



your brand.
your message.
your business.



Deb, I get it. Developing an authentic brand, establishing marketing strategies, and creating content to support it all can be overwhelming.

That said, I find that many clients are still unsure about handing over their content marketing — even after we've created a brand they love!

The reality is, they've created their own marketing content for so long, it feels downright WEIRD to hand it over.

BUT (and here's the secret sauce), your authentic brand and content — in the right hands — becomes the microphone 🎤 that puts you on a stage in front of your ideal audience.

Traditional marketing is *telling*
the world you're a rock star.
Content marketing is *showing*
the world you're a rock star.

My team and I LOVE content strategy and creation. *Seriously, we're complete nerds about it.* 🤓

We geek out about words, phrasing, and tone and how they play together with the visual brand to create something that resonates beautifully (on many levels)

Picture us as high schoolers listening to albums in our rooms, dancing and singing along with our whole hearts and bodies ignoring Mom as she yells at us to, "turn that music down!" THIS is us playing with content. 🎵

We're in wholeheartedly with YOU.

We LOVE using content to amplify our clients' voices in their industry and market.

What makes us so excited about content marketing?

Well, it works! It creates rockstars ... it's totally worth the time and money because with consistency, the return on investment can be exponential.

It's an especially superb solution for small businesses because content marketing will:

- Develop relationships
- Grow your audience
- Increase web traffic
- Provide solutions & value

And ... 🥁 drumroll please ... it's affordable! (Seriously. Think about what companies pay for ads during "The Big Game" — it's astronomical and out of reach for most businesses.)

Want to understand more about how Content Marketing wins over Traditional Marketing? Then [head on over to this blog post for a read](#) ... and then please let us know what you think — or if you have any questions!

Cheers,



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