

Eleven Content

Topic-expert Content for AI, Search,
and Sales Conversion

Strategy, topic-expert content, and amplification for scaling B2B brands.

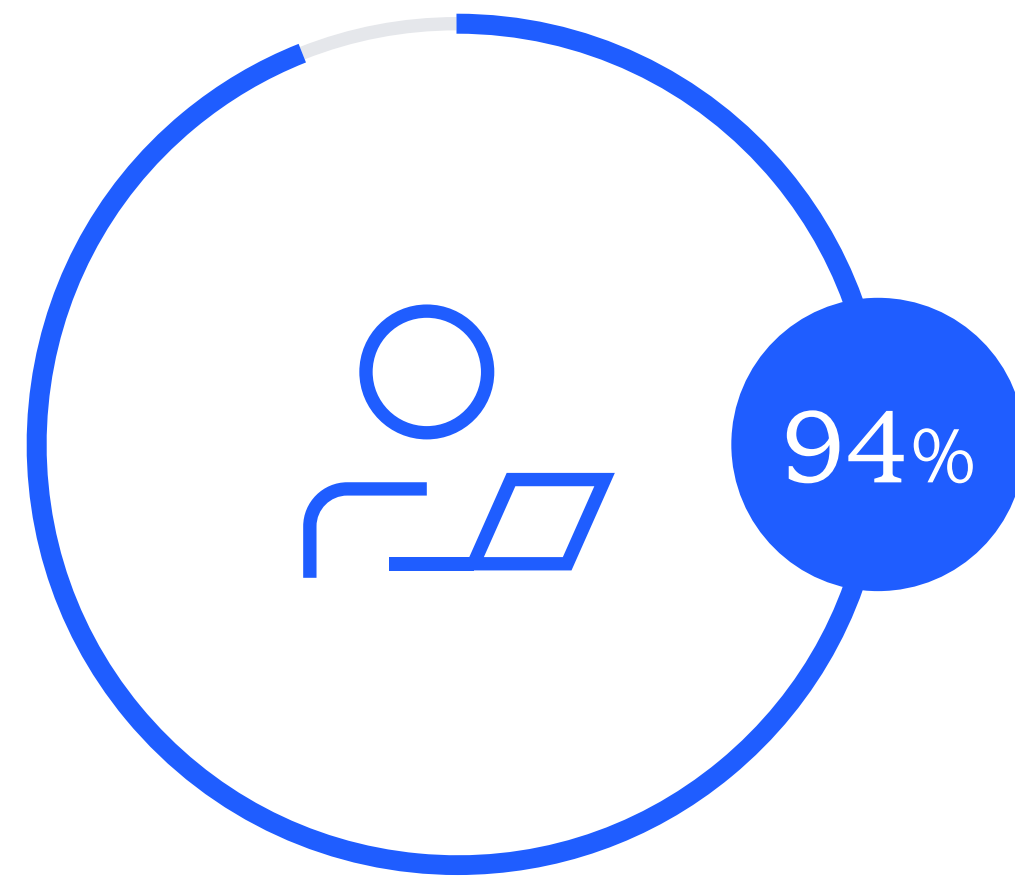


Product & brand discovery is **changing...**

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B2B buyers have changed how they discover, research, and evaluate brands.

They're using more sources, weighing AI-generated answers alongside traditional search, and forming views about brands long before they reach your site.



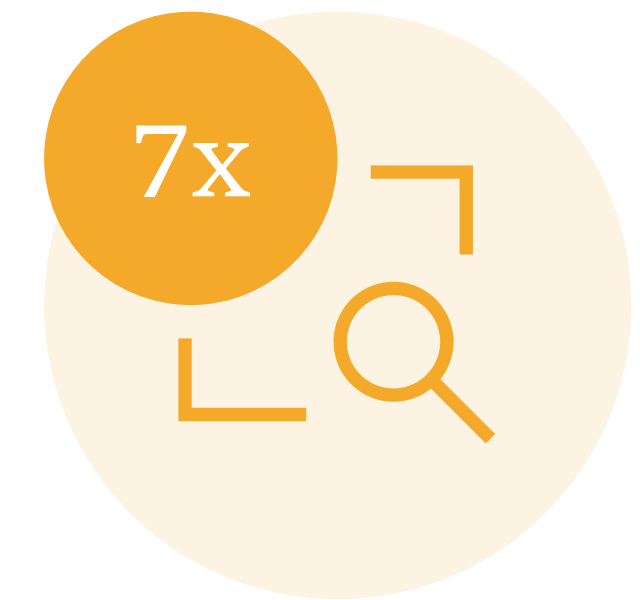
94% of business buyers use AI in their buying process, up from 89% the year before.

