

B2B BRAND STRATEGY



As a marketing manager with a keen eye for brand building and a knack for helping small businesses scale online, I found myself facing an exciting challenge when I joined WinPure, a leading data quality solution provider. The company had a remarkable product, but their brand awareness was limited, and they needed a fresh strategy to attract new leads and establish themselves as industry thought leaders.

I created a webinar strategy to drive their social growth and increase brand awareness. Additionally, I worked on an SEO cluster strategy to drive organic traffic to the website. The overall content strategy was guided by the principles of integrated marketing as well as of content distribution and promotion.

MANAGE WEBSITE FUNCTIONALITY AND CONTENT

A screenshot of the WinPure website. The header features the WinPure logo on the left and a navigation menu with links for Products, Services, Solutions, Resources, About Us, and Contact Us, followed by a blue 'Download' button. The main content area has a dark blue background. On the left, it says 'HIGHEST RATED DATA MATCHING SOFTWARE' in white, followed by 'NEW v8 CLEAN & MATCH ENTERPRISE' and a description: 'Fastest and Most Accurate Data Matching Solution. Uncompromising Accuracy. Unparalleled Speed. Try it FREE today and discover why its rated #1.' Below this is a blue button that says 'Download Free Trial - No Credit Card Required'. On the right, there is a video player showing a group of people and the text 'WinPure CLEAN & MATCH INTRODUCTION'. Below the video player, there are logos for Windows 10, Windows 11, Windows Server, Microsoft Azure, and AWS. At the bottom of the page, a white banner reads 'GLOBAL LEADER IN DATA QUALITY SOLUTIONS FOR BUSINESSES OF ALL SIZES.'

TURNING YOUTUBE INTO A KNOWLEDGE HUB WITH WEBINAR & VIDEO STRATEGY

The banner features the WinPure logo on the left and the text 'WinPure™' in large white font on the right. Below the logo is a white pill-shaped button with the text 'DATA MANAGEMENT KNOWLEDGE HUB'. To the right of this button is another white pill-shaped button with the text 'Exclusive webinars, trainings, and process guides'. On the far right is a red 'Subscribe' button with a white play icon and a small blue 'in' icon.

WinPure Data Management
@WinPureDM 258 subscribers 67 videos
WinPure is a global data quality software company dedicated to helping bu... >

Customize channel Manage videos

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Videos ▶ Play all

- Automated Data Cleansing - 5 Easy Steps wit...**
42 views • 2 days ago
- Enhancing Healthcare Data Quality: Tackling Critical...**
24 views • 9 days ago
- Mastering Marketing Data Quality with WinPure's No...**
40 views • 1 month ago
- Dirty Data Challenges & Strategies You Can Use NOW!**
28 views • 1 month ago
- The Dangers of Dirty Data: Causes & Solutions with...**
67 views • 6 months ago

The video player shows a woman speaking on the left and a software interface on the right. The interface has a blue header with the WinPure logo and 'Clean & Match Enterprise'. Below the header are three icons: a plus sign for 'New Project', a circular arrow for 'Import Data', and a square with a plus sign for 'Open Project'. Below these icons is a section titled 'Getting started with WinPure™ Clean & Match Enterprise' with a play button icon. At the bottom of the video frame is the text 'A No-code data quality solution' with a red 'SUBSCRIBE' button.

Mastering Marketing Data Quality with WinPure's No-Code Solution

WinPure Data Manag... 258 subscribers

Analytics Edit video

2 | Share | Download

SEO CONTENT CLUSTERS TO DRIVE TRAFFIC AND LEAD GENERATION



Products ▾ Services ▾ Solutions ▾ Resources ▾ About Us ▾ Contact Us [Download](#)

[Data Integration for Matching](#)

[Data Matching for De-duplication](#)

[Data Matching for Customer 360 View](#)

[Entity Resolution with Data Matching](#)

[Identity Resolution with Data Matching](#)

[Data Matching for Sanction Screening](#)

No More Manual Data Matching!

Maximize your efficiency. Get match results in just hours!

[Start a Free Trial](#)

An Overview Of Data Matching

 Farah Kim • December,2022

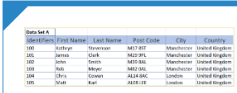
Data matching is a process of comparing different sets of information to identify the similarities and connections between them. Just like matching the shapes and colors of puzzle pieces, data matching helps us find patterns and relationships in data, which can be useful for organizing, analyzing, and making sense of information.

