

## Content research to build thought leadership



# BANKING

Our client was a leading financial services BPO focusing on Mortgage, Banking verticals

### Business Challenges

The client was running several campaigns to create awareness and generate business leads. They also realized the need to be recognized as a thought leader in their domain. They also wanted to increase their media presence in the form of featured articles, speaking engagements, executive interviews.

### Solution

Xenia's 3R approach (Research, Report, Recommend) helped them identify content ideas that could be used to either generate content or create media pitches/abstracts for insertions.

- As a part of the 3R approach, we researched key competitors, leading trade events and relevant trade publications to understand what is trending and relevant
- We reported back findings at a regular frequency and made recommendations for content ideas and pitches for article insertions

### Benefits

- Over 70% articles pitched were approved for insertion, helping the client create a consistent media presence with article placements
- Content ideas were also used for webinars, white papers and podcasts and generated far better client engagement

“

With help from Xenia, we were able to package our story under the wraps of trending and relevant content, helping us reach our target audience better through campaigns as well other connect initiatives.

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Vice President – Sales  
leading financial services BPO

### Contact Us

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### 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.

