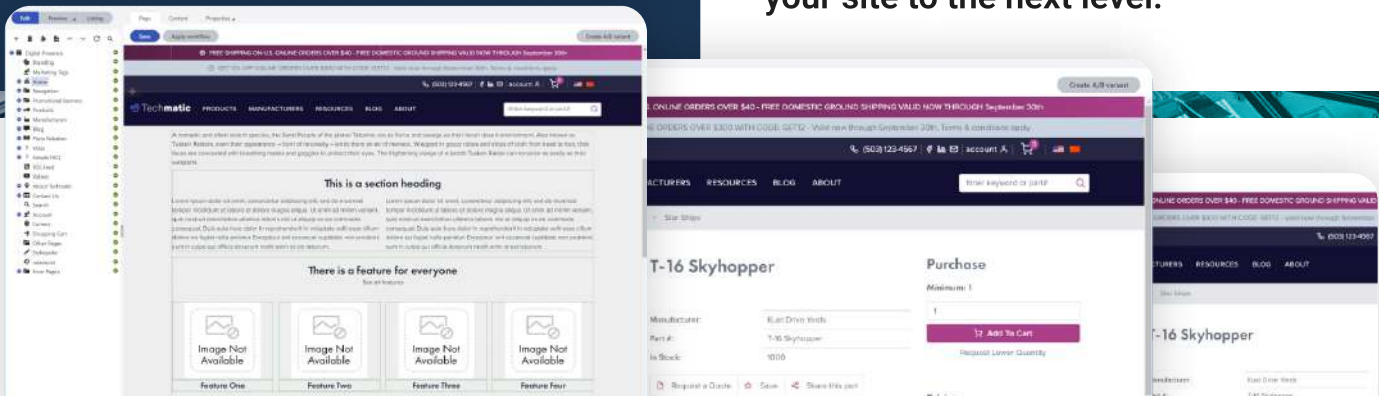


## Content Management

Reach your audience with ease with product descriptions, style guides, content migration, strategy, and copywriting that build your brand and sell your products. Our technical writers know that storytelling matters, no matter your business.

With years of experience working with electrical engineers and others across high-tech industries, we're trained to help you with the kinds of content you need. Our team of technical writers, editors, and engineers is dedicated to curating, assessing, managing, or even creating the content you need to take your site to the next level.



## Content Management Services Breakdown

**We're a specialist, not a generalist.** That means we build a comprehensive, electronics industry-specific digital presence that acquires, engages, and converts buyers. We emphasize digital interaction with a scalable, strategic approach that prioritizes the user experience, analytics, content management, and functional design. Because our design and content teams work primarily in the electronics industry, we deliver the kind of industry-specific solutions that no one else can. By offering service and continued support, we streamline the process of growing your digital presence and meeting your business objectives.



### Content Migration and CMS Training

EETech is up to the task of migrating all website content from your current CMS into a new CMS, a massive undertaking that requires exhaustive and meticulous planning. Then, let us support you by training your team.



### Content Assessment and Gap Analysis

We'll help wrangle and revise existing content based on a comprehensive content analysis that examines competitor sites, identifies areas for improvement, and strategizes a custom plan for your company.



## Content Curation and Management

Let us upgrade your site, newsletter, or other in-house publications with a custom editorial calendar and articles specially curated from your existing content reserves or outside sources.



## Content Creation and Editing

Become a resource for your customers with fresh content, including expertly written blogs, white papers, or revamped messaging. Our team also loves a challenge, so rest assured that we can execute whatever custom content project you can dream up. Or, if you're struggling to decide, let us help strategize a content solution that gives your buyers a top-notch experience!

# The EETech Difference



## We Mind the Gaps

Often, site owners don't know what they don't know. Let EETech elevate your site by performing a content gap analysis, which identifies areas for improvement based on your goals.



## We Have the Expertise

Our diverse team of writers and editors has the breadth of experience to tackle any content project you might have because we know your industry and audience. We aren't your run-of-the-mill writers. Instead, we offer solid writing backed by technical expertise.



## We're Passionate About Collaboration

EETech's content experts work hand in hand with engineers, designers, project managers, and developers to provide a comprehensive content management plan for you. We're highly flexible and love the challenge of finding personalized solutions to differentiate you from your competition.



## We'll Help Tell Your Story

Words matter, and whether you're speaking to an audience through product descriptions or a beautifully designed and written internal magazine, we'll help you put pen to paper.

## Getting Started

Ready to get started? View the [Content Management page](#) on our site, contact our solution managers at [sales@EETech.com](mailto:sales@EETech.com) to learn how we can meet the needs of your customers, or visit [EETech.com](http://EETech.com) to learn more.