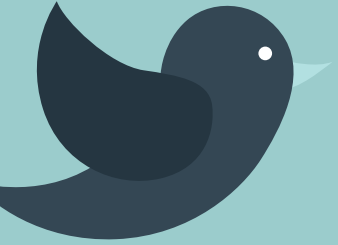




BRAFTON 2021

PRODUCT CATALOG



Hey, We're Brafton!

Take a look at what we offer.



Written Content



Graphics



Video (Live)



Video (Animation)



Social Media



SEO and Consultancy



**Technical Support
and Development**



Our Digital Library



WRITTEN CONTENT

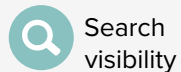
Blog Articles

Blogs are the foundation of organic search marketing and they help generate interest from top-of-funnel traffic.

If your goal is to increase search exposure, rank for high-value keywords and increase your newsletter subscribers, blogs are the way to do it.

For sustained rankability, you'll want to publish evergreen content that can be updated periodically over the years.

BENEFITS



Search
visibility



Organic
traffic

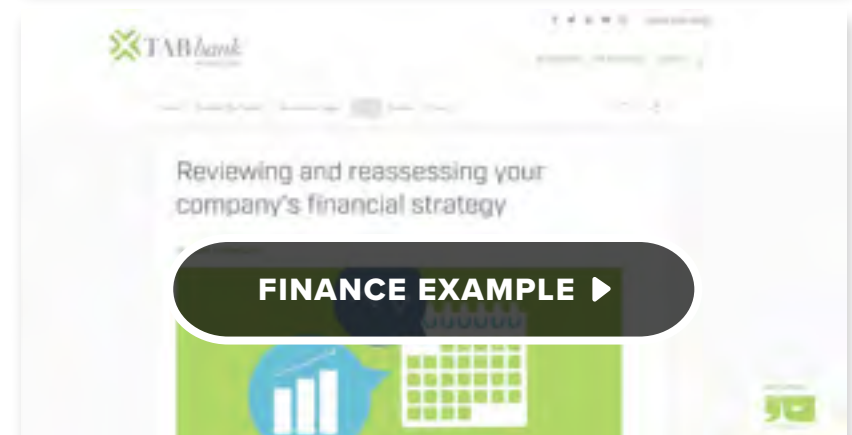
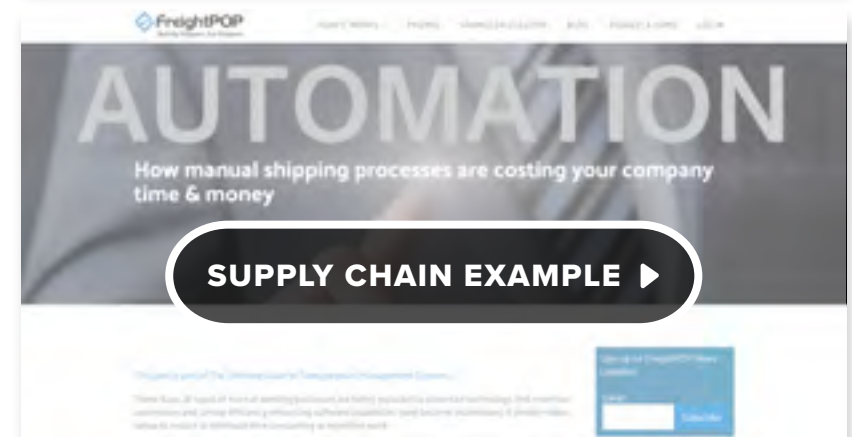


