

# IMS360

## YEAR IN REVIEW

### 2022

2022 saw a dramatic surge in the use of digital content to lead marketing and sales efforts. Throughout the year, our clients told us they wanted to explore new and innovative mediums and strategies to draw attention to their brand, products, and services. We listened to their requests, studied the latest trends, and expanded our offerings, which resulted in the development of 7 new services designed to elevate our clients' content and marketing efforts.

Take a look at the most popular content projects and topics we covered this year and what you can expect from IMS360 in 2023!



### TOP PROJECTS OF

## 2022

For the past few years our Digital Presence Package and classic video offering have been battling for the top spot on our list, but this year they were both dethroned by social media!



### 01

## SOCIAL COPY AND IMAGERY

Social media continues to increase in popularity as IT resellers learn how important it is to be present on platforms like LinkedIn, Facebook, Instagram, and Twitter. We support social strategies through copy creation and banner/GIF design, enabling consistency across all utilized platforms.

Follow us to see our social strategy



### 02

## INFOGRAPHIC

Infographics remain a popular way to make complicated topics easy to understand and digest. They also pack a punch when it comes to their versatility since they can be shared via email, across social media, hosted on websites, and printed as event leave behinds.

[EXPLORE OUR GALLERY](#)



### 03

## DIGITAL PRESENCE PACKAGE

Our Digital Presence Package always finds a place on our list. When you get an infographic, classic video, social copy, and banners to support your topic at a fixed price, how could it not be a fan favorite?

[VIEW OUR PACKAGES](#)



### 04

## CLASSIC VIDEOS

Capturing and keeping your audience's attention is more challenging than ever before. Video content that is engaging and gets your message across quickly is critical to captivating your viewers and keeping your brand top of mind.

[WATCH OUR VIDEOS](#)



### 05

## THOUGHT LEADERSHIP

### Emails and Blogs

Having an abundance of digital content is important, but having the right assets to promote that content is key to its exposure. Emails and blogs are the perfect thought leadership pieces for sharing and building awareness around your brand and expertise.

[LEARN MORE](#)



### THE YEAR OF

## SECURITY

When COVID-19 first impacted the world, we all embraced a remote work environment to ensure maximum safety. With the return of in-person events and a new, popular hybrid work model, keeping employees and end-users secure was undoubtedly a top priority.



1

**SECURITY**



2

**HYBRID WORK**



3

**INTERNET**



**HONORABLE MENTION**

**RED HAT ENTERPRISE LINUX (RHEL)**

### PROGRAMS MAKING AN

## IMPACT



**Microsoft Airband Initiative**

After a very successful Microsoft Airband Initiative push in 2021, we continued to develop content for these select IT resellers throughout 2022.

Our short-form video offering was the most popular content project we produced for these clients.

[SEE EXAMPLES](#)

## WHAT'S NEW

These services were inspired by trends we've noticed and conversations we've had over the past year and while some have been rolled out already, here is a complete list of what you can take advantage of in 2023!



### SHORT-FORM VIDEO

10-45 second videos designed to drive traffic, make an impression, and entice your audience to act.

[DETAILS](#)



### SEO AND SEM

Quickly capitalize on targeted keyword searches and convert both paid and organic traffic.

[DETAILS](#)



### WEBSITE REFRESH

Drive business growth and traffic with a site that represents who you are, where you've been, and where you're going.

[DETAILS](#)



### ADS-AS-A-SERVICE

Expand your reach and get noticed by those looking for your products and services.

[DETAILS](#)



### SOCIAL ADS-AS-A-SERVICE

Start or scale your social media efforts with dedicated support.

[DETAILS](#)



### EVENT PROMOTION PACKAGE

Get customized assets to promote your event and drive traffic to your registration page.

[DETAILS](#)



### ENHANCED DIGITAL PRESENCE PACKAGE

Our Enhanced Digital Presence Package includes an email and 10 custom social banners to go with each of your social posts.

[DETAILS](#)

### BE A PART OF OUR

## 2023

If we played a role in your content marketing execution this year, thank you for allowing us to share your story and brand! From creating hundreds of new projects to developing 7 new offerings, we are proud and excited of our growth this year. Take advantage of our new services and stay tuned for additional ways we can help elevate your marketing this year!

[VIEW OUR EBOOK](#)

[LET'S CHAT](#)

