

FEBRUARY 2022

Financial Writing for NEPC

A PURCELL COMMUNICATIONS CASE STUDY

NEPC – A GLOBAL WEALTH MANAGER CHALLENGED BY GROWING FINANCIAL CONTENT NEEDS

[NEPC](#) is one of the largest independent investment consulting firms in the U.S. and is well known for its diverse institutional wealth management capabilities. The firm has many subject matter experts (SMEs) across six lines of business, all of whom have compelling insights that could benefit clients and advisors. However, each SME also has a unique writing style and comfort level in generating content.

NEPC needed more than a freelance writer. They needed a content partner that could offer:

- A deep bench of financial writing professionals
- Strong research capabilities
- Experience with money management topics and industry compliance requirements
- Well-written pieces in the correct voice

Purcell Communications was the optimal fit.

IN THEIR WORDS

"We have so many great ideas and we want to make sure our messages are getting out there. But with a small team, managing all the moving parts of a project is challenging. The PurcellCom team has been absolutely incredible in helping us navigate that process and get us to the finish line in a timely manner.

The team is strong because not only do they spend the time to research the ideas, they're also able to help us determine the right voice and angle. Everyone at NEPC appreciates the value that PurcellCom provides."

– Ashlee Lazzari, Marketing Manager, NEPC

PURCELL COMMUNICATIONS – QUALITY CONTENT FROM EXPERIENCED FINANCIAL WRITERS

As one of the oldest and largest writing firms focused exclusively on the financial industry, PurcellCom provides experienced writers who can assist our clients in building trust through their content.

Contact us at info@purcellcom.com to discover how our team can help.

With NEPC, we talked directly with the teams facing the most pressure to generate content. We started each project by asking a key set of questions:

- Who is your ideal audience? What do you know about them?
- What is the most important message you want to convey?
- What collaboration approach makes things easiest for you?

NEPC's experts had a range of answers, so we took a team approach. Our lead writer worked with their marketing team to better understand NEPC's strategy and company voice, while our writing team drafted content and worked with individual SMEs to execute specific projects.

Our mantra at PurcellCom is: "First draft, best draft." We begin every project by determining how to make the first draft as close to publishable as possible. This approach gave NEPC's experts confidence in our writers and created a more efficient production process for their marketing team.

THE BONUS – NOT JUST GREAT WRITING

Writing may be our calling card, but it's not all we do. Content marketing programs are hungry beasts demanding lots of writing at a fast, sustained pace. While NEPC has an excellent marketing team and effective content management tools, the sheer volume of content made it difficult for their small staff to stay on top of every development for every project.

To help facilitate content production, we worked with NEPC to develop a custom process designed to quickly share critical inputs and updates without taking up a lot of time. While our writers took the lead on gathering information and feedback from subject matter experts, NEPC's marketing team tackled communication and scheduling. Together, we developed a streamlined project kick-off format that could be completed in just one 20-minute call.

Check out some of the pieces PurcellCom helped NEPC create:

- [How Venture Capital Partnerships Can Help You Drive Healthcare Innovation](#)
- [Measuring Impact – Part One](#)
- [What You Should Know About Benchmarking Your Portfolio's Performance](#)
- [Taking Stock: DEI Goals](#)

FINANCIAL FIRMS: TAKE YOUR CONTENT TO THE NEXT LEVEL WITH PURCELLCOM

Turn to [Purcell Communications](#) when you need high-quality financial content. Our experienced writers know how to simplify the writing process while highlighting your expertise and enhancing the trust your clients and partners have in you.

Contact us at info@purcellcom.com to discover how our team can help.