BASED ON THE GARYVEE CONTENT MODEL

"

CEO OF VAYNERMEDIA

SERIAL ENTREPRENEUR

THE #ASKGARYVEE SHOW

& DAILYVEE

"I DAY TRADE ATTENTION AND BUILD BUSINESSES.

THE #ASKGARYVEE SHOW

Subscribe 263,000+

910,000+ fans

412,000+ followers

1.29MM+ followers
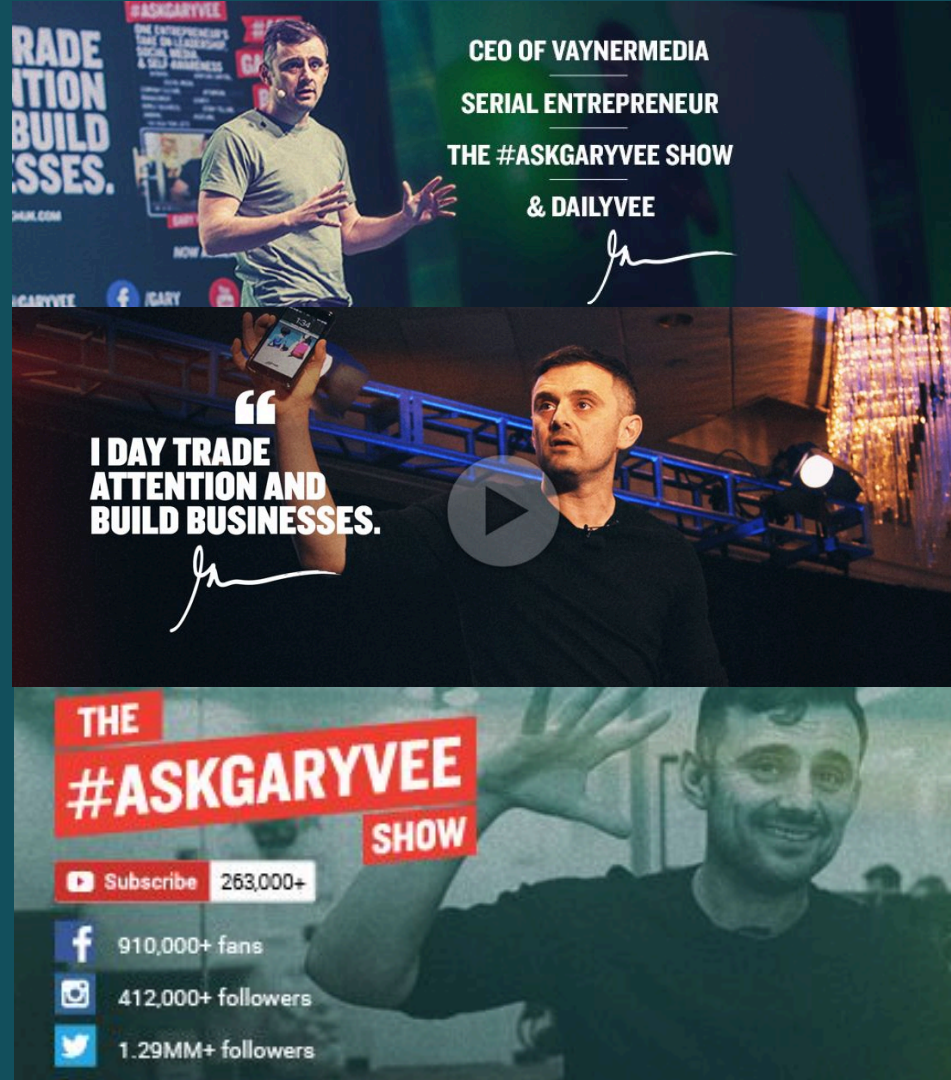
Here's the strategy.. it's me understanding that if I make the investment into core content pillars (like The #AskGaryVee Show and DailyVee), I can then empower my team to consume that content, see what's going to resonate, and they can create content around it.

WHY?

