

IMMediate

P L A T F O R M

Redefining Content Marketing

POWERED BY **IMMEDIA** CONTENT





AI and ML-driven Content Marketing Platform
Created by content marketers for content marketers

Making content marketing data-driven, reliable and ROI-focussed

Challenges facing marketers in 2020¹

Not having
the right
DATA

55%

38%

32%

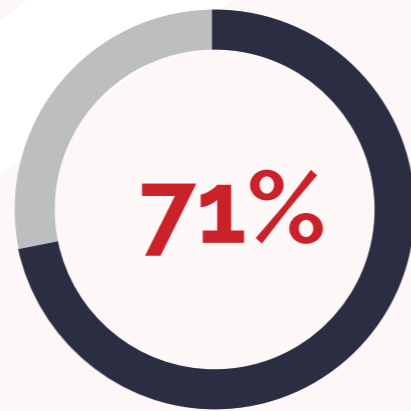
Not understanding
what kinds of
RESEARCH
could help

Not having
the right
TECH

B2B marketers want to increase
lead gen and engagement²

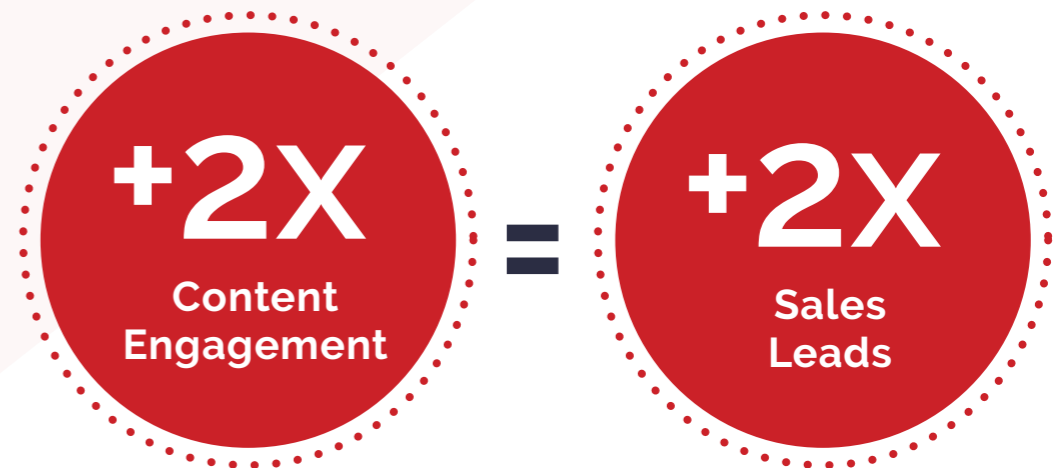


Lead Gen



Engagement

Research shows if B2B audience
engagement doubles, **sales leads double**³



¹ Source: Brandwatch, The Marketer of 2020, Jan 2020

² Source: Content Marketing Institute, 2019

³ Source: Deloitte and Spiegel Research Centre, 'How B2B Engagement Drives Revenue', 2018

THE SOLUTION

IMMediate

P L A T F O R M

Engagement is at the centre of the IMMediate Platform

Measures and tracks engagement across your competitors and the wider content landscape

