

■ Custom Content Workshops

According to a recent study, most mid- and large-sized organizations spend about 40% of their marketing budgets on content creation. Under pressure to develop a steady stream of “fresh” content, organizations often prioritize quantity over quality. Their teams develop web content that lacks focus and purpose, and does not truly serve the needs of the organization or its target users.

Epigram workshops are a quick and effective way to give your teams the context, skills, and training they need to make sure the content they create delivers value. Customized to your organization’s industry and needs, these workshops provide focused training to equip your teams to create purposeful, high-quality web content on an ongoing basis.

Brand Messaging Workshops

To get the most out of your content, a clearly defined, commonly understood set of brand attributes and key messages is essential. Part of a content strategy, these are the foundational elements that determine what you need to say about your organization.

Designed to build consensus and clarity, our 1/2-day brand messaging workshops bring together key stakeholders to articulate your organization’s brand and messaging. Participants work in groups of 2-3 to identify and talk about the main characteristics (brand attributes) and themes (key messages) of your brand. Through facilitated discussions, they then prioritize attributes and themes, identify commonalities, and resolve differences.

RECOMMENDED TIMING

Anytime, to improve chronically poor website content performance, or to refocus brand messaging after rapid growth or a merger.

WHAT WE DO

- Consult with you before the workshop, to understand your organization’s needs and challenges
- Create customized pre-work assignments for workshop participants
- Review brand attributes and key messages for selected competitors
- Craft and deliver your workshop
- Synthesize and deliver workshop outputs

WHAT YOU GET

- Onsite, customized 1/2-day workshop for up to 12 participants
- Workshop materials, including pre-work assignments
- Mind map of brand attributes
- Mind map of key messages
- Brand attributes
- Key messages

Hire us to help you gain clarity and alignment around your brand, and give your content greater focus.