

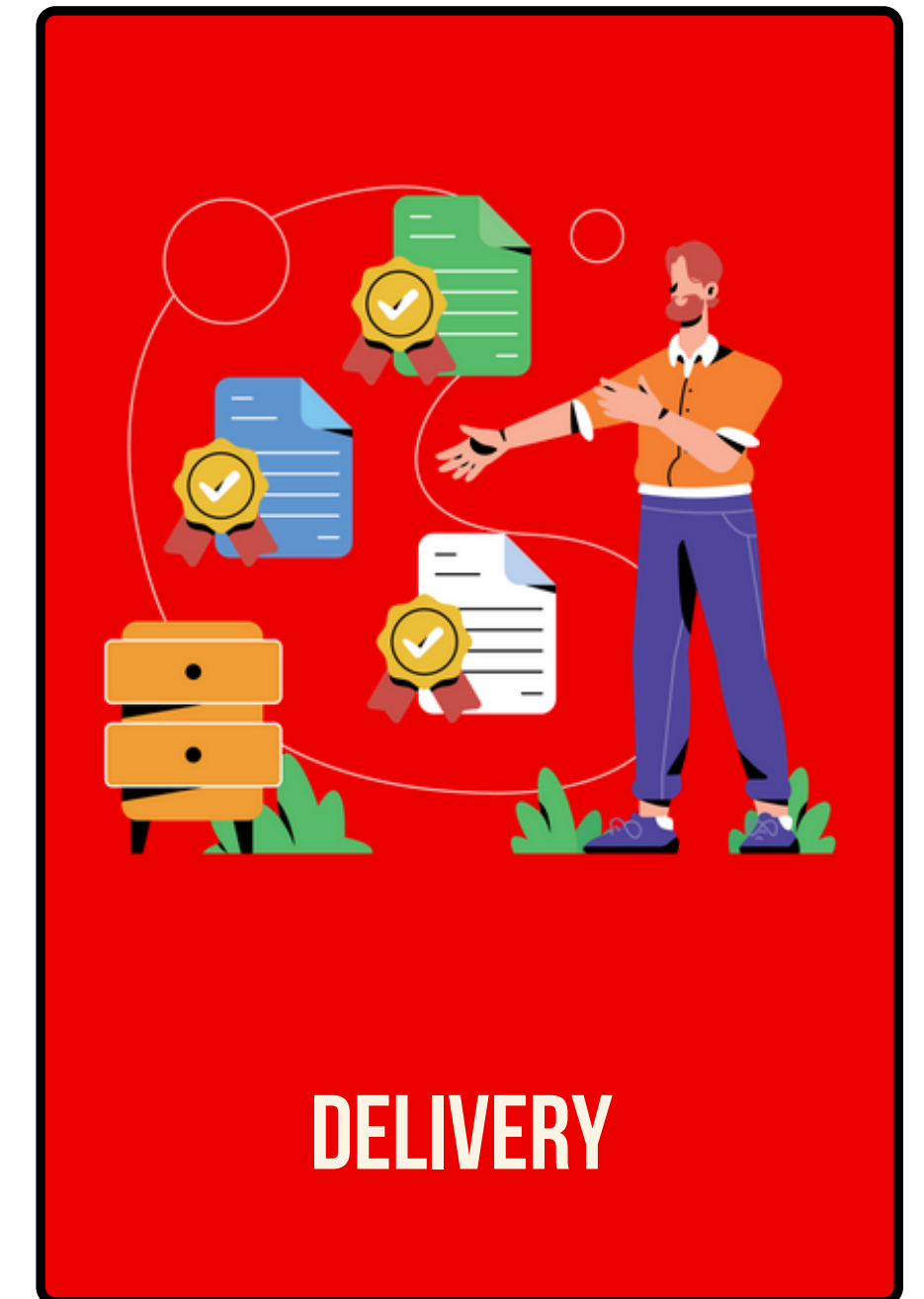
Matterwings

www.matterwings.com



WHAT WE DO

An organization's ability to have efficient and effective management of its content through the entire lifecycle can mean the difference between success and failure.