Predicts future audience engagement trends and competitor strategies

Recommends best content topics and formats that will increase engagement

An end-to-end solution for Content Marketers



WORKFLOW MANAGEMENT

Efficient content
creation,
multi-format,
multi-language



ENGAGEMENT ANALYTICS

Meaningful insights
that are relevant
to content strategy
& business aims



PREDICTS TRENDS

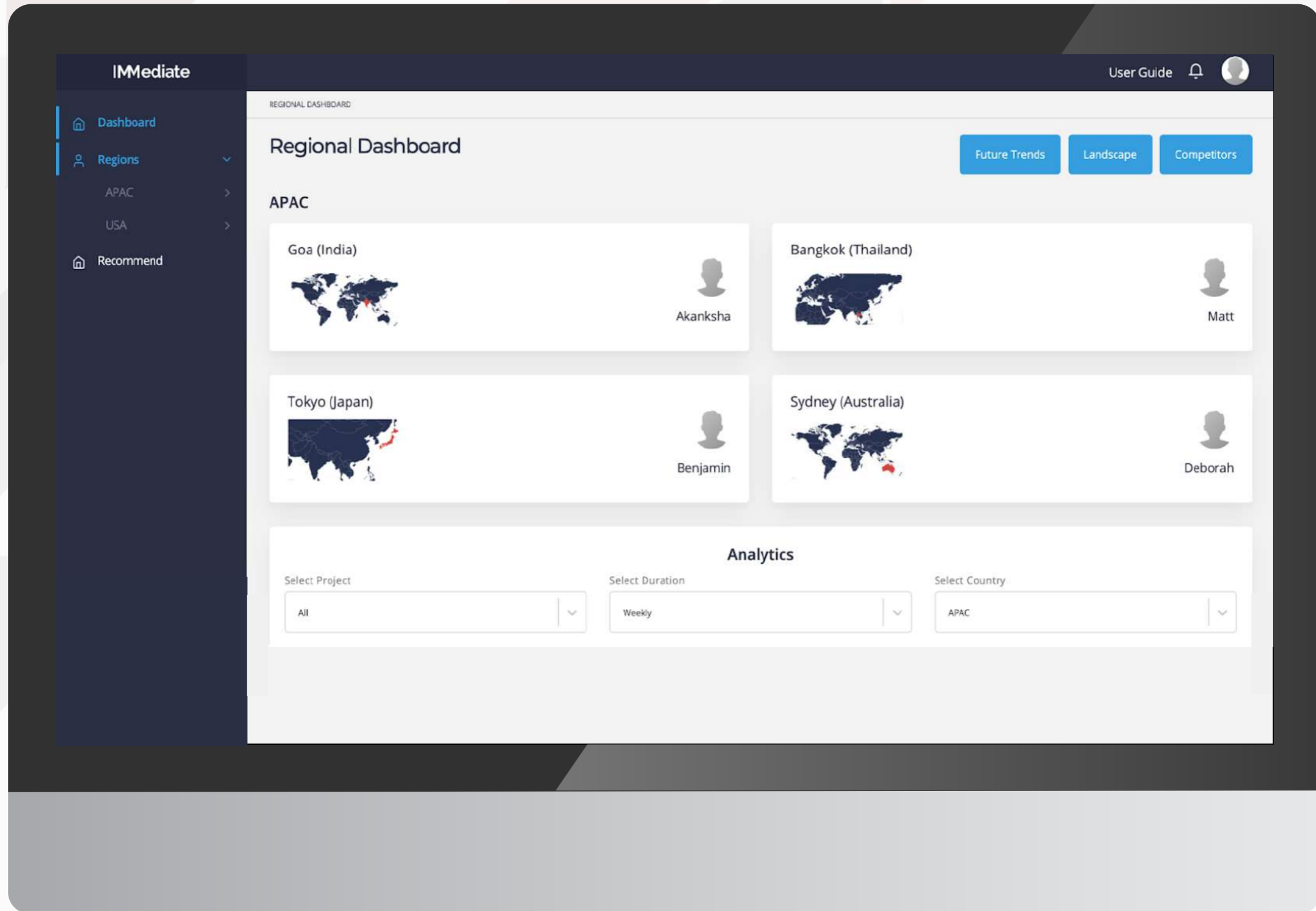
Identify audience
engagement trends &
competitor strategy



