



COMMUNITY

PEER BRAINSTORM SERIES


Newsletter Distribution





Problem Statement

Identifying the problem is the first step in any brainstorming process. This typically begins in our social feed in the form of a post, from which we form an official “problem statement.” It’s important to choose a problem statement that is non-rhetorical and is inviting of new ideas. These often start with the phrase “how might we...”

 **Ron** posted an update
1 week, 6 days ago

Hey all. I want to start using these monthly newsletter templates that I get with my Tech Tribe membership. This month I plan on sending it to my existing customer list via print / e-mail, but hoping to also find other ways to get this in front of more people. Any suggestions?



Our problem statement:
How might Ron build a list to distribute his Tech Tribe newsletter template?



View Ron's Newsletter

Brainstorming Ideas



Once we have our problem statement defined, we create a brainstorm mural to allow community members to contribute their ideas. We try to collect as many ideas as possible so that the feedback is diverse. Once we have enough ideas in our mural, we schedule a session to vote on the ideas and prioritize them.

- 1 Hire a temp to hand-deliver to businesses (canvassing)
- 2 Retarget your website audience
- 3 Build a follow-up process for existing customer list
- 4 Embed within your blog content (every 300 words or so)
- 5 Add an exit intent to your website / blog
- 6 Make sure existing customer list is high quality / scrubbed
- 7 Post the PDF to linkedin with a link to sign up
- 8 Quality over quantity - Don't buy a list
- 9 Hire an outside sales person
- 10 Create a "dream client" list
- 11 Use Google / LinkedIn to manually find target companies
- 12 Use paid ads to drive traffic to blog, then get opt-ins there
- 13 Find contacts you already engaged with (check couch cushions)
- 14 Use forums / social to build community then ask for opt-ins
- 15 Bring them with you when visiting a client and deliver them to neighboring businesses

During this brainstorm session, we processed over 41 ideas that were contributed. Many of the ideas had conflicting opinions specifically around the use of printing the newsletter, so we asked Ron to briefly expand on his situation to get a better idea of which ideas would be most appropriate. Of the 41 ideas, 24 of them received at least 1 vote. The ideas to the left are the top 15 voted ideas, ranked by the number of votes they received.

← **Top Thinkers**

Our “top thinkers” are the community members that helped to shape the outcome of the brainstorm the most. This is a subjective rating based on their quantity of ideas, the amount of votes their ideas received, and their overall engagement within the brainstorm.

Paul’s comment / idea:

“Go through LinkedIn connections and identify the best prospects you’re connected to. Get a virtual assistant to find addresses for them.”



Paul



Nate

Nate’s comment / idea:

“Anyone who has ever said ‘we are all set right now’ [or] research a list of dream clients and start sending to them.”

Holly’s comment / idea:

“Use exit intent pop up on your website or blog, supplemented by paid ads to drive people to your blog in the first place.”



Holly



Scott

Scott’s comment / idea:

“I would concentrate on the quality of the list you are sending to instead of worrying too much on the volume.”

Grouping Ideas

After the ideas have been voted on and we filter out those that received no votes, we begin to group ideas together to find common themes and form more complete concepts. These groups can consist of ideas that are similar, or those that complement each other and can be combined to form something new.

Hitting The Pavement

- Hire a temp to hand-deliver to businesses (canvassing)
- Hire an outside sales person
- Address printed version to specific individual

Hyper-Targeting

- Quality over quantity - Don't buy a list
- Create a "dream client" list
- Identify 100 dream prospects
- Use Google / LinkedIn to manually find target companies
- 50 best prospects you can find on LinkedIn (researched by VA)
- Call companies and ask who the IT decision maker is

Owned Audience

- Retarget your website audience
- Find contacts you already engaged with (check couch cushions)
- Post the PDF to linkedin with a link to sign up
- Use forums / social to build community then ask for opt-ins

Existing Customers

- Build a follow-up process for existing customer list
- Bring them with you when visiting a client and deliver them to neighboring businesses
- Make sure existing customer list is high quality / scrubbed
- Ask clients if they know anyone who would find the info useful

Optimize Traffic

- Embed within your blog content (every 300 words or so)
- Add an exit intent to your website / blog
- Use paid ads to drive traffic to blog, then get opt-ins there

This group includes ideas that reference in-person delivery and sales tactics.

This group includes ideas that reference choosing a precise audience to target.

This group includes ideas that reference using anonymous audiences that Ron already has access to.

