

CONVINCE



& CONVERT



2021 CONTENT MARKETING PROGRAMS



convinceandconvert.com

THE MOST TRUSTED VOICE IN MARKETING



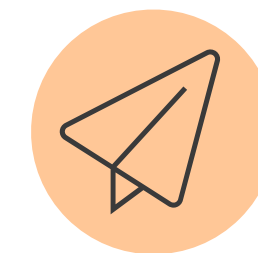
IN THE PRESS

We've been featured in NPR, the Wall Street Journal, USA Today & Adweek.



BOOKS

Our Founder wrote six books and is a NYT bestselling author.



C&C BLOG

Content Marketing Institute ranks our blog as the #1 content marketing blog on the planet.



EMAIL NEWSLETTER

91,000 marketers read our weekly newsletter.



PODCASTS

Our podcast is a top 15 marketing podcast of all-time, according to Apple statistics.



SOCIAL MEDIA

We reach five million marketers annually.



VIRTUAL EVENTS

We've produced hundreds of virtual summits, webinars, and live broadcasts.

WE OVER-DELIVER JUST ASK OUR CLIENTS

OUR NET PROMOTER SCORE = 78



"Jay and his team created a webinar series with us called "Marketing and Margaritas." On our debut broadcast, we had almost 400 people from around the world join us for what was, for sure, the most interactive and out-of-the-box webinar I've ever been part of. We can't wait to continue!"



Justin Keller

Vice President of Marketing - Terminus

"We've known Jay Baer and the Convince & Convert team for several years. They hit it out of the park with a heavy-hitter influencer strategy. Jay and team provided a complete overarching strategy based on research, great creative ideas and detailed execution. No matter how small or big the task, the team came through and helped us launch one of our biggest marketing initiatives."



Kim Anchors

Director of Marketing - Lead Generation, SharpSpring

About Our Audience

81%

Of the C&C audience
has a title of
manager or higher.



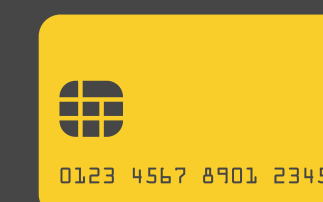
63%

Of C&C audience
members have been
in marketing for
6+ years.



92%

Of C&C audience
members influence
purchases of
software.



