

SYNCHRONIZE YOUR CONTENT CHANNELS THE SMART WAY: ACHTUNG! CONTENT SYNC



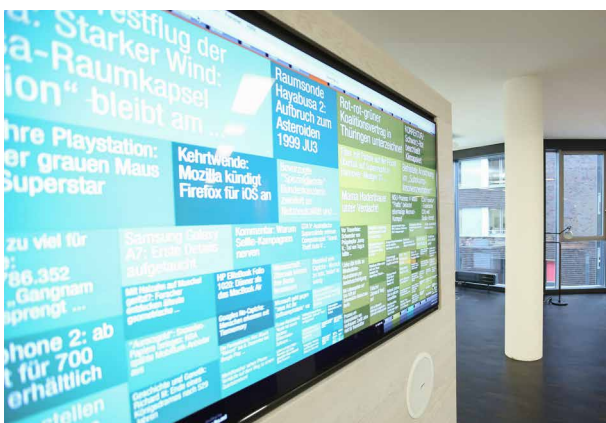
WE CHECK YOUR CONTENT AND ENSURE YOUR COMMUNICATION IS ON TARGET

➤ Ensuring your communications hits all the right notes with your target group is a growing challenge for marketers. The sheer number and diversity of channels makes it all the more difficult. We will show you how to tell one story for your target group and adapt it to each touchpoint according to the principle "Create Once, Publish Everywhere!"

We will give your main messages a reality check and check if they will reach your target groups.

Our **achtung!** specialists have years of experience across diverse marketing disciplines and will help you to define the best possible strategy for your content. Together, we will develop a coherent and efficient communication strategy that will ensure your messages reach your target groups.

Our experts will provide you with valuable insights into how you can make your content go further by optimizing your management of the potential synergies between earned, owned and paid media formats.



- We will assess your strategy towards print and online content and evaluate its utility for synchronous marketing
- We will give you concrete recommendations that will help you to make your content go further – and ensure your message reaches your target group
- We will develop efficient content strategies based on the tried and tested C.O.P.E. principle: "Create Once, Publish Everywhere!"
- We will assess whether your content is creating the right synergies between earned, owned and paid media formats.

Are you ready to get started? Let's develop a package tailored to your needs today! Just send your message to services@achtung.de