



# QUIET CORNER Communications

*You know your story. We know how to tell it.*

[www.quietcornercomms.com](http://www.quietcornercomms.com)

# WHY YOU NEED A CONTENT STRATEGY



Whether you're a small team just getting started with content marketing, or you've been creating off-the-cuff content and not seeing results, our advice is the same: establish a **documented content strategy**.

Research shows:

- 64% of successful content marketers have a documented strategy.
- Only 40% of B2B content marketers actually have a written strategy in place.

Not sure what developing a content strategy entails, or struggling with bandwidth issues? **We can help.**

(Source: CMI's Annual B2B Content Marketing Report)



# OUR RESULTS

- Following our strategic implementation of a bi-monthly blog, the client's **unique website visitors increased by 77%** in three months
- During a six-month Instagram Reels campaign, we **increased the number of accounts engaged by 173%**
- Achieved **30%-40% open rates** with a content-driven email campaign in a matter of days

**LEARN MORE ABOUT OUR EXPERIENCE**

[WWW.QUIETCORNERCOMMS.COM/PORTFOLIO](http://WWW.QUIETCORNERCOMMS.COM/PORTFOLIO)



# CLIENT TESTIMONIALS

## Zach McGill, CEO, Vessel Partners

"Quiet Corner Communications has been a pleasure to work with. They quickly became experts in even the most technical aspects of our business and consistently delivered content that was **informative and accessible** to our audience. Highly recommend."

## Massimo Barsotti, CMO, Eidosmedia

"The content Quiet Corner Communications creates perfectly suits our needs and our requirements, and the workflow that we have in place is **smooth and sustainable**."

## Jay Bride, CEO, Allegiant Global Partners

"Quiet Corner Communications delivers **exceptional value** as an outsourced social media and content production solution. With Quiet Corner's support, Allegiant's online engagement levels have increased dramatically as has our brand awareness within our target market. We are very fortunate to have Quiet Corner as a partner in the growth and increased visibility of our business."





# OUR APPROACH

In a world of pop-ups, intrusive ads, and invasive retargeting, **content marketing cuts through the noise** by quietly building trust with potential customers. That's why we focus on creating engaging content that answers customer questions and solves their problems.



# CONTENT STRATEGY

## PROCESS & DELIVERABLES

### Defined goals & metrics

- Clearly articulated business objectives
- Target audience (buyer personas)
- Key performance indicators

### Comprehensive audit

- Content
- Channels (platforms)
- SEO



### Brand-aligned messaging

- Key messaging statements
- Voice and tone guidelines

### Content recommendations

- Workflow documents
- Content types & frequency
- Proposed distribution plan



# WHY QCC?

- A small team focused on providing a bespoke approach
- Individualized attention for every company
- Years of content-marketing experience to help turn your team into content experts
- 100% woman-owned business
- Two heads are better than one



# MEET THE TEAM



Rebecca Castellani

[Connect on LinkedIn](#)

- A true research nerd who won't stop until she understands your vertical
- Has a deep understanding of social media metrics and best practices informed by being a practitioner, not just statistics
- Brings her creative writing background to even the most esoteric B2B topics



Theresa Cramer

[Connect on LinkedIn](#)

- A content marketing thought leader and the author of *Inside Content Marketing*
- Meticulous editing skills informed by her extensive experience in publishing and journalism
- Fast, efficient writer with the ability to communicate complicated subjects in a way that's both informative and engaging





# CONTACT US

[Book a consultation](#)

Or just drop us a line!

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