

Your.  
Content.  
Matters.

Capability Statement  
<https://your-content-matters.com>  
Content Matters, LLC



- (A) Content & Digital Strategy
- (B) Generative AI
- (C) Organizational Assessment
- (D) Photography
- (E) Plain Language Communication Strategies
- (F) Training & Workshops
- (G) Writing & Editing

Photo: Christopher T Martin



## About Content Matters

At Content Matters, we specialize in evaluating and enhancing content maturity within organizations, crafting and implementing advanced frameworks and content strategies, and optimizing content across platforms to maximize audience engagement and understanding. Our expertise includes generative AI, workshop facilitation, content management systems, plain language, strategic consulting, and cross-platform content integration.

## Differentiators

### (A) Empathy-Driven Content

We put people at the heart of everything we do. Our content is crafted with a deep understanding of your audience, ensuring it's not only seen but felt. This empathetic approach helps build genuine connections and delivers messages that truly resonate.

### (B) Data-Enhanced Creativity

What sets us apart is our ability to blend creative storytelling with precise data insights. This fusion ensures that every piece of content is not only engaging but also strategically targeted to meet the specific needs and behaviors of your audience, keeping your communications both relevant and impactful.

### (C) Technological Edge

We harness the latest technologies to elevate your content strategy. From advanced SEO tactics to the newest digital storytelling platforms, we use cutting-edge tools to enhance the effectiveness and reach of your content, setting you ahead in a competitive digital landscape.

We impact our communities.

By breaking down complex ideas, we make it easier for the public to understand and engage with important information.

Photo: Christopher T Martin



## How We Leave Our Mark

<b>A</b> Carr Mill, Carrboro NC	Leading social media strategy and implementation for Carr Mill, located in the heart of Carrboro, NC – and home to more than 25 local and family-owned businesses and offices.
<b>B</b> City of Durham, NC	Hosted multiple plain language workshops to significantly enhance organizational communication by training leaders to simplify complex information in emails, flyers, brochures, and financial reports.
<b>C</b> Chapel Hill Library Town of Chapel Hill, NC	Redesigned the North Carolina DMV’s driver’s handbook in plain language and multiple languages, enhancing comprehension and accessibility for a diverse driver population, promoting safer driving across the state.
<b>D</b> Town of Chapel Hill, NC	Conducted an environmental scan of the competitive landscape, providing strategic insights to keep the organization adaptive and competitive in a dynamic market. Audited website content to streamline navigation and improve information quality.
<b>E</b> Town of Chapel Hill, NC	Established a Plain Language Center of Excellence, elevating the communication standards, fostering transparency, and building trust with residents.
<b>F</b> Town of Chapel Hill, NC	Led comprehensive organizational assessment and provided actionable recommendations to enhance the communications team’s capabilities.
<b>G</b> North Carolina City and County Communication Professionals	Hosted a workshop on building a Plain Language Center of Excellence and conducted a plain language training session for North Carolina city and county communicators, enhancing their skills in clear communication.

**Founder and Principal**  
Stacey Martin

**Email**  
stacey@your-content-matters.com

**Certifications**  
North Carolina Small Business Enterprise (NCSBE)  
Historically Under-Utilized Business (NC HUB)

**SAM UEI**  
QKVYK6AC9

**CAGE**  
9KPV5

**NAICS Codes**  
519290, 541643, 541910, 541921, 541922,  
541511, 541830, 541720, 541990, 541611,  
541519, 541512, 611430