

# HOW FRESH IS YOUR CONTENT?

Audit your assets to prevent  
them from going stale

LEARN MORE



# B2B CONTENT LEADERSHIP SERVICES



## Strategy and Messaging

Streamline your message, hone your strategy.

TDA clarifies objectives, defines target audiences, assesses current efforts, and then creates compelling messaging and effective strategy.

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## Executive Communications

Deliver clear, crisp communications in the distinctive voices of your experts. TDA interviews your leaders to craft riveting presentations, articles, videos, and more.

[LEARN MORE](#)



## Partner Marketing Content

Feed your partner and reseller funnel. TDA partner marketing expertise spans co-branded thought-leadership articles, shared sales assets, and partner-facing material.

[LEARN MORE](#)



## Sales Acceleration Content

Speed the customer journey and supercharge sales. TDA captures your experts' ideas to create content that is persuasive, accurate, and filled with business benefits.

[LEARN MORE](#)



## Growth Marketing Content

Fire up lead generation as you create the next big thing. TDA marketing campaign packages bundle proven execution best practices ideal for market disruption.

[LEARN MORE](#)



## Customer Reference Programs

Get more mileage from satisfied customers. TDA produces engaging success stories in the most effective formats for your audiences.

[LEARN MORE](#)



# B2B MARKETING BEST PRACTICES BLOG

## STRATEGY

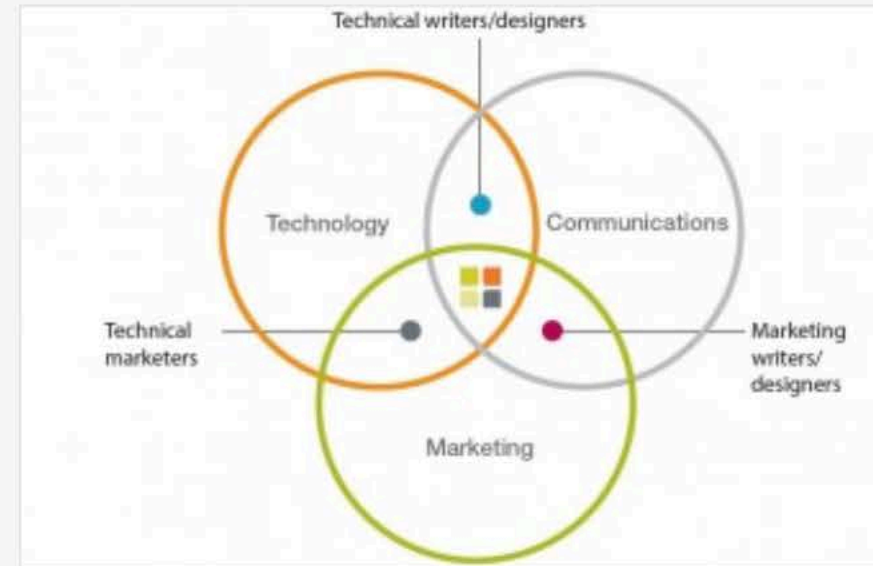


### C-level blogging: 7 tips for successfully using a ghostwriter

August 16, 2019

For executives at high-tech companies, C-level blogging is a great idea—in theory. The time-consuming reality is usually another matter. Still, a blog from the [...]

## TRENDS



### Do your tech content marketers have all of these essential skills?

April 30, 2019

Are you in tech? Great. Responsible for marketing strategy? Wonderful, congratulations. Committed to content that sells and compels? Super. Have people on board [...]

## TACTICS



### Define your message—before you start creating content

August 15, 2019

Does this scenario sound familiar? Two months before a new product launch, you need a lot of content, and you need it fast: [...]

## INDUSTRY-LEADING CLIENTS



Ready to get started? Let's talk.

## LET'S TALK CONTENT STRATEGY

☆ 650-919-1200

☆ info@tdagroup.com

Sign up for innovative marketing insights from TDA

SUBMIT

## Strategy and Messaging

Only 30 percent of marketers feel their content marketing is effective.<sup>1</sup>

What distinguishes this top tier? A documented content strategy and clear messaging.

TDA Group can help you construct a solid, effective strategy for delivering the right content to the right people at the right time. We'll help you define your business goals, set priorities, identify target audiences, and pinpoint audience content needs. We can audit your existing content to determine which assets continue to provide value and identify any gaps. Plus, we will work with you to develop a customized content strategy, and then recommend tactics, asset types, and topics that produce a cohesive, effective narrative.

