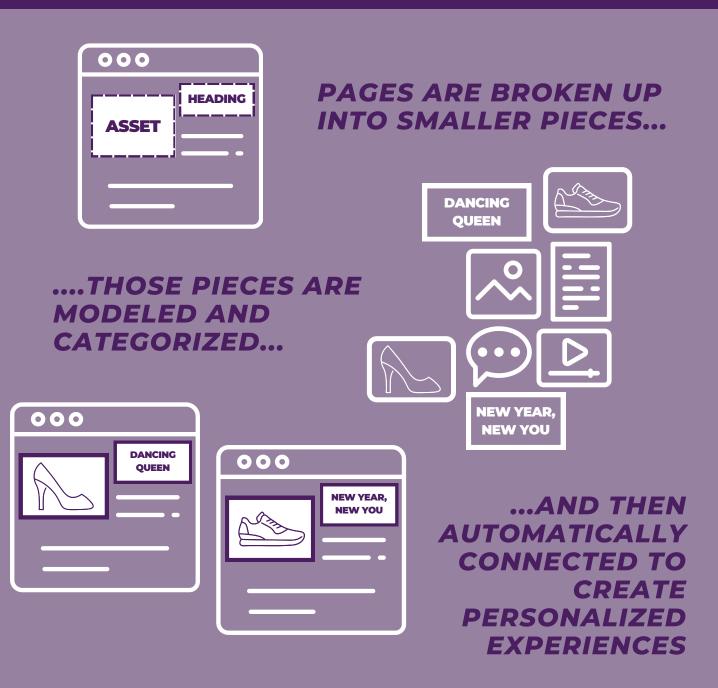
# DYNAMIC CONTENT

Make your content work for you



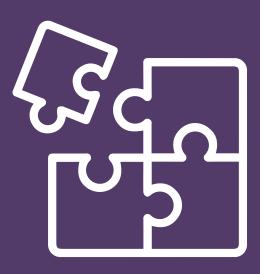


#### WHY DO I WANT IT?

- Decrease the cost of content creation by repurposing rather than recreating.
- Increase customer
  - **engagement** by personalizing content for their needs.
- **Reduce risk** by creating a single point of update.

#### HOW DO I CREATE IT?

- 1. Inventory your content
- 2. Audit the inventory to identify building blocks
- 3. Create reusable content components
- 4. Model your content types
- 5. Tag your content
- 6. **Design** your customer experiences



## **CONTACT US!**

Looking to implement Dynamic Content at your organization? Need expert guidance? <u>Contact us</u> today or learn more at <u>www.enterprise-knowledge.com</u>

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