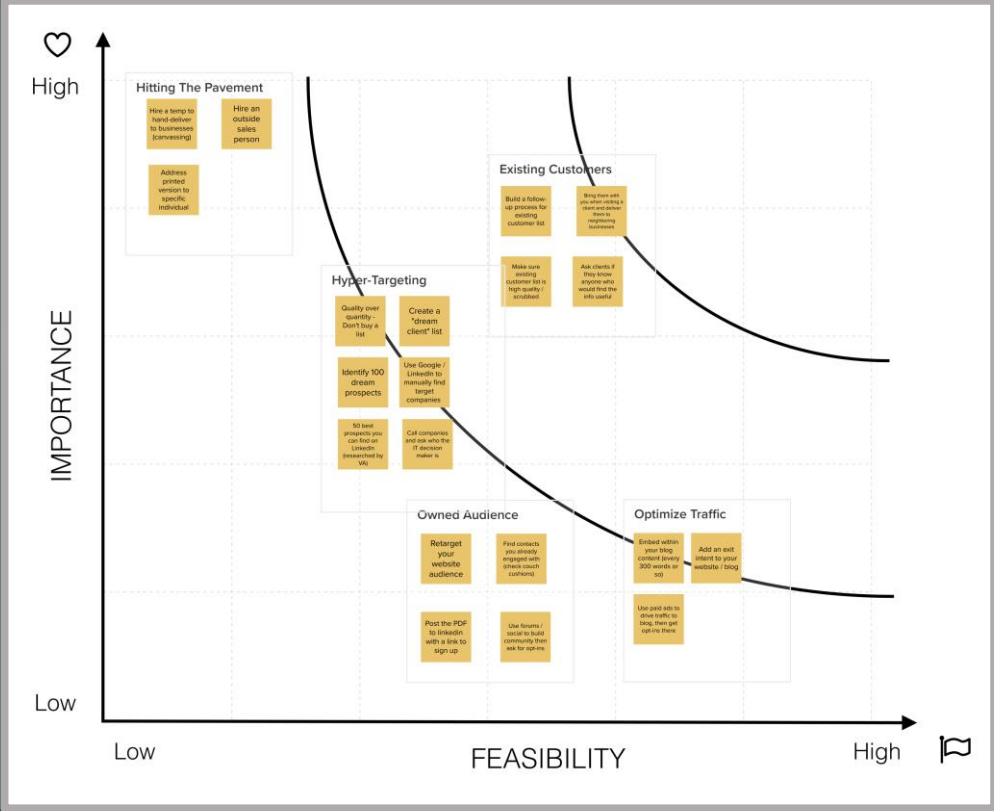
This group includes ideas that reference distributing to existing customers.

This group includes ideas that reference leveraging website traffic.



Idea Prioritization

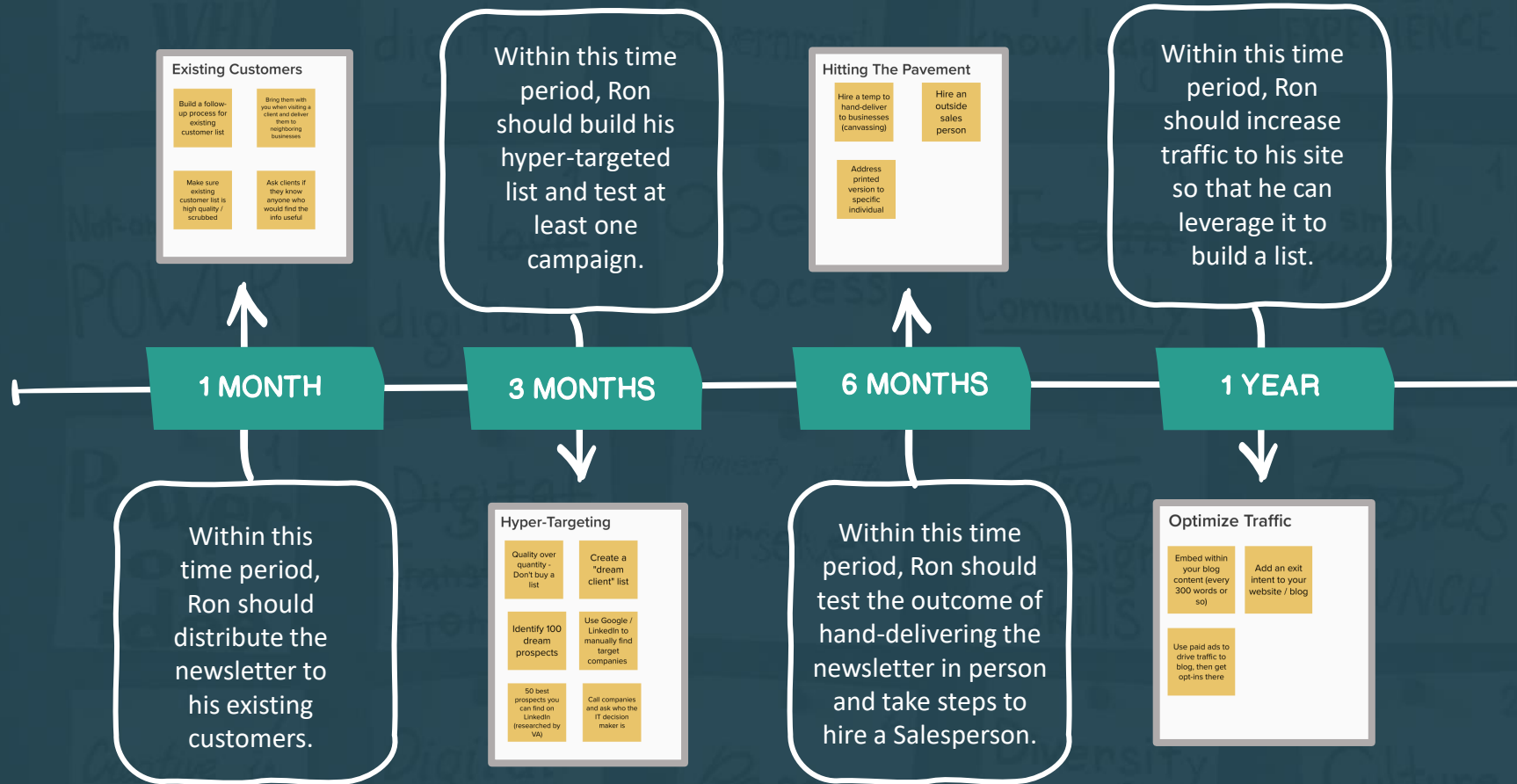
After grouping our ideas together to form a select few, more rounded concepts, we begin the process of charting these to prioritize them based on feasibility and importance. This is to help us break the habit of only working on the ideas that are the “low hanging fruit” or the ones that may be important but just aren’t feasible.

