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NOLA Agency Launches Marketing Packages for Startups

New Orleans, LA — 5/1/18 Local marketing agency Model Content has launched a beta version of its “Rent a CMO” packages for startups in science and tech. Through Lean Startup, Model Content Founder Molly Kramer has taken strategy and content services provided to larger companies, but customized and scaled them for startups—then offered them to Collision attendees at a reduced hourly rate.

Model Content was launched in the fall of 2016. Since then, the agency has provided high-end strategy and content creation services to science, healthcare, tech, and policy organizations. Model Content serves Greater New Orleans’ growing tech sector, plus complex businesses across the country.

The Rent a CMO packages were designed for idea-to-beta stage companies with no marketing expertise on staff. They empower startups to work on an as-needed basis with a higher caliber of specialist than they could afford on a full-time basis. It’s a great bridge to hiring creative staff—offering flexibility, strategy, and efficiency at a critical phase of development.

The three package choices are Pitch Prep, Marketing Retreat, and Content Quick Start. All packages start with a needs assessment based on content analysis and industry research. Then, the project proceeds based on whether the goals are to attract investors, acquire users, or quickly launch general-purpose content marketing.

Kramer developed the new startup packages by surveying the needs of startups through client feedback, customer validation interviews, and pitch competition participation. In the past year, she has served as coach and judge in competitions, and this week she is an ALPHA Startup at the 2018 Collision Conference.

“Model Content isn’t a startup in the traditional sense, so getting into the Collision ALPHA Startup circle and pitching my company all day long at the booth gives me a peak into my clients’ perspective. It’s something you just don’t get to experience at the judges’ table—what it feels like to put your service out there and be so vulnerable and so proud. Lean Startup is all about a founder getting out of their own head, so using my ALPHA booth to trade discounts for feedback just makes sense,” said Molly.

The Rent a CMO packages are available in beta version to Collision attendees. The packages are heavily discounted, relative to Model Content’s standard rates. Clients must commit to providing honest and thoughtful feedback upon receipt of the final deliverable.

To get a secret url with pricing and other details on the beta launch, visit Molly at stand number A 105 on Day 2 (Wednesday, May 2) of Collision. Or, email info@modelcontent.co.

About Model Content

Model Content is a marketing agency specializing in science, healthcare, tech, and policy. We serve a national market from New Orleans. Through content marketing informed by research, best practices, and creativity, we turn subject matter experts into thought leaders. For industry news and insights, visit www.modelcontent.co or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), or [Instagram](#).