



# MAKE YOUR CONTENT WORK HARDER.

So, you have some fresh new content in the pipeline.  
Nice work.

If you're a 72Point client, you'll have the full suite – media compliant research findings, a fully drafted news story, a branded infographic and animated video.

In the background, we'll be getting ready to distribute everything to the media on your behalf. You're on track to securing earned media exposure for your brand – your story and visual assets will be picked up by a whole host of press and news sites over the coming days.  
Exciting!

But it doesn't need to stop there. You can get more for your dollar.  
You can make your content work harder for you.

**72POINT.**

**STATS INTO  
STORIES.**

**aswns onepoll.**

| RESEARCH

| NEWS COPY

| CREATIVE CONTENT

| EARNED MEDIA

## HERE'S HOW:

### 1 OWN IT: PUBLISH THE CONTENT ON YOUR OWN SITE

Create a new blog post or landing page using your survey data and news copy as content. Use this opportunity to provide more in-depth information if it's relevant and interesting to your audience. Don't forget to illustrate the story by publishing the infographic image(s) and embedding the animation onto the page. And make it easy for new visitors to find other key pages and content on your site by including clear links and calls to action – but don't dilute your story and avoid making it too 'salesy'.

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### 2 DRIVE IT: INCLUDE A LANDING PAGE LINK IN THE NEWS COPY

Rather than citing yoururl.com in your news copy or press release, include your campaign-specific URL instead. If the landing page contains content that is relevant to your news story, you stand a better chance of it being linked to from the site.

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### 3 AMPLIFY IT: SHARE WITH YOUR OWN AUDIENCE

You've invested time and money into creating some unique content. Use it, don't lose it! Share it directly with your own customers and followers. Feature the story in your email marketing; highlight your survey findings on your home page or other high-traffic pages of your site. Share it across your social platforms.

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### 4 MIX IT UP: KEEP IT FRESH ON SOCIAL

Keep the format fresh and relevant to the social channel you're posting to. You can share your favorite media coverage of the story or use a sliced section of your infographic to highlight a key stat and drive traffic to your landing page; share the video with a link to your site; or make use of memes to keep it light hearted and topical. Whatever best suits the channel, the story and the audience you're sharing with.

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### 5 GET INVOLVED: ENGAGE AND ENCOURAGE DISCUSSION

Share quirky, shocking or relatable stats from the story on social. Ask your followers a question, to vote in an Instagram story, or run a Twitter poll to keep the conversation going and the story alive. If you spark a discussion, stay with it and make sure you respond if and when appropriate.

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### 6 DON'T BE SHY: SHARE WITH OTHER TEAMS

It sounds obvious, but it's an easy one to overlook. If you have great content, let your co-workers know about it. Be proud of what you've produced and give other teams the opportunity to love and share the content themselves. The data and assets are yours to reuse and repurpose. Make the most of them.

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