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Foleon launches a suite of new features to scale content creation

Amsterdam, 17 May 2022 — Foleon, the platform for creating and publishing interactive web content, announced today it has launched a suite of new features designed to help companies meet rising content demands.

This launch marks an important step in Foleon's mission to empower everyone to create the content their audience craves.

Understanding how to create a scalable content strategy has never been more essential for companies to build brand awareness, and increase their online visibility and website traffic. Up to 85% of businesses have seen an increase in demand for content since 2021, according to research conducted by Lucidpress.

Yet, many marketers find it challenging to scale up their content production without sacrificing quality.

By challenging outdated content processes through a modern collaborative approach, this suite of new features gives every individual in a company the ability to create showstopping content.

The newly launched features enable businesses to:

- Empower content creation by setting up dedicated workspaces based on region, business unit, or brand, so teams only see what's relevant to them — keeping things organized.
- Control user access and collaborate more effectively with roles and permissions. Give full access or limit rights to copy changes only. With up to five unique user roles, production is simple and scalable.
- Automatically uphold brand standards and smash design bottlenecks with a shared library of brand assets and powerful templates designed to help speed up production and maintain quality across teams.

These are designed to make scaling content easier by ensuring brand consistency, enhancing team collaboration, and speeding up the content creation process while upholding publishing quality.

Daan Reijnders, CEO of Foleon, says, "We understand the pressures that Marketing teams face to create high amounts of quality content. We've launched these impactful new features to empower departments to create content themselves and overcome design bottlenecks."

He adds that "With our platform, users can prepare reusable templates so that every piece of content stays on-brand. This maintains quality, saves marketing teams a lot of time, and means that every person in a company can create show-stopping content experiences."

Find out more about Foleon's new suite of features [here](#).

ABOUT FOLEON

Foleon is a content creation platform that makes it easy for anyone to create interactive content that is 100% on brand. They provide B2B companies with an intuitive drag & drop editor and interactive Foleon Doc format that empowers them to create bespoke digital content experiences that are engaging, intelligent, and scalable.

Most companies are still wasting time, money, and energy on publishing their most valuable content in ineffective legacy formats. PDFs are a headache to produce, a bore to read, and totally void of reader insights. Foleon, on the other hand, offers a modern format that is easy to create, highly engaging, and full of the intelligence you've been missing.

Founded in Amsterdam with locations in the US and Europe, Foleon is on a mission to empower companies to create the content their audience craves.

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