

## Koda is the Most Admired Young Agency at the ACEF Content Marketing and Creators Awards 2021

**Karnataka, Bengaluru, Sep 15, 2021 ([IssueWire.com](https://www.issuewire.com))** - Koda Integrated Marketing Services bagged gold in the Grand Prix category as the Most Admired Agency for Content Creation (Less Than 3 Years) at the ACEF Content Marketing and Content Creators Awards 2021. Koda is a specialist content marketing agency focused on creating content for the B2B and SaaS tech industries.

Talking about the win, Tuhina Anand, Founder, Koda Integrated Marketing Services, said, “This is a great affirmation for an agency like ours which operates in a niche space. It’s been two years since our inception and the recognition at ACEF from the stalwarts of the industry tells us that we are headed in the right direction.”

“We live in an age of content abundance. However, there is a lack of maturity when it comes to writing content for B2B and SaaS players. This is also an industry where the right kind of content marketing has a direct impact on the RoI. This makes content a critical tool in the marketing mix for companies operating in this space. We at Koda are trying to address this gap with our well-crafted and deeply researched pieces,” she added.

This year, the ACEF Content Marketing and Creators Awards received 230 entries from 80 organizations based out of 6 countries. You can [watch the clipping](#) of Koda receiving its award.

### About Koda

Founded in 2019, [Koda](#) is a specialist content marketing agency focused on the B2B and SaaS tech space. The company addresses a gap in the market with a team that is adept at understanding the nuances of simplifying content marketing for tech players and creating expert content for their full-funnel marketing strategies. Koda works with new-age companies in the US, Europe, SE Asia, and India and positions itself as an extension of its client’s marketing team. The agency creates well-researched and well-written form factors for thought leadership, awareness, and lead generation. These include the entire spectrum of content forms - blogs, case studies, e-books, white papers, cheat sheets, decks, website content among other things including digital marketing, and website design and video content.

### About ACEF

The ACEF awards were organized by a team of professionals based in India, Sri Lanka, and UAE. They are guided by Advisory Members from Branding, Marketing, and Creative Agencies based in different countries such as the US, Australia Singapore, UAE, and Sri Lanka. ACEF’s goal is to help

professionals discover how their fellow change managers have successfully led projects.

### **Media Contact**

Koda PR

nikita@koda.co.in

Source : Koda Integrated Marketing Services

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