



# Content Marketing Planning Bootcamp for 2019



Presented by:  
Danielle Gray



#ContentWhisperer @dgmarketingco



# Keep in Mind

- **Be Social!** Tweet using hashtag #ContentWhisperer  
Twitter: @dgmarketingco  
Connect on LinkedIn: Danielle Gray, MBA
- **Ask questions!** When you feel it, ask it.  
Someone else is probably thinking the same.
- **Relax and Learn!** Yes...you can still learn while enjoying yourself. Relax your shoulders.

# Bootcamp Overview

- **Planning Strategy**  
Gain leadership buy-in  
Conduct content audit  
Establish KPI's  
Setting Goals  
Develop strategy
- **Planning Implementation**  
Collect content from team  
Develop content calendars  
Link content together to create campaigns  
Create outlines for writing content

# Planning Implementation


Collect Content from Team



#ContentWhisperer @dgmarketingco







**what?  
so what?  
now what?**

# Stages of Content Generation

## Determine Persona

(Who are the influencers and decision makers?)

## Identify Pain Points

(What the personas have issues with at work?)

## Match Services

(What services help them solve pain points)

# Example

## Determine Persona

Facility Manager

## Identify Pain Points

Proving solution works before construction.

## Match Services

Simulation allows clients to see facility design before construction.

# Example



Full Page in National Publication: \$0.00



# Example

## Determine Persona

Facility Manager

## Identify Pain Points

Worried about downtime.

## Match Services

Software for backups, maintenance options, equipment upgrades, changes to layout, operator training

5 Proven Methods to Reduce Downtime in Your Facility

# Exercise - 10 mins

- Select one external persona
- List 2 characteristics about them
- List 2 pain points
- Match at least 1 service per pain point
- Select type of content
- Create title of content

# Collaborating with your internal team



Timmy Too Busy



Sampson the Champion



Betty Too Ready



Neil Knows It All



Kara Don't Care(a)

# Juggling Tips

- Write content outline (what, so what, now what) - 1 hour
- Gather several SMEs to collect/extract content - 2 hours (over lunch)
- Collaborate with expert on content - 30 minutes per meeting
- Commit to time and time yourself



# Planning Implementation

Develop Content Calendar



#ContentWhisperer @dgmarketingco



# Content Calendar

1. Plan writing schedule
2. Include approval time
3. Create publication date
4. Schedule social media posts
5. Schedule email campaigns

# Content Calendar

## September

2016

### August

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### October

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
	WRITING BEGINS   Data Systems Blog Title - Main Contact - John Smith, PMP	PUBLISH   Energy Blog Title - Main Contact - John Smith, PMP		EDITING DUE   Healthcare Blog Title - Main Contact - John Smith, PMP		
4	5	6	7	8	9	10
			EDITING DUE   Data Systems Blog Title - Main Contact - John Smith, PMP			
11	12	13	14	15	16	17
	APPROVAL DUE   Healthcare Blog Title - Main Contact - John Smith, PMP	PUBLISH   Healthcare Blog Title - Main Contact - John Smith, PMP	WRITING BEGINS   Corporate Blog Title - Main Contact - John Smith, PMP			
18	19	20	21	22	23	24
			APPROVAL DUE   Data Systems Blog Title - Main Contact - John Smith, PMP		EDITING DUE   Corporate Blog Title - Main Contact - John Smith, PMP	
25	26	27	28	29	30	1
		PUBLISH   Data Systems Blog Title - Main Contact - John Smith, PMP				
2	3	4	5	6	7	8



# Frequency!

1. Quarterly newsletters/e-blasts
2. Daily social media updates
3. Like/Comment/Share weekly





**NOTE:** Topics from Content Generation Workshop can be scheduled in content calendar




# Planning Implementation

Link content together to  
create campaigns



#ContentWhisperer @dgmarketingco





**what?  
so what?  
now what?**

# Campaigns

- Thought Leadership
- Team Updates
- Project Updates
- Community Updates

ENVIRONMENTAL

# Think Tank

THE OHIO STATE UNIVERSITY

Water Reduction Summer Series


---

## Think Tank Part 3: Out of Sight, In Mind

The final part of our Think Tank Water Reduction Series is here! In Part 3, we focus on what you can do with your water once it serves its production related purpose and becomes a waste stream. Haskell's Tiffany Shaw and FISS Environmental's Ned Fiss bring you a technical paper that addresses how and why you may choose to:

- Discharge directly to the municipal sewer system
- Pretreat water prior to discharge
- Fully treat water privately to discharge
- Treat water with a reuse component

[Download](#)



Read Part 1: Water Filtration

In Part 1 of our Think Tank series, our experts address how manufacturers can optimize the water coming into their plants and will:

- Define water filtration vocabulary
- Highlight new technologies
- Outline how to create a water use master plan
- Identify ways to use reclaimed water in your plant now

[Download](#)

Read Part 2: Reuse and Recapture

In Part 2 of our Think Tank series, our experts address how manufacturers can cut non-product water consumption by 50% and will:

- Describe which features should be included in a basic cooling tower
- Illustrate how properly sizing and locating a CIP system can increase profit
- List valuable components that help save water

[Download](#)



# Email Case Study



## Welcome FreemanWhite to the Haskell Family

Haskell has completed the acquisition of FreemanWhite, a Charlotte-based consulting and design practice focused exclusively on the healthcare sector.

The merger creates a 360° service offering that fully aligns healthcare business strategy, operational performance, planning, design, engineering, construction and post occupancy evaluation across the care continuum. [More>>](#)



[READ PRESS RELEASE](#)

## Learn More

### 5 Questions with Jim Eaton

Read about Jim and his team in this interview. [Read now](#)

### The New Hub and Spoke

How are you redirecting the flow of patient care? [Read now](#)

### HCD: Session Preview

Haskell and LeeSar will present at the HCD Conference on November 17th. [Read preview](#)

### Attending HCD?

If you're attending HCD, be sure to visit us in booth 406.