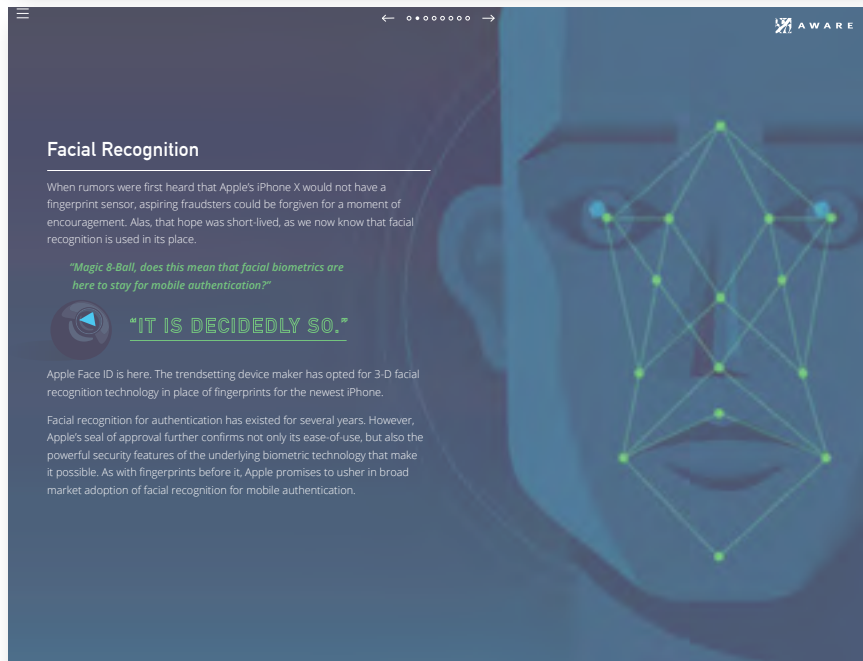
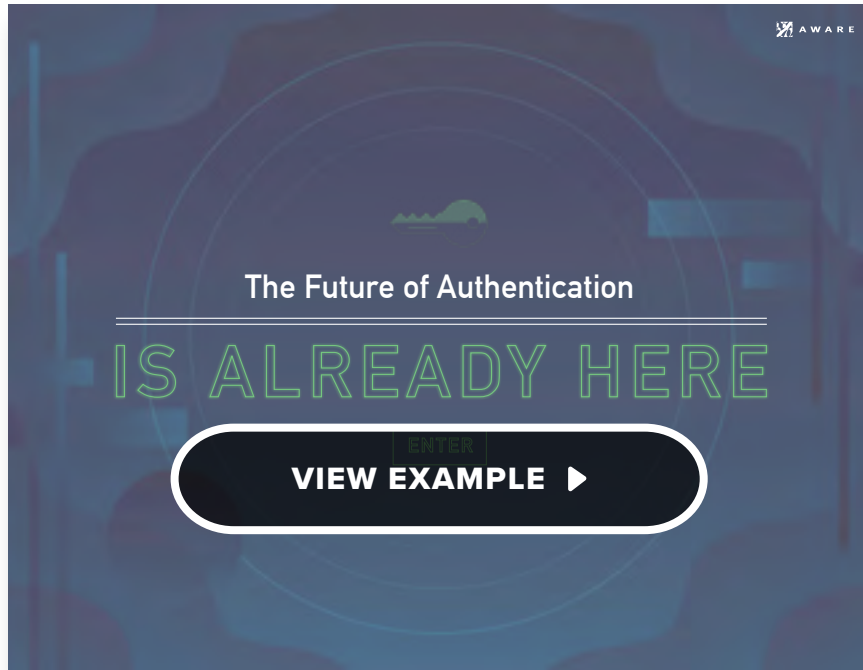
Sales enablement
material



Businesses that prioritize
blogging have a

13x higher chance of
ROI compared to
those that don't.





White Papers and eBooks

Gated content is instrumental in lead nurturing, capturing prospect contact info and offering something that is uniquely yours.

White papers are technical documents that allow your brand to establish credibility in your space, while eBooks offer value through comprehensive written and graphical content. White papers and eBooks should both be included in any content strategy.

BENEFITS



Lead generation



Email list-building



Industry authority

76%

of buyers are willing to **submit their contact info** for a white paper.




Landing Pages and Site Copy


Web copy is vital to providing site visitors with logical next steps to interact with your brand.

As fundamental building blocks of your site architecture, landing pages function as vehicles for generating the majority of high-intent, converting visitors.

