



DIGITAL MARKETING FOR TECHNOLOGY COMPANIES

 be visible

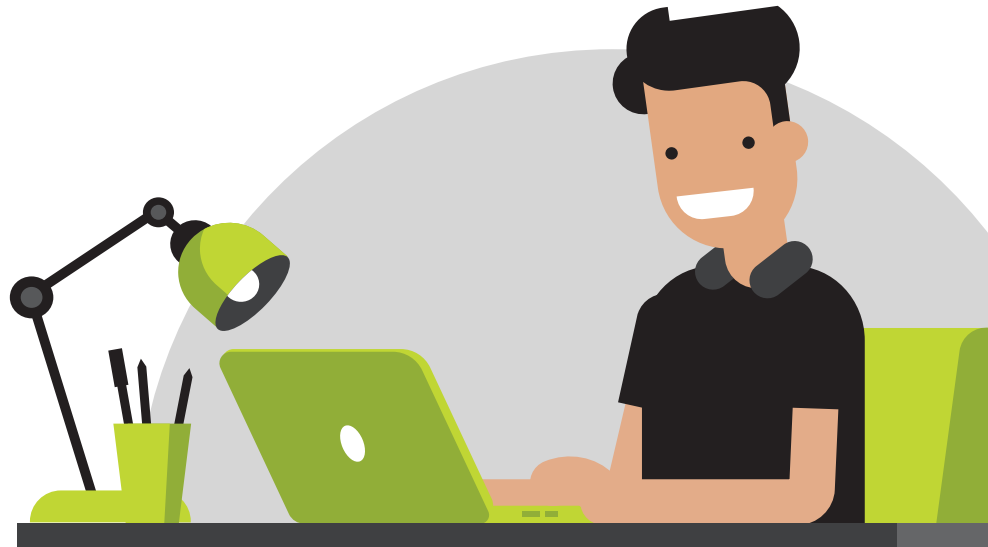
 be digital

 be social

 be creative

Integrated Marketing Solutions

At FWD we provide strategy and content designed for success. Working closely with your team, we connect to a profiled audience in a relevant and targeted way through effective social media strategy, quality content and engaging digital design. Using your company characteristics to tie concepts together we, deliver a consistent message in a variety of formats to reinforce your brand and core values.



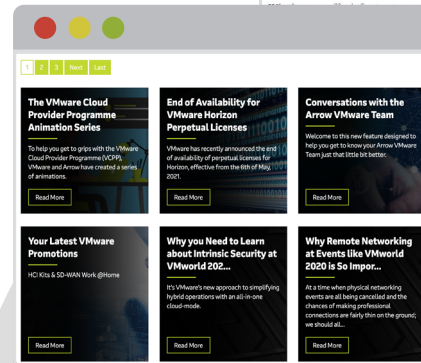
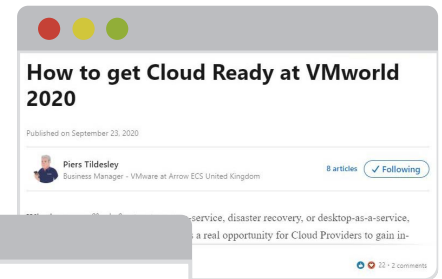
Content Creation

Through client briefings and research, we create a bank of corporate content resources. We excel in understanding the tone of voice and audience requirements for different platforms, tailoring content for emails, social media articles, social posts, campaign landing pages, industry voice articles, animation scripts, blogs and more. We work closely with your team to understand the objectives and goals for the content strategy and then produce compelling content to drive engagement.



LinkedIn Articles & Sponsored Posts

We design complete LinkedIn campaigns to improve partner relationships and position your company as a thought leader through an engaging content strategy. We produce bespoke blog articles, social graphics and messaging alongside sponsored post advertising to drive awareness, engagement and lead generation. The blog content can be posted on individual employee LinkedIn accounts to encourage trust and sharing within your industry base. The material produced can also be repurposed for use in your company newsletter or online news pages.



