

The Ripple Effect



Content Strategy



Good content provides value

What do we mean by content?

Content is both information and communication. It is a compilation of information, ideas and messages that are translated into some kind of written or visual format for others to engage with.

Content Strategy delves deeper into the “creation, publication and governance of useful, usable content”. We will help you manage your current content and turn it into a business asset. We will also assist with the planning, development and management of new or updated content where necessary - be that in written format or in the form of other media.

We have a varied range of services:

- Communication Audit
- Information Architecture
- Content Generation
- Ad-hoc Content Workshops
- Communication Coaching

Communication Audit

Through independent research we will identify the strengths and weaknesses of your current communications strategy and provide solutions to remedy any shortcomings that may exist.

Information Architecture

Information Architecture determines how information, across a website or application, is displayed and accessed by various users, both internal and external to the organisation. We will analyse the structure of information within your organisation and present best practice scenarios moving forward.

Content Generation

Content Generation refers to the development or creation of media or information for consumption by end users. These end users may be internal or external to an organisation. We will assist you in the development of relevant and appropriate content, in all its various forms.

Ad-hoc Content Workshops

At times, all that people require is a nudge and guidance to develop effective content. Where we act as facilitator, we provide this support and guidance. We tailor-make Content Workshops, aimed specifically at your individual needs.

Communication Coaching

Communication Coaching is a powerful means of amplifying work relationships for both managers and their employees. We will customise the coaching based on your specific needs.

We will help you engage your audience - both internal and external - by using various forms of content to drive profitable behaviour.

We look forward to working with you in creating positive ripples for you and your team.

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