Content**Matterz**

Our marketing goal:
make yours click.

For us, content marketing is like a magic puzzle. When content delivery and timing are in perfect alignment, our clients hear that satisfying "click" and the results speak for themselves. Making it click is our favorite challenge, and when the puzzle finally comes together we all feel the marketing magic!

The best part? The puzzle is never finished and each client has a different one. Whether you need an entire strategic plan, a truly unique video, a technical whitepaper, or anything in between, we are here to make sure the pieces click. Our creative, client-focused marketing approach sets us apart from big firms that offer commodity content. You deserve better! Content Matterz offers it, with:

A wide breadth of marketing knowledge and capabilities—2+ decades of B2B experience.

An agile, resourceful and adaptive team— we really love our people, and you will too!

Marketing services that work with your timeline and budget—big or small, we've got you covered.

Effective, strategic messaging—we're meditating about you already (not in a creepy way).

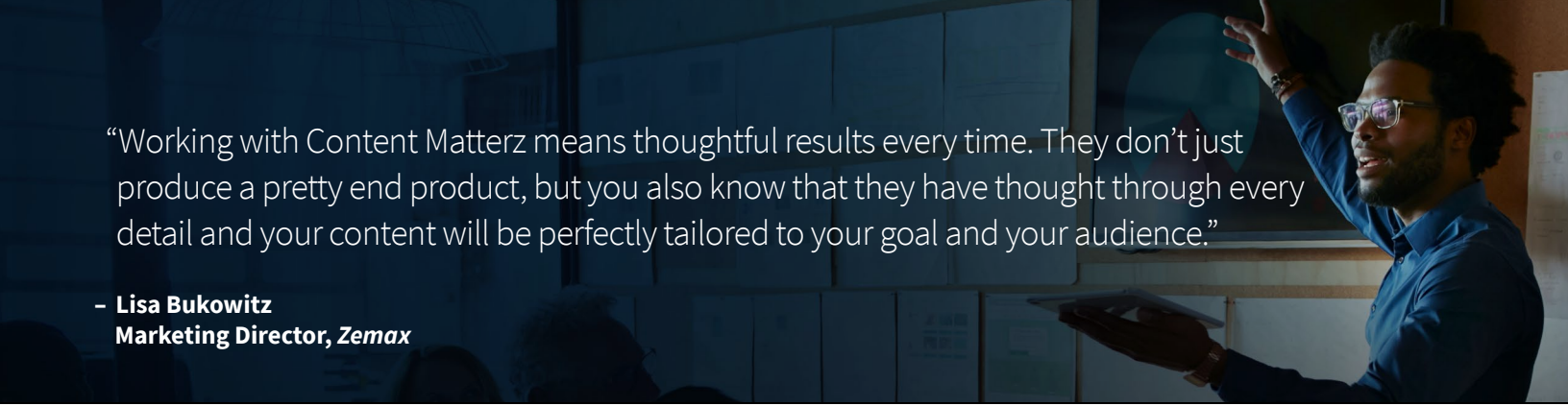**Influential, powerful content—never generic, always brand-inspired and on target.**

Revenue generating results—because that's how we make it all click!

Here's a sampling of our most popular services:

- eBooks and whitepapers
- Infographics
- Videos
- Email campaigns
- Social media and blogs
- Strategic foundations
- Events and webinars
- Direct mail
- Sales enablement
- HubSpot implementation and marketing workflow automation

Need something else? *Just ask!*

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How we work

Our first step is always to gain a firm understanding of your organization and team. We want to know everything about your long- and short-term goals, culture, brand voice, products and services. We'll also immerse ourselves in your jargon, discover your favorite virtual meeting platform and probably talk a bit about what to name your new cat. If you don't have it all figured out, that's ok too, helping you through it is a big part of what we do!

Once that "get-to-know-you stuff" is out of the way, we'll act as an extension of your team to jump in and take on whatever you need—from strategy and consulting to demand generation and content development; and so much more (we are also great at cat names).

Our goal: Create content that drives demand

Generating profit requires a fearless demand strategy. We combine high value content with a demand strategy that delivers results. Our expertise spans across:

- **Positioning, messaging and persona development**
- **New business growth**
- **Customer up-sell and cross-sell**
- **Retention strategy**
- **Competitive advantage positioning**

Whether it be highly technical, just for fun or somewhere in-between, all of our demand-generating content is crafted by professional writers and designers with the right expertise for your product and an interest in your success.

Timing is everything

Successful businesspeople know this simple fact but they often fail to apply it to their marketing. Special projects, opportunities, and customers that aren't connected with the right resources at the right moment pass you by.

Having Content Matterz as a ready resource for your marketing team makes timing work in your favor.

We'll tailor messaging to cut through the noise and deliver the right content at the right time, so you can be perfectly positioned to take advantage of every opportunity.

"I had high expectations for the content for our new vertical content campaign and Content Matterz exceeded them all. The sky's the limit for how this campaign will perform with personalized assets like these.

– Nichole Marsano
Vice President, Demand Generation, Payscale

Why not now? Start a conversation at:

www.contentmatterz.com

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