- Build your personal brand equity
- Own your story & create new IP
- Control the conversation and your time
- Connect directly with your audience & own the data
- Create a platform to scale other endeavors
- Drive awareness & business objectives
- **Deploy your newfound owned attention towards whatever your objectives are**

HOW IT WORKS

ONE.
Define your objectives and invest in your 'Content Pillars', the core engine we will build a volume of content from.

TWO.
Place the right team around you to optimize your time, energy and output - capturing, creating and distributing assets across the media landscape to build your brand awareness and equity.

THREE.
Understand the changing landscape of opportunities, stay close to platform nuances, leverage audience insights and constantly optimize for greater efficiency and effectiveness.

**Deploy your newfound owned attention towards your objectives.**

YOUR PERSONAL CONTENT MACHINE

We optimize your time, energy and output by capturing one professionally produced video/audio series per week, and turning it into dozens of content & copy pieces across other media and platforms.

Weekly Series (Pillar Content)
2-20 min. professionally produced video/audio series
(facebook/youtube/podcast)

Long-form Articles
Up to 4 articles in support of the show
(medium, linkedin, website)

Image Content for Social Media
Up to 40 social image content derived from the show
(facebook, twitter, instagram, linkedin etc.)
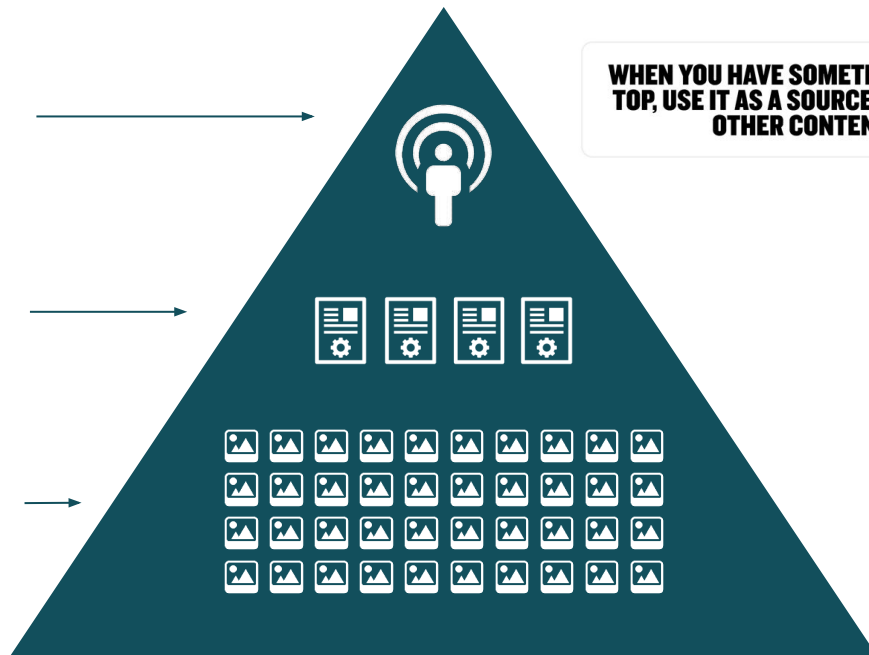
WHEN YOU HAVE SOMETHING AT THE TOP, USE IT AS A SOURCE TO CREATE OTHER CONTENT.

Tweet

A LITTLE BIT OF YOUR TIME < HUGE MONTHLY OUTPUT

30 min - 1 hour / week of your time required for pillar content capture & review.

20 mins/week needed for approvals of all other content.

vaynerTALENT to derive all these content pieces (articles, images, clips, illustrations, quotes, infographics, texts, audio files, gifs, etc.) from the Pillar Content.

Pillar Content #1

Pillar Content #2

Pillar Content #3

Pillar Content #4

Long-Form Article #1
Medium
LinkedIn

Long-Form Article #2
Medium
LinkedIn

Long-Form Article #3
Medium
LinkedIn

Long-Form Article #4
Medium
LinkedIn