

**300%**

Increase in Pageviews  
Over 6 Months for a Sales  
Training Company

**1,000's**

Written, edited and  
published thousands of  
blog posts for clients.

**416%**

Growth in Website  
Pageviews in 3 Months  
for a Software Firm

**20%**

Increase visits by over  
20% a month with a new  
blog for a B2B office  
supplies company.

**45**

New Inbound Leads a  
Month for a Consulting  
Group

## Create Engaging Content **Faster** With Us.

### What We Do

Venture Accelerator Partners provides content marketing services to fast-growing organizations, from mobile startups to technology companies and large industrial companies.

An effective inbound lead generation and content marketing strategy is one of the most cost-effective ways to find new leads for your business. A well-executed content marketing strategy turns your digital properties from static pages to conversation hubs that engage and nurture your potential customers.



### Why Content Marketing?

#### Content Strategy

- Content planning
- Content calendar management

#### Execution & Tracking

- Writing content
- Tracking and measuring results

#### SEO

- Keyword research
- Search engine optimized content

“

“We were finding it difficult to manage our content calendar and multi-author blog, and VA Partners mastered this for us. Within 90 days, we saw a 300% increase on our web traffic and marketing qualified leads.”

”



**Jamie Shanks,**  
Managing Partner, Sales for Life

## The VA Partners Difference

Founding partners, Mark Elliott and Steve Gruber are firm believers that a solid and well-executed process will consistently deliver results.

Companies work with us to establish develop and execute content marketing strategies with experienced resources at a fraction of the full-time cost.

Since being in business in 2008, VA Partners has helped drive millions of website visitors for clients.

With marketing experience across a variety of industries, products and services, from enterprise software, industrial services, to health care, the VA Partners team brings a wealth of content marketing experience to your company.

## Contact Us

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## Our Content Marketing Services

### Content Strategy

In the first step of any content marketing campaign. We work to understand your goals, success metrics and customer personas.

### Keyword Research

We brainstorm, identify and verify search volumes for topics that your target customers are likely searching for.

### Content Planning

We develop a content plan that outlines content formats, sample topics, schedule and workflow. A solid plan ensures a smooth campaign execution.

### Writing

Our writers will craft engaging and concise content that match the content plan and source images to accompany written content.

### Search Engine Optimization (SEO)

We review all content to ensure the best practices for on-page to get the most out of your investment in your content marketing.

### Tracking & Measurement

Whether it's pageviews, conversions or other metrics, measuring the results identifies what works and provides learnings to refine the existing strategy.