

CONTENT HUB & CORPORATE NEWSROOM

The Control Center for Content



A content hub is essential for developing relationships with customers and providing the experience they've come to expect. With a centralized location that is easily accessible, a content hub enables your marketing, sales, and other teams to create and obtain high-quality content whenever needed. When you use timely and targeted content to create a relevant experience for customers, engagement goes up as does your brand's credibility and prominence.



INITIAL POSITION: CHALLENGE

“Content is king” is a phrase so ubiquitous now, it’s become a cliché. But that doesn’t mean it isn’t true. This maxim has never, in fact, been more accurate than it is today, as the explosion of content and engagement with it continues to attest to. Customer relationships are now at the core of every marketing and communications department, and both the creation of high-quality content with consistent messaging and the targeted distribution of it play crucial roles. From websites and social media to digital newsletters and traditional print advertisements, today’s cornucopia of formats often presents an additional challenge. What’s needed is a central steering of all content – often called a corporate newsroom – that enables the flexible creation and maintenance of content while also guaranteeing that messaging stays consistent throughout all channels.



SOLUTION: OUR PROPOSAL

Our content hub solution does exactly that. By centralizing your company’s communications, it enables you to manage them all on one platform. Press releases, website articles, annual reports, customer magazines, infographics, podcasts, videos, and more – a content hub is both the storehouse of and control center for all content and related assets. With a visually attractive and easy-to-use interface, our content hub solution enables various teams in multiple locations to create, edit, and translate content in real time and publish it in the right format for each channel. It also automatically tracks and archives each edition, so older versions remain easily accessible.



BENEFIT: YOUR ADDED VALUE

By centralizing creation and administration, a content hub supports consistent messaging throughout all channels. Another advantage that can’t be overemphasized is that once content is created, it’s automatically adapted to your various channels. This means enormous gains in efficiency. Communication with your target market is faster and more direct, customer experience is enhanced, and engagement often surges.



PROCEDURE: YOUR NEXT STEPS

During our first meeting, we’ll begin by evaluating your unique needs. We’ll then present a content hub solution tailored to meet them. You’ll also have the chance to see how other customers are using our content hubs and other offerings to enhance their marketing performance. We’re excited to find the ideal content hub solution for your distinct needs. Set up a non-binding appointment today.