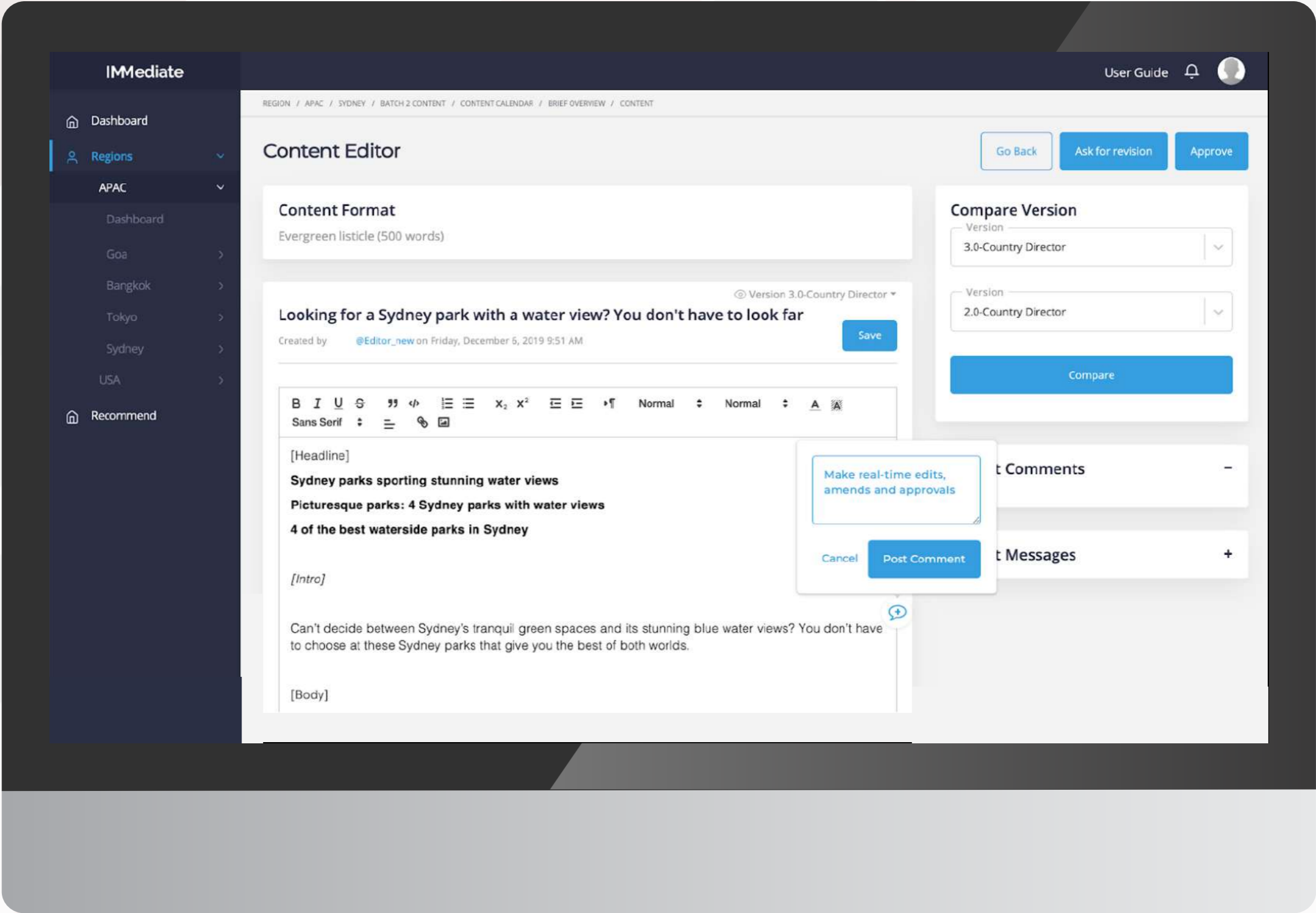
RECOMMENDS OPTIMUM CONTENT

Multi-market,
multi-format, audience
centric plans

