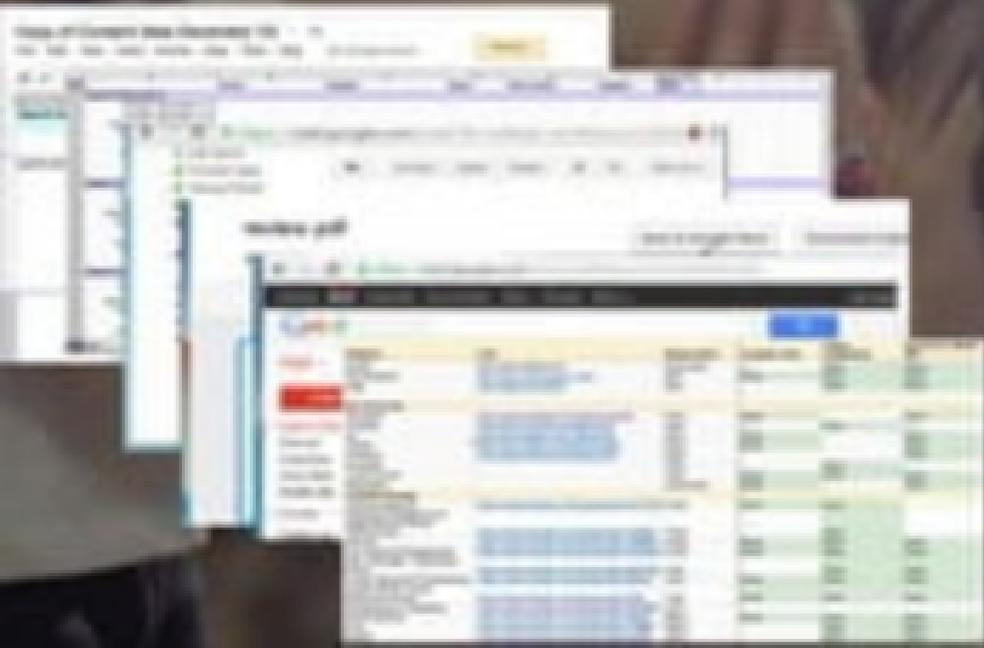


CONTENT MARKETING PLATFORM

CREATE, COLLABORATE, PUBLISH. EVERY TOOL YOU NEED TO CREATE CONTENT

THE PROBLEM

Content is GREAT! But it's time consuming and hard to manage



HOW IT WORKS: CREATION

The image shows a Microsoft Word document titled "How to calculate content mark...". The document content includes a title, a date "11/11/2016", and a paragraph of text. The text discusses content marketing results and mentions "LinkedIn" and "Google AdWords". Below the text is a bar chart with four bars of increasing height, and a hand pointing to the fourth bar. At the bottom of the page, there is a "Share" button and a "Print" button. The document is displayed in a window with a green title bar and a ribbon at the top.

How to calculate content mark...

11/11/2016

Content marketing results. The majority don't provide anything particularly useful or actionable for typical marketers trying to [substantially](#) their content marketing expenses to the CMO. So when I came across Eric Peacock's [article](#) on using content marketing ROI as a Google AdWords equivalent, I was intrigued. I decided to run an analysis on our clients at Brandpoint.



