

# CONTENT MARKETING & SEO PROPOSAL

SEPTEMBER 12, 2023



# HELLO CAMERON, CAROL & RYAN!

We are thrilled to be considered as your partner for Cirrus Insight as you look to the road ahead. You have a compelling product, two important new features to launch and an exciting opportunity to create value for sales teams that improve their work and lives. We believe we have the experience, enthusiasm and energy you need from a partner to help you maximize the impact of your content and SEO.

The Mx Group is an integrated B2B marketing agency with a mission to impact the marketplace for companies that impact the world. For over 30 years, we've created meaningful total experiences for B2B brands, activating buyers and creating compelling content across the buyer journey.

As you make this important decision, we encourage you to settle for nothing less than new thinking and an agency that can be a true partner and act as an extension of your team. We at The Mx Group hope to prove our potential, and we look forward to the process.



Respectfully,  
James Meyers  
SVP and Managing Director,  
Content Marketing & Imagination

## WHY WE'RE EXCITED

- Extensive experience with impactful content marketing programs
- Integrated, strategic approach to SEO and content marketing that engages across the buyer journey
- Proven run and build approach to meet your immediate and long-term content needs
- The opportunity to meaningfully impact your business and your market
- We're ready to get started with actionable content recommendations on day one!

# WHAT YOU WILL SEE IN THIS DOCUMENT

## CONTENTS

- I. About The Mx Group
  - I. Agency History
  - II. Relevant Capabilities
- II. Experience
  - I. Client Overview
  - II. Relevant Work
- III. Proposal
  - I. Specialist Content Team
  - II. Content Plan and Timeline
  - III. Pricing
- IV. Appendix: Expertise Table

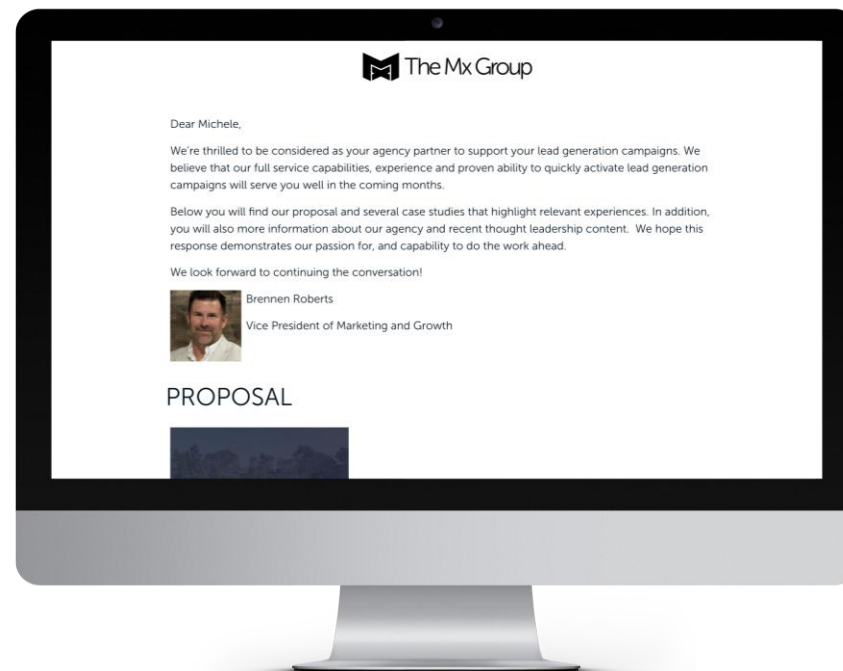
In response to your RFP, we have provided this response which is focused on our fit for your ask, our experience, and an initial proposal that gets content production running on day one. We've also provided a separate document that discusses your competitive situations, our strategic approach and content plan in a separate document you'll find on this portal.

## VISIT

[TheMxGroup.com/Cirrus/](https://TheMxGroup.com/Cirrus/)

## PASSWORD

cirrus-portal



# ABOUT THE MX GROUP

- I. Agency Overview
- II. Agency Capabilities
- III. Content Marketing Capabilities
- IV. Approach to SEO & Content Marketing

# THE MX GROUP

The Mx Group is the second-largest independent, integrated B2B marketing agency in the U.S., with a mission to impact the marketplace for companies that impact the world. For over 30 years, we've created meaningful end-to-end buying experiences for B2B brands. Our clients are leaders and innovators in automotive, financial services, food, health care, oil and gas, industrial, packaging, trade associations, technology and SaaS who rely on our expertise to influence and grow their businesses. Our relationships with our clients and people are why B2B Marketing recognized us as Agency of the Year in 2022. Our headquarters are in Chicago, but our reach is global. Whether a client is an established or startup B2B brand, we have the people and perspective to be a strong partner that makes a difference.



- In business since 1989
- 140+ B2B marketers
- Creates end-to-end experiences for B2B brands
- Strong focus on proving commercial impact
- Named U.S. B2B Marketing Agency of the Year 2022
- Recognized as Content Marketing Agency of the Year
- Headquartered in Chicago, Illinois
- Second-largest independent B2B agency in the U.S.





