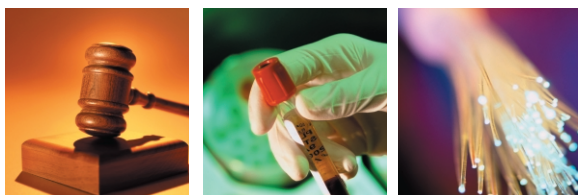


Making Content **Truly** Sticky



Prospects Are Starved For Reliable, Updated Information That Can't Be Found Elsewhere On The Web

While The Content Firm's journalist teams create their fair share of original stories, some project specifics require targeted repurposed copy that is refreshed frequently.

The Content Firm's JustInTime Content™ service — through relationships with Lexis-Nexis, Dow Jones and other proprietary databases — produces a steady flow of targeted and edited content that — by definition — is not easily available elsewhere on the Web. It could include Web stories that are not discoverable by the major search engines, foreign media reports translated into English, broadcast transcripts (capturing a comment made on, for example, a CNN discussion at 3am), congressional testimony, American newspaper and magazine reports that are not posted on the Web, etc.

Each project is assigned a writer who finds the content, edits the stories for relevancy and writes appropriate headlines and summaries.

JustInTime Content™ works best for narrow topics, those for which information is hard to find. This difficulty means there are many prospects starving for that topic-specific niche information.

We can package JustInTime Content™ to deliver a regular flow of third-party material from major news organizations every day, twice a week, once a week or at any desired interval.

The Drawbacks To Traditional Repurposed Content:

- Not Sticky Enough
- Visitor Attitude: "I can find this stuff by hitting any good Web search engine. Why should I go to your site?"

When Does Repurposed Content Make Sense?

- Third-party credibility
- Large amounts of copy very quickly
- Needs to be refreshed constantly
- A very narrow niche