CONTENT MARKETING
FOR ENGINEERS

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SPIE.

Contents

Chapter 1
Marketing Basics

1.1 Marketing vs. public relations vs. content marketing

As long as people have sold goods or services for money, they have also created some kind of publicity to make their prospective clients aware of their offerings. The ancient Romans used signs and short notices written on walls to advertise nearby taverns and inns in Pompeii.[1] The invention of printing devices made it possible to distribute leaflets and newspapers with advertisements. The idea of convincing people to buy something through a one-way message may have reached its climax with television: TV advertising spots have reached almost all people in the developed world.

Throughout these eras there were two different concepts used in such public messages: One tried to direct people to buy something, the other aimed to promote a person or an organization in the public perception. There are many different definitions, but essentially the first concept can be called marketing, while the latter describes PR, or public relations.

This is an extremely simplified view, but it may help to distinguish the concepts. PR, as the term is used today, is the management of public communication from persons or organizations to their target audiences. A typical goal of PR is to establish opinion leadership for a certain topic or person. An interview with the CEO of a company in a newspaper or magazine, for example, does not (directly) serve the sales process of this company. It is PR with the intent to raise public interest for this person and this company.

Marketing, on the other hand, is a method used to influence a purchase decision. If it addresses buyers from other companies, we call it business-to-business, or B2B, marketing. If it targets consumers directly, we call it B2C marketing. Typical methods of marketing are advertisements of all kinds. The most obvious outcome such marketing measures is a call to action. A big-name soda brand once made a call to action part of its logo: "Drink Coca-Cola."

It is very intriguing to see content marketing in this context. People have used content, i.e., stories, in marketing and PR for a very long time. But it was in the 1990s that the advent of the internet made the distribution of content once again simpler. At that time the term "content marketing" was coined, and it received increasing attention within journalist and marketing circles. Its advent was closely connected to the fall of traditional marketing: In times of increasing ad(vertisement) fatigue, where people lost interest in advertisements and conversion numbers dropped further and further, content marketing was seen as a means to re-establish a relation to customers.

In the early 2000s, the internet became a common platform for information and communication. Content marketing became the way to go for marketing in this world. That led to a desire of many marketers to learn more about the ideas and tools of this technique. One of the evangelists of content marketing, Joe Pulizzi, founded the Content Marketing Institute in 2011, to serve the purpose of content marketing education. Now, a decade later, it is still one of the most helpful resources on the internet for beginners and professionals in the field of content marketing.

1.2 What is content marketing?

The recipe for content marketing is surprisingly simple: Content marketing delivers content that is interesting, entertaining, or helpful to a certain audience. It does not necessarily contain a call to action, and it is not directly related to sales activities. It may promote a certain manufacturer as the opinion leader in a field. Still, it is not PR. Content marketing does not start at the product to be sold; it starts at the target audience and its needs. Once valuable content is delivered to this audience, a marketer may start to offer more information and to direct the individual person on a path towards a purchase. That path can be shorter or longer; it is what marketing people describe as a customer journey.

Phases of the customer journey:

- Pre-awareness
- Awareness
- Consideration
- Preference
- Purchase
- After-sale
- Loyalty

Chapter 2
Get Going with Content Marketing

"Content is the reason search began in the first place."

Lee Odden

Before we enter the exciting world of content marketing, there are a few things we should be aware of. Even though the focus of marketing moves from product promotion to establishing a customer relation, and the communication channels are usually shifting to digital, content marketing should not be misunderstood as a modern form of advertising. Advertising traditionally works in mass communication and shows the benefits of a product. Content marketing is more user-centred and has its focus on relevant topics. It works with situational, emotional engagement—this is why it can serve more diverse goals.

Content marketing, when used correctly as a technique, gets customers to return to a content source. It can tell stories that make listeners want to continue. Storytelling can inspire target audiences as much as neutral observers and proven media professionals. Such stories can fascinate, question ways of thinking, or even outrage.

The diversity of content marketing can be daunting due to unpredictable twists and developments. As a result, one may question the first step towards a content marketing project and shy away from implementing it, whether out of lack of knowledge or fear of doing something wrong. In fact, content marketing—like any form of human communication—always involves a certain amount of risk. Especially in industries where special emphasis is placed on precision and where minimal deviations determine success or failure, the step towards a content marketing project can be a particular challenge. Certainly, there is always a residual risk of failure. But experience shows that a specific setting can minimize the risks and increase the chances of

sorted. That's why the storytelling strategy is a fundamental part of planning and one essential part of content marketing. Storytelling will give you a large number of bonding possibilities between your target audience and your brand in general.

