



CONTENT STRATEGY

Purpose of This Document

- To accelerate progress against our organizational goals.
 - Demand generation
 - Demand conversion
 - Loyalty and advocacy
- Align stakeholders around shared vision for content program
- Enhance performance and measurement of content and social media

About this Content Strategy

The following content strategy is a way to organize all of our owned, earned, and paid media efforts into a coherent and consistent relationship with our customers.

Through the execution of this content strategy, over time, we will purposefully pursue and achieve the exact positioning we want to occupy in our target market's mind.

By sharing this document with all content creators, partners, and stakeholders of any kind, we will align every communication effort into the exact same direction for maximum positive impact.

Table of contents

- Target Persona
- Competitive Landscape
- Unique Value Proposition
- Point of View -
- Content Pillars
- Social Media Playbook
- Channel Guidelines

target persona

The Rep Methods Customer is a small, medium or large organization with outside sales reps they must hire, retain and grow in order to continue to stay alive in business. Rep Methods customers are business owners, executives, HR Managers struggling to find, train and retain salespeople. They can find bodies, but the bodies don't get the job done. This customer has built their product and service based on skills, knowledge and experience in their field. I see hispanic men who have worked in fabrication for years and started their own company. I see Hector De Leon from Countervations who would ask me weekly to come work for him to help him sell his clients and to be the face of his company. I see the Turkish owners of the fab shops i worked up north who constantly complain they cannot find good sales people. These business owners have a brand, but they don't have personality. Many of my clients will be NON-AMERICAN, who feel they need more american salespersons to work with the average American consumer. The truth is they don't need AMERICAN, they just need to train the salespeople to better analyze the customer and techniques in closing the sale. These businesses aka customers provide quality and they need someone to help teach the business development skills which so many only come by naturally. My clients work from close to home and they typically eat at home. They like to eat out with family on the weekends. My clients can be relatively religious, possibly muslim or catholic, typically raised in a strict religious belief system.

Copy



competitive white space

→ Many of these buyers use social media only on the weekends, early night before bed, or early mornings. Most subscribe to groups such as Stone Fabricators alliance, Isfa or All Slab fabbers and don't spend much time on facebook or Instagram. They might watch tick tock in their spare time but social media is not important to this customer. Direct campaigns will have better results because these customers aren't searching for an answer online, they are going through the day to day and doing the best they can to train on their own. They haven't considered there is an alternate resource.



→ Y

→ Z

SANDLER®

National - competitive analysis

→ Target Market
Owners of businesses

→ Content / Visuals
Generic, pre-fab motivational garbage.
Lot's of Video's which is a bonus...however you don't really know if it's a video.....

→ Post Types
Flyers & Video's

→ Tone of Voice
Coaching

→ Partnerships
Not really...just boisterous about the companies who sign up to use their program.

Channels	# of Followers	# of Posts / month
Facebook	24K	30-35
Instagram	3247	30-35
Twitter		
Youtube	16.6K	1-5
LinkedIn	Varies	

DRE Baldwin competitive analysis

- Target Market
- Content / Visuals
- Post Types
- Tone of Voice
- Partnerships

Channels	# of Followers	# of Posts / month
Facebook	17,000	45-90
Instagram	19,000	45-90
Twitter	7685	60
Youtube	142000	30-45
LinkedIn	7000	30

TWO LOCAL SANDLER - competitive analysis

- Target Market
- Content / Visuals
- Post Types
- Tone of Voice
- Partnerships

Channels	# of Followers	# of Posts / month
Facebook	198	1-3
Instagram	198	0
Twitter	0	0
Youtube	0	1
LinkedIn	0	1

Unique Value Proposition

Rep Methods offers to bring sales training services to customers on multiple levels.

- a. There are the online education tools, a quick fix, bandaid and can help a motivated young salesperson to learn some tools from the trade, for the trade.
- b. There are the online webinars which i can sell tickets to push for a more interactive education.
- c. And finally, the grand kuba is going to their business onsite and actually riding along and hand holding the training.

Point of View

- WE MAKE ORDER MAKERS, NOT ORDER TAKERS

content pillars

1: OUR WHY

Business Goal:

Sales Training for the younger generation and the average type A personality and transform them into business development extraordinaire as well transforming their conversations to closing sales.

