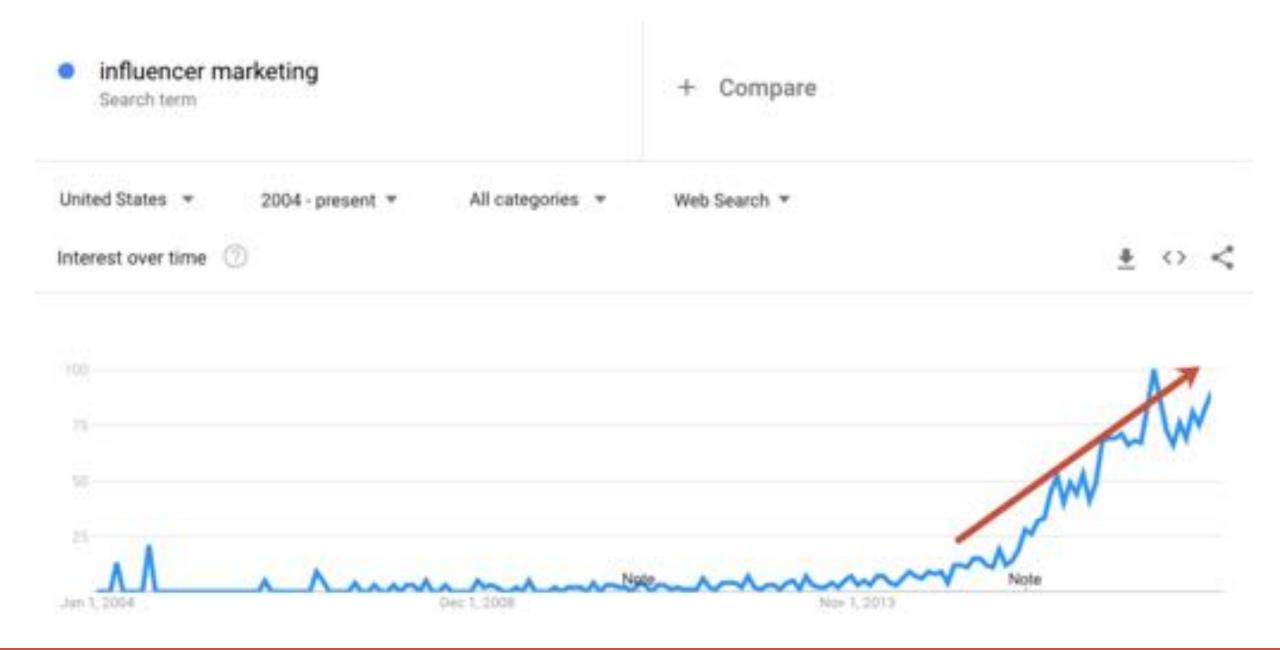
INFLUENCER MARKETING



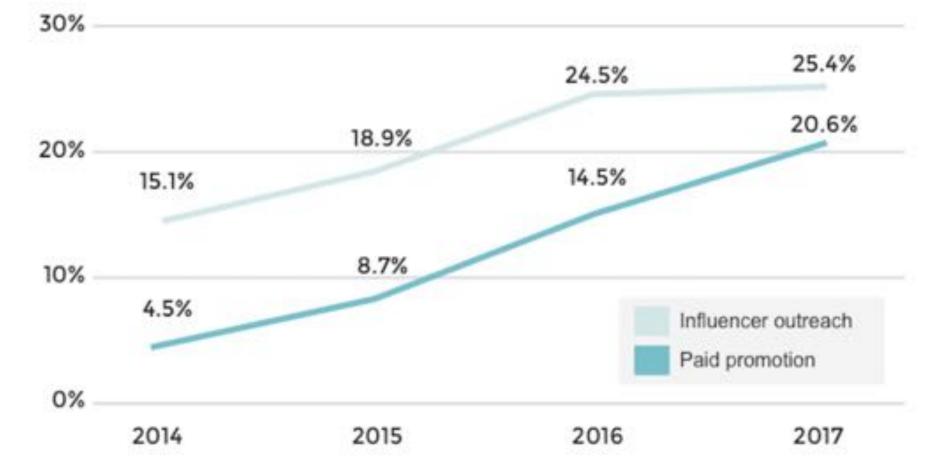
Andy Crestodina @crestodina



@crestodina

The growth of influencer marketing

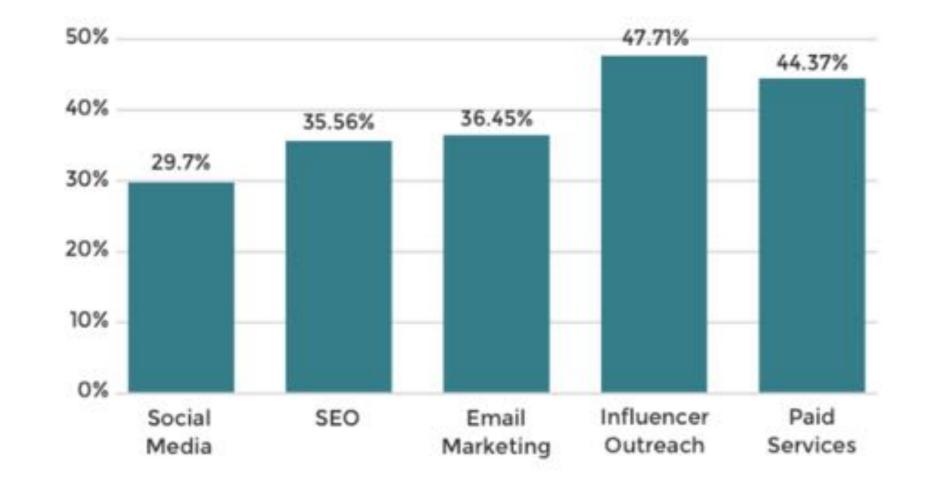
Percentage of bloggers who use influencer marketing for content promotion



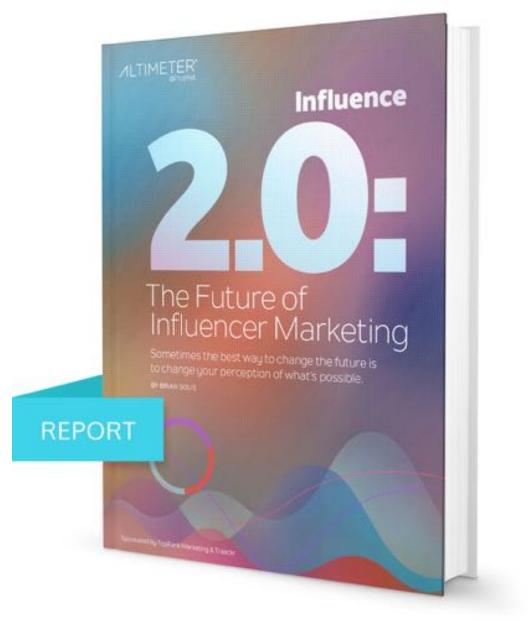
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The effectiveness of influencer marketing

Percentage of bloggers who report "strong results" by promotion channel



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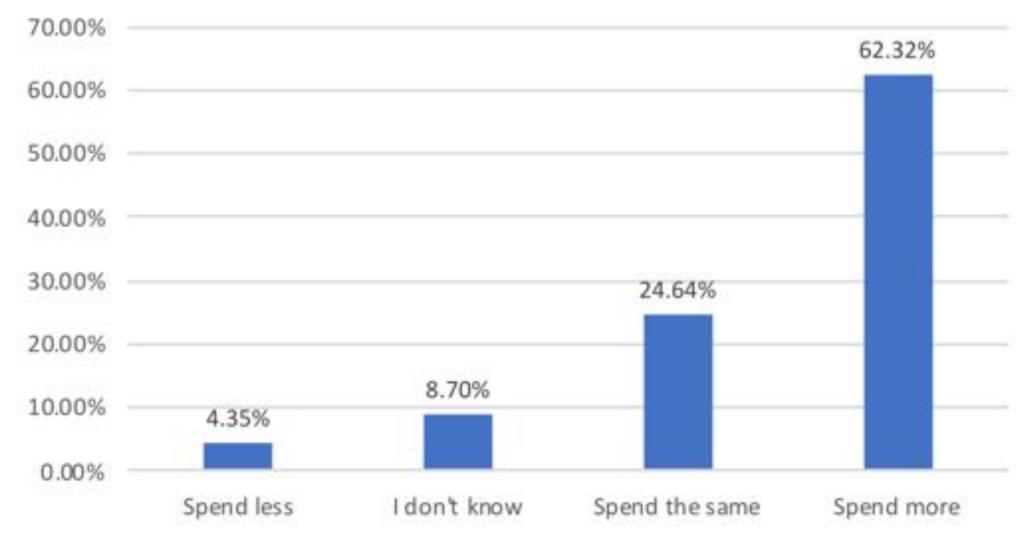