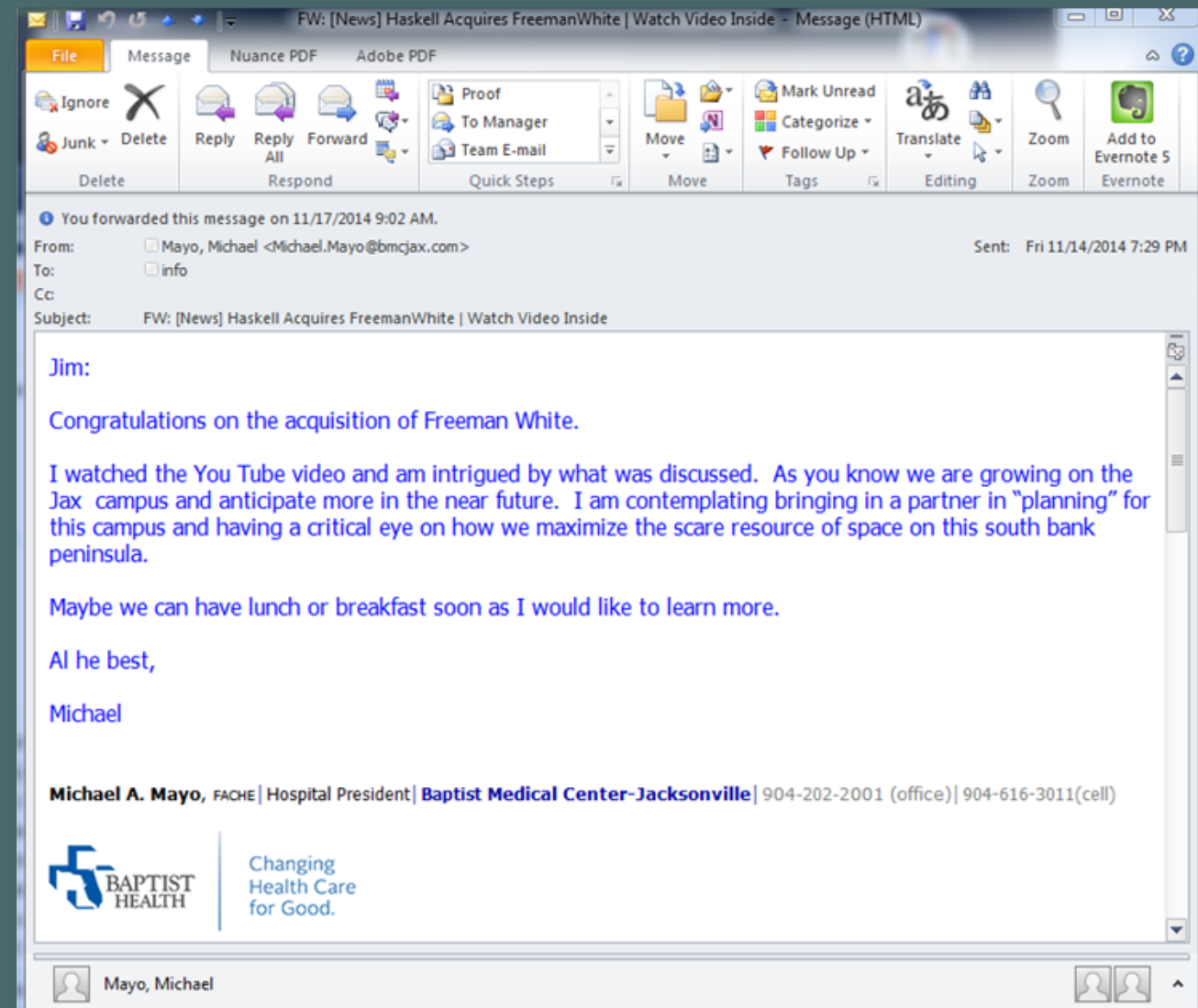
healthcare  
design

Download the **HCD Mobile App** to add our session to your agenda.

healthcare  
design

NOVEMBER 15-18, 2014

Visit us in  
**Booth 406**



# Email Case Study

## HKS / FreemanWhite: Designing the Future of Healthcare



JACKSONVILLE, FL – HKS and FreemanWhite, a Haskell Company, have been selected as the design team for the new **Baptist MD Anderson Cancer Center in Jacksonville**. This project represents a healthcare milestone – the opportunity to transform cancer care and provide advanced treatment options to adult patients locally, regionally, nationally and internationally. HKS Architects Inc., an internationally recognized design firm, and FreemanWhite, a consulting and design practice

Sign Up!

### Contact Jim Eaton

Vice President, Healthcare

904.791.4520  
[jim.eaton@haskell.com](mailto:jim.eaton@haskell.com)

### Contact Franklin Brooks, AIA, ACHA

Managing Principal, CEO

704.523.2230  
[fbrooks@freemanwhite.com](mailto:fbrooks@freemanwhite.com)

# Related Content

## The 3-Step Methodical Approach to Packaging Line Design

Posted by [Admin](#) on Sep 18, 2017 10:52:25 AM



### Related Content

[Using Emulation to Maximize ROI](#)

[7 Costly Pitfalls of Inventory Mangement](#)

[How to Use Simulation for System Improvement](#)

Topics: [Processing and Packaging](#)



# Email Case Study

Introductory email to send from BD

#ContentWhisperer @dgmarketingco



## WHO IS HASKELL?

WE DELIVER ENGINEERING AND BUILDING SOLUTIONS THAT MOVE OUR CLIENTS' ENTERPRISES FORWARD.

WE BELIEVE SUCCESS CAN BE CERTAIN.



### MEET MATT GULDEN, PE

AS THE HEAD OF HASKELL'S CONSUMER PRODUCTS DIVISION, MATT LEADS A TEAM OF PROFESSIONALS THAT SPECIALIZE IN THE EVALUATION OF EXISTING SYSTEMS AS WELL AS THE DESIGN AND CONSTRUCTION OF NEW MANUFACTURING EQUIPMENT LINES AND FACILITIES. HE IS COMMITTED TO EXPLORING FACILITY SOLUTIONS THAT ALIGN WITH HIS CLIENTS' BUSINESS OBJECTIVES. CLICK THE BUTTON BELOW TO LEARN MORE.

