

Mark John Hiemstra

Clear, Concise Content

Let's start planning your next great campaign

Are you ready to expand your brand awareness and reach your ideal target audience? Ready to see a positive increase in revenue? Get in touch with us so we can show you how we've helped brands like yours to reach their user acquisition goals through affiliate marketing. We're looking forward to chatting with you!

[LEARN MORE](#)

Website Copy

My client had a specific need: a website that would speak to people who were already familiar with the company, and needed a little more information to make an informed decision.

I developed the copy for the entire site and worked closely with the client on design and layout to ensure the most important messages were reaching their target audience.

[Link to Site »](#)

Case Study

My client had been working with several high-profile businesses, and wanted to showcase the work they'd done.

I interviewed two people from the business in question, and used the interview to create a case study that unveiled:

- The problem the business faced
- How my client helped
- The end result of the collaboration

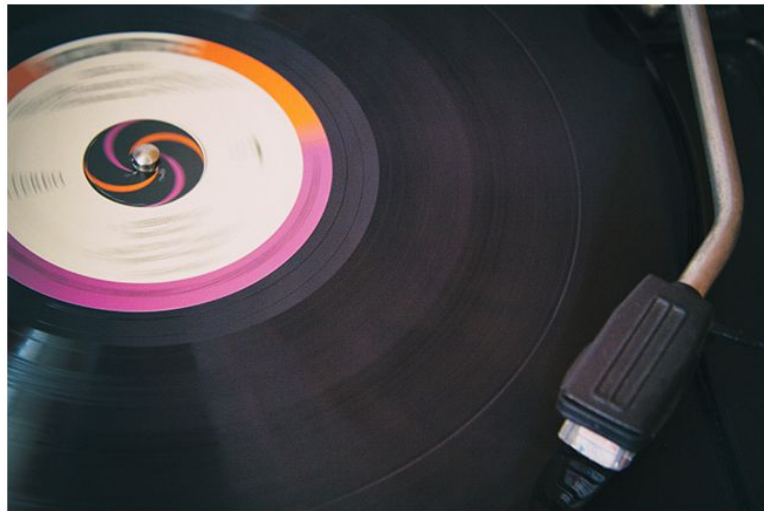
[Link to Case Study »](#)



These visual cues are so deeply engrained in our everyday lives that they're literally everywhere around us.

They can be found in the most unlikely places — **take my record collection, for example.**

Seriously. After the launch of his ebook, Oli and I start digging through my records in search of the 23 design principles. Just for fun.



Long-Form Blog Post

How do you promote an ebook on Attention-Driven Design?

I used my record collection to help break down the 23 principles laid out in the ebook — visual cues that help guide people towards the ultimate goal of conversion.

This is a unique post that was shared widely and drove a lot of traffic to the ebook.

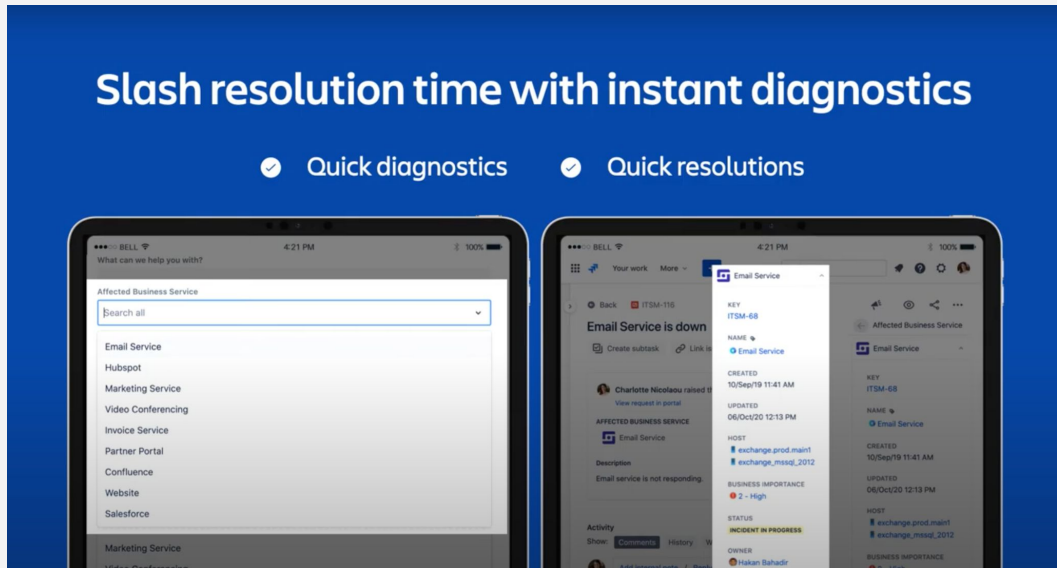
[Link to Post »](#)

Video creation and voice over

When Atlassian purchased Mindville, they needed a way to let their current customers know about the functionality of Insight—Mindville’s flagship app.

