

# How One Marketing Team Increased Content Marketing, Without Increasing Workload: Bring in Outside Partners!



Benesch is an Am Law 200 firm with attorneys who are known for providing highly sophisticated legal services to national and international clients. And their award-winning Marketing Team is equally recognized for providing superior, creative marketing and business development services to their ever-growing base of attorneys.

### Value of Content Marketing:

Content marketing and thought leadership programs provide a strong avenue to gaining credibility and visibility, but they can also tax the resources of marketing teams. Benesch's Marketing Team recognized this and looked to Manzama's Intelligence Team for help!

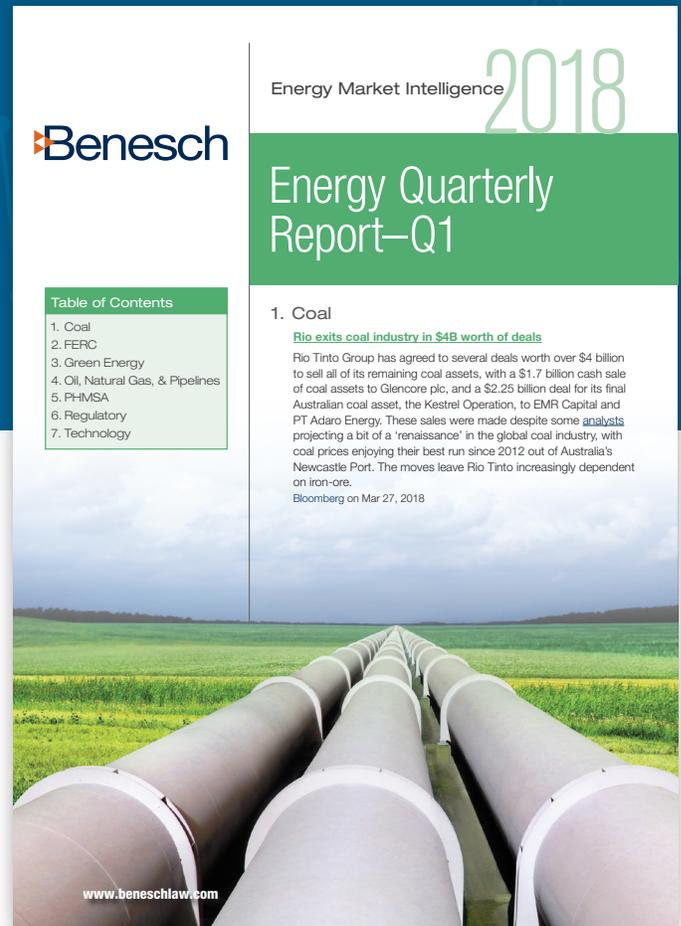
### Finding the Right Partner:

Benesch places great value in building relationships with their outside partners, so much so that they have built a "Benesch +" Program, which includes key partners who they see as an extension to their Marketing Team. As a part of the Benesch+ Team, Manzama partners with the firm to understand their key practices and industries, as well as firm strategies and initiatives to provide effective services.

Benesch initially worked with Manzama to roll-out current awareness dashboards and daily, personalized email alerts to their attorneys, and when they began reviewing their Content Marketing Program and resources, they again looked to Manzama.