[READ](#)

## WE OFFER

ARCHITECTURE | ENGINEERING | CONSTRUCTION  
FABRICATION | MASTER PLANNING | PROJECT FINANCE | PROCESS SYSTEMS  
MATERIAL HANDLING & DISTRIBUTION SYSTEMS | SYSTEM ANALYTICS & MODELING | MANUFACTURING CONSULTING

[SEE SERVICES](#)

## WHY HASKELL?

Founded in:

# 1965

Over **300**  
In-house Design Professionals

Over **100**  
LEED Certified Professionals on Staff

Over **2,000**  
projects completed worldwide

Annual Revenues of approximately:  
**\$600 million**  
Ranked among the Top Global AEC Firms



Blogs



Case Studies



White Papers



Technical Papers







# Email Case Study

Use of team  
photos for  
relatability

#ContentWhisperer @dgmarketingco



## WELCOME TO THE DRAGON GROUP NEWSLETTER

Tuesday, April 18 2017

The Dragon Group is a firm that focuses on sustainability consulting, green building and construction management. Helping owners, clients and our community is what drives us and gets our team out of the bed each and every day! Our Spring 2017 issue highlights a new client, student engagement and achievement of one of our own.

Enjoy!

Yvonne Dragon, Partner  
Randall Dragon, Partner  
[thedragongrp.com](http://thedragongrp.com)

### PROJECT UPDATE



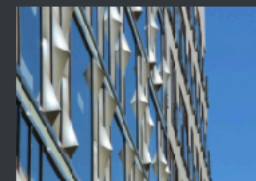
The Dragon Group has been hired by HJ Russell & Company as their construction manager for the Villages of Castleberry Hill renovation (VOC). VOC consists of 166 units spread across 7 acres. The Dragon Group is overseeing the substantial exterior and interior renovation that features new roofs, breezeway modifications, site modifications, exterior LED lights, high efficiency HVAC systems, exterior painting, flooring, and kitchen upgrades with Energy Star appliances. The project, with an aggressive timeline, is also pursuing Earthcraft Renovation Certification to meet project sustainability goals.

### In the Community

*Even though its spring, TDG has its head (and heart) at school. We are very committed to student engagement at every level from elementary to college.*



### INDUSTRY NEWS



*Global Green Building Trends with LEED v4*



*First Ever WELL Building Standard Certification Issued*



### INTERN CORNER

*TDG's first intern Wama G, will be graduating in May with a B.S. in*





# Email Case Study

Call-to-action is a MUST



## Think Tank Part 3: Out of Sight, In Mind

The final part of our Think Tank Water Reduction Series is here! In Part 3, we focus on what you can do with your water once it serves its production related purpose and becomes a waste stream. Haskell's Tiffany Shaw and FISS Environmental's Ned Fiss bring you a technical paper that addresses how and why you may choose to:

- Discharge directly to the municipal sewer system
- Pretreat water prior to discharge
- Fully treat water privately to discharge
- Treat water with a reuse component



Download

## Did you miss one of the parts of the Think Tank Series? Catch up here!

### Read Part 1: Water Filtration

In Part 1 of our Think Tank series, our experts address how manufacturers can optimize the water coming into their plants and will:

- Define water filtration vocabulary
- Highlight new technologies
- Outline how to create a water use master plan
- Identify ways to use reclaimed water in your plant now

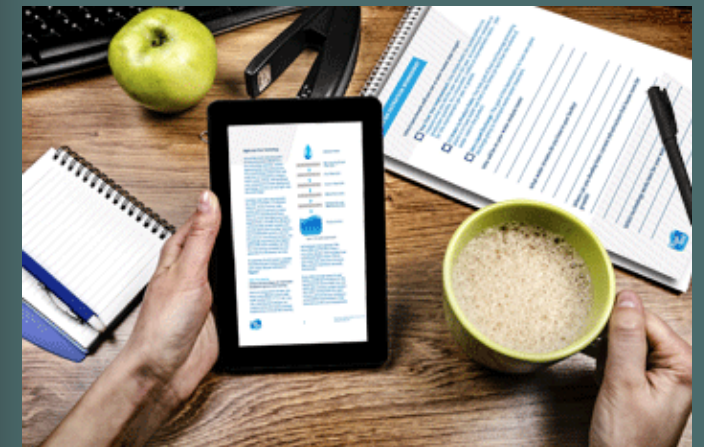
Download

### Read Part 2: Reuse and Recapture

In Part 2 of our Think Tank series, our experts address how manufacturers can cut non-product water consumption by 50% and will:

- Describe which features should be included in a basic cooling tower
- Illustrate how properly sizing and locating a CIP system can increase profit
- List valuable components that help save water

Download



# Linking Unrelated Content



## Happy New Year <<First Name>>!

Firstly, congratulations for making it through last year's budget cycle! It can be difficult... we know, but you made it! Now that your business development team established strategy and set sales goals for the year, how is your marketing team planning to contribute?

### You need a digital marketing strategy and action plan!

If you are curious about how digital marketing can help you implement your business development strategy in a world of continuous proposals, let's talk.

[Tell me more about digital marketing strategy and action plans](#)



### Read More from DG Marketing Co.



[3 Painless Ways to Extract Content from Technical Experts](#)

[Read Now](#)



[3 Tips to Optimize Your LinkedIn Profile Immediately](#)

[Read Now](#)



[DG Marketing Presents: Digital Marketing Title Generator \[Try it\]](#)

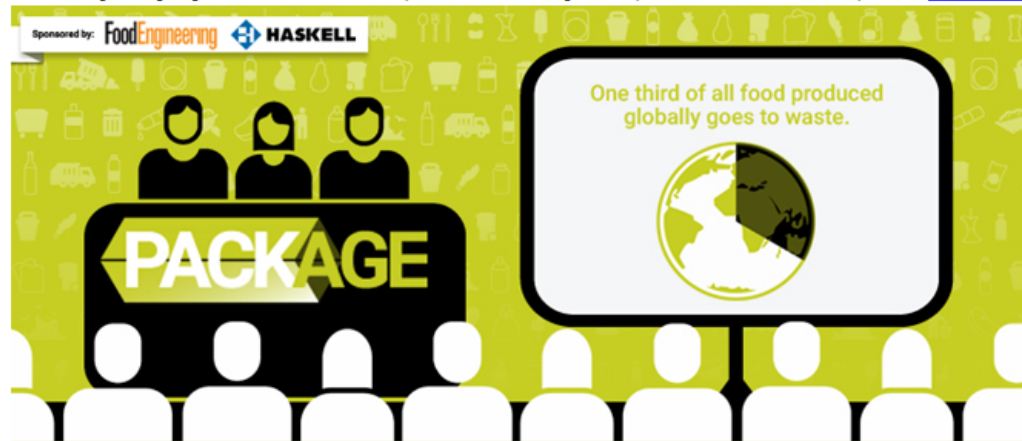
[Generate a Title](#)





# Campaign Case Study

Food Engineering Magazine and Haskell will host a panel discussion during Pack Expo about food waste. Lunch is provided. [Register now.](#)



## Join us to discuss Food Waste Reduction

Together we'll uncover solutions targeting manufacturer waste.

During PACK EXPO 2014, Food Engineering Magazine and Haskell will host, PackAGE, an expert panel discussion concerning packaging's future and role in waste reduction. You'll hear from notable authorities within the industry and have a chance to let your voice be heard. With only 100 seats available, be sure to [register today](#). Lunch is provided. Don't let it go to waste.



**Michael Ballard**  
Dir. of Packaging Engineering  
General Mills

**Dennis R. Heldman, PhD**  
Professor of Food Engineering  
The Ohio State University

**Joyce Fassl**  
Editor in Chief  
Food Engineering Magazine

**Keith Perkey**  
Vice President of Packaging  
Haskell

REGISTER

## Learn More

It's time we come together  
to exchange ideas on how to  
reduce manufacturer food waste.



