

We're Tendo, a full-service B2B content agency. We plan, create, and optimize integrated content experiences that help you meet your toughest business goals.

WHAT WE DO

The complete range of strategy, editorial, creative, and technical content services, delivered with excellence. And a sense of humor.

HOW WE DO IT

Through best-in-class digital strategy, editorial expertise, technical chops, data wrangling, and a relentless focus on your audience.

OUR CLIENTS

Adobe	Citrix	Ixia
ARM	Dell EMC	Oracle
Autodesk	Domo	Plantronics
Bazaarvoice	Fiserv	Riverbed
Blackboard	Globo	Salesforce
BMC	Hitachi	Sprint
Centrify	Houlihan Lokey	Symantec
CA Technologies	HP	Talend
Charles Schwab	HPE	UCSF
Check Point	IBM	VMware
Cisco	Informatica	Western Digital

EXAMPLES AND RESULTS



Cisco: Developed a framework for Cisco to drive revenue from its website and reduce support costs by getting cisco.com visitors quickly to relevant, high-quality, actionable information.



Salesforce: Enabled successful personalization of content on salesforce.com with soup-to-nuts review and optimization of the CRM leader's taxonomy and tagging strategy.



VMware: Articulated and clarified key messages to the company's most important technical and decision maker audiences, on its most critical, digital channel.



Centrify: Developed a scalable demand generation architecture to drive increased lead volume through dynamic, persona-based nurture communications.



Western Digital: Created multi-dimensional, industry-specific personas from primary research to enable hyper-targeted, audience-focused content in support of a vertical go-to-market strategy.