



Acumen
Studio



// what we do

WE CONNECT FIRMS WITH INVESTORS
HIGH ROI CONTENT MARKETING
FOR PRIVATE EQUITY FIRMS

Acumen Studio Values

What We Believe

Value

The most important thing we can provide to our customers is Value. We do this by making your job easier, providing you with high ROI and putting your best interest first.

Results

We focus on turning our effort into leads, new customers and new revenue for your company. Whatever it takes is what we'll do. "By Any Means Necessary!"

Education

Everything we do we learn from. The way we will "Always Win" is by ensuring that we are consistently educated through our experiences, both successes and failures.

Optimization

Our Value is our service, relationship, the results we provide, all made possible from the education we obtain which is gained through the continuous optimization we practice.

Acumen Studio is a
High ROI Content Marketing Agency,
Connecting Firms with Investors
For **Private Equity Firms.**

We Generate More Leads & More Investors
By using Content Marketing, SEO, PPC, Social Media,
Email / Automation & Analytics.

We Simplify Strategic Marketing,

by using a High ROI Content Marketing formula that utilizes SEO, PPC, Social Media, Email / Automation and Analytics for insights & clarity.



CONTENT MARKETING

The strategic approach to using all channels that make buyers aware, engage and convert.



SEO

Search Engine Optimization is key to understanding the market and defining where opportunities exist.



PPC

Paid Search is a quick and effective way to validate research, generate leads and convert new investors.



SOCIAL MEDIA

Social is a wealth of investor knowledge and the perfect platform to engage investors. Utilizing paid and organic approaches are key.



EMAIL / AUTOMATION

Putting collected data to work can make a firms more competitive overnight. Marketing becomes personal.

