

# A better way to build your marketing team

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GoslingMedia 



# “Why is it so hard to get our marketing done!?”

— Frustrated business leaders everywhere

## Common complaints

- “Projects take too long and I am always chasing people”
- “I can’t get a straight answer on pricing”
- “Vendors don’t understand what we do and the quality is inconsistent”



## Caused by problems with...

- Finding and managing the right talent
- Accessing and using the right technology
- A lack of alignment between vendor and client



**There are many options**  
*but they all have problems...*

<div></div>		
Traditional Agencies	High Quality Work	Expensive, standardized solutions. Scale leads to teams working within silos. No holistic view.
Freelancers	Cost Effective	A lot of time communicating, reviewing timesheets, and managing their schedule. Hard to find and keep strong talent.
Staffing Agencies	Access to Talent	Pay a premium for same issues as freelancers once the talent is sourced.
In-house team	Understand Your Brand	Long term commitment, high cost to build a team, limited to their own skill set

## OUR SOLUTION:

# Unblock. Execute. Grow.

Our process-driven approach gives you a single point of contact to fulfill all of your brand, creative, and marketing needs.



### Unblock Obstacles.

We know what works. We follow proven-processes and industry best-practices, but with a customized, agile approach, customized to your specific business.

We don't reinvent the wheel, but we make sure we are using the right wheel your specific business!



### Execute Flawlessly.

Most agencies excel at concept and pitching their work, but the real test is when you're six months into a project and the easy work is over. We are execution focussed with a strong belief in iterative implementations that launch fast and improve faster.



### Grow Your Business.

We have no interest in winning awards. We only care about winning you more revenue. Every decision that we make is 100% based on the needs of your business and not our portfolio or press releases. Your customized dashboard will give you transparency into what is working and insights as to why.

# Experienced Leadership



Pete Gosling  
CEO

15+ Years supporting Marketing  
and Sales teams globally



Raquel Casertano  
Head of Operations & Production

12+ Years managing projects and  
people at NYC creative agencies



# Proven success working with innovative B2B companies

We work with fast-growing companies and are able to adapt to changing requirements quickly



**SaaS: Enterprise AI**

"Gosling Media has quickly become an extension of our Marketing team. They're available on-demand to provide the strategic and tactical creative support we need"

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**Carole Offredo**  
CMO, Dataiku



**Platform for Independent Financial Advisors**



**SaaS: Payment Gateway**



**SaaS: Workforce Management and Payments**



**SaaS: Advertising Technology Platform**



**SaaS: Customer Experience**



**SaaS: Enterprise SEO**

# Full Service Capabilities

Supporting your team with a wide range of services



## Branding

Brand Guidelines, Brand Strategy, Business Cards, Logo Design, Social Channel Branding.

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## Copywriting

Ad Copywriting, Content Writing, Full Content Creation and Promotion,



## Creative for Advertising and Promotions

Campaign Strategy, Content Calendar, Display, Email Header Image, Email Template (HTML), Print Ads, Social Ads, Video Ads.



## Creative for Content Marketing

Infographic, Interactive White Paper/eBook, Standard eBook/White Paper,



## Creative for General Sales and Marketing Materials

Presentation Design - Improvements, Presentation Design - New Template, Sell Sheet / Case Study, Simple Digital Design or Template.



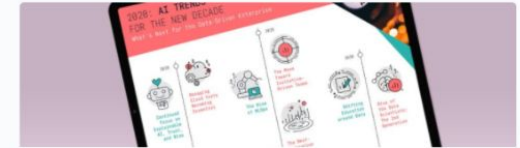
## Creative for Live or Virtual Events

Edit Webinar/Event Recording, Event Booth Design, Event Promo, Large Format Print / Signage, Webinar Presentation Design.



## Creative for Print

Advanced Print Design, Simple Print Design.



## Custom Graphics and Illustration

Custom Branded Icons, Custom Graphic / Illustration, Platform / Business Graphic, Simple Graphic.



## Marketing Technology and Execution

Email Campaign, Lead Generation, Paid Media Campaign, SEO, Social Media Management, Webinar Hosting.



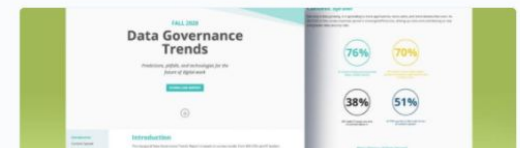
## Update or Repurpose Existing Content

Edit Existing Content, Gather Design Elements from Previous Project, Repurpose Existing Content into Other Formats.



## Video and Animation

Animation and Motion Graphics, Audio Editing of Existing Source Files or Video, Video Editing of Existing Source Files, Voiceover Talent.



