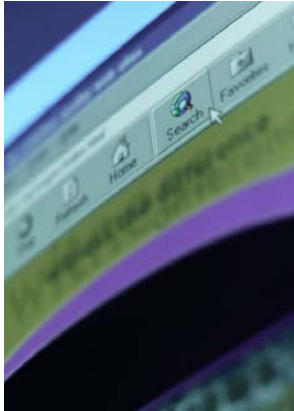


# Website Strategy and Interactive Content

## Overview



Attract and engage small business owners, build credibility, and increase the likelihood they'll return to your website with interactive, relevant self-help content.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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### PURPOSE:

#### Attract and Engage Small Business Owners on Your Website

We help banks devise web content marketing strategies to attract and engage business owners. We then provide expertly written content:

- Integrates with bank marketing strategy
- Targets small business pain points
- Solves small business owner problems
- Fresh, updated regularly, and localized
- Styled according to the bank's brand
- Compatible with all mobile devices

### The Challenge

Banks want to attract and engage business owners. Business owners need advice and ideas and are searching online for them rather than going to their bank branches, accountants, or attorneys.

To attract and engage targeted business owners, a bank needs a content strategy that puts the right content in the hands of the people who need it in the places they're likely to be on the bank's website.

The trick is to provide interactive content that people expect from banks—about money, finance, business planning—focused on business owner pain points like assessing risk and calculating break even points.

### Types of Content

We help banks develop website content strategies and provide interactive content including:

#### BUSINESS GUIDES

A range of articles and guides, approximately 1,200 words each, covering solutions to small business pain points. Written by a team of small business experts, the Business Guides enable you to quickly build a library of small-business-related content.

#### ELEARNING

10-20 screens of content as well as downloadable templates, check boxes, and input boxes so that small business owners can build up an action plan to implement in their businesses.

## HEALTH CHECKS

10-question Health Checks compare business owners' responses to business best practices, suggest priorities for addressing gaps, and link to supporting information, links, templates, advice, and recommendations to assist small business growth and development.

## TEMPLATES

Interactive Excel templates enable users to experiment with different business scenarios. PDFs and Word documents can be printed out and completed.

## VIDEOS

Adding engaging animated narrative to a subject maximizes user engagement. Our videos capture and convey core messages and are easily deployed on platforms like YouTube and Vimeo for wider exposure.

## INFO GRAPHICS

Pictorial images of processes easily explain a range of often complex business concepts to business owners.

## QUIZZES

Short Q&A quizzes provide small business owners with right/wrong answers, and then offer advice and resources upon completion.

## Ways to Deploy Content

### EXTERNAL MICROSITE – SET CONTENT

We host and localize it for you, eliminating the need for expensive web or IT development. You can test the concept without a large investment of time or money.

We style and brand your microsite to your requirements, mimicking your brand and look and feel. When business owners land on your site, it will seem like an extension of your main website.

### EMBEDDED IN YOUR WEBSITE

You can pick and mix and completely customize the content you want, and we provide it to your web team to embed inside your bank's website.

## Sign Up for a Demo

To schedule a demo, [click here](#). We have lots of content examples and sites we can share with you. If you share your website URL, we'll develop a few screen shots so you can see what your bank's small business website content might look like!