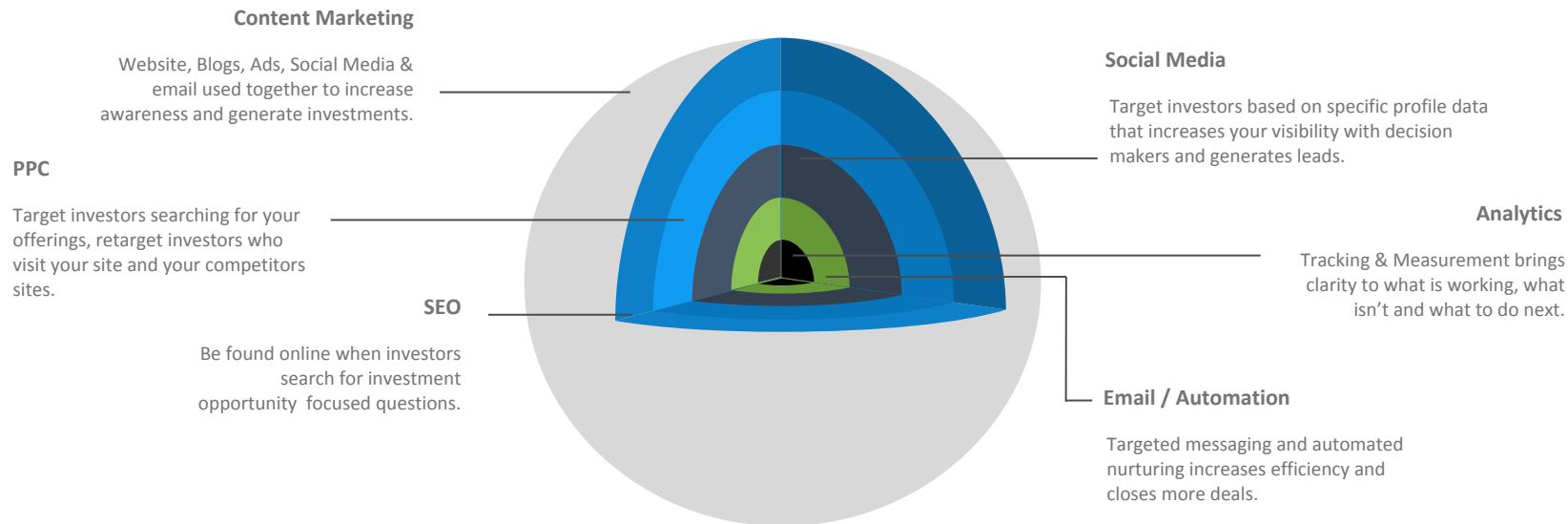


ANALYTICS

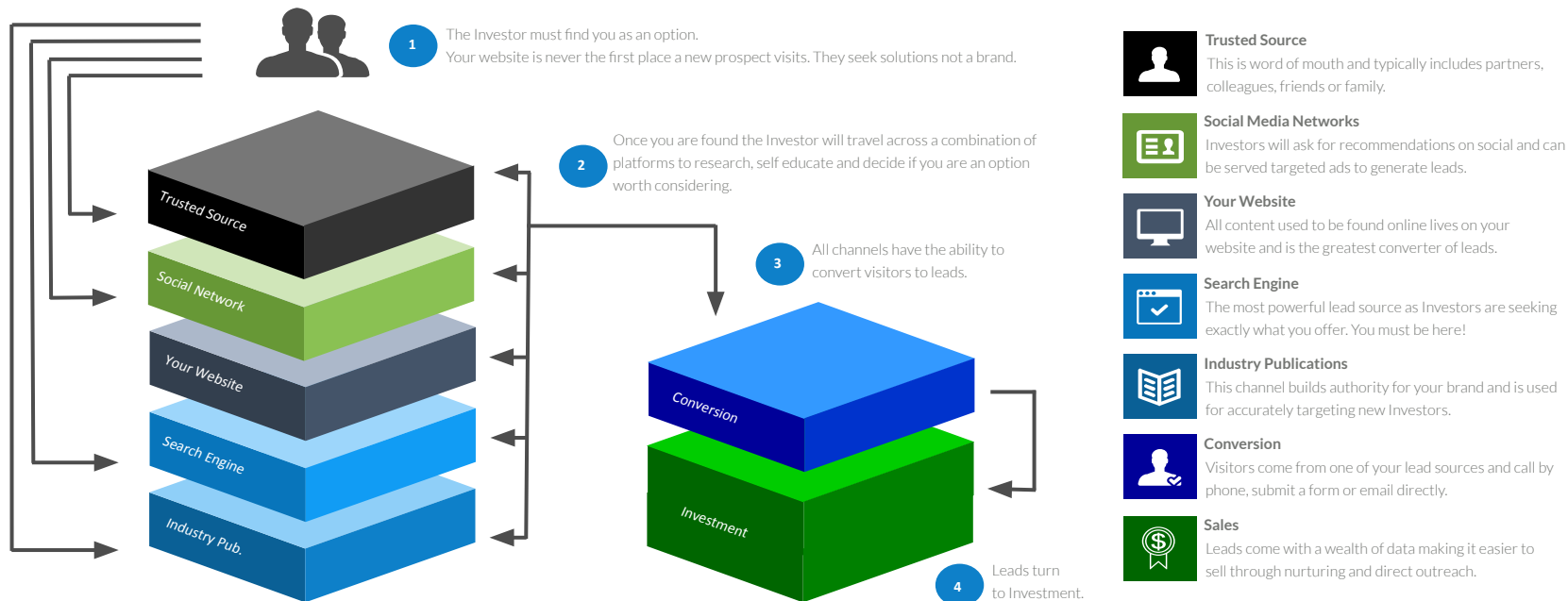
Collect, clarify, test & validate. Analytics are key to generating high performance in marketing.

High ROI Content Marketing

The Anatomy of Effective Marketing & Sales Online for Private Equity Firms



The Accredited Investors Research Journey



Acumen Channel Principles

How We Think
About What We Do

SEO Principles

- **Answer What They Search**
- **Always Be Educating**
- **Optimize Everything**

"SEO is key to being found across the web in the most compelling and profitable way."

Social Media Principles

- **Be Present & Active**
- **1st Party Forever**
- **Pay to Play**

"Social Media is the new direct line to prospects and investors."

Website Principles

- **Be Found**
- **Educate**
- **Convert**

"Looking good and having fancy functions only won't lead to new Investors"

PPC Principles

- **Focus on the Sale**
- **Retargeting is King**
- **Keep it Simple**

"High ROI or Die.
If it doesn't convert, it doesn't work."

Email Principles

- **Keep in Touch**
- **Automate**
- **Always Be Converting**

"Talk and they will listen, ask and they will invest."