BENEFITS

 **Lead generation**

 **Conversions**

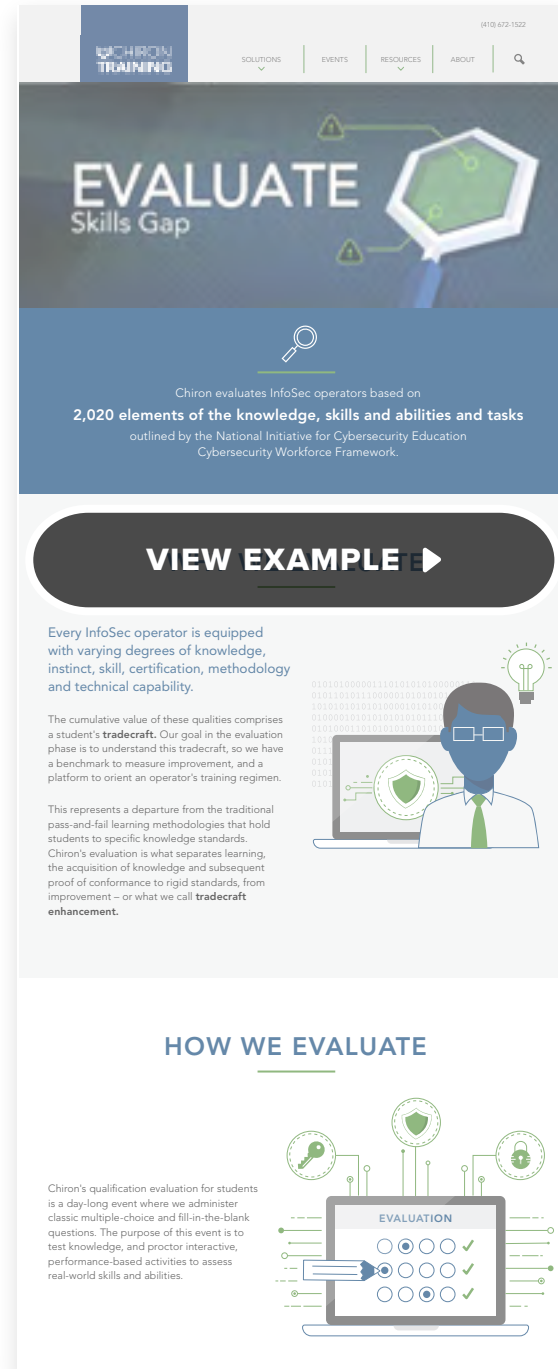
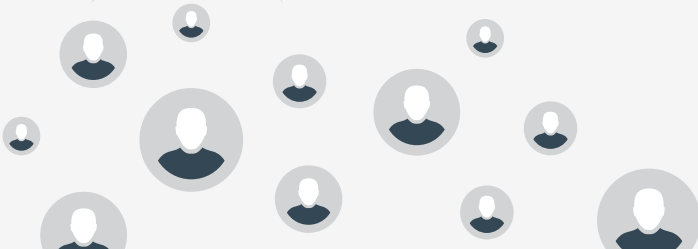
 **High-intent traffic**



Companies with **40+ landing pages** get

12 times

more leads than those with 5 or fewer.





HOW APPWRIGHT BROKE DOWN WALLS FOR A BARRICADE COMPANY

Boston Barricade Co. is the only coast-to-coast provider of modular construction enclosures and graphics systems in the U.S. In the fast-paced world of retailers, contractors, and mall developers, construction projects are inevitable. Changing times call for changing store-fronts and spaces. When properties need these zones cordoned off, they call Boston Barricade.

[VIEW EXAMPLE ▶](#)

Needless to say, the company is responsible for overseeing a number of different projects, and one of the supervisor's responsibilities is to manage the organization's data center. He is the Business Process Manager at Boston Barricade Co. He has been with the company for nearly five years, and he brought AppWright with him. His previous employer used the system, and it has become instrumental in the day-to-day project scheduling of his current employer.

Before Cornell assumed his role at Boston Barricade Co., the company was using Microsoft Outlook to manage project processes. However, because of the rapid expansion of the business, a more streamlined method was required. The need for a system that allowed for better communication and visibility was clearly evident.

Cornell explained, "At this point, we are coast to coast. We have a corporate office [in Florida] that does a lot of the scheduling, and 15 branch offices scattered across the country. There was a need to be able to communicate documents, instructions and other details pertaining to the projects." AppWright more than fulfilled that need. It gave the company an efficient means of sharing files and information, all within the online portals.

Case Studies

Once prospects have consumed all the content they can, have compared vendors and are ready to make a purchasing decision, how do you close the deal?

Case studies highlight your company's prowess, customer service and client-facing success. They're essentially votes of confidence that other prospects can look toward to see just how much power is behind your punch and what types of results they can expect — before they sign on the dotted line.

BENEFITS

Sales enablement

Lead generation

Bottom-of-funnel conversions.