Top Goals of Influencer Marketing Efforts

- 1. Improve brand advocacy
- 2. Reach new/highly targeted audience
- 3. Improve brand sentiment
- 4. Increase brand awareness
- 5. Increase share of voice
- 6. Support product launches
- 7. Drive lead generation

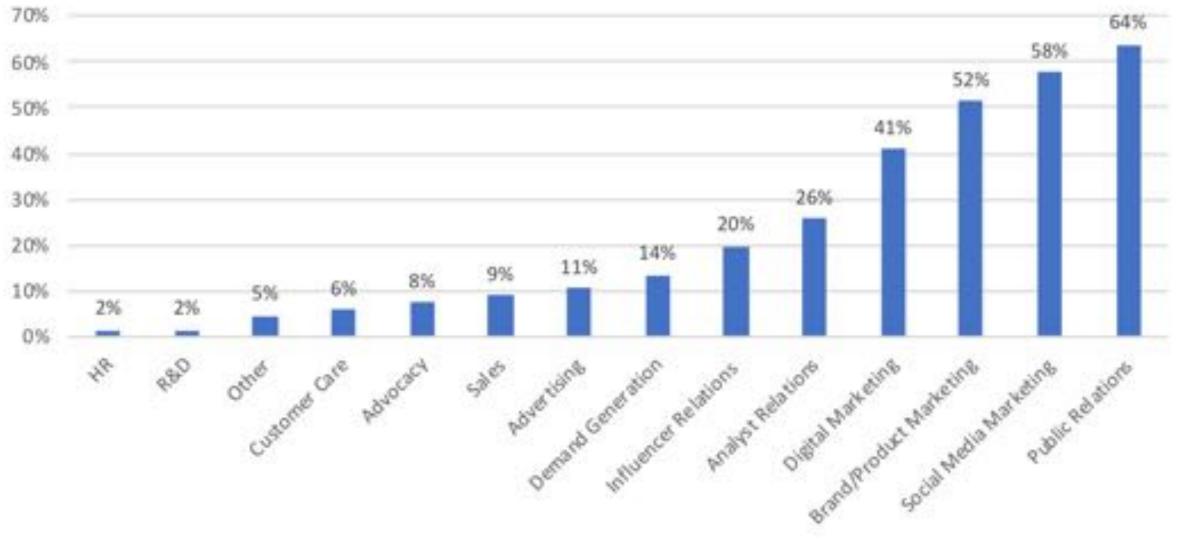
Future IM spending plans...



source: Traackr, Altimeter Group (2018)

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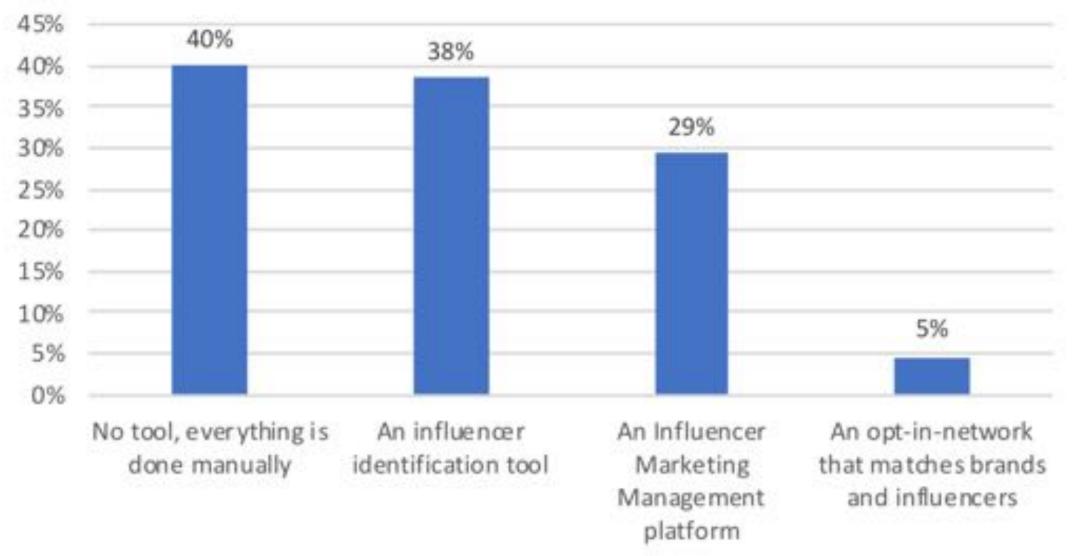
Which departments engage in IM



source: Traackr, Altimeter Group (2018)

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What technology do you use?



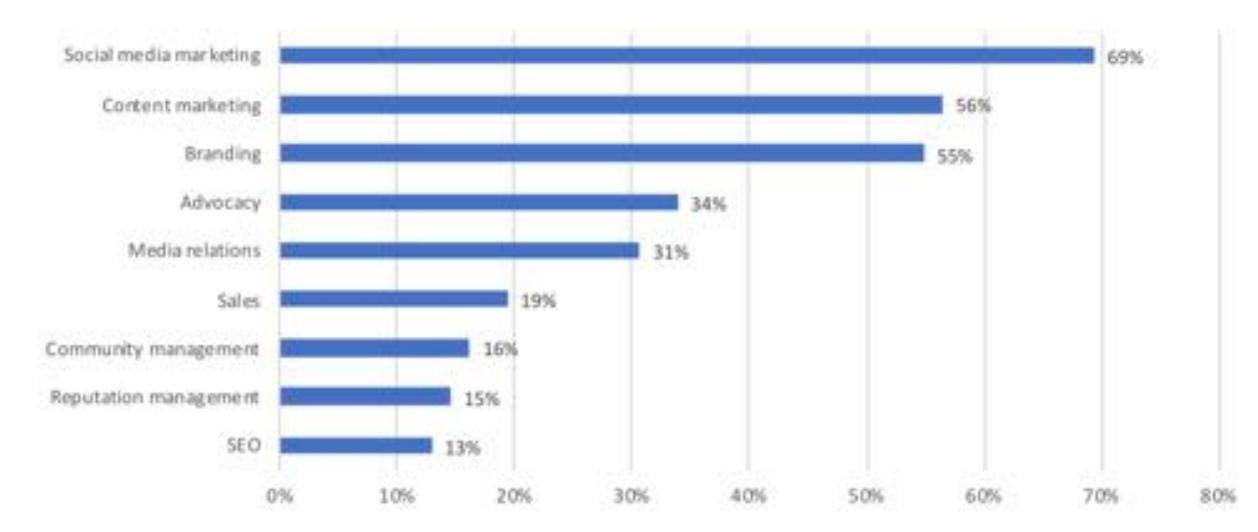
source: <u>Traackr, Altimeter Group (2018)</u>

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Influencer Relationship Management



Where has IM been the most impactful?



source: Traackr, Altimeter Group (2018)

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Only 15% of B2B companies are running ongoing IM programs

