

# TEISS Content Marketing

## TEISS will drive your revenues and customer base through our comprehensive content marketing service

TEISS content marketing are specialists in cyber security. As well as running the TEISS cyber security summit and other cyber security conferences, we are the publishers of the TEISS.co.uk cyber security website and we also provide a comprehensive training and consulting service in cyber security.

This means we are extremely well placed to work with you on your cyber security content marketing campaigns.

### Creating your assets

After establishing goals and planning campaign delivery, we create your content assets using the most appropriate media:

#### Events/face-to-face

- Speaking slots at our conferences
- Events specifically created for you

#### Video and audio

- Studio discussions
- Product demos
- Animations and “writing hands”
- Studio simulations of public speeches
- Regular or one-off podcasts

#### Text and graphics

- Long-form articles and opinion pieces
- Research-based whitepapers
- Infographics and illustrations
- Advertising collateral (online and offline)

#### Interactive media

- Social media
- Digital magazines
- Web pages and microsites

### Distributing your assets

We distribute your content assets to your chosen audience at the most appropriate time. We use:

#### Our media

- Our websites including TEISS.co.uk and Business Reporter.co.uk
- Our extensive email database (over 100,000 senior business people)

#### Earned media

- Shares via our social media accounts
- Editorial for you to post on your own social media accounts
- “Organic” exposure through Search Engine Optimisation (including specialist audio and video techniques)

#### Paid media

- Advertising on individual sites and premium networks
- Social media promotions and “native” advertising
- Search engine marketing
- Content seeding

To find out how TEISS content marketing can help your organisation increase awareness, strengthen brand and drive leads, please contact Mark Ragan on [mark@drivecontent.co.uk](mailto:mark@drivecontent.co.uk) or 020 8349 4363.