FOUR WAYS WE BOOST YOUR SUCCESS



**CONTENT
CREATION**



**CONTENT
PROMOTION**



**INFLUENCER
MARKETING**



**VIRTUAL
EVENTS**

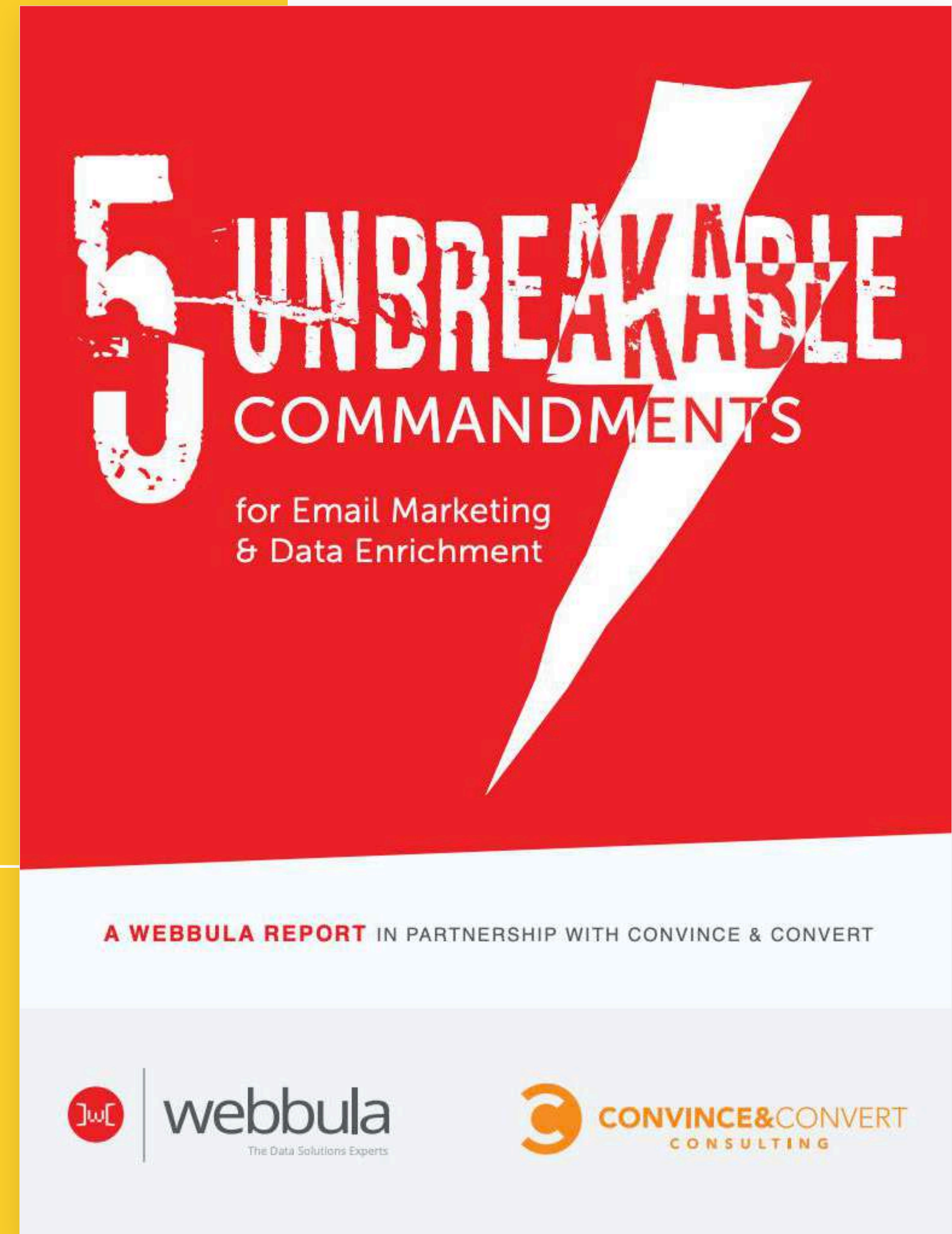
Custom Research & Report Creation

- We've created and executed dozens of surveys and custom reports for clients, with our in-house research experts.
- We can survey your list, our list, a combination, or we can identify any group of prospects, customers, or leaders you desire for your research-based project.
- Includes a dedicated email to our list and paid social promotion (at our expense), and one Ebook.



