



Producing clear, concise copy that sells

Introduction

Attracting the attention of decision makers is becoming increasingly difficult. If you have out-of-date content or need to refresh your sales and marketing collateral we can help you. We have carried out several collateral refresh projects for companies like Asset Control and ITRS Group that have delivered a completely fresh set of collateral to support their sales and marketing effort.

Do you need business to business content writers to promote your business? Our copy writers produce clear concise copy that will help you to influence your key contacts. High quality copy produced by a professional content writer speaks volumes, but do it yourself and your prospects will spot the difference. We have worked with many companies both large and small to produce marketing content including Microsoft, AC, ITRS Group, IGEL and many more.



Product Overview

Incognate was founded in 2004 with a key focus on providing the right content, in the right context to deliver the right sales results.

Our team of professional content writers have extensive experience in journalism and marketing in a business to business environment. Our business and marketing background ensures that we can add value to any project and we can work with a minimal brief.

Operating on a fixed time, fixed price basis means that there are also no hidden costs – just timely delivery of professionally produced content.

Sound bites

As senior people have less time than ever before, getting their attention is becoming increasingly difficult. Incognate can help you to produce sound bites that will encourage the audience to want to find out more and takes them on a journey to reach a successful conclusion for you.

We have a proven capability of delivering a range of content creation services to clients that include Legal & General, Thompson Reuters, Blaser Mills, Zebra Card Printers and Microsoft.

Incognate Benefits

Professionally written content can make all the difference between attracting new customers or turning them away. We provide professional content that supports your company's needs, goals and aspirations and delivers:

- Crisp, clear, sales focused copy
- Copy delivered fast to maximise opportunities
- Content creation framework to support the whole process
- Component based content, encouraging it to be used in multiple ways and helping you to maximise your marketing budget
- Professional content writers from a variety of backgrounds in journalism and marketing experts
- Attention grabbing content aimed at decision makers

"With Incognate I can brief them, and they have the experience to know exactly what I need. They also provide relevant, fresh ideas on how to approach it, and then just get on with it to deliver what I need, when I need it." **Rosalind Marks, Head of Marketing, TVEP**

What the Clients Say

You can find more testimonials on our website.

We wanted to design and deliver a bi-monthly newsletter to our clients, but always found a reason not to do it. Teaming up with Incognate enabled us to take a fresh approach using email marketing to move this forward..." **Caroline Cope, Managing Director, The Sanderum Centre Ltd**

"Incognate has the ability to clearly and concisely explain what the technology does, and to identify with the users. Their expertise in the high technology sector and solid understanding of what ITRS does makes them a valuable ally. Incognate uses their technological insight and written clarity, to demystify our solutions, enabling those with less technological insight to appreciate the benefits of our solutions"

Patrick McVeigh, Marketing Director of ITRSGroup

Clients



THOMSON REUTERS

AssetControl™



Microsoft®



SEO Copy Writing

Although many are proficient copy writers, an SEO content writer needs exceptional writing skills.

Producing content for your website requires a fine balance of content that is easily read online, achieves high search engine rankings and delivers a call to action.

Sentences generally need to be short, sharp and get your message across quickly. At the same time a page has to have enough content or it is seen as a landing page and won't achieve as high a ranking.

With an increasing amount of marketing carried out online our SEO content writers can help you to select the keywords that are best suited to you.

Search engines regularly send what are known as net bots to index your website pages. An SEO content writer can ensure that your page is optimised with the right placement of key words throughout the page and also in the key descriptions of pages.

As website content becomes increasingly important getting the balance right is critical.

ITRS Case Study

ITRS, established in 1997, has been an Incognate client since 2009 and provides integrated, proactive, real-time monitoring for every aspect of an environment: servers, application, network hardware, and important network interfaces.

Patrick McVeigh, Marketing Director at ITRS says "Incognate has the ability to clearly and concisely explain what the technology does, and to identify with the users. Their expertise in the high technology sector and solid understanding of what ITRS does makes them a valuable ally. Incognate uses their technological insight and written clarity, to demystify our solutions, enabling those with less technological insight to appreciate the benefits of our solutions. Incognate has design a production capability which ITRS does not have available in-house".

Incognate has undertaken a wide variety of projects for ITRS including the development of printed collateral, newsletters, web pages, and case studies.

Incognate also provides a platform for e-newsletters and manages the design and delivery of regular communications to ITRS' clients.

About Incognate

Incognate provides a wide range of business marketing services including copywriting, email marketing, telemarketing, website development and media relations. If you need to increase sales, communicate more effectively with company stakeholders, or raise your media profile – we can help you.



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