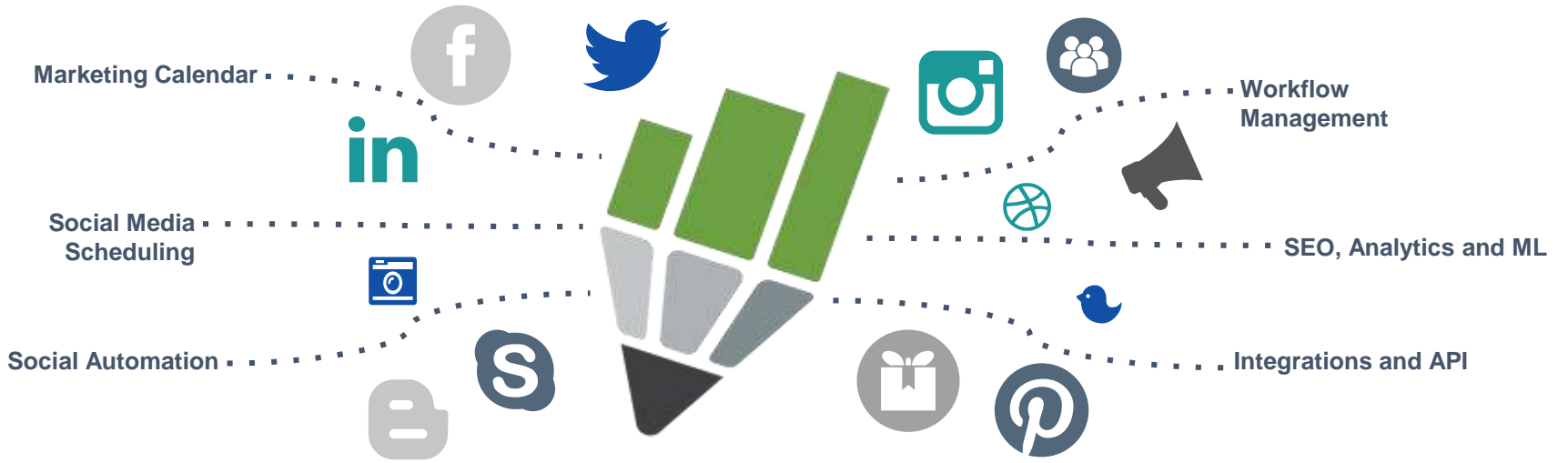


## CONTENT MARKETING PLATFORM

CREATE. COLLABORATE. PUBLISH. EVERY TOOL YOU NEED TO CREATE CONTENT

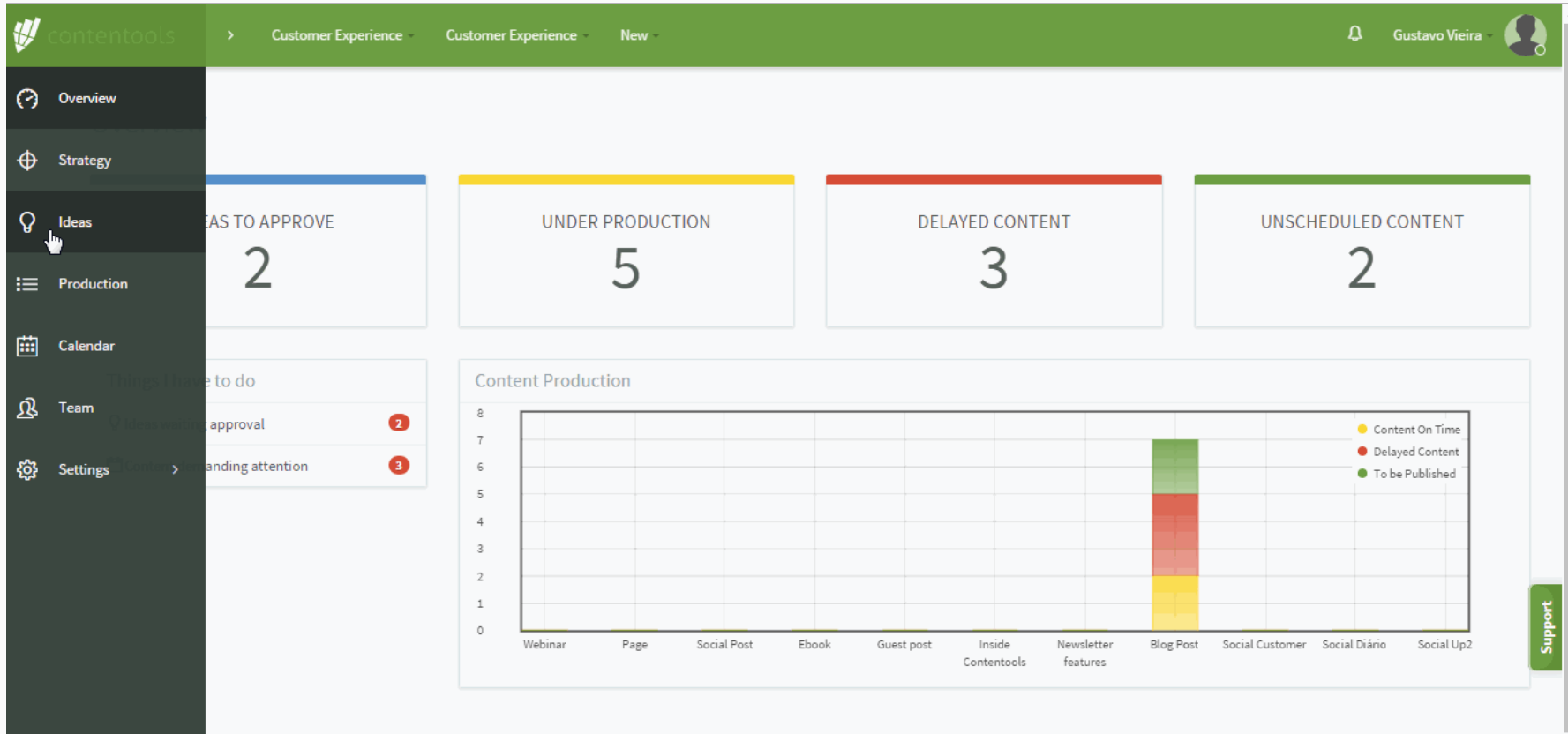


# More Collaboration, More Results!



**ALL-IN-ONE!**

# HOW IT WORKS: PIPELINE



# HOW IT WORKS: CREATION

The screenshot displays a content management system (CMS) interface for creating a new article. The main content area is titled "How to calculate content mark..." and contains the following text:

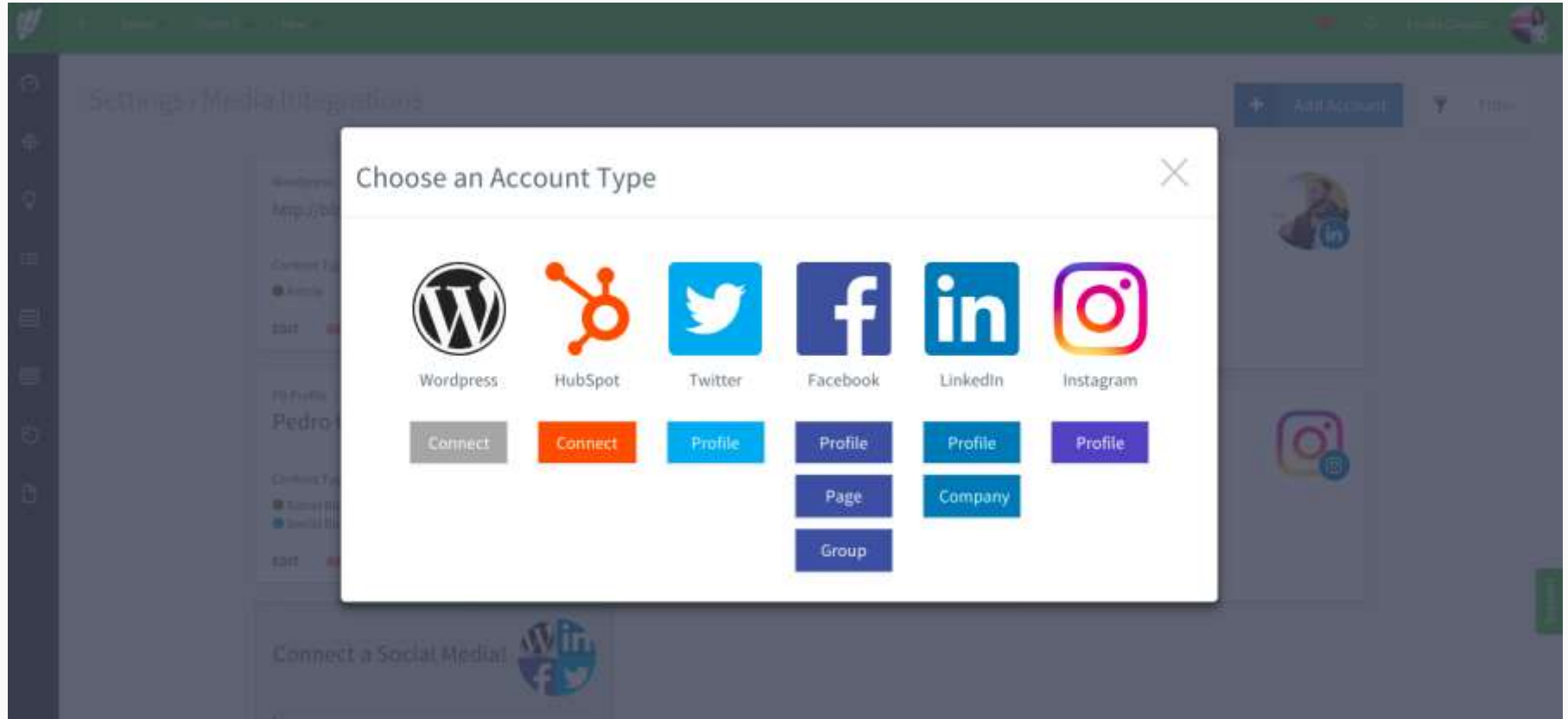
million results. The majority don't provide anything particularly useful or actionable for typical marketers trying to [justify](#) their content marketing expenses to the CTO. So when I came across Elvis Presley's [article](#) on basing content marketing ROI on a Google AdWords equivalency, I was intrigued. I decided to run an analysis on our clients at Brandpoint.

Below the text is an image of a hand pointing at a bar chart with a green bar and an upward-pointing arrow.

At the bottom of the main content area, there is a bullet point: "• Breaks even on its content expense within nine months, based on the value of the organic traffic."

The interface includes a left sidebar with navigation options (Idea, Persona, Strategy, Social) and a list of personas (Chad - The User, Maximum - The champion, Mariya - The economic, John - The technical) and buyer stages (Awareness, Consideration, Decision). The right sidebar shows a "Content Overview" section with fields for Review (2016-08-01T13:54:59.573426), Status, Start Date (7/28/16 10:44 AM), Estimated End Date (8/4/16 1:54 PM), Publishing Date, and Assignee (Anderson Wustro). Below this is a "Workflow" section with a dropdown menu showing "Pedro Clivati" and "Production". A "Support" button is visible at the bottom right.

# HOW IT WORKS: INTEGRATIONS



# +700 APPLICATIONS



# HOW IT WORKS: DISTRIBUTION

The screenshot displays a content management system interface for production distribution. The top navigation bar is green and includes a logo, user information (Emilia Chagas), and a profile picture. The main header is labeled "Production" and includes filter options: "Filter by Content Type", "Filter by Status", "Filter by Assignee", "Filter by Title", "Filter by Tag", and "Filter by Keyword". A central calendar view shows the month of April 2018, with production tasks scheduled on various days. The tasks are represented by colored cards with titles, times, and status labels. A sidebar on the right lists "Unscheduled Content" with several production tasks. A vertical "Support" button is located on the far right edge.