Communication Goal:

Attract more businesses to watch our content and potentially hire me to come in and train

Content Translation:

Daily videos and insight into random sales techniques and strategies and insight into tidbits of the stone business for surfaces clients.

2: OUR WHAT

Business Goal:

I want to provide a service to these companies with little access to sales tools, programs or time for larger commitment items / groups such as sandler?

Communication Goal:

IT's EASY to work with Rep

Content Translation:

EASY DOES IT

3: OUR HOW

Business Goal:

Interact through You Tube, the website classes and online live opportunities to talk about sales difficulties.

Communication Goal:

Gain more interaction with my community and correspondence which will further provide and fuel more content!

Content Translation:

Videos Daily, Stone Stories weekly, Weekly talks and live course participation
Daily Motivations?

pillar 1 | our why

Business Goal: Sales Training for the younger generation and the average type A personality and transform them into business development extraordinaire as well transforming their conversations to closing sales.

Communication Goal:
Attract more businesses to watch our content and potentially hire me to come in and train

Content Translation:
Daily videos and insight into random sales techniques and strategies and insight into tidbits of the stone business for surfaces clients.

WHAT IT IS:

Daily Motivation, real

Attractive to both employer & employee

Easy to watch, listen

Fun, Funny, Realistic

WHAT IT IS NOT:

NOT Generic

Boring and long, keep it simple

Lengthy and time consuming

Fake & Generic

our why | visual IS

The image shows a screenshot of a YouTube channel page for 'dre baldwin'. The search bar at the top contains 'dre baldwin'. Below the navigation tabs (HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT), there are several video thumbnails. The first row includes 'Prioritizing Success Over Ego', 'Quantitative Vs Qualitative Change: Understand The Difference', and 'Mastering The Details'. The second row includes 'Do Not Assume Anything', 'The 5 Levels of Expertise (Whiteboard Explanation)', 'More Than You Talk About | Work On Your Game Podcast', and 'Only 2% Are Ambitious'. The third row includes 'How To "Move On" In Life', 'Success and Communication: How To Listen The RIGHT Way For Success', 'Creating & Using Eustress In Your Life', and 'Jalen Rose's "Selective Morality" Re: Mount Rushmore Comments'. Each video thumbnail has a title, a view count, and a timestamp.



our why | visual IS NOT



9 If You Raise Prices, **Help Your Sales Team** to Get The Word Out

People do more of what they find fun, engaging, and profitable, and they do less of what is hard, stressful, and pointless.

Mike Montague
Director of Community Engagement, Sandler



52 RULES FOR SALES SUCCESS
SANDLER® RULE #13

No one gets into your head without your permission.

A
B T
ATTITUDE

pillar 2 | our what

Business Goal:

I want to provide a service to these companies with little access to sales tools, programs or time for larger commitment

Communication Goal:

IT's EASY to work with Rep

Content Translation:

EASY DOES IT

WHAT IT IS:

Easy

Freedom

Easy Does it

colorful

energetic

faithful

WHAT IT IS NOT:

complicated

numeric

bland

our what | visual IS



our what | visual IS NOT



Variables	N	Min	Max	Mean	Std. Deviation
2007 Pre Attendance	312	71	96	89.54	2.491
2007 Pre Graduation Rates	312	38	100	85.26	14.119
2008 Pre Attendance	312	55	98	89.02	4.353
2008 Pre Graduation Rates	312	28	100	85.49	14.918
2009 Pre Attendance	312	60	100	89.31	3.448
2009 Pre Graduation Rates	312	34	100	85.68	15.275
2010 Pre Attendance	312	64	100	90.27	3.239
2010 Pre Graduation Rates	312	31	100	85.68	15.411
2011 Post Attendance	312	65	96	90.33	3.127
2011 Post Graduation Rates	312	36	100	82.71	13.540
2012 Post Attendance	312	58	96	89.94	4.376
2012 Post Graduation Rates	312	33	100	82.60	13.216
2013 Post Attendance	312	66	97	90.88	4.038
2013 Post Graduation Rates	312	18	100	83.85	13.304
2014 Post Attendance	312	68	97	91.99	4.143
2014 Post Graduation Rates	312	44	100	86.20	10.091
Valid N (listwise)	312				



Data types in R

individual	height	sex
A	14.7	female
B	20.2	male
C	17.3	female
D	22.5	female
E	31.0	male

→ character
→ numeric
→ factor

...what does it all mean?

