



Why Marketers Should Think More Like Investors to Drive Content Results

Ross Simmonds
Founder, Foundation
[@TheCoolestCool](#)



The image features a white background framed by blue curtains with red ties. The curtains have a scalloped top edge and are tied back with red bands. The main text is centered on the white background.

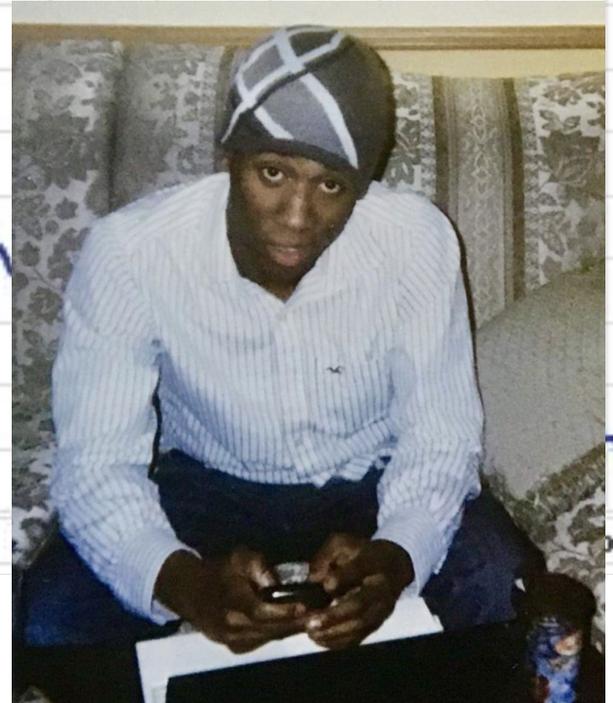
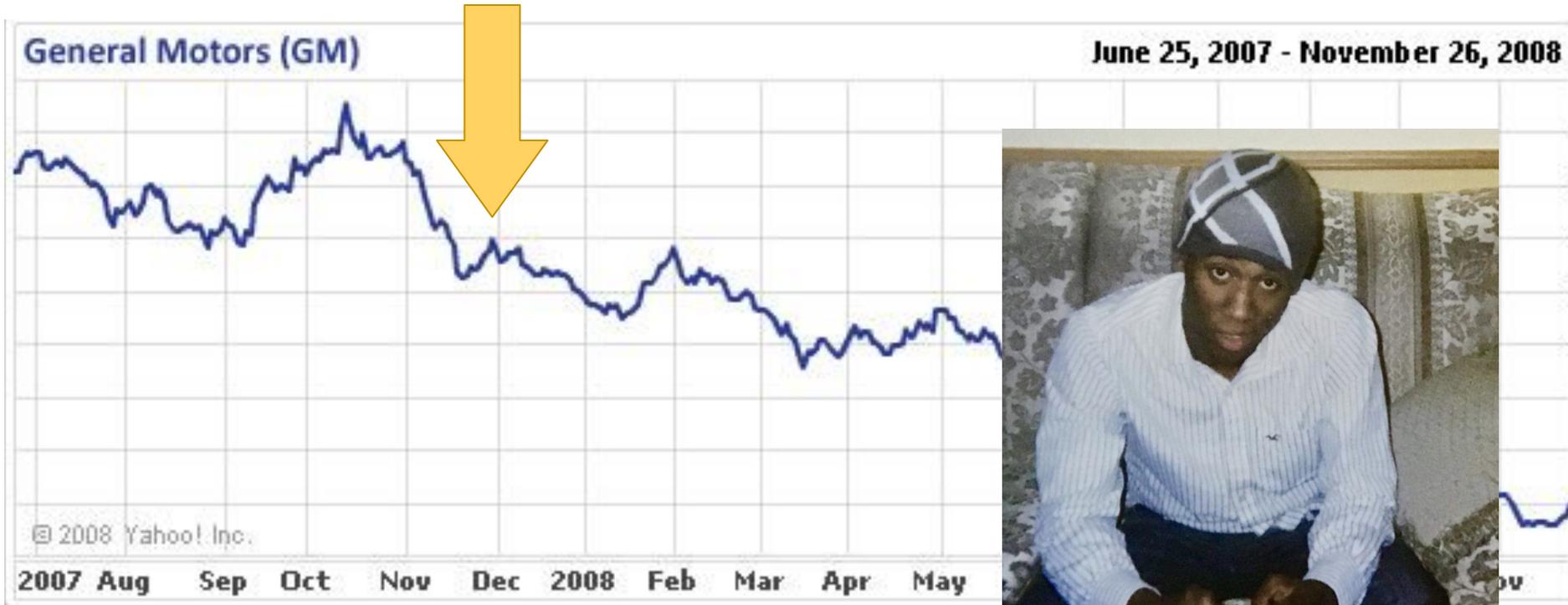
Why Marketers Should Think More Like Investors to Drive Content Results



Started working with me...



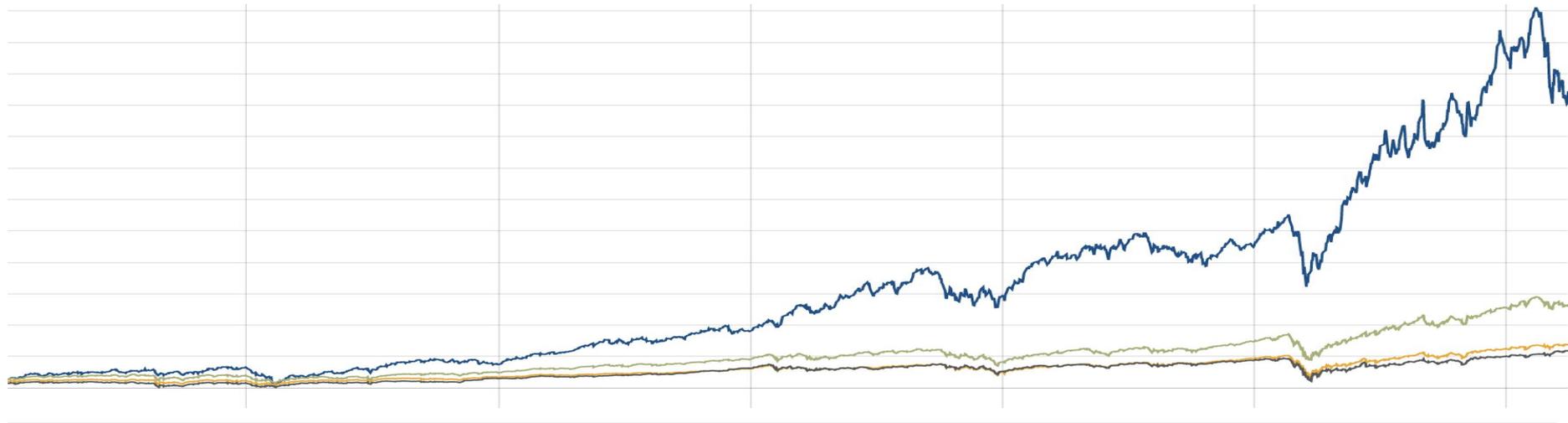
Lol. It's actually when I bought GM stock



Disclaimer: The materials delivered in this presentation are opinion based and are for information purposes only. It is not intended to be investment advice whether for your marketing efforts or financial endeavors. Seek a duly licensed professional for investment advice in particular.

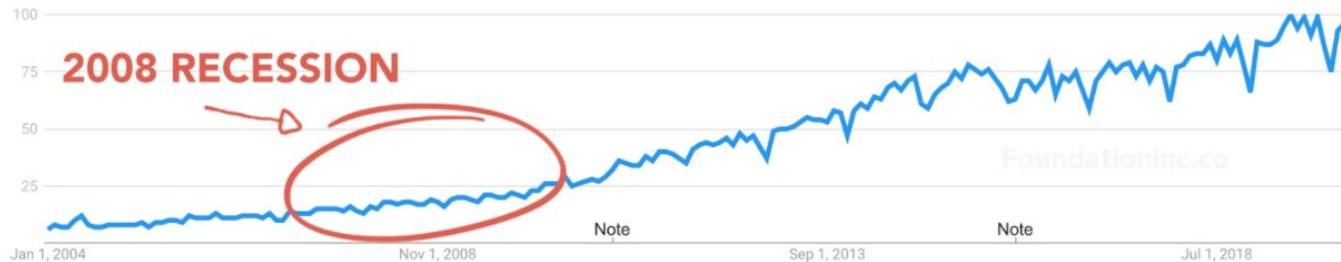


INVEST MORE. GUESS LESS.



