

A STRONGLY FELT AIM, AMBITION, OR CALLING

Apply modern content approaches to nonprofit + purpose-driven organizations.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations from other verticals and applying them to mission contexts.

BENEFITS



Faster modernization



Improved digital experiences



More impactful communications

SAMPLE PROJECTS + NEEDS

Whether you're trying to modernize your organization, make communications more effective, or innovate with AI, content is critical.

- ▶ Optimize content for search engines + other channels
- ▶ Update message + narrative / storytelling
- ▶ Deliver the right content across the customer journey
- ▶ Apply plain + inclusive language at scale
- ▶ Grow a new audience / customer segment
- ▶ Set + implement content standards
- ▶ Improve content consistency + accuracy
- ▶ Test effectiveness of content with specific populations
- ▶ Modernize communications with specific populations
- ▶ Improve content consistency + accuracy
- ▶ Implement AI + modern tech for content operations
- ▶ Define content vision + strategy for a new experience
- ▶ Audit a large set of content assets

SAMPLE CLIENTS



Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"WE'RE CREATING AN ENVIRONMENT IN WHICH ALL THE PEOPLE INVOLVED IN MARKETING AND COMMUNICATIONS CAN REALLY FEEL LIKE THEY ARE WORKING IN THE RIGHT WAY AND DIRECTION."

Tom Berry, CFA Institute



CONTENT SCIENCE

Insight • Idea • Implementation • Impact