

NOVEMBER 2023

Scaling content as a service

10+ ready-to-implement **high-end, long-term, recurring revenue** and **value-based priced** marketing consulting services.



“Taking all conference keynotes and turning them into long-form articles is a great service already. But I also take all the social posts and create a long-term engagement plan until the next major event. That’s value never seen before”

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With Love from **Unifire.ai**

Scaling Unique Content

Forget ChatGPT and all the AI writers for B2B and deep technical content. They don't work.

But AI is extremely good at repurposing content.

That's why Unifire doesn't deviate from the content you provide; it learns your unique tone and uses AI only to transform and improve your content.

Unifire can take a one-hour audio and video recording and autogenerate:


- 7000 words blog posts
- 30 LinkedIn posts
- 50 Tweets
- 20 Threads
- Five newsletter posts
- One full newsletter edition
- Two optimised version of the blog post as a LinkedIn article and a Medium article
- Podcast automation (summary, transcript, titles...)
- YouTube automation (descriptions, tags, community posts....)
- ...and more is coming

Service Co-Creation

Unifire's unique content scaling abilities shine in tech, business, B2B marketing and education.

Therefore, most consulting services fit into **ghostwriting, demand generation, social selling, content** and **social media marketing**.

An easy way to spot new opportunities is also existing content assets such as **podcast series, YouTube channels, product demos, extended workshops, virtual summits,** and **conference talks**. All of these are idle assets that are ready to be transformed into value.

Unifire's capabilities + **Your unique skills** + **Clients you love working with**
= Unbeatable Service 

Target audience

Unifire's clients are very diverse but have one thing in common: They create **deep knowledge**, often **technical expertise** and **educational material**.

VC-backed startups, tech-focused with a bias towards software

B2B SMB companies from 20 to 300 employees with a focus on industry and software

"**Business of Expertise**", e.g. consulting firms, educators, knowledge creators

Educational providers, e.g. private universities, educators, online course providers

Conferences & and online event organisers, with a focus on business & and tech conferences, virtual summits & meetups

YouTuber that covers educational topics, e.g., science, IT, politics, economics etc.

Podcasters, company podcasts, educational podcasts, business & and tech

Agencies in content marketing, social media & social sellers

+10 Service Ideas

Unifire's unique content scaling abilities shine in tech, business, B2B marketing and education. We sorted them from easiest to implement to more complex operations.

Conference Engagement Scaled



\$2000 - \$12000 / month



SUPER EASY TO IMPLEMENT



SUPER LONG-TERM (+12 months)

Before your service:

- Conferences drown in recordings, but repurposing them manually is not feasible
- Organisers need to engage visitors, speakers and new customers until the next event
- The potential for thought leadership (books, reports, articles) is huge but expensive to create

Deliverables:

- Use Unifire to repurpose all talks into social posts and long-form articles
- Create a content plan that engages their audience over months
- Transform long-form articles into books, reports, industry papers etc.

After your consultation:

- The client has a content and engagement plan full of social, newsletter and long-form posts on multiple platforms
- Publishes a thought-leadership piece (book, report, article...) once a month
- The audience grows predictably by 10% a month



SUPER EASY TO IMPLEMENT



QUICK TIME TO VALUE

Before your service:

- Podcast creators have hours of valuable content but limited reach beyond audio platforms
- Manually transcribing and repurposing podcast episodes is time-consuming
- Missed opportunities for monetization and thought leadership

Deliverables:

- Use Unifire to transform podcast episodes into blog posts, social media posts, and newsletters
- Develop a content calendar for releasing repurposed podcast materials
- Create an eBook from a series of related podcast episodes

After your service:

- The client has a diversified content strategy, and a clear plan to follow that extends its reach beyond audio platforms
- Publishes a new eBook, adding a new revenue stream
- Audience engagement increases by 25%



“This is one of the “idle asset” services, together with conference recordings, and YouTube videos you can just pick up the content and put your unique skills on top. Done and you’re ready to launch.”



