

IMS360 AGENCY OFFERINGS EBOOK



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- Content aligned to buyer's journey

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CONTENT OFFERINGS

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- SEO and SEM Offering
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SERVICES

- Website Refresh Services
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- Facebook & Instagram Paid Advertising
- LinkedIn Paid Advertising
- Social-as-a-Service

What type of content should you create?

Content should be aligned to the buyer's journey.

Determining a starting point can be tough

As marketers and sales people, we understand that the buying and selling process has changed. Today's IT buyers want to engage with content that is relevant to where they are in the buying process. Someone who has already realized they need to modernize their data center doesn't want to read an infographic on why they should "modernize their data center." Since they are already aware of their challenge, they are more interested in engaging with content that focuses on how solutions work, or maybe something like a comparison. That means that you have to start thinking about creating the right content, and delivering it to your customers and prospects at the right time – before your competition has a chance to influence them!

Map content to your buyer's journey

As you start to think about the types of content you need, here are some content topic ideas based on different parts of the buying process, as well as some examples of projects that we've created for our clients.



What types of media should be used?

The content topics above can be translated into almost any type of digital content. The type of content you should create really depends on your campaign needs, as well as budget. The next several pages overview some the types of digital content we can create for your organization.

DIGITAL PRESENCE PACKAGE



Accelerate your digital presence.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

The Digital Presence Package includes an infographic, a video, social GIFs, and social posts designed to tell the story you want to tell. What makes this package unique? It includes a base strategy to immediately begin driving traffic to your content.

[VIEW OUR DIGITAL PRESENCE PACKAGE GALLERY >>](#)

THE DIGITAL PRESENCE PACKAGE		THE ENHANCED DIGITAL PRESENCE PACKAGE
 INFOGRAPHIC Start by creating an infographic to convey your story.	 VIDEO Bring your infographic to life with an animated video.	 The Enhanced Digital Presence Package includes everything in our standard DPP plus:
 SOCIAL GIFs Go to market with 3 GIFs designed for 4 different social platforms.	 SOCIAL MEDIA Promote your message on social media with 10 customized posts and a recommended call-to-action.	 EMAIL Promote your DPP assets with an email that includes a designed header.
		 SOCIAL IMAGES Receive 10 customized images to pair with your social posts.

What's included:

An infographic, a video (up to 90 seconds), 4 social GIFs and 10 social posts formatted for each major social site to help drive immediate impressions. *Enhanced package includes a customized social image for each of the 10 posts.

What's not included:

From scratch content, multiple sizes or orientations, live video production, heavy voiceover work, and source files.

Have questions or want to get started? Reach out to info@ims360group.com



BLOGS AS-A-SERVICE



Fill your blog writing gaps or accelerate your ability to write more blog content.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

Blogging is something that takes a true commitment. However, we've found that many businesses either lack the internal resources or time to write compelling blog content. That's where Blogs-as-a-Service comes in. It's a full service offering that not only includes the written blog copy, but also a custom header image so there's one less thing for your team to worry about when posting it.



WRITTEN BLOG COPY

Our industry experts will write a blog that can be anywhere from 500 to 2,000 words to meet your length or budget requirements.



CUSTOM HEADER IMAGE

Our design team will also create a 100% custom, vector-based header image for the blog that leads with your company's brand.

**WE CAN WRITE ON ANY TOPIC FOR
ANY INDUSTRY OR AUDIENCE!**

The process.

We follow a very simple engagement process where we do all the heavy lifting:

1. Sign an agreement, complete an input document in detail, pay your invoice.
2. We will schedule a kick-off to review the copy and design direction.
3. After receiving copy approval, we will deliver the designs within 2-3 business days.
4. All deliverables include 2 rounds of revisions.

