



# Persona Retargeting on Autopilot

Tailored content for any member of the buying committee.

Stop creating generic content for multiple personas and audiences. Ramp up your content quickly while addressing the unique demands of each persona and stakeholder in your target audiences.

## How it Works

Create 1:1 content for every decision maker or influencer in your prospective buying committee.

### You

- Pick an existing or new asset intended for one persona or audience you'd like rewritten
- Tell us for which other personas or markets you want to rewrite it.

### We

- Apply the content to our proprietary AI-powered persona retargeting tool
- Edit internally for voice, style, tone, and substance
- Create and send a first draft of your requested versions in 4-6 business days
- Provide one round of revision based on feedback from you and any SMEs so you can be sure we're capturing your voice and style

	ESSENTIAL	STANDARD	PREMIER
<b>Monthly</b>	\$3,500/mo.	\$5,000/mo.	\$8,000/mo.
<b>Annual Sub (commit yearly, billed monthly)</b>	\$2,850/mo.	\$4,650/mo	\$7,200/mo
<b>Rewrites per month (max 1,500 words each)</b>	5	10	20
<b>1 round of edits</b>	●	●	●
<b>First draft turnaround</b>	4-6 days	4-6 days	4-6 days

The content to be rewritten is entirely up to you. It can be an original blog we are writing for you or an existing blog, eBook, or guide you've already published. Not available for use with the customer case studies, technical white papers, or comparison guides.

### FINE PRINT

Subjects/topics delivered by the 25th of the previous month | No rollover | Does not include thought leadership content

**Don't see what you like? Contact us to create your custom plan.**