Customer Interviews & Trend Reports

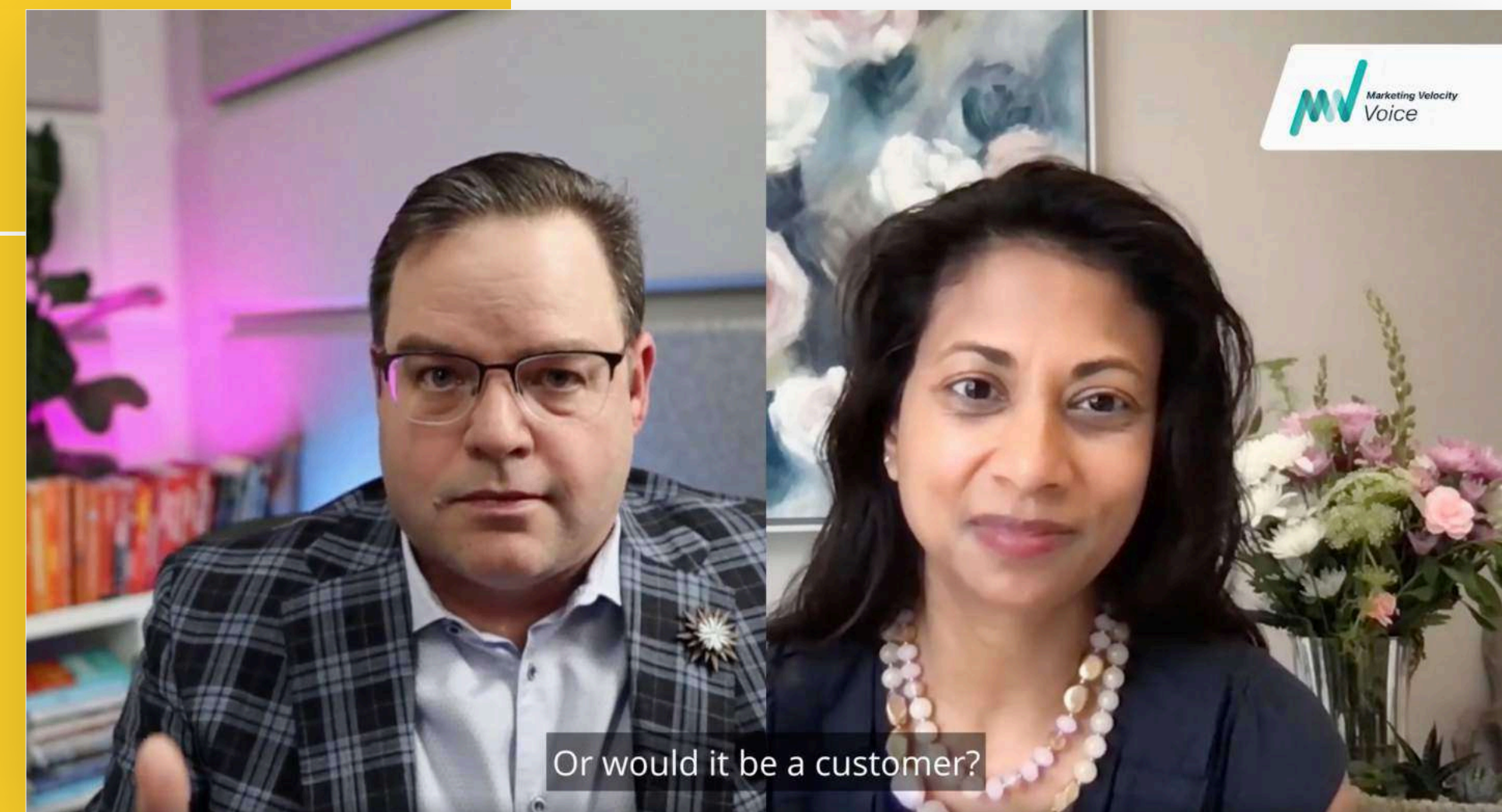
- We interview your current clients and produce a report of key trends impacting your industry.
- A great way to document/promote upcoming trends and how your organization can solve for them. Customers LOVE to be featured, too!
- Includes paid social promotion (at our expense).





