

# Immerse your readers in a state of wonder

Custom Content for the Arts & Cultural Heritage Community

## Capturing attention and fascination in today's noisy environment

The digital world is overflowing with content, competing for attention and interaction. As an online business, this makes it difficult to connect with your community in an exciting and meaningful way - which, over time, creates a gap between you and your audience.

Like some business owners, you might feel overwhelmed by this gap or don't have the resources to address it, so content creation gets pushed aside.

When you do put content out, your message feels inconsistent, too sales-y or lost in the crowd. Your community is interested in something else or trying to solve a new problem.

With a clear customer journey and content plan to guide you, however, that gap disappears. By knowing who your ideal customer is, what they're interested in and how you can best help them, you are able to capture their attention and form meaningful connections.

Whether visitors are on the outer rings of your circle - on social media or Google - or closer to your brand - reading a blog or newsletter - all roads should lead to enriching experiences and stronger relationships.



## Why partner with us?

At CBA Content, we believe in storytelling's power to connect people. This, combined with our passion for the arts, history and culture, makes up the core of everything we do.

How we achieve this connection looks different for every project, be it a blog, landing page, newsletter or social media post, although the ultimate result we help you achieve is the same: **to capture your community's fascination with history, art and culture.**

By partnering with us, your story will spark your audience's imagination and create more quality, worthwhile connections.

- 71% of arts and cultural organisations lack in-house staff time to achieve digital goals
- 49% of museums with increased social media and website activity saw a boost in people visiting their institution
- **Change happens** when digital skills and the transformational role of tech supports creative, audience and business model development

## A three-step solution to creating content that connects and excites

### 1. Your Content Map

The first step gets to the heart of your audience and content goals: Who are you creating content for and what are you trying to achieve?

To help answer this, we look closely at your community and how your business communicates with them. **We will:**

- Provide market, audience and competitor research
- Identify themes, topics and trends that align with your community
- Finalise the project scope: content angle, deliverables (length, social copy, imagery) and strategy (platform, timing, KPIs)

### 2. Creating Your Content

Using your content map as our guide, this step is all about bringing the content to life.

**This includes:**

- A detailed outline with background research and subheadings
- Interviews with experts and industry leaders
- Writing the first draft
- Incorporating your feedback and copyedits
- Submitting the final version and outstanding deliverables

### 3. Sharing and Connecting

It's time for your community to enjoy your content! Once published, we can see how your audience engages and interacts with the content. **We do this by tracking:**

- Engagement: page views, clicks, social shares
- Audience size across the website, social media and newsletter
- Conversions: sign-ups, purchases, subscribers

These insights will set your business up for future content success. In the end, you will receive a fresh batch of content ideas to help you make the most of your online story.

Culture has always been a big part of my life. Growing up in New Orleans, I was always surrounded by the performing and visual arts. Music festivals and art walks filled my weekends, and 20 years on, living in London, my interest and experience in the arts and cultural heritage has only grown greater. This innate sense of expression, storytelling and sharing cultural experiences is what drives **CBA Content**.

As the UK's art and heritage sectors increasingly move online to connect with a wider audience, we are here to help conservation organisations, museums, art galleries and historic sites tell their story in an exciting, accessible and meaningful way.

- Celeste Allen, Director



## Are you ready to immerse readers in your story?

Whether you know what content challenge you are looking to overcome or aren't sure yet, now is the time to give your community something they care about, connect with and need.

To discover how you can capture your audience's attention and create content that your community craves long after their visit, download your free content map below.

[Click to download your free content map](#)