

Netspective Content Assembler Kit

Netspective Content Assembler Kit is aimed to boost your sales, reinforce your brand, drive online traffic and maximize your marketing reach by providing high-quality, engaging, customized content for your company.

Content Marketing, Assembly and Curation

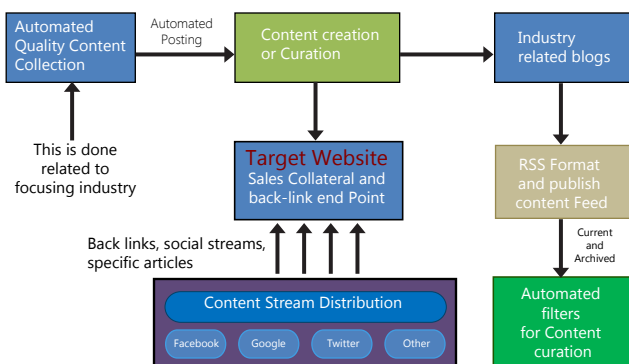
Content marketing is a powerful approach to engage prospects and customers with relevant, unique and compelling insights. When used correctly, it can cater to the needs of an evolving audience while generating revenue and increasing your market share.

For successful content marketing approach, one has to make sure the appropriate content is aggregated and assembled first and then to distribute to the right audience across all digital channels. Curation of any content can help your brand be perceived as valuable and your team as having the right expertise the market desires.

Good content marketing is about offering content the audience desires at consistent and regular intervals. With the content deluge, it is a painstaking task of sorting through huge amounts of third party content or writing new content that differentiates your brand from others. Finding easy ways to distribute in a well organized, presentable and engaging manner is not an easily surmountable challenge.

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This is where Netspective's Content Assembler Kit (CAK) comes handy. Easiest way to describe CAK is through the workflow diagram below.



CAK provides you with an easy to use three pronged strategy

1. Automatic content assembly from multiple sources and media types
2. Rich content curation capabilities. Content could be
 - Epic content (yearly) - eBooks on hot topics, ebrochures, viral videos
 - Unique content (monthly) - Market reports, studies, commentaries
 - Curated content (daily) - Searching the Web for the latest content on narrowly tailored categories that advance your company's marketing goals
3. Automatic distribution across multiple digital channels

CAK is easy to use with intelligence to automated tasks for aggregation and distribution. CAK can quickly become your central content marketing repository for collaboration and sharing across all digital channels within and outside your organization. With easy, secure and centralized administration capabilities, your organization can provide individual users with appropriate rights to curate and publish content.

CAK offers numerous additional tools and services to manage social networks, analyze social media traffic and engage with influencers. This brings true benefits of social media marketing with continuous stream of content and thought leadership.

Ultimate Results

CAK can bring the following benefits to your content marketing needs

- Helps generate revenue and customer retention
- Increases customer conversion rates
- Allows more potential customers to find you easily
- Improves marketing ROI
- Higher ranking achievement in all popular search engines
- Considerable increase in quality traffic to your website and social networks
- Reaching out to an ever growing audience that consumes or influences your content
- Builds credibility and trust among the targeted audience
- Builds brand recognition

About Netspective

Netspective Communications has been delivering value by solving complex, real-world business and technology problems for Healthcare, Government and Medical Technology industries since 1997.

Netspective enables companies to focus on building the next generation of solutions. Guiding enterprises through the regulatory environment with ease, Netspective helps healthcare and medical technology firms generate revenue and profits while providing patient safety and improved care.

Netspective provides technology and advisory services to help develop enterprise strategy, enterprise IT and product / solution architectures and marketing strategy services. Netspective is a pioneer in Integration, Mobility, Cloud and Big Data technologies. On a variety of business, industry and technology topics, Netspective offers thought leadership and perspective through personalized advisory services, public blogs, workshops and leading panel discussions at numerous industry events.