



Demandism: content distribution 101



Clémence Lepers · Following

Head of Marketing | Growth, Marketing, Content

1d · 



These 10 companies are crushing it on LinkedIn.

How are they doing it?

Easy:




They serve valuable, interesting, and engaging content — not dry, self-serving stuff nobody wants to read.



- 1) [Chili Piper](#)
- 2) [Cognism](#)
- 3) [Dooly](#)
- 4) [Gong](#)
- 5) [Growth Tribe](#)
- 6) [Headspace](#)
- 7) [Lavender](#)
- 8) [metadata.io](#)
- 9) [Refine Labs](#)
- 10) [Superside](#)

Who else is at the top?

*90-day writing challenge: 88/90

   You and 303 others

48 comments · 4 shares



Scaling your company LinkedIn page

Follower highlights

27,400
Total followers

12,491
New followers in the last 364 days
▲ 1,013.3%

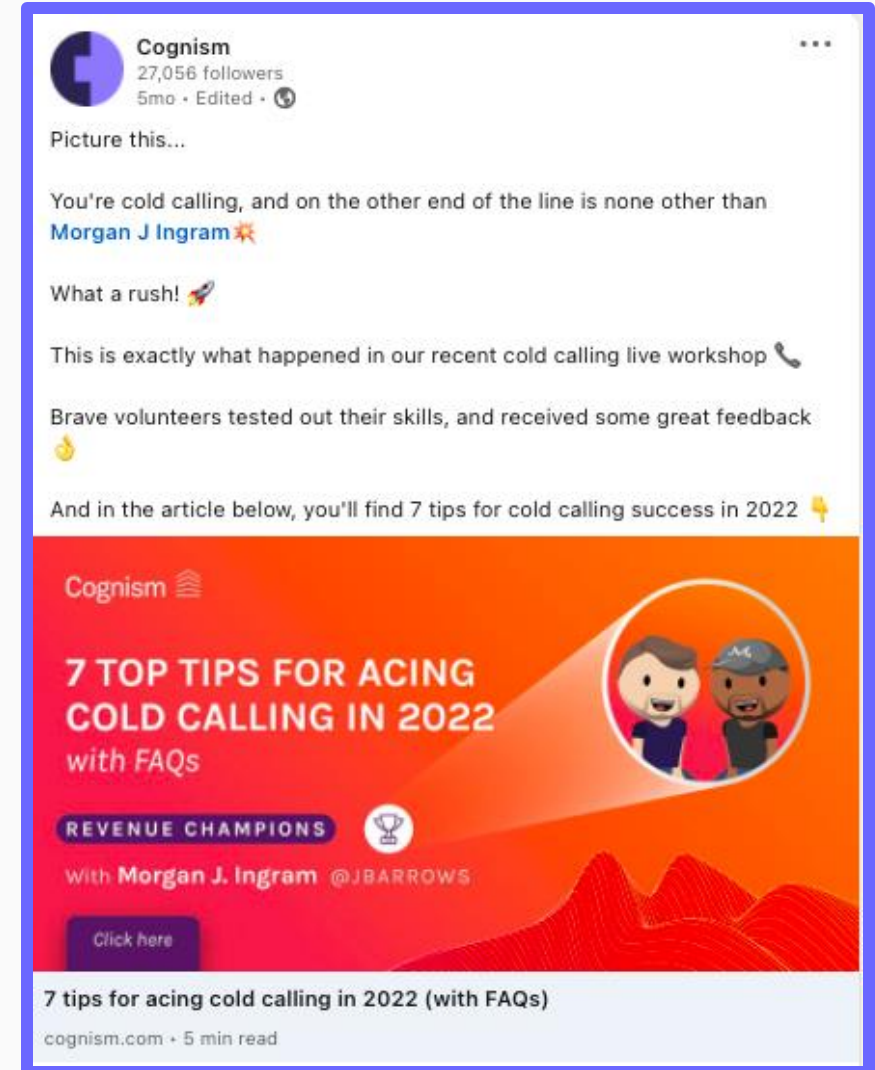
- LinkedIn should be purely value-led – **NOT PROMOTIONAL!**
- It's an organic channel designed to help educate your audience and build awareness. Think of it as part of your content distribution strategy in your demand gen approach.
- The posts should include actionable takeaways, or something new and interesting for your audience to consider.
- They should also help your audience recognise and solve common pain points.
- Here's the best way to think about it:
 - ***“If I was scrolling through my feed, is my post valuable enough that I’m going to consume the content of it - in feed at that moment.”***

Where can the valuable content for your LinkedIn posts come from?

- Asking our sales and marketing teams.
- Listening to customer calls
- Regular research into key trending topics/industry insights – we work with a subject matter expert. Key insights from blog articles and his own channel.
- Take insights from podcast episodes, blog articles and other longer form content that is produced.
- Take insights from LinkedIn where other industry leaders have a presence.

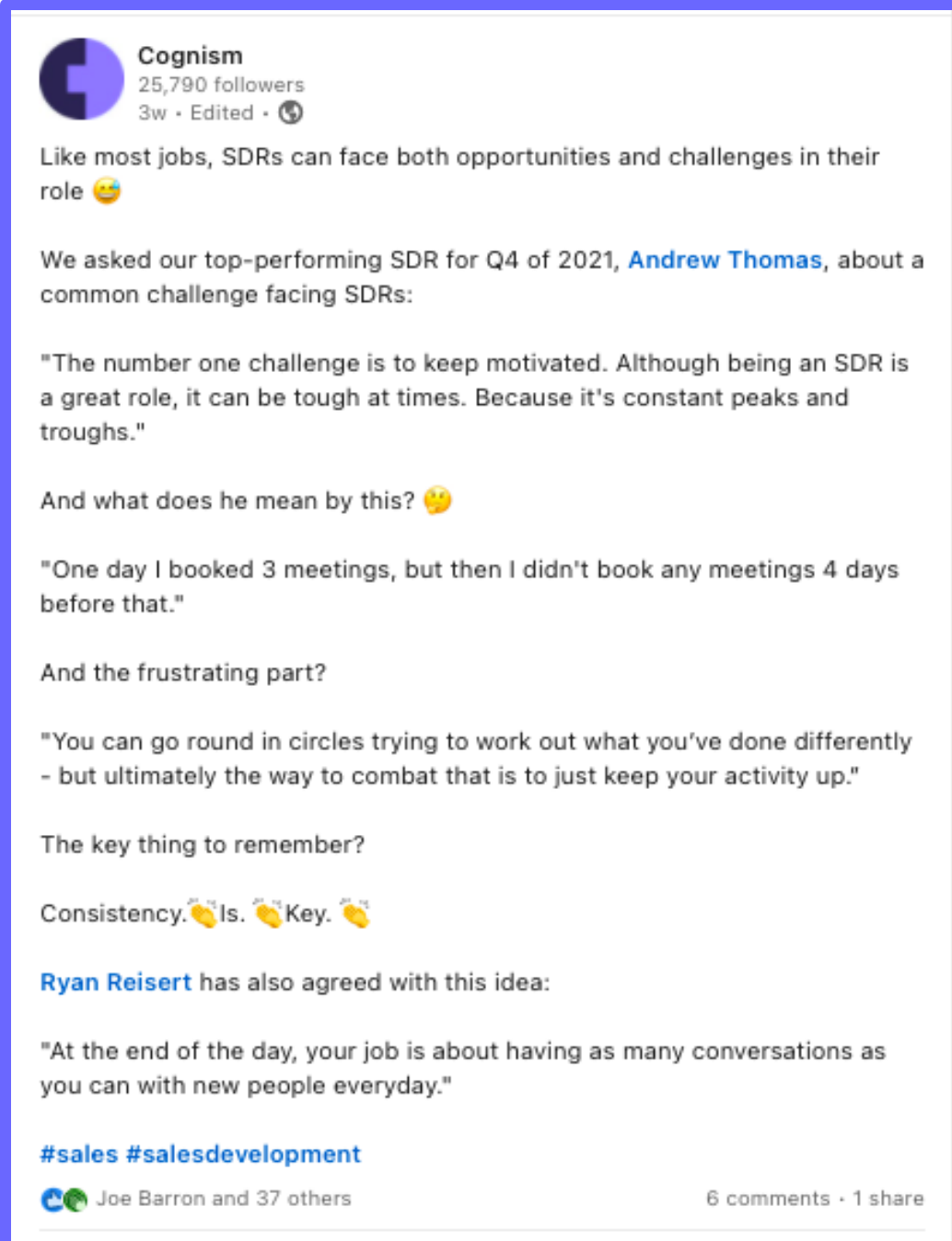
What we did in the past & why it didn't work

- In the past, we would just share a link with a small amount of supporting text.
- This post doesn't work because there's no value for the reader.
- They'll be thinking "What's in it for me? I have no idea what this post is about."
- We quickly learnt that in our LinkedIn posts, we should give away far much more than we ask for in return.



