

Candill Content & Copywriting



Digital Solutions
for Small Businesses





Our *Superpower*

With strategy + intuition we create magic as **YOU connect online** with your audience(s), differentiating you from others competing for your fans/followers' attention.

We design messaging that makes sense for who you are and what you're compelled to speak.

Your purpose in this world is the foundation for every offer you make - and how you make it.

From all of this, your frequency will resonate with those for whom **YOU** are meant - vibing, empowering, inspiring, entertaining + informing!



changing conversations
to compel complete freedom

candidugas.com

"Just don't give up what you're trying to do. Where there is love and inspiration, I don't think you can go wrong." ~Ella Fitzgerald

"If we are going to be part of the solution, we have to engage the problems." ~Majora Carter

Images (*unless otherwise noted*): scopio.com + unsplash.com

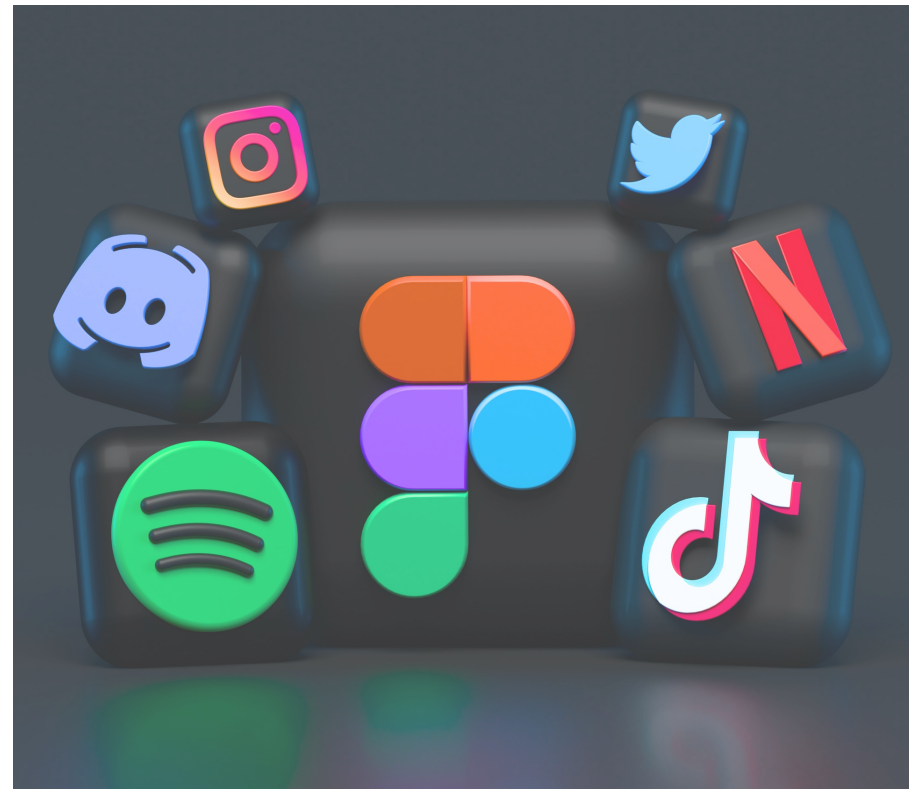
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CandiD Content & Copywriting
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We're all in this together.

An oft-repeated sentiment since the pandemic hit, a global crisis that reminds us of how interconnected we truly are. And that community can look a lot of different ways, spread across this world.

No matter how community "looks," what is most important is that we pursue the life of our dreams, and that we stay connected, which we can do with the **power of social media**.

"I have lots of things to prove to myself. One is that I can live my life fearlessly." ~*Oprah Winfrey*



A close-up photograph of numerous yellow, bell-shaped flowers, possibly poppies, hanging from green stems. The flowers are in sharp focus in the foreground, while the background is a soft, out-of-focus teal color. The overall mood is calm and serene.

let's breathe.