Share

Print

HOW IT WORKS: INTEGRATIONS



+700 APPLICATIONS



HOW IT WORKS: DISTRIBUTION



TEAM



Emilia Chagas
CEO



Elton Miranda
PRODUCT

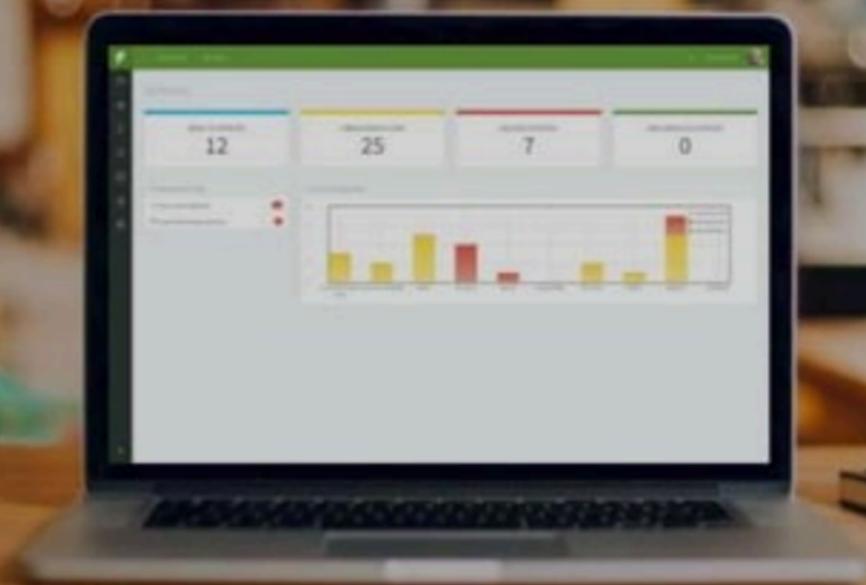
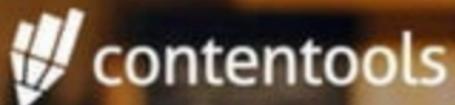


500startups



Will Bunker

growth^x



CONTENT MARKETING PLATFORM

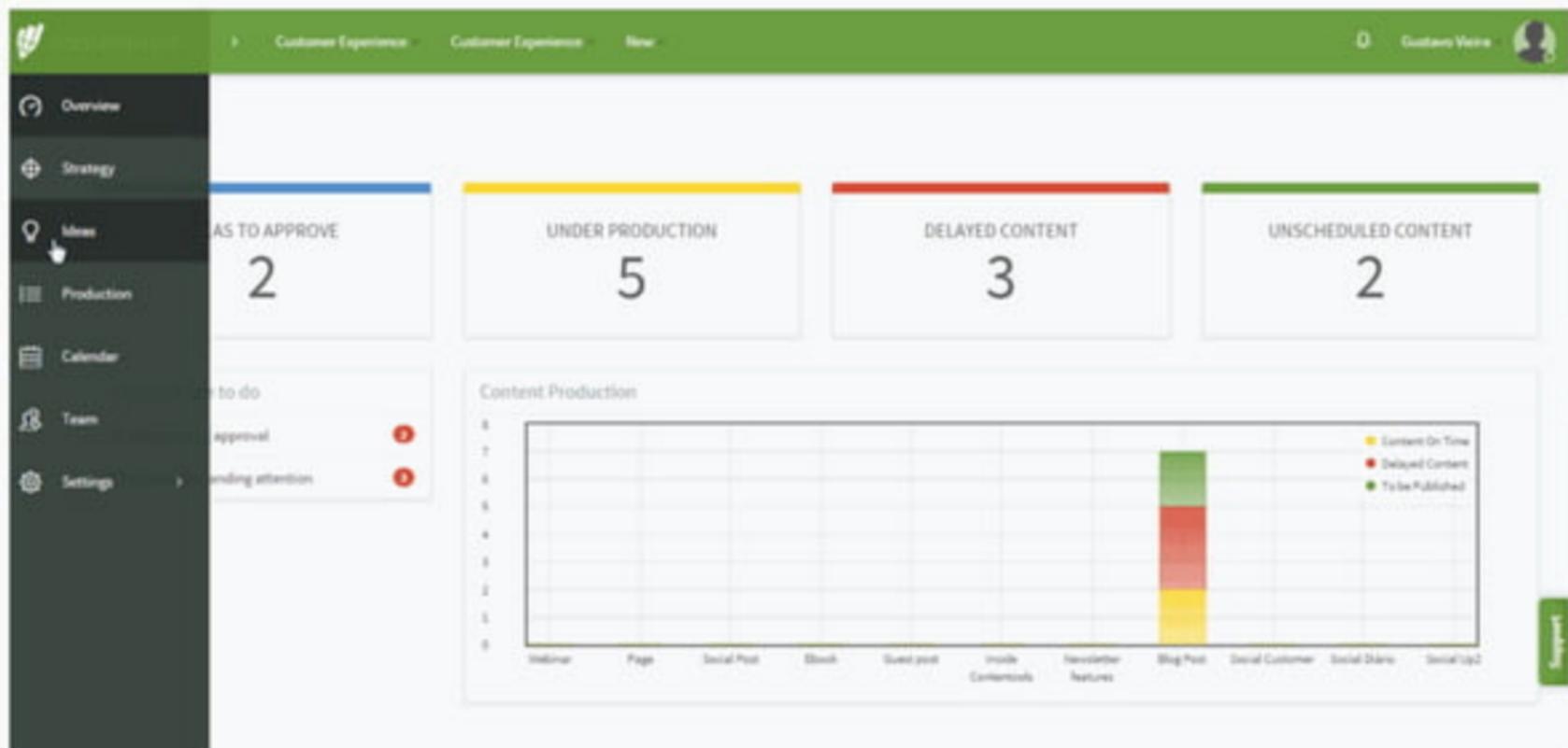
CREATE. COLLABORATE. PUBLISH. EVERY TOOL YOU NEED TO CREATE CONTENT

More Collaboration, More Results!



