

# **We create content that matters**

*Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience - with the objective of driving profitable customer action.*

-Junta42 -

[CustomContentFactory.com](http://CustomContentFactory.com)

*Old school marketers are used to one-way marketing communications and a sales approach that talks at the customer rather than with the customer.*

That just doesn't work anymore.

-Newt Barrett-

## Who are we?

We are a content shop. We are good at these...

**INTERACT WITH AND INFLUENCE BRAND CONVERSATIONS – ONLINE AND OFFLINE.** Using social media strategy, we identify the influential communities that you need to be part of. Then we help you encourage them to do the things that you want them to do...

**CREATE GREAT CONTENT THAT BUILDS RELATIONSHIPS.** We generate great content targeted for your customers and help create a brand relationship when and where it's needed most...

**DRIVE ACTION.** We make sure that your traffic does what you want them to do – be it to download, register or buy something. We use proven social media, content optimization, and SEO tactics that will help get you in front of your customers and get them to say I want that!

What we do is [create branded content](#) that helps you solve your marketing problems

Traditional online marketing has focused on building a web or mobile site, uploading the client's content and then monitoring the traffic. The process ends there.

But this approach fails to take into account how people and content behave – especially after Web 2.0. All content competes for attention with all other content – regardless of who publishes it.

Our business is built on the realization that clients now want to demonstrate real value from their online spend. We bring all components together to make your online presence effective. We will guide you on every stage of building a successful online strategy.

*The idea of content marketing is becoming more popular among marketing teams as a result of the growing influence of social media, but it has been around much longer than that. Whitepapers, contributed articles, even infomercials are all forms of content marketing.*

**-Rohit Bhargava-**

## What are our services?

### **Editorial + Journalism**

Blog Writing  
Ecommerce Product Descriptions  
Email Newsletters  
Web Copywriting  
SEO Article Writing  
Custom Journalism – Articles, Features, Columns  
Web Ready Content Creation  
Mini-Sites, Online Magazines  
Blog Networks  
Translation Services  
Editorial Support  
Case Studies, Ebooks, Reports  
Capabilities brochures & Product Literature  
Blog posts

### **Custom Publishing**

Contract Publishing & Printing  
Design, Editing  
Print Production  
Online Magazines  
Blog Management and Marketing

### **Some examples of what we've done**

Articles – News articles that keep readers informed with industry news.  
Articles – Expert articles from sourced content.  
Articles – Keyword researched articles that appeal to readers and the search engines.  
Articles – Blog content for readers.  
Web Copywriting – Writing for micro-sites to landing pages.  
eBooks – Informational content that builds your brand.  
Whitepapers – Educating your customer about your expertise that solves their pain.  
Print Magazines – Magazines/Newsletters that reach out to customers offline.  
Microsites – Drive leads and sales with information content.  
Twitter – Communicate with your customers on a regular basis.  
Facebook fan pages – Create content that keep your brand on top of mind

*Discoverable marketing – internet marketing – requires a whole different mindset: A conversation mindset. Award-winning creative is fun, but what you really need is valuable stuff: Content (text, images, video) that makes customers think “Dang, that’s a great idea” and make a note to themselves.*

**-Ian Lurie-**

## Our work

### Impact XS Design Agency

- Outsourced copywriting for client work
- Web Copywriting
- Print Brochure copywriting
- Catalog copywriting

IMPACT XS DESIGN

PREMIUM GRAPHIC DESIGN  
contact us : 1-866-982-4666 | 514-815-7139

HOME PORTFOLIO PRODUCT PHOTOGRAPHY SERVICES ABOUT US TESTIMONIALS CONTACT US FRANÇAIS

**GRAPHIC DESIGN**

- Packaging Design
- Logo Design
- Catalogue Design
- Brochure Design
- Banner Design
- Business Card Design

**ARTICLES**

- Product Photography
- Package Design Services
- Flyers, Brochures
- Logo Design Services
- Corporate ID
- Menu Design
- Other Design Services

Advertising  
SEARCH WEBSITE

**QUESTIONS?**  
**CONTACT US:**

1-866-982-4666

Since 2005, we have delivered **intelligent graphic design** solutions for clients around the world. Whether your project is big or small, your vision is what matters. Our clients success is our goal.

we maximize  
creativity,  
**INCREASE  
SUCCESS**

Scentsa  
Collection  
Lampes et Fragrances  
Lamps and Fragrances

**GRAPHIC DESIGN PORTFOLIO** [click here](#)

**Professional Product Photography: A “Must” for any Business**

Your **product photography** is the heart and soul of your business. To sell your product effectively, you must attract the public eye. Think about the word “showcase.” When “showing” your product, ask any professional **professional product photographer** what that involves. It isn’t the simple act of taking your product, [read more...](#)

*Content Marketing wins over readers more than advertising. This means business bloggers have the clear advantage since blogs are the best way to communicate stories.*

**-Patsi Krakoff-**

## Our work

### CorporationCentre.ca

- Blog Writing Service for off-site blog
- Content Audit and Strategy
- Created content for their site.

