

# Content Marketing for Content Migration

How Instinctive drove the content marketing agenda for US content migration and federation company, Simflofy.



## From Migration to Federation

Simflofy is an information management and migration software vendor based out of the USA. Instinctive worked with Simflofy on an extensive content marketing project to create a consistent design standard for all marketing collaterals.

Beyond that multiple assets were designed and delivered from corporate presentations, through social media campaigns, to numerous custom-built ebooks.

### End to End Service

Simflofy were looking for a hands on content marketing approach that took existing assets and information, and migrated them into a series of modern formats including blogs, infosheets, ebooks and social media. They also required standardized sales presentations and corporate information decks.

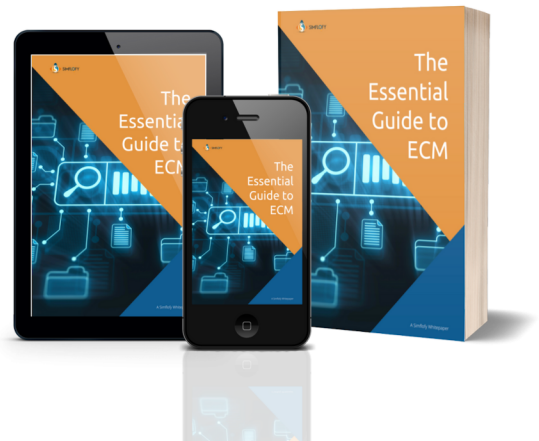
Simflofy already had a strong logo and brand identity, so the content marketing project focused on creating a consistent, templated visual aesthetic that could be used throughout this project and beyond.

The content creation project was performed 100% remotely, with remote execution across the Atlantic posing no problems whatsoever.



*"The service we received from Instinctive was second to none. The level of awareness of what our business needed combined with excellent quality of deliverable were superb."*

Mark Lugert, CEO, Simflofy



### Complete Content Marketing

Instinctive created a wide range of content assets for Simflofy to cover multiple parts of the marketing funnel including:

- Thought leadership and product blogs
- Custom designed infographics
- Multiple solution infosheets
- Social media imagery and posts
- Multipage thought leadership ebooks
- Corporate presentations