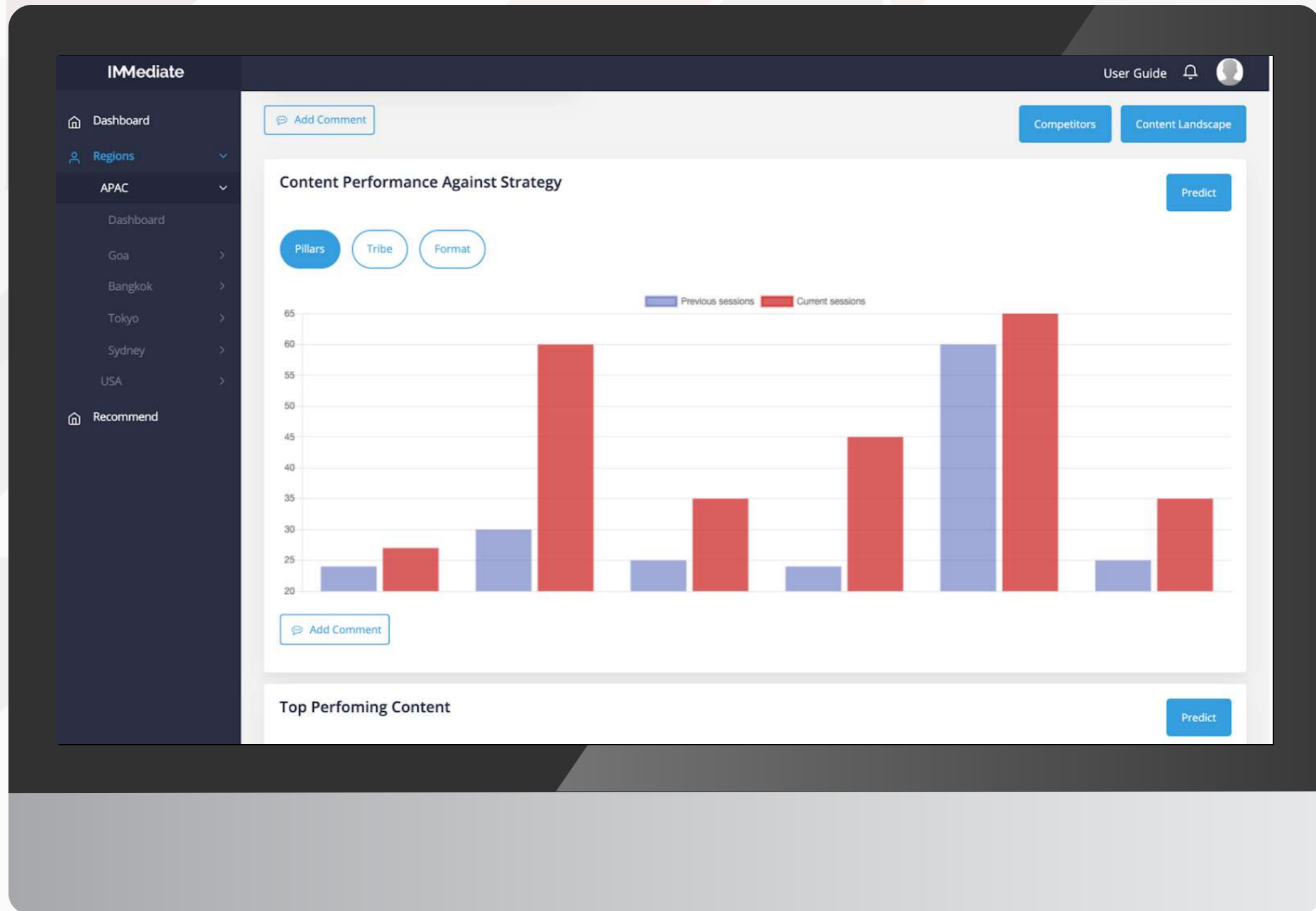
Regional Dashboard: Manage, create, benchmark, optimise content at global, regional and market levels



