

**CARMEN
MUBBAY**
communications

FREAKISHLY EFFECTIVE CONTENT

**We are a strategic, creative and data-driven
content marketing bureau.**



1 COLLECT



WE DIG FOR THE DATA AND
ANALYSE EVERY ANGLE



Competitive Analysis

Know what the competition is doing, then do something better.



Content Audit + Topic Vault

Let's see what's working and what's not and help you to differentiate your content and be topical.



CX Audits

How do your customers feel about the experience on offer?



CX: CJM and EJM + Persona Development

Digging deep into your relationships with your customers and your employees.



Data Analytics

Let's unlock the secrets you didn't know you knew.



Search Listening

What's hot and what's not in the world? We know how to find out.



Social Listening

Discovering the trends, you need to know



Netnography PLUS

Plugging into society to reveal new opportunities.



Data enrichment

There's always more to learn about your audience.



Qual & Quant

Solving every challenge from every angle.



Social Audits

We'll find those tweaks, tucks and tips to improve your social game.



Data cleaning

Reliable data is valuable data.



Trend analysis

Just coz it's trending doesn't mean it's for you. Let's investigate.

2 THINK



SCULPTED FROM THE
RIGHT SOLID SCIENCE



Content Strat



Creative Strat



Mobile Strat



Social Strat



Digital Strat



PR and Thought
Leadership Strat



Sustainable Marketing
Strat



Organic SEO Strat




Interconnected
Content Model



3

CREATE



TURNING STRATEGY INTO ACTION
BRAVE ENOUGH TO BE CREATIVE



WRITTEN WORD

Copy crafted to
perfection



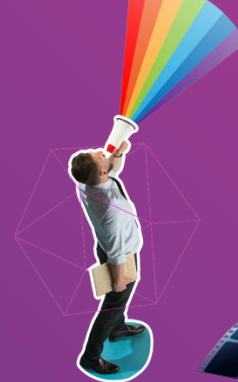
VIDEO

Every pixel tells
a story



VOICE

Reach the ears.
Touch the soul.



GRAPHICS

Action-inspiring
imagery



EVENTS

Events that merge
the physical,
digital, emotional
and sensorial
experiences

4 TEACH



BORROW OUR BRAINS



We're not just for business. We're passionate about building people that in return will build our clients businesses.

3 WAYS TO LEARN

PRIVATE DINNERS & WORKSHOPS

For senior teams managing the strategic direction of their company. These dinners provide inspiration and information around specific subjects and are designed to prime the internal conversation around how to best leverage human intelligence in tandem with Artificial Intelligence and drive a more sustainable business to create a fortified future.

MASTERCLASSES & COURSES

These courses are designed to introduce teams to crucial skills and insights for working in tandem with **AI, integrating Authentic Intelligence** to create a fortified future. Our skills also aim to enable critical thinking and empower sales and marketers to think more creatively about achieving sustainable marketing goals. Courses feature case studies on sustainability and interconnected marketing strategies. Some courses offer accreditation and formal qualifications.

BESPOKE TRAINING PROGRAMMES

CMC can create new courses specifically designed for your company and industry. These focus on your learning objectives and take advantage of the modular structure of our training programmes – effectively allowing you to pick and choose elements of other course that are most relevant to your company.

Clients



1st for women



Please feel free to contact me if you have any questions.

Then let's talk.



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