



Swarm B2B Marketing System By GoldSand Digital



Competition driven by technological advances, creativity and increasing demand mean that businesses must, today, work harder than ever to remain relevant when it comes to marketing products and services.

While the idea of creating content to engage an audience is not a new one, it is no longer good enough or acceptable to simply focus that content on products. The appetite, particularly in B2B, is for a differentiator, something more exclusive and engaging.

Using content to add value, solve current challenges and promote creative thinking all lead to winning attention. Once won, that attention becomes new business and as a result, business growth.

About us

Swarm is our unique marketing platform that generates leads and customer intelligence for clients operating within a B2B environment.

Our extensive experience comes from working on content campaigns for businesses ranging from consultancy firm KMPG to fintech specialist NewDay.

Our campaigns are fully trackable and enable businesses to send offers to those who have an interest in the product or service that is being provided.

We, in effect, can track where readers 'swarm' to and re-target them based on reader activity and interest.



| What we offer

Within our Swarm methodology we take our clients through a content journey:

1. DISCOVERY

- Consultancy stage
- We ask the compelling questions based on key business challenges
- Determine what success, utilising content, looks like
- Where does the business want to go with content?
- Detailed report and recommendations created for the client

2. CONTENT CREATION

- Team of journalists work on content
- Ideas are based on products and services on offer
- Valuable content to engage and push prospects through the sales funnel
- Interviews with thought leaders and industry experts to create unique content

3. DELIVERY

- Content published on bespoke ContentHub
- Delivered in two ways:
 - To existing database
 - To current target audience
- Variety of channels leveraged, including email, paid social and partner networks
- Creates most effective exposure, reach and results

4. REPORTING, ANALYSIS AND ROI

- Our award-winning dashboard reports in real time
- Segmenting databases by content read
- Re-targeting based on what has been read and engaged with
- Automation of lead lists and opportunities for BD and Marketing team
- Delivers full ROI on each campaign





How we work with businesses

NewDay

NEWDAY: NEW PRODUCT GROWTH

- Large credit provider
- Launching a new B2B co-branded tech platform
- Targeting decision makers at large ecommerce retailers

Challenge

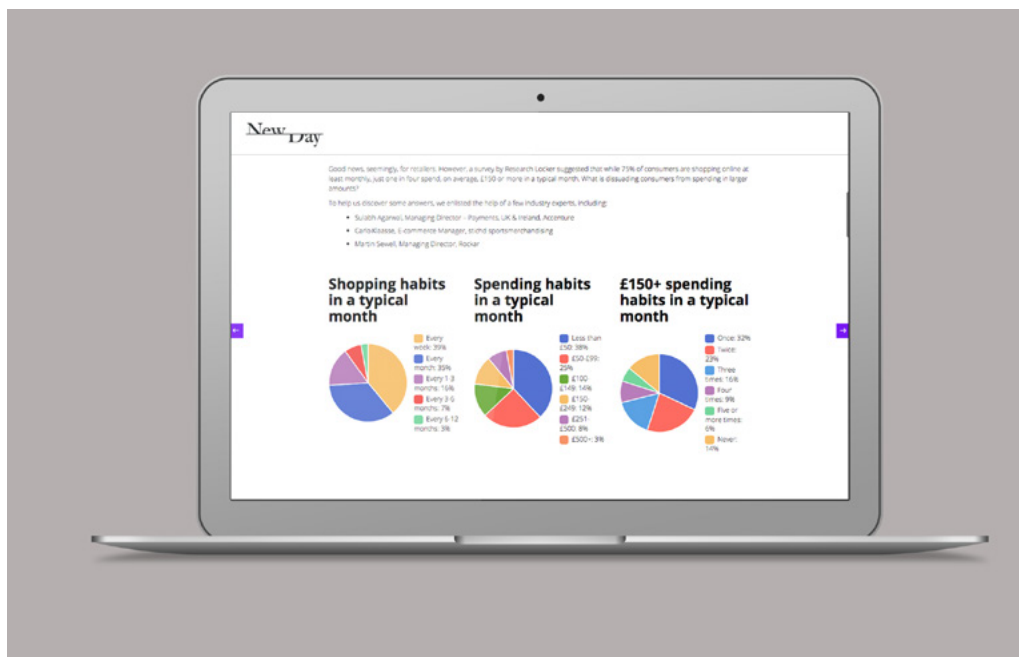
- Reaching beyond existing network
- Competing against global solution with substantial budget
- Leverage existing credibility
- Identify opportunities within existing database
- Driving adoption of new tech platform

