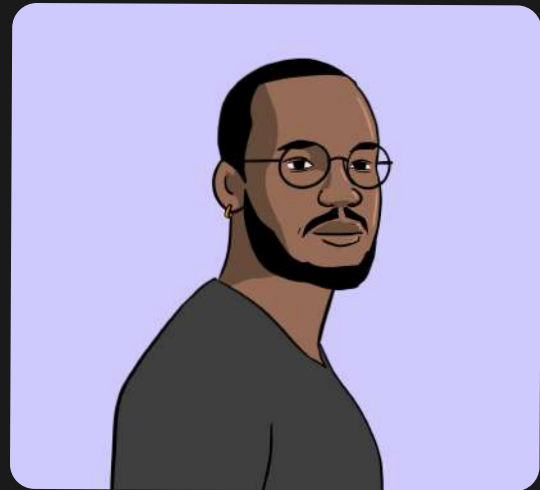


www.thecontentnerd.com



a.k.a. What Working With Me Is Like

A CONTENT STRATEGY PROPOSAL

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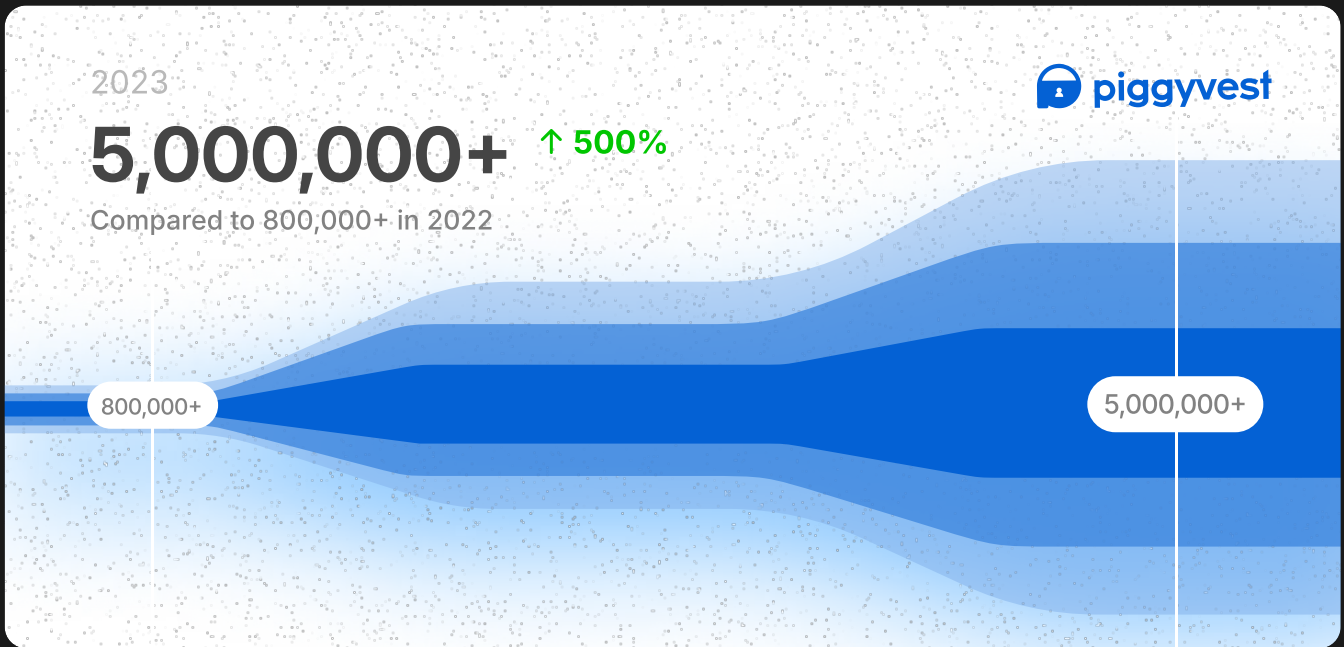
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In 2023, the number of times people organically discovered PiggyVest, Africa's leading consumer fintech, through Google grew by over 500%. This spike contributed to a 30% growth in users (with record low acquisition costs).



Then across Instagram, X (formerly Twitter), and TikTok, PiggyVest celebrated their biggest single-year leap in follower growth and overall engagement.

