

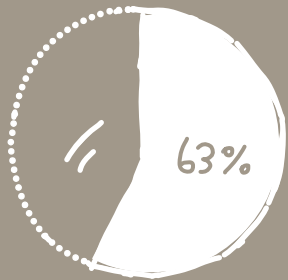
*Do you judge a book  
by its cover?*

*We all do, but it's the  
content that counts.*

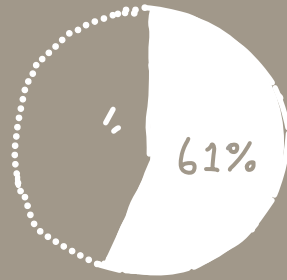
*Great content is the key  
to selling technology.*

*So don't create a  
marketing strategy  
without thinking about  
the content.*

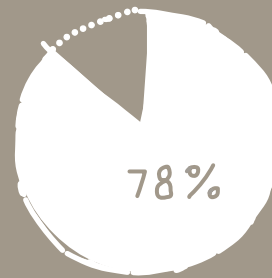
# Top six areas where content marketing can help you



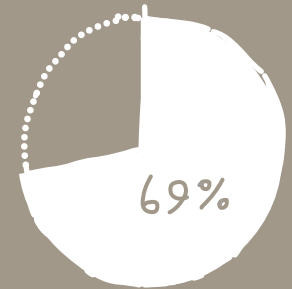
lead generation



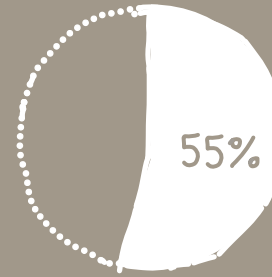
customer recruitment



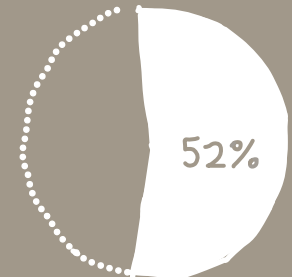
brand awareness



customer retention & loyalty



website traffic



thought leadership

# *What do you want to say?*

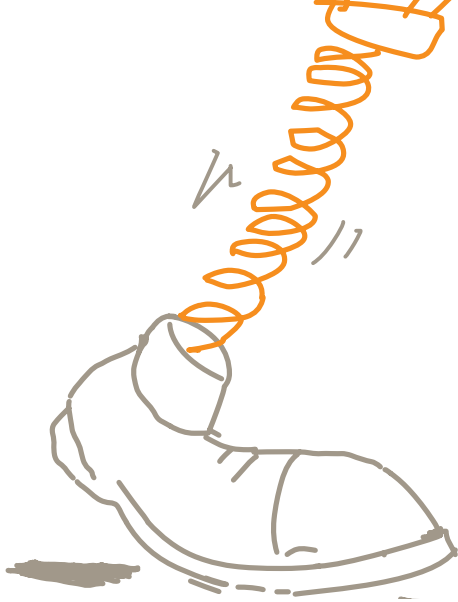


The technology marketing landscape is fragmenting across digital, print and multimedia channels. Picking the right tools for the job is hard enough, but you face an even tougher task if you forget about what's really important.

Without good content, no-one will read your blog or sign up to your newsletter. Without engaging content, your web site will be invisible. You need to consider what you want to say, who you want to say it to and the best way of saying it.

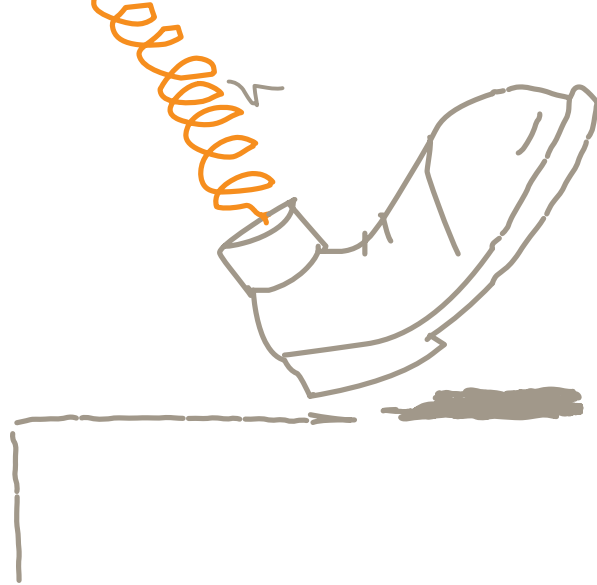
## *Step 1* *Identify goals*

Do you want to reinforce your brand among existing customers? Educate and shape an early-stage market? Create a buzz around your service? Or maybe provide tangible leads to your account teams? Different goals require different media.



