

 marketingsherpa | CAPTURE.
B2B summit 2012 | NURTURE.
August 27-30 · Orlando | CONVERT.

Content Development

Content Creation No Matter the Resources

Eric Webb

Senior Director of Communications & Brand
McGladrey

Pamela Markey

Director of Marketing & Brand Strategy
MECLABS

Session Speakers



@cirewebb

Eric Webb

Senior Director of Communications & Brand McGladrey

Over 23 years of marketing experience has enabled Eric Webb to help improve the marketing strategies and tactics of internet startups and Fortune 500 companies. He produced and co-wrote award winning television commercials, was associate producer for the “Bulls-Sox” Television Show and specializes in creative strategy and direct marketing to improve ROI.

He currently manages the McGladrey ad agencies, marketing automation/demand generation and CRM systems, custom content teams, and is responsible for the website, internet and social media marketing.

Eric has a Bachelors of Science in Advertising from the University of Texas (specializing in creative advertising) and a Masters in Marketing Communications from Roosevelt University in Chicago (specializing in direct marketing). As Vice Chair of the Marketing Executives Network Group, he has helped this exclusive, senior marketing member organization with technology, communications and strategy. He is online marketing certified by the Online Marketing Institute, and has a passion for measurement in marketing.

Session Speakers



@pamelamarkey

Pamela Markey

Director of Marketing & Brand Strategy

MECLABS

Pamela Markey builds strategic partnerships, plans promotional initiatives, and is responsible for both Primary and Applied Research communication- and marketing-related activities. If it impacts a MECLABS brand, it goes through her.

Before joining the team in June 2009, Markey worked for seven years as a wireless marketing manager at Bell Canada, during which time she managed campaigns for the Solo Mobile and Bell Mobility brands. Her work has been recognized at Cannes, the CLIOs, and the Canadian Marketing Awards among others.

Markey started her career in marketing at Microsoft while completing her Bachelor of Commerce degree at Dalhousie University.

Increasing Quality Content Was Foundational

McGladrey is the 5th largest assurance, tax and consulting firm in the world, with 7,000 employees, but was **inconsistent in developing thought leadership**



Focus Effort

Brand
Launch

2%

Measurement

20%

Golf
Platform

7%

Transactions

5%

Thought Leadership
Expertise
Advocacy
Employer of Choice

60%

Government
Relations

6%

**Content Dependent
Activities**

The Challenge

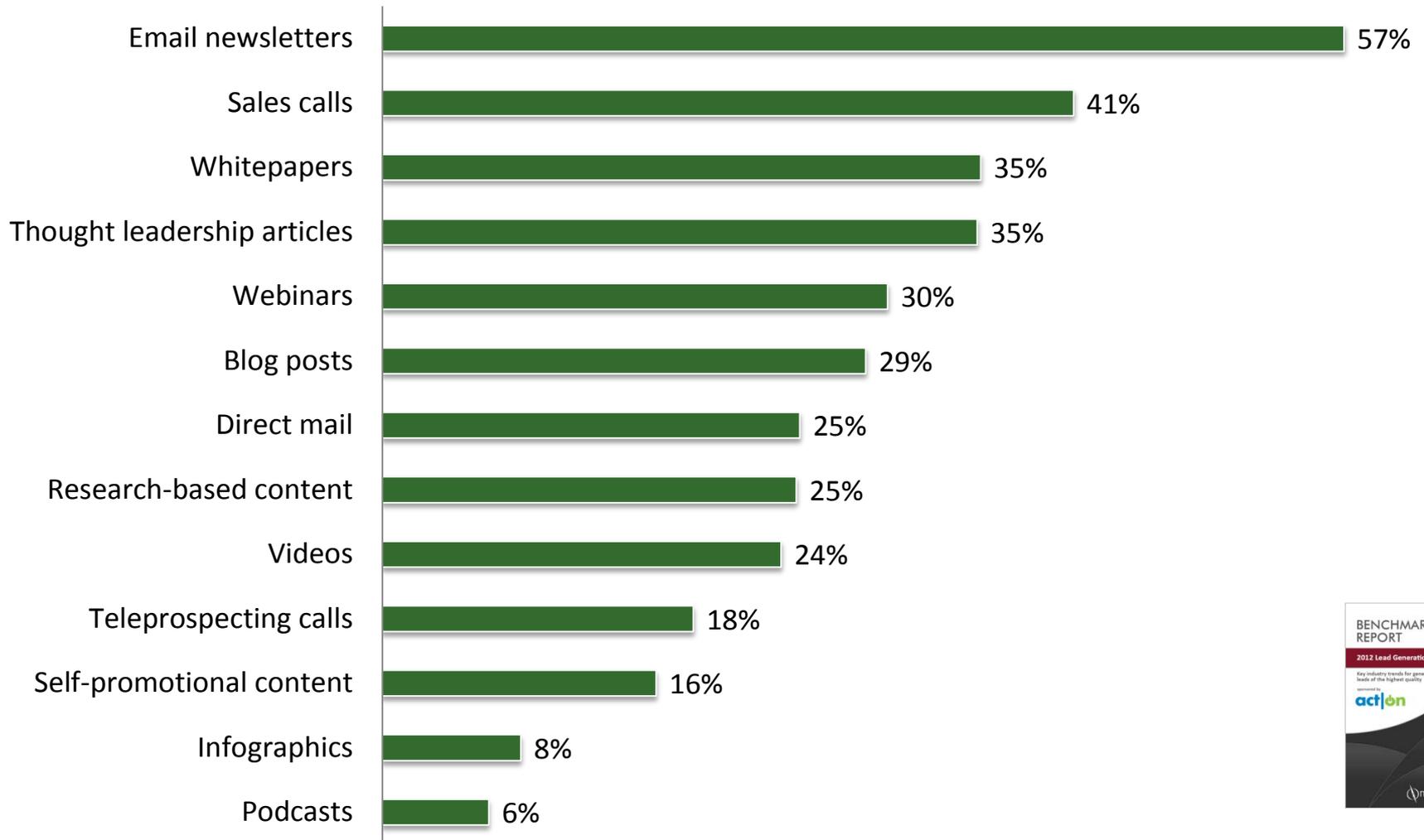
Increase Visits, Enhance Reputation

- ✘ No content strategy
- ✘ Static website design
- ✘ Ad-hoc production process
- ✘ No real Production Coordinator
- ✘ Measurement but no reporting
- ✘ Limited tools

What does the research say?