#PackAGEPanel

The PackAGE panel discussion will be held at this year's PACK EXPO event.  
**November 4, 2014 | 11:30 am - 1:00 pm**  
McCormick Place | Chicago

**PACKAGE**  
Packaging's Future and Role in Waste Reduction

Discussion features panelists from General Mills, Ohio State, Food Engineering Magazine and Haskell. Lunch provided. [Reserve your seat.](#)



## How about some food for (your) thought?

Together we'll uncover solutions that address manufacturer waste

During PACK EXPO 2014, Food Engineering Magazine and Haskell will host, PackAGE, an [expert panel](#) discussion concerning packaging's future and role in waste reduction. You'll hear from notable authorities within the industry and have a chance to share your ideas about issues we all face. With only 85 seats remaining, be sure to [reserve your seat today](#).



Lunch will be provided.\*  
Don't let it go to waste.

RESERVE YOUR SEAT

\*Lunch provided for those that reserve  
their seat online by October 26th

## Learn More

During Pack Expo, you'll have  
an opportunity to discuss new  
ideas with our expert panel.



#PackAGEPanel

The PackAGE panel discussion will be held at this year's PACK EXPO event.

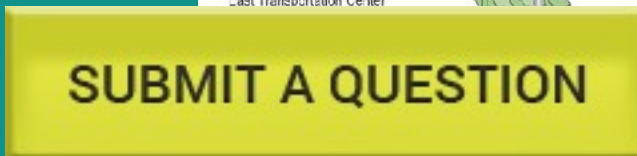
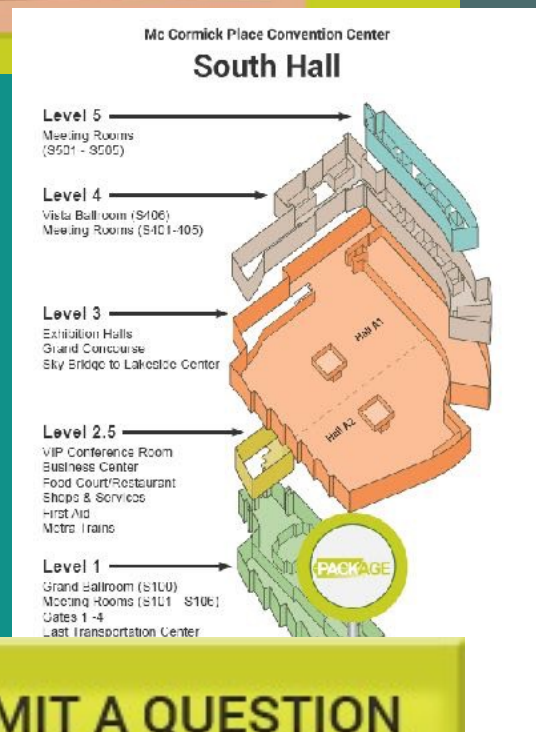
**November 4, 2014 | 11:30 am - 1:00 pm**  
McCormick Place | Chicago

**PACKAGE**  
Packaging's Future and Role in Waste Reduction

© 2014 All Rights Reserved | [Privacy Statement](#)



# Campaign Case Study



# Campaign Case Study

# PACKAGE

November 4, 2014  
11:30 am - 1:00 pm  
McCormick Place | Chicago

Packaging's Future and Role in Waste Reduction

Sponsored by:  
**FoodEngineering** **HASKELL**



ATTENDEE PROFILES

PACKAGE EVENT

**Alison Staley**  
*Continental Mills - Packaging Engineer*



**What cost pressures are impacting your business?**  
Conversion costs outweigh target due to line inefficiencies

**What are the most significant challenges impacting your business today?**  
Training of operations and maintenance staff | New products being placed on old production lines | Insufficient capacity | Changeovers take too long | Cleaning takes too long | Sustainability | Food safety regulations

**What do you see as the bigger issue that needs to be addressed in your facility?**  
Better OEE (overall equipment efficiency)

