



CONTENT ACTIVATION SERVICES

Expand your bandwidth. Elevate your impact.

Our clients count on us for more than just industry-leading content strategy and creation. We empower marketing teams to focus on their highest-value initiatives by handling the tasks required to bring their content to life and keep a marketing engine running at peak efficiency.

End-to-end support across the content lifecycle

1 Strategy

- Core messaging
- Content audits and roadmaps
- Editorial calendars

2 Creation

- Thought leadership
- Product collateral
- Annual reports
- Executive communications

3 Activation

- Email and social campaigns
- Compliance review
- Design and digital coordination
- Performance reporting and benchmarking
- Proofreading, translation, and accessibility
- Process improvement and design
- Quarterly updates

Enhancing your content's:

- ▶▶ Speed to market
- 🎯 Technical precision
- ☑ Consistency



Our content activation clients

Leading firms count on our investment expertise, compliance acumen, and consulting mindset to supplement their teams and focus marketing leaders' attention on their top priorities.



Systems expertise

We are fluent in many of the investment industry's most widely used compliance and marketing tools:

- Aprimo
- BrightCove
- Confluence
- Jira
- RedOak
- Seismic
- Sharepoint



Case studies

We deliver an array of operations and execution support to help marketing leaders expand their team's bandwidth and activate their content.

QUARTERLY UPDATES

Define and execute content review and approval process

Client: \$1.5 trillion+ asset manager

Goal: Streamline the quarterly process for updating marketing and product collateral.

Solution: We audited the client's existing content to identify collateral requiring quarterly updates and created a process for gathering new data, implementing changes, and tracking the status of deliverables. We now partner with the client to execute this process, enhancing the speed, efficiency, and consistency of their quarter-end updates.

CONTENT AUDIT + SITE BUILD

Design and launch a new digital hub for ETF insights

Client: \$1.5 trillion+ asset manager

Goal: Create a way for investors and advisors to access the firm's latest insights on ETF products and market trends.

Solution: After auditing the client's existing ETF content and workflows, we designed and launched a new central landing page to house the highest-impact insights. We worked closely with marketing, compliance, sales, and product specialists to design workflows for maintaining the site in a consistent, scalable way.

DESIGN

Create consistent yet flexible presentation template

Client: Top-5 global index provider

Goal: Provide regional teams with a consistent PowerPoint design to use for internal and external events.

Solution: We created a PowerPoint template that enabled the client's teams around the globe to quickly create event slides with a unified, consistent design. The template eliminates the need for new designs for each event and allows users to easily convert existing content or add new slides using master layouts.

ANNUAL REPORT

Manage multi-party, data-intensive publication process

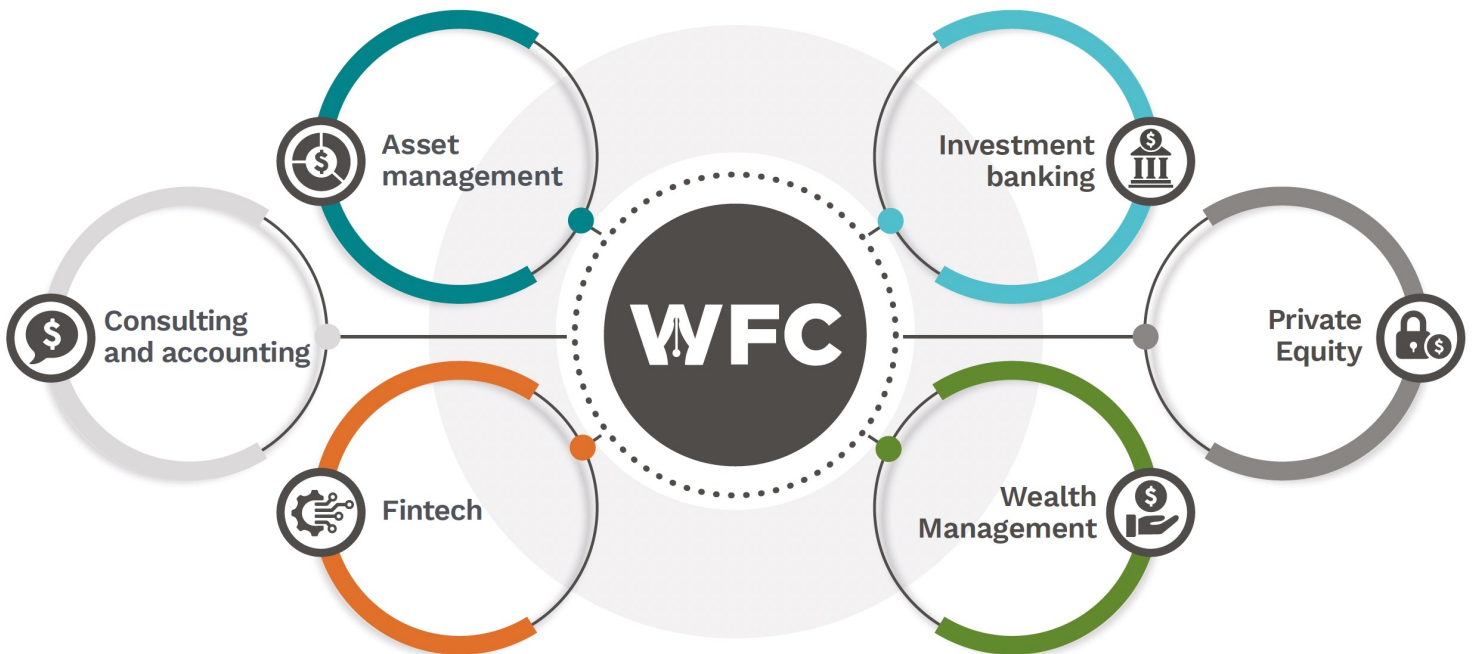
Client: \$1 trillion+ asset manager

Goal: Publish a 200-page annual report based on survey data in a tight timeframe.

Solution: We designed and executed an end-to-end process for writing, designing, and publishing the high-profile report. In addition to creating the report, press release, and infographic, we coordinated the timeline and review process involving multiple stakeholders and subject-matter experts across the client and its third-party partners.

About Wentworth Financial Communications


We are committed to creating investment-grade thought leadership and content marketing for the financial services industry's leading firms and brightest minds. We are a team of writers, editors, and content strategists who are native to the investment industry, and our financial services experience empowers us to tackle any topic, no matter the level of complexity. We partner with organizations that realize their people—and their ideas—are the firm's most valuable assets.



Contact us

Learn how our writers, strategists, and marketing operations specialists can strengthen your ability to create content that connects.

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