## Website Design and Development

Campaign Landing Pages, New Website Design and Development, Website Maintenance, Website Updates, Wireframes.

# What is Marketing? There are a lot to of channels and tactics to consider...

## OWNED

### USING YOUR OWN CHANNELS

- Outbound emails
- Website
  - On-site Promotions
  - Live chat/chat bot
- Search/SEO
  - Technical
  - Content
  - Backlinking
  - Guest posting
- Content
  - Blog posts
  - Long form content
  - Video and other mediums
  - Interactive/downloadable tools
- Social Media
  - Facebook
  - LinkedIn
  - Twitter
  - Instagram
  - YouTube
- Sales enablement
  - Product one-sheets
  - Sales Decks and Materials
  - Case Studies

## EARNED

### USING OTHER PEOPLE'S CHANNELS

- Press releases
  - PR Newswire/Cision
- Media coverage
  - Reporter outreach
- Social engagements:  
(Share/Comments/Likes etc.)
  - Facebook
  - LinkedIn
  - Twitter
  - Instagram
  - YouTube
- Referrals
- Content Sharing/Influencers

## PAID

### PROMOTE & AMPLIFY OWNED & EARNED

- Paid Social:
  - Facebook
    - Promoted Posts
  - LinkedIn
    - Promoted Posts
    - InMail
    - Display Advertising
- Paid Search/SEM
- Video advertising
  - Prerolls/Midrolls
- Native
  - Sponsored posts
  - Promoted content
- Display
  - HTML5

...and thousands of ways to execute

“the average organization uses a staggering 91 different martech tools”

CHIEF/MARKETER

# You need to move beyond table stakes

“Recognizing the **full range of both rational and emotional factors behind business purchases**—and tailoring the value proposition accordingly—is critical to avoiding the commodity trap.”

Harvard  
Business  
Review

## The B2B Elements of Value

### INSPIRATIONAL VALUE

#### PURPOSE



Vision



Hope



Social responsibility

### INDIVIDUAL VALUE

#### CAREER



Network expansion



Marketability



Reputational assurance

#### PERSONAL



Design & aesthetics



Growth & development



Reduced anxiety



Fun & perks

### EASE OF DOING BUSINESS VALUE

#### PRODUCTIVITY



Time savings



Reduced effort

#### ACCESS



Availability

#### RELATIONSHIP



Responsiveness



Expertise



Decreased hassles



Information



Transparency



Variety



Commitment



Stability



Cultural fit



Organization



Simplification



Connection



Integration



Configurability



Risk reduction



Reach



Flexibility



Component Quality

#### OPERATIONAL

#### STRATEGIC

### FUNCTIONAL VALUE

#### ECONOMIC



Improved top line



Cost reduction



Product quality

#### PERFORMANCE



Scalability



Innovation

### TABLE STAKES



Meeting specifications



Acceptable price



Regulatory compliance



Ethical standards

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FROM "THE B2B ELEMENTS OF VALUE," BY ERIC ALMQUIST ET AL., MARCH-APRIL 2018

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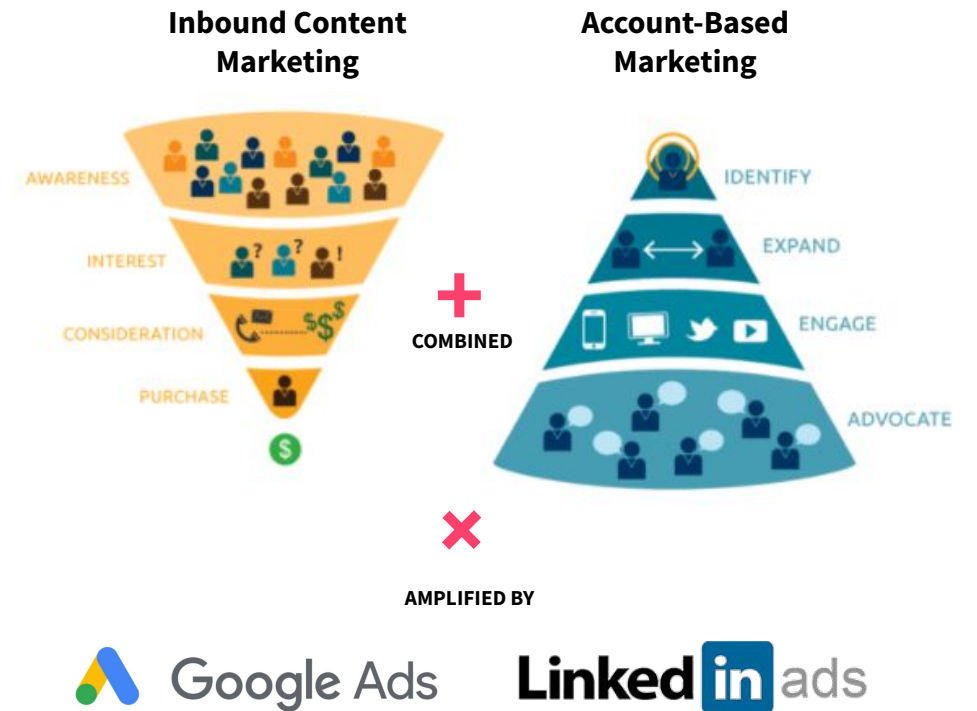
OUR APPROACH:

# Getting the right Marketing Mix

**With so many marketing tactics and digital formats available, it is easy to lose focus on what works.**

We believe in taking a very deliberate approach without being confined to just one tactic or strategy. We use the latest ABM marketing tools and techniques while also executing full-funnel content marketing.

Once we know what is working, we then amplify these tactics through paid media tactics.



# Our Process



GoslingMedia 

# A 90 Day Structured Format

## PLAN

- Objectives > Tactics > KPIs
- Personas > Messaging
- List Creation > Audience Segmentation

## MANAGE

- Content Development
- Email sequences and nurture streams
- Creative Assets Production
- Campaign Set-up and execution

## OPTIMIZE

- Data Review
- KPI Tracking
- Strategy Adjustments as Needed



JUNE		JULY				AUGUST				SEPTEMBER			
WEEK 26	WEEK 27	WEEK 28	WEEK 29	WEEK 30	WEEK 31	WEEK 32	WEEK 33	WEEK 34	WEEK 35	WEEK 36	WEEK 37	WEEK 38	WEEK 39
PLAN: OBJECTIVES & KPIs		MANAGE: Campaign Execution											
			WEEKLY REPORTING	WEEKLY REPORTING	CAMPAIGN REVIEW	WEEKLY REPORTING	WEEKLY REPORTING	WEEKLY REPORTING	CAMPAIGN REVIEW	WEEKLY REPORTING	WEEKLY REPORTING	WEEKLY REPORTING	PLAN: OBJECTIVES & KPIs

REPEAT

# Audit Current Assets & Touch Points

CATEGORY	Count		
▼ <b>CORPORATE POSITIONING</b>	Count 5		
1 Company Mission	★★★★		Refine language to be more powerful. Currently: "Create a better and more human ...
2 Company Vision	★★		A Mission Statement defines the company's business, its objectives and its approach to ...
3 Company Positioning	★★★★		Spend an afternoon developing
4 Company Brand Values	★★★		Spend an afternoon developing
5 Competitive Intel	★★		Develop a Competitive Landscape Grid
+			
CATEGORY	Count		
▼ <b>BRAND &amp; MARKETING ASSETS</b>	Count 5		
6 Brand and Sales Narrative	★		Story Brand Exercise
7 Brand Assets: Custom Visuals / Illustrations	★★		Tighten up execution - explore rebrand options
8 Brand Asset: Iconography	★		Tighten up execution - explore rebrand options
9 Brand Asset: Photography	★		Tighten up execution - explore rebrand options
10 Brand Asset: Logo Kit	★★		Tighten up execution - explore rebrand options
+			
CATEGORY	Count		
▼ <b>MARKETING STRATEGY</b>	Count 9		
11 Buyer Personas	★★		Complete with more depth after defining the main story
12 Answer Persona questions with content	★		Brainstorm questions and concerns for each persona
13 Marketing Content Pipeline	★		Brainstorm at least one large piece of content per question
14 Editorial Calendar			Map out editorial calendar for every channel through to end of year
15 Product Marketing / Produce Release Calendar			Map out messaging and tactics for known/planned updates to the platform etc. ...

CATEGORY	Count		
▼ <b>CORE ASSETS</b>	Count 8		
20 Marketing Asset: Message Map for Each Persona	★		Need to define the story and messaging points, proof points, social proof etc. for each...
21 Marketing Asset: Master PPT	★★		New Master PPT Template
22 Marketing Asset: Business Cards			TBD
23 Marketing Asset: Brand Image Library	★		Put together approved collection of screenshots and stylize UI Treatments
24 Marketing Asset: Sales Sheets	★		Develop new sales sheet template
25 Marketing Asset: Case Studies	★★★		Good examples exist. Just need to repackage and enhance
26 Marketing Asset: Demo Videos			Needed - Produce a v1 5minute demo video
27 Marketing Asset: Overview Video			Needed - Produce a v1 overview video (After Storybrand exercise)
+			
CATEGORY	Count		
▼ <b>WEBSITE &amp; OWNED</b>	Count 7		
28 Website Design UX and UI	★		Audit bugs/issues and areas to improve, then implement as a new build.
29 Website Content	★★★		Update as per Story brand exercise and SEO Audit
30 Blog content	★★		Categorize the content and map to an editorial calendar
31 Resources Content	★		Needs to be accessible to site visitors and promoted more. Develop more content. ...
32 SEO			Audit current SEO of Nowsta.com
33 Mobile Experience			Mobile Audit
34 Page Speed and Code Quality			TBD
+			