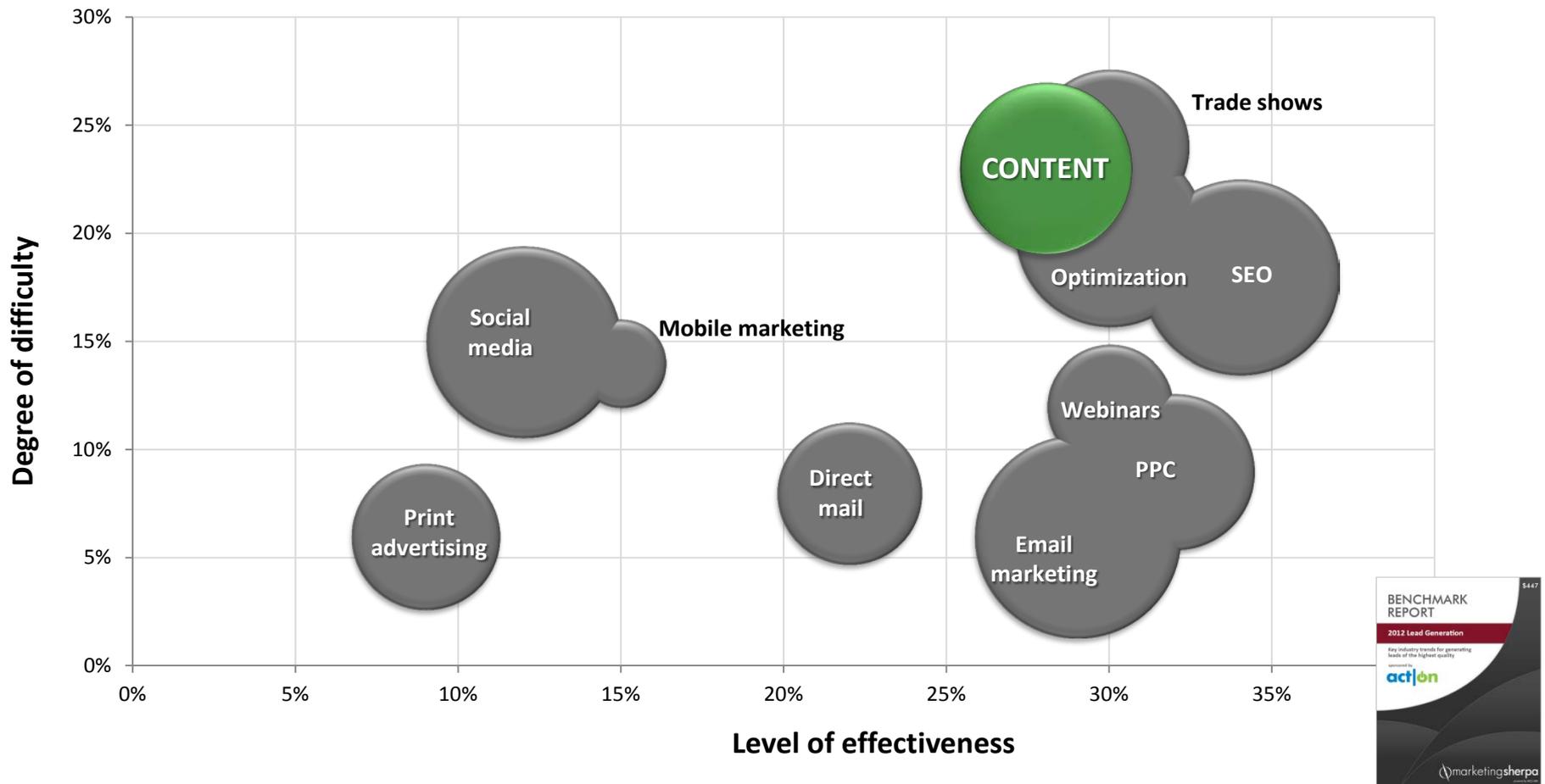


Most effective for nurturing



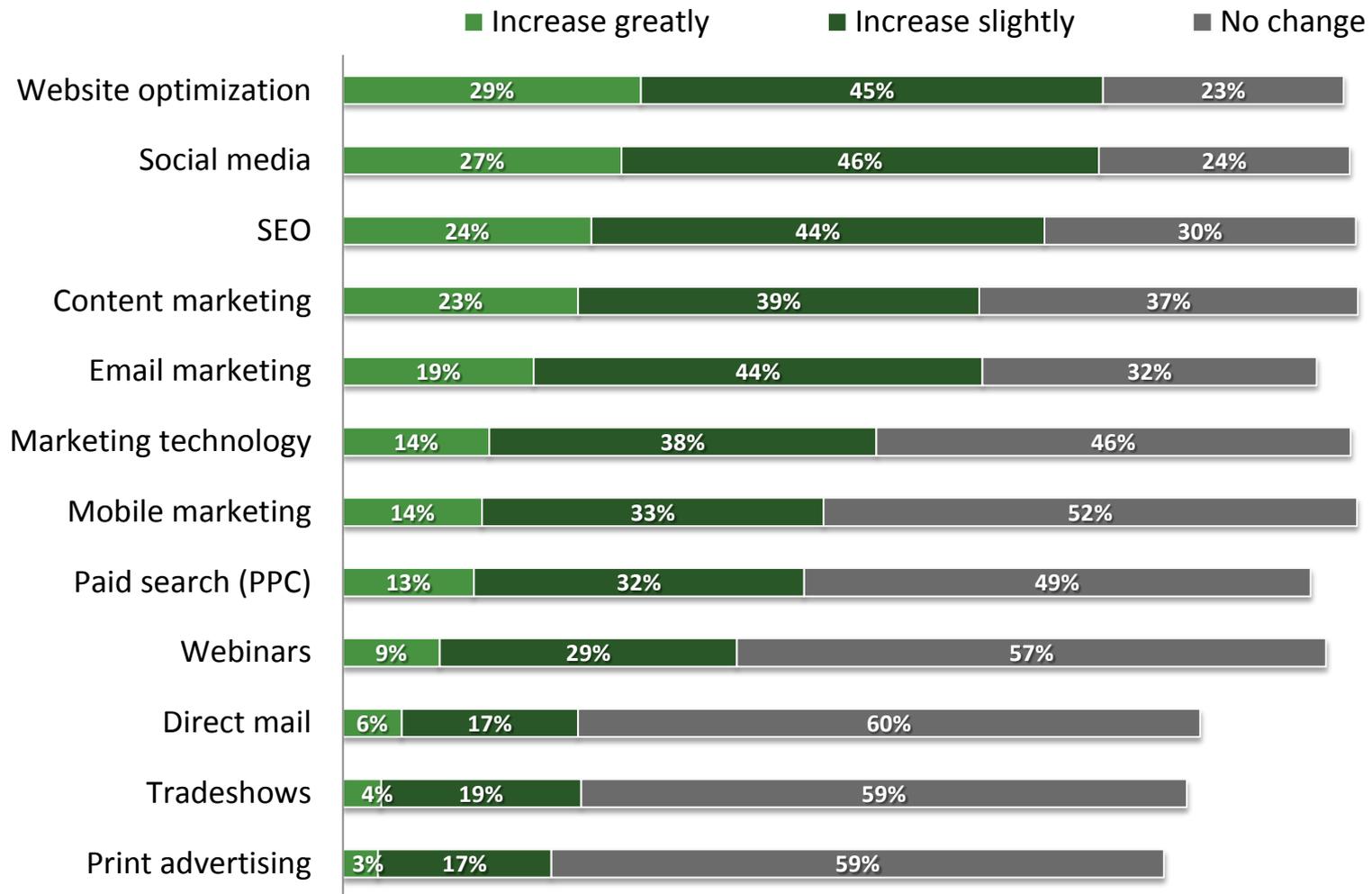
2012 Lead Generation Benchmark Survey: Fielded January 2012, N=1,915

Inbound/Outbound: Difficulty vs. Effectiveness



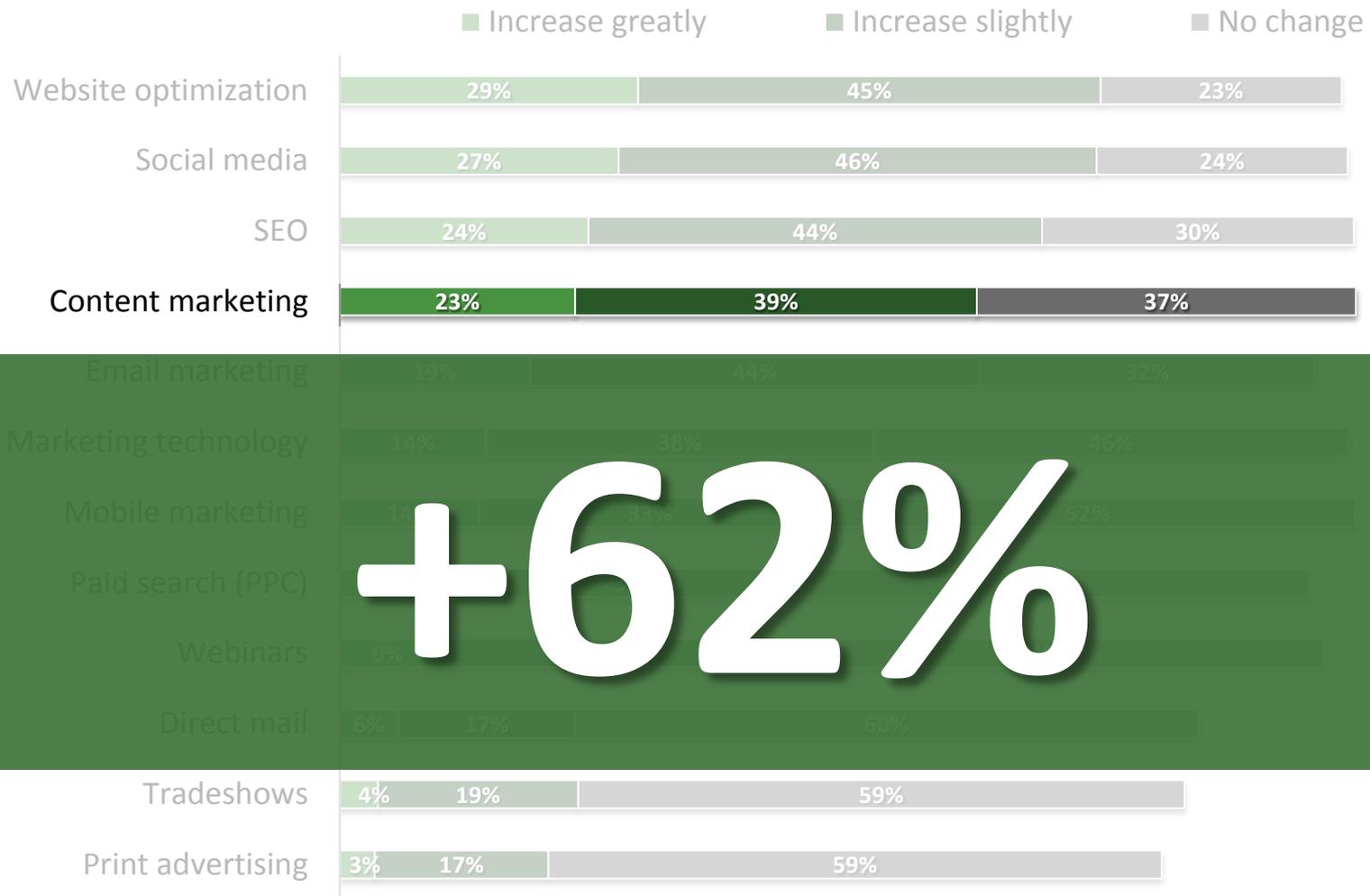
2012 Lead Generation Benchmark Survey: Fielded January 2012, N=1,915

Marketers' Expected Changes to Channel Budgets



2012 Lead Generation Benchmark Survey: Fielded January 2012, N=1,915

Marketers' Expected Changes to Channel Budget



2012 Lead Generation Benchmark Survey: Fielded January 2012, N=1,915

So what?