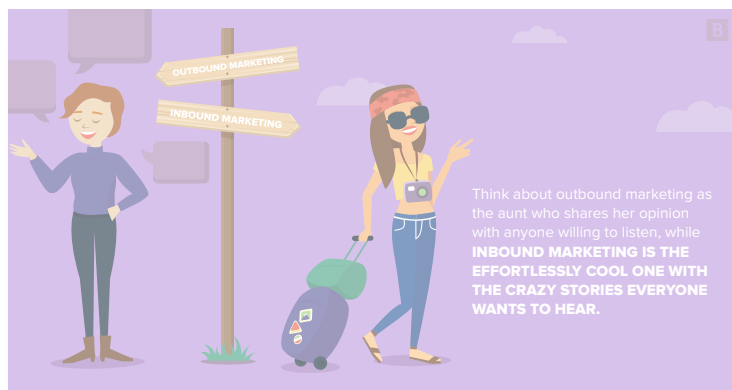
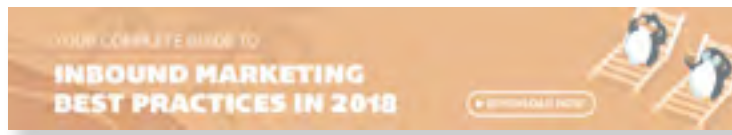
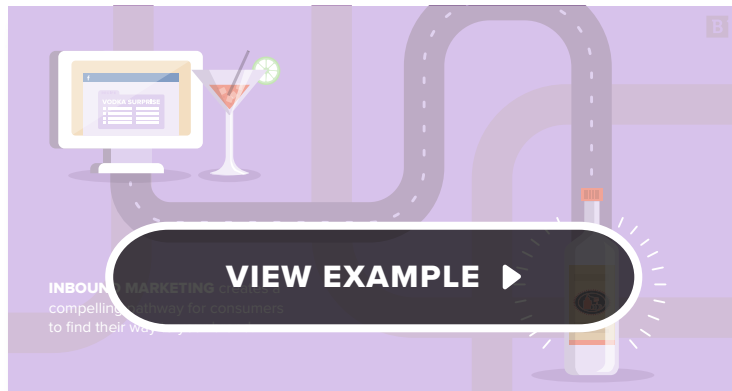


88%

of B2B marketers say case studies are the **most effective** marketing asset.



GRAPHICS

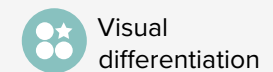
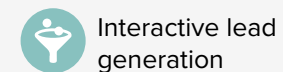
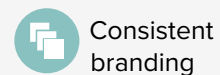


Custom Illustrations, CTAs and Content Formatting

Standalone text and stock photography won't do much to excite readers and lend your brand the differentiation it needs in niche markets. That's why we offer various forms of formatting, from simple visualizations of single data points to clickable, in-text call-to-action buttons and everything in between.

The goal is to give readers a more dynamic format to digest information while also using visual cues to entice additional user actions. Every piece of content thus becomes a unique moment between publisher and reader. We recommend every asset be paired with a CTA and feature some form of imagery.

BENEFITS



Visual imagery can generate up to

500%

more readership.



Infographics

Create visual stories and convey complex concepts through infographics.

Need to communicate workflows, processes, datasets and brand-specific nuances? Infographics incorporate 2D imagery, stylized icons, character illustrations and rich formatting that caters to the primary medium through which humans absorb and retain information: a synthesis of text and visuals.

Infographics can be shared on social media, distributed via email, embedded into blog posts and added to internal and external presentations.

BENEFITS



Traffic



Social shares



Visually rich storytelling



Infographics are **30 times** more likely to be read than a purely textual article.

THINKING AHEAD:

Optimizing the Future with Artificial Intelligence

Artificial Intelligence, or AI, is popular in science fiction, but in the real world AI remains mostly fiction. However, business leaders are eager to embrace what AI has to offer: in fact, 80% of enterprise leaders say they welcome the advent of AI. Let's look at AI's potential and how IRIS.TV utilizes AI to maximize video reach and engagement.

TECH EXAMPLE ▶

TYPES OF ARTIFICIAL INTELLIGENCE

ARTIFICIAL GENERAL INTELLIGENCE (AGI)

The capacity of an engineered system to perform the full range of human cognitive abilities.

COMPUTATIONAL INTELLIGENCE

Focuses on a narrow task set that can be executed by humans, combining artificial neural networks, learning, adaptation, evolution and logic.

Despite the hype of AI, humans are vital to the equation, providing feedback on the algorithm output, which improves the AI. The interplay of systems that enhance human capabilities, rather than systems that replicate human intelligence, is often referred to as Augmented Intelligence.

IRIS.TV AND AUGMENTED INTELLIGENCE

IRIS.TV employs a suite of machine learning systems including artificial neural nets, probabilistic inference, and evolutionary computation to continually optimize video and engage viewers. Our two main AI engines are Asset IQ™ and Adaptive Stream™.

ASSET IQ™
primarily focuses on:

- Video asset discovery** promotes better performing assets based on historical engagement data analysis, social media, trending news and the relationship among other video assets
- Video asset metadata extraction** which incorporates natural language processing to parse language, infer content type and recognize entities.
- Taxonomy management** and asset performance which includes historical analysis, virality, and the evaluation of the asset itself.

ADAPTIVE STREAM™
primarily focuses on:

- Playlist Optimization**, which determines what order assets should be played in a continuous video stream.
- Personalization**, which takes into account individual user preferences including geographic, device, behavioral segmentation.
- Yield Management** - optimizing content load that maximizes ROI without disrupting UX.

What are Contacts Made Of?

