

“Craig has become an integral part of our marketing and communications team.”



A trusted back-office payment processing software provider began ramping up its content marketing in late 2022. The company sought to produce thought leadership content and original articles for payments and financial publications to reach financial services companies, banks, and payment processors.

However, the company lacked the time, resources, and skilled expertise to produce the quality content it wanted. After a search for writers, the director of marketing and sales contracted Craig Guillot/ B2B Editorial for content ideation, planning, and

ghostwriting. Since then, the company has collaborated with Guillot on nearly two dozen articles for some of the top publications in the financial services and payments industries.

“His extensive knowledge of the payments industry has been invaluable,” said the director of marketing and sales. “He has been instrumental in helping us brainstorm, craft ideas, and deliver content that is helpful to our target audience.”

Guillot works through ideation sessions and a detailed outline process on each article, ensuring executives deliver their messages and expertise in the most effective way. His services have made the marketing team’s content creation stronger and more efficient while expanding awareness and brand trust in the industry.

“Craig has become an integral part of our marketing and communications team,” she says. “All projects in which he has partnered with us have been well received by industry-leading publications. In fact, many of the publications have asked for additional bylines because we are delivering content that is being well-received by their readership.”