

SEARCH

INFORM

ACHIEVE

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INTRODUCTION TO SIA

SIA is a content marketing platform that hosts over 20,000 original, professionally crafted health and fitness articles complete with infographics and images. This unique system allows you to effortlessly choose content to match your online marketing strategy and gives your customers a value-added experience designed to promote increased engagement. The wellness sector is founded on delivering valuable information to readers that they can use to better their lives and the most organic way to communicate this to them is through valued content marketing that comes direct from your brand. SIA is designed specifically to help you achieve this and more.

SIA DOES THE WORK FOR YOU

SIA has been created to power any large scale fitness platform.

- Power and upscale any wellness or fitness e-commerce business
- Instantly monetise content concerning your product and brand
- Use it to construct a ubiquitous online presence for your business
- Create engaging narratives that will radically enhance your market share
- Partner SIA content with an online marketplace to amplify your presence
- Make your message highly adaptable to changing commercial conditions
- Become a supply chain to an on-demand wellness and fitness interests

THE SIA CONTENT MODEL

The SIA content model is simple, intuitive and adaptable at improving your brand's editorial footprint. It's designed to organically optimise SEO and create lasting relationships with readers because it is founded on the principles of service journalism that constantly seek to add value to the end user's lives. To achieve this, the system operates under the following divisions.

Document - *Epic long form content to support brand values*

SIA contains 1,000 epic long form content articles which range from 1,000 to 5,000 words. These can be used to create in-depth narratives that can be distributed across the web, in e-books or used to create magazine articles.

Create - *Develop contextual short form content*

SIA contains thousands of medium and short form articles suitable for creating engaging blog posts about your brand's benefits so you can create a story that resonates with them. These are supported by a wealth of illustrations, images and infographics you can use to augment the articles into blog posts, social media assets or include in public relations campaigns.

Amplify - *Syndicate across all social platforms*

SIA is rich in punchy, short form articles suitable for syndication on social media platforms that can be used in conjunction with other content as teaser links within the social posts. If you want to dominate the likes of TikTok, Instagram, Facebook, Twitter or Linked-In, you'll have every asset you need to create unprecedented engagement.



SIA CONTENT MARKETING

Evergreen Content

SIA is made up entirely of evergreen content that will always be relevant to your target audience. Wellness never gets old and you'll be furnished with content that remains relevant, regardless of the changing news cycles, trends or seasons. This will usually be in the form of "how to" or "the ultimate guide" type blogs or e-books, but it can also be applied to video format. Evergreen content never loses its value because it allows you to authoritatively leverage your expertise and relevance to your audience. The content remains active and can be updated and added to as time goes on. The essential advantage is that once the initial creation work is done, it becomes an asset that continues to yield value in the form of increased traffic and an elevated brand reputation.

Evergreen Content Can Drive

- Authoritative standing for your brand
- In depth case studies of success
- A home for your original research
- Lasting how-to guides for all experience levels
- Playbooks to customers for choosing the right product
- Awareness about common mistakes in a niche
- Case study analysis for successes or failures
- An asset for long term goal achievement

SIA CONTENT MARKETING (Continued)

Big Rock Content

Big Rock content is a definitive piece of authoritative material around a topic that can be sectioned out into smaller pieces readers can engage with. Like evergreen content, this can be time consuming and costly to create in the beginning but saves time and pays dividends in the long term because it can be re-purposed again and again. SIA contains 1000 Big Rock articles that are made up of over 1000 words each. This offers your brand an extremely powerful stage from which you can create a highly authoritative website, or an ecommerce platform to combine trust-based content with products or services.