ALL-IN-ONE!

HOW IT WORKS: PIPELINE



HOW IT WORKS: CREATION

The screenshot displays a web-based content management system (CMS) interface. At the top, a green navigation bar contains a logo on the left and a user profile 'Pedro Clavel' on the right. Below this, a secondary navigation bar includes tabs for 'Home', 'Company B', and 'New'. The main content area is titled 'How to calculate content mark...' and features a rich text editor with various icons for text formatting and alignment. The text in the editor reads: 'million results. The majority don't provide anything particularly useful or actionable for typical marketers trying to justify their content marketing expenses to the CTO. So when I came across Elvis Presley's article on basing content marketing ROI on a Google AdWords equivalency, I was intrigued. I decided to run an analysis on our clients at Brandpoint.' Below the text is an image of a hand pointing to a bar chart with an upward-trending arrow. To the right of the text editor is a 'Content Overview' sidebar with a 'Save' button and a 'More' dropdown. This sidebar contains a 'Content Overview' section with a 'Done' status, a 'Review' ID (2020-09-0113:54:35.673426), a 'Status' field, a 'Start Date' of 10/26/16 10:44 AM, an 'Estimated End Date' of 3/4/18 1:54 PM, a 'Publishing Date' field, and an 'Assignee' of Anderson Woods. Below the overview is a 'Workflow' section with a dropdown menu showing 'Pedro Clavel' and 'Pedro Clavel Production'. At the bottom right, there is a 'Support' button. On the left side of the interface, there is a vertical sidebar with various icons and a 'Select Personalized' section with radio button options: 'Chad - The User', 'Maximum - The champion', 'Marta - The economy', and 'John - The technical'. Below this is a 'Select Buyer Stage' section with radio button options: 'Awareness', 'Consideration', and 'Decision'.

Home Company B New

Pedro Clavel

Home Personal Strategy Social

How to calculate content mark...

normal

million results. The majority don't provide anything particularly useful or actionable for typical marketers trying to justify their content marketing expenses to the CTO. So when I came across Elvis Presley's article on basing content marketing ROI on a Google AdWords equivalency, I was intrigued. I decided to run an analysis on our clients at Brandpoint.



• Breaks even on its content expense within nine months, based on the ratio of its organic traffic.