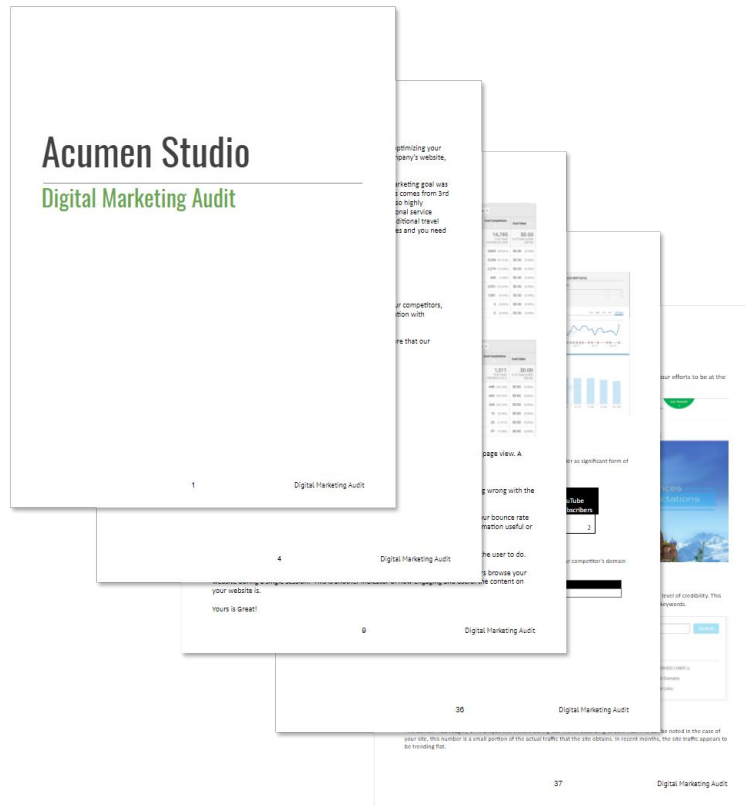
It Starts With The Audit

Our Digital Marketing Audit Identifies What's Working, What Isn't, Why and What To Do Next!

45+ Pages of Insight

The Blueprint to Success Online

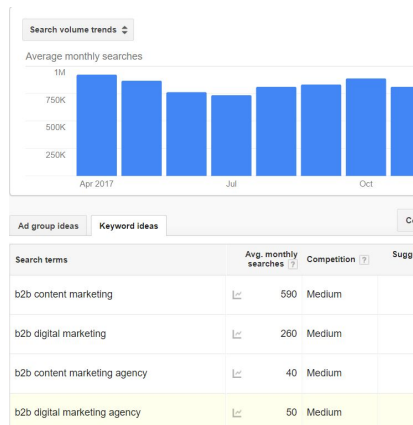
- Website
- Content
- SEO
- PPC
- Social Media
- Email & Automation
- Analytics
- Competitors



The Research: Search Engines & Social Media

Using a combination of Keyword Research to identify initial opportunity, Social Media to curate content opportunity and a final detailed search engine analysis we are able to create a Content Strategy that gets you found by Investors and compels them to convert.

Initial Keyword Research



Social Media Research

Most Shared

B2B Content Marketing

How to run an Advanced Search

Results not relevant enough? Click here to search for "B2B Content Marketing" in the article's title only

Sort by Total Engagements

Article Title	Author	Facebook Engagements	Twitter Shares	Pinterest Shares
Create Content Audiences Will Love: 21 Experts Share Tips	By Joe Elliott – May 1, 2017 contentmarketinginstitute.com	354	1.8K	39
How Marketers Get Marketing All Wrong	By Joe Pulizzi – Aug 14, 2017 contentmarketinginstitute.com	647	1.3K	12
3 Ways to Build Your Brand Identity Using Content Marketing	By Brian Hughes – Jan 24, 2018 entrepreneur.com	572	1K	11

Search Engine Analysis

Google B2B Content Marketing Strategy

About 1,880,000 results (0.81 seconds)

B2B Content Marketing Agency | Creation, Promotion & SEO
(2) www.bookdesign.com/B2B_Content_Marketing_...
B2B social media, article distribution, infographics, guest blogging and more.

Create Original Content | Brand Storytelling Made Easy | skyword.com
(2) www.skyword.com/...
Demo Our Content Marketing Platform Highest in Customer Satisfaction
See Our Top Case Studies - Schedule a Skyword Demo
Services: Content Marketing, Content Strategy, Brand Storytelling, Software and Services
Content Strategy & Tools, How Skyword Works, Case Studies, Contact Us

6 Key Elements of an Effective B2B Content Marketing Strategy
Well-defined targets. The key to effective content marketing is to be sharply focused. ...
A deep contextual understanding. ...
Clear conversion goals. ...
Appropriate points of contact. ...
A process for alignment. ...
The ability to scale.

6 Key Elements of an Effective B2B Content Marketing Strategy
contentmarketinginstitute.com/2013/10/effective-content-marketing-strategy/

About this result Feedback

6 Key Elements of an Effective B2B Content Marketing Strategy
contentmarketinginstitute.com/2013/10/effective-content-marketing-strategy/ •
Oct 30, 2013 - 6 Key Elements of an Effective B2B Content Marketing Strategy Well-defined targets. The key to effective content marketing is to be sharply focused. A deep contextual understanding. Clear conversion goals. Appropriate points of contact. A process for alignment. The ability to scale.

