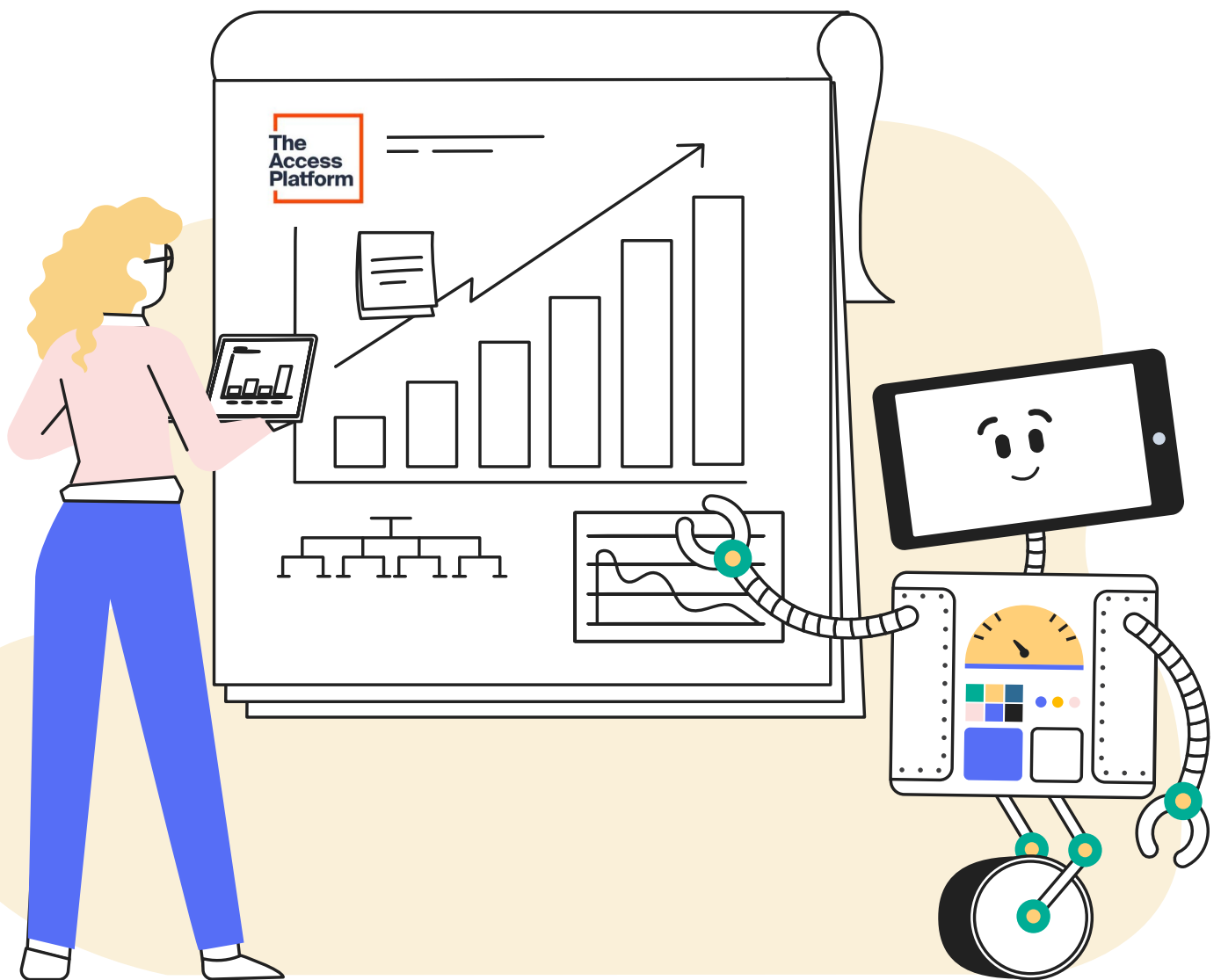


Distilling The Access Platform's unique marketing strategy



Crafting a successful marketing strategy isn't an easy feat. It requires careful consideration and introspection, as well as the expertise to shape something that will generate true success.

And so, often, it's something many organisations struggle with in-house.

That was the case for our client, [The Access Platform](#) (TAP), who reached out to Articulate at the end of 2020.



Who is TAP?

The Access Platform (TAP) is a SaaS organisation with success in both the UK and across the globe.

Their [Experience Communication Management](#) platform encourages authentic, experience-led content and 1-1 communications that aid student and graduate recruitment.

With such a unique and compelling product, they required a marketing agency to really bring their offering to life.



Looking for marketing coherence

While TAP did execute some marketing strategy foundations before their engagement with Articulate, they lacked a coherent approach. Their content and social media marketing efforts, while successful, weren't baked into a real strategy.

So, to help distil their true messaging and figure out a marketing roadmap, they reached out to three marketing agencies for help.

After weighing up their choices, the TAP team decided Articulate Marketing had the breadth of services, technology sector expertise and consultancy-led approach they were looking for.



Articulating a no-BS strategy

The Access Platform signed up for Articulate's marketing strategy plan, which included four two-hour workshops with Articulate's CEO, Matthew Stibbe.



'The sessions were really good. Matthew directs them very well, and there's real scope for genuine, thought-provoking discussions. It's actually amazing how much we covered within a few hours.'

