**Home Page (link from logo is fine) - Content Marketing - Social Media – Content Creation - About Us – Blog – Contact (doesn’t have to be in main navigation, can be an icon in header; as long as social media links are visible)**

**HOME PAGE**

Yakkety Yak LLC is a full-service content marketing company that produces custom written content for businesses, including company blogs and newsletters, social media marketing, case studies, white papers, press releases, copywriting services, product marketing and more. Our goal is to help businesses connect with the right target audience through writing, using a voice and tone specifically designed to reach end users. Yakkety Yak works as an extension of your marketing team to improve engagement, increase exposure and send the right message to your customers.

Our mission is to make it easier for business owners and women entrepreneurs to reach their ideal customers through creative and smart communication. We help our clients define their voice, develop a content strategy and implement a successful campaign to expand their reach and increase revenue. Yakkety Yak focuses on accuracy, drive, innovation, and professionalism. We are meticulous about our work, driven to excel, innovative with our ideas and professional in our business approach.

Take advantage of our ability to do the following:

(ICONS AS BEFORE)

* Custom Blogs (website content management)
* Social Media Marketing (same)
* Company Newsletters (same)
* Content Strategy (Business Planning)
* Website Copy (SEO)
* Editorial Calendars (formerly Corporate Events)
* Copywriting (formerly professional writing)
* Press Releases (same)
* Media Kits (same)
* SEO (NEW to look like google search bar)
* Branding (Brand Strategy)
* Marketing Collateral (Marketing Materials)

Ready to get started?

Let’s Yak

(newsletter, blog and about page)

**Content Marketing – LANDING PAGE**

Content marketing encompasses everything from the words on your website, to a blog that editorializes all areas of your company services, a newsletter to help you stay in touch with your customers, and using social media to expand your outreach efforts to a specific audience.

In the era of web-based marketing and social media, it’s essential for a business to have an active online presence to reach their target demographic. It’s the simplest way to demonstrate your expertise to a specific network, which will result in new business and word of mouth referrals. By starting a content marketing campaign now, your business will be instantly more poised to increase sales and improve outreach.

**Yakkety Yak Content Marketing Services**

**Content Strategy**

Yakkety Yak will work with your business to define your target audience and customer personas. From there we develop a voice and tone specifically designed to appeal to your ideal customer and apply that to all of your communications platforms, from website copy to Twitter. The goal is to develop content with one custom tone, designed to appeal to a specific target audience, to drive the most revenue for your organization.

**Editorial Calendars**

Part of building a successful content strategy is staying organized. Yakkety Yak will map out the blog, newsletter and social media schedule for your organization on a quarterly basis. Breaking down the content into subject matter buckets, we will brainstorm blog ideas and ways to communicate your company messaging clearly and consistently. Yakkety Yak offers consulting services in the area of editorial calendar creation, so please contact us for more information.

**Content Audit**

During a content audit, Yakkety Yak will review all of your existing company website content, marketing materials and company blogs to identify content gaps, areas for improvement and outdated or irrelevant materials. Working either independently or hand in hand with your marketing team, we will formulate recommendations on how to better define your company voice, how to increase visibility and improve engagement.

**Custom Blogs**

To launch the content strategy, Yakkety Yak will work with you to develop a monthly editorial calendar, including a minimum of once-weekly blog posts. Topics will be approved in advance and written by Yakkety Yak, with two weeks or more of lead-time for approval and editing prior to posting on the blog. Company news, case studies and media references will also be posted on the blog and promoted via social media, all in an effort to boost awareness and drive traffic to the website. The blog topics will be developed based on a combination of editorial, promotional and targeted content, organized by different content buckets or topics of expertise. These topics are based on the specific services that your business would most like to promote.

**Company Newsletter**

A company newsletter written for clients and subscribers is a great way to direct readers to your original blog content, company news and current promotions. As part of the content strategy, Yakkety Yak will compile original newsletter content, while also including links to the blog content to drive readers back to the website. The newsletters can be targeted to specific business segments, and also be directed to a more general audience. Through email marketing, we help you control your message so recipients keep your business top of mind.

**Social Media**

Yakkety Yak will provide a monthly social media calendar that will also coincide with the blog schedule. This calendar will be presented monthly. Upon approval, Yakkety Yak will distribute the content on multiple social media outlets. We will focus our social media efforts on Facebook, Twitter, Google+ and LinkedIn on the following schedule. Read more on our social media services here (link to main header page)

**Website Copy**

Yakkety Yak will review, rewrite or create your website copy from scratch. From company information, descriptions for products and services, to basic copywriting services, our team will ensure your content is properly branded and target for your ideal customer.