Figure 2-1 A minimized story: Content marketing in a billboard ad from Netflix (copyright LinkedIn).

It should be noted that such a story is never really finalized: It remains flexible and can adapt to the target audience; it can grow organically. Accordingly, it makes sense to start by suppressing one's own demand for perfection. After all, monitoring and evaluating the relevant key figures will provide the input needed to continue telling the story. This will not only serve to monitor the success of our measures, but will also offer the opportunity to adjust the course of the story.

This chapter gives initial insight into the preparations necessary to make content marketing projects a reality. Between the creation of a strategy and building a content marketing team and Key performance indicators (KPIs), all of the necessary groundwork will be provided to enable you to launch a relevant project. We will also address the questions of how realistically content marketing can be implemented by your team and under which circumstances hiring an expert may be the more effective way to ensure

Table 2-4   KPI glossary.

AC	Actual cost	CPV	Cost per (video-)view
CAC	Customer acquisition cost	CTR	Click-through rate
CPA	Cost per acquisition	PPC	Pay per click
CPC	Cost per click	ROAS	Return on ad spend
CPCon	Cost per conversion	ROI	Return on investment
CPL	Cost per lead	SAL	Sales-accepted lead
CPM	Cost per mille	SQL	Sales-qualified lead

Sales and financial KPIs

If you want to measure and optimize sales, it is relatively easy to determine KPIs that allow for comparability. Accordingly, sales from individual transactions, the number of sales per salesperson, sales per customer/time, and so on, are measurable. It is important that the measurements are accurate and the data is reproducible in order to draw real conclusions from the KPIs. In the sales or finance area, this is still relatively straightforward. In particular, business metrics such as net profit, return on investment (ROI), earnings before interests and taxes (EBIT), or operating cash flow are usually recorded anyway, as they may be relevant for investors or financial institutions. The comparability creates room for hypotheses and optimization, as mentioned in the practical example.

Project management KPIs

Of course, project management can also be measured and optimized using KPIs. It is typical to compare estimated or planned efforts with actual efforts. This can be done using costs but also using working hours alone. The planning of working hours can be a KPI that is related to the actual hours worked. Project progress can be assigned milestones and scheduled and monitored as a percentage. Budget planning can be compared to actual expenditures.

Still, the KPIs in project management are used more for the planning and execution of a project and less to measure success within content marketing or the above-mentioned key business figures. Here, another characteristic in dealing with KPIs becomes apparent: It makes perfect sense not to centrally organize the determination, measurement, and optimization of KPIs but rather to assign them to the respective teams that are familiar with them and have a direct influence on them through their work.

Chapter 3
Content Creation

"Genius," said Thomas Edison, "is one percent inspiration and ninety-nine percent perspiration." He could have been talking about the daily work of a marketing expert. And if we take a closer look, the actual creative part is often outsourced to highly skilled experts, while the real in-house marketing job is making sure that the right piece is on the right desk at the right time. The plethora of different content formats doesn't make it easier. So, it becomes obvious that, although creating content might be the central point of the job of a marketing director, it should assume a strategy and a plan as described in the chapters before this one. Careful planning is the foremost task in content creation.

Therefore, the big questions in content creation relate more to planning than to content. Answering these questions in time will secure both high-quality content and timely execution. Most importantly, it will make sure that your content is seen. The competition for attention is fierce. Getting such a scarce resource requires some preparation. Thus, we should have a look at these questions before we turn to the different types of content in subsequent sections.

1. Why are we doing this?

   Surprisingly, this question is rarely asked because it is a strategic issue. Nobody cares about strategy when the task is overdue and needs to be done as soon as possible (ASAP). Still, it pays off to keep an eye on basic questions, such as, "What is this piece supposed to achieve?" Is it planned for marketing or for the improvement of the company image? The first requires a call to action in the text, the latter does not. A good marketing plan not only mentions performance indicators but should also include the reason this content is needed.

   > Tip:
   > Make sure you have answered the W-questions before starting with content creation.

Example: Who is your actual target audience?

