



# THE CONTENT MARKETING PLATFORM FOR PROFESSIONAL SERVICES FIRMS

Transforming the way the world's leading firms position their professional advisors as market leaders, Passle is a SaaS that has been developed to solve the unique challenges of professional services firms.

Whether it be through Passle's 'secret sauce' commentary blogs, a traditional article, podcast, video or pdf, busy professionals can publish thought leadership content directly to their key market in minutes.

Passle delivers the four essential pillars required for successful thought leadership: author-centric publication, clear governance, create once-publish everywhere distribution, and relevant feedback.



## 1. Author-Centric Publication

Focus on making the creation of content easy and meaningful for busy thought leaders.

Empower and engage your busy experts by providing the right tools, understanding and motivation.



## 2. Clear Governance

Content must get from submission to publication in hours, not days.

Keep a steady flow of content first to market by providing a safe, reliable and quick way to turn content around.



# 3. Create Once - Publish Everywhere Distribution

Make sure that your content reaches the people that matter.

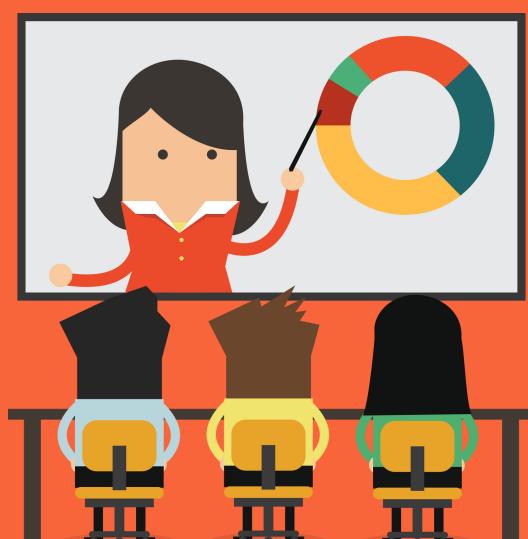
Build automated integrations, putting content directly into the channels that your audience use the most.



## 4. Relevant Feedback

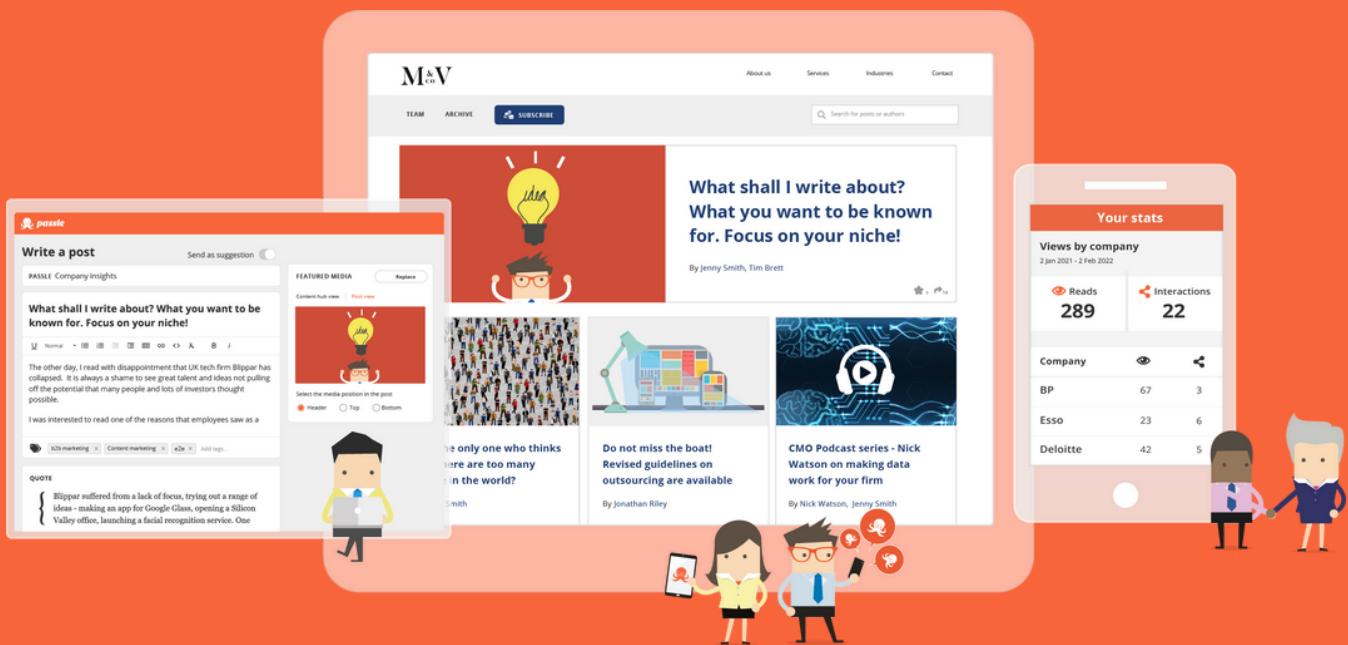
It is unrealistic to expect busy authors to publish every few weeks if they only see generic feedback once a year.

Thought leadership programs must demonstrate their relevant impact to all the stakeholders within the program and the wider firm.





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Developed alongside world leading firms to solve the unique thought leadership challenges of professional services organizations.

ReedSmith

**Deloitte.**

Linklaters

Freshfields Bruckhaus Deringer

**SHEARMAN  
& STERLING**

**DLA PIPER**

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**Burges  
Salmon**

Learn more at [www.passle.net](http://www.passle.net)