

# 4C5 Approach to Content

FROM IDEA TO IMPACT

## 4C'S

Traditional 4C's guide effective communication and content creation:

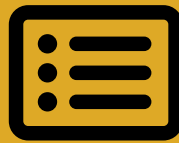
- Clear
- Concise
- Credible
- Compelling



Clear



Compelling



Concise



Credible

## C5

C5 delivers content that meets the needs of your audiences while aligning with business objectives.

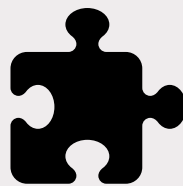
- Curate
- Create
- Cure
- Connect
- Calendarize



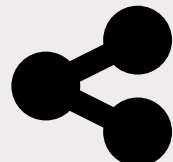
Create



Cure



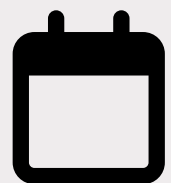
Curate



Connect

## MAXIMIZE IMPACT

Combine the 4 C's of Content with the C5 approach for maximum impact. It encompasses content creation, improvement, engagement, and planning, resulting in content that effectively communicates, engages, and drives business results.



Calendarize