Content works.

**Content works.
But it's hard.**

Content works.

~~**But it's hard.**~~

It doesn't have to be!

Three-Factor Focus

BUILD
a Strategy
Around
Content

REDESIGN
Website to
Focus on
Content

DRIVE
Web and
Content to
Next Level

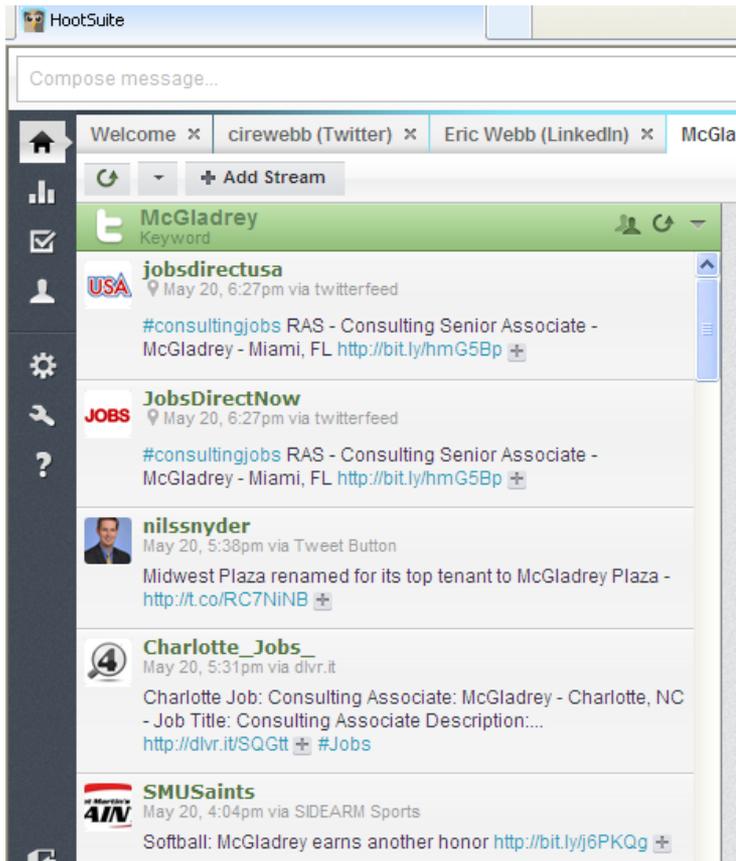
CONTENT

CONTENT

MARKETING

Build a Strategy Around Content

Drive and expand reputation; Increase readership and visitors



Build a Strategy Around Content

Drive and expand reputation; Increase readership and visitors

HootSuite interface showing a list of tweets related to McGladrey. The tweets include:

- jobsdirectusa** (USA) May 20, 6:27pm via twitterfeed: #consultingjobs RAS - Consulting Senior Associate - McGladrey - Miami, FL <http://bit.ly/hmG5Bp>
- JobsDirectNow** (JOBS) May 20, 6:27pm via twitterfeed: #consultingjobs RAS - Consulting Senior Associate - McGladrey - Miami, FL <http://bit.ly/hmG5Bp>
- nilssnyder** May 20, 5:38pm via Tweet Button: Midwest Plaza renamed for its top tenant to McGladrey Pl: <http://t.co/RC7NiNB>
- Charlotte_Jobs_** (4) May 20, 5:31pm via dlvr.it: Charlotte Job: Consulting Associate: McGladrey - Charlotte, - Job Title: Consulting Associate Description:... <http://dlvr.it/SQGtt> #Jobs
- SMUSaints** (47N) May 20, 4:04pm via SIDEARM Sports: Softball: McGladrey earns another honor <http://bit.ly/j6PKQg>

CNBC VIDEO
Skidding to Bankruptcy
LIVE
SCOTT PELTZ
RSM MCGLADREY MANAGING DIR.
THE FATE of GM

Build a Strategy Around Content

Increase lead generation

The screenshot shows a Google search for "nol carryback". The search bar contains the text "nol carryback" and a "Search" button. Below the search bar, it indicates "About 65,200 results (0.06 seconds)" and a link to "Advanced search".

On the left side, there are navigation options: "Everything", "Images", "Videos", "News", "Shopping", and "More". Below these is a location setting for "Charlotte, NC" with a "Change location" link, and a "Show search tools" link.

The search results are as follows:

- New Law Extends Net Operating Loss Carryback for Small Businesses ...**
Apr 24, 2009 ... If the loss exceeds the income for the **carryback** period, the taxpayer can continue to carry forward the remaining balance of the **NOL** for up ...
www.irs.gov/newsroom/article/0,,id=205329,00.html - Cached - Similar
- Net Operating Loss Carryback, Sec. 179 Deduction and Other ARRA ...**
Feb 2, 2010 ... New **NOL Carryback** provisions have been provided under the ...
www.irs.gov/newsroom/article/0,,id=205330,00.html - Cached - Similar
- [+ Show more results from irs.gov](#)
- Net Operating Loss Carryback & Carryforward Rules - Lawyers.com**
When your business costs and expenses are more than your taxable income, you have a loss for the year, and you might have a tax deduction for an operating ...
taxation.lawyers.com > ... > Taxation > Income Tax - Cached - Similar
- Net Operating Loss (NOL) Carryback Change** - 2:19pm
The newly extended period for **NOL carrybacks** presents an opportunity to mitigate losses by capitalizing on potentially significant tax benefits, ...
mcgladrey.com > Library > Publications > Perspective - Cached

Build a Strategy Around Content

Increase lead generation

The image shows a Google search interface for the query "nol carryback". The search results page includes the Google logo, navigation links for "Everything", "Images", "Videos", "News", "Shopping", and "More". The location is set to "Charlotte, NC". The search results list several articles, with the top result being "Net Operating Loss (NOL) Carryback Change" from mcgladrey.com, dated Feb 2, 2010. A red circle highlights the title of this search result. The article snippet is also visible, showing the title "Net Operating Loss (NOL) Carryback Change" and the beginning of the text: "The newly extended period for NOL carrybacks presents an opportunity to mitigate losses by capitalizing on potentially significant tax benefits, ...". The article content includes a date "First Quarter 2010" and a sub-header "Net Operating Loss (NOL) Carryback Change". The text describes the 2009 Act's extension of the carryback period to five years for taxpayers incurring losses after Dec. 31, 2007, and beginning before Jan. 1, 2010. It also mentions that typically, taxpayers are allowed to carryback an NOL to the previous two years, or may elect to forgo the carryback and just carry forward an NOL. The American Recovery and Reinvestment Act of 2009 amended IRC section 172(b)(1)(H) to provide certain eligible small businesses (ESBs) with gross receipts of less than \$15M an expanded NOL carryback period for NOLs incurred in 2008. The article concludes that current economic conditions require all companies to take every step possible to improve cash flow, and that the newly extended period for NOL carrybacks presents an opportunity to mitigate losses by capitalizing on potentially significant tax benefits, but this requires a careful analysis and planning. The article is categorized under "Perspective" and "Muse". The search results page also includes a "Show more results" link and a "Show search tools" link. The article snippet is also visible, showing the title "Net Operating Loss (NOL) Carryback Change" and the beginning of the text: "The newly extended period for NOL carrybacks presents an opportunity to mitigate losses by capitalizing on potentially significant tax benefits, ...". The article content includes a date "First Quarter 2010" and a sub-header "Net Operating Loss (NOL) Carryback Change". The text describes the 2009 Act's extension of the carryback period to five years for taxpayers incurring losses after Dec. 31, 2007, and beginning before Jan. 1, 2010. It also mentions that typically, taxpayers are allowed to carryback an NOL to the previous two years, or may elect to forgo the carryback and just carry forward an NOL. The American Recovery and Reinvestment Act of 2009 amended IRC section 172(b)(1)(H) to provide certain eligible small businesses (ESBs) with gross receipts of less than \$15M an expanded NOL carryback period for NOLs incurred in 2008. The article concludes that current economic conditions require all companies to take every step possible to improve cash flow, and that the newly extended period for NOL carrybacks presents an opportunity to mitigate losses by capitalizing on potentially significant tax benefits, but this requires a careful analysis and planning. The article is categorized under "Perspective" and "Muse".

