One Workflow for Different Tasks

Different goals – one consistent process.

Publishing | Marketing Campaigns | Customer Analysis | Technical & Professional Articles | Publications | ...

Target audience already defined?

The target audience may already be defined at the beginning...

Topic / Question → Find Sources → Evaluate Sources → Compile Information → Analyze → Validate & Verify → Write the Story

Define the target audience now?

...or determine it at the end based on the newly gained insights.

Optimize Content for All Channels

Print | Online / Web | Social Media | Newsletter | Press & PR | Internal Platforms | ...

From the same knowledge base, audience-specific versions are created for every communication channel.