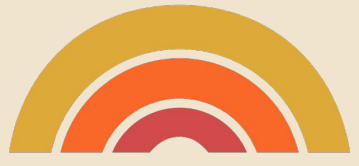


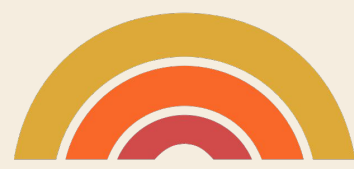


CONTENT WORKSHOP



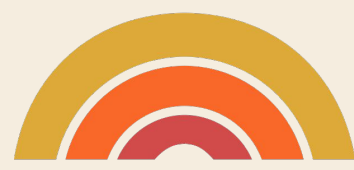
THE CHALLENGE



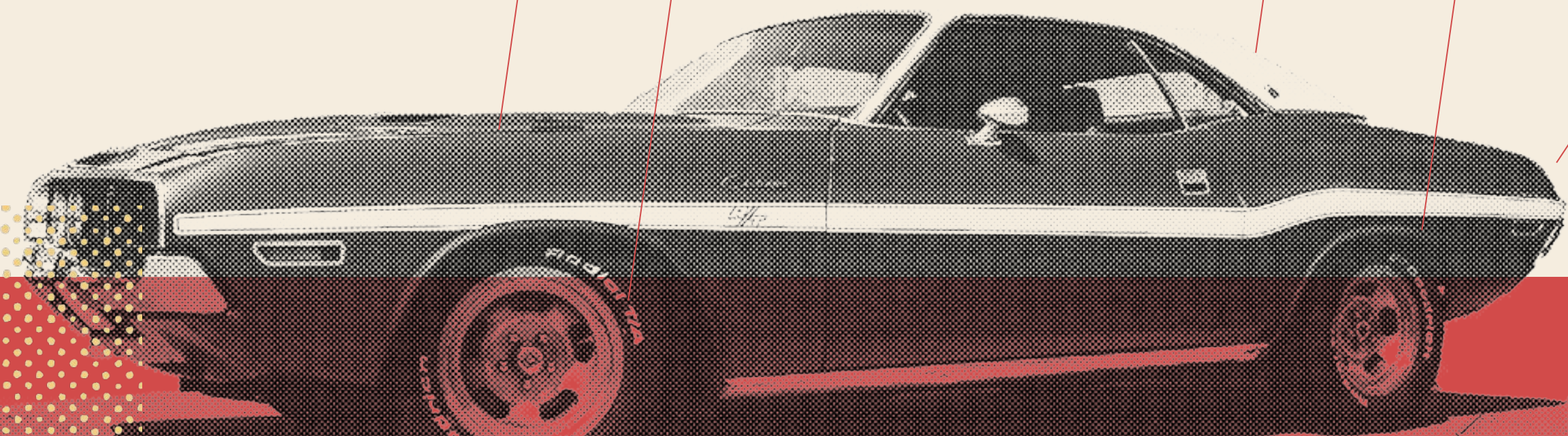


82% of marketers know they need a content strategy but only about half know how to create and launch one

***At Jumpsuit, we make sure your
content works hard for you – not
the other way around***



First, we'll kick 4 tires (and a spare) to reveal unique content opportunities to rev up your brand. This data-based, comprehensive tire kicking replaces subjective "maybe we should write a blog abouts".



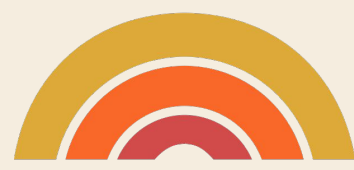
Search

Key Messaging

Website UX

Trends & Insights

Earned Media



We'll also help you establish KPIs and understand how best to measure content performance.





Introducing

The Content Workshop

Starting at \$20k

A 2 week sprint designed to let *data* dictate the content you should make and help you put a plan into action

