



## Full Service Science and Research Content Development

Communicating research information is equal parts science and art. For over 25 years our unique team has combined research experience with writing and journalism expertise to develop a broad range of business communications and original content products that are readable, credible, and impactful.

### The MA 360° Content Development Process

#### Planning and Strategy

Great content starts with smart choices about the audience you want to communicate with, the message you are sending, and the appropriate content type. Our team can help you make these critical decisions.

#### Information Gathering and Research

We capture content from your organization in a way that maximizes information while minimizing impact on your operations. We then expand the knowledge base by gathering relevant information outside your organization. Our process creates original content from sources such as:

- Internal and External Research reports
- Interviews
- Presentations
- Articles
- Expert Analysis

#### Expert Content Production

Our team reviews the information for relevance, positioning, and appropriateness and selects elements to craft a broad range of content pieces that effectively communicate with and engage your intended audience.

### 3 Reasons Why Content is King

- Original content increases the credibility of your business in the scientific community, with your customers, and is the primary factor in creating search engine visibility for your Website.
- It is critical for you to participate in online and offline conversations with your suppliers, collaborators, stakeholders, and customers using accurate, reliable, and audience-appropriate content.
- Well-written and accurate content, combined with PR expertise, produces the level of exposure your business needs to thrive.

#### Content We Produce:

- Website Content
- Press Releases
- White Papers
- Research Briefs
- Presentations
- Research Topic Analyses
- Articles
- Blog and Forum Postings
- Video and Podcasts