**Social Media (LANDING PAGE)**

Social media marketing is one of the most direct ways to reach a specific audience. It’s an amazing tool for exposing your follows to all of the cool stuff happening with your company. Between Twitter, Facebook, Instagram, Pinterest and LinkedIn, your social media accounts should reflect the mantra of your organization. Yakkety Yak would love to handle all of your Social Media marketing and if anyone knows how to reach the right audience and start a conversation with your followers, we do.

**Yakkety Yak Social Media Services**

**Social Media Calendar**

Yakkety Yak provides monthly social media calendars to coincide you're your company blog schedule, while also including new and engaging content. This calendar will be presented monthly, including links, visuals and copy. Upon approval, Yakkety Yak will distribute the content on multiple social media outlets. Our services include Google+, Facebook, Twitter, LinkedIn, Instagram and Pinterest.

**Social Media Advertising**

Yakkety Yak works within your budget to manage the company social media advertising, including Facebook, LinkedIn and Twitter, as well as promoted pins on Pinterest. We will manage the ads, track the budget and analyze the results. Due to the high-level target abilities that social media provides, we can use this tool to increase visibility, while also reaching existing clients.

**Social Media Reporting**

Our team is equipped to measure the success of social media engagement through building custom landing pages, using custom URLs and also creating detailed reports measuring reach, engagement and link clicks. Through our customized reports, business owners will be able to determine what content resonates most effectively with the target audience, and refine or enhance the strategy accordingly.

**Graphics**

Visual engagement is an essential part of every social media success tory. Yakkety Yak provides custom graphics, infographics and photography to improve brand identity on social media. Studies show that visual elements enhance reach by over 300%, which is why we will always make sure our materials look good, so that your business can look even better.

**Content Creation – Landing Page**

Yakkety Yak provides content creation and copywriting services, designed to extend the voice and tone of the organization to all facets of the business. From case studies to marketing collateral and product descriptions, our team of professional writers is ready to ensure that your business is always sending the right message.

**Yakkety Yak Content Creation Services**

**Case Studies**

Case Studies are a great way to demonstrate experience for potential customers. We will develop the template, collect project details and write the copy, so that every relevant project your business completes is well-documented and carefully presented to potential new customers.

**Press Releases**

Whether used simply to make announcements or to garner attention from the press, Yakkety Yak will write everything from your company boiler plate to press releases. The goal is to attract attention through carefully crafted sentences and valuable information that tells your business’s story. Press releases are an essential element of growing businesses and we can make sure they end up in the right hands.

**White Papers**

White Papers are a fantastic tool for establishing thought leadership within a given field. These longer documents should be carefully researched and written in an unbiased manner. Using best journalistic practices, Yakkety Yak can create and compile white papers with graphics, multiple sources and credible research to help your business build brand recognition. With a minimum of 1,500 words, white papers provide your business with the platform to tell a meaningful story.

**Marketing Materials**

From one-page flyers to sales presentations, Yakkety Yak can help your business design and implement a cohesive marketing strategy. Working alongside your company leadership to tell the right story, our team of writers will compile the right content to put your business in the best position to succeed.

**Product Descriptions**

From retail products to company services, our team will determine the most creative way to describe your offerings. Applying the right voice to your website copy, we make sure that your descriptions match up with your overall company mission. The goal is always to use content to appeal to your target audience, while driving revenue and increasing engagement

**Copywriting**

Our copywriting services extend to all areas of a company brand. We apply best writing practice to all areas of your company communication to ensure that your brand mission translates in writing. From website copy to product marketing to marketing collateral and more, our team provides consistent and timely writing services to make sure your company is telling the best version of your company story.

*About Yakkety Yak – Landing Page*

(Include Ashley Bio photo)

When it comes to connecting with a target market, there is nothing more critical than knowing your market. Ashley Logan founded Yakkety Yak based on the principal of writing for one target audience, with one common voice. She has built a successful career on the basis of writing for a specific audience, so that the customized content reaches the right consumer through custom blogs, social media marketing website copy, marketing collateral and more. And it’s working.

In addition to building a successful content marketing business, Ashley is a professional writer, with regular features in the Chicago Sun Times, the Architects Newspaper and the Nashville Post. While writing primarily about real estate, design and workplace strategies, her background as a journalist makes her well equipped to meet deadlines on a wide variety of topics.

Prior to starting a writing career, Ashley worked in sales and marketing in Chicago for almost ten years. With robust sales and marketing training, she was one of the top producers in the Midwest at Newmark Grubb Knight Frank, a global commercial real estate firm. With robust sales and marketing training, she has a proven track record in business, with unparalleled creative drive—a rare combination that has continued to produce results for her clients.

Ashley Logan is a native Chicagoan, and a most-of-the-time fan of the Chicago Bears. She has a master’s of science in journalism from Northwestern University and a bachelor’s degree in creative writing from University of Tennessee.

To learn more about Yakkety Yak, email Ashley at [ashley@yakketyyakllc.com](mailto:ashley@yakketyyakllc.com).