

HOW TO

Create + Promote Thought-Leadership Content Every Week

(WITHOUT CRUSHING YOUR SCHEDULE)

GET NOTICED. GAIN FOLLOWERS.

GRAB MEDIA ATTENTION. GENERATE OPPORTUNITIES.

When you constantly produce new content, you make following your business easier for people. However, the sticking point for most people is the fact that creating content is challenging and time-consuming. Additionally, sometimes people do move forward with creating content, but it's not promoted, not shared, and not read.

That can be frustrating and discouraging!

Client work, family activities, and a million other items are constantly hitting your to-do list. You couple this with not knowing how to get attention for your content, and many people give up just as they're getting started.

There are a few simple tips that'll teach you how to create and build your content – what we call your “thought-leadership repository” – on an ongoing basis without falling behind, dragging your feet, or stopping. Additionally, we'll illustrate the many ways to promote your content, establish a following, and even generate media coverage for yourself or your business.

By the end of this e-book, you'll be itching to create new content for the world to see. And if you stick to the suggestions provided here, you'll make creating content systematic and successful in generating a following — both from fans and the media alike.

The Role of Content Director

If you're an individual professional, the content creation process falls solely on your shoulders. You'll be in charge of the entire process, from planning your editorial topics, creating your content, reviewing your work, and publishing everything yourself. As you can imagine, this process is a lot of work for one person to handle. The role of Content Director will be added as one of the many hats you wear.

If you're an employer, on the other hand, you'll rely on your team's ability to contribute to the company's content creation efforts. Your team has a built-in advantage over the solo professional, since your organization has more resources and more potential authors of content for the company.

The biggest challenge for an organization with a team, however, is delegation and accountability. Yes, as an organization, your content creation effort can be spread out over your team, enabling each individual to assume a small amount of responsibility. But unless you have



DELEGATE

Spread content creation out over your team.



ASSIGN THE ROLE OF CONTENT CREATOR

Doing so
will ease your
workload and
keep your team
accountable.

someone at the helm, delegating the workload and keeping the team accountable, you'll struggle to systematically create your thought-leadership repository.

To solve this issue, we recommend assigning the role of Content Director to an employee or an outsourced agency like 11outof11. If no one owns this role, content creation will fall by the wayside when client work gets in the way. And client work will get in the way!

Whether content creation is led by you, someone on your team, or an agency you outsource this work to, this responsibility is all about corralling the content and ensuring it's published routinely. In essence, the Content Director owns the content creation process from end to end, just like the editor of a magazine or newspaper.

Selecting Your Primary Form Of Content

For most professionals, content comes in five primary types: written, visual, video, audio, and experiential. The simplest way to determine the type of content you'll produce is to decide what's easiest for you. This is imperative because you'll find continuously creating new content difficult if the format you choose is challenging for you. Avoid venturing down a path that you'll likely abort later because of difficulty or lack of comfort. Instead, choose the easiest path from the outset!

For example, if you or your employees hate being on camera, how will you produce a whole library of videos? You won't. Likewise, if you'd rather do just about anything other than write, how will you routinely write lengthy blog posts? Again, you won't. Distractions will occur. Client work will become more demanding. Opportunities will grow and begin to cannibalize your time.

As you're reading through this list of possible formats, consider what sounds easiest and most comfortable to you:

- Writing blog posts
- Writing emails with your full content within each email
- Recording podcast episodes
- Recording videos on YouTube
- Recording Facebook Lives
- Recording Instagram Lives
- Creating webinars (either live or pre-recorded)
- Facilitating online groups, such as Facebook Groups or LinkedIn Groups
- Running live events, such as workshops or keynotes

If you're going to create new content with ease, remain committed to the process. If you're going to succeed at positioning yourself or your company as a thought leader in your industry, then you must choose the easiest format(s) to get started.

Including Outsiders (Or Not)

Some content creators include people outside their organizations on a regular basis. You see this with podcasts quite often. Even though the podcast is hosted by an individual entrepreneur or organization, each episode includes an interview with someone outside the hosting business. On the flip side, some podcasts are just an individual talking without any interviews.

Deciding whether or not you'll include outsiders should be something you think about in the beginning of your podcasting process. Then, continue to think about outsider interviews every so often as you continue to produce your content.