I built the basics for this video in Keynote, then recorded the voiceover using Camtasia. The 3-minute video explores the features and benefits of using Insight with Jira.

[Link to Video »](#)





The Industry's Most Reliable Video Encoders

What if you could send more secure, high-quality, low-latency video for less money? When you use Haivision's encoders, you get:

- Network Adaptive Encoding to adjust video bitrate based on network conditions
- SRT network protocol built in for packet loss recovery and real time end-to-end network statistics
- Up to 50% bandwidth reduction while maintaining quality

Get the complete guide to Haivision's encoder hardware and technology to learn how you can deliver higher-quality video streams AND reduce operating expenses.

GET THE GUIDE

I'd like to receive updates from Haivision, please.

Thousands of businesses save money with Haivision encoders



ESPN



EUROVISION

Tencent 腾讯



When we arrived on site and patched the equipment in, it was literally plug and play. The encoders lit up, I was able to get into them remotely, and... it all just worked.

— Gary Schneider, Manager, Broadcast Systems Engineering, LinkedIn

Landing Page Copy & Design

I wrote the copy for this ad (and several others to accommodate keyword bidding) and designed the landing page. I also did the art direction and copy for the ensuing download on the page.

Trade Show Collateral

My client was looking for a way to stand out at a trade show in Seattle.

Working with a designer, we came up with this concept for a bag insert that was handed out to all attendees, and then designed and ordered branded umbrellas for the booth.

(P.S. It rained)

[Link to PDF Download »](#)



ACQUISIO 

GET READY TO RAIN ON YOUR COMPETITION'S PARADE

With Acquisio's Bid & Budget Management, any SEM account manager can:

- **Optimize any budget**, from as low as \$100 a month
- **Get more clicks and lower CPC** without increasing budgets
- **Maximize investment** by spending entire monthly budget with no overspend

DROP BY BOOTH #4 TO LEARN HOW YOU CAN MAKE IT RAIN

Backhaul



Peter Maag, CMD of Halvård, breaks down the use cases of backhaul in broadcast and enterprise applications in this video.

Backhaul—in broadcast—refers to the transport of raw video content from a source (a remote vehicle or camera site) to the broadcast stations where production, packaging, and redistribution may occur.

Wireless backhaul is the use of wireless communications systems to get data from an end user to a node in a major network such as the Internet or the proprietary network of a large business, academic institution or government agency. In other words, it is the intermediate wireless communication infrastructure that connects smaller networks with a primary network.

Backhaul also refers to the transmission of network data over an alternative wireless route when a regular route is unavailable or overloaded. Some use backhaul to send non-live audio and video content to distribution points at major broadcast news organizations.

The term "wireless" refers to telecommunications that use electromagnetic waves, as opposed to a hardwire, to carry signals over part or all of a communication path. A node is defined as a connection point in a communications network that is capable of receiving, creating, storing, or sending data along distributed network routes.

...

KEEP READING



[Harnessing the Internet for Broadcast Backhaul](#)



[Workflows that SAP, Twitter, BMW, and LinkedIn Use For Remote Contribution](#)

SEO Project

In an effort to improve the search engine reach of this company, I planned and managed the production of this glossary of technical terms related to their industry.

While glossaries of this type were already in existence, I believed that with better design, more relevant copy, and videos to increase time on page, we would be able to increase our search engine rankings.

I worked with a copywriter and edited for clarity and accuracy. The videos were not scripted. I asked questions of each of the presenters and we shot until we got the best answers for these unique videos.

[Link to Page »](#)

Magazine Ad Concept & Copy

I started with a concept I developed based on copy I had written for this brand awareness ad.

Once done, I directed the creative team to come up with this result — a kind of retro-inspired ad intended to be eye-catching and informative.

It was featured in a widely read magazine in the sports broadcast industry — a key target demographic of the client.

