

Evangelist Content Planning

Evangelists

- Logan
- Kelsie
- Dan
- Bill
- James

SF Pillar Content

- B2B Growth
- Content Camp
- B2B Podcasting Q&A
- Customer Masterminds
- Sweet Talk - internal podcast
- All Hands
- Internal meetings
- Sales calls
- Content where we've been featured as a guest

SF Content Themes

- Content Marketing
- B2B Podcasting
- Content-Based Networking

Evangelist Expertise/Buyer Focus Ratio

50/50 - was thinking 80/20 originally

Content Types

1. LinkedIn Decks
 - Top minds in <ABM/Demand Gen/etc>
 - Timely/seasonal references (Oscars)
 - Mistakes to avoid
 - 3 tips from <influencer>
 - 3 things you should know about <topic>
 - List posts (top books, top podcasts, etc)
 - LinkedIn tips
 - B2B Podcasting tips
 - Content marketing tips

- Content-Based Networking tips

2. Micro videos

- Content Camp
- Customer Masterminds
- B2B Growth
- B2B Podcasting Q&A
- Logan's sales calls
- Internal meetings
- All Hands
- Funny videos (produced by SF)
- Funny/inspiring videos (curated from other creators like Stephen Mackey & Cheddar)
- Mean Reviews (marketers reading their product's bad G2 Reviews)
- MarTech Showdown (based on G2 reviews)
- Celebrating new contributors

3. Text posts

- from existing blog content
- Failure stories
- POVs
- Round ups (best books, podcasts, etc)
- List posts (4 ways to, 7 things I learned from, 5 mistakes marketers make with)

4. Audiograms

- a. Anything that doesn't have a video (should be rare)
- b. Can use Casted for this (see below)

5. Memes

- a. Categories:

6. GIFs

- a. Categories:

Editorial Calendar

How we think about the editorial calendar

- Lots of puzzle pieces on to the table
- Letting it come together instead of defining what the outcome will be from the start

Things to Promote

- B2B Growth
- Content Camp
- B2B Podcasting Q&A

Evangelist POVs

- James
 - Your podcast should not be about your expertise
 - QUANTITY matters just as much as QUALITY
 - Collective thought leadership
 - Think of your company as a media company
 - Our internal thought leadership program
 - Build a contributor network
 - You should have multiple hosts for your podcast
 - You should have multiple series within your podcast
 - Build systems to create evangelists within your company
 - Start taking LinkedIn seriously
 - Mastermind groups as a brand & customer understanding play
- Bill
 - Levers and Leverage
 - Change happens in the margins
 - Why Yes is better than No
 - Creativity is highly overrated
 - The 10% Rule
 - Words mean things
 - I would if I could but I can't
 - What I know for sure
 - Lessons from a Goldfish
 - The Accidental Boss
 - The Founder Delusion
 - The ONE Thing that can change EVERYTHING
 - The Pivot
 - Is the customer always right?

- Bring your family issues (and lessons) to work with you
- If we value people, we must embrace process
- Ask for what you need
- How to (and why you want to) hire average people...and what to do with them
- Gut Checks
- Making a successful exit
- Planning for Enterprise Value
- Cash is King...or is it?
- Inspiration vs. information
- When your customer wants what they don't need
- When push comes to shove
- It's good to be got
- Good people make their way
- The 80% Rule
- Do this not that
- Find a Mentor, now!
- If you want to have one, be one
- The power of Friendship
- The best conversation ever!

- Dan
 - Marketing Process is great than marketing campaigns
 - Building audience is better than generating leads
 - Stop chasing backlinks and write more and better content
 - Better products are better than fancy marketing
 - Clarity > Creativity
 - Always have an obvious next step for your prospects and customers.
- Logan
 - Ungated content
 - Sales should be involved in your marketing
 - More casual copywriting works better
 - People connect with people more than logos
 - You have to be agile with your content planning
 -
- Kelsie
 - Design elements & principles...knowing the rules so you can break them.
 - Design gut check decks and why you need them
 - Talking aesthetic in kickoff calls (it's never too early)
 - No, you don't want to look like Apple (simple vs minimalist)

- Design = solving a problem
 - You have to identify your problem before you can solve it
 - Identifies a gauge to grade success of deliverables
- Simplicity in Design
 - Stop diluting good messaging with wordiness
 - Stop making content / design for your customer all about you
- Critique resilience
- Valuable feedback + motivational interviewing
- Managing creatives as a creative (retaining your craft)
- The importance of your whole mktg team having basic design understanding (especially client facing roles)
- Advocating for successful work—each teammate being a cheerleader for every single deliverable (even when you don't like it)
 - What to include when you pass a deliverable off to a teammate—tools for them to advocate for deliverables
- Cover art design — what makes it not suck
 - 3000x3000 pixels
 - Recognizable (not necessarily readable) at 50x50px
 - Legibility & contrast
 - Should reflect your show (appeal to your customer), not be about your company

Frequency

- 3 posts per person per week by June 15
- Build a 2 week buffer

Tools

- [SHIELD](#)
 - Analytics of LinkedIn content & reach
- [Veed.io](#)
 - Making micro videos
- [Casted](#)
 - Making audio snippets & audiograms

Time Commitment

- 4 - 6 hours per week

Engagement Groups

- Naming groups based on 90s nostalgia (Ex. Engagement Group - BOY MEETS WORLD)
- Each evangelist should be a part of 10 different engagement groups (to post 3 times per day)
- Emily/Ashley posting to Engagement Groups
- Tag the Trello card with the names of the engagement groups that will be used for distribution for that specific post
- Posting Early in the Day
 - 6 am - 9 am Eastern

Replying/Liking Comments

- Emily replies to comments

People to Follow on LinkedIn

- Dave Grow
- Dave Gerhardt
- Chris Walker
- Justin Welsh
- Kyle Coleman
- Kyle Lacy
- Blake Emal
- Dale Dupree
- Dennis Brown
- Gaetano DiNardi
- Belal Batrawy
- Jake Dunlap
- Morgan J Ingram
- Scott Barker
- Scott Douglas Clary
- Sara McNamara
- Mark Kilens
- Matt Heinz
- Amy Volas
- Mark A. Smith

- Josh Braun
- Kevin “KD” Dorsey
- Adam Goyette
- Ethan Beute
- Dylan Hey
- Joel Klettke
- Glen Carlson
- Courtney Johnson