

WORLD 50

CONTENT MARKETING PROPOSAL

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www.world50.com

Our Team



Claire Cocking
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Grace DeBoer
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Auditor



Ally Praul
Scribe

Company Profile & Research

About World 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

1

Peer Communities

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

2

Leadership Training Programs

Executive Development
Peer-to-Peer Learning
Networking 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 communities, exclusive events, personalized insights, access to global companies and execs, unique benefits
- Promotion strategy: highlighting success stories and 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 acquisition
- Global reach
- Technological integration

THREATS

- Competitive landscape
- Economic downturns
- Digital disruption

Content Audit & Analysis

Website - Home



Members

By invitation-only for CEOs, Boards, C-Suite, and Executives from the world's most respected companies.

Inquire About Eligibility

“World 50 is a safe place to seek answers from peers who have encountered the same challenges as you. Diverse leadership perspectives, across functions and industries, can stretch my thinking or tease out a solution for my team.”

— Dirk-Jan van Hameren, CMO, Nike



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 high-level 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



BUNGE



intel.



Sysco

Lenovo

citi



Charting Economic Growth Post-U.S. Elections With Rebecca Patterson

Rebecca Patterson, former chief investment strategist for Bridgewater Associates, joined members for a critical discussion about the potential economic landscapes following the outcome of the U.S. presidential election. Patterson discussed the complexities of post-election policies and economic forecasts, exploring the implications for corporate strategy and investment.

[Inquire About Eligibility](#)[Subscribe to Newsletter](#)

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

October 1, 2024

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

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam scelerisque sit amet nulla non sodales. Ut feugiat molestie tristique.
- Morbi in leo mattis, vehicula massa id, ullamcorper mi. Fusce commodo nisl nulla, vitae luctus enim ullamcorper eu. Duis ut sapien ornare erat faucibus efficitur.



LinkedIn Mockup

50

World 50 Group

20,414 followers

3w •

+ Follow

...

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!

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Read More

Advisory Relationship Accomplishments

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam scelerisque sit amet nulla non sodales. Ut feugiat molestie tristique.
- Morbi in leo mattis, vehicula massa id, ullamcorper mi. Fusce commodo nisl nulla, vitae luctus enim ullamcorper eu. Duis ut sapien ornare erat faucibus efficitur.



47

9 reposts

Like

Comment

Repost

Send

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	
					Jumbotron Update		
Week #2							
		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post-Jumbotron Highlight	LinkedIn Post -- Member Highlight	
					Jumbotron Update		
Week #3							
		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post-Jumbotron Highlight	LinkedIn Post -- Member Highlight	
					Jumbotron Update	Prospect Newsletter	
Week #4							
		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post-Jumbotron Highlight	LinkedIn Post -- 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 Test

50 WORLD
FIFTY
GROUP



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FAQ

What is World 50 Group?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu neque id arcu tincidunt convallis ut eu nulla. Duis ultricies gravida velit quis suscipit. Duis ac mattis nibh, nec efficitur ligula.

Who is World 50?

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Why World 50?

Nullam vel orci elementum, venenatis mi nec, dignissim ipsum. Sed egestas dolor at lorem maximus tempus. Vestibulum at condimentum metus. Duis ligula sem, sagittis sit amet dui blandit, posuere malesuada augue.

*Making better leaders,
Making leaders better.*

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**