



# EMARI GROUP

Thought Leadership





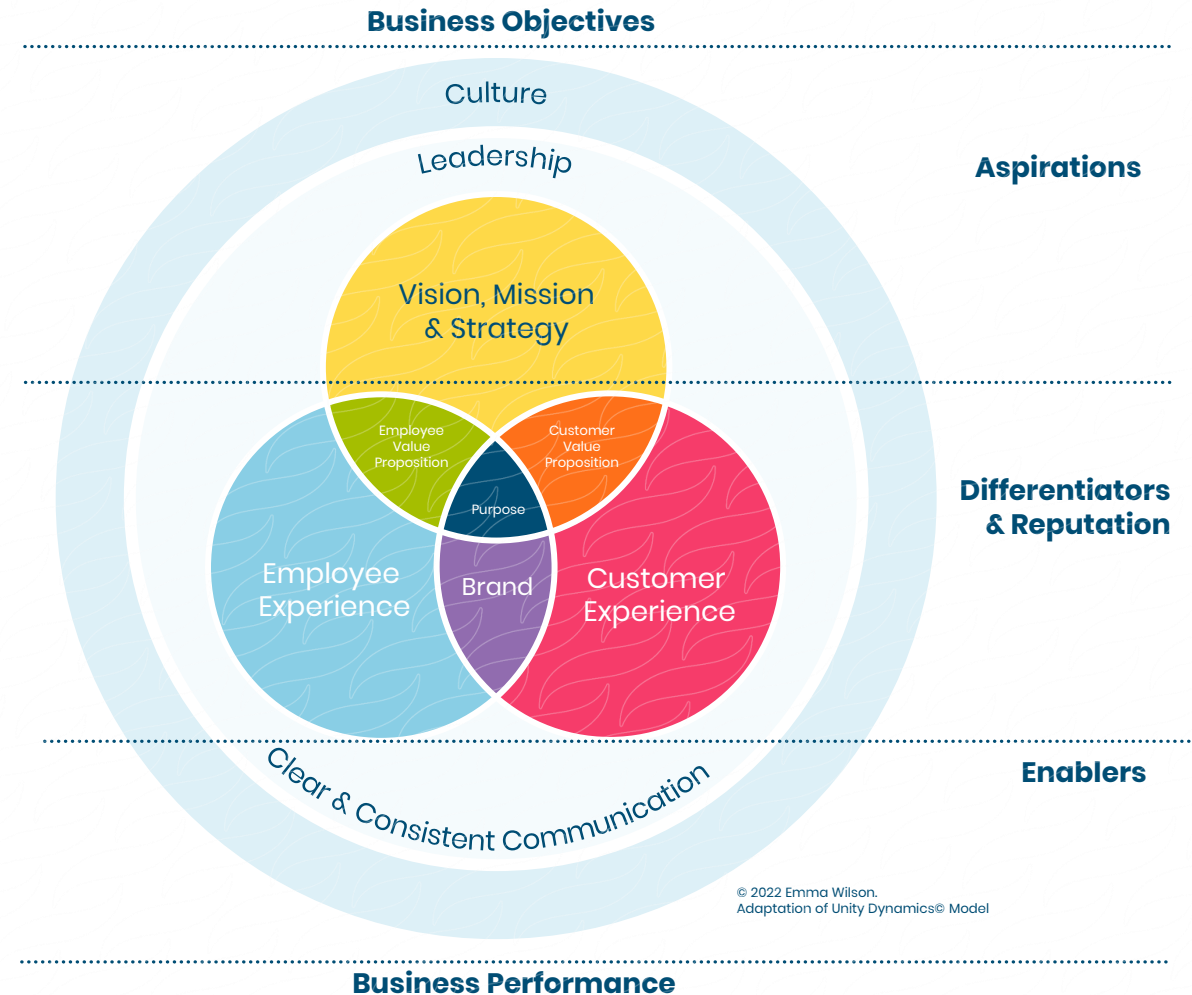
# What do you want to achieve?