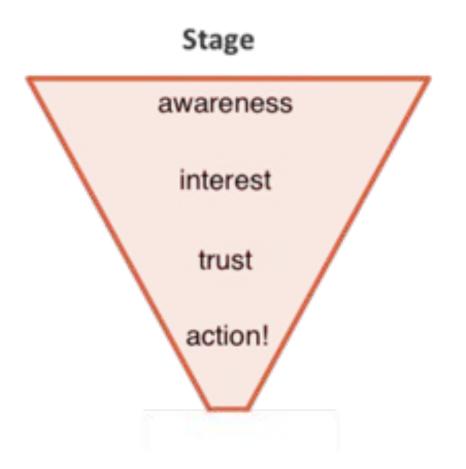
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Content + Influencers

awareness, engagement, demand

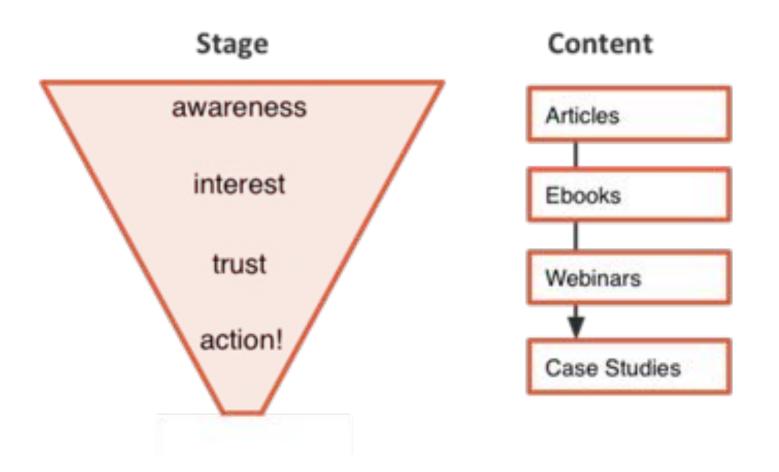
#contentjam

@crestodina

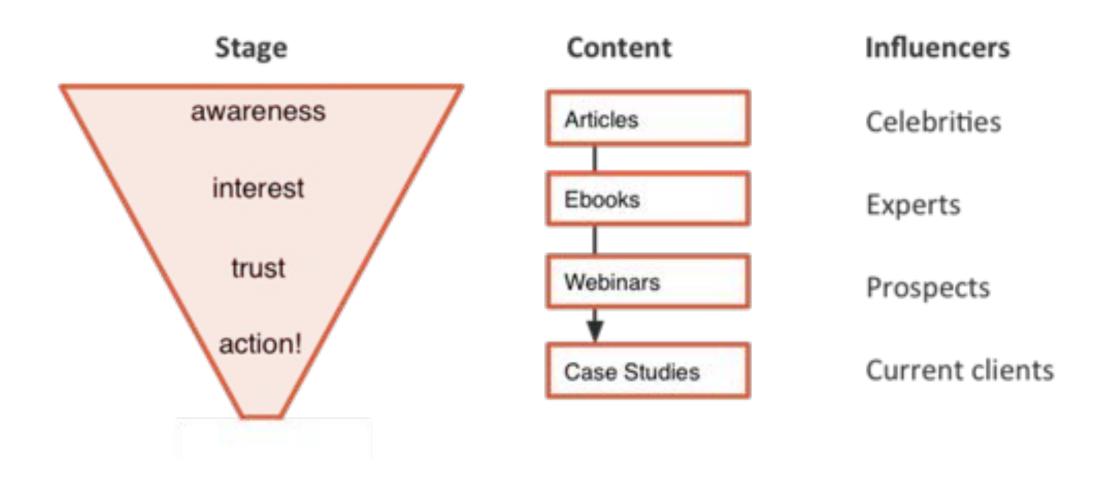






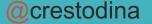


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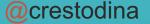


@crestodina

Connect and collaborate with those who have already built the audience you'd like to reach.



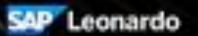
Classic Programs



The Path to Digital Innovation

32 Experts Share Insights on Transformative Technologies

Start your experience.



IT SERVICE MANAGEMENT 2020

15 Tech Leaders Share their Insights on Next-Gen ITSM





Rob Young, IDC

- Follow

What does the future hold for #ITSM? @evanderburg, @RoyAtkinson, myself & others share our insights.



15 IT Leaders Share insights on the Future of IT Service Ma... Experts share their thoughts on the future of ITSM, and how it needs to evolve to continue supporting and driving business.

chenesii com

Cherwell Software

.@SDIOIlie, @RoyAtkinson, @RPYoung7 & 12 more experts share their thoughts on how businesses need to evolve #ITSM. bit.ly/2o1Esoc

OWNERS

@RoyAtkinson For ITSM practices, three words— *must go faster* — are the imperative for the foreseeable future.

Cherwell







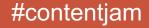
TOPRANK MARKETING PRESENTS...

