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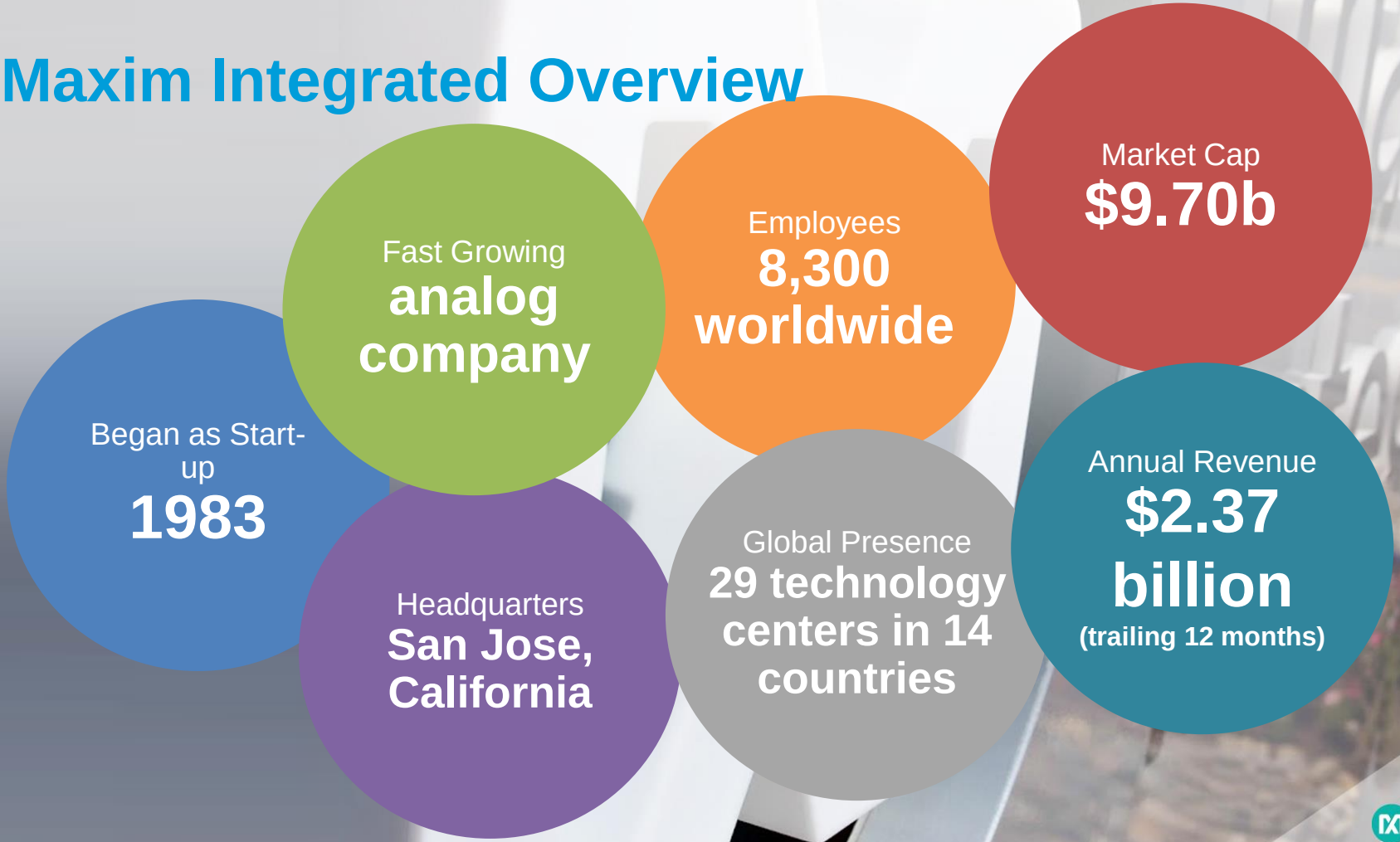
The Art of Repurposing Content

