

A group of people in a meeting, looking at a laptop and documents. The scene is dimly lit, with the primary light source coming from the laptop screen. Several hands are visible, pointing at the laptop and documents. One person is holding a red pen. The overall atmosphere is collaborative and focused.

CONTENT & STRATEGY THAT MAKE SENSE



Marketing

Technical Writing



Engineers and techies don't like to write – we get that. That's why we help technical businesses to produce the content they need. When you combine our strong engineering and marketing experience with our persuasive business writing skills, you've got yourself an exceptional technical writer. That's YO.

YO! Marketing helps businesses to grow through strategic writing that communicates value. Some of the collateral we write for our clients are:

“YO! Marketing did an excellent job of managing the design and development of our new website.”

Bill R, Safety Consultant

- E-books
- Whitepapers
- User guides
- Website copy
- Company brochures



Content Planning

Many businesses start a company blog. Then it stops. Perhaps there aren't enough resources, ideas or time. These are common obstacles to content marketing. Our passion is to stimulate content ideas and create content consistency for business owners. Think “Blog Alive”.

YO! Marketing helps businesses to generate a pipeline of content ideas that tackle hot topics, showcase company values and capabilities.

Starting with a content planning session, we support businesses that want regular content that is varied, valuable and authentic.

Marketing Strategy

Creating a strategy is often the part of any process that is overlooked. Many businesses jump into marketing activities such as social media and email marketing.

But that's like working with a blunt instrument. Knowing why you're doing what you're doing could be more important than what you're doing. That's why we help businesses create actionable marketing strategies.

YO! Marketing uses its depth and breadth of experience to craft marketing strategies that are based on all or some of these elements:

- Target buyer profiles
- Customer research
- Competitor analysis
- Market analysis
- Social media strategy



There's an app for that

GO YO™ is a web application for creating marketing plans. We created it and we use it with our customers. There is no marketing experience required to use the web app.

You are invited to try it for free. Please get in touch with us at info@yomarketing.co and we'll send you a link to the web app.



Photo Credit: Michal Wachucik//Abermedia

About the Founder

Yekemi Otaru has 12 years of experience in petroleum engineering, technical sales and strategic marketing roles. She is a published author and holds an MBA (Distinction), a BEng and MSc in Chemical and Petroleum Engineering.

In 2016, Yekemi was named one of 40 under 40 business innovators by Scottish Business News. She is a Certified Digital Marketer who works with start-ups, SMEs and large corporate organisations in the Software, IT, Engineering, Business Support, Recruitment and Oil & Gas sectors.

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Marketing

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