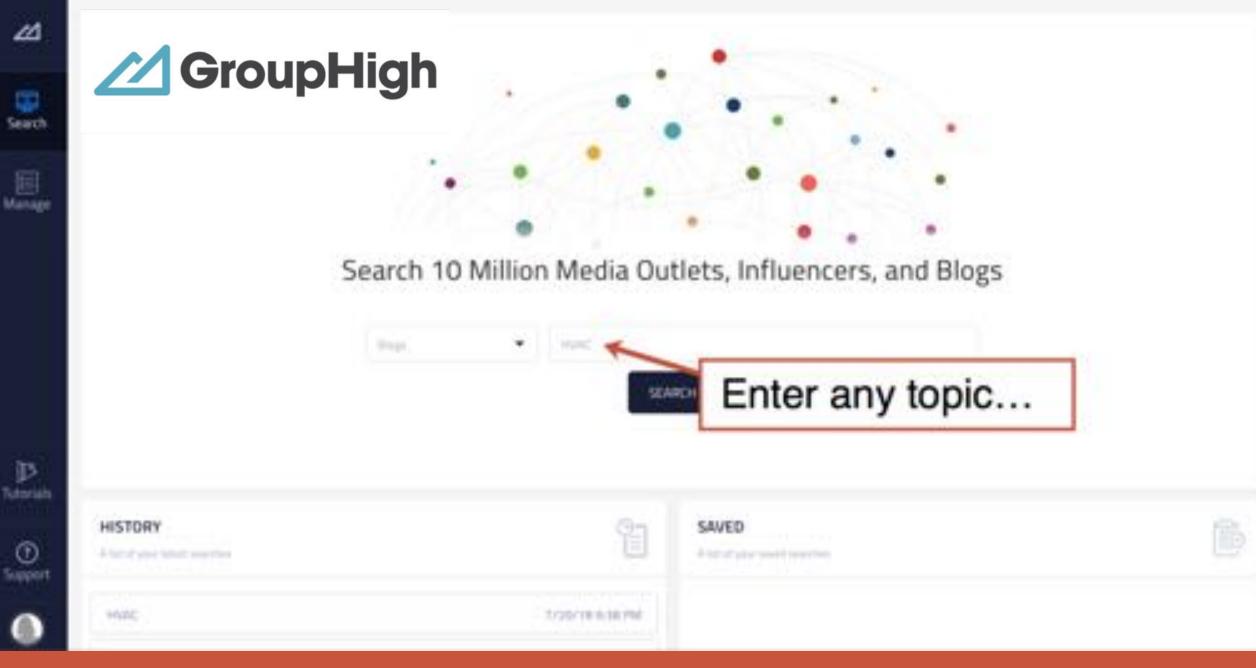


How to find influencers

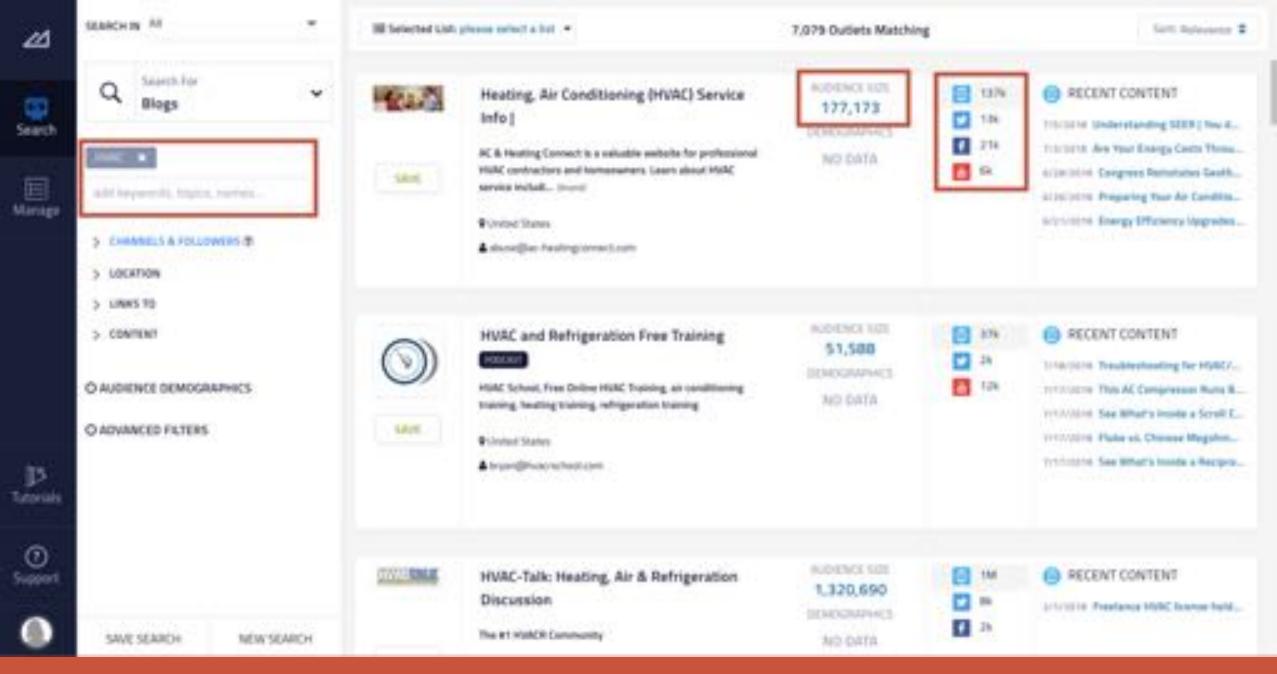
...they're everywhere!







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@crestodina

Buzzsumo ^{® Pro}	Content Researd	h Maplification	Monitoring					AR	0	- W
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"

Social media is the world's greatest phonebook

"

@crestodina

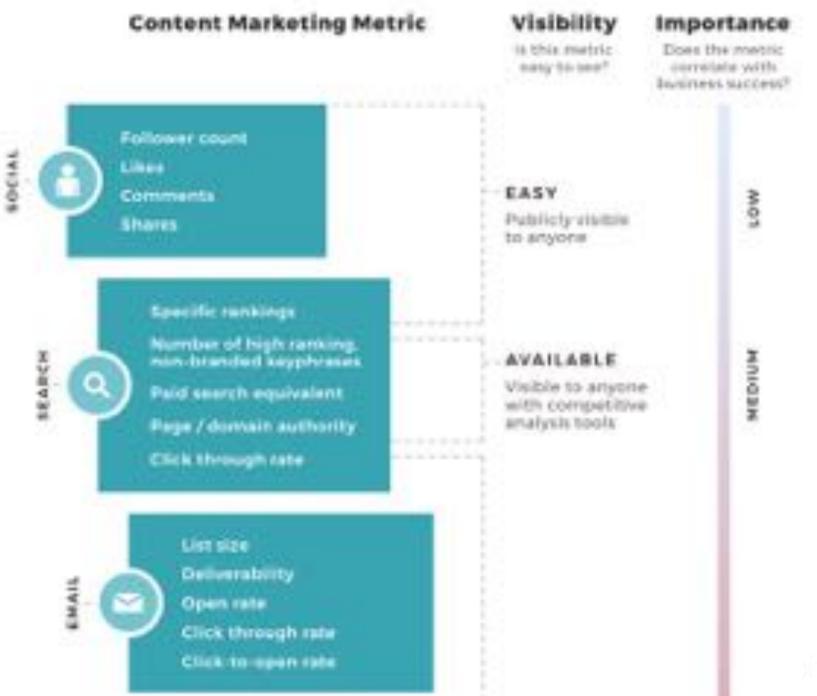
Tracking and managing your influencers

Influencer Targets Twitter Email a # of Followers Blog 1.1.1 Cetegory seo, content marketing, social 10.8K AJ Kohn media ajkohn http://www.blindfiveyearold.com/ Andrea Vahl Andrea/Vahl 11.1K social media Andrea@AndreaVahl.com http://www.andreavahi.com/blog social media, digital Andrew Grill 11.4K strategy. AndrewGrill http://iondoncalling.co/ 39.6K Ann Smarty secsmarty@omail.com http://www.seosmarty.com/ 580 secomarty Annie Cushing AnnieCushing 14.6K http://www.annielytics.com/blog/ analytics Azure Collier social media azurecollier 1.665 http://azurecollier.com/ content marketing. 10 Barry Feldman 7,730 social media feldmancreative http://feidmancreative.com/blog/ Barry Schwartz info@rustybrick.com 48.9K 11 rustybrick http://www.rustybrick.com/blog/ 660 Social Media, 12 7,028 Becky Carroll Customer Loyalty bcarrol17 Marketing Consultant, Social 13 Brian Honigman Media @BrianHonigman brianthonigman@gmail.com 13.6K digital media, 14 Brian Clark brianclark 162K content marketing http://www.copyblogger.com/blog/ 15 Brian Dean Backlinko 44.9K 586 conversion rate 18 Brian Massey http://conversionscientist.com 6,799 notesimitgo bmassey Social Media 17 Bryan Kramer @bryankramer 81.7K http://www.bryankramer.com/

