

A large satellite dish antenna is positioned on the left side of the frame, set against a dramatic sunset sky with hues of orange, red, and blue. The sky is overlaid with a white network diagram consisting of several nodes connected by thin lines. The main text is centered in the upper half of the image.

Build your reputation as experts



MEMETIC COMMUNICATIONS

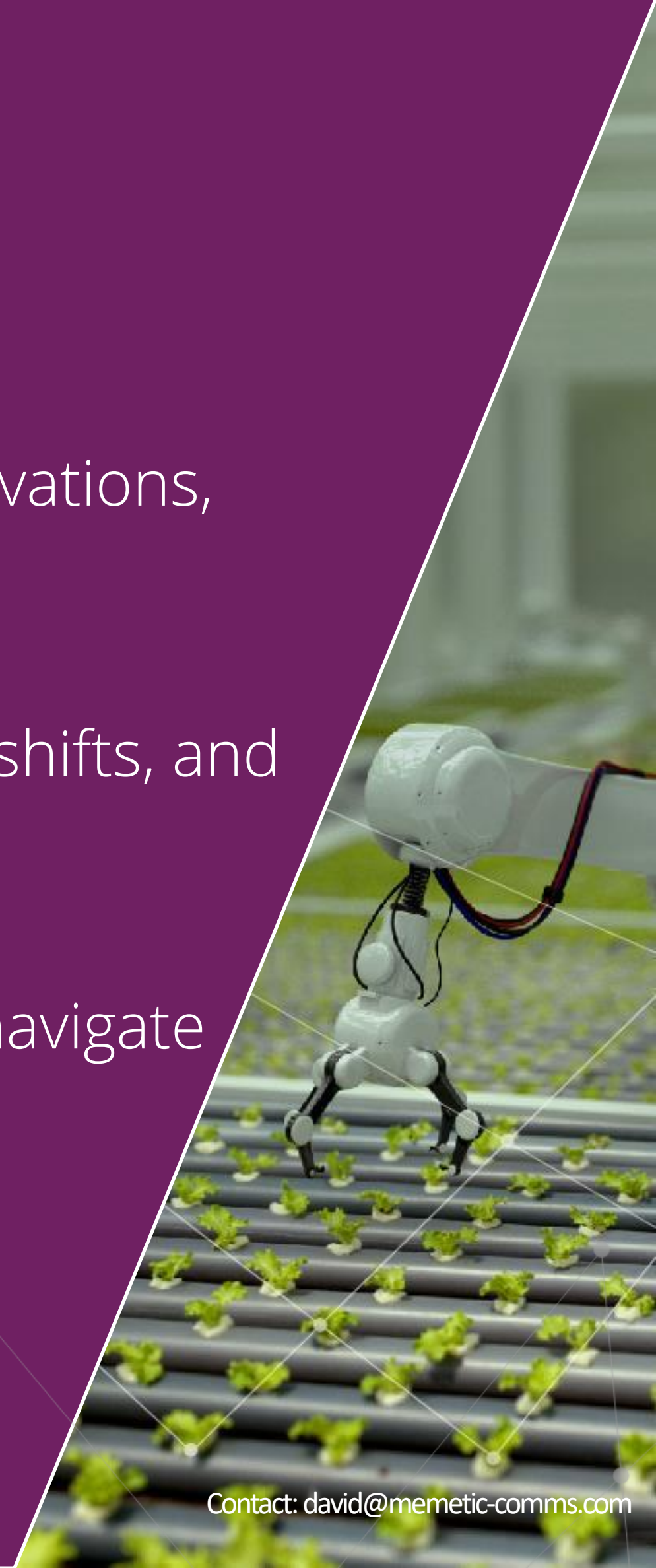
Your customers face unprecedented change

They want to stay up to date on their industry trajectory, innovations, opportunities, and threats

But they struggle with the complexity of constant technological shifts, and are overwhelmed with low-quality information

They want to hear from experts they can trust to help them navigate the choppy waters ahead

We make you that trusted expert



Thought leadership
is the best way to
position your
company as a
trusted expert in a
complex world

“Consistent, high-quality, and engaging content **impacts audience decision-making** more than any other technique”

Hubspot

“64% of B2B buyers say an organisation's thought leadership is **more trustworthy** for assessing capabilities and competency than marketing materials”

LinkedIn/Edelman

But...

