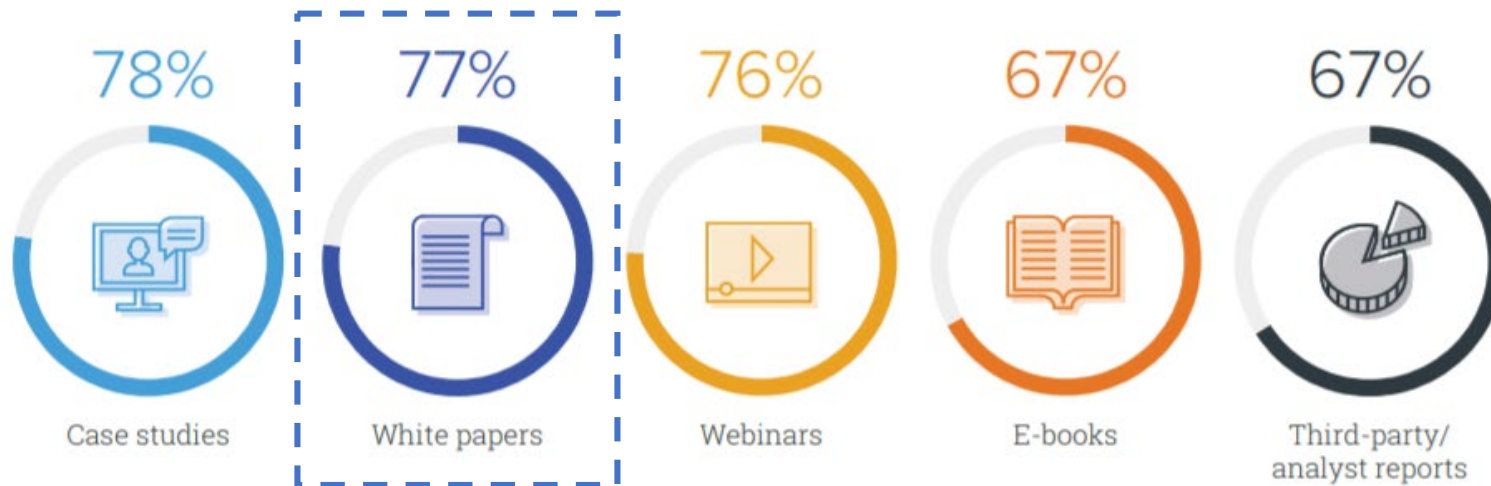


Source: Content Marketing Institute/Marketing Profs, North America Cross-Industry Survey, 2015

An industry white paper should be the cornerstone of your top-of-funnel B2B lead generation strategy.

Which types of content have you used during the past 12 months to research B2B purchasing decisions? (Check all that apply)

Source: DemandGen 2017 Content Preferences Survey Report.



Why a White Paper?

1. You can showcase that you know your market and your customers needs.
2. You can offer your product as the ideal solution.
3. You can launch a press release with a link to your landing page to drive website traffic.
4. You can repurpose the white paper content across all of your owned media.
5. You can publish the white paper in a relevant trade magazine or industry portal to increase credibility.
6. You can get a list of interested buyers who will fill out a contact form in exchange for the white paper download.

The WIZ Method™ is a proven 3-step process for driving brand awareness, thought leadership and high quality leads.



- 1 Industry White Paper** - WIZ develops a research-driven white paper to educate potential buyers on the client's industry, the competitive solutions, and the benefits/gaps. The white paper then highlights the client's product or service as the best alternative.
- 2 Supporting Content Portfolio** - WIZ develops a portfolio of content using the key messages from the white paper (e.g. press release, email(s), blog(s), social posts, infographic, etc.).
- 3 Cross-Channel Campaign** - WIZ develops the launch plan and executes the cross-channel campaign in a coordinated way over a 30-day period. WIZ measures results and optimizes as needed.

Check out our latest video on The WIZ Method™ below.



If you are reading this presentation off-line and can't click the video, you can see it at <https://www.youtube.com/watch?v=zKFgxo2nBck> .

The WIZ Method™ includes the following activities:

The WIZ Method™ - Key Activities

1. Develop buyer persona of the primary target customer
2. Conduct industry research, competitive analysis, and high level company SWOT analysis
3. Develop white paper
4. Create launch plan for the white paper
5. Develop one-page abstract on white paper to generate “buzz” pre-launch
6. Published white paper on website with landing page to gather contact info (best practice: put banner with link on home page to capture leads that might be unaware of white paper launch)
7. Write/publish press release to formally announce white paper
8. Email list of prospects with a link to press release and landing page to download the white paper
9. Announce white paper on social media platforms with infographic for viral sharing
10. Write blog post with the key points of the white paper
11. Re-purpose blog as article for trade publication
12. Work with PR agency to target a list of trade magazines, portals, and news sites to publish article or white paper
13. Pass out white paper at trade shows and conferences – or get business cards of interested buyers and forward after conference
14. Continue to use white paper to drive leads post-campaign



The WIZ Method™ delivers exceptional results

Recent B2B clients have seen:

1 Awareness & Thought Leadership

Page 1

in Google search results for keyword(s)



#1-3

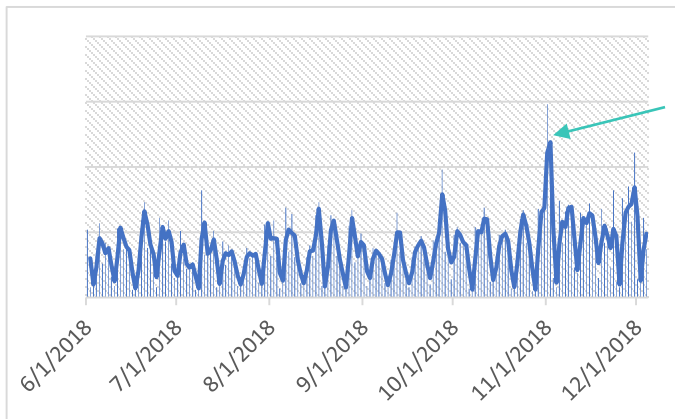
in Google search images for keyword(s)

+60%

increase in website traffic



Example: Daily Website Traffic from The WIZ Method™ Client



The WIZ Method™ Campaign Launch Date

2 Lead Generation



\$10M+

in qualified sales pipeline leads

3 Engagement



#1 on Buzzsumo

Content Analyzer of keyword(s) for social engagement

About WIZ Advisors

WIZ Advisors LLC is an award winning, woman-owned and operated marketing agency, founded in February 2017. We provide a full suite of marketing solutions to help small to mid-size B2B businesses build their brand awareness, increase qualified leads, drive customer engagement and loyalty, and accelerate revenue. Unlike traditional agencies that use cookie cutter methods and templates to solve clients' pain points, WIZ Advisors employs a customer-centric, research-driven approach, focusing on each client's unique strengths and challenges, and delivering solutions that are tailored to their specific goals.

Learn more about us at: www.wizadvisors.com.



WIZ Advisors LLC was awarded "Top Marketing Consultant" and "Top Content Agency" in Washington DC in 2019 by UpCity, the online marketplace that connects companies with proven digital marketing service providers and agencies.

Contact us today!

Let's discuss how The WIZ Method™ can drive growth for your business.

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