



For a large number of organizations world-wide, content marketing is the preferred route to engage efficiently with their target market and generate qualified leads for their business.

But the biggest challenge usually is 'How does one go about identifying the right content' that is trending and industry relevant. Through Xenia's content research services, we help you address this challenge.

What we do

Xenia uses a proven approach to identify trending content themes that will appeal to your target audience and help you in prospect engagement and lead generation.

We generate detailed reports for you to consume and base your decisions on.

Offering process workflow

Media Research

- Identify leading trade publications in your industry
- Track articles, posts, industry announcements across media

Competitor Research

- Identify competition to track
- Track social presence, events that they attend, new white papers, press releases, webinars and other content that they publish

Event agenda

- Identify events to track
- Track event agenda, speakers and topics

Editorial calendars

- Review editorial calendars of trade publications to find out trending ideas

Engagement Model

Each business has unique requirements. The engagement is structured in a manner so that we understand your expectations clearly and work in a manner so as to meet these expectations. Shown below is a typical engagement model (can vary based on engagement)



“As a part of our content marketing strategy, it was challenging to identify the topics that will help us get good coverage and leads. Setting up the content research team with Xenia helped us address this challenge very well. The research really helped us identify topics and themes”

*SVP Sales at a leading
Financial services BPO*






Why Xenia

- Experienced teams to conduct detailed content research using proprietary templates, tools and resources
- Experience across multiple industry sectors and strong network
- Responsive and nimble teams managing your business objectives
- Cost effective pricing structures - teams based in India

Benefits

- Relevant content ideas to drive your content marketing strategy
- Up to date research for faster decision making
- Ability to reach your target market with more specific and relevant message

Contact Us

-  +1 (913) 232 2283
-  sales@xenia-consulting.com
-  www.xenia-consulting.com
-  blog.xenia-consulting.com
-  @xeniaconsulting

About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels.

We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.