

We leverage the
Power of Content
to connect your customer to your brand.



134 Columbus St., Charleston, SC 29403 • sales@contentthatworks.com • 843-937-5481
www.contentthatworks.com

Expert-created. Real world journalism.

We are professionals producing articles with informative visuals and honest insight. Our library of content, refined over the past 15 years, helps you reach your target audience.

CUSTOM CONTENT

We create branded content with the feel of your story to focus on your customers' wants and needs.

View examples at contentthatworks.com.

Native Content

Reach target customers and generate leads across desktop and mobile with native content. Content that looks and feels like the purchaser's brand can help you engage a new audience.

STARTING AT \$350/ARTICLE

Website Content

We build website content that creates an excellent impression on readers. With ever-changing website expectations and customer behavior, we will keep you ahead of the competition by giving your brand an authentic and searchable voice.

STARTING AT \$1 PER WORD

Newsletters & Blogs

We create expertly designed and written newsletters and blog posts that increase traffic, engagement and customer loyalty.

STARTING AT \$1 PER WORD

Social Media Content

Our engaging social media content packages connect to your target audience and showcase your brand's strengths.

STARTING AT \$500 PER MONTH



Multiplatform. Real life communication.

We believe in the power of stories well told. Memorable stories, impactful images, and designs keep customers returning to your website, publication, blog, or social media.

SYNDICATED CONTENT

Driven by a journalistic background, we write authentic and interesting stories that keep readers engaged.

Newspaper Articles

Our nationally-syndicated journalists are experts in their fields, and produce stories on a wide variety of topics that are interesting, insightful and provide great variety for your news organization. They cover high reader interest questions that connect with your target audience. Let us write those feature stories for you – it will save you time and money and give you accurate journalism for both print and online.

[ASK FOR RATES](#)

Specialty Content

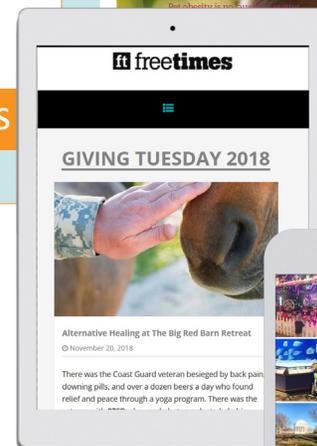
Purchased as a package of stories, you have the freedom to use the content for your platform as website content, blog posts, newsletters, magazines, and more. We offer magazine covers and photos to go with the stories. Our new format makes it easier for you to tailor to your use.

[ASK FOR RATES](#)

Feature Stories

Topics that readers love: real estate, bridal, automotive, and homestyle stories that add value to your print or online product. These can be purchased as individual stories or as a weekly package of stories.

[ASK FOR RATES](#)



SEE **SERVICES** NEXT PAGE →

SERVICES

We evaluate, strategize, create and optimize your content to help you connect to your customer.

Content Edits & Updates

Audiences are always adapting, and their needs change. It is essential to keep your content fresh and relevant to continue to excite your audience. Updating your digital and print content with edits, restructuring, and upgrading relevant content is proven to improve a user's experience with your brand.

STARTING AT \$1 PER WORD

Content Audit

We measure the performance of your content, then create a content strategy to express your brand's voice. Updating and adding content is the foundation of building brand value online.

STARTING AT \$100

Do you have a great story to tell? Contact us.



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The Giving Tuesday section included 15 advertisers and an increase in \$12,000 in new revenue.

Free Times



Anyone that reads our articles will have a great understanding of what we do now.

Positive Changes



It was easy to communicate about a very unique subject matter and then informatively cover the material.

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