



CONTENT MULTIPLIER SERVICE

Your existing content, reimagined with AI, curated by humans

REIMAGINE AND RECREATE YOUR CONTENT WITH AI

Our content multiplier service improves your return on investment from existing marketing assets.

Our team of professional writers and designers will help you scale the impact of your existing marketing content by generating a long tail of blogs, LinkedIn captions, landing page copy, opinion pieces, videos, and images, all in less time and at a lower cost through the power of AI.

THIS MEANS YOU CAN:

- maximise the return on marketing funds you've already spent
- reimagine and rejuvenate existing content assets
- drive more web traffic to your site
- amplify online visibility for your brand, products, and thought leaders.

TURN TIRED ASSETS INTO FRESH, IMPACTFUL CONTENT

Our content multiplier service delivers multiple assets derived from existing content with AI under the supervision of our experienced, in-house copywriters and designers.

This helps you get maximum value from existing marketing assets. Our expert business-to-business (B2B) technology writers collaborate with AI to:

- review buried content in your website's resources section
- identify high-value assets that can be refreshed and repurposed
- update content to align with current market trends and customer needs
- generate supporting blogs, LinkedIn posts, organic social media posts, direct marketing emails, and more from existing content
- produce videos based on the original asset
- reenergise and revitalise existing content
- maximise your return on investment (ROI) on content that was resource-intensive to create.

Our internal expert writing and editing team oversees content production, ensuring strict quality control without incurring the costs of handcrafting all assets from the ground up.

Enhance the refreshed content with bespoke AI-generated imagery unique to your organisation through our AI image bureau.



HOW WE AMPLIFY AND REIMAGINE YOUR CONTENT

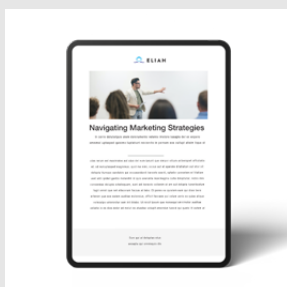
TRADITIONAL APPROACH



WHITEPAPER



1X BLOG



1X EDM

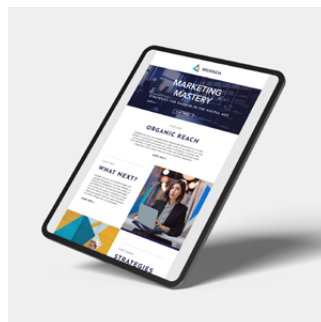
OUR CONTENT MULTIPLIER SERVICE DELIVERS 10X RETURN ON INVESTMENT



REFRESHED WHITEPAPER



MULTIPLE BLOGS



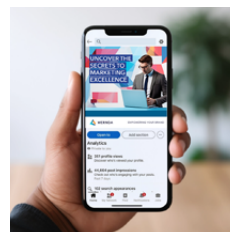
MULTIPLE EDMS



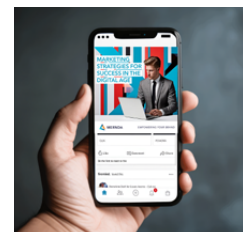
MULTIPLE LANDING PAGES



MULTIPLE VIDEOS



MULTIPLE ORGANIC SOCIAL MEDIA POSTS



MULTIPLE SOCIAL MEDIA ADS

HOW OUR SERVICE WORKS

Whether it's high-value assets we've created or top-performing content from your archives, our team evaluates the potential supporting content we can produce and breathe new life into. Our team uses proven prompts to craft new content through generative AI, reviewing and tailoring each asset for quality assurance and alignment with your business objectives. All refreshed content undergoes your review and approval before publication.



For pricing and to learn more about how the content multiplier service can deliver enhanced return on investment in your existing content, get in touch today.



ABOUT WRITE AWAY

Write Away Communication—part of The Recognition Group, Australia's leading group of PR and marketing specialists—has been helping businesses in the built environment, engineering, and industrial industry since 1986.

CONTACT

Michelle Taylor
Head of client service
michelle_taylor@therecognitiongroup.com.au

+61 2 9252 2266

www.writeaway.com.au