



DO YOU SOLVE PROBLEMS?

Businesses sometimes operate on the assumption that to be successful, they just need to develop quality products or services that people will buy. It's not that simple, though. Consumers want to know why they should buy what you're selling, and how your products or services can help them. Great content can explain the problem-solving power of your products.

LOOKING FOR A LEAD-NURTURING GOLDMINE?

Someone who's just learning about your product isn't ready for a sales pitch, because consumers go through a journey before they become customers. BoxCrush excels at creating content that nudges people through every stage of that journey – from discovery to conversion.

WHO ARE YOU TALKING TO?

In order to produce great content, you have to know who your audience is. White papers may be relevant for a business-to-business enterprise, but for a consumer-facing business, a series of "how-to" blog posts might make more sense. BoxCrush dives into demographic data to determine what your audience wants to see.

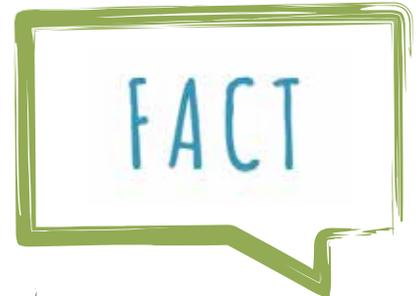
Regardless of the audience, or the type of business, content that defines your company values – your brand identity – can help you build trust with your target audience.

IT'S NOT GUESSWORK

How do we know good content makes a difference? Because we have 16 years of measurable results. We can track how people interact with your content and show you how we've driven consumers further into your marketing funnel.

Ready to find out what content can do for you?

GIVE US A CALL.



A Nielsen poll of 30,000 online consumers in 60 countries found 55% of respondents were willing to pay more for goods and services from companies committed to positive environmental and social impact. (Nielsen)

(2014, June 17). Global Consumers are Willing to Put Their Money Where Their Heart is When It Comes to Goods and Services From Companies Committed to Social Responsibility. Nielsen. <http://www.nielsen.com/us/en/press-room/2014/global-consumers-are-willing-to-put-their-money-where-their-heart-is.html>



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