



COPYWRITING FOR THE WEB AND PRINT

We've created a content process that produces clear, compelling and strategic content to engage your audiences.

Custom CONTENT CREATED FOR YOUR AUDIENCES

Great content is the key to your brand's success. Are you redesigning your website and need to rewrite your content? Or are you looking to do a content refresh, completely from scratch? How about a mobile app that connects with customers and drives business? We've done it all, delivering a proven methodology that is SEO fresh and ready to convert your web traffic into customers.

HOW CAN WE HELP YOU?

You need to create custom content that speaks to your business goals and your audiences' needs and wants. We've developed an effective process to create custom content that excites your internal stakeholders and your customers.

On every project, we assign a project manager, writers and editors. The end product is engaging, personal content for your customers. The best part? You don't need to manage the process – we've got that covered.

OUR APPROACH

We start every copywriting project the same way: We talk to the people who can give us the information we need to weave content gold. Then we make life easier for you by managing every step, following a clear editorial process for content creation.

Here's how we make the magic happen:

- 1. Gather strategic information:** Most of our writers are former journalists. They know the scent of a great story. Before we start interviewing your stakeholders, we review all the information we can find about a project, including your audiences and brand insights.
- 2. Interview the appropriate stakeholders:** Talking to subject matter experts, stakeholders and people on the front lines gives us the background information we need to write content that performs for your brand.
- 3. Create sitemap and content outline:** After our research and interviews, we're prepared to create a sitemap and content outline that act as a roadmap for organizing and writing the content.

4. **Write the content:** As we write, we are always keeping our eye on the ball – creating rich content that your target audiences will act on and share. Our goal is to craft content that will help you achieve your business objectives.
5. **Edit the content with the stakeholders for factual verification:** We ensure your content is correct and valuable. Only the stakeholders can finalize the details and particulars that make content resonate with your target audiences.
6. **Finalizing the content:** Do the compliance and regulatory teams need to review? Do you need executive signoff? We make sure your content is ready for the web or print.
7. **Quality assure (QA) the content and links:** If we're tackling digital content, we proofread it once it's inside your CMS or social media channel, making sure all the links point to the right place and the titles and phrases make sense. For print? We proof that, too, to make sure it's perfect.

Ready TO IMPROVE YOUR CONTENT? **CONTACT US TODAY.**



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