

TESTIMONIAL

Streamlining impactful messaging

Casey Cain, marketing manager at Skkynet Cloud Systems, shares how collaborating with *Technology Record* has helped the company to streamline content creation, align its messaging with Microsoft's key pillars and reach its targeted audience

"*Technology Record* did a great job of promoting our messages, thought leadership content and advertising our product. Our messages resonate very well with the publication's audience and content pillars throughout the year, which are aligned with Microsoft's key messaging. This made it easy for us to know which direction to go when creating content.

Working with the team has been a pleasure. Our account manager and writer have been extremely communicative, clear, deadline-driven and

responsive. It has made my job as project manager and marketing lead extremely easy, and I will miss working with such an organised team.

Occasionally, it was difficult to find the perfect middle ground of making our content stay as technical as it needed to be, while still fitting the *Technology Record* guidelines. However, the team helped us to make our articles understandable to the expected reader without losing the depth and accuracy required to effectively convey the technical details."

To find out more about partnership and sponsorship opportunities with *Technology Record*, visit www.technologyrecord.com/partnerzone.

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