

## ITEMIZED PAGE OUTLINE

Second, write simple one liners describing each page and section. Raw, off the top of your head ideas about what you think each section should sound like. Again, it's doesn't need absolute accuracy, but you'll start to add "one line sentences" that pop out at you.

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## RESEARCHED DATA

A study by Forbes Media and IPG Media Lab found that 41% of participants were more likely to express intent to buy from a brand when looking at pages with branded content, as compared to looking at a regular web page with no branded content. According to a study conducted by Aberdeen Group, the average website conversion rate is twice as high for process-focused companies, and the average email click-through rate is 30% higher.

creating original content is considered a major challenge for 69% of marketers today.

A 2001 McKinsey & Company study showed that only 2% of transaction site customers returned after their first purchase, while 60% of new online community users began using and visiting the sites regularly after their first experiences. This type of data is undeniable and now businesses must adjust their overall strategies to network more.

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## INSERTS

Automate routine tasks like workflows and content calendar management, the more energy you'll have to focus on quality

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## STATEMENTS & SLOGANS

Content management and digital publishing for health and fitness professionals

The power of one platform

Pioneering the health & fitness industry

It's community with a purpose

transforming the way health and fitness professionals manage daily workflows

automate daily processes, nurture clients and bring your business to life

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## LANDING

### Intro – What is

### Why it was created

We deliver a functional platform that helps industry professional decrease workflow, manage existing clients more efficiently and increase revenue

Our network is a two-way communication process, the interaction centers around high quality meaningful content, to foster loyalty and retention

We're here for the long-term, your resources are an investment towards building, growing and establishing a high value proposition

Unfortunately, many industry professionals still use disorganized tactics to execute content delivery, it's this inefficiency we solve

We bypass traditional methods of engagement to help you create content that resonates with clients

**Our system streamlines the creation of ideas and the distribution process, by delivering key metrics to improve the performance of your content efforts**

We understand our platform provides direct interaction with your most loyal and valuable customers, so fostering a vibrant, fluid community is a primary focus. Your brand is our priority

is vibrant, fluid, always on,

so the brand needs to play an active part

The value proposition you present is key in establishing your service or product model

generate more revenue

By building an effective growth engine to boost efficiencies and

### **What we do**

Don't disrupt your existing processes

standardize the process at each stage

consolidating tasks and responsibilities in a single location

centralizing distribution

delivering critical analysis on performance

help focus on strategy and execution

focus resources on assets that deliver results.

tools that integrate technology, communication, and social interaction

conduct initiatives in real time

business objectives such as lead and revenue generation, you need to identify successful components and specific areas of improvement. We help track key metrics such as traffic, number of content views, new leads.

solve this challenge by helping you create, publish, optimize, and analyze promotional efforts.

This way the entire process can be managed and tracked from a single platform

integrations allow you to create, distribute, and analyze content from multiple channels in one centralized location

targeted to customers using demographic and socio-graphic information gathered from user profiles

### **Who should use our platform**

Companies of all sizes—small to midsize to large—benefit from using content marketing software to optimize their efforts.

## Our Advantage: Why us

makes it easier to consistently produce quality content

collaborate in real-time on nearly any type of content and confirm it

adheres to your brand's expectations, guidelines, and voice

This dramatically cuts time spent editing by streamlining the quality control process.

**Distributing your content across multiple marketing channels can be time-consuming.** But it's important to get your videos, articles, blog posts, whitepapers, and other content to the right channels.

software streamlines this process by integrating with various channels and social sites, making publishing and promoting content easier when drafting a blog post, uploading a video

consolidates all forms of content

aligned to your target market to ensure the process is efficient and accessible

- Extend Brands
- Vast Network of Contributors
- Content Driving Critical Objectives
- self-sustaining interactive environment.

A strong digital presence is vital to increase awareness, drive demand and turn leads into actual sales.

Our platform helps to improve this process by increasing the quality of your content, providing clear metrics, improving workflow and simplifying delivery.

developing knowledge-based and foundation-based trust

## Promotional Strategy

Marketing vs. Advertising

Our strategy: How we do it,

Our Mix: It's a unique mix of

Cross-media publishing strategy

## We welcome your input

Our health and fitness community belongs to everyone, shared involvement leads to increased engagement and a sense of ownership, which in turn leads to more contribution by all members. The more you share the more you get back.

## Testimonials