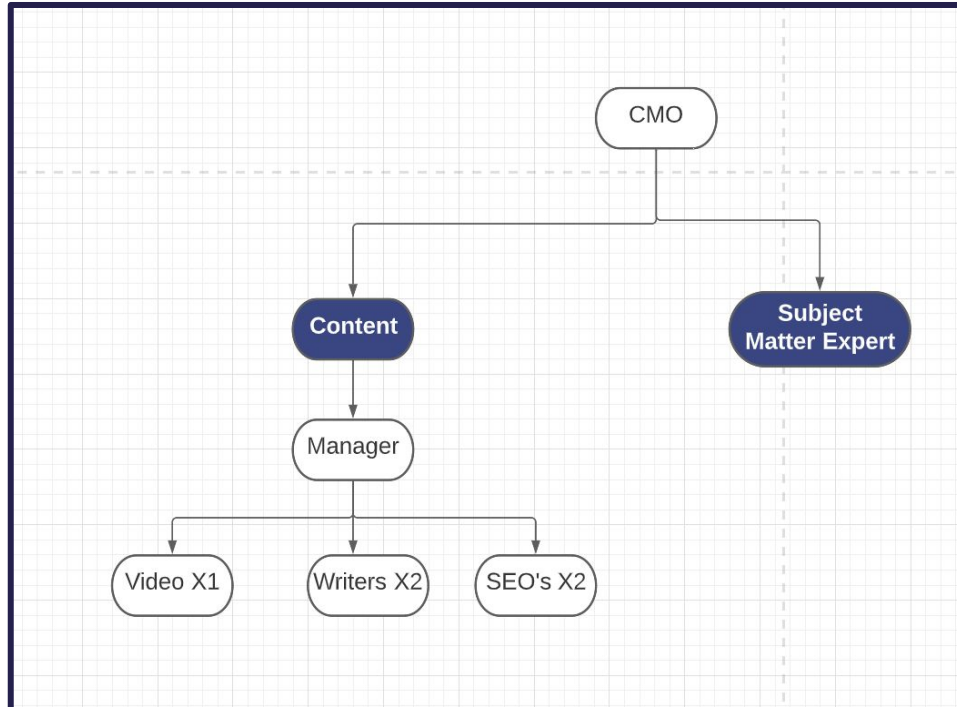




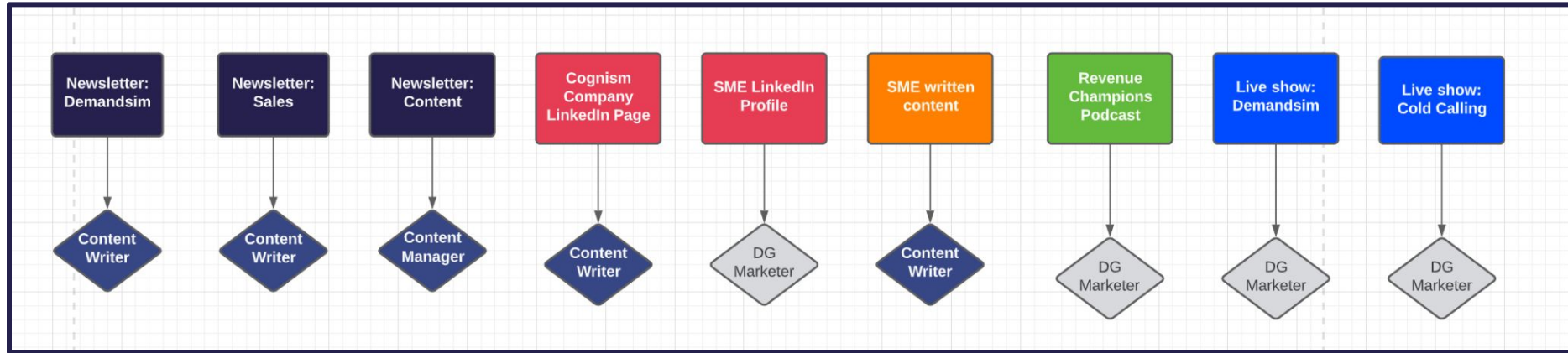
Building a content engine to power demand

Structuring the content engine



- Your SEO goals and the goals of your journalistic content should be very different and for this reason they also require dedicated expertise
- When hiring our content writers we don't hire for SEO knowledge, we hire for an ability to find a story, to write a great story and to be part of the communities our customers and prospects are in
- We have found that to be really successful with SEO as well you need dedicated focus and accountability, it requires constant attention

Ownership for content distribution



SPOTLIGHT

Subject Matter Experts

SUBJECT MATTER EXPERTS

#Influencer

IDEAL DEMAND

Decision made - before the choice even emerges.

