

BECOME LARGER OR GREATER OVER A PERIOD OF TIME

Scale your company or product through the right content approach.

▶ SOLUTION OVERVIEW

Content is crucial to winning new customers—and keeping them around.

▶ BENEFITS



Increase reach with qualified prospects



Accelerate time to value for new customers



Faster progress to content maturity

▶ SAMPLE SERVICES

- ▶ Go-to-market analysis + content strategy
- ▶ Fractional head of content for company or portfolio
- ▶ Competitive research + analysis
- ▶ Buyer journey definition + content mapping
- ▶ Pricing page + buy flow optimization
- ▶ Product marketing content creation + deployment
- ▶ Brand + thought leadership content creation + deployment
- ▶ Customer success content creation + deployment
- ▶ SEO benchmarking + playbook
- ▶ Content effectiveness measurement
- ▶ Training in content / product marketing skills
- ▶ A/B + multivariate testing

▶ SAMPLE CLIENTS



“CONTENT SCIENCE WAS A STELLAR PARTNER. WE DUG IN TOGETHER TO UNDERSTAND THE GAPS IN OUR CONTENT PORTFOLIO AND CURRENT RELEVANT TOPICS, AND WE FOUND A TOP-OF-FUNNEL TOPIC THAT REALLY SPOKE TO READERS WITH BROAD APPEAL. THEIR 360 APPROACH—IDEATION, RESEARCH, INTERVIEWS, AUTHORIZING, AND DESIGN —WAS VERY IMPACTFUL!”

Greg Vilines, Terminal



CONTENT SCIENCE
Insight • Idea • Implementation • Impact