

# CONTENT MARKETING PROPOSAL

Claire Cocking  
Grace DeBoer  
Chae Eun Moon  
Ally Praul

# TABLE OF CONTENTS

---

<b>Executive Summary</b> .....	01
<b>Marketing Objectives</b> .....	04
<b>Target Market</b> .....	06
<b>Market Strategy</b> .....	10
<b>Content Audit &amp; Analysis</b> .....	13
<b>Content Channels &amp; Tactics</b> .....	17
<b>Performance &amp; Testing</b> .....	22

# EXECUTIVE SUMMARY

World 50 Group is an exclusive, by-invitation-only community created for CEOs, board directors, C-suite executives, General Counsel members, and rising enterprise leaders from renowned global organizations. Founded in 2004 and headquartered in Atlanta, GA, it provides private peer communities for senior executives to collaborate, exchange ideas, and foster meaningful connections across diverse industries and sectors. World 50's vision is to create a safe space for its members to exchange ideas, navigate complex challenges, and evolve into better leaders.

The organization is foundational and built on the collaboration, excellence, and integrity built into their work and within one another.

## Our Marketing Team



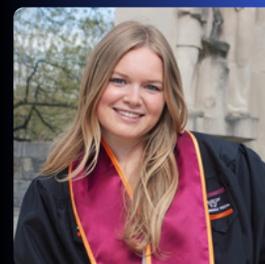
**Claire Cocking**  
Graphics Lead



**Grace DeBoer**  
Editor in Chief



**Chae Eun Moon**  
Lead Auditor



**Ally Praul**  
Scribe & Head Researcher

---

## SWOT Analysis

As World 50 Group's marketing consultants, we want to help the brand lean into what it does well, improve where it lacks, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2024.

The invitation-only business model World 50 uses, while maintaining exclusivity, limits accessibility and might exclude potential members who could bring in value. This restriction could reduce the diversity of thought within the community and prevent prospective users from contributing to the platform. Furthermore, the exclusivity may be perceived as elitist, which could deter some organizations or leaders from engaging with World 50. Such perceptions might create barriers to expanding its influence and ability to appeal to a broader audience. Additionally, the exclusivity on World 50's websites prevents prospective members from learning more about the firm, as there is very limited visible content.

World 50 has several avenues for growth and innovation. Developing interactive content on the publicly accessible sections of its website, such as the homepage, could attract new audiences and spark interest in the platform. Expanding its global presence, particularly in emerging markets, presents an opportunity to diversify the membership base, enhance the perspectives within the community, and increase revenue by getting new members and potentially establishing geographical communities. Additionally, integrating advanced technologies to facilitate virtual interactions can increase member engagement and provide more flexible participation options, meeting the demands of a digitally connected world.

World 50 faces challenges from an increasingly competitive landscape, with the rise of alternative executive networking platforms and forums. These competitors could potentially erode its unique value proposition. Economic downturns pose another threat, as companies may cut back on expenditures for executive development and networking memberships during financial hardships. Moreover, rapid technological advancements could disrupt traditional networking methods, requiring World 50 to adapt promptly to remain relevant and effective in serving its members.

# MARKETING OBJECTIVES

---

World 50 Group has the ambitious goal of accelerating the success of its members, their teams, and their organizations. By fostering collaboration among senior executives, World 50 enables leaders to share insights, address challenges, and build impactful relationships across various industries and functions. This approach aims to enhance leadership capabilities and drive organizational success. To help the business do that, our marketing team will pursue the following two content marketing objectives.

Our primary focus over the next six months will be enhancing user engagement on the company's website homepage with the specific aim of attracting more potential members to subscription services. To achieve this, we'll implement several dynamic elements, including interactive features and clickable company logos that link to regularly updated "Member Stories." Additionally, we'll introduce a rotating carousel showcasing weekly featured content snippets. Through these enhancements, we're targeting a 10% reduction in homepage bounce rate and a 15% increase in average time spent on the page within this six-month period. To effectively track our progress, we'll monitor three key performance indicators: the homepage bounce rate, time spent on page, and the number of button clicks originating from the homepage. These metrics will provide clear insights into the success of our optimization efforts and help us make data-driven adjustments as needed.