Text-only posts

- Reminder: your blog content is a crucial part of your broader content strategy and media engine. And that's IF it's distributed in a valuable way.
- LinkedIn can help with this. Your blog content provides the basis for some great text-only posts, as you can zoom into a specific topic.
- You can also use the text posts as an opportunity to write about something new or interesting you've learnt.
- It's a form of storytelling that can help you to connect with your audience. And they'll engage with the post in return.



Cognism
25,790 followers
3w · Edited · 🌐

Like most jobs, SDRs can face both opportunities and challenges in their role 😊

We asked our top-performing SDR for Q4 of 2021, [Andrew Thomas](#), about a common challenge facing SDRs:

"The number one challenge is to keep motivated. Although being an SDR is a great role, it can be tough at times. Because it's constant peaks and troughs."

And what does he mean by this? 😊

"One day I booked 3 meetings, but then I didn't book any meetings 4 days before that."

And the frustrating part?

"You can go round in circles trying to work out what you've done differently - but ultimately the way to combat that is to just keep your activity up."


The key thing to remember?

Consistency. 🍌 Is. 🍌 Key. 🍌

[Ryan Reisert](#) has also agreed with this idea:

"At the end of the day, your job is about having as many conversations as you can with new people everyday."

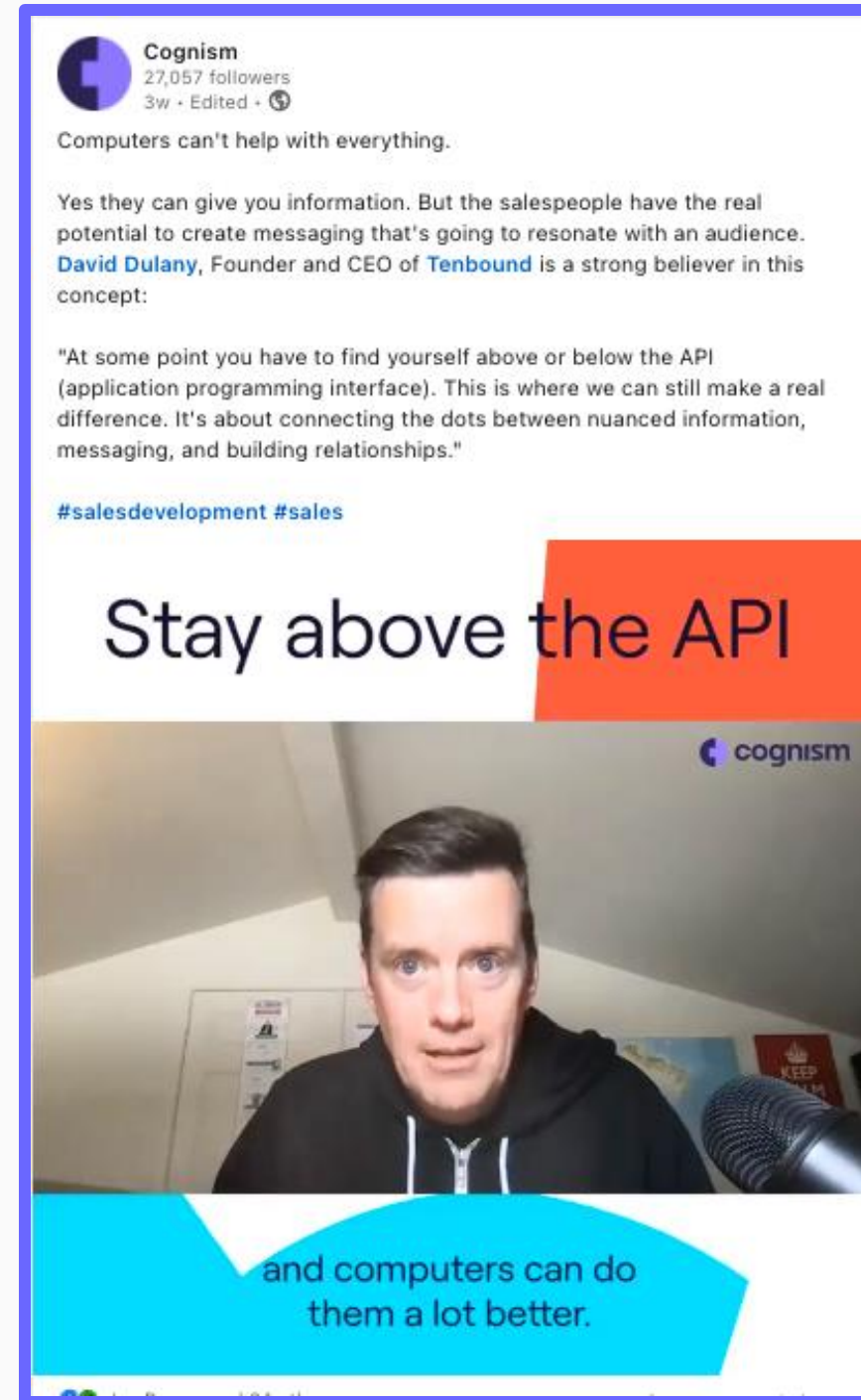
[#sales](#) [#salesdevelopment](#)

 Joe Barron and 37 others

6 comments · 1 share

Text & video posts

- This is an example of how we share/inform our audience or followers of new episodes of the podcast.
- We've got some supporting text around the topic, we tag the speaker(s) and invite someone to check out the full episode by saying there's a link in the comments.
- This is much more effective, because there's a key insight in the post itself.
- Note: don't post the full 50 minute to 1 hour webinar or podcast. Split the video up into snippets and post those instead.
- **Top tip:** We've noticed the square format works best for us.



Cognism
27,057 followers
3w · Edited · 🌐


Computers can't help with everything.

Yes they can give you information. But the salespeople have the real potential to create messaging that's going to resonate with an audience. [David Dulany](#), Founder and CEO of [Tenbound](#) is a strong believer in this concept:

"At some point you have to find yourself above or below the API (application programming interface). This is where we can still make a real difference. It's about connecting the dots between nuanced information, messaging, and building relationships."

[#salesdevelopment](#) [#sales](#)

