

Finding the right words to reach your target audience



Getting your message across can be tough. We'll work with you to communicate your message to your customers with a range of literature options. Whether you need a data sheet that explains your product, a white paper that details the technology behind it, or benefit-led copy for your website, Coda can deliver.

Get the informative content you need

- ✓ Sales leaflets and brochures
- ✓ Application notes
- ✓ Expert white papers
- ✓ Web copy and downloads

Engage and inform your customers

- ✓ Create high-quality content
- ✓ Develop your thought leadership
- ✓ Reach potential sales leads
- ✓ Collateral tailored to your clients

Better visibility = more leads. Contact us today.

+44 (0)1202 721169 | chris@codacomms.com | codacomms.com

Our process

A trusted process, delivered on time - how we work and what you can expect from your literature development:

1

Project development

We apply our expertise to help you find the best method to achieve your goals. If you need guidance, we can help you decide the literature that works best for your project, whether it's a short brochure, a lengthy expert paper, or a range of content solutions including online copy.

3

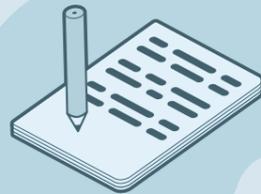
Writing the copy

Once the required information has been gathered, our experienced copywriting team will create crisp, clear content that is directed towards your customers.

2

Research

Our team can work with your supplied copy, or can research and create new content. This includes working closely with your experts to ensure the relevant facts are included and understood.



4

Layout and design

Once you've agreed and approved the copy, our skilled designers can assemble the copy and any relevant images into an attractive and readable layout that captures the reader's attention.



5

Distribution and promotion

We can publish your literature in print and digitally, and arrange distribution for you. We are also able to promote it to your target audience with social media and email campaigns, and provide dedicated web pages for downloads.

Publications

Coda can also create publications in print and digital formats to showcase your products, enhance your thought leadership, and keep your clients and staff informed. See our Publications brochure for full details.

Case study

The project

One of our process instrumentation clients wanted to produce a series of application notes, each detailing a specific process and the client's solutions for the challenges of that process.



Gathering the data

With the focus of each document agreed, and the copy requirements set, we spoke to the client's product managers, studied supplied existing materials, and conducted our own research. This ensured we had the knowledge necessary to create engaging and informative content.

Content creation

In collaboration with the relevant product managers, we then delivered agreed copy of the correct length. Our design team used this to create four-page and eight-page publications which presented the copy clearly. Photographs, fact panels, logos and other iconography were used to ensure the application notes were easy to read and communicated the information clearly.



Presentation creation

The client also wanted Powerpoint presentations created, based on the information used in the application notes. These slides would be used by their sales teams and, in some cases, to create video presentations.

Project delivery

Printing and distribution in this case was performed in-house by the client. To support this, once the finished literature had been created and approved, we packaged the necessary elements, including all documents and images, and sent them to the client.

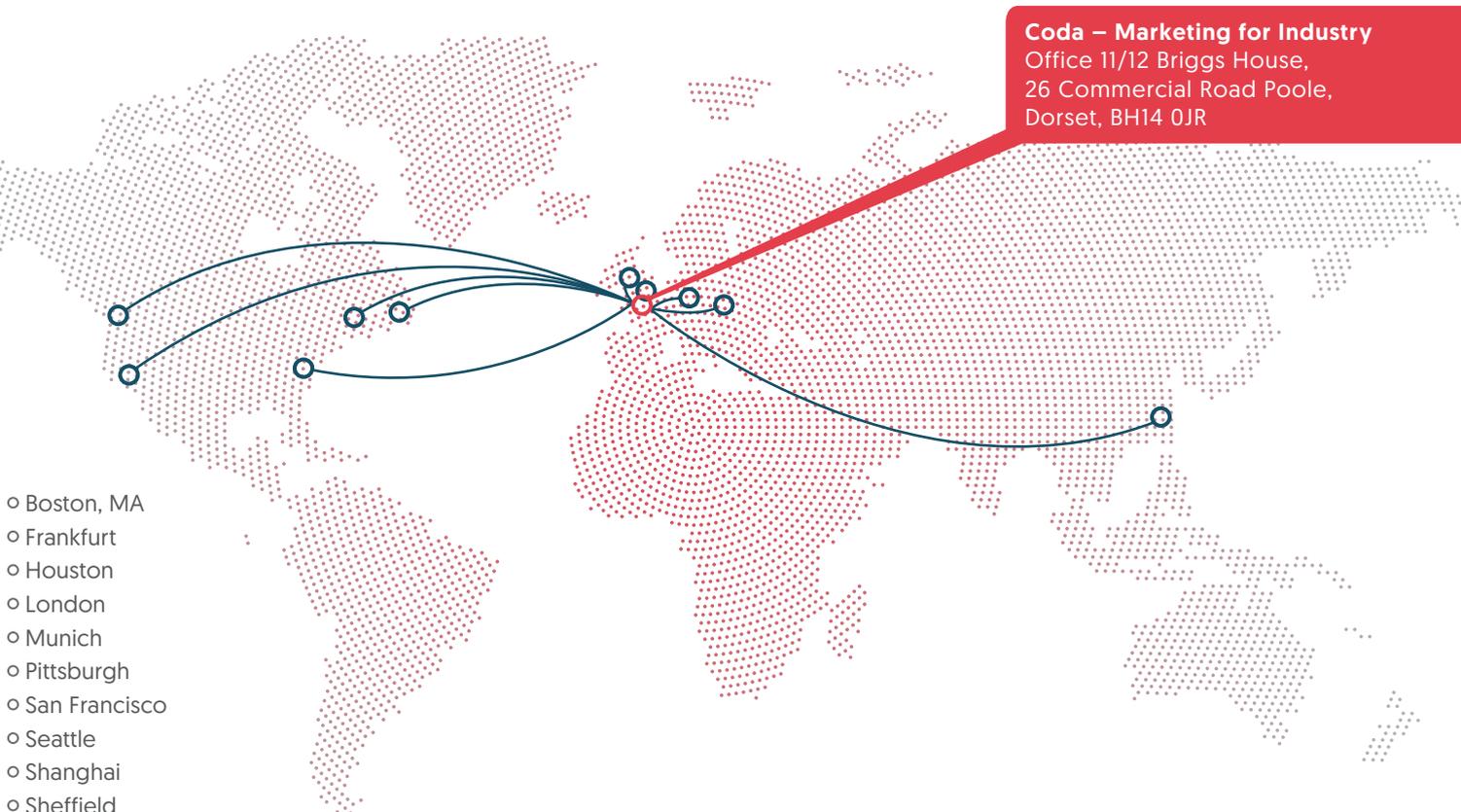
What you get...

- Experienced, dedicated copywriting and research team
- Expert proofreading to eliminate mistakes
- Striking layout work that's focused on readability
- Marketing collateral customised to your target audience
- A strategic approach to content creation and promotion

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management support
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



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