© RforEcology.com



pillar 3 | our how

Business Goal:

Interact through You Tube, the website classes and online live opportunities to talk about sales difficulties.

Communication Goal:

Gain more interaction with my community and correspondence which will further provide and fuel more content!

Content Translation:

Videos Daily, Stone Stories weekly, Weekly talks and live course participation
Daily Motivations?

WHAT IT IS:

Like Dre Baldwin

Daily Interaction

Daily Motivation

Stone Stories Blog

Scheduling interviews to record & publish

Recording content every day to post every day on all networks

WHAT IT IS NOT:

our how | visual IS

[#architecture](#) [#design](#) [#barcelona](#)
[#stonework](#) [#facadedesign](#)
[#naturalstone](#) [#usenaturalstone](#)
[#salestraining](#)
[#marketing](#)

[#stonegirlsrock](#)
[#naturalstone](#) [#usenaturalstone](#)
[#imaginerealstone](#)
[#designwithstone](#)
[#architecturedesign](#) [#whitemarble](#)
[#italianmarble](#) [#italy](#) [#repmethods](#)



Alison Mullins · 1 day ago · 2 min read

Barcelona 2018- A Traveling Stone Story

Updated: 5 hours ago

It was October 2018, pre-covid, and in the midst of working with my friends, [Antonini Italy](#), I took a quick detour over to [Barcelona, Spain](#) while traveling through Milan. Having only three days, I planned a quick whirlwind tour of intense architecture views and of course incredible food & adventure. Thank you for visiting this week's [Rep Methods](#) "Stone Story".

Barcelona provides lucious views of Baroque Architecture. The city hosts a mixture of French, Italian and Spanish culture. Barcelona is one of those cities where a fellow "stoner" can fall head over heels with just a walk around the city. If you are short on time, you can hop on one of the local [double decker bus tours](#), Barcelona will not disappoint. Any architecture & design aficionado is likely to fall in love with the Barna (city's nickname).

Flying in was super easy from Milan & cheap! Anytime you are flying to Europe, it is always expensive to book with those smaller airlines directly, for the city of Barcelona has incredible mass transit. A shuttle bus is available right at the metro transit hub and before long I was at the city center, where I stayed 2 nights. Hostels in Barcelona are plentiful and affordable. Providing safe, affordable accommodations in the city center, bunk beds and private bath. The rooftop of this hostel was a great spot to hang out and I made a few friends from other cities of the world.

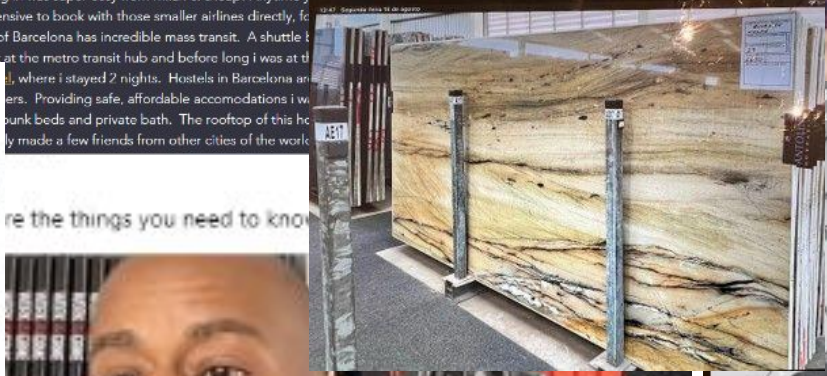


Post details
ID: 148115764858202

Post overview
This view of your post may not represent exactly how it appears on Facebook's News Feed.

Rep Methods
Published by Alison Mullins · 3h · 🌐

As a stone rep in 2018, I traveled to Barcelona to check out the local architecture! Enjoy this week's stone story on [Rep Methods.com](#) <https://www.repmethods.com/.../barcelona-2018-a-traveling...>
[#architecture](#) [#design](#) [#barcelona](#) [#stonework](#) [#facadedesign](#) [#naturalstone](#) [#usenaturalstone](#) [#salestraining](#) [#marketing](#)

A photograph showing the facade of a large, historic stone building with intricate architectural details and a central arched entrance.