CATEGORY	Count		
▼ <b>MARKETING TECHNOLOGY</b>	Count 7		
35 CRM connection			In-progress
36 Lead Gen Forms	★		Only very basic implementation right now. Add in more logic and progressive profiling, with ...
37 Landing Pages	★		New Templates needed
38 Email Campaigns	★★		Weekly email to prospects and clients is ok - but no real strategy behind the content. Not ...
39 Email Nurturing			Important - need to map this out
40 Social Media Scheduling	★		Broken images and stale accounts. Must update
41 A/B Testing and Personalization			TBD after new site launched
+			

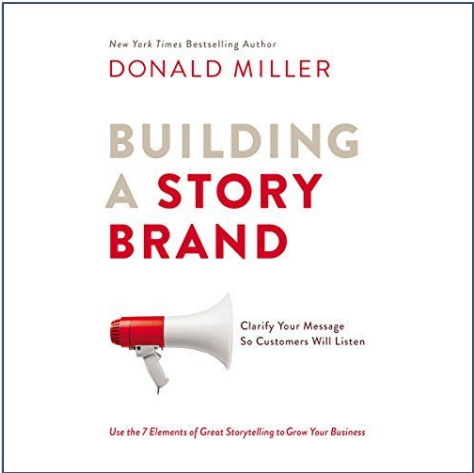
CATEGORY	Count		
▼ <b>CHANNELS &amp; TACTICS</b>	Count 4		
42 Analyst Relations & Reputation Management			TBD
43 Paid campaigns / Retargeting (Social/search/display)			Should set up ASAP
44 ABM / Customer Marketing			TBD
45 PR (Press releases/media outreach)			TBD
+			

CATEGORY	Count		
▼ <b>MEASUREMENT &amp; REPORTING</b>	Count 3		
46 Website Analytics	★		Google Analytics needs a lot of set up done ASAP
47 Opportunity Tracking			Needs implementing
48 Marketing Dashboards			We should build ASAP with essential metrics, then layer in more advanced info.
+			

# What's Your Story?

While you know your product and how it can solve people's problems, it can be easy to miss the simple explanations needed to get people to understand exactly what you do, with clarity and speed.

The Storybrand framework uses the structure that screenwriters commonly use to make a brand narrative that is easy to consume and remember.



Storybrand



**A CHARACTER**  
Brad, the Head of Programmatic at a Healthcare Agency, is seeking out the latest tools and technology to work with. He knows that there are ways to be more precise, save money and improve performance for his clients. If he does this, he will win more business and achieve a stronger reputation within the firm.

Storybrand persona

**FACING A PROBLEM**  
Brad is unable to get access to all the different sources of information he needs that would let him make actionable decisions. There is a severe lack of transparency into data and true costs.

Also, compliance and privacy concerns make it even more implicated to get things done with healthcare data, and the publishers relevant to Brad's clients' audience charge very high CPMs.

Deeplint Brand Refresh | 11/25/19

**THAT MA**  
Brad is ve  
technique:  
**He could**  
**right info**



**CAUSE OF THE PROBLEM, THE VILLAIN**  
For many reasons, the entire healthcare industry is slow to adapt and integrate new technology. Advertising is no different. The villain is a lack of standardization and inefficiencies.



**WHY THIS IS JUST PLAIN WRONG!**  
People need to know the best solutions to their healthcare needs. Moving quickly and getting people the right information is of critical importance, in some cases it is a matter of life and death. Yet, healthcare is far behind other industries who have much less at stake.



