Main Page: **Content Writing**

“Content is not King, it has the Kingdom.” - Lee Odden

In 2020, 50% of all searches are voice searches. 72% of people who own smart speakers say the devices are part of their daily routines.

Voice is the future of web search. We develop and create content which will urge your audience toward your business to take actions by optimizing it as per the new market trends and technology such as voice search.

We take burns to understand your business, and are serious about its positioning. So, more than just creating content, we take into deliberation how your message has to be conveyed.

When we create something, we think, ‘will our customers bless or acknowledge for this?’ we think it is important for all of us to be thinking about whatever marketing we are creating; is it really useful to our customers? Will they thank us for it? We think if you think of things through that lens, it just clarifies what you are doing in such a smooth and polished way.

Our objective is to sponsor your business through creative communication, which will result in increasing both your customers and consequently your revenues.

Dark square agency has been doing this for four years, and has vested quite a few top corporate entities, SMEs, large enterprises and some investor-backed start-ups. Scripting content for various requirements for companies at various levels has given us an inestimable understanding of communicating with the end customer.

Work begins with need analysis, followed by R&D (Research and Development), and concludes with creating compelling content. Based on the nature of your business and the target group, we set the tone for your marketing collaterals. We consider , brainstorm, punctuate on your requirements to create content that is skillful and impressive.

Dark square has thus far made a difference to many businesses from various industries. We have made their business speak and beat hearts through websites and marketing collaterals.

“Traditional marketing talks to people. Content marketing talks with them.” Doug Kessler

Our vision is to be the most posh digital marketing agency which thrives on creative strength and gives more muscle to brands. We believe in creating killer content & it consist of three simple words: Clear. Concise. Fascinating.

**Exquisite:** Reader-friendly, free-flowing, informative content written in smooth, lucid English which reduces the reading time.

**Commercial:** Enthralling content with the maximum sales quotient, assisting in transforming prospects into actual consumers.

**Trailblazing:** Strategic content is meant to reduce the bounce rate of a website page, much like an after-effect.

**Camouflaged:** Eye-catching content which is tactfully made promotional but nowhere near to a direct sales copy.

Professionally, as one of the leading digital marketing agency, we have traversed almost every genre of content that one can possibly think of! Starting from website content, SEO articles and blogs to press releases, product descriptions & reviews, we are up for every type.

Apart from the digital consortium, we also have expertise in creating emails and flyers, banners and hoardings, applications and CVs, the list is endless.

Every passing day, we try and learn something new and add it to our list of services. We are a dedicated digital marketing agency, wanting to emerge as a one-stop solution for all aspiring businesses as well as marketing tycoons.