

Let us

*Command your Content*



# We Love our Clients

At Content Commanders, we love two things: **worthy content** and clients who are eager to **maximize their brand's potential.**

With every client intake, we serve brands that are ready for the challenge of deep-diving into their content ideas and emerging with enhanced content **strategy, clarity, and intention.**

Our clients collaborate with us to create focused and on-brand content that informs and transforms their audience. We embrace the convergence of creative and technical content.

From start to finish, we **empower your brand** with content that turns your passive customers into active brand fans who absorb what you share and **take the right action.**

Our team of experts understands the driving force behind successful brands and captivating content. That's why we've thrown out the "one strategy fits all rule", along with a lot of the other rules about content.

With Content Commanders, you get full-scale multimedia content strategy from a storytelling company that caters to your brand's specific needs and uniqueness.

*Your Content*

*Is Our Command*

**As our client, your goals are our top priority. You can expect us to extensively investigate your current content, revitalize it, re-narrate it, and reposition it to reflect your ideal brand.**

Your content deserves to be memorable and valuable. Our proven approach will convert your content into cash and door-opening opportunities.

# Our Content Point of View

**As the content authority, Content Commanders knows the science to create winning content.** Our model is like the brain, we work from the top, allowing the other organs to collectively serve your brand and its audience.

## Our Left Brain Approach

### **We're fueled by creative solutions.**

Power, perspective and personality are the hallmarks of our team's content strategy. We look at content from multiple angles to ensure it's engaging, compelling, and igniting. Most importantly, we work to make sure your content represents your voice and style.

## Our Right Brain Approach

### **We focus on strategy.**

We have an analytical mindset that understands and appreciates the technical approach to creating and sharing content. Everything we do is intentional. We focus on the "why" of your strategy, aligning every piece of your content to maximize it to the fullest potential.

# Content with Benefits

With Content Commanders at the helm of your project, we eliminate the frustration of producing on-brand and captivating content. Our solutions help brands to strategically direct and allocate their marketing and branding expenses. This means **you'll save time and money while increasing your brand's content performance.**

Working with us means enjoying the comfort of having a team of content specialists to guide your content strategy and development. We design **a clear, well-articulated, easy-to-execute strategy that fits your brand**, so you don't have to reinvent the wheel. The end result--effective tools to create on-brand content and measure your performance.

# Command Central

**Content Commanders is a team of creatives unafraid of the “technical dirty work”.**

We're an avant-garde group of digital, print, and social content enthusiasts who not only make a living from the details of our work, but we find our passion in the results of it.

We have a team of content enthusiasts which consists of our:

## **Commander-in-Chief**

Our leader, Shannon Baylor-Henderson

## **Tech Commander**

(our digital tech & web strategy pro)

## **Message Commander**

(our wordsmith)

## **Digital Marketing Commander**

(our “all things Internet” marketing analyst)

## **Design Commanders**

(our graphic design & image analysis team)

## **We're the Content Authority**

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