

Publishing Regular Highly Relevant Content

Content marketing is a strategic approach to writing, publishing and distributing regular, relevant content through your website. The purpose of Content Marketing is to turn your business into a trusted online resource for industry relevant information that can be shared. This can help you to reach a much wider, more targeted audience for your business and crucially, drive sales and generate leads. Big Red Digital offer a professional management service for all of this to ensure you to grow the online power and presence of your business as organically and effectively as possible.

Publishing regular, 'relevant' content on your website to your target customers is absolutely vital to success these days. However, how do you manage that with all the pressures of running the business? That is where we come in: we have a team of professional copy writes that can produce relevant, rich content for you that you pre-approve before publishing it to your website.

What We Do For You Each Month

We research subjects & keywords relevant to your industry.

We discuss new and existing subjects.

Set a schedule for publishing your articles.

We produce a set amount of keyword rich, industry relevant articles for your site each month.

We pass these to you in raw format for quick approval prior to publishing.

We publish & set up each article up to Google's Webmaster Guidelines.

We can distribute your articles to your social media pages.

We track performance.

We provide detailed feedback of results so that you can follow up any leads or other outcomes.

What We Need From You

In order to accurately research and prepare articles to the highest standards possible, we will require access to a member of your team for planning discussions once per month, at a pre-agreed date. Discussions can be carried out by telephone (or email) and utilise as little of your time as possible.

The aim is for us to become an expert extension of your business and to make you THE voice for your industry.