COMMUNITY

Learn from B2C: individual relationships at scale.

TRUST

It's all about mutual benefit. Be genuine.

SINCE FEBRUARY 2022

+ 2,214 new followers

152% more views

131% more likes

ENGAGING?

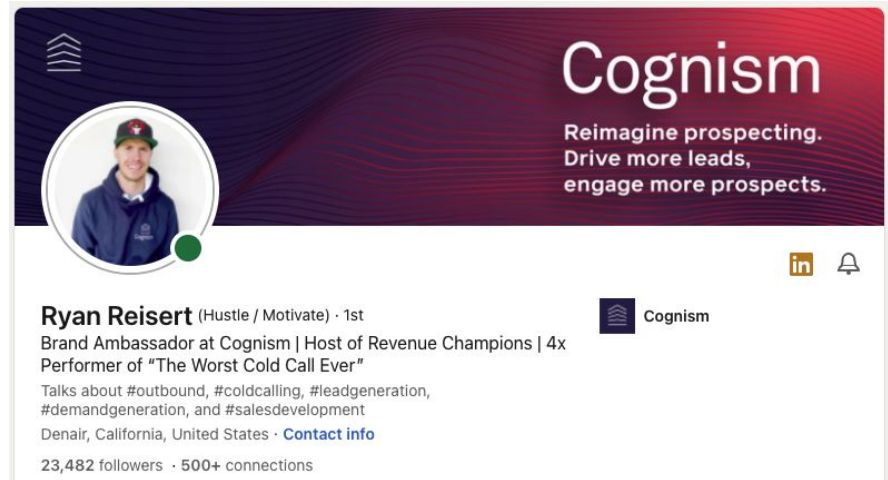
75% more comments

12 personal thanks

1908 competition votes

TACTICAL

Will someone book a meeting with what they learn from Ryan?



The image shows a LinkedIn profile card for Ryan Reisert. The header features the Cognism logo and tagline: "Reimagine prospecting. Drive more leads, engage more prospects." The profile picture shows a man in a blue jacket and a red cap. The bio includes: "Ryan Reisert (Hustle / Motivate) · 1st Brand Ambassador at Cognism | Host of Revenue Champions | 4x Performer of 'The Worst Cold Call Ever'". It also lists his interests: "#outbound, #coldcalling, #leadgeneration, #demandgeneration, and #salesdevelopment", his location: "Denair, California, United States", and a "Contact info" link. At the bottom, it shows "23,482 followers · 500+ connections".

SUBJECT MATTER EXPERTS

LinkedIn 101

VIDEO

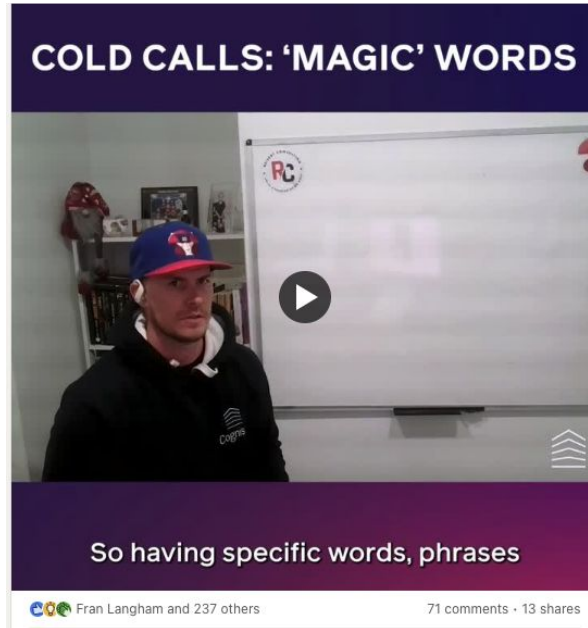
- 3x engagement rate compared to average.
- Greater barrier of entry = less competition.

COMMENTING

- Increases reach to other networks.
- Individual interactions build the community.