VISION

Offering value in a way that not only entice the viewer, but also begin to build brand trust. There is an experience of the discovery of the valuable content, and a sense of delight in making the find.

MISSION

Help businesses setup and build solid end to end content marketing strategy in place, each channel using the marketing tactics that deem best to achieve brand visibility, marketing goals and sales revenue targets.

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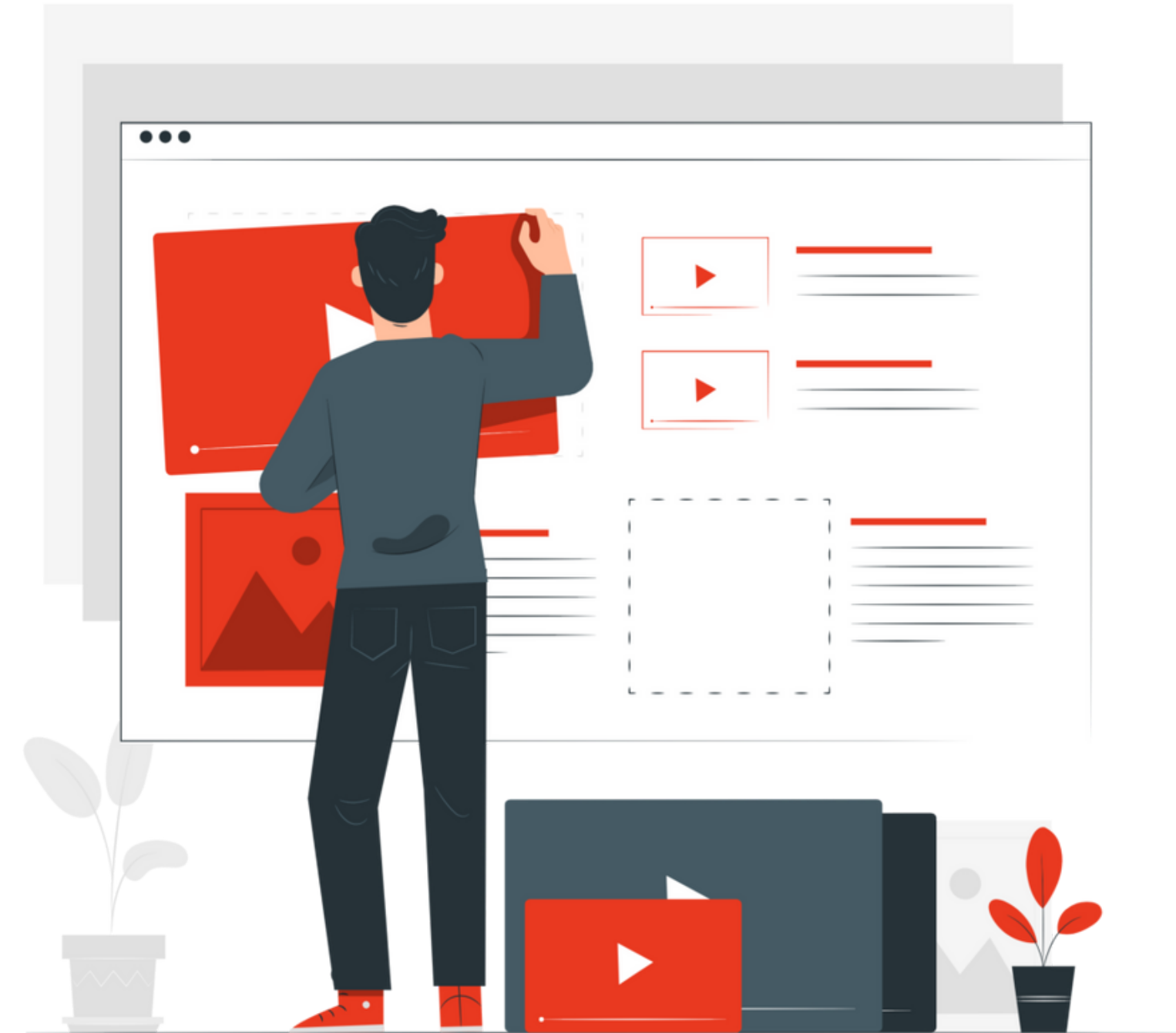
WHY US?

