

Helping Employees Understand & Share Marketing Content

A Very Helpful Template

Use this template, or the bits of it that make sense, to help your internal audiences understand and work with your thought leadership or general marketing content.

The first part is for all employees, plus we've added some extra stuff to help you position it for customer facing teams in sales and customer service.

If you have ideas or your own examples that could make this better, please drop us a line and we'll add them to the next edition.

HEADS UP!

TITLE OF CONTENT OR ARTICLE
(e.g. Bob Smith on BNN or Facts About Elastics)

Use a consistent title for your briefs. Heads Up. Coming Soon. Hot Off the Press. It doesn't really matter which as long as it's only used for sharing content stuff



Nobody reads anymore. But they look at pictures. Make sure you have a big, fat image of the person or the content, smack dab in the middle.



At a Glance

This is where you put in a really short, snappy description.

Something like:

Check out this video showing how our customers in one small town successfully dealt with their sewer alligator issue, and solved the problem of youth unemployment.

This is realistically as far as most of your employees will get before something goes ding and they stop reading.

What this is

Give a quick description of the asset. Like this:

This is a 12-page e-book with new research about office plants and handy checklists for keeping them from attacking workers.

What this does

Help employees understand why you bothered creating it. Like this:

This guide enables our customers to make the business case for more office plants.

What this means

Connect the asset to the bigger thought leadership strategy, like this:

This original research demonstrates Things With Leaves' innovative approach to healthy workplaces and strategic planting.

Who it's for

Help your customer-facing teams understand your intended audience, like this:

This video is ideal for HR practitioners who want to learn about new technologies for recruiting with Pinterest.

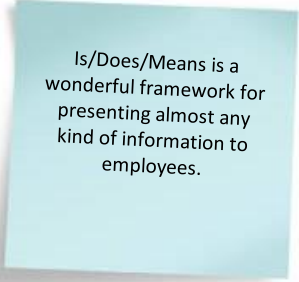
How it helps

This is where you unpack a bit of the rationale for the piece, and give a hint about what's in it, for example:

After listening to this podcast, our customers will understand how our company's commitment to energy efficiency benefits butterflies in Madagascar.

Or

This white paper shares new research about the true costs of misaligned collaboration platforms, and how a unified approach reduces long-term costs and increases efficiency.



Is/Does/Mean is a wonderful framework for presenting almost any kind of information to employees.

Key Points:

Pull out five or six bullet points with key statistics, findings or quotes. This helps everyone who didn't actually look at the content sound like they looked at the content.

Actions:

Here's where we tell our employees exactly what we want them to do with this content and how (in a nice way). We recommend a quick intro:

Please share this with anyone in your network who is interested in herbivores, sewers and dental floss.

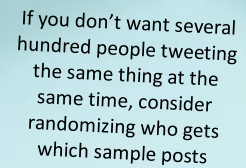
Then give them two or three sample posts, with images, they can cut and paste for Twitter, Facebook, LinkedIn, Snapchat, etc.

Related Materials:


If the piece is part of a larger campaign or there are similar bits and pieces targeting the same audience or speaking to the same issue, this is a good place to put in some links and additional images.

Tell us What You Think:

Always close with an invitation to provide feedback. You won't hear much, but it sends a nice message that you care. Which, of course, you do.



If you don't want several hundred people tweeting the same thing at the same time, consider randomizing who gets which sample posts



This is pretty much all you need to give your rank and file employees. Keep reading for extra things you should include for customer-facing staff.

FOR SALES TEAMS

Sales people don't share most of the content we marketers give them. The primary reasons for this are: a) they don't know where and how to use it; b) they can't see how it sells anything; c) they are worried someone will ask them a question about it. This section supplements the previous with some goodies just for our friends in sales.

How to Introduce This Material:

Start with a script like this:

"Did you hear our president on the radio this morning discussing our research about the best resorts for people who don't like sand? Can I can send you a copy of the report?"

"We're holding a webinar about best practices for high-pressure lettuce cleaners; I'd love to send you an invite."

When to Use This Material:

This is a bit more specific than the Who It's For section above. This is the spot where you can be very precise about where in the funnel or selling process this content applies, and which decision maker should have it. For example:

This is a terrific leave-behind following a demonstration.

Or

Use this infographic as part of your initial meeting to help guide the discussion.

Handling Questions:

Sales people hate questions they can't answer, so make sure you give them some real people who can talk to them or a customer in case there are questions about the content, the background, the numbers and so on. This happens, basically, never but it'll make them feel better.

FOR CUSTOMER SERVICE TEAMS

As with sales, great content can open doors for service people by educating customers and reinforcing the value of doing business with your brand.

How to Introduce This Material

Service people love scripts just as much as sales folks so go ahead and give them a few lines to get started. Like these:

“Thanks for your great questions about why our product keeps growling at you. Would you be interested in learning some more about our adopt-a-ferret program?”

Or

“Just before I let you go, would it be okay if I sent you a link to our most recent checklist for improving open workspaces?”

Use Cases:

This is a good spot to help your customer service teams identify the best situations in which to throw some content at your customers. For example:

This white paper is best used as a follow up to questions concerning the brown stuff that oozes from the battery compartment during a full moon.

Or

Share a link to this video if you see customers in the chat space asking about faster-than-light travel.