1-to-10 Case Study Repurposing System

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A system for adapting one customer case study into multiple content assets.

What this guide covers

- Identify reusable elements in an existing case study.
- Plan formats and channels for repurposed material.
- Organize a repeatable production workflow.

Who this is for

For content marketers working with customer stories.

Putting the ideas to use

Map one approved case study to a small set of new formats.

Book details

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