The Channels: Website

Optimizing Your Website to Convert Makes All Marketing & Sales Efforts More Successful.

Most Website are Lacking Key Conversion Elements. We Fix That!

- Strong Headlines
- Bullets for Easy Reading
- Clear Call-To-Action

Other Considerations

- Page Load Speed
- Bolded Callouts
- Click to Call Phone Numbers
- And Many More!

GROW YOUR PRINTING COMPANY & LEAD YOUR MARKET

Grow Your Printing Company Through Digital Marketing

It's frustrating to hear people say that "Print is Dead".

The only one's dying are those not trying to Grow. **You came here for Growth.** Right?

We know first hand that print is strong and growing as a medium that stands out in a heavily saturated digital space. Being able to touch and feel a product is more intimate and personal, making a connection with a customer that can last a very long time. **People are searching for your services right now!**

How Do We Use Digital Marketing to Grow Your Print Company?

We are consistently producing more print leads online than anyone else in the industry for printing companies like yours.

- We know what motivates print buyers
- We get you found online (search, social, retargeting)
- We optimize your site for conversion

Fill out the form on this page for a case study on how we took one commercial printing company from 4 printing terms on the first page of Google to over 100, massively increased their social presence, dramatically increased lead flow and delivered new customers, sales & revenue.

Your First Name (required)

Your Last Name (required)

Your Email (required)

Your Phone Number

DOWNLOAD THE CASE STUDY

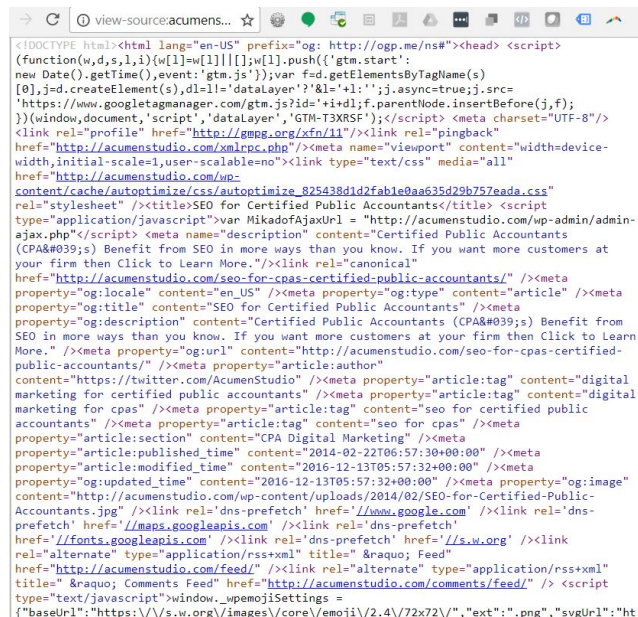
The Channels: SEO

Good SEO will not only get you found online for the offerings and solutions you provide it also answers the questions investors are asking!

The “Tech Side” of it all. We Code This!

Technical SEO requires a developers skill with a strategists mind to make effective optimizations that will speed up your site, control your brand message and get you found online more often.

- Title Tags
- Meta Descriptions
- H1 & H2 Tags
- Code Minification
- Schema Markup
- And More!



```

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new Date().getTime(),event:'gtm.js']);var f=d.getElementsByTagName(s)
[0],j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-T3XR5F');</script> <meta charset="UTF-8">
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(CPA&#039;s) Benefit from SEO in more ways than you know. If you want more customers at
your firm then Click to Learn More."/><link rel="canonical"
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property="og:description" content="Certified Public Accountants (CPA&#039;s) Benefit from
SEO in more ways than you know. If you want more customers at your firm then Click to Learn
More." /><meta property="og:url" content="http://acumenstudio.com/seo-for-cpas-certified-
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content="https://twitter.com/acumenStudio" /><meta property="article:tag" content="digital
marketing for certified public accountants" /><meta property="article:tag" content="digital
marketing for cpas" /><meta property="article:tag" content="seo for certified public
accountants" /><meta property="article:tag" content="seo for cpas" /><meta
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Accountants.jpg" /><link rel="dns-prefetch" href="//www.google.com" /><link rel="dns-
prefetch" href="//maps.googleapis.com" /><link rel="dns-prefetch"
href="//fonts.googleapis.com" /><link rel="dns-prefetch" href="//s.w.org" /><link
rel="alternate" type="application/rss+xml" title="&quot;Feed"
href="http://acumenstudio.com/feed/" /><link rel="alternate" type="application/rss+xml"
title="&quot;Comments Feed" href="http://acumenstudio.com/comments/feed/" /> <script
type="text/javascript">window._upemojiSettings =
{"baseUrl":"https://s.w.org/images/core/emoji/2.4.1/72x72/", "ext":".png", "svgUrl":"ht

```

The Channels: SEO

Good SEO will not only get you found online for the offerings and solutions you provide it also answers the questions investors are asking!

