

est. 2018

VISUAL

B.KIDDO

WORDS

CREATIVE



BLOG KIT

WHY BLOG?

Increase Search Engine Traffic

Think of blogging like fishing. The more hooks you have in the water, the more likely you are to catch a fish. In the same way, adding more content to your website places more hooks out on the Internet.

Better still, the more alluring you are, the more visitors will come to your domain. Every blog will become indexed in search engines, leading your target audience back to your website.

In marketing terms, this improves organic search visibility and increases website traffic.

Humanise Your Brand

Imagine there is an interesting conversation taking place amongst your friends. It would be awkward if you remained voiceless, so what do you do? Join in! Pipe up! Speak on their wavelength. Anything you have to say is valuable to your friends. Your brand too can have a voice, and like a group of friends, your target audience will love you more for communicating with them. Topical, engaging content that shows you understand your customers or clients and gives you a unique opportunity to build trust and increase your brand's likeability.

Supports Digital Marketing

The key to a successful social presence is producing unique and original content. Sharing other people's content on social media only directs those leads to those blog holder's website. Conversely, share your blog posts on your own social media and in turn increase traffic to your business' website! If your business utilises email newsletters, or is thinking about doing so but struggles with content – then a blog that contains free insight will make the perfect material.

MORE BLOGS = MORE TRAFFIC = MORE LEADS

Drumroll please - Is blogging worth the investment? It is and it could generate your company a positive return as well. **Marketers who prioritise blogging efforts are 13x more likely to see positive ROI.**

(Source: HubSpot)

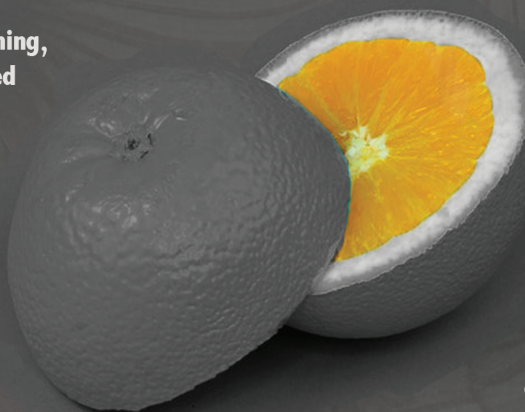
Companies that published 16+ blog posts per month got 1. Approximately 4.5X more leads than companies that published between 0 - 4 monthly posts. (Source: Hubpost)

THE PROOF IS IN THE PUDDING

What are the most important factors that influence a blog's credibility?

Quality content, regular publishing, good design, and an established social media presence.

Imagine your business website as a garden – to start we use rich soil to plant some incredible flora, then water and plant regularly so that your garden blossoms out of sight! As wordsmiths, we are unafraid of getting our hands messy. You will notice the fruits of our labour by an increase in new business enquiries (and the ink under our fingernails).



On average, companies with blogs produce 67% more leads per month than those without.

(Source: DemandMetric)

Trust, Trust, Trust – Will my audience trust what I have to say? Yes, and more so if you blog.

78% of consumers trust your brand if you create more customised content.

(Source: KDM)

Content marketing costs 62% less than traditional marketing endeavors yet generates 3x the amount of leads.

(Source: DemandMetric)

SERVICES

CHAPTER ONE

Customer Research

We gather as much information as we can about your customer to help refine and grow your business. Our service includes consumer decision process research, customer satisfaction results, concept testing, positioning or how potential customers view your products and performance compared to competitors. We also, we determine how your customers feel about your brand, product or service. We carry out price testing – this determines how sensitive your customers are to price changes or the pricing settings currently active in your business. We perform a customer service audit - here we can work out whether you provide adequate customer service. Lastly, we implement social media monitoring; we scan the current social landscape to see how your brand or business is performing organically.

Competitor Analysis

Doing a competitive content analysis is essential to not only orient yourself in your market, but also to determine what opportunities you have to outperform your competitors with content easily and where you need to put in more effort and resources.

After all, if your competitors are beating you merely by publishing more volume than let us rival their output! If your competitors are investing their time in sharing their content socially, then we will remedy it by putting more time and effort into your outreach programs.

Audience Personas & Surveys

We create buyer personas - fictional individuals to better understand and imagine who you're selling to. So that when we write your blog content, it is on a topic that is of interest and communicated in a language that appeals to a type of target audience.



Content Plan

We help businesses like yours prepare and plan reliable and cost-effective content that builds traffic and new leads to your website. If we create just one blog post that gets a steady amount of organic traffic, it will continue generating leads for you as time goes on. So imagine the results when we publish for you regularly! Best of all, we prepare and organise your content in an editorial calendar. Planning ahead means we account for seasonal trends and a thoughtfully diverse content library.

CHAPTER TWO

Blog Ideation

We provide a List of 10 topics that are topical in your industry. Blog Ideations are ideal for content scheduling and planning.

Header Copy

The headline is the single most important element of your article - without a fantastic one, your article will not be read. Our headlines turn a web skimmer into a website visitor.

Blog Copy

How do we keep visitors glued to the page? Through dazzlingly written, relevant, constructive and entertaining content. Google now rewards websites for their ability to create stickiness – fixing your audience to your page! How does B.KIDOO do things? We don't stuff a heap of keywords into a blog creating unnatural-sounding articles. No, we create narratives that are juicy, on brand, skilfully-constructed and high-converting.

CHAPTER THREE

Branded Visual Assets

We select stock images that align with your blog, then edit them with your company branding.

Professional Editing

We touch up your own bank of images using Adobe Photoshop then apply your company branding.

Professional Photography

We shoot, edit and develop high resolution images featuring your product service to be featured in blogs.

BUILD OUR OWN

If you have made it to this page, then you are certainly a serious business grower!

We need to find out from you if you have arrived at B.KIDDO with an appetite for everything or peckish for one or two services. Below is our Build Your Own menu that lays out of all the ingredients to make a perfect eDM. We invite you to observe our services and enjoy a contemporary experience of picking your elements and filling out a creative brief.

If you're unsure how to start or have any questions, contact us, and we can guide you through the creative journey.

1

PICK YOUR CHAPTERS



Chapter One



Chapter Two



Chapter Three

2

PICK YOUR SERVICES

Content Audit of
Current website

Competitor
Analysis

Content
Strategy

Audience
Personas
& Surveys

Blog Ideation

Header Copy

Blog Copy

Edit an
Existing Blog

Graphic
Design
Layout

Links

Buttons

Branded
Visual Assets

Professional
Photo Editing

Professional
Photography

3

TOP IT OFF



Fill out a brief



Receive a quote