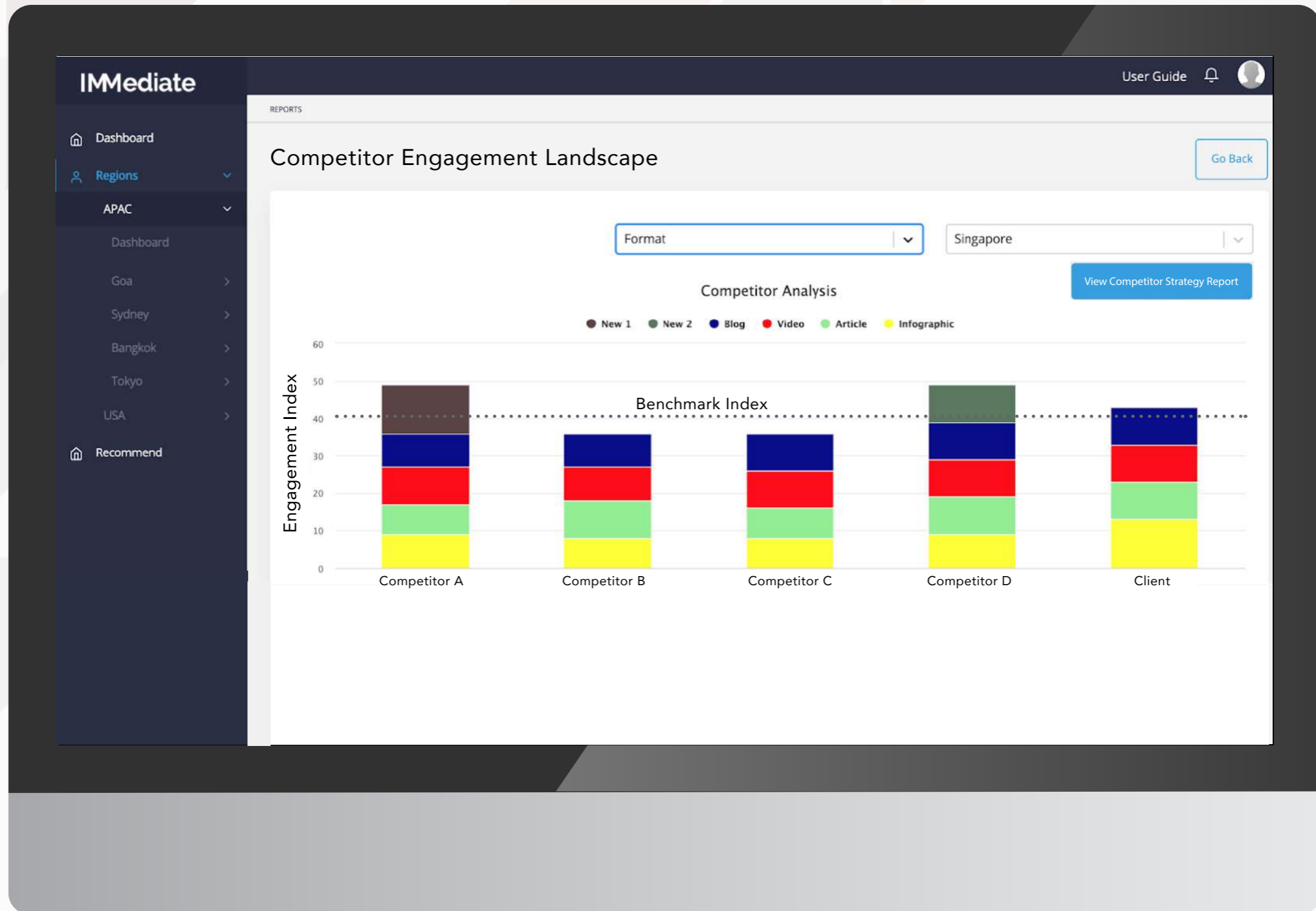
Content Workflow: efficient management of end-to-end content creation, approval and publishing