Forrester
The State Of Business Buying, 2026



80% of tech buyers use GenAI at least as much as search for vendor research.

Responsive
Buyer Intelligence, 2025



A survey of **645 B2B buyers** found that buyers used an average of **seven information sources** during a recent purchase, and **45% used GenAI**, primarily to gather information on vendors and products.

Gartner
*B2B buyer survey /
Gartner Sales research, Sept 2025*

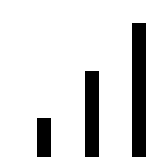
The result is a harder environment
for **scaling brands**:

 → Rankings are **harder to win**

 → Clicks are **harder to earn**

 → Trust is **harder to build**

 → Buyer journeys are **harder to influence**

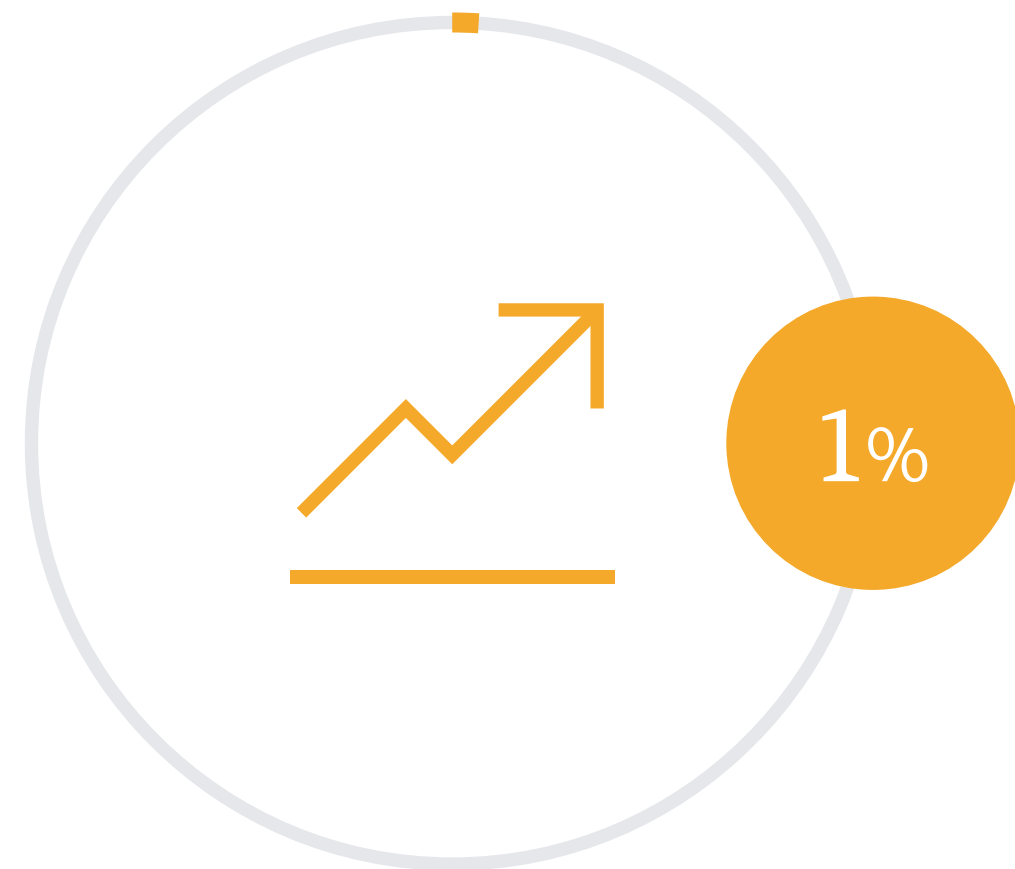
 → Content performance is **harder to prove**

The bar for being noticed, trusted, and remembered continues to rise.