...re the things you need to know

A video frame showing a man in a blue suit and pink tie speaking into a professional microphone. He is in a room with bookshelves in the background.

...content more consistently so that

Dre Baldwin · Following

A video frame of Dre Baldwin, a man in a grey suit and tie, speaking. He is in front of a whiteboard with handwritten notes.

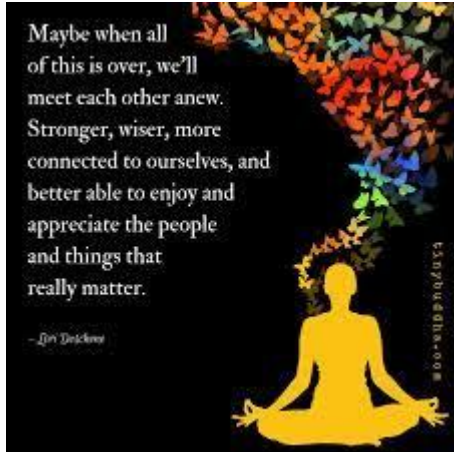
Healthy Money Mindsets 💰 🌱 🧠 📈

#WorkOnYourGame

Your mindset about money plays a big role in how you look at it, how much you stand to collect and where you stand to go moving forward. Mindset is th... See more

Original audio

our how | visual IS NOT



how we're communicating

Personality: Fun, Quirky, REAL, transparent, Off Cuff

Tone of voice: Upbeat, Energetic, Alive

Inspiration for personality and TOV

King Kong Media

Katie Wright - SBS (her, not the website)

Grant Cardone

pillar percentage by channel

	Pillar 1	Pillar 2	Pillar 3
Facebook			
Email			
Blog			
You Tube			
Twitter			
LinkedIn			

channel guidelines

	Foundational				Intermediate	
	Instagram	Instagram Stories	Instagram Reels	Facebook	Facebook Live	Facebook Groups
Content Type Summary	Visual	Up close & personal	Snackable Visuals	Clickable	Authoritative	Community Building
Description	<p>Attainable aspiration. The highest quality visual standards we can achieve, while not presenting such a “produced” look that it feels inauthentic or unattainable. Social, conversational, and community-driven.</p>	<p>Up close and personal content that is social, shareable, and snackable. Real, raw, transparent behind the scenes, fun</p>	<p>Short form videos that tell a story or get a message out quickly and in memorable ways, often replicating trends.</p>	<p>Highly clickable, highly shareable. Content that highly clickable (traffic to website) or shareable (memes)</p>	<p>Authoritative content that is driven by community interest. Content that takes people behind the scenes and flexes thought leadership in a live environment.</p>	<p>A space for you to connect and provide extra value for your warm audience, nurturing loyalty and higher customer lifetime values. Idea sharing and “private” / intimate conversation.</p>
Visual Quality Requirement	High	Medium	Medium	Medium	High	Low



channel guidelines

	Advanced					
	Twitter	LinkedIn	Pinterest	TikTok	Snapchat	Youtube
Content Type Summary	Newsworthy	Authoritative	Clickable / Aspirational	Meme-Video	Behind-the-scenes	Video
Description	High volume. Quick-witted, smart, responsive, engaging.	Scholarly, educational, or B2B content like white papers and industry articles.	Aspirational, clickable informative, accessible, shareable, helpful	STICKY! Meme video. Interactive entertaining, educational, creative and community driven. This is where your organic content has the best opportunity to go viral right now.	“Mystery factor” content that shows behind the scenes of a fun office, product development, lifestyle events or host an influencer takeover.	Longer form video content that can serve as brand marketing, product education and promotion, or value-driven content that casts a wide net and appeals to your target market.
Visual Quality Requirement	Medium	Low	Medium	Medium	Medium	High
Cadence	2-5 posts/day	1 post/week	2 posts/week	7 days/ week	7 days/ week	1 x/week

Algorithm-Proof Growth Roadmap Used by the World's Most Beloved Brands

Strong Brand Social's 3x3 Model for Enhanced Organic & Partnership Marketing are two algorithm-proof growth tactics to support sustainable growth online. Follow the directions on the following slides to try these for yourself.

PERFORMANCE TACTIC: "ENHANCED ORGANIC"

- Organic reach on Facebook and Instagram is at an all time low (less than 5% of your audience will see what you post).
- Overcome this and get the most out of the content we produce by distributing each post to a strategic audience through paid promotion.
- Follow the framework below for max results. Evaluate performance after 90 days.

