

CONFESSIONS OF A CONTENT WHISPERER

CRACKING THE CODE TO EXTRACT CONTENT FROM TECHNICAL TEAM

Overview

There is a nice, long laundry list of ways to promote finalized content, but there doesn't seem to be any insight into actually extracting that content from a technical team...until now. This extraction (sometimes referred to as pulling teeth) has easily become one of marketing's toughest challenges. If you've heard, "I'm too busy" or "I don't know what to write about" when asking for content from your team, this session is for you. This session equips marketers with tools to get content from their technical team that help develop thought leadership and generate sales qualified leads using digital marketing.

We'll discuss how to gain leadership buy-in, working with specific internal personas and five methods marketers can use to extract quality content from their team without driving either of you crazy. In a world of many hats, marketers really don't have time to beg for content and they shouldn't have to.

Your audience will learn how to:

- Identify what your team needs to know before contributing content
- Identify several subject matter expert (SME) personas and their motivations
- Outline five methods to extract content from your technical team

What to Expect

An unmatched authenticity will fill the room as we take a deep dive into what drives us to succeed. The unbiased and relatable tone opens the audience to exploring their true nature, motivations and areas of improvement.

We will translate complex concepts into practical and tactical strategies.

Applicable practices and strategies partnered with metaphors, anecdotes and research will renew energy and the confidence it takes to track down the content they need.

Meet Your Speaker:

DANIELLE GRAY MBA

Known for her relatability and humor, Danielle challenges her audience to reconnect with what make them human. The way she fuses vulnerability with applicable tactics makes a lasting impression on her audience. Her goal is to empower each person to not just be a better businessperson, but to also be a better human. Her 'cool' factor sets her apart from many of her peers as she has the ability to relate to even the most stubborn millennial. If you're interested in bringing a refreshing energy and a new perspective, she's the right selection.