Stay above the API

 cognism

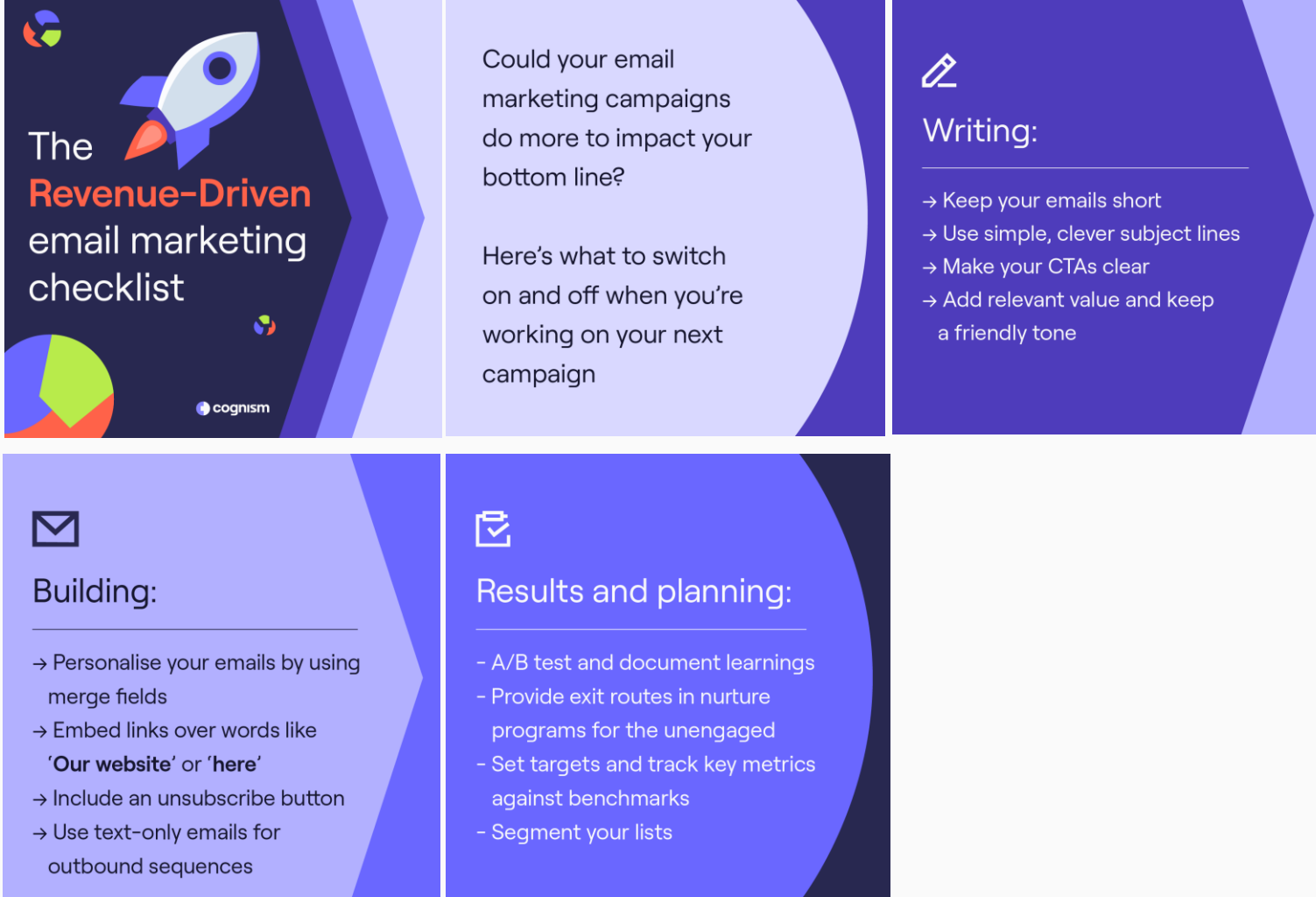
and computers can do them a lot better.



Creating value-led content with LinkedIn

Carousels

- These are **GOLD DUST** for engagement!
- Because your followers/audience can flick through the slides, and boom! They've immediately learnt something new.
- Now, for us we use the carousels as an opportunity to zoom into a particular topic. For example, a set of tips or a step-by-step process.
- Then in the actual text of the LinkedIn post we expand on the topic more generally. We might include quotes from our colleagues etc.



The Revenue-Driven email marketing checklist

Could your email marketing campaigns do more to impact your bottom line?

Here's what to switch on and off when you're working on your next campaign

Writing:

- Keep your emails short
- Use simple, clever subject lines
- Make your CTAs clear
- Add relevant value and keep a friendly tone

Building:

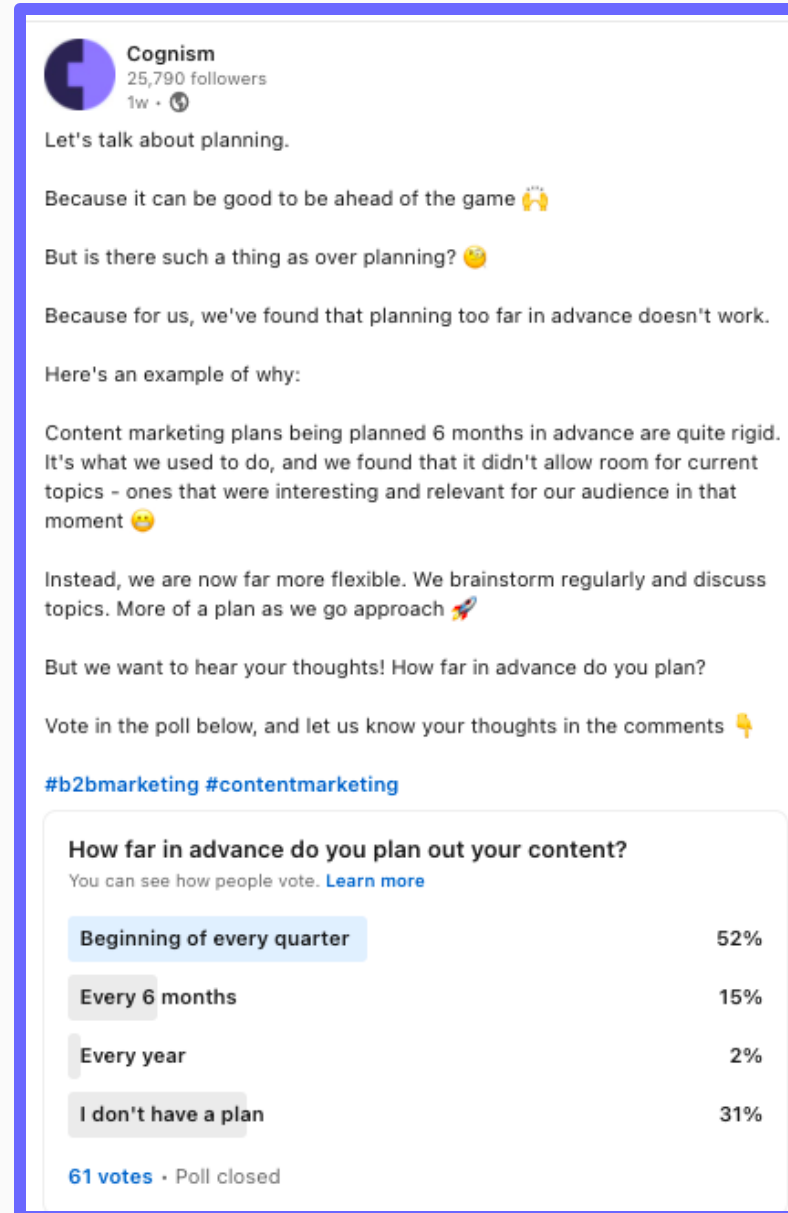
- Personalise your emails by using merge fields
- Embed links over words like 'Our website' or 'here'
- Include an unsubscribe button
- Use text-only emails for outbound sequences

Results and planning:

- A/B test and document learnings
- Provide exit routes in nurture programs for the unengaged
- Set targets and track key metrics against benchmarks
- Segment your lists

Polls

- Polls are all over LinkedIn! So remember to post them. We aim for a couple a month.
- BUT just doing a poll is scratching the surface! We've also experimented with follow-up posts sharing the results of the poll. It's an opportunity for us to offer more value AND engage with our audience.



Cognism
25,790 followers
1w · 🌐

Let's talk about planning.

Because it can be good to be ahead of the game 🏆

But is there such a thing as over planning? 😊

Because for us, we've found that planning too far in advance doesn't work.

Here's an example of why:

Content marketing plans being planned 6 months in advance are quite rigid. It's what we used to do, and we found that it didn't allow room for current topics - ones that were interesting and relevant for our audience in that moment 😊

Instead, we are now far more flexible. We brainstorm regularly and discuss topics. More of a plan as we go approach 🚀

But we want to hear your thoughts! How far in advance do you plan?