Robert Reneau

Maxim Integrated Overview



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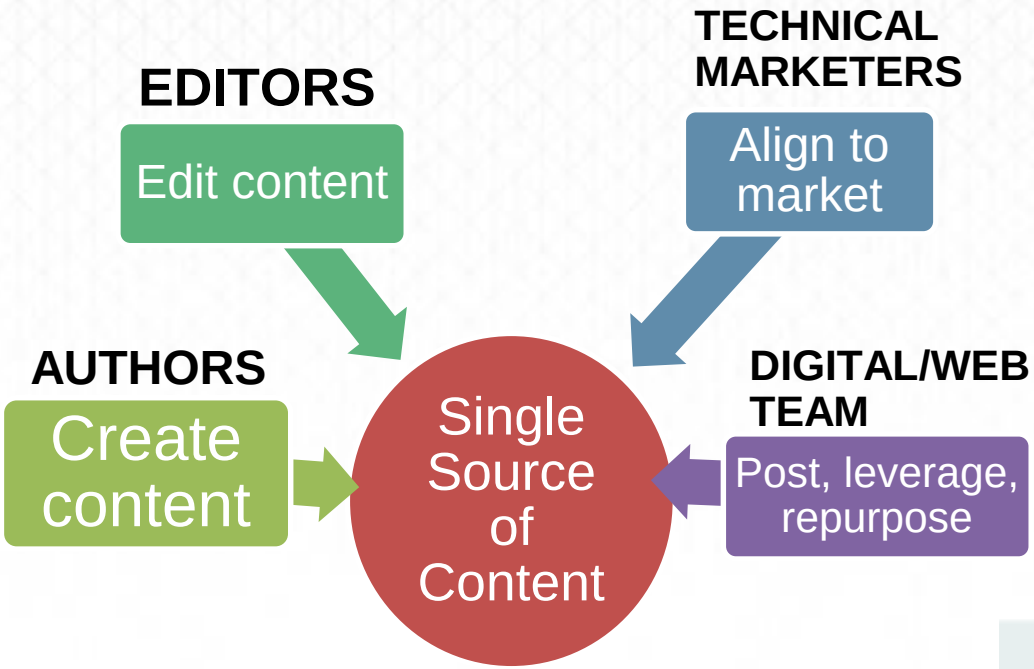
Content Creators & Cross-Department Involvement

