

**Thought Leadership
Content**

Technology

The client is one of the leading players in consulting and IT services in the manufacturing industry. They wanted to focus on the development of thought leadership content.

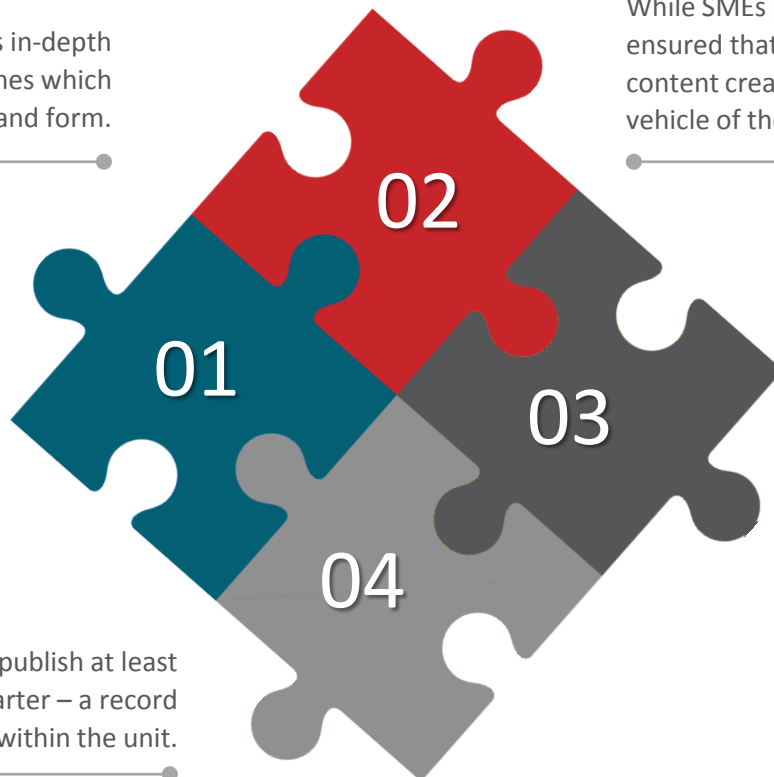
Requirement

To deliver the required content (2 blogs and 2 whitepapers) that would be aligned to the company requirements and brand guidelines within a strict schedule

Netscribes' Solution

Netscribes' value add was its in-depth understanding of the brand guidelines which helped ensure a proper structure and form.

While SMEs provided the raw material, the team ensured that from the first draft itself, the content created was not only relevant, but a vehicle of the brand voice.



The client was able to publish at least 4 papers per quarter – a record within the unit.

The team curated engaging and interesting content that would be read by decision-makers across companies.