Establishing clear messaging before plunging into asset creation is critical—it gives you a foundation to produce consistent content that reinforces your brand. We can produce a messaging document that incorporates core value propositions, positioning statements, and differentiating proof points, including pre-built sample content you can quickly integrate into your campaigns. Then we'll establish an editorial calendar to help ensure a continuous supply of engaging material that will resonate with your target personas.

<sup>1</sup> MarketingProfs, "B2B Content Marketing: 2016 Benchmarks, Budgets, and Trends—North America."

**Ready to get started? Let's talk.**



## Executive Communications

Whether you are sharing your strategic vision, introducing an innovative product, announcing a new corporate initiative, pitching to investors, or contributing thought leadership to your industry, your best executive voices can make all the difference. Trust TDA to engage your best people, capture their unique point of view, and package those ideas for wide distribution:

- Presentations and slideshares
- Speeches
- Press releases
- Blogs
- Articles
- Videos
- Briefing books

We'll collaborate with your experts to define key messages and establish and highlight compelling differentiating claims.

Then we put it all together: write effective copy with persuasive proof points and wrap it in an engaging design. And we'll tailor the style and language to match the unique voices of your executives and evangelists.

Have a tight deadline? Our team will work with your in-house staff to develop an efficient process that delivers great results.



## Partner Marketing Content

Your partners play a vital role in your business. But their success depends on accessible resources, strong leadership and communities, and clear messaging and direction. Do your communications engage and motivate business partners to work toward your shared goals?

TDA Group understands the intricacies of partner marketing. We're savvy about business partner relationships and personalities, and we're familiar with the tricky landscape of joint selling. We put all of this experience into creating services that help you attract new partners and maintain existing relationships.

For example, TDA can produce and manage partner community sites that host blog posts for—and from—your business partners. We can also provide sales training resources—such as videos, presentations, ebooks, white papers, and sales guides—to support your partner enablement efforts.

Tell us about your partner marketing goals and we'll help you meet them. Need better returns from co-marketing projects? TDA can review your messaging to construct a clear point of view that presents partner value propositions, proof points, and starter content for sales enablement.

Looking for a new way to promote partner content? We can produce partner-branded and co-branded assets for digital, print, and social platforms.

Plus, the TDA team can orchestrate the entire process, working with your team—and your partner's team, if you'd like—to streamline development, reviews, and publication.





## Sales Acceleration Content

As a marketing professional, you want to transform your prospects into buying customers as quickly as possible. You need to create brand awareness, facilitate deep exploration and understanding of your offerings, and then help your sales team close the deal. TDA Group accelerates the customer journey by producing captivating, relevant content for your target audience at each and every stage.

Our popular content marketing programs encompass the broad spectrum of marketing communications assets:

- Brochures
- Case studies
- Data sheets
- Ebooks
- Email campaigns
- Infographics
- Sales guides
- Smart papers
- Social content
- Solution briefs
- Videos
- Website and microsite development
- White papers

Our creative team of writers, editors, and designers produces content that moves your audience through the sales funnel, from prospect to paying customer, fast. A dedicated TDA project manager will stay on top of all the details, keeping you informed with unparalleled professional efficiency.

**70%** of people surveyed said seeing poorly produced or poorly thought-out branded content would have a negative impact on a brand.

**Source: The Big Shot**

## Growth Marketing Content

As a marketing leader for an emerging tech company, you're responsible for generating sales growth. Generating new leads is a top priority, but you might be short on time and resources. Pursue your growth marketing—or "growth hacking"—goals with TDA.

Tap into TDA expertise for:

- Brand guidelines
- Content strategy and planning
- Messaging
- Web design
- Editorial calendar
- Integrated assets for omnichannel marketing
- Social packages

### Shift into high gear with Marketing Boost

Small team with big plans? TDA's Marketing Boost packages help emerging innovators focus on burning marketing priorities—and execute quickly and flawlessly. [Find out how to get started.](#)

Only **8%** of small businesses have a marketing mentor that can provide strategic direction.

**Source:** Capital One, 2015.

Using sound strategy and execution best practices, TDA has helped many industry innovators accomplish their growth goals, including:





## Customer Reference Programs

If you have successful customers, you should be telling their stories to accelerate sales.