Content marketing is evolving **faster than ever**

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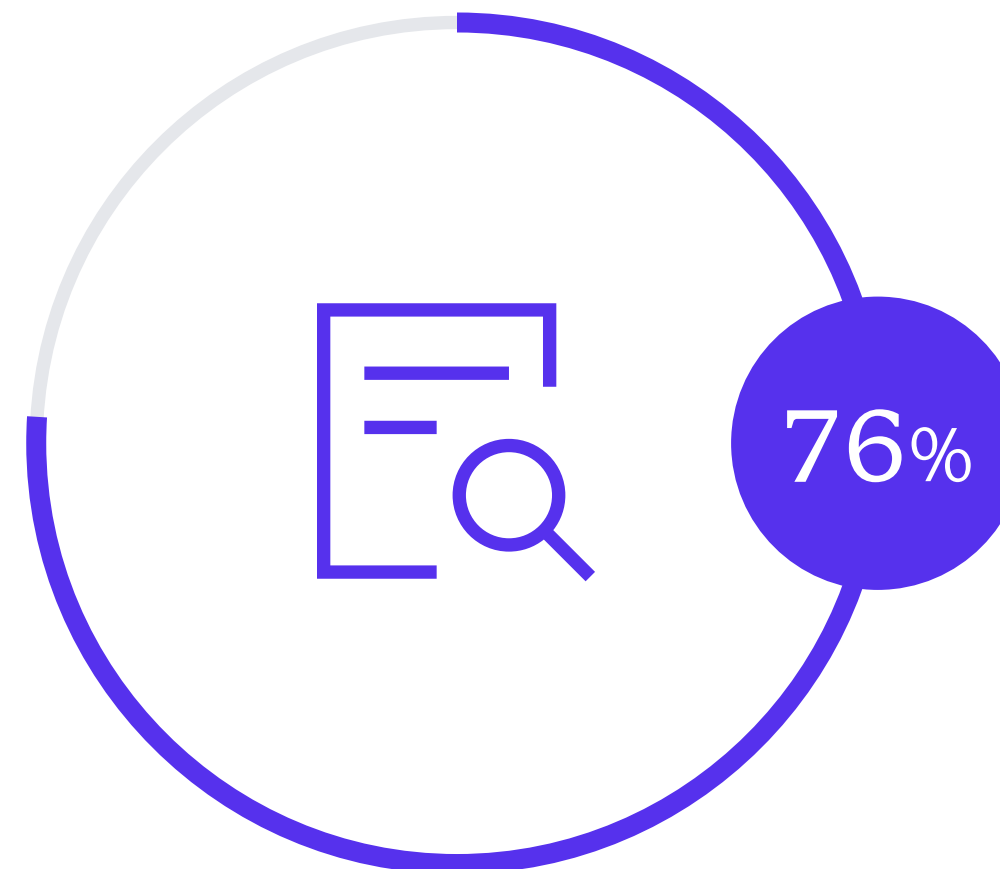
More than ever, brands need **expert-led, authoritative, well-distributed content** that shows up across owned channels and trusted sources. **However, traditional SEO is still foundational...**



AI search is growing, but still less than 1% of referral traffic.