Close more deals; win high-value clients; shorten conversion cycles; raise capital; get the inside track on competitors; meet new partners; enter a new market; pinpoint the right person to connect with; buy the right company; attract new talent; improve employee engagement; nurture relationships; achieve a new level of influence within your network and industry....

**We help our clients do all this and more by bringing data science to the art of business relationships.**

- Building lasting business relationships with our data-driven human-centric approach
- Helping you make informed decisions and gain a competitive edge with our incredible data insights
- Helping you succeed by analyzing your organization's strengths, weaknesses, and opportunities
- Uncovering valuable insights to enhance your communication strategy through social listening expertise
- Helping you to stay ahead of the curve with our curated content that positions your company as influencers in your industry

**We give you the information you need to be successful and a clear action plan to make it happen.**





# You're in good company...



Their training and workshop sessions are brilliant! For me it's the added and ongoing help and support that the team is always willing to give that really makes them stand out from the crowd. Always such positive and enthusiastic energy! Em has not only put me in touch with a mentor and introduced me to a wider network of connections, but she has also personally supported events I have run and helped to promote them.

- ALISON JENKINS,  
HEAD OF CORPORATE MARKETING,  
RECONOMY



I come from a heavy Engineering and technical background, so was stunned with the statistics and insights provided in our training about how social media now impacts brand, investor decisions, employee engagement, talent acquisition, etc. I loved the tips, checklist and guides to make our profiles better. The 4 dimensions to create a holistic personal brand is awesome to reflect on how I want to be perceived and impact the world around me.

FELIPE QUISSAK,  
GLOBAL LEARNING COMMUNITY  
LEADER, BAKER HUGHES



Em and her team have been instrumental in helping us to launch our brand. The identity, and website looks great, and our value proposition is clear - which is generating lots of interest from clients and investors! They have marshalled a group of disparate individuals, who only recently came together to develop a business, in a remarkable length of time with tact, utter professionalism and huge enthusiasm.

- SARAH MILNE  
CHIEF COMMERCIAL OFFICER, AZULI CCS



The team at EMARI Group have vast expertise, a very professional and thorough approach to their work, delivered with a clear passion and enthusiasm for the task. For us, this has meant we now have a result to be proud of - brilliant new marketing literature packed full of fresh and very modern ideas to support our sales teams. Thanks to EMARI Group, we have surpassed all original expectations!

- RICHARD HOOTON  
EMEA MARKETING MANAGER, CLA-VAL





**Emma-Louise Munro Wilson**  
Strategy, Content and Social Lead

An accomplished content marketing strategist with a passion for using social media insights to help with brand positioning and sales enablement. Em has had industry-beating results in declining markets for FTSE 100s and Fortune 250s, and managed risk and resources for a portfolio of over 1000+ projects globally. She is in the Top 1% of global marketing influencers on LinkedIn and her work is often cited as a form of industry best practice.



**Nicholas Prangnell**  
Creative Lead

An award-winning Employer Brand Strategist with 15 years experience in marketing, branding and content. Nick has experience working in performance marketing, journalism, video production, social media, now branding and advertising. He has worked with major global brands guiding the creative and marketing process, from art direction to campaign optimization.



**Zoe Toseland**  
Design Lead

An experienced marketing consultant, graphic designer and chartered manager. Zoe has spent many years successfully implementing integrated marketing and sales strategies and managing a portfolio of branding and content marketing projects for small and medium-sized businesses across the UK and Europe.



**Jason Burns**  
SEO Lead

An experienced SEO consultant, leading a team of 10 top-flight professionals with over 50 years of combined experience in SEO, PPC, eCommerce, Social media, Google AdWords, site usability and apps. A certified Google partner, Jason has spent many years successfully implementing integrated marketing strategies and managing a portfolio of SEO projects across the UK and internationally.



## Instant global scalability

Through our global pool of

# 150+ Faculty members

we deliver instant scalability. Working in a fully virtual environment, we are lean and transparent in our approach to building capability within organizations so that our clients can continue to deliver systemic and sustained success.

We have deployed projects in over

# 20 languages

Our team hubs are currently in the UK and Central USA, and we are actively building networks in Amsterdam and Singapore.