[PDF Download »](#)

We didn't jump on the bandwagon.
We built it.



More and more video transport companies are starting to adopt Haivision's SRT technology — an open-source video transport protocol that lets you send high-quality, secure, low-latency video across the public internet.

We developed SRT to provide end-to-end security, resiliency, and dynamic endpoint adjustment based on real-time network conditions. You transfer the best quality video. At all times. On any network. With all of our products.

See how Haivision's broadcast solutions can help you today.



Video Script

The job was simple: provide prospects with everything they need to know about a new — and rather complicated — product within two minutes.

This script begins by presenting the problem in full before exposing the solution.

[Link to Video »](#)

Data-Driven Blog Post

When Google removed ads from the right-hand sidebar, search engine marketers were chomping at the bit to discover new information on ad performance and spend.

In this post, I used data extracted from the company's access to data and showed the results.

This one was widely shared, got a ton of traffic, and created a nice little bit of controversy in the comments section.

[Link to Post »](#)

The screenshot shows a blog post with a dark blue header featuring a yellow 'INNOVATION' tag. The title is 'What We Learned About Google's Top 4 Change From 90,000 PPC Campaigns'. Below the title, the author 'Mark John Hiemstra', date 'March 15, 2016', '19 comments', and '11 min read' are listed. A blue navigation bar contains links for 'BLOG HOME', 'LOCAL', 'AGENCY', 'COMMUNITY', 'INNOVATION', and 'UPDATES'. The main content area has a light gray background and contains the following text:

In February, Google began slowly making changes to the way ads are displayed on their desktop search results pages (SERPs). By the end of the month, ads in the right side had all but disappeared, and had been replaced by four ads at the top of the page, and, occasionally, two at the bottom, below the organic results. This is, perhaps, the most significant change to the way ads are displayed on SERPs ever.

[We had several PPC experts give us their prognostications](#) on what might happen for PPC advertisers — especially those with smaller budgets — as soon as it happened, and now that we've had a chance to really look at the data, we're sharing our findings with you.

To assess the impact of these changes, Acquisio has extracted data from approximately 90,000 campaigns running on the Acquisio platform, with a combined spend of about \$50 million per month. We examined the four weeks before the change became prevalent (January 21 – February 17, 2016), and the two weeks following (February 19 – March 3, 2016).

5 things to know about managing assets with Jira Service Management

Here's what our customers have learned about venturing into asset management using a CMDB in Jira Service Management.

Instructional Blog Post

In order to help consumers understand the need for asset management, I wrote this post to give them an understanding of the process, and how to apply it to their situation.

The post includes five crucial aspects of asset management, along with real-life examples to help them understand how it works, and the benefits of instituting these measures.

[Link to Post »](#)

Podcast Guest

When Unbounce's Call to Action podcast needed new content, they looked at recent blog posts to find something of value for their audience.

In this podcast, I expand on the ideas presented in my blog post, "[Do These Landing Page Design Trends Help or Hurt Conversions?](#)"

This gave us the opportunity to repurpose content and continue to inform and educate our subscriber base.

[Listen Here »](#)

Listen Now



Call to Action
74 Episodes

Website Copy

As Director of Marketing, I worked hand-in-hand with the President of Third Wunder to refresh the copy and design of our website.

We spent time researching our audience, compiled our findings and created personas that we could target directly through the copy and new design.

The result is a great example of collaboration between copy, development, and design to target a specific audience and their needs.

[Link to Website »](#)



What People Say About MJ's Copy



Adam van Vlaardingen
Marketing Group Manager at
L'Oréal

Mark John consistently provided high-quality, intelligent and clever content that always kept me looking forward to reading his work.

His ability to turn around briefs quickly and efficiently was an impressive feat, but it was his deft command of the English language that I admire most.



Julia Vyse
Senior Manager - Enterprise
Performance Media

Mark John is an excellent writer with a **strong sense of how to craft a narrative** based on client needs and company perspectives.

He's independent, organized and focused on making the best product possible. His feedback is very helpful to junior writers and he often has strong ideas about improving web properties.



Bradley Kravitz
Director of Sales - Americas
at Toon Boom Animation Inc.

I have worked in the software industry for the last 15 years and Mark John is by far the **best content writer I have had the pleasure to work with.**

His passion for what he writes is infectious and made me better at my job. MJ is a definite asset to any company he works with.