

How Bluleadz Becomes Content Experts In Your Industry

Our Onboarding Timeline



1. CLIENT BRIEFING

Once you sign the dotted line, our writers are already at work researching your competitors, influencers, and any publications related to your industry in order to familiarize themselves with your brand.



2. KICKOFF CALL

Our kickoff call is the hand off from our Inbound Sales Expert to your designated inbound team. Writers are present during this call to get your point-of-view on everything related to your brand, industry, pain points, and more.



3. PERSONA CALLS

During our kickoff call, we arrange a persona call so your writer can have a deep understanding of what audience they'll be writing for, as well as how to address these personas' main challenges best through content. Also, all documentation (including the client questionnaire) is reviewed and implemented into our inbound strategy.



4. SME INTERVIEWS/CALLS

Copywriters get a list of subject matter experts (SMEs) from you and reach out directly regarding specific topics related to the industry. This allows for informative data dump sessions, and SMEs can recommend reading material for the writer to pursue on his/her own. We recommend including sales team members for this as well, as their insights are invaluable for blogging.



5. RINSE & REPEAT

By utilizing this process in a consistent and targeted blogging strategy, our writers get more and more knowledgeable and are able to emulate your desired tone and messaging flawlessly within the first few months of our partnership.



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The Content Production Process



Bluleadz has been creating custom, results-driven content for our clients for years! A common question we receive is how exactly we work our inbound magic and become experts in your industry. To adequately answer this, we want to take a moment to familiarize you with our methodology and process – hat, rabbit, wand and all.

Personas - Problem/Solution

Your buyer personas shape the way you present your product or service in every way possible. We take the time to speak with you and your subject matter experts (SMEs) to ascertain what questions these personas are asking and what pain points they have that would lead them to your product/service.

From there, we apply/speak to their preferences, traits, and challenges in the content so it resonates with them in the best possible way. The end goal? To help them enough so they're compelled to use your product or service over someone else's. Content is the pivotal first step in the conversion process.

SEO/Ranking Purposes

By now you're probably wondering how all of this applies to SEO and ranking on the first page of Google, because let's face it: you want your blogging efforts to drive results. We get that.

To address this, we work closely with you to develop an initial core keyword campaign for keywords you'd like to rank for. From there, we enlist multiple keyword research tools to ensure the best formula of regular and long-tail keywords, and ergo, draw in qualified traffic and leads for your business over time.

By sticking to a consistent blogging strategy, speaking to your buyer personas, and tweaking our SEO efforts, we've found this combination (depending on your industry) is what contributes to the highest rate of success.



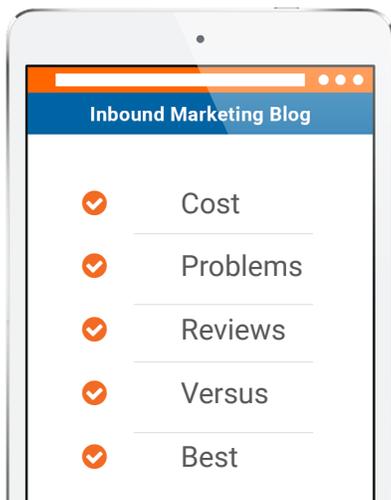
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The Big 5 from Marcus Sheridan

Utilizing Marcus Sheridan's "The Big 5" into our blogging strategy warrants powerful results for clients. These 5 aspects of consumerism help our writer address consumer concerns and pinpoint what works.



Cost – If you're in consumer mode, one of the key considerations is cost. Being able to learn about the cost of various products/services is a huge plus, even if it's just a range of costs.

Problems – You can address general industry problems and how to solve them to stay transparent and still provide value.

Reviews – Creating fair, balanced reviews is powerful. When done correctly, your site becomes a go to resource for people considering the product or service your writing about.

Versus – Product X versus product Y takes the review concept one step further. It allows you highlight the differences and similarities between two products or services.

Best – When searching for a particular product or service, its

quite common for users to search "Best" or "Best of". Having content that addresses their top choices will make you a thought leader in that industry.

Sales Library & Collateral

Here at Bluleadz, we're huge proponents of "smarketing," or the alignment of marketing and sales in everything we do with you. As such, a portion of our content efforts is allocated to optimizing your sales team's content library.

