

# 90-Day Content Strategy

Global Talent Co.

# Strategy Overview

## SLIDE DECK SUMMARY:

- Objective
- Content And Theme Rationale
- Content Themes and Guidelines
- Content Types and Channel Distribution
- Posting Strategy
- Content Timeline
- Metrics and Optimization



# Objective

**Increase Brand Awareness With Founders**

**Generate and Participate in Founder Discussion Circles**

**Generate More Leads in Target Market**

**Build an Engaged Community**





# Content and Theme Rationale

## THE AVERAGE AGE OF TECH STARTUP FOUNDERS IS BETWEEN 35-45

Content should be tailored to this age group and meet them where they are most likely to see it. We can play into the serious/meme mindset of these founders and appeal to them specifically in ways that they engage with. The founder of Twitch, Justin Kan, posts meme content and short form videos on TikTok and YouTube. Andrew Chen wrote a best-selling book “The Cold Start Problem” and now hosts a podcast and substack aimed at new tech founders. These platforms are where founders talk and interact.

## MOST STARTUPS FAIL BECAUSE THEY RUN OUT OF MONEY

The content should focus on directly addressing fear points and stoking aspirations of the target market. Tap into the fear of failure. Highlight the aspiration to be the next big thing. These aspects combine into the following Focus Points:

- Recruitment Time and Effort
- Quality Staff Acquisition and Management
- Cash Flow Limitations



# Content Themes and Guidelines

## The GTC Style Guide

Professional, Competent, and Helpful. The style speaks to sympathy and partnership. GTC is a life-time business partner.

## Length of Posts

Service Offering posts should cut to the points quickly, creating a sense of shared urgency. Discussion posts should actively post talking points and seek the input of the target market.

## Basic Themes

The talent pool is deep. Stop fishing in the shallows.  
Staff don't build unicorns. Talent does.  
Less is more. Less recruiting, more world changing.

## Tone and Voice

Posts should seek to establish camaraderie and trust with founders and focus on the frustrations of wasted time, money, and effort in finding, onboarding and managing the right talent.

## Points To Highlight

- Hand-built network of PRE-VETTED professionals.
- Seamless onboarding AND offboarding
- Managed payroll, tax filings, upskilling & development.

## Multi Channel Cohesion

Blog, Social, Video, and Community content should all focus on establishing trust, and focus on generating conversation.

If the target market trust us, they will trust our professional network.



# Content Types and Channel Distribution

**GTC Website – Blog Posts**



Blog Posts showing examples of businesses that scaled based on marketing talent and how marketing affects the fast-paced startup world.

**LinkedIn, Twitter/X – Posts & Conversations**



Video Snippet, Meme Format Content, Startup and Scaling News, Talent Profiles and Wins

**LinkedIn / Discord / Slack Groups**



Channel Wide Conversation Discussions, Quizzes, Polls, Hiring and Marketing Wins

# Content for LinkedIn Twitter/X TikTok



## Meme and Shareable Content

Content that satirises and characterises Startup struggles especially relating to recruiting.



## Short Videos

Clips and snippets with controversial or insightful quotes from the GTC team.



## Podcasts

Links and summaries of deep dives, relevant industry news, community, and partner wins.

# Content for GTC Website



## Blog Posts

Posts with SEO keyword focus on relevant search terms and adjacent HR, Recruitment, Scaling, and Marketing subjects.



## Company News

Partner wins, Talent profiles, Case Studies, and success stories.



## Infographics

Cost Comparisons on Traditional Recruiting, Costs, time wastes, and Average startup success stats.





## Engagement Content

Q&A's with GTC founders, Quizzes, Client interviews, Featured Talent, Growth oriented conversation starters



## Reviews

Success stories, winning marketing strategies, client reviews, Praise comments



## Short Updates

Client side wins, marketing campaigns from talent pool, Updated costing comparisons, Talent Focus

# Content for Community Channels

# Posting Strategy

## GTC Website

2 Pillar Posts designed around Evergreen Content per month. The source for Infographic data, Real-world founder experiences, and tangible use cases showing the forward thinking of Talent-as-a-Service. SEO blogs once a week.

## Socials

Weekly Themed Content like: Hustle Mondays, Talent Tuesday , Fired Up Fridays. Promoted Posts driving engagement to community channels and GTC Platform, and emails.

