

## Maximize the Value of Your Content



## Marketing Services Support

As many companies expand into new markets, they often find themselves with a problem: how to provide around-the-clock support for a wide range of operations, including marketing support. SPi Global can certainly help. Through its full range of editorial, creative and design services, SPi Global allows these companies to tap fast-moving opportunities through the entire business cycle.

By providing a dedicated team of editorial specialists, graphic artists and web designers, SPi Global's marketing services support delivers critical real-time support for companies with expanding global operations who need to find fast, cost-effective solutions for updating marketing collateral, creating sales presentations, or delivering new brochures.

For example, our marketing services group serves as a dedicated in-house design team for a global law firm. Our designers and graphic artists make sure each new piece of collateral meets style guidelines. They also update or revise collateral as necessary to support the firm's business development efforts, enabling lawyers and other key professionals to visit clients with customized presentations and updated sales material.

We're also providing a wide range of services for a global research and consulting firm, from writing and editing the reports to designing and laying out the graphics. We also perform back-office support, managing the process for tracking appointments for analyst briefings, allocating and following up on comments and web queries, and generating segment research reports from the database upon request.

The scope of work performed by SPi Global varies from basic layout and design to fact checking and copy editing. The teams, based in our delivery center in Manila, help companies that need support for long, time-consuming projects, enabling design or editorial work to continue during the evening and early morning hours. Our Manila location also enables us to support Asian offices during business hours, while giving U.S. or European clients the flexibility to ask for last-minute changes in the evening and then review the final draft in the morning.

In addition, our team of more than 30 design and layout specialists is also adept with all of the latest desktop publishing technologies such as InDesign, Quark Express, Photoshop, Microsoft PowerPoint, Microsoft Word, and others. We also maintain full compliance with information security requirements.

**Key services provided include:**

## Creative Services

Our design artists can create visually appealing marketing collateral, event invitations, posters, Web banner ads and other marketing pieces. As a result, your organization can work with us to give you a highly visible presence at major conferences, and equip your sales force with high-quality marketing collateral for client visits.

## Business Editorial

Local, in-country thought leaders are often the best resources for writing research reports and other business communications. However, these in-country experts may not speak English as a first language and their reports may need extensive editing. Our editorial specialists can edit these research reports, consulting documents and pitch books, ensuring that the content follows style guides, and the prose is well written.

## Custom eCommunications

Targeted, highly-effective e-mail communications can help you expand your reach to clients. These messages, however, need to look professional and must convey your key positioning as succinctly as possible. Our editorial and design teams can help you launch e-mail marketing or sales campaigns, design and develop newsletters and provide basic support for a broad range of integrated marketing activities.

## Layout Services

All corporate collaterals need to have a consistent look and feel. That's even more important when you have offices spread out in different countries. Our designers compose research reports, consulting documents, pitch books, brochures, solution sheets, and a wide range of other types of marketing collateral created by local offices, enabling your firm to maintain style guidelines and provide a consistent branding image.

## Business Research Support

For many firms, reports built on solid research and fact-gathering often win over new business. SPi Global's researchers are experts at basic web-based research on sectors, prospects, employees, and other sales-driven information that can give you an edge in any sales presentation.

**For more information on how SPi Global can help you maximize your content online and offline, please contact:**

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**SPi Global** partners with companies to maximize the value of their content online and offline. With escalating costs of production and printing, changing customer preferences, and the need to adapt, SPi Global enables organizations to exploit and invest in new media technology. With a complete suite of digital, publishing, content enrichment, marketing and customer support services, we help companies gain a competitive advantage through our unique and innovative solutions.

For over 30 years, SPi Global has been helping leading publishers, not-for-profit organizations, information providers, and Fortune 1000 companies increase their revenues, reduce costs, improve time-to-market, and automate operations. With over 500 clients and 7,000 content specialists, no job is too large for us.

Value | Driven