We have access to a global network of

# 30,000+ professionals

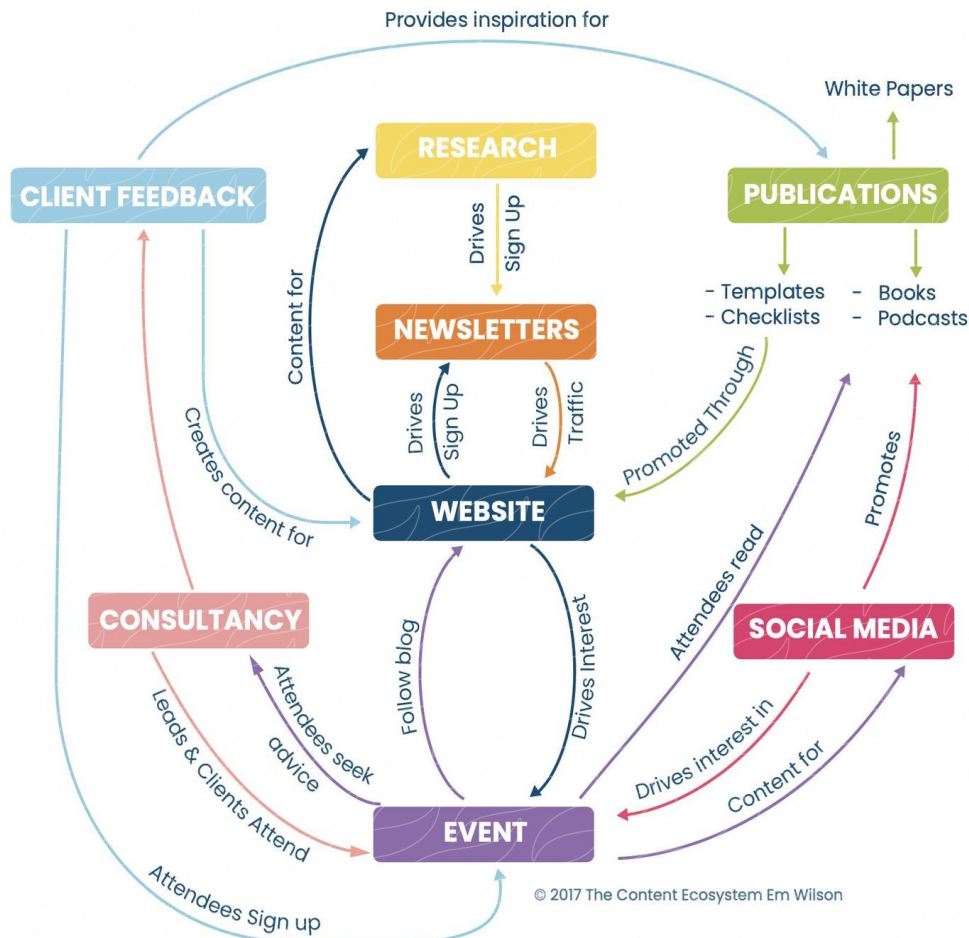
that cover the depth and breadth of industry from the C-Suite of Fortune and FTSE 100's to teens considering their first step on the career ladder.



# Integrated marketing services



**Why is this important?** An integrated approach to marketing communications **ensures that all channels are aligned and following the same strategy**



**Digital Marketing Health Check** – Assessing the effectiveness of your current marketing activities



**Technical SEO support** – Helping your website rank better on search engines like Google



**Social listening** – Understanding how people and topics are discussed online



**Content creation and campaign planning** – Curating, creating and sharing highly-engaging content to create and contribute to relevant conversations online



**Executive advocacy** – Creating tech-savvy, data-driven, human-centric leaders



**Personality profiling & team dynamics assessment** – Using publicly-available information to communicate with people more effectively, internally and externally



# Social Listening Insights

Understanding how people and topics are discussed online



## Why do you need Social Listening insights?

Social listening helps companies understand the conversations happening in their industry and networks. Clients use this data to:

- ✓ Support development of buyer personas
- ✓ Identify new digital PR opportunities and promotional strategy development
- ✓ Track competitor activity in real-time
- ✓ Track key influencers for important insights into what's happening enables in the market
- ✓ Create compelling high-performing content to share on websites and social media
- ✓ Generate new content ideas based on industry trends
- ✓ Improve stakeholder experience by finding opportunities to engage and interacting directly with target audiences
- ✓ Support curated content strategy development
- ✓ Support hashtag strategy development

To understand the people, websites, and publications that influence your customers, we analyze tens of millions of verifiable public social and web profiles. We aggregate these unique insights on demographics, behavioral traits, discussion topics, and other crucial audience intelligence into a one-page executive summary.