Outsiders can be helpful contributors to offload creating all the content yourself. Interviewing a related thought leader or partner on a podcast results in less of a burden on you to plan all the talking points. Instead, you just have to come up with a few interview questions.

But also, note that when working with outsiders, you have to coordinate schedules and ensure your outsiders are meeting your standards for quality content. In the end, the actual time spent on the content is likely the same regardless of whether you or your employees do all the creation or if you invite outsiders to participate. The time is just spent doing different things within each model, such as outlining talking points if it's just you versus schedule coordination if it's you and someone you're interviewing.

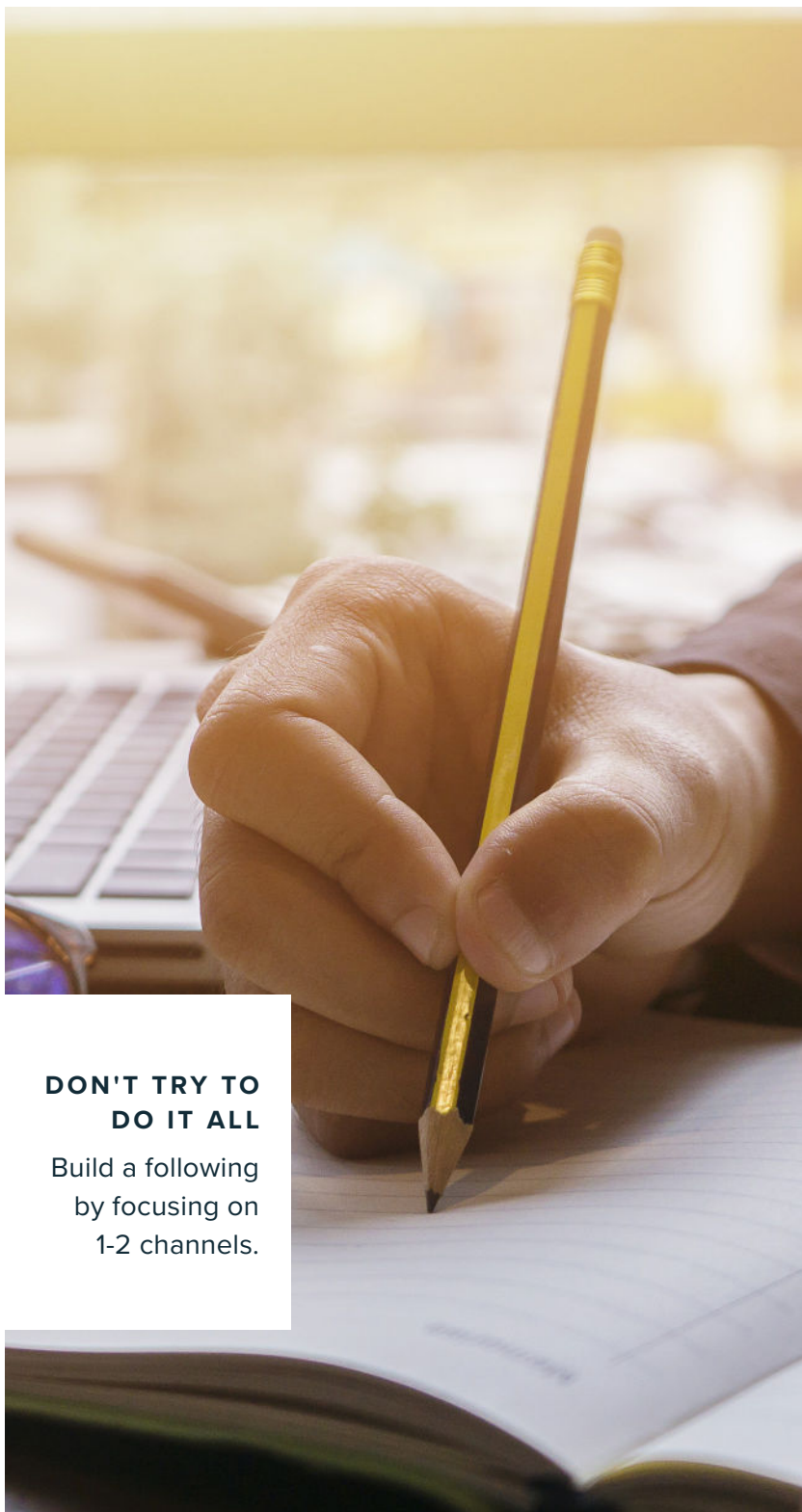
Creating Your Thought-Leadership Angle

People often wonder what to write about, what to create a podcast series on, or what kinds of videos to shoot. The best thought leaders don't just wing it. Content strategy should be carefully planned, including what content topics you will cover as well as what you won't.

