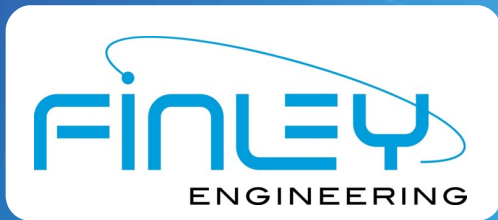


Finley Engineering Case Study



Content Marketing Success Story

Executive Summary

Finley Engineering, a full service engineering consultancy serving the telecom and power industries, understands the value of content marketing. Their marketing strategy has long included leveraging content, including whitepapers, blogs, webinars, and infographics to engage customers and prospects with timely and relevant market insight. In so doing, Finley creates trust, builds thought leadership, and generates multiple touch points. As an engineering firm, Finley also realizes they lack the marketing resources to develop content that is appealing to an audience of non-technical staff. Finley has engaged Pivot Media for a number of years to develop and help manage their content marketing strategy.

"Working with Pivot Media is the right choice for Finley Engineering. They create high-quality, timely, and relevant content that our customers and prospects really enjoy. Content marketing has been a great marketing tool for us."

-Barbara Ostrander, Finley Engineering

The Challenge

Finley's content marketing requirements are wide. They effectively utilize multiple whitepapers and webinars, a rich company blog, and other content assets including infographics. Developing all this content internally would require specific expertise and create significant burdens on Finley's marketing team. Furthermore, once all this content is created, how do you ensure it gets in front of broadband industry decision makers?

- Finley needed a partner who both understands the broadband industry and can develop a vast content asset library focused on topics relevant to customers and prospects
- It was important to Finley to find a partner who could be turnkey and relieve them of the considerable busy work associated with this content marketing strategy
- Finley also needed a partner who could help them get these content assets in front of broadband industry decision makers

The Solution

Finley turned to Pivot to support and help manage their content marketing strategy. Pivot works closely with the Finley marketing team each calendar year to develop a comprehensive content marketing plan, which we also help execute. This includes developing multiple content assets including whitepapers, webinars, blogs, and infographics. The result is a fully executed content marketing strategy, enabling Finley to raise their broadband industry profile, create multiple touch points with customers and prospects, and build trust and thought leadership, ultimately leading to better sales activity.

- Pivot helps map out a content strategy, including providing broadband industry topic ideas important to targeted audiences
- Pivot provides turnkey content development for these assets, allowing Finley to devote more resources towards customer engagement
- By leveraging Telecompetitor, Pivot also distributes these content assets, giving broad exposure to the entire broadband industry



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