

Using content to promote your brand

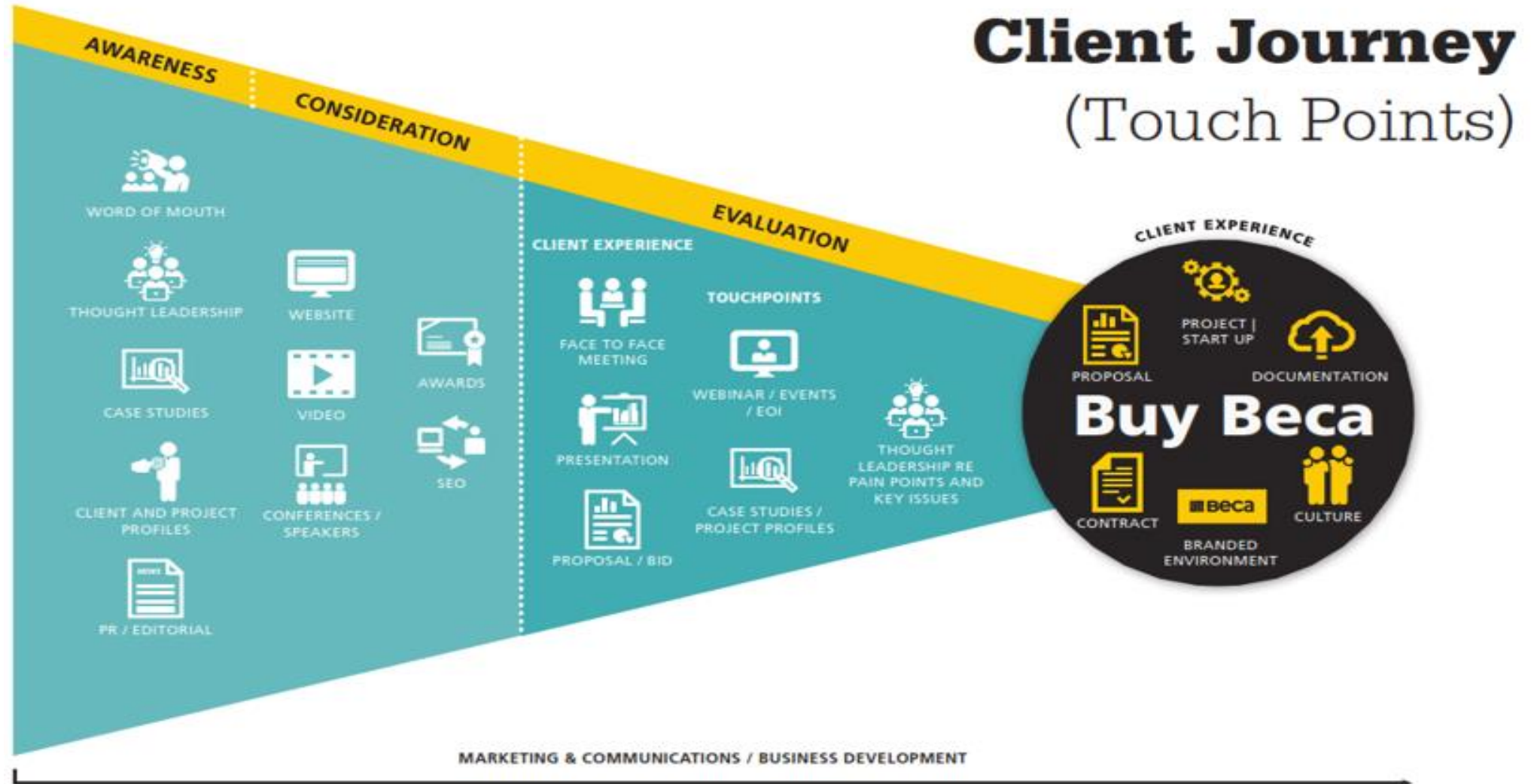
Penny Giudice



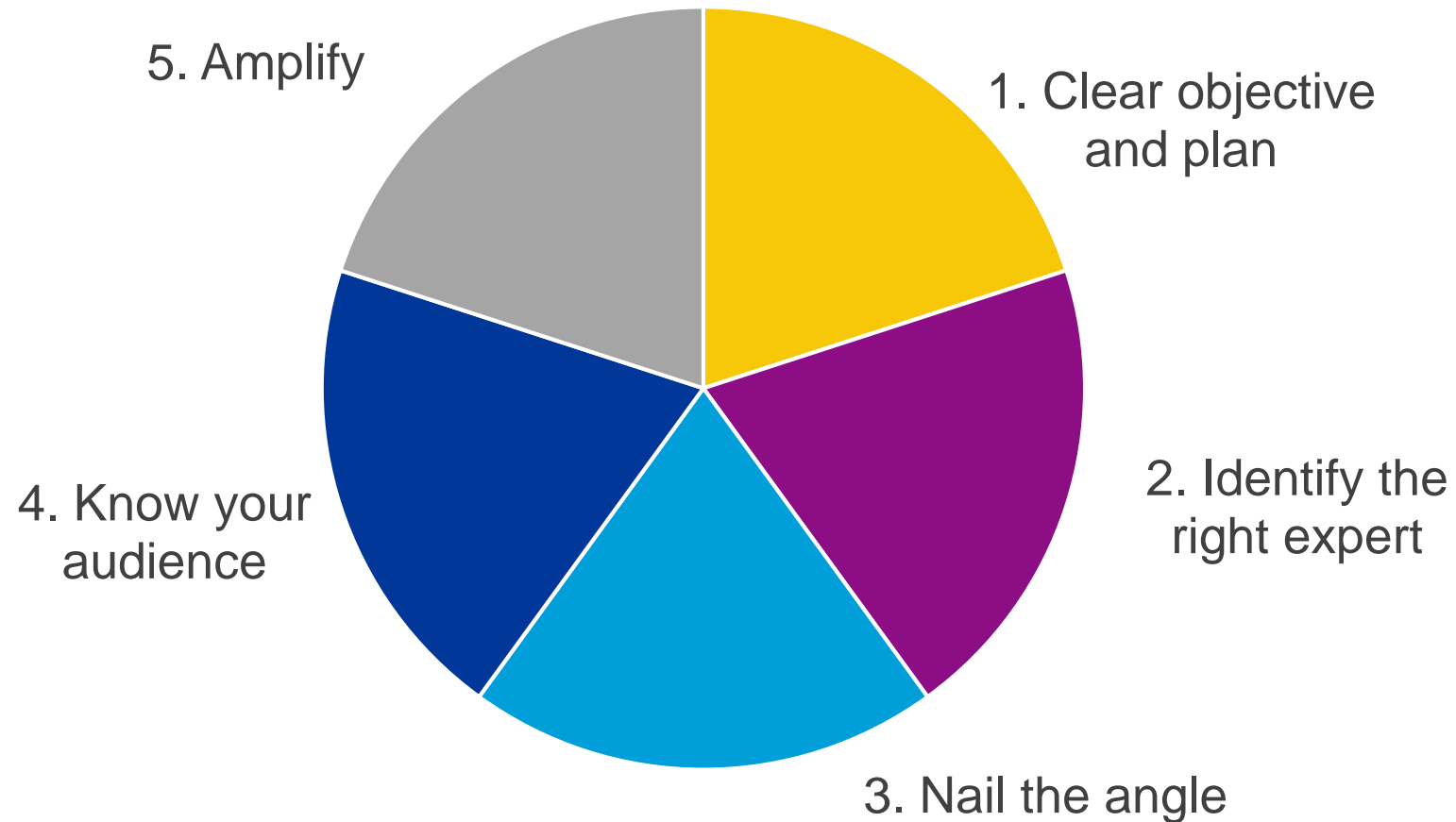
What I'll cover

- Why good content matters
- Ingredients for winning content
- Getting colleagues to commit
- You're live! Now what?

Why good content matters



Ingredients for winning content



Getting colleagues to commit

- Learn about them
- Show what's in it for them
- Take note of individual communication preferences
- Make the process easy
- Stay in touch



You're live! Now what?



Questions?

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