



**For Immediate Release**

Press Contact: Dennis Amorosano

[damorosano@dendogstrategy.com](mailto:damorosano@dendogstrategy.com)

631-252-0102

## **Dendog Strategy Insights® Launches Content Creation & Marketing Automation Services**

*New Services Designed to Assist Customers in Improving SEO Performance and Qualified Lead Capture*

**Smithtown, New York – October 1, 2019** Dendog Strategy Insights, a management consulting firm focused on strategic planning, new business development, content creation/marketing automation and technology sourcing support today announced the formal introduction of its Content Creation & Marketing Automation Service.

Content creation & marketing automation have become critical elements used by businesses both large and small to improve overall marketing performance with the ultimate goal of capturing more qualified customer leads.

“Today’s marketers are faced with a whole new set of challenges in standing out from competitors and in quantifying the business results directly attributable to marketing initiatives,” said Dennis Amorosano, president and founder, Dendog Strategy Insights LLC. “Our Content Creation & Marketing Automation Service is built to specifically address these challenges and help marketing organizations excel at their primary mission; capturing new prospects.”

Dendog Strategy Insights Content Creation & Marketing Automation Service is designed to assist customers in improving their content creation and customer targeting activities while leveraging existing marketing automation software tools or implementing such tools if not already in place. Through a detailed understanding of the client’s products and services as well as target market and prospects, Dendog Strategy Insights helps to design content optimized for organic search and the business outcomes most important to targeted prospects. Using a multi-dimensional campaign strategy, the service can also be utilized by customers to automate marketing outreach and track campaign results against targeted key performance indicators and industry benchmarks. The service is ideal for clients desiring to create or improve existing content, implement marketing automation technology or capture better results from existing marketing campaigns.

“The role and function of marketing organizations is undergoing a rapid transformation as businesses look for ways to more effectively capture new potential clients,” said Randy Dazo, Group Director, Keypoint Intelligence. “By delivering more precisely targeted content and leveraging marketing automation software technology, today’s modern marketing organizations are capable of taking a scientific data and analytics approach to their craft, more effectively reaching and capturing qualified prospects.”

Dendog Strategy Insights’ Content Creation & Marketing Automation Service is available immediately. The service is offered and priced per project and provides customers with the flexibility to acquire services on an individual or comprehensive basis.

Dendog Strategy Insights LLC 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, the company focuses on providing clients with services in the areas of Strategic Business Planning, New Business Development, Content Creation/Marketing Automation and Technology Sourcing Support.

###

Dendog Strategy Insights is a registered trademark of Dendog Strategy Insights in the United States. The names of companies and products contained in this press release are trademarks of their respective owners.

For more information on Dendog Strategy Insights or the products and services referenced in this press release please visit [www.dendogstrategy.com](http://www.dendogstrategy.com).