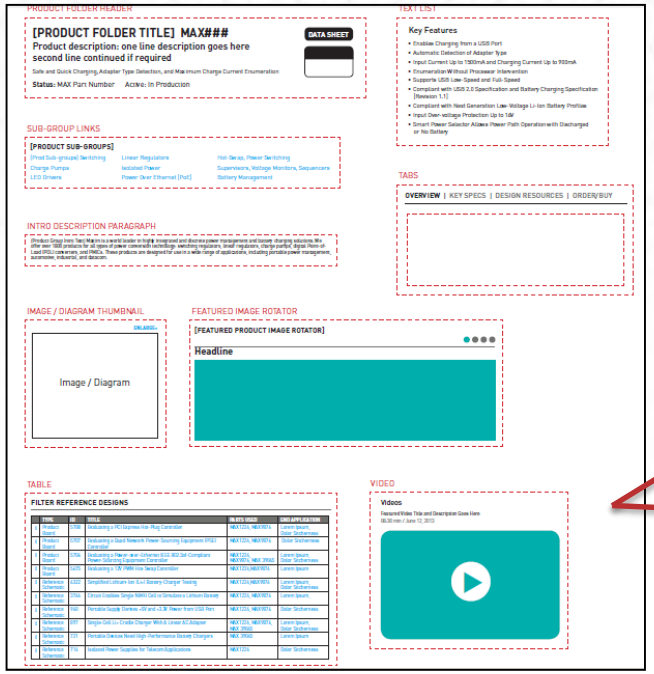


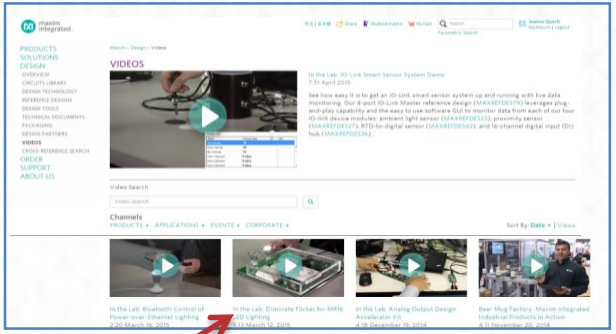
Points to cover

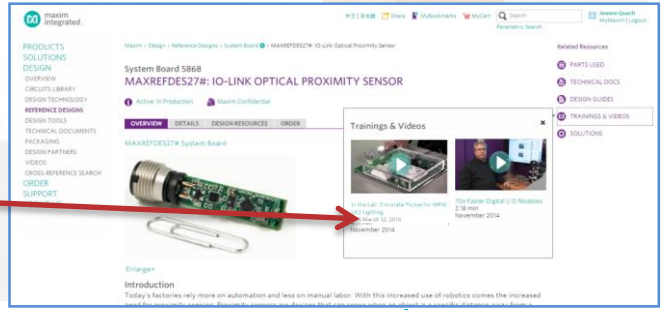
- ☑ **Who** is working on it
- ☑ **Who** is reading it
- ☑ **What** is the purpose
- ☑ **What** to measure, optimize

Modular Authoring for Templates

- Enables repurposing of content by placing premade modules







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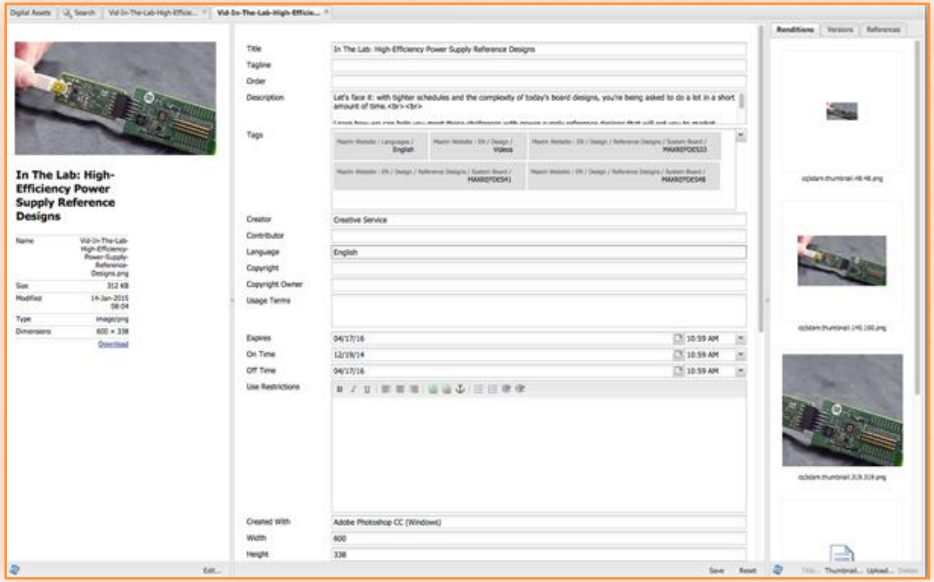
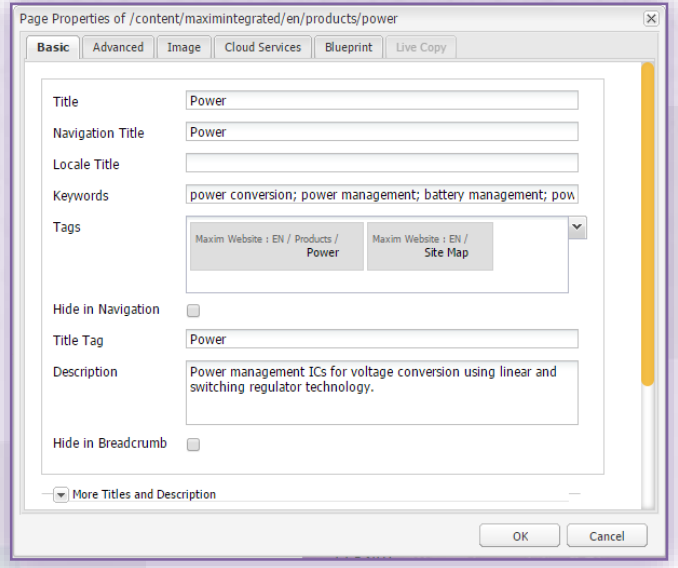
Asset and Page Tagging (AEM)