To get started, a simple approach is to create content that covers the same things you talk about with prospects and clients. Chances are, if your prospects and clients are interested, your followers will be too! These topics might include:

- 1 Top five tips you talk about with prospects
- 2 Commentary on other articles written
- 3 Things most clients don't know that they should
- 4 Misconceptions about your industry or niche
- 5 How some companies do things within your industry and how things can be done better
- 6 Client case studies

In addition to creating basic content, you must also create your content with a unique angle. For example, let's say your authority platform stars you as the expert at planning magical Disney World vacations for families with young children. Your unique, authority platform is rooted in your belief that most Disney World vacations are fun, but only if you know how to limit your time in the parks.



**DON'T TRY TO
DO IT ALL**

Build a following
by focusing on
1-2 channels.

Most content creators in your niche are writing about topics such as the best weeks to travel to Disney, the best ways to beat Disney lines, and the cheapest airlines flying in and out of Orlando. The point of the other vacation planners' blogs is to help families spend the most time at the parks as possible.

You, on the other hand, hold the position that the parks are overwhelming to young families. They're hot, they're crowded, and they're usually the cause of skipped naps. And when you surveyed a few children that recently went to Disney, you learned that the park was not the happiest place on earth for most of these kids.

You feel most park-goers overdo it and don't understand the proper mix of park time and relaxation, especially with young kids in tow.



99%

INFORMATIVE

Educate first and
sell last (i.e.: 1%
of your content
should be selling.

Because your perspective is unique, your content will be different. You won't write about the topics mentioned by the other vacation planners. Instead, your content might cover things like how to ensure your child fondly remembers her Disney vacation, how to balance quiet time while at Disney, and how to ensure your child gets the rest he or she needs while traveling.

And because you're writing about what you truly believe, you're inspired to do more and more research on the topic of how parents make a Disney vacation enjoyable versus how some Disney-goers inadvertently make their vacations stressful.

Do you see how the angle's uniqueness creates more powerful and interesting content? When creating your content, remember that real, authority content doesn't cover the same thing your competitors cover. To be true thought-leadership content, you must create content that includes your unique perspective.

TO SELL OR NOT TO SELL?

We're always asked the question, "Should I sell or not sell my stuff in my content?"

Personally, I believe that there may be opportunities in your content to mention products or offerings. But mention your products subtly. No one looks forward to listening to, reading, or watching ads. So, if you want to establish a following as an authority and thought leader, we believe your content must be 99% informative and educational, and only 1% sales.

Establishing a Rhythm of Content Creation

You might be wondering, “How often should I produce new content?” The right answer to this question comes in two forms: what’s right for you and what’s right for your audience.

We work with a number of clients that cannot imagine producing new content more than once a week. They choose to create content weekly not because they cannot keep up with a faster pace, but because their audiences cannot consume content any quicker. For other clients, their packed schedules don’t allow for fast content creation. They simply cannot produce new content more than once a week, even though their audience is hungry for more.

As you’re planning out your content creation system, consider a realistic rhythm for both your audience and for you. The biggest secret for achieving this rhythm is working in advance of when content is needed and scheduling your content to be released on a later date.

In doing this, you’ll be able to commit to a rhythm and stick to it. This rhythm is critical to keep your followers engaged because if you publish new content every two weeks, and then “disappear” for a few months because you’ve gotten busy, you’ll lose all the momentum. In other words, you’ll watch your thought-leader status that you worked so hard to build slip through your fingers. Not only that, you might lose followers too.

When you commit to creating content, commit to a schedule and rhythm.

Making Content Creation Systematic

Once you know who will act as your firm's Content Director, you have some ideas about the form your content will take, and you have ideas about your thought-leadership angle, it's time to start planning and creating. A successful Content Director creates a system from the start. Doing so will allow you to create content while running the rest of your business without anything falling through the cracks.

