

WHY YOU SHOULD ENTRUST YOUR BRANDING TO US

PROFESSIONAL CONTENT
FOR BRANDS ACROSS THE WORLD



IRIS WRITING INTERNATIONAL



Professional Content
for Brands Across the World

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Why You Should
Entrust Your Branding to Us



A BRAND FOR A COMPANY IS LIKE REPUTATION FOR A PERSON.

Why You Should Trust Us?

A brand is more than a logo and tagline. It is the sum of everything a company stands for: its mission and values, its products, the way it interacts with clients, suppliers and business partners. This is why, everything related to branding needs to be treated with the utmost care.

At Iris Writing International, we understand the key role content plays in your overall branding strategy. We know that each company has its own unique brand voice. And we know how to create various types of content that matches your branding, from blog posts to white papers and e-books.

WHY IS BRANDED CONTENT SO IMPORTANT FOR YOUR BUSINESS?

Content educates your audience, fuels SEO and drives all digital marketing strategies.

Content marketing is one of the most effective and cost-efficient forms of online marketing. The purpose of publishing branded content is to speak to your target audience and win their confidence.

Both individual consumers and corporate clients are looking for products and services that fit their needs in terms of: pricing, quality, and adequacy. Through a well targeted content strategy, companies can persuade prospects that their products and services fit these requirements.

But this is not something that can be achieved overnight. Every day, the average consumer or corporate buyer is exposed to hundreds of ads and marketing messages on their way to work, on their laptops and mobile phones, on TV and in print magazines.

In the end, they will choose a product from a company they are familiar with and trust. And both aims (familiarity and trust) are achieved by a constant flow of content that promotes and reinforces the brand image. And this is exactly what Iris Writing International can offer you: content aligned with your brand voice that nurtures customer loyalty.

IRIS WRITING INTERNATIONAL



CONTENT



WHO ARE WE?

Specialist for B2B and B2C Content Strategies

Iris Writing International is a team of hard working professionals, who combine their talent and their experience to deliver what the client asked for. Our main focus is to help companies align their content strategy with their branding and integrate content into the overall marketing strategy of the company.

We specialize in developing branded content for various brands in the B2B and B2C sectors. We use a multi-disciplinary approach to each project, relying on team members who are the best fit to the client, the geographical area and the industry. Thus, the content we deliver is always a good match for the interests, likes and needs of your target audience. We perform detailed research to create an accurate buyer persona and we create content tailored to this customer profile.

At the same time, we believe in long-term relationships with our client. This allows us to help you grow and reinvent your brand organically, according to the path your company takes year after year.

WHY CHOOSE IRIS WRITING INTERNATIONAL?

We know that what we promise is not original. Many other branding and marketing agencies say the same things in describing their team and services. But at Iris Writing International, we only make promises we can keep.





1. Customized Pricing Plans

We do not have a one-size-fits-all approach to pricing, because each client has unique needs and requirements. We analyze the brief carefully and prepare an offer that reflects accurately the volume of work required from our writers.

Thus, your company will always pay a fair price for content writing services. At the same time, you can adjust the monthly workload, for example during the sales seasons when you wish to run special brand loyalty campaigns

2. Access to a Dedicated Editor

We know that you have a busy schedule and we want to make it as simple for you as possible to discuss your writing projects. This is why you will always have the same editor assigned to answer your questions, receive feedback on submissions and other similar issues.

This is the way we understand to build a long term relationship with our clients, by nurturing open communication and offering stability and predictability.





3. Unlimited Reviews for 10 Days After Submission

As hard as we try, sometimes we don't get it right from the first try. This is why we offer our clients 10 days to request changes and edits to the content we produced for them. In this way, we make sure that the content is a perfect fit to your brand image and meets your standards of quality.

4. Research You Can Trust

Whenever we include statistical data, qualifying statements and such, you can trust that they are properly researched and quoted. Our team consists not only of writers, but also researchers who can find the information needed to support certain statements.

Thus, your content will be a source of information that consumers can trust. In this way, you can demonstrate the expertise of your company in your industry and become a go-to source of reliable information. These are major cornerstones for consumer trust and loyalty.





5. We Are Good Listeners

Communication is the key for the success of any business relationship. For branding and content marketing, open communication and clear understanding are crucial. And we have honed the skill of listening to our clients, asking the right questions at the right moment so that we understand your needs.

This is one of the ways in which we manage to keep our number one promise: 100% customer satisfaction.

6. Your Success Is Our Success

We take pride in our work and know that your success is an endorsement of our professionalism. This is why we always go the extra mile in helping our clients attain their branding and marketing goals. Every project that ends with a satisfied customer adds to our own success story and reinforces our satisfaction of doing a great job.





READY TO EXPERIENCE THE POWER OF CONTENT?

Take Action

Iris Writing International is your long term partner for successful aligning your content strategy with your brand image and marketing goals. Find out what we can do for your business here:

<https://iris-writing.com/>