Have questions or want to get started? Reach out to info@ims360group.com



SOCIAL PRESENCE PACKAGE

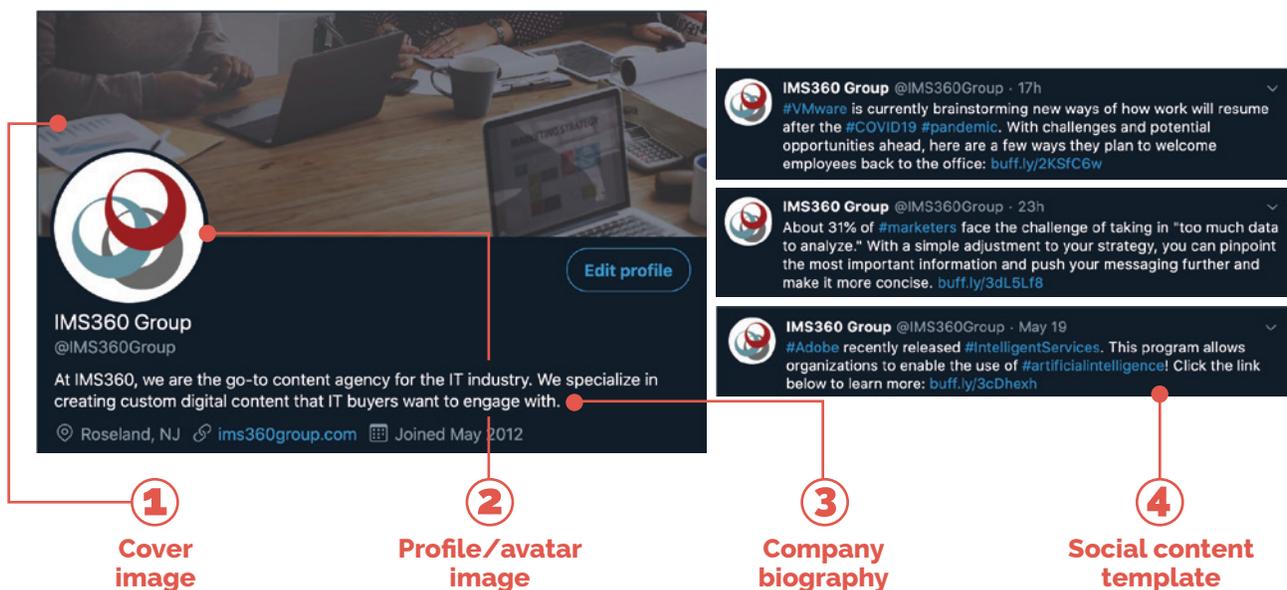


Showcase your brand consistently across your social media platforms.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

This package can help you create a consistent visual identity across all of your social channels. We start by conducting a due diligence session with the key marketing stakeholders in your organization to understand your brand, and the visual identity you want to portray on your social platforms. We'll create cover and profile images for each of the social platforms you utilize, ensuring your brand is consistent across them all. We'll even develop a customized social content planning template to ensure you have a content schedule for each platform.



What's included:

This package includes custom cover and profile images, a company biography write-up and a social content template. Each of these items will be customized for each social media platform that your company utilizes.

What's not included:

Written social content, scheduling posts, uploading new imagery/content to each social platform.

Have questions or want to get started? Reach out to info@ims360group.com



EVENT PROMOTION CONTENT PACKAGE



Get customized assets to promote your event and drive traffic to your registration page.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

Different from our Event Service Package, our Event Promotion Content Package provides you with promotional materials that will help create enthusiasm for your event, drive traffic back to your registration page, and enable both your marketing and sales teams to promote your event!

What's included:



VIDEO

Up to 20 seconds with a custom script, voice-over, and background music



SOCIAL POST + IMAGES

10 posts and images formatted for up to 3 social platforms



EMAIL SIGNATURE

1 banner designed and formatted to embed in your email signature



WEB-BASED BANNERS

3 banners designed and formatted for up to 3 different sizes

What's not included:

Heavy script or copy development without input from client, live action video production, heavy voice-over work, samples or rerecords after approval, heavy custom vector artwork, or source files.