Quality thought
leadership in complex
industries takes time
and skill

“71% of decision-makers say **less than half** of thought leadership they consume gives them valuable insights”

“**Only 29%** of CXOs believe their *own* content is very good or excellent”

LinkedIn/Edelman

This is where we come in



- We draw on *expert interviews*, *audience conversation analysis* and *industry research*, to turn your expertise into *relevant insights* on the issues buyers of innovative technologies care about.
- We turn these insights into content aligned to the *right formats and channels* for your audience.
- We *deliver it over time*, across multiple targeted channels (content, media, social), to build your reputation as experts, and start high-value customer conversations.

We offer three 'programmes' to establish your reputation, start conversations with forward-thinking customers, and shift the thinking of those who still need persuading.



Three programmes

Our three complementary programmes give businesses at different stages of their journey everything they need to become trusted experts in their industry. Bespoke options also available.

Programme 1: Tell your story

An inspirational company story makes everything easier – from content, to PR, to sales, to internal comms and hiring. We draw out what is unique about your offer, understand what your audience cares about through research, and create (a) a set of messages and (b) an inspiring narrative that sets your offer in the context of your customers challenges.

Timeframe: 2 months

Project cost: From £3,500

Programme 2: Build original thought leadership

We help you develop really insightful content – usually a ‘Hero Content’ report – that says something truly valuable to your audience, informed by your expertise, our research, and insights from independent experts (from our network of thousands). This can be a standalone asset for lead gen, but also a repository of original insights and expertise to elevate the quality of your marketing, PR, and social media content.

Timeframe: 2-3 months

Project cost: £3,000-10,000 (dependent on report depth, number of expert interview, additional research)

Programme 3: Build an expert brand

Using insights from Programme 2 and ongoing conversations, we deliver communications programmes that build your reputation as trusted experts. Through a programme of blogs, media relations, and social media, we consistently project your expertise across the channels your audiences trust, engaging buyers with actionable solutions to their challenges, and building credibility with those who might buy in future.

Timeframe: Ongoing

Monthly fee: £2,000-£5,000 per month (dependent on activity levels)

Why Memetic?



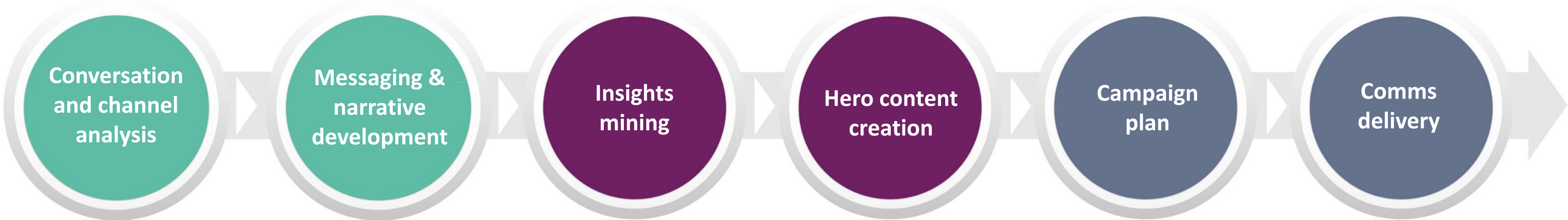
1. **Advanced data tools** to analyse 150 million online conversations to generate relevant insights into what your audiences care about.
2. **Network of thousands of academic and industry experts** we can tap to deeply understand your market and generate additional insights for your content.
3. **Highly experienced research and writing team** who get the best insights from your experts (even the technical ones) and use them to create brilliant content.
4. **Dedicated delivery experts** who turn your core insights into quality blogs, targeted media opportunities, and beautifully-presented visuals, videos, and ad creatives, all aligned to how your audiences like to receive information.
5. **Senior strategic thinkers** on every account who guide on evolving audience challenges and push you to continuously communicate with intelligence and precision.

What it looks like in practice



MEMETIC COMMUNICATIONS

How it all works together



We analyse online B2B conversations to understand audience interests, priorities, and the channels they trust for information.

We create a compelling story which frames your capabilities squarely within your audience's challenges.

We interview your experts to unlock the insights that will make you an industry leader. We add original data and market insight from bespoke surveys and our vast network of experts.