We handle your entire end to end Content lifecycle

Plan
Create
Optimize
Organize
Distribute
Measure
and Preserve Content

*throughout its lifetime in your organization,
a process that aims to improve efficiency
and remove barriers to success.*

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COVER IT *We* ALL FOR YOU

Great content has the ability to create significant & positive experiences for your academic journeys, potential customers and compel the customers to come back for more. It's your ticket to capturing your audience's attention and continually reinforcing a positive brand impression.

HR CONTENT

BUSINESS CONTENT

MARKETING CONTENT

PRODUCT CONTENT

**STARTUP BUNDLE COVERING
ALL FUNCTIONS OF A BUSINESS**

ACADEMIC CONTENT

Table of **CONTENT**

BLOGS & ARTICLES

WEBSITE CONTENT

PRODUCT DESCRIPTIONS

COPYWRITING

SOCIAL MEDIA CONTENT

PRESS RELEASE

EMAIL TEMPLATES

**BUSINESS & SALES
PRESENTATIONS**

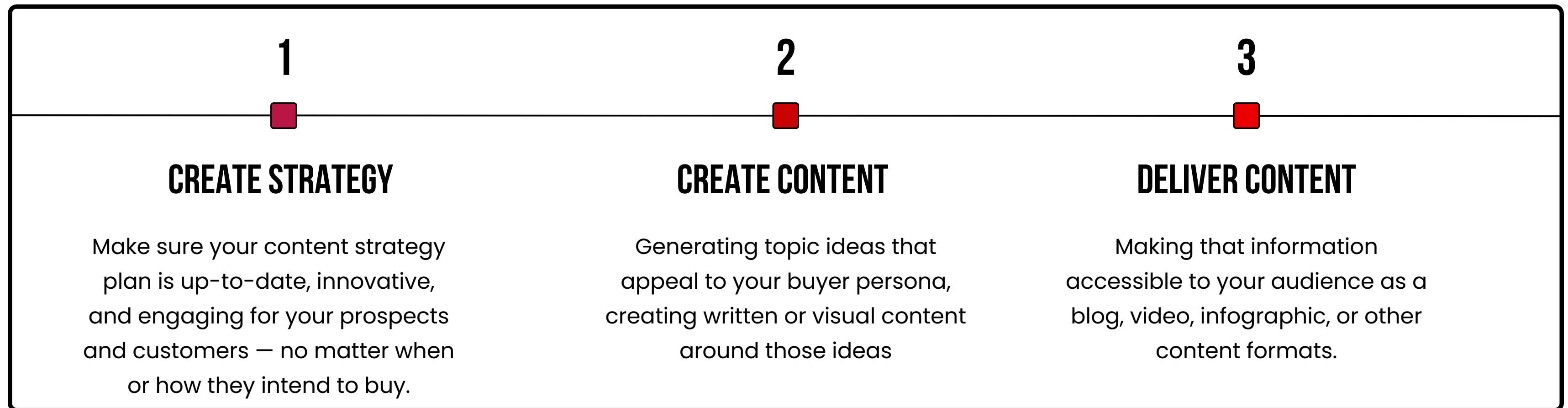
LOGO

CASE STUDIES

GUIDES AND Q&A

WHITEPAPERS & EBOOKS

We cover the complete **CONTENT LIFECYCLE**



Customer **EXPERIENCE**

Content creation is the ultimate inbound marketing practice. When you create content, you're providing free and useful information to your audience, attracting potential customers to your website, and retaining existing customers through quality engagement.



BENEFITS

When you create content, you're providing free and useful information to your audience, attracting potential customers to your website, and retaining existing customers through quality engagement.

NURTURE PROSPECTS

SEO

COST EFFECTIVE

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BLOGS & ARTICLES

Blogs can educate, entertain, and inspire your audience through the written word. When someone types a query in Google, the posts that pop up are usually blog posts.

