

Websites

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Whether it's website content, website implementation, or generation of blogs, newsletters, or discussion forums, we'll generate compelling content in the appropriate medium for your customers and prospective customers, which includes...

- Website content
- Website implementation
- Blogs
- Newsletters
- Discussion forums
- Ongoing maintenance

Website Content

Looking to launch or re-launch a website? We'll recommend the relevant content you need and write it, including your tagline and welcome blurb, drawing from existing website content or starting from scratch.

Website Implementation

We'll take the content writing a step further, and help you launch your entire site. There are a number of different approaches to launching a website. We'll inform you of the options, find the one that meets your needs, and oversee the design, implementation, and launch of your site.

Newsletters

If you have more than a handful of customers, consider communicating new products, events, news, and more by way of a regular newsletter. We'll recommend the newsletter tool, create the template, manage users, generate the content, and publish the newsletter.

Blogs

Is your company a thought leader? If you have fresh, relevant content to share with customers and prospects, then consider blog articles. Like newsletters, we'll recommend the blog tool and create the template, and will work with your thought leaders to edit and publish the content.

Discussion Forums

Do you have a customer or prospect base that could benefit from information exchange? If so, we can recommend the discussion forum tool, set up the forums, and build the forum into a meaningful exchange of information.

Podcasts

If your company had deployed or is considering blogs, podcasts are the next step. We'll recommend the tool and produce the podcast recordings.

Ongoing Maintenance

Based on your needs or preference, we will manage the above noted activities on an ongoing basis or after launching or jump starting the initiatives, train your in-house team members to assume the responsibility.