

Content Creation & Marketing Automation Services

What Was Once Art is Now Science

Historically, the marketing function in any organization has been more of an art than a science. Marketers would generate ideas about the ways in which they could garner awareness for their product or service and then execute those ideas in the hope that one or more would capture their target audience's attention.

All too often however, businesses were hard pressed to capture relevant data on whether or not their marketing efforts were actually producing results and generally lacked the ability to accurately determine the return on their marketing investments.

Marketing Transforms...

With businesses paying more attention to data and information, the marketing function has begun to transform.

With a growing array of methods to capture customers and measure marketing effectiveness, today's advanced marketing organizations recognize that their value to the business is not to make everyone feel good after seeing the latest television spot, but to use technology to drive activities designed to capture, nurture and move prospects through the sales process so they can be more effectively closed.

In a crowded and competitive market, all businesses are looking for ways to stand out from the crowd. As a result, it is no wonder that according to Forrester Research's 2018 "Global Business Technographics Marketing Survey", 55% of marketing decision-makers plan to increase their spending on Marketing Technology.

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-Forrester Research (2018 Global Business Technographics Marketing Survey)



...Yet Little Automation Exists

Despite the digital transformation shaping the market, many marketing organizations are mired in traditional methods of reaching prospective customers while grappling with the most effective means of using newly acquired technology.

Often these organizations employ outdated approaches, hoping that one of their ideas will go viral. No doubt, some get lucky. However, for the majority of organizations, it is only by using new tools and recognizing marketing's primary mission that a path to sustainable success can be achieved.



The Role of Marketing

In any company, the marketing organization has many roles and responsibilities. It is often the owner of the brand, of specific product lines and of defining target customers. However, above all these responsibilities is the responsibility to be the engine of new customer acquisition and retention. While some may view this as a sales function, an effective and automated marketing apparatus is the most ideal structure for garnering and maintaining customer interest and converting prospects to clients.

An Effective Approach to Modern Marketing

Modern marketing organizations are characterized by a holistic approach to customer acquisition and retention. Beginning with a clear and precise understanding of their target markets and customers, these organizations take a multi-dimensional approach to practicing their art and do so in a measurable and scientific manner.

Using highly targeted, engaging and optimized content, the modern marketing organization leverages such content through automated campaigns to ensure that target audiences receive the right information at the right time in the right frequency.

Persuasive Content & Marketing Can Be for Everyone

Dendog Strategy Insights™ brings 30 years of history and experience in the marketing arena having shepherded organizations on the journey from marketing art to marketing science. With experience driving the marketing function and success building fully automated marketing systems resulting in successful sales qualified lead delivery and new customer acquisition, we are ideally suited to help your business improve your marketing results.

Whether you want to improve the effectiveness of your content or pursue marketing automation excellence, Dendog Strategy Insights has the skills and experience proven to deliver success.

Content Creation & Marketing Automation Outcomes

- Capture of more marketing and sales qualified leads
- Greater return on marketing investment
- Delivery of content in a single voice designed for optimized organic search results
- Helps clients evaluate and/or utilize marketing automation technology



Who is Dendog Strategy Insights?

Dendog Strategy Insights is a management consulting firm focused on strategic planning, new business development and go to market execution.

With nearly 30 years of technology marketing, sales, product planning, software engineering, professional services and technical support experience, we have the skills and track record of success required to help any client implement strategies that yield success.

Dendog Strategy Insights focuses on management consulting services including:

- **Strategic Business Planning and Execution**
- **New Business Development**
- **Content Creation and Marketing Automation**
- **Technology Sourcing Support & Management**