Deeplint Brand Refresh | 11/25/19

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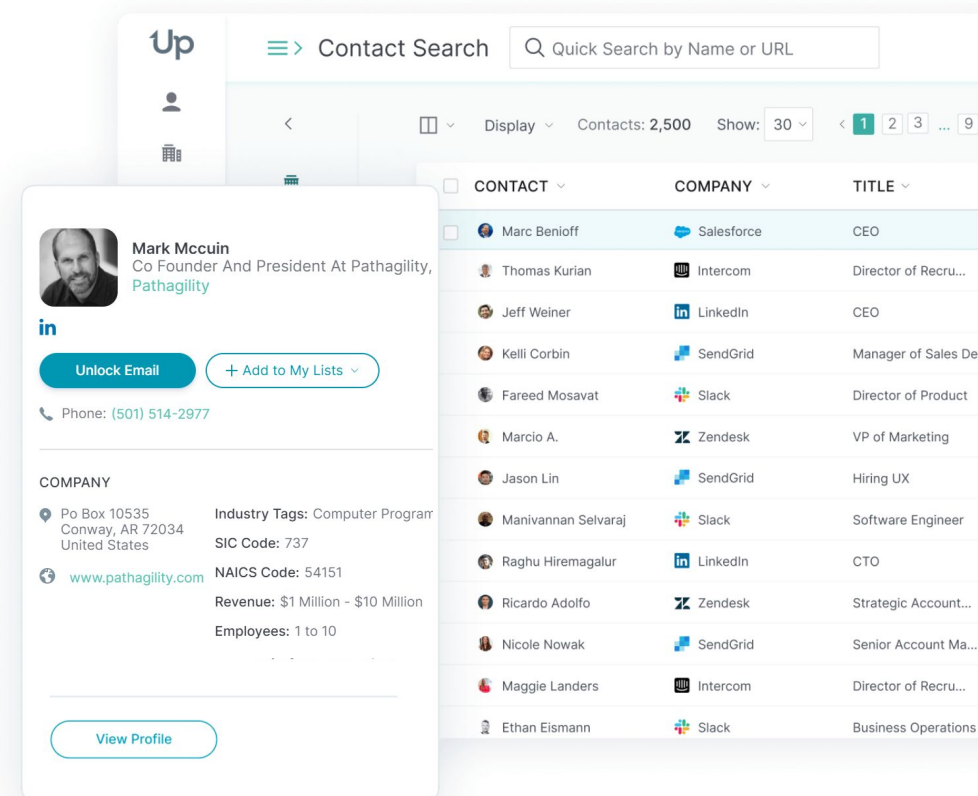


# Using Data to Find the Right People

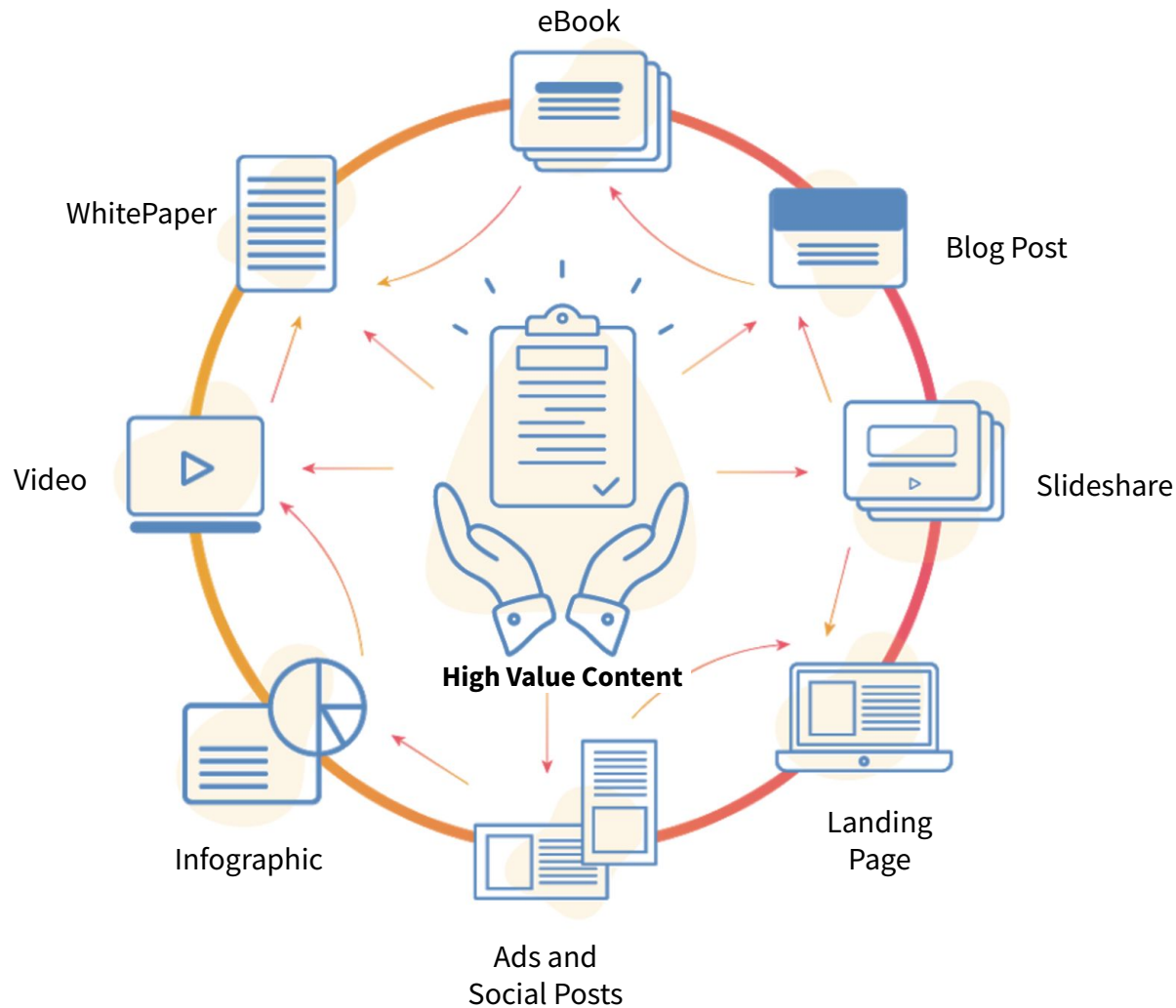
Define your Ideal Customer Profile by up-to 50 criteria filters (including job title, industry, revenue, head-count and location) and search over 46 million business contacts, to zero in on your ideal leads.