Our second key initiative focuses on boosting conversion rates for both newsletter sign-ups and membership eligibility inquiries over the next six months. We plan to implement a dynamic approach by incorporating strategically placed calls-to-action within a rotating Jumbotron display. This feature will showcase curated content snippets from our weekly newsletter, with prominent "Inquire About Eligibility" and "Subscribe to Newsletter" buttons. Through this targeted enhancement, we project a 10% increase in scheduled one-on-one calls about membership and newsletter subscriptions. Success will be measured through a comprehensive tracking system monitoring button clicks, email entries, and completed sign-ups, allowing us to gauge the effectiveness of our conversion optimization strategy and make real-time adjustments as needed.

# TARGET MARKET

---

## Industry Overview

In 2024, we will target the following industries where we'll attract, engage, and delight our audience to promote our products and services, converting them into paying customers and brand ambassadors.

### Industry 1: Executive Networking

Executive Networking facilitates peer-to-peer networking among C-Suite level and Senior Executives. This networking takes place through in-person and virtual events and online communities.

### Industry 2: Leadership Training

Leadership Training provides a vehicle for already established executives to upskill. Focused on continuous learning, leadership training allows executives to become better leaders and gain new knowledge.

---

## Buyer Personas

With our target market, we have identified the following buyer personas to represent our ideal customers:

### Buyer Persona 1: CEO

**Demographics:** 45–60 years old, male or female, located in the US, has an advanced degree.

### Psychographics:

- Personality: Goal-oriented, decisive, visionary, driven by results
- Values: Trust, exclusivity, performance, hard work
- Motivations: Business growth, personal fame, curating a great team
- Challenges: Managing organizational change, maintaining competitive advantage, keeping the board happy, adapting to changing sociopolitical climate

### Goals within World 50:

- Gain valuable insights from peers to enhance their work
- Receive expert information on emerging trends and world events that will affect their business
- Build relationships with their peers to improve their own success and the success of their company



### Buyer Persona 2: C-Suite Executive

**Demographics:** 40-55 years old, male or female, located in the United States, has an advanced degree in a specialized field



### Psychographics:

- Personality: Forward-thinking, collaborative, decisive, goal-oriented
- Values: Operational efficiency, trust, collaboration, communication, respect
- Motivations: Curating a great team, managing relationships, improving workflows
- Challenges: Managing a team, making tough decisions, retaining top talent, managing resources

**Goals within World 50:**

- Meet other senior executives facing similar issues
- Engage in discussions with their peers and build their network
- Stay ahead of industry and workforce trends

---

## Competitive Landscape

Within our target market(s), we anticipate competing with several established companies that cater to similar audiences and address comparable needs. These competitors operate in the executive networking and professional development space, offering platforms and services designed to connect senior leaders, foster collaboration, and provide valuable industry insights.

C-Suite networks are a notable competitor to World 50, offering a range of similar products and services. They host exclusive events for members, publish blog posts, and share insights through various media formats. Additionally, they feature council groups tailored to specific interests, such as Women's Coaching and Consulting, Technology, and Nonprofits. Their platform also includes a Marketplace where members can purchase resources like Keyword Roadmaps, Book Publishing Advice, and access to a Social Media Co-Op, among other offerings. Beyond their product lineup, C-Suite Network excels in search engine optimization (SEO); their name is strategically designed to appear first in search results for terms like "C-Suite Networking." Moreover, their blog posts are publicly accessible, enabling them to rank on search engine results pages (SERPs), whereas World 50's content is not readily visible to the public.

GEN organizes more than 1,000 events each year, covering over 50 topics through formats ranging from in-person dinners to Virtual Roundtables. In addition to its extensive event lineup, GEN ranks highly on search engine results pages (SERPs) for terms like “Executive Networking,” giving it a competitive edge in visibility compared to World 50. Furthermore, GEN offers specialized peer-to-peer networking opportunities tailored to specific roles, such as Customer Service, Communications, and Finance. However, unlike World 50, GEN’s website focuses solely on its events and lacks additional content, such as insights or thought leadership materials, that could enhance its value proposition.