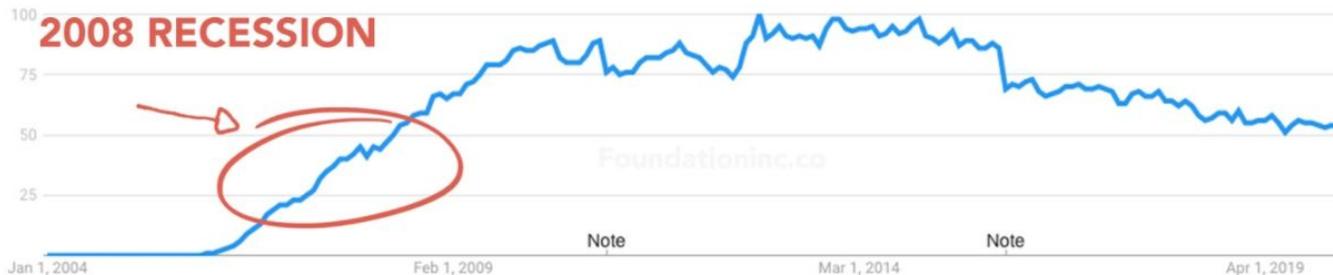
Interest over time ?

SEARCH TERM: Salesforce

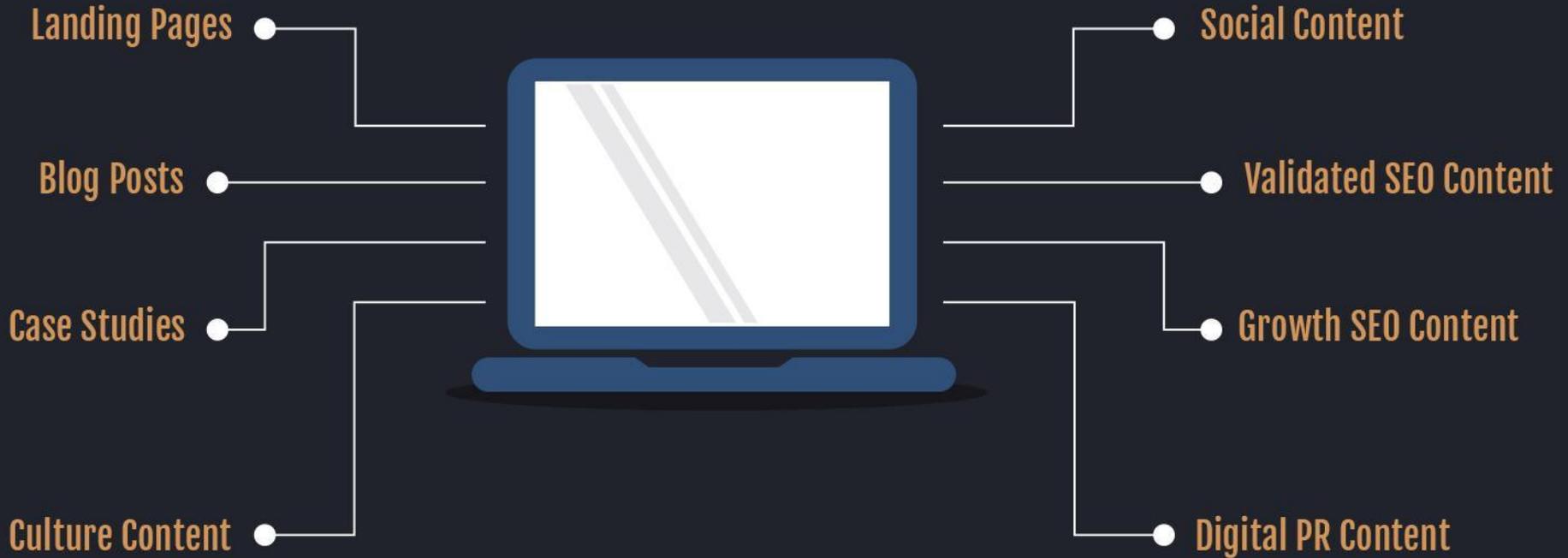


Interest over time ?

SEARCH TERM: YouTube



Every Piece Of Content You Create Is An Asset



Wise.com: 7.8M Monthly Visitors Valued At Over \$11M

We growth at the speed at which we ship/optimise pages



@Pechnet

The more content you feed to Google bot the more it (Google bot) gets addicted to crawling, indexing and serving your site. It's important to keep up feeding good quality pages. My favourite KPI on early stage projects is indexed pages/month.

Content Presents A MASSIVE Opportunity

BRAND	Organic Keywords	Value Of Traffic	Live Backlinks	Live Referring Domains	Gov Links	Edu Links	Valuation
MayoClinic	10900000	\$68,000,000	33,700,000	249,000	166,140	808,129	N/A
Investopedia	9200000	\$63,200,000	17,100,000	187,000	1,750	99,145	N/A
The Balance	2800000	\$11,600,000	2,190,000	104,000	178	12,028	N/A
Canva	3300000	\$10,500,000	4,000,000	127,000	3,757	393,156	\$6,000,000
Adobe	10600000	\$10,000,000	3,690,000,000	2,000,000	335,774,700	317,239,912	\$210,000,000
Hubspot	264000	\$8,300,000	1,490,000	61,000	95	6,680	\$10,000,000
Shopify	2700000	\$6,700,000	1,004,000,000	916,000	34,388	660,578	\$150,000,000
Salesforce	660000	\$6,600,000	15,000,000	118,000	991	27,841	\$172,000,000
Stripe	307000	\$4,000,000	32,000,000	147,000	100,326	1,665	\$36,000,000
Fiverr	833000	\$1,400,000	58,800,000	154,000	4,526	201,622	\$25,000,000
Workday	93600	\$582,000	1,310,000,000	849,000	79	1,541	\$45,000,000
		\$47 M					\$654 B

Media Companies
SaaS Brands

SOURCE: Estimates via Moz, Ahrefs, Foundation Labs (July 2020)

FOUNDATION

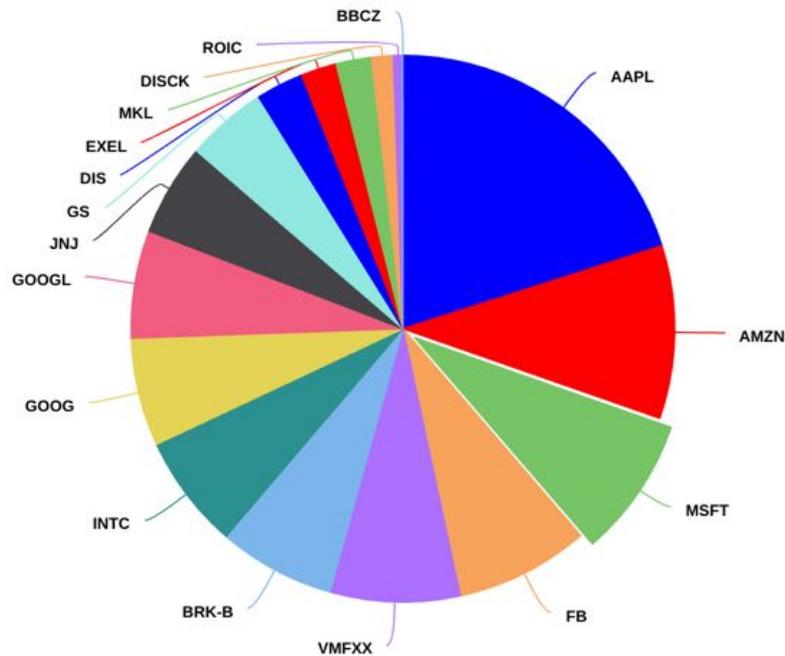
Every Asset Is Created Differently...



Most Of Us Diversify Our Stock Portfolios...

Individual holdings view

Symbol	Name	Percent
AAPL	Apple Inc.	20.08%
AMZN	Amazon.com, Inc.	10.25%
MSFT	Microsoft Corporation	8.32%
FB	Facebook, Inc.	7.96%
VMFXX	Vanguard Money Market Reserves - Vanguard Federal Money Market Fund	7.72%
BRK-B	Berkshire Hathaway Inc.	6.93%
INTC	Intel Corporation	6.78%
GOOG	Alphabet Inc.	6.40%
GOOGL	Alphabet Inc.	6.36%
JNJ	Johnson & Johnson	5.45%
GS	The Goldman Sachs Group, Inc.	4.83%
DIS	The Walt Disney Company	2.82%
EXEL	Exelixis, Inc.	2.12%
MKL	Markel Corp.	2.11%
DISCK	Discovery, Inc.	1.28%
ROIC	Retail Opportunity Investments	0.57%
BBCZ	BODISEN BIOTECH COM USD0.0001	0.00%



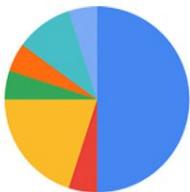
We Should Be Diversifying Our Content Portfolio Too

Content Asset Allocation Model Descriptions

FOUNDATION

Foundation's content marketing strategies are built with influence from content asset allocation models that are designed to help balance the level of risk your brand can tolerate and the traffic, conversion, nurturing and brand development goals you need. Content asset allocation is the process of diversifying your content marketing investments across different asset classes, such as blog posts, landing pages, ebooks, white papers, 10x content, interactive content and more. The asset allocation is meant to help mitigate risk and help you achieve your long term business objectives.