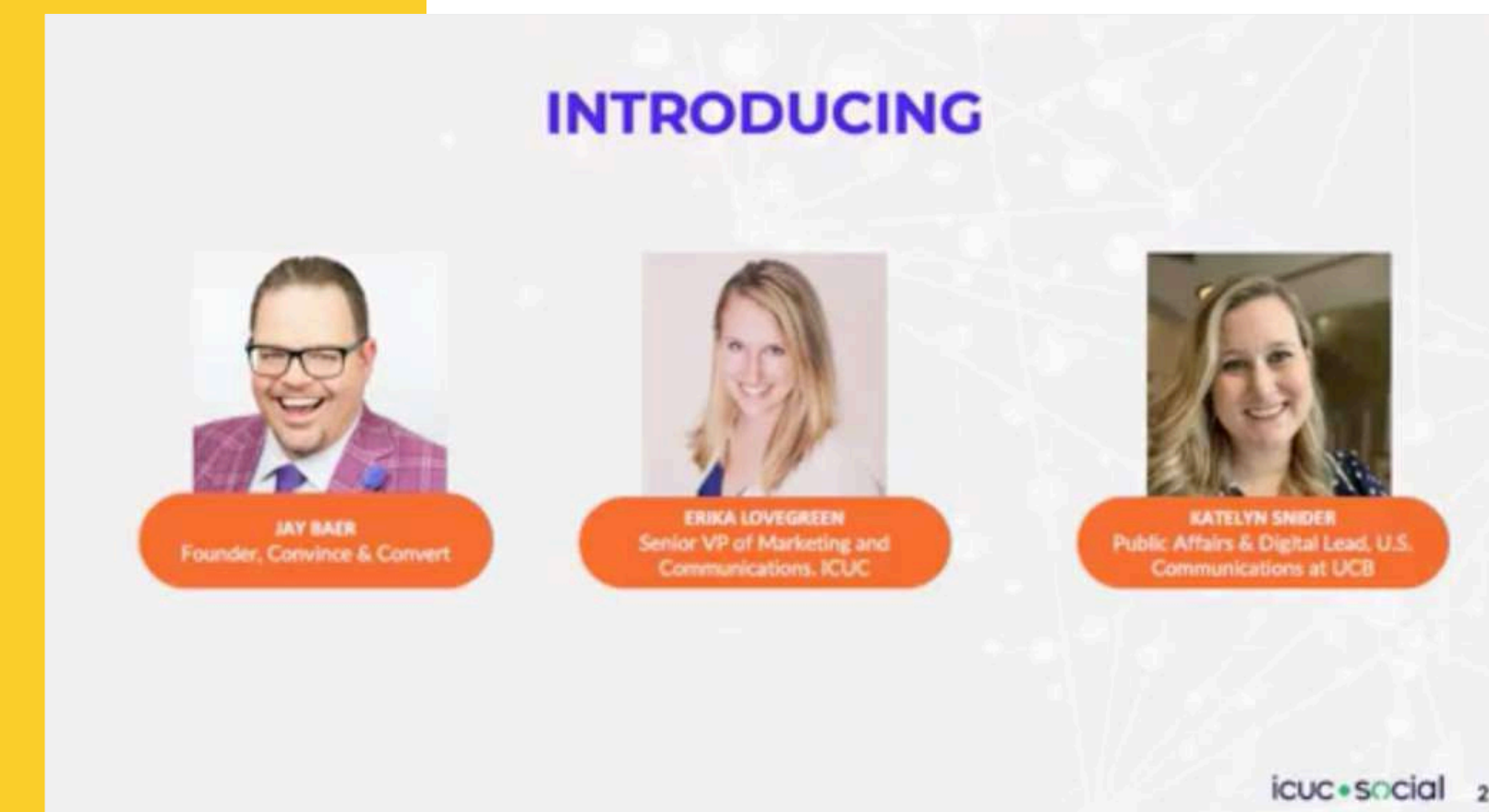
Video Series

- We interview your best and most interesting clients to create a multi-episode video asset that we produce and edit. Excellent for customer marketing, customer retention, and even sales enablement as these interviews are usually 5-20 minutes long.
- Usually in a series of four: Show creation, testimonials, VIA's, and episodic style videos.



Webinines

- Why do so many Webinars fail? TOO long, and too much fluff.
- We fixed that with our proprietary "webinine" format: an entire Webinar, typically delivered by Jay Baer, in just NINE MINUTES. Typically handled as a "simulive" they create huge replay rates, and sales teams love these assets for mid/low funnel nurture.
- Includes paid social promotion (at our expense).



Bite-sized VIA'S

- Our founder, Jay Baer, creates a series of short-form videos that are used as answers to key customer questions, thought starters for your online community, or even micro-educational content for your partners.
- Customized and ready to roll, these can be public on Youtube (or your own social outpost) or privately accessible by your team and customers.
- Series of three.



Podcast/Video Series Production

- Our team of experts has developed, produced, edited, promoted, and managed podcasts and video series for many large organizations (even the International Monetary Fund!).
- We know what works, what doesn't, what gear you need, what makes a great host/guest, and how to build an audience.
- Premium - multi-episode or installment, multi-media planning.