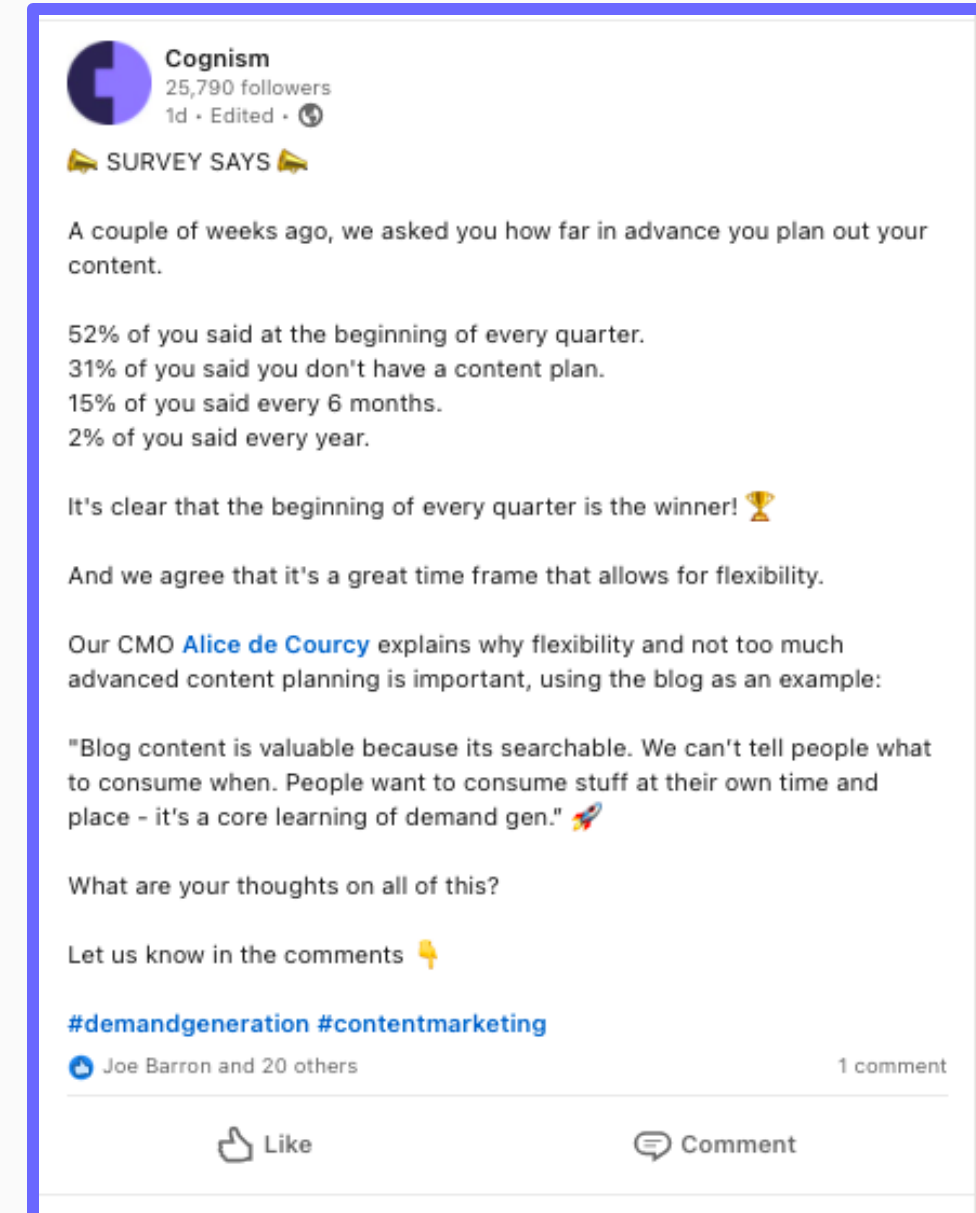
Vote in the poll below, and let us know your thoughts in the comments 📌

[#b2bmarketing](#) [#contentmarketing](#)

How far in advance do you plan out your content?
You can see how people vote. [Learn more](#)

Beginning of every quarter	52%
Every 6 months	15%
Every year	2%
I don't have a plan	31%

61 votes · Poll closed



Cognism
25,790 followers
1d · Edited · 🌐

📌 SURVEY SAYS 📌

A couple of weeks ago, we asked you how far in advance you plan out your content.

52% of you said at the beginning of every quarter.
31% of you said you don't have a content plan.
15% of you said every 6 months.
2% of you said every year.

It's clear that the beginning of every quarter is the winner! 🏆

And we agree that it's a great time frame that allows for flexibility.

Our CMO [Alice de Courcy](#) explains why flexibility and not too much advanced content planning is important, using the blog as an example:

"Blog content is valuable because its searchable. We can't tell people what to consume when. People want to consume stuff at their own time and place - it's a core learning of demand gen." 🚀

What are your thoughts on all of this?

Let us know in the comments 📌

[#demandgeneration](#) [#contentmarketing](#)

👍 Joe Barron and 20 others 1 comment

👍 Like 💬 Comment

Promotional posts: the exceptions

- If you've got an upcoming webinar or live event, there's no reason you can't share that it's happening. You have to EARN the right to be promotional.
- Just make sure that it's VALUE-DRIVEN! That way your audience will be convinced that it's worth signing up to.
- Deep dive into the topic of the session or the webinar, and then pop a sign-up link in the comments. Leave the link in the comments – that way your post isn't super forceful or promotional.
- Outside of live events, the only other promotional material we now prioritise are press releases. These are great for engagement and give your audience an insight into your company journey/milestones.

Our results

ENGAGEMENT

January 2022: 4476/5000

February 2022: 4320/5000

March 2022: 6277/5000

April 2022: 6327/5000

May 2022: 6255/5000

June 2022 (new engagement target changed to 6000): 6362/6000

FOLLOWER GROWTH

January 2022: 20,093 (+7.4% compared to December)

February 2022: 21,058 (+4.8% compared to January)

March 2022: 22,560 (+7.1% compared to Feb.)

April 2022: 23,949 (+6.2% compared to March)

May 2022: 25,434 (+6.2% compared to April)

June 2022: 26,977 (+6.1% compared to May)

Other tips & tricks

- Best time to post: 1pm & 5pm daily Mon-Fri.
- Metrics to track: follower growth & engagement.
- I use Agorapulse to schedule and track the progress of LinkedIn posts.
- Something that's worth doing is replying to comments and commenting on people if they've shared your posts. It's a little extra something to help build a sense of community.
- See what other companies are doing - that's where I tend to get some inspo from too: Chris Walker and Refine Labs, MetaData, and Landbot (Ungated Podcast) have been the big ones for us.
- I plan out the content for LinkedIn weekly. I don't like rigid plans – the more flexibility there is, the better!
- Upskilling/wider knowledge: I found external courses/resources to be quite useful. The main one was Devin Reed's LinkedIn course - he's got some useful stuff that I've picked up and implemented.



Who is responsible for
content distribution?

Everyone – you should not think of it as a 'thing to do' instead it should be driving your key strategic objectives and soon it becomes clear that multiple teams and individuals will own elements of it.



Cold Calling Live

Content Distribution



Channels for distribution

Main event: Live session

Which was then edited and distributed to:

- Podcast
- Social media posts
- Paid ads
- Blogs
- Newsletter
- Pillar page embeds
- Subject matter expert

Subject Matter Expert



Ryan Reisert · 1st

Brand Ambassador at Cognism | Host of Revenue Champions | 4x Perfo...

1w · 🌐



"Just to set the context"

It's another phrase that can really help you find your feet in a cold call.

Are you the right person for my call?
Do you have a problem I can help with?

Once the prospect has given you permission - after a SPECTACULAR permission-based opener - use this phrase to confirm what the rest of your call should look like.

Shawn Sease and I were just listening to a cold caller on the Start, Stop, Repeat show (did you tune in?)

And we realized it was the only thing missing from their script.

A way to validate the call, set the objectives, and confirm your approach.

Have you used it?

James Sutton and 19 others

5 comments



Ryan Reisert · 1st

Brand Ambassador at Cognism | Host of Revenue Champions | 4x Perfo...

3w · 🌐



It might have just been me but today's live show for **Cognism** with **Shawn Sease** was pretty solid!

We are going to start running it back weekly at 8am PST on Wednesdays

You will see a training exercise in this show that you have never seen before

By any other training

See you next week!

P.S. If you want to be a a volunteer slide into the DM










Cold Calling Live | Cognism

cognism.com · 1 min read

Sales professionals: we've got you sorted. We all know that being on the phone is one o...

