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# 4 KEY CONTENT IDEAS

HOW CAN  
PROFESSIONAL  
SERVICES BRANDS  
BE DIFFERENT?

# INFORMATIVE CONTENT

- Share content relevant to your industry
- Links to valuable information, the latest in research or new legislation
- Engage by liking and commenting
- Share future trends on how the industry is changing

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# INSPIRATIONAL CONTENT

- Post key milestones or project case studies
- Share pictures of your project outcomes in action
- Share customer stories and feedback
- Simplify complex industry concepts





# ENTERTAINING CONTENT

- Authentic, interesting and engaging stories that resonate with audiences
- Share unique experiences that create meaningful connections

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# EDUCATIONAL CONTENT

- Simplify complex concepts visually by solving common industry challenges
- Key learnings from successful projects
- Provide insight into how your company makes decisions and plans going forward
- Share stories about new hires or awards won



**108marketiser**

LET US HELP YOU  
DISCOVER HOW  
**POWERFUL**  
YOUR BRAND CAN BE!



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