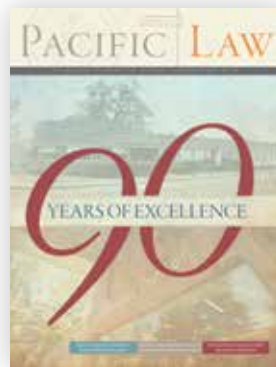
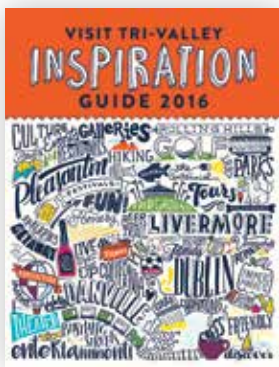
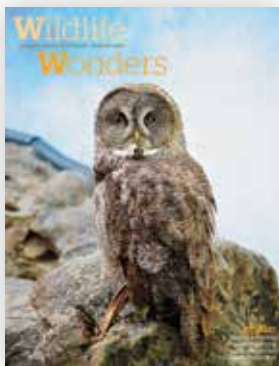


D C P > communicating brand value <



# Build your community one story at a time

Organizations around the world are building successful customer relationships by telling great stories—stories that educate, entertain and inspire. Your customers, prospects, fans, employees and donors want information that satisfies their unique interests. Your organization can become their trusted content provider through print or digital publications.

Any brand can become a publisher, but if you want a publication that readers seek out, enjoy and share, you need help from an experienced publishing company. Let Diablo Custom Publishing (DCP) partner with you to expertly and efficiently create the ideal publication for your communications goals.

## BENEFITS OF CUSTOM PUBLICATIONS

Your publication should be a platform for reaching your target audience with the content they want, when they want it and in a way that inspires them to take action. When you provide your audience with consistent

Draeger's Cooking School



Saint Mary's College



high-quality content, your brand becomes a recognized resource and trusted partner. Research shows that 60 percent of B2B decision makers say branded content helps them make better purchase decisions, and 61 percent of consumers are more likely to buy from companies that offer custom content. Developing an original, custom publication for your brand allows you to:

- > Connect with highly engaged prospects and influencers.
- > Complement and support existing marketing channels.
- > Control the user experience and content on a brand-owned platform.
- > Brands that succeed in custom publishing develop a competitive advantage that leads to improved brand recognition, customer awareness and audience loyalty.



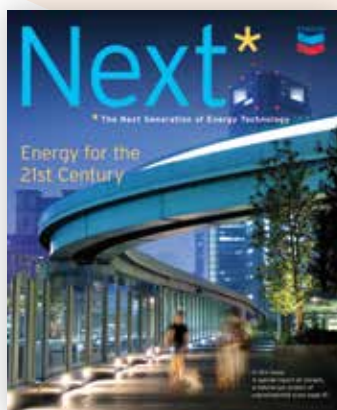
# What can DCP do for you?

## PARTNER WITH CUSTOM PUBLISHING EXPERTS

Developing consistent content that your readers will enjoy requires full-scale publishing expertise. DCP's award-winning journalists, art directors and project managers provide expertise at every stage of the publication process. We guide clients through our time-tested process to produce great products. It starts with our understanding of your objectives, immersing ourselves in your brand, applying a strategic plan and then managing the details—so you don't have to worry about them. Whether you're a publishing veteran or you're working on your first publication, DCP delivers real value through:

- > Content strategy and compelling editorial development.
- > Custom layouts and design for print and digital publications.
- > Dedicated project management and customer service.
- > At DCP, we adjust to the unique needs of your business, providing the talent and know-how you need to successfully use custom content to influence customers.

Chevron



Mountainside Fitness



## Publication Strategy

Your publication strategy should reflect the uniqueness of your audience and your business goals. We use various market research tools to help you define a publishing strategy that produces the desired results. We'll even provide a full creative brief that will act as a compass to guide the development of future content.

### DCP PROVIDES:

- > Supplemental audience research tools.
- > An editorial mission statement and content development recommendations.

Rock and Roll Hall of Fame and Museum



# Design

High-impact design gets your publication noticed. The DCP design team creates custom graphics and layouts that enhance long-form reading. Our art directors ensure your publication looks great, and that each design element reinforces your brand voice and communications objectives.

#### DCP PROVIDES:

- > Creative concepts and designs that reflect your brand style.
- > Custom photography and impactful design elements.
- > Recommendations and guidance for developing a creative style guide.

# Content development

Readers will not automatically look through a publication simply because it arrives in their hands. They must be invited, enticed and captivated—paragraph by paragraph. Our team of experienced writers and journalists builds narratives that will guide your audience through an engaged read. We mine the data you provide—in whatever form, from interviews to annual reports—and uncover rich stories that will resonate with your readers.

#### DCP PROVIDES:

- > Original features written by trained journalists.
- > Extensive proofreading and copyediting by editors.
- > Guidance for creating an editorial calendar.

# Project management

On time, on budget, and on target—that's the credo of DCP's project management team. A dedicated project manager coordinates the efforts of the entire team, keeping you informed and all participants on schedule. The project manager also serves as your day-to-day customer service and support contact.

#### DCP PROVIDES:

- > Dedicated project managers to coordinate deliverables and communication.
- > Direct customer service and support for your questions and feedback.

# Next steps

Collaborate with DCP to build a publication that enhances your brand promise, improves website impressions, increases visibility, and effectively drives memberships and donations.

## DCP CAN HELP YOU:

- > Refresh your existing publication.
- > Engage donors and members.
- > Build content microsites.
- > Share organizational values with employees.

Contact us to request case studies, best practices and samples of work we've done for clients in health care, education, arts & entertainment, and other industries. Visit us at [dcpubs.com/resources](http://dcpubs.com/resources) or email [info@dcpubs.com](mailto:info@dcpubs.com) for more information.

## El Camino Hospital