**MODEL 1:
CONSERVATIVE**



**MODEL 2:
MODERATE CONSERVATIVE**



**MODEL 3:
BALANCED**



**MODEL 4:
MODERATE GROWTH**



**MODEL 5:
EXPONENTIAL GROWTH**



Validated SEO
Growth SEO
Sales Enablement
Social Content
Thought Leadership
Backlink Content
Culture Content

50%
5%
20%
5%
5%
10%
5%

Validated SEO
Growth SEO
Sales Enablement
Social Content
Thought Leadership
Backlink Content
Culture Content

40%
10%
20%
5%
10%
10%
5%

Validated SEO
Growth SEO
Sales Enablement
Social Content
Thought Leadership
Backlink Content
Culture Content

20%
20%
15%
10%
15%
15%
5%

Validated SEO
Growth SEO
Sales Enablement
Social Content
Thought Leadership
Backlink Content
Culture Content

20%
25%
10%
10%
15%
20%
0%

Validated SEO
Growth SEO
Sales Enablement
Social Content
Thought Leadership
Backlink Content
Culture Content

10%
30%
10%
10%
20%
20%
0%

NOT ALGORITHM PROOF

NO GUARANTEED RETURNS

MAY LOSE VALUE

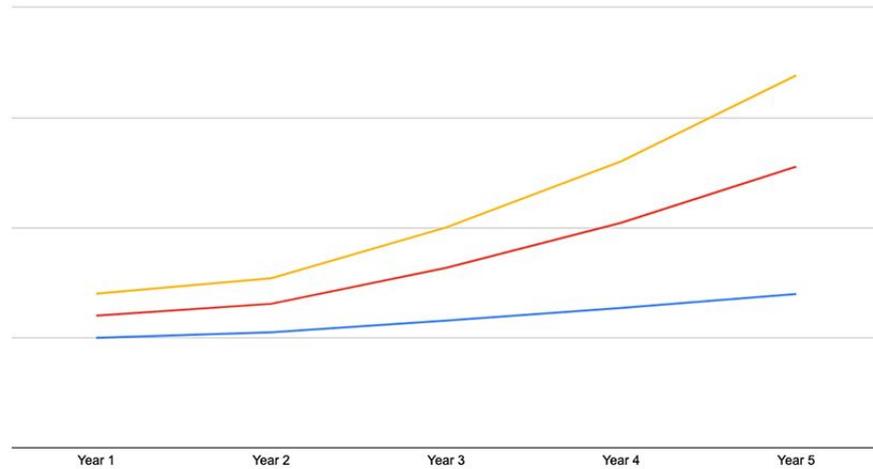
ANNUAL ALLOCATION %s

The content asset mix within each category will be dependent further on the organization's risk profile, budget, existing content asset portfolio and expected returns. As an example, the development of growth SEO content could consist of the development of assets targeting new industry terms that don't have content market fit or the creation / acquisition of a content asset like an industry blog, niche calculator or tool. The allocation is determined on a case-by-case basis.

MODEL 1: CONSERVATIVE



	Validated SEO	50%
	Growth SEO	5%
	Sales Enablement	20%
	Social Content	5%
	Thought Leadership	5%
	Backlink Content	10%
	Culture Content	5%



High: 30% Growth 
Expectations: 9% Growth 
Low: 5% Growth 

NOT ALGORITHM PROOF

NO GUARANTEED RETURNS

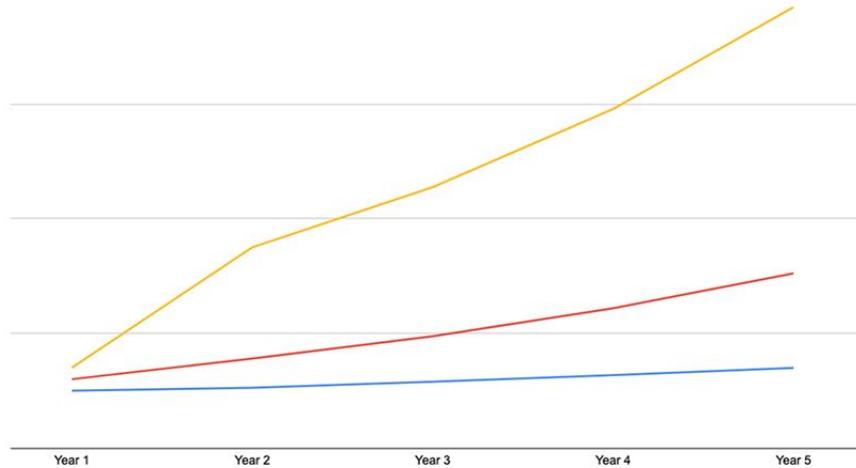
MAY LOSE VALUE

ANNUAL ALLOCATION %s

MODEL 5: EXPONENTIAL GROWTH



	Validated SEO	10%
	Growth SEO	30%
	Sales Enablement	10%
	Social Content	10%
	Thought Leadership	20%
	Backlink Content	20%
	Culture Content	0%



High: 200%+ Growth 
Expectations: 30% Growth 
Low: 5% Growth 

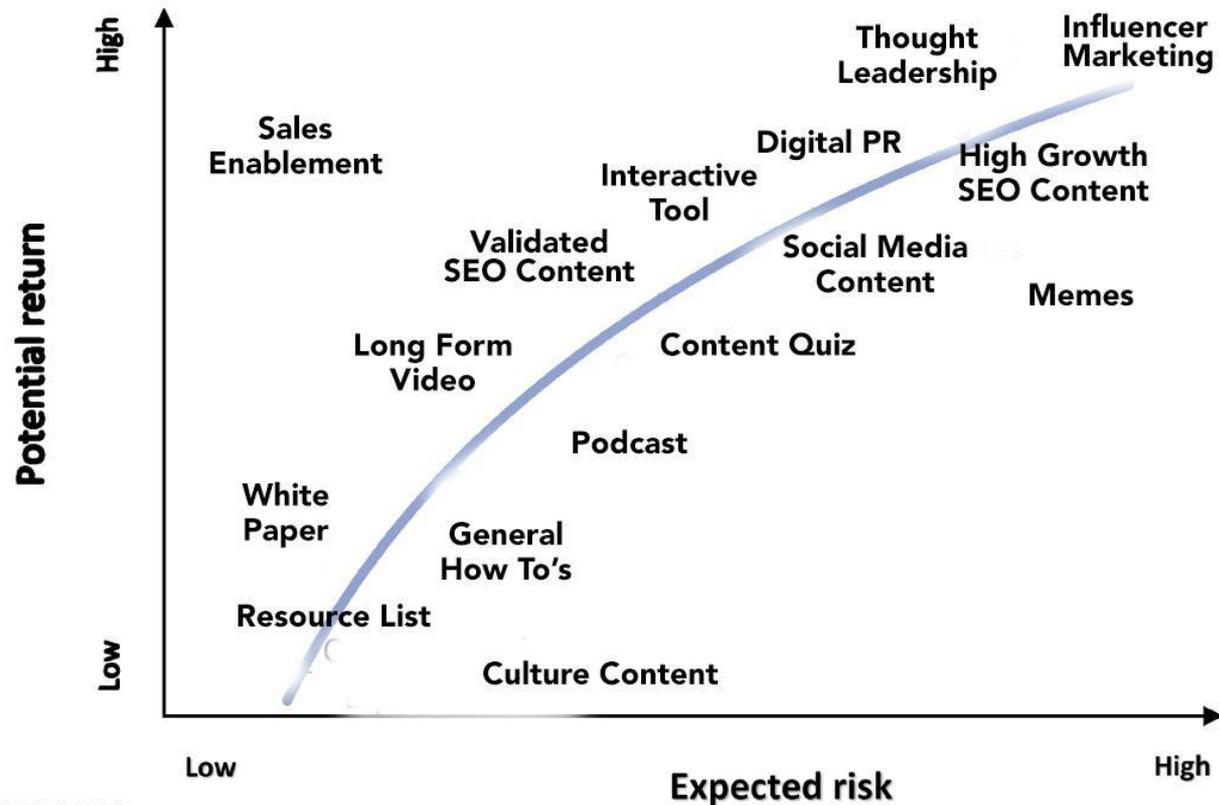
NOT ALGORITHM PROOF

NO GUARANTEED RETURNS

MAY LOSE VALUE

ANNUAL ALLOCATION %s

THE POTENTIAL RISK AND RETURN OF SOME CONTENT ASSET CLASSES



CONTENT ASSET CLASS: MEME

Curology  Sponsored 

The skincare routine you didn't know you needed



CUROLOGY.COM
Your Skincare is Waiting



  7K

424 Comments 961 Shares

Telegram Messenger  @telegram · May 14



1.3K  9.6K  37.8K 

WhatsApp  @WhatsApp

Replying to @telegram

Telegram admin: "...and what people dont know is we're not end-to-end encrypted by default"

