

CONTENT MARKETING SERVICE

Drive Multi-channel Engagement With Content Marketing

THE BUSINESS PROBLEM

Today buyer behavior has changed dramatically as compared to previous years. They're looking for a new kind of purchase experience, one that educates and informs instead of pushing and yelling. Today, successful businesses are the ones that earn buyer trust before asking for money. To persuade potential buyers, you have to give them something valuable in return. Consumers want to feel connected to your business; they want to relate to and be a part of your story, a story told by the content you share. However, your content only works when it speaks to and reaches your target audience. That's where content marketing comes in.

MIINFOTECH CONTENT MARKETING SERVICE

Content marketing is not about a one-size-fits-all approach; each company has unique business needs and marketing goals so we tailor our service to each individual client. Miinfotech Content Marketing Service allows you to design custom content to meet your needs because we provide content in line with your strategy. Great content marketing starts with the customer-centric approach we help you develop using the data and insights you might not even realize your prospects are sharing. Quality content that reflects your deep understanding of these individual interests and behaviors throughout the buying cycle helps drive prospects and customers to the logical conclusion to complete a purchase or take a buying decision.

Miinfotech offers a wide range of services which includes development of:

- Brochures
- Flyers
- Newsletters
- Mail Templates
- Sales Decks
- Case Study
- Data Sheet
- Solution Sheet
- Press Release
- White Papers
- Social Content
- eBooks Design
- RFX Template
- PPT Template



Approach

Miinfotech Collateral Development approach consists of following phases:

- **Gather Relevant Information:** First, we listen carefully so that we can develop an understanding of customer objectives. Then we evaluate and research the data and information customer has assembled and assess whether more information is required
- **Concept Development:** Next, we explore creative concepts and get customer input. Once we have carefully extracted all the important details and all the questions have been answered, we begin development of a Prototype of finished collateral.
- **Content Writing:** Our next step involves drafting the message as per the guidelines set by the customer.
- **Design & Layout:** We have experienced designers who apply best in class tools and technologies to pull all the pieces together for production of finished materials.
- **Collateral Output:** We deliver the collateral for printing and/or for creating electronic versions.



Before creating your new content marketing program, Miinfotech Marketing Consultants take the time to become familiar not only with your business and your industry, but also with your ideal buyer. Based on this in-depth research, we customize our content marketing services to fit their unique challenges, pains, obstacles and needs. The result is the kind of highly targeted content that draws prospects to your business who are in search of the valuable knowledge and insights you have to offer.

We call ourselves a content marketing agency because we are one of the few marketing companies with in-house graphic designers, each of whom is well versed in our detailed Collateral Development Process. When you work with us, you can feel confident your content will be right for your business.

“69% of organizations are creating more content now than they did one year ago.”



Often, more than one area of expertise is required to develop collateral you envision. With Miinfotech, there is no need to hire a multitude of marketing professional and graphic designers. We can speak for you in all areas of marketing and branding. We serve a wide range of clientele, and every client relationship is valued greatly and treated as unique, because your organization is unique and thus each engagement benefits from the depth and breadth of our expertise.

Miinfotech Content Marketing Service aligns best practices in marketing and branding with lessons learned from our service deployment across the globe. This 15-day engagement helps you clearly define your corporate messaging through our collateral.

“OUR CONTENT MARKETING SERVICE ENSURES THAT ESSENTIAL MARKETING DETAILS ARE BRILLIANTLY TRANSLATED BY OUR CREATIVE PROFESSIONALS INTO THE FINAL COLLATERAL MATERIAL YOU ENVISION.”

~Miinfotech

“Very good design. Represents our design theme and colors . very good!”

~Miinfotech Client, Norway