EXISTING CONTENT BASE



QUICK TIME TO VALUE

Before your service:

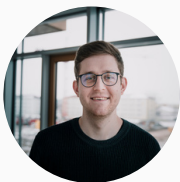
- YouTubers have a wealth of video content but struggle to constantly attract new audience outside the platform
- Manually creating content for other platforms is resource-intensive
- Missed opportunities for cross-promotion and monetization

Deliverables:

- Use Unifire to repurpose YouTube videos into blog posts, Instagram stories, and Twitter threads
- Develop a multi-platform content calendar
- Create a series of webinars or live Q&A sessions from existing video content

After your service:

- The client expands their reach to new platforms and audiences
- Introduces a new revenue stream through webinars, live sessions and digital products
- Increases overall subscriber count by 20%



“Almost any longer educational video would be a great long-form article with huge SEO potential for any website. Unifire will also enable community posts soon, so you could even through an engagement service. And maybe a newsletter to take the audience off the platform. Hugely valuable.”



INSANE PERCEIVED VALUE



SUPER LONG-TERM (+12 months)

Before your service:

- SaaS founders have industry insights but limited time to share them
- Struggle to maintain a consistent voice across different content formats
- Missed opportunities for new users without social presence

Deliverables:

- Use Unifire to turn founder interviews into blog posts, social media content, and newsletters
- Develop a content calendar focusing on the founder's areas of expertise
- Create a series of whitepapers or eBooks from aggregated content

After your service:

- The founder establishes themselves as a thought leader in the SaaS space
- Increases brand recognition and trust through consistent messaging
- Publishes a new whitepaper or eBook every quarter, attracting partnerships and lead gen opportunities



“I know the problem firsthand: how do you get the right content out that is not constantly salesy af. Plus I don’t have much time for anything. Find a sweet spot and you are in business. Seriously, if you have a great idea, please reach out ”



INSANE PERCEIVED VALUE



SUPER LONG-TERM (+12 months)

Before your service:

- Startups have innovative ideas but no time to create content
- Struggle to engage potential investors, customers, and partners
- Missed opportunities for media coverage and thought leadership

Deliverables:

- Use Unifire to turn startup pitches and interviews into blog posts, social media stories, and investor updates
- Develop a content calendar that aligns with key startup milestones
- Create a pitch deck or investor report from existing content

After your service:

- The startup has a dynamic, automated content strategy
- Increases investor and customer engagement by 15%
- Secures media coverage due to high-quality, consistent content



“The idea for the partner program came from this situation: an investor with many startups that all need to grow on multiple platforms. Plan two monthly recordings and scale the content on LinkedIn, Twitter, and maybe Medium. Super valuable and easy 3k a month recurringly.”



HIGH-TICKET SERVICE



HUGE UPSSELL POTENTIAL

Before your service:

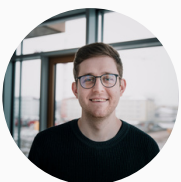
- Consultants and coaches run their entire business on expertise but have no time to share them everywhere
- Struggle to maintain client engagement between consultations
- Missed opportunities for attracting high-value clients through a lack of thought-leadership content & continues engagement

Deliverables:

- Use Unifire to turn consultation recordings into blog posts, coaching guides, and social media tips
- Develop a client engagement content calendar & scale on multiple paltforms
- Turn a series of recordings into an e-book, real books or audio book

After your service:

- The consultant or coach has an automated content strategy that keeps clients engaged
- Introduces a new revenue stream through webinars, audiobooks, or courses
- Increases overall client retention by 20%



“The idea for the partner program came from this situation: an investor with many startups that all need to grow on multiple platforms. Plan two monthly recordings and scale the content on LinkedIn, Twitter, and maybe Medium. Super valuable and easy 3k a month recurringly.”



HIGH-TICKET SERVICE



LONG-TERM POTENTIAL

Before your service:

- B2B SMBs have sales processes in place but lack the content to support it
- Struggle to maintain engagement with leads and prospects
- Missed opportunities for automating sales outreach and follow-ups

Deliverables:

- Use Unifire to turn sales pitches and customer testimonials into email sequences, social media posts, and sales scripts
- Develop a sales enablement content calendar
- Implement social automation, engagement lists and lead magnet to fit the content strategy

After your service:

- The SMB has a fully automated sales enablement strategy
- Increases lead conversion rates by 10%
- Reduces the sales cycle length by optimizing content touchpoints