Nik Higgins

Chief Growth Officer at The Access Platform



Off the back of these insightful workshops, our team of marketing copywriters created a variety of strategy documents, specifically tailored to TAP. These included:



Messaging platform (TAP's key messages)



Tone of voice guidelines



A market report with research into trends and developments in two key TAP markets



In-depth SEO keyword research



A six-month content marketing plan with dozens of title ideas for thought leadership content



A three-month email strategy plan



A three-month social media strategy plan

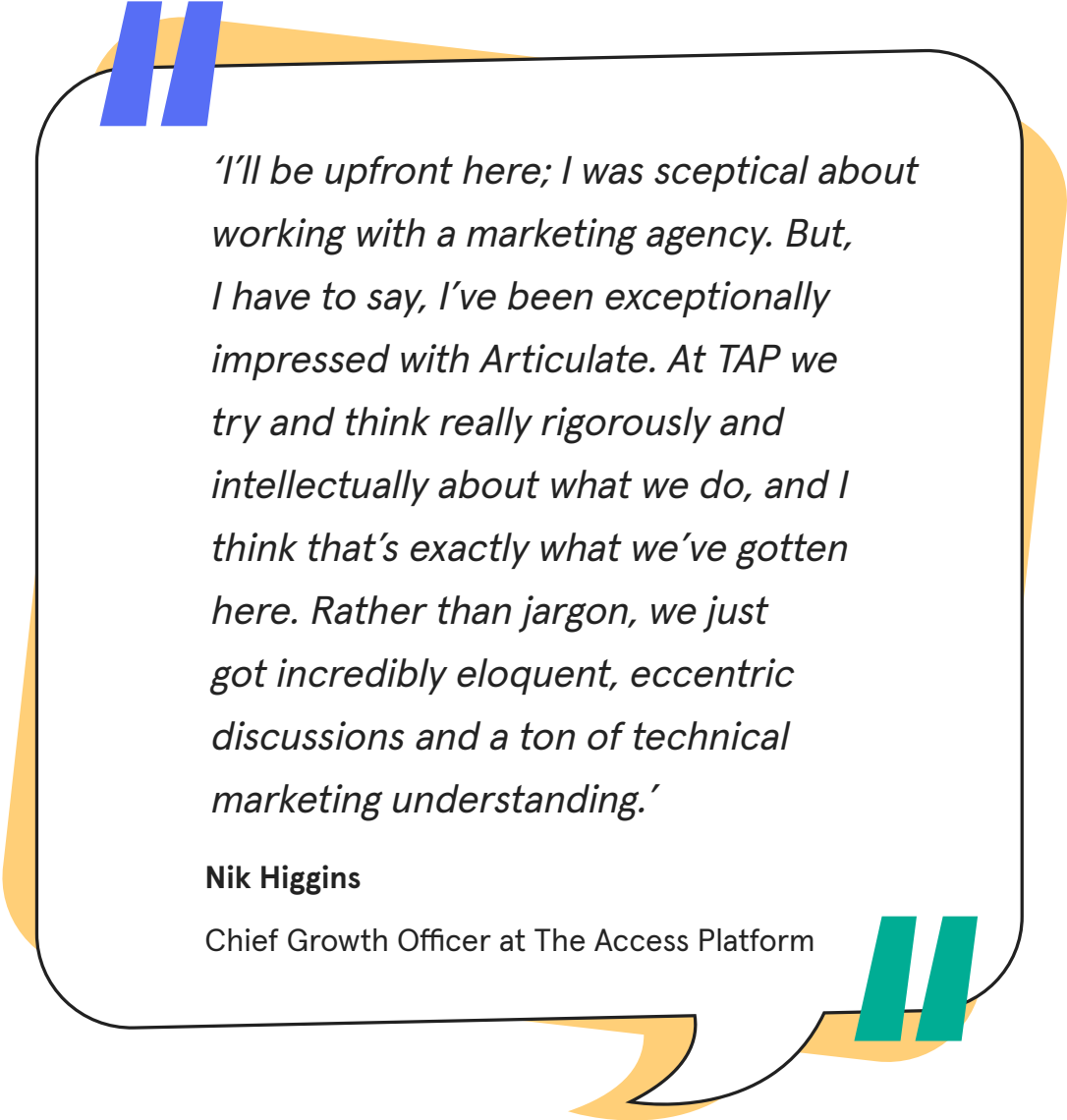
The Access Platform team were able to provide collaborative feedback within these documents and via a 'handover' session, helping to finetune the strategy and start embedding it into their own day-to-day work.

TAP plans to place the documents on their own internal 'Wiki' site to **encourage coherence, clarity and consistency** within their organisation.



Onwards and upwards

It's safe to say TAP have been very impressed with Articulate Marketing's strategy foundation work.



'I'll be upfront here; I was sceptical about working with a marketing agency. But, I have to say, I've been exceptionally impressed with Articulate. At TAP we try and think really rigorously and intellectually about what we do, and I think that's exactly what we've gotten here. Rather than jargon, we just got incredibly eloquent, eccentric discussions and a ton of technical marketing understanding.'

Nik Higgins

Chief Growth Officer at The Access Platform



But the fun doesn't stop here.

As a result of the strategy success, TAP have now signed up for an eagerly-awaited website template and relaunch, as well as an ongoing marketing retainer package.

We do have a feeling they'll miss the weekly 'eccentric' Matthew workshops, though...