The Executives’ Association of New York City (EANYC) presents another competitor, focusing on fostering networking opportunities through various events. EANYC hosts monthly meetings where members exchange leads and share information, alongside networking events featuring guest speakers, social gatherings, and quarterly virtual meetings. Additionally, EANYC ranks on search engine results pages (SERPs), an area where World 50 lacks visibility due to its absence of public-facing content. However, World 50 distinguishes itself by catering to executives from significantly larger organizations, while EANYC requires its members to have a minimum gross revenue of only \$5 million.

# MARKET STRATEGY

---

## Product

World 50 Group provides exclusive peer communities designed specifically for C-Suite and Senior Executives. There are 49 communities in total at this time, with the 4 largest groups being CEOs, CFOs, CHROs, and General Counsels. By joining World 50, members have access to global peer networking, and expert insights via blog posts, podcasts, newsletters, as well as member events.

World 50 solves challenges by allowing executives to easily connect with peers facing similar challenges. By limiting membership to only those who work at companies with over \$1B in revenue, World 50 ensures that members will be able to offer each other advice and insights applicable to each other's roles.

World 50 differentiates itself as it offers more services and benefits than competitors. As described above, competitors in this industry are typically event-based and do not offer other services, such as leadership training, communities, and insights in several forms, that World 50 provides. Further, World 50's content is exclusive, wherein there is a high threshold that applicants must meet, to join.

---

## Price

The price of membership at World 50 ranges from \$45,000 to \$90,000 annually, depending on role. As World 50 targets executives at companies

with annual revenue of at least \$1 billion, the cost of membership is within budget for customers.

---

## Promotion

To promote membership conversions and increase engagement on the World 50 website, content will focus on peer communities, exclusive events, personalized insights, and access to global companies and executives. We will also highlight World 50's specific benefits, including solving complex business challenges, gaining actionable and expert insights, and the opportunity to connect with trusted and similar peers.

Our promotion strategy includes highlighting success stories and testimonials from current members to lend World 50 credibility. Further, we will promote membership with content that showcases the insights from newsletters, podcasts, and events.

---

## Place

World 50 will utilize multiple promotion channels to reach its target audience effectively. On the website, a jumbotron carousel will be featured at the bottom of the page, showcasing highlighted content from the newsletter. Additionally, pop-ups will display "Member Stories," illustrating the companies that are part of World 50 and any notable collaborations. On LinkedIn, the primary platform for professional networking, World 50 will post three times per week, sharing updates about its members and newsletter content. Exclusive events, such as invite-only webinars and "Just In Time" calls, will be organized to engage prospective members.

Email marketing will include prospect newsletters, featuring snippets of member-exclusive content to generate interest.

To enhance visibility and engagement, World 50 will implement several targeted content strategies. Featured stories from the weekly newsletter will be displayed in a carousel format to highlight the value of World 50's exclusive content. Member spotlights will showcase individual achievements and collaborations, further emphasizing the organization's focus on its community. Additionally, content atomization will break down larger pieces, such as newsletters, into smaller, digestible formats to be shared across social media, email campaigns, and the website, ensuring consistent and widespread reach.

# CONTENT AUDIT & ANALYSIS

---

The following is a comprehensive audit of World 50's current content strategy and deployment. With a focus on owned media first, World 50 provides content including weekly member newsletters, monthly prospect newsletters, quarterly "Just in Time" calls, weekly podcasts, and LinkedIn posts to its consumers. We have analyzed the engagement this content brings to the users, and based on this analysis, we discovered how we can best increase interest from users and prospects and decrease the bounce rate on the company's website.

---

## Website & Blog

### Content Audit

World 50 has very few publicly accessible webpages, including only a homepage and blog-like pages. The World 50 homepage has a header that disappears as you scroll, a center section with logos, and a footer that displays the firm's locations.

The header of the website takes the form of a jumbotron, featuring a "Members" button that leads to a sign-in page, an "Inquire About Eligibility" button, and a carousel of quotes from current members. This callout box features quotes specifically from the CIO of Apple, the CMO of Nike, CFO of US Steel, and CCO of FedEx.

The body of the website features logos of 120 companies where members

work. These logos are all in black, making the site look very cohesive, but it remains static. The footer is very brief, and only contains the World 50 logo, its locations, and the Privacy, Terms of Use, and Cookies policies.

