



IBM Security Intelligence

Nurture Your Audience and Earn Trust

The IBM Security Intelligence team was looking for strategy minded team to help create newsroom style content. IBM also needed managing editor to operationalize the practice of having internal SME's at IBM submit content to the website and a team that was experienced at driving organic search through SEO driven content.

What We Built

- A content engine that produces daily articles
- A playbook of SEO best practices for the site
- A focus on program optimizations and performance driven content marketing
- Strategy that puts content innovation & performance at the forefront of planning