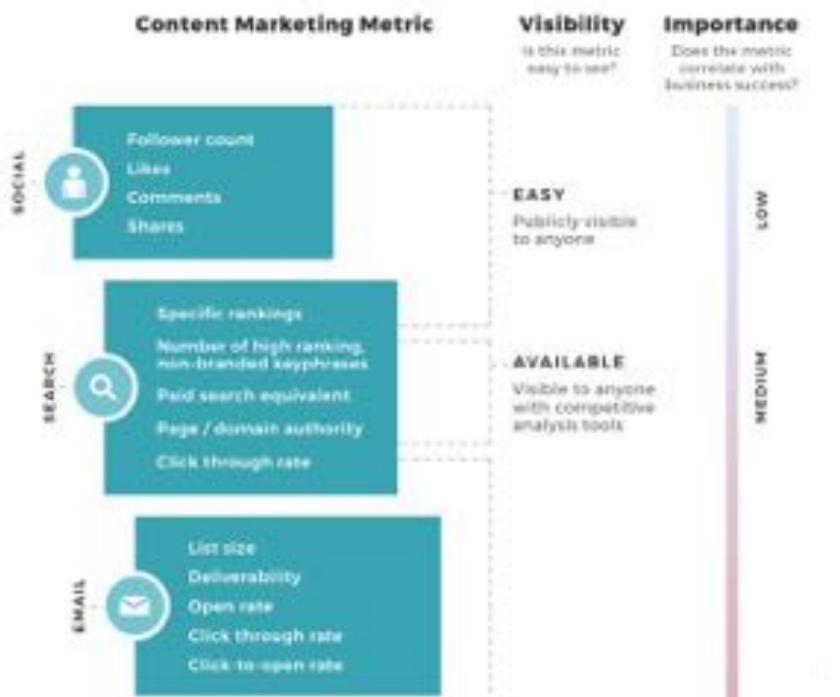
Social vs. Search

The value of various collaborations



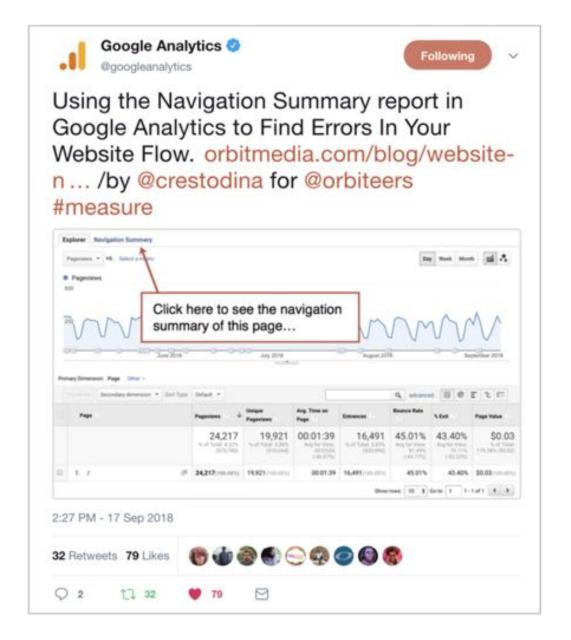


it Media Studios



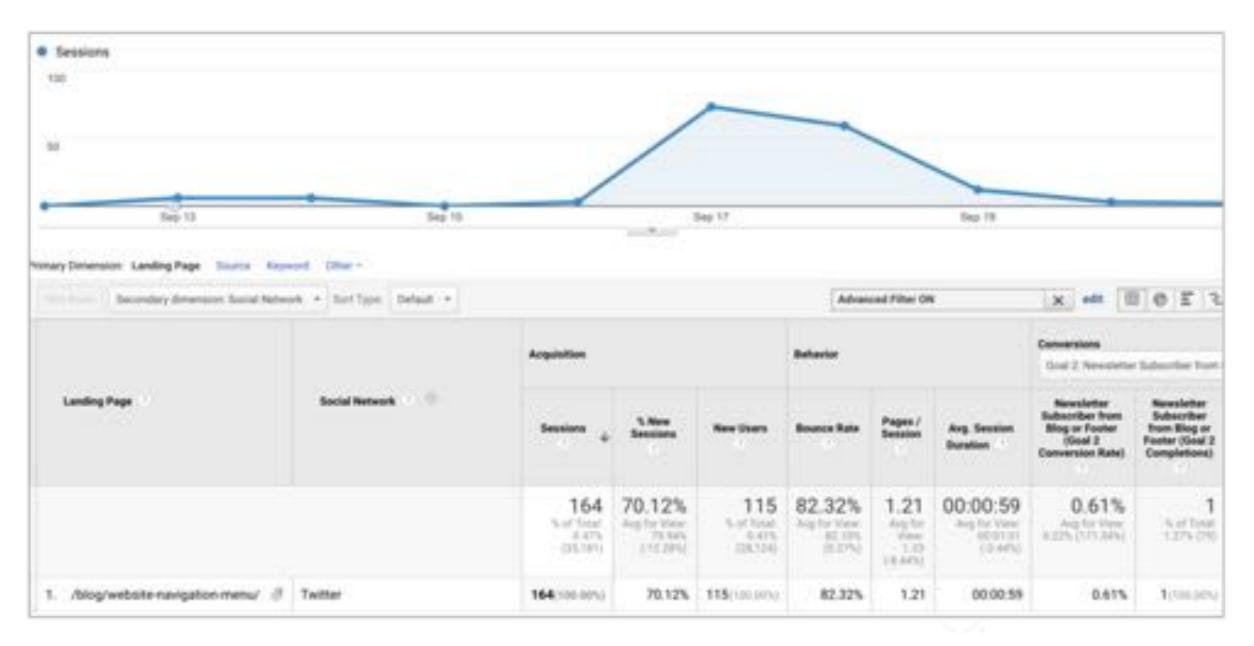
it Media Studios

Look, mom! Google shared me!!

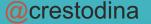




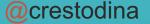
The results...



We overvalue the things we can easily see



So then what IM campaign would have the highest value??





Cheese Dairy

Recipes

Our Farmer Co-op

Viets Ste

Where To Bay 0 **Our Community**

Recipes

Looking for delicious new meals or a fun twist on an old favorite? Our recipes will inspire you to get into the kitchen.

Sunday Brunch

View This Collection!



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cheese sauce

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About 213,000,000 results (E.E9 seconds)

Cheddar Cheese Sauce Recipe | MyRecipes

https://www.myrecipes.com/recipe/cheddar-cheese-sauce *



* * * * * Rating: 5-12 reviews - 10 min - 37 cal This mild, kid-friendly asses is crearry and velvely, with a subtle tang from sharp cheddar. . Using sharp cheddar sheese is important here, as you want the zippy flavor mild just doesn't have. ... The Cooking Light Chaese Baune recipe made with correctanth is much.

Cheese Sauce for Broccoli and Cauliflower Recipe - Allrecipes.com

https://www.allrecipes.com/recipe/233481/cheese-sauce for briccol/ and caulificiwer/ +



***** Rating 4.4-221 reviews-15-min-178 cal Melt butter is a saucepan over medium heat, whisk flour into butter until amonth. Pour milk into butter mixture and plir with a wooden spoon to combine. Cook and etir until residure thickers, about 3 minutes. Add Cheblar shaese and stir until sheese is mailed, about 3 minutes more.

Cheddar Cheese Sauce Recipe | Cabot Creamery https://www.cabotcheese.coop/basic-cheddar-cheese-sauce *



#####Rating 8-2 testewa - 201 cal-Ideal for parties, Cabor's cheddar cheese asuce is easy to make & perfect for doping. Try it with your next meal or at your next party!

Cheese sauce recipe - BBC Food - BBC.com

1 Mr - 274 dal

Mips://www.bbc.com/Tood/recipes/cheesesauce_1299 +



Method, Melt the butter in a saucepan. Stir in the flour and cook for 1-3 minutes. Take the pan off the heat and gradually stir in the rolk to get a smooth sause. Simmer gently for 8-10 minutes and except with saft and papper. Stir in cheese and allow to melt.

Easy Cheddar Cheese Sauce Recipe - The Spruce Eats

https://www.thespruceeats.com / ... / American Food / Southern Food / Southern Sides *



Sep 22, 2013 - Steps to Make IX. Eather ingredients. Melt butter in a saucepan over medium-low heat, remove from heat. Put the seucepan back on the heat and cook, stiming, for 1 minute. Gradually add milk or light cream, stiming until well-mixed. Continue cooking. stirring constantly, until thickened and smooth.

Face Phones Course & Research & Phoneston Planetiansh Readed Courses



There it is!



Spormored ()

<

Cheddar sauce

Cheddar sauce, cheddar cheese sauce, or cheese sauce is a traditional sauce used in English cooking. The sauce is based upon white sauce. which is known as one of the 'mother sauces' and cheddar cheese. It is could be seen as an English equivalent of the Evench Morray sauce. Wkiped-a

Nutrition Facts Cheddar sauce

Amount Per 0.25 cup (53 g) -

Calories 110

	"t Daily Value"
Total Fet 8 g	12%
Saturated fat 3.8 g	19%
Polyuneaturated Nat 1.6 g	
Monounseturated fat 2.4 g	
Chalastani 18 mp	13





* * * * * Rating: 5 - 12 reviews - 10 min - 37 cal This mild, kid-friendly sauce is creamy and velvety, with a subtle tang from sharp cheddar. ... Using sharp cheddar cheese is important here, as you want the zippy flavor mild just doesn't have. ... The Cooking Light Cheese Sauce recipe made with constarch is much better 21,798,328 hidey/



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Cheese Sauce for Broccoli and Cauliflower Recipe - Allrecipes.com https://www.alirecipes.com/recipe/233481/cheese-sauce-for-broccoli-and-cauliflower/ +



* * * * * Rating: 4.6 - 231 reviews - 15 min - 178 cal Melt butter in a aaucepan over medium heat; whisk flour into butter until amooth. Pour milk into butter mixture and ste with a wooden spoon to combine. Cook and stir until mixture thickens, about 3 minutes. Add Cheddar sheese and stir until sheese is melted, about 3 minutes more.