The process.

We follow a very simple engagement process where we do all the heavy lifting:

1. Sign an agreement, complete an input document in detail, pay your invoice.
2. We will schedule a kick-off to review the copy and design direction.
3. After receiving approval, we will deliver the designs within 5-7 business days.
4. After receiving approval for the design, we will deliver the completed video within another 5-7 business days.
5. All deliverables include 2 rounds of revisions.

Have questions or want to get started? Reach out to info@ims360group.com



INFOGRAPHICS



Tell your story in a compelling way.

**CONTACT US FOR PRICING
INFO@IMS360GROUP.COM**

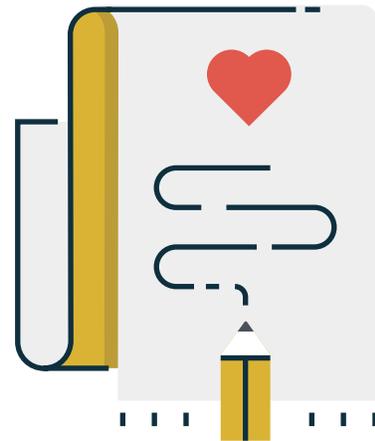
Details.

Visual content such as an infographic allows you to connect with your customers to persuade their buying decision and increase your credibility in a compelling way. You can tell a story visually to differentiate your business, overview your solutions, or highlight key services that align with your company objectives. Our infographics are created to help tell a story and convey information in a unique and memorable fashion.

INFOGRAPHICS

Our infographics help to visualize your overall message by using icons, color, and pops of text to catch your eye.

[VIEW OUR INFOGRAPHIC GALLERY >>](#)



What's included:

Custom vector artwork, limited stock imagery, stock fonts, and creation in one size or orientation.

What's not included:

From scratch content, multiple sizes, and source files.

Have questions or want to get started? Reach out to info@ims360group.com



INTERACTIVE WEB-BASED INFOGRAPHICS

Create engaging web-based content.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

An interactive infographic is exactly like a print infographic but it's web-based and uses animations to engage your viewers. By allowing your audience to participate and interact with your content, they get a more personalized experience because they can control how they read and respond to the information at hand.

DID YOU KNOW: People following directions with text and illustrations do 323% better than people following directions without illustrations?

WEB-BASED INFOGRAPHICS

Bring your infographic to life by adding motion and commands to make your audience interact with your content.

[VIEW AN INTERACTIVE INFOGRAPHIC EXAMPLE >>](#)



What's included:

Along with a print infographic, we create an HTML-based interactive version for web usage. Both versions will be the same design, however the HTML-based interactive version will incorporate movement, videos, links, hover and other available effects to better tell the story in a memorable way.

What's not included:

From scratch content, multiple sizes, source files, and the development, uploading, or placement onto the client's website.

Have questions or want to get started? Reach out to info@ims360group.com

SOLUTION OVERVIEWS



Create engaging collateral and one-pagers.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

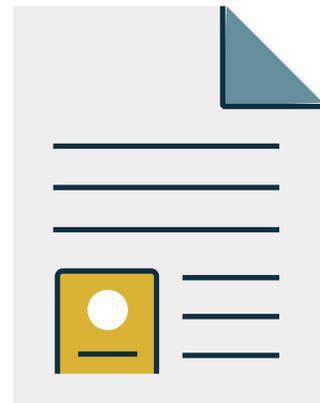
Details.

IMS360 Agency will create an up to two-page solution overview that is designed to describe your solution of choice in an easily digestible format. Whether it's for your own cross-manufacturer solution or a manufacturer-specific offering, we'll make sure it tells a story about the challenge it solves, the benefits, as well as your differentiators.

SOLUTION OVERVIEWS

Align a manufacturer's solution to your brand and message, or create sales content for your cross-manufacturer solutions and services.

