Blog Content

Articles that offer unique insights from your subject matter expert(s) published on your company blog

What You Get

- 500- to 1,000-word blog posts
- 2 rounds of content approval

What This Content Brings to Your Strategy

- Creates a library of educational content on your website for your visitors to interact with
- Engages your audience members with high-quality content that educates them throughout the customer journey
- Furthers your SEO, lead generation, and/or thought leadership goals

Estimated Time Commitment

- **Knowledge sharing:** 20 minutes per article
- **Reviewing and approving content:** 20 minutes per article

> " The ICo team is without a doubt one of the most **hassle-free** and **most productive agencies** we have worked with. As a company, we grasped the idea there is new content, owned content, and found new ways to get our name out there."

— Erik Huberman

CEO at Hawke Media