To get started, we recommend creating an editorial topic plan that includes a brain dump of topic ideas. My own editorial topic plan includes ideas that we want to cover at some time or another. Sometimes we plan out exact dates for topics being released. Other times, we just refer to my list of topics and pick one that we feel like working on.

When we're planning exact release dates, it's usually because something time-sensitive is happening in my business. Perhaps we're speaking at an event or planning to go to a conference. If the content's topic is related, then the timing for this particular piece of content is important. When content isn't quite as purposeful, I'll just pick from the ongoing list. Having that ongoing list is a big help, because having a plan ahead of time avoids a hiccup in content creation due to a lack of ideas. Just refer to the list and you're sure to find one that you fancy working on!



BUILT IN EFFICIENCIES

We block off two to three hours for content creation every month and create multiple pieces of content at once.

When scheduling the creation of new content, we sometimes get so inspired to work on a single topic that we work on the piece and knock out one, great, in-depth piece of content quickly. However, the majority of the time, we block off two to three hours for content creation every month and create multiple pieces of content at once. Doing so allows me to have a repository of content ready to be scheduled for release so that we can take much-needed breaks from creating content. We often find that the breaks also give me time to think of new ideas, a practice which is great for adding to the ongoing list inside my editorial topic plan!

Plus, working on multiple pieces of content together is friendlier to my schedule. We simply schedule my few hours and head to a nearby coffee shop or lock myself away in my office.

Promotion is Queen

Content is only as good as the people who consume it. For it to add value to the reader, viewer, listener, or participant, those people must know that it exists. They must see something that intrigues them. They must have a glimpse of the value. Or they must get it from someone they trust. Unfortunately, *Field of Dreams* doesn't apply to thought leadership: just because you build it, it doesn't mean they will come. Without a plan to promote, content will never generate a return on investment.

All promotable content meets these three requirements:

Relevance The best content is highly relevant to a targeted audience. It addresses their pain, their opportunity, or their need. It is about them, not about the author. Great content is rooted in the perspective of others, and it speaks to them.

Insightful Value comes from newness. Content should add a new insight or perspective. It should add a different dimension to the understanding of the topic. With the help of research, data, case studies, shared experiences, or other proof points, any form of content can add value.

Actionable When people read, see, or experience something of value, they often want to act on it. Sometimes they share it with others on their team. Sometimes they change their entire business model. Either way, it should be clear what people can do when they consume content.



If your content meets these three requirements, it's ready to be promoted. There are three primary modes thought leaders can use to promote their content these days:

Social Media As a thought leader, you hopefully have a group of people who think you're smart about something that matters to them. The best way to communicate with these people daily, and use them to get to other people, is social media.

Public Relations Now that you're regularly producing content, you have something of value to talk about. Reporters, editors, and conference organizers may be interested. Getting them to promote your content or other areas where you have thought leadership will dramatically increase your visibility.

Email Marketing You know lots of people, and those who like you probably want to hear from you. They want to know what you're doing and what you're thinking. Sending them regular emails with your content and opportunities to interact will often pay off in promoting you and your business.

The following pages outline some easy ways to promote yourself as a thought leader. If you have a marketing person to help you, even better. Proactively share some of these ideas to ensure that your content is part of your overall company promotional plan.

Build a Social Media Following

We're often asked whether a business owner or CEO should have a social media strategy that is separate from their company's. If that person is a thought leader, the answer is always "YES!" There are a few reasons why.

First, you can't be a leader if no one follows you. Second, having an active social media presence demonstrates your commitment to the community. Third, social media can drive a tremendous amount of consumers to your content. These three things are all critical to ensuring that your investment in content development generates a return.

BUILDING A FOLLOWING

We're often asked about which social networks make sense for thought leaders. The answer is: it depends. If you're just starting to build a following on social media, you should only invest in one or two channels. Don't try to do them all. You'll end up overextending yourself and doing nothing.

Determining where your audience is will help you decide which one or two social channels to invest your time. Talk to a few people that represent your potential audience. Ask them where they get news and information.

