



Company Profile

The Odigo Group

Overview

The Odigo Group is an award-winning marketing communications firm serving clients from small business start-ups to global enterprises. Odigo is hyper focused on telling the stories that compel buyers to choose their clients' brands over everyone else.

Industry

Marketing

Region

United States

Case study

Full-service marketing agency accelerates content creation by 10x

The Odigo Group is a dynamic team of strategists, creatives, storytellers, and marketers specializing in partner channel development, co-sell enablement, strategic GTM guidance, and content development for technology organizations across the globe. With over 50 cumulative years of experience in creating messaging and deliverables for technology companies, the founders recognized an opportunity to operationalize content development. Four years later, a company with a vision and a platform was born. ContentGen™ was designed to meet the content needs of both independent technology organizations and partner marketing advisors tasked with growing partner businesses. This is the story of its genesis and impact on The Odigo Group, the marketing and consulting agency that has since deployed the solution internally to accelerate project timelines, optimize creative resources, and deliver high-quality deliverables faster for clients.

"Having access to the native files behind the composition is wonderful. Solid layouts – easily customized. That's the stuff."

– Michael Cimilluca, Senior Designer, The Odigo Group



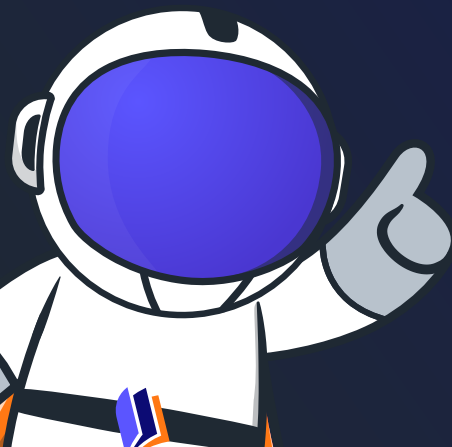
"This content performs. The integrated content marketing strategy drives SEO and outperforms industry estimates for digital campaigns by 3x. I've never seen such great success in content marketing."

– Krissy Hackworthy, Director of Digital Marketing, The Odigo Group

Meeting high content demands as a lean team requires a streamlined approach

As an agency, The Odigo Group serves a multitude of clients that span the globe – from small business start-ups to global technology enterprises. Frequent contracts the agency wins come from large-scale partner programs that include anywhere from hundreds to thousands of technology companies in need of co-branded marketing and sales content.

Imagine you're a team of 3 people that's been assigned to work with up to 27 partners for one quarter, each requesting a unique set of deliverables that needed to be written, edited, and designed from scratch according to their brand guidelines. For a lean but highly nimble content team, that's a lot of work – especially when you consider that this group of partners isn't the only contract you've been assigned. Speed and scale are crucial to getting content out the door. At the same time, you can't let fast-approaching deadlines compromise quality. The Odigo Group has had many years of navigating these specific scenarios. There are only so many resources and hours in the day. This rings true even for the technology partners who have been awarded marketing dollars to spend on content creation. Everyone is busy, making it difficult to gather enough context to capture a company's differentiated industry perspective and customer value add. Creating highly engaging assets that are tailored for target audiences requires a coordinated effort between teams – especially if an outsourced agency is involved.



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Introducing **ContentGen**

A content automation tool created for marketers by marketers

Odigo prides itself on maintaining the highest standards of quality when producing original, engaging content. The secret to maintaining this level of consistency while scaling services is in part attributed to the tools and best practices Odigo has built, tested, and optimized to streamline content development. Standardized intake forms, design-ready marketing templates, structured messaging frameworks, and well-documented guidance have created the competitive advantage Odigo has used to keep pace with client requests and control the quality of production. Yet while these systems and resources continue to prove useful, Odigo saw an opportunity to extend these productivity gains further to serve more partners and empower other companies to self-serve, raising the bar on quality content production across industries.

ContentGen, the brainchild of The Odigo Group, is an application intended to accelerate the development and ease the investment of generating campaign content and deliverables. The platform has synthesized all of Odigo's standardized templates and frameworks and converted those systems into a single automated workflow. Users can complete a single intake form and generate up to 12 unique deliverables that are automatically formatted according to industry design standards and customized with a client's branding.

At a fundamental level, ContentGen guides users through a natural storytelling input process, providing contextual examples, marketing knowledge, and guidance, with the aim of compiling a campaign-specific positioning and messaging framework. That framework is then used to derive multiple assets that can be leveraged at different stages of the buying cycle, inclusive of Go-to-Market deliverables like eBooks, infographics, and two-pagers, as well as sales enablement materials like battle cards, decks, and scripts, and platform-optimized digital content. These materials form the basis of a user's campaign and can be updated and exported at any time to support marketing initiatives.

Merging generative AI with guidance-based instruction and pre-loaded templates

The time- and cost-saving elements of ContentGen are informed by a few key features. One of these key features is the AI integration. Although many organizations are discovering new use cases for AI in the context of marketing, ContentGen is very prescriptive about how and where it uses Large Language Models to aid content creation. Generative AI is used behind the scenes, taking what information the user provides in a simple intake form and generating 140+ additional fields that are woven into a user's campaign messaging framework and slated for review. ContentGen invites users to then refine messages while looking at the overall narrative of their campaign from a bird's eye view. They can use a separate built-in AI wizard to swizzle messages and generate new ideas. Once these messages have been finalized, a dozen campaign deliverables are generated at the click of a button in myriad formats that factor in branding, imagery, and iconography supplied or selected by the user.

AI components are what help The Odigo Group expedite the drafting process, filling in narrative gaps, repurposing provided information, and suggesting industry- and persona-specific messages based on what was entered into the intake form. But beyond the time-saving benefits of the pre-engineered prompts and built-in generator, Odigo has been able to unlock even more efficiencies with the help of pre-loaded marketing templates.

Micheal Cimilluca, Senior Designer at The Odigo Group, commented on ContentGen's incredible ability to produce launch-ready designed files that could easily be leveraged as-is for marketing or sales initiatives. For the designers who want to take the design a step further, though, ContentGen also provides users with native files that design teams can customize if desired. For Micheal who enjoys elevating designs in Adobe Illustrator, this was incredibly advantageous and saved him more than 75% of time otherwise allocated to design layout.

“ContentGen helps my team draft an entire campaign's worth of deliverables 10x faster while ensuring we maintain the same level of quality.”

– Hannah Hopkins, Director of Content Development, The Odigo Group

ContentGen frees up more time for design teams. But they're not the only ones saving time. The platform's intuitive form combined with the built-in AI components and writing guidance has helped content creators draft up to 12 unique deliverables in 10% of the time. Odigo's content team effectively reduced writing time from 31 hours to 3 hours, accelerating the typical drafting cycle of a campaign's worth of deliverables by more than 10x. This has been an exceptional value add that frees up time for marketers and writers – in particular – to focus more on strategic content initiatives.



The benefits of integrating **ContentGen** with **Microsoft Azure**

Built on Microsoft Azure, ContentGen users can collaborate seamlessly and securely. Built-in collaboration functionality enables multiple users to create, edit, and comment on content in real time while rev control features enable users to look back at earlier drafts and revert if necessary. And, content creators can rest assured their highly sensitive marketing content remains securely embargoed until launch. Advanced data redundancy and recovery further protect against data loss which is complemented by best-of-breed protection, including stringent controls over content access and enhanced security measures such as multi-factor authentication through the Microsoft Authenticator app. These features combine to provide a secure, reliable, and efficient environment for managing and automating content development.

Get started with ContentGen

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