

Building a Strong Content Marketing Foundation

Your First 30 Days as an Influence & Co. Client



We're so glad you're here.

You have signed on to create an effective content strategy with Influence & Co. While you are celebrating with your team and anticipating our work together, we are preparing to help you reach your content goals:



matching you with an account team



transferring information from salesperson to account team



conducting additional research on you and your industry

What to Expect in Our First 30 Days

THE KICKOFF CALL

~ 10 business days after contract is signed

Invite These Individuals:



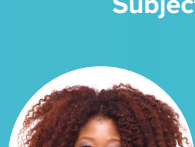
main point of contact



marketing team member(s)



Subject Matter Experts



content reviewers (optional)



analytics point of contact (optional)

Come Prepared to Discuss:



your goals for our partnership



target audience persona



specific expertise areas



tone or company branding preferences



company's unique position in the industry



other elements of your marketing strategy

With your time investment and engagement, your Influence & Co. team will:

- align your content strategy with your company's marketing goals.
- ideate content campaigns that will give your company a competitive advantage.
- build a foundation for a successful working relationship with your company.

THE ACCOUNT STRATEGY CALL

~ 5 business days after the kickoff call

Invite These Individuals:



main point of contact



marketing team member(s)

Come Prepared to Discuss:



content goals



success metrics



target audiences



Influence & Co. process

With your time investment and engagement, your Influence & Co. team will:

- build a timeline for completing all contracted deliverables.
- create a plan for success metrics reporting.
- align our work with your company's other marketing efforts.
- continue to develop a content strategy that aligns with your company's goals.

THE CONTENT STRATEGY CALL

~ 10 business days after the account strategy call

Invite These Individuals:



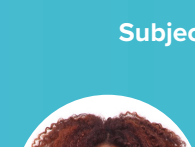
main point of contact



marketing team member(s)



Subject Matter Experts



content reviewers (optional)



analytics point of contact (optional)

Come Prepared to Discuss:



content campaigns for the upcoming two months



content topics



target audiences



distribution strategy



content approval process



next steps

With your time investment and engagement, your Influence & Co. team will:

- develop questions to gather your team's expertise on your content's topics and themes.
- begin content creation.

Bringing It All Together

In just 30 days, you have:



tone and writing guidelines



access to ICo Core



your account team



confirmed success metrics



target audiences



solidified content goals



first two months content strategy and plan

We're ready to create your content!

Your involvement in our content creation process includes:

- providing insights to our knowledge sharing questions.
- giving us timely feedback and approval on each piece of content.
- maximizing your published content by sharing it.
- participating in quarterly strategy meetings.
- communicating company updates and goal changes.

start creating content!



"They spend the time necessary to understand our needs and work closely with us, often through multiple iterations, to craft a finished product that advances our mission."

– Jeff Mazur, LaunchCode