



ATTENTION ECONOMY

“Attention is the rarest and purest form of generosity.” - Simone Weil

Approximately 402.74 million terabytes of data are created each day. Around 147 zettabytes of data will be generated this year. In the Attention Economy, creating content that is relevant, has resonance and that engages your brand's target audience is all that matters.

SOURCE: [Exploding Topics](#)



SMART CONTENT

Given the growing glut of information, your brand's target audience craves content that engages, is useful and makes a difference to their experience. Attention is generosity – that is why Flowmesh believes you should reward generosity with content that builds brand loyalty.

Flowmesh is a specialist content company that cuts through the clutter and drives results with business-to-business (B2B) content that delivers.



WHAT ARE YOUR NEEDS?

Great content that solves problems, answers questions and delights your customers?

Expertise and support in growing your B2B customer base?

A partner who's there to grow with you, not compete against you?

All of the above?



WHY PARTNER WITH US?



Flowmesh is the on-demand B2B content specialist you've been looking for. Here's why you should partner with us:

- An extension of your existing team – we hit the floor running
- Senior writers and authors with deep industry expertise who deliver crafted, custom content
- High-quality content that establishes industry thought leadership and cultivates deep trust and credibility
- Flexible and scalable resourcing with smart project management

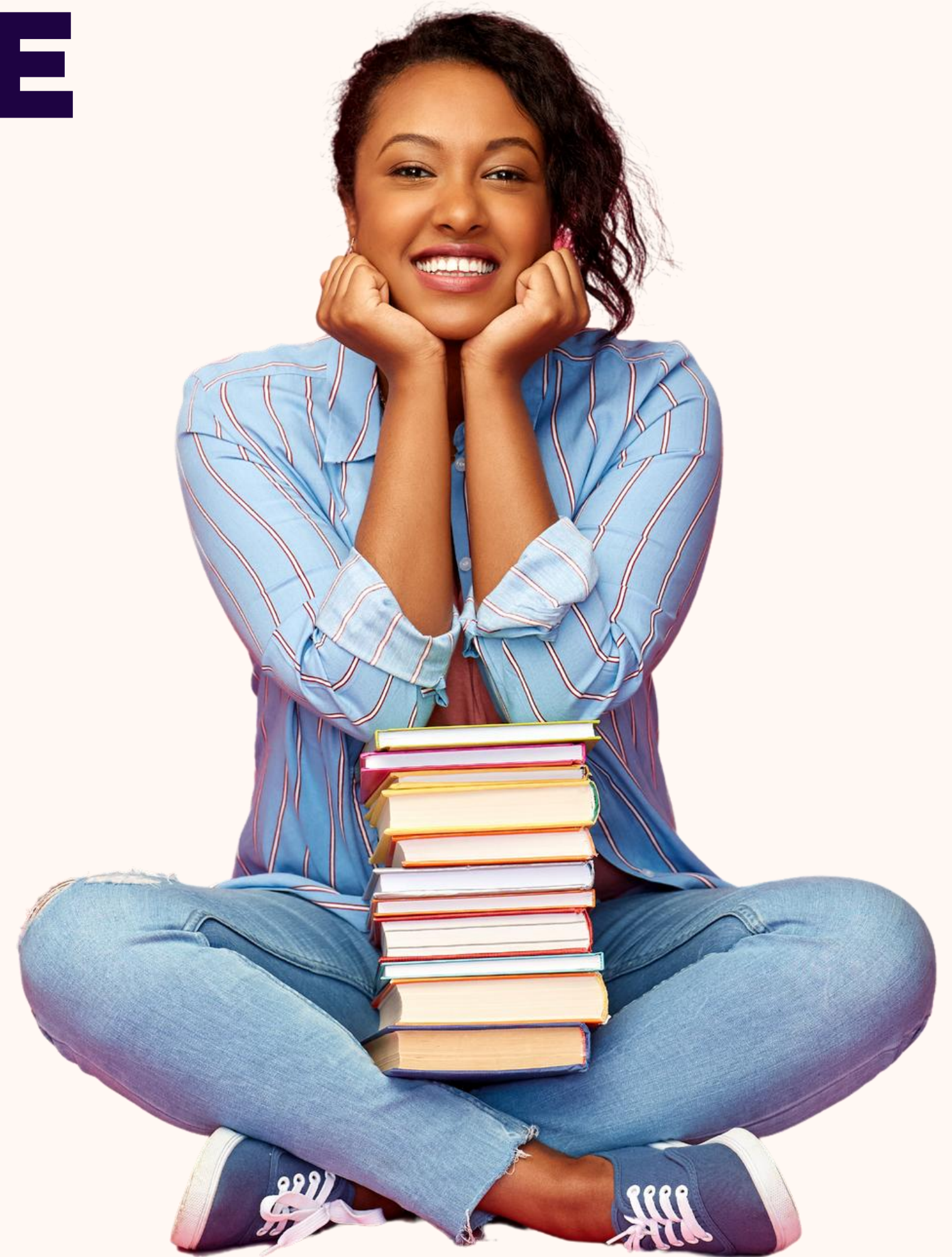


DEEP EXPERIENCE

Our team consists of heavyweight experts who have worked at leading agencies and have been successful technology journalists. Some have even won awards for their work. They have helped accelerate the growth of startups and have gained **deep experience** by working in global corporations.

We get B2B. We know just how time-poor B2B audiences are. We respect people's attention, and ensure we deliver maximum value in exchange.

We have **extensive experience** in: enterprise tech, fintech and financial services, agritech, logistics, telecommunications, retail, manufacturing, energy, education, the built environment, healthcare, agriculture and more.



YOUR DREAM TEAM

STRATEGISTS to plan content that will deliver the business outcomes you need.