# CONTENT MARKETING CAPABILITIES

## STRATEGY



- Business and marketing goals and objective assessment
- Landscape audits
- Content audits and content refreshes
- Personas and audience/content journey mapping
- Program and channel strategic planning
- Distribution strategic planning
- Paid media strategic planning
- Thought Leadership Index™
- Program and project management and marketing integration

## CONTENT & DESIGN



- Content strategic planning and integration
- Editorial management
- Immersive and interactive experiences
- Infographics
- Podcasts
- Video production
- Social media content
- Advertising content
- Print magazines
- Print and digital design
- Atomized content production

## DIGITAL MARKETING



- Integrated, omnichannel distribution experiences
- Analytics and reporting
- Email campaign management
- Paid media management
- Social media planning and execution
- Search engine optimization
- Inbound/outbound linking strategy
- Digital design and user experience optimization
- Content hub development and hosting

# CONTENT MARKETING PRACTICE

The Mx content marketing practice staffs content programs according to subject matter knowledge, matching industry experts to appropriate projects. Our staff executes—but your experts, members and customers are featured front and center in the content.



## EXPERT CONTENT MARKETING TEAM

# 27

IN-HOUSE JOURNALISTS, EDITORS, RESEARCHERS,  
CONTENT STRATEGISTS, DESIGNERS AND PRODUCERS

*Over 50% hold a communications or  
journalism degree*

- Content Planning
- Content Creation
- Social Storytelling
- Video production
- Podcasting
- Thought Leadership Index™

# SEO CAPABILITIES

Our SEO experts help websites achieve higher domain and page authority, generate and/or optimize search traffic, and increase conversions through a combination of technical and content-based SEO approaches. We can handle:

- **Research:** We analyze your business, competitors and industry to determine what language and questions resonate with buyers right now and to best rank your webpages.
- **On-page Updates:** We build an effective SEO foundation into your website, from keyword-focused content to well-maintained URLs and effective redirects.
- **Backlinking:** We maximize page authority by link-building with leading industry sites and directories. We can even help create and implement a company blog for more thought leadership and link-building potential!
- **Content Strategy:** Because good SEO is never finished, we ensure that all new [content](#) matches your SEO focus, and perform ongoing analysis to keep our approach in line with buyers' needs.

## Keeping Ahead of the Changing World of SEO

Our clients demand up-to-date, tailored and effective SEO services. Our team has years of experience, access to the best tools, and a client base that allows us to scale our successes. We maintain certifications, but we also stay abreast of emerging trends to leverage them for our clients.



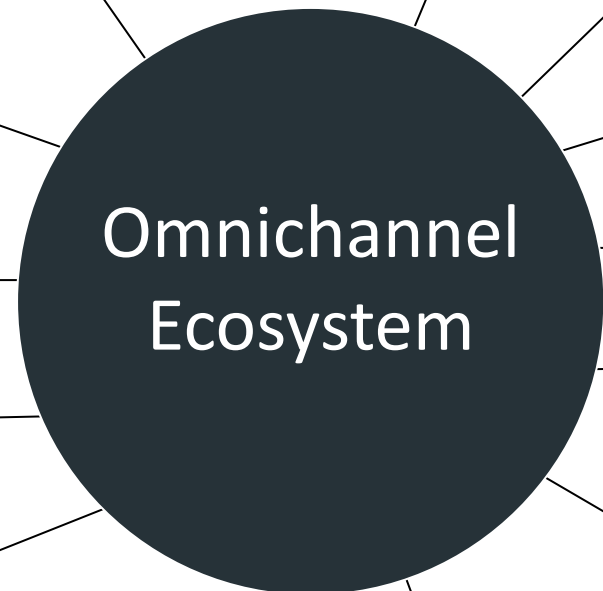
*"A new paradigm has emerged where users navigate to their preferred platforms to find valuable information aligned with their needs."*

Kevin Quinn, [The Mx Group](#)'s SEO strategist, recently shared his thoughts on the future of search in B2B as part of a roundtable with [The Drum](#).

[Click Here to Read More:](#)