Who We Are

CandiD Content & Copywriting is your straightforward answer to social media campaigns that find the groove - and stay there! We offer strategic, culture-bearing social media services with proven engagement expertise across mainstream and multi-cultural markets.

Whether a public figure personality, nonprofit, or manufacturer of services/products for earned revenue - our bandwidth enables us to extend the reach of our clients' brands + their initiatives. Our seasoned touch of managing online campaigns means you are in very good hands.

Where We Are

CandiD is based in Atlanta, GA, USA.

Our Clients *(current, seasonal + former)*

VolunteerMatch, Women's Foundation of the South,
August Wilson House (*just signed*), NEW Economics for Women, Myaderm, Impact Church, Ray of Hope Community Church, & More

What We Do

We deeply engage **your** fans/followers, aligning your brand with what matters to them across multiple social media platforms. CandiD integrates a variety of creative marketing + social media strategies to amplify your narrative by creating strong, seamless campaigns to strengthen your exposure & awareness!

CandiD Content & Copywriting is a cultivated communications expert, ensuring that we harness our best to help you achieve **your** social media marketing goals.



Yes, We're
Open



How We Do It



1.

Assess Brand Inventory

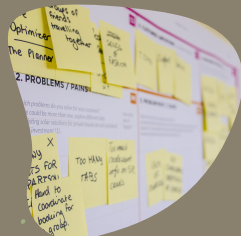
We gain a full understanding of your brand/initiatives, including engaging untapped target audiences.



2.

Cultivate Audience Connections

We create integrated campaigns to strike a chord with consumers, customizing digital content that elevates your messaging.



3.

Deliver Methodology

Our network is your network, helping to develop strategic delivery that yields the highest ROI toward achieving your goals.



4.

Assess Brand Inventory (again)

We provide a posting strategy to deliver results seamlessly + consistently. We also measure the impact of all campaign elements.



Snapshot of CandiD Receipts

Case Study: VolunteerMatch

"Thank you for your partnership on this during such a tragic week. You are both a blessing, not just to me, but to our whole sisterhood, and to this messy, messy world. "

~Laura Plato, Chief Solutions Officer

(24 Sept 2020 - the week the officers would not be charged for murdering Breonna Talyor, that RBG died, and that 45 refused to agree to a peaceful transfer of power.)

Statistical Success

Cross-Network Performance

(Facebook, Instagram, Linked In, Twitter)



Engagements - 83.4%

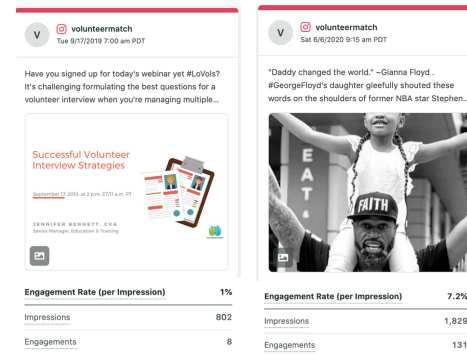
Post Link Clicks - 30.1%

Impressions - 28.1%

Aesthetic + Audience Success

Instagram Post Comparison

(Pre-CandiD v. Post-CandiD)



About

CandiD

dr. candi dugas, Lead Creative + President
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A New York Times award-winning, Atlanta-based writer, dramaturg,
producer + cultural organizer, who achieves results for clients.
dr. candi curates every project from the longing that lives in her breath to
help make this world a better place.

Read more: [CV](#) | [Artist Statement](#) | [Portfolio](#)



A photograph of a stone archway leading to a view of the ocean. The archway is made of dark, rough-hewn stone. The ocean is a deep blue-grey color with small waves. The sky is a pale, hazy blue. The text "for the ancestors." is overlaid in white, lowercase letters, centered horizontally and slightly below the vertical center.

for the ancestors.

The Door of No Return in West Africa

 thestar.com