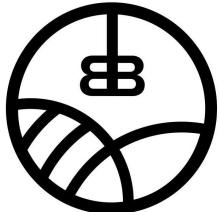


Brainy Bees

:Portfolio





What we do on a daily basis

- **Content marketing strategy** – choosing the most suitable formats, tools and channels,
- **Content creation** – copywriting, optimising, translating various types of content,
- **Content distribution** – via social networks (especially Quora), content curation sites, and content repurposing,



You're now a **Most Viewed Writer** in **Marketing** and **Digital Marketing**. Mar 3



1,000,000+ people were sent your answer in the Quora Digest: I started a new company. What are the best marketing tricks? 7h

- **PR & outreach** – securing guest post opportunities, media relations,

Our approach

Creating content that can be used for
every stage of the buyer's journey

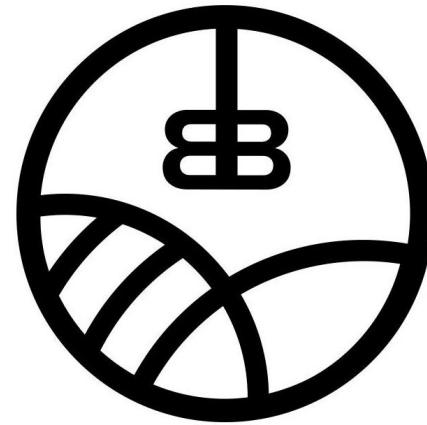


“



Defining the buyer's journey

- **Top of the funnel / The awareness stage** – where people are actively looking for answers and browsing valuable resources: *articles, guest posts, webinars, ebooks, whitepapers, kits, checklists, surveys*;
- **Middle of the funnel / The evaluation stage** – where people are already familiar with the brand and are trying to decide whether or not it is a good fit for them: *case studies, blog posts, product demos, FAQs, recommendations*;
- **Bottom of the funnel / The purchase stage** – where people are making the actual purchase decision: *landing pages (i.e. get an estimate, schedule a consultation)*.



Examples

Articles

[A 2019 Toolkit For Digital Marketers](#)

Guest posts

[Data-driven business decisions](#)

Interviews

[“E-Commerce is not a bubble”](#)

Blog posts

[How to Choose the Right Backend Technology for Your Web App?](#)

Surveys

[The State of Social Media Management in Poland](#)

Roundup posts

[Optimizing Your B2B Sales Process \[+ expert comments\]](#)

Social media groups

[Pro tips & tricks for social media managers](#)

Resources

[Social media strategy - template](#)

- [The Complete Guide To Understanding The DACH Market](#)
- [Machine learning: game-changer for e-commerce](#)
- [9 Customer Service Mistakes You Need to Stop Making](#)
- [6 Tried and Tested Ways to Improve Customer Experience](#)
- [Click Tracking on your website: All you need to know](#)
- [The social media manager's checklist](#)
- [11 Reasons You Should Integrate Software](#)
- [Best enterprise IoT examples to follow](#)
- [Link Building Survey 2018](#)

Thank you!

Any **questions?**

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