4

1 share

<input type="checkbox"/>	 51: Cold calling live #7 (with Shaw...)	Jun 22, 2022	Published
<input type="checkbox"/>	 48: Cold calling live #6 (with Greg...)	Jun 01, 2022	Published
<input type="checkbox"/>	 44: Cold calling live #5 (with Mor...)	May 04, 2022	Published
<input type="checkbox"/>	 41: The current state of outbound [...]	Apr 13, 2022	Published
<input type="checkbox"/>	 36: Cold calling live #4 (with Josh ...)	Mar 09, 2022	Published
<input type="checkbox"/>	 35: Demand generation and the b...	Mar 02, 2022	Published
<input type="checkbox"/>	 30: Cold Calling Live #3 (with Mor...)	Jan 26, 2022	Published
<input type="checkbox"/>	 25: Cold Calling Live #2 (with Josh...)	Dec 01, 2021	Published
<input type="checkbox"/>	 23: Cold Calling Live #1 (with Mor...)	Nov 05, 2021	Published



Cold calling live

Revenue Champions
By Cognism

[Subscribe](#)

ABOUT THIS EPISODE

Welcome to our 7th episode of Revenue Champion's Cold calling live, a cold calling series where top sales leaders go through live cold calls and give actionable insight and advice to how to overcome obstacles when

Episode 51 · 1 week ago

51: Cold calling live #7 (with Shawn Sease, Founder at 5bynoon)



00:00:02 - 00:05:01

So welcome everybody to our call live and I am joined by the fearless beard and self, Mr Shawn Sease. Welcome to the show. Well, everyone, thanks for having me. Amazing, amazing. So Sean. Today we've got pretty jam packed agenda for those that are coming in. We are going to be walking through a framework that Shann and I have used for five years, for my entire career when it comes to trying to train reps up on cold calling. Sean and I had worked on this together over the last probably five, seven years now. How long? We know in to five years. For Five Years, SEF you we're just going on five years that we've intimately known each other. that we've actually worked together and known each

12 April 2022 | Article

How and why to stop pressuring prospects on cold calls

4 minute read
By: Binal Raval
Sales, Cold Calling

[🌐](#) [🐦](#) [📘](#) [✉️](#)

What's on this page:

- Lowering the zone of resistance
- Why and how you should ditch the pitch
- Pressure and no pressure buckets
- Closing thoughts
- Listen to the workshop

When you're **cold calling**, remember that prospects shouldn't feel like they have a gun to their head.

Okay granted - this is an extreme example.

But what we're trying to stress here is that prospects shouldn't feel pressured into buying things they don't want to.

This was the subject of our recent cold calling workshop with [Ryan Reisert](#) and [Josh Braun](#).

And this article will take a deep dive into how and why you should stop persuading prospects (and so strongly) at the start of cold calls.

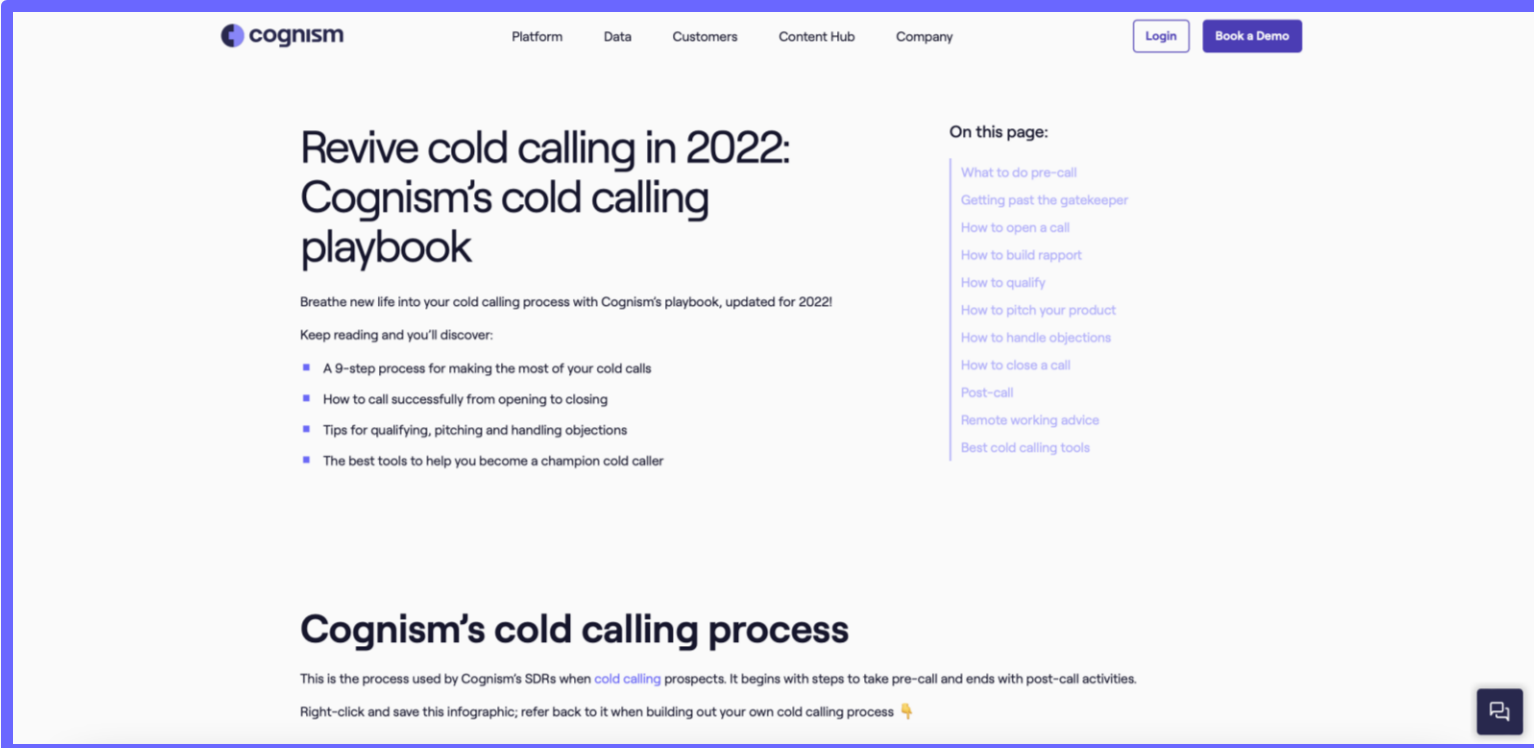
So, scroll or use the menu on the left to find out more 📌

COLD CALLING

Platform Data Customers Content Hub Company [Login](#) [Book a Demo](#)

3 February 2022 | Article

7 tips for acing cold calling in 2022 (with FAQs)



The screenshot shows a web page with a blue header containing the Cognism logo and navigation links: Platform, Data, Customers, Content Hub, and Company. On the right side of the header are 'Login' and 'Book a Demo' buttons. The main content area features a large heading: 'Revive cold calling in 2022: Cognism's cold calling playbook'. Below the heading is a sub-headline: 'Breathe new life into your cold calling process with Cognism's playbook, updated for 2022!'. A section titled 'Keep reading and you'll discover:' contains a bulleted list of four items: 'A 9-step process for making the most of your cold calls', 'How to call successfully from opening to closing', 'Tips for qualifying, pitching and handling objections', and 'The best tools to help you become a champion cold caller'. To the right of the main content is a 'On this page:' section with a vertical line, listing ten links: 'What to do pre-call', 'Getting past the gatekeeper', 'How to open a call', 'How to build rapport', 'How to qualify', 'How to pitch your product', 'How to handle objections', 'How to close a call', 'Post-call', 'Remote working advice', and 'Best cold calling tools'. At the bottom of the page, there is a section titled 'Cognism's cold calling process' with a sub-headline: 'This is the process used by Cognism's SDRs when cold calling prospects. It begins with steps to take pre-call and ends with post-call activities.' Below this is a note: 'Right-click and save this infographic; refer back to it when building out your own cold calling process' with a pin icon. A small square icon with a document symbol is located in the bottom right corner of the page content area.

cognism Platform Data Customers Content Hub Company Login Book a Demo

Revive cold calling in 2022: Cognism's cold calling playbook

Breathe new life into your cold calling process with Cognism's playbook, updated for 2022!