Contacts are not just a list of friends. They give you the context, control of, capabilities, and enhanced value - all while being virtually invisible. But what are they made of? Let's take a closer look.

Soft Contacts

Soft contacts are made from... (text partially obscured)

They're... (text partially obscured)

CONSUMER GOODS EXAMPLE ▶

Right eye promotes ROI... (text partially obscured)

Right eye promotes ROI... (text partially obscured)



Live Action Video

Video adds a professional polish to your brand while creating a humanizing element.

With an in-house video studio and a crew of videographers, producers and on-camera talent ready to shoot on-location, Brafton creates dynamic video collateral that can be leveraged on your website and social feeds. These assets include:

- Video Blogs
- Silver Studio Production
- Gold Studio Production
- Platinum Studio Production
- Corporate Promos
- Interviews/Testimonials
- Product Demos
- Vox Pops
- Event Coverage

BENEFITS



Traffic



Engagement



Product explanation

1 minute of video is worth

1.8 million words.





VIDEO (ANIMATION)

Animated Video

Animations bring your brand to life through custom artwork, motion graphics and unique narratives, and they are incredibly effective at helping to conceptualize abstract and complex topics.

Options include:

- Animated Logo, short
- Animated Logo, extended
- Silver Web Demo
- Gold Web Demo
- Bronze Animation
- Silver Animation
- Gold Animation
- Platinum Animation

BENEFITS



Product explanation



How-to storytelling



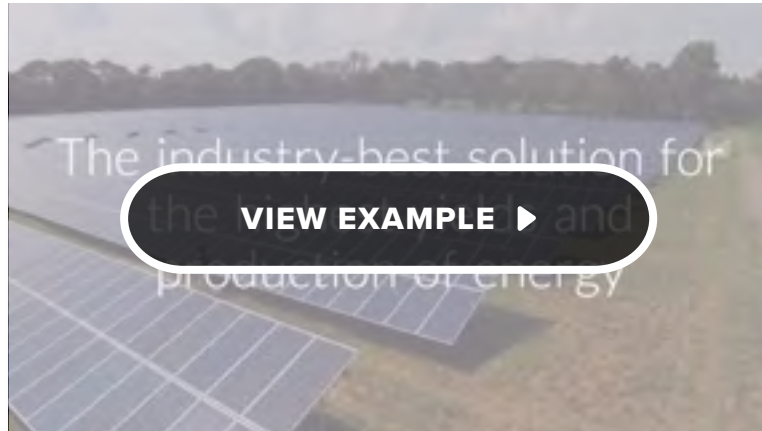
Conversions



4 times

as many customers prefer to **watch videos** on products rather than read about them.





Organic and Paid Social Media

Social media amplifies your content, connects you with followers and establishes influencer relationships.

Whether it's Twitter, Facebook, LinkedIn, Instagram or YouTube, social strategists boost your brand's online presence and promote your content. You can also run paid ad campaigns and automate metrics reporting for complete visibility into social performance and ROI.

Services include:

- Bronze Social
- Silver Social
- Gold Social
- Platinum Social
- Platinum Social
- Platinum Social
- Newsletter Marketing
- Social Engagement Videos
- Paid Search and Social
- A la Carte

BENEFITS



Content amplification



Follower engagement



Influence-building

Almost 90%

of marketers say their social marketing efforts have **increased exposure** for their business.





SEO AND CONSULTANCY

UX and Website Redesign

Your website is the face of your business and the primary way Google understands your services. It needs to be both user-friendly and search-friendly, accomplished through an optimized sitemap, custom or templated site architecture, unique brand experience and strong messaging.

Our services are custom-quoted and may include:

- Campaign content calendar development.
- Brand messaging.
- Persona research and development.
- Creative brief refinement.
- Custom design and copy.
- SEO-focused content mapping.

