

Dein Marketing Nur lauter!

Die perfekte Mischung aus **Agentur** und **Software** macht Deine Marke zur ersten Wahl auf allen digitalen Kanälen.

Wähle Deinen Weg!

Agentur

Software



Created by ContentPepper



Management Summary

Das Produkt

Kategorie:

Marketing Platform (SaaS)

Zielgruppe:

KMUs (B2B + B2B)

Probleme der Zielgruppe:

- wenig Zeit, Fachwissen, Ressourcen

Lösung (USP):

Alle Tools und Prozesse für digitales Marketing mit KI verknüpft und automatisiert. 90% Arbeitersparnis bei 3x mehr Leads und Sichtbarkeit.

Das Unternehmen

2023

Umsatz: 1.000.000€

Ergebnis: -650.000€

2024

Mitarbeiter: 17

Gehälter: 52.000€/Monat

Plattform-Kosten: ~4500€/Monat

Die Assets

**Erprobte, skalierungsfähige
SaaS Software mit Kunden.**

Letzte Bewertung: 12.4Mio€
(Pre-Series A März 2023)

Buchwert Software: 2,5Mio €

Kunden

Anzahl: ~200 (inkl. LOIs)

ARR: ~400.000€ (inkl. LOIs)

Buchwert Software: 2,5Mio €

Your marketing but louder!

The perfect blend of **agency** and **software** that helps your brand to become the first choice on all digital channels.

Choose your way!

Agency

Software



Created by ContentPepper



Management Summary

the product

Category:

Marketing platform (SaaS)

Target audience:

SMEs (B2B + B2B)

Pains of target group:

- lack of time, knowledge, resources

Solution (USP):

All digital marketing tools and processes connected and automated with AI. 90% labor savings with 3x more leads and visibility.

the company

2023

Turnover: 1.000.000€

Result: -650.000€

2024

Employees: 17

Salaries: 52.000€/month

Platform-Costs: ~4500€/month

the assets

Tried-and-tested, scalable SaaS software with customers.

Last evaluation: 12.4Mio€
(pre-Series A march 2023)

Book value software: 2,5Mio €

Customers:

~200 (incl. LOIs)

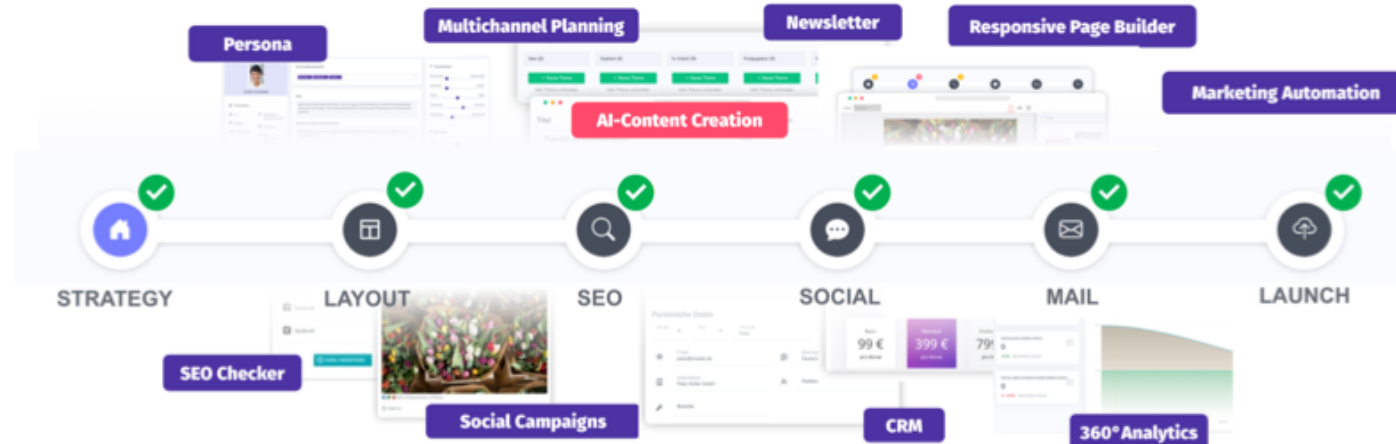
ARR: ~400.000€ (incl. LOIs)



The product

One single step-by-step process that for every digital marketing tactic.