Here's a cheat sheet based on our experience with lots of thought leaders over many years:

LinkedIn Business-to-business professionals are here, particularly those in professional services. Yes, many people use LinkedIn to look for jobs or recruit more employees. But many other people use LinkedIn to research products and services, companies, and leaders before they make a decision to buy. Since being bought by Microsoft, LinkedIn's newsfeed has dramatically evolved. More and more people are going there for business-focused news, events, and insights. It can be easy, though time-consuming, to build an online network and following.

Twitter This is a must-do if you're in politics, news commentary, or technology. It's also the easiest way to connect with people if you do a lot of speaking at conferences. People can easily find you, mention you, post photos of you, and ask you questions. All serious speakers should have a Twitter promotional plan. Building a following here is also easy, but time-consuming.

Facebook Facebook is the world's largest social media platform, and most American adults are on it. We've seen it work for thought leaders in most industries, not just consumer or nonprofit. There are some choices to be made if you're going to set up a Facebook presence as a thought leader: whether to use a personal, business, or public persona page. This is one where you should probably consult a professional so you don't go about it the wrong way. Also, the fastest way to develop a following is through paid ads, so make sure you incorporate a budget into your planning.

Instagram Instagram is a photo and video content platform. Reading long-form content, such as articles or blog posts, really isn't a thing that happens there. But thought leaders on lifestyle, real estate, design, and other visual industries can have success on Instagram. So can speakers and authors as long as they invest in high-quality photos for the platform. If Instagram is right for you, also plan for a budget. Since it's owned by Facebook, Instagram also works best when you're buying ads.

If you are starting down this path, choose just one social network for now and invest heavily in it. Talk with your marketing team about their social media strategy to ensure your company's channels are working with and supporting yours. That should help you grow your following much more quickly.

POSTING

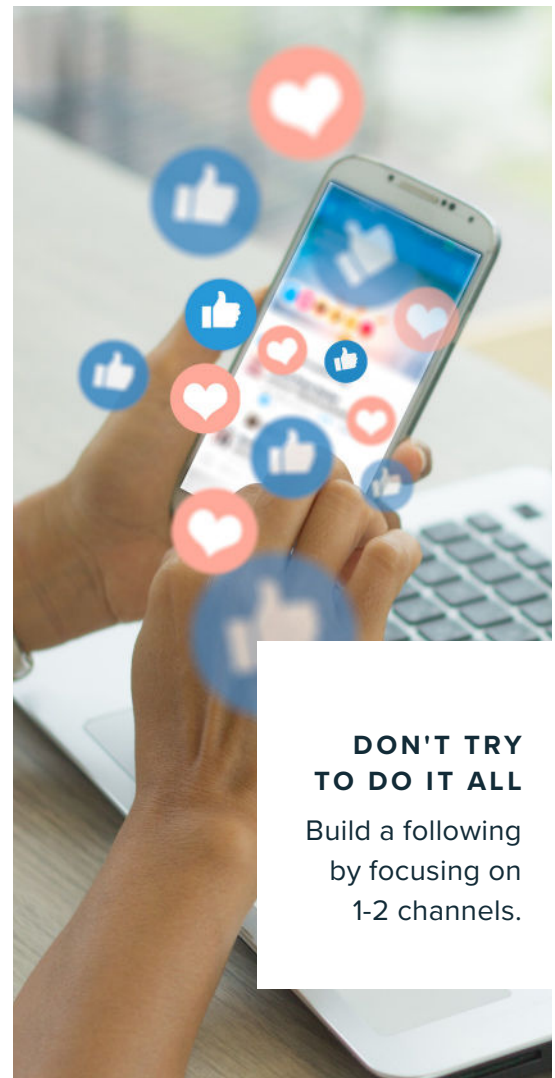
Your posting strategy - what, how often, etc. - depends on the social media platform you've chosen. Here are some general guidelines:

LinkedIn Post 3-4 times a week. Include at least one post that includes a piece of content you've written. Include one post about third-party content you find interesting, and mention why you think it's interesting. The other two posts may be about an event you will be attending or have attended, news from your company, news from a trade association or nonprofit you support, a shared post from a colleague, a congratulatory post for a client or customer, or something else.

Twitter Post as-needed. Whenever you have new content to share, do it on Twitter. When attending or speaking at events, ramp up your posts right before a conference or speaking opportunity, be very active during the event, and be sure to share information after the fact.