Build a Strategy Around Content

Repackage capabilities/Extend use

MUSE
A monthly publication dedicated to providing ideas and education to tax exempt organizations

March 2011

New Accounting Policies for Not-for-Profit Organizations

With the introduction of the new FASB Accounting Standards Codification (ASC) and the large volume of changes to accounting guidance contained in the codification, many not-for-profit organizations have found it difficult to keep pace. The codification changes are fundamental modifications that will affect how organizations report all of their financial information; however there are several other updates to the codification that will affect more specific reporting areas.

McGladrey & Pullen, LLP recently hosted the Annual Not-for-Profit Accounting Update webinar to introduce and evaluate specific changes that are likely to affect organizations. The webinar presented several recently issued and planned pronouncements that impact entities across the diverse nonprofit spectrum. Several of the recently issued standards are analyzed below.

Subsequent events

ASC 855, Subsequent Events, is a topic that is not necessarily new for not-for-profit entities, but continues to cause difficulty for many of these organizations. ASC 855 became effective for periods ending after June 15, 2009, and requires all organizations to disclose the date through which the organization has evaluated subsequent events for recognition and/or disclosure in the financial statements. This date is normally the auditors' report date.

acquisition and the proper accounting for such transactions. These changes are effective for mergers occurring after Dec. 15, 2009 and acquisitions occurring in the first reporting period beginning on or after that date (i.e. organizations with a Dec. 31, 2010 fiscal year end will be the first to apply the new guidance).

The new guidance states that a merger should be accounted for using the carry over basis on the date of the transaction. Meaning if an organization qualifies for merger accounting, it must account for the transaction by recording the assets and liabilities assumed at their current carrying value as of the date of the merger. An acquisition requires an entity to record the assets acquired and the liabilities assumed at fair value which is very similar to the requirements for for-profit entities. If you qualify for acquisition accounting, you may need to involve a valuation expert to accurately determine the fair value of certain assets and liabilities.

Another key feature of the new guidance is that acquisition costs are now expensed, except for debt issuance costs. In the past, legal, accounting and consulting fees incurred in the process of an acquisition were allowed to be capitalized; that is no longer allowed under this new standard.

So how do you determine what is considered a merger and what is an acquisition? These pronouncements define a

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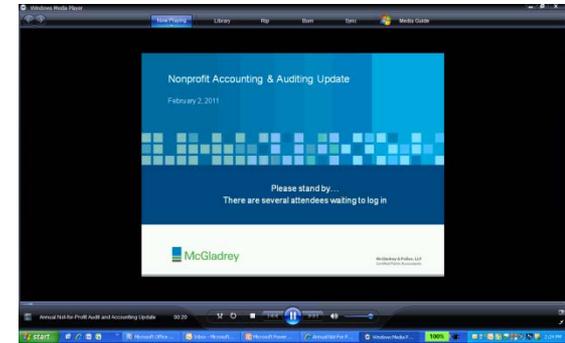
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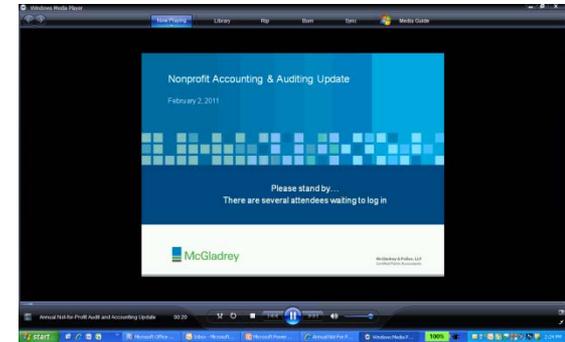
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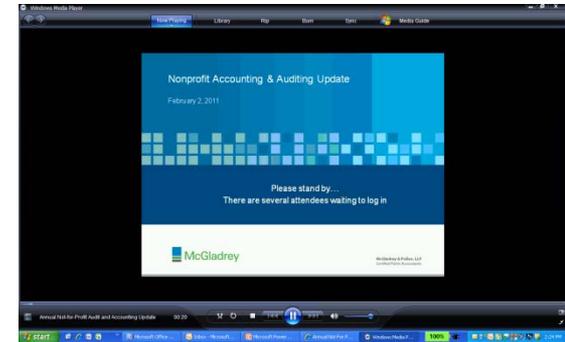
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*Maybe you saw us on...
Or
Heard our podcast
interview of a client*

Redesign the Website to Focus on Content

Before



- “About Us”
- Content buried
- Little promotion outside of site

Redesign the Website to Focus on Content

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- Content buried
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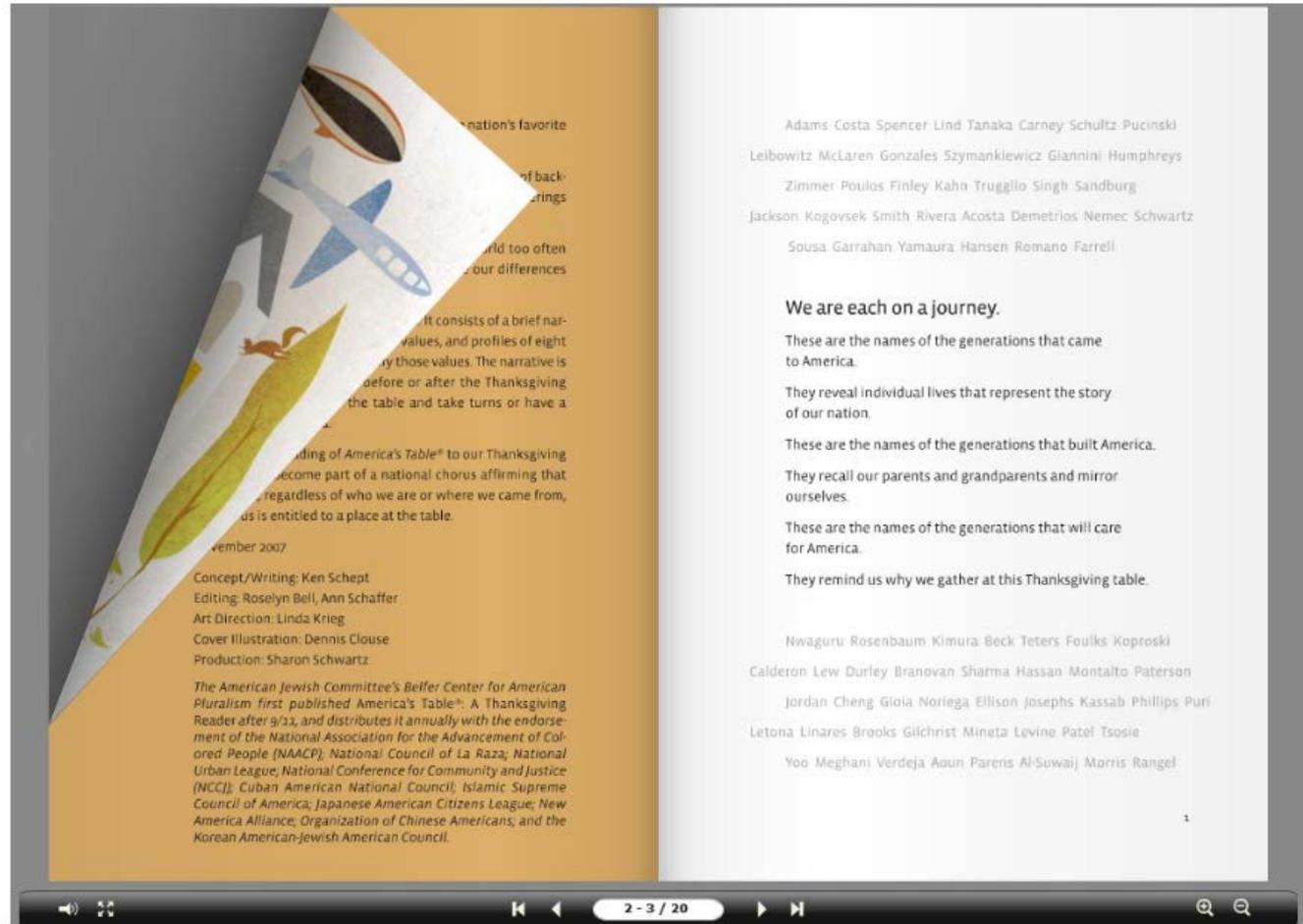
After



- “For them”
- Up front
- Consistent promotion

Drive Web and Content to the Next Level

- A website that is more like a publication
- Content is King, and everything else is extra



bmdtechnowares.blogspot.com



The Approach: Let's get tactical





The Approach: Let's get tactical

**Requires an Improved
Production Process**

Before Production Redesign

- We had a bench system
 - Writers waited for next project
 - Not everyone was aware of resources
- Those in “the know” always got first pick
- Project Tracking was not deliberate nor centralized



Solution: A better production process

- 1 **Implement** project management
- 2 **Develop** project 'form'
- 3 **Create** project transparency
- 4 **Align** and **embed** writers
- 5 **Align** projects/people to specific effort
- 6 **Determine** internal vs. external resources
- 7 **Archive** content and **report** results

