

Effective Digital Content



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What we're here to talk about

A little about Caliber

Case study - Payfort

Creating effective content



Edinburgh

Our creative
heart and soul



London

Account Management
and Mission Control



Dubai

An organic oasis
in the desert!

Our Offices

Our Partners



Case Study - Payfort



The Campaign

Caliber create weekly posts and monthly infographics for Payfort targeting the GCC audience.

Results

- Average of 172 shares per post
- Increased blog traffic by 10% month on month
- Content featured on Wamda and Arabian Business
- Generated direct leads for Payfort





effective
digital
content

Insightful Strategy
Heavy Lifting
Analysis

Creating a Digital Strategy

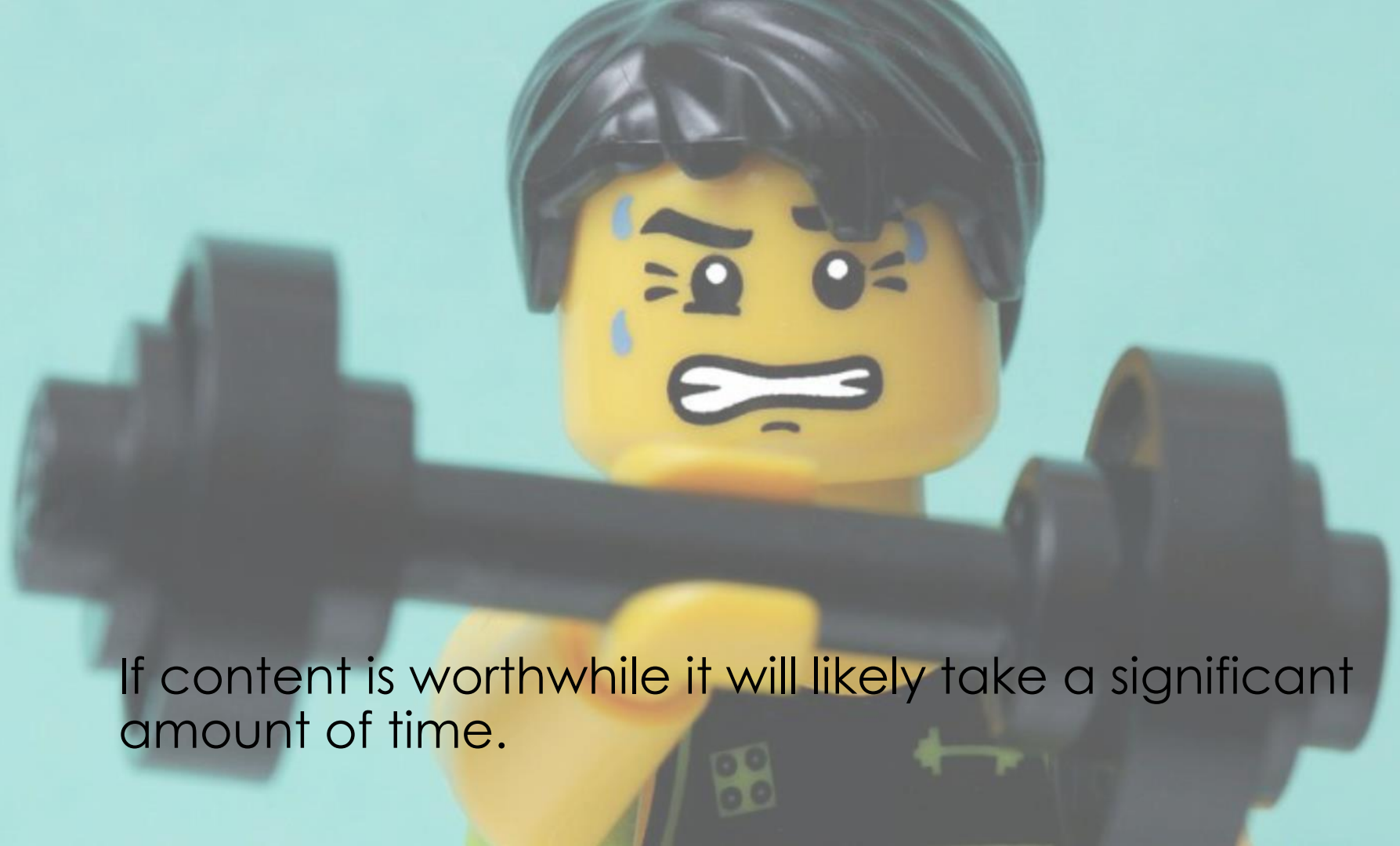


It's crucial to create a formal digital strategy before you start creating content.

This should tie together content, SEO, social, display, affiliates and any other online/offline marketing channels

Analysis and Strategy





If content is worthwhile it will likely take a significant amount of time.

Influencer Engagement



Working with influencers that already communicate with your target audience is the most efficient path to success



Si's Ladder Method



caliber
SMART ORGANIC MARKETING

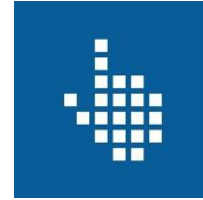


Analysis and Steadily Improving Results

Adjust your execution	Editorial	4 conversions, 150 visitors, 50 shares
Do more of these	Ego-bait	5 conversions, 500 visitors, 200 shares
Do more of these	Infographics	8 conversion. 1.000 visitors, 600 shares

Tools and Tracking

Google Analytics



A Hrefs





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