**Production**

Filter by Content Type | Filter by Status | Filter by Assignee | Filter by Title | Filter by Tag | Filter by Keyword

APRIL / 2018 | Unscheduled Content

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4 <b>Production</b> [Title] (Link) 8:31 AM   <b>Pushed post</b>	5	6	7
8	9	10	11 <b>Production</b> [Title] (Link) 9:00 AM	12	13	14
15	16	17 <b>Production</b> Practical tips to transform... 12:00 AM   <b>Infographic</b>	18 <b>Production</b> E-commerce Specific Content... 12:00 AM   <b>Blog Post</b>	19 <b>Production</b> The Hidden Forces Behind Ts... 12:00 AM   <b>Blog Post</b>	20	21
22	23	24 <b>Approval</b> You are going to write down... 10:00 AM   <b>Social Blog 1</b>	25	26	27	28

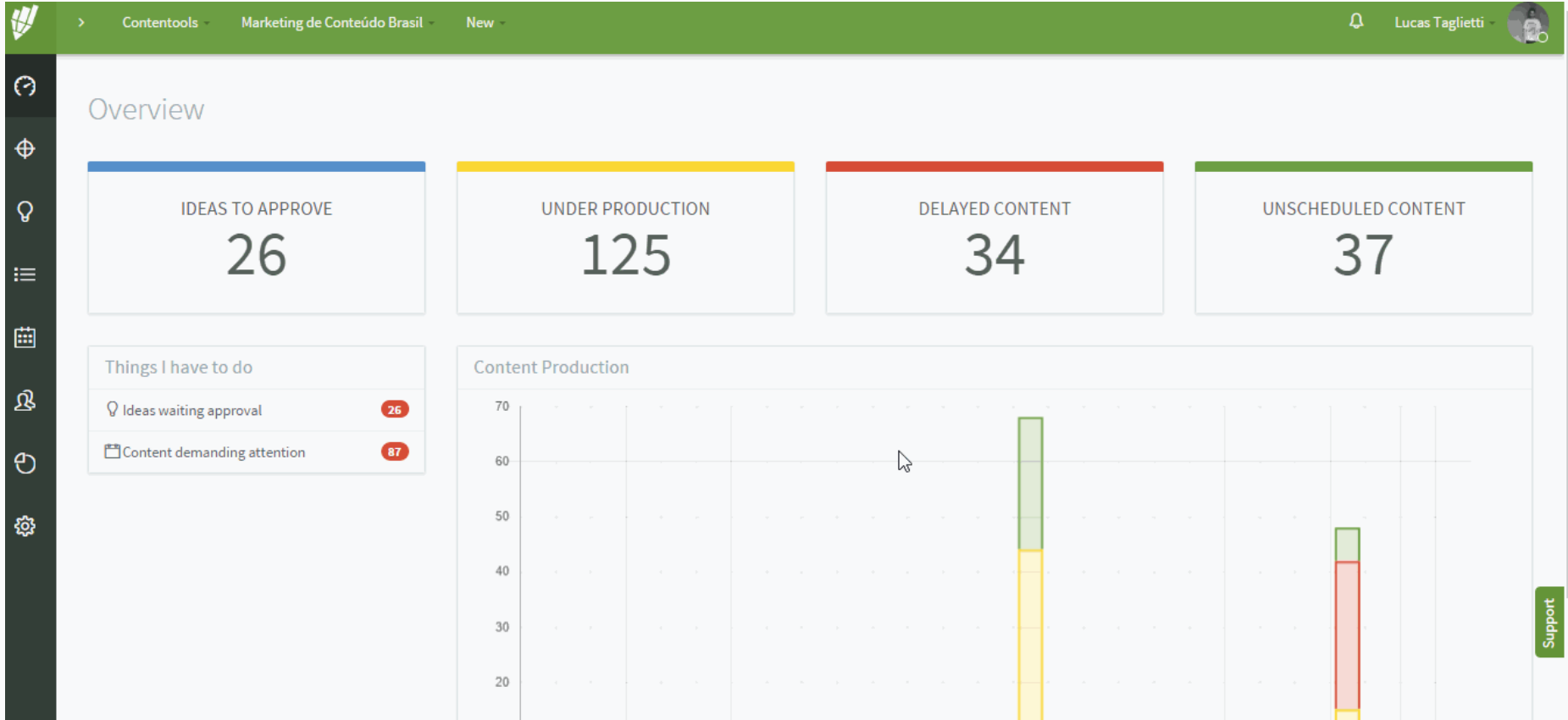
**Unscheduled Content**

- Production**  
[Title] (Link) | **Social Blog 1**
- Production**  
[Title] (Link) | **Social Blog 2**
- Production**  
[Title] (Link) | **Social Blog 3**
- Production**  
[Title] (Link) | **Social Blog 4**
- Production**  
[Title] (Link) | **Social Blog 5**
- Production**  
Knowledge Stream Paramat... | **Production**
- Production**  
www.ContentHub.com | **Social Blog 6**
- Production**

