

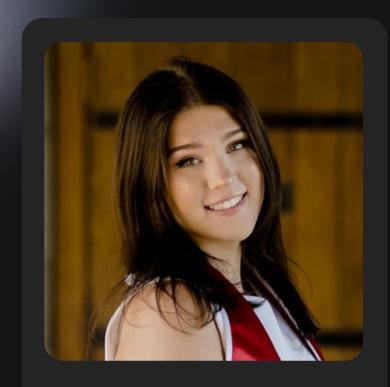
WORLD 50

CONTENT MARKETING PROPOSAL

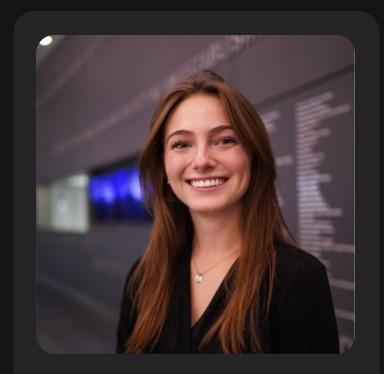
Claire Cocking, Lead Graphics Grace DeBoer, Editor in Chief Chae Eun Moon, Head Auditor Ally Praul, Scribe

www.world50.com

Our Team



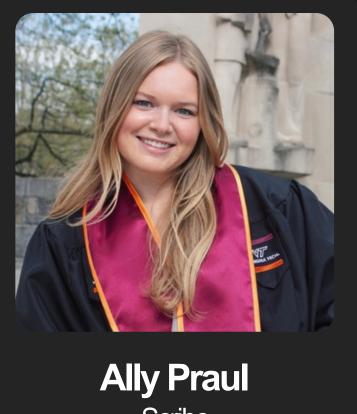
Claire Cocking Graphics Lead



Grace DeBoer Editor in Chief



Chae Eun Moon Auditor



Scribe



Company Profile & Research



About 400 Mord 50

- 40 exclusive communities
- Peer networking, expert insights, member events, global reach
- Firms with over \$1B in revenue





Mission Statement

"Making better leaders, making leaders better"

Vision Statement

World 50 drives revenue through its exclusive peer communities, where C-level executives connect to discuss challenges, share insights, and network.

Brand Pillars

Dedicated to fostering collaboration among senior executives

Enabling them to share insights, address challenges, and build impactful relationships



Business Model

Annual Memberships (\$45,000 - \$90,000 per annum)

Core Products & Services

Peer Communities

49 Networking Groups
4 Largest: CEOs, CHROs, CFOs,
General Counsels

Leadership Training Programs

Executive Development
Peer-to-Peer Learning
Networkig Opportunities

PRODUCT

- Exclusive peer networking communities for C-Suite and Senior Executives
 - Peer networking, expert insights through various mediums, member events, global reach
- Creates and fosters meaningful connections
- More services and benefits than competitors

PRICE

- \$45,000 \$90,000 per year
- Companies >\$1B in revenue

PROMOTION

- Messaging focus: peer communitites, exclusive events, personalized insights, access to global companies and execs, unique benefits
- Promotion strategy: highlighting success storiesa dn testimonials via newsletters, LinkedIn, events

PLACE

- Promotion Channels: Website, LinkedIn, Exclusive Events, Email
- Content Strategies: Featured stories, member spotlights, content atomization



Target Audience



Persona 1

• Age: 45-60

• Gender: Male or Female

• Location: United States

 Education: Advanced degree(s) in business or related fields

Persona 2

• Age: 40-55

Gender: Male or Female

• Location: United States

 Education: Advanced degree(s) in business, leadership, or specialized field relevant to their role (e.g., finance, HR, law)



