

Content Strategist Role: Take-Home Assignment

Prepared by Lena Valenty for Penumbra Inc.

The Ask

- Please **create a concise content strategy to support the product launches**, outlining the key elements of the recommended content package.
- The goal is to **reach our current customers** with the latest information, as well as **increase consideration among interventional physicians who are not current users.**
- Draft a **blog post**, featuring both products with the information provided and on the Penumbrainc.com website, and **discuss how this content will be amplified.**

Content brief: Lightning Blog Post

AUDIENCE INSIGHTS

Target audience: Interventional physicians; current customers and prospects

Stage: Focus on Awareness, Consideration, and Conversion

Additional Recommendation: Post-conversion phase content for customer retention

KEY MESSAGES

Lightning Bolt 12

- First of its kind system designed for venous thromboembolism with modulated aspiration
- Capacity to aspirate 3x faster than the first-gen Lightning 12
- Streamlined aspiration

Lightning Bolt 6X with TraX

- CAT6X catheter with coil-wind technology for precise control and versatility in smaller vessels
- Hydrophilic coating reduces friction to maximize efficiency
- Comes with TraX Dilator, our first arterial-designed dilator that provides a 99% ledge reduction

SEO KEYWORDS

TBD from digital team*

ASSET DESCRIPTION + BACKGROUND INFO

Short blog post (300 - 400 words) announcing the following product enhancements:

We are launching our next generation arterial aspiration technology, Lightning Bolt 12 and Lightning Bolt 6x.

Lightning Bolt 12

- Lightning Bolt 12 is the first thrombectomy system designed for venous thromboembolism with modulated aspiration.
- The updated Bolt 2.0 software is engineered for improved clot removal efficiency with the capacity to aspirate 3x faster than the first-generation Lightning 12.
- The updates include escalated modulation designed for high thrombus burdens and an automatic backflush developed to streamline aspiration.

Lightning Bolt 6X with TraX

- Lightning Bolt 6X with TraX allows physicians to reach and address smaller vessels with confidence.
- The new CAT6X catheter with advanced coil-wind technology is designed for precise control and versatility in smaller vessels.
- The enhanced hydrophilic coating is designed to create a smoother passage through the most difficult vessels by reducing friction to maximize efficiency.
- It will come packaged with the TraX Dilator, Penumbra's first arterial-designed dilator that will provide a 99% ledge reduction to support a continuous, seamless experience.

