

Twk.Today announces the global launch of its disruptive content marketing and media profiling platform!

The AI-powered platform will make it easier for the media and newsrooms to find the right business expert who is ready to comment on a story!



Delaware, Wilmington, Feb 21, 2021 ([Issuewire.com](https://www.issuewire.com)) - [Twk.Today](https://www.twk.today) -Those Who Know- announced today the official launch of its experts and thought-leaders' media profiling and content marketing platform with an ambitious vision to solve global, historical, and persistent issues in finding the right expert to comment on a story and eliminate the barriers and limitations for better reach!

The new platform carries a new and revolutionary concept that allows business experts to publish and manage their profiles and content marketing articles in one place, making it easier for the media and newsrooms to find the right business expert who is ready to comment on a story!

"Businesses are increasingly investing in and adopting thought-leadership articles as part of their ongoing content marketing strategies, however; they are facing huge issues in exclusivity demands forced by the media, resulting in limited reach and exposure," says Ahmed Abd Al Qadir, Founder & CEO, Twk.Today.

"Twk.Today is here to amplify the authoritative voices from different business sectors by providing a one-stop-shop for audience and media while acting as a media profiling archive for experts," he added. "Our AI-Powered platform is complementing the PR efforts and activities to have their clients' key messages delivered by providing effective tools to manage their clients' profiles and articles,".

"Twk.Today will assuredly have a boundless impact on the global knowledge scene via opening up the doors for the right experts to be found by the media to comment on a story," he concluded.

The new platform supports the media by providing free and [advanced search](#) to find the right business expert to comment on a news story!

The platform covers Technology, Healthcare, Travel & Hospitality, Real Estate, Auto, banking & Finance, Education, Energy, Lifestyle & Media. All business experts and their related PR agencies are invited to sign up and get their voices amplified.

<https://twk.today>



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