Social Video

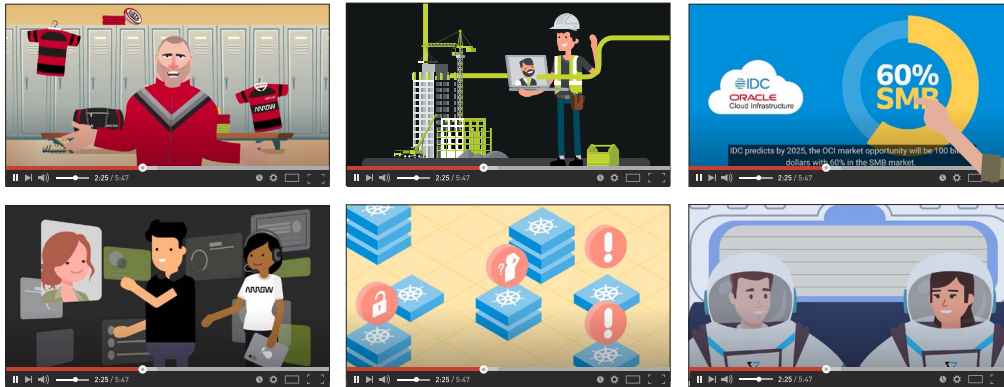
Video is proven to increase user engagement and improve brand trust. We can create a series of short social videos to use within paid advertising campaigns on LinkedIn and other advertising platforms. Working collaboratively with you on idea creation, we produce content, including scripting and social messages, through to design and build of the animation, to deliver a complete campaign. Using video within social media typically increases views by up to 48%*. To ensure we have multiple touch points, we can also support video advertising with static banners and text ads to maximise the exposure of the campaign message within the profiled audience.

References: 85+ Stats to Make You Want to Invest In Content Marketing. [Read article >](#)



Animation Videos

At FWD we can create individual or a series of animated videos. These can be designed as explainer videos or as a learning and enablement tool to increase awareness around portfolio offerings. Used within social media, articles, blogs and more, the content is designed to engage current and prospective clients. A central repository landing page containing all content and animations allows your team access to a central base of resources to draw on and promote to partners.



Online Advertising

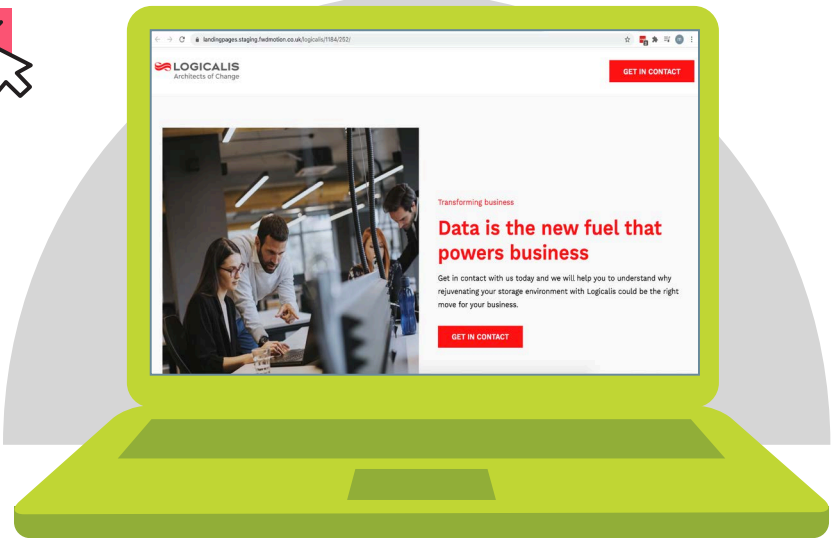
We can create a focused campaign featuring a suite of content, including emails, organic and paid social calendars, industry voice articles, MP4 teaser animations and campaign landing pages. This content can be utilised in paid social campaigns, covering sponsored banners, videos and text advertising. These campaigns can also support a content-driven lead generation programme via third party advertising agencies, such as, CRN.



Campaign Page Builder

To support your digital marketing campaign, we can create an optimised landing page using our bespoke Campaign Page Builder. Featuring customisable page components and using a dedicated sub domain alongside UK-based hosting, your landing page will be designed to encourage optimum engagement and lead generation for your marketing campaigns.

Visit landing page



The Future is Content

In an increasingly online world, now more than ever it is crucial to map out your content strategy. At FWD, we cover all disciplines in-house from marketing, design, development and print. So, we are well placed to advise, create, design and develop your entire programme, or simply work with you on the areas you need support with.

Find out more at www.fwdmotion.co.uk
or email enquiries@fwdmotion.co.uk
to book a call back.





FWO
MOTION

creative thinking with direction

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