

Knowledge Institute Strategic Marketing Services Leveraging Content & Influence to Drive SMB Purchasing Decisions

Content and Influencer Marketing trends continue to emphasize the need and ROI for creating value-add Content and sharing it across multiple online and offline platforms to influence and drive B2B purchasing decisions among SMBs. As a KISBD Client, you are meeting this demand in multiple ways:

A. KISBD DRIVEN CONTENT & INFLUENCE

Custom Content created, published and hosted to strategically drive Client SEO through routine content enhancements, key word optimization and dynamic link placements across multiple channels on an ongoing basis including;

- **Learning Series Marketing** | Positioning Client offerings and exclusive industry expert status, across 53 leading Entrepreneurial Education and Resource Referral Networks (The Network)
- **Virtual Training Platforms** | Promoting Client offerings through online, interactive business planning and virtual mentoring platforms
- **Social Media Marketing** | Monitoring and promoting Client offerings on an ongoing basis across select SMB social media channels and online forums including;
 - ✓ Twitter
 - ✓ LinkedIn Profile
 - ✓ LinkedIn Groups
 - ✓ Facebook
 - ✓ Pinterest
 - ✓ Blogs
 - ✓ Trade Journals
 - ✓ Govt./Nonprofit Agency Forums, etc.
- **Offline Marketing** | Promoting Client offerings in select SMB offline channels including;
 - ✓ Conferences
 - ✓ Training Programs
 - ✓ Public Speaking
 - ✓ Guest Interviews
 - ✓ Media Tours
 - ✓ Direct Client Consultations
 - ✓ Economic Development Agencies
 - ✓ Committees & Research Studies, etc.

B. CLIENT DRIVEN CONTENT & INFLUENCE

- Leveraging KISBD Content** across Client online channels to further support Client SEO rankings with routinely enhanced content, as well as serve existing and prospective SMB customer's interests and needs.
- Sharing New Client Content** with KISBD for promotion across KISBD social media and related influencer channels including Client;
 - Product/Service Reviews
 - Press Releases
 - Blog Posts
 - Articles
 - Events
 - Webinars
 - Podcasts
 - Videos
 - Awards
 - Special Recognition
 - Guest Interviews
 - Other News
- Active Social Media Engagement** including reciprocal "Re-Tweets," "Favoriting," "Following" and "Liking" across active social media channels.

C. OTHER PROMOTIONAL OPTIONS

Optional promotional services include leveraging KISBD founder personalities to speak at events, author articles, conduct podcasts and webinars, host media tours and related publicity events. Such additional services are contracted on an as-needed basis and defined via an agreed upon scope of work and related fees.