

Content Consulting Services

content[Ed.] tells stories that enhance and expand your brand.

- Specializing in brand journalism and diverse storytelling, we will help your company craft a compelling content strategy that nurtures current clients and converts prospective ones.
- content[Ed.] helps develop your entire content development and management strategy. With an eye toward your business goals, first, we work to understand your audience, industry and the competition. We also dig deep into your existing content strategy and inventory to pinpoint where improvements can be made.
- Initially, we will build or refine the existing content strategy for your blog, accounting for your long-term goals as well as your unique business proposition, web personas and stages of the buying cycle.
- content[Ed.] will then craft an editorial calendar and manage it with monthly meetings with your content creators. If you don't have content creators – don't sweat it. We offer those blog management/production services as well.
- To make sure the content we're creating is effective, we'll review performance monthly and make adjustments.

Elevate your brand's voice with our original content.

Choose content[Ed.] today. Call 773-405-6624.

Blog Management/Production Services

News articles	200–400 words	Posts report timely news and trends relevant to your industry. News stories help build and reinforce your brand as an authority in your industry, as well as drive search and site traffic.
Blogs	200–400 words	More conversational in tone than news stories, blogs provide overviews of the latest industry hot topics. These can boost your brand's voice while attracting and engaging readers/customers.
News aggregation	200–400 words	Aggregated articles use news from multiple sources to provide a new, unique viewpoint on news, research or industry events. These posts build and reinforce your brand as an authority in your industry, as well as drive search and site traffic.
News round-up	200–400 words	Let us keep tabs on your industry for you. Weekly, bi-weekly or monthly news roundups features the most relevant stories in your industry, as well as makes you the go-to source for your customers.
News analysis	400+ words	These more in-depth pieces ask how the news of the day will affect an industry in the long term. These posts can start industry-wide conversations and position your company as a thought leader.
Evergreen content	200–600 words	Evergreen content is designed to work any time, any place. A great example of evergreen content is a 'how-to' piece that provides actionable advice for readers. We will craft pieces that are targeted to your content goals and promotes your business' value proposition.
Brand journalism	800+ words	These posts are designed to elevate your brand's voice in the industry. These feature-length posts will feature exclusive interviews, insightful commentary and thought leadership. Pull in your target audiences and keep them on your site with this unique copy that both embodies and enhances your brand.
Interviews and Q&A	400+ words	These are exclusive interviews with industry experts or your customers. These pieces can provide informational content for current or new audiences and also can drive media coverage of your brand.
Case studies	400–800 words	Data-focused success stories featuring your customers. These reports highlight your company's track record of success and are very effective lead generation tools.

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Ancillary Content Services

Press releases	400 words	Professional coverage of company news, including product/services launches, new executive appointments, release of research findings, etc, designed for wide distribution.
Newsletters	Varies	This can be a roll-up of our recent blog headlines and industry news. A custom newsletter drives site traffic and gives you unique cross-sell opportunities.
White papers and E-books	1,000 - 3,000 words	Tightly researched and comprehensive content pieces that tackles topics important for your brand and industry. These are both great brand builders and lead-gen tools.
Guest blogs	500 words	Can be clients or industry experts. Promoting a community-driven space that promotes a variety of opinions can position your brand as thought leaders within an industry.
Ghostwritten articles	600+ words	These pieces, ghostwritten for your execs by our content experts, can help position individuals within your company as industry thought-leaders.
Infographics	Varies	Attention-grabbing visual content that uses data to tell a story about an industry trend or best practice.
Webinars	Varies	
Social Media	Varies	

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