

BLOGS THAT BREAK THROUGH

Strategies to Amplify Your Trusted Content

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#prnews



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BIG AND
SMALL

IMPACT




EXCITING TIMES!

CONTENT, CONTENT, CONTENT

Tech Page One

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EVOLVING THE WORLD OF TECH

Planning your ascent into cloud computing

Tip No. 1: Make the move to the cloud by starting with a well-defined, long-term strategy [Learn More >](#)



Data brokers are under fire from regulators

NetChoice seeks to limit the information data brokers collect about consumers [Learn More >](#)



Securing enterprise apps on a single platform

Mobile thin clients connected to the cloud provide security as well as flexibility [Learn More >](#)

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ZDnet.com
- Chat apps for workplace collaboration**
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UNZIPPED 1.0

FOUNDATION, SUSTAINABILITY, CSR



UNZIPPED 2.0

BUILDING CONNECTION AND AUDIENCE



UNZIPPED 3.0

THREE YEARS FROM NOW

WAIT, THERE'S MORE...

- **Just Start – You can't iterate from nothing**
 - Slow is fine, don't scare them off
- **Partner, Partner, Partner – get internal buy-in**
 - Budget commitment doesn't hurt either
- **Test and Try – there are many new avenues**
 - Platforms, channels, A/B, no end of things to try
- **Own It – Then you can do anything**
 - Build support
 - Drive strategy
- **Know your audiences – target with content**
 - You already know them, now write for them
- **Amplify content – paid, earned, social and more**
 - New followers and deeper connections