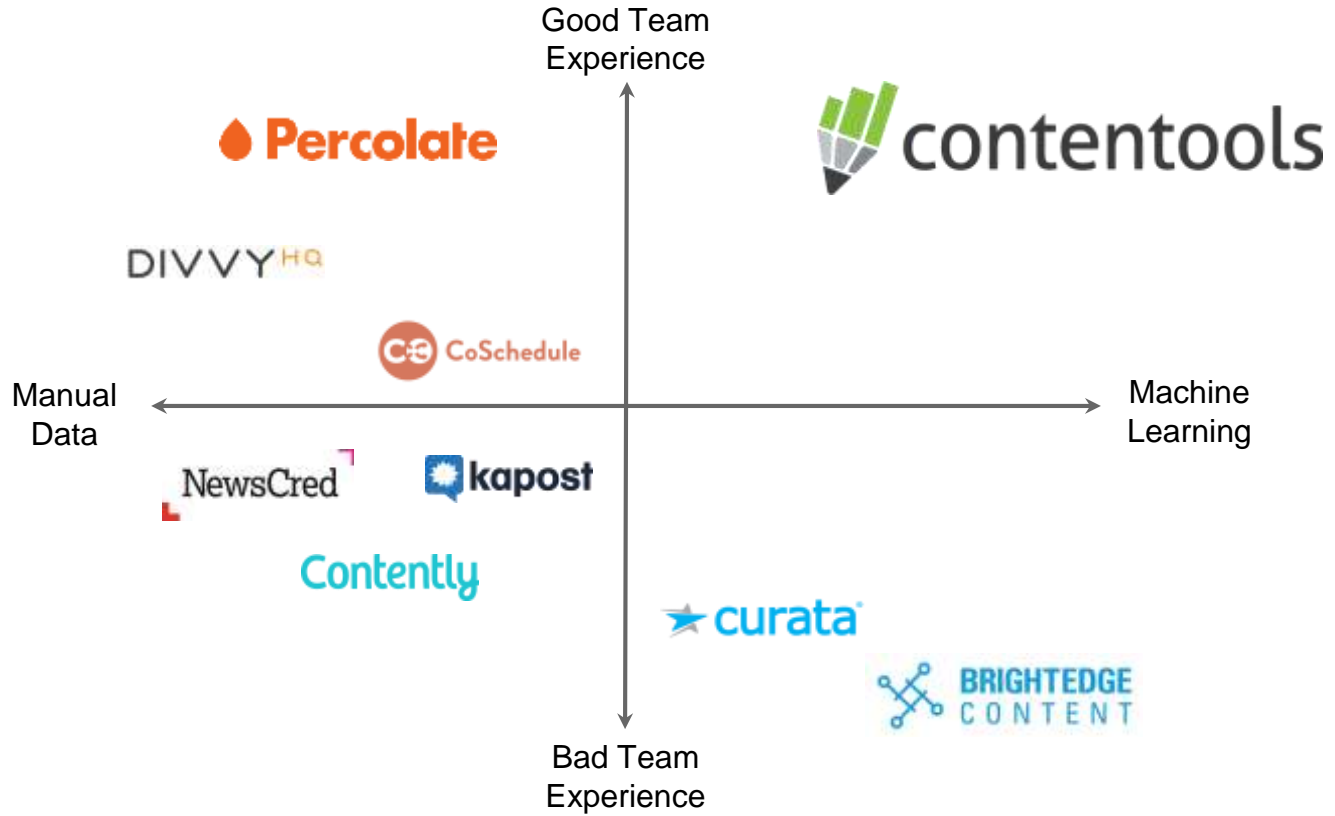
Support



# HOW IT WORKS: INSIGHTS



# COMPETITIVE LANDSCAPE



# ML | AI



- From existing content, WHAT'S WORKING and what's not?
- Which content should I create NEXT?
- Which CHANNELS are bringing more results?
- What's the best TIME TO SCHEDULE to maximize reach?

A light gray world map is visible in the background, showing the outlines of continents and countries. The map is centered on the Atlantic Ocean.