We combine these insights to create powerful market-shaping reports and content hubs.

We develop a campaign plan to push insights to audiences over the channels they trust - considering SEO, PR and organic/paid social - to stimulate short term lead gen and long-term expert reputation-building.

We execute the plan, regularly turning your insights into blogs, media articles, and social content, to consistently demonstrate your expertise to customers.

Tell your story

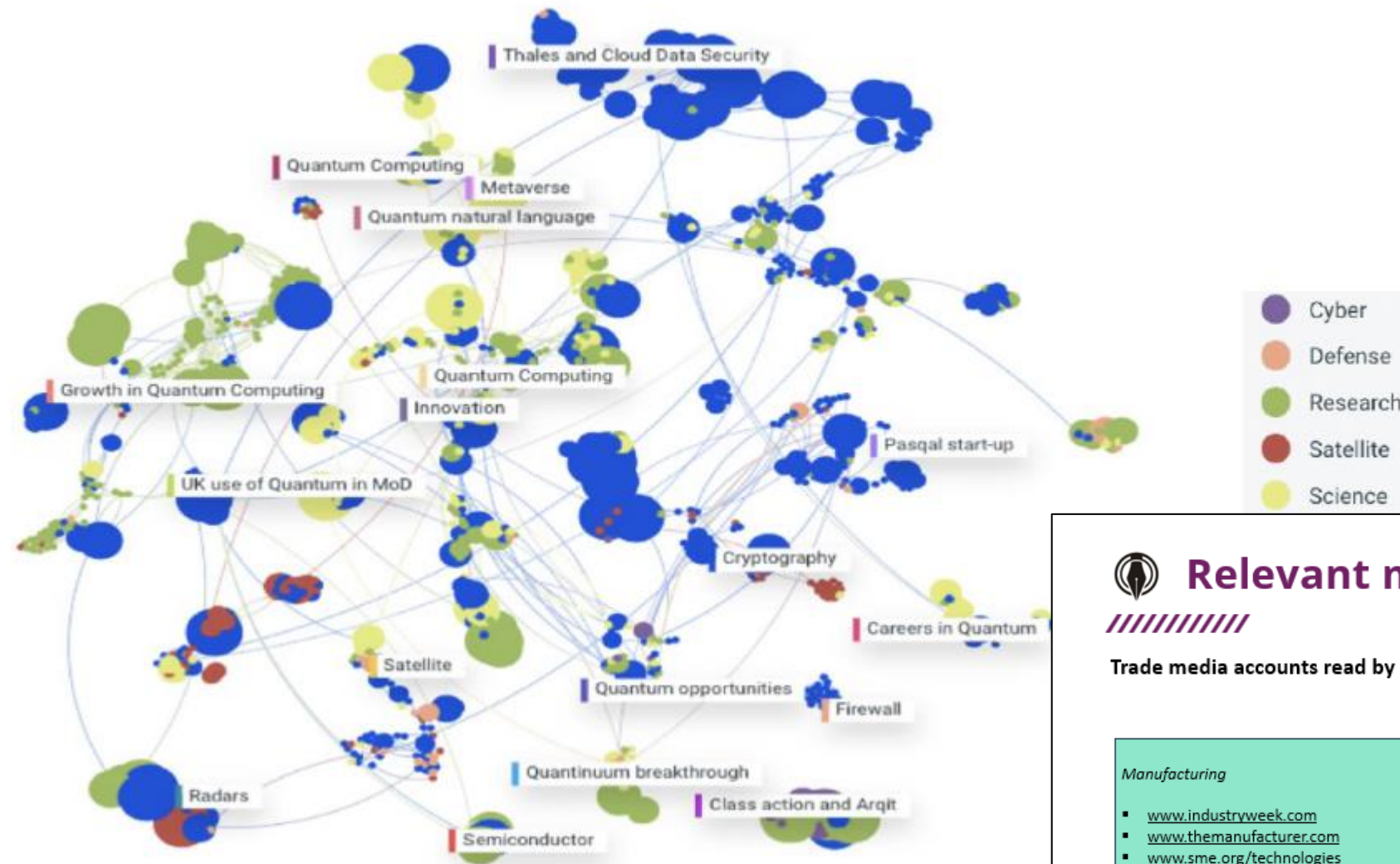
Build original thought leadership

Build an expert brand

Audience conversation and channel analysis



Quantum conversations by commercial area



LinkedIn audience



By profile

- Location: Global
- Job titles

By company

Aerospace and Defence	
Boeing (American)	
Gulfstream Aerospace (United States)	
Cessna Aircraft Company (United States)	
General Dynamics (United States)	
Textron Aviation (United States)	
Bombardier Aerospace (Canada)	
Bell Helicopter (United States)	
Sikorsky Aircraft (United States)	
Airbus (Europe)	
Rolls-Royce (Britain)	
Saab AB (Sweden)	
Dassault Aviation (France)	
Pilatus Aircraft (Switzerland)	

Twitter audience



Top Twitter accounts followed by people interested in aerospace and defence

Targeted

- Boeing @Boeing
- Airbus @Airbus
- Lockheed Martin @LockheedMartin
- Boeing Airplanes @BoeingAirplanes
- GE Aerospace @GE_Aerospace
- Aviation Week @AviationWeek

- Aerospace Industries @AIAspeaks
- SME @SME_MFG
- Honeywell Aerospace @Honeywell_Aero
- Rolls-Royce @RollsRoyce
- Flight Global @FlightGlobal
- Manufacturing.net @MnetNews

Broader

- The Engineer @TheEngineerUK
- Department for Science, Innovation and Technology @SciTechgovuk
- Department for Business and Trade @biztradegovuk
- Gartner @Gartner_inc
- Foreign, Commonwealth & Development Office @FCDOgovUK
- Deloitte @Deloitte
- Accenture @Accenture

Relevant media



Trade media accounts read by people interested in aerospace and defence

Manufacturing

- www.industryweek.com
- www.themanufacturer.com
- www.sme.org/technologies
- www.manufacturing.net
- www.theengineer.co.uk
- www.thebusinessdesk.com

Supply chain

- www.supplychainbrain.com
- www.sdexec.com
- <https://supplychaindigital.com>
- <https://www.logisticsmgmt.com>
- <https://www.scmr.com>
- <https://www.inboundlogistics.com>
- <https://www.computerweekly.com> (interest in cyber security in supply chain)

Aerospace

- aviationweek.com
- ainonline.com
- www.flightglobal.com
- www.aero-mag.com

Defence