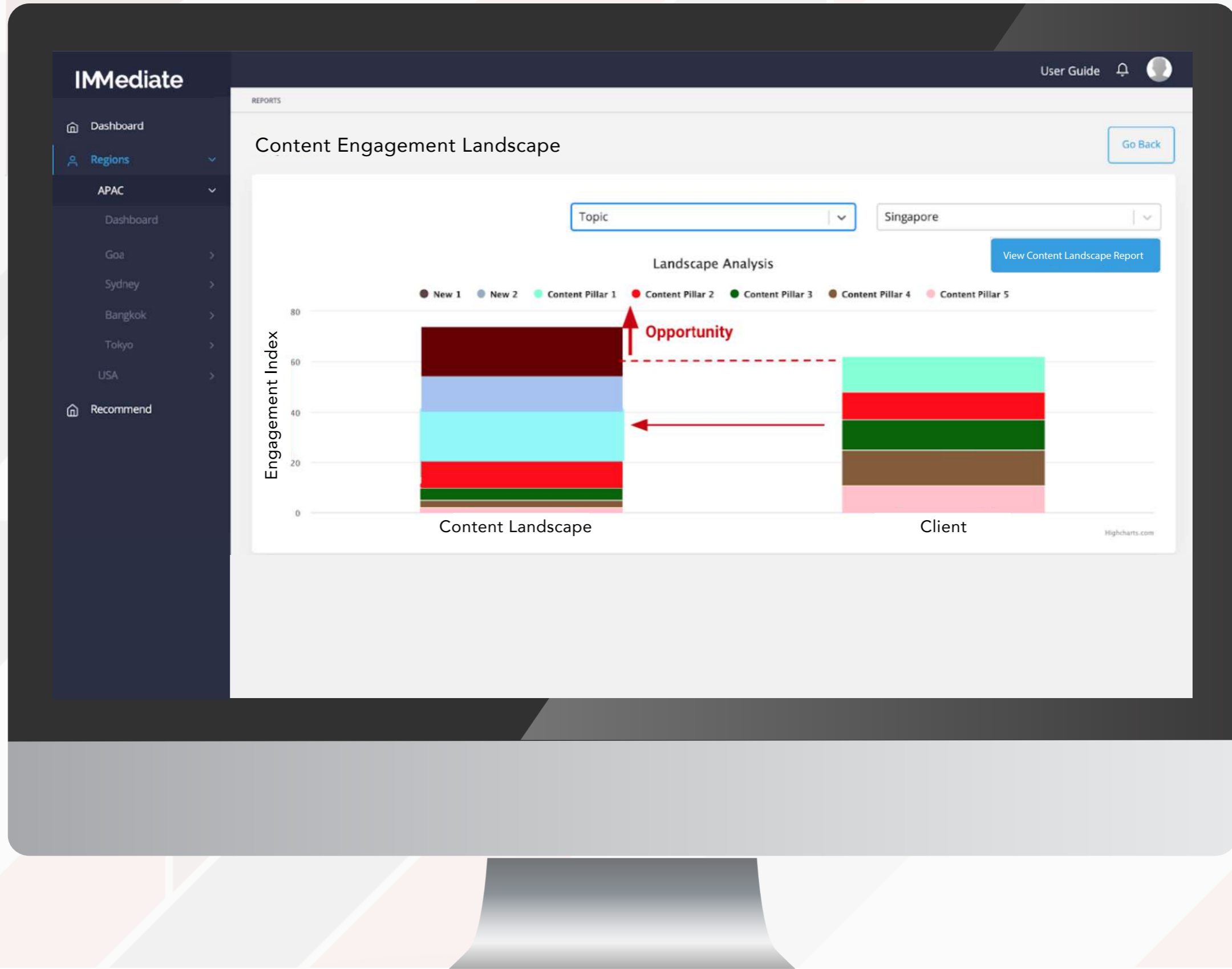
Real-time Analytics: assess content performance and Engagement Index versus strategy



Competitor Analysis: benchmark engagement versus competitors, identify competitor strategy. Reports detail how to differentiate future content and increase engagement versus your competition



