

# SyndiGate

Content Marketing and  
Brand Storytelling



# Redefining brand and publisher storytelling

SyndiGate is the engine room for powerful solutions and results.

We bring together the best creative minds, expertise and technical prowess to help our clients deliver their ideas.

Delivering content each day to brands, publishers, broadcasters, libraries and agencies across the world.

The world's leading brands trust SyndiGate.



# SyndiGate is a full-service content agency

- Content **strategy**
  - Content **curation** services
  - Content **planning** and **editorial calendar development**
  - 4,000+ premium **licensed content** sources (hyper-localised and global)
  - Innovative **Marketplace** platform for premium licensed content
  - A network of award-winning **content creators** from the MENA region and beyond
  - CMS solution – **content hubs** built and optimised for content marketing performance
  - A network of 3,000+ **influencers** (bloggers, Youtubers, Instagrammers)
  - End-to-end **content marketing software** platform
  - Content **distribution** and **amplification**
  - Content **analytics** and **optimisation**
- 

# 11.4

Consumers engage with 11.4 pieces of content before making a purchase.

# 96%

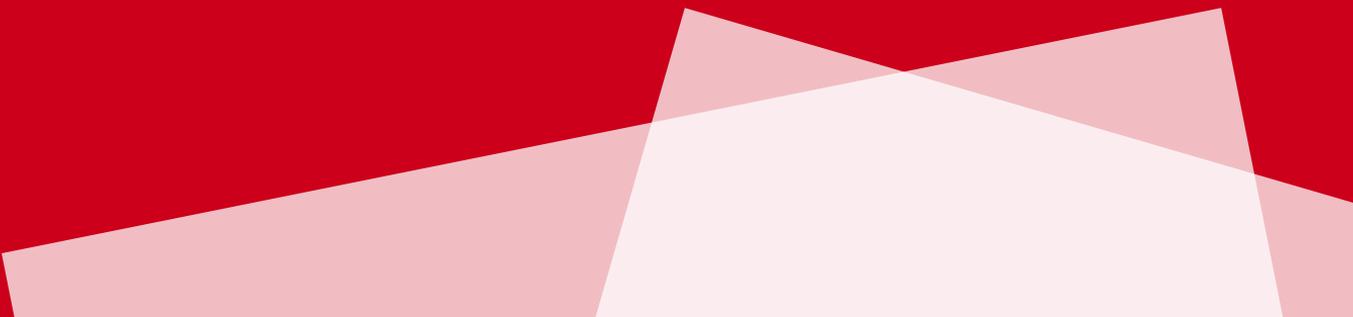
of consumers said they trust brands which use content to inform them, help them meet a need, or provide useful information without trying to sell them something.

# 85%

of consumers regularly seek out content from trusted experts when considering a purchase.



Futures made of virtual

The bottom right corner of the image features several overlapping, semi-transparent geometric shapes. These shapes are primarily light pink and white, with some darker pink accents. They appear to be layered, creating a sense of depth and movement. The shapes are irregular polygons, some resembling triangles and others more complex polygons, all set against the solid red background.



# Anticipation

Sirkin Research is focused on conducting primary research and delivering rich data insights to guide better decision-making for businesses. Amalgamating the insights from their recent study on the impact of COVID-19 on marketing, Sirkin found that "digital touchpoints will see major investment increases."

As such it is anticipated and expected that 2020 will see a significant increase in budget for:

- virtual events,
- web content,
- webinars,
- video production, and
- social media

Tell exceptional stories

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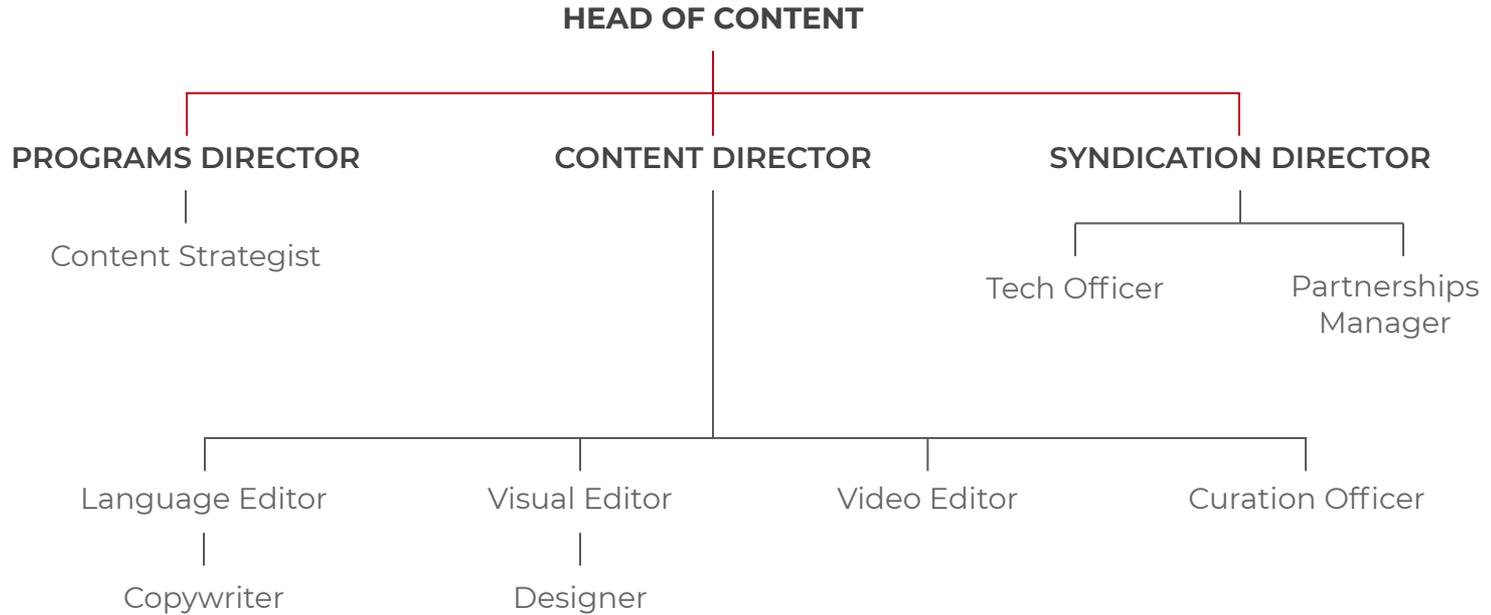
# Producing work that lives on mobile, online and the real world

