

PRODUCTS | OVERVIEW

# Custom Content Services Integrated Content Marketing

Integrated custom content is one of the most important marketing assets that your organization can utilize. Done correctly, it can be the ultimate formula to improve customer acquisition and retention to grow your business.

DCP's Custom Content Services provides a steady supply of fully customized, locally reported, search-optimized features, news reports, Facebook posts and Tweets. It's like putting a professional content marketing team at your disposal. What's more, our writers and editors can tackle any project, including yours. DCP creates relevant content derived from your business that compels, informs, and entertains readers.

**At DCP, We:**

- Understand what drives customers' decision making
- Create and edit content that can be used in multiple distribution channels
- Provide turnkey services, including research, reporting, copywriting, copy editing, proofreading, and fact checking
- Analyze content and research keywords
- Develop an annual editorial plan

**Custom Content Services Package Includes:**

- Feature Stories
- Articles/News Reports
- Facebook Postings
- Tweets
- Regular Content Strategy Meetings

**According to Roper Public Affairs, 80% of purchasers prefer to get company information in a series of articles versus an advertisement.**



### CUSTOM CONTENT IN YOUR CHANNELS

- Websites
- Microsites
- Blogs
- Email newsletters
- Facebook posts
- Tweets
- LinkedIn updates
- Digital magazines
- Articles
- eBooks
- Podcasts
- Webinars
- White papers
- Widgets
- Workbooks
- Videos