How did the fintech giant pull it off?



Odun Eweniyi
COO, PiggyVest

Odun has seen the results. Content marketing is the most cost-effective way to reach prospective customers, build trust, and drive revenue.

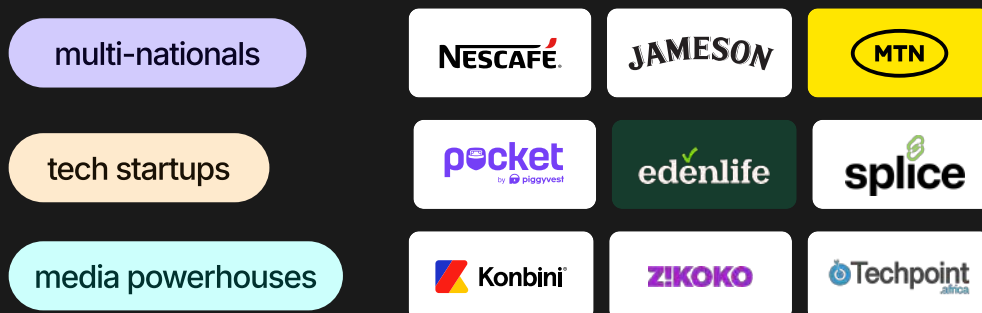


It costs 62% less than traditional marketing and generates 3x more leads.

WHO AM I, AND WHY AM I TELLING YOU ALL THIS?

I am Daniel Orubo, a **content strategist** and **marketer** who enjoys using unconventional content to help brands crush their goals — from building awareness to generating leads. I helped PiggyVest achieve all that and more as their Head of Content.

In my decade-long career, I have ideated and executed content strategies for multinationals, tech startups, and media powerhouses.



I have helped companies establish entire content departments, produce high-converting lead magnets, and even execute year-long marketing campaigns.

The **#GetStarted** content campaign I led for Nescafé in 2017 led to a 30% uptick in coffee sales. Yes, content is that powerful.



SO, HOW CAN I HELP YOUR BUSINESS?

I offer a full-service content solution for your business.

Handle market research. I can help evaluate your business's current content strategy (if available), and that of your top competitors. I can also define (or simply refine if need be) your user personas.

Find the best keywords for your business to rank for. I can carry out extensive keyword research to discover the top inquiries, specific to your niche, that are being made on Google.

Come up with a scalable, air-tight content strategy. I can provide a full-scope content strategy based on your business goals. This will include the best content formats and channels to reach and convert your target audience.

Deliver a calendar stacked with content your audience will love. I can provide a detailed content calendar with over 30 pitches to support your business's content creation efforts for no less than 3 months. This will also include a style guide to ensure consistency and brand voice.

Handle hiring and training the best team. I can assist your company in hiring and training the best possible people (from writers to editors) to execute the strategy and ensure the best outcome. I can also help upskill your existing marketing team.

Add-ons. For an additional fee, I can lead the production of a specific content project (e.g., an ebook or a report) help with budgeting, or even develop a comprehensive social media strategy.

HOW I WORK

01

Brief. During a briefing call with the necessary stakeholders, we will discuss business goals, expectations, target audience, previous content efforts (if any), and preferred timelines.

Pitch. After the call, I will create a comprehensive proposal that includes the services I will be offering, pricing and set timelines for delivery.

02

03

Begin. Once the proposal has been approved, I will kick off research and audits, pulling in internal stakeholders where necessary to ensure brand alignment as I ideate.

Deliver. I will submit the deliverables based on our set timelines. We will then discuss, review, and make any necessary changes (with up to two free reviews).

04

05

Execute. To ensure the strategy is being properly executed, I will be available for one free month to periodically review the output. If you want me on for longer, you'll have to put me on a retainer.

PRICES

- The proposal, along with pricing, will be prepared after the deliverables have been defined and agreed upon.
- Flat fee starting from **\$5,000** (includes market research, keyword research, content strategy, and a 3-month content calendar) | Cost of hiring assistance is dependent on desired team size
- Add-on services starting from **\$1,000** (for budgeting), **\$2,500** (for a social strategy) and **\$3,500** (for producing).
- Retainer fee starting from **\$2,500/month** | The cost will be impacted by the scope of my contributions.