

THE SYNERGETIC REAL-TIME NEWSROOM FOR BREAKING-NEWS CONTENT: ACHTUNG! REAL-TIME NEWSROOM



BUILD ON TRENDING STORIES AND HOT TOPICS TO POSITION YOUR BRAND

➤ According to a study conducted by Microsoft, the average attention span of consumers has shrunk to just eight seconds – that's less than that of a goldfish. That makes for difficult times for marketing professionals whose job is to attract the interest of their target groups.

In our fast-paced social media environment, trends and hot topics are constantly stealing the show. How can an enterprise seize on these trends and utilize them to their own advantage?

We created the **REALTIME NEWSROOM** to solve this challenge and help enterprises generate buzz online. **The achtung! real-time news team keeps track of trending stories and assesses content for its potential to generate traffic from within your target group in real time.**

In addition to this, we work closely with our SEO specialists to ensure your content is optimized for search engine visibility. This will extend your reach and boost your online appeal. Discover for yourself the effectiveness and simplicity of real-time communication.



- Our real-time news desk monitors the latest news and trending topics on the social web
- We identify topics that will resonate with your brand identity
- We create content that will speak to your target groups across diverse channels
- We subscribe to the C.O.P.E. principle: "Create Once, Publish Everywhere!"



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