Video (Asset)



Web Page



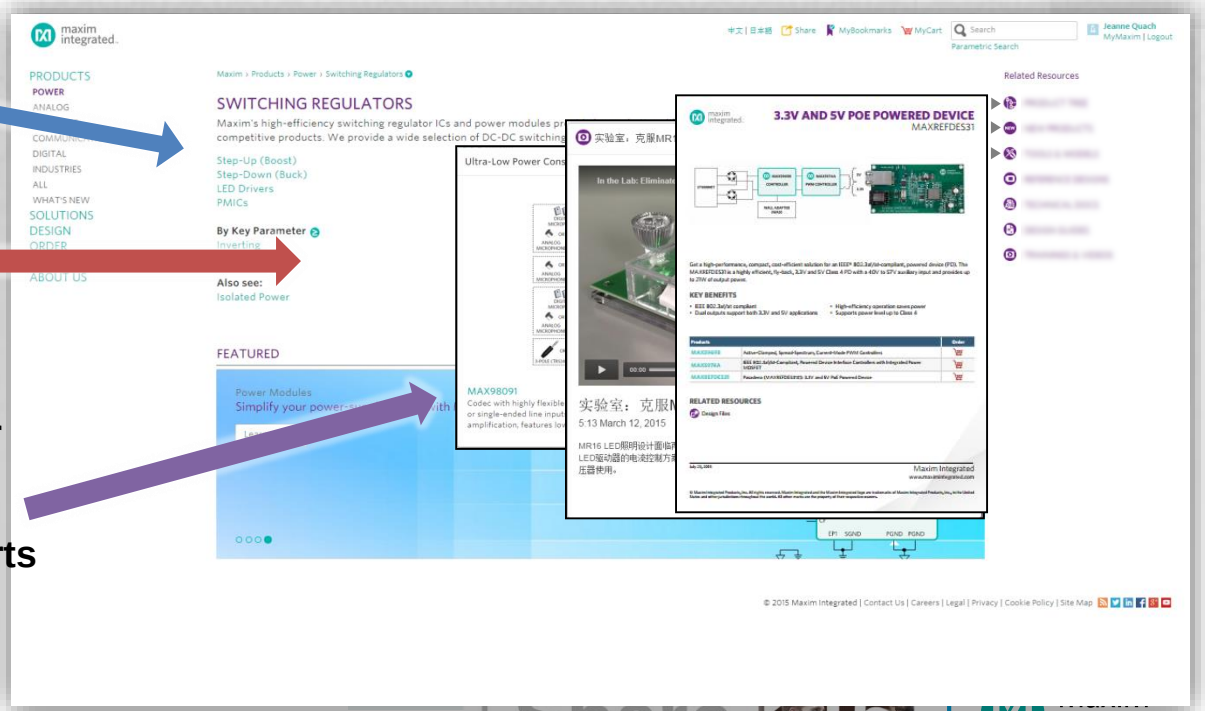
Dynamically Personalize Content

Sales

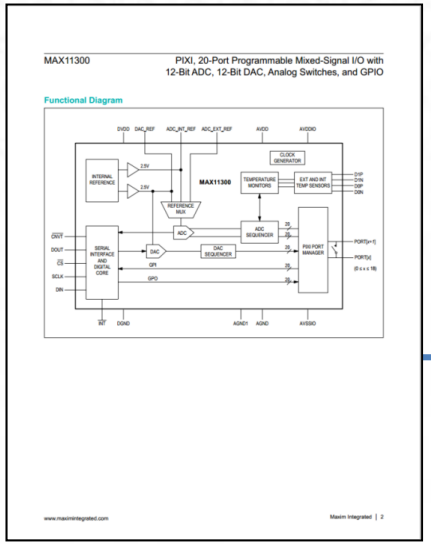
International Customer

Customer

Interest: Audio Parts

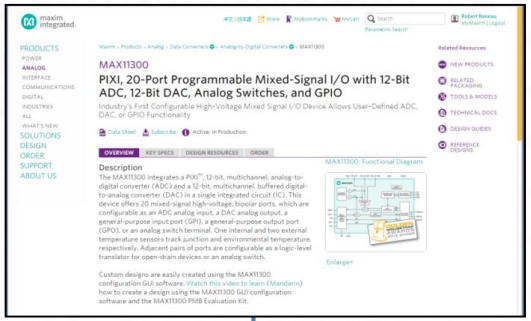