Facebook Be sure to post 3-4 times per week. Consider the audience and the platform when posting. Yes, it's ok to post about your content. It's also cool to post about your business and speaking gigs. Don't post personal items unless you're ok with your business community seeing them. Keep it light and know that people may be looking at your posts while they're waiting in line or sitting on the toilet.

Instagram It is ok to limit Instagram posts to twice per week for most thought leaders. The exception is if you are a professional influencer, and your job is to post to Instagram. Remember, Instagram is for sharing visual content. Unless you're spending money on ads, you can't link to articles or longer-form pieces you've written. Therefore, if traffic to a website is your goal, this platform is unlikely to drive any until you start spending money on advertising.



**DON'T TRY
TO DO IT ALL**
Build a following
by focusing on
1-2 channels.

There are also some best practices you can use regardless of the social media channel:

Never Once It is a mistake to post a piece of content just once and think all the people you want to see it will see it. They won't. Don't post the same thing over and over, though. Your timeline will look completely insane. Instead, pick apart your content and find a few interesting ways to get people's attention with it.

Sometimes with an Image Sometimes, a link you include in a social post will automatically generate an image. That's great! As long as it's a relevant, on-brand image. If no image populates, you will often have the opportunity to add one. Whatever you do, don't miss the opportunity to include an image when you can. A picture is worth 1000 words, as they say. That's particularly true when characters are being counted.

Usually with a Mention Other people matter. They help you with your business, they give you good ideas, they connect you with even more people, they have people that follow them. When possible, @mention them in your posts. Or @mention their companies. Either way, you will get the attention of others and the people that follow them.

Always with a Link and Hashtag Every post on every platform should include a link and at least one hashtag. The exception is links on Instagram, as mentioned, unless you are using third-party tools like LinkTree. Hashtags are important because they help people find posts on topics that interest them. That's why you must do research into hashtags people use. For instance, #jobs, #marketing, #HR, #manufacturing, #nonprofit, etc. are all popular. When you use them, you increase the likelihood of people finding your content because they're interested in the topic. Similarly, be sure you include a link so there is a call-to-action. Ideally, use a tagged link (and visit www.SliceCommunications.com to learn how to do that) so you can track where traffic originated.

INTERACTING

Social media should never be a one-way street. You can't just post and think that suddenly people are going to start following you because you're brilliant. Be sure to interact with everyone mentioning you. They're trying to start a conversation, so join them. Find others that you care about and start conversations with them. You'll likely find some great collaborators and maybe even a few clients or employees.

Getting Media Opportunities

Public relations (PR) is more of an art than a science, and when it comes to PR, nothing can be guaranteed. PR is earned media, which means that you must convince a reporter or editor to cover a topic that matters to you or include you in a story. This is hard work, and it takes a lot of time. But the credibility and reach that comes from a media placement can't be matched by anything else.

There are four primary ways that thought leaders can generate media coverage:

News Releases Press releases are what most people think about when they think of PR. Press releases are best used for hard news: a new product, service, partnership, building, leader, etc. They are not useful in generating media coverage for thought leadership. A new website or blog, a speaking opportunity, a video series, etc. are not newsworthy. They may be interesting, but they won't convince an editor to include you in an article.

Editorial Briefings This is an opportunity to sit down with a reporter, either in person or over the phone, and share your background, areas of expertise, and what value you can add to the publication. These conversations should not be about your products and services. You should talk about some of the topics around which you have created content. Share your ideas, your experience, the concerns you're hearing from people in the industry, and your point-of-view. Let them know who you are and how you can help them now or in the future.



TAKE THE TIME

Build genuine relationships by being authentic, dedicated and resourceful.

Pitching This is the most effective form of media outreach for thought leaders. It's time-consuming and requires consistency. Each piece of content you develop is based on an idea, and that idea can be pitched to reporters or editors for them to write about or cover. A pitch is typically an email that explains the idea, why it matters to their audiences, and your perspective on it. Some reporters will bite right away. Others may need to hear from you a few times before responding. Either way, it's a numbers game. But there's a big trophy in the form of a lot of views if you are willing to play ball or pay someone to do it for you.

