

Berry Buzz



Berry Organised, Occasionally Overcooked

Hello Dexter,

Berry Buzz is here again!

This edition comes straight from a poolside mindspace and a pasta-vs-vada pav standoff, with a side of systemised content processes.

Keeping content running, one template at a time

It's not magic, it's momentum.

Here's how we've made our content pipeline more systematic and predictable:

01



Clear processes, not just creative chaos

We set the flow before the first word lands

02



Set templates = less guesswork

Because creativity thrives within structure

03



Repetition isn't boring, it's reliable

Creating consistency in our content means fewer surprises and more impact

04



Quick chats > long comment threads

Sometimes, solving it is just a conversation away

We're not leaving things up to chance. We're building a process that drives great results, every time.

Want in??

[Talk to our content expert](#)

Google Docs for the sprint, but diaries for the marathon

Our berries still believe in the power of a handwritten note, because sometimes, the best thoughts come when you slow down and scribble.

Some with stickers. Some with coffee stains. But all filled with ideas that made the work better.

Here's what we found when we flipped through a few:

Post ideas that became client campaigns



Doodles beside delivery trackers

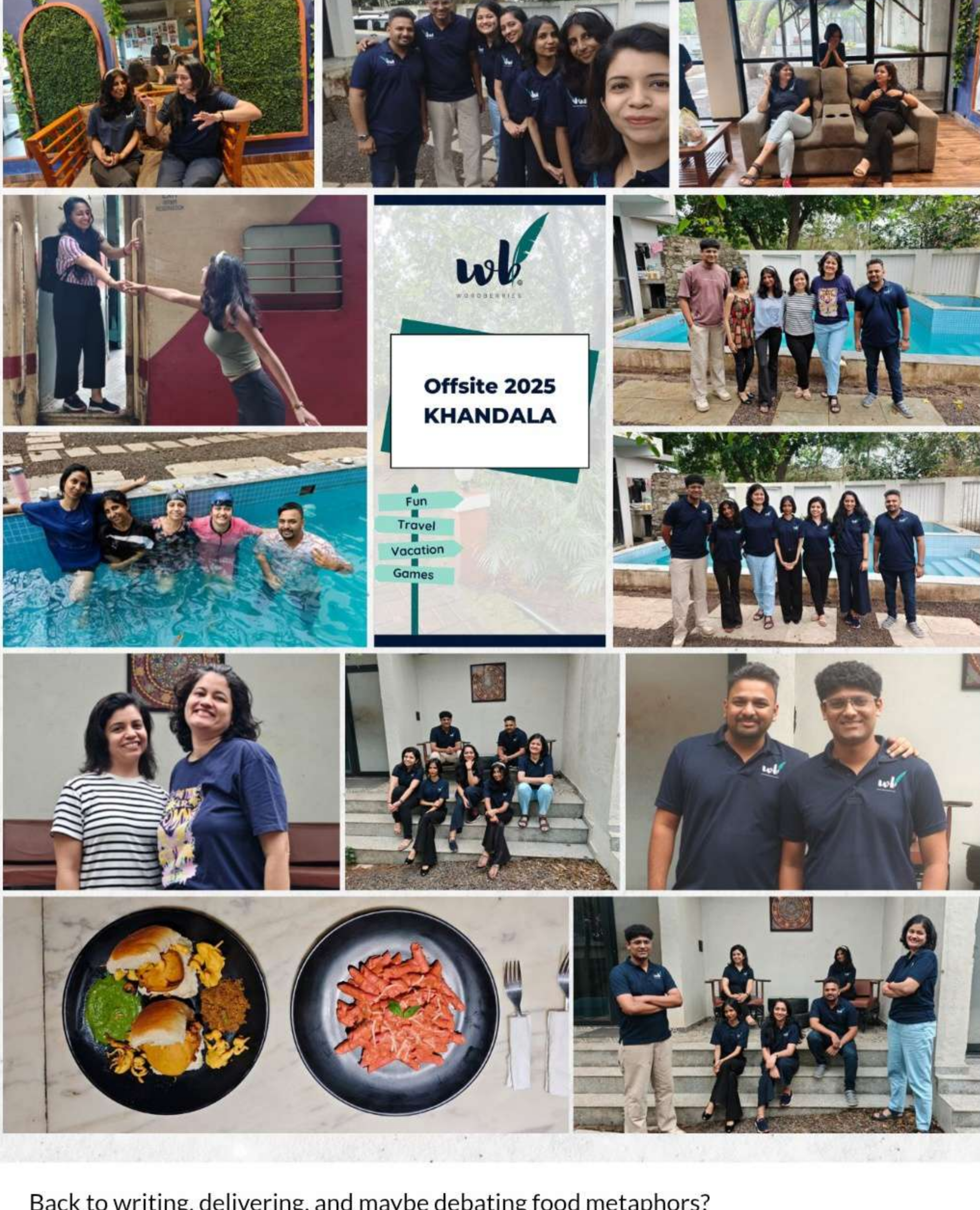
Grocery lists sharing space with pitch lines

Sometimes, the old-school ways hold the newest thoughts.

We went offsite. Came back even closer.

Last month's offsite gave us time to float, joke, stir, and maybe overshare a little. Turns out, we really enjoy working together (who knew, right?).

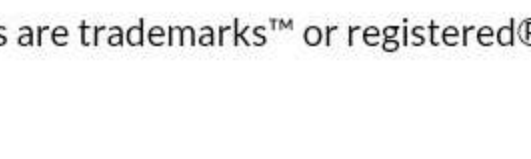
We'll let the photos do the rest.



Back to writing, delivering, and maybe debating food metaphors?

Wish you a very Happy Diwali from all of us!

Team WordBerries



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