 **The Drum**





Ebook



Video



Podcast



Content Campaign



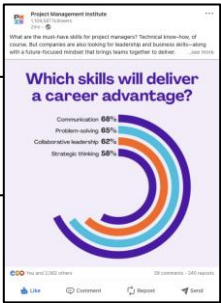
Feature Article



Custom Imagery



Infographic



Coffee Table Book



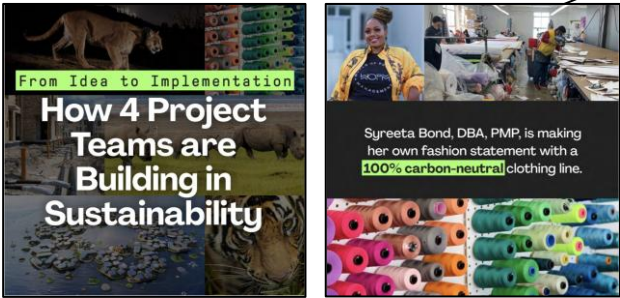
Awards Content



Event Support



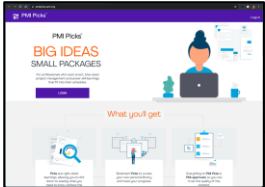
Social Storytelling



Report



Audio Clips



# CONTENT ATOMIZATION

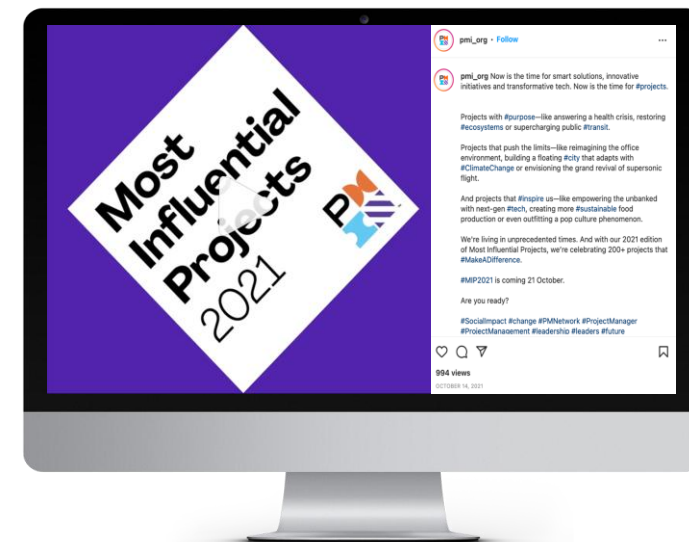
PM Network Editorial Feature



Voices Blog Post



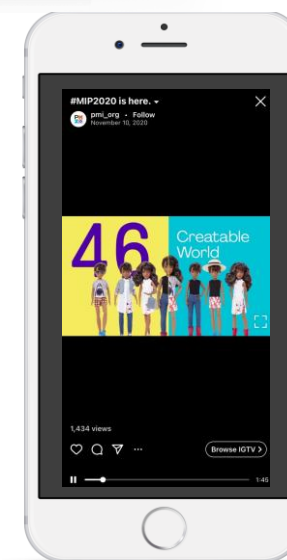
Teaser Video



Social Quote Post



Social Video



Projectified Episode



# EXPERIENCE

- I. Client Overview
- II. Relevant Work

HIGH TECH  
& SAAS

WHOOOP UNITE™

 LexisNexis®

 cornerstone

**FARO**

Cox  
AUTOMOTIVE™

*Own*{backup}

PACKAGING &  
CONSUMER GOODS

 Graphic Packaging  
INTERNATIONAL

NOVIPAX™

 reckitt

**ofi**

**smile**  
DIRECT CLUB

FINANCIAL  
SERVICES

**DISCOVER**

JPMORGAN CHASE & CO.

**NEW  
YORK  
LIFE**

INVESTMENTS

*charles  
SCHWAB*

 ARES

 First Citizens Bank

INDUSTRIAL &  
MANUFACTURING

 **Zekelman** Industries

 **SIMS  
METAL**

**SIEMENS**

 **GRUNDFOS**

**FUJIFILM**

TRADE ASSOCIATIONS

 **Project  
Management  
Institute.**

 AMERICAN  
ASSOCIATION FOR  
**JUSTICE**®  
The Association for Trial Lawyers

 AMERICAN OPTOMETRIC ASSOCIATION

**ABA**  
AMERICAN **BAR** ASSOCIATION

**NACS**

**ACEC**  
AMERICAN COUNCIL OF ENGINEERING COMPANIES  
100 Years of Excellence

ENERGY

 **edf**  
renewables

 **powerflex**  
EDF Renewables

 **Cummins**

 **HF Sinclair**

ADDITIONAL

 **WORLDWIDE  
EXPRESS**

 CERTIFIED  
COLLECTIBLES  
GROUP®

 **UNISHIPPERS**

**THOR**  
KITCHEN®

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*“THEY KNOW OUR BUSINESS AS WELL AS WE DO”*



# RELEVANT EXPERIENCES

We have selected several client case studies that show our experience creating impactful, search optimized content programs reaching audiences like your primary customers.



*We partnered with TD Ameritrade Institutional to drive organic search traffic, establish deeper engagement with prospects and clients, cement its thought leadership, and eventually drive sales leads to a national wide audience of financial advisers. To stand out in a crowded and sophisticated content landscape, we took a hyper-tailored, audience-focused approach to create digital-first content.*

[Read the Case Study](#)

Key Capabilities:

- SEO
- Content creation
- Content strategy
- Print and Digital magazine
- Podcast



*Staples needed to support its field sales force in building and maintaining relationships with small to midsize businesses throughout the country. The company needed an omnichannel approach that would reach fast-growth small-business owners and decision-makers in an ever-competitive landscape. So the program needed to stand out while reaching the audience members where they were.*

[Read the Case Study](#)

Key Capabilities:

- Competitive Audits
- Editorial Strategy
- Content Planning
- Content Creation



*When SaaS innovator vAuto planned a site relaunch, one of the key challenges was to improve its search engine rankings. To accomplish this, we planned and implemented an SEO program that would drive targeted, motivated inquirers to the site and encourage them to schedule a demo of vAuto's solutions.*

