

Tackle three of the biggest problems in your media development projects.



Control Costs

Reduce the number of design iterations that come from revisions to the scope and structure of the content.

Minimize Delays

Tighten up development schedules by quickly generating creative ideas and producing copy in a timely manner.

Prevent Rework

Avoid inaccuracies and ensure high quality media products by defining the expected outcomes from the very beginning.

Free yourself from the usual constraints.

- Create workable content early in the process, rather than waiting for copy from employees.
- Translate the features identified by employees, into benefits provided to their customers.
- Overcome pride of ownership problems when employees write their own copy.
- Bridge the logic gaps between ideas within a company's marketing messages.

Efficiently produce content that is meaningful to the *customers* of the company.

Analyze

Rapidly acquire critical content, tie it to specific business goals and processes—in order to specify and articulate the message.

Write

Translate features into benefits. Attract and inform prospects. Stimulate and motivate readers to respond.

Specify

State explicitly in advance—the scope, structure, content, review and production requirements for each type of media project.

Apply the Lytra Inc. advantage to your next project.

- Tap into a wealth of business experience and subject matter expertise.
- Gain insights and fresh perspectives from a proven, independent resource.
- Capitalize on the inputs of a third party to assert your position.

Contact us to discuss your requirements in any of these areas.

- Business Workflow and Content Analysis
- Website Specifications for Pages, Navigation and Text
- Headings, Body Copy (Including Edit and Fit for Websites)
- Scripts for Slide Shows and Videos
- Instructional and Informational Text
- Marketing and Sales Plans

