

NUSPIRE

Satisfies quarterly marketing objectives with strategic calendar focused on cybersecurity content



OBJECTIVES

Nuspire, a managed security service provider focused on cybersecurity, had ambitious marketing goals but lacked a cohesive content calendar to fulfill its objectives. Francie Dudrey, Director of Content Marketing, wanted to take a strategic approach to planning Nuspire's quarterly content activities and engaged Kim Gusta to help.

SOLUTION

Kim worked with Francie to implement her six-step process to create a customized cybersecurity content calendar that would satisfy Nuspire's marketing goals.

Kim reviewed Nuspire's messaging and positioning and audited its current content assets. She then facilitated a brainstorming meeting with Francie to generate fresh content ideas. The result was a calendar with specific suggestions for blogs, eBooks, videos, infographics, and more, which will drive thought leadership, generate leads, and increase brand awareness.

OUTCOMES

Generated an impactful content calendar

By using a strategic approach to create a content calendar, Francie now has a detailed plan for executing quarterly content activities.

Repurposed existing content

After auditing Nuspire's existing content, Kim suggested ways to repurpose assets into fresh content which reduces the expense of creating everything from scratch.

Increased content creation cadence

By planning content in advance, Nuspire can easily boost its cadence to creating eight+ content pieces per month.

Need help creating an actionable content calendar? [Learn more](#)

AT A GLANCE

Challenges

- Lacked a cohesive content calendar for marketing campaigns.
- Needed clarity on what content to create to satisfy marketing objectives.
- Wanted to generate more content assets each quarter.

Benefits

- Created a ready-to-go, strategic content calendar for achieving quarterly marketing goals.
- Gained a clear action plan for developing cybersecurity content.
- Increased content creation cadence with a detailed roadmap for creating content and planning a distribution schedule.

"I now have a clear path forward and a targeted content calendar for generating leads, driving thought leadership, and supporting our sales team.

Kim's knowledge of the cybersecurity industry and content marketing was invaluable in making strategic recommendations for engaging our target market. I highly recommend her strategy session if you need help creating an actionable content calendar. Her work is top-notch!"

Francie Dudrey
Director of Content Marketing
Nuspire