BrightEdge

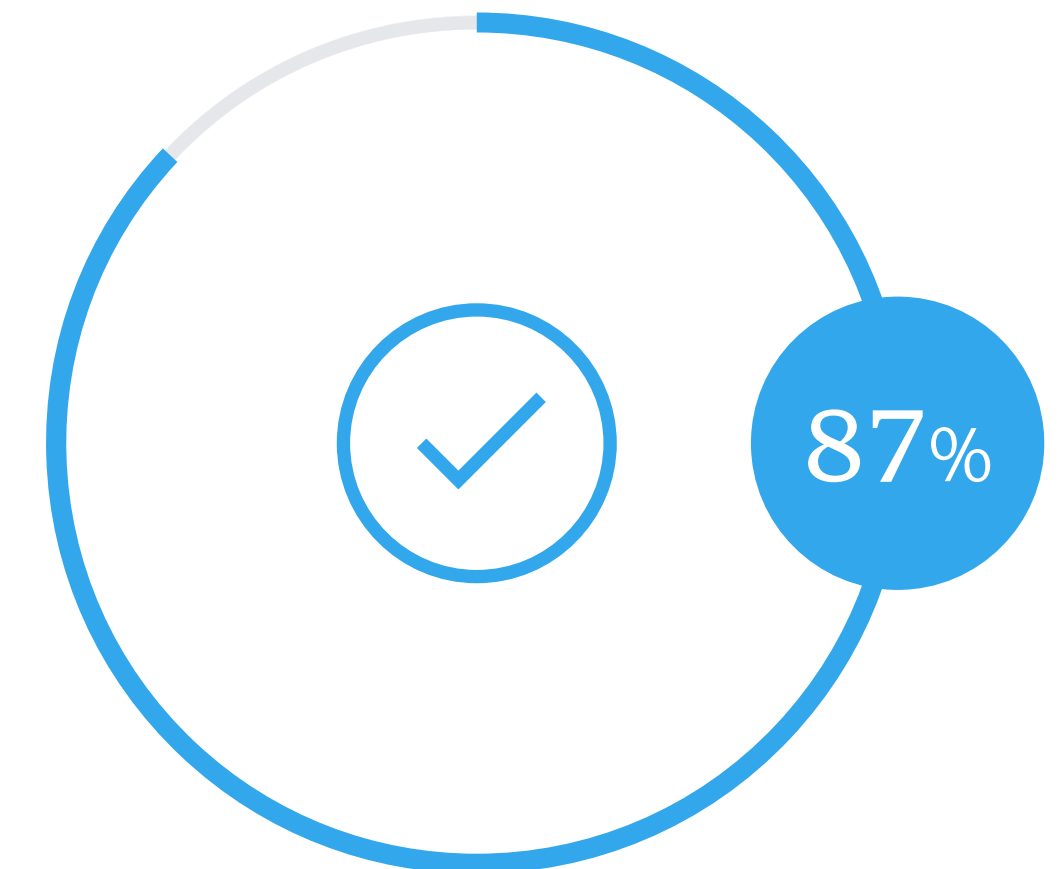
AI Search Visits, Sept 2025



76% of AI Overview Citations Pull From Top 10 Pages.

Ahrefs

Analysis of 1.9m citations, July 2025



87% of SearchGPT citations match Bing's top results.

Seer Interactive

SearchGPT Citations Study, February 2025

But new buyer behaviours and AI discoverability demand even greater attention to the world beyond Search.

Our answer to this problem: **Expertise, Everywhere.**TM

Eleven

Expertise, Everywhere means your expertise shows up everywhere buyers are searching, comparing, and deciding, so your brand is not just visible, but trusted, cited and chosen.

Subject-Matter **Expertise**

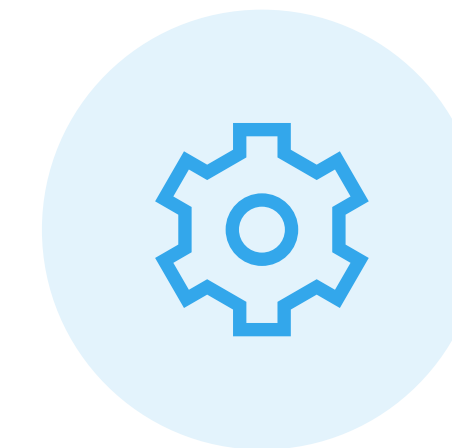
Ensures what buyers find is credible, useful and specific to their needs, created with vetted topic experts and shaped around the real knowledge inside your business.



- Your expertise
- Our expertise
- Editorial expertise

Search **Everywhere** Optimisation

Making your brand, content, and products **easy to find** across the digital discovery channels that matter to you.



- SEO
- AEO/GEO
- Amplification



Together, this is
Expertise, Everywhere.TM

The heartbeat of effective marketing

Eleven

Buyers, search engines, and AI platforms are all looking for the same thing: clarity, credibility, and **genuine expertise**. Every blog, eBook, LinkedIn post, and whitepaper is an opportunity to increase visibility, demonstrate expertise, and nurture audiences throughout the buyer journey.