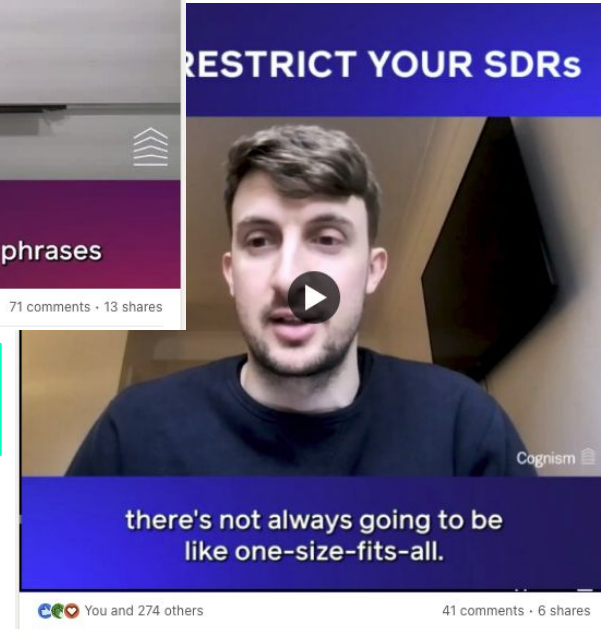
ACTIVITY

- Diverse posts every weekday.
- Work with what's viral.



FROM A SINGLE POST >
+ 77 new followers

< FROM A SINGLE POST
+ 169 new followers



Content + DG

The Feedback Loop

Demand Gen Team

- Running campaigns across all channels - paid, social, webinars, events, email etc
- Direct qualitative feedback from campaigns
- Reporting on the success of campaigns, content and themes



Content Team

- Acting as journalist and looking for the story
- Interviewing subject matter experts and creating blogs and video content
- Researching current on trend topics
- Feedback from the SME they're interviewing



DG x Content

- Bi weekly meetings or pod model (we do both!)
- Demand Gen to think about further don't consumption e.g. snippets, video, infographic
- Demand Gen to adapt content appropriately for different channels
- Content work to demand gen targets think and checkin on website flow

Content Distribution


Where are your customers? 🤔

- Company Organic Social
- Subject matter experts
- Owned Blog/Medium
- Paid Social (LinkedIn, Facebook)
- Communities (Reddit, Facebook Groups, Discord, Slack)
- Webinars, events
- Newsletters
- Email nurtures

Things to consider 😊

- Do you have the content in the right format for your channel?
- What is your goal in distributing it there? How will you measure success?
- Do you have an engagement strategy?
- Where are people viewing your content? In-feed or on site? On stories? Have you adapted the content to suit this?

Podcast as text post

 Cognism
24,102 followers
5d · Edited · 🌐

SDR teams thrive on diversity.

Having a team of people from different personalities and backgrounds builds character and success in an SDR team 🙌

And what that also means is SDR managers have to be flexible in hiring.

Because one size doesn't fit all 🤖

When we spoke to Sunil Kumar 🇮🇳, the CEO and Co-Founder of TrainYo 🇮🇳, he shared this sentiment:

"The way you get jobs is flawed. Because it's not set for purpose. In fact, 70 to 80% of the global workforce is going to have to re-skill in the next 10 to 20 years. That in itself just shows you the size of the problem." 🤖

He added by saying onboarding also needs to fundamentally change:

There should be "a thorough onboarding programme to the tech stack". Because everyone retains information differently.

"There are different styles of learning. So there should be an element of customisation for individuals. For example, if someone can't read a whitepaper on the product, there should be a video walkthrough or a 1-2-1 session with the product manager." 🇮🇳


And we couldn't agree more.

Because the more flexible the approach, the more confident reps are going to be when it comes to their roles!

Because they'll know the products inside out 🤖

Let us know your thoughts on all of this in the comments below 🙌

#salesdevelopment

 Joe Barron and 35 others

8 comments

Podcast as blog post

A company's story can have as many twists and turns as a Hollywood blockbuster.

The milestones, the successes, the growth in staff, and everything in between.

It's all a journey - and it's an exciting one at that.

And in this article, you'll understand [Snowflake's](#) growth story, all the way through to IPO.

So, without further ado, let's get straight into the story - as recounted by [Marc Wendling](#), Snowflake's Global VP of SMB Sales.

Listen to Marc's interview with Ryan Reisert, Cognism's Brand Ambassador, below 🙌


RETHINKING
OUTBOUND

38: Rethinking outbound: how did
[Cognism](#) do it?



Cognism 

Blog as video post

 Cognism
24,102 followers
1w · Edited · 🌐


What's the magic word?

And no we're not talking about "please" and "thank you" 🙌


[Ryan Reisert](#) refers to specific words and phrases that reps can use to keep a conversation on a cold call going.

For example, use the phrase "Just out of curiosity" when somebody gives you an objection. Or you can use it to follow up on something that's already been said 🙌

COLD CALLS: 'MAGIC' WORDS



in my cold conversations
to keep conversations going.