## THE PROCESS

1. Calibrate prospect database with specific search filters
2. List is exported and further segmented into groups
3. Customized emails are sent to each segments
4. Emails are sent as part of a sequence spanning 2-3 weeks featuring content, case studies, and product guides/info
5. Strong call to actions for sign ups at each stage
6. Custom landing pages for each email to capture leads / sign-ups
7. All email and website activity is tracked with contacts scored based on their engagement to further identify and segment
8. Post-sign-up, separate email thread begins with encouragement and tips on how to use the platform / give feedback.



# Win Attention with Valuable Content



Gosling will help you produce three pieces of downloadable content, and then repurpose into multiple formats.

E.g.

***Why WoM Marketing is the most effective***

***5 Ways You Can Turn Customers into Sales Reps!***

## THE PROCESS

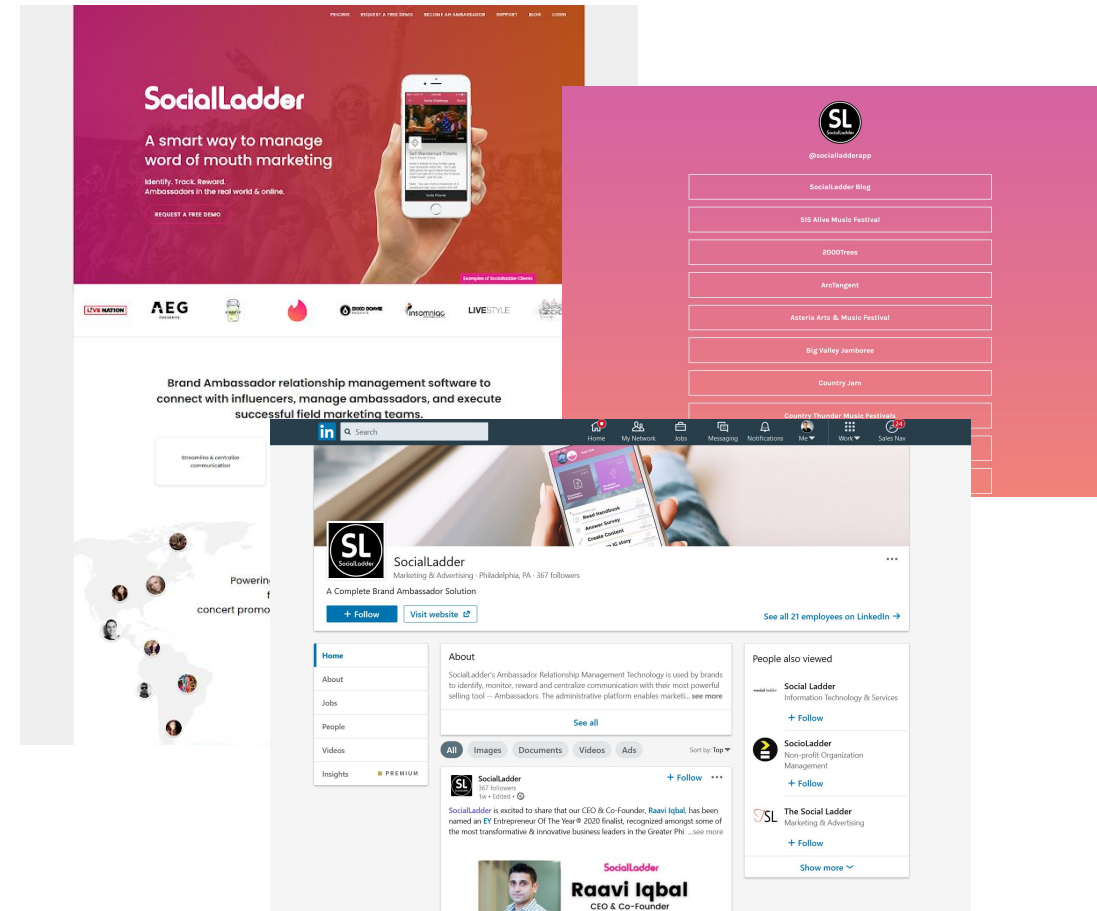
1. **Produce content your target audience is interested in**, but also positions you as an expert at solving a specific problem they're facing
2. **Try and answer questions** they may have in the sales process for your product. *E.g. How do I find the right customers?*
3. **Repurpose the primary piece of content** into multiple short form pieces that can be used to promote the primary piece. *E.g. Create a series of blog posts from the asset that link to download the full version, Produce an infographic summarizing the findings. Make ads and short social video clips from the infographic artwork.*
4. **Content is distributed across email, social, and other marketing channels.** All assets are tracked and measured against the campaign KPIs

