



## CLEAR, EFFECTIVE MESSAGING

How we help SSD Technology Partners reach customers with content that is informative yet easy to understand.



## THE CLIENT

SSD Technology Partners provides IT support services across a broad range of industries. Combining superior engineering expertise and decades of functional experience with IT systems, SSD helps customers meet both their day-to-day IT needs and their most complex technology challenges. Based in Wilmington, Del., the company offers a complete portfolio of managed services along with cybersecurity, network design, software development and cloud computing solutions.

## WHAT WE PROVIDE

- Blog posts
- Email newsletter
- Articles for external publications
- Web content
- Data sheets



## THE CHALLENGE

SSD understands that the delivery of quality content through a variety of channels not only improves brand awareness and lead generation, but provides customers and potential customers with valuable information that establishes SSD's expertise. However, it was difficult to find the time and resources to consistently produce content that was informative without being overly technical.

"We have very smart people on our team, but they have no time to write blog posts and other marketing content because they are always involved with assisting our customers," said Bobbie Brooks, Marketing Director, SSD Technology Partners. "The other issue is that they tend to approach things from a highly technical perspective, which makes it difficult to produce content that is relatable to the audience. We needed content that a typical business owner can read and understand."





## THE CAMPAIGN

The consistent delivery of fresh and informative blog posts and web content is SSD's top content marketing priority. In addition to providing the audience with news updates, current research and explanations of technical services or products, this content also improves search engine optimization (SEO) and helps drive more traffic to the website. Search engine algorithms recognize sites that are updated frequently with unique, quality content and reward those sites with a higher page rank.

To ensure the consistent addition of engaging, interesting and relatable content, Cooper Marketing Solutions develops three blog posts per month, regularly updates web content, and creates and distributes a quarterly email newsletter. CMS also develops case studies, data sheets and articles for external publications on an as-needed basis. Additionally, CMS provides project management to ensure that content is created, approved and posted on schedule.



## THE RESULTS

Sales leads generated from the website are more focused and qualified than before, an indication that contacts have been educated by the content. These contacts know what they are looking for and have a clear understanding of the products and services SSD provides. Brooks also said the website gives SSD Technology Partners a highly professional profile.



The combination of technical background and exceptional writing skills really sets Cooper Marketing apart. There are not many content marketing providers who also have their high level of technical proficiency. It was hard to find someone who truly understands the managed services model and can accurately convey the benefits to our target market. CMS is on top of that and develops content that we can use to educate the markets we serve. I count on them for that.”

— Bobbie Brooks