Multiplying and Repurposing Content

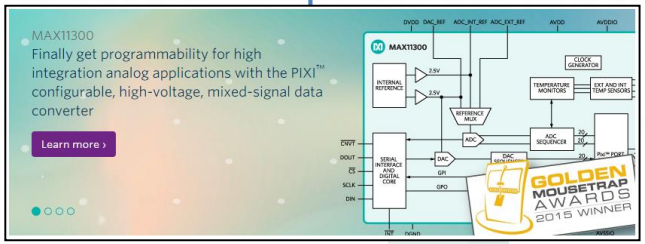


50 pg. Datasheet

Website



E-brief



Promotional Banner

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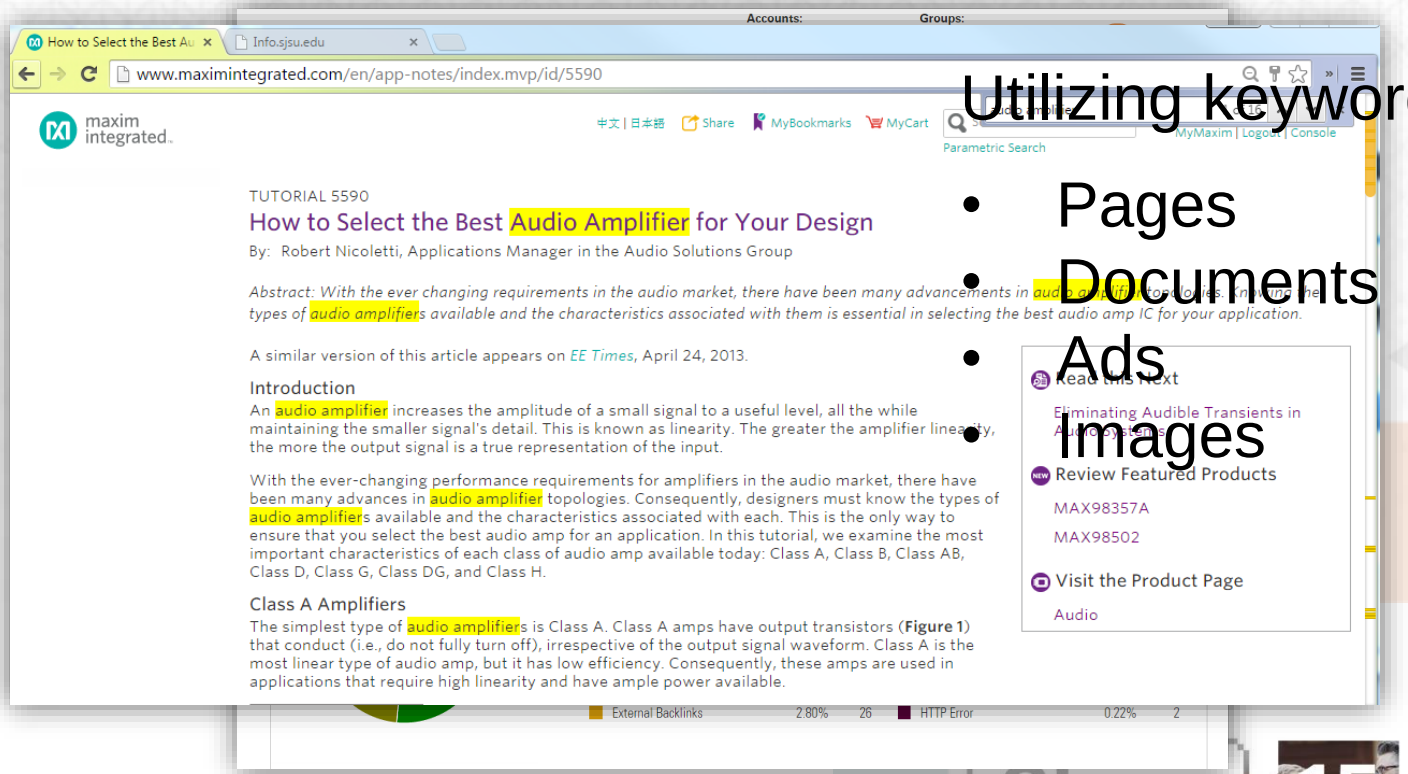