Big Rock Content Can Drive

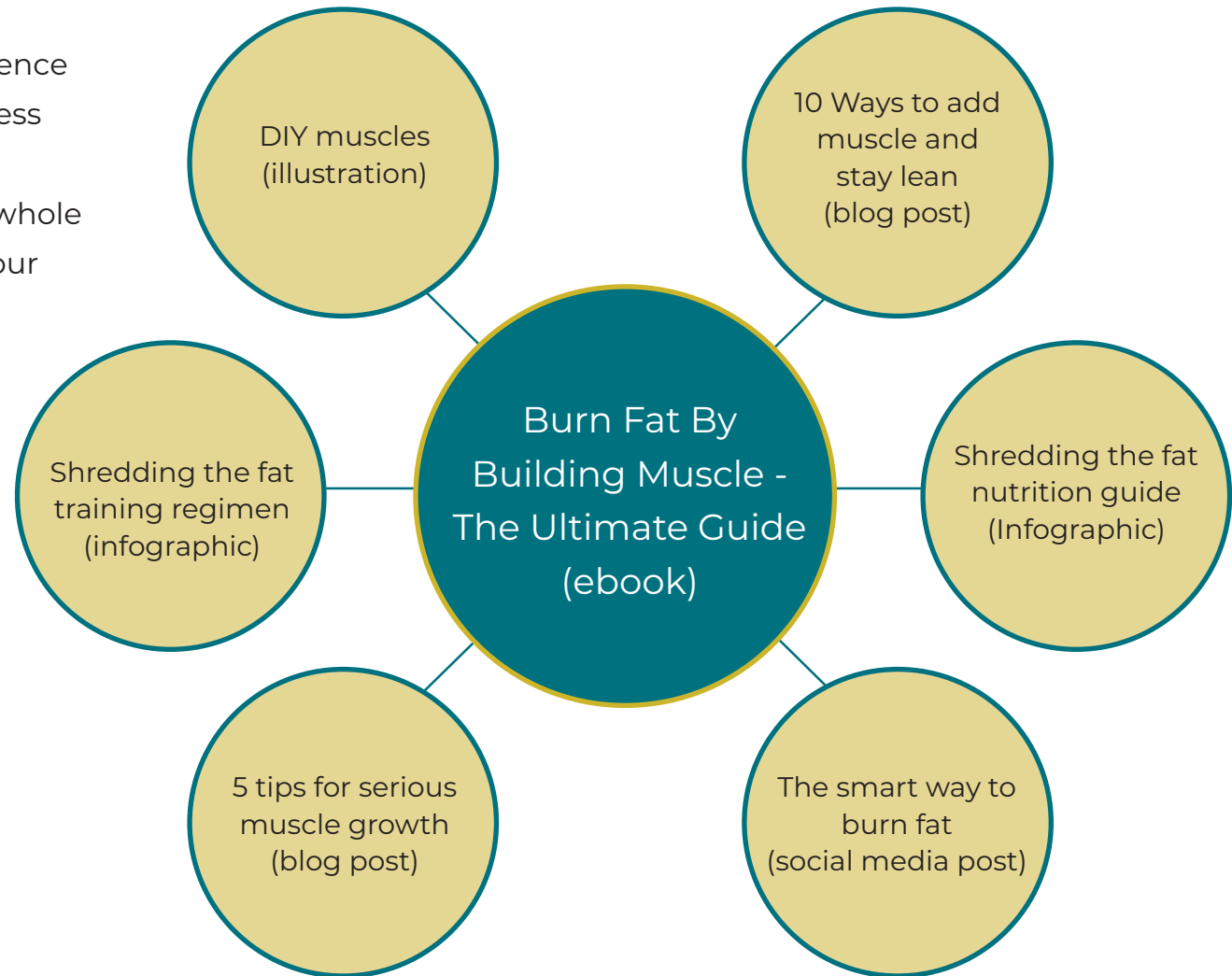
- Brand buzz and awareness
- Marketing leads
- Sales leads
- Operational efficiencies for content marketing teams
- Increased social shares
- Organic SEO
- Increased authority
- Improved traffic

BIG ROCK IN ACTION

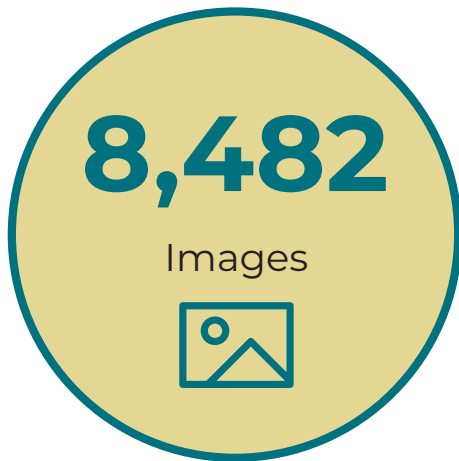
Big rock content is so epic your audience simply can't ignore it and with a fitness piece at the centre of your content marketing strategy, you can build a whole ecosystem of relatable content for your audience.

SIA contains big rock content and all the facets required to re-purpose related content such as;

- Blog posts
- Illustrations
- Images
- Infographics
- Collections



SIA ASSETS IN NUMBERS



Epic	Articles 1000 - 5000 words	958
	Articles 751 - 1000 words	739
Blog	Articles 501-750 words	1,339
	Articles 250 - 500 words	1,443
Social	Articles under 250 words	3,360



SIA TOP KEYWORDS IN NUMBERS (ARTICLES)



HOW SIA WORKS

The simplest way to use SIA is to choose a keyword that relates to the message you want to develop content around. Demonstrated here is a search breakdown using a single top-level keyword: workouts.

What you see is the filtering down to all the sub-sets of related keywords. The system works similarly to any intelligent keyword system such as the Google's keyword tool, however the differentiator is at the end of the keywords are thousands of professionally crafted original fitness and wellness related articles that can power your brand message.



WHAT'S INSIDE SIA

SIA comes packed with a bespoke intuitive Content Management System built using cloud-based software and hosting. The software can be accessed by anyone from anywhere via a web browser. It is also completely configurable with unlimited hosting which means you'll have access to as little, or as much space as you need for your assets, making it comprehensibly scalable. At its heart, it has been designed to give you a quick way to find content through intelligent tagging and search abilities by word count.