Newsjacking There are a lot of things happening in the world everyday and a lot of news being covered. Chances are that you, as a thought leader, have a perspective on some of those things. Newsjacking is a PR technique where you listen for relevant things happening in the news and then reach out to reporters offering yourself as an expert on the topic for additional stories. It can be incredibly effective and catapult a thought leader to the national stage. It too, takes time, as well as an awareness of what's happening in the world.

TYPES OF MEDIA OPPORTUNITIES

There are two primary types of media opportunities:

Interviews Sometimes, reporters report stories. They identify a subject, interview people on the topic, do research, and draft an article or broadcast piece. These are usually news stories, human interest pieces, or profiles. Sometimes they're also case studies or trend pieces. The pros of getting media coverage via an interview include the credibility of being in a reported story, the inclusion of other thought leaders, and the limit on how much work you need to do as the source or spokesperson. The major con is that you cannot control the story or how you're included in it. Of course, if something is factually incorrect, you may be able to get it changed, but you really have no recourse if a reporter doesn't want to make a change.

Bylined Articles Another name for contributed content is bylined article. Since many media outlets, particularly those in trades, have shrinking budgets to pay for reporters, they are more open than ever to taking content you develop. Often, they will have editorial guidelines that you need to follow and deadlines that you need to hit. Most will require original content, meaning something that hasn't been published elsewhere on the Internet. That said, you will usually have complete control of what is published as long as you follow the guidelines and don't promote yourself, your products, or your services.

There are other types of media opportunities, including press conferences and media availabilities, but as a thought leader, these are unlikely to be applicable to you.

PREPARING FOR INTERVIEWS

A conversation with a reporter is unlike any other conversation you will ever have. That's because your job is not to answer questions. Your job is to deliver messages.

The average media outlet reaches tens of thousands of people. Imagine stopping in the middle of your work day, getting up from your desk, walking through a door, and without a moment of preparation, personally addressing a mass audience. Picture a stadium of thousands of customers, employees, shareholders, friends, colleagues and competitors listening to (and in some cases repeating) every word you have to say on a variety of industry and company issues and topics.

One more thing – the entire thing is recorded and televised.

Media interviews can happen in a variety of places, times, and situations. The key is to understand reporters' goals prior to engaging in an interview and to understand what your role is in the story they are telling.

The best thought leaders use their leadership in media interviews. They have conversations with reporters that they begin and they direct. They share data, stories, examples, and demonstrations. They are engaging and entertaining. Most importantly, they deliver their most compelling messages.

Successful interviews are message driven. They are not traditional question and answer sessions with a reporter. They are strategic, deliberate and manipulated communications techniques -- designed to produce a specific response.

SIX PRINCIPLES OF MESSAGE DEVELOPMENT:

- 1 All communications efforts contain messages – whether intended or not. Even silence is a message.
- 2 Don't communicate accidental messages; have a core set of messages and bridge over to them.
- 3 Messages are not limited to words and can actually be cancelled out by nonverbal communications and tone or attitude.
- 4 Not all messages have equal impact. Emotional messages cancel out rational messages.
- 5 Make messages memorable through visuals, simplicity and relevance.
- 6 The goal of every interview is to use the interview questions as a way to get your messages across. If the interview questions help you do that, great. If they do not, you just have to work harder.

The anatomy of the perfect interview answer can be expressed as a simple equation:

$$\text{I.Q.} + \text{M} = \text{R}$$

The perfect response (R) should address the intention of the question (I.Q.) with a smooth transition to key messages (M) you want convey. Ideally, it will be punctuated with a story.

Just like any other important skill, giving a great interview requires training and practice. If being interviewed by reporters is a major part of your thought leadership plan, invest in yourself and develop your skills.

