

**Atlantic Canada Launch Export Program Trade Mission  
to Atlanta, Georgia May 2024**



**DELEGATE CORPORATE PROFILE**

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| <b>Company information</b>   | <b>Company name: word-craft inc.</b>  |
| <b>Contact information</b>   | <b>Name: Ingrid Deon</b>  |
|  | <b>Phone:9023074062</b>   |
|  | <b>Mobile:</b>  |
|  | <b>E-mail address:ingrid@word-craft.ca</b>  |
|  | <b>Address: 260 Main Street</b>   |
| <b>Alternate Contact</b>   | <b>Name:</b>  |
|  | <b>Phone:</b>   |
|  | <b>Mobile:</b>  |
|  | <b>E-mail address:</b>  |
| <b>Alternate Contact</b>   | <b>Name:</b>  |
|  | <b>Phone:</b>   |
|  | <b>Mobile:</b>  |
|  | <b>E-mail address:</b>  |
| <b>Website</b>   | <a href="http://www.word-craft.ca">www.word-craft.ca</a>  |
| <b>Delegates Attending</b>   | <b>Ingrid Deon, founder and CEO of word-craft, inc.</b>   |
| <b>Company Logo<br/>(insert or attach)</b>   |   |
| <b>Company Description</b>   | <b>word-craft is a social media marketing agency specializing in organic social media strategy, content creation and community management for consumer packaged goods (CPG) companies.</b>  |
| <b>Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP).</b> | <b>Organic social media is different from selling on social media. Your social media ads will sell your product or service, but organic social media is all about community building. Your organic social media content will engage your community of loyal fans so they become advocates for your company in an organic way.</b> |
| <b>Exporting</b>   | <b>Services</b>   |
| <b>Sales Pitch:</b>  | <b>Organic social media is different from selling on social media. Your social media ads will sell your product or service, but organic social</b>  |

|                                |   |
|--------------------------------|---|
|                                | <p><b>media is all about community building. Your organic social media content will engage your community of loyal fans so they become advocates for your company in an organic way.</b></p>  |
| <b>Businesses of Diversity</b> | <b>Women</b>  |
| <b>Sectors or Industries</b>   | <p><b>CPG companies that are exporting to Canada and are looking for a Canadian marketing agency to manage their Canadian social media channels.</b></p> <p><b>Organizations and companies that are looking for training in organic social media strategy and content creation.</b></p> |