The screenshot displays the Corporation Centre.ca website. At the top, the logo is on the left, followed by the phone number 1.866.906.2677 and links for 'Leave Message', 'Newsletter Sign-up', 'My Account', and 'Français'. A blue navigation bar contains links for 'Incorporation', 'Business Registration', 'NUANS Reports', 'Corporate Filings', 'Trademarks', and 'Business Services'. The main content area features a testimonial from GUY BOULIANNE, Editions Dédicaces Inc., with a quote: "Corporation Centre saves me time and money." Below the quote are buttons for 'Watch Video' and 'Order Now'. An 'Instant Quote' form is overlaid on the right, with a 'Select Product' dropdown, an empty input field, and a 'GO' button. At the bottom, a grid of services is organized into three columns: 'Form a Business', 'Manage Your Business', and 'Grow Your Business'.

Form a Business	Manage Your Business	Grow Your Business
<ul style="list-style-type: none"><li>■ Incorporate Now</li><li>■ Instant Price Quote</li><li>■ Sole Proprietorship</li><li>■ General Partnership</li><li>■ NUANS &amp; Name Reports</li><li>■ Non-profit formation</li></ul>	<ul style="list-style-type: none"><li>■ Register a Trademark</li><li>■ Corporate Updates</li><li>■ Change Corporation Name</li><li>■ Order Corporate Supplies</li><li>■ Charitable Status</li><li>■ Business Trade Names</li></ul>	<ul style="list-style-type: none"><li>■ Logo Design Services</li><li>■ Contract Templates</li><li>■ Business Plan Software</li><li>■ Credit Card Merchant Accounts</li><li>■ Free Website</li></ul>

For many organizations, getting invited to the table is the most difficult task. Educational content minimizes the need for selling. Content draws leads to you and allow them to find your products and services to sell themselves.

-John Jantsch-

## Our work

### Strive Magazine

- Health and fitness magazine for Canada.
- We designed the site using Drupal CMS
- We wrote the articles for the site including features, city news, health news on a high volume basis.



*Content marketing is the ability to produce useful and entertaining information that is worthwhile on its own, but that might also be useful towards a sale or subsequent action...*

**-Chris Brogan-**

## Our work

### Phyllis Frost Personal Trainer

- Website Copywriting for 10 page personal trainer site
- Content Strategy audit and recommendations

Welcome to  
**PHYLLIS FROST**  
Lifestyle - education - fitness

Feel more vibrant, alive and youthful  
Call Montreal's Premier Personal Trainer now:  
**514.941.4438**

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Request a **FREE CONSULTATION**  
Discuss your goals & learn what I can do for you!

Get your free consultation below

Name \*  
First:  Last:   
Email \*  
  
Phone Number \*  
 -  -   
**Submit**

**Client Testimonials!**

Phyllis has always been a great motivator for me. She is full of positive spirit and a true belief in healthy living. ([read more...](#))

**Personal Training**      **Outdoor/Indoor Bootcamp**      **6 weeks to your best body!**

Content Marketing wins over readers more than advertising. This means bloggers have the clear advantage since blogs are the best way to communicate stories.

-Patsi Krakoff-

## Our work

### Team Atlantic Race Canada

- Micro-site for an adventure team
- We created the web copy
- Blog writing

#### Montreal - Woodvale Atlantic Challenge 2009



Home	<b>The Woodvale Atlantic Ocean Race</b>
<b>The Race</b>	 <b>History</b> Simon Chalk launched Woodvale Events in 2000, a company set up to organise and manage Simon's personal ocean challenges. Woodvale Events went on to sponsor the Atlantic Rowing Race 2003 and establish themselves as an authoritative figure in the world of ocean rowing.
The Team	Simon then purchased the Atlantic Rowing Race and Ocean Fours Rowing Race from Sir Chay Blyths' Challenge Business in 2004. Woodvale Events hosted their first race, The Atlantic Rowing Race 2005. Determined to bring ocean rowing into a new era they have already added another race to the calendar, the Indian Ocean Rowing Race 2009 which will see teams of pairs and fours rowing 3,100nm from Western Australia to Mauritius.
Sponsorship	<b>The Atlantic Ocean Race</b> The race will start from in November from the Canary Islands and will finish in Antigua. There will be from 10-20 teams, all in rowboats the size of small pickup trucks and weigh just about the same.
Contest	We will be carrying supplies for 3 months, including electronic equipment such as the satellite communications, GPS, and enough battery power to keep them running. The 29ft (9mtr) GRP composite Woodvale boat will weigh about 2 ton on departure with a full cargo of safety equipment, 1500 freeze dried meals, refreshments, and a watermaker to turn salt water to drinking water, each rower is expected to burn around 10,000 calories a day rowing 2hrs on, 2hrs off, 24/7.
Our Charity	We most likely will encounter sharks, storms, physical stress, mental fatigue and giant waves. But that's part of the fun!
Tania Aebi Fundraising Dinner	<b>Follow us at:</b>
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*A successful content marketing strategy is dependent on how well you know the customer's informational needs. Listening is required.*

**-Joe Pulizzi-**

## Contact us

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