- www.defensenews.com
- www.thinkdefence.co.uk

Messaging



“Imperial Business Partners has a complex, high-value proposition for innovative, technology driven organisations across multiple sectors. But the wide-ranging value we offer makes it hard to articulate quickly and clearly.”

Memetic helped us step back, think about our value in terms of the audience needs, and combine our deep expertise and capabilities into a comprehensive story. From there, they helped us build the layers of evidence to bring the IBP programme to life, from explaining our own work simply, to gathering data on industry challenges to ensure the overarching narrative hits home.

The outputs have now filtered into the content we use to engage clients, and into the way we communicate across the organisation.”

Chris Parker, Imperial College London

The narrative has helped elevate our entire communication and sales message to senior audiences.”

Dr John Godfree, Head of Consulting, Capgemini Engineering

Hero content



“The report has been a valuable lead gen and marketing tool. But the narrative has been even more valuable, as it’s elevated our entire communication and sales message. We recently won a significant pitch which drew on the insights Memetic helped us articulate”
Dr John Godfree, Head of Consulting, Capgemini Engineering

Sample reports for Memetic clients:

CONNECTED KERB
How to meet the UK's EV charging needs by 2030

Reaction Engines
Further, better, faster, longer.
Why improved thermal management of batteries is critical to the EV business case.

With thanks to the following contributors:
• Josh Denne, Head of SME Programmes, Advanced Propulsion Centre, UK
• Professor Greg Offer, Professor in Electrochemical Engineering, Imperial College London
• Simon Dunnett, Electrification and Energy Efficiency Solution Manager, HORIBA MIRA
• Dr Yura Sevenco, Technology Development Manager, Reaction Engines

THE CLINICAL TRIAL OF THE FUTURE
Capgemini engineering

FUSION
INDUSTRY ASSOCIATION
The Fusion Industry Supply Chain:
Opportunities and challenges

A microplastic-free future for seed treatments
Croda, September 2022

As new microplastics legislation transforms agriculture, what does the future hold and how do we get there?

incotec
the seed enhancement company

CRODA

Special Report
09, 2020
©Eseye Limited

eseye

Limitless possibilities:
Delivering disruption with IoT
IoT will fundamentally change business and the economy. Here's how to become one of the disruptors.

