

# 100 Pieces of **Awesome** 10X-ing Content Creation

Contently

PENNINGTON

AMDRO

## **Aligning**

- People
- Process
- MarTech

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# Big Expectations.

I had high hopes when I joined Central Garden & Pet to lead Digital Marketing for the Garden division.

# "Big League" Marketing

The business leaders were classically trained CPG marketers.

They had big budgets and ambitions for digital transformation.

# Small-Time Reality.

But after only two weeks on the job, the division's C-suite leadership got axed.

I went from having a multimillion budget to bare bones "*keep the lights on*" marketing.

Same thing for my peers.

*Our Agency's costs were*

**Untenable.**

They told us the best they could do with our reduced budget was create **10 pieces of content.**

**Total.** For the year.

To support two very different brands: Pennington & Amdro.

***Enter***

**Contently**

an ***Agency replacement  
solution.***

I proposed we spend the money earmarked for the agency to buy this SaaS offering instead.

# A **New Model** for Content Creation.

The platform enabled brands to connect directly with vetted content creators, bypassing agencies.

This isn't a *novel concept now*. But *in 2013*, it was...

**revolutionary!**

# Getting Buy-In with a BHAG

*(Big, Hairy, Audacious Goal).*

My colleagues were skeptical  
Contently could work.

So I created a BHAG.

I said we'd create 100 pieces of  
content in a year using the platform.

We called the initiative...



100  
Pieces of  
Awesome.

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# A Whole **New Way** of Working.

The technical setup of Contently was easy.

Building the processes, training users, and codifying brand positioning and voice inside the platform?

**HUGE** challenge!

# Was that BHAG Too Ambitious?

As we entered our 4th month of process definition and setup with nary a piece of content created, I began to worry.

*People were starting to say  
**"100 Pieces of Awesome"** ironically.*

The way you say **"Parenting is awesome"** when your kid throws a **tantrum** on a cross-country flight.

# Green Shoots of Promise.

Luckily, it started to work.

We found an amazing writer who produced detailed how-to articles our audience craved.

Her tone was perfect and we all agreed it was ***a huge improvement over what our agency produced.***

## ***Gaining Momentum.***

Those first 5 pieces became 25,  
became...

# "Holy Cannoli!"

***We might actually hit 100  
pieces if we **keep this up!*****

# 102 Pieces of Awesome.

We hit our stride and the content production line was off and running.

At year end, we counted 102 pieces of content created.

# Efficiency Win!

For the same amount we were planning to spend with an agency for 10 pieces of content, we got 102.

That content increased our engagement rate by 30% over the prior year.

# Evergreen Assets.

Some of those "100 Pieces of Awesome" are ***still high performers*** for the Pennington and Amdro brands **a decade later.**



# Content Marketing Mecca Unlocked?

*Not completely.*

Every piece of content wasn't the perfect realization of the Brand vision.

And *not everyone liked this new model* of content creation.

Contently didn't replace everything the agency did, so **we had to fill the gaps...**

# Heralds of Enduring Change.

But this experience made us all  
***better marketers.***

It widened the aperture of creativity,  
accessibility and flexibility.

Our budget cuts turned us into early  
adopters of a different way to create  
content at scale.

Now that  
"new  
approach"  
is the norm.

# The Promise of MarTech.

It's amazing what we can achieve when we **align** *People, Process*, and the right *MarTech*.

Sometimes a crazy BHAG can become a success story.

# Want to write your own **Awesome** MarTech **Story?**

Follow **Me**



**Aligning**

- People
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- MarTech

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