BENEFITS



Optimized site architecture



Search-friendly link structure



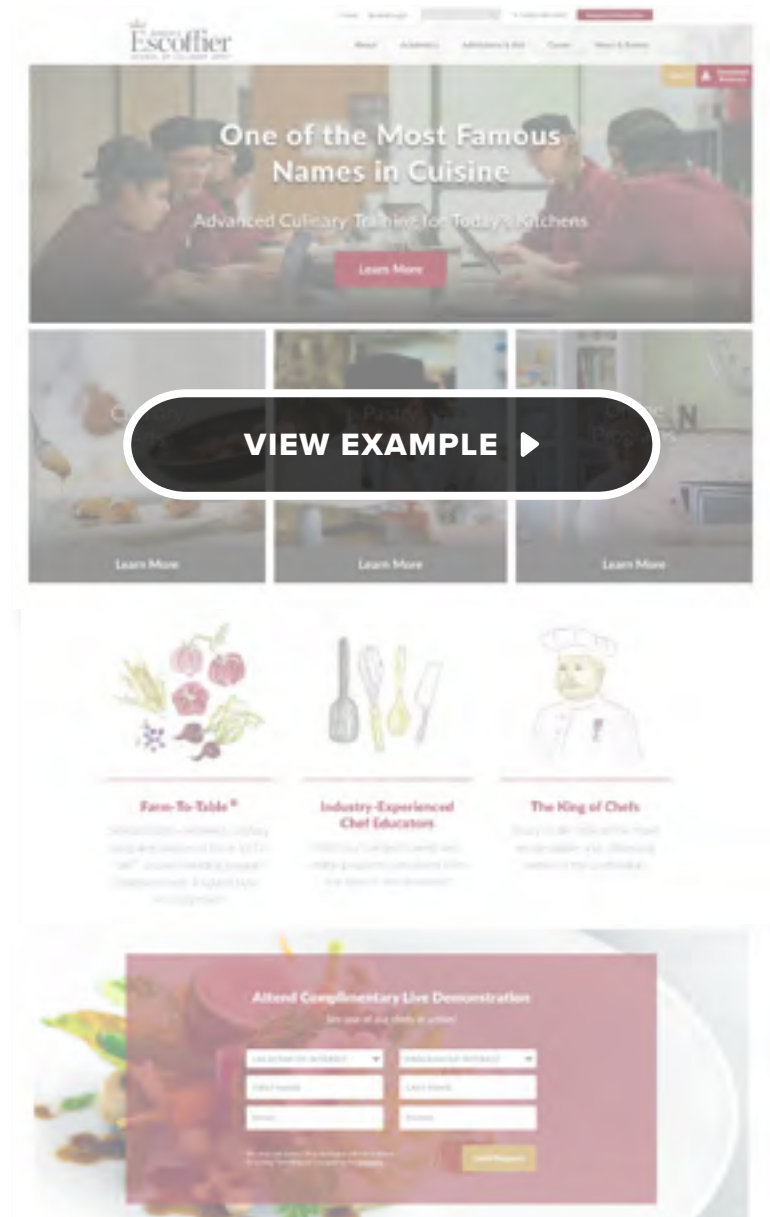
Brand awareness

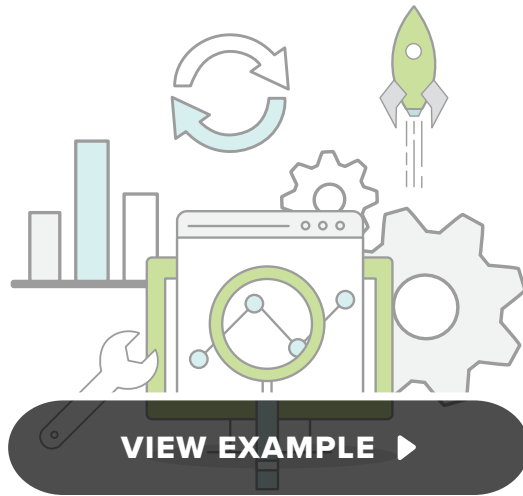


Judgments on website credibility are

75%

based on a website's overall aesthetics.





Site Audit 2019

B BRAFTON
FUEL YOUR BRAND

Website Audits

Site audits conducted by Brafton specialists look under the hood of your website, inspect for any problems, report on trouble areas and provide strategic suggestions for an optimized bill of health.

After completing an audit, your site should be well-positioned in the digital marketplace and you'll have a trove of data and insights to refer back to should future site issues arise due to changes in your business, search algorithms and general technical irregularities.

Audit services range from simple to encyclopedic:

- Bronze Website Audit
- Silver Website Audit
- Gold Website Audit
- Platinum Website Audit

BENEFITS

-  Removal of site errors
-  Competitor and social analysis

Both mobile and desktop page loading times should be under

3 seconds,

though the average in 2018 is **8.6 seconds.**



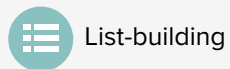
Email Marketing Automation Services

Brafton creates, manages and reports on email campaigns run on platforms of your choosing. Because email marketing is the primary distribution method for B2B brands, a consistent presence via email is the best way to nurture prospects and satisfy existing customers.

Services can be automated and managed completely by a Brafton consultant or purchased a la carte as needed, prompting involvement from a consultant on only specific tasks. Those options include:

- End-to-end campaign creation.
- Campaign implementation and management.
- Ongoing reporting.
- Re-engagement campaigns.
- Product and service promotions.
- Drip campaigns.
- Triggered email campaigns.
- Shopping cart abandonment campaigns.
- Lead nurture campaigns.