[VIEW A SOLUTION OVERVIEW EXAMPLE >>](#)



What's included:

Custom vector artwork, limited stock imagery, stock fonts, and creation in one size or orientation.

What's not included:

Large amounts (200+ words) of creative copywriting generated without client guidance, additional sizes or orientations, and source files.

Have questions or want to get started? Reach out to info@ims360group.com



SHORT-FORM VIDEOS



Create engaging short-form video content designed to drive traffic, make an impression, and entice your audience to act.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

Whether you're looking to boost your paid ad performance, drive organic traffic to your site, or increase your online presence, short-form video is a great way to help spread your message on any digital medium! This form of video helps deliver your message to viewers quickly and concisely.

We offer a variety of video **types** and **styles**. They can range from professional to fun and playful or a hybrid of both. The video styles can be icon based, animated, live action, text based, a screen share or dynamic – which ever represents your brand and message best!

[VIEW OUR SHORT-FORM VIDEO GALLERY >>](#)

What's included:

One video with custom script and vector artwork or stock motion graphics, simple 2D/3D animations, light voiceover work, and formatting for up to 3 different mediums.

What's not included:

Live video production, heavy voiceover work, or rerecords and source files.

The process.

We follow a very simple engagement process where we do all the heavy lifting:

1. Sign an agreement, complete an input document in detail, pay your invoice.
2. We will schedule a kick-off to review the copy and design direction.
3. After receiving approval, we will deliver the designs within 5-7 business days.
4. After receiving approval for the design, we will deliver the completed video within another 5-7 business days.
5. All deliverables include 2 rounds of revisions.

Have questions or want to get started? Reach out to info@ims360group.com



LONG-FORM VIDEOS



Captivate your audience with high-end video.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

Animated videos are twelve times more likely to be watched than text is to be read! That's why they're one of the most popular forms of digital content. They allow your audience to engage with your story in a unique and memorable way.

[VIEW OUR LONG-FORM VIDEO GALLERY >>](#)



SOLUTION OVERVIEW VIDEO

Choose a solution or technology and we'll co-brand the visuals with the manufacturer and use content that leads with your message.

[EXAMPLE >>](#)



CHARACTER VIDEO*

Whether you're an engineer, CEO, or a salesperson, an animated character video is the perfect way to share your message!

[EXAMPLE >>](#)

*Video pricing may differ



BRAND VIDEO

Create a video that highlights your company with imagery and verbiage that matches your brand.

[EXAMPLE >>](#)



WHITEBOARD VIDEO

These extremely engaging whiteboard videos use a hand-drawn style to convey your story.

[EXAMPLE >>](#)

What's included:

Custom vector artwork, motion graphics, simple 2D/3D animations, and light voiceover work.

What's not included:

Live action video, heavy voice-over work, and source files.

Have questions or want to get started? Reach out to info@ims360group.com



EBOOKS



Have an interesting story to tell?

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

eBooks are extremely popular in today's digital era because they live on the web and can be shared with the click of a button! Your content can be read like a book on any device, no matter where your audience is.

[VIEW OUR EBOOK GALLERY >>](#)

EASILY SHARED

eBooks can be used to enhance engagement or as a compelling call to action in a marketing campaign.



SEO BENEFIT

You can host eBooks on relevant pages on your website to enhance SEO.

PRINT-READY

The digital form of the eBook can be easily printed and used as a leave-behind in your office or at an event.



What's included:

Content will be curated from kick off questions document and partner-provided content. The eBook will be created and designed based on the client's brand and other design input provided during the formal kick off call. It will include a cover page, closing page, and up to 3 or 5 additional pages.

What's not included:

Large amounts (200+ words) of creative copywriting generated without client guidance, additional sizes or orientations, and source files.

Have questions or want to get started? Reach out to info@ims360group.com



SEO AND SEM OFFERING



Quickly capitalize on targeted keyword searches and convert both paid and organic traffic.

**CONTACT US FOR PRICING
INFO@IMS360GROUP.COM**

Details.

