

<u>Tech</u>	<u>ST Does</u>	<u>ST Is</u>	<u>Clients Feel</u>	<u>Benefits</u>
Newest	Organize	Convenient	Confidence	Time Saving
Cutting Edge	Outsource	Reliable	Influential	Create Time
Fresh Perspective	Harmonize	Efficient	Prominent	Profitable
Social	Bridge	Ideal	Acievement	Simplify
Modern	Ambassador	Prompt	Growth	Ease
Techniques	Administrator	Attentive	Stability	Preference
Inovate	Resource	Quality	Prosperity	Drive long term success
Multi-functional	Improve	Confident	Impactful	
"New Normal"	Integrate	Modern	Up To Speed	
Digital	Network	Inovative	Cautiously Optimistic	
Digitally Automate	Development			
Digital Revolution	Utilize			
New Frontier	Highest Priority			
Up To Speed	Personalized Options			
Staying Educated				
Presence				
Awareness	Supercharge Productivity			
	Escalate Efficiency			
				<u>Problems</u>
				Cautiously Optimistic
				Tremendous disruption
				Lack of brand awareness

### Content Marketing

Affordable, Comprehesible & Profitable Solution

Quality > Quantity

Demand Generation Cycle: demand generation -> lead nurturing -> customer retention -> brand engagement

Variety of marketing functionalities: lead generation, influencer marketing, native advertising, brand awareness & much more