	Pillar 1	Pillar 2	Pillar 3
Goal	Awareness. Drive brand awareness, gain attention with the right type of buyer in order to facilitate consideration.	Conversion. Facilitate consideration and drive decision and conversion	Nurture Loyalty. Convert "on-the-fence" prospects and foster loyalty and advocacy among purchasers.
Objective	Engagement Video views	Traffic Conversion	Engagement Traffic
Audience	Lookalike or interest based cold	Warm (recent web visitors and social engaged)	Start with warm (customers, web visitors and social engaged) Can test with cold

Included below are links to a few additional training resources to help you execute this performance tactic:

- ["Enhanced Organic" framework](#),
- [New Boost framework](#)
- [New Boost tutorial](#)

STRATEGIC PARTNERSHIPS: ELEMENTS FOR SUCCESS

Audience: *Work with partners whose audience tightly aligns with your current or target audience. The purpose of this partnership is to essentially introduce each other to one another's followings.*

Engagement Rate: *Work with brands that have a reach large enough to be valuable to you. More importantly, brands that have engaged audiences so they're likely to opt in.*

Clout: *A high value prize will boost opt-ins, so consider that in your mix of chosen partners. On the flip side, if a brand is reluctant to work with you because you are smaller than them, you can persuade them by putting in the leg work regarding planning and content creation.*

Enthusiasm: *Excitement is mission critical. Collaborating with brands that are willing to participate, but reluctant to promote on certain marketing channels or stingy in the product they'll donate will not be fun or fruitful.*

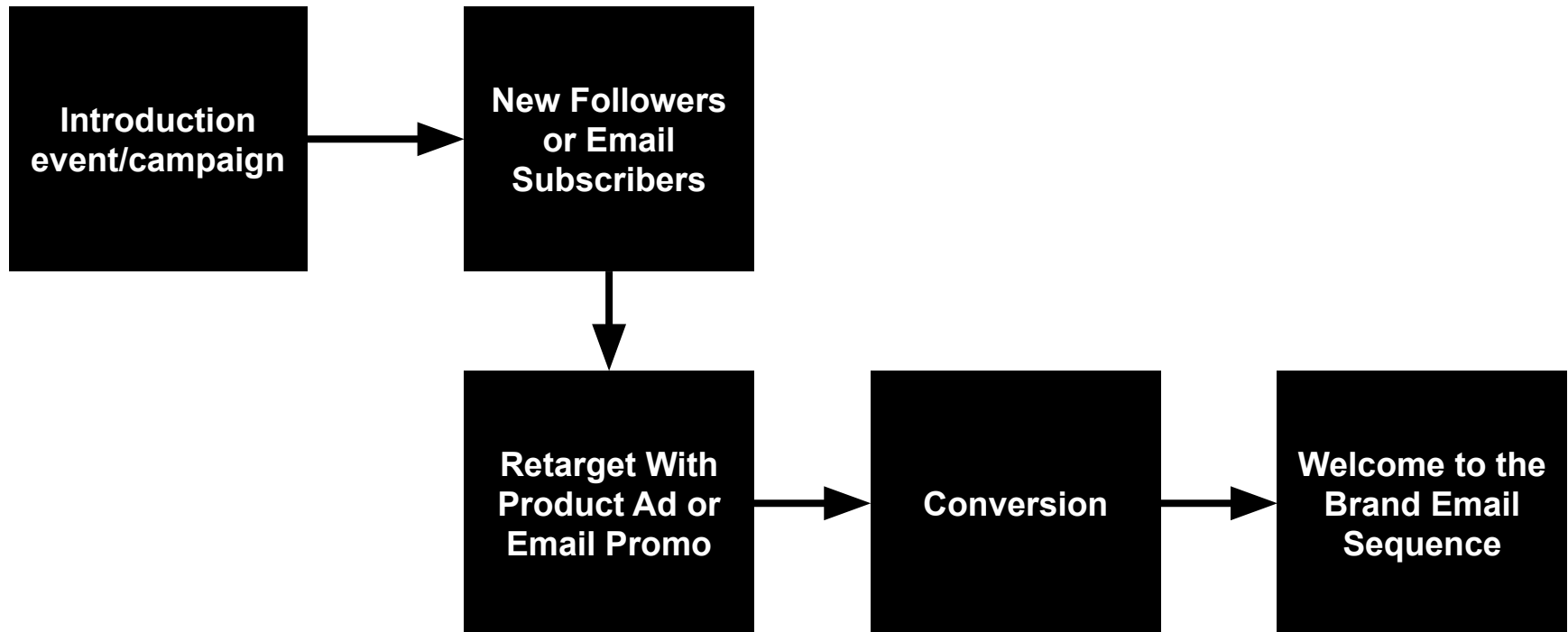
Common Goals: *The number one rule is chasing only one goal at a time (social audience growth OR email acquisition, for example). The amount of partners you work with will vary when crafting a social giveaway versus an email giveaway. When running an email giveaway, the more partners the merrier, as long as they're willing to share with their email list or promote to a significant social audience.*

