

Talking tech to win business

Why you need a B2B content agency experienced in the technology sector

asabell

It's vital to work with an agency that can 'talk tech'

Do your B2B content agencies speak your language?

Too often, the answer is 'no'. They're great at marketing, but they're unfamiliar with your sector, so something gets lost in translation - leaving you with content that just misses the mark.

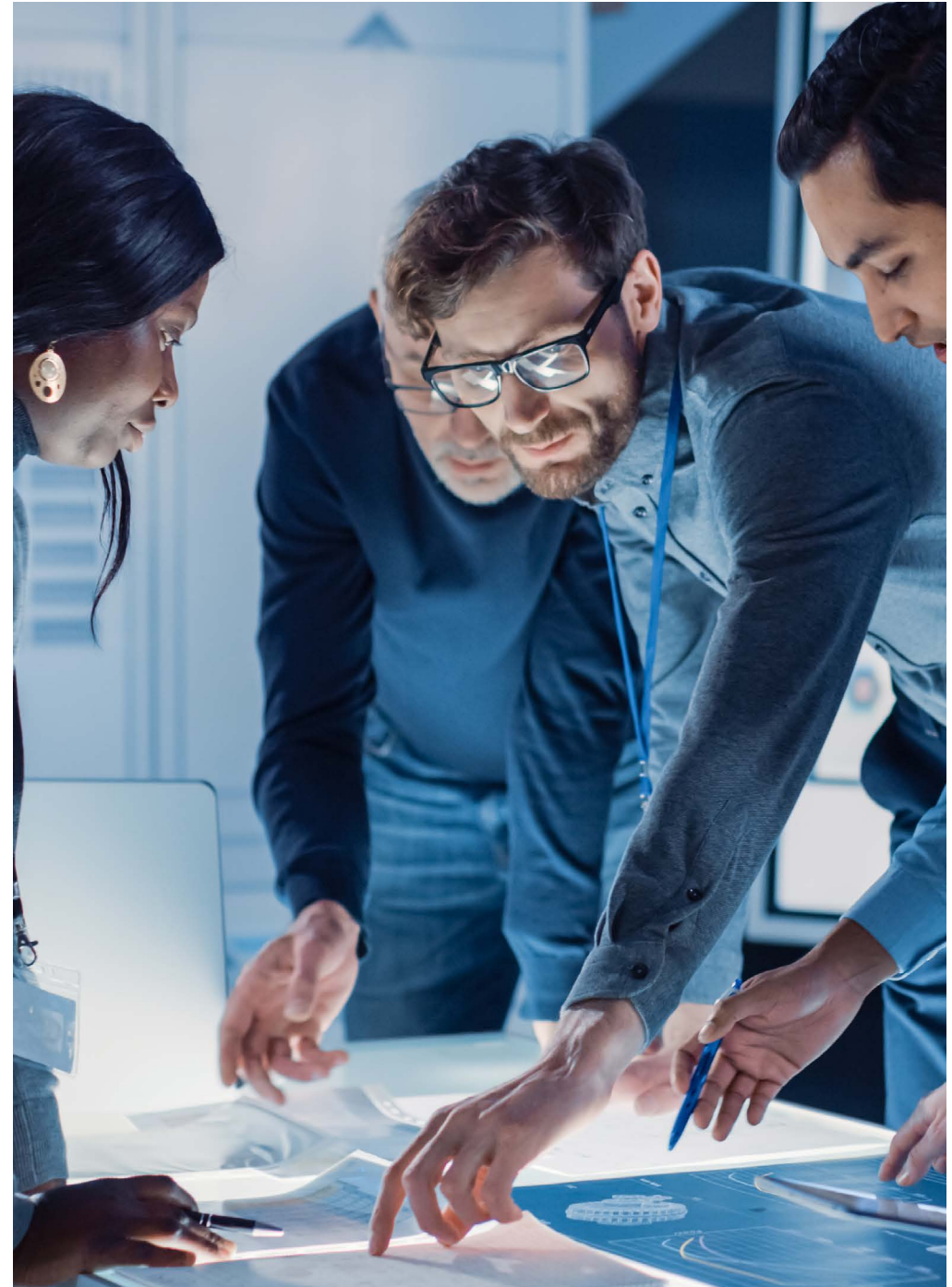
And every time that happens, your target audience is unconvinced and less likely to buy.

It's a frustrating situation. Your business is packed with expertise and innovation that would attract sales - if they were explained effectively.

But, if your content agency can't cut through the jargon to showcase the benefits of your technologies, your content becomes just one more voice in the crowd and your competitive edge drops away.

Here at asabell,
we talk tech.
We're experienced
in taking your
experts' insights
and translating them
into sharp, strong
and persuasive
marketing messages
that help you
win business.

Welcome to our world of effective communication.



The science behind our success

When we talk tech in a compelling and motivating way, we're combining several threads of expertise:



Sector understanding

We'll know, or probe to find out, the big issues that are defining your industry's landscape.