That's why **expertise** sits at the centre of Eleven's approach

Companies that demonstrate expertise and hard-won experience in their field are more likely to:*



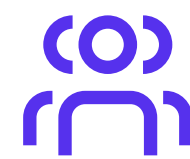
Build trust with **highly selective, B2B audiences**.



Deliver insights that resonate with **real industry challenges**.



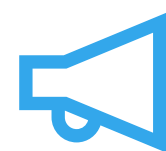
Influence buying decisions through credible, authoritative guidance.



Establish thought leadership and **long-term authority**.



Differentiate their brands with unique perspectives.



Garner attention, earn engagement, and generate revenue.

Great content is the heartbeat of any marketing campaign.

Everything else — strategy, search, amplification — exists to make that content work harder.

That's what Eleven is built around.



Andy Evans
Owner & CEO

* See: [Edelman & LinkedIn, 2025 B2B Thought Leadership Impact Report](#); [LinkedIn/Edelman B2B Thought Leadership research](#); [The Insight Collective, B2B Tech Buying Behaviour 2025](#).

We turn Expertise into content buyers trust

Eleven

Effective content starts with genuine topic expertise and human experience. That's why Eleven's content model is built around:



The right team and expert. For every partner and brief

We work with professional writers with relevant industry qualifications and real-world and editorial experience.

This means:

- An MA or relevant industry qualifications or higher.
- At least 3+ years' real-world work experience.
- At least 3+ years' demonstrable, bylined journalism in your sector.



Your company's own insights.
Hard at work

We help bring out the expertise already inside your business—from product managers and founders to sales teams, customer success leads and technical specialists.

Our own topic-expert writers will work with your internal experts to gather knowledge through structured interviews, draft collaboration, and review cycles.



Trustworthy content.
At any scale

We specialise in creating high-authority content that inspires trust and compels readers to action.

Whether you need a focused programme or an enterprise-scale operation, we combine the agility of a specialist partner with the capability to deliver at scale.

Real expertise turns content from something people find into something they trust.



Pete Wootton
Owner & CEO

Expertise, Everywhere: Our Model in Practice



Expertise, Everywhere: Be found. Be known. Be trusted. Be chosen.



Work with Eleven. Any way that works.

Eleven

Engage us end-to-end or choose the expertise you need, when you need it.

Work **with us** like:



 *Strategy + Production*

For teams that want Eleven to shape the roadmap and deliver the content programme.

You get strategy, expert-led production, editorial management, reporting and continuous improvement.



 *Production At Scale*

For mature teams with their own strategy who need a trusted production partner.

You get vetted topic-expert writers, professional editors, account management, scalable workflows and publish-ready content.



 *Production + Amplification*

For teams that need more content, distributed further.

You get best-in-class, topic-expert content put right in front of your buyers through Digital PR, community engagement, and more.

Strategy

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Bespoke content strategies that drive your business forward

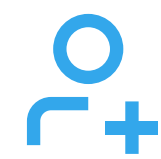
We treat content as a **commercial lever**. Every recommendation ties content to business goals, audience intent, and long-term growth.

How it works: We'll work closely with you to understand your business and landscape. Then, we'll create a unique, data-led strategy built around modern Search, AI, and sales conversion. Finally, we'll execute that strategy and leverage sophisticated reporting to refine and evolve it over time.



Expert-led content that **scales as needed**

We turn strategy into publish-ready content through a fully managed editorial process built around expertise, quality, rigour, and agility.



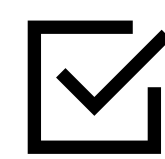
Vetted topic experts matched to your sector, audience, and brief.



Internal expertise unlocked through interviews, collaboration, and review cycles.



End-to-end production managed by account managers and professional editors.



Publish-ready deliverables with sources, citations, internal links, tables, visuals, and on-page SEO and AI signals.



Scalable workflows for focused programmes or high-volume production across formats.