Agency Smart Growth Series

Like MiracleGro® for your agency!



Jay Baer Series Host	Shama Hyder February 24	Tom Martin March 31	Jason Swenk April 28
-------------------------	----------------------------	------------------------	-------------------------

Join these all-star agency experts for **three, 20-minute sessions** where you'll learn actionable steps to position your agency for growth at every stage of the funnel: boost awareness, generate leads, and gain new clients.



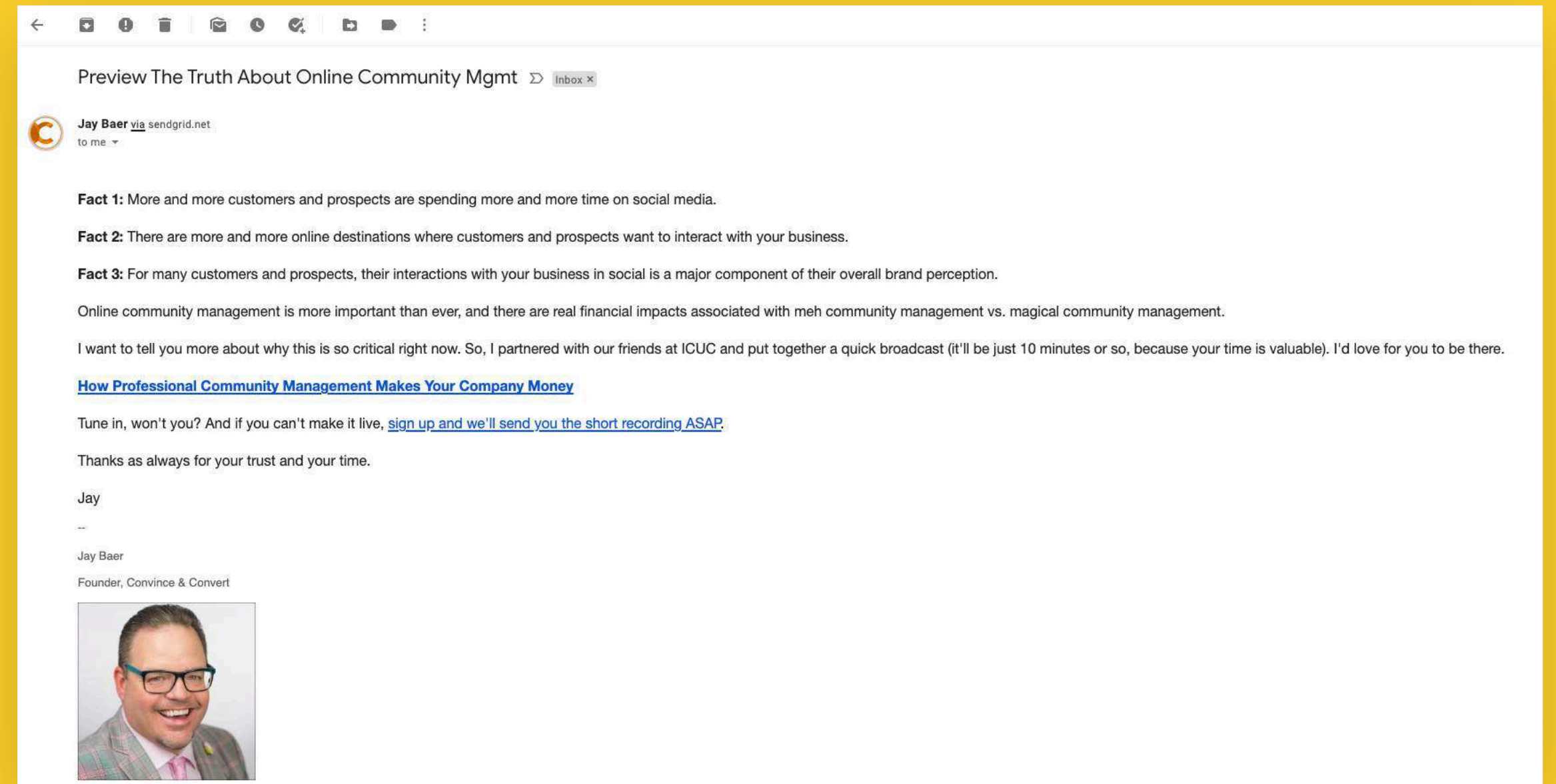
The real goal:
Make a difference.