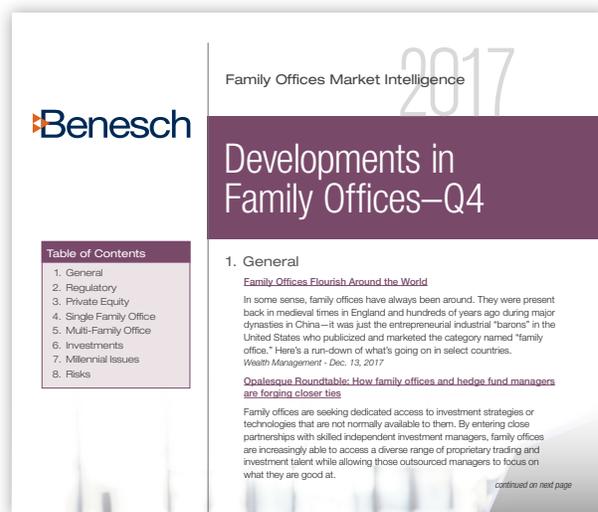
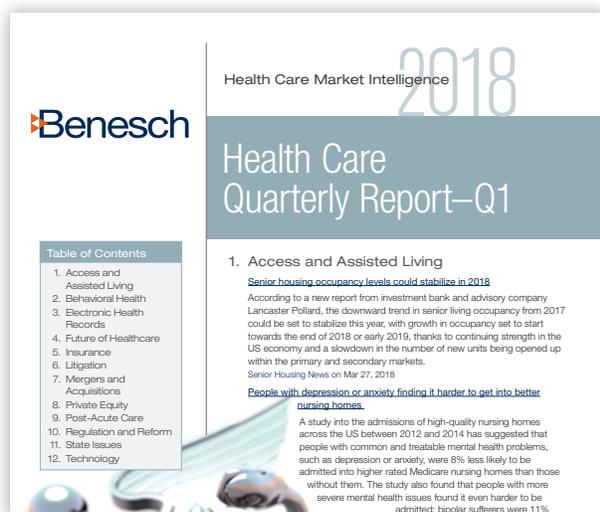
Finding the **right** outside partner is critical to achieving ROI with content marketing. Following are three things to consider when selecting an outside partner:

1. Analyst: Find out who you will be working with throughout the relationship. Will you have a consistent person? What is their level of experience? How easy will it be to reach them?
2. Process: Find out about their process for learning about your goals, key areas of reports, etc. Will they conduct reference interviews with you and key stakeholders? Will they do background research? What tools do they have to ensure they are finding key insights?
3. Results: As you work with the analyst, will they iterate on their processes to best fit with your needs? Will they accommodate a reasonable level of changes to the report scope, without additional charges?



*75% of B2B Marketers say their Content Marketing Programs increased audience engagement, and 72% say their programs increased leads.*

*~ According to Content Marketing Institute's "2017 Benchmarks, Budgets, and Trends—North America" Survey*



### Custom Reports Prepared for Benesch

Manzama’s Intelligence Team (MIS) monitors and creates quarterly, custom reports covering four key areas for Benesch: Family Offices, Energy, Healthcare, and Dental Services Organizations. The MIS team has provided a level of cost-effectiveness that has allowed Benesch to expand their reach across additional industries.

*“The MIS Team provides excellent content through custom reports. We continue to grow our thought leadership program without increasing the amount of time it takes. Manzama’s Intelligence Team provides an easy fix!”*

- Julie Gurney, Director of Marketing and Communications - Benesch

And, it didn’t take long for Benesch to start seeing ROI on the reports. For instance, after Benesch circulated the first Family Offices Newsletter through their social media channels, one of their lawyers received a call based on something the prospect had read in the report.

Contact [kristie@manzama.com](mailto:kristie@manzama.com) to learn more about how Manzama Intelligence Services can help you grow your Content Marketing Program, without adding to your workload!

*“We are seeing a lot of value for a very fair price.”*

- Julie Gurney

### About Manzama

Since 2010, Manzama has been the leading provider of current awareness and market intelligence to professional service organizations around the globe. With intuitive search and sharing tools, user-friendly implementation, and integrations into numerous best-in-class third party platforms, the Manzama Base and Manzama Insight platforms automate the process of finding and sharing critical business insights. Using sophisticated search algorithms and cutting-edge machine learning techniques, Manzama delivers highly customized news and information that helps teams better serve their clients, make informed business decisions, and support knowledge and business development initiatives.

### About Manzama Intelligence Services

Using Manzama’s rich content discovery platform, the mission of the Manzama Intelligence Services team is to leverage powerful tools that uncover key insights to enhance organization’s business initiatives and relationships. From Corporate Counsel and C-level job movement to key developments and insights within specific geographical regions, Manzama Intelligence Services delivers weekly, monthly or on-demand, handcrafted reports to provide organizations with high-value information on companies, practice areas, industries and topics of their choosing.