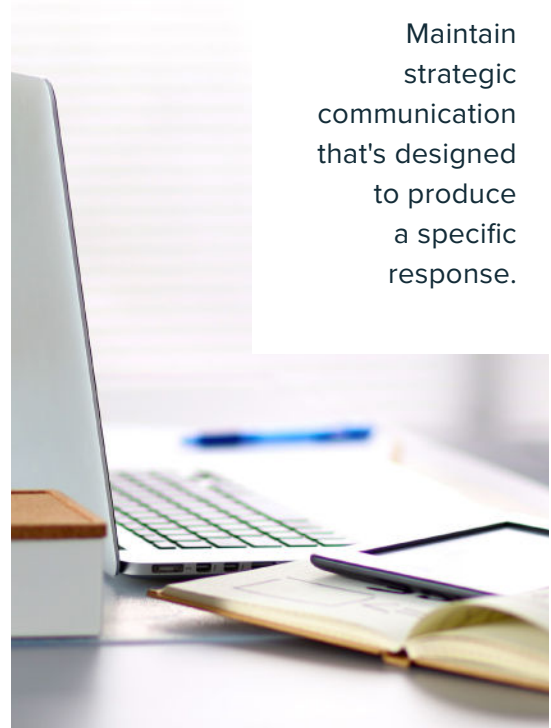
LEVERAGING MEDIA PLACEMENTS

Congratulations! You've earned media coverage. This is the single most credible and trustworthy marketing material you have. Remember that media placement is only as good as the people who see it. So it's time to make sure everyone who should know about it does. Here are 10 ways to get the most out of your hard-earned media placement:

- 1 Add a brief description of the placement and a link to it to your website.
- 2 Add the logo of the media outlet to your homepage, "as seen in."
- 3 Share it on your company social media channels, tagging the reporter, media outlet, and your individual social media accounts.
- 4 Share it on your individual social media channels, tagging the reporter, media outlet, and your company social media channels.

STAY ON POINT

Maintain strategic communication that's designed to produce a specific response.



- 5 Ask your leadership team and other employees and co-workers to share it on their social media channels, including tagging you and your company.
- 6 Send an email to your relevant vendors and partners about the placement.
- 7 Ask your vendors, partners, and other supporters to share it on their social media channels, tagging your company social media accounts.
- 8 Write a brief intro and send it to your relevant email contacts.
- 9 Give it to your salespeople and encourage them to send it to their cold and warm leads.
- 10 Add it to your sales and marketing presentations

Do these things and you'll be sure to get more value from everything you invest in promoting yourself as a thought leader.

Need More Help?

Need more help getting started and keeping your content organized? Don't worry. I've got you covered! To help you create a system for creating your content, I've prepared an editorial topic-planning template for you. The template enables you to uncover areas you might want to further study. The template also includes a spreadsheet for capturing your ideas, noting deadlines, and selecting the date on which you'll share each piece of content with the world.

To download the free, editorial topic-planning template, go to: www.Angela-Pointon.com/stop-blending

Want To Read More?

This e-book is an excerpt from the book, *Stop Blending In: The 7 Steps For Achieving Thought-Leader Status And Standing Out In Your Field*, written by Angela Pointon, president of 11outof11.

To read more, purchase a copy of the book on Amazon.

ABOUT SLICE COMMUNICATIONS

Slice Communications exists to get people to pay attention to our clients. We do that using public relations, social media, and email marketing.

Over the years, we've identified seven business goals we help companies achieve: brand awareness, thought leadership, new opportunity generation, recruiting, customer service, community relations, and market research. Since no one has unlimited time and money, each of our clients choose their two highest priorities for our efforts in the coming 12-18 months. This keeps us focused on delivering value for our clients.

If you're not already convinced, here are some other things that make us special:

We host Social Media Day in Philadelphia, where hundreds of the smartest people gather annually to share their experiences using social media to grow their organizations.

We are a Best Place to Work according to the Philadelphia Business Journal. We work hard to encourage the personal and professional growth of our #SliceSquad.

We are proudly a woman-owned and have been certified by the Women's Business Enterprise National Council (WBENC).

So if this all sounds like the kind of company and the group of people you want to have on your team, let us know. At the end of the day, our clients are our shareholders, and we never forget that.

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ABOUT 11 OUT OF 11

Just can't imagine putting out new content every single week? Don't worry. We've got you covered.

11outof11 specializes in working with entrepreneurs, business owners and CEOs of growing companies in both the B2B and B2C sectors that need an agency to handle their content marketing.

Our team of writers, email marketing experts, landing page builders, and digital designers become your outsourced team for content marketing. We handle blogging, email automation, lead magnet creation, whitepaper and e-book creation -- basically everything you need to do content marketing right.

11outof11 is a certified Hubspot and SharpSpring partner.
Request a call with an 11outof11 content marketing expert.

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