

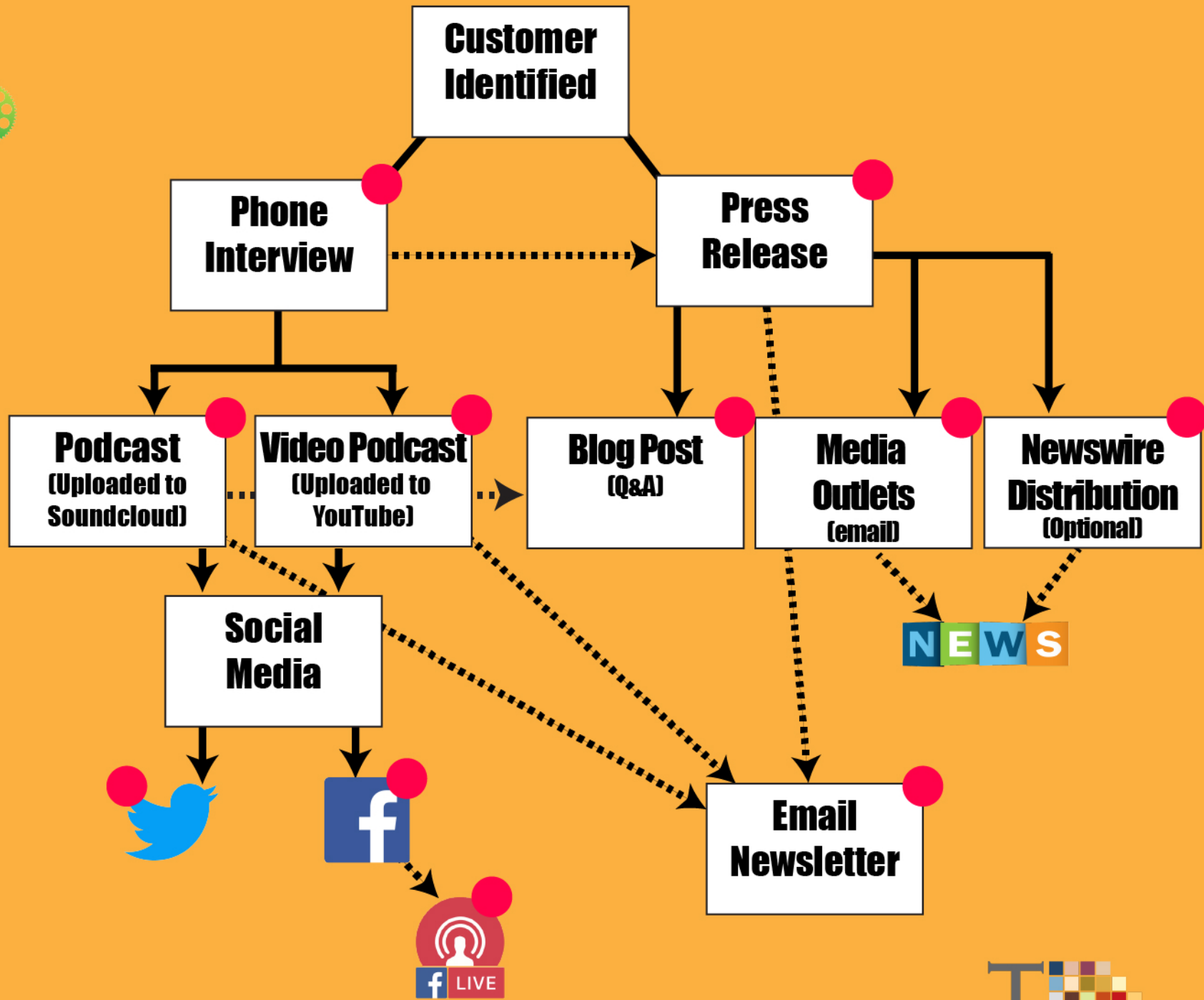
# Content Distribution Ecosystem

**A New Approach to Content Marketing and Branded Content**

This content ecosystem diagram demonstrates how a **single customer phone interview** can be integrated across multiple media platforms on the Web for awareness marketing.

The cross pollenization of the content increases exposure to a wider audience and supports the brand's core value proposition and messaging via third party endorsement.

The result is a more comprehensive and effective communication campaign, which can be repeated regularly.



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# Content Distribution Ecosystem

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and Branded Content

## Components

1. Identify customer/brand advocate.
2. Identify campaign key communication points.
3. Interview customer via phone.
4. Draft press release (using customer quotes).
4. Create audio podcast from phone interview.
5. Create video testimonial using audio podcast and company visuals.
6. Create Q&A (PDF or HTML) based on customer interview.
7. Distribute press release via newswire and individual editorial pitches.
8. Post/promote testimonial on Facebook and Twitter
9. Utilize Facebook Live for presentation or live interview.
10. Measurement and reporting of results and social media engagement.



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