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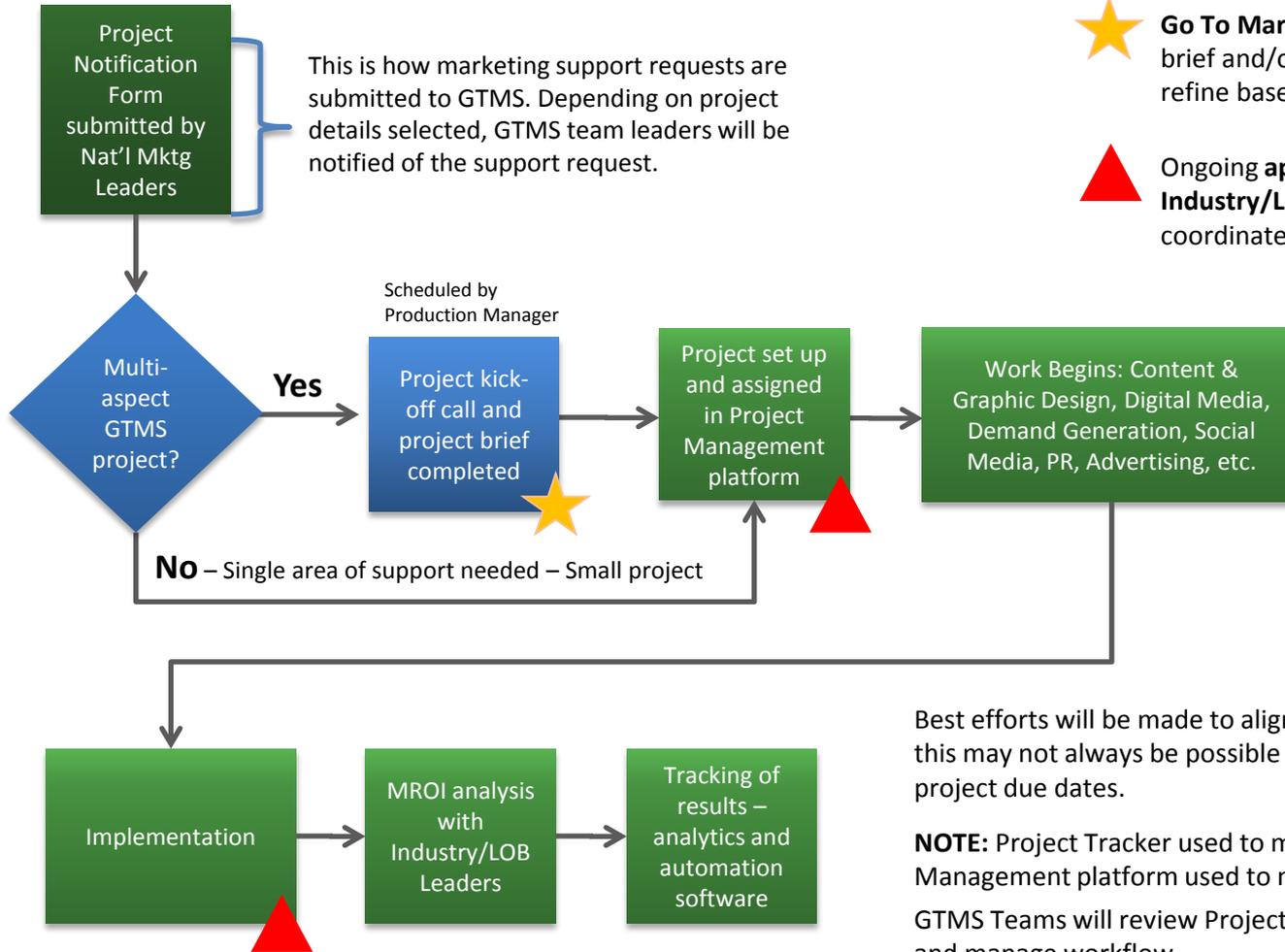
Project Management Workflow and Transparency

Industry/LOB

GTMS

 **Go To Market Services (GTMS)** team members brief and/or advise on strategies, and help refine based on previous data and experience.

 Ongoing **approvals from SMEs and Industry/LOB Leaders** throughout process coordinated by National Marketing Leaders.



Best efforts will be made to align resources to specific LOB/ Industry, this may not always be possible unless teams are willing to adjust project due dates.

NOTE: Project Tracker used to manage overall planning. Project Management platform used to manage GTMS support elements.

GTMS Teams will review Project Tracker reports to plan for resources and manage workflow.

Solution: A better production process

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Starting the Project

- Forms remove poor communication
- You can educate
- Help requesters think ahead

McGladrey Webpage & Content Project Submission Form

Project Request Date: 11/9/09
 Changes to Public Sector Learning Series copy on NFP page

Project Name: _____

COT Marketing Leader: _____

Requestor's Name: Matthew Snellings
 Title: Writer/Editor
 Phone #: 980-235-4897
 E-mail Address: Matthew.snellings@rsm.com
 COT: NFP
 Bob Billing

LOB - Industry Leader and National Approvals:
 (Required for substantial content development and uploads)

Project Overview

Please fill with as much detail as possible
 (Options to choose from)

Project Type: (Please pick one):	<ul style="list-style-type: none"> Thought Leadership Campaign New webpage development New content for existing web page Edit or upload to web site 	Edits to existing pages
Content Type:	<ul style="list-style-type: none"> Webpage copy Audio recording Video recording Downloadable content such as white paper, case study, article Other, please explain 	Web page copy
Beyond the content itself: (Please answer all the questions)	<input type="checkbox"/> Where do you believe the webpage or content should reside within the website (i.e. within an existing industry or service page, a new page, etc)? <input type="checkbox"/> What links should connect to content within website and to other websites? <input type="checkbox"/> Would the press be interested? <input type="checkbox"/> Could a Demand Generation program be developed from this? <input type="checkbox"/> Is this important enough to warrant a recorded interview or a webcast? <input type="checkbox"/> What files, articles, case studies and literature that align with the topic are available for downloading? (if none, will you develop some?) <input type="checkbox"/> Other considerations?	<p>We need to make a few changes to the 'Public Sector Learning Series Web Seminars' on the NFP page.</p> <p>On the main NFP page http://www.mcgladrey.com/lob/trip/NFP%20PublicSector%20trips</p> <ul style="list-style-type: none"> The link should read 'Not-For-Profit Learning Series Web Seminars' In the first sentence 'public service organizations' should be 'not-for-profit organizations'

Webpage & Content Project Submission Form

Asking the “Right” Questions Improves Content

Specific questions force them to think beyond the immediate need and think about repackaging, webpages that should be linked, other types of media

Project Overview		
<i>Please fill with as much detail as possible.</i>		
	(Options to choose from)	
Project Type: <i>(Please pick one):</i>	<ul style="list-style-type: none"> • Thought Leadership Campaign • New webpage development • New content for existing web page • Edit or upload to web site 	Edits to existing pages
Content Type:	<ul style="list-style-type: none"> • Webpage copy • Audio recording • Video recording • Downloadable content such as white paper, case study, article • Other: <i>please explain</i> 	Web page copy
Beyond the content itself: <i>(Please answer all the questions)</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Where do you believe the webpage or content should reside within the website (i.e. within an existing industry or service page, a new page, etc)? <input type="checkbox"/> What links should connect to content within website and to other websites? <input type="checkbox"/> Would the press be interested? <input type="checkbox"/> Could a Demand Generation program be developed from this? <input type="checkbox"/> Is this important enough to warrant a recorded interview or a webcast? <input type="checkbox"/> What files, articles, case studies and literature that align with the topic are available for downloading? (If none, will you develop some?) <input type="checkbox"/> Other considerations? 	<p>We need to make a few changes to the “Public Sector Learning Series Web Seminars” on the NFP page.</p> <p>On the main NFP page (http://www.rsmmcgladrey.com/Industries/NotForProfit?itemid=182&mid=182):</p> <ul style="list-style-type: none"> - The link should read “Not-For-Profit Learning Series Web Seminars” - In the first sentence “public service organizations” should be “not-for-profit organizations”

Forms Help Educate Process, Timing and Expectations

What type of work are you requesting:	<ul style="list-style-type: none"> • Content review, approval and uploading • Writing assistance • Recording assistance • Pre- & Post- Production assistance • Idea development on how best to develop content and implement (i.e. should this be a series or a single event?) 	Edits to existing content
Issues affecting deadlines: (You will have up to 3 drafts, or rounds of approval, billable to the corporate retainer. Any changes over 3 rounds will be billed to your specific EU)	EX: Upcoming event? Publication deadline?	
Final Delivered Deadline: (Note: Based on current project volume and their deadlines, your project may not be able to get done by the preferred date. It is recommended you initiate the project at least 10 working days before the desired deadline date).		As soon as it can be gotten
Is this "hot!"	<ul style="list-style-type: none"> • Immediate Regulatory Alert • Current topic of interest • Useful information that expresses our expertise 	
Is this original content?	<ul style="list-style-type: none"> • We fully developed the content • Modified from existing publications or other resources • It's all from another resource 	