## ***Step 2*** ***Create messages***

Good messaging answers these questions:  
What are my customers' pain points?  
How does my service solve my customers' challenges? How do I differentiate myself from rivals? What's hot in the market?



## ***Step 3*** ***Develop content plan***

Knowing what you want to say, and who to say it to is the foundation of your content strategy. When you have this figured out, you can choose which content tools are most appropriate, before creating the content.

# *A content strategy will create harmony*

Technology companies have many tools at their disposal to reach their audience: from newsletters and customer roadshows to corporate blogs and video interviews.

But marketing communications can be faddish. One day glossy newsletters were in vogue, the next it was customer events. Today's turn is social media.

It is important to see beyond these fashions. We will help you develop a content strategy that fits with your business goals and messaging framework, whatever the medium.



webinar

media relations

websites

newsletters

white papers

blog

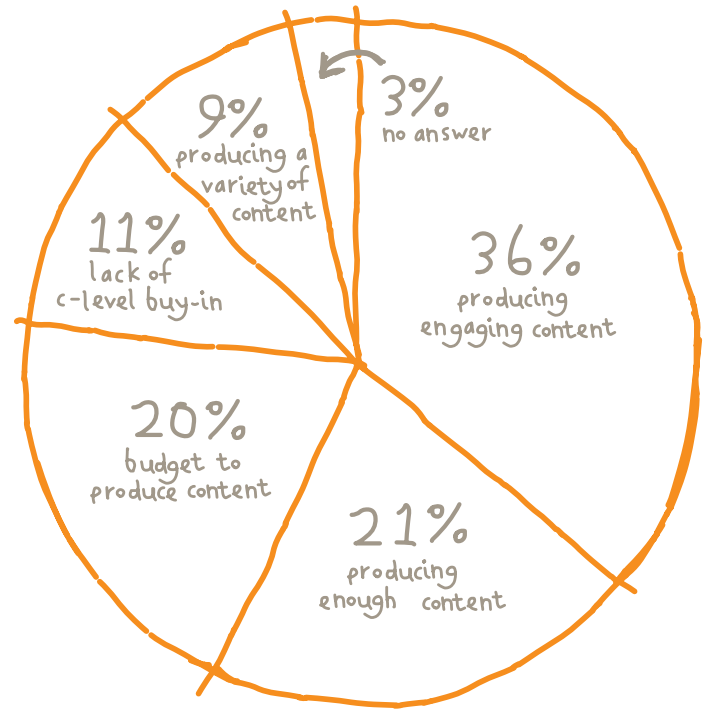
marketing collateral

videos

podcasts

# Helping you get your ideas across

We resolve many of the challenges that prevent you from communicating effectively.



Source: Biggest Content Marketing Challenge  
B2B Content Marketing: 2010 Benchmarks, Budgets  
and Trends | MarketingPros/Junta42

## ***Is your content engaging?***

We can create content that demonstrates real business benefits or positions you as a thought leader in your market. We know the technology industry inside out and know what's interesting to your audience.

## ***Is your content varied enough?***

We produce a range of content from blog posts and news analysis, to video and web radio. We understand how to adapt the content to fit the medium: each has its own style and requirements.

## ***Can you produce enough content?***

If your experts understand how a new service works, but can't explain it to anyone else without a PhD, we are able to both support them and work independently to bring your messages and thought leadership to life.

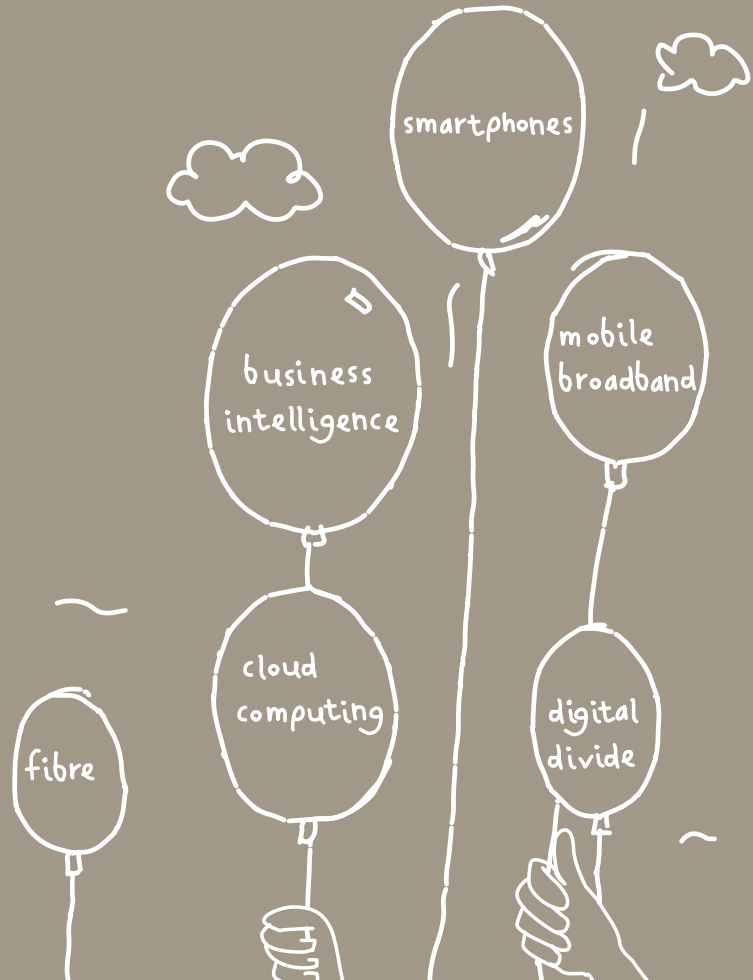
## ***Do you get good value from your content?***