Knowledge Graph Optimization (Google's Secret Weapon) We Do That!

This isn't just Local SEO, the Knowledge Graph is used by sources all over the internet to share your business information with prospective investors. You must do this!

- Company Name, Address, Phone, Hours
- Maps Listing
- Business Category
- Google Reviews
- Facebook Reviews
- Click to Call on Mobile
- And More!

The screenshot shows a Google search for "Acumen Studio". The Knowledge Graph on the right provides detailed information about the company, including its address, phone number, and reviews. Green arrows point to specific elements:

- An arrow points from the search bar to the Knowledge Graph.
- An arrow points from the "Acumen Studio" heading in the Knowledge Graph to the company name in the search results.
- An arrow points from the "Address" field in the Knowledge Graph to the address in the search results.
- An arrow points from the "Phone" field in the Knowledge Graph to the phone number in the search results.
- An arrow points from the "Reviews" field in the Knowledge Graph to the reviews in the search results.

The Knowledge Graph information includes:

- Acumen Studio** (5.0 ★★★★★, 1 Google review)
- Address:** 620 McKnight Rd Unit 2E, St. Louis, MO 63124
- Hours:** Closed - Opens 8:30AM Mon
- Phone:** (866) 357-7422
- Reviews from the web:** 5/5 Facebook · 7 votes

The search results on the left include:

- Acumen Studio** (acumenstudio.com/)
- Acumen Studio - Home | Facebook** (https://www.facebook.com/...
- Working at Acumen Studio | Glassdoor** (https://www.glassdoor.com/...
- Acumen Studio | LinkedIn** (https://www.linkedin.com/company/acumen-studio/)

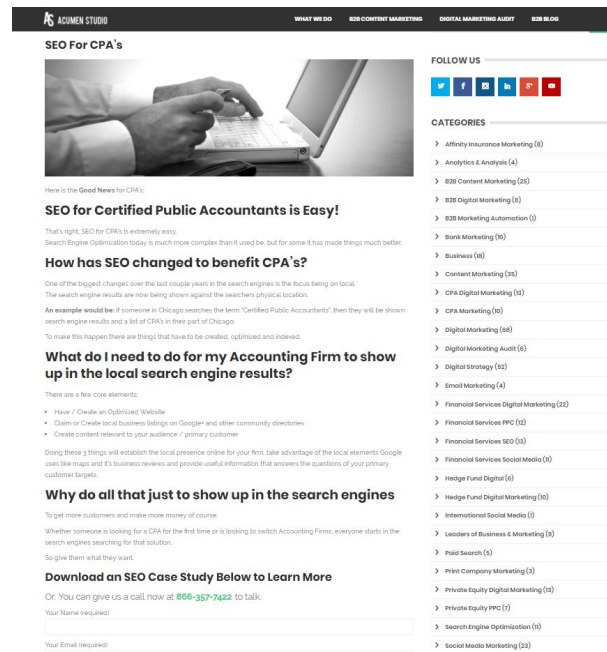
The Channels: SEO

Good SEO will not only get you found online for the offerings and solutions you provide it also answers the questions investors are asking!

Content is Still King. We Create This!

Web Pages and Blog Posts are still the most critical content assets used in getting found online and Investors to convert. We optimize all pages on your site and write new blog posts that answer investor questions found through our research online.

- Web Page Content Optimized
- Existing Blog Post Content Optimized
- New Optimized Blog Posts Written
- Forms Added to Posts for Conversion
- And More!



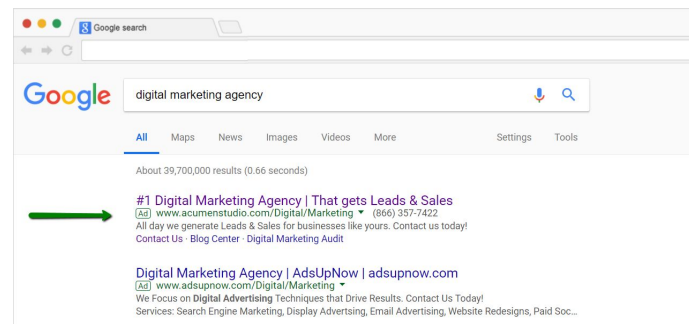
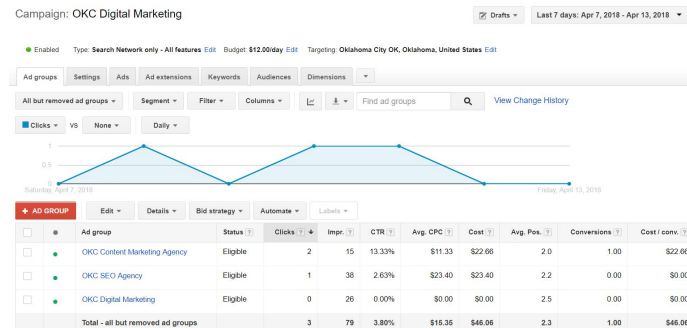
The Channels: Paid Media

Paid Media is the Easiest way to get found quickly by investors searching for your offerings and solutions.

