

Custom Campaign

Custom Content

Having a library of custom content is a luxury most companies don't have. Creating custom content in-house is an expensive endeavor and requires expertise and bandwidth. Custom content and campaigns perform better than the templates. Since your company is unique, you should be using content that leads with your brand and differentiates you from your competitors.

Content Specialist

This service aligns your team with a Content Specialist who will work with your team to develop and execute a custom campaign. By leading with your brand and focusing on the solutions and services that are most important to your business, you will drive better leads and increase ROI.

Our creative agency and content specialist have diverse marketing knowledge as well as IT industry expertise to make your campaign stand out. This service allows you to market and sell business outcomes, not just product names.



Service Includes:

- 12 week engagement with Content Specialist
- Custom 3 email series
- Custom landing page
- Custom downloadable infographic
- Use of our marketing automation platform



Outcomes:

- Thought leadership
- Increased marketing performance
- Better engagement with prospects
- Improved lead conversion



Partner Requirements:

- Dedicated contact for Content Specialist
- Timely feedback on drafts
- Ability to follow up on leads generated
- Willingness to share pipeline data