## What do you get?

### Key Insights into:

- Audience demographics – size of audience, employment data, skills and interests, gender and age, education, geography, political leanings, engagement rates
- Text insights – words, phrases, and hashtags people use publicly online
- Sources of influence – social accounts, websites, press publications, podcasts, and YouTube channels people engage with

### How to use these reports:

- Liaise with influencers to review promotional/advertisement opportunities
- Understand social sentiment and generate new content ideas
- Utilize hashtags strategically to improve organic reach of all branded posts on social media
- Create a clear editorial strategy that includes a mixture of event, influencer-created and other curated content
- Nurture target clients by sending highly engaging curated content via email, social media
- Provide teams with a weekly email with links to relevant posts and examples of comments that could be utilized as part of employee advocacy/social selling programs
- Track comments and trends to respond rapidly and capture new thought leadership opportunities
- Monitor your performance over time





# Social Listening Insights: 1 page report

Opportunities to engage as part of digital PR strategy or engage with content to create additional brand awareness with key audiences

Industry standard engagement rates are between 1 – 3%. Use this information to develop your influencer marketing strategy

## What good looks like: Social Listening on Psychological Safety

Like and comment on content from these top performing accounts to create brand awareness with key target audiences

Opportunities to engage as part of digital PR strategy or engage with content to create brand awareness



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Important when considering content and which hashtags to include that are performing well

Keywords to include in LinkedIn profiles that perform well from an SEO perspective

Like and comment on content from these top performing accounts to create brand awareness with key target audiences

Utilize this content as part of your curated content strategy or use it as inspiration to generate high-performing content of your own

The core purpose of social listening is to solidify and simplify positioning internally and externally by focusing on key topics.

### Specifically defining key topics

- Helps integrate the specific offerings and services into the wider picture of your company's positioning goals.
- Simplifies content creation and ensures relevance of created content.
- Ensures content is reaching the right target audience
- Proactively respond to external events and collected data to solidify the company as thought leaders – champions of issues relevant to customers, shareholders, and future talent

Email [hello@emari.co.uk](mailto:hello@emari.co.uk) for further information



## Social Listening Insights: EMARI Results

**500%**

Increase in social media following by utilizing curated content to create conversations online

**80%**

Reduction in marketing spend by utilizing curated content rather than creating content from scratch constantly

**100%**

Increase in website traffic by utilizing curated content and providing weekly summary reports for audience

**20%**

Increase in qualified enquiries generated in just 3 months when combined with social selling training





# Content Creation & Campaign Planning

Curating, creating and sharing highly-engaging content to create and contribute to relevant conversations online



# Content Creation & Campaign Planning

**Why do you need content campaigns and creation?** Content marketing is proven to generate three times as many leads as traditional outbound marketing and costs 62% less.

## What do you get?

### Executive Summary

- Evaluation of your current content, competitor content, and industry-related content.
- Content ideation and planning for future campaigns.
- Recommendations of how content campaigns could be internally linked together

### Recommendations:

- How to utilize current content available in new ways
- Content campaign plan ideas with clear reasoning for why you should talk about these topics
- Provision of royalty free relevant imagery
- Copywriting briefs including external and internal links to resources that can be referenced

### Execution Support

- Content marketing plan phased over time, prioritized by effort vs impact
- Copywriting, videography & social media support available or can use in-house/preferred suppliers
- Monthly reporting