The World 50 Roundtables page has more information in comparison to World 50's homepage. The site is comparable to a blog page, and its navigation menu has "Member Experience," "About," and "Home" options. The header reads "Spend more time on things that matter. Make better, faster decisions on driving innovation with World 50 Roundtables."

After this section, a video is embedded titled "What Our Members Have to Say About Us." Under this video are the same logos from the homepage, advertising where members work. Beneath the logo section are facts about members, industries served, the ROI of membership, and additional quotes. Below that are two CTAs, "Let's Connect" and "Accelerate your growth." The "Let's Connect" button opens up a form that allows site visitors to learn about World 50 and inquire about eligibility.

The "Accelerate your growth" button leads to a separate page where visitors can register for Roundtables. On this page, the header reads: "Your solution is a game changer. Fast-track its growth. Showcase your innovation to Fortune 500 companies accelerating opportunities for new business and growth." Under this section is a carousel of quotes followed by the same logos described above. After the carousel is World 50's Purpose Statement, followed by a section describing the Wellthy Case Study. Finally, the last section of the page contains the event titles and access to inquire about registration.

The footer has the logo, a LinkedIn link, the same navigation items

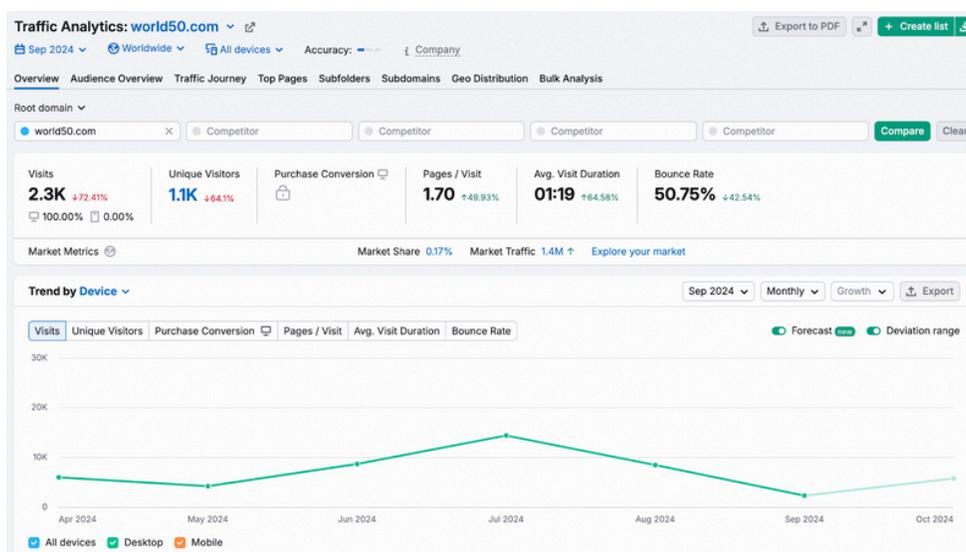
described above, and the Privacy policy.

Another publicly accessible webpage is “Insights on Demand.” This page displays World 50's recent blog posts and upcoming events.

Finally, the “Insights” page features 5 pieces: I&D Impact Report 2024, Excel in Your First Year as CEO, First Year in the C-Suite, The New Customer, and Getting to Growth. These all lead to pages behind a paywall.

## Search Engine Optimization

According to our analysis of an SEO audit, we performed using Semrush, World 50's current SEO strategy is misaligned with its primary revenue driver—exclusive peer communities for C-suite executives. Instead, it focuses on leadership courses, which contribute only minimally to revenue.