Paid Search - Keyword Triggered Text Ads. We Make Those!

These ads are shown when an investor searches Google for investment opportunities. We create ads that trigger only on searched terms that are most likely to convert. More Leads and Investment!

- Investment Intent Focused Keyword Targeting
- Easy Conversion of New Leads & Investment
- Stay Ahead of Competitors
- The Easiest Way to Generate New Investors



The Channels: Paid Media

Paid Media is the Easiest way to get found quickly by investors searching for your offerings and solutions.

Retargeting - Display Ads (ads that follow customers) We Build Them!

Retargeting or Remarketing as Google calls it, is extremely effective at keeping you in front of prospective investors who have shown an interest in you, your offerings and solutions.

Plus, you don't pay unless someone clicks the ad!

- Stay in front of Prospective Investors
- Optimized for Clickthrough & Conversion
- Created for Mobile & Desktop
- Matched to Your Brand
- And More!



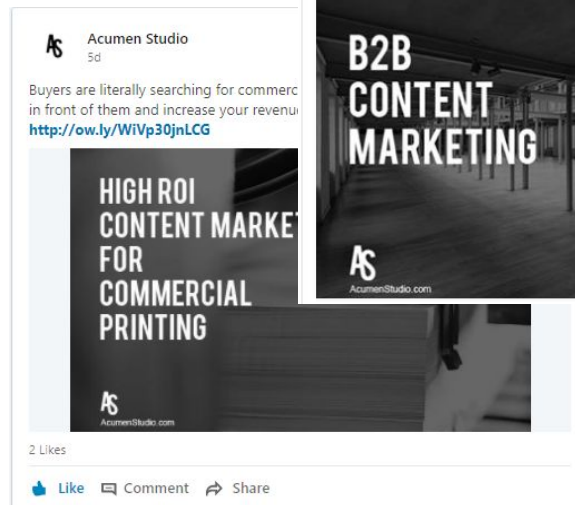
The Channels: Paid Media

Paid Media is the Easiest way to get found quickly by investors searching for your offerings and solutions.

Paid Social Media Ads - The Best Value Online We Develop These!

Social platforms like Facebook and LinkedIn have such accurate targeting that your campaigns here will generate unbelievable returns. Ads serve as content and shared to your targets who are most likely to convert. We retarget on these channels as well.

- Accurate Demographic Targeting
- Direct Response Call to Actions
- Retargeting to Site Visitors
- High Return on Ad Spend
- And More!



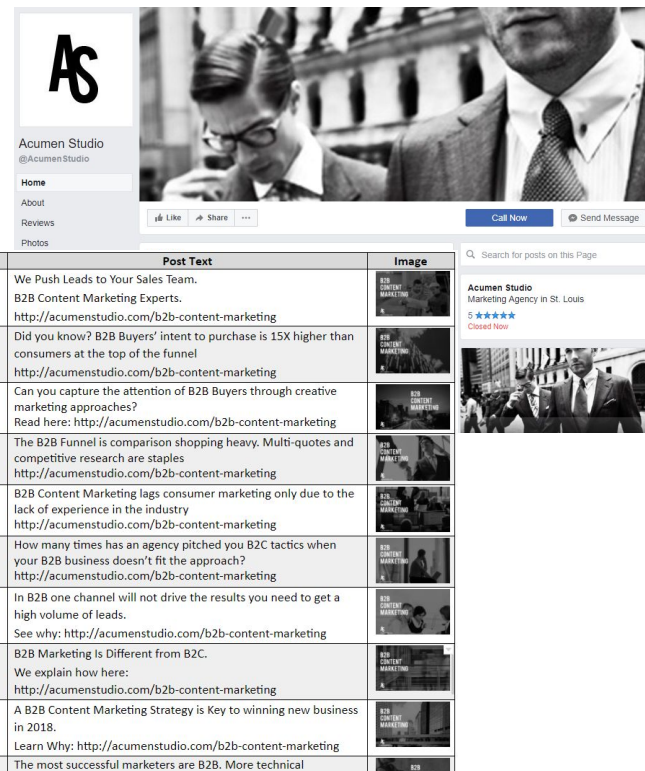
The Channels: Social Media

Social platforms are integrated online everywhere. They are an inevitable part of the Investor's journey so you **MUST** be there when investors search for you.

