

BPX Digital 4000

By BridgePact



**Social Media Blog
2 Blog Package**

TODAY'S BUSINESS CHALLENGE:

Creating Relevant Blog Content to Educate and Engage Your Target Markets

You are the industry expert. No one is more qualified to share relevant and impactful information about your business than you and your key leadership. When it comes to blogging, there are many schools of thought and questions.

For example, what kind of content should be shared? How often should you post? Who should write the blogs? What kind of images need to be considered? What is the main purpose of the blog? What format will work best for the information you want to share?

WHY BRIDGEPACT?

Our number one priority is understanding your business.

BridgePact delivers a dedicated team approach of client-focused business advisors, technology industry experts, project fulfillment solutions and best practices, all under one roof. Increase your revenues and lower your expenses – with no long-term contracts.

To effectively deploy today's rapidly changing technology and to address the real threat of digital chaos, we have built the BPX Digital 4000. Our cloud-based automated platforms provide state-of-the-art digital AI integrated solutions for your business. Get a powerful competitive edge. Partnered with dedicated professional teams to support your business goals and objectives, we can adapt quickly and cost-effectively to change.

BridgePact is your one-stop technology strategic partner. Through the BPX Digital 4000, we eliminate your high costs of hiring and managing individual and expensive tech employees or multiple outside vendors. Our knowledgeable teams and project management staff takes care of all your digital needs from start to finish so that you can stay focused on your business.

THE BRIDGEPACT SOLUTION: Custom Blogs Written by Professionals

Social Media Blog (2 Blogs)

Effective blogs follow specific editorial calendars. Blogs need to be written to capture the knowledge that you want shared with your target markets. To add value and engagement, blogs are best designed to follow a consistent posting map of relevant content.

This package includes one (1) blog per month written by our award-winning professional content writers. Based on the category content created during your client consultation and captured on your editorial calendar and your input, we'll create blogs that engage your target markets.

Educate and add value to your target markets and keep them connected through interesting and relevant content.

Package Deliverables:

- Up to 90 minutes BridgePact / Client consultation to gather key talking points about the blog
- Two blogs written by our content writers with up to 1000 words with keywords
- Draft review with one client edits
- High-resolution image(s) relevant to your blogs and sized correctly to your format
- Blogs scheduled and posted to your website based on your timeline
- Blogs schedule and posted to your Facebook and LinkedIn company pages if pages are already created and you have account password access

IMPACT ON YOUR BUSINESS

When your professional blog is integrated with the rest of your website and social media postings, you can get significant traffic increases and traction from all your marketing efforts. Blogs are powerful to give your company leadership a brand-specific voice that matters. Get positioned as key industry experts. The integrated approach to your blog with your business will give your customers and target markets strong social proof of your leadership standing in your industry and strengthen your brand. Educate and entertain for increased engagement with your target markets. Keep your company and brand (TOM) Top of Mind.

RECURRING STATUS

Please note that this service qualifies as a monthly subscription service that automatically bills each month. Our automated billing system will notify you with an updated email each month which allows you to monitor your account. You may cancel this service at any time. Please note that all recurring services require a 30-day written notice.