In recent years, the notch on smartphones has become an important design feature. Its importance might be dwindling, but for a few years it was the must-have feature of a new smartphone, and, obviously, it wasn't easy to make such a curved cut in glass. Manufacturers don't like to tell their secrets, but it is widely assumed that notch structures in thin glass are cut with short-pulsed lasers. If you are the developer of such a laser, would you see smartphone maker Foxconn as your customer? Probably not. Your industrial laser system is sold to a machine integrator who builds machines for laser material processing. Those machines are sold to many customers, including smartphone makers. So your primary audience is the system integrator. Your secondary audience is the smartphone producer, and your third-level audience is a smartphone enthusiast who enjoys soft curved edges of ever-stronger cover glass. The lesson to learn here is that you must always cater to the one who buys your product first. But that person will need to sell too, so you better have in mind some benefits for secondary audiences. The audiences of your customers are your audiences, too. And you may be asked not only to supply a good product to your customer but sometimes to supply a sales argument, too.

Table 3-1   Overview: Target audiences for notch cutting.

Product: Ultrashort-pulsed laser for industrial 24/7 production
- Audience Level 1:   System integrator in Italy
- Audience Level 2:   Smartphone manufacturer in China
- Audience Level 3:   Smartphone seller in America
- Audience Level 4:   End customer all around the world

Understanding your target audience using a buyer persona

Let's recap: A major advance of content marketing is the consideration of the customer, its interests, and needs. This requires a deep understanding of the target audience and its desires. The big question is: How can you work out such details from your target audience?

There is an established method for that process. Essentially, you take a person from your target audience, and you walk a mile in his or her shoes. This method is well known in content marketing. Some call the person an *avatar*; others see it as your *buyer persona*. If you do an internet search on each of these terms and "content marketing," you may find several nice posts.

Table 3-5 Checklist for planning a feature article.

When	Action required
During the annual marketing plan development	Exchange ideas with heads of marketing, sales, and development about which topic is ready for communication. Set a topic for the text and determine timelines.
3–6 months before print publication	Contact the editor of the target media. Establish a slot for your article in the annual plan of the editor.
3–6 months before publication	Contract and brief a freelancer to write an article and submit it to marketing with one revision round. Arrange for a photographer to visit and take professional photographs.
2–4 months before publication	Submit full text and imagery to the editor.
Feature article is published	Arrange social media support for the article on relevant channels.
A few days to six months after publication	Measure the success of your social media activities.

How to get application data

If you prepare an article for a product launch, you probably want to show that the product offers a real benefit for the customer. If you just think it is the best product in the world, the editor will insist on asking for the customer benefit. For this purpose, you probably need application data, preferably in the form of first-hand experience from a customer. Often, this customer has no interest in showing his results to others. This is a common problem for marketers.

There are at least two ways to get around it: First, you may take data from your own application lab, which is fine; you can show all of the details a customer would not be happy to share. If you don't have an application lab or if you think that real proof comes from real customers only, then you need to go another way.

It makes sense to have a chat with your sales team beforehand to make sure that the first device is sold with the condition that it will share application data for marketing purposes. This may exclude certain details that can be addressed in a non-disclosure agreement. Another way is to assure this customer that his full brand name will be presented in the feature article and that he may use this feature article for his own marketing purposes as well.

Stimulation   Dominance

Harmony   Structure

Figure 3-6   Limbic color system (copyright Daniela Dächert, https://rein-in-den-kopf.de).

Figure 3-7   Business card examples designed according to the concepts behind the limbic system (copyright Daniela Dächert, https://rein-in-den-kopf.de).

Once the webinar is finished, the recording is uploaded, and another email goes out to all those who registered, stating that the webinar is available online for a certain period of time.

Then you can start to harvest the success of your webinar. You got a list of leads, which can transfer to your sales team. This is legal because participants pushed that little button during registration where they agreed that you may do this with their data.

Finally, you can sit down with your team and make notes of what worked well and what could be done better next time. Webinars are here to stay, so it makes sense to continually learn how to improve them. We will close this section with a short interview with one of the most successful webinar hosts in the German high-tech arena, Peter Ebert.

Expert interview: How to make a good webinar?

Dr. Peter Ebert is Editor-in-Chief of *inVISION*, a German B2B magazine on industrial image processing and machine vision. He is a senior expert in the field of B2B magazines with more than 20 years of experience. He is one of the few B2B editors who increased revenues during the pandemic. That was mostly achieved with webinars. We asked him for his recipe for success.

