CONTENT MARKETING PLATFORM
CREATE. COLLABORATE. PUBLISH. EVERY TOOL YOU NEED TO CREATE CONTENT
THE PROBLEM

Content is GREAT! But it's **time consuming** and **hard to manage**
More Collaboration, More Results!

- Marketing Calendar
- Social Media Scheduling
- Social Automation
- Workflow Management
- SEO, Analytics and ML
- Integrations and API

ALL-IN-ONE!
HOW IT WORKS: PIPELINE
HOW IT WORKS: CREATION

How to calculate content mark...

Hyperlink with the ebook: MARKETING ROI

@anderson.wistro can you please insert the infographic you were working on?

How to calculate content mark

million results. The majority don't provide anything particularly useful or actionable for typical marketers trying to justify their content marketing expenses to the CTO. So when I came across Elvis Presley's article on basing content marketing ROI on a Google AdWords equivalency, I was intrigued. I decided to run an analysis on our clients at Brandpoint.

Select Persona(s)

- Chad - The User
- Maximum - The champion
- Mariya - The economic
- John - The technical

Select Buyer Stage

- Awareness
- Consideration
- Decision

Breaks even on its content expense within nine months, based on the value of the organic traffic.
HOW IT WORKS: INTEGRATIONS
+700 APPLICATIONS
HOW IT WORKS: DISTRIBUTION
HOW IT WORKS: INSIGHTS
COMPETITIVE LANDSCAPE

Good Team Experience

Percolate

contentools

DIVVY HQ

CoSchedule

NewsCred

kapost

Bad Team Experience

Manual Data

Machine Learning

Contently

curata
→ From existing content, **WHAT'S WORKING** and what's not?
→ Which content should I create **NEXT**?
→ Which **CHANNELS** are bringing more results?
→ What's the best **TIME TO SCHEDULE** to maximize reach?
CUSTOMERS

- +400 customers
- +1,100 marketing projects
- +13,000 users in +70 countries
GROWTH OVER TIME

From zero to +$600,000 ARR
Visit our website:
contentools.com

Let’s talk!
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