BENEFITS



List-building



Lead nurturing



Customer engagement



Email marketing generates **4,400% ROI** and

\$44 for every \$1 spent.

The CONTENT MARKETER

Last week we covered tips for creating great evergreen content, defining marketing goals and objectives, creating personas and more!

By Brafton



Create Evergreen Content That Will Flourish for Years

Learn how to craft evergreen marketing content that will have utility to your target audience many years after its creation.

[READ MORE](#)

VIEW EXAMPLE ▶



Tips for Defining Your Marketing Goals and Objectives

Be SMART about defining your goals and outlining the necessary objectives to get you there.

[READ MORE](#)



Persona Examples from Around the Web, and Why They Work

How well-defined are your personas? Check out these examples and how to best apply them.

[READ MORE](#)



Email Drip Campaigns Explained

There's a delicate art to creating effective email drip campaigns. Here's everything you need to know to make your next one a success.

[READ MORE](#)



What Does a Copywriter Do?

Copywriter, content writer: Po-tay-to, po-tah-to? Read on to get answers to this and other questions about copywriters' roles in content marketing.

[READ MORE](#)

B BRAFTON
FUEL YOUR BRAND

Copyright © Brafton, Incorporated. All rights reserved. You opted into this list through one of our webforms.



www.brafton.com

2 Oliver Street, Fl 2, Boston, MA 02109

[Unsubscribe.](#)



[VIEW EXAMPLE ▶](#)

Content Brief: Visual Storytelling

 BRAFTON

Search Performance Brief

Because the web is saturated with content that adds no value, we've designed a sophisticated, data-driven model to creating content that generates proven search visibility.

Search Performance Briefs maximize the likelihood of your content ranking for your target keywords through enterprise keyword research software, analysis of the competitive landscape and optimized recommendations for topics and subtopics to address in your blogs, landing pages and larger text-driven content.

As user-friendly, accessible documents, SPBs are quick mockups of the direction of our work, akin to a creative brief but with way more science.

BENEFITS



Search
visibility



Keyword
ownership



Improved
organic ranking

45%

of new content ranks on Page 1 of Google for their target keywords due to the use of **Search Performance Briefs.**



Persona Development

You'll receive a fully formatted, polished deliverable that goes beyond age, title and experience. You'll uncover:

- What influence a person has over the decision-maker at their company.
- What pain points they face.
- What types of marketing campaigns are most likely to engender positive customer experiences.
- At which stage of the funnel you should be engaging with specific site visitors.
- Which channels and platforms you can best reach a given person.

BENEFITS



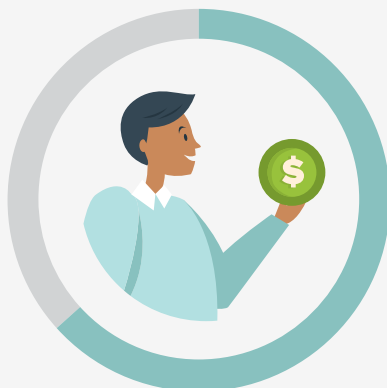
Targeted campaign development



Unique understanding of audience



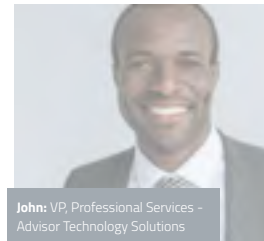
Higher quality lead generation



64%

of marketers create content focused explicitly on **buyer personas**.

Persona 2 | VP, Professional Services - Advisor Technology Solutions



John: VP, Professional Services - Advisor Technology Solutions



Our clients needs and challenges are unique to them. But how do we create and execute a turn-key solution that's customized to their specific pain points?



Persona 2 | VP, Professional Services - Advisor Technology Solutions



What actions might John typically take, following a positive interface with Brafton?

After speaking with Brafton and reviewing its secure protocols and end-user driven experience, John will do his own research. Pricing is a factor for him, after the impact his chosen partner has on the end-user experience. His partner needs to be flexible and work with his budget.

What influence might John have over the decision maker?

In smaller organizations, John could be the top-ranking technology officer in the company, and those with a larger technology department would leave John as the second-in-command. John has a direct line to the decision maker in the department when the responsibility does not fall on him. His needs and requests must be met as he works with the leader in the department on choosing the partner best fit for the size of his organization.

What pain points would a strong campaign address for John?

John is trusted by Brenda to understand their client's business architecture and product management needs to make the lives of the advisors they service as easy as possible. In choosing a technology partner, John is looking for the individuals out in the field to be an extension of his company. Being

knowledgeable, security-focused and consistently reliable are all points to address for him.

What messages would most resonate with this decision maker?

