

streetwise

Services Guide

You have a great product,
service, or platform to sell.


You need to find more
of the right customers.

You need them to understand why
your solution is the best choice.

And you need to close
more sales, faster.

We can help.





We're a team of senior marketing strategists and sales experts with decades of experience working both client and agency side. We understand the challenges you're facing, which is why we're in the best position to help you solve them.

Many of our clients are B2B tech and finance companies, but we're versatile enough to support any business - large or small - that wants to use content as a primary selling tool.

Strategy & Consultation Services

We can help you build a foundation for all your future content with these strategy and consultation services.

Brand Strategy & Exploration	Support for branding and re-branding initiatives, including research, exploration, and development of brand assets (including guidelines, logos, photography, and fonts, etc.)
Buyer Journey Mapping	A detailed analysis of your buyers' typical journey and their information needs throughout
Content Audits	A review of your existing content across all channels to evaluate quality, consistency, and effectiveness, with a detailed report and gap analysis
Content Strategy	Development of a complete content strategy and plan to ensure content converts leads at every stage of the funnel
Market Research & Competitive Analysis	A review of the market and your key competitors' marketing activities, with a detailed report and recommendations
Persona Development	A definition of your key audiences, including research, messaging testing, and development of user-friendly persona cards
Positioning & Messaging	Foundational documentation to leverage when creating content, including value propositions, benefits, features, and proof points

Many marketing teams jump right in to creating content without thinking about how it will resonate with the target audience. Pressure for new leads and revenue means just getting stuff out the door. Unfortunately, that can end up costing you more in the end.

To be effective, you have to lay the groundwork before you start to build content. You can choose not to do this, but when your efforts don't produce results, it's difficult to determine why, and you're forced to scrap what you've created and start all over again.



Bring your story to life, quarter after quarter.

We offer tailored monthly and quarterly content packages for clients with recurring needs.



Content Creation Services

**We'll help you get your message
across using these content deliverables.**

Advertisements	Creation of ads for print and digital marketing campaigns, including copy, design, and printing as required
Blog Content	Development of initial blog strategy, article creation, and editorial calendar management
Campaign Development	Strategy and a full set of assets for lead and demand generation campaigns and programs
Case Studies	Development of customer case studies, use cases, and video testimonials, including interviews and design
Event Materials	Design and development of booths, collateral, videos, as well as event landing pages and pre/during/post email communications
Interactive Content	Development of lead capture tools (e.g. surveys, quizzes) and management of content consumption tools such as Path Factory
Long-form Content	Information-rich assets designed to educate and establish thought leadership, such as reports, whitepapers, and eBooks
Marketing/Partner Toolkits	Interactive kits containing messaging, assets, and other tools to support marketing and partner communications
Multimedia Content	Strategy, content development, design, and delivery of branded videos, webinars, and infographics
Presentations	Content creation and design for internal and external presentations, including pitch decks, sales training, and more
Product Collateral	Development of product-related materials including data sheets, brochures, diagrams, presentations, and videos
Sales Enablement Tools	Easy-to-use tools to help your sales team attract and convert leads, including playbooks, call scripts, and email templates
Social Media Content	Ongoing creation of social media content for all popular channels, including Linked In, Twitter, Facebook, and Instagram
Website Content	Content, design, and SEO optimization for company websites and campaign landing pages

We're a full-service creative team. We have a brilliant group of senior content strategists, copywriters, designers, videographers, and developers who will help you create content that converts, from the top of the funnel to the bottom, and beyond.

We can tackle the entire project so you can work on other things, or we can partner with your internal team to fill any resourcing gaps. Either way, you'll end up with high-impact content that's on brand and aligned with your overarching marketing strategy.

Get more leads in less time.

A Smart Campaign is a turn-key, cost-effective campaign-in-a-box for busy marketing teams. It includes a high-value content asset (like a whitepaper, eBook, or webinar) and all the accompanying assets you would need to promote it. Just give us a topic and we'll get started.



Why **Streetwise**?



Invested

The first thing we do is get to know your business - your objectives, audience, product, and processes. This allows us to create content that is authentic and aligned to your strategy.



Quality

We'd rather lose sleep than put something average out the door. That's why we pore over every detail to ensure everything we create is accurate, polished, and most importantly, effective.



Expertise

We're not new to the game. Our team is made up of seasoned sales and marketing professionals who have worked in top tech and finance companies, and renowned global marketing agencies.

Let's make something great

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streetwise

**Need something you
don't see listed here?**

Ask us. If we don't do it ourselves, we can help you tap in to our trusted network of specialist partners and consultants, covering everything from SEO to PR to VR.