BrightEdge Drives SEO Focus Across All Touchpoints



Utilizing keywords in:

- Pages
- Documents
- Ads
- Images

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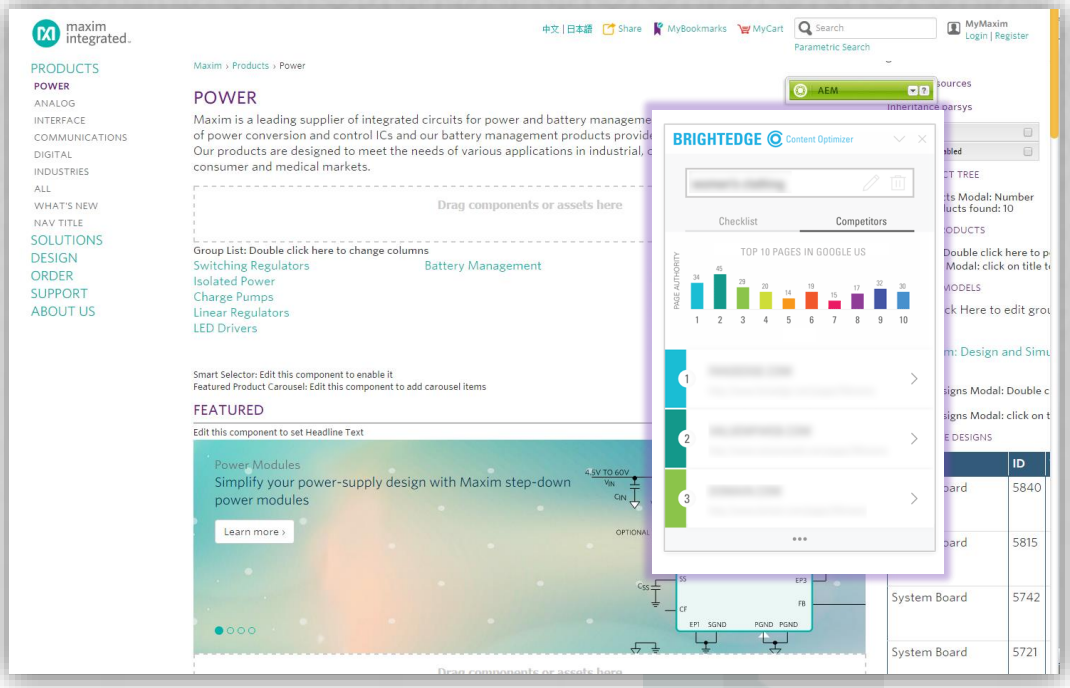
Content Optimizer in Adobe (AEM)