Social Media Management - Your Voice Online We Amplify This!

We focus on middle & bottom of the funnel investment messages so investors who search you out or see your content on social are compelled to visit your site and convert to active investing.

- 1st Party Copy & Images
- Offering, Solution & Investment Messaging
- Frequent & Consistent Posts
- And More!



The screenshot shows the Facebook profile of Acumen Studio (@AcumenStudio). The profile picture is a black and white photo of two men in suits. The cover photo is a black and white photo of a man in a suit looking down. The page has a navigation bar with links to Home, About, Reviews, and Photos. Below the navigation bar is a search bar and a 'Call Now' button. The main content area displays a grid of posts. Below the grid is a table with columns for Date, Post Text, and Image.

Date	Post Text	Image
2/21 pm	We Push Leads to Your Sales Team. B2B Content Marketing Experts. http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/22 am	Did you know? B2B Buyers' intent to purchase is 15X higher than consumers at the top of the funnel http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/22 pm	Can you capture the attention of B2B Buyers through creative marketing approaches? Read here: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/23 am	The B2B Funnel is comparison shopping heavy. Multi-quotes and competitive research are staples http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/23 pm	B2B Content Marketing lags consumer marketing only due to the lack of experience in the industry http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/24 1pm	How many times has an agency pitched you B2C tactics when your B2B business doesn't fit the approach? http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/25 1pm	In B2B one channel will not drive the results you need to get a high volume of leads. See why: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/26 am	B2B Marketing Is Different from B2C. We explain how here: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/26 pm	A B2B Content Marketing Strategy is Key to winning new business in 2018. Learn Why: http://acumenstudio.com/b2b-content-marketing	B2B CONTENT MARKETING
2/27	The most successful marketers are B2B. More technical	B2B

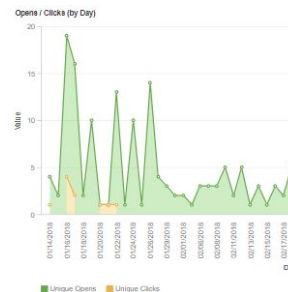
The Channels: Email Marketing

Email is still one of the Highest Converting channels used in marketing today. Getting offering & investment messages in front of investors is critical.

Email - Making Money for Companies since 1978 We Write These!

Email today is extremely effective at generating new investment. Targeting capabilities, segmentation, delivery and analysis are all better than ever. The simple truth is that you just need to do it!

- Direct Line to Investors
- Big Returns
- Low Costs
- Fully Trackable from Click to Conversion
- Integratable with Marketing Automation
- And More!



Most Engaged Contacts			
Contact	Unique Opens	Unique Clicks	
John Bracamontes	7	2	
John Bracamontes	7	1	
Andrew Sloss	6	0	
avinaah.chitambar@protonmail.com	6	0	
Bianca Bionches	6	0	
dustin.ritouderew@gmail.com	6	0	
dylan@outfitterdesign.com	6	0	
Kelvin Levermore	6	0	
manashacoonsultant@gmail.com	6	0	
manashacoonsultant@stakeholder.com	6	0	

Click Performance by URL	
URL	Unique Clicks
http://acumenstudio.com/2020-content-marketing-agency/	7
http://acumenstudio.com/2020-eeo/	2
http://acumenstudio.com/2020-social-media/	1
https://goo.gl/HM867F	1

I also wanted to send you a couple links that highlight our approach, our team and our pricing to give you a better idea on who we are and what costs are for some of the work we do for the printing companies we partner with.

Linked here is an overview on our approach and profiles on the team: <https://goo.gl/Ubr43H>

You can find our typical costs for some of the services we partner with companies on here: <https://goo.gl/h10qyh>

Once you've had a chance to look these over I would love to jump on a call with you and learn more about how you are driving in new business for your company.

Are you free to speak sometime in the next week or so?

Thankst



John Bracamontes

President
Acumen Studio
Work: (866) 357-7422
john@acumenstudio.com
AcumenStudio.com

If you don't want to hear from me anymore just [unsubscribe](#) and I won't bother you again, but I genuinely think we can help and would love the opportunity to talk with you & learn more about your company.