STRENGTHS

- Exclusive membership
- Diverse perspectives

WEAKNESSES

- Limited accessibility (Invitation-only model)
- Perception of elitism

OPPORTUNITIES

- New member acquistion
- Global reach
- Technological integration

THREATS

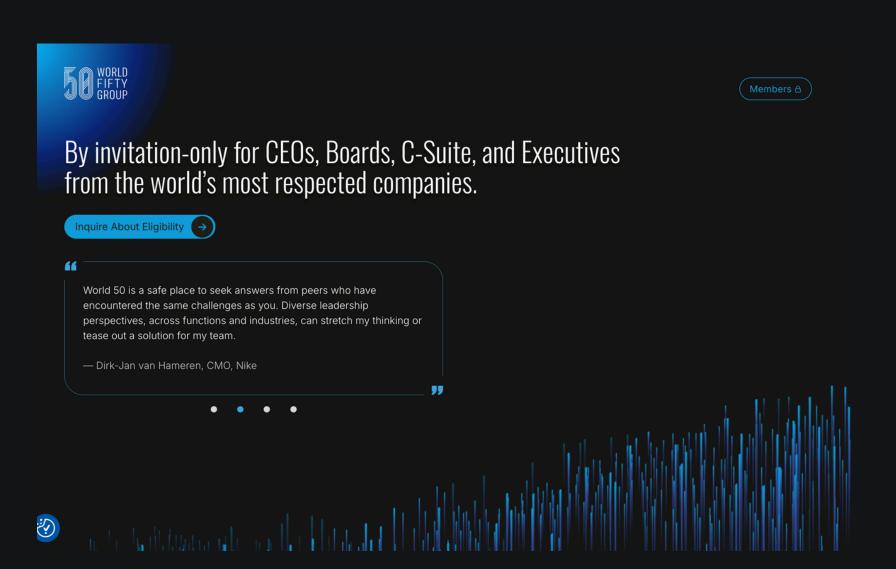
- Competitive landscape
- Economic downturns
- Digital disruption



Content Audit & Analysis



Website - Home







SEO Audit

Competitor Misidentification

 Tools like Semrush fail to identify the correct competitors

Limited International Reach

 Most search traffic comes from the U.S., whereas World 50 seeks global growth

Traffic Type & Keywords

- Majority of traffic: informational, generated by people already familiar with World 50 (top keywords mainly the company name)
- Paid keywords broadly targeted around leadership courses: rather than attracting highlevel executives seeking peer communities