Keep reading and you'll discover:

- A 9-step process for making the most of your cold calls
- How to call successfully from opening to closing
- Tips for qualifying, pitching and handling objections
- The best tools to help you become a champion cold caller

On this page:

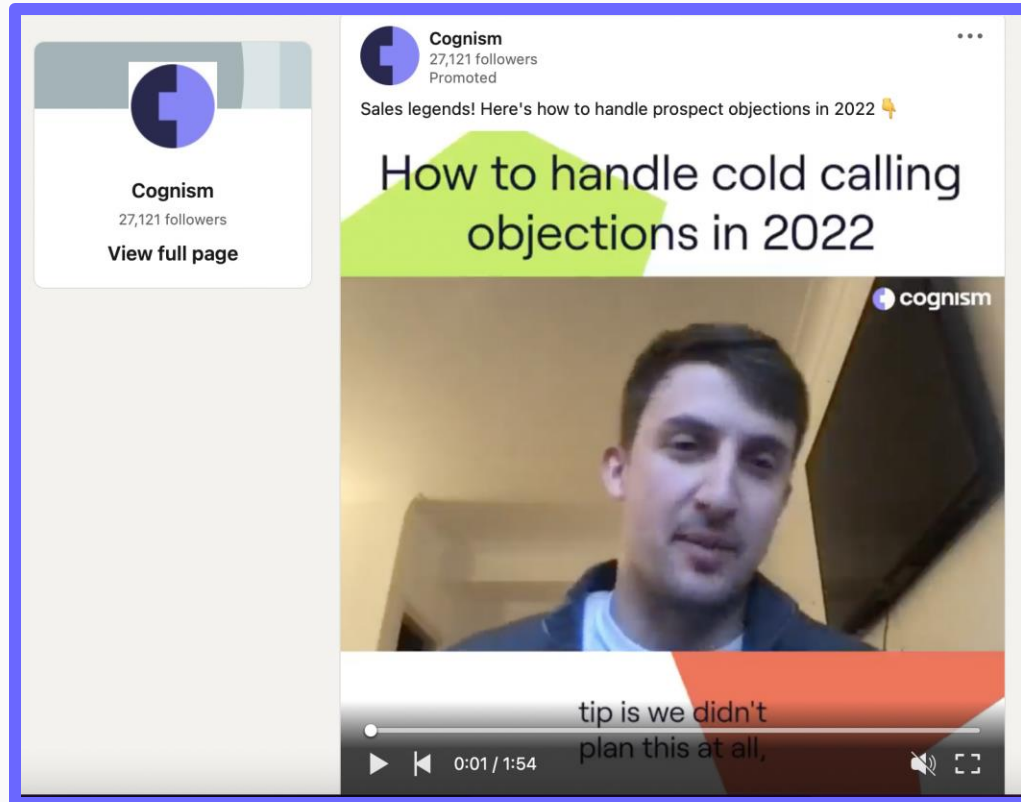
- What to do pre-call
- Getting past the gatekeeper
- How to open a call
- How to build rapport
- How to qualify
- How to pitch your product
- How to handle objections
- How to close a call
- Post-call
- Remote working advice
- Best cold calling tools

Cognism's cold calling process

This is the process used by Cognism's SDRs when cold calling prospects. It begins with steps to take pre-call and ends with post-call activities.

Right-click and save this infographic; refer back to it when building out your own cold calling process 📌

Paid video ads



Cognism
27,121 followers
Promoted

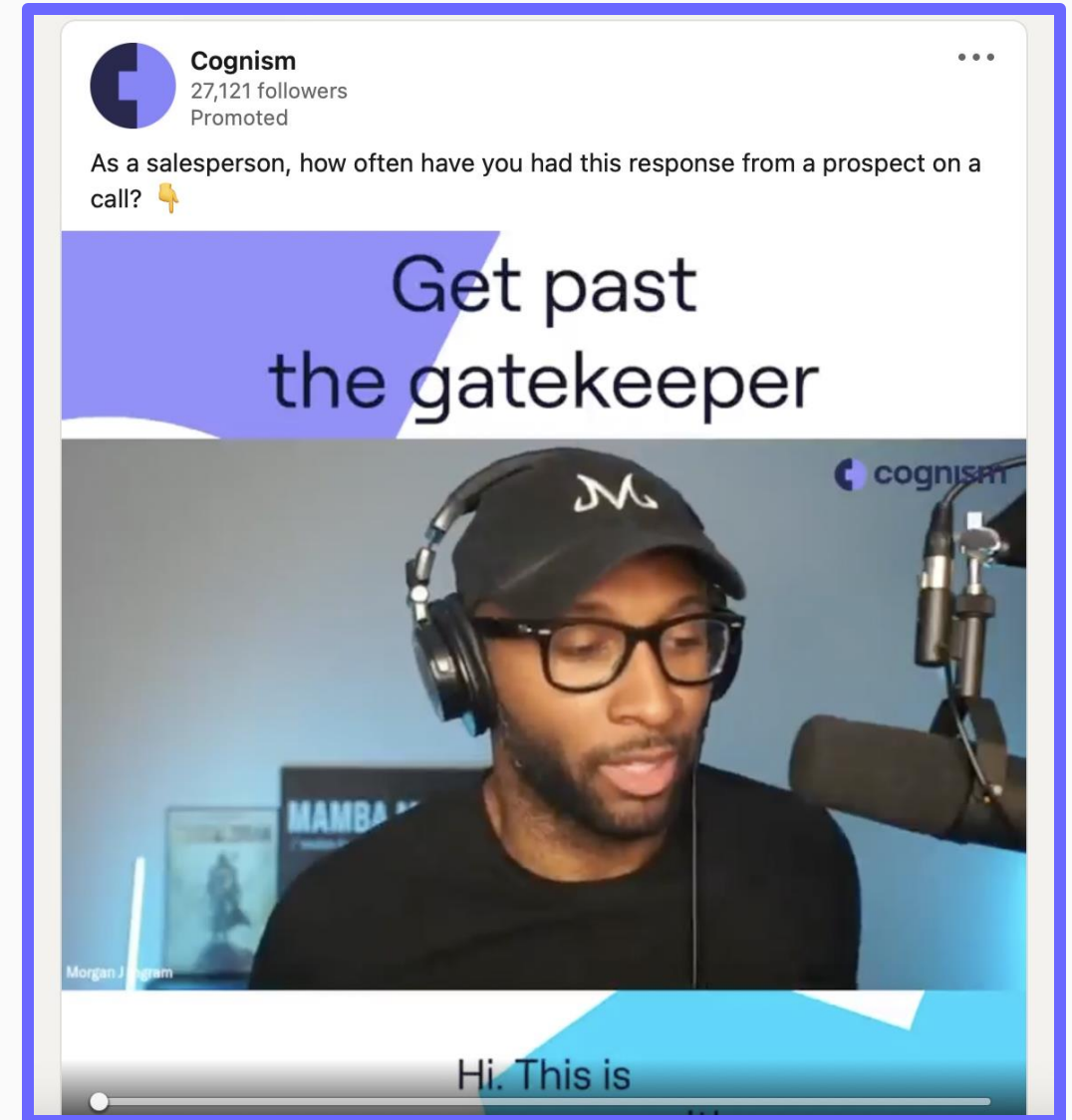
Sales legends! Here's how to handle prospect objections in 2022 📌

How to handle cold calling objections in 2022

tip is we didn't plan this at all,

0:01 / 1:54

This is a Facebook video advertisement for Cognism. The ad features a video of a man speaking. The video player shows a progress bar at 0:01 / 1:54. The ad includes a profile picture, name, and follower count for Cognism, along with a 'Promoted' label. The video title is 'How to handle cold calling objections in 2022'. A subtitle at the bottom of the video reads 'tip is we didn't plan this at all,'.



Cognism
27,121 followers
Promoted

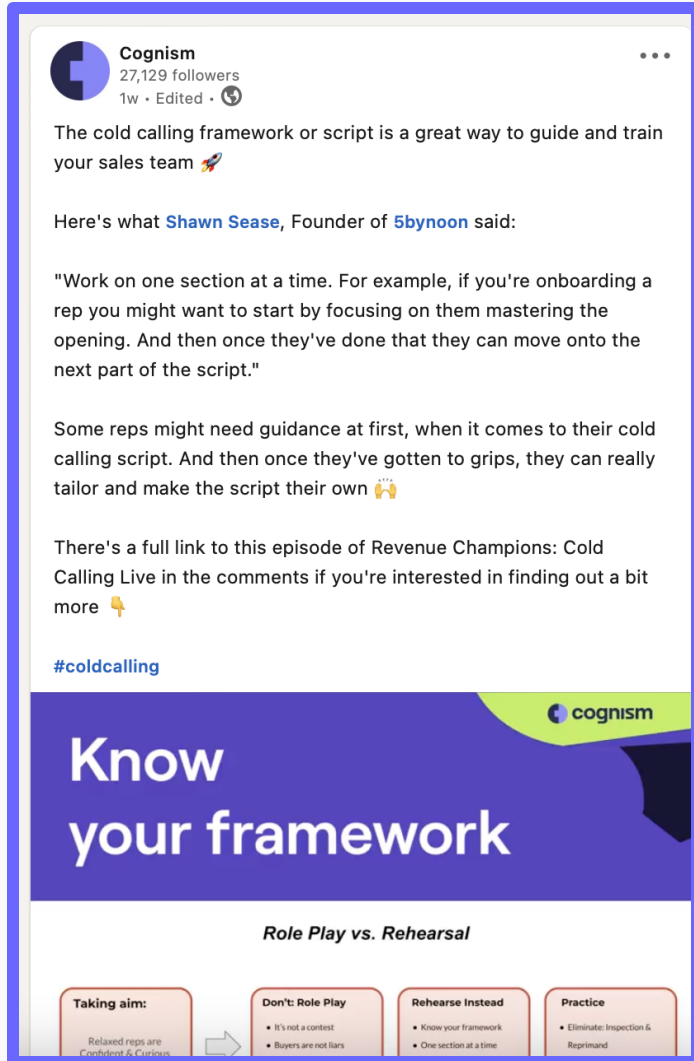
As a salesperson, how often have you had this response from a prospect on a call? 📌

