



Menu of Services

With our healthcare experience and diverse in-house talent, we are able to offer the following content marketing and communications solutions targeting consumers, physicians, donors, employee and prospective audiences.

Content Services

- Content audits and analysis
- Content strategy setting and implementation
- Content development and distribution
- Audience personas and competitive analysis
- Channel and distribution analysis
- KPIs and metrics analysis

Design & Production Services

- Publication and campaign design/redesign
- Web design
- Custom photo shoots
- Photography services
- Illustration
- Photo color correction

Print & Digital Solutions

- Website design and development
- Content hub and blog development
- Portals/Intranets
- Magazines, newsletters and annual reports
- Email marketing/e-newsletters

Editorial Services

- Editorial planning
- Copywriting/custom writing for all media channels
- Content repurposing, copyediting, proofreading, fact-checking
- Video and podcast script writing
- Website and microsite content writing

Marketing Agency Services

- Branding and on-demand marketing services
- Service line marketing campaigns
- Video production and management
- Social media management and content development
- Hosting and analytics
- Podcast production
- Campaign/PPC management

Project Management

- Client management
- Production schedules/tracking
- Print management
- Distribution and mailing services
- Freelance partner management as required, such as freelance writers, translation services, CRM vendors, and more

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