Good value requires that you think about the content. By looking at your content strategy holistically, you can achieve tangible results and find content synergies across multiple media.

# About us

Futurity Media develops engaging content for some of the world's leading technology companies. With a solid background in technology writing, our team of experienced journalists and copywriters cover the entire technology world from cloud computing and IP VPNs, to mobile communications and social media.

We manage projects across the content spectrum from blogging & live blogging, podcasts, videos, webinars, web site copy, print & email newsletters, reports, whitepapers, case studies, brochures, press materials, and also offer strategic advice.

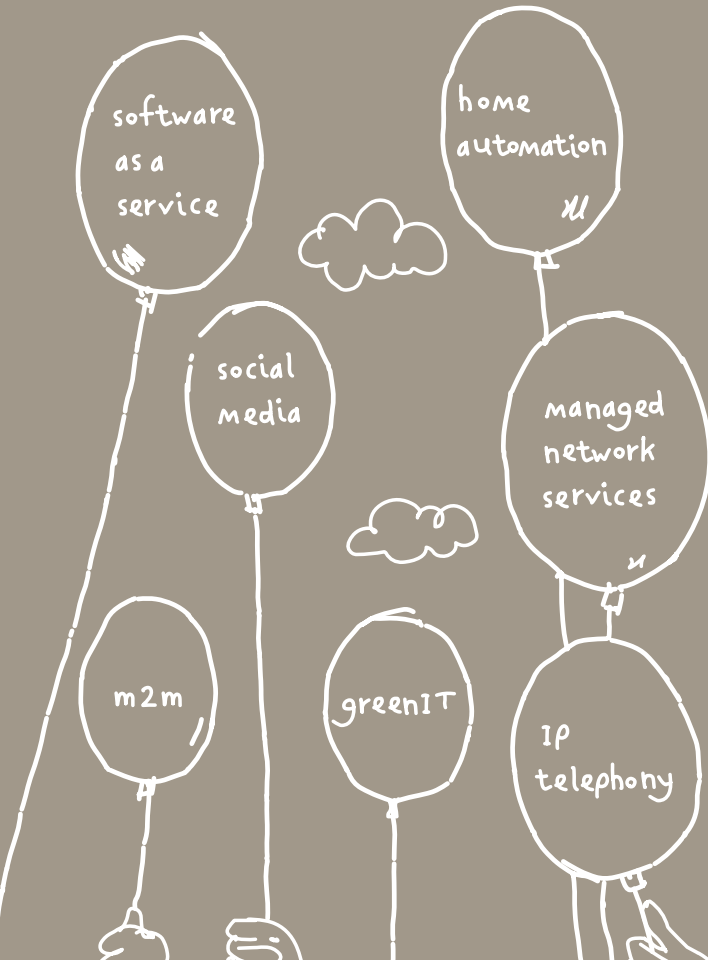


# Some of our clients

Some of the clients we've helped communicate more effectively include:

- Orange Business Services
- Alcatel-Lucent
- EMC
- TelecityGroup
- Siemens Enterprise Communications
- SITA
- Juniper Networks
- Airwave
- Vodafone
- Imtech Telecom
- GSM Association

By working with us, you benefit from our market knowledge and the ability to tease a good story out of your own people.



# *We deliver great content for the technology industry*

## *Futurity Media*

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“Futurity Media is not, in my eyes, merely a vendor, but a real business partner...their command of ICT market is second to none.”

*Yann Gourvennec, Head of Internet & Digital Media,  
Orange Business Services*

*Printed on Splendorgel FSC paper.*