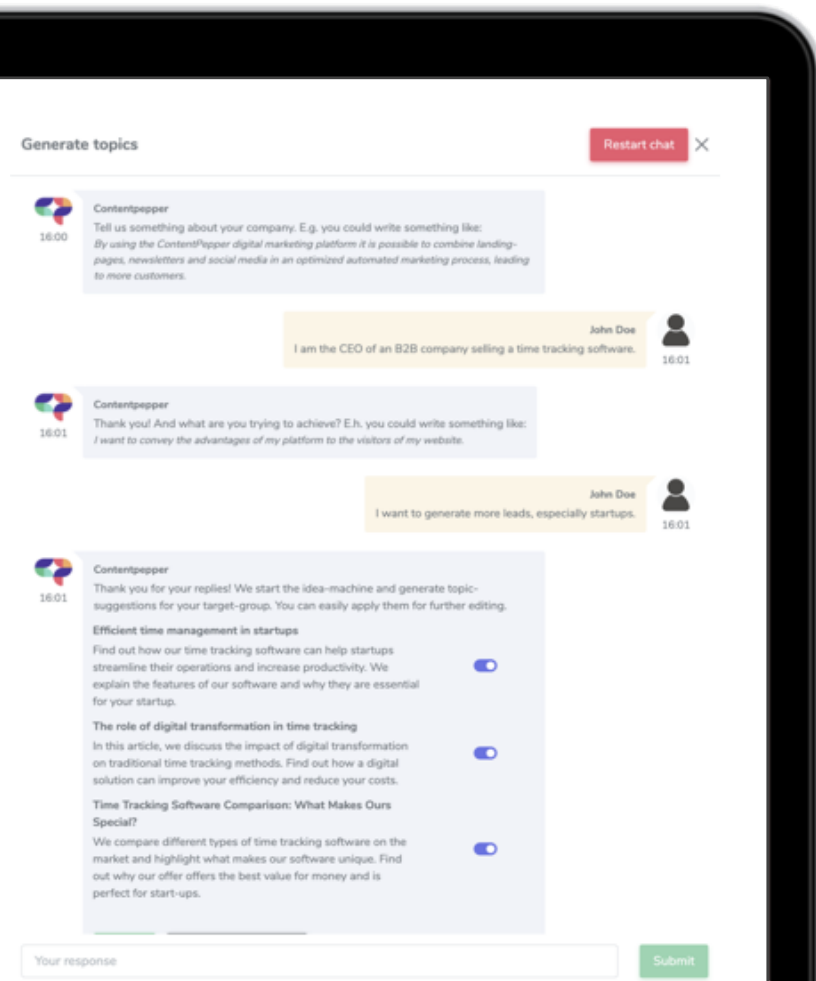
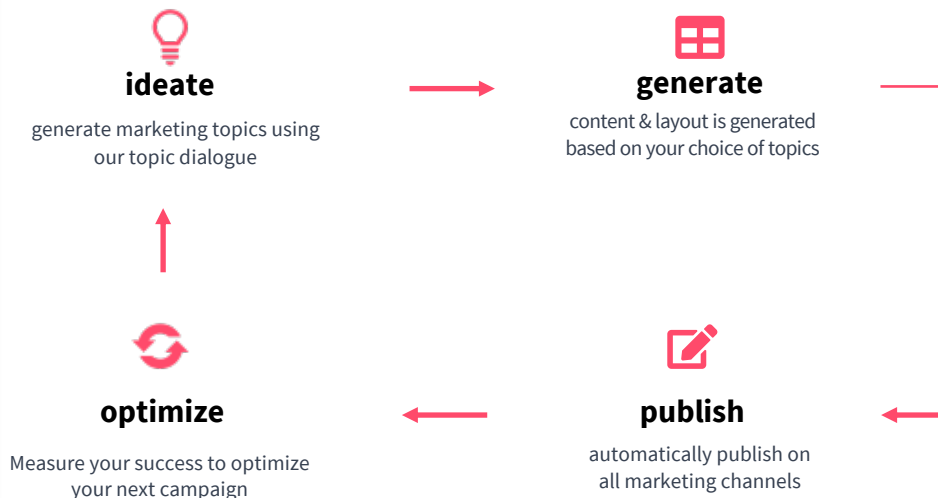
We create your digital marketing success.