 Binal Raval and 109 others

19 comments · 9 shares

Content Distribution Management

How we manage it in the DG team 🕶️

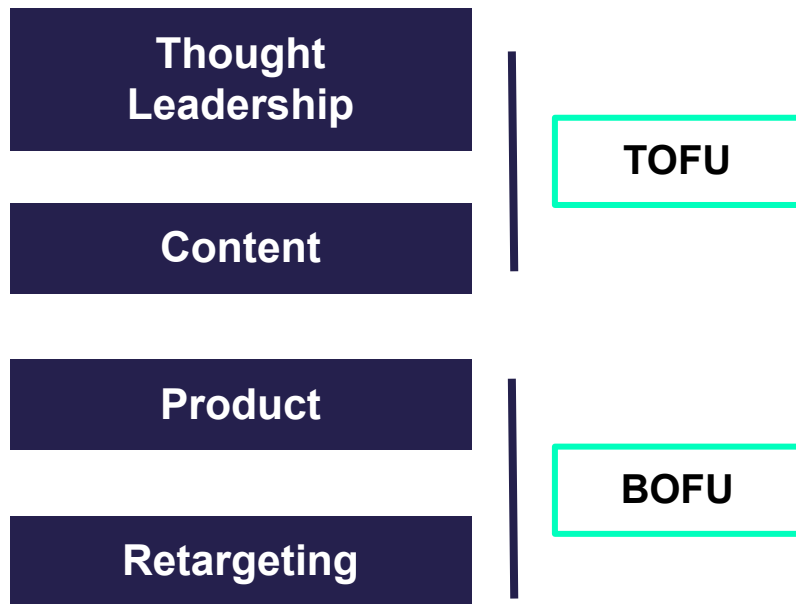
- Each member of the DG team owns content categories
- Ownership means they can drive creation of new content in the category
- Each category is assigned to an “Ad group” to help plan our paid efforts
- Plan the creative formats we need i.e video, carousel, static image
- Plan the content format - blogs, video, webinar, newsletter

Content Name	Owner	Contributors	Status	Ad Group	Category	Creative Format	Content Format
How Cognism's marketing team used Cognism to deliver record-breaking months	Ashleigh		In Progress	Content	Cognism use Marketing		
What Is Dark Social and Its Impact on Your Business?	Ashleigh		Idea	Content	Cognism use Marketing		
Brand vs demand	Ashleigh		Idea	Content	Cognism use Marketing		
B2B marketing channels: do they have a self-by data?	Ashleigh		Idea	Content	Cognism use Marketing		
10 B2B email marketing tips that will increase your sales in 2022	Ashleigh		Idea	Content	Cognism use Marketing		
Gated vs ungated content: the great marketing debate	Ashleigh		Idea	Content	Cognism use Marketing		
6 reasons why sales needs to work closely with marketing	Ashleigh		Idea	Content	Cognism use Marketing		
Marketing Campaign Audiences Guide	Ashleigh		Idea	Content	Cognism use Marketing		
Hot Leads: How to Attract & Close Them in 2022	Ashleigh		Idea	Content	Cognism use Marketing		
Paid Ads audience expansion	Ashleigh	James	Idea	Content	Cognism use Marketing		
Outbound email: an extra channel limited only by how you use it	Ashleigh	James	Idea	Content	Cognism use Marketing		
Demandism 2: Content	James	Ashleigh,Liam, Alice,	Created	Thought Leadership	Lead Gen to Demand Gen	Video	Webinar
Cold Calling Live 4: Content	Ashleigh	Dave, Morgan	In Progress	Content	Cold Calling		
Podcast: Repurposed Content (Sales)	James	Ashleigh, Ryan	Idea	Thought Leadership	Outbound Pillar		
New Social Proof Creatives based on Cold Calling/Sales Workflows	Ashleigh	Emma, Karen	Idea	Content	Social proof		
Customer stories: QA	Fran	Jamie	Created	Product	Social proof	Video	
Video from CS Team: Mobile data inc diamond data	Fran	Jamie	Created	Product	Diamond Verified	Video	
Marketing calculator	Ashleigh	Product marketing	In Progress	Content	Tools & Calcs		
Workflows: I want to "identify companies searching for my solution and intercept them earlier in their buying journey"	Jamie	Product marketing	Idea	Product	Sales Workflow		
Workflows: I want to "easily connect with high-value contacts in accounts assigned to me"							



Content bucketing & structuring

Overview: The Structure



- Content buckets designed to cater for all different types of content / stages of funnel
- We want to avoid running too many campaigns that are hard to manage
- Note this is not a funnel - all of this content is served to our whole ICP
- Build key categories / topics to test within these content buckets

Overview: Top of Funnel

Thought Leadership:

Persona: Serve to all relevant personas

Topics: Strategic narrative for key personas, outside of solutions your company solves for.

