



GAIN BRAND CREDIBILITY WITH EVERY READER

SaaS, Technology, Finance, Education Content Marketing

Deliver long-term value to your audience and convert readers into repeat customers with the most sustainable strategy for growth

A run-of-the-mill content marketing strategy no longer cuts it in an increasingly competitive world

The SaaS & tech industries have experienced an unprecedented period of growth. Private SaaS funding in Europe is rising by 3.2x year on year. And in the USA, venture capital firms are backing over 4,000+ new tech startups yearly, with total annual investment surpassing \$90 billion.

However, such an abundance of opportunities presents a myriad of challenges – with standing out and differentiating from competitors one of the most daunting.

Content marketing has become an indispensable element of digital marketing, serving as the go-to tactic for building brand awareness, generating leads, driving sales, and boosting revenue.

With over 500,000 websites launching daily and companies shelling out millions on digital marketing, securing a top search engine rank has become increasingly arduous. Gone are the days when large untapped markets were easy to find. Search algorithms have become highly sophisticated, destroying the viability of “shortcuts” and “search hacks” to improve rankings.

To truly stand out in search results and on social media, businesses must go above and beyond conventional practices, creating content strong enough to attract PR and achieve audience growth.

Keeping existing customers engaged and satisfied is another ball game. In today's market, mediocre content won't cut it; if your content doesn't spark interest, customers will search elsewhere for more valuable information, even if it's from your competitors.

Identifying and attracting outstanding content marketers, engaging industry specialists, and producing content that positions a company as a reliable educational resource for consumers has also become increasingly complex. While ineffective content planning and production, or overly convoluted Artificial Intelligence (AI) and Large Language Model (LLM) writing, risks underperformance and potentially damages reputation.

It is essential to overcome these challenges and find practical solutions to stay ahead of the competition. By addressing these issues, brands can establish themselves as an authority in their industry, build a sustainable source of leads, gain consumers' trust, and increase customer loyalty.



Maximising your Marketing ROI: What the numbers say...

The challenges.

- 80%** of audiences don't scroll past the 1st page of Google.
- 66%** of consumers expect brands to understand their individual needs.
- 70%** of consumers say how well a company understands its unique needs impacts brand loyalty
- 85%** of the largest SaaS companies have a blog, but few, have the time, expertise or budget to manage their blog in-house to keep it active and competitive.

The solution.

- Content marketing costs **62%** less than traditional marketing and generates **33%** more leads.
- **51%** of content consumption derives from organic search.
- Conversion rates are nearly **6x** higher for early content marketing adopters.
- Content marketing is **62%** cheaper than traditional marketing.

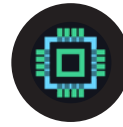
The results.

- B2B marketers who use blogs get **67%** more leads than those who don't.
- Companies that blog have **55%** more website visitors, earning **97%** more inbound links than companies that don't post regular content.
- Annual growth in organic site traffic is **7x** higher for firms with a dedicated content strategy.
- Content marketing produces **3X** more leads than paid search.

Sales funnel transformation driven by technology experts



Software as
a Service



Technology



Finance &
Fintech



Education &
Edtech

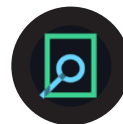
Content marketing, involving well-researched thought-leadership and educational material, showcases a business as an expert in its field, builds awareness, attracts interest, develops an audience, and increases lead flow. An effective content strategy promotes long-term growth while reducing customer acquisition costs.

At AXD, we specialise in crafting impactful content for technology and software companies, offering services such as white papers, blogs, reports, and sales copy. Our seasoned writers are from top tech companies and possess deep knowledge of industry language, news, trends, and conversations. Using data-driven insights and creative writing, we deliver content that helps businesses stand out in competitive markets.

Catering to emerging startups and the established, our international experts create content that sparks conversations, builds connections, and fosters customer loyalty, giving our clients a competitive edge.



Insights &
Articles



White Papers
& eBooks



Marketing &
Sales Copy



Website &
Presentations

AXD specialist copywriting and content marketing services

Experienced leading SaaS & tech businesses to success: AXD founders Alan and Sherry have an impressive track record heading up sales, marketing and business strategy in software and technology businesses.

A trusted partnership: Working closely with clients and as an extension of their team, we ensure a smooth and efficient content creation process that upholds and elevates a brand's reputation for excellence.

Strategy and Management: We handle everything from start to finish, including content strategy, in-depth research, planning, writing, editing, publishing, and even distribution.

How AXD's content marketing can elevate your business

Software as a Service, technology, finance, education, and more

Become an industry thought leader

Industry opinion leaders/experts garner trust and inspire with their insights and innovation. Leveraging influence via content effectively raises awareness for brands, products, and services.

Build brand credibility and trust

Content marketing is one of the most effective ways to build trust and establish brand credibility. Content marketing doesn't tell customers how great you are; it shows them how great you are.

Become the go-to source of information

Establish your business as an industry expert and authoritative source of information that customers need. Turn customers into community members and become a relatable brand that stands for something.

Attract high-quality leads

B2B decision-makers seek content that answers their specific search queries, addresses their concerns, and solves their most significant pain points. Give your potential customers the information they want, and they will start buying from you. That's a guarantee.

Generate more leads

According to the Content Marketing Institute, an effective content marketing campaign generates three times as many leads as traditional outbound marketing.