Semrush World 50 SEO Audit

**Trending Pages**

Spiked 32%

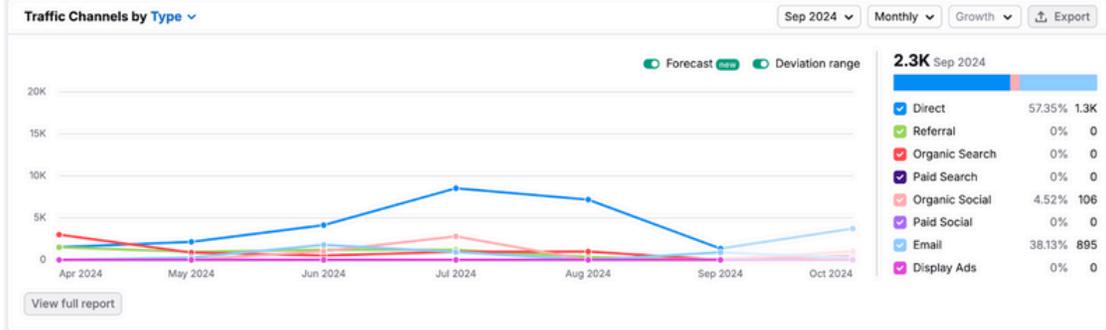
ExamplePage.com

**24.5K** ↑

**Insights on traffic spikes**

Access this data with **Semrush .Trends**

[Buy for \\$289/mo](#)



Sep 2024 | Worldwide | All devices

Root domain: world50.com | Competitor | Competitor | Competitor | Competitor | [Compare](#) | [Clear](#)

**Distribution by Country** Export

Visits | Unique Visitors

Country	All devices	Desktop	Mobile
United States	87.6%	2.1K	100%   0%
India	7.84%	184	100%   0%
Netherlands	4.52%	106	100%   0%
Portugal	0.04%	1	100%   0%

No more results

[View full report](#)

**Semrush World 50 SEO Audit**

The SEO audit for the World 50 website has highlighted several critical issues impacting its performance and growth potential.

- **Competitor Misidentification**
  - SEO tools like Semrush suggest an unclear brand image, which may harm search engine rankings.
- **Limited International Reach**
  - The website has a limited international reach, with 89% of search traffic originating from the U.S., contrary to World 50's aspirations for global expansion.
- **Traffic Type & Keywords**
  - The keyword strategy is misaligned with business goals—most traffic is informational and comes from users already familiar with the brand, while top keywords are primarily the company name. Paid keywords focus broadly on leadership courses instead of targeting high-level executives seeking peer communities.
- **Low Authority Score**
  - The website's authority score is low at 26, with only 1.9K backlinks, signaling a need for stronger backlink acquisition and domain credibility improvements.

---

## Email

### Email Audit

World 50 employs a strategic approach to email communication to effectively engage both members and prospective members. Members receive weekly newsletters, keeping them consistently informed and engaged. Prospective members, on the other hand, are provided with monthly newsletters to maintain their interest and introduce them to World 50's value.

In addition, the organization hosts a "Just in Time Call" once a quarter, focusing on timely, headline-driven topics. These calls are not only open to members but can also include prospective members as invitees, broadening the outreach. The information discussed during these calls is shared and used to foster deeper engagement. For the months of December and January, these calls are scheduled on Fridays, aligning with members' availability.

---

## **Social Media**

### **Social Media Audit**

The primary social media platform World 50 uses is LinkedIn. (World 50 has an Instagram account, but the last post was uploaded in 2021.) Introduced as one of "business consulting and services," World 50 offers LinkedIn posts related to executives with backlinks and keywords that can drive traffic.

Since November 2023, World 50 has published Newsletters titled, "Top of Mind" on LinkedIn, which focus on stories and insights of global business leaders. These newsletters are also backlinked through the LinkedIn posts, encouraging readers to follow another webpage. The posts also include keyword tags that can drive traffic to the post including #uselection, #AI, #innovation, #newsletter, #businessinsights, etc. Beyond these posts, World 50 also reposts its members' posts related to the brand.

Considering that the platforms World 50 most actively uploads content to are its websites, the content of the webpages is not effectively shared on its social media. The last date World 50 uploaded a post related to the content from the websites, specifically, the "Insights" page, was seven months ago, while its most recent post was uploaded a week ago.

# CONTENT CHANNELS & TACTICS

---

To support World 50's brand values and content pillars, we would like to propose the following content verticals, a weekly content carousel and a pop-up jumbotron highlighting members, that enhance the connection between visitors and World 50, in tandem with the existing content ecosystem including weekly member newsletters, monthly prospective newsletters, quarterly "Just in Time" calls, and weekly podcasts.

---

## Content Pillars

World 50 Group focuses on several content pillars to position itself as an exclusive C-suite networking and leadership development platform. Content pillars we've established include executive leadership insights, strategic networking and collaboration, the future of business, organizational performance and innovation, and expanding towards a global business ecosystem.

