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Iris Content Agency Launches Content Packages to Help Spread Holiday Cheer

The new content packages are designed to enhance a business' marketing and PR, will include keyword research, content calendar, blog posts, and more.

GREEN BAY, Wis. – Iris Content, a content creation agency that delivers high-quality content, is kicking off the holidays with special package offers. These offers are intended for small-to-medium sized businesses along with content providers. The goal is to offer quality content with add-ons that enhance businesses' marketing and public relations strategies, including keyword research, content planning calendar, press releases, social media posts, and more.

Recent benchmarks from the Content Marketing Institute indicate that businesses plan to invest in more content creation through 2018. The holiday content packages help small-to-medium sized businesses get a jumpstart on the content marketing process, where Iris Content handles every step from ideation to writing various types of content.

"It's so important for businesses to have a strong online presence, especially during the holiday season," Diane Trim, Iris Content co-founder said. "Shoppers check out businesses' websites before they hit the stores, so retailers have to have a great site. They also need to make sure their sites are visible to people who are searching online. Having a solid online strategy and interesting, useful content is the way to go."

In addition to content creation and strategy, Iris Content also assists business owners and content providers with an analysis of current content performance. This evaluation explains how the content performed within the last year. The analysis also helps business owners understand recommended improvements to their current content strategies, as well as recommendations for better search engine optimization (SEO) and online visibility.

Businesses investing in Iris Content's holiday packages have a considerable amount of benefits right at their fingertips. Creating high-quality content with targeted keywords helps enhance a business's presence in online search engines as well as establishes a reputable brand. These holiday packages put businesses on the fast track to content marketing success.

The structure of holiday content packages is unique. Packages begin on October 30 or November 6, with some deals running until Christmas. Clients can choose their packages based on the number of weeks they need for blogging through the holidays, as well as the number of recommended keywords and proposed blog topics. The starting price for blog packages is \$150, and the opportunity to add-on other deliverables such as topic research and blog posting is available.

For example, the first package is entitled "The Thanksgiving Blogging and Social Media Package." This begins on October 30 and includes all the bells and whistles that small-to-medium businesses need for a successful holiday content marketing campaign. The Thanksgiving Blogging and Social Media package offers four weeks of blogging and four weeks of social media posts on Facebook, Twitter and LinkedIn. Additional content services in this package include blog topic research with 20 topics and 100 keyword recommendations to include in the content.

Clients can add extra festive messages to employees and customers as well as special landing pages for an additional fee.

Other packages include "The Starter Social Media Package," which clients can begin October 30 or November 6. This package focuses on social media posts and planning with imagery. For businesses looking for a PR boost, consider "The Special Holiday PR Package" that includes two press releases, four e-mails, 10 customized blogs and more.

"Just like you'd decorate a brick-and-mortar shop with garland or you'd take out a special ad for the holidays, it's important to give your site the holiday treatment, too," Trim said. "Shoppers check out businesses online first, so it's important to have great, high-quality content year 'round, but especially during the holiday shopping season."

To get your content ready for the holidays and beyond, visit iriscontent.com or contact info@IrisContent.com for more information

ABOUT IRIS CONTENT

Iris Content was founded in 2016 by an inspired group of talented copywriters. The team at Iris Content has decades of experience creating content for a wide variety of industries. The content agency offers today's top trending content deliverables, including blogs, web page content, social media posts and more. Visit IrisContent.com to learn more about the agency's history, team members and content services.

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