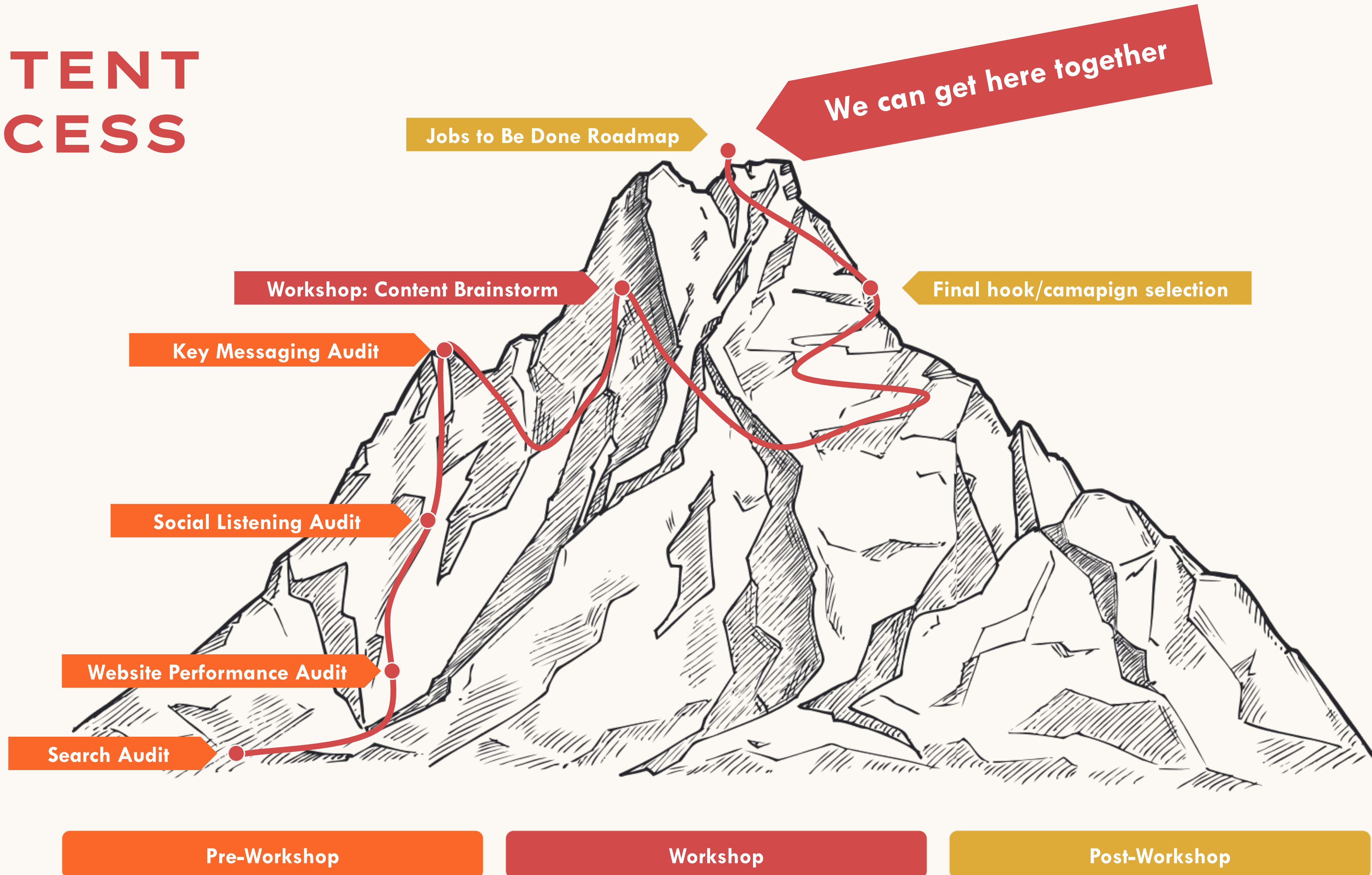


OUR CONTENT PROCESS





CONTENT PROCESS





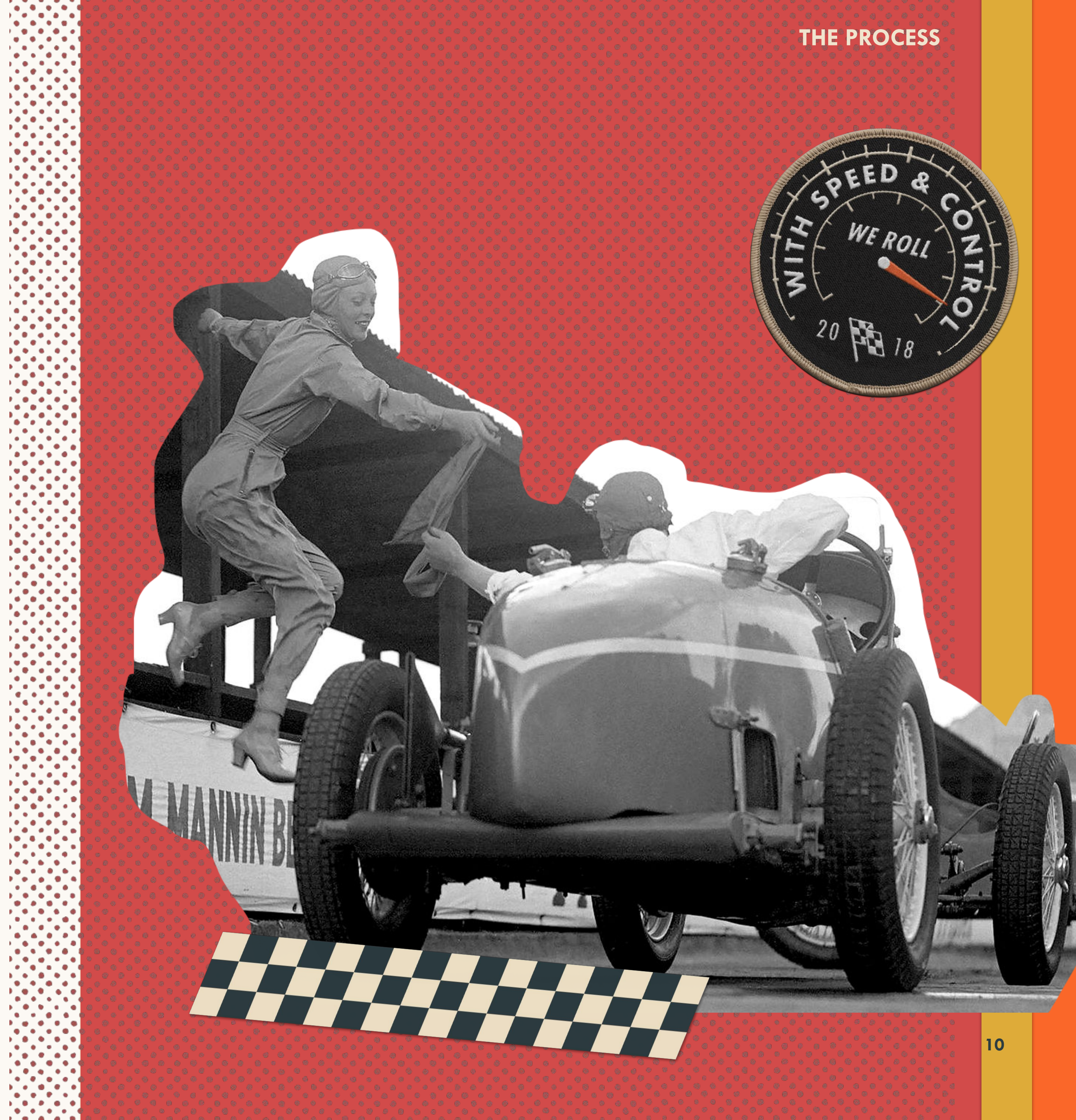
PRE-WORKSHOP

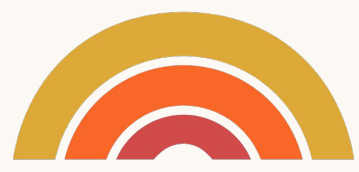
LANDSCAPE ASSESSMENT

Jumpsuit will conduct a series of audits to understand the landscape of your brand or product. In each of these audits, we'll uncover the low hanging fruit opportunities for content creation.

Opportunities will surface across search, your website, key messages, cultural trends and insights, and earned media.

Deliverables: Landscape Assessment





WORKSHOP

We'll take the opportunities that surfaced in the landscape audit and begin generating a content list. This list will be refined post-workshop to include categories such as:

- Content topic
- Content purpose (or place in the funnel)
- Recommended content format
- Recommended channels
- KPIs
- Approximate costs to execute
- General timing to execute

Deliverable: Invision board



POST WORKSHOP

CONTENT PLAN + MEASUREMENT PLAN

This is a cleaned up version of the work we began in the workshop with the rest of the details fully blown out. While this will be the end of our initial engagement, you should have everything you need to hand off to your internal team to execute, work with another agency to produce the content, or request an incremental scope of work with Jumpsuit. It's entirely up to you.

