

The C* word



FLIPBOARD

N

Percentage of
Updating Seller C
Profiles for Virtua

Printing is
gaining momentum

IBM

Content is the
currency of the
social & digital
B2B landscape.

Strategy, flow
and a good mix
of insights.

but...

**This is a
platform for
engagement.**

**CONTENT
moves both
ways. Yours,
and theirs.**

so..

To get the best
out of this
platform you
need to interact
with others.

This is not a
BILLBOARD.

and...

You need to
work out what
your content
will look like.

Who is your
message for?

then...

**Find a rhythm
and fit that
works for your
network and
prospects.**

**5 a WEEK.
Insights & YOU.**

and...

**Keep doing
that.**

**Continuous
engagement.**

**Like, share,
comment.**

Be open.

then...

What you do
more of, will in
turn come full
circle.

Follow the right
and people,
you will find
your niche.

so..

People start to
lean into YOU
and want to
find out more.

Don't sell or
broadcast.
BE YOURSELF.

and...

**Conversations
happen.**

**Do the right
things with
your content.**

Don't advertise.

Be

You.

Be

Social.

#checkthedeck

