

## Content Marketing Support

## Technology

The client is one of largest ICT players, with over 15 years in the business, a market cap of USD 6 billion, and a massive presence across geographies and various emerging and state-of-the-art IT verticals.

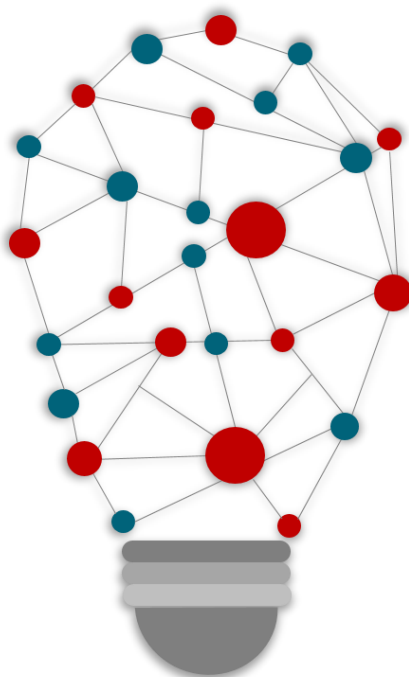
### Requirement

The client was looking to stand shoulder-to-shoulder with emerging content/design/marcom trends and create an expansive body of work that would effectively capture its varied offerings – and thereby drive a consistent and well-articulated vision of its products, services and brand promise.

### Netscribes' Solution

1

Netscribes was hired to create an end-to-end content portfolio for the client – utilizing content, research and design as required to refurbish the client's comprehensive bouquet of services and products.



Netscribes fully upgraded the client's content substratum and 3 FTEs were put on board for the same. While the project is still at nascent stage, Netscribes is endeavouring to deliver quality material at high frequency that helps the client to repackage its brand/product/service architecture.

2

### Netscribes' Value-add

Solid content experience, data accuracy, research capacity, design sense, target audience mapping, competitor analysis, client servicing, timeline management, delivery quality, minimum iterations