



## Marketing Collateral Development

## Technology

The corporate communications team of one of the leading information technology services, consulting and business solutions provider approached wanted to for develop and review quality marketing collaterals ranging from blogs, articles, point of view papers, whitepapers, webcopies, infographics and SlideShare decks.

### Requirement



- To write interesting and engaging marketing material
- To ensure the collateral complies with project guidelines
- To ensure content is aligned with emerging marketing trends

### Netscribes' Solution

Provided high-quality marketing collateral to promote the company's marketing efforts and increase traffic on the company website.