Get past the gatekeeper

Hi. This is

Morgan J. Ingram

This is a Facebook video advertisement for Cognism. The ad features a video of Morgan J. Ingram speaking. The video player shows a progress bar at the beginning. The ad includes a profile picture, name, and follower count for Cognism, along with a 'Promoted' label. The video title is 'Get past the gatekeeper'. A subtitle at the bottom of the video reads 'Hi. This is'. The video player also shows the name 'Morgan J. Ingram'.



Cognism
27,129 followers
1w · Edited · 🌐

The cold calling framework or script is a great way to guide and train your sales team 🚀

Here's what [Shawn Sease](#), Founder of [5bynoon](#) said:

"Work on one section at a time. For example, if you're onboarding a rep you might want to start by focusing on them mastering the opening. And then once they've done that they can move onto the next part of the script."

Some reps might need guidance at first, when it comes to their cold calling script. And then once they've gotten to grips, they can really tailor and make the script their own 🙌

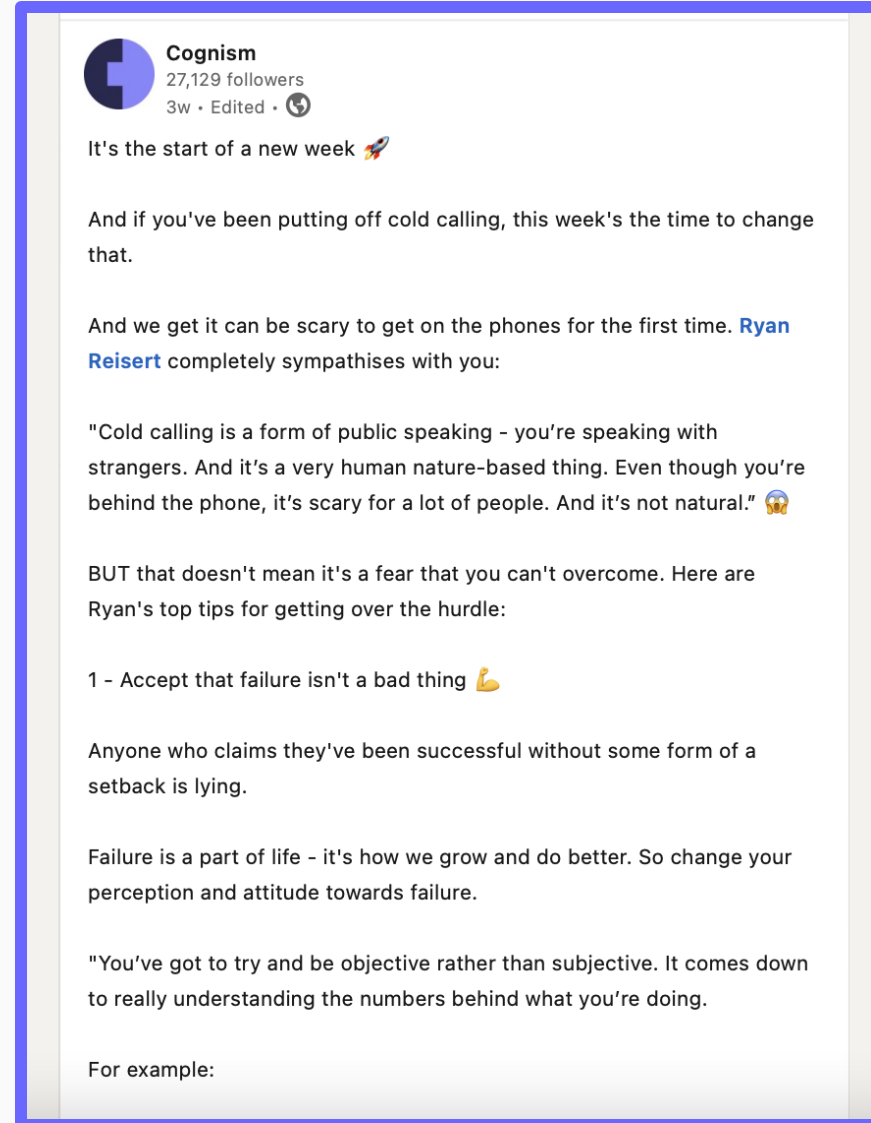
There's a full link to this episode of Revenue Champions: Cold Calling Live in the comments if you're interested in finding out a bit more 📌

#coldcalling

Know your framework

Role Play vs. Rehearsal

Taking aim:	Don't: Role Play	Rehearse Instead	Practice
Relaxed reps are Confident & Curious	<ul style="list-style-type: none">It's not a contestBuyers are not liars	<ul style="list-style-type: none">Know your frameworkOne section at a time	<ul style="list-style-type: none">Eliminate: Inspection & Reprimand



Cognism
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It's the start of a new week 🚀

And if you've been putting off cold calling, this week's the time to change that.

And we get it can be scary to get on the phones for the first time. [Ryan Reisert](#) completely sympathises with you:

"Cold calling is a form of public speaking - you're speaking with strangers. And it's a very human nature-based thing. Even though you're behind the phone, it's scary for a lot of people. And it's not natural." 🙄

BUT that doesn't mean it's a fear that you can't overcome. Here are Ryan's top tips for getting over the hurdle:

1 - Accept that failure isn't a bad thing 🙌

Anyone who claims they've been successful without some form of a setback is lying.

Failure is a part of life - it's how we grow and do better. So change your perception and attitude towards failure.

"You've got to try and be objective rather than subjective. It comes down to really understanding the numbers behind what you're doing.

For example:

At the end of the day, if your SDRs aren't phoning, there's a big opportunity being missed. And I'd argue they're not doing the job they're being paid to do.

Anyway, on that controversial note, I'll end this week's Sales Leaders' Digest.

If you're dealing with cold call reluctance right now, I'd love to know what you're doing to tackle it.

Otherwise, I'll be back next time.

Ryan Reisert

PS: Don't forget to join me for the next episode of sales training, [Start Stop Repeat.](#)

Content Distribution

Paid Social for
content a
distribution
channel

Paid Social Overview

Why distribute through paid social?

Once you stop using paid social channels for lead gen, you're free yourself to use them as true content distribution channels.

What are the benefits to using paid social over organic?

- You can target precisely who you want too.
- You can hit that target audience with the same message more than once.
- It's much quicker than organic social to get started with.
- It helps to build your organic following at the same time.
- You can easily distribute content indifferent formats, across channels and audiences.

And the cons?