54/3/40/ 182,700,016 Seller /

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Link Analysis

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Cheddar Cheese Sauce Recipe | Cabot Creamery

https://www.cabotcheese.coop/basic-cheddar-cheese-ga

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www.www.Rating: 5 - 2 reviews - 201 cp Ideal for parties, Cabot's cheddar shrine saune is easy to make & perfect for dipping. Try it with your next meal or at set party!

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Cheese Dairy Recipes Our Farmer Co-op Our Community

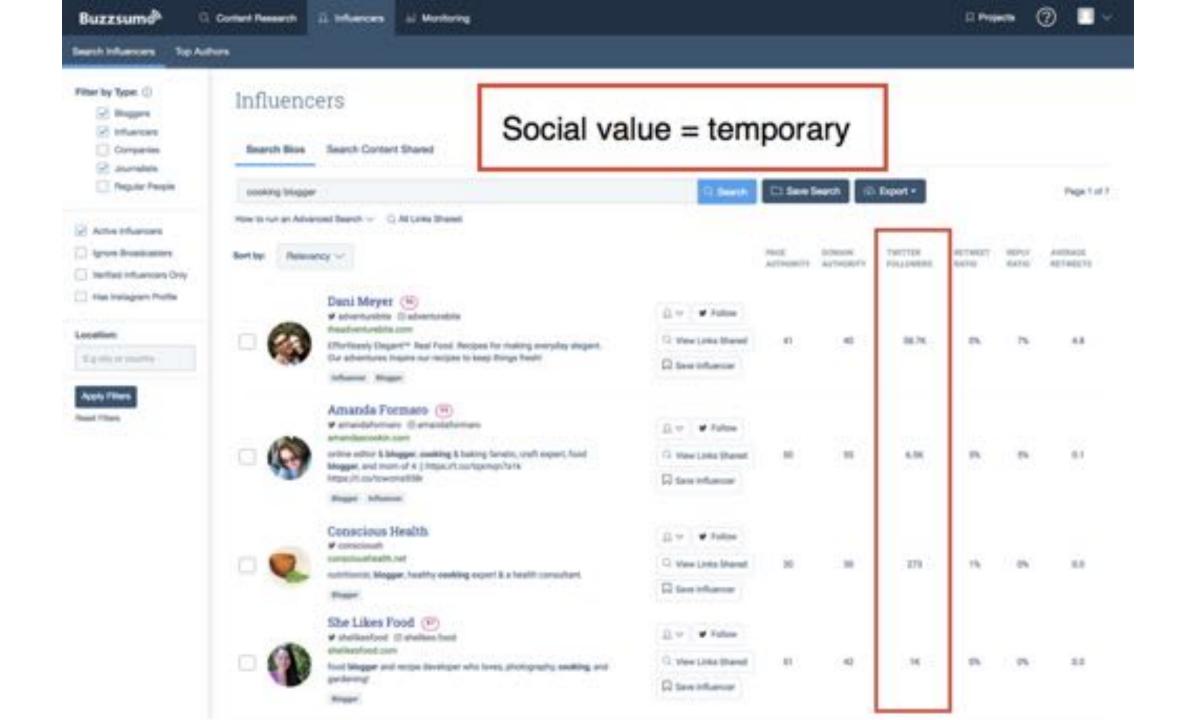
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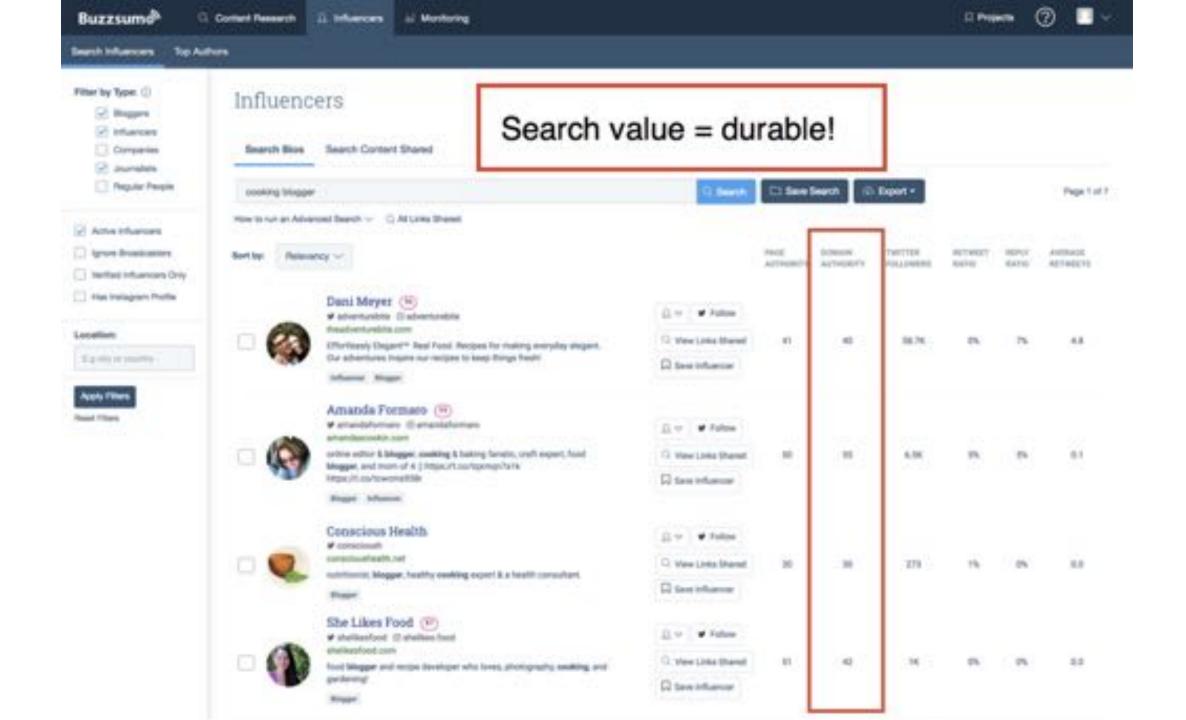
Basic Cheddar Cheese Sauce

- Makes about 4 cups (16 servings) -

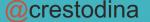
***** (2) Write a Review -







The Cheese Sauce Challenge 5 chefs, 5 recipes ... One Winner



Click through rate by search position



@crestodina

OUTREACH





1:50 AM (3 hours ago)

Link to me now

James David Last Name David Email jamesdavidhp@gmail.com Type Your Message Hello, I'm contacting you because of a new scholarship opportunity for the (University Name) students. Our scholarship is called "Digital Marketing Scholarship", and it's designed to help the students who are currently studying in the areas of Marketing and Business. Link to our Scholarship page: http://top10bestlist.com/scholarship/ Here is the list of our requirements: - We need a proper research work on "Future of Digital Marketing" (Everything is properly explained on our scholarship page) We would be honored if you will add our award to your scholarship page: (University Scholarship Page Link) Please let us know if you have any question. Thank you, James David iamesdavidhp@gmail.com

I write good article for you

Hello Barry,

I am Rayan, a professional blogger outreach service provider. I have good resources of HQ blogs with every niches. I can help you to build a back-link from your website to world top tier sites like huffingston, fobes, entrepreneur, etc.

Below are some examples posts I have done for my different clients. As an outreach supplier I have a strong network with bloggers and the respective authors of every niches. All sites have their different authors and different charges for publications.

Please visit : Your post look like this http://www.huffingtonpost.com/toby-nwazor/20-things-i-wish-more-people-understood-aboutlosing-a-parent-as-a-kid_b_8352816.html http://www.entrepreneur.com/article/252498 https://www.chamberofcommerce.com/business-advice/brian-hughes http://www.business.com/finance/small-business-cash-flow-woes-know-your-options/ http://www.business2community.com/startups/6-business-start-myths-behind-90-businessfailure-fa

I will do the following work for you: 1) I will write the high quality unique and relevant content for your websites.

