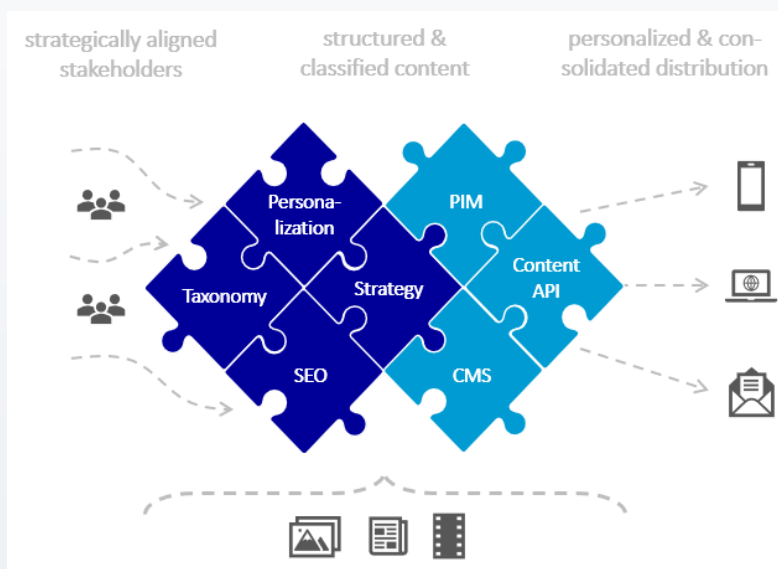


Become your audience's content of choice

About MHP – A Porsche Company:

MHP is one of the worldwide leading IT and management consulting companies. We are driven by our customers' success. We ensure this success by providing excellent services based on proven, real-world experience in multiple industries.



* Illustration shows „Content Hub“ functionality

Challenge:

Generic, unclassified content spread across various touchpoints without next best actions interrupts user journeys and leads to site bounces. Internal resources are used inefficiently and lead to inconsistency.

WHAT WE OFFER

MHP approach for customers Content Hub:

Initial Workshop to analyse needs in the content marketing strategy:

- Basic inventory of the relevant system landscape,
- Potential assessment of existing content strategy,
- Identification of possible implementation options for a content hub,
- Duration: 1 day