Campaign plan (illustrative)



Six month campaign plan



Based on conversations and budgets, we propose assets be deployed as follows, with reviews to assess success, and adjustments made accordingly. Measures of social success should include relevant views, engagements, and report downloads (trackable through LinkedIn/Twitter online Campaign Manager platform and/or site analytics). Measures of media success will include traffic and downloads, but also subjective assessment of having placed a good article in a relevant publication.

	August	September	October	November	December	January
Paid LinkedIn	Ongoing Lead Gen campaign – £300 monthly budget. Monthly review call. Use two LinkedIn ad creatives provided, in parallel, each driving to Hero Content landing page					
Organic LinkedIn	*Report Post 1 *2 x industry insight posts	*Report Post 2 *2 x industry insight posts	*3 x industry insight posts	*Report Post 3 *2 x industry insight posts	*3 x industry insight posts	*Report Post 4 *2 x industry insight posts
Blog	*Report blog 1	*New blog - subject matter expert interview	*Report blog 2	*New blog - subject matter expert interview	*New blog - subject matter expert interview	*New blog - subject matter expert interview
Paid Twitter		£300 Fixed cost campaign using Twitter ad creative		£300 Fixed cost campaign using Twitter ad creative		
Media	Report press launch	Ongoing pitching of op eds based on report insights to agreed target media titles Monthly call with subject matter expert to uncover new expert insights to pitch to media Pitching news stories as they arise				

Memetic created **highly credible, well-researched content** that delivered long-term value across media, sales and marketing channels, helping us engage decision-makers making high-value, long-term investments."

Chris Pateman-Jones,
CEO, Connected Kerb

Multi-channel delivery



Connected Kerb
11,763 followers
10mo •

Our report "How to Meet the UK's EV charging needs by 2030" made some key recommendations on what local authorities need to think about if a full EV transition is to become a reality. ...see more

Key recommendations for local authorities

- Think big**: The only way to meet EV targets will be to move from 10s to 1000s of charging points
- Focus locally**: Conduct local research to truly understand where charging can best benefit users
- Plan to scale**: Develop financing models that encourage investment in large scale, long term deployments
- Go deep**: Deploy core underground network of charging points in residential areas
- Knowledge is power**: Develop education campaigns to encourage EV uptake
- Take others on the journey**: Engage stakeholders to deliver long term goals of accessibility
- Mix it up**: Proactively target high-use vehicles with charging points
- There is no Plan(et) B**: Make sustainability and durability a priority



AI is driving patient centric medtech innovation: How do we get it right?

BY JAMES HINCHLIFFE 2 MARCH 2020 08:30

Following the publication of *Tessella's white paper, Patient Centric Healthcare - The Role of AI and Data Science*, Dr James Hinchliffe, senior consultant, comments on the effect AI and patient centric healthcare is having on medtech innovation.

Eseye

THE FUTURE OF IOT
IoT Insights from 11 Industry Experts

READ REPORT

The Future of IoT Report | Eseye
eseye.com • 1 min read

"This report provides our in-house marketing team with lots of quality content, ensuring our digital and social channels consistently project Eseye as thought leaders."
David Langton, SVP Marketing at Eseye



Overnight charging key to unlocking EV market, says report

Nearly 90 per cent of non-EV owners would be encouraged to buy one if they had access to overnight charging, according to a new report.



Overnight charging essential for EV adoption

Fusion Industry Association @Fusion_Industry · Jul 20, 2022

Reliance on fossil fuels demonstrates that the world desperately needs new clean energy options. Read our full 2022 report to find out how the global fusion industry has rapidly expanded over the past year to achieve fusion as a clean energy reality. fusionindustryassociation.org/about-fusion-i-...