RESEARCHERS who understand complexity and can get to the heart of new topics fast.

SENIOR WRITERS who know your sector and how to position your brand, smartly.

EXPERIENCED EDITORS who don't let inconsistency or a style glitch slip through their net.

PROJECT MANAGERS who make sure everyone stays on brief and on schedule.

MEET YOUR CORE TEAM



ANDREA
HEAD OF
CONTENT



CANDY
TRAFFIC &
ADMIN



LAUREN
PEOPLE &
ADMINISTRATION



DEON
CONTENT
SPECIALIST -
HEAD OF
WRITING



JON
WRITER



KIM
DESIGN



CANDICE
SENIOR PROJECT
MANAGER

FLOWMESH



Supporting your core team is a diverse team of specialist content creators and copywriters who seamlessly integrate into our campaigns to bring your brand's story to life.

VALUED SERVICES

- Content audits and optimisation
- Strategic content planning
- Platform audits and solutions
- Provision of regular insights/trends reports
- Persona development and audience segmentation
- Content distribution and amplification strategy



B2B CONTENT

- Tailored B2B content creation
- High value white paper, case study and TL writing
- Industry-specific blogs, reports, infographics
- SEO copywriting for rank
- Sales enablement collateral
- Training materials and guides
- Social Media and ABM content



SMART CONTENT

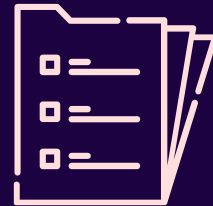
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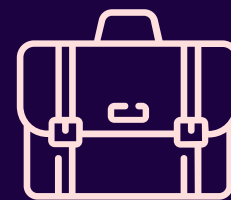
Strategy



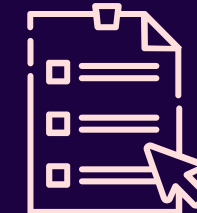
Persona
development and
Customer journey
mapping



Messaging and
positioning



Research and
reports



Ebooks and
white papers



Blog posts and
LinkedIn articles



Case studies
and media releases



Brochures and
newsletters



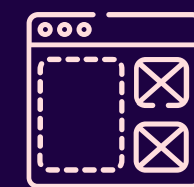
Email campaigns
and infographics



Social content
and digital banners



Visual content and
video scripts



Websites,
landing pages
and microsites



Pod- and vodcast
scripts and
discussion guides



Sales enablement
toolkits including
training,
presentations, etc.

WE GET BRANDS



Great B2B content that commands attention needs deep knowledge of a brand's customers, products, market and channels. Flowmesh knows how to make complex information resonate with the right audience at a time when channels are saturated with content.



CONTACT

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