



**TANGENCE**

**20**  
**YEARS**  
**YOUNG**



Tangence, accelerates **design,**  
**development and digital marketing** execution.  
We deliver unprecedented execution efficiency for  
marketing teams in **enterprises and growth companies.**





Turn one flagship asset into a multi-channel engine.

# THE CONTENT MULTIPLIER PLAYBOOK

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HOW SMART MARKETERS TURN ONE ASSET INTO TEN

**TANGENCE**

# WHY MOST CONTENT FAILS

**91%** OF B2B MARKETERS RELY ON  
CONTENT AS A CORE STRATEGY.



Most marketing teams don't run out of ideas.  
They run out of **momentum**.

A webinar, whitepaper, or campaign deck takes weeks to create.  
It performs for a short window, then disappears.

The issue is not the content.  
It is the **lifecycle**.

Yet many still treat each new piece as a single-use project  
instead of an ongoing resource.

The problem is not creativity.  
It is **capacity**.

# THE CHALLENGE: WHERE TEAMS GET STUCK

Research shows three clear patterns in marketing team struggles:



**1 in 6**  
New Ideas

Marketers struggle to consistently generate fresh, relevant content ideas



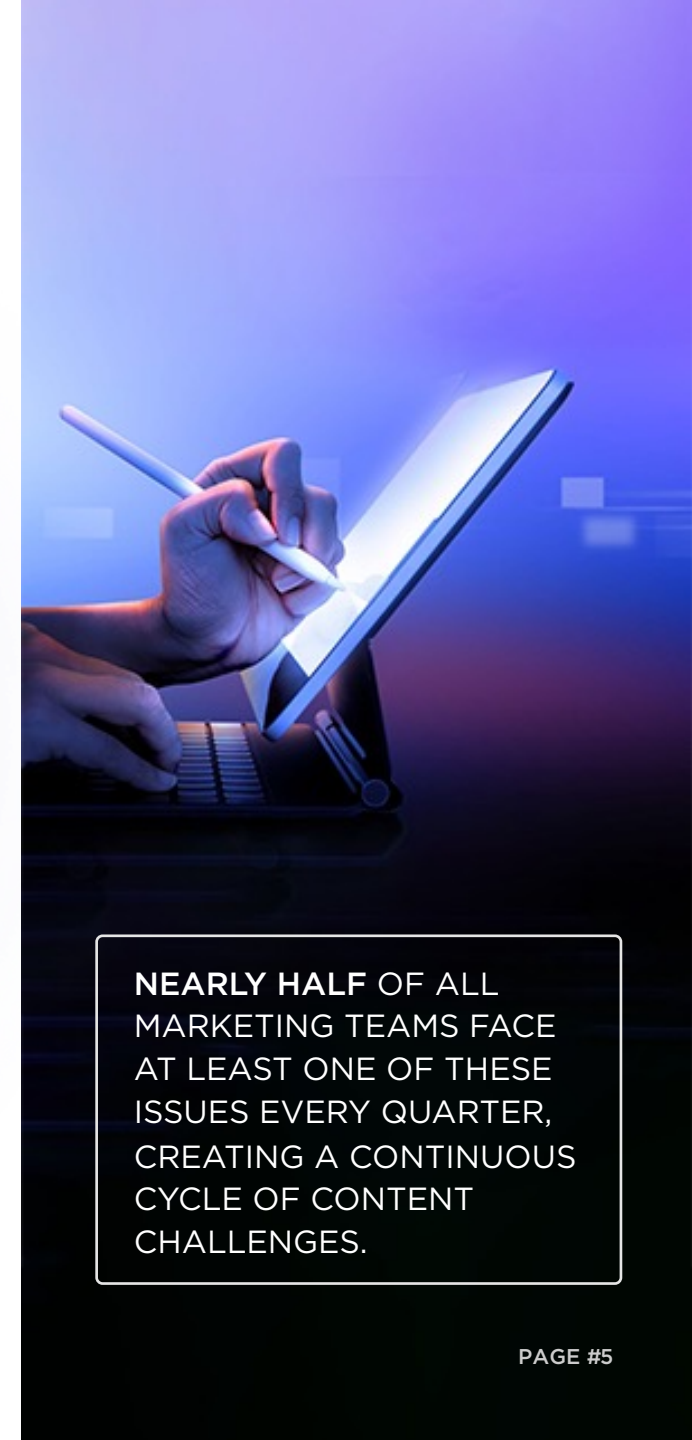
**1 in 6**  
Engagement

Teams report audience engagement as their hardest challenge to overcome



**1 in 7**  
Conversion

Marketers have difficulty converting steady traffic into qualified leads



**NEARLY HALF OF ALL MARKETING TEAMS FACE AT LEAST ONE OF THESE ISSUES EVERY QUARTER, CREATING A CONTINUOUS CYCLE OF CONTENT CHALLENGES.**

# FROM ONE ASSET TO MANY

Amplification is **not reposting**.

It is a structured way to expand reach, consistency, and value without starting over.