This is content that members of your sales team will send to potential prospects interested in your product or service. Whether it's fact sheets, a timeline for your process, or even answering frequently asked questions (like we're doing here), it's all designed with a goal to shorten the sales cycle and help your sales-qualified leads (SQLs) through the decision-making process as seamlessly as possible.

By keeping the line of communication between marketing and sales open, it gives us the ability to help you maximize your potential to close the deals

Newsjacking/Editorial

Forget using a cookie-cutter format for blogs! We are constantly researching the newest ways to present content in an entertaining and helpful way for readers, which is why we use newsjacking in our weekly blogging schedule.

Newsjacking is a method of using your business blog to comment on recent news. For the blog, we work with SMEs to place your company's stance on the news; this adds substance and further informs your readership on something new they may not have realized.

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What's Our Revision Process?



Within the first month or two, we apply our sauce to get a feel for your business's tone and messaging – and figure out whether you'd like to maintain it or alter your messaging to a different audience.

Then, the first few blogs are submitted with the knowledge that there'll be adjustments and feedback. From there, our writers soak up the feedback like a sponge and it typically only takes a month or two until we're cranking out content like we're one of your own employees.

Content Calendar

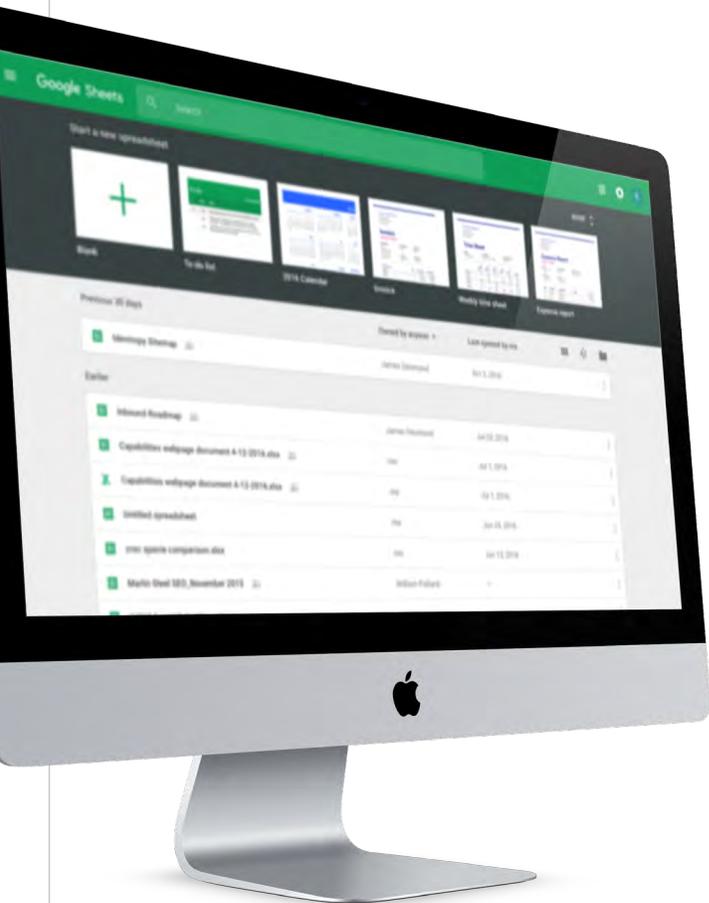
To stay organized, all of our intended topics and keywords are organized into one easy spreadsheet for you to view anytime. If there are topics you'd like to implement, we make it easy with a secure Google Sheet to collaborate and leave comments.

First Draft of Blog

Once completed, our blog draft is sent to you via a Google Doc. From there, you and whoever else reviews and makes edits/requested revisions. We implement said edits, and send it back for a final approval/thumbs up.

We then place the blog in HubSpot, format it with a picture and proper SEO best practices, and send a preview link and schedule to publish.

- ✓ Client review
- ✓ Make revisions/resubmit
- ✓ SEO/publish



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The Bluleadz Difference



We understand that this might not cover all of your questions and concerns – that's totally fine! For other obscure things you might be wondering about, we've accumulated a bulleted list below:

- ✓ We have in-house writers for the life of the partnership unless otherwise stated in the agreement
- ✓ If for some reason you're not happy with your writer, we can switch writers out and hone in to perfect your business's messaging
- ✓ For businesses that have strict compliance guidelines, we get a copy of those from you so we stay within the bounds of your restrictions/regulations

For anything else, we'd love to hear from you! Please feel free to contact us to learn more about our content process.



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