A look inside: Editorial Rigour

RASCAL is our six-pillar quality framework, covering:

- Reader appropriate
- Client aligned
- Actionable
- Accurate
- Specific and Expert
- Logically structured

It forms the backbone of every editorial process at Eleven and ensures content is appropriate for your audience, reflects your voice and values, reads well, calls readers to action, and of course, demonstrates genuine topic expertise.

The result is content that lands on brief and on brand, credible and ready to perform.

Amplification

From individual articles to meaningful authority and reach

The strongest B2B brands take their best ideas and make them visible everywhere. From industry publications and news outlets to LinkedIn, podcasts, newsletters and communities, Eleven will help you demonstrate **Expertise, Everywhere** in any format. These include:

- 

Digital PR. Turn expertise, data and opinions into third-party coverage, brand mentions, and credible external signals. We'll build a custom database of media contacts, manage outreach and relationship building, and work hard to earn placements when and where they matter.
- 

Social Content & Community Engagement. Stay visible between website visits and sales conversations. One of our most popular add-ons: get LinkedIn posts, Reddit threads, and more added to any blog article, eBook, or other piece of content.

- 

Podcasts & Video. Give founders and subject-matter experts a voice in the market, creating deeper conversations and reusable content. We can help you produce podcasts and videos and leverage our extensive agency network to find speaking slots.
- 

Newsletters: Delivering your expert perspectives directly to your audience's inbox. From content and design to DNS setup and analytics, we're adept at building impact through email.

We offer a variety of solutions in-house and work with vetted industry partners to propose end-to-end services for companies of any size and ambition.

Client Spotlight

aerios

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Own the conversations that matter and build **lasting visibility and reach.**

How We Work

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Measure what matters, **improve what works**

We track the metrics that matter across search visibility, AI visibility, engagement, conversions, pipeline influence and commercial outcomes. Then we use those insights to refine the strategy, improve the content and focus effort where it will have the greatest impact.



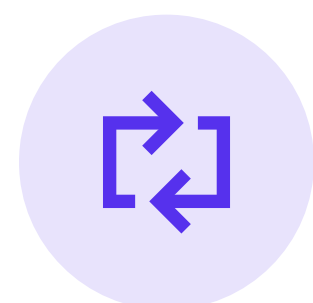
Strategy before tactics

Rather than working from a fixed checklist, we make recommendations that connect to your audience, your market, and your business goals.



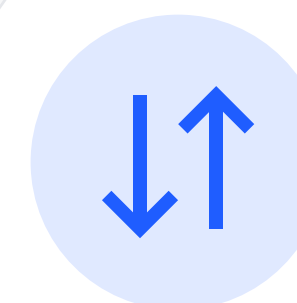
True commercial focus

We care about rankings and traffic, but only because they lead somewhere. We focus on content that creates demand, builds trust, supports pipeline, and moves the business forward.



Test, refine, and iterate

Every business and market is unique, and search behaviour, AI visibility and buyer journeys all change quickly. We review performance, refine content and strategy from the data, and update content plans to meet new opportunities and squash new challenges.



Flexibility from start to finish

Some months need more strategy, others more content, optimisation, or amplification. We focus on the right work at the right time.

Words From Our Partners

Eleven

We prioritise **impact** over activity, **integrity** over hype, and **partnership** over profit.

I'm usually not a fan of agencies, but I love Eleven's model and approach. You're sending me much better content than anyone else I've worked with over the last two years. It's been almost impossible to get good content since LLMs came out, so working with you all has been a massive relief.



Jessica Greene
Fractional Head
of SEO



Eleven's content quality is high, the tone is spot-on, and amendments are minor. One ex-American Airlines writer just nailed the aviation tone. They're really easy to work with and the value compares well with other aviation PR firms.



Simon Watson
CEO



I've worked with dozens of content writing services over my 10+ years in the industry, and Eleven are by far the best there is. We are lucky enough to view their entire team as an extension of our in-house content team, not a third-party vendor.



David Ruhm
Senior Editor



Eleven has been very accommodating during what has been a challenging year for us. They have been proactive, providing useful feedback and being a dependable partner through thick and thin.



Desire Athow
Managing Editor



The content we receive is high-quality, SEO-friendly, and consistently aligned with our strategic goals. I wouldn't hesitate to recommend Eleven Writing to others looking for a reliable, knowledgeable content partner.



