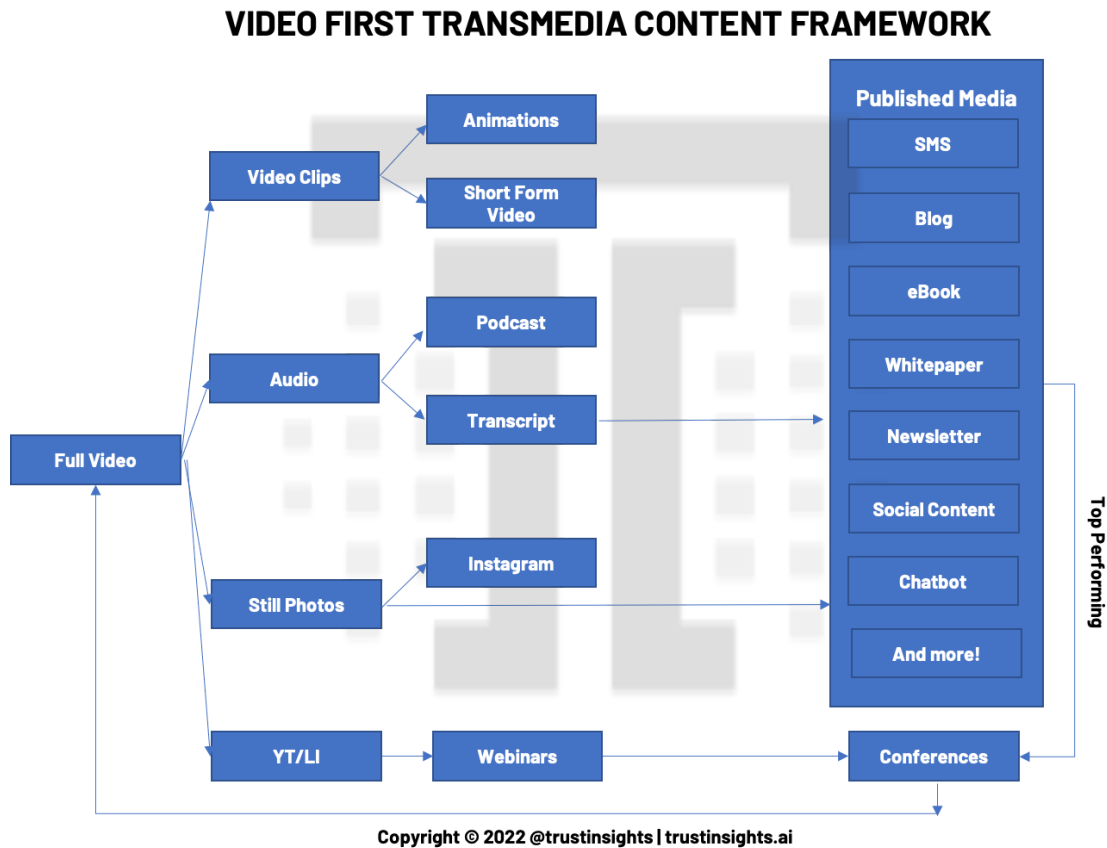


INSTANT INSIGHTS: TRUST INSIGHTS TRANSMEDIA CONTENT FRAMEWORK

Content marketing is the hottest, most relevant form of marketing today, but creating content at scale is difficult for all but the largest organizations. Instead of creating unique, discrete forms of content, consider using a transmedia framework that helps content change forms, but begins with a single master content work:



Above, content begins from source video (such as a video blog), which is split into its component parts. Once componentized, each type of content is repurposed and distributed in appropriate channels.

Those pieces which resonate well are then turned into separate, refreshed pieces of content and ultimately make their way back into video through things like webinars and events, starting the cycle again.

This strategy helps companies scale their content creation efforts from one source form of content, rather than needing to create large quantities of discrete content.