

Content Marketing Business Case

Write a 1-2 sentence summary describing the purpose and method of content marketing.

Project Resource Requirements

Resource	Quarter	Year
White Glove Thought Leadership Service	\$30,000	\$120,000
Team Members: Project Lead	20 hrs.	80 hrs.
New Hires	None needed	None needed
Total:	\$45,000	\$180,000
Start Date:	Q3 2020	
Duration:	12 months with renewal option	

Expected Return on Investment

Benefit	Quarter	Year	5 Years
Organic search traffic	+20%	+80%	+400%
All traffic	+15%	+60%	+300%
Leads from website	+9	+36	+180
Leads from email	+2	+8	+40
Leads from LinkedIn	+4	+20	+100
Avg. \$/Lead	\$3,400		
Revenue Goal	\$51,000	\$204,000	\$1,020,000

Project Alternatives

Content Marketing		Online Advertising		Print Advertising	
Cost:	\$180k	Cost:	\$180k	Cost:	\$180k
Return:	\$204k	Return:	\$195k	Return:	?

Plan of Action

Write 3-5 sentences describing how and when you will implement your content marketing plan.