CONTENT MATTERS LLC.

Summary

We're a content agency in Chapel Hill, NC offering a comprehensive range of services including digital and content strategy, brand development, photography, design, and marketing. We're here to help you create compelling and impactful content that will help you build trust with your audience.

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✉ stacey@your-content-matters.com

📍 200 N. Greensboro St, Suite B13a
Carrboro, NC

🌐 your-content-matters.com

NAICS

- **541643** **Marketing Consulting**
- **541910** **Commercial Photography**
- **541922** **Photography Studio**

CAGE Code

- **9KPV5**

SAM UEI

- **QKVYK6AC9**

Certifications

Public Input Certified Partner

Content Science Certified Content Analyst + Strategist (Level 1)

Content Science Certified Content Engineer Level 1

Content Science Certified Content Leader

Core Competencies

Integrated Communications
We help organizations reach content maturity faster through strategy and training. We facilitate the growth of high-impact communications with generative AI, plain language, and photography.

- Organizational Assessment
- Content & Brand Strategy
- Plain Language Communication Strategies
- Generative AI
- Training & Workshops
- Photography
- Writing & Editing

Past Performance

Town of Chapel Hill, NC
Mary Jane Nirdlinger, Deputy Town Manager
Plain Language and Generative AI Center of Excellence, Organizational Assessment, Content Operations, Communications Strategy
mjnirdlinger@townofchapelhill.org

SolDesign Co, Atlanta, GA
Mary Tveit, Founder and President
Content Strategy, Content Creation
mtveit@soldesignco.com

Differentiators

We help organizations design and implement a content strategy that leverages commercial photography, plain language and generative AI to create engaging and effective content.

We understand the importance of training and strategic planning, as well as organizational change, to ensure that technologies are used effectively across the enterprise.

We help organizations create a library of high-quality commercial photos that can be used in a variety of marketing materials.