

AGENCIES AND CONSULTANTS INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Do you know the difference between an ad agency, content marketing agency and a full service agency? Take this test and find out!
- How much do you know about hiring an agency?
- Are you an expert on the Big 4 consulting firms? Take this test and find out!



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [ROI on your current marketing initiatives](#)
- [Assess your Email Open Score](#)
- [How much do you know about Conversion Rate Optimization](#)
- [PPC Agency vs Inhouse](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which service plan should you get for your firm?
- Which consulting group best meets your needs?
- Which Marketing agency / Law firm suits your needs?
- Which services do you need to outsource?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How much more profit can you earn by working with a consultant?
- How much are you currently spending on consulting services?
- How much time are you wasting by not getting a professional consultant?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by hiring a consultant?
- How much can you save by getting an agency for your hiring needs?
- What is the ROI of hiring a consulting agency?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How is xyz consulting better than abc consulting?
- How do xyz's services compare to that of abc?
- How much can you save by shifting from abc consultants to xyz?



GROWING **MQL**