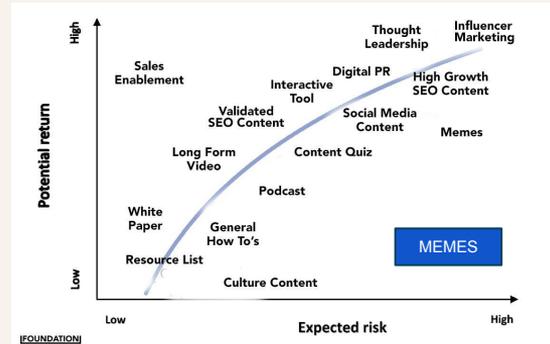


5:44 PM · May 14, 2021 · Twitter Web App

492 Retweets 367 Quote Tweets 3,121 Likes

SUMMARY

Average Price:	Low
Average Reach:	Mid-High
Average Lifecycle:	Short
Repurpose Value:	Limited
Potential Brand Risk:	High
Standard Allocation:	0-15%
Rate of Return:	Low-High



CONTENT ASSET CLASS: INTERACTIVE TOOLS

shopify Sell on the go and in person

One-click QR codes

If QR codes aren't a part of your current marketing strategy, you might be missing out. Use QR codes to generate customer interest, drive traffic, and increase sales via print, online, or email.

Shopify's QR code generator lets you enter any web URL, phone number, SMS or plain text. With a single click, our tool creates a QR code that you can use anywhere you'd like. Think coupons, reviews, social media awareness and contest entries!

Enter email STEP 1 OF 3 ● ● ● **QR code preview**

Email address

By entering your email, you agree to receive marketing emails from Shopify.

Select data type STEP 2 OF 3 ● ● ●

Website URL Phone # SMS Plain text

Enter content STEP 3 OF 3 ● ● ●



JOBBER ACADEMY INDUSTRIES RESOURCES **JOBBER NEWS**

First name Last name

Email Phone

Company --None--

City State/Province

Country

Don't email me

MAKE A FLYER

or text us at 415-555-0176



SUMMARY

Average Price:	Mid-High
Average Reach:	Mid-High
Average Lifecycle:	Long
Repurpose Value:	Limited
Potential Brand Risk:	Low
Standard Allocation:	0-10%
Rate of Return:	Mid-High

Create pay stubs instantly

There's no need for complex and costly desktop software. Save time and money with Shopify's free online pay stub maker that creates pay stubs to include all company, employee, income and deduction information. Just follow the four steps below and fill in the required fields. We email your paycheck stub immediately, ready for you to download and use right away.

Enter your company information STEP 1 OF 4 ● ● ● ●

Company name Email address

By entering your email, you agree to receive marketing emails from Shopify.

Address City

Zip/postal code

Country United States State/Province Alabama

BACK TO **ServiceTitan**

TOOLBOX Subscribe

Toolbox > Tools > HVAC Load Calculator

HVAC Load Calculator

Climate Region

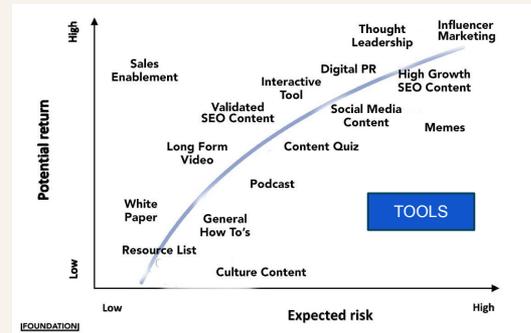
Select climate region

of Space Area (SQFT): 100 Space Area (SQFT)

of Space Height (FT): 8 Space Height (FT)

Insulation Grade

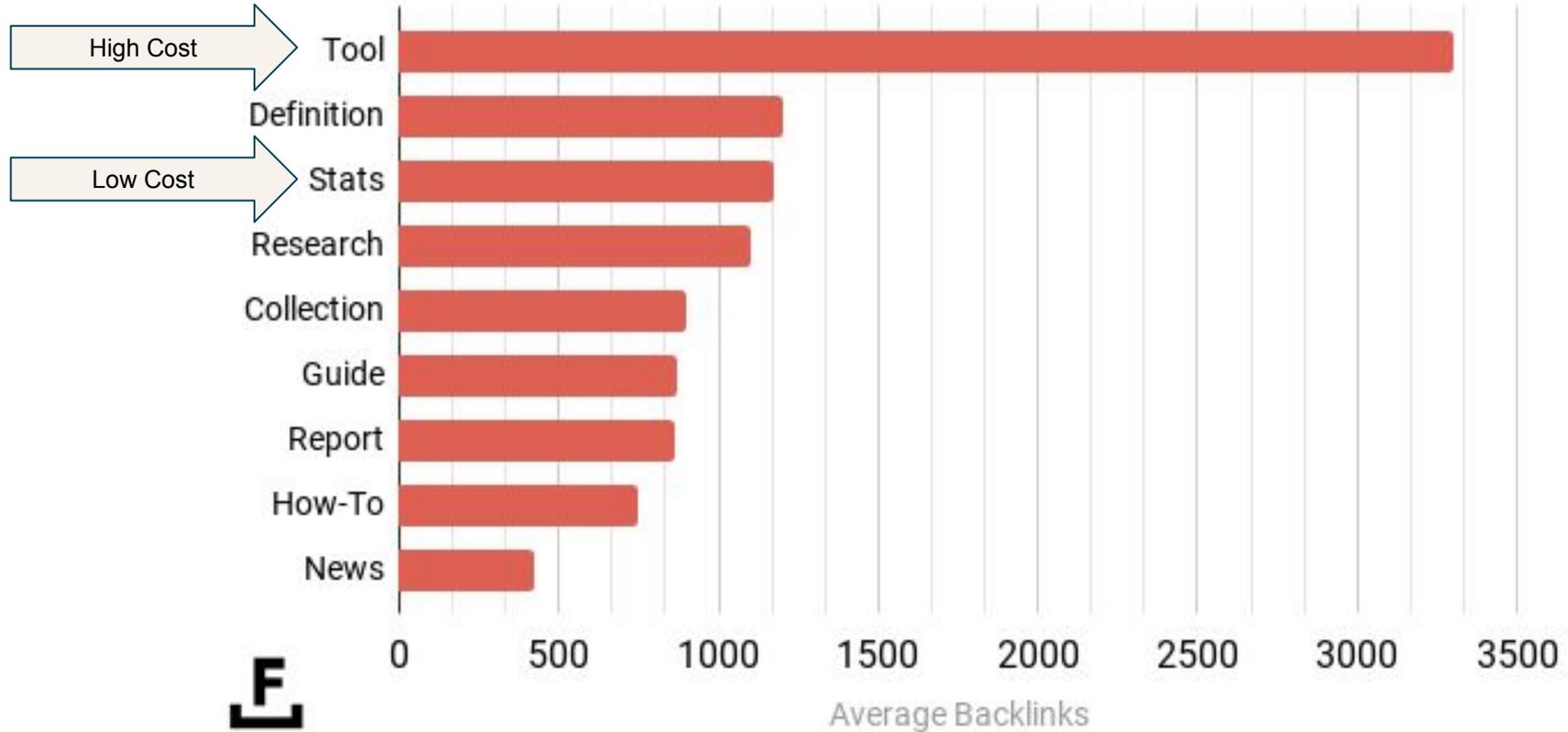
RECOMMENDED EQUIPMENT CAPACITY: 0 BTU

WHAT CONTENT GENERATES THE MOST BACKLINK IN MARKETING?

Backlinks	Type Of Content	Blog	Page Title
14357	Tool	Neil Patel	Ubersuggest's Free Keyword Tool, Generate More Suggestions
9683	Guide	Moz	Beginner's Guide to SEO [Search Engine Optimization] - Moz
8115	Research	Neil Patel	How Loading Time Affects Your Bottom Line
6859	Collection	Moz	Moz - Google Algorithm Update History
5321	Tool	Coschedule	Write Better Headlines: Headline Analyzer From CoSchedule
4605	Stats	Hubspot	45 Visual Content Marketing Statistics You Should Know in 2019
4465	Research	Backlinko	Google's 200 Ranking Factors: The Complete List (2019)
3661	Definition	Moz	Title Tag 2019 SEO Best Practices - Moz
3607	Stats	Hubspot	16 Video Marketing Statistics to Inform Your 2019 Strategy [Infographic]
3542	Research	Backlinko	We Analyzed 1 Million Google Search Results. Here's What We Learned About SEO
2932	Definition	Moz	Keyword Research The Beginner's Guide to SEO - Moz
2485	How To	Hubspot	How to Create Detailed Buyer Personas for Your Business [Free Persona Template]
2188	Research	Backlinko	Google's 200 Ranking Factors: The Complete List (2019)
2147	Tool	Moz	Follower Wonk
2126	Report	Backlinko	Link Building Case Study: How I Increased My Search Traffic by 110% in 14 Days
2085	Research	Hubspot	How Often Should You (or Your Company) Blog? [New Data]
2055	Report	Backlinko	On-Page SEO: Anatomy of a Perfectly Optimized Page (2019 Update)
1983	Report	Hubspot	The State of Video Marketing in 2019 [New Data]
1899	Research	Moz	MozCast - The Google Algorithm Weather Report
1803	Definition	Moz	Meta Description Tag 2019 SEO Best Practices - Moz
1734	How To	Hubspot	How to Do Keyword Research for SEO: A Beginner's Guide

The Most Linkable Content Marketing Assets In MarTech



- There are 5 million searches for “mortgage calculator” per month.
- There are 135k searches for “business plan template” per month.
- There are 35k searches for “privacy policy generators” per month.

