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Growing Your Business with Expert-Based Content: A Case Study with ΔRMO

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ARMO has been growing steadily over the last few years, offering a unique capability to drive Kubernetes workload security by empowering DevOps, DevSecOps, and Security teams with the confidence that their Kubernetes deployments are protected and secure.

As they grew, ARMO needed to create deep, technical, and expert-based blog posts on a monthly basis, with the goal of improving their Google search ranking to accelerate qualified leads generation. The company viewed this also as critical to brand awareness and to position themselves as experts in their field.

Recognizing this important need, ARMO's VP of Marketing & Business Development Jonathan Kaftzan and ARMO's marketing team place a significant amount of importance on creating and regularly publishing expert-based tech content that both builds trust and brand awareness and drives sales.

Jonathan Kaftzan
VP Marketing & Business Development, ARMO

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The Challenge: Finding Writers with Deep Tech Knowledge

Today, it is almost impossible to find writers with hands-on expertise and deep technical knowledge. And developers and engineers simply don't have the time. While tech experts have practical experience, they're not marketers and lack the necessary writing skills to deliver compelling, well-written content.

This was the issue for ARMO as well. When it comes to creating deep tech content, ARMO's R&D team has the practical expertise, but as their business grows, they need to focus on building and expanding their product, leaving them with limited time to support marketing with producing content. Additionally, the growth of their business has created the need to scale and generate a higher volume of content, including blog posts and long-form articles, to effectively reach their audience and get qualified leads.

Recognizing that , ARMO leaders turned to finding writers outside their company. But the real challenge for ARMO was to find writers with the first-hand expertise and tech knowledge required to research and write deep tech marketing content. Moreover, their R&D team didn't want to waste time instructing writers when they should be focusing on developing their product.

Outsourcing Content

So, ARMO decided to outsource the entire content creation process to IOD. Making sure they found qualified writers who could deliver on-point content was critical—because in today's world, you need to be where your audience is and be able to identify with their needs since your competition likely already is and can.

As Jonathan Kaftzan, VP of Marketing and Business Development at ARMO said,

> *"For every marketer in B2B, and specifically in the market that they're operating in, professional, deep technical content is extremely important in order to engage with their audience. ARMO's target audience is tech developers and DevOps personnel who prefer to 'read' and less prefer to 'talk'. So the best way to engage with them and convince them that what you're selling is 'worth it' is to prove that you're an expert in your field. And one of the main ways to establish trust and position yourself as an expert in the field is by writing deep technical content."*

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The Solution: IOD's Winning Process and Expert-Based Production

To help achieve their goals, ARMO turned to IOD. Through successful collaboration, IOD now writes expert-based deep tech blog posts on a monthly basis that target ARMO's audience including DevOps engineers. IOD's process is efficient, structured, and methodical—and aligned with the needs of the ARMO team to make sure that the content pieces meet their requirements.

Though it requires a bit of back and forth, according to Kaftzan, it makes sense.

"In the beginning, the process with IOD felt long and cumbersome; however, now I understand that the process is necessary and important in order to make sure that IOD is in sync with ARMO's content needs and goals for each blog."

"IOD's process is very structured, and the fact that it sets milestones for the creation of a blog is very important to make sure that you get exactly what you have asked for. You always get exactly what you want—and never something you don't want in your technical professional content."

Kaftzan on IOD's Expert-Based Content

"One of the key things when you're looking for writers in this space is to find writers that have knowledge of your field. So, when you go out, you may find professional writers who have amazing writing skills, they may even be native English speakers; but they are not professionals in Kubernetes or in the specific type of tech that your company is operating in."

"IOD is the other way around. All of the experts they provide us are technical people, and sometimes their knowledge is even deeper than ours. We wouldn't be able to write the level of deep tech content that IOD does."

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By leveraging IOD's content production line and vast network of tech experts, writers, and editors, ARMO has been able to ultimately keep a growing cadence of content, which in turn, has driven growth and traffic, both of which have improved dramatically since they started working with IOD. They use IOD's articles to improve their rankings in Google, drive traffic to their website, create brand awareness, position themselves as experts in their domain, and generate more qualified leads.

With time, the IOD team has become a crucial and integral part of ARMO's marketing team. IOD's content creation is efficient and continuously enhanced, releasing the marketing team from the heavy lifting of content production and thus enabling them to focus on distribution and other marketing-related activities.

Building Trust and Authenticity

As a result of IOD's content, ARMO's team can position themselves as experts in their field and use IOD's articles to establish trust and showcase their solution to their clients and potential leads. Working with IOD, ARMO has successfully managed to create awareness of their brand and achieve the leverage they need when working with their clients.

Start creating original tech content that delivers the results you need. **Get Tech Content**

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ARMO

ARMO is on a mission to create the future of Kubernetes workload security. ARMO empowers DevOps, DevSecOps, and security teams with the confidence that their Kubernetes deployments are protected and that every workload, container, and microservice is born and remains secure. Based on our patented technology, the ARMO Kubernetes Fabric™ seamlessly infuses security, visibility, and control into every workload starting with the CI/CD pipeline and throughout its lifecycle.

IOD

IOD serves some of the most well-respected brands in cloud, DevOps, data engineering, cybersecurity, and AI, creating meaningful tech content that strengthens your brand and converts traffic into quality leads.

IOD's agile teams of vetted tech experts and professional editors work together to build you a rich content library: technical blogs, white papers, ebooks, tutorials, product comparisons, thought leadership, and more.

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