



CLIENT:

North Highland

“We sent the paper to 3,000+ recipients via email automation and all of the positive feedback and client meetings have started to roll in. We are so pleased with the final deliverables.”

Client Description

North Highland is a worldwide, employee-owned management consulting firm established in 1992 and is a founding member of Cordence Worldwide.

Project Description

North Highland approached A.wordsmith for assistance with creating in-depth documents showcasing the firm’s expertise. A.wordsmith created white papers, point-of-view articles, case studies and blogs based on executive interviews. These pieces offer thought leadership materials to be used in client sales presentations and are effective at opening doors with potential new business prospects. A. wordsmith navigated the complicated client landscape to ensure input from the proper contacts was incorporated, and that the most compelling aspects of the content were allowed to shine.

Key Results

- Customer Experience Whitepaper
<http://info.northhighland.com/customerexperience>
- Forbes Insights:
[http://info.northhighland.com/hubfs/Forbes Insights The Art and Science of Performance Improvement FINAL US.pdf?t=1470669409609](http://info.northhighland.com/hubfs/Forbes%20Insights%20The%20Art%20and%20Science%20of%20Performance%20Improvement_FINAL_US.pdf?t=1470669409609)
- Strategically Social Whitepaper:
<http://www.northhighland.com/insights/white-papers/strategically-social—the-untapped-influencer-modeling-opportunity>
- Doing More with Less Blog:
<http://blog.northhighland.com/doing-more-with-less-innovating-in-an-evolving-publishing-industry/>