“One thing we learned from one of our partners: there’s never enough content. Sales always want more e-books, posts, lead magnets, webinars...so why not give it to them and add some automation the mix”



INSANE PERCEIVED VALUE



HIGH-TICKET SERVICE

Before your service:

- Companies have a demand generation strategy but lack the content to fuel it
- Struggle to maintain a consistent pipeline of qualified leads
- Missed opportunities for automating lead nurturing and follow-ups

Deliverables:

- Use Unifire to turn webinars, case studies, and whitepapers into lead magnets, email sequences, and social media ads
- Develop a demand generation content calendar
- Create a series of customer success stories or testimonials from existing content

After your service:

- The company has a fully automated demand gen strategy
- Increases the number of qualified leads entering the pipeline by 20%
- Reduces customer acquisition costs through optimized content



“Across the funnel, you need content, more content and more content again. And after a few weeks, you need new content. It’s insanely time-intensive. But you can offer now something that an entire team used to do”



INSANE PERCEIVED VALUE



QUICK TIME TO VALUE

Before your service:

- SMBs have a ton of interesting stories and insider knowledge that's not utilised
- Struggle to engage potential customers and build brand awareness
- Missed opportunities since sales and marketing channels leave potential on the table

Deliverables:

- Use Unifire to turn a few initial recordings into blog posts, social media snippets, and newsletters
- Guide the SMB through the process of content scheduling and channel engagement
- Create a content calendar for the first three months

After your service:

- The SMB has a kickstarted content strategy that can be maintained with minimal effort
- Increases brand awareness and customer engagement by 15%
- Begins to establish thought leadership in their industry niche



“Getting from zero to content seems daunting. But you can easily start with a couple of 20-minute recordings with the CEO and a few departments. You will have 30+ social posts in no time, and the client will be blown away.”



INSANE PERCEIVED VALUE



QUICK TIME TO VALUE

Before your service:

- Educational providers have a wealth of lectures and materials but limited public engagement
- Struggle to attract new students and keep current ones engaged
- Missed opportunities for thought leadership in the educational space

Deliverables:

- Use Unifire to repurpose lectures, research papers, and student testimonials into blog posts, social media stories, and newsletters
- Develop a content calendar focusing on student engagement and outreach
- Create a series of webinars or online courses from existing lecture content

After your service:

- The educational provider has a dynamic, automated content strategy
- Increases student engagement and applications by 10%
- Becomes a recognized authority in the educational space, attracting partnerships



“Of our first educational client, a private university in Barcelona created an amazing strategy: let’s take our course content and repurpose it. Once for students to have more engaging materials (not needing to take notes was already huge) and once for the marketing team.”



INSANE PERCEIVED VALUE



QUICK TIME TO VALUE

Before your service:

- Communities have valuable discussions and content but lack structured engagement
- Struggle to maintain active participation from members
- Missed opportunities for monetization and partnerships

Deliverables:

- Use Unifire to turn community discussions and Q&A sessions into blog posts, social media snippets, and newsletters
- Develop a content calendar for releasing repurposed community materials
- Create a series of webinars or live Q&A sessions from existing community content

After your service:

- The community has a dynamic, automated content strategy
- Increases active participation by 20%
- Introduces new revenue streams through webinars, live sessions, or partnerships



“I used to run a community for crypto researchers, the Token Research Cooperative. We had so much content but never enough time to get it out to members. Newsletters, articles, so many channels... In community building, there’s never enough content and channels.”

Content creation has changed...

You don't need to sit down to write an article, you can record it...

Want to distribute the article? It's already optimised as a Medium article, LinkedIn article and SEO-focused blog post...

Need a convincing case study? Go to your colleagues and record a 15 min chat with them...

Want your employees to post on LinkedIn, but they hate it? Hire a ghostwriter, and they get the stories out of them in 20 mins per week...

Want to write a book? Record three well-structured interviews, get the outline from ChatGPT and publish it via Lulu or Kindle...

let's monetise this change together...

Reach out!



We're here if you'd like advice on how to price, market and make your service more unique. We can even co-market the service once it goes live.

Chris and I have a combined **30,000 followers**. We would love to launch your service in public with us.

[Unifire.ai](#) has a **Free Forever** plan; try the tool and see if you like working with it.

