

Aligned Marketing Through Content Creation

Quarterly Content Program Builds Momentum and Reduces Complexity

Building a Space for
Connection: Overcome
Barriers to Online
Community

— By Will Slade — Senior Consultant Today, there is an urgent need to accelerate the move to a digital community. Throughout the past year, associations that had already established online

Contact Us

PROTECH
Online Association
Lowering the Barriers
Options, opportunities and a community that supports your

If your association is looking for a practical way to build or improve your online community, start here. In this e-book, you'll explore:

- Traditional options for supporting online communities—and their pros and cons
- How an AMS-native community solution offers a powerful, accessible—alternative
- Best practices for your rich

Quarterly Content Program Builds Momentum and Reduces Complexity

Client

For nearly forty years, Protech Associates (Protech) has led the way in developing industry-leading Association Management Software (AMS). Its powerful and unique technology delivers exceptional member, staff, and leader experiences.

Challenge

- / Build and sustain marketing momentum
- / Increase the volume of writing output
- / Overcome internal and external hurdles to creating top and mid-funnel content
- / Educate consumers on the advantages of Protech's solutions
- / Compel stakeholders to overcome the "pain of change"
- / Relieve the burden of writing for internal marketing staff

Solution

Establish a quarterly, organized content program that magnifies market positioning and solutions to accelerate marketing efforts.

Benefits

- / Compelling assets across the buying funnel to "educate prospects" and turn them into Protech evangelists
- / Clear, valuable insights that distinguish Protech from the competition
- / Enhanced sales enablement through content that aligns with buyer needs and improves sales conversations

Today, Protech provides associations and member-based organizations with a full suite of business management and development modules, purpose-built for the association space. Its solutions are not only powerful—they are unique. Protech's software leverages the power of Microsoft Dynamics® 365 through Azure True Cloud to deliver flexible, scalable, integrated solutions that meet the complex needs of association clients.

A leading provider of Association Management Software (AMS) and Microsoft Gold Partner, Protech spearheaded the platform movement decades ago by combining world-class Microsoft business applications and member-focused features to create an exceptional association management platform.

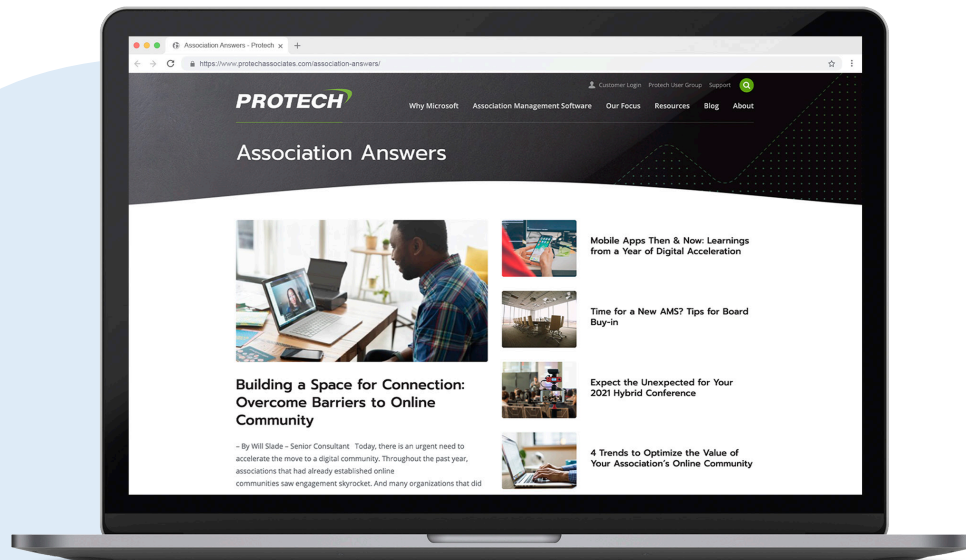
NEEDED

Marketing Momentum & Compelling Content

Protech needed a way to establish and maintain marketing momentum to engage stakeholders, focus on buyer needs, and support a modernized go-to-market approach. Yet various pressures—including a small marketing team, fragmented sales enablement efforts, and limited content generation abilities—prevented the company from achieving their goal of consistently creating quality assets to take to market.

Protech also wanted informative, thought-provoking content that would address the “pain of change” for prospects and show its understanding of the challenges of transitioning to a new AMS. Additionally, despite being a well-known brand, Protech historically focused on in-person events. Consequently, it did not have sufficient content available online to fully engage and compel decision makers researching AMS.

Finally, the company needed support to improve content volume and depth. Its marketing team lacked the bandwidth to create effective blog posts and in-depth product overview content—both key tactics for gaining an edge over the competition.