Paragraph 3, Word: 176

Save More

Content Overview

Done

Review 2020-09-0113:54:35.673426

Status

Start Date 10/26/16 10:44 AM

Estimated End Date 3/4/18 1:54 PM

Publishing Date

Assignee Anderson Woods

Workflow

Pedro Clavel

Pedro Clavel Production

Support

Select Personalized

Chad - The User

Maximum - The champion

Marta - The economy

John - The technical

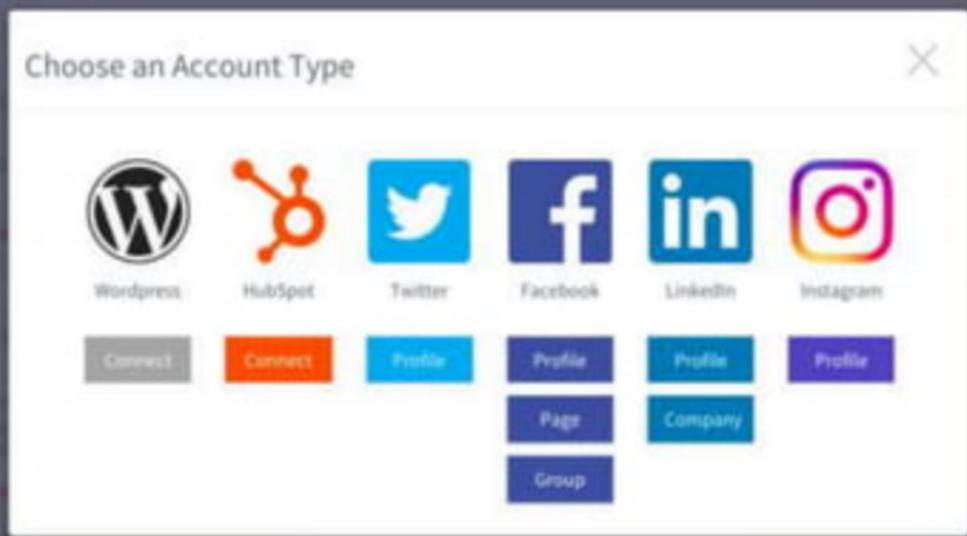
Select Buyer Stage

Awareness

Consideration

Decision

HOW IT WORKS: INTEGRATIONS



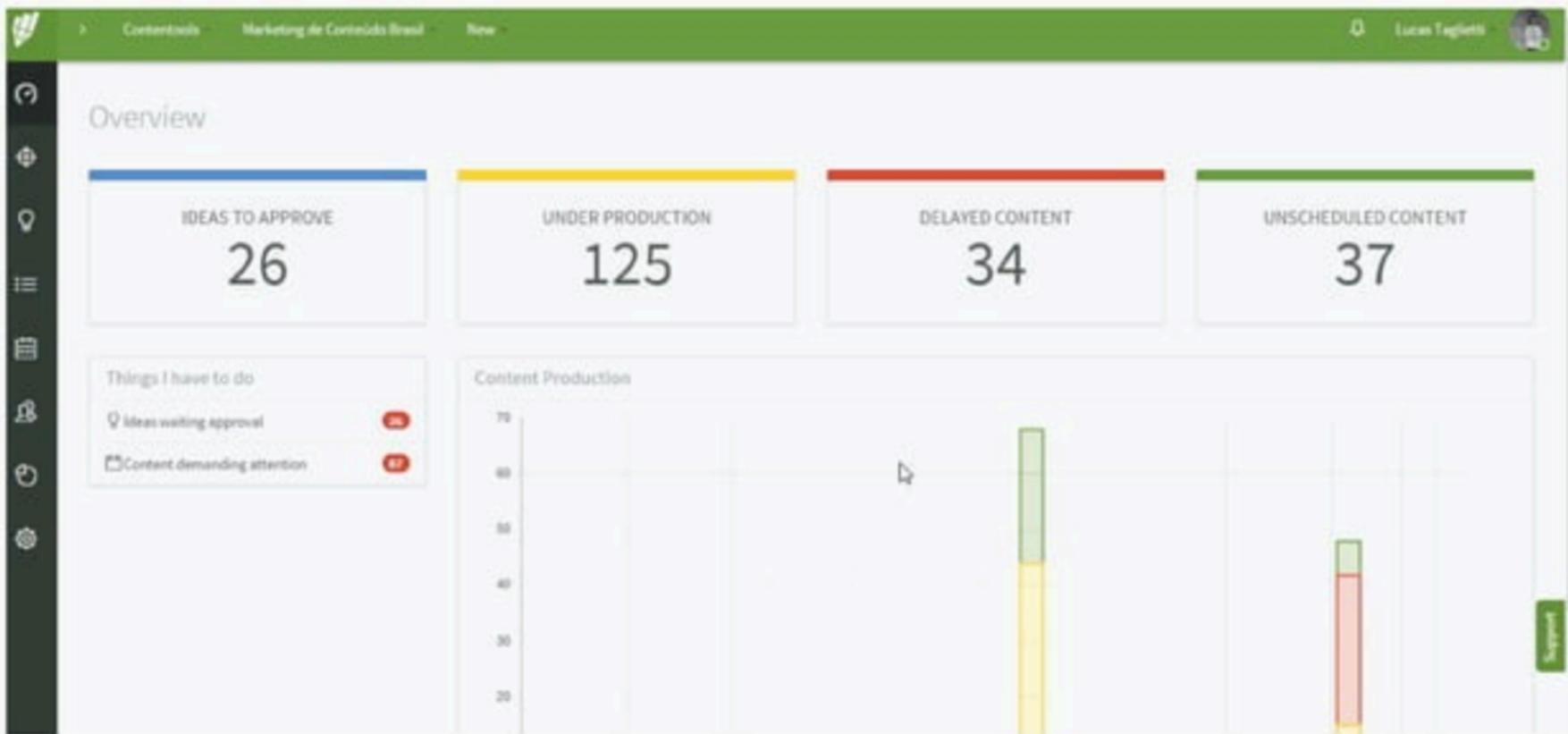
Connect a Social Media



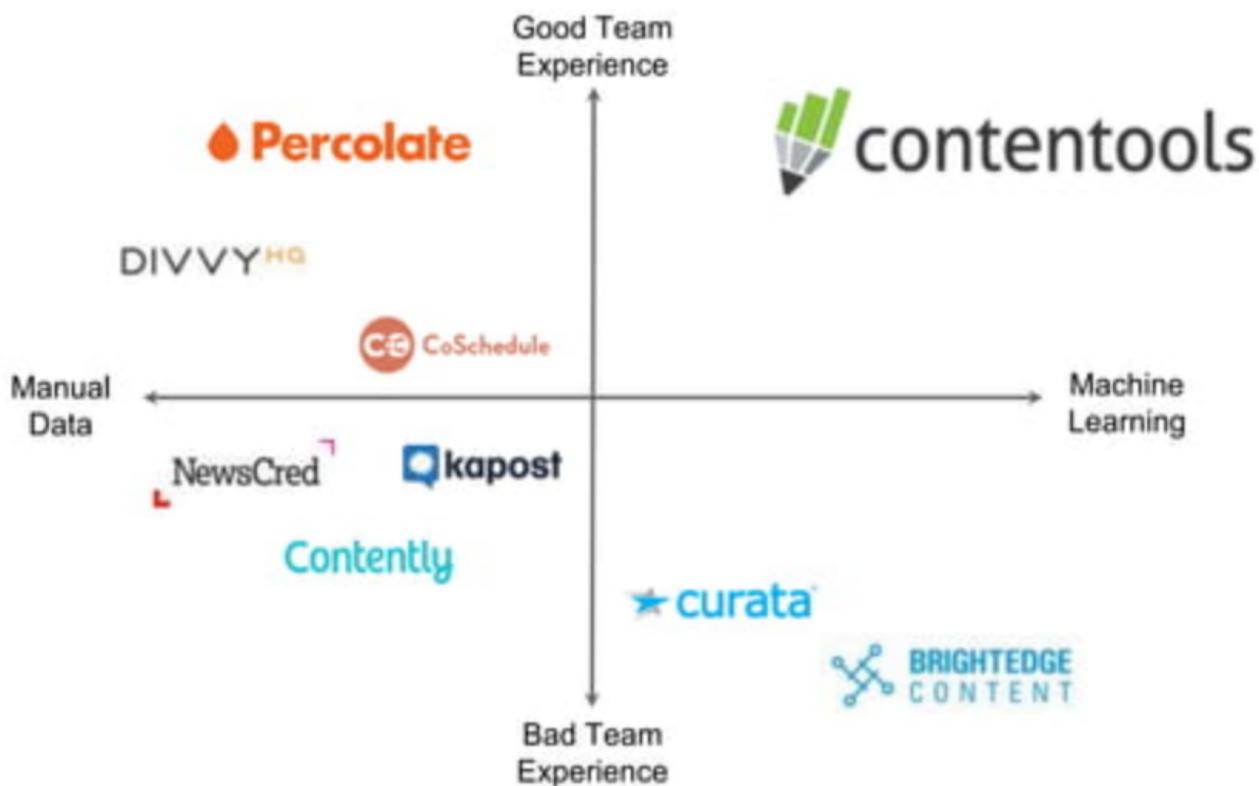
+700 APPLICATIONS



HOW IT WORKS: INSIGHTS



COMPETITIVE LANDSCAPE



ML | AI



- From existing content, WHAT'S WORKING and what's not?
- Which content should I create NEXT?
- Which CHANNELS are bringing more results?
- What's the best TIME TO SCHEDULE to maximize reach?

A light gray world map is visible in the background, showing the outlines of continents and oceans. The word "CUSTOMERS" is prominently displayed in the upper center of the map.

CUSTOMERS

★ **+400** customers

★ **+1,100** marketing projects

★ **+13,000** users in **+70**
countries

GROWTH OVER TIME

From zero to +\$600,000 ARR



TEAM



Emilia Chagas
CEO



Elton Miranda
PRODUCT



500 startups



Will Bunker

growth x



Visit our website:

contenttools.com

Let's talk!

emilia@contenttools.com