

*Candill*

# Content & Copywriting



Digital Solutions  
for Small Businesses



powered with strut AGENCY



## Our *Superpower*

We harness **YOUR online voice** -  
differentiating you  
from your colleagues -  
and from other online information.

We create messaging that personifies  
**your brand voice** in a manner  
so distinct  
that duplication is nearly impossible.

**Your voice** is the vehicle that drives  
consumer interaction -  
2-way conversations that become  
friend-to-fans in an online context.

**YOUR voice** will resonate, empower,  
inspire, entertain + inform!



changing conversations  
to compel complete freedom

[candidugas.com](http://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

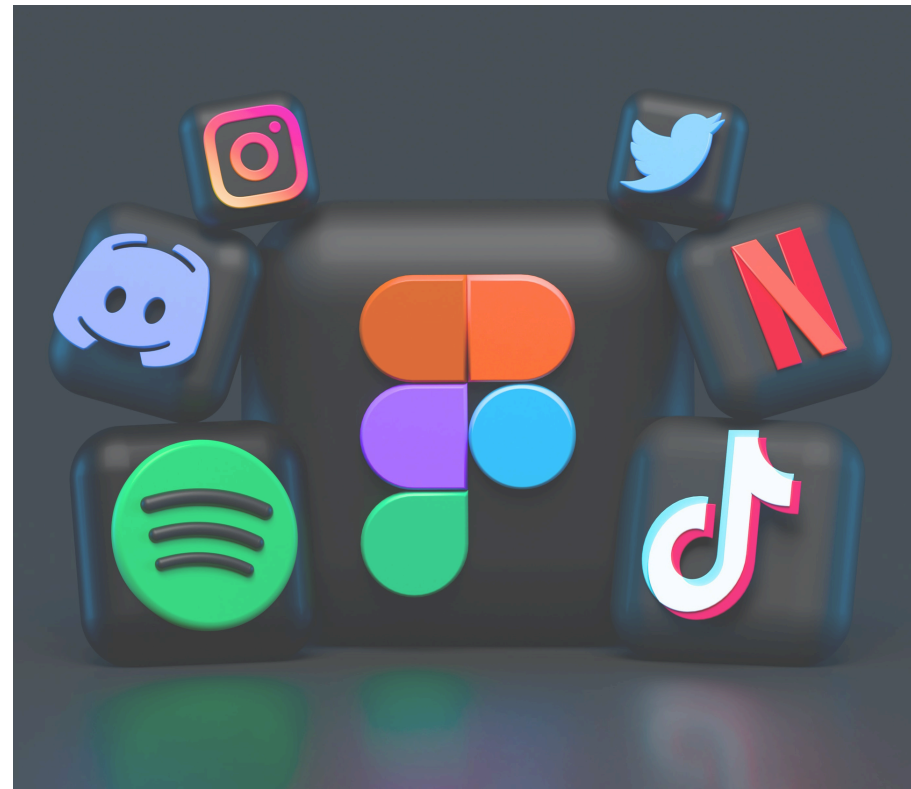
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CandiD Content & Copywriting  
a service of  
candi dugas collective

2675 West SR89A  
Suite 1262  
Sedona, AZ 86336

[ask@candidugas.com](mailto:ask@candidugas.com) | 404.919.0388 (voice)



We're **still** all in this together.

An oft-repeated sentiment during the pandemic, a global crisis that reminded us of how interconnected we truly are. And that community can look a lot of different ways, spread across this world. New crises are now playing out globally - and this truth remains.

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 **access of social media**.

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





let's breathe.

## Who We Are

CandiD Content & Copywriting is your straightforward answer to social media campaigns that nail it! We offer full, boutique, social media lifestyle & influencer services with proven engagement expertise across mainstream and multi-cultural markets.

Whether a public figure personality, nonprofit, or services/products for earned revenue - our global bandwidth enables us to extend the reach of our clients' brands + their initiatives. Our seasoned staff has over 10 years of combined experience managing online campaigns.

## Where We Are

CandiD is based in Sedona, AZ and Atlanta, GA, USA.

## Our Clients

strut AGENCY, VolunteerMatch, NEW Economics for Women, Myaderm, Impact Church, Ray of Hope Community Church, & More

## What We Do

We engage **your** fans/followers on a global scale, bringing your brand to life 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 team of platform-specific experts. We ensure that we have the best-in-class talent on the forefront of ever-evolving social media marketing to help you achieve **your** goals.



*Yes, We're*

***Open***



# How We Do It



1.

## Assess Brand Inventory

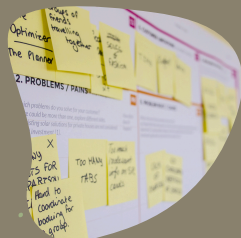
We gain a full understanding of your brand/initiatives, including engaging untapped target audiences.



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 experts are your "think tank" to develop strategic delivery vehicles that yield the highest ROI toward achieving your goals.



4.

## Assess Brand Inventory

We provide a posting strategy to deliver results seamlessly + consistently. We also measure 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%

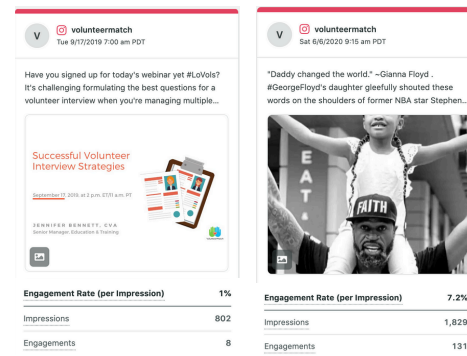
Post Link Clicks - 30.1%

Impressions - 28.1%

## Aesthetic + Audience Success

### Instagram Post Comparison

(Pre-CandiD v. Post-CandiD)



# More About

dr candi

dr. candi dugas, Lead Creative + President  
*CandiD Content + Copywriting/candi dugas collective*  
candi@candidugas.com | 770.833.8734

NYT award-winning writer, 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](#) | [Portfolio](#) | [Artist Statement](#)



A photograph showing a view of the ocean through a stone doorway. The doorway is made of rough-hewn stone blocks. The ocean is a deep blue-green color with small waves. The sky is a pale, hazy blue. The foreground shows some rocks and a small patch of green moss or algae near the water's edge. The text "for the ancestors." is overlaid in white, lowercase letters in the center of the image.

for the ancestors.

The Door of No Return in West Africa

 [thestar.com](http://thestar.com)