Data matching is a critical component of data management and enables businesses to achieve objectives such as improving the quality of their data, creating golden records for consolidated views, and enabling entity and identity resolution.

This guide gives you a comprehensive overview of the different data matching techniques, how it is applied in different industries, and how WinPure's [data matching software](#) reduces the frustration of manual data match practices.

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DATA QUALITY FRAMEWORK GUIDES



Data Matching

Learn how to effortlessly match, merge, and dedupe records with WinPure's powerful data matching software.

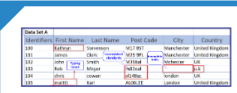
[Read More](#)



Fuzzy Data Matching

See how you can match names, addresses, and different data attributes with WinPure's proprietary fuzzy matching algorithm.

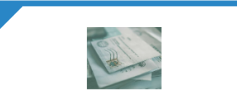
[Read More](#)



Data Cleansing

Ensure data accuracy and reliability by utilizing advanced data cleansing techniques. Improve decision-making and optimize business processes with clean data.

[Read More](#)



Address Verification

Learn about address standardization, its importance in improving mailing efficiency, and step-by-step guidance on how to implement this process.

[Read More](#)

BRAND REVAMP AND PERSONA-FOCUSED CONTENT

- Repositioned WinPure as a business-critical data partner rather than a niche cleansing tool.
- Created buyer personas (CDO, IT Director, Data Analyst) to guide content strategy and messaging.
- Refreshed the website with clearer value propositions, modern design, and tailored landing pages for each persona.

Transform Messy Data into a Trusted Source of Truth

Leading data quality platform that empowers organizations to clean, match, and unify their data with unrivaled speed, precision, and simplicity.

- ✓ Resolve duplicates with advanced AI data matching
- ✓ Clean, prepare, and standardize data at scale
- ✓ Build a single source of truth—no code needed

[See Plans & Pricing >](#)

[Download 30-day Free Trial 📄](#)



Got any questions? I'm happy to help.

RESULTS

Social Media Subscription:

1. Increased social media following by 50% within three months.
2. Achieved a 30% increase in engagement rate on LinkedIn
3. Generated 100 new leads through social media sign-ups.
4. Generated 30 new leads in 2 months through daily posting on LinkedIn.

Lead and Traffic Increase:

1. Improved lead generation by 40% through targeted email campaigns.
2. Increased website traffic by 60% through optimized landing pages and SEO strategies.
3. Achieved a 25% increase in conversion rate through effective call-to-action implementation.

Brand Awareness with Webinars:

1. Conducted successful webinars reaching an audience of 100 participants on average.
2. Received positive feedback and a satisfaction rating of 95% from webinar attendees.
3. Generated 5 high-worth qualified leads from webinar registrations.

SEO Content Cluster:

1. Implemented an SEO content cluster strategy resulting in a 25% increase in organic search traffic.
2. Achieved a 20% improvement in search engine rankings for target keywords.
3. Increased backlinks by 50% through strategic content partnerships and outreach efforts.

Video Strategy:

1. Created a video series that garnered 10,000 views within the first month of launch.
2. Increased brand engagement on social media platforms through video content by 40%.
3. Generated 300 new leads through video-driven lead capture mechanisms.

TRENDEMON



As a content marketing consultant working with Trendemon, a personalization and website conversion uplift platform, my role was to expand brand visibility and generate pipeline through partner marketing, event marketing, and account-based content.

The challenge was to position Trendemon against well-funded competitors like Mutiny and Optimizely while working with lean resources. To address this, I built scalable, high-impact campaigns that leveraged partnerships, industry events, and account-specific content journeys.

PARTNER MARKETING

- Developed co-marketing programs with Martech leaders such as Demandbase, 6sense, and Tenable.
- Produced joint webinars, guides, and email campaigns that positioned Trendemon and its leaders alongside trusted partners.
- Built partner enablement content (one-pagers, case studies, slides) to strengthen sales alignment.



Impact

1. Co-hosted webinars drew 200+ registrants and generated qualified pipeline opportunities.
2. Secured 3 long-term partnerships that expanded Trendemon's brand reach into new audiences.
3. Increased partner-influenced pipeline contribution by 25% in one quarter.