**College:** Rochester Institute of Technology (NY) | **Former Employers:** Mondelez & Kraft

**Scott Slaughter**  
*Dairy Farmers of America - Director, Contract Manufacturing*



**What cost pressures are impacting your business?**  
Conversion costs outweigh target due to line inefficiencies

**What are the most significant challenges impacting your business today?**  
Obtaining qualified operations and maintenance staff | Product waste | Changeovers take too long | Cleaning takes too long

**What do you see as the bigger issue that needs to be addressed in your facility?**  
Better OEE (overall equipment efficiency)

**College:** Southern Illinois University | **Former Employers:** Campbell Soup

**Sam Price**  
*Bell Plantation - Operations Manager*



**What cost pressures are impacting your business?**  
New equipment justification

**What are the most significant challenges impacting your business today?**  
Obtaining qualified operations and maintenance staff | Product waste | Changeovers take too long

**What do you see as the bigger issue that needs to be addressed in your facility?**  
Better OEE (overall equipment efficiency)

**College:** Texas Tech University | **Former Employers:** Military

**NOTE:** Military veteran | US Joint Forces Command, Marine Logistics Group, Combat Logistics



# Campaign Case Study

## Top 3 Takeaways from PackAGE: Waste Reduction Panel Discussion

Posted by [Admin](#) on Mar 22, 2016 2:57:14 AM

[Tweet](#) [in Share](#) [Like 0](#) [Share](#) [G+](#)



Did we miss something? Let us know and we'll add it to the blog. Just email us at [info@haskell.com](mailto:info@haskell.com) to submit your big takeaway.

[Watch the entire panel discussion here!](#)

Thanks again for attending PackAGE! Here's a short video from the Haskell team to express our appreciation.



# PACKAGE

ON-DEMAND  
Packaging's Future and Role in Waste Reduction

Sponsored by:  
**FoodEngineering** **HASKELL**

See the data. Listen to the experts. Watch at your convenience.

**minute session addresses:**

- Food waste impacts manufacturers across the supply chain
- The majority of food losses occur
- Emerging technologies can help reduce food waste
- Manufacturers must help educate consumers

Complete the form below to watch the On-Demand Session

First Name:

Last Name:

Company:

Email Address:

What issue is most pressing in your facility?

[WATCH NOW](#)

Haskell will not share your personal information with any parties. Privacy Policy

[Skip form](#)

# Campaign Case Study

## Overall Equipment Effectiveness

The Simple (and Accurate) Definition



### WHAT IS OEE?

$\text{Availability (\%)} \times \text{Performance (\%)} \times \text{Quality (\%)} = \text{Equipment Effectiveness}$

Performance reductions often include:

- Product flow obstructions
- Misfeeds
- Sensor stops
- Checking
- Substandard materials
- Operation below nameplate or design capacity
- Underperformance due to unmitigated equipment wear or aging
- Operator lack of training or inefficiency

### Quality

Quality is simply a comparison of acceptable, first-run units to total units produced.

Quality reductions often include:

- Rework
- Scrap during test runs, start-up and changeovers
- Damaged units
- Flushed product (for liquid processes)
- Rejected units

upgrades from OEE improvement consideration. Using nameplate capacity should be seriously considered when calculating ideal rates.

### 5. Count Completed Units Only

A common calculation error is including items that are usable (with rework) as items produced. Only completed units should be counted as units produced in the quality calculation.

### 6. Track Significant Events Only

The goal of OEE is not to collect data. The goal is to drive improvement. Your OEE data collection process should be as simple as possible. Only significant events should be tracked as a reduction in Availability. Smaller events, those less than +/- 5 minutes, can be logged in less detail and tracked as reductions in Performance.

### Dashboard



### Design Settings

Package Type	1.5L Bottle		
Best Pack Units	Bottles	per	Min
Line Speed (100%)	200	Prepared By:	Dakota Sanders
With Buffer	143	Scored	80%
(Sim Results)	N/A	Date	10/1

Run Op	Own	MTR	MEE	Aval.	Quality	Buffer
Rate	Speed	Min.	Min.	%	Loss	Min
200	100%	1.0	480.0	99.8%	1%	10
200	100%	1.0	62.0	98.4%	1%	10
200	100%	1.0	63.0	98.4%	1%	10
210	105%	1.0	320.0	99.7%	1%	10
400	200%	1.0	480.0	99.8%	1%	10
400	200%	1.0	580.0	99.8%	1%	10

### Conclusion

The benefit of OEE is that it establishes benchmarks for success, it divides improvement opportunities into measurable categories, and it provides a measuring mechanism that allows for production improvement. There is not an end goal; you will never achieve 100%.

