

Content Marketing Package

Riafox, Passionate About Creating Impact

Why Trust Riafox With Your Businesses Content Marketing?

Many business owners have a hard time understanding the importance of implementing content marketing into their business. There are misconceptions out there about what content marketing actually is. Content marketing does what its called: our team creates content, ranging from social media marketing to blog posting, and helps your business be seen on the web, social media, and helps create quality content to send to your past or potential customers. Having our team handle your content marketing allows for you, the business owner to focus on the more important day-to-day items.

Our Content Marketing Strategist has over 10 years of experience in helping large and small corporations with their content marketing. Our Strategist will be there to strategize with you to learn your core goals and business needs for each coming month. Contracts with us are subject to change, meaning you can have all our services one month and potentially lower the need of services from us the next! We want to make sure you don't feel pressured in any way. We are here for your benefit!

Content Marketing is a month-to-month service that will allow your company to be seen on all platforms! Customers will be reached near and far to share your company's story. Unique and professional marketing materials will be created for your business. Trusting Riafox with your content marketing needs allows your business to not have to hire a new employee and pay thousands of dollars a year for a one man team. Our team is ready to start the moment we confirm what kind of services you need. Whether you choose to use us for a month or a year, we are here to help your business grow!

What's Included in our Content Marketing Package?

* = Optional Depending on Your Need!

Content Strategy

- Monthly Strategy Sessions

- 2-3 hour content strategy session(s) will be allotted to you each month to set up goals and/or change the services within their contract.
- Website Content Management
 - Monthly collaborations with the Web Project Manager to ensure the flow of content on the design of the website are reaching the goals of the business.
- Content Calendar Creation and Execution
 - Development of content calendar and regular updating to ensure your goals are met and deadlines are reached.

Social Media Management

- *Facebook includes: Optimizing Facebook page + growing audience viva \$50 boosted posts/paid ads per month, 2-3 posts per week, engagement with users and other relevant pages, responses to reviews (if necessary).
- *Instagram includes: Optimizing Instagram account + growing audience, 2-3 posts a week, engagement with users and other relevant business accounts.
- *Twitter includes: Optimizing Twitter account + growing audience, 2-3 posts a week, engagement with users and other industry-relevant accounts.
- *Pinterest includes: Optimizing Pinterest account + growing audience, 2-3 posts a week, engagement with users and other relevant business profiles.
- *LinkedIn includes: Optimizing LinkedIn Company account + growing audience, 2 posts a week, engagement with users and other relevant business profiles.
- *YouTube includes: Optimizing of existing YouTube profile, channel, and playlists, uploading of two videos per month and providing captions/descriptions and appropriate tagging, engagement with users/responding to comments (when necessary).

Newsletter Management

- *Newsletter includes: creating a template and sending out a monthly newsletter based on current content and content developed during the previous month. Your Business will provide the appropriate information regarding what will be included. That includes recent content releases and business updates, promos and specials, and special events.
- *Newsletter Editing Only includes: receiving a newsletter from the client with it all written and visual content. Riafox will then edit and format this content for clarity

and to ensure it aligns with the brand. Editing will involve optimizing content to engage the client and bring in new business.

Website Blog Management

- *Q&A Blog Post with Industry Professional - Writing, formatting, and publishing (600-1200 words). This includes: developing and emailing questions to an industry insider/interviewee of client's choosing. This may include a phone or physical interview with said professional. Based on the responses provided, Riafox will edit, format, and post the content to the blog in Q&A format, ensuring there are keywords and phrases included to ensure maximum scores for SEO.
- *Blog Post - Writing, formatting, and publishing (600-1200 words). This includes: Creating blog content to ensure that there are key words and phrases included for maximum SEO scores.
- *Blog Post - Writing, formatting, and publishing (1200+ words). This includes: Creating blog content to ensure that there are key words and phrases included for maximum SEO scores.
- *Client Blog Post - Editing, formatting and publishing. This includes: Your Business will provide written content to Riafox, who will then edit and format the content (with appropriate imagery) for clarity and to ensure it is concise and aligns with the brand. After client approval, Riafox will publish the post, using appropriate tags, categories and keywords for SEO.
- *Guest Blogging Program Management. This includes: Creating guest submission guidelines, field inquiries regarding submission and regularly engage with guest writers.
- *Copywriting (website or marketing collateral)

CRM Management & Strategy

- *SharpSpring CRM. This includes the monthly plan to have a SharpSpring account.
- *CRM Management. This includes: Creating drip campaigns, managing the flow of contact with customers, organizing workflow.

Forum & Discussion Management

- *Online Discussion Board Management. This includes: Monitoring sites that include group discussion boards and posts to inform the client of the needs of

the customer. Riafox will email updates from the websites to your business. Sites being monitored include LinkedIn groups, Redditt, and Quora.

Other Content Marketing Materials

- *About Us Page and Bio Development. This includes: Creating an about us and bio pages deemed when necessary for website, speaking arrangement, etc.
- *Business Presentation (with or without illustrated slides). This includes: Creating a presentation (max 10 slides) for the purpose of instruction of business information to shareholders, employees, potential workers, etc.
- *White Papers / eBooks. This includes: Collaborating with your business when more detailed reports are to be created. Whether it be for the website or downloadable.
- *Press Release Writing & Distribution. This includes: Creating and distributing a one-page release containing content appropriate for media outlets or public statements and field media requests, directing appropriate questions to client.

Package Plans Built for Your Business!

Content Marketing Plans start at \$420 and can go up to \$6,000 a month. Our plans are tailored to your needs. We won't charge you for services your business doesn't need! Let our Strategist take your companies Content Marketing to a whole new level!

Check out our website for more information on the services we offer!

Want to get started on a plan? Send us an email at support@riafox.com or call (208) 321 - 4140.

[Read more on our website](#)

Riafox, Inc. ©

(208) 321 - 4140

13960 W Wainwright Dr. Boise, ID 83713