<u>Priority</u>	<u>Project Description</u>	<u>Timeline</u>
#1	Thought Leadership campaigns	Determined upon review of all elements
#2	Web and content development	10 business days*

Forms Help Educate Process, Timing and Expectations

Issues affecting deadlines:
(You will have up to 3 drafts, or rounds of approval, billable to the corporate retainer. Any changes over 3 rounds will be billed to your specific EU)

What type of work are you requesting:	<ul style="list-style-type: none"> Content review, approval and uploading Writing assistance Recording assistance Pre- & Post- Production assistance Idea development on how best to develop content and implement (i.e. should this be a series or a single event?) 	Edits to existing content
Issues affecting deadlines: (You will have up to 3 drafts, or rounds of approval, billable to the corporate retainer. Any changes over 3 rounds will be billed to your specific EU)	EX: Upcoming event? Publication deadline?	
Fast tracked deadline: (Note: Based on current project volume and their deadlines, your project may not be able to get done by the preferred date. It is recommended you initiate the project at least 10 working days before the desired deadline date).		As soon as it can be gotten
Is this "hot!"	<ul style="list-style-type: none"> Immediate Regulatory Alert Current topic of interest Useful information that expresses our 	

Priority	Project Description	Timeline
#1	Thought Leadership campaigns	Determined upon review of all elements
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Solution: A better production process

- 1 Implement project management
- 2 Develop project 'form'
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- 4 Align and embed writers
- 5 Align projects/people to specific effort
- 6 Determine internal vs. external resources
- 7 Archive content and **report** results

Create Project Transparency

1. Common project tracking system

- Project management software/ platforms, spreadsheets, etc.

2. Keep it simple

- Broad milestones, not every task detail
- Calendar
- Alerts when due dates approach
- Notes-capable
- Storage for files
- Access to contractors

3. System should help “push” people

4. Monitor and report out

The screenshot shows the McGladrey Project Center dashboard. At the top, there's a navigation bar with 'Dashboard', 'To-Do', 'Calendar', and 'Time'. Below this, a section titled 'Latest activity across your projects' lists various tasks with due dates and milestones. For example, 'Submit copy to design' is due in 1 day, and 'Final Approval for Distribution' is also due in 1 day. The dashboard includes a search bar, a 'Create a new project' button, and a list of projects under the 'GTMS' category.

The screenshot shows the project overview for 'EW - Eloqua Power User Quick Start Assignments'. It features a navigation bar with 'Overview', 'Messages', 'To-Do', 'Calendar', 'Whiteboards', 'Time', and 'Files'. The main content area includes a description of the project board and a calendar view. The calendar shows a task 'Case study Monitor' due on August 1st. A sidebar on the right lists team members and provides options to stay up to date on the project, including email updates and an RSS feed.

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Allow Content Creator to “Embed”

- **Align writers** and other staff to **specific practice** or industry groups
- Allows for **better ideas and strategy**
- Creator can **provide insights, timetables** up-front
- **Empowers** knowledge about space

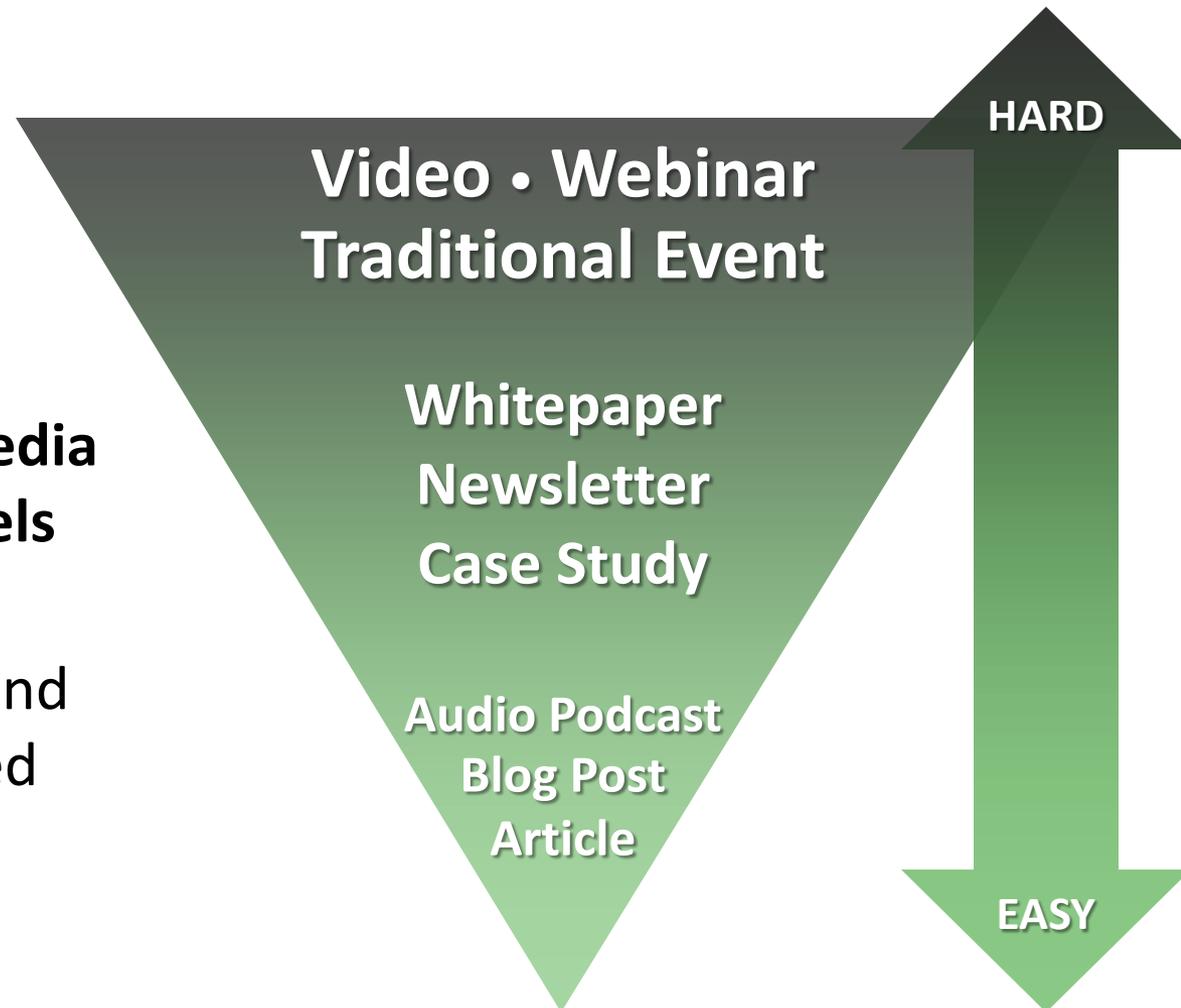


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Align Project to Specific Level of Effort

- Not all assignments are created equal
- **Different types of media require different levels of effort**
- We **prioritize effort** and align media to be used



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“N” = To use External or Internal Resource

- **Don't create a Cadillac** when what you need is a Chevy
- **More good content will outperform** “beauty” content
- Think about the buying cycle and what **content aligns to what stage**
- **Simple, direct efforts** like editing, articles and whitepapers make the most sense
- Audio podcasts, case studies and blog posts are **best internally**

Audience Need
+ Objective
+ Competitive
Content =
N

“N” = To use External or Internal Resource

COST-SAVING TIPS

- Don't c
what yo
 - More, g
outper
 - Think a
what c
 - Simple
white
papers
 - Audio
blog p
- When looking for freelance writers, don't only look at “market segment” experienced writers. **Seek out strong journalists** — those good at **interviewing and creating a story.**
- Journalists are **trained to learn a space** and are great “ghost” writers.
- Leverage Craigslist** to look for contractors, and state an hourly rate and total project cost by type of media (e.g., \$300 for whitepaper).
- Dictate what you will pay** for talent.

ence Need
jective
mpetitive
ent =
N

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Archive your Content

Archiving content helps repackaging efforts and organizes content: Search by topic, author, industry, service line, keywords, buy-cycle alignment.

