



Collaboration Decoder

Monthly newsletter plan

Vision: to be the online publication that agencies and enterprise prospects eagerly read for practical advice on working better together through cloud collaboration.

Deliverables: once a month, produce two sister newsletters (one geared toward agencies and the other to horizontal prospects)

Publication name: Collaboration Decoder
uncovering better ways to work better together

Content:

- **Top story:** original content that resides on centraldesktop.com; one version for agencies and one for horizontal.
 - Practical, informative, how to or thought leadership (no self promotion)
 - Product-agnostic (not about Central Desktop features, capabilities)
 - The only exception to non self-promotion rule is an in-depth case study like FSG that describes how they used CD to solve a business problem
 - SEO-driven (headlines, topics, titles, URLs likely to be searchable)
 - Goal –touch on pain points and provide solutions readers can actually implement
 - Around 400 words
- **Second story:** can be original or repurposed from blog; can be the same or different for agencies and horizontal
 - Same criteria as top story
- **Featured asset:** webinar, white paper, video, etc. Purpose is to drive traffic (videos) or conversions (lead-gen assets) ; can be the same or different for agencies and horizontal
 - 1 per newsletter, visually prominent
 - Only gated piece of content in newsletter
- **Product tip/case study:** Did you know you could _____. Original article or link to Help Center content. Can be sneak peek, how to or rave review.



- **Housekeeping:**
 - **Connect with Central Desktop social media links**
 - **Share this newsletter social links**
 - **Unsubscribe management**
 - Prominent
 - Change email preferences
 - Update email address
 - Unsubscribe completely
 - **Get newsletter – subscribe link**
 - **Central Desktop name, address, copyright**
 - **View online**

Purpose(s) of newsletter:

- Establish thought leadership in collaboration space/help people succeed at collaboration
- Drive traffic to lead-gen assets (webinars, white papers, etc.)
- Provide product tips to existing users
- Provide case studies to prospects
- Warm up leads that have gone cold
- Keep warm leads warm

Place in content-marketing mix:

- Batch-and-blast catch basin that will touch the most people
- Hard to be relevant to all of our audiences
- Risk negative impact on email deliverability

What it aspires to be:

- Useful, relevant info that gets opens (minimum 20%) and clicks (minimum 8%)
- Targeted – one for agencies and one for existing horizontal customers/prospects
- Permission based – as part of relaunch, get explicit permission from anyone who joined Pardot since December 2011 or has never opened or clicked newsletter
 - Smaller list, but higher engagement
- The last chance – people added to newsletter list AFTER they finish a drip (free trial, agency content marketing)
- Simple to produce