

THE CONTENT MULTIPLIER PLAYBOOK

HOW SMART MARKETERS TURN ONE ASSET INTO TEN



Turn one flagship asset into a multi-channel engine.

TANGENCE



WHY MOST CONTENT FAILS

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**.

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

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.

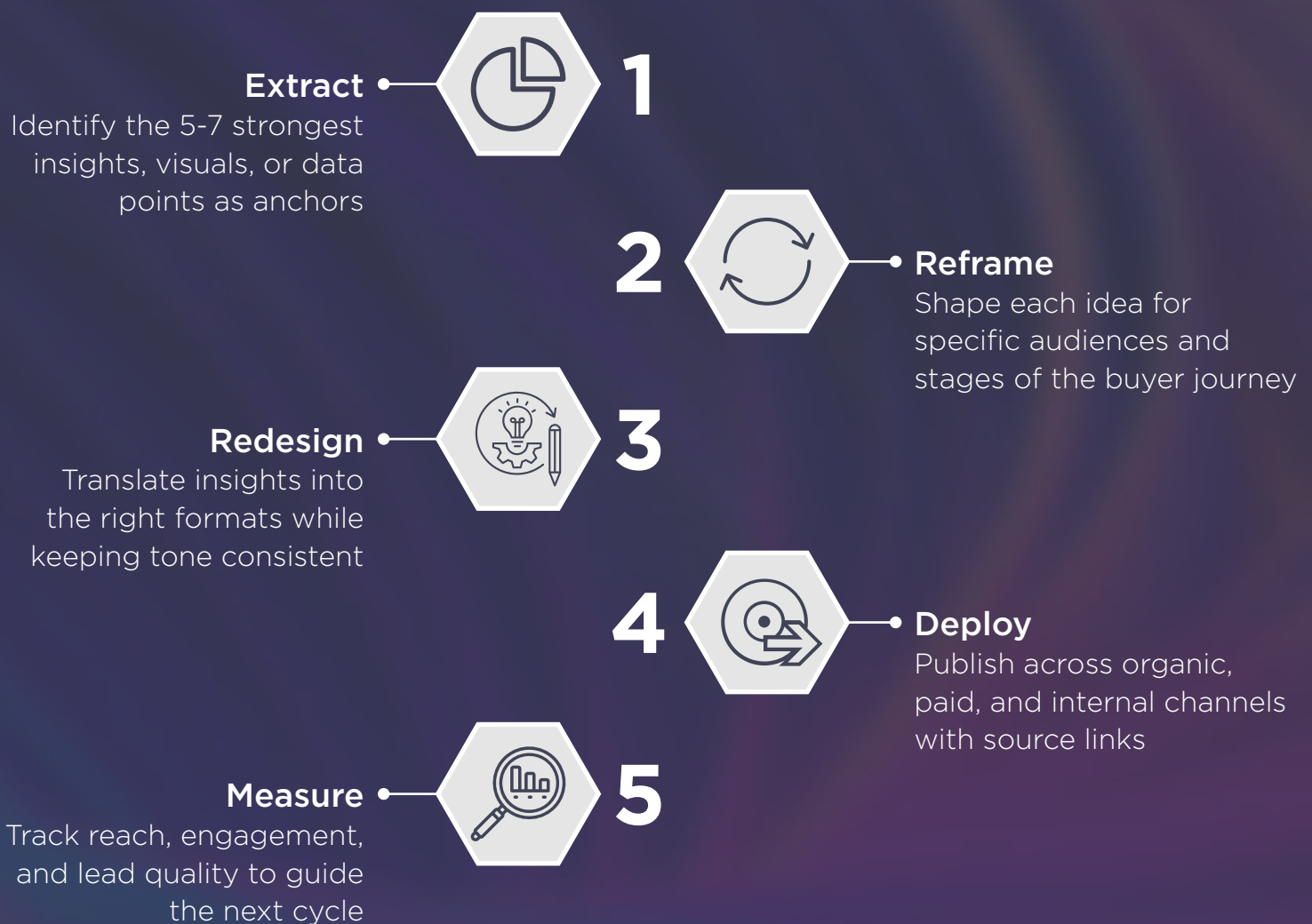
Every derivative stays connected by message and design so all channels tell the **same story**.

**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



With this approach, one idea becomes a multi-channel engine that supports **marketing, sales, and brand visibility.**

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



Short Videos Visibility

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



Blog Articles Discovery

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



Sales One-Pagers Conversion

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



Social Posts Engagement

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

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

2-3x

AUDIENCE EXPOSURE



Preserves brand consistency

Derivative pieces keep tone and visual identity aligned across all channels

10%-20%

HIGHER REVENUE



Feeds every channel

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

2x

RIGHT FORMAT FOR EACH AUDIENCE



Reduces time and cost

Repurposing existing assets is significantly more efficient than creating from scratch

60%-80%

LESS PRODUCTION TIME



Strengthens SEO

Interlinked assets support domain authority and maintain visibility in search results

90%

COMPOUND SEARCH VISIBILITY

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

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

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