# CUSTOMERS

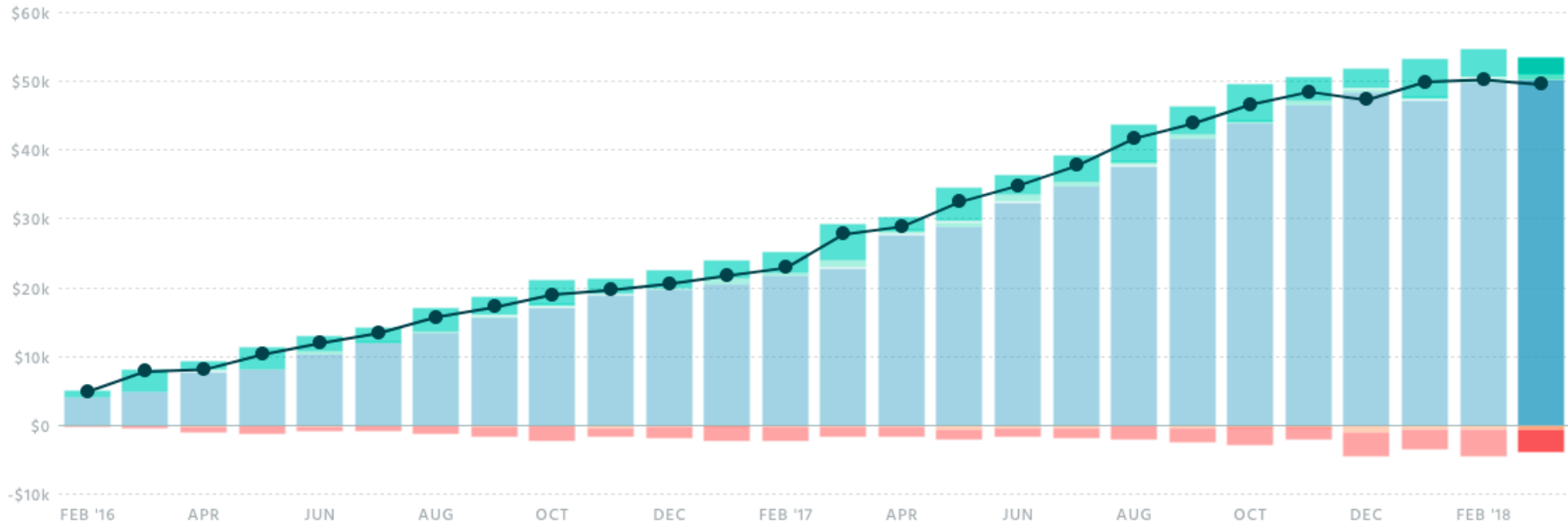
★ **+400** customers

★ **+1,100** marketing projects

★ **+13,000** users in **+70**  
countries

# GROWTH OVER TIME

From zero to +\$600,000 ARR



# TEAM



**Emilia Chagas**  
CEO



**Elton Miranda**  
PRODUCT



**500**startups



**Will Bunker**

**growth**<sup>x</sup>



Visit our website:

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Let's talk!

**[emilia@contenttools.com](mailto:emilia@contenttools.com)**