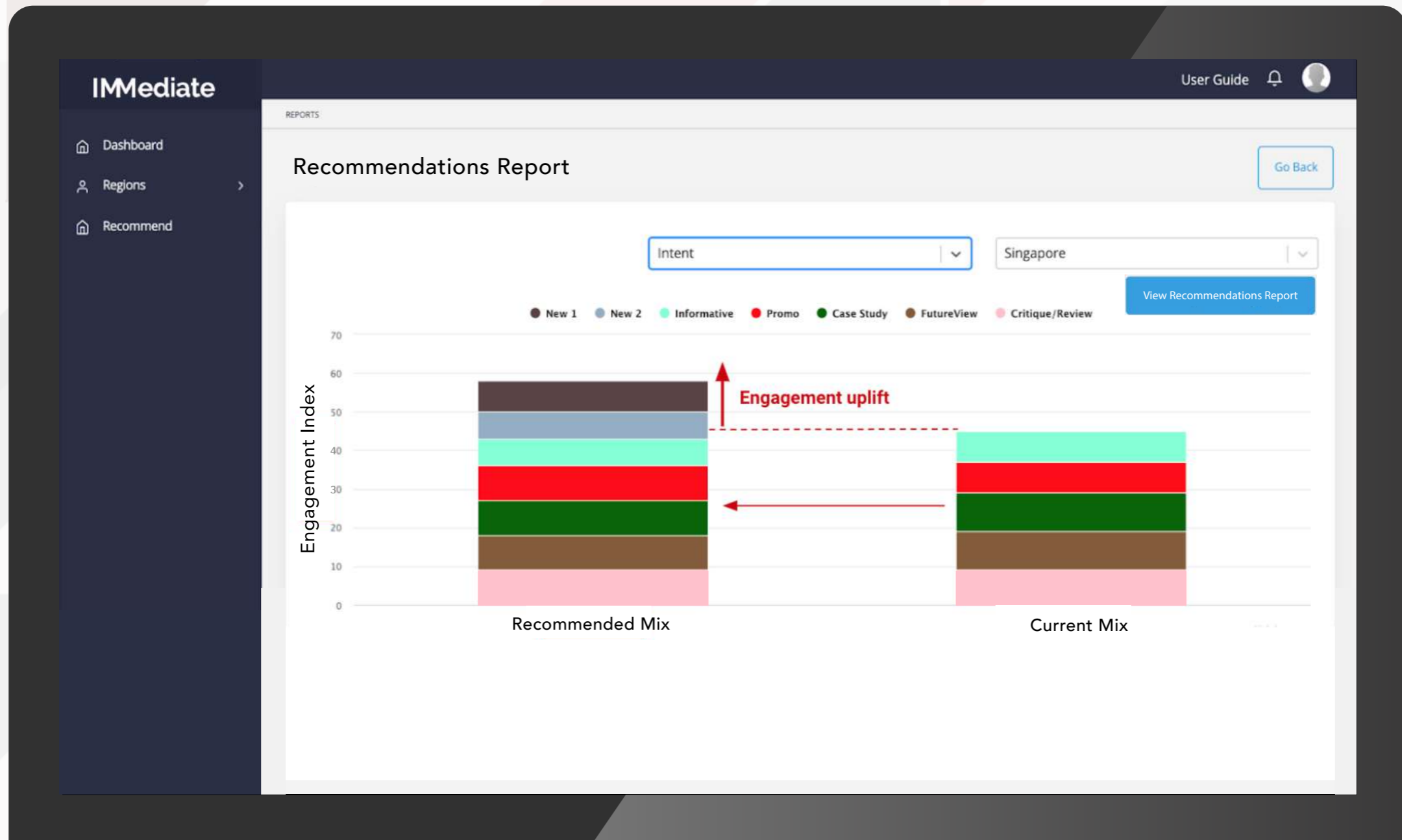
Content Landscape Analysis: identify how to increase audience engagement and optimise personas so you stand out from online clutter



Predict future trends across content topics, formats, messaging intent, across multiple markets, so you lead conversations



Recommended content that should be created to increase engagement. Download and share reports containing actionable recommendations across topics, formats, intent, keywords, channels



Building a data-driven Engagement Index to propel content creation in your business

BENEFITS

1

Increased engagement and lead generation through data-driven ideation, actionable recommendations and accurate prediction across multiple markets

2

Competitive advantage as you will see competitor strategies and future audience trends

3

Maximise ROI across complex markets and audiences

4

Improved workflow with streamlined, efficient content creation, publishing, analysis, optimisation

Contact us to discuss how IMMediate can help redefine your content marketing and maximise engagement, lead generation and ROI

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