[Read the Case Study](#)

Key Capabilities:

- SEO
- Content Strategy
- Website Development



*Our seven-year engagement with US Foods as their content agency saw the Food Fanatics program grow from a name to a company and industry movement. More importantly, the program helped the company grow market share and position the brand for it's successful IPO in 2016. CEO credited Food Fanatics as being responsible for creating "an unstoppable movement that has propelled the company forward!"*

[Read the Case Study](#)

Key Capabilities:

- Content Planning
- Content Creation
- Content Production
- Sales Enablement

# OUR PROPOSAL

- I. Content & SEO Team
- II. Content Plan
- III. Timeline
- IV. Pricing



# SPECIALIST TEAM



**CYNDEE MILLER**

**VP, Executive Director of Content**

Cyndee leads a wildly talented troop of content rock stars creating everything from white papers to tweets. She works with clients to create cross-channel content that meets their business objectives — and makes readers want to soak up every last character. Cyndee spent nearly two decades working as a writer, reporter and editor covering marketing and advertising. She double-majored in English and French while also working on her college's grammar hotline. She still enjoys diagramming sentences (sometimes in French).



**TIFFANY TOFT**

**VP, Creative Director**

With nearly 20 years of experience in content marketing, Tiffany leads an awesome team of designers creating killer work targeting audiences from optometrists to project managers to CEOs. Whether creating a video, an infographic or a print magazine, the team is out to create designs as smart as they are pretty. Tiffany has a journalism degree from Mizzou, where she realized her passion is using design to help tell stories. She started down the path of magazine reporting, but she didn't really like writing anything beyond the lede. Designing was way more fun—and still is. On weekends, you can find her biking and hiking her way through the midwest with her husband, son and golden retriever.



**LAURA MARZEC**

**Content Director**

Laura has over 12 years of B2B and B2C content experience as a writer, editor and content strategist. Her professional passion is planning and executing content marketing programs to help brands engage their audiences (and inspire action) in new ways. As a content director, she collaborates with a talented team to deliver our association clients relevant, memorable and compelling creative for their members, including: videos, thought leadership articles, digital features and social media.



**KEVIN QUINN**

**SEO Strategist**

With over 20 years of marketing experience, Kevin brings in-depth ideas and insights to his role as a digital marketing strategist. He is an expert in SEO, SEM, social media and multiple tech and creative platforms. Kevin is a big proponent of testing to optimize customer-facing online experiences. Currently he is working on our major telecom and industrial accounts, informing strategies and optimization recommendations across websites, SEM, SEO, and paid and social media. Kevin is a graduate of the University of Notre Dame, with a BBA in accounting.

# SPECIALIST TEAM



**KIM STOTLAR**

Senior Account Manager

Kim manages a portfolio of financial services, healthcare and association clients, focusing on client satisfaction, retention and growth. She owns day-to-day account responsibilities and strives to build strong, long-lasting client relationships. Kim facilitates collaboration, communication and strategic alignment across all of our client-related project teams.



**JAMES MEYERS**

SVP & Managing Director, Content Marketing & Imagination

Jim founded Imagination in 1994. He has since worked with some of the largest, most forward-thinking companies and associations, helping them transform their content marketing strategies. Jim received a bachelor's degree in marketing and advertising from the Indiana University. He has also completed management and leadership programs at Northwestern University and the UVA's Darden School of Business. In 2018, Jim also published *Becoming Essential*, a hardcover book on the effect of mega-event on traditional trade associations and how they need to adapt.



**PETE KOSMAL**

Senior Audio Manager

Pete brings 15 years of audio production experience. As a member of The Mx Group's Content Marketing Practice, he records, edits and produces all audio offerings, including podcasts, audiograms, interviews, narratives and audio clips for clients. He started his audio storytelling journey as a voice actor and moved to the production side soon after. His passion for audible content is driven by the belief that it is the only type of content that can be interacted with anywhere, no matter what.



