



A Guide to Atomizing Anchor Content



EXAMPLE:
AUDIO
SEGMENT

Break down your
content with
22 touches.



**What does
that mean?**



Use one anchor content
item to **"atomize"** across
the spectrum of content
applications.

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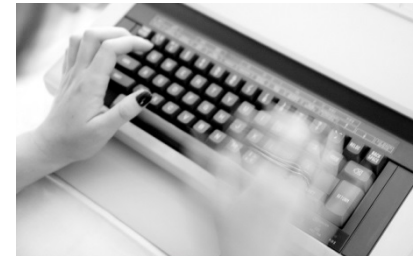
Transcribe

What does it
mean to
transcribe
your content?

Better engagement

Improved SEO

More relevant



Converting
audio into a
script as an
article for
publication.

LinkedIn Article

LinkedIn is the leading business & professional social channel for any brand wanting to **reach** a wider audience with their content.



Post a LinkedIn article to **educate** people about your brand or the latest trends in the market.

Atomizing your audio segment as a LinkedIn article will attract more eyes and **curiosity** to your brand.

Pinterest

Don't underestimate the **influential power** of a pin on Pinterest.



How can **pinning** help your business, you may ask? Well, many people are constantly looking for **inspiration** for either their life or brand.

Did you know that this social network has **200 million monthly users**? Those are a lot of eyes to atomize your audio segment to.

So, why not create a few boards of quality material and **inspire**, all while marketing your own brand in the process?

Slideshare Deck

Another site that helps **atomize** your anchor piece.

With **60 million users**, your audio segment can be uploaded and shared as a PowerPoint, PDF, Keynote, or OpenDocument presentation.



Just think of how many ways you can **break down** that auditory content piece! You'll thank yourself later when you start growing your brand recognition.

Content can be shared **privately or publicly** and works similarly to YouTube. Uploading and sharing slideshows are intended for an audience with a preference for detailed content.

Narrated PPT

Develop 3 key points to distribute in the form of **1.5 minute videos** to various social channels.



A narrated PowerPoint can encourage **confidence** and credibility based on the professional's narrative voice.

Reach more followers by targeting not only auditory, reading & writing learners, but **visual and kinesthetic** learners as well.

Blog Posts

Inform, educate, and market your audio segment in the form of a blog post.



Blogging is an excellent atomization tool to discuss specific areas of your content, and to split the piece into blog segments.

Writing allows a business to market their brand and share products, ideas, services, and informative secrets. People are looking to learn and grow in both their personal and professional career.

Social Posts

Social media channels are a great atomization tool to use when your brand wants to see **more engagement** from your audience.



Give your audience an **experience**. Inform and inspire them with your content and show them how your brand can help their personal or professional needs.

A brand can use Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google Business, and Google Plus for **free!**



E-blasts

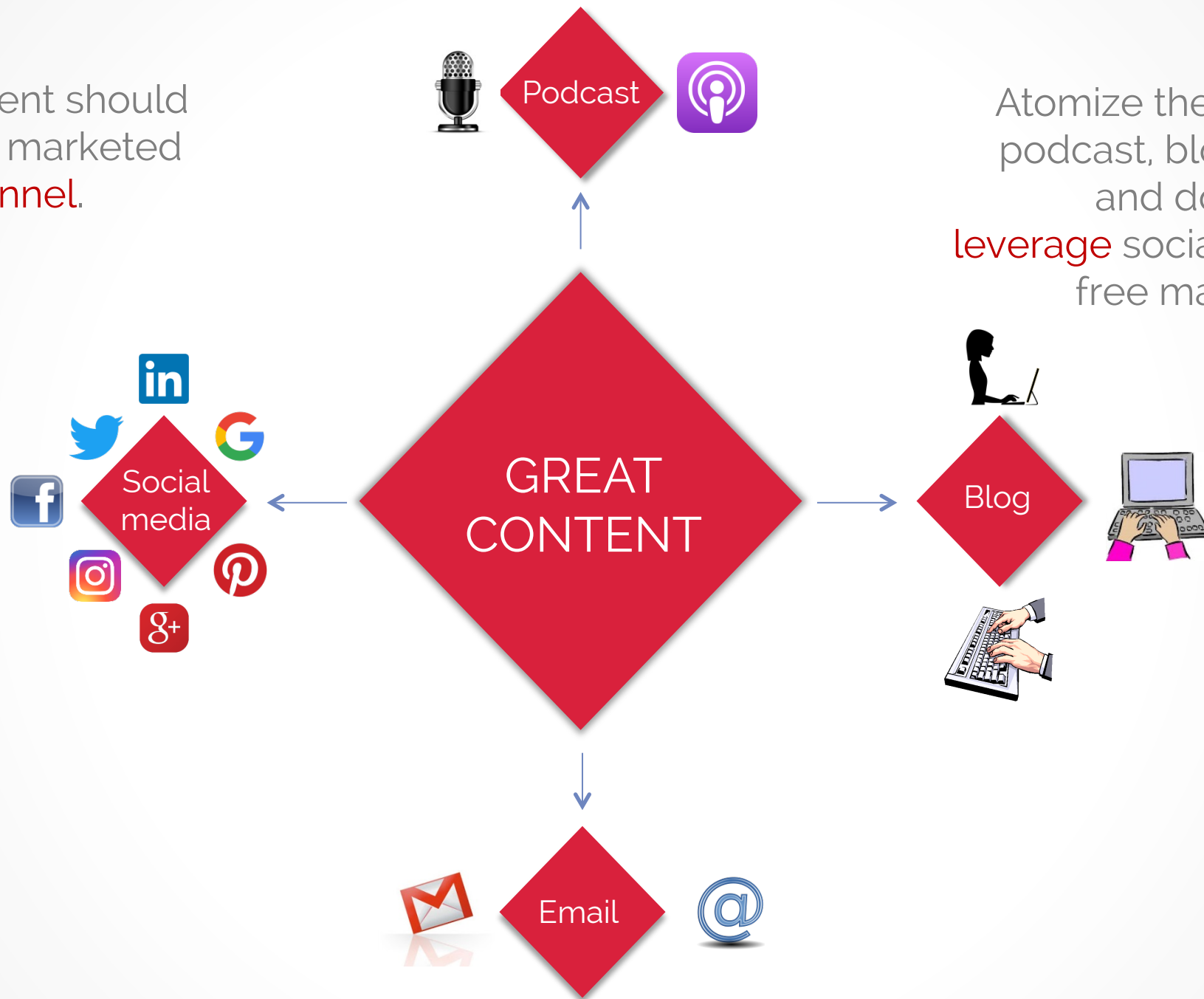


Email marketing is a highly effective atomization tool to use when your brand wants to **reach** a more consistent following.

Atomize your content piece with a **powerful message** by using direct marketing that is reliable and targets a large audience at a more personal level.

People will subscribe to you when they feel your brand is **worth reading**, otherwise, they will place you in spam isolation.

Great content should not just be marketed to **one channel**.



Atomize the piece into a podcast, blog, or Eblast, and don't forget to **leverage** social media as a free marketing tool!



CONTACT US TODAY
FOR COMPREHENSIVE STRATEGIES
TO HELP ATOMIZE YOUR CONTENT.

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