CTA: Download the Fact Sheet

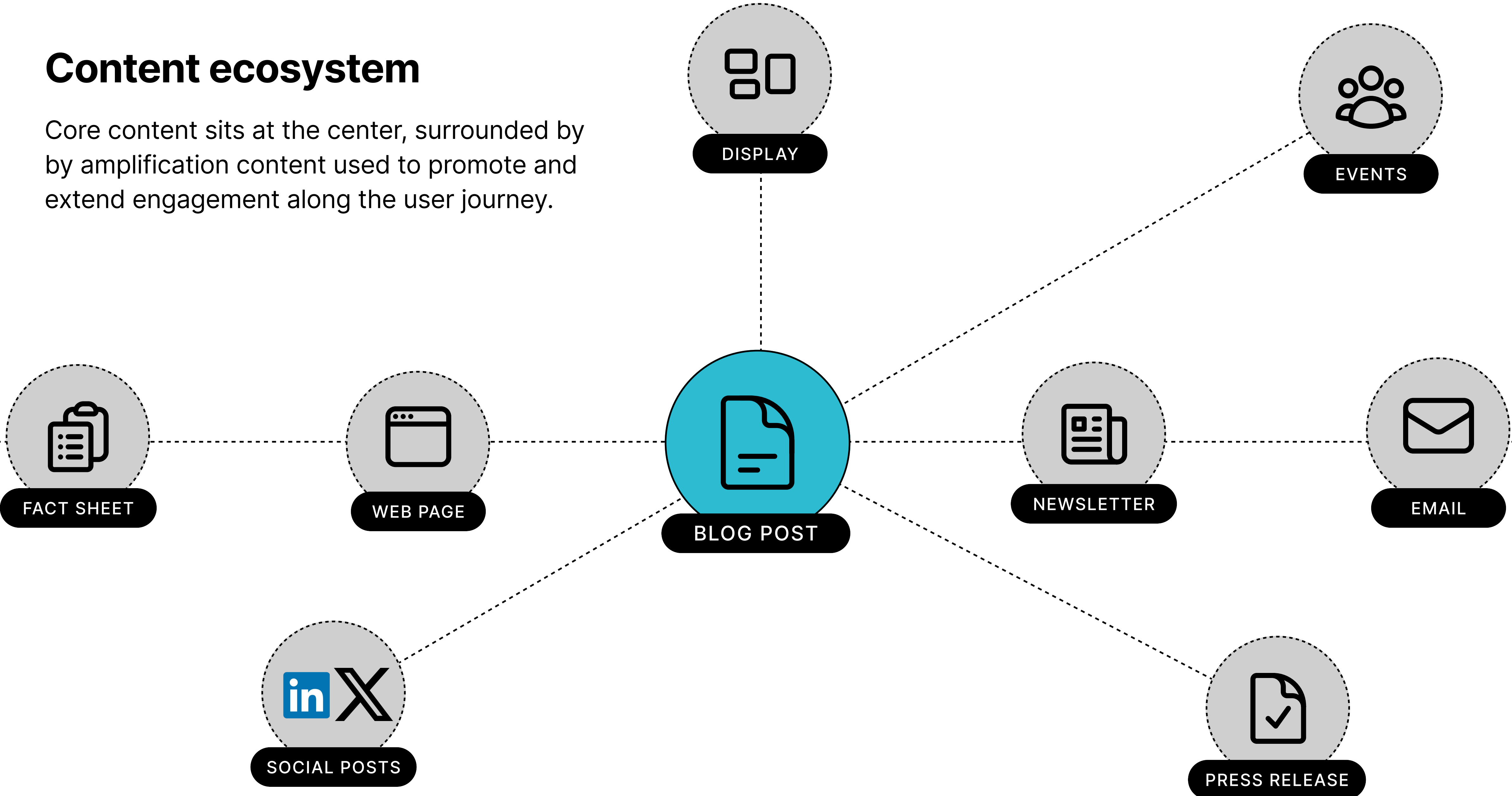
RESOURCES + INPUTS

- Assignment brief via email
- <https://www.penumbrainc.com/products/lightning-12/>
- Product marketing team/SMEs*
- Lightning Bolt spec sheet(s)*
- Content audit*
- [Penumbra Blog](#)

*Made some assumptions and leaving out some requirements due to time constraints, resource limitations, and the nature of the assignment.

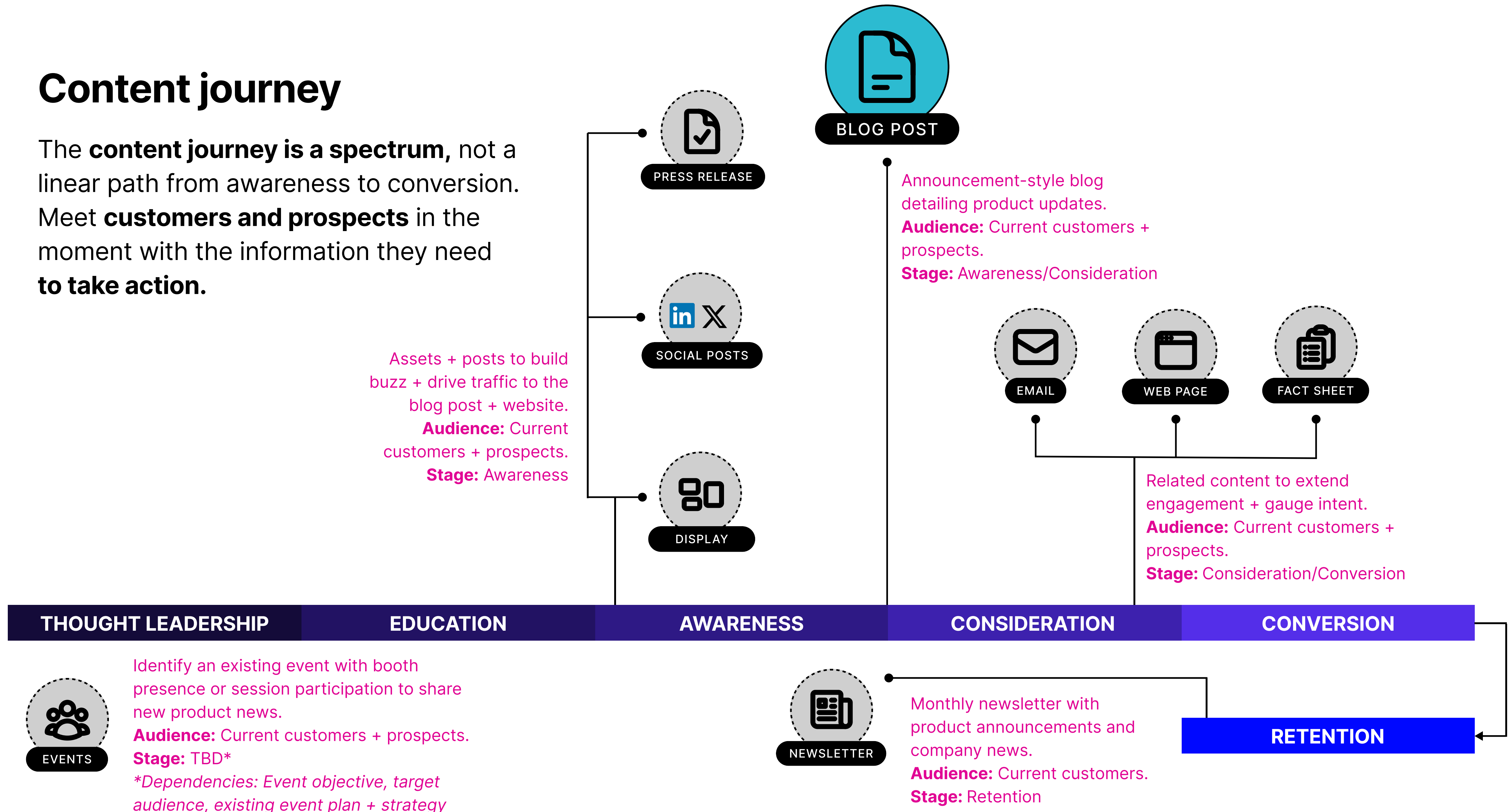
Content ecosystem

Core content sits at the center, surrounded by amplification content used to promote and extend engagement along the user journey.



Content journey

The **content journey is a spectrum**, not a linear path from awareness to conversion. Meet **customers and prospects** in the moment with the information they need **to take action**.



Thank you

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