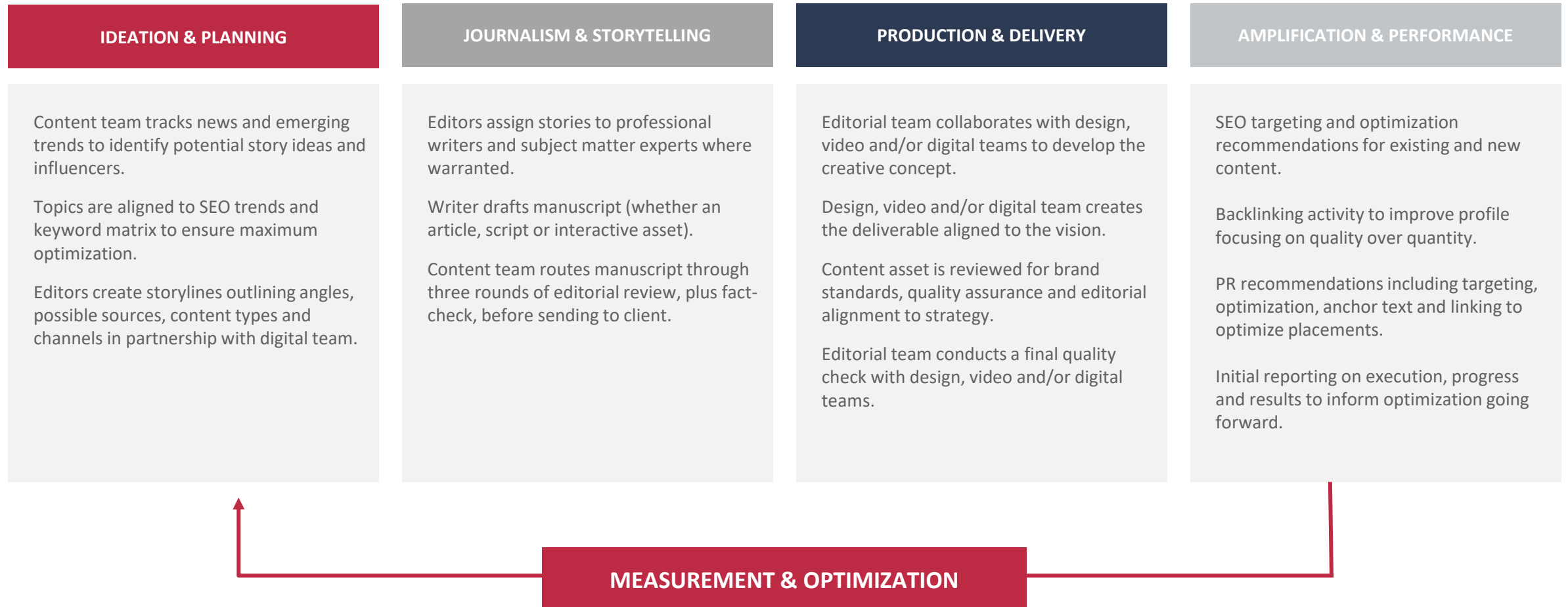
**JOHN GALLAGHER**

Video Production Director

As an award-winning filmmaker with more than ten years of production experience under his belt, John brings a versatile blend of video insights and capabilities to The Mx Group. He previously worked at a B2B creative production agency in Chicago, where he built the in-house video team and collaborated with a broad network of external partners to produce, direct, shoot and edit hundreds of videos for high-profile corporate clients. John holds a B.A. in broadcast and electronic communications from Marquette University.

# CONTENT CREATION PROCESS

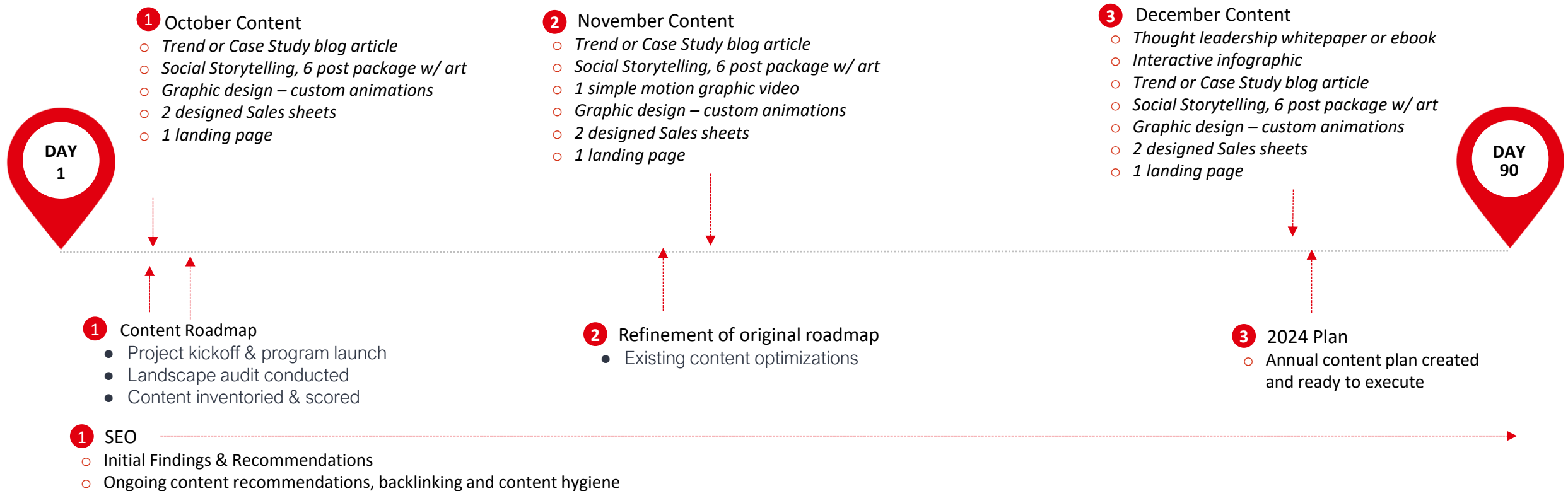
The Mx Group follows a tried-and-true review process including storyline approval, manuscript review (three rounds of internal review, client review and fact-check) and finished review (plus a client review).



# FAST START PLAN

We will take a Run and Build approach to quickly deliver content to meet your immediate needs while simultaneously building the long-term foundation to achieve your strategic content objectives.

