



+it's all in the content

## All In Content...

All In Content offers a total concept for the collection, creation and processing of online content for websites: intranet and internet. This editing service only provides custom made and no standard news bulletins such as RSS-feed or clips service does. Thanks to an innovative software system, you can put with a click of the mouse, the content on your website, in a newsletter or on another online medium. The text already conforms entirely to your in-house style.

You no longer need to waste more time searching, writing and processing relevant information. Moreover, you can still keep your staff informed of the latest developments. Informing, facilitating, inspiring...

### ALL IN CONTENT HELPS YOU WITH THESE!

The only task left to do in your organisation is to retrieve the ready to use information from your mailbox. In the email from All In Content you will find the bulletin including the lay out specifications. You can approve the bulletin and publish it or reject it. The content adapter puts the bulletin automatically on your site. Should the bulletin need changes this can be pointed out in the feedback form where you tell us what you would like to see amended. Just check for yourself what it means to your organisation if all you need to do is to function as director in the collection of interesting material!

- ii  You no longer need to look yourself for relevant information
- ii  Greater dynamics on your site through frequent updates
- ii  Guaranteed fast delivery of custom made content
- ii  No more (cms-)control required in your organisation, approve bulletins by email
- ii  Guaranteed involvement in your organisation with simple content placing by editors



### INNOVATIVE SOFTWARE SYSTEM!

## Content, content, content...

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## ACTUAL AND FREQUENT UPDATES

We hunt daily on the Internet looking for new publications on specialised subjects from trustworthy websites. The information that All In Content compiles is diversified and is obtained from general daily news from well-known news papers to specific publications to jurisprudence or law amendments. After collecting the information, All In Content enriches and rewrites the publications found into articles suitable for your organisation and intranet.



## CONTENT + CUSTOM MADE

Cooperation, when it comes to contracting out, is most important. In order to ensure that we are on the same wave length, creating content that fits with your organisation and renewing the site (broadly tuned in within your organisation), we arrange every quarter a brainstorming session with your staff/divisions. All In Content organises these meetings, presides over them and produces results.



## CONTENT PLACED AUTOMATICALLY

All In Content spreads, through an innovative software system, the compiled and enriched information by way of emails with the possibility to place it directly in your cms and through this to publish on the website. Borrower user costs are brought into play when using the All In Content-Adapter - you pay a monthly fee for as long as you use the services of All In Content, software updates included.



## YOUR ROLE AS DIRECTOR

You are the one who knows which information is interesting to you, your colleagues or another target group. All In Content delivers the bulletins based on a profile established together regarding subjects and search terms, in order to be able to guarantee that the information is relevant. There is no need for you to look after this; you can "just" be the one who ultimately decides which article will actually be published.

## Content as a service..

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### **Editing service**

- ü Complete editing for intra- and internet sites
- ü Organising, presiding over and working out of brainstorming sessions/user board meetings
- ü The client is in charge

### **Custom made content**

- ü Selecting relevant and topical content from a wide variety of sources
- ü Content enrichment, right tone-of-voice, summarising, styling
- ü Content translation
- ü Frequent email delivery
- ü Simple content publication

### **Simple content publication**

- ü The principle is in charge: content placing, content rejection, provides feedback
- ü Content Adapter for easy publication of approved content on your Intranet or Internet site
- ü Dashboard with statistics on content support

### **Support**

- ü Telephone helpdesk: 0031(0) 20 3376940
- ü Email helpdesk: [redactieservice@allincontent.nl](mailto:redactieservice@allincontent.nl)