Grow social media following and website traffic

When someone enjoys your articles, posts, or whitepapers, they like/share them on social media networks, leading to seven times more traffic on your website and increased social followers.

Improve search engine ranking

Good SEO practice ensures your company is one of the first options potential customers see after typing in a search query. Once your organic SEO content starts to drive traffic, it will continue to climb the search results, earning clicks and leads without further investment, making it the best sustainable long-term growth strategy.

Personalise the sales journey

Personalise content for clients and stand out from the spam, directly supporting individual pain points. Go that extra mile (or two) for a potential client to prove you really want and value their business.

Support customer retention

Tailored content that effectively engages customers can transform them into brand ambassadors, reducing the costs of acquiring new customers while improving customer retention rates.

Increase data-driven marketing & retargeting

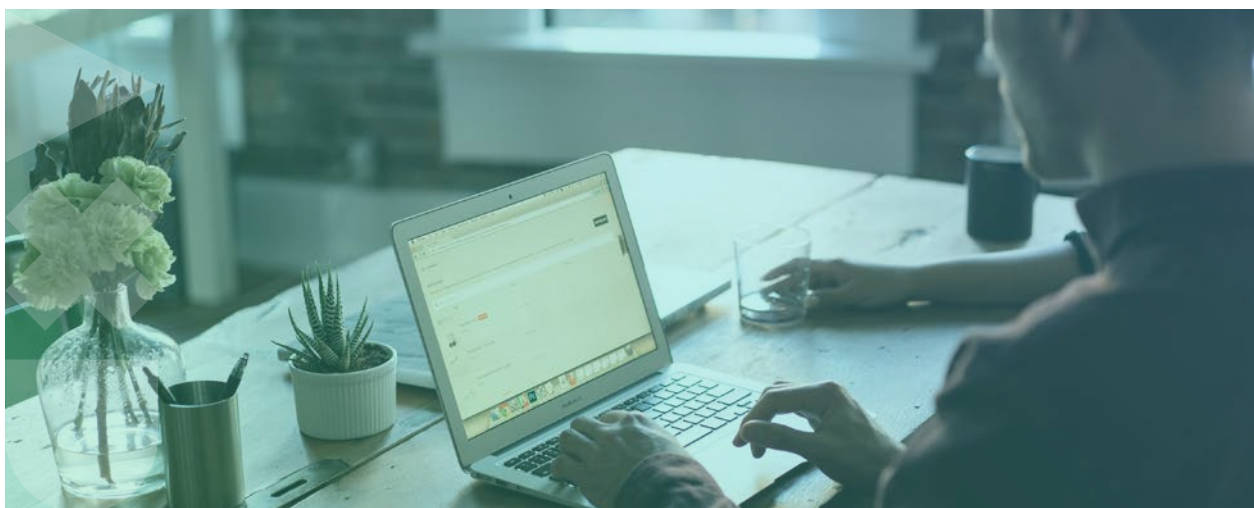
Quality content created specifically for high-value clients is an excellent tactic for nudging key decision makers toward that favourable decision.

Increase sales and revenue

Help your sales team land more high-value accounts. Great content will start more conversations and reiterates the same message: "This is what we do, how we do it, and why we do it better than the rest. Come and give us a try."

Compound ROI

Annual growth in organic site traffic is 7x higher for businesses with a dedicated content strategy and produces 3X more leads than paid search.



Harness the power of our expert copywriting and content marketing tailored for the tech and software industry

We cater to the diverse needs of technology, finance, and education organisations, offering a wide range of content solutions, including Insights, Articles & Guides, White Papers & eBooks, Sales/Marketing Documentation, Website & SEO Copy, and Presentation Writing & Design. With extensive experience working with startups, scale-ups, and multi-national organisations, we have developed a deep understanding of each stage's unique challenges and opportunities.

Marketing & sector experts: Our powerhouse team of seasoned writers, technology gurus, and marketing savants specialise in crafting exceptional copy and content for businesses in the tech, finance, and education sectors. Our expertise stems from years of hands-on experience within SaaS and technology companies, leading businesses, marketing, and sales departments to success. Our mission is to empower clients to achieve their marketing goals with captivating content that resonates with their target audience.

Industry leaders: Our diverse and talented team comprises experts who are well-versed in the latest industry trends and passionate about their respective fields. With tech enthusiasts staying on top of the latest advancements, finance professionals navigating the complexities of financial services, and education specialists with a deep understanding of the education sector, we are committed to elevating clients' content and driving businesses forward.

Content Marketing Partner Packages

Starter

£1000 per month

Ideal for those looking to establish a consistent content marketing presence and improve their brand's visibility.

Plus

£1600 per month

Designed for those looking to develop content marketing efforts and drive more website traffic.

Pro

£3400 per month

Perfect for those that want to dominate their industry with an aggressive content marketing strategy.

Why AXD Agency?

We are a B2B copywriting and content marketing agency based in Manchester, UK. Our team comprises technologists, business leaders, and copywriters with experience in various technology industries — from early-stage startups to scale-ups and Fortune 500 companies.

Whether you're a startup or a global brand, AXD's international experts will give your content the edge, enabling you to open conversations, build relationships, & drive customer loyalty.

To find out more, visit www.axd.agency.