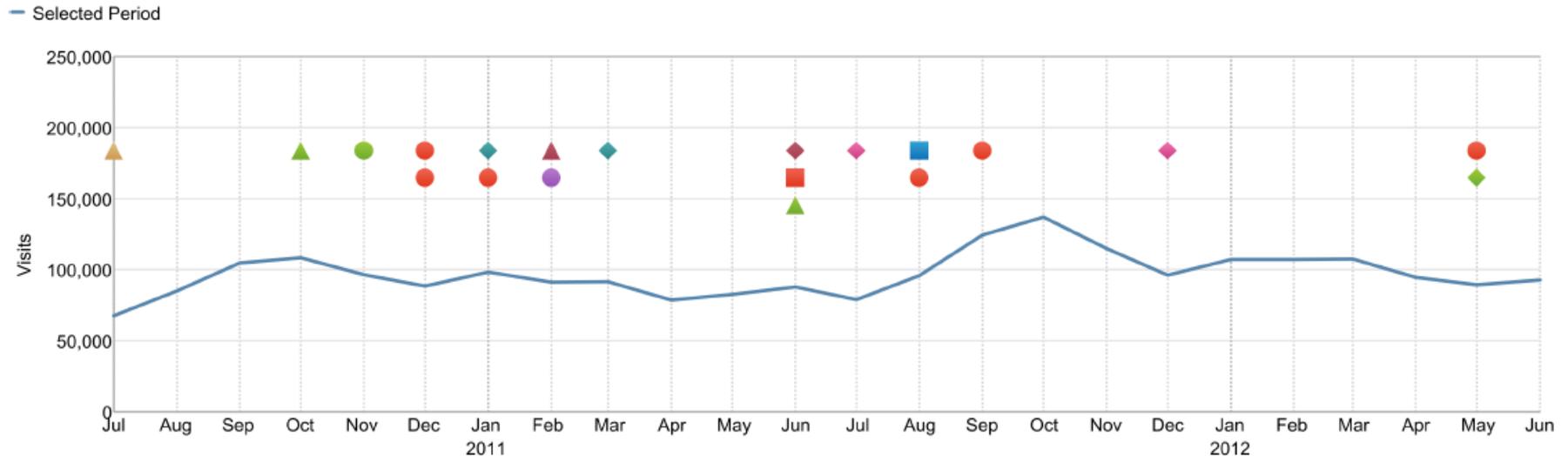
Title	Date	Type	Industry	Service Line	Keywords	Target	Buying Cycle Phase
McGladrey Manufacturing & Distribution Monitor - Winter 2011-12 Edition	Mar-12	Report	MWD	Multiple	Manufacturing, distribution, supply chain, energy, raw materi	CEO, CFO, Tax Director, IT	Awareness
2012 food trends: Health wellness and wildcrafting	Mar-12	White paper	Food and Beverage	Business consulting	Food, beverage, packaging, technology, manufacturing, hea	CEO, CFO	Awareness
March 2012 Consumer Products Commentary: Is the mid-market shrinking	Mar-12	Article	Consumer Products	Business consulting	Retail, consumer products, differentiation, consumer spend	CEO, CFO	Awareness
Wealth Management Economic & Market Update: State and Local Municipi	Mar-12	Article	Multiple	Wealth management	Wealth management, economy, equity markets, state and lo	Individuals	Awareness
Wealth Management Economic & Market Update: Continued Struggle Bet	Mar-12	Article	Multiple	Wealth management	Wealth management, economy, equity markets, consumer d	Individuals	Awareness
Wealth Management Monthly Economic Report - February 2012	Mar-12	Report	Multiple	Wealth management	Wealth management, economy, global equity, equity market	Individuals	Awareness
What you need to do to comply with the new tangible asset regulations	Mar-12	Webinar	Multiple	Tax	Tax, federal tax, deductible repairs, capital improvements, ta	CFO, Tax Director	Awareness, Evaluation
Tax Digest - March 2012	Mar-12	Newsletter	Multiple	Tax	Tax, Federal Tax, State and Local tax, International Tax, Tax	CEO, CFO, Tax Director	Awareness
President Obama's 2013 proposed budget includes numerous tax changes	Mar-12	Article	Multiple	Tax	Tax, Federal Tax, Tax Planning, budget, federal budget, Obar	CEO, CFO, Tax Director	Awareness
Significant changes proposed to estate and gift tax provisions	Mar-12	Article	Multiple	Tax	Tax, Federal Tax, Tax Planning, estate tax, gift tax, Obama, C	CEO, CFO, Tax Director	Awareness
Framework for business tax reform announced	Mar-12	Article	Multiple	Tax	Tax, Federal Tax, Tax Planning, business tax reform, small b	CEO, CFO, Tax Director	Awareness
S corporation state tax payment considerations	Mar-12	Article	Multiple	Tax	Tax, Federal Tax, Tax Planning, state tax, S corporation	CEO, CFO, Tax Director	Awareness
Tax Court denies deduction for unreimbursed partnership expenses	Mar-12	Article	Multiple	Tax	Tax, Federal Tax, Tax Planning, Tax Court, unreimbursed pa	CEO, CFO, Tax Director	Awareness
IRS announces two-month suspension of IRS modernized e-file operation	Mar-12	Article	Multiple	Tax	Tax, Federal Tax, Tax Planning, IRS, Form 990, tax-exempt, f	CEO, CFO, Tax Director	Awareness
District of Columbia issues proposed regulations on mandatory combined	Mar-12	Article	Multiple	Tax	Tax, State and Local tax, Tax Planning, District of Columbia	CEO, CFO, Tax Director	Awareness
Health care information technology management: Back to fundamentals	Mar-12	White paper	Health care	Business consulting	Health care, IT, information technology, IT planning	CEO, IT Director	Awareness, Evaluation
McGladrey & Pullen Insights - March 6, 2012	Mar-12	Newsletter	Multiple	Assurance	Assurance, audit, accounting, goodwill impairment, long-live	CEO, CFO	Awareness
Proposed standard on related parties and amendments related to signific	Mar-12	Article	Multiple	Assurance	Accounting, PCAOB, significant unusual transactions, audi	CEO, CFO	Awareness
PCAOB proposes to amend rules related to auditors of brokers and deale	Mar-12	Article	Multiple	Assurance	PCAOB, audit, brokers, dealers, SEC, Dodd-Frank Act, Do	CEO, CFO	Awareness
Construction and real estate "in the cloud"	Mar-12	Webinar	Construction, Real Esat	Business consulting	Cloud computing, construction, real estate, IT, technology	CEO, CFO, IT Director	Awareness, Evaluation
Microsoft Dynamics CRM: Mobile solutions	Mar-12	Webinar	Multiple	Business consulting	Sales, marketing, Microsoft Dynamics CRM, mobile, mobil	IT Director	Awareness
Forensic Accounting Webcast Series: Discovery Best Practices Tips to G	Mar-12	Webinar	Multiple	Business consulting	Forensic accounting, discovery, electronic data managem	Litigators, Attorneys	Awareness, Evaluation
Wealth Management Economic & Market Update: Oil prices, mixed data sid	Feb-12	Article	Multiple	Wealth management	Wealth management, economy, equity markets, oil prices, e	Individuals	Awareness
Obama's tax reform proposals announced	Feb-12	Article	Multiple	Tax	Tax, tax reform, Obama, tax deductions, loopholes, tax incre	CEO, CFO, Tax Director	Awareness
E-commerce: Defining its scope and risks within the retail industry	Feb-12	White paper	Consumer Products	Business consulting	Retail, consumer products, e-commerce, risk management	CEO, CFO, IT Director	Awareness, Evaluation
Snapshot: Accounting for the impairment of goodwill and other long-lived	Feb-12	Article	Multiple	Assurance	Accounting, goodwill impairment, goodwill, long-lived asset	CEO, CFO	Awareness
Tailoring enterprise risk management strategies to the Main Street insur	Feb-12	White paper	Financial Services	Business consulting	Insurance, risk management, enterprise risk management, E	CEO	Awareness, Evaluation
Muse - February/March 2012	Feb-12	Newsletter	Not-for-Profit	Multiple	Not-for-profit, tax-exempt, IRS, board governance, technol	CEO, CFO, Tax Director, Board	Awareness
IRS issues 2012 work plan for exempt organizations	Feb-12	Article	Not-for-Profit	Tax	Tax, IRS, work plan for exempt organizations, tax exempt, FC	CEO, Tax Director	Awareness
Best practices for improving board governance	Feb-12	Article	Not-for-Profit	Business consulting	Not-for-profit, board of directors, board governance, execu	CEO, CFO, Board	Awareness
Technology solutions in the new regulatory landscape	Feb-12	Article	Not-for-Profit	Business consulting	Not-for-profit, technology, IT, grants management, transpar	CEO, CFO	Awareness
What you need to know about managing Visa and Mastercard interchange	Feb-12	Article	Not-for-Profit	Business consulting	Not-for-profit, credit cards, Visa, Mastercard, credit card fee	CEO, CFO	Awareness
Wealth Management Economic & Market Update: Tick tock goes the initia	Feb-12	Article	Multiple	Wealth management	Wealth management, economy, equity markets, economic d	Individuals	Awareness
2012 Regulatory Compliance Outlook Webcast	Feb-12	Webinar	Financial Institutions	Business consulting	Financial institutions, banking, regulatory compliance, mon	CEO, Compliance Officers	Awareness
Technolog Investments in Tribal Gaming	Feb-12	Webinar	Tribal gaming	Business consultinq	Tribal gaming, casinos, IT, technolog, governance, risk ma	CEO, CFO, IT Director	Awareness, Evaluation

Report Results

- Keeps “creators” and subject matter experts (SME) engaged
- Correlates Web visits to specific content to pick up trends