# Deliver Consistent, High Quality Experiences

For this initial launch phase, Gosling will review and recommend updates to all owned channels with a focus on consistency and quality. People will often visit your site and social channels prior to signing up, so it is important that the best experience is delivered from day one.

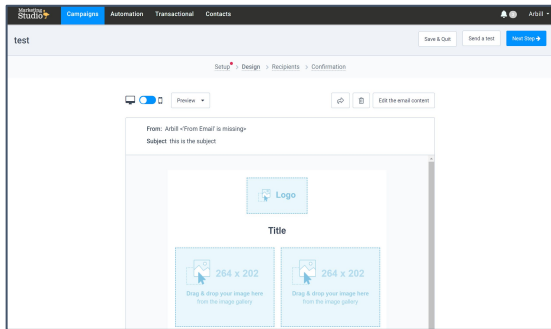
## OWNED CHANNELS

1. **WEBSITE:** Content and Design review to ensure messaging and user journey compliment the marketing activities
2. **SOCIAL CHANNEL BRANDING:** Provide assets to help update Social Ladder social media channels. Focus on consistency and further promotion of marketing content
3. **EMAIL TEMPLATES:** Review/Produce high-quality, mobile responsive email assets for all team members and marketing activity

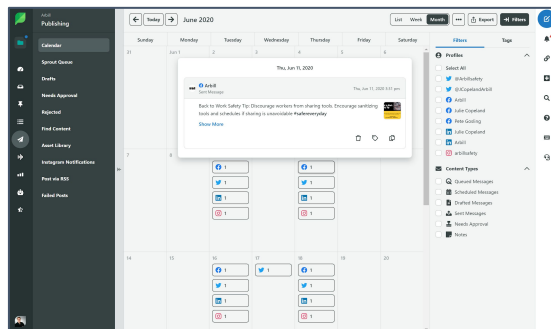


# Move Fast and Measure Everything

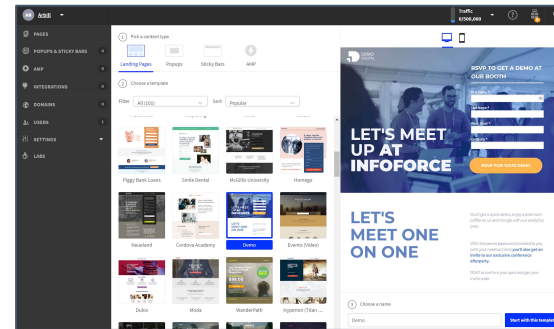
Gosling Media has partnered with leading technology platforms to ensure clients do not need to worry about managing vendor selection, training and set-up. We work with either a fully managed service or a supported self-service approach.