Make A Difference! Support Jay's Charity of Choice,
No Kid Hungry

Break Sh!t
A TCOMMUNAL EVENT™

Dedicated Email

- Need to boost downloads or registrations of your key content marketing assets this month/quarter? We've got you covered with a dedicated email sent to our house list of nearly 100,000 marketers and CX professionals. We write the full copy with the promo link that is provided.
- Every email is personally written by our founder, Jay Baer, one of the reasons this list is hyper-engaged and generates BIG results for our clients.



Avg. Open Rate → 31.8%
Avg. Click Rate → 3.9%
Avg. Conversion Rate → 12.1%

Email Newsletter

- Our list of nearly 100,000 marketers and CX professionals is senior, savvy, and responsible for software decisions 2/3 of the time.
- Promote your content marketing assets in our weekly ON newsletter. No more than two other sponsors per issue ensures outstanding results.

CONVINCE & CONVERT ON

Hello Leanna,

As head of our consulting practice here at Convince & Convert, I get asked a lot of questions from clients, colleagues, partners: Where can you find benchmarks for digital in pharma? What's the best way to identify hyper local influencers? Who are the podcasters we should know about in financial services?

Luckily, our team is always gobbling up new research and resources to stay on top of what's happening in digital—in addition to doing original research on behalf of our clients and sponsors.

Looking for information that you're having trouble finding? Tweet at us [@convince](#) and we'll round up some of our favorite resources over the next few weeks.

In the meantime, here are a few articles that we've been passing around the team recently:

ON to Your Marketing Insights and Tips 📖

{TECH} [Online Teaching: Equipment You Should Upgrade in 2021](#)

There is absolutely no getting away from video content, and this is a question I get all the time from clients: How can we make video better? Get tips from our friend Brian Fanzo, a super dynamic presenter who makes the most of his home-office setup.

{PODCAST} [How to Unlock the Power of Influencer Marketing](#)

The latest episode of Social Pros features Amanda Russell—a university professor, speaker, marketing strategist, and author. Find out what people get wrong about the word "influencer," what businesses often get wrong, and how YOU can do to make influencer marketing work for your brand.

{STRATEGY} [Break Through the Marketing Noise](#)

I joined our friends at Terminus to talk about how you can break through the content cacophony. Bottom line: Whether you're a B2B or B2C brand, paying your brand fans to co-create content with you is a powerful way to get honest, valuable, and relevant resources out to your audience. Watch this short video to get the deets.

{SOCIAL} [3 Steps to Creating a Winning Instagram Marketing Strategy](#)

Instagram has combined three experiences into one platform: Stories, Reels, and the main feed. With so many options, there are more use cases for businesses than ever before. Want to get your Instagram presence in order? Ann Smarty breaks down three keys for getting the most out of this social network.

{RANDOM STUFF ON THE INTERNET} [How the Kraft Mac and Cheese Ice Cream Won](#)

We often counsel clients to use timeliness to make a case for relevance. But is mac and cheese-flavored ice cream a step too far? Tweet at me with your thoughts [@ZonteeHou](#).



Zontee Hou

Director of Strategy
Convince & Convert

Reach
Thought Leadership

Podcast Promotion

- Podcasts are the hottest content format around because they are incredibly intimate, attract loyal followings, and are proven to influence purchases at a very high rate.
- Our lead podcast, Social Pros, is the #1 show among enterprise social media marketers (approx. 50,000 downloads per month). Never more than three sponsors per episode, and all ads are read by host.



