



Content Marketing Strategy & Application Enablement

G Cloud 15 - LOT2B

1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

3. Services

Service Name

Content Marketing Strategy & Application Enablement

Service Description

Advanced consulting to empower organisations with scalable content marketing operations, leveraging tailored content management applications for marketing and digital teams.

Features

- Comprehensive audit of current content marketing workflows
- Selection and deployment of best-fit content marketing platforms
- Custom integration with CRM and marketing automation suites
- Development of persuasive content templates and approval processes
- Training sessions for marketing and content teams on new tools
- Analytics setup for campaign performance and engagement tracking
- Content lifecycle management, including archiving and compliance
- Governance frameworks for brand consistency and content security
- Ongoing optimisation and enhancement of marketing applications
- Change management support for adoption across business units

Benefits

- Accelerate digital marketing transformation with industry expertise
- Maximise content ROI through automated and optimised workflows
- Enhance brand consistency via governed content management
- Increase marketing agility with integrated campaign management
- Improve audience engagement with data-driven content insights
- Reduce manual workload using streamlined content operations
- Foster cross-team collaboration and alignment on marketing goals
- Facilitate rapid scaling of campaigns across platforms
- Ensure regulatory compliance in all content processes
- Drive measurable business outcomes with transparent performance reporting

Constraints

Requires access to client marketing operations and IT systems; excludes third-party platform license fees.

CONTACT US

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