---

## Website

Our primary content proposal, for the public-accessible World 50 Group website's homepage, is a Weekly Content Carousel positioned strategically at the bottom of the homepage. This jumbotron carousel will

serve as a curated showcase of World 50's most valuable insights, featuring a rotating selection of content that spans the last four weeks with a primary focus on the current week's highlights. Visitors will discover engaging snippets from the newsletter, compelling podcast quotes, and insights from recent seminar speakers. The carousel will include clear call-to-action buttons inviting users to "Inquire About Eligibility" or "Subscribe to Newsletter," creating direct pathways for potential member engagement.



**Weekly Content Carousel Mockup**

A secondary recommended feature is a Member Story Pop-up Jumbotron that reimagines the current logo display into an interactive, value-driven user experience. Currently displaying 120 company logos, the website will now offer dynamic pop-ups that provide deep, personalized insights into members' professional journeys. When users click on a company logo, they will discover rich narratives about individual members, including their names, roles, countries of operation, and collaborative content such as podcast appearances, seminar quotes, and professional experiences. This approach creates a powerful "Halo Effect" by highlighting members'

achievements while providing potential clients with meaningful context about World 50's unique ecosystem. The content will be refreshed every six months, ensuring ongoing relevance and maintaining the platform's dynamic nature.

The strategic implementation of these content verticals will leverage carefully selected keywords that resonate with the target audience, including "leadership newsletter," "C-suite community," and "C-suite networking."



**Member Story Pop-up Jumbotron Mockup**

Then, by atomizing content across multiple platforms, the strategy aims to increase website backlink potential and improve search engine optimization. The approach considers multiple content multipliers, with updates occurring both bi-annually and monthly, focusing on diverse formats like text and infographics that highlight people, processes, and innovative ideas.

These interactive elements are designed to achieve multiple critical objectives: increasing conversions, reducing bounce rates, enhancing brand perception, and generating more targeted membership inquiries by transforming the homepage into a hub of engagement. The proposed

strategy transforms World 50 Group's digital presence from a static display of logos to a dynamic, storytelling platform that celebrates its exclusive C-suite community.

To measure the success of these recommendations, we will track measures including bounce rate, time on page, button clicks, and conversion rates for membership.

---

## **Search Engine Optimization**

To address the SEO issues identified in the SEO audit, several key recommendations have been outlined to enhance visibility and authority.

First, there is a need to satisfy informational searches by creating content that aligns more closely with users' queries. Introducing a carousel with featured snippets from other owned content can effectively showcase valuable material -- that can be posted on social media and reposted by members -- increasing backlinks and authority while resonating better with the target audience. Additionally, the current optimization strategy should pivot away from irrelevant keywords. The jumbotron can help address this by emphasizing content aligned with new, relevant keywords such as "Leadership newsletter," "Leadership blog," "C-suite blog," and "C-suite newsletter," which should be tested weekly. Lastly, improving the backlink profile by encouraging members to link back to the company name fosters pride in membership and strengthens SEO through reputable associations.

---

## **Social Media**

World 50 uses LinkedIn as its primary social media platform to reach

prospective users and active members. While the company regularly posts an array of content every few weeks, we recommend atomizing the content from our website content proposals to post multiple times a week. In our mock content calendar, we've displayed how often World 50 can post on LinkedIn, maximizing engagement across platforms for members and potential consumers.

By sharing snippets of Member Features from our logo content proposal, we can backlink to the website homepage and assume the tagged featured members will reshare our content on their profiles, adding to the credibility of our backlinking. With the number of member features we hope to produce on the website, LinkedIn posts for this content can be posted twice weekly.



