

**CS****FORGE****TO BRING INTO BEING BY AN  
EXPENDITURE OF EFFORT**

Don't settle for any content.  
Craft effective content.

## ► SOLUTION OVERVIEW

Our studio, CS Forge, produces compelling copy, interfaces, articles, video, audio, and more for the digital business era. We're about more than marketing. Our diverse content capabilities serve the entire customer experience and enable the entire employee experience.

## ► BENEFITS



More effective  
content, faster



More efficient scaling  
of content operations



More stable content  
supply chain

## ► PRODUCTS + SERVICES USED

We view data as a catalyst for content creativity. We bring together evidence-based practices with a passion for content craft that ranges from writing to filming.

- CONCEPTING AND STORYBOARDING
- CONTENT CALENDAR PLANNING
- MESSAGE ARCHITECTURE
- DEMAND GENERATION CONTENT
- PRODUCT MARKETING CONTENT
- THOUGHT LEADERSHIP CONTENT
- CUSTOMER SUCCESS CONTENT
- EMPLOYEE ENABLEMENT CONTENT
- CONTENT DESIGN FOR PRODUCT INTERFACES
- CHAT BOT PLANNING AND SCRIPT WRITING
- VIDEO SCRIPT WRITING AND PRODUCTION
- AUDIO SCRIPT WRITING AND PRODUCTION
- TECHNICAL DOCUMENTATION

## ► SAMPLE CLIENTS



**"IT MADE US THINK DIFFERENTLY ABOUT CONTENT –  
NOT JUST ME, BUT EVERYONE INVOLVED."**

Ray Killebrew, former VP Experience Design, Equifax

**CONTENT SCIENCE**

Insight • Idea • Implementation • Impact