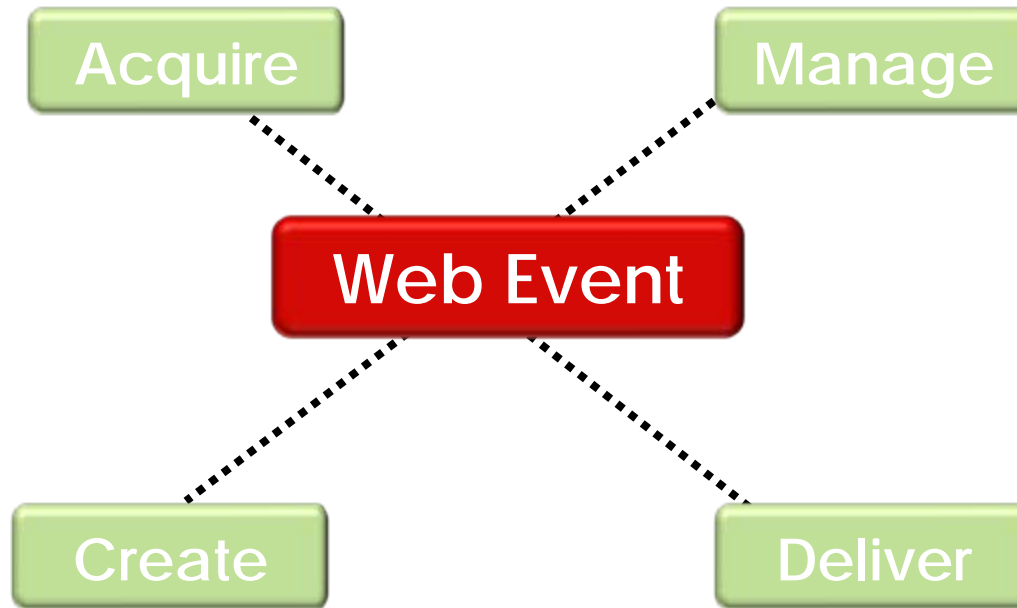


Turning a Webinar into a content marketing vehicle

- 30-minute webinar
- Webinar extensions
- Modular content
- Transcripts
- Audio (mp4)
- Outlines

- Graphics
- Abstracts/briefings
- Keywords
- Articles
- Vignettes
- Press Release



- In pieces/modules
- Related documents
- Themes
- Value points
- Proof points
- Customer questions

- Webinar and Q&A
- Microsite
- Vignettes
- Blog & articles
- Podcasts
- Sales support
- White papers
- Nurturing content
- Collections
- YouTube & Twitter

Create like a publisher!