Low Authority Score

The authority score stands at 26, with only 1.9K backlinks



Content Recommendation Proposal



Objectives

Increase Homepage Engagement

Increase Conversion Rates



Content Pillars & Clusters





SIEMENS







intel



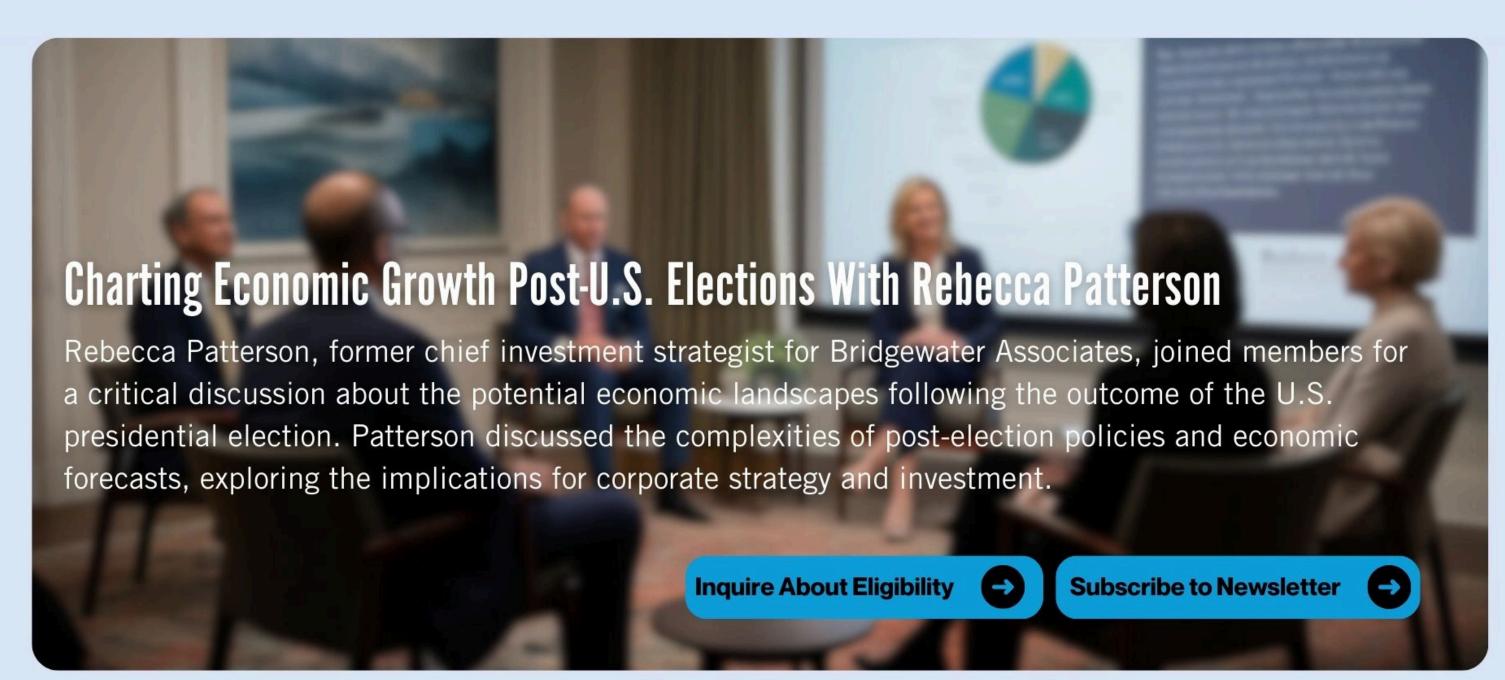




enovo







The Walt Disney Company



Edward Norton *Member since 2019*

Member Story

"Too many board conversations are focused on the past, not the future"

Featured Story

Making Board Meetings Better with Edward Norton

Edward Norton, best known as an award-winning actor and filmmaker, is also a successful serial entrepreneur, having cofounded several leading-edge technology startups. Norton joined members to discuss what he's learned about what's wrong with board meetings and how he's helping make them better.

Read More

Advisory Relationship Accomplishments

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Linkedin Mockup





World 50 Group

20,414 followers

3w • 🔇

Check out one of our incredible members and what they have done with World 50! Learn more about becoming a member and read other member stories on our website. Excited to continue to grow this powerful network!

The Walt Disney Company



"Too many board conversations are focused on the past, not the future"

Featured Story

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Advisory Relationship Accomplishments

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+ Follow ···



9 reposts









WORLD FIFTY GROUP	
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KEY		Claire Cocking, Grace DeBoer, Chae Eun Moon, Ally Praul					
	Member Newsletter	_					
	Prospect Newsletter						
	Podcast						
	LinkedIn Post						
	Jumbotron Update						
	Member Pop-Up Update						
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week #1							
	Member Pop-Up Update	Member Newsletter	LinkedIn Post Variable	Podcast	LinkedIn Post- Jumbotron Highlight	LinkedIn Post Member Highlight	
	and the second s				Jumbotron Update		
					Pame		
Week #2							
			LinkedIn Post	5.1	LinkedIn Post-	LinkedIn Post	
		Member Newsletter	Variable	Podcast	Jumbotron Highlight	Member Highlight	
					Jumbotron Update		
Week #3							
			LinkedIn Post		LinkedIn Post-	LinkedIn Post	
		Member Newsletter	Variable	Podcast	Jumbotron Highlight	Member Highlight	
					Jumbotron Update	Prospect Newsletter	
Woolr #4							
Week #4			LinkedIn Post		LinkedIn Post-	LinkedIn Post	
		Member Newsletter	Variable	Podcast	Jumbotron Highlight	Member Highlight	
					Jumbotron Update		
Week #5							
		Member Newsletter	LinkedIn Post Variable	Podcast	LinkedIn Post- Jumbotron Highlight	LinkedIn Post Member Highlight	
					Jumbotron Update		



Content Performance & Testing



KPIs for Measuring Content Performance

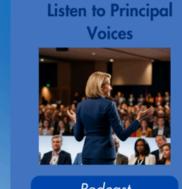
- Bounce Rate
- Time on Page
- Button Clicks/Inquiries from Homepage

Fake Door lest





Lead the Life You Want to Live



Podcast



Newsletter



Networking Events

Enhance your Leadership Journey

FAQ

What is World 50 Group?

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Who is World 50?

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Why World 50?

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Technology & Platform & Tools Considerations

- Utilize tools:
 - SEMRush
 - WordPress
 - Google Sheets



Content Team

- Copywriter Works with marketing to develop copy for newsletter, socials, and Member Stories
- **Developer -** Update website following guideline of Content Calendar
- Marketer Develop and manage engaging content to drive brand awareness, audience engagement, and business growth



Thank You