- **90-Day Fast Start** The first step is a Fast Start content program that will create key pieces of content to support your Smart Scheduler launch, ongoing website needs and others.
- **Content Roadmap** Simultaneously we will conduct content and SEO audits to create a short and long term Content Roadmap to refine the Fast Start content and inform a full 2024 annual content plan.



# RAPID START – 90 DAY PROPOSED CONTENT PLAN

	Theme	Primary Audience	Formats
THE FUTURE OF SALES AUTOMATION	The future of sales tech	Sales architect	Long-form article with art asset
	Sales automation: The risks and opportunities	Sales architect	Interactive infographic, Social Storytelling
SALESFORCE HACKS	Ultimate guide to Salesforce hacks	Salesforce admin	Ebook, Social Storytelling
MASTERING THE SALES EMAIL	Proven tips for writing the perfect sales pitch email	Sales leader	Long-form article with art asset, Social Storytelling
	Seal the deal—faster: 7 tips for using email to close sales	Sales leader	Motion-graphic video, Social Storytelling

# 2024 ANNUAL CONTENT PLAN

Informed by the learnings of the Fast Start program and the simultaneous content audits, we will develop an annual content plan.

The precise content mix will be defined by the agreed upon Content Strategy and Calendar and will incorporate monthly, quarterly and ad hoc content creation and distribution.

The content plan will include quarterly review and adjustment.

Content	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Articles												
Landing Pages												
Infographics												
White Papers												
Social Storytelling												

Sample Content Plan



# BUDGETARY APPROACH

- We have provided a two-phase approach, the 90 Day Fast Start starting in October and running through the end of the year.
- The indicated content is based on our initial recommendations and assessment of your needs. The precise items may change based on your needs and our recommendations based on further discovery.
- Content creation and delivery timelines assume provided client brief and two rounds of revisions and approval
- Content pricing is project based and fixed fee per asset
- Graphic design and SEO are billed on a time and materials basis.
- Graphic design support budget is an illustrative example based on your indicated needs and deliverables can be adjusted as required.
- Outside costs managed by The Mx Group such as media, photo shoots, printing and postage will be included in estimates and, if found necessary, will be submitted for client approval and reimbursement.
- Phase 2 budgets are preliminary estimates and will be refined during the creation of the annual plan in collaboration with Cirrus Insight team

PHASE 1 – 90 Day Fast Start (Q4 2023)	Estimated Costs
<b>Content Creation &amp; Production</b> <ul style="list-style-type: none"><li>• Rapid Content Roadmap</li><li>• Content creation for October – December 2023</li><li>• Content Audit</li><li>• Account and Program Management</li></ul>	\$110,000
<b>Graphic Design Support</b> <ul style="list-style-type: none"><li>• Planned and ad hoc design support, budgeted to include 3 landing pages design, 6 sell sheets or similar, 6 custom animations</li></ul>	\$54,000
<b>Search Engine Optimization</b> <ul style="list-style-type: none"><li>• Initial SEO Findings and Recommendations for Fast Start plan (\$10,000)</li><li>• Monthly SEO Management (\$5,000/month for 3 months)<ul style="list-style-type: none"><li>• Ongoing SEO Optimization Recommendations</li><li>• Backlinking (email reachout, broken link fixing, forum posts, anchor text, etc.)</li><li>• Content hygiene and recommendations</li></ul></li></ul>	\$25,000
PHASE 2 – 2024 Annual Content Plan	Estimated Costs
<b>Content Strategy and Creation</b> <ul style="list-style-type: none"><li>• Annual Content Plan</li><li>• Content Creation</li><li>• Quarterly Review and Recommendations</li></ul>	\$350,000 - \$500,000
<b>Graphic Design Support</b> <ul style="list-style-type: none"><li>• Planned and ad hoc design needs</li></ul>	\$150,000 - \$250,000
<b>Search Engine Optimization</b> <ul style="list-style-type: none"><li>• Monthly SEO Management (\$5,000/month)<ul style="list-style-type: none"><li>• Ongoing SEO Optimization Recommendations</li><li>• Backlinking, Content hygiene and recommendations</li></ul></li></ul>	\$60,000

# WHY THE MX GROUP IS THE RIGHT FIT FOR CIRRUS INSIGHT

1

## B2B & CONTENT EXPERTISE

30+ years of B2B expertise developing impactful, strategic content marketing programs. B2B Marketing's 2022 Agency of the Year.

2

## RELEVANT EXPERIENCE

Experience working with clients in SaaS, financial services and SMB audiences to develop successful content programs to support launching new features and products.

3

## RESPONSIVE PARTNER

Ability to work as an extension of the Cirrus Insight team to flex and evolve as your needs and opportunities develop.

