



OVERVIEW STRATEGY SERVICES

CONTENT
CARNIVORES

BRIEF HISTORY

Content Carnivores, LLC was founded in 2013 by a former Leo Burnett VP/Creative Director and former Monster.com VP/Product.

The premise then was simple: build a new marketing model that integrated best-in-class tools and proven practices for content marketing. This included developing proprietary systems, databases, and workflows that have generated real ROI for hundreds of companies. That was the start.

As the social landscape evolved, so did our service offering and team expertise.

Our VP of Client Success and Partner joined Content Carnivores in 2015. She brought extensive medtech, biotech, pharma, and digital health expertise. She's seen it all, coming up through the rapidly evolving worlds of marketing, IR Comm, and social media, specifically for healthcare companies. She has worked with some of our clients or their CEOs for 16+ years.

We added a bank analyst. We added an anthropology expert to humanize messaging. We developed investor and scientific databases. We're adding a modernized PR team and a KOL/Patient outreach and recruitment team member.

Today, our combination of category experts and tech efficiencies proves to be of value to companies with hard-to-explain products in biotech, digital medicine, and technology.

CONTENT STRATEGY

Our content is designed to keep a company's message fresh, adding new material as available and retelling the core stories in new ways to new targets in a true multi-channel program.

We base our programs on our proprietary **SPEAR** strategy.

Science

The papers, posters, and presentations

PR

Company news, milestones, quarterly reports

Events

Academic, investor, and company-sponsored

Affinity

Patient and advocacy groups, KOLs, category investors

Retargeting

Keeping content fresh by rotating and refreshing

The content we create is always engaging, accurate, compliant, and tailored to the level of understanding of multiple audiences.

SERVICES AND PROGRAMS

Today our services have grown to include:

- Digital marketing strategies and execution
- Content creation in all traditional, social and multi-media
- Distribution in all traditional, social and digital channels
- Analyst reports
- Video Production
- Competitive business intelligence and biz dev research
- Website development
- Proprietary IR Communications programs
- Comprehensive MarComm strategies integrating marketing, PR and IR
- Patient Recruitment
- KOL and Affinity Group communications programs
- Investor Outreach
- MarComm management across all channels, internal and external teams

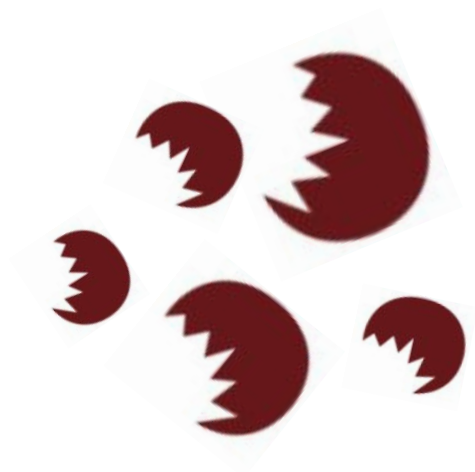
1ST COURSE: AUDIT

- Brand, Product, Campaign Strategies
- Mission, Vision, Brand Position
- Value Propositions
- Visuals, Graphics,
- Brand Architecture
- Messaging Strategy

25+ page deliverable

2ND COURSE: RECOMMENDATIONS

- Website Redesign or Refresh
- SEO
- Social Media Management
- Content Strategy and Calendar
- Copywriting and Design
- Media Buying
- Simple PR



3RD COURSE

- New Website Design and Development
- Video and Film Production
- PR for TV Placement and Major Media
- Bylined Content from Category Experts
- Paid Media
- Podcast Concept and Production
- Lead Gen and Prospecting

We do custom menus