John must understand each client's unique business requirements and ultimately is looking for a partner who speaks its language. The partner should speak to understanding businesses architecture, product management - specifically hardware solutions - and testing and providing technical support to make sure its services work.

At which stage in the funnel might John engage?

- ✓ Awareness
- Interest
- ✓ Consideration
- ✓ Decision

John reports directly to Brenda and has a considerable amount of input across all stages in the funnel. His primary responsibility is security. However, being more involved with their customers on a daily basis impacts how important picking the right partner is to John. He is involved in the selection process from the initial phone call through the final decision because his choice needs to be with a group that can work with any size business with little to no management.



TECHNICAL SUPPORT AND DEVELOPMENT



Technical Integration and Support

Integrating with Brafton's seamless API delivery system makes content creation, publishing and measurement as simple as it can possibly be. Our API system also keeps your content in line with SEO best practices, while additional ad hoc troubleshooting and tech support is available at an hourly rate. Those services may include:

- Mobile optimization.
- Conversion optimization.
- User testing.
- Design best practices analysis and adjustment.
- Site architecture analysis and adjustment.

Any project- or task-specific website support is just a click away.

BENEFITS



Optimized delivery workflow



Search-friendly content and media hosting



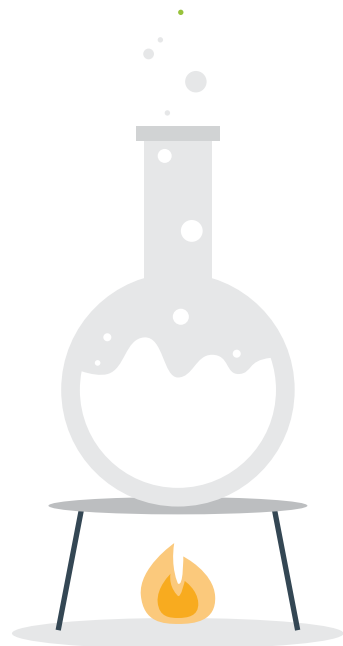
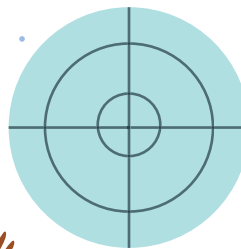
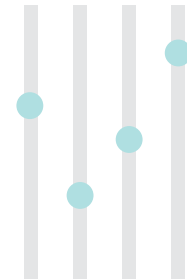
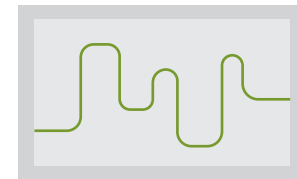
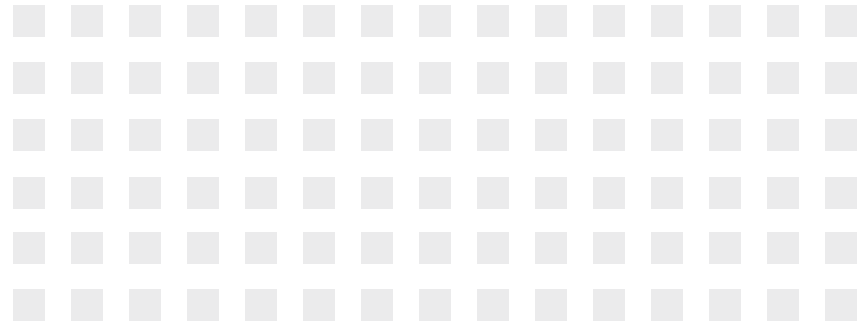
Faster project uptime

Our Digital Laboratory

We're adding new services to our product catalog nearly every quarter.

While you may be locked into inflexible contracts with other vendors that haven't updated their offerings in the past five years, Brafton follows a model of continuous evolution. As new services become available, you'll be informed by your strategist if he or she believes you can benefit from tactical marketing adjustments.

Stay tuned for other exciting products emerging from our digital laboratory.



Creative and Contractual Flexibility

FLEXIBLE PARTNERSHIPS



Flexible product units. Change up unit allocation to any product or service as outlined in the Brafton Content Catalog.



Flexible campaign lengths. From one-off deliverables to a full year (or more) of project work.



Flexible timing on project rollout and launch.



Flexible onboarding. Average ramp-up timeline is 3-4 weeks.

COST AND CONTRACT GUIDANCE



Short-form agreement with no auto renew, long term subscription or hidden costs.



Custom scopes for your budget and campaign needs.



One-time onboarding fee of \$1,200 (on first scope only).



12-month partner program – \$1,495 provides access to Brafton resources and teams and required to be in place at all times.



B **BRAFTON**
FUEL YOUR BRAND



WWW.BRAFTON.COM