

Keep Your Company Top of Mind with Meaningful Content

Most companies know they should be marketing more. As the B2B customer journey continues to evolve, people spend much longer periods in research and review before they are willing to engage with Sales. The challenge is to find the time to tell your story in an impactful way while you're driving great work inside your business – producing digitally printed wall murals, 3D bus wraps, or innovative media or devices. ***That's where HCS comes in.***

“Developing the content in our content marketing strategy is developing the stories of us. It's the big ideas that we represent. It's the differentiated experiences we want to create. It's what we REALLY do for a living. For better or worse — it's that simple”



Content Is ***Not*** a Selling Tool...

It may seem counterintuitive, but the best way to build business in the extended customer journey is to build relationships first. That's what telling your story does: it's a method of strengthening relationships with your customers and building a thriving community of people who are loyal to your brand over time.

Why Use HCS for Your Content Marketing?



1

We Know Your Market

We have worked throughout the US and internationally with more than 50 graphic communications companies and more than 40 custom manufacturers, OEMs, and media manufacturers, including some of the most recognized brands in the industry.



2

Our Experience Drives Our Speed

Our experience in the industry gives us “Instant On” capability: We understand your vertical markets and know how to speak to these audiences, so we are uniquely poised to drive engagement with customers and prospects quickly.



3

We Turn Anecdotes into Content that Resonates

You can't prove your value without showing your work. With 10 years in the business of telling great stories, we can transform a phone interview and a few photos into fully visualized, well branded content that resonates with your target audience.



4

We Broadcast in a Range of Channels

At HCS, we use a three-prong approach to creating engagement for our partners. Email marketing is our primary distribution channel; we also work in SEO and website findability, and social media content marketing. Combining the three into an integrated approach provides the best overall results.



5

We Offer CRM Integration and Analyst Reporting

No matter what we create for you (email campaigns, blogs, case studies, etc) you will get daily, weekly and monthly reports that show how people are engaging with your content. We can integrate the reporting with your CRM – or set one up for you – as well as meeting with you regularly to review results and hone strategy.

Partner with HCS to build and nurture the relationships that will sustain your business today and tomorrow.

Call us today to learn more.

CONNECT

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