PERFORMANCE TACTIC: PARTNERSHIPS

- *Increased brand awareness = broadens reach to the target demographic*
- *Acquire new customers*
- *Surprise and delight current customers (retention)*
- *Deploy content creators partnership in ongoing fashion; to start, activate influencer and brand partnerships every other month*

	Content Creators	Micro Influencers	Brands
What	Partner with folks that match your target audience, can create great content and fill gaps, but don't have such a big following that they'll charge high rates.	Partner with relevant influencer accounts for extended reach to new customer segments and for User Generated Content.	Partner with like-minded brands to expand brand awareness, increase engagement and reach a new customer segment.
How	Product exchange; there is also high likelihood for organic engagement between the individual and brand, boosting community feel.	Paid/Sponsored Posts, Unsponsored Posts (usually in exchange for product)	Product Collaborations, Event Collaborations, Sponsorship Collaborations, Social Media Collaborations

PARTNERSHIP FUNNEL



Included below are links to a few additional training resources to help you execute this performance tactic:

- [Partnerships 101 lesson](#)
- [Outreach Framework](#) (you can create your own version for reaching out to potential partners)

Measurement Model for Proven Performance

Different types of content serve different purposes. Use this measurement model to make sure you're accurately reading performance for the best optimization results!

MEASUREMENT MODEL

**This model shows all key metrics for your digital marketing funnel according to where a customer is on their journey; cells in green are where we should focus for social media marketing in the first 180 days*

Phase in the Consumer Journey:	1. Awareness	2. Consideration	3. Conversion	4. Loyalty	5. Advocacy
Organic and Paid Social Key Performance Indicators	Impressions	Engagement Rate (Shown as a percentage)	Conversion Focused Actions on Website that can be Attributed to Social	Return Purchasers that can be Attributed to Social	Referrals
	Reach	Traffic to Site	Return on Ad Spend (ROAS)	Life Time Value of Customers Attributed to Social	Reviews / Testimonials
		% Increase Traffic to Site from Social			
	Channel Growth	Click Through Rate (CTR)			Shares
		Cost Per Lead			
		Downloads			
Website Key Performance Indicators	Traffic to site	Page Views			Revenue from Blog Viewers
		Average Time on Page			
		Pages Per Session			
		Bounce Rate:			
Email Key Performance Indicators	Email Acquisition	Open Rate	Conversion Rate	Subscriber Growth	
	Cost Per Lead	Click Through Rate			

Measure Success

Business Goal	Generate Demand	Convert Demand	Retain Loyalty
Storytelling	Lifestyle: Aspirational, Qualifying, Shareable	Product: UVP, Features and Benefits, Clickable	Enhanced value: BTS, Credibility, Mission & Values, Nurtures Long Lead Buyers
SOCIAL KPI	<ul style="list-style-type: none"> ● Reach ● Shares ● Follows ● Video Views 	<ul style="list-style-type: none"> ● Saves ● Website traffic 	<ul style="list-style-type: none"> ● Comments ● Shares
Benchmarks by industry	<ul style="list-style-type: none"> ● Total ER: 1 - 3% ● Benchmark ourselves and beat it ● MoM growth 	<ul style="list-style-type: none"> ● CTR 1% ● Benchmark ourselves and beat it ● MoM growth 	<ul style="list-style-type: none"> ● Total ER: 1 - 3% ● Benchmark ourselves and beat it ● MoM growth