Risk vs. Reward matrix

Reward	High	Green	Light Green	Light Orange
	Medium	Light Green	Yellow	Orange
	Low	Light Green	Orange	Red
		Low	Medium	High
		Risk		

- 48 Eye-Opening LinkedIn Statistics For B2B Marketers
- 31 Jaw-Dropping Reddit Statistics For Marketers
- 34 Mind-Blowing Instagram Statistics for B2B Marketers
- 15 Quora Statistics Marketers Need to Know
- 37 Mind Blowing YouTube Statistics For B2B Marketers

Stats Post	Referring Domains
LinkedIn	611
Reddit	28
Quora	23
YouTube	15
Instagram	9

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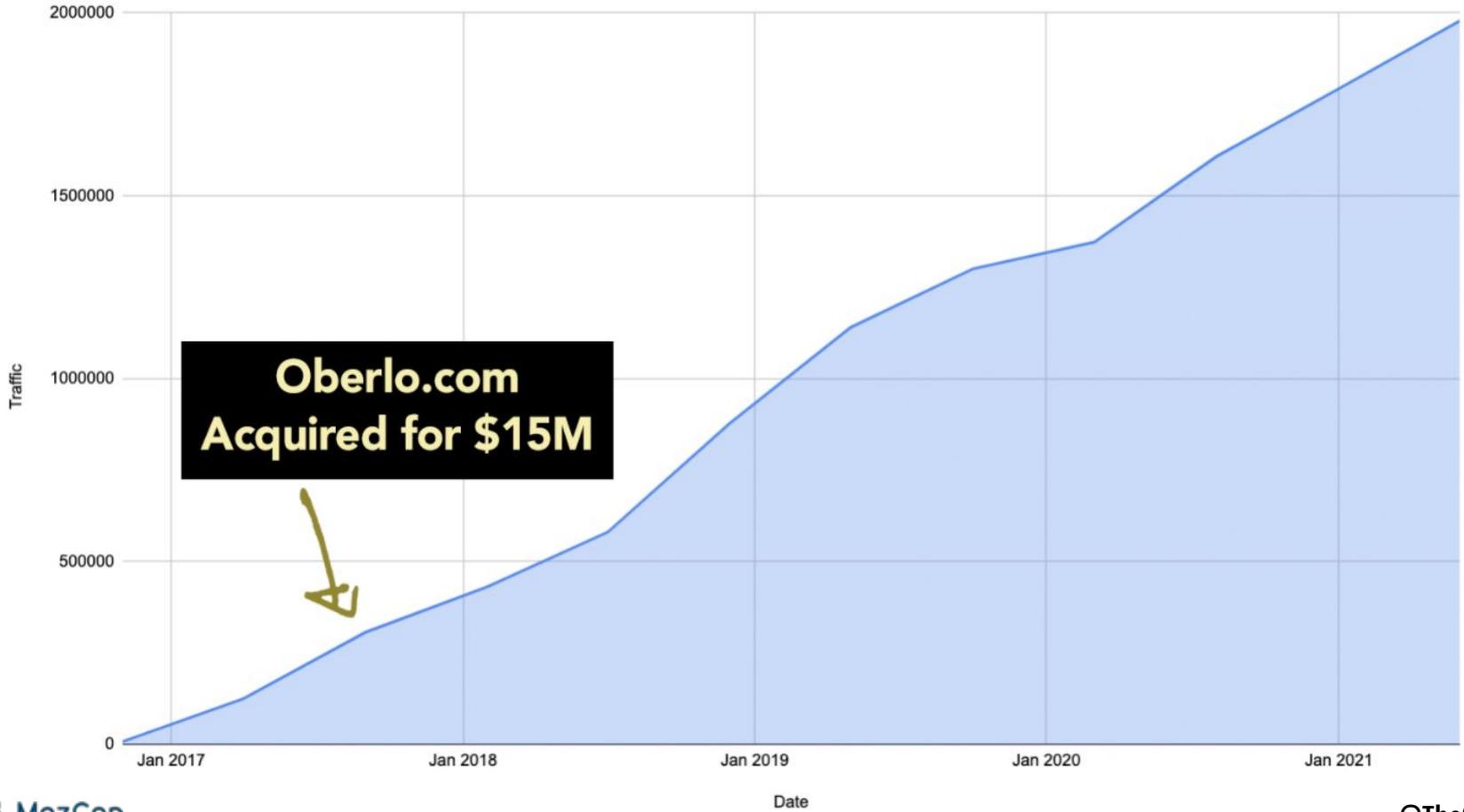
INVEST MORE. GUESS LESS.

FREE TOOL	Inbound Links	Keywords	Annual Traffic
Logo Maker	60,700	54,000	474,000
Image resizer	234	949	456,000
Pay Stub Generator	2,600	994	384,000
Exchange Marketplace	117,200	7,100	330,000
QR code generator	265	543	90,000
Privacy policy generator	1,700	445	75,600
Shipping label template	742	1,200	48,000
Profit margin calculator	588	918	33,600
Business card maker	105	410	32,400
Invoice generator	176	654	24,000
Slogan Maker	2,000	1,300	21,600
Terms and conditions ge	245	314	21,600
Gift certificate template	92	397	19,200
Purchase order template	634	266	16,800
Refund policy generator	387	259	16,800
Business loan calculator	159	344	8,820
Barcode generator	49	203	5,700
Discount Calculator	74	72	2,772
Storefront sign maker	1	18	888
Bill of lading template	36	84	804
CPM calculator	42	28	250
TOTAL	188,029	70,498	2,062,834

FREE TOOLS AS A GROWTH CHANNEL

Shopify

FOUNDATION



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INVEST MORE. GUESS LESS.

High Growth SEO Opportunities: Exploding Topics

carrd

Site for building simple one-page websites.

★ EXPLODING

searches/mo

📈 49.5K

growth

↑ 745%



tiktok ads

Advertising platform that's specific for the pop...

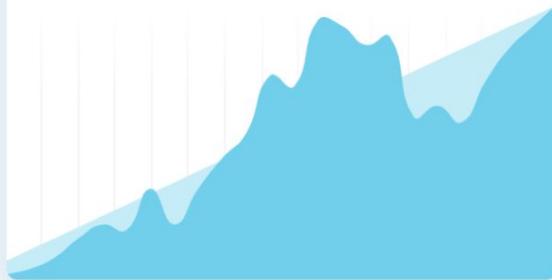
REGULAR

searches/mo

📈 12.1K

growth

↑ 4900%



substack

Platform for running a paid email newsletter.

