

High Performance Content Teams

—or—

How Driving a Racecar is Exactly Like Crafting Content

—or—

Inside the One-Track Mind of a Content Lead

Are/were you in a content
production or management role?

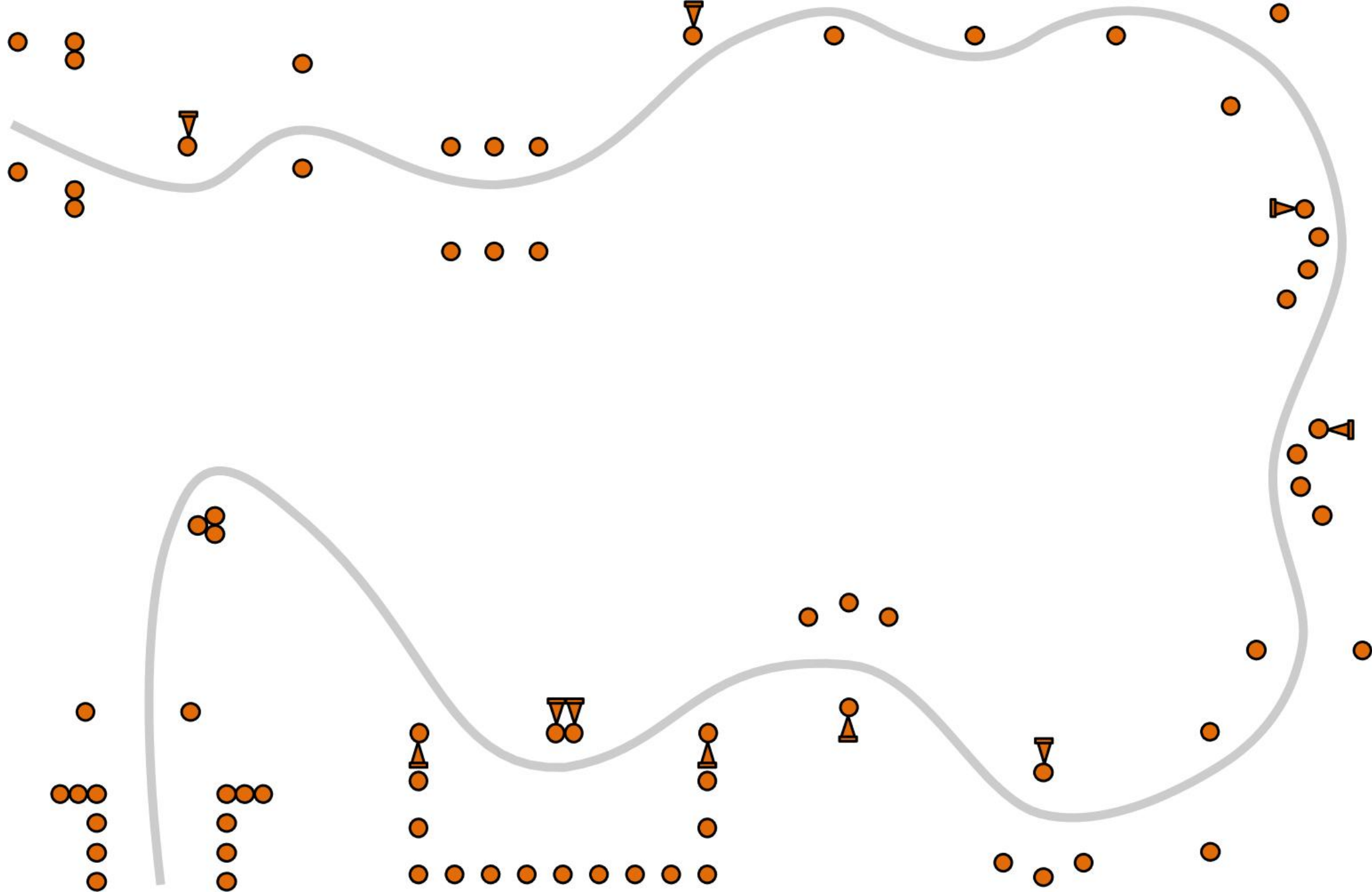
Show of hands



Enough About Me

- Client-side
- Director of Content Marketing at Fictiv, a digital manufacturing startup
 - Technical and marketing copywriters
 - Creative production
 - Internal initiatives (organic search, newsletters, gated content) + shared services
- Think about: People > Process > Technology
- Inspired by agile





Does racing have any
application in my day job?

This question has stuck with me since.

Have you been involved in a sport or physical activity?

Have you experienced being “in the zone”?







Hans 10:13 AM

Hey, Pat. We're wondering if you could help us design a poster for the new break room.





Photo by Stacy Revere via [People Magazine](#)



“Ooh, I need to write that down!”