(it will help to increase the domain authority of your sites)2) I will post your article in the world top level sites where you will get high PR, DA and real traffic (it will help you to get the full PR juice)

If you have any question please don't hesitate to contact me.

I look forward to hearing from you.

Thanks Rayan

Let's collaborate on a link to me

to sales, amanda 💽	10:45 AM (4 hours ago)	th. Reply	-
First Name			
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Helio Orbit Media Team, Stacey Wonder here. We at Essay Tigers have created an infographic that might be a great fit for your			
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What do you think? Is it something you'd like to feature on your site?			

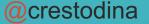
If needed, I can write a unique intro for you.

Let me know what you think.

Thanks.

-

NO COLD EMAILS

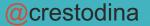


Outreach Examples





Ax Throwing

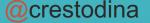








(polite, easy, grateful) Cold Email





Manager Tools Podcast

- 150,000 downloads per week
- Best Business Podcast 2006, 2007, 2008 and 2012
- Legacy Show in Business 2016
- Mark Horstman is the host

Contact Form Outreach

Hello, Manager Tools Team!

I'm writing an article about time management and I thought of you. Interested in contributing a quote? It would go on our site, Orbit Media, which gets 80k-90k readers/mo. If so, just let me know! I'll make it easy for you...

Basically, **I'm hoping for 100 words about setting priorities**. In one of his shows, he said "you can't manage time, but you can manage your priorities." Anything along these lines would be excellent!

I'd love to include him. We'd add his face, name and a link back to the website of course!

Andy



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The key to time management is to prioritize, schedule important things and stop pretending you can multi-task. Take the advice from an expert, Mark Horstman...

PORTFOLIO



"Time management is misleading. We don't manage time – time does just fine without us and always will. What we manage are our priorities. And by that I mean, we decide which of the many things we could do, or want to do, that we're actually going to do. And that means putting our most important priorities (example: what days of the week will you guarantee your family that you will be home at the dinner hour?) on your calendar." – Mark Horstman, Co-Founder, Manager Tools, The World's #1 Business Podcast

WEB SERVICES

ABOUT

EVENTS

Let's take Mark's advice and put writing on our calendars. Let's do it now....

I just did it. Did you?

Stone Soup





Influencer + Media







Influencer + Media





"Would you like to be interviewed for Inc?" "Would you like an interview with Simon Sinek?"





Inspiration, Leadership, and Change: A Q&A With Simon Sinek

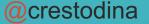
Behind the inspirational speeches and best-selling books, Sinek is a self-proclaimed Star Wars geek.

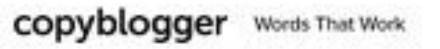
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Event Stalking







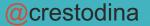
Written by ANDY CRESTODINA | July 29, 2013 | 56 COMMENTS

Which Works Better: List Posts or Stories? Let's Ask a New York Times Editor





Turkey Hunt



Guest Host





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+ Go to webiners

Aug 16 at 11:00 (Select option) English

Research & Outreach: Influencer Marketing Tactics That Work



Andy Crestodina

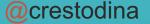


Neal Schaffer

Register

@crestodina

The VIP Experience













WHY YOU ARE PERFECT FOR THIS

We say there are two ways of Standing Out... being better, and being remurkable. You do both.

in fact everything you do is so well thought out and executed - it's awesome!

The work you have done to build Social Media Examiner is so impressive and whatsmore, last year at SMMW15 you were the very first person to come over to us and welcome us, which just showed us that you are real and genuinely a nice guy.

Here's our chance to tell your story and make an impact on people's lives.



LET'S BACK UP FOR A SECOND. YOU'LL PROBABLY BE THINKING:

"THEY'RE GOING TO ASK ME TO EMAIL MY AUDIENCE AS A REQUIREMENT"

We're not! As nice as this would be, we have a better strategy for promotion, which we'll cover. We respect the importance of your list and what you send them.



"THIS IS GOING TO BE TIME CONSUMING"

It won't, we only will need 30-60 mins of your time between now and early April/May.

SPEAKING ALONGSIDE ...

We aim to have 25 of the best influencers and speakers, we have already confirmed some big mames in the world of marketing such as...











= 16

DREAM GUEST

2

10

EFFORT-

From: Mary Garrick <mgarrick@poupward.com> Date: Mon, Sep 17, 2018 at 4:27 PM Subject: Interact Conference Invite To: Andrew and Pete from andrewandpete.com <whistle@andrewandpete.com>

Hi guys,

First, let me start off by sharing a photo montage of me whistling at you.



#notagoodiook #nofilter #stockphotosfailedme

So great meeting you virtually last week. I love your energy, and I am really looking forward to including you in future conference planning masterminds!

Wondering if you'd be open to talking about speaking as keynotes at Interact Conference in Columbus, Ohio? We have workshops + a full day of conference programming April 9-10, 2019. What would it take to get you here?

Topic + Influencer + Format + Promotion





"I want to connect with that influencer."



"I want to connect with that influencer."

"I'm going to reach out to that well-known photographer and ask them to be the judge in my photo contest. We'll gather submissions from Instagram using a hashtag, then announce the winner live on Facebook with the local news anchor as the host. Maybe they'll run it on the news!"

Collaborative Promotion

It starts with a thank you





@crestodina



Click to share

	Shane Barker @ Jul 31 + Reply *
	to me +
	Hi Andy,
	I wanted to thank you. I really appreciate that you taking time out of your busy schedule to write a response for my expert roundup post on "The Biggest Mistake you've Made as an Influencers."
	Your expertise and insights have made this post so much more valuable. Thanks again!
	Here's the link in case you want to check it out: 56 Influencers Share Their Biggest Mistakes and How to Avoid Them (Expert Roundup)
	To ease up your task here is a guick tweet link, feel free to share it with your followers. I've also attached a customized graphic that you can use on your profiles while sharing it on social media :)
	I hope you'll be open to sharing more insights for my future roundup posts. :)
	I appreciate your time.
	Thanks again, Shane
	At beliences there
	Thesis Support Montaline and How to Avoid Them.
	And Decision

I made this Image for you...



56 Influencers Share Their Biggest Mistakes and How to Avoid Them

For years, I contributed to everything possible: contributor quotes, roundups, interviews and HARO requests. I never paid attention or followed up.

www.orbitmedia.com
 @crestodina
 www.linkedin.com/in/andycrestodina



@crestodina

The Embargo...

Hi Andy-	
Here's your annual sneak peek at our 2018 828 content marketing research which comes out next Wednesday (September	er 27).
As always, we are sharing this under embargo until the report is officially published Wednesday, September 27 at 7:00a	am EDT.
Here is your embargoed copy of the report. Please note this is just a draft.	
Key Finding: 2018 Content Marketing Research Reveals What Top Performers Are Doing Better	
 24% of B28 marketers say their organization's overall content marketing approach is extremely or very successful 	
 63% of B28 marketers say their organization's overall content marketing approach is much more or somewhat more successful that 	
 80% of B2B marketers agree their organization is focused on building audiences (one or more subscriber bases) (compared with 9) 74% of B2B marketers agree their organization values creativity and craft in content creation and production (compared with 88%) 	
Here's a video of Joe talking about the research. Please let me know if you'd like to talk to a member of our team about the	ne research.
Enjoyl	
Amanda Subler PR & Video Consultant	
Content Marketing Institute	





Content as a networking tool







4 Content Marketers Experimenting Their Way to Engagement.

Ap Dorens Stress | Fell 32, 2017

CHANNEL, Content Marketing

Higher ROI Through Comprehensive Content & Commerce Integration (Road Now)



Ity stocking the last tasks - massure - last nodel contain mailwaters gan task have methods of authence integration.