## Community Channels

Daily engagement with news on partnered startups, marketing strategies, and industry growth news. Daily engagement posts with weekly quizzes, links to founder content, and GTC podcast and web content.



# Content Timeline

## Month 1

## Awareness

- **2 Pillar Blog Posts**
- **12 GTC Twitter/X Posts**
- **Community Creation**
- **8 Video Snippet Posts for LinkedIn and Twitter/X**
- **Infographic**
- **Webinar Meet & Greet**

- Pillar Posts: "The 5 Biggest Reasons Tech Startup Fail." - "How Marketing Talent Impacts Scale."
- Social Media Campaign Themes: Establish a social media presence with a combination of content taken from podcasts, interviews, and GTC founder insights on LinkedIn, Twitter/X
  - "The talent pool is deep. Stop fishing in the shallows."
  - "Staff don't build unicorns. Talent does."
  - "Less is more. Less recruiting, more world changing."
- Community Engagement: Create a LinkedIn group and a Slack/Discord community for startup founders to discuss challenges, share war stories, with a focus on engaging content from GTC website and podcast
  - Video Content: Testimonials from current clients and top marketing professionals in the network
  - Infographics: "The Cost of Finding, Vetting, and Onboarding Talent"
  - Webinar: "How to Efficiently Onboard and Manage Global Marketing Talent"
  - Community Building: Host an introductory virtual meet-and-greet session for members of the new LinkedIn group and Slack community



# Content Timeline

## Month 2

- **2 Pillar Blog Posts**
- **4 Series Blog Posts**
- **12 GTC Twitter/X Posts**
- **8 Video Snippet Posts for LinkedIn and Twitter/X**
- **Community Quizzes**
- **Webinar Q&A**
- **Weekly Community Engagement Posts**

## Engagement

- Pillar Posts: "The Rise of Talent-as-a-Service" - "Cutting Talent Acquisition Costs"
- Blog Post Series: "Talent Acquisition and Building Global Teams 101"
- Social Media Campaign Themes:
  - "Time is money. Talent buys time."
  - "Get more talent. For less."
- Interactive Content: Quizzes to help startups identify their marketing needs and potential talent matches
- Case Studies: Success stories of startups using the platform
- Community Activities: Organize weekly themed discussions in the Slack community, focusing on different aspects of marketing
- Live Q&A Session: Experts discuss benefits and address common concerns
- Community Engagement: Offer a monthly virtual workshop for community members, featuring key takeaways from successful founders

# Content Timeline

## Month 3

- **2 Pillar Blog Posts**
- **4 Series Blog Posts**
- **12 GTC Twitter/X Posts**
- **Social Proof for LinkedIn and Twitter/X**
- **Infographic**
- **Weekly Community Engagement Posts**
- **Email Campaign**

## Optimization & Conversion

- Pillar Posts: "How Global Talent Pools are changing Silicon Valley" - "The Scale and Talent Revolution"
- Blog Post Series: "Talent Acquisition and Building Global Teams 101"
- Social Media Campaign Themes:
  - "Startups live and die on talent. We've gathered the best so you're not wasting yours."
  - "The top 1% only hire the top 5%"
- Social Proof: Share reviews and ratings from satisfied clients, successful partnerships and outcomes
- Comparison Chart: "Global Talent vs. Local Talent: Cost and Efficiency Comparison"
- Community Involvement: Share community member success stories and case studies in the group
- Create Email onboarding funnel for interested startups within community channels

# Metrics and Optimization

Metrics to measure the success of the content strategy and how you would optimize it based on performance.

Platform Signups	Blog Views	Post Engagemnt	Community Growth	Captive Audience
Content Links from posts and various platforms should be unique to track site visits, with an emphasis on honing in on reproducing most engaging content	Blog Posts should be optimized for on-site SEO to increase SERP based on pre-determined target keywords and search terms.	Engagement and response to posts on various platforms should be tracked with on platform metrics, with a focus on honing in on engaged spaces and generating leads.	Community growth should directly correlate to platform visits, signups, and lead generation on within the community.	An email list signup should be the entry funnel for platform onboarding. Emails should focus on specific niche topics catered to challenges by engaged startups.



# Global Talent Co.

You don't need staff.

You need talent.