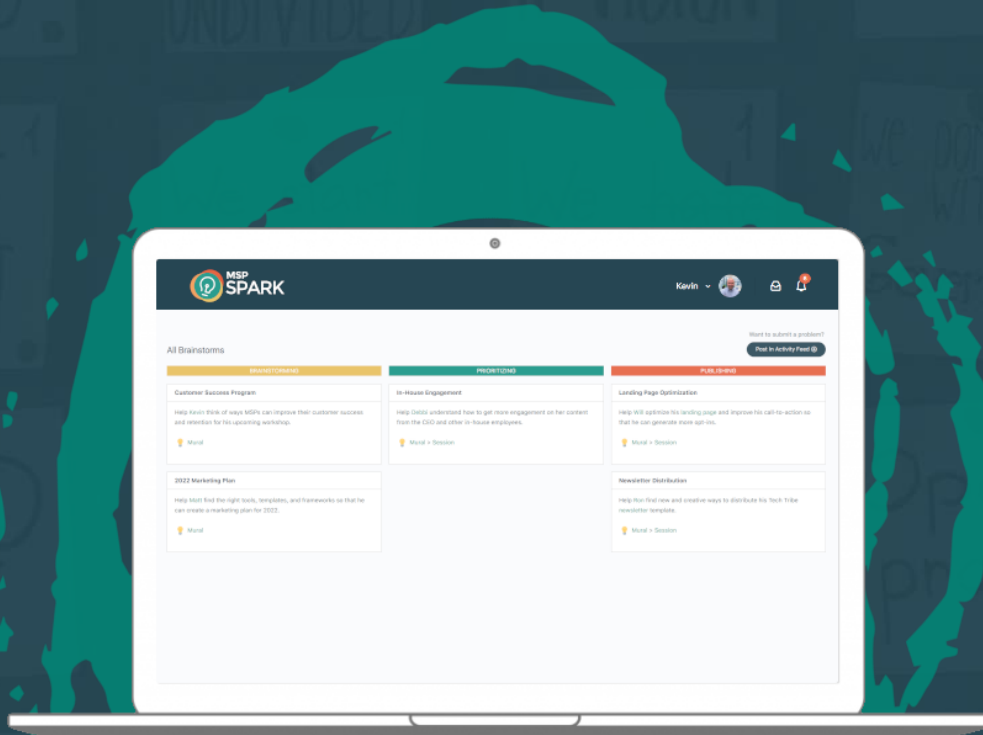


- We thought that focusing on existing customers first would be the best first step. Ron wants to generate more referrals and so constantly staying in front of his existing customers is important.
- We found that it would be feasible to pre-qualify a finite number (50-100) of new businesses and try to reach them with this content on any channel possible.
- We all thought it would be quite effective to hire an outside Salesperson to go out and visit, call, email businesses, using this template as marketing support.
- There were also a lot of great ideas to collect opt-ins using existing or new traffic. For this particular case, we didn't feel like this would be the highest priority due to current traffic levels on existing content.

Goal Milestones →

After prioritizing our ideas, we then select up to 4 concepts to move forward with and place them into our timeline as milestones. This now becomes our roadmap for executing on these ideas and setting realistic goals.





YOUR NEXT BIG BUSINESS IDEA STARTS HERE.

START A BRAINSTORM

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