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are crucial to marketing in today's digital landscape. Carefully intertwining SEO and SEM techniques produces stronger digital performance and noticeable results. We will work with you to utilize both SEO and SEM efficiently and effectively.

What's included:



SEO

Keyword strategy, content strategy, site audits, competitive analysis, and both on and off-page optimizations.



DISPLAY AD CREATIONS

Copywriting, custom vector artwork designs, and animation—up to 3 format/sizes.



SEM

Strategy, keyword research, ad setup on Google Ads and Bing Ads, pay-per-click, limited ads management and A/B testing, tracking tools, and reporting.



ADS MANAGEMENT

Ongoing keyword research and planning/optimization, budget and conversion analysis, competitor ads review, landing page creation and optimization, campaign set up, copywriting and testing, analytics review, and reporting.



WEBSITE AUDIT

SEO/SEM-based website audit and optimizations; security and compliance, top-level domain, and speed test assessment report and formal recommendations.

The process.

We follow a very simple engagement process where we do all the heavy lifting:

1. Schedule a discovery session to assess your specific needs.
2. Sign an agreement, complete an input document in detail, pay your invoice.
3. We will schedule a kick-off to review the strategy, copy, and design direction.
4. After receiving approval, we will provide customized timelines.
5. All deliverables include 2 rounds of revisions.

Have questions or want to get started? Reach out to info@ims360group.com



LINE CARDS



Highlight the manufacturers of the products you market and sell.

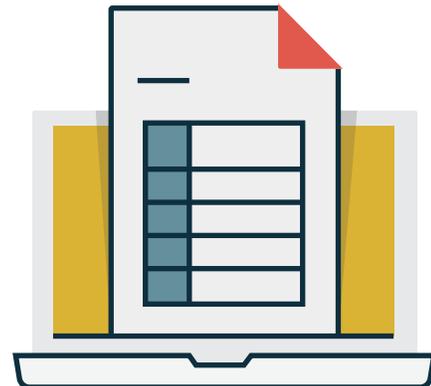
CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

Line cards are an efficient way to share your company's key value points and differentiators, as well as highlight the name, description, and products or services provided by the manufacturers you work with. They offer a ton of value from both a marketing and sales perspective – especially for your sales team as they can use your line card as a cornerstone piece of content.

LINE CARDS

A line card may be a printed sheet, part of a brochure, on a website, or as a downloadable document.



What's included:

A section to highlight your core offerings and industries served, an overview of your company's value proposition, and logos/descriptions of your key manufacturers, vendors, and partners.

What's not included:

Creation of a messaging platform or value proposition, more than two total pages, and multiple orientations or sizes.

Have questions or want to get started? Reach out to info@ims360group.com



IMS360 CONTENT ASSESSMENT



The challenge

Consistent sales growth is the foundation for a sustainable business, and acquiring new customers is the lynchpin to that success. The challenge is that it's getting tougher to engage new prospects. They demand a clear and compelling message from both your sales and marketing teams – and expect you to communicate virtually as well as you would in person. So, what's keeping you from piquing more of their interest? It's typically the content resource gaps between sales and marketing.

Simple and informative

IMS360's Content Assessment will advise you on how and where to use your existing content more effectively, as well as identify the crucial content you may be missing. It will provide specific recommendations about where in the sales cycle your organization needs new, better content to move prospects further down the funnel.



How does it work?

Our Content Assessment follows a simple engagement process that's designed to map out your existing content and analyze the impact it has your sales and marketing efforts. Here's how it works:

DUE-DILIGENCE QUESTIONS

Answer targeted questions to help us understand how content is valued and used in your organization.

CONTENT DUMP

Upload all of your existing content to a secure Dropbox account for our experts to read, review, and assess.

ASSESSMENT REPORT

Join a meeting to review an in-depth, executive-level report on our findings and hear our recommendations.

What will you learn?

