

THOUGHT BAKERY'S SCOPE OF SERVICES



Welcome to Thought Bakery!

We are a growth marketing content studio that specializes in building immersive digital experiences for startups and large enterprises. We are passionate about using data-backed insights to create dynamic content storytelling that gets your prospects talking, subscribing, and ultimately buying.

Who we are

At Thought Bakery, we are not just an agency or consultancy. We are a team of experienced professionals who are excited about helping our clients achieve their enterprise revenue goals. Our mission is to transform complex product stories into client trust, respect, and qualified demand.

Our Beliefs

We strongly believe that **great marketing should be measurable**. We work with you to understand the buying needs of your audience, how they want to learn about your product, and what matters the most to their research journey.

Our Process

Our process is designed to help you understand your target audience and create content that speaks directly to their pain points. We use a three-step approach that includes product discovery, user research & market insights, and scalable personalization. This allows us to create personalized B2B content experiences that highlight the unique value of your product features.

What We Focus On

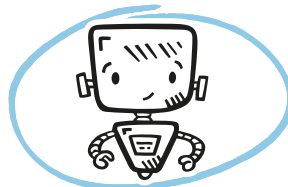
We specialize in creating high-quality content, influenced by customer-led GtM positioning, which includes ebooks, case studies, landing pages, articles, blogs, and social media campaigns.

Industries We Work With

We work with B2B SaaS enterprise companies in the fields of MarTech, Cybersecurity, Remote work and collaboration, Marketing automation, and just about any product that has an enterprise user attached to it.



Marketing



Technology



Cybersecurity



SaaS

Scope of Services

Content Management

A comprehensive digital customer acquisition strategy using the insights generated from our in-depth research, grounded in proven consumer behavior and marketing fundamentals.

Our content marketing services include but are not limited to:

- Analyst-led market research
- Market-led surveys
- Sales enablement collateral
- eBooks
- PDF tearsheets/cheat sheets
- Graphic data visualizations
- Infographics and micro infographics
- Webinar production and post-editing
- Audio and video production

Website Copyediting & UX Services

Website Copyediting & UX Services

Thought Bakery's website development process includes:

- Exploration interviews
- Webpage copy
- Figma wireframes
- Responsive code
- Cross-browser testing for optimal performance
- Post-launch updates and code enhancements

Executive Brand Building

Banner wavers are critical to a brand's appeal when it comes to boosting brand awareness, confidence, and trust. We work with C-suite executives to learn what matters the most to them:

- Interview banner wavers on a monthly cadence
- Craft weekly posts
- Provide social conversation starters

Social Media Management

- **Social Media Strategy:** Developing a comprehensive strategy tailored to the client's business goals, target audience, and desired outcomes.
- **Content Creation:** Crafting engaging, high-quality content, including images, videos, articles, and more.
- **Channel Management:** Managing and optimizing the client's social media profiles, ensuring brand consistency.
- **Organic Growth:** Implementing tactics to organically grow the client's social media presence, increasing followers, engagement, and reach.
- **Paid Social Advertising:** Creating and managing paid ad campaigns across various social media platforms to maximize ROI and achieve objectives.
- **Influencer Marketing:** Identifying and collaborating with influencers relevant to the client's industry, leveraging their reach and authority for increased exposure.
- **Reporting & Analytics:** Tracking and analyzing the performance of social media campaigns, making data-driven decisions, and providing regular reports to the client.

Performance (Paid) Advertising

We can provide you with a comprehensive performance marketing strategy outlining our recommended techniques for reaching your audience and rolling out a campaign that delivers on your digital objectives and goals. Through our partnership with Humming, you gain access to 70+ distribution networks and you can be dynamic in your targeting. This includes: Access to limitless data Humming cuts out the middle-man Access to some more unique inventory and ad types Layering audience data with other qualifiers

Podcast Production & Post-Editing

We can help you create high-quality podcasts that resonate with your target audience. This service includes all aspects of podcast production, from pre-production planning to recording, editing, and post-production distribution.

Community Building & Management

Thought Bakery partners with you to understand in which industry peer, your company will have the most value to add and provides strategic insights on what are the most organic strategies to becoming an active and respected participant.



THOUGHT BAKERY



Don't just take our word for it! See how we've helped others translate complex products into impactful success stories.

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