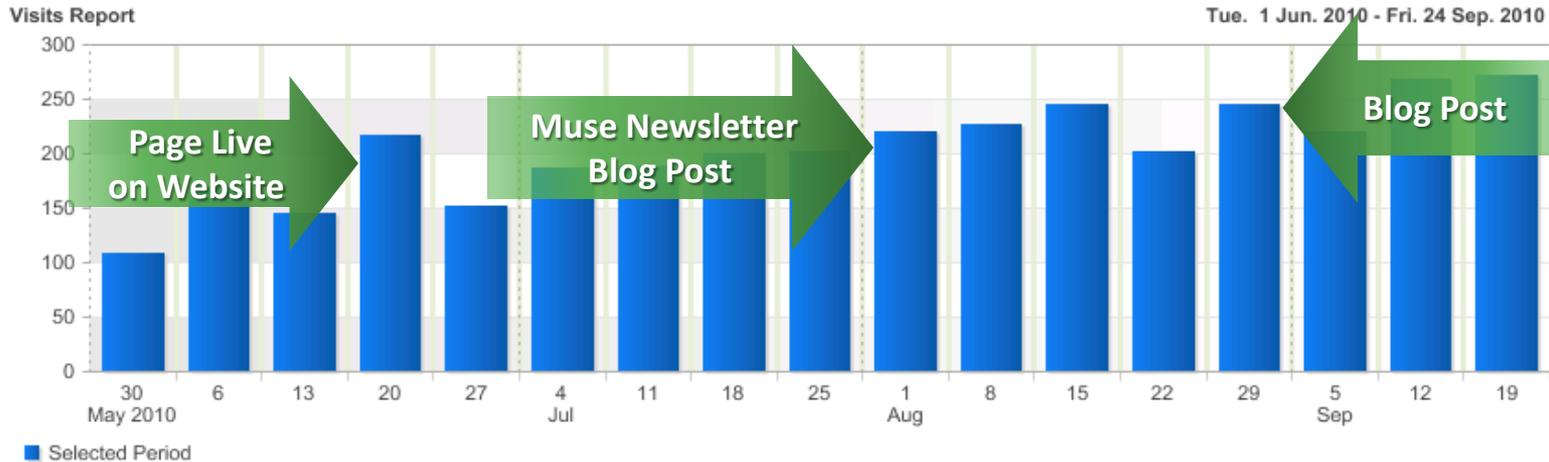
View by: Month
Day of Week: All Days

Selected Page: Entire Site
Smoothing Applied: None



Report Results

Sample Webcast Campaign



METRICS	June	July	August	September
Total site visits	728	836	994	
Average visits/day	24	27	32	

Report Results

Sample Webcast Campaign



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Total site visits	728	836	994	
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Reporting Also Creates Competition

Most Popular Content Using a Gated Form

All of the conversion rates below are much higher than average. This indicates the content is relevant to most visitors and they will provide their contact information to obtain the white paper.

Thought Leadership Landing Page	Visits to form	Form Submissions	Converions rate
E-commerce: Defining its scope and risks within the retail industry	146	77	53%
McGladrey Manufacturing & Distribution Monitor - Winter 2011-12 Edition	76	48	63%
Retail and consumer products: A less stable environment ahead	67	42	63%
Audit committee guide for not-for-profit organizations	52	36	69%
Strategies for Successful Merger Integration	31	16	52%

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Audit committee guide for not-for-profit organizations	Top Visited Thought Leadership Content		
Strategies for Successful Merger Integration			

Web Page	Visits	Time Spent Per Visit (minutes)	Bounce Rate *
Supreme Court Largely Affirms the Affordable Care Act	4,196	7.94	92.5%
Bonus Depreciation Update (Tax E-Alert, published Jan. 2011)	1,180	5.24	89.4%
Compromise reached in joint lease project	612	5.45	83.1%
The Ultra-Secure Network Architecture	528	4.61	80.3%
2012 Private Equity Survey	445	2.49	42.2%
Disclosures under ASC 450. Contingencies - Insights, May 3, 2011	421	4.64	90%
2012 not-for-profit update - Muse, June/July 2012	316	3.52	74%
Discharge of Indebtedness Conversion vs Contribution of Indebtedness	309	10.17	91%

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Results



Results

	Monthly Visits
Web Visits Beginning of Year One	50,000
Web Visits End of Year One	100,000
Relative Difference	100.0%

Results

	Monthly Visits
Web Visits Beginning of Year One	50,000
Web Visits End of Year One	100,000
Relative Difference	100%



- Maintained consistent traffic flow between **80,000-100,000**
- Added **four newsletters**, regular 'Alerts' by industry/service line
- Maintained **5% email CTR** and **19% social content CTR**

Results since 2009

+ 100% Increase in **Web visits per month**

+ 300% Increase in **content production**

+ 60% Increase in **content promotion**



More value than you can measure:

Created energy for SMEs to **WANT** to produce more content

Increased productivity of writers by **three times**

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Tools and Resources



Tools and Resources

- **Forms** – Formalizes request, educates
- **Project Tracker/management** – Helps keep productivity moving and allows for manager to have transparent view of projects being held up (MS Project, Basecamp, Access, Excel)
- **Content Directory** – Excel, Access or formal CMS

	A	B	C	D	E	F	G	H
1		Project Status	active				Past Due	
2		Industry or LOB Filter	(All)				Approaching Due Date	
3							On Schedule	
5	Days to Completion	Project Name	Milestone Deadline	Milestone	Milestone Owner	Milestone Completed	Comment Body	Total
6	-9	ET-NE-CON-ALL-1012-ERP EX MS Dynamics Summits	7/30/2012	Upload List to files tab (notify Marianne)	Kathy Davidson	(Empty)	(blank)	
7	-1		8/7/2012	Proof Reading of Save the Date Test Mes	Sandra Clark	(Empty)	(blank)	
8	1		8/9/2012	Save the Date Eloqua Distribution	Marianne Weaver	(Empty)	(blank)	
9	12		8/20/2012	Final Approval	Kathy Davidson	(Empty)	(blank)	
10				Eloqua Email Content and Subject Line De	Matt Snellings	(Empty)	(blank)	
11				Submit Copy to DG for Creation of Eloqua	Matt Snellings	(Empty)	(blank)	
12	13		8/21/2012	Finalize Templates for Summit Events (K	Kristin Harvey	(Empty)	(blank)	
13				Finalize Event Landing Page copy and su	Matt Snellings	(Empty)	(blank)	
14	19		8/27/2012	Submit content to Web Team for Posting	Kathy Davidson	(Empty)	(blank)	
15	22		8/30/2012	Add Tracking Codes & Send URL to Kath	Ken Foster	(Empty)	(blank)	
16	23		8/31/2012	Invitation #1 Eloqua Email Test Send	Marianne Weaver	(Empty)	(blank)	
17	26		9/3/2012	Invitation #1 Eloqua Email Test Send Qual	Sandra Clark	(Empty)	(blank)	
18	27		9/4/2012	Post Content To McGladrey Web Site	Maggie Jordan	(Empty)	(blank)	
19				Invitation #1 Eloqua Distribution	Marianne Weaver	(Empty)	(blank)	
20				Posted Event Landing Page Proof Read	Sandra Clark	(Empty)	(blank)	
21	47		9/24/2012	Email Invitation #2 Distribution	Marianne Weaver	(Empty)	(blank)	
22	65		10/12/2012	Email Invitation #3 Distribution	Marianne Weaver	(Empty)	(blank)	
23	79		10/26/2012	Last chance email distribution	Marianne Weaver	(Empty)	(blank)	
24	85		11/1/2012	Evening Reception Boston	Kathy Davidson	(Empty)	(blank)	
25	96		11/2/2012	Dynamix Summit Boston	Kathy Davidson	(Empty)	(blank)	
26	89		11/5/2012	Evening Reception Malvern	Kathy Davidson	(Empty)	(blank)	
27	90		11/6/2012	Dynamix Summit Malvern	Kathy Davidson	(Empty)	(blank)	
28	96		11/12/2012	Thank you email distribution	Marianne Weaver	(Empty)	(blank)	
29	97		11/13/2012	Project Completion	Carla Hall	(Empty)	(blank)	

Tools and Resources

- [Google Alerts](#) and [Yahoo Alerts](#)
- [Google Trends](#): Search trends, see search volume by country and region.
- [Google Insights](#): Compare search volume patterns across specific regions, categories and time frames
- [Wordtracker Keywords](#): Displays average daily search volume of keyword or phrase.
- [Yahoo! Keyword Tool](#): Displays search volumes for specific keywords and phrases for previous month's search data.
- [FACEBOOK LEXICON](#): Displays volume of wall postings for specific term(s). Similar to Google Trends. Not great with obscure terms.
- [Google Keyword Tool](#): Generate keyword ideas for related keywords and search volumes.

Questions?



 marketingsherpa | CAPTURE.
B2B summit 2012 | NURTURE.
August 27-30 · Orlando | CONVERT.

Content Development

Content Creation No Matter the Resources

Eric Webb

Senior Director of Communications & Brand
McGladrey

Pamela Markey

Director of Marketing & Brand Strategy
MECLABS