EVENT MARKETING

- Created an event strategy combining virtual webinars with select in-person industry events.
- Built end-to-end workflows: pre-event promotion → live engagement → post-event nurture.
- Repurposed event insights into evergreen content (blogs, PDFs, and case studies).

Advert Revised.pdf Open with Preview

Unlock the Power of Personalisation on Autopilot

Serve the right content to the right person at every stage of the journey.

Trendemon and 6sense lets you automatically personalise website pages and content experiences at scale

BONUS
Get 3 months free access to Autopilot and turn pipeline into revenue, faster.

**Stop guessing.
Start personalising.**
Visit us to learn more



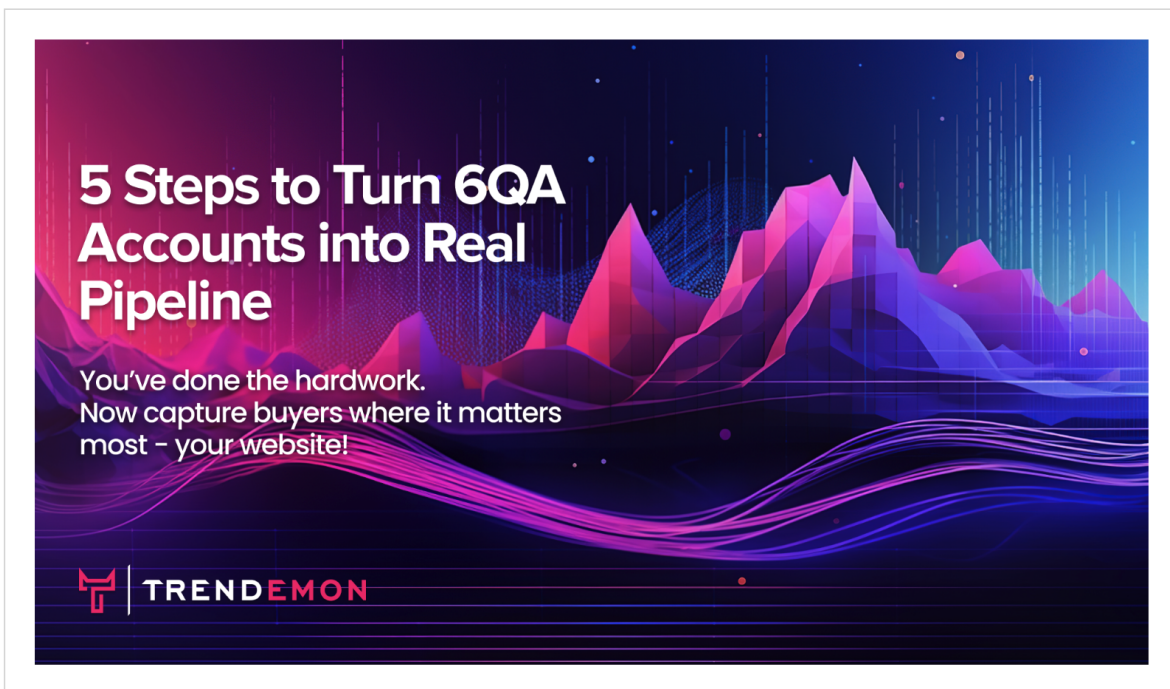
Impact

1. Webinars consistently achieved 200–250 signups with 30–40% attendance rates.
2. Generated 10+ sales-qualified opportunities directly from event-driven campaigns.
3. Drove brand awareness lift with average satisfaction ratings of 90%+ from attendees.

ACCOUNT-BASED CONTENT

- Designed personalized content journeys for Tier 1 and Tier 2 accounts.
- Built content clusters aligned with ABM plays: awareness blogs, vertical-specific case studies, ROI-focused whitepapers.
- Used Trendemon's first-party intent signals to track engagement and prioritize accounts for sales.

Accounts into Real Pipeline



You've done the hardwork. Now capture buyers where it matters most – your website!

<https://trendemon.com/blog/always-on-journeys-5-steps-to-turn-6qa-accounts-into-real-pipeline/>

Impact

1. Increased engagement from target accounts by 25% within 3 months.
2. Directly influenced pipeline by unlocking 3 high-value opportunities from Tier 1 accounts.

CONTENT CREATION

Created high impact playbooks and content pieces for demand gen purposes.

<https://drive.google.com/drive/folders/1pMYtoKamqzj6PwURrflbQsdcMR42AgF?usp=sharing>