

## Problem:

Big companies struggle to create thought leadership content across different audiences without writing multiple pieces every time. Coming up with fresh topics and maintaining consistent voice across agent-facing, customer-facing, and industry communications is a constant headache.

## Goal:

Hit different market segments with tailored messaging without creating five or six different pieces of content each time. Establish thought leadership position that drives engagement and positions executives as industry experts.

## Solution:

Pressmaster transforms industry news into company-specific content with the right voice for each audience. One trending article becomes multiple targeted pieces - from LinkedIn thought leadership to customer newsletters and all sounding authentic to the brand.



**"Turned industry info into thought leadership. Even the boss said: "That's exactly how we'd say it."**

Stephen Meadows, COO at Coldwell Banker Premier