

Proposal for Micro Motion: Content Marketing Assets

Overview

Emerson Micro Motion, the world's leader in Coriolis measurement technology, has identified a gap in the company's marketing content. Specifically, Micro Motion needs content that sales can use to respond to competitors, who are offering inferior products at a lower price, to show that Micro Motion's products and services create better overall value in light of these requirements and issues:

- Accuracy & performance
- Uptime & maintenance
- Dwindling pool of skilled resources
- Total cost of ownership (a host of factors contribute to this issue)

The points above are not intended to be a comprehensive list, and I suggest that as assets are developed, we focus on key issues that will be identified in interviews with subject matter experts and through research.

Approach

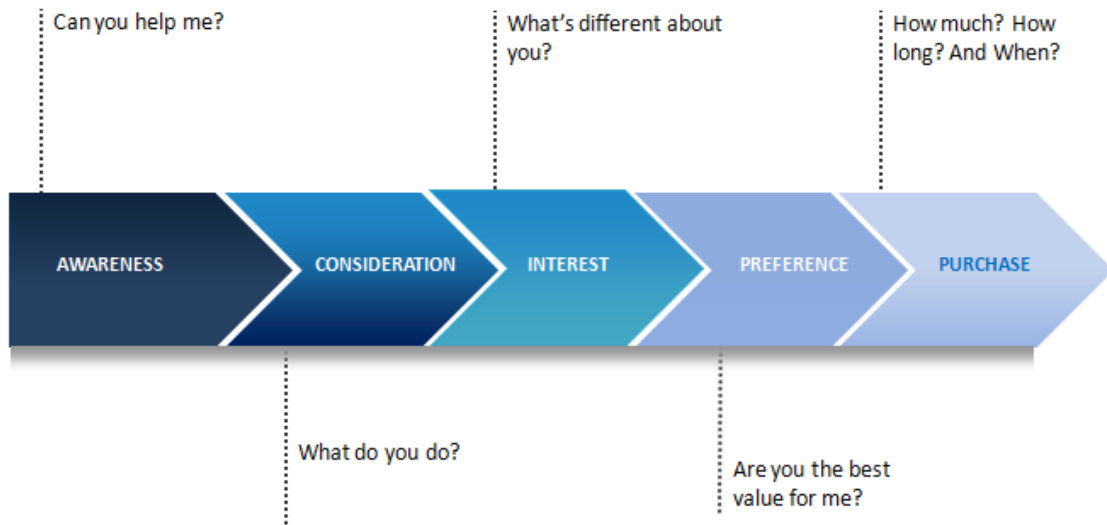
SnydertheWriter will consult with Micro Motion to identify the type of content that should be most effective, the priority of development of a mix of content, the strategy for deploying those assets and the methodology for measuring their performance.

Those assets include but are not limited to:

- Whitepapers
- Video
 - Brief, thought-leadership themed discussion featuring SMEs (Micro Motion employees/partners/customers)
 - Overarching video expressing industry expertise and Micro Motion value propositions
- Social media assets
 - Blogs
 - Tweets
 - LinkedIn posts
 - Facebook posts
- Case studies (digital content and video)
- Email messaging
- Webinar (although I suggest a departure from the traditional format, using streaming video)
- Paid media, such as advertorials, if deemed in budget
- Ad copy
- Press releases

These assets will be used:

- On the company Website
- YouTube
- Slideshare
- In support of marketing initiatives such as email campaigns, micro-websites
- To move prospects through the buyer’s journey, illustrated below:



I believe that creating one asset will not be effective. Instead, I think we should develop a series of “Why Micro Motion?” assets aligned against the buyer’s journey:

- Awareness: Infographic that shows Micro Motion understands the challenges and can solve for them. Blogs work here as well, in complement.
- Consideration: Leverage existing assets (brochures, case studies, video)
- Interest: Tech perspectives describing Micro Motion’s differentiators and a “Top 10 Reasons Micro Motion is Your Best Provider”
- Preference: Buyer’s Guide and/or whitepaper focused on TCO
- Purchase: I think that it is at this stage where sales comes in and closes the deal

Proposed Content Development

I’ve broken down the content in order to enable Micro Motion to select which assets the company feels would be of highest priority, to go “a la carte” so to speak. However, a good starting program, which would encompass approximately 8-10 weeks might include and cost:

Asset	Cost
Infographic	300
Top 10 doc	300
4 tech perspective-type videos	800
Whitepaper (TCO)	2,500
Buyer’s Guide	1,500

	Total = \$5,400

We can discuss how the assets get “deployed” and I’d be happy to help with that if possible.

