



Content Strategy

<https://www.regenuity.com/>

Company Background

REGENUITY was built as a low-cost replacement that allows businesses to engage with a team of specialists focused on their business who give Google and consumers what they want.

Vision and Values

To win complete trust and respect from companies by building simple, sustainable and valuable digital assets for businesses.

- Work smart
- Keep others first
- Continually improve
- Stay true

Location

Our home office is based in Chandler, AZ, but we serve clients around the country.

Differentiators

- Growing your business is our top priority: you'll see increased leads and better conversions of those leads into customers.
- You don't need to manage multiple vendors: we're more than just web design or SEO; we handle all aspects of digital marketing for you.
- You're always on the cutting edge: we continually monitor and adjust your digital marketing efforts.

The Bottom Line

You can trust us to deliver digital marketing that generates leads and adds customers and revenue to your business.

Content Considerations

Goals

To acquire new clients and retain existing clients by demonstrating our digital marketing expertise with substantive, useful content.

Audience

- Professionals, often with advanced education (think doctors and lawyers)
- May have had bad experiences with SEO/marketing agencies making promises they couldn't deliver on
- Ultimately want more clients/customers/patients and will measure success by leads generated

Audience "Problem" We Can Solve

I need to get new customers for my business and I know I need digital marketing to help me. I don't have the time and/or expertise to do the work myself and I want to outsource this headache to someone who will get me results.

Voice

Professional, approachable, friendly.

Topic Areas

Services to Highlight

- Website Design
- Monthly Newsletters
- Social Media Marketing
- App Development
- SEO
- Pay Per Click Marketing
- Website Content
- Landing Page Design
- Blogging
- Web Development
- Marketing Automation
- Lead Generation

Marketing Concerns by Business Type

- Law firms
- Insurance agencies

- Healthcare professionals
- Growing businesses

Blog Strategy

Internal Blogs

Audience: Potential Clients

Goal

To acquire new clients by demonstrating thought leadership in digital marketing.

Funnel Stage

[Awareness](#)

Topics

- Services to Highlight
- Marketing Concerns by Business Type

Conversion

You could do all this yourself, but you don't have to. Learn more about REGENUITY and how we can help you [regenerate your business](#).

Audience: Current Clients

Goal

To nurture current clients, assuring them REGENUITY is on the cutting edge of digital marketing and that their investment in our services provides value. A secondary goal is to upsell current clients by making them aware of other services we offer.

Funnel Stage

[Evaluation](#)

Topics

- Services to Highlight
- Marketing Concerns by Business Type

Conversion

Learn more about [how digital marketing can generate revenue](#) for your enterprise from the experts at REGENUITY. [LINK TO RELEVANT BLOG OR WEBSITE CONTENT]

Guest Blogs

Audience: Potential Clients

Goal

To demonstrate digital marketing expertise and present REGENUITY as an agency with extensive experience in generating new business for companies in the audience's given field.

Topics

- Topics That Address Guest Blog Audience Needs

Funnel Stage

[Awareness](#)

Conversion

Learn more about REGENUITY and the impact we can have on your [[law firm](#), [healthcare practice](#), [insurance agency](#), [growing business](#)].

Blog Schedule

Week 1: Services to Highlight

Sample Topics

- Driving conversions via design
- Creating a whitepaper/checklist/guide worth downloading
- What do you do with a lead once you have one?

Channels

- Publish on REGENUITY website
- Republish on Medium
- Republish on LinkedIn
- Promote on REGENUITY-owned social media platforms

Week 2 and 3: Marketing Concerns by Business Type

Sample Topics

- 10 ways to improve conversions on your law firm website
- How to make your monthly insurance agency newsletter into a lead-generation machine
- Pay-per-click marketing for physicians: best practices

Channels

- Publish on REGENUITY website

- Republish on LinkedIn
- Promote on REGENUITY-owned social media platforms

Week 4: Topics That Address Guest Blog Audience Needs

Channels

- Publish on guest blog
- Promote on REGENUITY-owned social media platforms
- If pitch unsuccessful, publish on REGENUITY website and LinkedIn