



# Communication Is Hard

It's not just you — and it's not just now.

It always has been hard for one human being to come to a full understanding with another human being.  
We literally don't see the world the same way.

Now multiply that challenge times a million ...

Communicate on behalf of a brand or organization ...

Add in complex software and database issues ...

Throw in the complexity of modern life —

*Well, it's hard.*

**Creek**  
**CONTENT**

# We Live in a Chaotic World

Marketers and product managers are challenged by a complex information environment. Whether you're trying to cut through the clutter to share a message with your audience, or designing a product that will enrich people's lives, you've got a lot of competition.

**Chances are, you've said something along these lines:**

- Why isn't anyone signing up for the event?
- How do we keep people coming back to the app?
- How am I supposed to keep up with all the search changes at Google?
- Who is going to create all this content?
- How should we organize our site?
- How will I know if it's even working?

On the other side of the fence, your customers have questions of their own. They're struggling with the same issues, but **the impact on them is different:**

- I don't have time to search — I just need information now.
- What sources can I trust?
- I thought this was the right company, but I don't know what they're talking about on their website.
- This app won't stop bugging me with notifications. It's driving me crazy!
- I missed the event I really wanted to attend because my inbox was blowing up, so I didn't see the registration notice until it was too late.
- How do I find the information I really need?

A person is swimming in a river, with a dam visible in the background. The water is splashing around the swimmer, and the scene is captured from a low angle, looking up at the swimmer. The background shows a dam structure and some trees under a bright sky.

# There Is a Solution

We can't change the world we live in, but we can change our response to this chaotic environment.

We're dealing with information overload in every area of our lives. With the growing popularity of content marketing, the problem has gotten exponentially worse for organizations *and for their audiences*.

Brands have heard the call to become publishers, and they have responded — enthusiastically, but not always strategically.

Yet many of us feel more confused by content than confident. **We're swimming in information, but we're struggling to find insights.** Where do we go from here?

**The discipline of content strategy provides both a mindset and a toolbox to address the challenges that you and your audience are facing today.**

Content strategy considers the audience, your business goals, content structure, operations, and governance to create the best strategy for your organization.

# What Content Strategy Looks Like

Content strategy starts with understanding audience and organization needs. We look at content operations, including technology choices; taxonomy and navigation; and staff capacity and skill. We also look at governance: Who gets to make decisions about content, and how do they make those decisions? Finally, we look at the systems you use to measure effectiveness.

We work hand in hand with your staff, tech team, in-house experts, and other vendors. We extend your capabilities, aiming to be a seamless part of your team.

On any given day, we might be:

- Interviewing a customer
- Working with a subject matter expert
- Creating an inventory and audit of your content
- Building an editorial calendar
- Crafting a messaging strategy
- Designing a content management system
- Licensing content
- Evaluating analytics
- Writing an article or scripting a video
- Consulting on interface design

# The Creek Content Approach

We start with audience understanding, just as you'd expect from strategists steeped in user experience design and agile development. Over and over, we've found that the cleverest, most-informed content still falls flat if it doesn't aim squarely at the needs of the audience. So we start there.

But we're also all about you — we know your business objectives are critical to your organization. We make

it our business to understand your business. Every Creek Content solution is custom-built for your organization and your audience.

Because of that, there's no one-size-fits-all content strategy sitting on our shelf, waiting to plug your brand in. The work we do for you won't look like the work we've done for anyone else ... and that's a good thing.

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

# Why Creek Content

We started doing this work before it had a name. Our founder Laura Creekmore hand-coded her first website in 1996, and from the beginning, she analyzed how audiences responded differently to digital content and understood the opportunities available online.

Fast forward 20 years, and we've developed serious expertise in health and wellness content strategy. We work with organizations in other industries as well, from agriculture to technology, and we bring a deep understanding of content design and business reality to every project we do. For each project, we pull together experts with years of experience designing effective content to meet your needs and those of your audience.

Laura Creekmore speaks internationally on content strategy and information architecture, and she even teaches content strategy and related topics in the Kent State University UX master's program.



**Laura Creekmore**  
*President*

# What We've Done for Others

Since our founding in 2008, we've worked for large and small organizations, and our team's individual experience includes many more national brands and membership associations over the years.

## **Creek Content projects include:**

- Content strategy design and implementation for health and wellness apps
- Information architecture design workshop for a video subscription service
- Content licensing strategy and execution
- Content marketing design and execution for a risk management company
- Content inventory and audit to facilitate a website redesign
- Content management for a health care company
- Content governance design and management for health and wellness apps

*What can we do for you?*

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# What Happens Next

We'd love to sit down and talk with you to learn more about you, your organization, and the challenges and opportunities you face.

Chances are, we can start shaping how our content strategists can help you deal with your content, product, and marketing challenges immediately.

We usually have one or two initial meetings with you and your team to understand your needs. Then we create a project plan, or we suggest a proposal for strategy development (for long-term engagements).

Content strategy projects can be short, long, or ongoing. We design our work and our team to meet your specific needs.

Learn more and get started:

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