Peter, what are your top three tips to make a webinar a full success?

Figure 3-9 Dr. Peter Ebert (courtesy of Peter Ebert).

Ebert: 1) Rehearsal: Rehearse with the speaker to exclude technical difficulties during the live webinar (problems with firewall, sound, playing videos, bandwidth...). The speaker's actual presentation does not have to be ready at that time.

2) Prepare questions: Have the speaker send you at least three questions related to the topic of their talk in advance. Just in case the audience is too shy for the initial questions.

3) Record webinar: Some registration is done with the ulterior motive of watching the webinar as a video later. For example, the active participation rate of registered users in a webinar is 40 to 50%. Therefore, make sure that you record the webinar and send the link to the recording to all registered users in a timely manner.

After all, there is no one perfect file format. For photos, a data-saving JPEG format is recommended, while infographics and logos look better in PNG format. Vector-based graphic formats are ideal if you want to include infographics and logos on the website in an easily scalable way. The positive: Images automatically scale to smaller or larger sizes when users watch them on their smartphones.

3.8 Search engine optimization

Search engine optimization (SEO) ensures that websites and their content are found by the target audiences that marketing wants to address. SEO is a critical concept to consider when you build a website. The main challenge is to turn your website from one that presents your company and your products into one that responds to the questions or needs of your target audience. Thus, content marketing is a crucial success factor for today's SEO.

Where it all started

The techniques of search engine optimization emerged with the first search engines in the 1990s. The executors were mostly so-called webmasters, a collective term for the person responsible for the technical aspects of a website and/or its content, as well as geeks who tried to understand how search engines work in order to gain more visibility for their own pages.

Because early optimization techniques were often not designed to improve the actual content of the website for users, they were labeled "spam" (any unsolicited communication sent in bulk) by search engines. From the opposing interests of search engines and optimization, an arms race evolved in the 2000s with search engines refining their algorithms to always deliver the best results. Search engine optimization naturally followed the evolution of search engines and its techniques were refined to bring websites to the top of the search result listings.

Except for deliberate link building, i.e., the effort to be linked to by other websites, the techniques known as "spam" no longer have any effect today. At the same time, search engines, the presentation of search results, and the design of modern websites have become so complex that there is still a need for SEO experts.

Today, search engines and search engine experts have a symbiotic relationship.

Search engine experts ensure the following:

- Technically complex websites are built in such a way that their content can be optimally captured by the search engine,

3.14 Newsletter

How many newsletters have you read today? Too many? That teaches us two things: Newsletters are important, and yours must stand out to make a mark.

For further consideration, we turn to the fictional company of John and Suzanne Doe, whose job shop near Detroit processes metal and plastic components for a range of customers.

"Newsletters? You're nuts," says John Doe, owner. "Who reads email anymore? People communicate via WhatsApp these days." "That's not true, Dad," retorts his son, Mark, who is studying communications at an expensive university. "At least in journalism, newsletters are on the rise. In fact, the *New York Times* newsletter is only received by subscribers!" "You see, honey?" Mark's mother, Suzanne, interjects to her husband.

In fact, there is a trend among journalistic platforms in the USA toward paid e-mails. The offer is well received: According to Mark Stenberg from Adweek, the *New York Times* Newsletter, *The Morning*, crossed the mark of 5.5 million daily readers in November 2021. The U.S. online platform Substack is said to have reached 85,000 paying subscribers with its China newsletter, *Sinocism,* in 2020.

So there are good arguments for following the trend set by such media companies. The advantages are obvious: The effort to reach one or one million readers is almost the same. Once you have convinced the audience to subscribe, you have a long-lasting customer relation. And you can improve this relation through personalization and optimized content.

Strategy: Six questions that matter

You could jump in and just put together some text as a first newsletter, which would probably fail. Remember: There are many newsletters out there and yours must stand out to catch attention.

So, you should approach e-mail marketing just as strategically as you would organize a product launch. In fact, such a newsletter is an important business decision; therefore, a kickoff meeting of the marketing department with a representative from management would be well advised. There, the six W-questions need to be clarified:

1. Who is the target audience of the newsletter?

   With the newsletter, you address target audiences directly without the gatekeeping media. To nurture this precious relation, the content must perfectly match the recipient's interest.