More than ever, strategy, planning and mobility are key. Any digital experience should be consistent with people's offline experiences and make life better for them, not just more convenient for businesses.

SyndiGate treats the work and the medium for which it will be designed with as much care and strategy as we do any other. We do through this a combination of:

- hand-selected writers, creators and content producers, vetted through a rigorous, multi-step selection process;
- agility and flexibility of a bespoke content agency pursuing quality over quantity; and
- combining publishing experience cultivated at legacy publishing brands and elevating the brightest talents the region has to offer.

# A typical SyndiGate content team



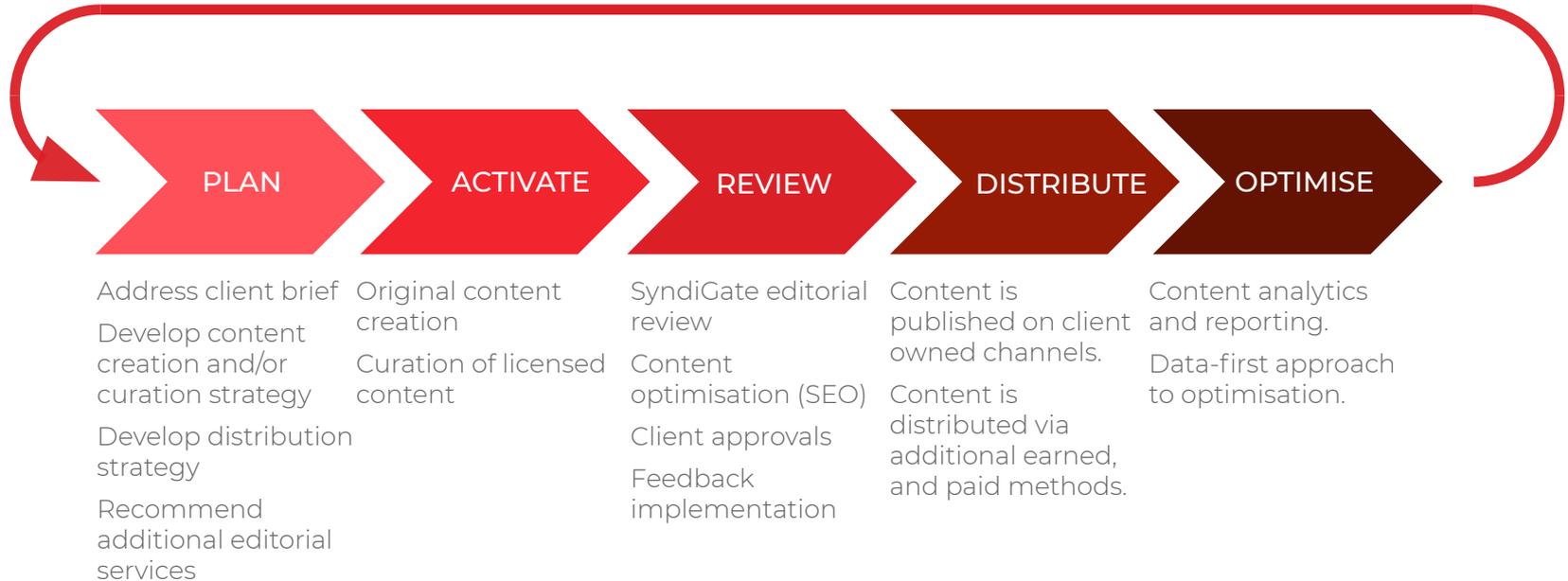
# About our team

Spread across four global offices, we come from different countries, cultures, and backgrounds, but are unwavering on one unifying mission: we want to inspire people to go beyond their cultural boundaries and experience what makes a place, its people and culture, special, unique and meaningful.

