



Marketing Technology Articles

Technology

The client is a leading site for marketing technology-based 360-degree information ranging from research, articles, industry news, product launches, and comparisons. The idea is to keep all the marketers and sales teams on top of the current scenarios to help them maximize their potential in the landscape of marketing technology. Our engagement with the client began in Oct 2014. Initially, we were contracted to deliver a mix of six news pieces/articles per day. The number eventually grew to 12. The nature of the project itself underwent a change from simply repurposing content to suggesting and creating write-ups based on extensive secondary research.

Project Brief

A content generation project which follows a daily delivery model and requires Netscribes to create 12, well-crafted, and analytical news pieces/articles relating to marketing technology

We have a maximum of four resources engaged on the project at any time to ensure the monthly content quota is met

The client registered a growth in traffic and views on its website since the beginning of the project.

Netscribes' Solution

Netscribes has been engaged as part of the client's content marketing strategy to reach a wider audience across North America and ROW.

The high quality of content that Netscribes has consistently delivered to the client has not only brought more traffic to the client's online property, but also has made the project more dynamic.

Over time, we have gained a thorough understanding of the martech domain and the client's requirements for which we have been given full autonomy in selecting content to be posted to its site.

Client Benefit

Increase in online traffic

Greater market presence and awareness amongst industry influencers

Better engagement with readers

Mentions on prestigious online publications in the North American market