TDA Group creates compelling testimonials and efficiently manages customer reference programs. We produce dozens of case studies and similar assets every year for our clients.

We can tailor a customer reference program to your specific needs. For example, we can help you identify and convince your best customers to participate in a story. If you already have customers willing to participate, TDA can dive in by conducting customer interviews and writing success stories. Our project managers will doggedly obtain all the required feedback and approvals, and our creative team can craft deliverables that effectively tell your story, from traditional text-based layouts to interactive digital experiences.

Plus, we can help you cost-effectively repurpose customer stories for use in social feeds, press releases, and more.

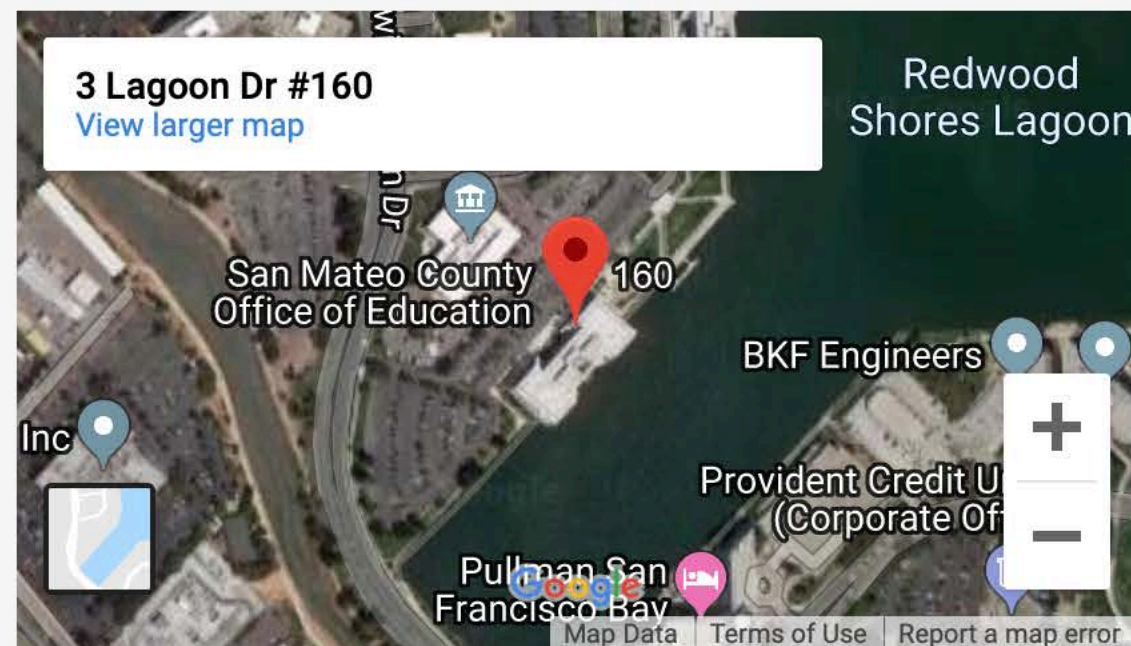
89% effectiveness rating of customer testimonials is the highest for content marketing.

**Source: The Big Shot**





## TALK TO US



### TDA Group

3 Lagoon Drive, Suite 160

Redwood City, CA 94065

650-919-1200

[info@tdagroup.com](mailto:info@tdagroup.com)

