

# **BPX Digital 4000**

**By BridgePact**



## **Social Media Blog Set-Up & Integration**

## **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 Set-Up & Integration:**

Effective blogs follow specific editorial calendars. They 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 access to our award-winning professional content writers who know how to take the volume of information you know about your business and package it effectively through relevant blogs. We use an editorial calendar to organize your blog categories and working titles. We flush out the details of who, what, where, when and how of your business. From content, to where to post, to posting on your website, our proven process delivers consistent and relevant blog posts. Educate and add value to your target markets and keep them connected through interesting content.

## **Package Deliverables:**

- Up to one-hour BridgePact / Client consultation to learn more about your company, key messaging, and your clients and target markets
- A proven process to create an editorial calendar that captures what you want your customers to know
- Review of services and/or products that you offer so working titles can be drafted
- Discussion about blog structure and key leadership
- Access to your editorial calendar through a shared Dropbox folder
- Capture your keywords to include in your blogs
- A scheduled start date for your first blog to go live

## **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.