SocialPros
podcast

50,000 downloads per month

Social Pros Podcast



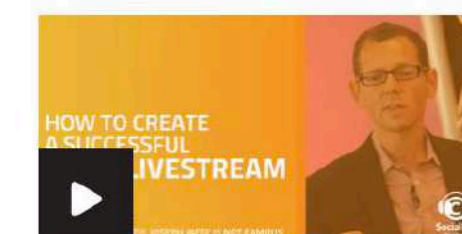
Episode 482 - Social Pros Podcast
How Hulu Uses Social Media to Create Massive Brand Chatter >



Episode 481 - Social Pros Podcast
How Amtrak Got Creative in Social during the Pandemic >



Episode 480 - Social Pros Podcast
How to Unlock the Power of Influencer Marketing >



Episode 477 - Social Pros Podcast
How to Create a Successful Daily Livestream Show >



Episode 476 - Social Pros Podcast
How the College Football Playoff Prioritizes Social Media Content >



Episode 475 - Social Pros Podcast
How to Make Your Social Media Ideas Irresistible >

B2B Influencer Identification

- C&C network of relationships among other marketing thought leaders, authors and content creators is monumental.
- Using custom research, analytical tools, and our own understanding of the influencer marketing ecosystem, we identify topical and micro influencers for you to consider.
- We also create a background dossier on each candidate influencer to make comparisons easier for you and your team.

Viveka von Rosen - Loveland, CO



- Viveka is a respected LinkedIn Expert, Speaker, Trainer, Author and 2019 Stevie Winner for Sales & Customer Service.
- She is the Co-Founder and Chief Visibility Officer of Vengreso where she helps clients use digital sales techniques to win more business.
- Viveka takes the LinkedIn experience she has perfected over the past 10+ years and transforms it into engaging and informational training.

Social Stats:

LinkedIn: 45,483 followers

Twitter: 93,300 followers

Web Links:

Business

Personal

Books

Audience Type:

B2B Sales

3

8

Kurt Shaver



- Kurt is a co-founder and Chief Business Officer of Vengreso. He is an expert at getting sales teams to adopt new sales tools and techniques.
- He is a former tech salesperson and VP of Sales whose experience includes selling at AT&T and helping telecom clients at CenturyLink, Frontier Communication, TPX, and Ericsson learn Social Selling.
- Kurt is the creator of the Social Selling Boot Camp and is a member of the National Speakers Association.

Social Stats:

LinkedIn: 23,216 followers

Twitter: 10,600 followers

Web Links:

Business

Boot Camp

Audience Type:

B2B Sales

Lead Gen
Thought Leadership

Influencer-Led Short & Long- Form Content Series

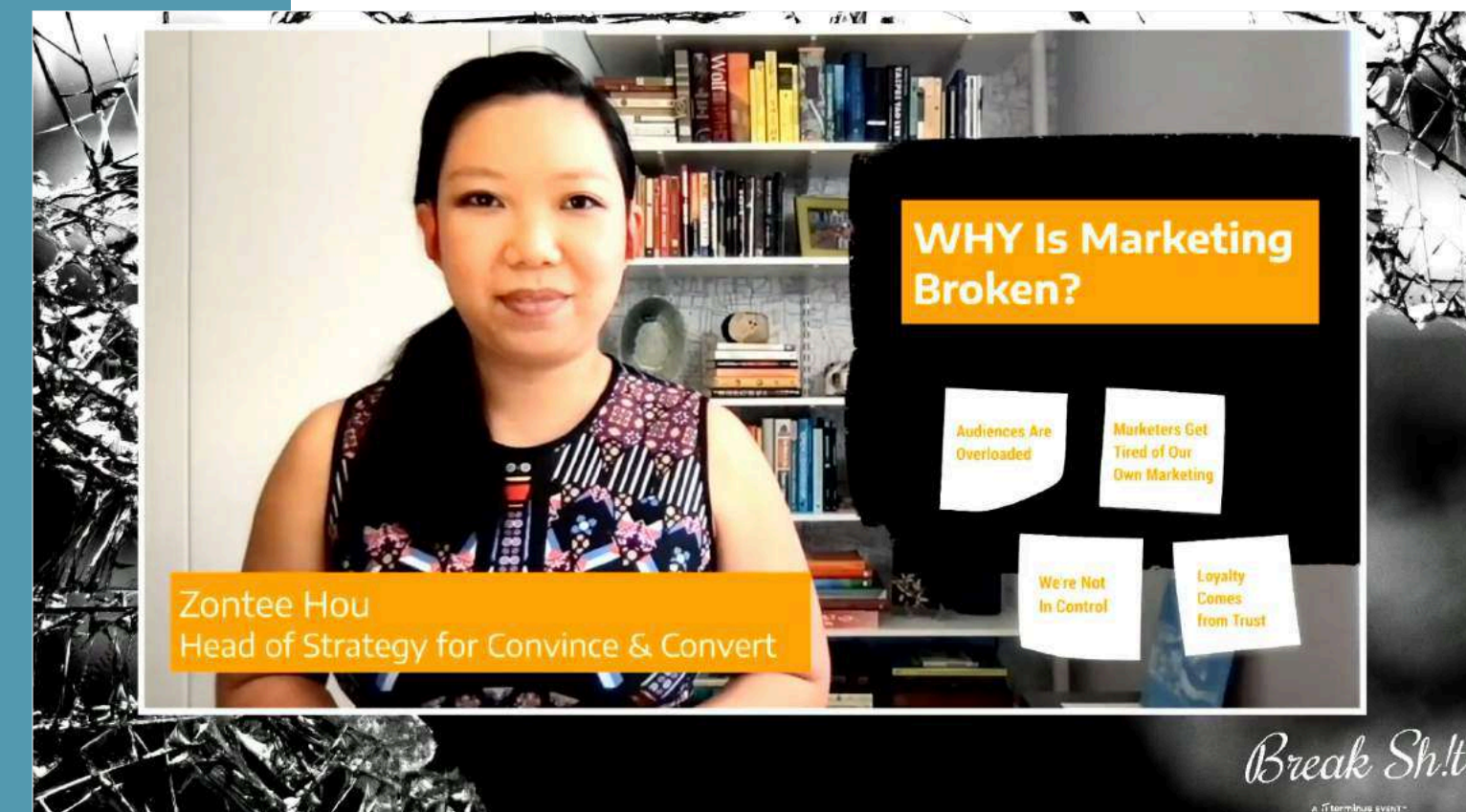
- We use our large network of influencer relationships + your desired list of thought leaders to work with, and create a winning, ongoing series of live events (livestreams, webinars, or similar) that create astonishing, high-quality leads.
- Depending on your needs, we recruit participants, and then produce ongoing video tips content for your use. Fantastic for social media, sales enablement, and as content for corporate blogs. Each influencer also promotes series.
- Custom packages including a dedicated email to our list and paid social promotion (at our expense).



Lead Gen
Thought Leadership

Webinars & Live Broadcasts

- Jay Baer works directly with your team to craft a spectacular Webinar or live broadcast that goes way beyond the norm. We build slides, hosting the landing page (if you prefer), and lean into promotion and registration duties.
- We are VERY GOOD at producing leads for our partners with Webinars, which is why we produce 25 custom broadcasts per year.
- Includes a dedicated email to our list and paid social promotion (at our expense).



One More Thing

In addition to the work we do in content creation, content amplification, influencer marketing, and related items, we also deliver truly outstanding strategic plans, operations playbooks, and ongoing counsel to the world's most iconic brands.

- Social media strategy for Caesars Palace? Done that.
- Social media strategy for Chiquita Banana? Yep.
- Content marketing strategy for Bentley? Yes.
- Digital marketing strategy for University of Texas? Uh huh.
- Customer experience counsel for Comcast? Indeed.
- Global digital strategy for The United Nations? That too.

Long story short: If you need to get better at anything online, we have the individuals, ideas, and insights to make it happen.





WE'RE

READY

ConvinceAndConvert.com

Info@ConvinceAndConvert.com