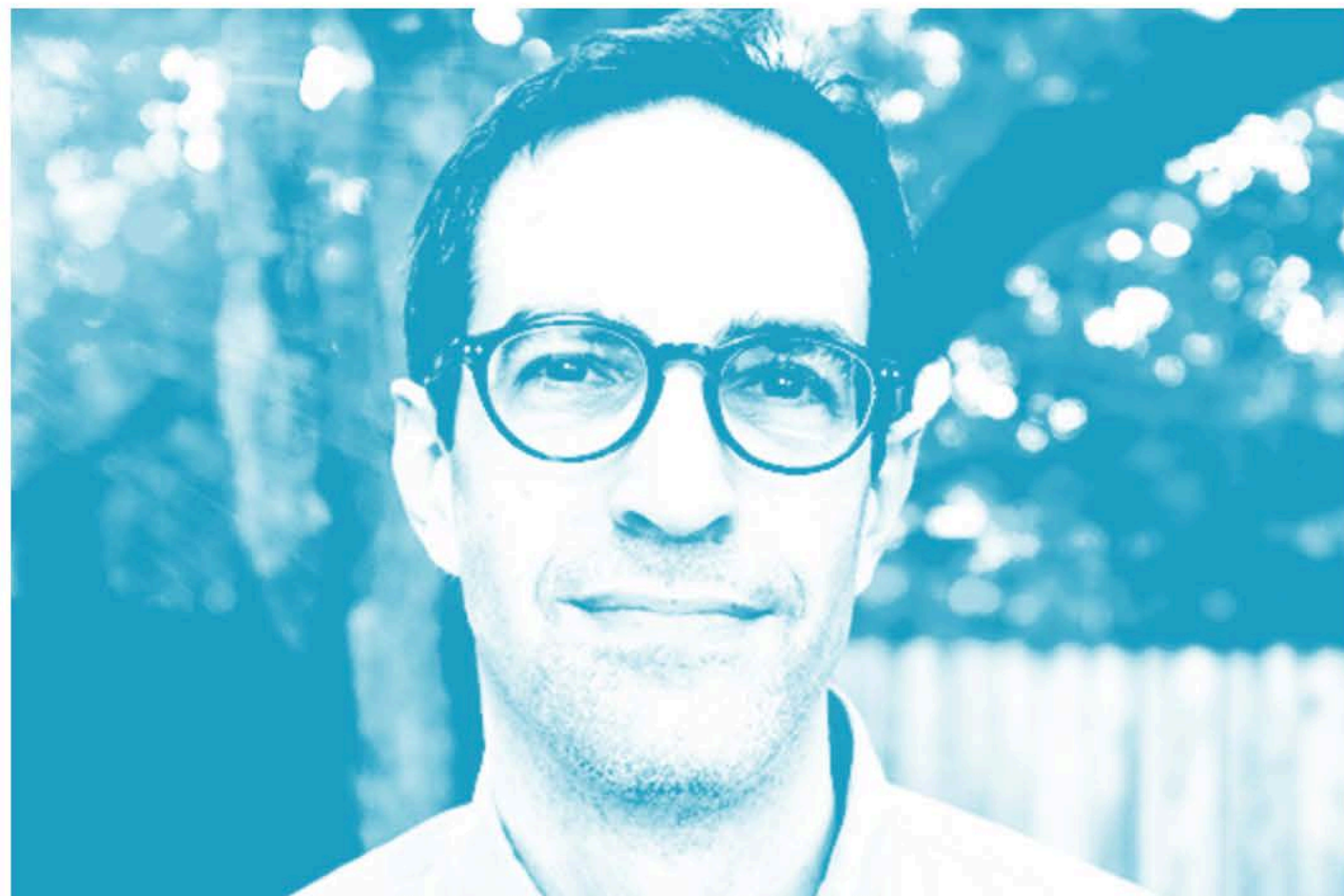
## WHY TDA

TDA Group has unparalleled experience in providing high-tech companies with service offerings that make the most of marketing investments. We know what works, and we deliver. TDA Group offers an integrated approach to content marketing that combines effective strategy and efficient execution. We build a foundation for successful content marketing programs by creating crisp messaging, auditing existing assets, and developing a go-forward editorial plan. Then we put the resulting strategies, messaging, and planning into action to produce compelling, high-quality content while streamlining the project management process. This combination of effective strategy and efficient execution accelerates sales-ready leads and optimizes marketing spend.

## JOIN OUR TEAM

Do you live and breathe technology? Have a track record of making B2B content sing? Visit our **employment pages** for current TDA career opportunities.





**Greg Thomas**

Content Director



Greg Thomas has more than 25 years of experience working as a professional writer and editor for a wide array of clients, ranging from leading global technology firms and large healthcare providers to start-ups and small nonprofits. He has been with TDA since 2004. As Content Director, he helps ensure that content developed at TDA meets clients' unique requirements and TDA's own high standards for quality. As a writer and editor, Greg has contributed to hundreds of case studies, web sites, blog posts, ebooks, infographics, presentations, articles, white papers, solution briefs, messaging guides, and more. Greg has an AB from Stanford University in psychology plus MA and PhD degrees from UC Berkeley in European history and the history of science, technology, and medicine. He has taught writing-intensive courses at Berkeley and the University of Oregon, and has published an academic book in the history of medicine.