Acumen Studios 34 N Brentwood Blvd Ste 13 St. Louis, Missouri 63105 United States (866) 357-7422

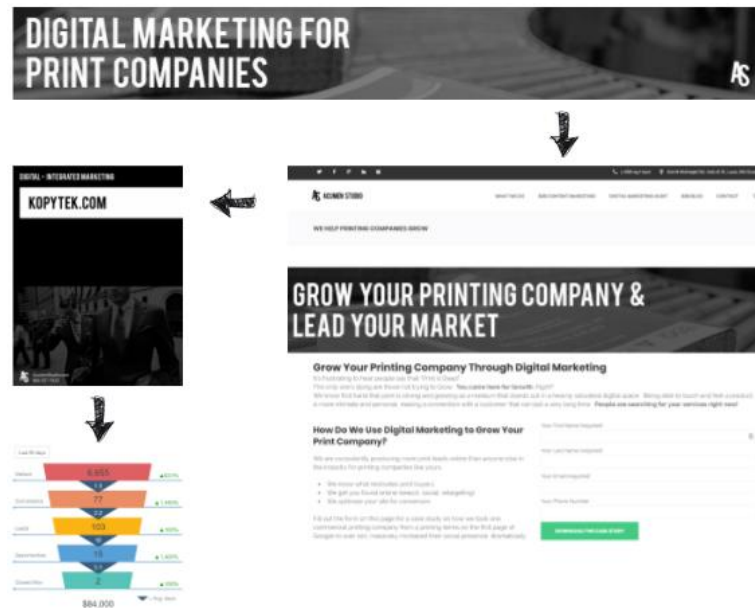
The Channels: Targeted Campaigns

Targeted Campaigns are focused on a specific industry or investor type selling a specific offering or solution. Doing this will Explode Your Growth!

Targeted Nurturing Campaigns Work. Period. We Produce These!

Using a combination of a selected offerings or solutions, focused targeting, conversion messaging, curated landing page, downloadable giveaway and a marketing automation nurturing series you will...

- Generate a Ton of Leads
- Convert those leads to Investors
- And Grow Your Company!



Analytics - Insights & Reporting

Knowing how your marketing efforts contribute to investment and being able to identify where optimizations can be made is key to your success online.

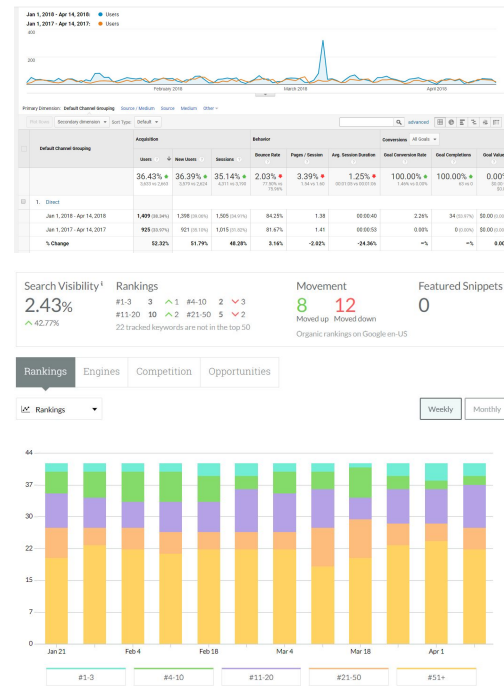
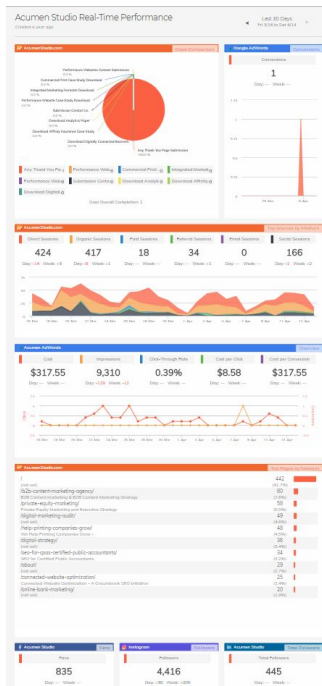
Real Time Performance Data. We Have That!

We watch these numbers Every Day!
Our reporting brings to the surface critical KPIs that accurately measure what is working and what isn't so intelligent decisions can be made when optimizing your marketing efforts.

- Custom Real-Time Dashboard
- Google Tag Manager
- Google Analytics
- Detailed Channel Metrics
- And More!

Example Real-Time Dashboard

<https://reports.acumenstudio.com/reports/ff66333342e1ddc6d72868ddb68f4246/public>



Ready to Get Started?

We know for some this can be overwhelming but we can tell you that after doing this for many we have simplified the process and it works extraordinarily well!

Across the board optimization.
A simplified strategic campaign.
Big Results!

For Additional Questions or Getting a Proposal.

Contact

John Bracamontes
john@acumenstudio.com
Direct Phone: 618-531-7315