Results in minutes

The integrated AI-assistant helps you to find ideas for your next marketing campaign and generates the matching content for social media, newsletter and blogs





Optional: Add your own business

Add marketing services for all the SMEs out there
that don't want to do all the work.



ContentPepper

starting @ 199€/month

content marketing
your price

- 1 technical setup
- 1 strategy
- 1 social posts (text+visuals)
- 1 whitepaper (text+grafic)
- 1 landingpages (text+grafic)
- 1 marketing automation (text+design)
- 1 continuous reporting

let us do the work

social media kickstart
your price

- 1 strategy
- 1 social posts (text & visuals)
- 1 continuous reporting

let us do the work

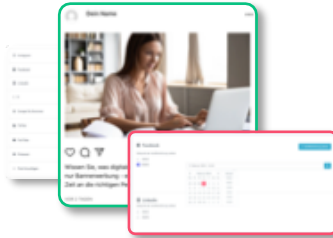
marketing packages example



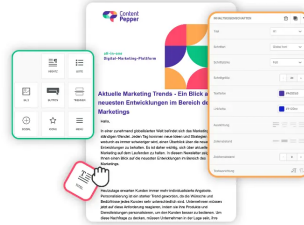
pick and choose

All digital marketing tactics at your fingertips

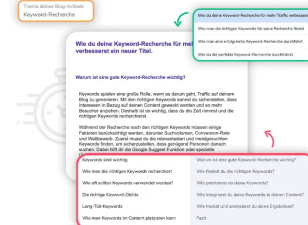
Social Media Marketing



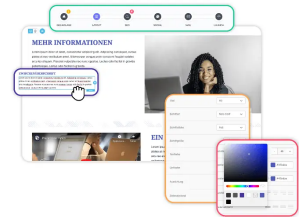
Blog Marketing



Newsletter Marketing



Landingpage Marketing



... and so many more



Analytics Suite



CRM



Automation



Planning Tool



Topic Finder



AI text



AI pictures



Customer Testimonials

“the right tool for all SMBs”



Uta Rusch
Owner,
advantegy GmbH



Jörg Schmidt
Owner,
yourflip.com

“ContentPepper is “made in Germany” and the right tool for all SMBs when it comes to content automation and digital marketing.”

“With ContentPepper, I can publish my marketing content in a short time and get an accurate analysis of the success of my campaign.”





Customer Example

SME (Insurance Agency)



Usecase:

Lead Generation

Tool:

Landingpage Builder, Social Media Studio

Outcome:

Conversion optimized Landingpage and Social Media Campaign.

Time to market:

3 Days



Customer Example

SME (Interieur decoration manufacturer)



Usecase:

Brand Awareness, Lead Generation

Tool:

Blog Builder, AI Content Generator, Social Media Studio

Outcome:

Conversion optimized Blog with Newsletter Integration and and Social Media Campaign.

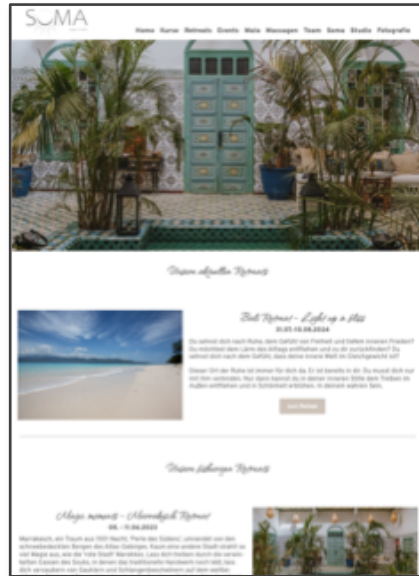
Time to market:

1 Week



Customer Example

Solopreneur (Yoga Trainer)



Usecase:

Brand Awareness, Lead Generation

Tool:

Website Builder, Blog Builder, Social Media Studio

Outcome:

Website, Blog, Newsletter and Social Media Campaign

Time to market:

2 Weeks



Say Goodbye to Marketing Agencies and Overwhelming Tools.
Say Hello to ContentPepper!