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SOCIAL MEDIA CONTENT

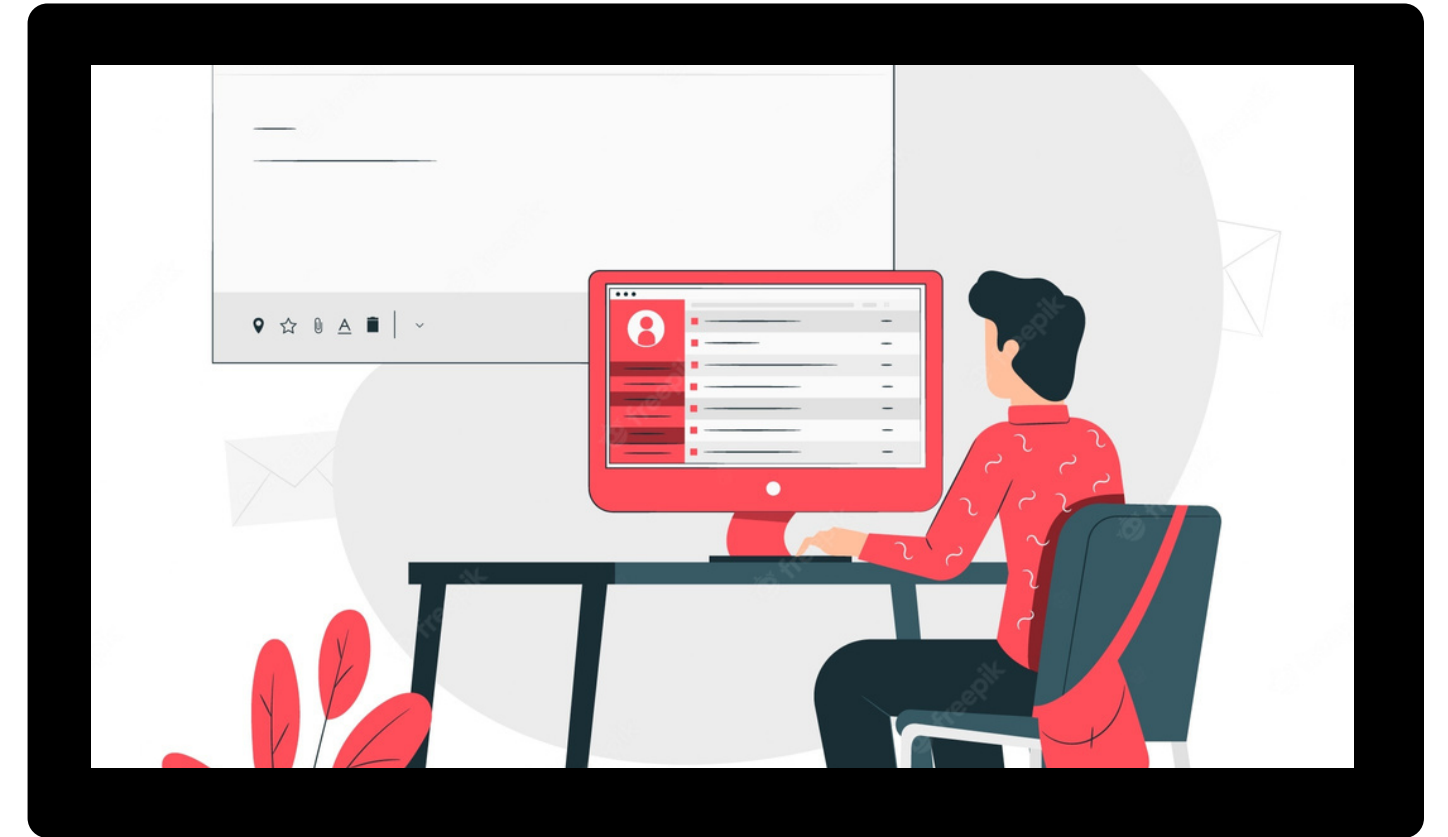
Good images or video definitely increase engagement, and they endear your brand to customers. They can also keep customers from quickly swiping past your post and missing your message.

