



GROUP SERVICES

Marketing strategy + planning

- Communications strategy + messaging workshops
- Positioning + messaging maps
- Planning + campaign management
- Evaluation, reporting + ROI
- Market research
- Competitor audits + analysis

Inbound marketing

- Inbound marketing strategy
- Content development: gated content, e.g. eBooks, webinars, whitepapers, video in English + Chinese
- Campaign planning + delivery
- Landing pages, email, workflows, lead nurturing

Scientific content marketing

- Scientific content creation: whitepapers, scientific reviews, customer case studies (written/video), technical/app notes in English + Chinese

PR, media relations + events

- Content development: press releases, articles, opinion pieces, blogs, interviews/Q&As, award entries, trade show previews in English + Chinese
- Trade media handling: earned media placements, paid media planning, press events, tradeshow media support
- Press release distribution and media interviews: UK/US/international, China + Korea
- Tradeshow planning
- Tradeshow booths, promotion

Digital + social media

- Website audits + optimisation
- Website development
- SEO audits + campaigns
- PPC campaigns
- Social media: audits, guidelines, content planning + posting, paid campaign planning, networking: LinkedIn, Twitter, Instagram, WeChat
- Blogging
- Podcasts
- Video production (English + Chinese)
- Animations
- Infographics

Customer voice

- Customer interviews (audio + video) in multiple languages including English, Chinese, Korean
- Testimonial write-ups
- Key opinion leader interviews
- Focus groups + bulletin boards
- Customer research design + management

Sales enablement

- Brochures, flyers, app notes
- Webinars
- Sales presentations
- E-mail marketing, lead nurturing
- Social media paid campaign planning and implementation

Branding + creative services

- Company + product brand development
- Branding guidelines and templates
- Creative material development
- Graphic design, layout, html

If you'd like to discuss your requirements, get in touch with us at business@scottpr.com or call us on +44 (0)1477539539.

www.scottpr.com