

Content Concierge

Create content that converts

Want more high-intent leads? Then you need to drive intent by hitting the right people with the right content at the right time.

In order to achieve this, our new Content Concierge service gives you access to professional copywriting and content creation teams to help improve campaign performance.



Content to generate demand

Our creative process combines our deep data-driven insights about trending topics and challenges within our audiences with extensive experience writing and designing high quality content for the B2B sector.

The result? Targeted, beautiful, expert content that drives intent and boosts your pool of qualified leads.

Get in touch today to make your next content syndication campaign a sales-qualified success.

Benefits

This service is perfect for businesses operating in sectors like IT technology, FinTech, MarTech, HR Tech and SaaS.

These industries are competitive, and thought leadership tailored to our database would help increase engagement, conversion and campaign performance.



Make more of our first-party data



Build a reputation as a thought leader



Personalise and differentiate your content



Give your audience the information they want



Increase your brand awareness



Stand out against competitors

Types of content

We can offer a range of content formats, including:



Long-form content such as white papers or ebooks (c.1500 words)



Blog articles (500-1000 words)



Copy for emails, social media, landing pages, calls-to-action and so on.



Infographics (c.500 words)



Case studies (500-750 words)

What you get



Collaborative scoping, title ideation and content planning supported by our unique keyword and audience insights.



Point-of-contact partner for onboarding, project management and content planning.



Content written by a studio of expert copywriters and editors who understand the technology sector and have written for clients including Microsoft, Dell Technologies and Hewlett Packard Enterprise.



Elegant, beautifully designed content that's yours to recycle at the end of your content syndication campaign to further boost organic site traffic and conversions.

How it works

First off, you have a discussion with our expert team so we can scope your requirements.

On a project or retainer basis, you then sign up for as much copywriting as you need, delivered when you need it. We offer single-item or full-campaign copywriting. For example, a campaign might include a long-form white paper, designed and delivered as a PDF, and several blog articles.

Everything we do is based on:

- interviews with your in-house subject matter experts
- desk research, and
- SEO best practices.

You get a detailed plan of action within four weeks of signing on. From there, we begin working on a weekly sprint basis, with ample opportunity to give feedback throughout.

Expert content designers

Get access to high quality thought leadership copywriting, design and other strategic marketing services whether you're an ambitious B2B technology company or a large enterprise firm.

Our Content Concierge service includes our responsive, collaborative engagement style and experience in taking complex, technical subjects and writing clear, concise copy to engage and persuade B2B technology audiences.



About Mixology Digital

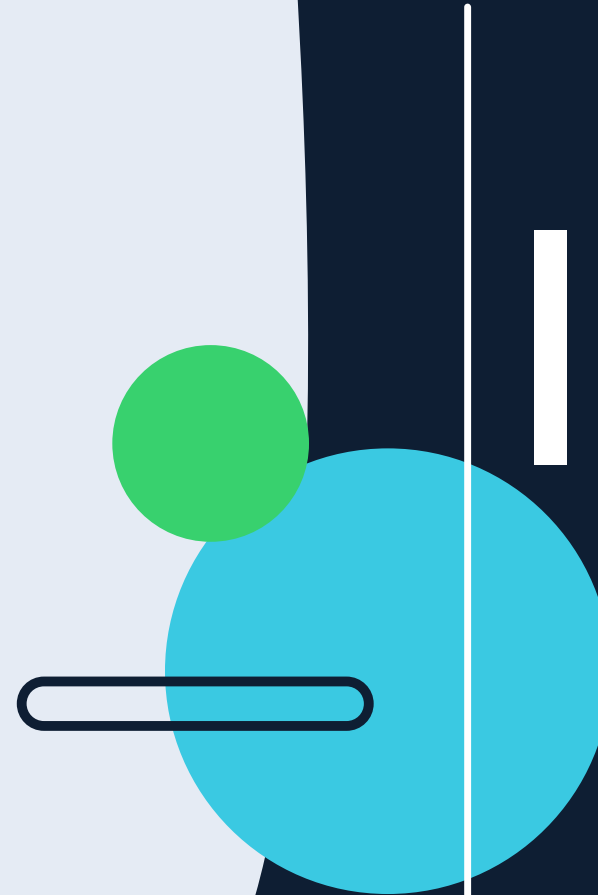
At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.



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