Interesting places you have new and creative ideas?

Have you experienced being “in the zone”?





Photo by [Gerson Repreza](#) on [Unsplash](#)



Photo by Williams Racing via [The Washington Post](#)

How can you identify and hire high-performers?

Discussion







CORBEAU

CORBEAU

SIMPSON

SIMPSON

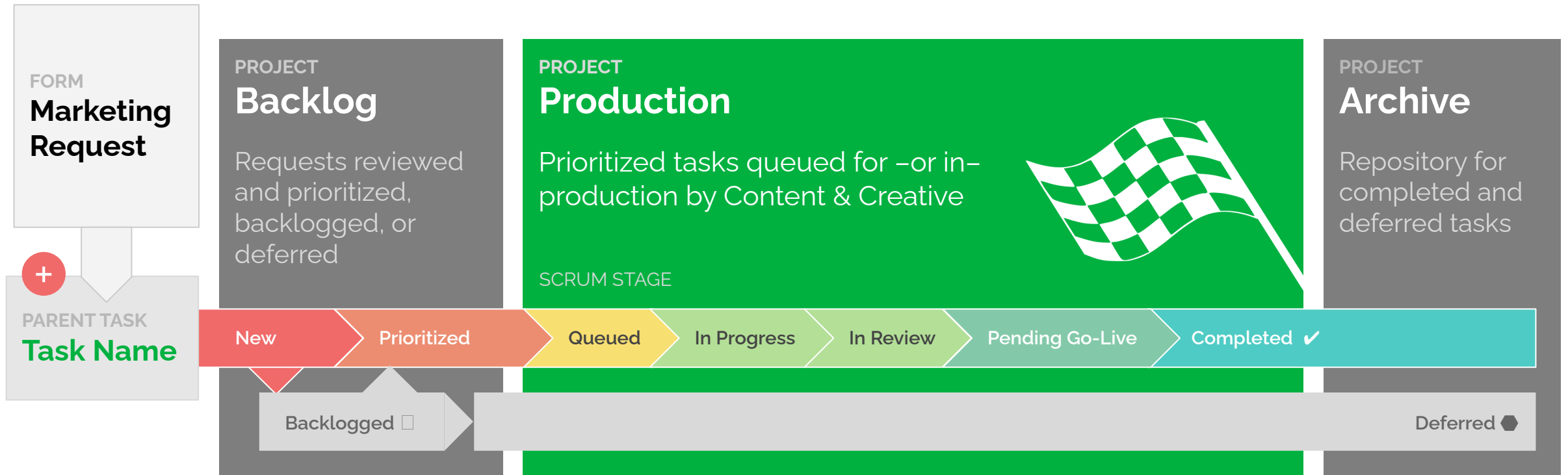
SIMPSON

SIMPSON

Maximize the amount of time
producers spend...

...producing!

Request Lifecycle





“And I went 6 seconds faster.”

The best you can perform is at
the peak of your ability.

Sorry, there is no 110%.