SIA boasts a secure way to invite users and teams to access the system via their own unique passwords where they'll have options on over 20,000 instantly accessible assets. The intelligent search functions on keyword, gender, type and word count provides the ultimate fitness and wellness content marketing platform that will power your brand to unparalleled success.

SIA DASHBOARD



DASHBOARD

CONTENT

USERS

CUSTOMERS

TAGS

CATEGORIES

MY ACCOUNT

LOG OUT

8,482

 Images

3,461

 Illustrations

2,431

 Infographics

8,001

 Articles

54GB

 Storage

SIA CONTENT FINDER

SEARCH INFORM ACHIEVE


DASHBOARD
CONTENT
USERS
CUSTOMERS
TAGS
CATEGORIES
MY ACCOUNT
LOG OUT

From: To:
All 0+ None

Show entries

Heading	Collection	Type	Word Count	Gender	Category	Date Added	User	view
"The King" Orange	No	Infographic	N/A	None	Main Category #1: Train	7.12.2020	Matthew Brown-King	view
#Crashing: Bran Muffins	No	Article	82	Both	Main Category #1: Train	21.11.2019	David Godden	view
#Crashing: Cheese	No	Article	67	None	Main Category #1: Train	20.11.2019	David Godden	view
#Crashing: Frozen Diet Food	No	Article	32	None	Main Category #1: Train	1.11.2019	David Godden	view
#Crashing: Granola	No	Article	49	None	Main Category #1: Train	15.11.2019	David Godden	view
#Crashing: Hot Dogs	No	Article	59	None	Main Category #1: Train	1.11.2019	David Godden	view
#Crashing: Iceberg Lettuce	No	Article	69	None	Main Category #1: Train	18.11.2019	David Godden	view

SIA USER SCREEN



SEARCH INFORM ACHIEVE

DASHBOARDCONTENTUSERSCUSTOMERSTAGSCATEGORIESMY ACCOUNTLOG OUT


i2Media Users

Below is a list of the users.

First Name	Last Name	Email	Status	Action	Delete
John	Doe	john.doe@i2media.com	Active	Edit	Delete User
Jane	Smith	jane.smith@i2media.com	Active	Edit	Delete User
Michael	Johnson	michael.johnson@i2media.com	Active	Edit	Delete User
Sarah	Williams	sarah.williams@i2media.com	Active	Edit	Delete User
David	Brown	david.brown@i2media.com	Active	Edit	Delete User
Emily	Green	emily.green@i2media.com	Active	Edit	Delete User



SIA TAG SCREEN



SEARCH INFORM ACHIEVE

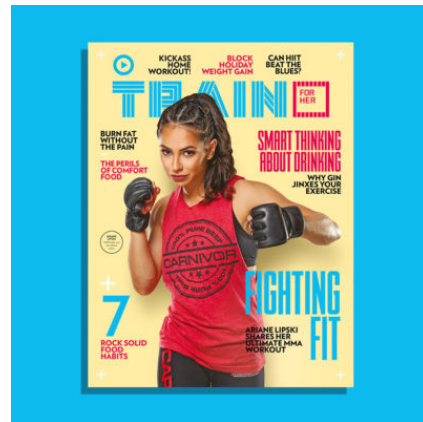
DASHBOARDCONTENTUSERSCUSTOMERSTAGSCATEGORIESMY ACCOUNTLOG OUT

i2Media Tag List:

TAG	
LONGEVITY AND SUPPORTING SUPPLEMENTS	DELETE
OAT AND CHEESE MUFFINS	DELETE
PULL BACKS	DELETE
STOCK AND TWO SMOKING BARRELS	DELETE
#METOO MOVEMENT	DELETE

I2MEDIA PRODUCED GLOBAL FITNESS, WELLNESS AND MMA PUBLICATIONS

A 2018 survey completed by 1000+ bodybuilding.com customers produced a very confident response with impressive insights relating to the numbers. The response to the content is very positive with readers primarily enjoying articles with the keywords relating to workout, muscle building, training advice and nutrition content. What's more, 93% of respondents would like to continue to receive the publication, cementing it as the perfect partner to power the awareness of your brand.



SUMMARY & KEY CONTACTS

SIA COMES PACKAGED WITH:

- Cloud Based Full Scale Content Management System
- 20,000+ Professionally Created Evergreen Fitness Content Assets
- Intuitive Menu For Use By Content or Marketing Teams
- Flexibility and Scalability
- Assets Combine to Tell Stories
- Content Immediately Ready to Monetise or Power any Fitness Ecommerce Platform

**“SIA can power
and monetise your
content strategy
for years”**

Contact either of your two dedicated senior consultants to discuss SIA and your content requirements:

CEO **Rob Hewitt** / Marketing Director **Simon Gittins**

Rob Hewitt

CEO

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0191 233 2225

Simon Gittins

Marketing Director

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