Solution

- Discovery session to uncover key challenges
- Develop a new route to market through engaging and quality content
- Segment data and target with relevant comms
- Build awareness of product with a scalable thought-leadership strategy
- Utilise data intelligence to generate and re-target warm opportunities

Delivered

- Exclusive in-depth report for the ecommerce world
- Based content on key barriers to success
- Shared with ecommerce decision makers via email and LinkedIn
- Tracked which 'barrier' individuals read
- Re-targeted them with solutions based on NewDay product
- Content also used to re-engage 'cold' opps and push for meetings





| How we work with businesses

innovation
enterprise♦

INNOVATION ENTERPRISE: CFO SUMMIT

- B2B media company
- Providing organisations with cutting-edge insights and thought leadership
- Provides business insights and live summits

Challenge

- Needed an effective way to market its tech event to senior decision makers
- Struggling to reach target audience
- Event tickets expensive
- Working to a tight deadline

Solution

- Work with client team to identify the right target market
- Create a scalable content strategy with thought leader content
- Identify and interview high profile, influential industry leaders
- Create a series of engaging content pieces to share and promote event to target market

Delivered

- Exclusive report with industry thought leaders interviewed
- Led to sold out event
- Generated significant awareness of company and event
- Created a successful content strategy that could be replicated across all events





| We build partnerships with fast moving, exciting companies

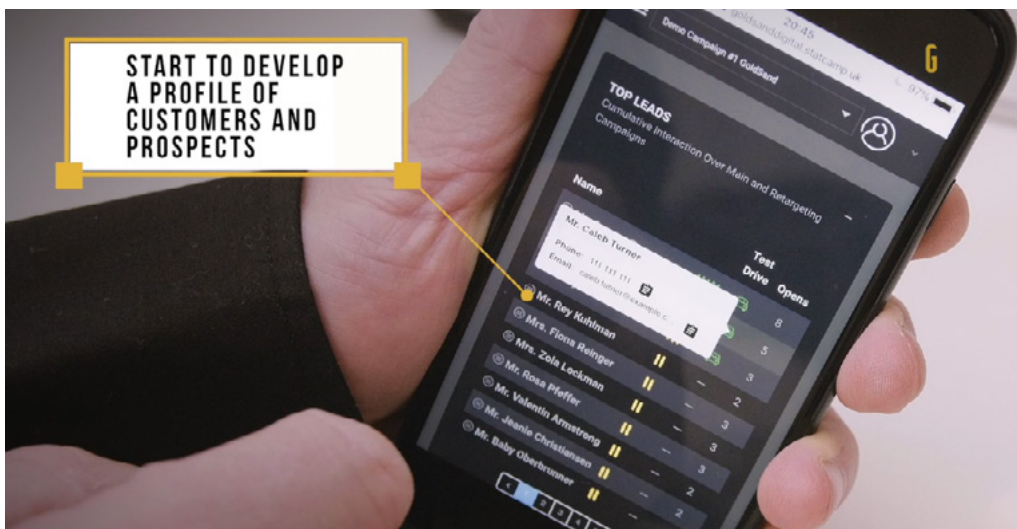
Our Swarm platform is ideal for B2B businesses looking to:

1. Build more intelligence on their customer base
2. Deliver engaging content, regularly to their audience
3. Generate leads from their existing database
4. Grow profile and database among target audience post-GDPR
5. Build content strategy but lack internal resource/expertise

What you need to know...

- We are Content specialists, based in London since 2010
- We Developed the Swarm Platform for B2B
- We Empower clients to be digital publishers
- We Generate leads and sales with our mobile-first platform
- We Focus on giving your audience an incredible experience
- Journalism + Technology + Data Intelligence = award-winning agency

[Click here](#) to see our reporting dashboard in action.



We'd love to meet with you and discuss your existing content strategy and show you the impact that a process like Swarm that has been developed over the course of 10 years can have.

Get in touch:

Email info@goldsanddigital.com

Call the team direct 020 7287 9233