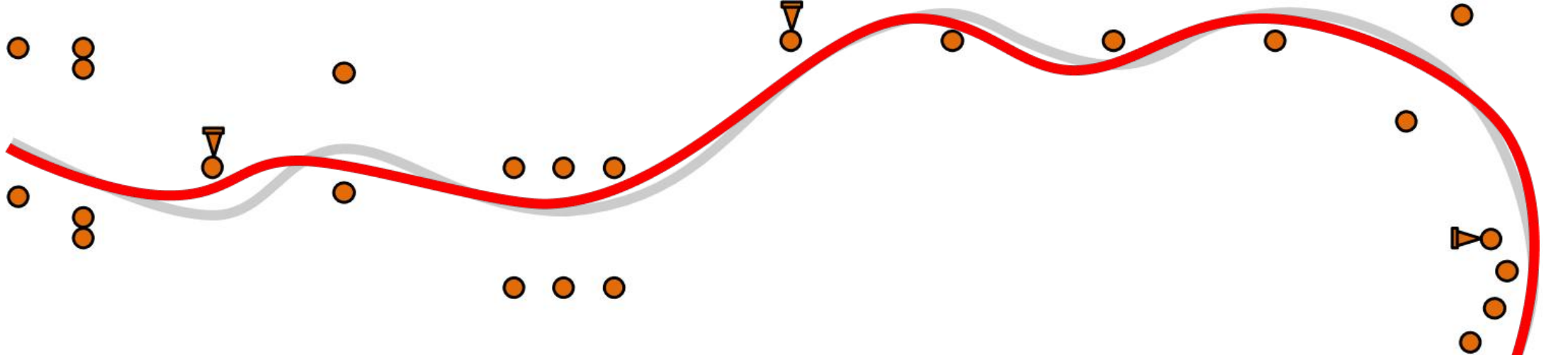
Effort Capacities

	<i>Max</i>	Week 1	Week 2	Week 3	Week 4	Week 5	Total	Target = 75%
Week Modifier		0.6	1	1	1	1		
Tessa	5	3	4	5	5	5	22.0	17.6
Steve	2.5	2.5	2.5	2.5	2.5	2.5	12.5	10.0
Michael	3	1.8	3	3	3	3	13.8	11.0
Kaitlyn	5	3	4	4	5	5	21.0	16.8
Varun	5	3	5	5	5	5	23.0	18.4
Evi	5	3	5	5	5	5	23.0	18.4
Golnaz	5	3	5	5	5	5	23.0	18.4
Mike	2.5	1.5	2.5	2.5	2.5	2.5	11.5	9.2
Ricky	3	1.8	3	0	3	3	10.8	8.6
Jenn	3	1.8	3	3	3	1.2	12.0	9.6
Christine	1	0.7	0	1	1	1	3.7	2.9
Total							176.3	141.0

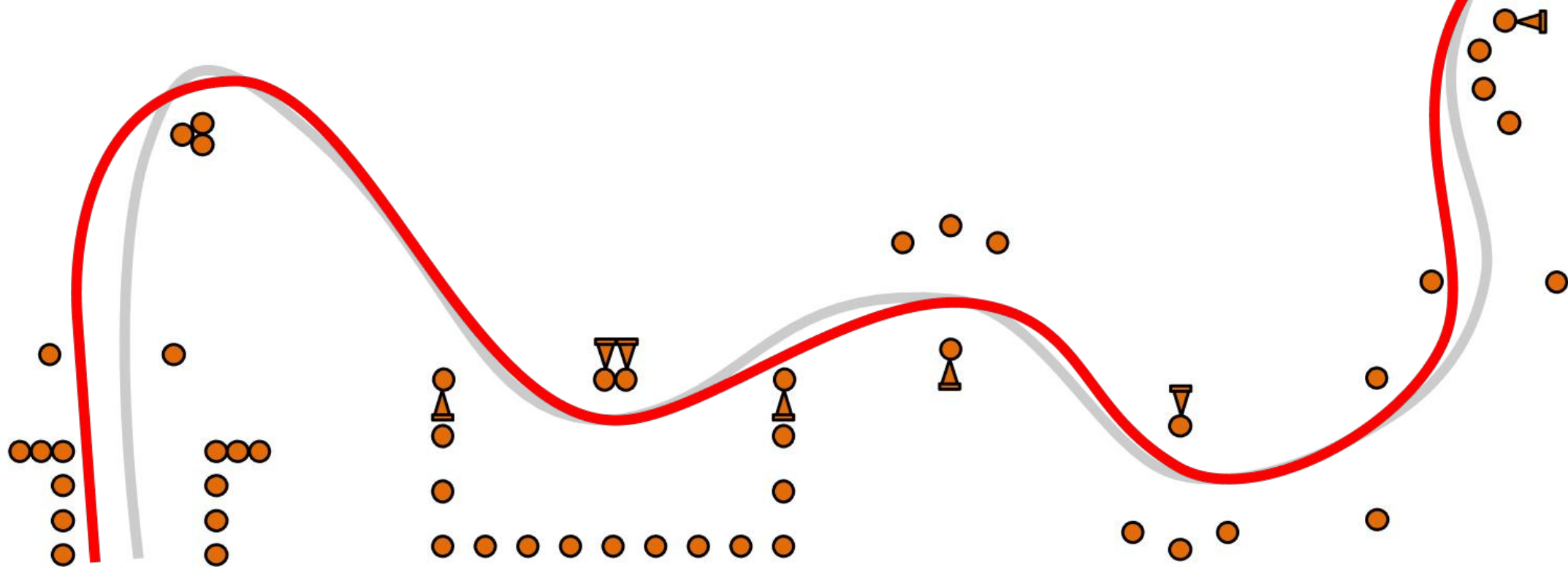
How can you help your teams find clarity and focus?

Discussion





Our job is to set the course.



Topic Prioritization

		SEO Priority	PMM Priority	Priority
Category 1	Topic / Article Name	3	3	3
Category 1	Topic / Article Name	2	3	2.5
Category 2	Topic / Article Name	3	3	3
Category 2	Topic / Article Name	3	2	2.5
Category 2	Topic / Article Name	1	3	2

Recent Results

- 380% increase in publishing volume - from 5 assets (Apr 2022) to 24 (Mar 2023)
- 3.4 - Avg. organic search ranking for target keywords (Dec 2023), up from 85.4 (Jul 2023)
- 194% increase in gated content conversions (Dec 2022 to Sep 2023)
- 118% increase in signups (Jan to Oct 2023)
- 508% ROI from attributed closed-won opportunities (Aug 2023)



Enjoy Your Rides!

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