



# WHAT I DID ALL YEAR

## **SOME 2022 PROJECTS**

SayWhat? Wrapped



[say-what.org](https://say-what.org)

5

new consulting engagements  
/direct clients

2

regular agency  
collaborations

COUNT-  
LESS

33

sponsored  
Linkedin ads

17

blog  
posts

9

messaging  
decks

7

positioning  
projects

6

case studies

4

ebooks

2

manifestos

1

participat-  
ion in an  
academic  
research  
project on  
copy-  
writing

zoom  
calls

# Direct clients

<b>Client</b> (not their real name, I'm under NDA)	Datatonic	ERPerienced	Accountubbl	Respond 360	Edge™Lord
<b>What they do</b>	Data strategy consultancy	ERP change consultants	Finance SaaS	CS/CX outsourcing	UK-wide data centers
<b>Project type</b>	First-ever positioning and content exercise (+ general marketing advice)	Quick'n'dirty messaging review	Full-on positioning exercise (during a phase of massive growth)	Campaign messaging and content	Repositioning around new edge capabilities
<b>(What they thought they needed)</b>	"some marketing"	"just a few headlines"	"a messaging update"	"a campaign"	"some website copy"
<b>How long it took</b>	over 8 months (it's an ongoing engagement)	2-3 weeks	2.5 months	c 6 months	c 2 months
<b>What they got out of it</b>	<b>Confidence</b> A brand identity and narrative (including problem statement); a sales deck; a product framework; thought leadership blog posts to take to market; a sales deck to use every day	<b>Reassurance</b> A better idea of their differentiator; a messaging framework (and a few headlines, too)	<b>Focus</b> A new narrative and clear direction for their marketing, thought leadership and how-to content	<b>Differentiation</b> a campaign strategy and messaging that hold up in a crowded market; a full suite of campaign content (manifesto, ebook, getting started guide, landing page, PR, social)	<b>Market insight</b> that helped them understand how their new capabilities would have to be packaged up and which pilot projects they'd have to pursue to gain credibility with their prospects

# Clients via agencies

Client (not their real name, I'm under NDA)	AlbaCore	Phloomp	Minotauros
What they do	Enterprise CRM	Intelligent Automation/Low-Code platform	Marketplace for industry-specific SaaS
Project type	ABM campaign into named enterprise accounts across Manufacturing, Financial Services, Healthcare.	ABM campaign into named enterprise accounts	Content re-write
Deliverables	ABM strategy and roll-out: digital assets for key decision-makers	ABM strategy and roll-out: digital assets for key decision-makers; event collateral	German-language re-write of longform assets that had missed the mark
For instance	a microsite detailing the existing relationship with the vendor - and new ideas for making the most of the existing investment	an email nurture flow detailing industry-specific use cases	3 ebooks explaining the why, what and how of a SaaS marketplace to a sceptical audience

# Absolute highlights

## About the project

The main goals of the project are to investigate an : (i.e. copywriting) that has not been studied before in approach will center practitioners' own reflexive ur and will expand scholarly understanding of linguistics the project are largely scholarly (e.g. conference pr (e.g. a digital archive for students). There are no a (or disadvantages) for participants' involvement in t

## Interview details

To start, I am seeking brand writers and copyw conversation about their professional practice and ca in learning about their writing processes as well a use/skill/creativity. Interviews will be recorded, and

... when a PhD student in linguistics shadowed me for a week and asked me lots of questions about my job.



... when I took time off in June to go to Venice for Biennale and to Bologna for the Cinema Ritrovato film festival.

## Thank you

Hi Irene,

I just want to say thank you so much. The deck looks amazing, your words must be close to absolute perfection.

You have our brand to a tee. You get it and you will help us build a wonderful story and brand.

Let's chat at some stage next week.

Thank you so much. You really are an amazing listener and have a wonderful talent.

... when I got this unexpected email from an MD one morning. They're obviously my favourite client now.



# IF YOU'RE IN B2B TECH AND NEED ANY HELP WITH...



## Positioning + Strategy

Finding a unique value proposition for your business and market



## Messaging

The most important things you need to say to make your audience listen up



## Content strategy

A plan for an editorial calendar and campaigns that build authority over time. For ABM, too.



## Copywriting

Writing your hero pieces - or creating briefs for the people who do

Get in touch:

[irene@say-what.org](mailto:irene@say-what.org)  
Positioning and  
Content for B2B tech