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EMAILS



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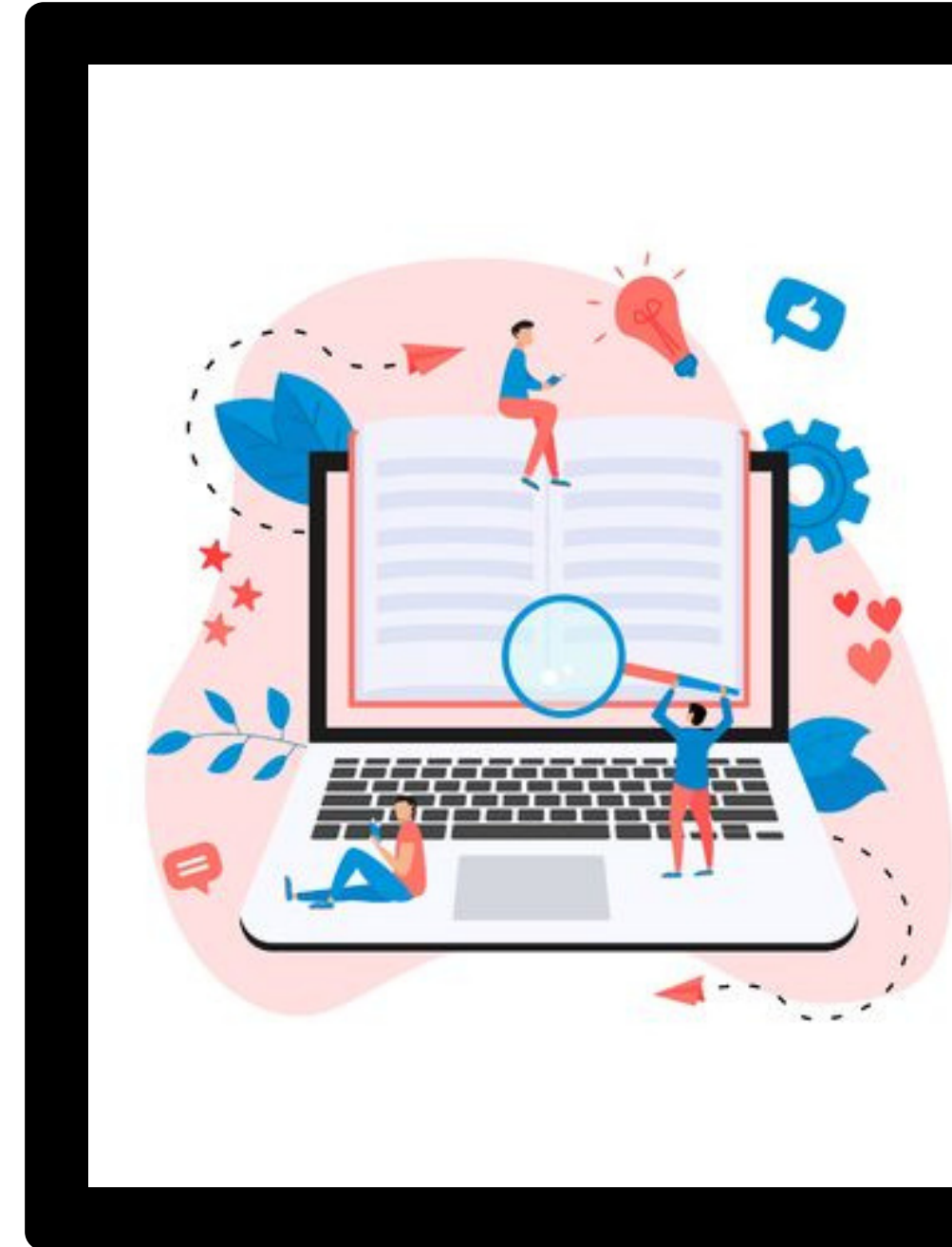
Email content is any message sent to a subscriber, customer or prospect's inbox on a personal basis or by using a comprehensive email builder or automation platform.