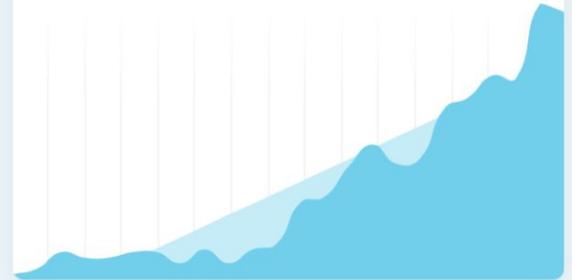
REGULAR

searches/mo

📈 14.8K

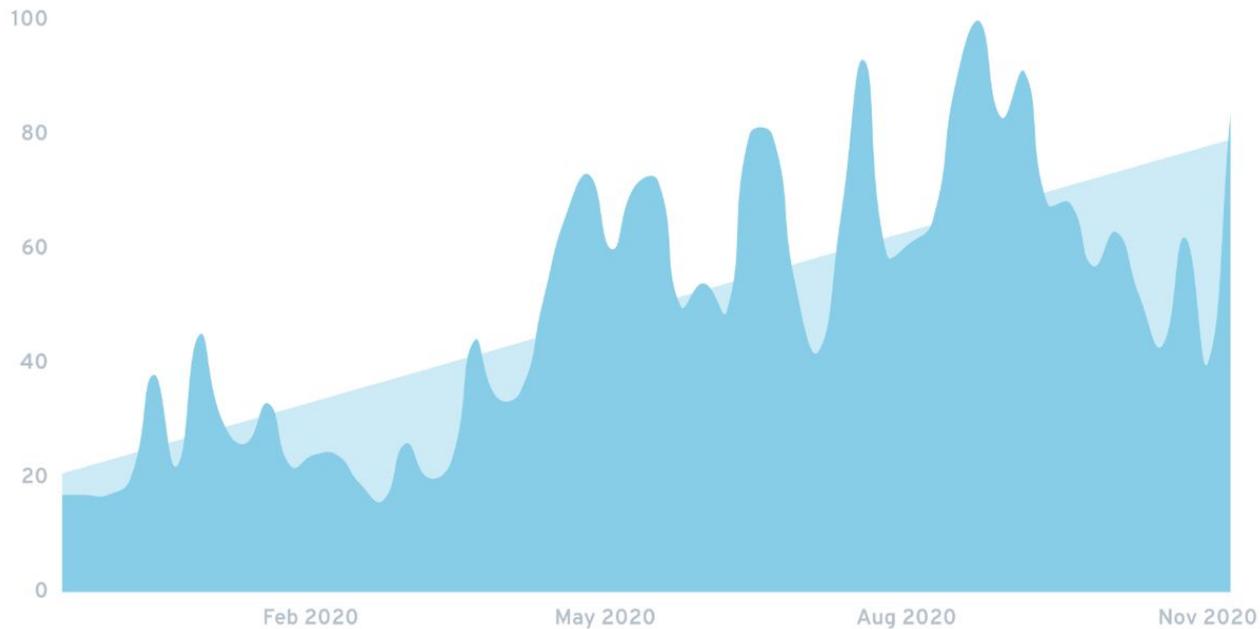
growth

↑ 4750%



Topic #1

Backyard Office



KEYWORDS	DIFFICULTY	VOLUME	CLICKS	GLOBAL VOL
home office ideas	56	19000	13935	29000
home office furniture	55	16000	21298	23000
home office deduction	53	8700	8300	9100
home office chair	59	6800	6970	11000
home office design	54	5300	3154	9800
desks for home office	59	5100	6429	5600
home office desks	59	4200	6243	6700
best home office chair	57	2800	4485	3100
home office decor	52	2400	1526	3100
best printer for home office	60	2100	2840	2600
modern home office	34	1900	1100	2900
ikea home office	13	1800	1730	3600
small home office	44	1700	694	2600
small home office ideas	48	1700	1284	2700
home office design ideas	55	1700	1304	2600
home office chairs	60	1600	1945	3000
home office layout	46	1500	963	1700
home office setup	52	1500	960	2100
home office furniture sets	46	1500	1886	1600
best monitors for home office	53	1200		1200
home office organization	42	1100	1289	1300
home office setup ideas	52	1000	654	1200

Content Examples:

- How To Design Your Small Backyard Office
- The Best Monitors For Backyard Offices
- The Best Desks For Your Backyard Office
- Backyard Office Tax Deductions: What You Should Know
- 55 Backyard Offices For Planning Inspiration

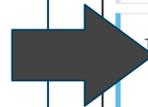
You Want To Get Ahead Of The Trends...

Recipes

- 1 Sourdough bread
- 2 Whipped coffee
- 3 Disney churro
- 4 Dole Whip
- 5 DoubleTree cookie
- 6 Ikea meatball
- 7 Chaffle

Virtual

- 1 Virtual field trips
- 2 Virtual museum tours
- 3 Virtual Kentucky Derby
- 4 Virtual learning
- 5 Virtual NBA fans



30.3k-70.8k

Monthly Volume ⁱ
[Learn more about Volume](#)



47

Difficulty ⁱ
[Learn more about Difficulty](#)



64%

Organic CTR ⁱ
[Learn more about Organic CTR](#)



82

Priority ⁱ
[Learn more about Priority](#)



8 Organic Results on Page One

[Export CSV](#)

(1) Knowledge Card

[Learn more about SERP features](#)

(4) Related Questions

[Learn more about SERP features](#)

1 [★ Sourdough Bread: A Beginner's Guide | The Clever Carrot](#)

<https://www.theclevercarrot.com/2014/01/sourdough-bread-a-beginners-guide/>

Page Authority: 45 
Linking RDs To Page: 272

Domain Authority: 52 
Linking RDs To Root Domain: 2,882

Page Score:  92

2 [★ How To Make Sourdough Bread | Kitchn - The Kitchn](#)

<https://www.thekitchn.com/how-to-make-sourdough-bread-224367>

Page Authority: 57 
Linking RDs To Page: 341

Domain Authority: 87 
Linking RDs To Root Domain: 86,069

Page Score:  ⚠



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WHY BUYING the HUSTLE MAKES **SENSE** FOR HubSpot



~48% of Referral Traffic To the HUSTLE comes from Hacker News

Top referring websites ⓘ

Jan 2020 - Dec 2020 Worldwide Desktop Only

 news.ycombinator.com	48.80%	<div style="width: 48.80%;"></div>	
 cavemancircus.com	4.92%	<div style="width: 4.92%;"></div>	↓ 82.48%
 mix.com	2.76%	<div style="width: 2.76%;"></div>	↓ 52.32%
 fark.com	2.00%	<div style="width: 2.00%;"></div>	↑ 106.54%
 feedly.com	1.99%	<div style="width: 1.99%;"></div>	↓ 24.02%

SEE MORE REFERRALS

SimilarWeb

Why nobody ever wins the car at the mall (<https://thehustle.co/why-nobody-ever-wins-the-mall-car-g>)
1104 points | sxv | 3 years ago | 447 comments

A man who destroyed his multimillion dollar company in 10 seconds (2018) (<https://thehustle.co/g>)
816 points | dragontamer | 1 year ago | 478 comments

A janitor at Frito-Lay invented Flamin' Hot Cheetos (2017) (<https://thehustle.co/hot-cheetos-invento>)
780 points | andycook | 2 years ago | 356 comments

What it's like to pursue a dream for 30 years and fail (<https://thehustle.co/bionic-boot/>)
652 points | davesailer | 2 years ago | 177 comments

A man feeding a remote Alaska town with a Costco card and a ship (<https://thehustle.co/the-man-fi>)
496 points | zackrockett | 9 months ago | 225 comments

Costco gained a cult following by breaking every rule of retail (<https://thehustle.co/costco-members>)
436 points | yarapavan | 1 year ago | 361 comments

How a janitor at Frito-Lay invented Flamin' Hot Cheetos (2017) (<https://thehustle.co/hot-cheetos-in>)
406 points | 80mph | 1 month ago | 261 comments

Is the era of the \$100 graphing calculator coming to an end? (<https://thehustle.co/graphing-calculat>)
362 points | prostoalex | 1 year ago | 446 comments

The economics of all-you-can-eat buffets (<https://thehustle.co/the-economics-of-all-you-can-eat-buffi>)
318 points | Anon84 | 1 year ago | 268 comments

The shady economics of 'buy one, get one free' deals (<https://thehustle.co/are-buy-one-get-one-free>)
295 points | zzaner | 2 years ago | 239 comments

A rogue Romanian economist legally gamed the lottery (<https://thehustle.co/the-man-who-won-the>)
286 points | gscott | 2 years ago | 84 comments

The worst sales promotion in history: Hoover's free flight fiasco (<https://thehustle.co/the-worst-sale>)
281 points | occamschainsaw | 1 year ago | 169 comments

 Hacker News



the HUSTLE



HubSpot

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The man feeding a remote Alaska town with a Costco card and a ship

By [Zachary Crockett](#)  Journalist NEW May 3, 2020
[thehustle.co](#)

32.2K

447

6

556

Why a small town in Washington is printing its own currency during the pandemic

By [Michael Waters](#)  Journalist NEW Jun 12, 2020
[thehustle.co](#)

28.6K

1.3K

24

699

He was facing life in prison. Now, he's the CEO of the 'Instagram for the Incarcerated.'

