



Your customers are gathering information and forming an opinion about your products/services through a variety of information channels. Having informative, engaging, updated and easily understandable content about your products /services across all your integrated communication channels is a must, in order to succeed.

There are various forms in which companies publish marketing content viz. brochures, presentations, newsletters, campaigns, white papers, articles, blogs, webinars, website etc. With its Marketing Content Management (MCM) services, Xenia helps you achieve these objectives.

What we do

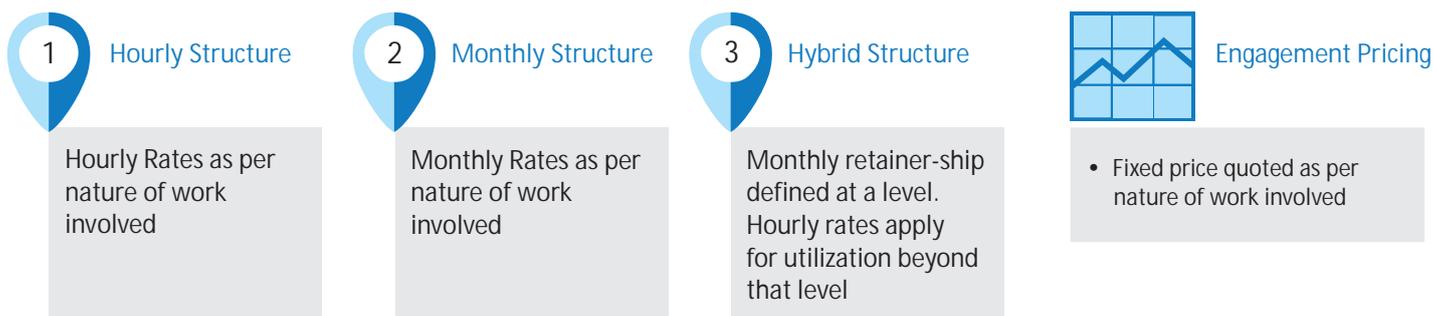
Xenia helps you develop engaging, relevant content, as needed for your business, and makes it available in ready to use marketing forms.

Offering process workflow



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.



“ 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

- Significant expertise across products/services marketing for a variety of industry verticals
- Very good exposure to different technology domains
- Over 15 years of experience managing marketing for technology based Products/services
- Leverage offshore teams and best-in-class marketing resources

Benefits

- Faster turnaround time and lower cost through investments in templates, tools, automation and process optimization
- Increased branding presence and availability of a variety of marketing content pieces to be leveraged through their marketing automation channels
- Highly cost- effective means of ensuring meaningful presence with your customers and prospects

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.