- Email Marketing
- Automation
- Lead Generation Forms
- Lead Scoring



- Social media scheduling
- Automation
- Advanced Reporting
- Social Listening

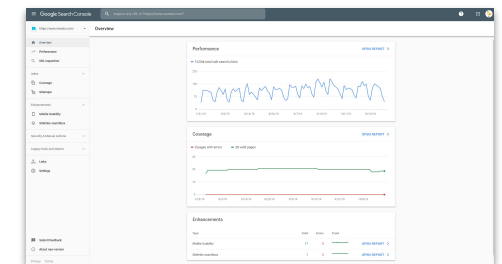


- Dedicated tool for landing page creation
- Seamless connection with wordpress
- Easy and fast development of pages
- A/B and multivariate testing
- Advanced features including dynamic content replacement

## ALL-IN-ONE DASHBOARDS



Custom Dashboard to aggregate Website, Social and Marketing Technology KPIs



SEO site audits and performance tracking

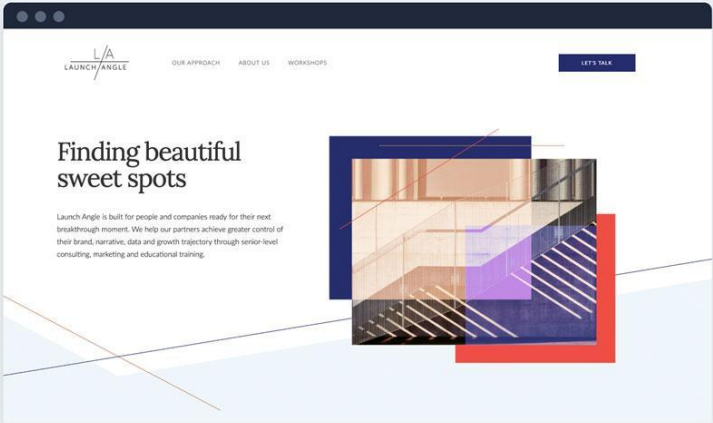
# Gosling Media Work Examples

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GoslingMedia 

# LAUNCH ANGLE

Working with new venture, Launch Angle, Gosling Media developed a full brand system and custom website for the companies fast growing consultancy.



"Easy to work with and quick to deliver, we've been incredibly pleased with the results."

## ARBILL

Gosling Media worked with Arbill to restructure how they position and market their products. This included updates to their product brand architecture, brand messaging, relaunch their website and developing all-new sales and marketing materials to better represent their updated service offerings.



"When we began presenting to clients and saw their eyes light up, we knew we were on to something. The same experience was duplicated with the website."

# THE SPINNEY GROUP

The Spinney Group develops, constructs, and manages full-service communities just outside Albany, NY. With a broad portfolio of properties and communities, Gosling Media developed a scalable brand architecture and built new websites for the whole portfolio.

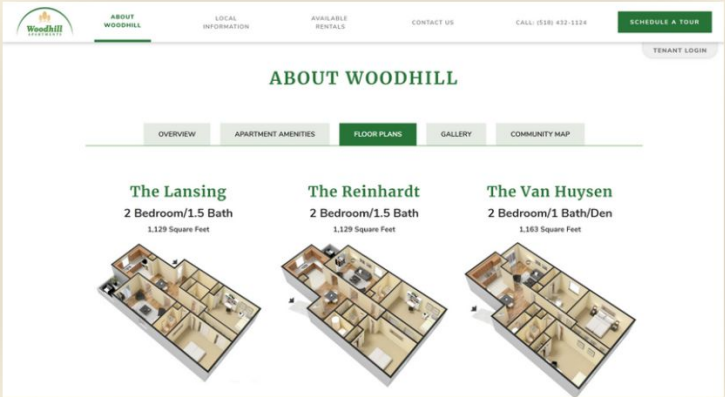
## Logo Refresh



## Welcome Kit



## Community Logos



# Ongoing creative and marketing support for global in-house marketing team



# New branding implementation and website design & build



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## Unlock hidden potential

With the leading enterprise SEO platform

Search engines like Google miss about half of the content on large, enterprise websites. Missed content = missed profits.

Botify helps you uncover those missed opportunities and turn them into profitable business outcomes, all in a platform that's built for the size, scale, and complexity of your enterprise website.


That's why so many of the world's largest brands trust Botify.

[Request Your Demo](#)

## Trust your *SEO*.

Botify supports some of the most experienced SEOs in the world who work hard every day to preserve and grow traffic for some of the biggest, most complex sites on the web.

Here are some of their stories.



John Shehata

CONDÉ NAST

VP, Audience Development Strategy

Years in SEO: 18

Favorite thing in SEO: Technical and Content SEO

"We have been working with Botify for the past 3 years. We were so impressed with their tool, segmentation abilities, and all the new features that they add constantly to enrich the platform. One of the major benefits is integrating keywords, crawls, and log files all together in one holistic view."

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## The Executive's Guide to Enterprise SEO

How to unlock the revenue-driving potential of organic search

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