However, the runway exists to raise goals for as long as your OEE process is in place. Ultimately, the OEE measurement mechanism encourages action.

What action will you need to take?

Have questions or comments?  
Contact the contributors.



Matthew Gulden, PE  
Division Leader  
Manufacturing Process, Haskell  
matthew.gulden@haskell.com



Bela Jacobson  
Engineering Manager  
System Analytics, Haskell  
bela.jacobson@haskell.com

### SOURCES

the Haskell Company <http://www.haskell.com/>  
Alliance for Innovation & Operational Excellence, founded  
by PMI <http://community.pmi.org/alliance/home/>  
Orme Industries Inc. <http://www.oee.com/>  
and Engineering Magazine

# Planning Implementation

Create writing outlines



#ContentWhisperer @dgmarketingco



## WHAT? SO WHAT? NOW WHAT?

CONTENT TOPIC COLLECTION WORKSHEET

1

What?

---

---

So What?

---

---

Now What?

---

---

2

What?

---

---

So What?

---

---

Now What?

---

---



## CLIENT ADVOCACY WORKSHEET

(ENSURING YOUR CONTENT RESONATES WITH YOUR AUDIENCE)

1

Who is the audience (decision makers and influencers)?

---

---

2

Why should your clients care about this topic? Why is this important for them to know?

---

---

3

How can they apply what they learned from your content to their job role?

---

---

4

What stage of the decision making process is this content intended for? Circle one.

Define Problem    Gather Data    Evaluate Options    Make Decision

5

What medium would be ideal for your audience to consume this content? (ex: video, blog, proposal section, case study, etc.)

---

---

6

Which other related pieces of content would be ideal for your audience to consume after this?

---

---



Available for Download in Content Whisperer  
Toolkit on [contentwhisperer.online](https://contentwhisperer.online)

#ContentWhisperer @dgmarketingco





## BlogPrint Exercise

Pain Point (Problem):

Service (Solution):

Persona (Audience):

**What?** What is your topic?

Example Ways to Begin:

Most people don't know about (blank) because...

The buzz is about (blank) because...

Most clients are facing (blank) because...

**So What?** Why should your clients care? How will this impact them? Their organization?

Example Ways to Begin:

You should care about (blank) because...

This will impact you because...

**Now What?** Now that they have this information, how should they apply?

Example Ways to Begin:

Now that you understand why this important, (blank) is what you can do...

## BlogPrint Exercise

Prove your point. Give examples to your audience. The main point here is to illustrate the issue in a real way.

**Give a scenario where the solution was not applied. How did this impact them in the long run? Short run?**

**Give a scenario where the solution was applied. How did this impact them in the long run? Short run?**

# Questions?



#ContentWhisperer @dgmarketingco







**listen and solve,  
not tell and sell.**

A woman with long dreadlocks, wearing a brown fedora, a light blue denim jacket over a grey t-shirt with 'ATLANTA' printed on it, and a necklace. She is smiling and has her right arm extended outwards. The background is a blurred green field with a wooden fence.

*and a half*  
**FOUR STEPS TO**  
**IGNITE AND SUSTAIN**  
**PASSION**  
AN AUDIO PRESENTATION  
*with Danielle Gray*

 AUDIO NOW AVAILABLE FOR PURCHASE ON [CONTENTWHISPERER.ONLINE](https://contentwhisperer.online)

[contentwhisperer.online](https://contentwhisperer.online)

#ContentWhisperer @dgmarketingco







# Contact

**Danielle Gray, MBA**

*Content Marketing Strategist*

✉ danielle@dgmarketingco.com

☎ 678.232.0033

🌐 dgmarketingco.com

🐦 @dgmarketingco



#ContentWhisperer @dgmarketingco

