

IT/Cyber Security Firm Content Plans

kick ass



Get ahead of your competition with award winning, algorithm busting, content.

Nobody thinks they need IT or Cyber support until the brown stuff hits the fan. Of course, the last thing you want (unless disaster recovery is your thing) is one mess after another. The key is signing up clients before the smelly stuff hits. We've got a plan for that!

Not only have we been working with IT firms for nearly 30 years, we were working with cyber security when it came in the form of massive trucks lugging huge servers to the scene of a disaster. As companies move to 'cloud based everything' the struggle to secure support contracts gets tougher. Don't let your marketing age out faster than your client's server cluster.

We win awards because our content plans work. Everything we do is drenched in neuroscience (behavioural design), so we know it's speaking to emotional (and illiterate) brain. It's the jump you need to push the competition into the dark recesses of your prospects' brains.

All you have to do is approve it; we'll do the rest.

100% done for you.

100% unique.

100% kick ass.



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Every monthly package is different, because we craft plans to suit your needs and resources. Here's what a typical monthly package looks like.

18 mixed social posts/month.

Includes strategic support to help define the focus of your content and create a campaign style that will kick your competition into touch.

4 x blog posts/month

Optimised to support your key services and regional position.

1 x LinkedIn long article/month

Essential when combined with other LinkedIn posts throughout the month - aligned to support to your sales objectives.

Monthly Email Blast

We'll keep you active in your prospects' inbox with engaging content, that screams to be opened.

Social Channel Management

We will upload all content (including blog posts), and keep an eye on messaging and comments as required.

Quarterly Content

We will also create a new lead magnet every quarter to help you stay out in front of the pack. It could be a white paper, a webinar or an event. Whatever works for you.

Contact: joanne@barklikeabigdog.com

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