



THE TSP
ADVISORY

TRANSFORMING
THE technology
INDUSTRY *together*

CONTENT COLLABORATION OPPORTUNITY



James Davis is a forward-thinking technology strategist with a passion for driving business transformation. He has led the development of programs that empowered partners to deliver cutting-edge technology solutions. James brings extensive experience building high-performing teams, developing go-to-market strategies, and optimising technology infrastructure. He is dedicated to helping businesses leverage technology to achieve their strategic objectives.

shape TOMORROW

Partner with James Davis to expand your reach, establish thought leadership, and elevate the technology industry.

How does it work?

Want to collaborate with James Davis? To ensure high-quality content and maximise the impact of our collaboration, content creation can either be handled by yourselves or our preferred marketing agency.

CONTENT CREATION REQUIREMENTS

VIRTUAL OR FACE-TO-FACE WEBINAR, EDITING & OPTIMISATION FOR YOUTUBE

A professionally edited and optimised webinar on your YouTube channel, ensuring a polished final product that drives engagement. This includes a prominent link in the description to direct viewers to the TSP Advisory website. The TSP Advisory expects high-quality, concise editing that highlights the key takeaways and clearly demonstrates the value you offer. Optimisation should include strategic keyword tagging to maximise reach.

THOUGHT LEADERSHIP ARTICLE

Feature your insights in a comprehensive article on your blog, complete with a backlink to the TSP Advisory to drive traffic and improve SEO. A well-written and insightful article showcasing the TSP Advisory's expertise and aligns with the webinar's core message.

SHORTS/REELS CREATION

Three compelling short-form videos (shorts/reels) to be created from the webinar recording, optimised for sharing on YouTube and LinkedIn. These videos should be strategically edited to capture attention and generate interest in the full webinar. The TSP Advisory will be prominently tagged for maximum visibility.

CO-BRANDED INFOGRAPHICS

Five visually impactful, co-branded infographics for distribution across social media and our Resource Library. These infographics should encompass key information from the webinar and prominently feature both your brand and The TSP Advisory branding.

Don't have the in-house resources?

Our marketing partner has you covered! The TSP Advisory has partnered with B2Me Marketing - a digital agency specialising in the tech industry. They can handle every aspect, ensuring our message cuts through the noise and provides valuable content for the industry.

B2Me[™]
marketing

b2me.marketing

Investment

VIRTUAL

Marketing Package \$4750 +GST

This covers the deliverables listed above. If you require additional content, please let us know and we can provide an updated quote.

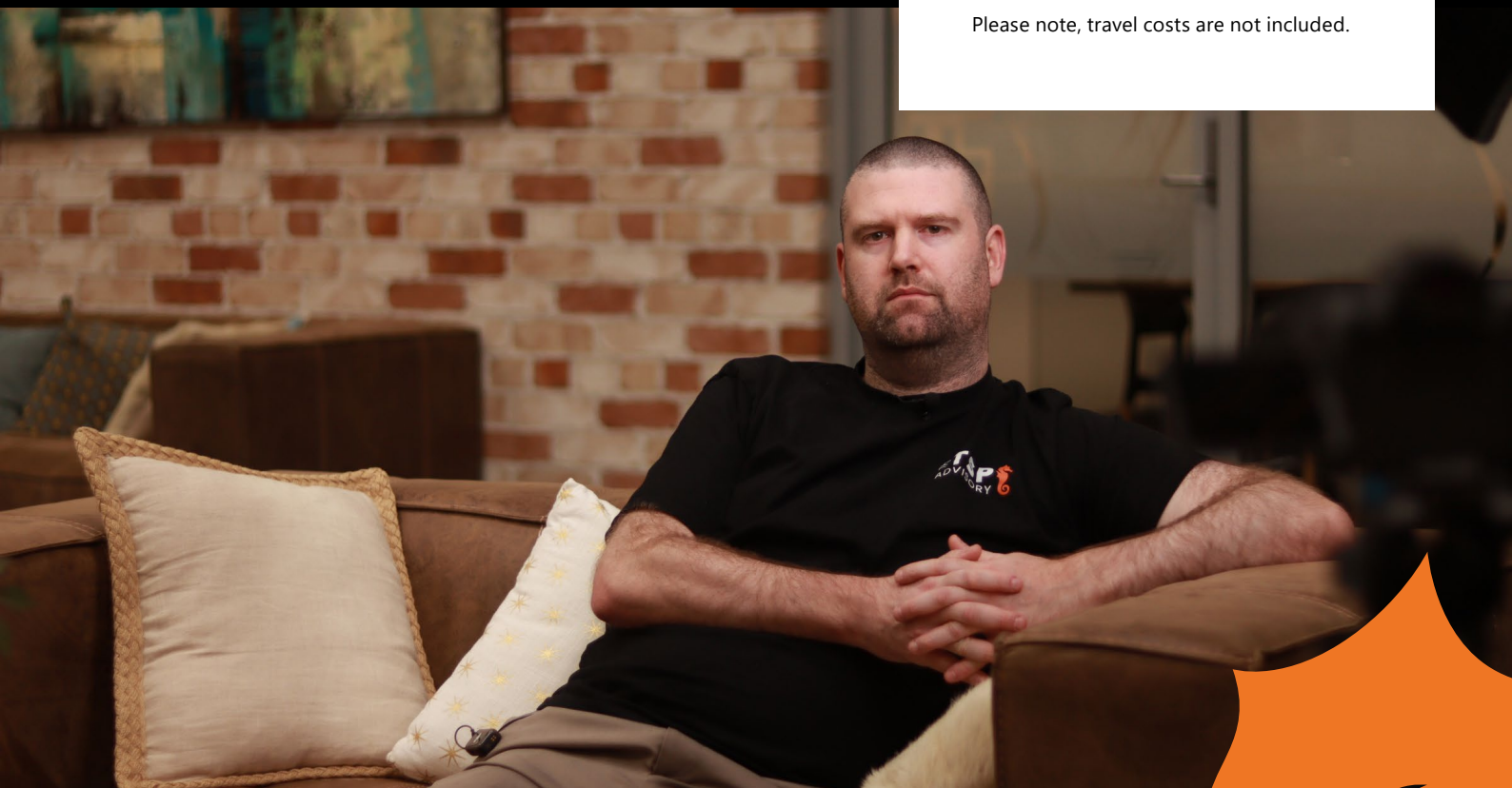
FACE-TO-FACE

Klippable Videographer Package \$1650 +GST

Includes:

- Onsite recording
- Edited full conversation/video (45min to 1h)
- Basic animation - titles & questions
- 3 Snippets for social media
- Intro and outro

Please note, travel costs are not included.



Get in touch

✉ tspadvice@thetspadvisory.com