CHANGE SINCE 2021 SURVEY

- 2.83bn declared in new funding since last survey
- \$2.03bn total secured at time of 2021 survey²
- 139% increase in funding since last year's report
- 33 responses vs 23 in 2021
- 8 companies founded or emerged from stealth mode

Fusion Industry Association
3,988 followers
3w •

Today, the FIA released its 2023 Global Fusion Industry Report, showing continued investment in the sector and confidence in achieving commercial fusion in the next decade. ...see more

The global fusion industry in 2023
Fusion Companies Survey by the Fusion Industry Association

From the FIA - Fusion Industry Association
fusionindustryassociation.org • 1 min read
You and 194 others
5 comments • 37 reposts



First nuclear fusion plants to need \$7 billion supply chain, survey shows

By Timothy Gardner
May 17, 2023 12:15 PM GMT+1 • Updated 3 months ago



Nuclear fusion: why the race to harness the power of the sun just sped up



Client list Case studies Testimonials



Our clients



QINETIQ

Capgemini  engineering

CRODA

FUSION
INDUSTRY
ASSOCIATION

**Imperial College
London**

NPL 
National Physical Laboratory

 **QUANTUM
COMMUNICATIONS
HUB**


CONNECTED KERB

 **Reaction
Engines**

eseye

 **Lloyd's Register
Foundation**

Fusion Industry Association: Shaping an emerging industry



Objective:

Showcase the fusion industry's potential to governments, investors, and the public, in order to shape future policy and investment decisions in the interests of fusion.

Approach:

- Created a survey of private fusion companies around the world.
- From an analysis of responses, created a report that delivered **original insights** into fusion funding, technology advances, and commercial timescales.
- To reach and influence business, government and investors, the report was **launched to business and engineering media**, and used for public affairs activities.

Impact:

- Ongoing coverage including in the Financial Times, The Wall Street Journal, The Times, Time, the New York Times, and trade publications.
- Data charts provide ongoing social media thought leadership. Insights widely used in presentations and speaking slots, sparking interest and discussions in energy and government circles.
- Several new members have joined the FIA
- Report produced annually since 2020, becoming an anticipated event in fusion.

"Our reports shape funding and policy decisions for the emerging fusion industry. Media launches generate global coverage, and are regularly cited throughout the year"

**Andrew Holland, CEO,
Fusion Industry
Association**



Connected Kerb: Changing thinking on EV infrastructure



Objective:

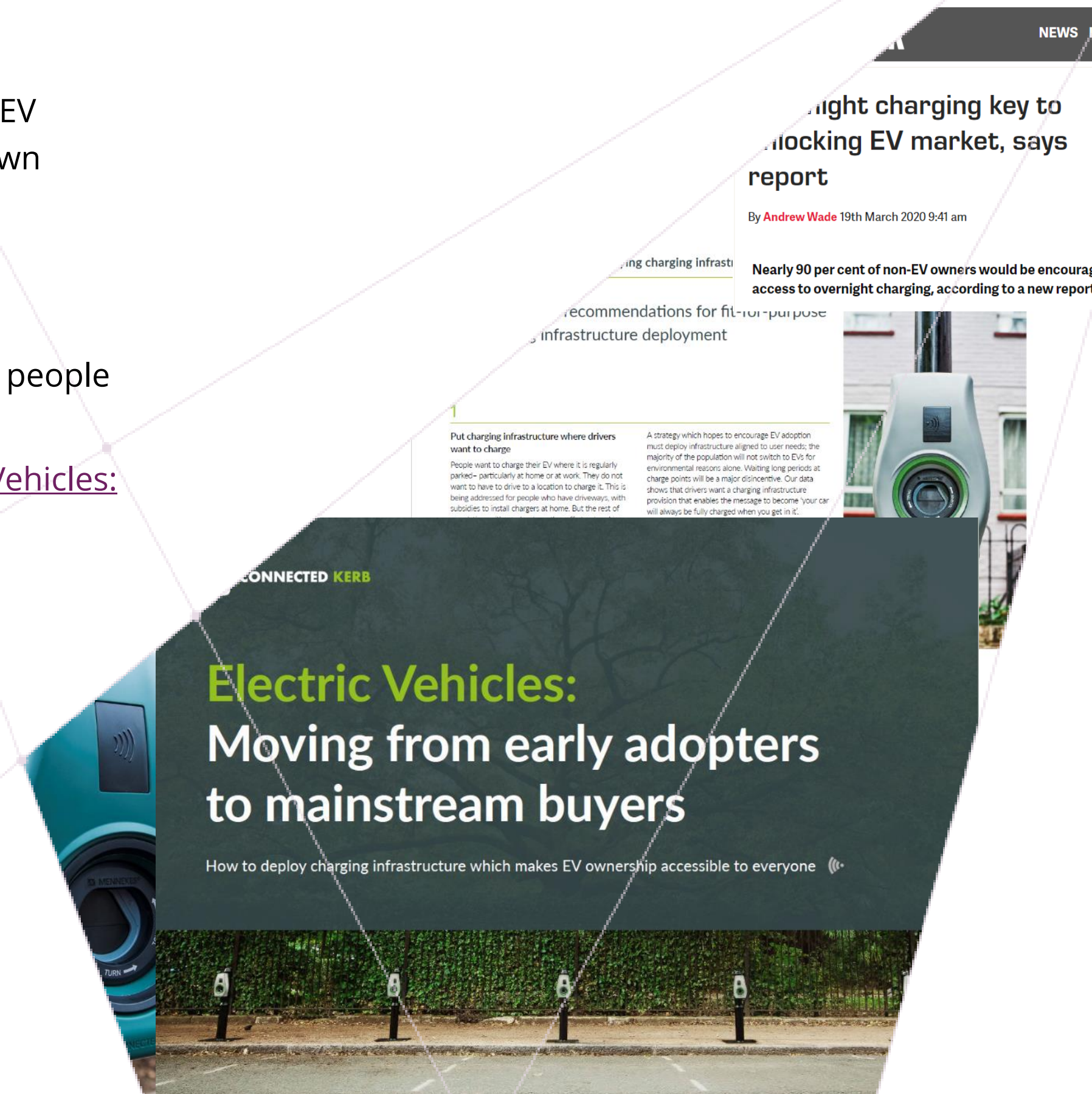
Back in 2020, Connected Kerb had just been formed with a new proposition for on street EV charging. To open their market, we needed to shift local authority focus from primarily town centre fast-charging towards on-street residential charging.

