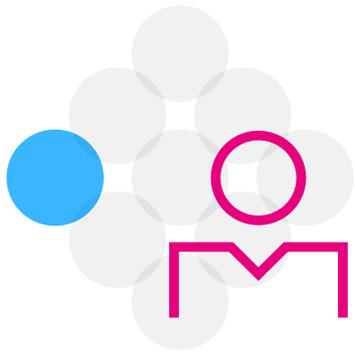


Content

Create, Populate, Syndicate

 Fact Sheet



Convincing content and an effective roll-out plan are the backbone of your Content Marketing strategy. Only 35% of B2B marketers have a documented strategy.

Understanding

IRS's deep immersion in ITC ensures that we'll already be in a position, from square one, to create and re-purpose your content across platforms, sectors and countries, swiftly and in synch with your messaging. No need for lengthy re-briefing.

Sharp, In Focus

We'll pose the hard questions and create the right content to get you to where you need to be, in front of buyers and influencers with a story to tell. Whatever platform - social media, email, syndicated distribution, direct mail - we recognise your goal is to engage with your market.

Demand Generation

Specifically, your marketing aim will be to contact, engage and convert good prospects into good customers. By combining winning content with smart downstream execution, we'll help you achieve your sales pipeline goals as well as create a marketing pipeline to nurture into the future.

Best-in-Class Syndication

We'll work with your preferred (or our recommended) content syndicators and





distributors to ensure the most effective channels for you and your specific needs.

Creative and copy

Once your go-to-market messages are clear, rely on IRS creatives and copywriters to deliver spot-on copy and visuals, swiftly and cost-effectively. We'll always defer to you and your corporate requirements or say so when we disagree!

Define your Strategy

We'll help you clarify your goals, focus on your top priorities, identify which platform/tactics work best and what measurements to use. In no time, we'll help you prepare a workable Content Marketing plan and show positive results.

Programme Management

On the basis you don't have time to micro-manage every tweet and post, IRS will sweat the detail for you, manage and execute the platform activity providing management (and granular) reporting at every step.



Contact IRS to talk over your next digital content campaign.



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The IRS Difference

IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.
- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 25+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

60

strong team

25+

years IT experience