The outcome is a steady pipeline of channel-ready pieces that reinforce one core message.

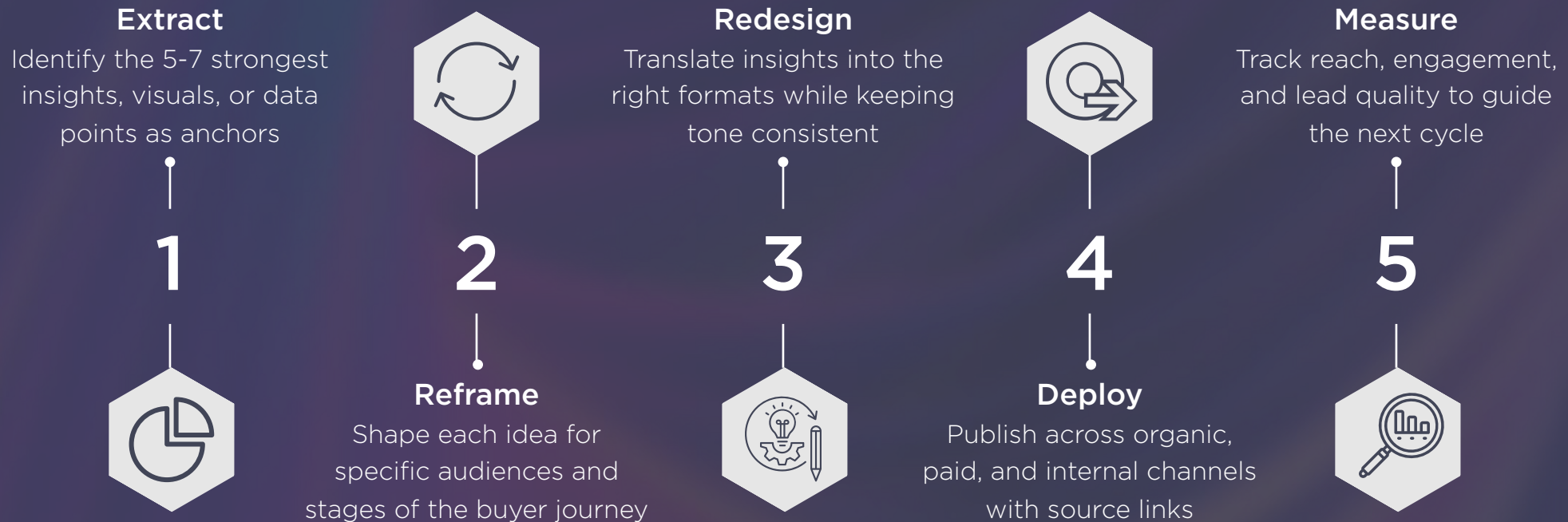
Every derivative stays connected by message and design so all channels tell the **same story**.

TURN ONE  
FLAGSHIP  
ASSET INTO  
A MULTI-  
CHANNEL  
ENGINE



# THE 5-STEP AMPLIFICATION WORKFLOW

A structured system to expand the reach, consistency, and value of your content



# EXAMPLE OUTPUTS FROM ONE ASSET

Turn flagship content into multiple formats for broader reach and engagement



## Infographics

Awareness

Concise, high-impact visuals designed for top-funnel awareness and social sharing



## Social Posts

Engagement

Platform-specific sound bites and quotes that build recognition and encourage sharing



## Sales One-Pagers

Conversion

Focused, proof-driven material designed for decision makers and closing conversations



## Blog Articles

Discovery

Search-friendly written content with depth and detail for readers seeking information



## Short Videos

Visibility

30-60 second highlights optimized for mobile feeds and attention-grabbing storytelling

Every piece stays **connected by message and design**, so all channels tell the same story.

# WHY AMPLIFICATION WORKS

Five data-backed reasons content amplification outperforms one-off creation



## Expands reach and ROI

Content atomization places your message in formats and channels people already use



## Preserves brand consistency

Derivative pieces keep tone and visual identity aligned across all channels



## Feeds every channel

One long-form source becomes various formats matching different levels of depth



## Reduces time and cost

Repurposing existing assets is significantly more efficient than creating from scratch



## Strengthens SEO

Interlinked assets support domain authority and maintain visibility in search results

Amplification turns disconnected pieces into a **connected system** where **each asset supports the next.**

**2-3x**

AUDIENCE EXPOSURE

**10%-20%**

HIGHER REVENUE

**2x**

RIGHT FORMAT FOR EACH AUDIENCE

**60%-80%**

LESS PRODUCTION TIME

**90%**

COMPOUND SEARCH VISIBILITY

# Next Steps

Start your content amplification journey today.

If your top content is no longer performing at its peak, it's time to amplify it. Begin by **auditing your best-performing assets** and launch a **10-day amplification sprint** to transform them into a complete multi-channel campaign.

You don't need new software or larger budgets — you need a **repeatable workflow** that maximizes your existing content investment.

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**THANK YOU**