- Are the images simple enough to attract interest even in a stamp-sized version?
- Is the newsletter structure simple and consistent?
- Is the content helpful/interesting/entertaining for the intended audience?
- Is there a path to draw the reader to your sales funnel?

There are a lot of sophisticated tools for newsletter generation and distribution. A short internet search will deliver the current top programs. For beginners there might be easy-to-use and free tools such as Substack (USA), Steady Media (Germany).

Case study 1: A newsletter for engineers with 30% opening rate

Can established, conservative trade magazines produce successful newsletters? Yes, and the 120-year-old SMM (*Schweizer Maschinenmarkt*) has proven that. SMM is the most successful Swiss advertising platform for the machinery, electrical, and metal industries, as German trade press market leader Vogel Communications Group confirms. SMM Editor-in-Chief Matthias Böhm reveals how he achieves an excellent opening rate of 30% with his newsletter twice a week.

Figure 3-20   SMM Editor-in-Chief Matthias Böhm (photo courtesy of Thomas Entzeroth).

What is the aim of your newsletter?

Böhm: We want to generate attention for technologies with an interesting mix of topics in order to increase the access rates to our website.

How many subscribers does your newsletter have?

Böhm: The number of subscribers is in the upper four-digit range, and it is growing continuously. When we favored a weekly sequence in the first years, we later changed to "twice a week." Because we still hardly received any unsubscribers, we concluded that the higher newsletter frequency was in line with the information needs of our subscribers and the range of services we offer.

Do you refrain from a daily newsletter?

Böhm: In concrete terms, two newsletters per week is sufficient for Switzerland and, moreover, they are focused on production technology.

Who is the target audience?

Böhm: It comes mainly from industry. Among them are technically interested people from all operational areas up to the CEO, who wants to be informed about new developments and production technology optimizations as well as economic and management topics.

What is your recipe for success?

Böhm: We focus on an editorial selection that meets the interest of subscribers. The range of topics is very broad in terms of technology because we also report on topics from Swiss manufacturing companies whose production is often at a very high technical level. One of the success factors for us is the high utility value of the content, which we pay particular attention to.

And what role do the newsletters' creators play?

Böhm: At *Schweizer Maschinenmarkt*, we have trained engineers and technicians who can classify the topics accordingly and evaluate them in advance. This editorial know-how is certainly another success factor.

How high is the success?

Böhm: We also generate page impressions on the technical articles linked in the newsletter, and therefore, our website smm.ch is more highly frequented. With one million page impressions per month, we are the absolute leader in the Swiss industrial sector. The opening rate of the newsletter is around 30%, which is an excellent value for a B2B newsletter.

Chapter 4
How to Tell a Story

There is this moment in writing when you stare at an empty screen. The cursor is blinking, you have your coffee, and there is no further excuse to avoid writing. You know the task, but your head feels absolutely empty.

Now there is a way out of that situation. Make a plan, and execute it. This chapter will give you tools and structures for such a plan. First, decide what kind of text you want to write. Probably, this is already part of the task you were assigned. The next step is the decision on how you want to write. Most often, this is already defined by the format you have in mind. A press release doesn't offer much space for creative freedom. Chapter 3 contains detailed instructions on how to structure short texts. This chapter is about the creation of longer texts.

Writing a longer text offers more opportunities. It might be an application for your website, a success story for a magazine, or a feature article for the next newsletter. Here you have substantial creative freedom, and it is your creativity that is decisive in the success of this text, which is why you stare at the blinking cursor.

We all have been in this situation, and the answer is always: Go step by step, and you will succeed. In this chapter, two seasoned writers share their systematic approaches to developing a longer text. Essentially, there are two ways of writing: storytelling and the tech style, which refers to a problem–solution structure. The details of both styles will be discussed in depth later in this chapter.

The decision of which style best meets your purpose should be made before the briefing. The following questions may help you to find the right style:

1. Where is this text planned to be published? Which style is common in that place?

Table 4-5   (*Continued*) Sources of inspiration.

Plan	Execution	Effect
Bring an affordable innovation accelerator into the home.	With proven methods like the model of the three colors of the Danish company Stibo Systems *Accelerator*, unconventional, new forms of content marketing are created https://tinyurl.com/stibo-erklaerung	Content marketing becomes affordable for SMEs.