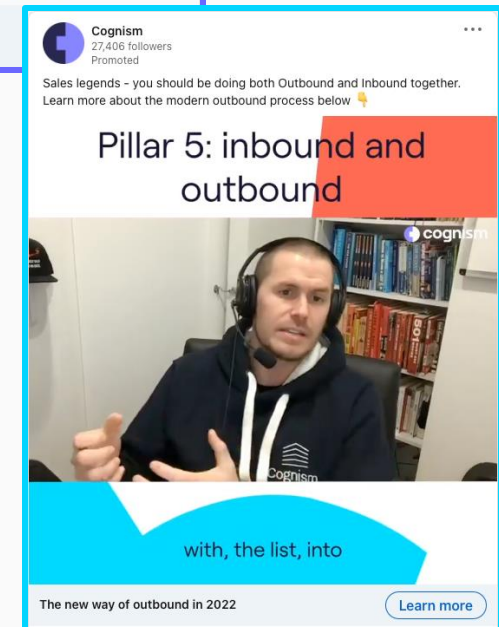
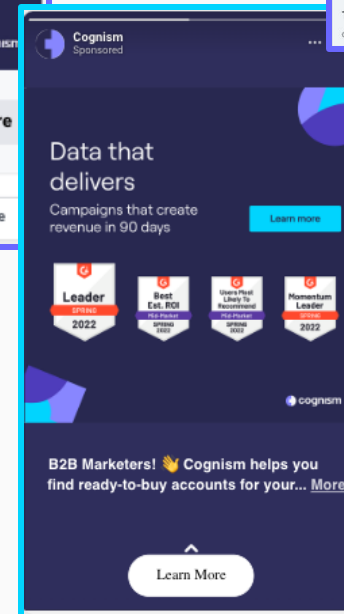
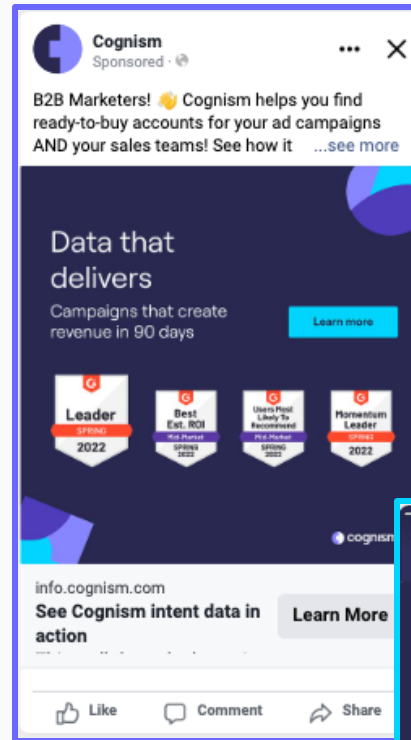
- It costs you!

What channels to use?

- LinkedIn Ads
- Facebook/Instagram Ads
- YouTube
- TikTok

Each have separate considerations before starting.

We have only started on the first two but are looking into the other two.



Paid Social Structure

How do we structure it?

We breakout both our LinkedIn and Facebook campaigns into the same buckets:

1. Thought Leadership (10%)
2. Content (20%)
3. Product (40%)
4. Social Proof (20%)
5. Demo (10%)

Consideration is taken into account, as to whether we want that content consumed in-feed or on our website (or out of feed).

And then helps decide on the campaign goal we set e.g. (Reach/website views/video views)

Thought Leadership

- Ad 1: "Say goodbye to old lead gen tactics. They aren't bringing you any revenue!" Includes a funnel diagram with segments: "The dark funnel of B2B marketing", "Boost your revenue", and "Creating demand".
- Ad 2: "Marketers! Don't make the same mistakes we did when we switched from lead gen to a demand gen model".
- Ad 3: "DON'T MAKE THIS MARKETING MISTAKE. Marketers! What do you know about the dark side of B2B marketing? Find out all about it below".
- Ad 4: "The Dark Side of B2B Marketing. Diving into the dark channel marketing can keep you ahead of the competition of hard-to-track channels".

Content

- Ad 5: "Is your cold calling process up to date?" Includes a circular diagram with steps: "1. Prepare", "2. Deliver", "3. Consolidate".

Product

- Ad 6: "Sales! Breathe new life into your cold calling strategy. Get the guide and turn your cold calls into more revenue".
- Ad 7: "There's nothing more satisfying than watching every piece of your sales strategy fall into place. Cognism helps transform...see more".
- Ad 8: "COMPLETE YOUR sales strategy WITH complete and accurate data." Includes a colorful abstract graphic.

Social Proof

- Ad 9: "Sales leaders! Our solution helps you spend more time on revenue when it matters. Save time spent on research-heavy tasks".
- Ad 10: "Focus on revenue. Not research. 'It used to take us half a day to prospect 50 new leads and add them into our CRM. With Cognism, it now takes ten minutes'".

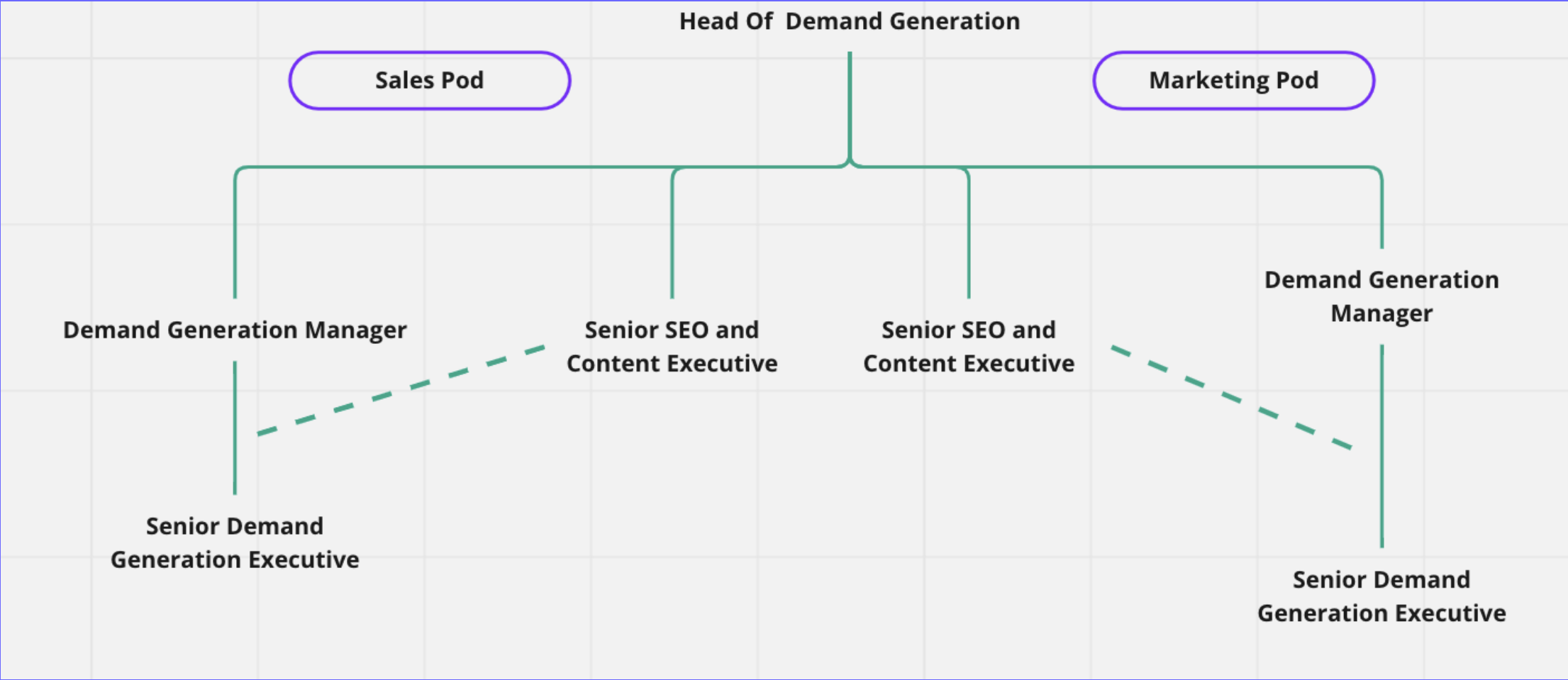
Demo

- Ad 11: "Sales Leader, your Cognism questions answered". Includes a video thumbnail of a man speaking.
- Ad 12: "Crush your sales goals. Use intelligent data to increase your sales. Call confidently, knowing you're reaching the right person at the right time, every time." Includes a network diagram.
- Ad 13: "Verified Emails and Mobile Numbers. Don't just take our word for it. Try 25 for free".



Distribution in Demand Gen

Rethinking the content role



Content role redefined:

- Integrating content and demand generation to work as one team.
- Content and SEO Exec moving away from pure blog writing.
- Mapping out key content buckets that should be up to date with engaging and value led content.
(Thought Leadership, Content, Social Proof and Product)
- Focus on high intent SEO pages – these should be updated regularly.
- Fully aligned on key campaigns – working with DG manager to ensure we have all of the content required to make the campaign a success.
- Distribution – optimising content for channels where our audience actually hang out is really important. The content exec now looks beyond a blog post or e-book and explores *video, podcasts, audio, infographics, case studies etc.*
- Each content executive focuses on one of our core personas and should be responsible for owning every content asset we have live for that particular persona.