By [Trung Phan](#)  Jan 30, 2021
[thehustle.co](#)

16.3K

203

0

0

The collectors who spend thousands on rare Hot Wheels

By [Zachary Crockett](#)  Journalist NEW Aug 1, 2020
[thehustle.co](#)

6.4K

95

46

19

Ray J Quietly Just Made a \$100 Million Earphones Company

By [The Hustle](#) Aug 24, 2020
[thehustle.co](#)

6.1K

2

0

0

Content Acquisition Opportunities

Flippa.com

	loansgeeks.com Type Website Advertising / Business SPONSORED	Monetization Ad Sales	Net Profit \$3,268 p/mo	Starting Price \$10,000	Watch View Listing
	beermaps.com Type Website Advertising / Food and Drink SPONSORED	Monetization N/A	Net Profit N/A	Asking price \$44,000	Watch View Listing
	upliftingtoday.com Type Website	Monetization AdSense	Net Profit \$13,888 p/mo	Asking price \$297,961 Multiple 1.8x	Watch View Listing

Content Acquisition Opportunities

SAAS ACQUISITIONS
FT. COLIN KEELEY

MICROACQUIRE



Andrew Gazdecki
CEO at MicroAcquire

Colin Keeley
Founder at Verne

SaaS Acquisitions w/ Colin Keeley founder at Verne

SaaS Intercom integrations for social messaging and SMS with \$545,000 in ARR

- \$545,000 in ARR
- \$488,000 in TTM revenue
- \$250,000 in TTM profit
- Competitors: Blinger
- Tech: Ruby, AWS, ECS, MySQL, SQS, S3, Route53
- Founded in 2019
- Bootstrapped
- Company overview available

Recurring Revenue: \$545,000
TTM Revenue: \$488,000

How to acquire startups

**Buy a startup within 30 days.
Trusted listings. No fees.**

Choose from 100+ profitable SaaS startups, vetted by the platform. Review key metrics to find the right fit. Negotiate directly with founders, without the costly middlemen. Most deals close within 30 days.

Join Now →

MicroAcquire.com

Content Acquisition Opportunities

Industry Slack Channels (Traffic Think Tank)

4:57 PM

[SELL] My old SEO blog [redacted] has about 89 linking root domains, and could be folded into your current SEO blog if you are looking to give it a boost. DR 27. Has links from Buzzstream, Moz, Neil Patel, Ducttape Marketing, Seer Interactive, Cognitive SEO, GoFishDigital, Page One Power, Content Harmony, Citation Labs, and some other not terrible links. Would want my name taken off it though. (edited)



4:05 AM

[SELL] Domain:
[redacted]



David 1:08 PM

[Buy] A client is looking to acquire finance blog(s) with traffic of 50k+ organic a month.



5:49 AM

[SELL] [redacted] perfect for sites around language learning. Has links from BuzzFeed and some others.

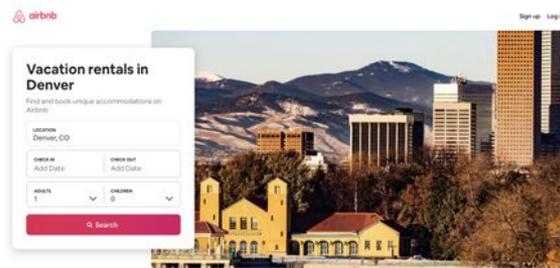
Price: 60 USD



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VOLUME	URL - VACATIONS IN [CITY]
58079	www.airbnb.com/new-york-ny/stays
43605	www.airbnb.com/san-diego-ca/stays
36023	www.airbnb.com/philadelphia-pa/stays
29807	www.airbnb.com/los-angeles-ca/stays
29388	www.airbnb.com/united-states/stays
23217	www.airbnb.com/las-vegas-nv/stays
21711	www.airbnb.com/miami-fl/stays
21427	www.airbnb.com/atlanta-ga/stays
21309	www.airbnb.com/chicago-il/stays
20827	www.airbnb.com/big-bear-lake-ca/stays
19746	www.airbnb.com/orlando-fl/stays
19324	www.airbnb.com/denver-co/stays
19188	www.airbnb.com/new-orleans-la/stays
16096	www.airbnb.com/nashville-tn/stays
13389	www.airbnb.com/hawaii-united-states/stays
12300	www.airbnb.com/palm-springs-ca/stays
12096	www.airbnb.com/paris-france/stays
11619	www.airbnb.com/asheville-nc/stays
11615	www.airbnb.com/london-united-kingdom/stays
11568	www.airbnb.com/seattle-wa/stays
11555	www.airbnb.com/austin-tx/stays
11236	www.airbnb.com/lake-tahoe/stays
10445	www.airbnb.com/san-francisco-ca/stays

Creating An SEO Moat Using Templated Pages



Top-rated vacation rentals in Denver

Guests agree: these stays are highly rated for location, cleanliness, and more.



Private room · 1 guest · 1 bed · 1 private bath

Located Centrally in Denver Metro area This house is located 4 miles from downtown Denver. Via the Platt River Trail and 2 miles from Broncos stadium via the same trail. There is a climbing gym 2 miles away as well. You can easily take 60-Ave. Want to get to the mountains...

From night >



Entire guesthouse · 1 guest · 1 bed · 1 bath

Private Cottage in Garden Courtyard Minimum booking is 30 days. Occupancy limited to 1 adult human - sorry no pets. Enjoy peace-quiet in a laid back, residential neighborhood with easy access to everything. This spacious, sunny cottage has plenty of storage, heated...

From night >



Private room · 2 guests · 2 beds · 1.5 shared baths

Zuriga House Spend the night on a comfy farm-decked, or bring a friend to sleep on the additional trundle bed that rolls out from underneath. You can plug in to our gigabit internet connection at the desk, or use the fastest speed your wireless device can handle on our...

From night >

Did you know there were 365 100-baggers (stocks that 100x'ed) between 1962 and 2014, such as...

Market Summary > Monster Beverage Corp

88.49 USD

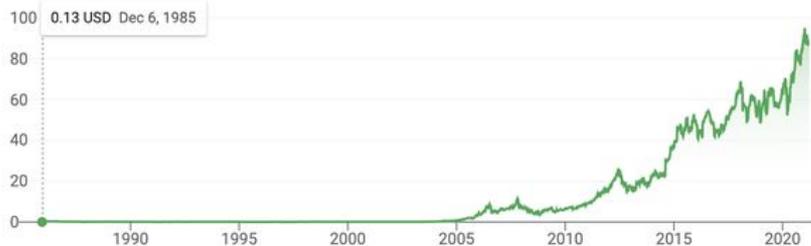
-1.13 (1.26%) ↓

Mar 24, 12:50 PM EDT · Disclaimer

NASDAQ: MNST

+ Follow

1 day | 5 days | 1 month | 6 months | ytd | 1 year | 5 years | max



Market Summary > Mcdonald's Corp

225.75 USD

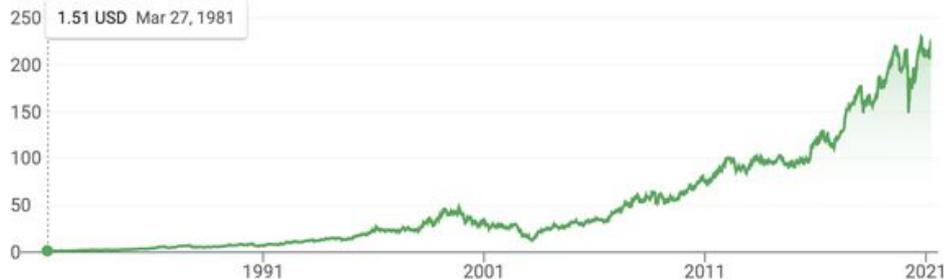
+1.38 (0.62%) ↑

Mar 24, 12:51 PM EDT · Disclaimer

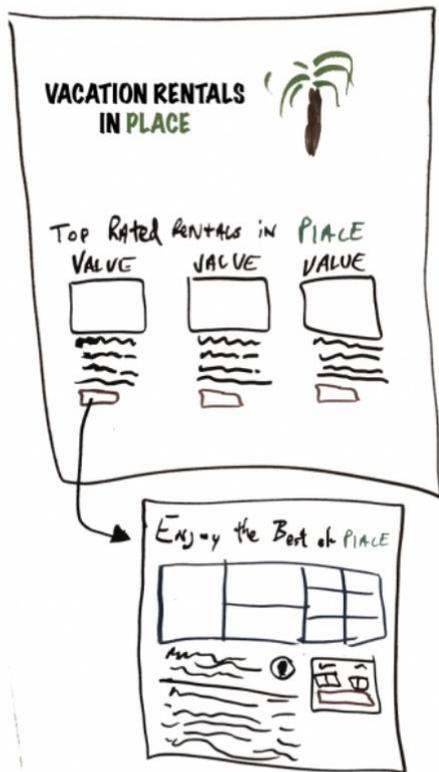
NYSE: MCD

+ Follow

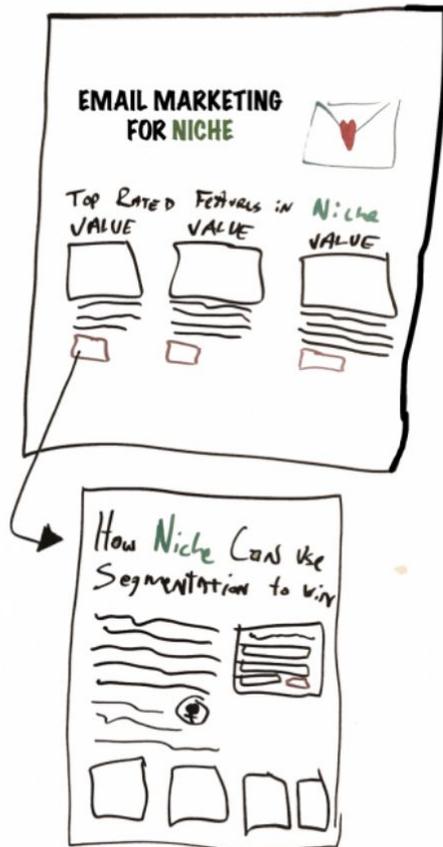
1 day | 5 days | 1 month | 6 months | ytd | 1 year | 5 years | max