Budget allocation: 10-15%

Content:

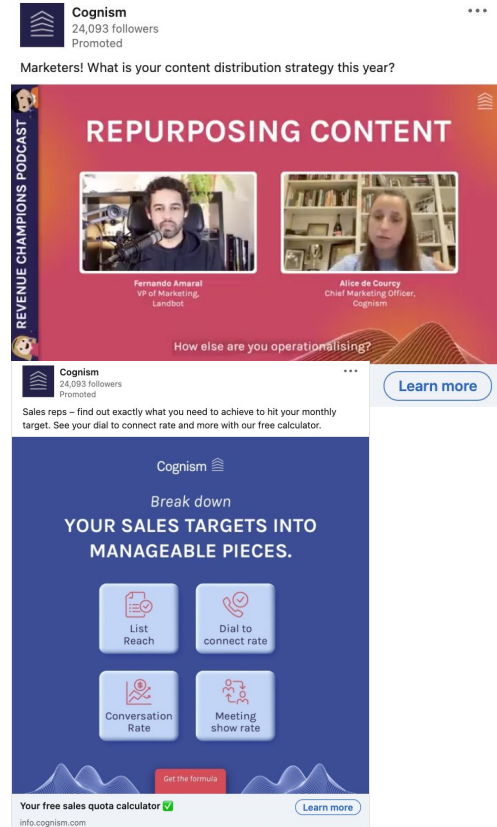
Persona: Serve to all relevant personas

Topics: Address key pain points / solutions that your company does solve for.

Budget allocation: 25-30%

Thought Leadership vs. Content

Thought leadership is more of a strategic narrative that doesn't mention your product. Content is educational and tactical whilst relating to the pain-points your solution solves.



The screenshot shows a LinkedIn post from Cognism. At the top, the profile header includes the Cognism logo, name, 24,093 followers, and 'Promoted' status. The main content is a video player for a 'REVENUE CHAMPIONS PODCAST' episode titled 'REPURPOSING CONTENT'. The video features two speakers: Fernando Amaral, VP of Marketing at Landbot, and Alice de Courcy, Chief Marketing Officer at Cognism. Below the video, there is a text-based post asking 'Sales reps - find out exactly what you need to achieve to hit your monthly target. See your dial to connect rate and more with our free calculator.' and a 'Learn more' button. Below the text is a dark blue graphic with the text 'Break down YOUR SALES TARGETS INTO MANAGEABLE PIECES.' and four icons representing 'List Reach', 'Dial to connect rate', 'Conversation Rate', and 'Meeting show rate'. At the bottom of the graphic is a 'Get the formula' button. The post footer includes 'Your free sales quota calculator' with a green checkmark and 'info.cognism.com'.

Overview: Bottom of Funnel

Product:

Persona: Serve to all relevant personas

Topics: Showcasing who your company is and what product / service you offer

Budget allocation: 45-50%

Retargeting:

Persona: Serve to all relevant personas

Topics: Social proof, case studies, BOFU content

Budget allocation: 10-15%

Optimising for infeed consumption VS conversions

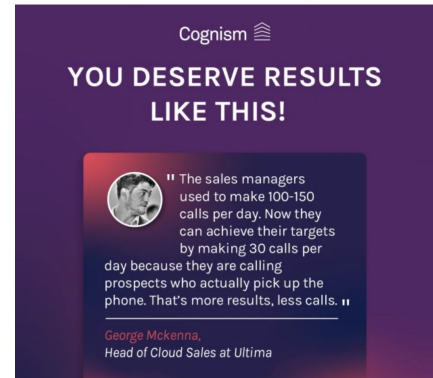
We are currently running some campaigns to our retargeting audience that optimize for website conversions i.e direct demo requests however 95% of our content optimises for infeed consumption and engagement



Cognism's Diamond Data® contacts are phone-verified, so more of your dials result in live conversations. You might not see their face, but you'll have their ear.



Are your reps wasting time calling prospects who don't pick up the phone? Arm them with verified phone data that generates 7X more live conversations.



What we measure

Metrics: Then and now

Lead Generation Approach

We measured key metrics such as

- Click through rate
- Cost per lead
- Number of net new leads
- Lead:MB conversion rate

Quantitative approach that focuses on MQL collection and spending 90% of budget on **capturing** 'demand'

NOW 

Demand Generation Approach

We now measure key metrics such as

- Engagement rate
- Video views
- Inbound demo velocity
- SQO win rate
- Frequency
- ICP penetration

Qualitative approach that focuses on how quality inbounds convert down the funnel. Spending 90% of budget on **creating** demand