THANK YOU

# APPENDIX A: EXPERTISE TABLE

# Expertise Table – Content Marketing

*Please note: Budgetary prices show are provided as a la carte, per derivable for illustrative purposes. For our specific content recommendations, please see pages 18-21.*

Activities/Artifacts	Expertise Rating	Commentary	Budget per Deliverable
Thought Leadership Creation (Long Form)	5	<ul style="list-style-type: none"><li>• <b>Experience:</b> For 28 years, Imagination has earned a reputation as one of the top content marketing agencies in the United States. Before its merger with the Mx Group in October 2022, Imagination was awarded Content Marketing Agency of the Year as well as being recognized as one of the Top 15 Most Creative Content Agencies in the World. Now, as part of the Mx Group, Imagination brings its deep expertise and talent for producing high quality journalistic content that positions clients as thought leaders in the minds of their customers, prospects and industry. In 2019, Imagination/Mx created and trademarked The Thought Leader Index based on proprietary knowledge about how thought leadership is achieved and measured.</li><li>• <b>Approach:</b> The Mx Content Marketing Practice has full-time staff of nearly twenty journalists who are experts at creating an ongoing, omnichannel content marketing program utilizing that builds awareness, engages target audiences, stimulates action and positions brands as thought leaders.</li><li>• <b>Examples:</b> <a href="#">"Transforming the Last Tuna Stronghold"</a></li></ul>	\$25,000 - \$30,000
eBooks	5	<ul style="list-style-type: none"><li>• <b>Experience:</b> eBooks are an excellent way of building thought leadership because of the depth of knowledge and context that is presented in the long form format.</li><li>• <b>Approach:</b> Typically, eBooks are created to great depth on an emerging trend or complicated topic that is on the minds of target audiences. Utilizing research, Subject Matter Experts and case studies and customer storytelling, eBooks are a great tool for demonstrating a brand depth of knowledge and thought leadership position.</li><li>• <b>Examples:</b> <a href="#">PMI "Hours of Impact" ebook</a></li></ul>	\$15,000 - \$25,000

# Expertise Table – Content Marketing (cont.)

*Please note: Budgetary prices show are provided as a la carte, per derivable for illustrative purposes. For our specific content recommendations, please see pages 18-21.*

Activities/Artifacts	Expertise Rating	Commentary	Budget per Deliverable
Benchmark Reports	5	<ul style="list-style-type: none"><li>• <b>Experience:</b> Benchmark Reports take complex internal knowledge or proprietary research and present insights in a brief and clear way.</li><li>• <b>Approach:</b> Often times, the Mx Content Marketing Practice uses static or interactive infographics to bring data, processes or use comparisons to life.</li><li>• <b>Examples:</b> <a href="#">New York Life ESG Benchmark Report</a></li></ul>	\$7,500 - \$50,000 based on research and analysis required
White Papers	5	<ul style="list-style-type: none"><li>• <b>Experience:</b> The Mx Content Marketing Practice has successfully created many White Papers for clients over the years.</li><li>• <b>Approach:</b> White Papers are shorter in length than eBooks and therefore are a great way to publish in-depth content when speed-to-market is important. Typically, White Papers are used to cover secondary topics, micro-trends or support new product launches or features and are heavily used as showcases for in-house expertise.</li><li>• <b>Examples:</b> <a href="#">Epsilon “The Quest for Identity” Whitepaper</a></li></ul>	\$12,500
Case Studies	5	<ul style="list-style-type: none"><li>• <b>Experience:</b> For over 28 years, the journalists at the Mx Content Marketing Practice have used case studies to provide added insight and proof to articles, videos, podcasts, social storytelling campaigns and eBooks and White Papers. B2B audiences love learning from other businesses how products, services and best practices have helped them overcome obstacles and achieve their business goals.</li><li>• <b>Approach:</b> Successful Case Studies require journalistic resources to source, interview, provide real-world insight and perspective in an informative and often entertaining way. Done correctly, Case Studies add context to the sales funnel that enriches and expedites the decision journey.</li><li>• <b>Examples:</b> <a href="#">Truist Video Case Study</a></li></ul>	\$6,500



## Expertise Table – Content Marketing (cont.)

Activities/Artifacts	Expertise Rating	Commentary	Budget per Deliverable
Solution & Vertical Landing Pages	5	<ul style="list-style-type: none"> <li>• <b>Experience:</b> As a leading B2B Marketing Agency for more than 30 years, Mx has deep experience in creating Solution &amp; Vertical Landing Pages for clients that enhance usability, experience and customer satisfaction. Similarly, the Mx Content Practice has created a number of Content Hubs within brand websites that provide an organized and content-rich experience for customers and prospects.</li> <li>• <b>Approach:</b> The starting point deep understanding of customer needs, pain points, and preferences for how customers search, experience and prefer content.</li> <li>• <b>Examples:</b> <a href="#">Cox Dealer Software Services Landing Page redesign case study</a></li> </ul>	\$3,750 - \$5,000 *Assumes existing template
Videos / Animation	5	<ul style="list-style-type: none"> <li>• <b>Experience:</b> The Mx Content Practice has deep expertise in producing successful and award-winning video assets in a variety of formats including animation, live interviews and short and long form documentaries.</li> <li>• <b>Approach:</b> Mx has complete in-house video, animation and audio capabilities including writers, producers, directors and editors. Video formats are often determined by messaging, availability, complexity, timing and budget.</li> <li>• <b>Examples:</b> <a href="#">Epsilon motion graphics video</a></li> </ul>	\$9,000 - \$15,000
Podcasts	5	<ul style="list-style-type: none"> <li>• <b>Experience:</b> Podcasts have emerged, over the past two years, as the second fastest growing format of digital content. The Mx Content Practice recognized this content trend early-on as a powerful way of building brand recognition and thought leadership positioning. In fact, our bi-weekly PMI Projectified podcast series recently celebrated over 1,000,000 downloads!</li> <li>• <b>Approach:</b> Like all other content creation, a journalistic approach is used to sourcing, recording and producing award-winning podcasts. Our in-house podcast director and support staff is highly skilled in the planning, execution, distribution and marketing of podcasts.</li> <li>• <b>Examples:</b> <a href="#">Projectified "Cutting-Edge Technologies in Construction Projects" podcast episode</a></li> </ul>	\$8,000 - \$11,000 (9-12 minutes in length, biweekly cadence, includes up to 2 guests + host, development of format, music selection, scripting and audio editing)