Example pages from report



Email [hello@emari.co.uk](mailto:hello@emari.co.uk) for further information



# Examples of content execution



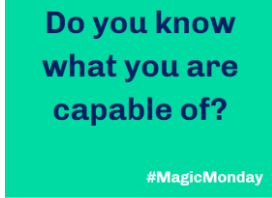
Slide Shares like these do well on LinkedIn. Can also be turned into short videos to increase organic reach



Mock-ups of reports can help with engagement. You can also crop pictures/infographics from reports to use as separate post graphics



Headlines & Quotes Graphics like these do well on LinkedIn. Collated & turned into videos to increase organic reach



Videos with a mixture of stock with text/graphics overlay do well. Can also include zoom recordings of people speaking & add text/graphics overlays as well



## 43%

Increase in sales year on year in just 6 months, when combined with social selling training and employee advocacy program

## Top 50

Highlighted as industry influencers within just 6 months – energy and commercial fit out sectors – when combined with executive advocacy

## 305%

Increase in traffic over 12 months (4 content campaign planning cycles) when combined with executive advocacy program

## 650+

Qualified enquiries generated in just 3 months when combined with social selling training and employee advocacy program





# Working with EMARI Group

Next Steps



1

## Define

### You

Confirm and clarify strategic, marketing and/or revenue growth goals

### We

Determine your definition of success, evaluate your organization's communication maturity, and benchmark it against competitors. Our quick impact reports offer actionable advice for immediate results, followed by a medium to long-term implementation plan to transform your organization.

2

## Develop

### You

Confirm budgets available for external support

### We

Fill gaps in your organization's arsenal by upgrading strategies, providing tactical execution plans, digital training and coaching support programs, and creating tailored digital content assets to match your strategic needs, level of understanding, and capability.

3

## Deliver

### You

Contact EMARI Group to discuss requirements

### We

Use quarterly reports and coaching sessions to monitor and measure the impact of your programs, adapt as needed, and embed behavioral change. This builds an investment case for scaling tailored programs quickly and proving the business case and return on investment.





## DIGITAL MARKETING HEALTHCHECK

We take an external data-led approach to assess the effectiveness of your digital marketing activities. We help you to prioritize improvements to your marketing strategy and tactical execution through our deep-dive audit



## TECHNICAL SEO SUPPORT

Our 360° technical audit identifies your website's weak spots, reviewing current performance benchmarked against your key competitors. We give you actionable recommendations for how to improve your SEO – prioritized by complexity and impact



## SOCIAL LISTENING

We analyze tens of millions of verifiable public social and web profiles relevant to you and your audience. We aggregate these insights on demographics, behavioral traits, discussion topics, and other crucial audience intelligence into a user-friendly summary



## CONTENT CREATION & CAMPAIGN PLANNING

We create search-engine-optimized thought leadership content. We start by evaluating your current content, competitor content, and industry-related content, which in turn informs our ideation and planning for future campaigns



## EXECUTIVE ADVOCACY

We help leaders to better understand the importance of communicating online, through building authentic, trusted platforms that advance business objectives and lead to tangible, real-world outcomes



## PERSONALITY PROFILING & TEAM DYNAMICS

We provide insights into individuals' personalities, communication preferences and team dynamics based on their digital footprint. This help you to build high-performing teams, effectively train, develop, and retain top talent



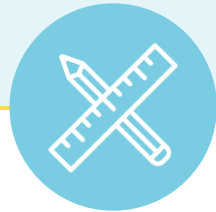
### **Social Selling training**

We help you to laser-target your prospecting, establish trust and rapport through existing connections and generate revenue growth with new and existing customers



### **Brand up**

We can execute your entire brand from developing the marketing strategy & messages to logo design, stationery, designing and building your new Squarespace website, and branding relevant social media channels



### **Graphic Design**

Our graphic design services help to visualize your complex data points, intuitive concepts and compelling narratives. We've got you covered by infographics, presentation decks, adverts, banners, stationary flyers and brochures



### **Thought Leadership Copywriting**

We support brands & leaders that want to create engaging content that can strengthen credibility and influence in your markets and networks. We create content that helps demonstrate your knowledge to build your professional reputation and networks



**Thanks for your time**  
**We look forward to hearing from you!**

## **Get in Touch**

### **EMARI Group**

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