The assessment report will include insights, recommendations, and action items in the following sections:

- How your content is aligned to the buyer's journey and sales cycle
- The effectiveness of your content mix and how it's aligned in both brand and tone
- How accessible your content is from an inbound (and potentially outbound) perspective
- How your content can be used more effectively on your website



Invest in your future success

Are you taking proactive steps to identify or create the engaging content your customers expect? Take advantage of our Content Assessment to learn where your content falls short, and what new content is needed to accelerate your sales and marketing results.

Have questions or want to get started? Reach out to info@ims360group.com



ADDITIONAL OFFERINGS



Some of our additional content offerings.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Custom Social Content

We'll develop 10 custom social media posts around the topic of your choice and format them for Facebook, Twitter, and LinkedIn.

Animated GIFs for Social Posts

We'll create two customized animated GIFs to be used along with social posts. A GIF will be tailored to the specifications of each of the top three social platforms. Client responsible for providing posts for graphic inspiration (LinkedIn static only)

3-Email Series

We'll develop a 3-email series based on a topic of your choice. This is best paired with a piece of content you already have developed, or one that we've created for you. It will include custom headers, footer, and delivered as an OFT or in HTML format. Landing pages however, are not included.

Direct Mail

Dynamic direct mail campaigns that take advantage of a media that's making a comeback.

Event Services

Integrated event management that includes invitations, registration, and follow-up management.

Brand Guide and Logo Development

We will conduct an assessment on your existing assets, including your website and make recommendations on areas for improvement to standardize your brand's presence. This includes a formalized brand guideline (logo usage, typography, colors, illustrations, etc.) and a vector version of your logo.

WEBSITE REFRESH SERVICES



Drive business growth and traffic with a site that represents who you are, where you've been, and where you're going.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Why Refresh?



Be seen as an authority and expert in your industry



Highlight the products, solutions, and services you offer



Get a layout that is harmonious and consistent with your brand's personality

Details.

Refreshing your website is different from re-branding it. Re-branding can be time consuming and expensive. With a refresh you get the best of both worlds—a more modern look and feel with all the security, responsiveness, usability, mobile and user friendliness built in! You can also go one step further in your refresh with modernizing your logo, updating color schemes, and utilizing new fonts.

What's included:

Our team will assess your site and its content, including security, compliance, speed test, usability, and conversion rate. Deliverables include, all formats, source files, and updated brand guidelines.

The process.

We follow a very simple engagement process where we do all the heavy lifting:

1. Schedule a discovery session to assess your specific needs.
2. Sign an agreement, complete an input document in detail, pay your invoice.
3. We will schedule a kick-off to review the strategy, copy, and design direction.
4. After receiving approval, we will provide customized timelines.
5. All deliverables include 2 rounds of revisions.

Have questions or want to get started? Reach out to info@ims360group.com



GOOGLE PAID ADVERTISING



Make it easy to be found by those looking for your products and services.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

As the world's leader in search engines, combined with its reach and authority, Google Ads is one of the most powerful advertising tools a business can utilize. Google Ads help drive qualified traffic, or good-fit customers, to your business at the very moment they're looking for products or services like the ones you offer.

What's included:



SEM

Strategy, keyword research, ad setup on Google Ads, pay-per-click, limited ads management and A/B testing, tracking tools, and reporting.



3 MONTH ENGAGEMENT

Ads will perform for a minimum of 3 months to collect data and make adjustments.



ADS MANAGEMENT

Ongoing keyword research and planning/ optimization, budget and conversion analysis, competitor ads review, landing page creation and optimization, campaign set up, copywriting and testing, analytics review, and reporting.



REPORTING

Detailed reporting will showcase the progress and results of your ads with recommendations to continue efforts.

Requirements.

Access to your Google Ads, Google Analytics and Google Tag Manager accounts.

What to expect.

Your campaign starts with a discovery session and an analysis of your current marketing posture. This includes providing you with:

- Expert guidance so you have a greater understanding of how Google Ads work
- Baseline of your current standing and relevance to your competition
- Report with best practices to achieve your desired outcomes

Throughout the campaign, we'll provide recommendations to optimize your marketing journey, as well as post-campaign next steps.