“As a small marketing team we’re constantly being pulled in multiple directions. From sales needs to event support and PR, we have a lot on our plate. What we needed from an agency was the additional horsepower to drive our key initiatives forward. Consistency, quality, and delivery were top on our priority list and Refactored has come in with everything we needed plus insights driven from a customer-centric perspective.”

**— Liz Palm, Marketing Director,
Protech Associates**

DELIVERED

Content Creation at an Optimal Cadence

In collaboration with Refactored, Protech established a content program that consistently produced SEO-optimized top and mid-funnel program and foundational content. Program content included monthly blogs, quarterly case studies, quarterly ebooks, and integrated email nurture campaigns. Foundational content included improved sales decks, company and product messaging, and website pages.

We also organized and managed the efforts behind the content production, reducing stress on Protech's small marketing team. As a fully integrated partner in internal processes, we worked with key stakeholders to fully understand the breadth of Protech's solution, its go to market strategy, and its approach to retaining customers. We also consulted with subject matter experts and marketing staff on a regular basis to enhance SEO, promotional, and social efforts, thus ensuring the content produced had maximum impact.

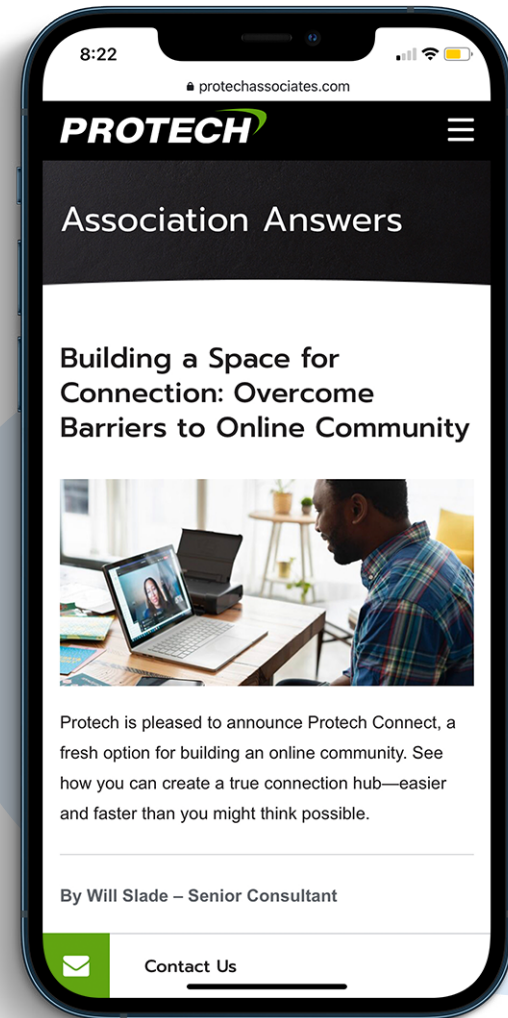
Next, we worked to identify content gaps and establish a backlog. We also developed a long-term strategy to address these issues over time. Key goals included including greater product depth on the Protech website, improving cohesion in Protech's brand voice, and producing product and industry-specific marketing collateral.

Program content included:

- / Monthly blogs
- / Quarterly case studies
- / Quarterly ebooks
- / Integrated email nurture campaigns

Foundational content included:

- / Improved sales decks
- / Company and product messaging
- / Website pages



RESULTS

Meeting and Exceeding Objectives

Regular, meaningful content not only piques the interest of target audiences but provides both current and potential customers with applicable insights on Protech's solutions, which in turn increases engagement while strengthening Protech's status as an industry leader.

The content program resulted in a variety of positive outcomes for Protech, including:

- / The ongoing support of a true, reliable marketing partner – now and in the future
- / Creating content that supports and enhances the SEO strategy
- / Improved strategic approach to content creation
- / Consistent cadence in content publication
- / Content that enhances and modernizes Protech's go-to-market strategy

“Regular content is essential for your buyers who are on a journey that can last weeks, months, or even years. Fresh, timely, and consistent content throughout this time increases the chances they’ll see and interact with your brand. This continuous exposure can result in brand trust, engagement, lead generation, education, sales opportunities, and more.”

— Dawn Cyr, Content Strategist, Refactored





About Us

Refactored is a full-service digital agency that specializes in marketing for complex, B2B companies that need to speed up, get unstuck, or start from the ground up. We develop and execute strategies based on deep industry understandings, audience insights, and recognition of the right channels and technologies to accomplish your goals. Our clients don't just achieve incremental gains. They leap forward. ***Momentum Begins Here.***

Connect with us at www.refactoredmedia.com.

Contact Information

hello@refactoredmedia.com
970.545.4171

©Refactored - All Rights Reserved

For more information, visit
refactoredmedia.com.