Amaury Perrier
Global Marketing
Business Partner



What your company does is truly amazing, your service is impeccable and your attention to quality and efficiency made my life really easy.



Bar Zukerman
Content Strategy
Manager



We measure success in ROI, impact, and partner satisfaction.

Leadership at Eleven



In 2025, Andy Evans and Pete Wootton acquired Eleven with a clear vision: As AI reshapes how buyers discover and choose B2B brands, companies would need a trustworthy partner that could offer a genuine end-to-end content programme, spanning: strategy, planning, expert writing, video, audio, search foundations, and amplification, run by one team. **Today, Eleven delivers all of this and more.**



Andy Evans

CEO

Commercial and strategic lead for Eleven. Three media and marketing businesses founded, scaled, and sold.



Pete Wootton

COO

25+ years building digital audiences at scale. Former Chief Digital Officer at Dennis Publishing. AOP board member.



Christian Rigg

Opps Director

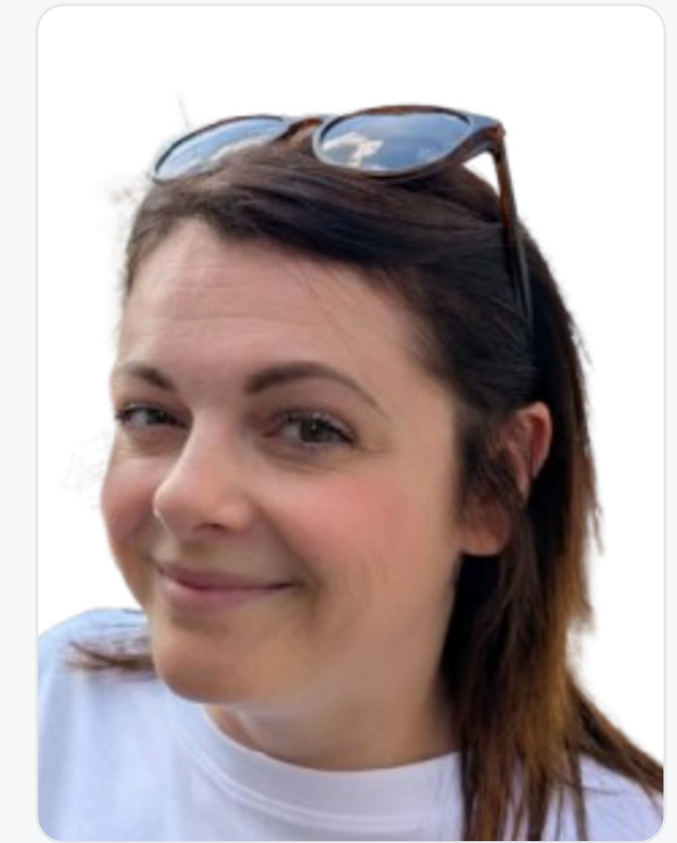
Leads account management, performance, and innovation across the company.



George Pritchard

Head of SEO

15+ years of SEO and PPC experience in-house, agency, and consultancy. Hundreds of sites across SMEs and large brands.

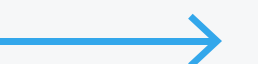


Georgie Peru

Head of Editorial

Extensive experience across major tech and lifestyle brands. Owns editorial standards company-wide.

Supported by a carefully vetted network of subject-matter experts and a wider team of strategists, editors, and account managers.





Book a Call

Choose any time that works for you for a relaxed and friendly call.

We'll be happy to learn more about your business and content needs.

In turn, we'll explain our different services and our approach to content and expertise.

Together, we can explore the potential for a meaningful partnership.

[Book a Call Today](#)



Get a Free Report

We offer free, no-commitment Content, AI Visibility, and Strategy Audits for a clear view of where you stand, how to go further, and how Eleven can help.

You'll receive a short, practical report covering a variety of on- and off- site SEO, AI, and brand signals. And a video call walk through.

From there, you're free to use the findings in-house, with another agency, or with Eleven.

[Request a Free Report](#)

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We're excited to hear from you and can't wait to work together.