We tell stories, create content and help a culturally curious audience explore and experience our city, wherever they are, wherever they go; we design products and deliver amazing user experiences, combining technology and creativity to break new ground; we help people explore and plan their journeys, and strive to bring the world closer together.



# Simplified custom workflows



Why SyndiGate?

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# We do the hard work to make production easier for you

## Full-service talent selection and onboarding

- SyndiGate editors hand-select relevant content creators based on your content marketing and brand goals
- SyndiGate provides training and onboarding to the selected content creators, based on your specific brand needs

## Ongoing freelancer and project management

- Active freelancer network management to ensure sustained quality of our network
- SyndiGate editors manage the day-to-day operations of your new 'Newsroom'. Responsibilities include the facilitation of pitches & assignments, monitoring the adherence of brand guidelines, managing deadlines, copy-editing, and image selection.

## Back-office management

- Full back-office management of the third party content creator license agreements, payments, etc.



# Work with the highest quality content creators

Our global creative community enables us to create unique and authentic brand stories. With access to over 800+ local creatives, we can help brands access places and people in impactful ways.

Our network of creators produce unique and authentic brand stories from around the world, including articles, videos, photography, podcasts, illustration and animation.

Brands trust us to commission original content from written articles, photos, podcasts and video to original illustrations and animations. Our content distribution capabilities include on-site, newsletters, messaging and off-site in print and through social media channels and custom microsites.

**800+**  
CREATORS

**13+**  
INDUSTRIES

**60+**  
COUNTRIES

**30+**  
LANGUAGES

**40+**  
FORMATS

# SyndiGate Content Studio

Leverage an extensive network of expert and award-winning content creators.



## TEXT

- Snackable/Social
- Short form articles
- Long form articles
- Ghostwritten articles
- Feature articles
- Listicles/guides
- Q&As
- Blogs
- Recipes
- Copywriting
- UGC



## DESIGN

- Infographics
- Data Visualizations
- Micro-graphics
- Social graphics
- Illustrations
- Maps



## HIGH VALUE

- Whitepapers
- Slideshares
- E-Books
- Research
- Economic Journals
- Presentations
- Podcasts
- Music & Tracks



## PHOTO

- Social photos
- Studio shoots
- On-location shoots
- Event coverage
- Editorial/Stock
- Photo Essays
- UGC



## VIDEO

- Editorial Video
- Creative Video
- How-to Videos
- Animated Explainers
- Mini-Documentaries
- Social/Mobile Videos
- Influencer Videos
- Animated GIFs
- Cinemagraphs
- UGC



## INTERACTIVE

- Infographics
- Data Visualizations
- Decision trees
- Checklists
- Slideshows
- Quizzes
- Calculators
- Microsites
- Games

# Each piece of content we create is vetted stringently

## 🎥 Videos

- ❑ **Purpose:** The video tells a compelling story that isn't a glorified advertisement for the brand.
- ❑ **Approach:** The video shows more than it tells, with rich visuals rather than mere talking heads.
- ❑ **Editing:** The video has been edited tightly, with steady pacing. The video doesn't drag, and it's easy for the viewer to follow it from start to finish.
- ❑ **Cinematography:** Aesthetic elements, such as composition, lighting and cinematography, complement the story. Audio quality is solid as well.
- ❑ **Detail:** There has been strong attention to detail: title cards are spelled accurately; subjects interviewed on camera have been fact checked; long pauses in between subjects' sentences and "ums" have been cut.
- ❑ **Actionable:** The video drives the viewer somewhere else, where they take action, such as to the company website to learn more.

## 🎧 Podcasts

- ❑ **Story:** The speakers are exceptional storytellers and are comfortable with the podcast format. They speak clearly and conversationally. The discussion is engaging and interesting.
- ❑ **Editing:** The audio cues are well thought out, with music and sounds in the right places that signify the beginning, middle, end or any turning points in the story.

- ❑ **Topic** - is it unique, well written and showcases our expertise
- ❑ **Perspective** - has a non-generic POV with an interesting perspective
- ❑ **Contextual** - is it optimised for SEO and contains relevant links, assets and other multimedia that adds value and context for reader
- ❑ **Credibility** - elevates brand's reputation and its thought leadership in the industry
- ❑ **Concise** - copy is tight, avoids repetition and fluff and is grammatically correct
- ❑ **Factual** - backed by credible information that has been fact-checked
- ❑ **Actionable** - includes actionable takeaways that will impact how the reader behaves after reading it, inspires, surprises, or evokes an emotional response
- ❑ **Format** - is written or presented in such a way (via subheads, lists, bullets) as to be scannable so that readers aren't digging for relevant information
- ❑ **Style** - aligned with brand's editorial guidelines

# Get in touch

For more information on any of the services detailed in this presentation, please get in touch with:

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