AIRBNB



ACME MAIL



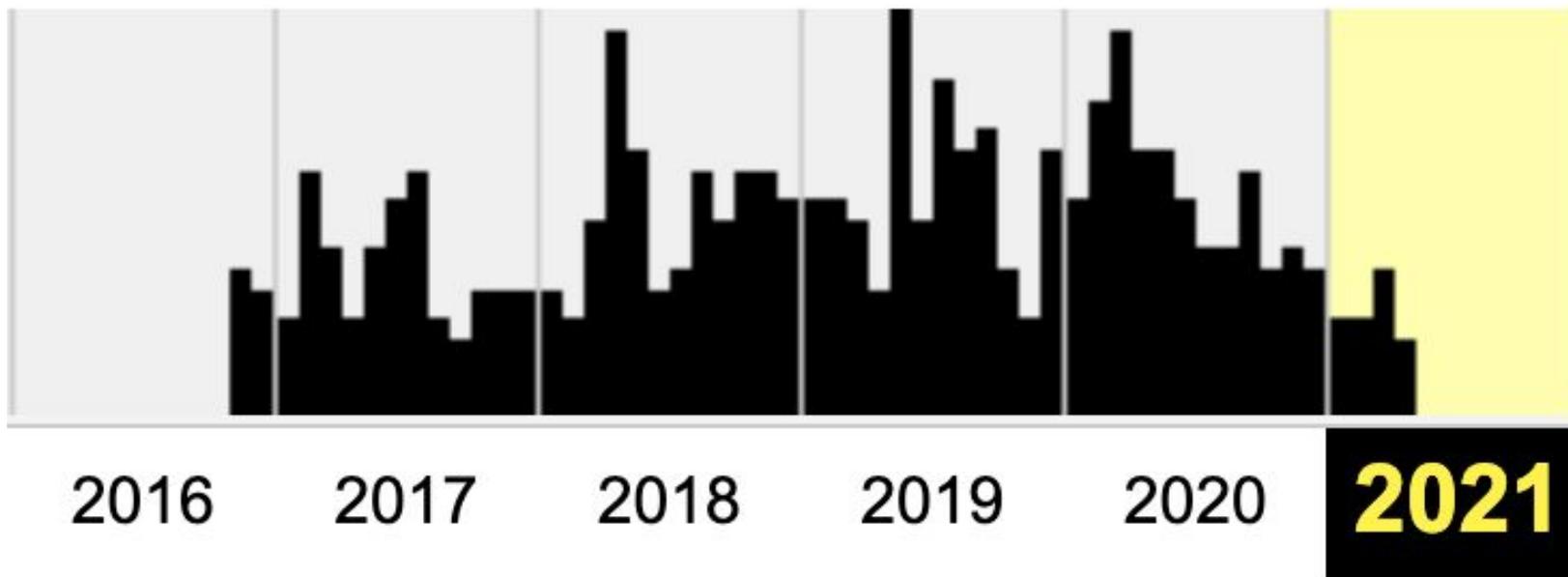
- › Email marketing for Hotels
- › Email marketing for Non-profits
- › Email marketing for Doctors
- › Email marketing for Small Businesses
- › Email marketing for Realtors
- › Email marketing for Consultants
- › Email marketing for Freelancers
- › Email marketing for Startups
- › Email marketing for yada, yada, yada....



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What is a CRM?

Hold & Continue To Optimize



What is a CRM?

Hold & Continue To Optimize

2016

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Home > CRM > What is CRM?

What is CRM?

Customer Relationship Management (CRM) is a strategy for managing all your company's relationships and interactions with customers and potential customers. It helps you stay connected to them, streamline processes and improve your profitability.

More commonly, when people talk about CRM they are usually referring to a CRM system, a tool which helps with contact management, sales management, productivity and more.

CRM enables you to focus on your organization's relationships with individual people – whether those are customers, service users, colleagues or suppliers. Customer Relationship Management is not just for sales. Some of the biggest gains in productivity can come from moving beyond CRM as a sales and marketing tool and embedding it in your business – from HR to customer services and supply-chain management.

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Last name

Job title

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Phone

Company

Employees

United States

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CRM Resources

2018



This is a simple definition of CRM.

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution helps you focus on your organization's relationships with individual people – including customers, service users, colleagues, or suppliers – throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.

CRM helps grow your business.

See how a CRM system improves customer relationships.

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2020

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PRODUCTS RESOURCES SUPPORT COMPANY COVID-19

Home > CRM > What is CRM?

CRM 101: What is CRM?

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First name

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Job title

Email

Phone

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Employees

United States

Watch demos >

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CRM Resources

CRM 101: What is CRM?

This is a simple definition of CRM.

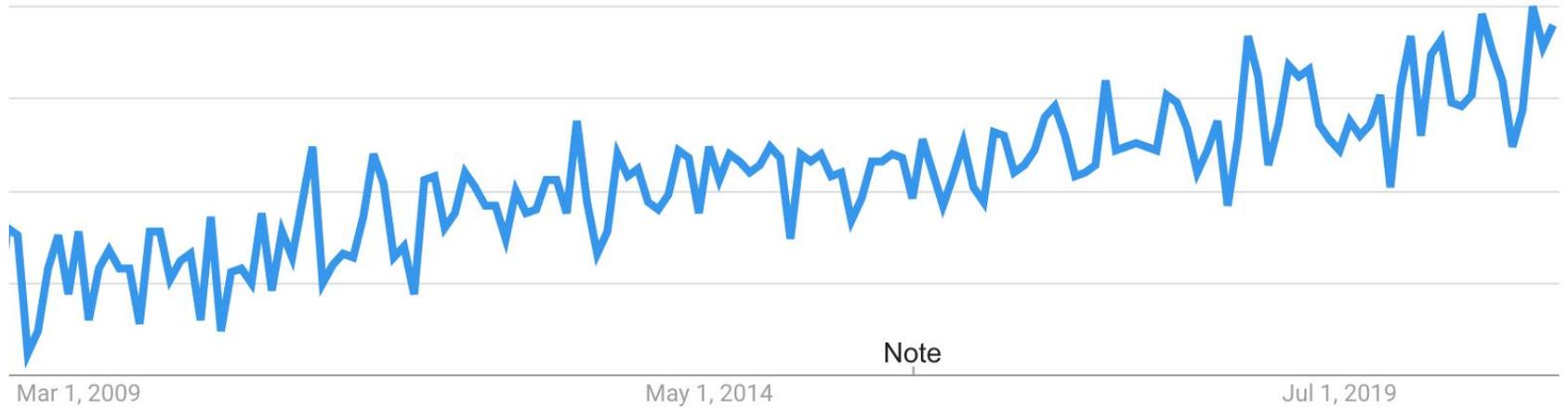
Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships to grow your business. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, agent productivity, and more. CRM tools can now be used to manage customer relationships across the entire customer lifecycle, spanning [marketing](#), [sales](#), [digital commerce](#), and [customer service](#) interactions.

A CRM solution helps you focus on your organization's relationships with individual people – including customers, service users, colleagues, or suppliers – throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.

What is a CRM?

Hold & Continue To Optimize



ECONOMIC RESULTS OF MAJOR MOOD TRENDS

British, Then American Stock Price Record,
1700-2008

10000

1000

100

10

1

Uptrends yield expansion
Downtrends yield contraction

PROSPERITY

SEVERAL DEPRESSIONS

PROSPERITY

DEPRESSION

PROSPERITY

DEPRESSION

PROSPERITY

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1700 1720 1740 1760 1780 1800 1820 1840 1860 1880 1900 1920 1940 1960 1980 200

How To Invest In Content And Reduce Your Risk





INVEST MORE. GUESS LESS.

You Might Be Thinking....



WHERE DO I START...?!

I CHALLENGE YOU:

- > Invest In Creating In-Depth Resources For 3 Months
- > Invest In Best In Class YouTube Videos For 3 Months
- > Invest In Best In Class Twitter Threads For 3 Months
- > Invest In High Intent Landing Pages For 3 Months
- > Invest In Going On A Podcast Tour For 3 Months
- > Invest In Personalized Outreach For 3 Months

**SOMETHING TELLS ME THE
RETURNS WILL BE BETTER
THAN MY RETURNS ON GM...**

APPRECIATE ALL OF YOU!
GO GET'EM

Thank You!