

CONTENT SOLUTIONS Opentopic for the Corporate Newsroom

Generate greater engagement – and more value – from your corporate newsroom with Opentopic’s content marketing platform.

It’s your task to keep customers and the media informed, but maintaining a steady flow of compelling information in a corporate newsroom isn’t easy. To consistently engage your audience, you need to deliver more than press releases, product updates, and other brand-centric communications; you must become a thought leader and a resource that informs and educates them on the topics that are most relevant to your business. But, creating a stream of original content requires time and a significant budget. That’s why you need a system for discovering meaningful and valuable content that already exists.

That’s where Opentopic comes in. Opentopic helps you generate more value from your corporate newsroom with a content marketing platform that makes it surprisingly simple to find and share the right content with your audiences. With Opentopic’s content marketing platform, you can publish content directly to a website or blog, your social media channels, or an email newsletter.

Here’s how it works:

- Use Opentopic’s content discovery feature to easily source informative and engaging content that’s aligned with your corporate mission. Curate, tailor, and publish content instantaneously to your corporate newsroom. (Automated content publishing is also available.)
- Simultaneously set up posts and tweets with content that points directly to your newsroom to drive more traffic and visibility.
- Leverage Opentopic’s [content analytics](#) to view your audience engagement and performance.

It’s that simple. Are you ready to generate greater audience engagement and value from your corporate newsroom? [Request your demo](#) today, and learn how Opentopic can make content marketing for your corporate newsroom quick and simple.

We have emerged as a thought leader in our industry and have seen a +75% increase in traffic to our site!

- Christophe Garnier, Communication Director, CETIM

