

Cs Engage 360 Content Studio

About Engage 360 Content Studio from Four

Four's creative, content and asset production services are powered by an insight-driven, 360 degree process that ensures that your content is crafted with audience sentiment and needs in mind.

Four's creative team has been pioneering digital and social content strategies since 2010 and understands how to create, adapt, version and edit content to genuinely connect in today's fast-moving, ever-changing social media driven world.

Four has a number of content services that enable brands to create agile, cost effective content that can be used and reused many times. In addition, we can offer the activation methodology to ensure that audiences are served content at the right time, on the right channels, with the right frequency to achieve the desired results.

We provide content in 45 languages for clients including government, retail, property, business, finance, health, brand and lifestyle across the globe.

Four's content services span content strategy, content and customer journey planning, content creation, content versioning and adaptation, specialist copywriting, print, audio, digital and social including motion graphics, podcasts, gifs and memes.

Our creative teams and editing suites are fully equipped for remote working and have full capability for all aspects of content creation, editing, versioning and activation.

Engage 360 Content Studio overview

Content services can be tailored for specific requirements - here are our core products

1. Content strategy

Creating long term or delivering a swift, interim, insight-informed content strategy to adapt to world events and conditions and create a communications framework with resonance, meaning and purpose.

From £3,750

2. Tactical brand and messaging consultancy

- A 90-minute tactical online content strategy workshop on secure video conferencing software with pre-agreed challenges and actionable outputs and recommendations.

From £3,750

3. Tactical asset creation

Working with your existing assets, layered with best-in-class stock imagery and film plus bespoke motion graphics and captioning.

From £375 per asset created and £75 per asset edited

4. Interim campaigns

Activating immediate campaigns to keep your brand front of mind in challenging times and meet the needs of your audiences while they are for the most part housebound. These include:

- Content-lead campaigns - informative and inspirational, keeping your brand front of mind, creating meaningful and memorable experiences at home

- Lead generation and sales-lead campaigns - targeting audiences with e commerce campaigns to drive sales at a challenging retail time

From: price will vary depending on requirements and scope; from £2,500 per campaign

5. Influencer identification

Identifying and managing the right influencers and experts to communicate with your audiences and fanbases during Covid-19 and self-isolation

From £1,250

6. Tactical social content decks

Powered by real time listening around your brand/your audience/your sector to see how you can adapt your messaging around your customers' ever-changing needs during Covid-19

- Fortnightly insights and social content decks with imagery from £6,250

- One off or regular reports from £2,000 (search) £3,500 (social) or £5,000 (both)

7. Response and escalation guidelines reset

Creating new community management, social tone of voice, FAQs and response and escalation guidelines in response to Covid-19

From £875

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Engage 360 Content Studio

Creating content for



Key team members



Emma Martin
Managing director, PACE
Emma has over 25 years' experience in delivering integrated marketing campaigns with digital, social media and content at their core.



Sarah Townsend
Digital services director
Sarah ensures campaigns and projects are delivered to scope, on time and on budget. She works with a broad cross section of clients across B2B and B2C.



Caroline Lilly
Associate director
Caroline is an accomplished content strategist and leads on the development of social media, digital and content marketing campaigns.



Olivia Osborne,
Senior content manager
Olivia has a finger on the pulse of content and social media trends and opportunities and helps clients to capitalise on these to reach and influence audiences.

Other products from Four

Ev Events creation and management	Sc Select committee training	Im Issues management
Sc Social content and assets	An Animation	Mt Media training
Se Search engine optimisation	Cv Corporate video	Aw Awards
Bw Brand workshop	Po Podcasts	Pe Penetration testing
Pt Presentation training	Sa Sponsorship audit	Bc Brand champions
	Tg Together360	Om Online media training

Contact

If you would like to find out more please email campaigns@fourcommunications.com