Interview and translation skills

Our approach gets the most from your subject matter experts and turns their expertise into clear opinion or advice.



C-suite experience

We understand how to pitch a case that makes business sense, lifting the messaging above the technical.



Forensic attention to detail

Using correct terminology matters. Accuracy matters. We get it, and you'll see it in our content.



Marketing expertise

With 20 years of B2B experience, we understand how to persuade, motivate and define the message that will help you stand out.

Any tech, any industry

Our talking tech expertise is transferrable to any industry. We use techniques that are specifically designed to bring out how your solutions are relevant to the target industry. It's never just about the tech - it's about the tech in an industry context.

Using a tried-and-tested interview approach, we tap into your deep industry knowledge. Your subject matter experts have all the answers - they just don't always have the skills to translate them into effective content. It's our job to make sure all your business, market and technological expertise come together to showcase what your tech can do for customers.

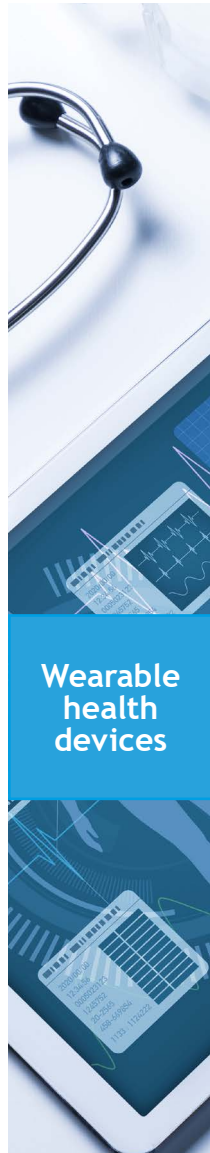
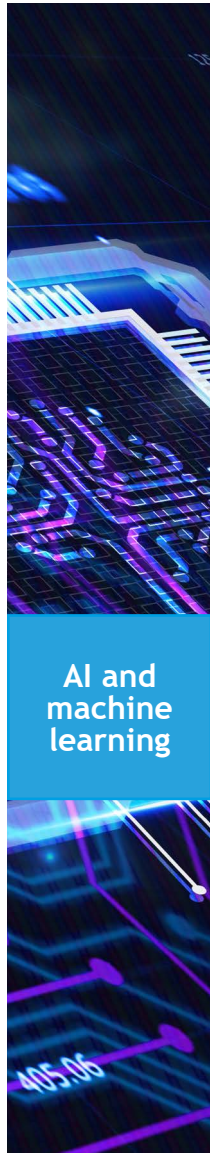
As an outsider, we can then look at your insights through a marketing lens to identify what messages will set you apart in your target sector.

And, if we haven't worked in your particular field before, our broad technology experience means we ask the right questions and put in the work to get to grips with your tech fast. This is a streamlined process that gets us to the point of delivering stand out tech-focused content quickly.



Our talking tech experience

We've created content on a wide range of technology topics across key industries, and can use this experience to get up to speed quickly on any new ones you'd like to send our way.



Talking tech in action

At asabell, we've been talking tech for nearly 20 years - helping our clients communicate about emerging technologies and exciting innovations.



Digital manufacturing whitepaper

On behalf of BT, we produced a whitepaper detailing how to achieve effective digital transformation in the manufacturing sector.

We consulted with internal experts to drill down into specific challenges manufacturing organisations are facing and exactly how these can be tackled through successful digitalisation.

We covered a range of exciting areas of innovation, including autonomous vehicles and cobots, augmented and virtual reality, high-definition computer vision and algorithms that both cut energy usage and boost sustainability. We also outlined the practical steps to digital transformation.

[See the paper for yourself](#)



'Space for good' brochure

For IT and business consulting company CGI, we created a brochure about how space-based technology is helping to build a more sustainable future.

Through extensive research and interviews we outlined why it's so important for organisations to start looking up in order to protect the environment around us. Detailing solutions like geospatial data processing platforms, machine learning for satellite imagery, and cloud-based platforms for monitoring location data, the brochure explores various ways that space-based technology has real-life applications for sustainability initiatives.

[See the paper for yourself](#)



Future of Infrastructure video

We supported construction and engineering company, Costain, with a video on construction innovation and the future of infrastructure.

Designed for an annual conference, as well as wider marketing activity, we held a roundtable discussion with various experts in order to create a video that was fast-paced, inspirational and sufficiently detailed for an expert audience. The video explores the history, values and future vision of Costain. It covers a wide range of innovations that are reshaping the sector, including digital twin technology, robotics, artificial intelligence, systems thinking and digital delivery.

[Watch the video for yourself](#)

Talking your talk

For nearly 20 years, we've been translating the high-tech innovations of multinationals into compelling stories that catch the attention of their customers.

Whatever the challenge, we're able to talk tech across a range of industries, using our experience to communicate our clients' solutions effectively to their target audiences.

[For examples of our work and to set up an exploratory call, get in touch.](#)

asabell