Deliverables:

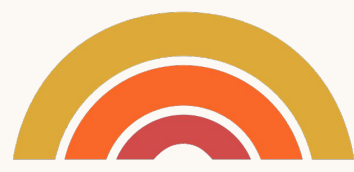
Content Plan + Measurement Plan



ASSUMPTIONS

- Jumpsuit needs access to any existing SEO research, back-end website analytics, Key Messaging materials, current marketing campaigns and any other pertinent materials.
- If there is no current Key Messaging, Jumpsuit will need the client to provide their current Audience, Competitors, Pain Points, Benefits and Solutions
- This engagement is designed as a sprint, and while incredibly comprehensive, does not include auditing pre-existing content. Your team should provide the expertise into what content currently exists and does not exist.
- The Roadmap can be put to work by your team internally, another agency, or with Jumpsuit in an incremental scope of work.





GETTING STARTED

- **Secure your budget.** **Content Workshops start at 20k.** Customizations are optional at an incremental cost.
- **Schedule a free consultation.** Let's make sure our workshop is best option for the problem you're trying to solve. From there, we will align on the scope of work, timing, and costs.
- **Finalize the SOW.** Once signed, we'll schedule a time to officially kick off the project and secure a workshop date.

Ready to make sure the content you're making is the content you need? Let's sprint.

