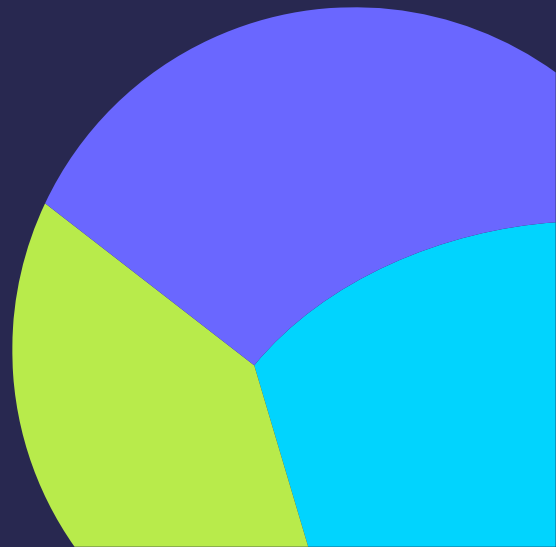




The media machine

Lesson 3



In this lesson:

- What the media machine is?
- Its purpose and importance
- How we developed our 'realm of relevancy'
- How the media machine works in practice
- How to measure the media machine

What is the media machine?

We want to operate like a media company. Using a content plan with a strategic narrative and “points of view” which we then distribute via multiple channels.

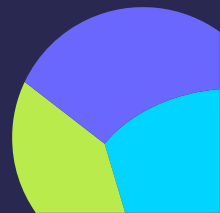
- Value-led or entertaining content that educates and delights our ICP
- Builds brand affinity with our ICP
- Ultimately, helping us generate demand for our brand and product

Process for repurposing content for multiple channels.
For example, we host a live event.

- Snippets → organic or paid social
- Audio → podcast episode.
- Event recording → YouTube video.
- Learnings → newsletters
- B2B influencers and subject matter experts to share their thoughts on the subject matter
- Or influencers can share snippets
- Event takeaways → blog post

For example:

- Newsletter
- Podcast
- Organic Social
- Influencers
- Blogs
- Paid social
- Live events
- YouTube



How do you build a media machine?



- **Decide on a strategic narrative - the overarching message you want to share with your ICP**
 - Cognism's is 'B2B buying behaviour has changed'
- **Consider the different angles to explain your strategic narrative, e.g. your POVs**
 - You can have different POVs for each of your core personas

Cognism's POVs for B2B buying behaviour has changed



MARKETING

POV1

'Marketers should be more than just sales support.'



POV 2

'Stop building fantasy funnels'



POV 3

'MLG only works if it's memorable.'



SALES

POV1

'Cross-Channel Engagement across the entire buying committee is the future.'



POV 2

'Sellers Can No Longer Rely on Quantity to Reach Goal.'



REVOPS

POV1

'RevOps needs to be the single source of truth.'



POV 2

'RevOps Should Govern Your GTM Motion.'



POV 3

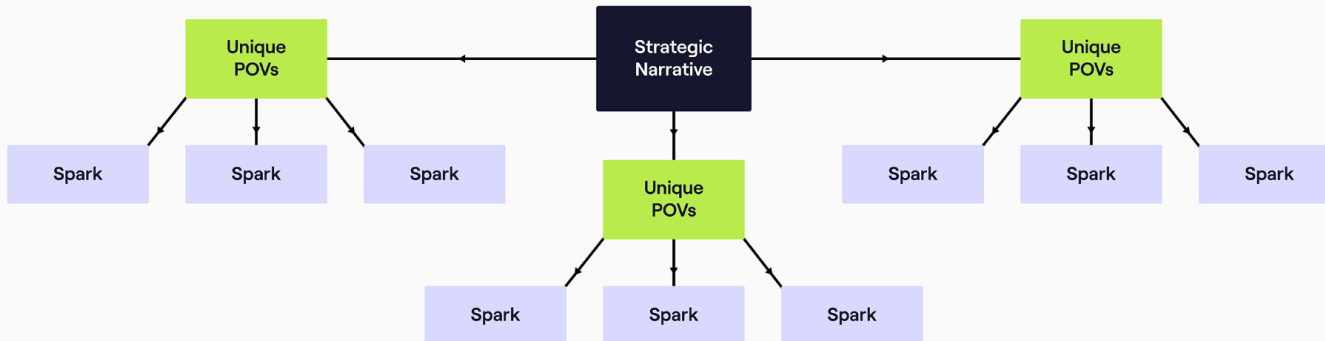
'GTM Actions Need to Impact Revenue - conversions and leads are not enough.'

For example, for the marketing persona, the sparks under POV1 are:

POV 1 - Marketers need to be more than just sales support

- Spark 1 - Marketers need to find the right places to create demand
- Spark 2 - Marketers need the skill to market to out-of-market buyers
- Spark 3 - Marketers can't rely on outdated tactics

Break each of these sparks into subject matter.



How does this work?

Test and compare POVs against one another across your portfolio of channels.

Some ideas:

- A POV explainer blog post
- Podcasts that dive into specific areas of your narrative
- Online events where you can speak directly to your ICP and answer questions on the narrative in real time
- A dedicated newsletter delivering the narrative message
- Social posts sharing POVs in an easily digestible way
- Paid ads in thought leadership buckets

When you structure your content production in this way, there's an endless stream of hyper relevant content.



Measuring the media machine

Media machine measurements focus on engagement. Are the POVs we put out to our audience resonating?



- Newsletter
 - Open rate
 - Read rate
 - Subscriber count (specifically, are the people subscribing to our newsletter within our ICP?)
- Podcast
 - Monthly downloads/listens
 - Individual episode downloads
- Organic Social
 - Likes
 - Comments
 - Reposts/shares
- Influencers
 - Likes and comments on their posts/content using their insights
 - Their follower count
 - Qualitative feedback from ICP
- Blogs
 - Page views
 - Bounce rate
 - Engagement time
- Paid social
 - Reach/impressions
 - Clicks
- Live events
 - Number of attendees
 - Average attention time
 - Number of live comments/questions
- YouTube
 - Views
 - Average video watch duration
 - Likes and comments



Your next module: Lead Gen to Demand Gen