# Expertise Table – Graphic Design

Activities/Artifacts	Expertise Rating	Commentary	Budget per Deliverable
Small: Banner Ads, Adding motion to images, touching up product screenshots, landing page imagery, branding imagery	5	<ul style="list-style-type: none"> <li>• <b>Experience:</b> Our creative and production team has extensive experience creating assets of all shapes and sizes. To provide context we've done around 3500 jobs in the past three years that involve members of the creative team which ranges from ad resizes to trade show collateral to brand expressions and guidelines.</li> <li>• <b>Approach:</b> Our creative teams have a structured process that begins with a creative brief kick-off, followed by collaborative work that's regularly reviewed internally and externally. Once the work is approved by stakeholders our dedicated production team ensures everything is pixel perfect for launch. Our teams use industry standard tools such as Adobe Creative Cloud, Sketch and InVision.</li> <li>• <b>Examples:</b> View our <a href="#">Agency Portfolio</a> for a selection of work across our capabilities.</li> </ul>	\$2,500
Medium: How-to-Diagram, Sales One-Pager, GIF from Concept	5		\$4,750
Large: Interactive Graphic, ROI Calculator	5	<ul style="list-style-type: none"> <li>• <b>Experience:</b> Our content marketing and digital experience teams have collaborated on interactive infographics and calculators at all levels of complexity.</li> <li>• <b>Approach:</b> Interactions add a richness to content that cannot be achieved by static assets alone. Whether the goal is appealing to new audience segments, providing tactical tools or testing new ground, interactivity provides an expected experience and a format that is nearly table stakes in a modern content marketing ecosystem.</li> <li>• <b>Examples:</b> <a href="#">Staples "What Is Your Work Style" interactive graphic</a> <a href="#">Discover Net Worth calculator</a></li> </ul>	\$15,000

# Expertise Table – SEO

Activities/Artifacts	Expertise Rating	Commentary	Proposed Budget
SEO Optimization	5	<ul style="list-style-type: none"> <li>• <b>Experience:</b> Our team boasts 30+ years combined experience implementing SEO optimization across a diverse list of B2B clients.</li> <li>• <b>Approach:</b> We use our experience and knowledge of the latest search and SEO trends to provide tailored strategies and best-practice executions based on client needs.</li> <li>• <b>Clients Include:</b> <a href="#">vAuto</a>, <a href="#">CCG</a>, <a href="#">FARO</a></li> </ul>	Please see our content and SEO recommendations on pages 18-21 for our specific budgetary recommendations.
Content Creation (Blogs, etc...)	5	<ul style="list-style-type: none"> <li>• <b>Experience:</b> We regularly provide strategic targeting and tactical execution guidance for all content types – from pdfs, videos, blogs, to social posts &amp; website architecture.</li> <li>• <b>Approach:</b> Our approach is to implement best-practice methodologies while customizing guidance to support client goals across their funnel.</li> <li>• <b>Examples:</b> <a href="#">Discover Modern Money blog</a></li> </ul>	
Backlinking	4	<ul style="list-style-type: none"> <li>• <b>Experience:</b> We have experience in executing backlink strategies to maximize page authority link-building with industry sites, directories, businesses and publishers.</li> <li>• <b>Approach:</b> Starting with high-quality, linkable assets we pursue multiple approaches to build links including broken link updates, publisher outreach, guest posting, link roundups, social sharing, influencers, and PR.</li> <li>• <b>Clients include:</b> Zekelman, Wonderlic, US Cellular, Maverick</li> </ul>	
Public Relations (PR)	2	<ul style="list-style-type: none"> <li>• <b>Experience:</b> The Mx Group works with several specialist partners for Public Relations and currently support several clients through this model both in the U.S. and globally for press releases, influencer relationships, media outreach and more.</li> <li>• <b>Approach:</b> In these relationships, The Mx Group acts as the lead agency with the PR in a support, but client facing role. The Mx Group will advise on marketing strategy, messaging and keyword strategy, and rely on the partner’s expertise for tactical recommendations and execution.</li> <li>• <b>Clients Include:</b> <a href="#">HollyFrontier Sinclair (EV Fluid Solutions press release)</a>, Cummins</li> </ul>	