4.3 Storyboarding

What was the first story you ever read? Probably a comic book of some kind. And from drawing comics comes a method that is very helpful in content marketing. It's called storyboarding, and it's a very powerful tool for developing a story. It assumes that you build your story as a series of sketches.

As was said before, storytelling is a method where a "hero" passes several stations from his original problem to the final station. This story can be broken down into single scenes. Now the author makes sketches for these scenes; best practice is to have one sketch per scene, drawn on paper cards (boards). The result is a storyboard that visualizes essential points of the story on those cards.

The author puts on the cards essential details that are needed to drive imagination. It can be words or drawings; every author can go his or her own way there. It just matters that the notes on the board drive imagination and help to establish the flow of the story. For those who do not have talent in drawing, storyboarding can be done with a set of questions or keywords on each card.

Table 4-6 shows a real-world example for storyboarding. It refers to a report from a conference, namely the Annual General Meeting 2019 of the European Photonics Industry Consortium (EPIC). Writing a conference report is a challenge, since it makes no sense to replicate the program. Reporting some of the highlights is the standard way, which always has the danger of omitting something or boring readers with things they already know.

Chapter 5
Conclusion

Content marketing is essential for communication in high-tech industries. This book recognizes the profound impact it has today and its potential for tomorrow. In the time of ad fatigue, content marketing evolved from a supplementary tactic to a cornerstone of modern business strategy, especially in industries like engineering and capital goods.

Today, content marketing is the way to go for established companies, startups, or research institutions to contact their audiences, facilitate engagement, build trust, and establish brand loyalty. In an era when information is abundant and attention spans are fleeting, the ability to create compelling, informative, and relevant content has become paramount. Through the strategic deployment of various content formats, from press releases to podcasts, businesses can establish thought leadership, educate their target audience, and differentiate themselves in competitive markets.

The future of content marketing holds both promise and challenge. With advancements in technology and shifts in consumer behavior, there are a few major trends to consider. On the one hand, new technologies emerge and have to be included. On the other hand, customization of content down to the needs of an individual gains importance. This leads to personalized content experiences, interactive storytelling, and immersive technologies like augmented reality (AR) and virtual reality (VR), which are reshaping the way content is created, consumed, and shared.

This book provides guidance on how to create such content with a clear focus on practical application. Our aim was to create a handy yet comprehensive reference book. Our diverse experience—from PR, publishing, and agency management to working as spokespeople—has enabled us to look at the content from various different angles and provide practical insights.

Andreas Thoss, PhD, is an expert in physics and content creation. Over the years he has worked with hundreds of companies and helped make their content more visible. Andreas started his career as a development engineer for medical laser systems in 1996. In 2003, he completed a physics doctorate at the Max-Born-Institute Berlin, and afterwards, he turned to publishing. Within the American publishing house John Wiley & Sons, he edited and published books, scientific journals, and trade magazines. He started four new journals during that time. In 2010, he founded THOSS Media GmbH. THOSS Media specializes in content marketing for high-tech companies and research institutions. Among other obligations, Andreas is a German contributing editor for leading American B2B magazines. He gives regular workshops on content marketing for professional societies.

Nikolaus Fecht is an award-winning journalist with more than 30 years of experience communicating high-tech stories from various industries. He graduated in electrical engineering in 1981, and in 1983, he became a technical journalist. He earned a reputation with professional articles and reference books, PR texts, interviews, and success stories about all types of technology. His client list has a correspondingly wide span: from specialized publishing houses, big industry (e.g., Siemens, HP, ZF), applied research (Fraunhofer Society, Dassault Systemes) to popular German science magazines. For more than a decade Nikolaus has worked with the Mechanical Engineering Industry Association (VDMA) in Germany, which represents more than 3200 member companies in the SME-dominated mechanical and systems engineering industry in Europe.

Photo credit: Ralf Baumgarten.

Max Mundhenke is an expert in digital communication and has begun exploring the possibilities of artificial intelligence in recent years. He graduated in sociology and media studies, and ever since, he has developed viral marketing campaigns for clients of all kinds. His posts on AI applications now reach an audience of millions on social media. He started his career in 2015 as a copywriter at an advertising agency in Bielefeld, Germany. After four years as a digital expert at an international communications consultancy in Berlin, he set up his own business as a consultant for AI in marketing in spring of 2024.