English: speptonel larger and

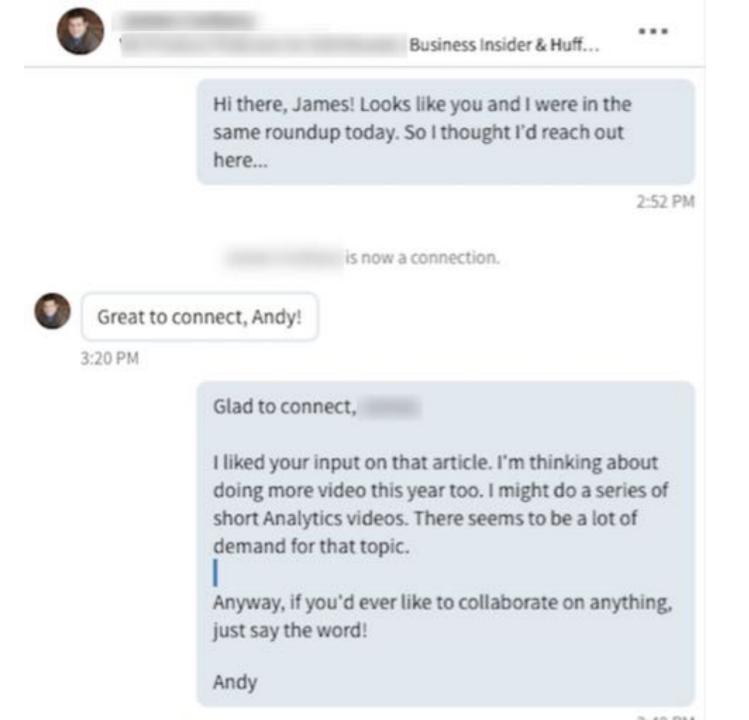
With more and more organizations jumping onto the content marketing bandwagon we face a question: How do we make our content marketing stand out from the crowd?

One approach is to experiment. We could adapt the lean startup methodology for building products to our content marketing approach.

Lean employs an Ideas --> Code --> Data loop to ship code, then iterates

Your Social Media Technology Black





"

Don't hesitate to reach out if you'd ever like to collaborate on anything at all!

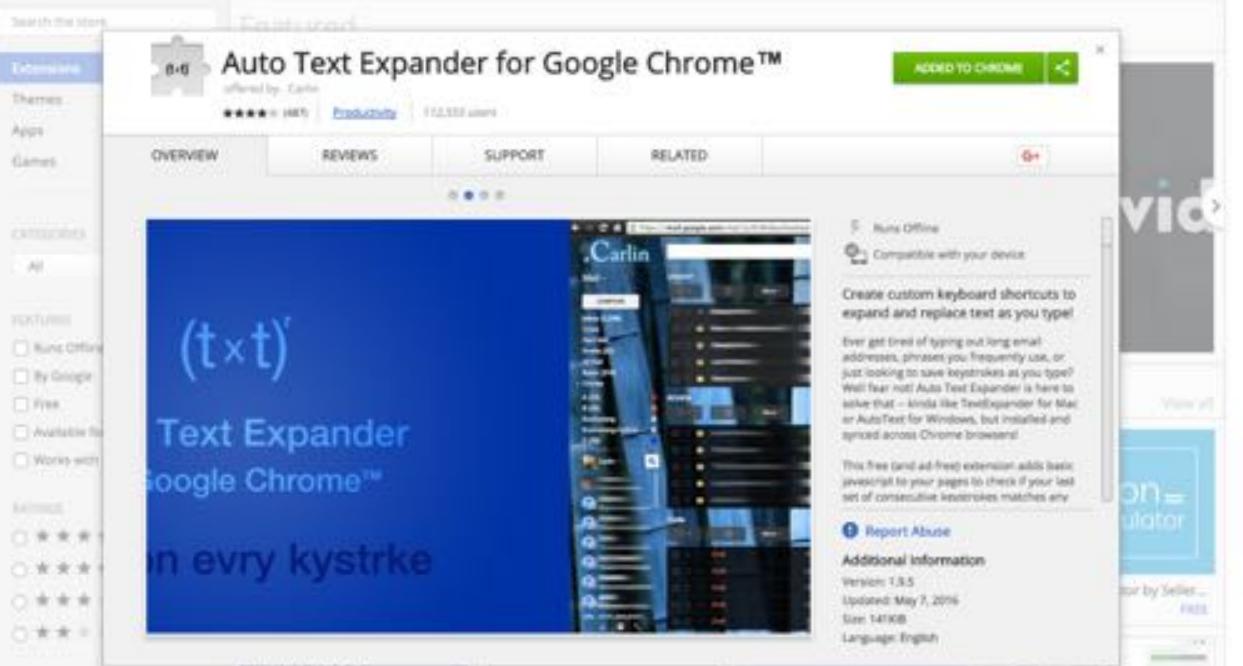
"

Andy Crestodina Content Marketer, Schmoozer





THE REPAIR FOR THE



Collaboration Successes!

Jan 12 (3 days ago) 📩 🔸 Reply 🔹

to me 💌

Andy,

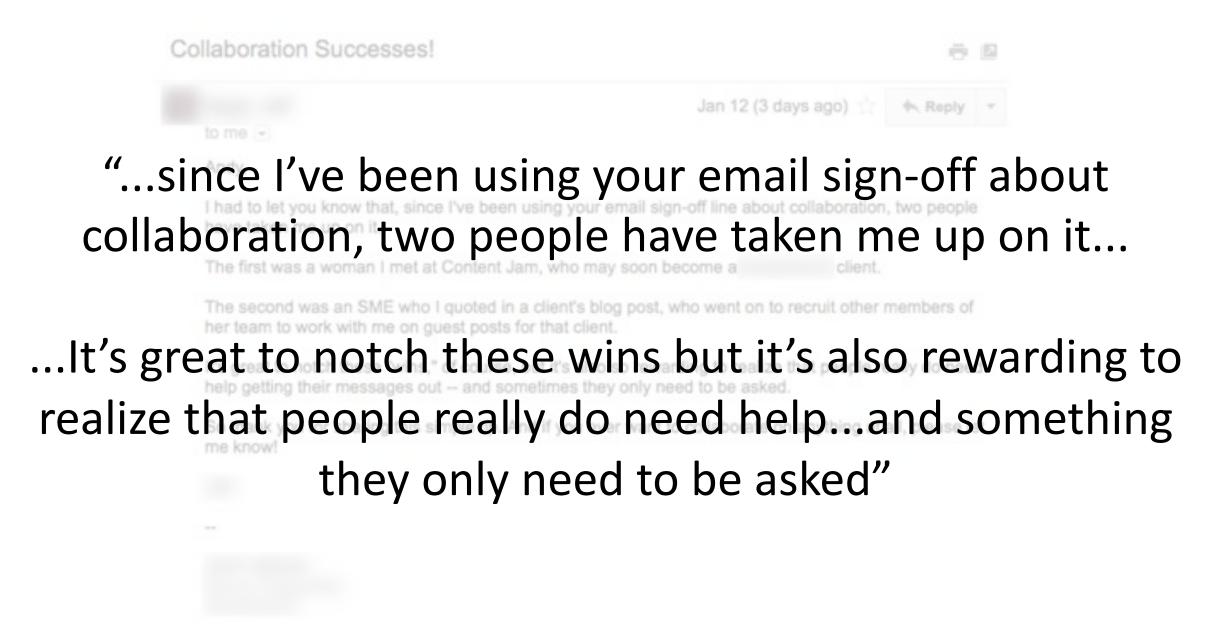
I had to let you know that, since I've been using your email sign-off line about collaboration, two people have taken me up on it.

The first was a woman I met at Content Jam, who may soon become a client.

The second was an SME who I quoted in a client's blog post, who went on to recruit other members of her team to work with me on guest posts for that client.

It's great to notch these "wins," of course, but it's also so rewarding to realize that people really do need help getting their messages out -- and sometimes they only need to be asked.

So thank you for sharing this simple tip. And if you ever want to collaborate on anything at all, please let me know!



11

If you're not making friends, you're doing it wrong.

@crestodina

THANK YOU!

Andy Crestodina @crestodina

The Illustrated Handbook for Content Marketing

> "The most practical book ever written about modern digital marketing."

JAY BAER, NYT BEST-SELLING AUTHOR

CONTENT CHEMISTRY

• Orbit Media Studios

ANDY CRESTODINA