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WHITE PAPERS, EBOOKS, AND REPORTS

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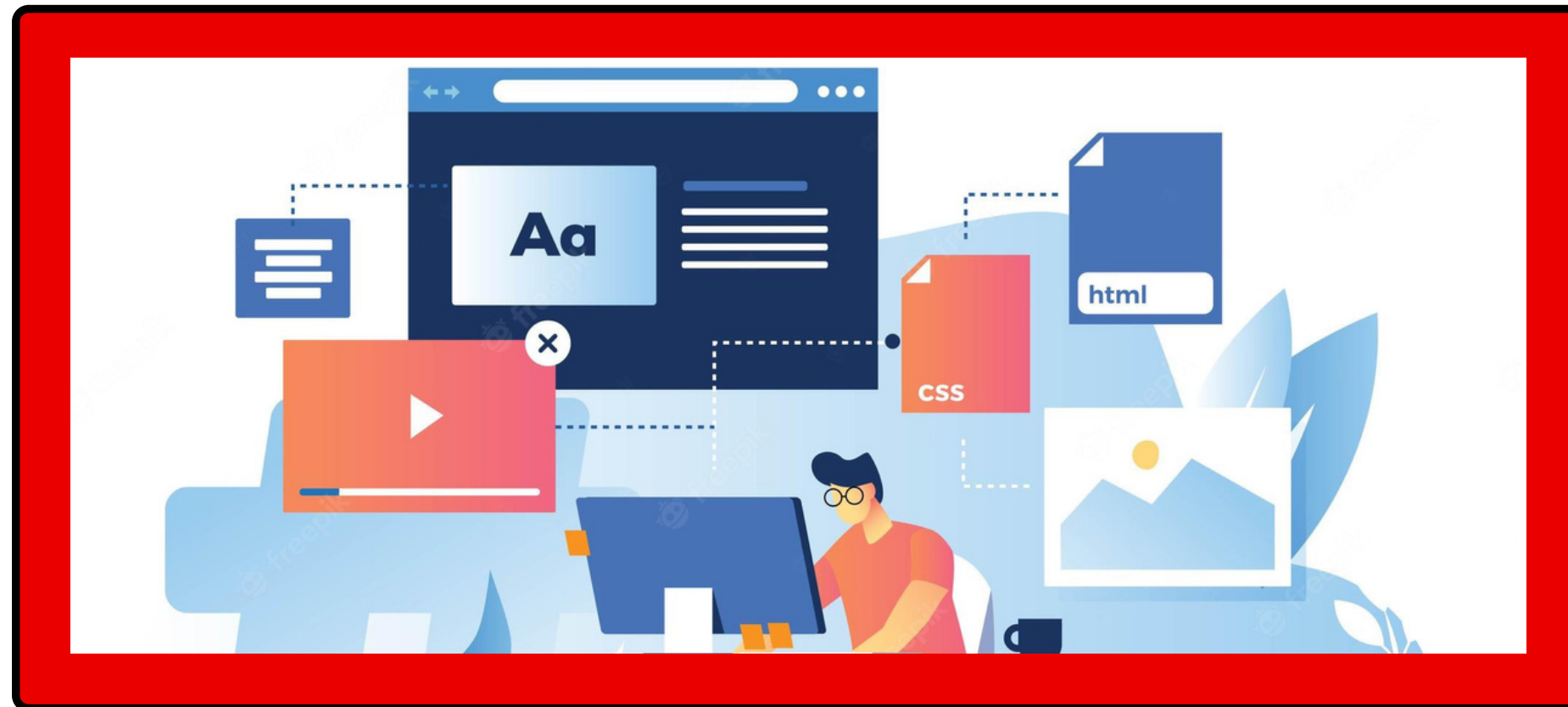




PRODUCT DESCRIPTION

Supply customers with important information about the features and benefits of the product so they're compelled to buy.

BRANDED CONTENT



Designed to build awareness for a brand by associating it with content that shares its values.

STARTUP BUNDLE



MATTERWINGS

Let's work
TOGETHER

PLACE AN ORDER WITH US!

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