

Content Marketing Services Enables iCompass to Execute Faster



THE CHALLENGE

- iCompass came to Copy Dojo for help executing their content marketing strategy. Though highly skilled, the iCompass marketing team was working with limited resources. Juggling content requirements with all their other market activities was becoming increasingly challenging. To help them meet their content deadlines, they decided on external service providers who could help meet their internal deadlines.



THE PROCESS

- From the start of the relationship, Copy Dojo focused on obtaining a thorough understanding of iCompass's industry, offerings, and user and buyer types. Before working with the Copy Dojo team, iCompass's Chief Revenue Officer, Paul Hetherington, 'wondered if external copy creation was wise, given the challenges of finding external teams that could provide relevant and interesting pieces'. For Paul, Copy Dojo showed that this was achievable "on the first attempt".
- Right from the start, Copy provided case studies and blog posts that met iCompass's requirements, objectives and schedule. Copy Dojo made all requested edits to ensure the iCompass team were 100% satisfied.



THE RESULT

- Entrusting Copy Dojo with their time sensitive copy creation enabled iCompass to keep their tight publishing schedules and take pressure off the team, whilst continuing to update their site with high-quality engaging deadlines.

“ Copy Dojo could not be any easier to work with. We are almost half a world away but their **flexibility and responsiveness** is impressive ... **Copy Dojo works while we sleep**”

“We would recommend Copy Dojo, not only for their ability to come up to speed and become **productive with meaningful content** very quickly, but also for how **incredibly easy** to work with they are”

- PAUL
HETHERINGTON
CHIEF REVENUE
OFFICER

“Eric and his team have **decades of marketing experience** that comes out in the communications with them. There isn't the need to provide exhaustive background details – they just understand what needs to get done, and get to it”



ABOUT ICOMPASS

iCompass is a leading innovator in web-based agenda management software. Since 1999, iCompass has improved the transparency, efficiency and cost-effectiveness of local governments across the US and Canada.



COPYDOJO