

# Are you a Marketing manager trying to wing it as an editor?



You know all about messaging, product positioning, and branding. But how good are you with dangling prepositions, passive voice, noun-verb agreement? Even more basic, how good is your spelling? The one thing we all know is that one glaring grammar error can drive a stake right through the heart of your company's corporate image.

When the Marketing manager at LyondellBasell's Houston division sought editing services, he determined that freelance editors were not the optimum solution for his needs.

On-demand editing services from Aesbus, as a well-established service provider, has meant fast turnarounds for edits, consistent and reliable delivery, and better management of the Marketing manager's time, allowing him to focus his marketing expertise on more strategic company goals.

A bonus benefit reflecting the global community's collective green consciousness is that all editing is done online, saving trees!



## LyondellBasell

LyondellBasell is the third largest chemical, fuels, and plastics manufacturer in the United States providing the basic chemical building blocks used to make consumer and industrial products, from clothing and everyday household items to construction materials and automobile parts.

### When LyondellBasell speaks, the industry community listens.

As a global industry leader, LyondellBasell presents latest technology innovations, R&D studies, safety and quality management methodologies, and industry journal papers at international symposiums and conferences, such as the Center for Management's Asia/China PP Markets & Tech Conference in China.

Generally, at these international conferences, LyondellBasell's latest work is presented in the form of hour-long presentations, often including panel discussions for an audience consisting of scholars, scientific researchers, and industry technical experts.

### A misspelled word (no matter how small) is a strike on your corporate image.

Although LyondellBasell had a well established peer technical review process for its published content, the Marketing manager did not have content QA and grammar editing resources at his disposal to adequately handle the dramatic increase in the volume of articles, presentations, data sheets, and press releases that would usually occur just a few days before each symposium.

As part of the content QA review process during those volume peaks with crunch deadlines, he found himself inevitably spending late night hours reviewing the materials at home.

He understood that this was not the best scenario. LyondellBasell's corporate image and industry credibility were at stake. Ultimately, as the Marketing manager, he was responsible for ensuring the quality of the published content.

To mitigate the potential for some content not being adequately reviewed and an error slipping by (no matter how small) because of fast turnaround deadlines, he sought outside on-demand editing services.

### On-demand help is only as good as it's reliable.

The fluctuation in work volume and the short crunch periods made it difficult to justify adding full-time editing resources for the content QA review process.

So the Marketing manager at LyondellBasell set out to find on-demand editing services that would meet his budget requirements.








Equally important to him was the need to have a well-established and reputable on-demand editing service organization.

He wanted an organization that could offer expert and reliable service as well as have the capability to integrate with LyondellBasell's existing review process – something that freelance editing contractors were not likely able to provide.

## A premier service provider can walk the talk.

Aesbus offered several on-demand editing service options that LyondellBasell could choose from: copy editing, substantive editing, and rewriting (a complete content overhaul). Each option offered a distinct level of editing to best address specific business needs and budgets.

Key to being a premier service provider – regardless of which editing service option Lyondell selected – was management and integration of Aesbus’ editorial processes with LyondellBasell’s.

-  A project manager (point-of-contact) was assigned for day-to-day management of LyondellBasell’s account.
-  An email-based system was used to transfer (check in/out) LyondellBasell’s documents.
-  A document tracking system ensured that LyondellBasell’s documents were logged in (job number was assigned), queued for processing, and monitored for progress and completion.
-  Job processing included editor assignments, specification of timeframe/deadlines, other special instructions specific to each editing job, and time tracking for each editing job.
-  Online editing, edit tracking, and document version technologies were used to ensure that LyondellBasell could verify not only what content was modified but could also allow them to submit newer document versions to replace documents already in queue.
-  The job and time tracking system provided the capability to generate project status and budget reports: where the job was in the review cycle, how much time was spent on each job, and how many hours were charged for each editing job.
-  The system was set up to effectively handle LyondellBasell’s urgent requests and top-priority jobs.

## Is your editing service partner easy to work with and always on call?

With access to an on-demand editing team, the Marketing manager at LyondellBasell can now focus on his core marketing responsibilities and strategic company goals.

His evenings at home are no longer taken up with stacks of technical materials to be reviewed.

The on-demand editing services provided by Aesbus address LyondellBasell’s business requirements and needs.

- Editing processes** seamlessly integrate with LyondellBasell’s internal systems and high standards.
- Easy submission of editing requests** means quick access to on-demand editing services.
- On-time delivery** for all editing jobs means full compliance with LyondellBasell’s turnaround requirements and deadlines.
- Available on-demand editing** resources are aligned for processing any volume of LyondellBasell editing jobs on short notice and under crunch deadlines.
- Cost-effective pricing** reflects the level of on-demand editing services that LyondellBasell requires. Only hours spent on each editing job are charged.

An understanding of the value, importance, and full implication of content QA to a company’s corporate image underscores Aesbus’ commitment to LyondellBasell to safeguard their global leadership position.

The advantages of contracting Aesbus’ on-demand editing services were numerous not only to the LyondellBasell Marketing manager but to his entire technical review team.

### No More Late Evening Hours

The LyondellBasell Marketing manager no longer had to spend late evening hours at home doing content QA reviews of conference materials under crunch deadlines.

### Always There When Needed

The availability of on-demand editing services through a well-structured service organization meant reliable delivery, compliance with LyondellBasell’s high standards, and full integration with LyondellBasell’s editorial process.

### Fast and Urgent Turnaround

Materials could be reviewed during regular office hours and returned to LyondellBasell within the required timeframe (2-3 days), sometimes that meant even within the same day for urgent and top-priority editing requests.

### Volume Spikes Easily Handled

The volume spikes that normally occurred within days of a LyondellBasell symposium could be handled expeditiously and reliably.

## Interested in learning how to avoid the late night blues?



If you would like more information on using on-demand editing services, we’d be happy to share

with you our ideas and recommendations.

Please contact [sales@aesbus.com](mailto:sales@aesbus.com).