Atomized content – LinkedIn Post Mockup

KEY	Claire Cocking, Grace DeBoer, Chae Eun Moon, Ally Prall						
Member Newsletter							
Prospect Newsletter							
Podcast							
LinkedIn Post							
Jumbotron Update							
Member Pop-Up Update							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week #1		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post -- Jumbotron Highlight	LinkedIn Post -- Member Highlight	
Week #2		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post -- Jumbotron Highlight	LinkedIn Post -- Member Highlight	
Week #3		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post -- Jumbotron Highlight	LinkedIn Post -- Member Highlight	Prospect Newsletter
Week #4		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post -- Jumbotron Highlight	LinkedIn Post -- Member Highlight	
Week #5		Member Newsletter	LinkedIn Post -- Variable	Podcast	LinkedIn Post -- Jumbotron Highlight	LinkedIn Post -- Member Highlight	

Content Calendar Mockup

Additionally, weekly posts replicating the content shared in the Recent News Carousel can be atomized across LinkedIn. Again, these posts can backlink to the website's homepage, strengthening credibility.

We can measure the success of these recommendations by tracking LinkedIn metrics, including shares, reactions, and follows.

# PERFORMANCE & TESTING

---

In efforts to measure the success of our content recommendations, there are several softwares we will use to track the outreach and analytics of the content. We will use a variety of softwares to measure our content management, website analytics, and social media. Additionally, we will implement a Fake Door Test to run a trial of our jumbotron before fully launching the content on the World 50 website.

WordPress will serve as the primary content management system due to its flexibility, scalability, and ease of use. It enables seamless updates to the World 50 website, particularly for the jumbotron and featured content sections. The platform's plugin ecosystem allows us to implement features such as analytics tracking, interactive carousels, and newsletter subscription forms, ensuring the website remains engaging and functional for a high-level audience. WordPress also supports mobile optimization, crucial for World 50's audience who primarily use mobile devices like iPads. This will support us in measuring our target key performance indicators such as tracking the bounce rate, time on page, and button clicks from the homepage.

Semrush will be used to track key website metrics, including visitor behavior, bounce rates, and conversion rates. The digital marketing tool will help evaluate the performance of the jumbotron, identify content that resonates with visitors, and refine content strategies. Detailed reports will measure trends in engagement and track progress toward SMART goals, such as reducing bounce rates and increasing newsletter sign-ups.

Additionally, SEMRush's user-friendly dashboard will allow us to analyze real-time data and monitor interactions with features like the interactive jumbotron and CTAs.

We will utilize a Google Sheet template as a content calendar to schedule, monitor, and analyze social media posts across platforms. It will primarily streamline the management of LinkedIn, where World 50's target audience is active, the jumbotron updates, the dual-newsletter release, and the release of the World 50 podcast. Google Sheet's team collaboration features will allow us to coordinate messaging consistently with World 50's brand image and schedule posts highlighting new content updates, such as newsletters and member stories.

To meet the demand for exclusive peer-driven content among senior executives, World 50 will implement a Fake Door Test on its homepage to test our recommendation. A prominent jumbotron will display a call-to-action (CTA) encouraging visitors to subscribe to the World 50 newsletter. This CTA will emphasize the value of the newsletter and feature engaging visuals that highlight content such as exclusive podcasts, industry insights, and network events. Visitors will also have the option to select different buttons leading them to learn more about the podcast, newsletter, and networking events. We can decipher which service World 50 provides that is most interesting to users, by tracking these button clicks. Additionally, users will be prompted to enter their email addresses to sign up, and the test will track metrics including sign-up rates, bounce rates, and engagement levels with the jumbotron. The jumbotron design will align with World 50's premium brand image, ensuring a professional and appealing presentation. Clear privacy assurances will further enhance credibility.



Fake Door Test Preview

Given the busy schedules of the target audience—C-suite executives—the newsletter’s value proposition will focus on brevity and impact. Additionally, the test will ensure mobile optimization to cater to users who predominantly browse on tablets or smartphones. If the test proves successful, it will validate the concept of a newsletter as a valuable piece of content, leading to the integration of the jumbotron on the website.

Metrics will include tracking the number of visitors to the site compared to the number of emails submitted through the newsletter sign-up form. For visitors who fill out a lead form indicating interest in a call with World 50, this will signal clear "intent" as part of a funnel marketing strategy. Additionally, we will analyze which pages generate the highest traffic and the lowest bounce rates to identify high-performing pages.

By implementing the proposed content recommendations, World 50 Group can gain deeper insights into audience behavior and preferences. This approach will help identify content that drives engagement and conversions while optimizing the user experience for their high-value, mobile-first audience. Aligning with World 50 Group's brand identity, this strategy would foster meaningful connections and measurable growth.