Have questions or want to get started? Reach out to info@ims360group.com



FACEBOOK & INSTAGRAM PAID ADVERTISING



Expand your ability to reach billions every day.

**CONTACT US FOR PRICING
INFO@IMS360GROUP.COM**

Details.

Put the power of Facebook and Instagram—a vast global audience of more than 1.55 BILLION monthly active users—to work for you. Through a well-crafted campaign of paid social ads, you can increase brand awareness, drive traffic to your website, generate qualified leads, and deliver ROI for your business.

What's included:



ADS MANAGEMENT

For your one Facebook and Instagram ad campaign, we will setup and optimize the ad for success.



CREATIVE

Your campaign will be developed with custom copywriting to create three Facebook and Instagram banners and one landing page, all optimized for performance.



REPORTING

Detailed reporting will showcase the progress and results of your ads on a bi-weekly and monthly basis, with a final report at the end of your campaign.

Requirements.

Access to your Facebook and Instagram Business Manager account.

What to expect.

Your campaign starts with a discovery session and an analysis of your current marketing posture. This includes providing you with:

- Expert guidance so you have a greater understanding of how Facebook and Instagram Ads work
- Baseline of your current standing and relevance to your competition
- Report with best practices to achieve your desired outcomes

Throughout the campaign, we'll provide recommendations to optimize your marketing journey, as well as post-campaign next steps.

Have questions or want to get started? Reach out to info@ims360group.com



LINKEDIN PAID ADVERTISING



Cut through the noise and connect with audiences that matter.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

Utilize LinkedIn's invaluable user data—job title, industry, company name, size, and more—to target specific accounts and reach both influencer's and decision makers interested in the products and services you offer. Our team will put you on the path to engaging with relevant customers and prospects through campaigns optimized for marketing performance.

What's included:



ADS MANAGEMENT

For your one LinkedIn ad campaign, we will setup and optimize the ad for success.



CREATIVE

Your campaign will be developed with custom copywriting to create three LinkedIn banners and one landing page, all optimized for performance.



REPORTING

Detailed reporting will showcase the progress and results of your ads on a bi-weekly and monthly basis, with a final report at the end of your campaign.

Requirements.

Admin access to your LinkedIn business page.

What to expect.

Your campaign starts with a discovery session and an analysis of your current marketing posture. This includes providing you with:

- Expert guidance so you have a greater understanding of how LinkedIn Ads work
- Baseline of your current standing and relevance to your competition
- Report with best practices to achieve your desired outcomes

Throughout the campaign, we'll provide recommendations to optimize your marketing journey, as well as post-campaign next steps.

Have questions or want to get started? Reach out to info@ims360group.com



SOCIAL-AS-A-SERVICE



Start or scale your social media efforts with dedicated support.

CONTACT US FOR PRICING
INFO@IMS360GROUP.COM

Details.

Elevate your social media marketing through a targeted approach to reach your audience. Our team will help you create impactful paid ads for Facebook, Instagram, Twitter, and LinkedIn to drive valuable traffic to your website, promote brand awareness, and increase leads to deliver more sales.

What's included:



3 MONTH ENGAGEMENT

Ads will perform for a minimum of 3 months to collect data and make adjustments.



CUSTOM MESSAGING/IMAGES

Directly reach your audience with messaging and imagery that leads with your brand and speaks to your target personas.



CAMPAIGN MANAGEMENT

From setting up your ads to reviewing performance, we'll adjust your criteria to ensure optimal results.



REPORTING

Detailed reporting will showcase the progress and results of your ads with recommendations to continue efforts.

The process.

We follow a very simple engagement process where we do all the heavy lifting:

1. Schedule a discovery session to assess your specific needs.
2. Sign an agreement, complete an input document in detail, pay your invoice.
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