

### Value at a glance

- Regular, consistent messaging to drive awareness and credibility
- Case studies to showcase customer successes
- Outsourced content allowing company focus on strategic marketing

### AN INNOVATIVE APPROACH TO ACCESS CONTROL

SALTO develops complete access control solutions leveraging the latest in wireless technology, cloud management and mobile security. Their aesthetically designed electronic locks and devices are found everywhere – from government and educational institutions to hospitals, hospitality properties, corporate spaces, and multi-residential complexes.

As part of an organisation with its global headquarters in Spain, SALTO's ANZ marketing team is responsible for local marketing initiatives, which include communications to a large partner channel, architects and consultants, and ultimately end user customers. This communication, needs to be relevant, regular and consist of high quality content.

### CONSISTENT COMMUNICATION IS THE KEY

Josie Rae, Marketing Manager ANZ for SALTO understands the value of salient, consistent communication as a part of her marketing strategy. The more that her target audience sees SALTO, reads about its leadership and customer success stories, the more the brand is strengthened. But with a full marketing portfolio to manage, she realised very quickly that extra hands would be needed on deck.

Having used Words2Win in a previous role, she approached Carol Benton about creating localised content for SALTO. Words2Win provides two pieces of content every month for SALTO, which are published in specialist industry media (including The Urban Developer), and distributed through social channels and the company's own website. The communication project with Words2Win was so successful in its first year that Josie had no hesitation in extending it.



Engaging Words2Win to develop a long-term schedule and produce written content monthly, enabled me to focus on the company's marketing strategy and expand our tactical initiatives.



## MAKING THE CASE

SALTO's projects produce a lot of interesting case studies, which are a great medium for sharing the narrative of how their innovation enhances the customer experience. In writing SALTO articles, case studies and e-guides, Words2Win manages the production process completely. Carol takes care of the interview, seeks draft approval from the client and finalises the work flow with content approved for 'sell-in' to publications and advertising mediums. In safe hands

Carol quickly grasps the technical concepts, and is able to 'boil down' the benefits and challenges to organisations, highlight the emotive aspects, before explaining solutions in language suitable for SALTO's audiences.

For Josie, the decision to use Words2Win has been one she's delighted she made. Knowing that SALTO's content is in 'safe hands' frees up her time to focus on the strategic aspects of bringing SALTO's innovative products to the ANZ market.



Entrepreneurial, as well as technology and business savvy, Carol doesn't need an elaborate brief, though she does reach out for clarification if required.

She has a no-nonsense-get-it-done approach and is a lovely person to deal with.

Changes are never a problem.