Approach:

- Conducted survey of how EV drivers prefer to charge their cars, **building evidence** that people were more likely to switch to an EV if they had overnight charging near their home.
- This data, alongside interviews with EV experts, was used to create the report [Electric Vehicles: Moving from early adopters to mainstream buyers](#).
- Report launched to local authorities via sales outreach, trade media, and webinars.

Impact:

- Trade coverage including [The Engineer](#), [Fleet World](#), and [Current News](#)
- Two webinars attracted over 100 Local Authority decision makers
- 170 Local Authority downloads in first month
- 100s of existing prospects engaged through direct outreach
- A noted shift in thinking and investment in EV charging since
- Connected Kerb now one of EV charging's biggest players.



Croda: Projecting expertise in the seed industry



Objective

Croda and its agrichem subsidiary, Incotec, wanted to lead discussions on important emerging topics in the seed industry, and use this to start conversations with customers.

Approach

- Through an **analysis of industry conversations**, we identified two highly relevant themes for this niche audience – microplastics and biological formulation.
- Working with Croda experts, customers, and third party experts, we researched and developed two **high quality reports** on these topics
- Croda's marketing team ran a two month campaign for each, including paid LinkedIn, press, email, and social. Memetic provided the content to support these.

Impact (Microplastics Report)

- Press campaign generated coverage in specialist trade press including [Agropages](#), [SeedQuest](#), [SeedToday](#), [Floraldaily](#)
- Paid LinkedIn campaign saw above average engagement: click through rate of 6.4% (vs 0.4% LinkedIn benchmark); engagement rate of 15.9% (vs 0.54% benchmark).

"In a meeting with [customer] Syngenta, we heard the whitepaper is circulating widely and they appreciate us 'being *THE* thought leader in the industry'."
Incotec Field Crops Sales Manager



**Formulating
Biologicals for
Agriculture**
Croda, March 2022



**A microplastic-free future
for seed
treatments**
Croda, September 2022

“The work Memetic delivers on complex topics is second to none. They bring a lot of knowledge and expertise to the table to help understand our audiences and their challenges, and what we can say to impress them.

As a result, everything we put out is well-researched and well-written, and gives us a position of authority and expertise.”

Julian Fowler, Global Marketing Director, Capgemini Engineering

To discuss, contact:

David Lewis

Director at Memetic Communications

david@memetic-comms.com

07708 099884

Book a call: <https://calendly.com/david-memetic>



MEMETIC COMMUNICATIONS