



Case Study – Adobe Marketing

Strong content strategy and delivery helps drive Adobe campaign success

Situation

Adobe is a major global player in the digital marketing space. The marketing team for Adobe Marketing Cloud sought help from a specialist content marketing agency to adapt content to fit the needs of specific, regional campaigns.

Task

Marketing Fusion offered a combination of strategy support, delivery capability and programme management. Adobe needed a partner they could trust to run with the project, freeing up their internal resource for other tasks.

Action

Working closely with the Adobe team, we presented a content plan that would maximise the value in existing materials but adapt them to better suit the local team's purposes. As part of the project we delivered the following services:

- A content marketing audit: we identified potential to re-purpose existing Adobe collateral to fit different stages of the buyer journey.
- A content plan: based on the core campaign themes we recommended touch points for effective lead generation and nurture.
- Content production: we repurposed existing content to fit the identified campaign themes: We drafted copy and liaised with designers and internal teams to gain sign off for content pieces, emails and direct mail.

Results

Adobe now has access to a set of high quality content pieces in a variety of formats that reflect its core themes and values. These have been developed to meet specific regional needs and are in use across a variety of channels and campaigns.



“Marketing Fusion offered a solution that demonstrated strategic awareness and an ability to deliver high quality content that has helped us to meet our business goals.

They are knowledgeable, collaborative and professional – and proved to be an invaluable extension to our busy team.”

Erica Fortune, Adobe