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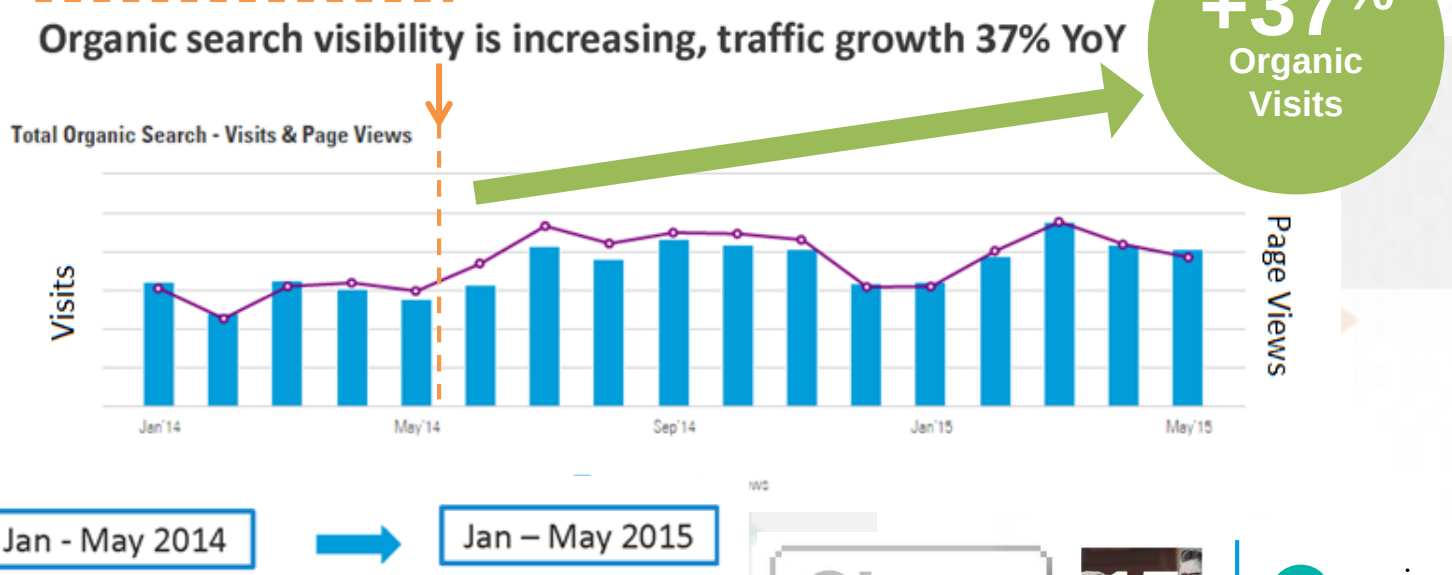
Optimizing the User Experience

- Boosted traffic with improved user experience and SEO tactics
- Very successful **new website launch**



Points to Consider

- Create a content sourcing process that fosters collaboration
- Leverage and construct architecture to repurpose content
- Provide departmental training about how to define marketing attributes relevant to sourcing content
- Measure and share success results to grow morale and advocate the importance of content optimization

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Thank You

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