Deliverables: Cost & Turn-around time

In scoping a project, I use the following rules of thumb. I am flexible in regard to setting a per-project price or working on an hourly basis. For per-project scoping, I’ll assess the deliverable and apply the per/hour rate, then include a 15% “cushion” in anticipation of scope creep.

Copy writing: \$75/hour

I assume 100 words/hour. So, let’s say that you would want to produce a whitepaper of about 2,000 words. I’d estimate that the entire project would take about 20 hours X \$75/hour = \$1,500.

The time required to interview stakeholders and research is not included in that formula. I charge \$50 for research and interviewing and estimate 2-3 hours of interviews for most whitepapers and 2-3 hours of research.

In the statement of work, I’d estimate \$1,900 and include a “not to exceed” clause that we would agree on, probably \$2,500, so that if the scope of the project grew (discovery of more stakeholders to be interviewed, for example) there would be room to accommodate that change. The same applies here for success stories, case studies, reports and the like.

Turn time*

- Whitepapers & reports: 3-6 weeks, depending on stakeholder review and SME availability
- Case studies: 2-3 weeks, depending on customer availability and stakeholder review
- Video scripts: wholly dependent on the length of the piece
- Email messaging: 1-3 weeks, depending on customer availability and stakeholder review
- Ad copy: 2 days - 2 weeks, depending on stakeholder review
- Press releases: 2 days to 1 week, depending on stakeholder review

**I assume three rounds of review during these processes.*

Blogging: \$250 each

Blogging is not so copywriting intense as a whitepaper and I think the most mutually advantageous route is on a per-blog basis. Based on my experience, I know I can produce a solid draft of about 350-450 words in 4 hours. If Micro Motion decides to commit to ghost-blogging, we could set an editorial calendar of topics and volume of posts, and determine a schedule for posting. I would generate 3 tweets in conjunction with each blog as part of the deliverable; those tweets could be used in LinkedIn posts as well, along with a headline.

Turn time*

- 1-3 days/blog

- 1-2 days for Tweets not associated with a blog; cost based on hourly rate of \$50/hour

**I assume one round of review/edits in this process*

Video: \$50/hour

I would act as director and producer for video work. In this role, I would work with SMEs to develop the topic and talking points, interview the on-camera subject and identify the best elements in an interview for final production. I'd also like to art-direct to help establish a look and feel for the video.

I have a great relationship with a video production shop in Boulder and, if it made sense, would recommend using them (People Productions) for the camera work and/or digital editing, following our direction. I'd be happy to manage that part of the project as well. In my experience, the added cost of using them for filming and production adds \$500-\$600/video (tech perspective); larger projects would be estimated on a per-project basis.

Turn time*

- “Tech perspective” type video: 2-3 weeks, from topic development to final product.
 - ***I estimate my fee in the process would be \$200-\$250/each***
- Longer video: 4-8 weeks
 - Suggest we scope this before determining a cost

**I assume one round of review/edits for tech perspectives. Longer videos often go through multiple versions.*

Infographic: \$75/hour, plus designer fees

I believe I can develop the content of an infographic in approximately 4 hours. I think that we would need to hire a graphic designer and allow for 10 hours of work at \$70/hour.

Editing: \$50/hour

When I edit, I work to preserve the writer's unique voice, but also make suggestions to content changes. So, I go beyond grammar and syntax, and the corporate style guide at hand, and add value by suggesting changes that the writer can accept or reject as they see fit.

Turn time*

- Based on word count. I can turn around 500 words in an hour.

Thank you for this opportunity.

Sincerely,
Jon Snyder

Principal
SnydertheWriter LLC