

# Influence&CO.

## OUR CURRENT SERVICE OFFERINGS

### WHAT INFLUENCE & CO. CURRENTLY OFFERS:

- Guest-Contributed Content Creation
- Guest-Contributed Content Distribution
- Blog Content Creation
- Whitepaper & Gated Content Creation + Design
- Infographic Copy + Design
- Newsletter Content Creation + Design
- Drip Campaign Content Creation
- PR Mentions
- Social Media Posts For Published Articles
- Paid Amplification
- Book + eBook Development
- Marketing Collateral (Case Studies, Fact Sheets, etc.)

### WHAT INFLUENCE & CO. CURRENTLY DOESN'T OFFER:

- Social Media Management
- Marketing Automation Platform Management + Set Up
- Video Creation
- Influencer Marketing Software
- Influencer Marketing Outreach
- Podcast creation
- Speaking Engagements
- Award Applications
- Website Copy
- Website Design
- Webinar Development

### OUR PROCESS:

In some cases we can use an existing piece of content that we have written together and repurpose the information into a new format, like an infographic.

In other cases, we use a similar process to how you are already familiar with working with us to create entirely new material.

Since these projects tend to require design work in addition to written materials, we will work with your team to understand your design preferences and brand guidelines to ensure our content both communicates your message, and fits with your brand.



SET GOALS



BLUEPRINT



KNOWLEDGE  
EXTRACTION



CREATION

Interested in learning more about what our service offerings?  
Get in touch with us today.