

THE
CONTENT
MARKETING
STRATEGY
CHECKLIST

A BIG FAT,
ROLL-UP-YOUR-SLEEVES
GUIDE FOR
B2B MARKETERS



WELCOME TO



THE

CONTENT MARKETING ENLIGHTENMENT



SHARE ME!



CONTENT MARKETING HAS EXPLODED

THAT'S GOOD BECAUSE YOU'VE FINALLY GOT A WAY AROUND THOSE ANNOYING BARRIERS THAT BUYERS TEND TO ERECT WHEN THEY SENSE OLD-SCHOOL MARKETING.

But it's bad because it means you're competing against a tidal wave of shiny new content from competitors, analysts, thought leaders, bloggers and wannabes.

Bottom line: good content isn't enough any more. You need *insanely great* content that's on-strategy and incites action. And you need to deliver it in a consistent, ongoing program.

To do that, you need to step back a little and think about what you're trying to accomplish and who you're trying to motivate.

This the era of *Content Strategy* and it will separate the pros from the amateurs.



WHY CONTENT IS SO CRITICAL.

CONTENT IS SO CRITICAL

because people care about their own problems much more than they care about your products.

When you capture your company's expertise and package it up to help your prospects do their jobs, you earn people's attention instead of simply assuming you'll get it.

Content also fuels the three most important weapons in the B2B marketing arsenal:



Search

If you don't rank on your keywords, you won't get the traffic. Great content propels you up the search rankings.

Social

Content gives you something to bring to the social party – you don't want to engage empty-handed, do you?

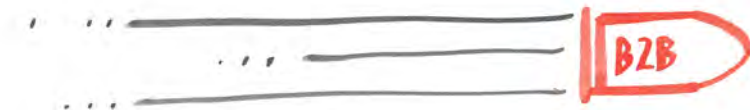
Outbound

It may be out of fashion but outbound is about to make a comeback. Content gives you an offer for your outbound calls-to-action, driving up response rates.

In short, content is what makes the B2B world go round and the revenue meters sing 'ka-ching!'.

If you're not getting good at content, prepare to lose market share.

But you can't just churn out piffle...



HERE'S A BIG-ASS CHECKLIST TO HELP.

The first part of the checklist is designed to help you hone your content marketing strategy and build the foundations of an ongoing content marketing program.

The second part should help you attack your very next piece.

We hope you won't just read the checklist. We hope you'll print it out and start scribbling away. Use it when you're writing your content marketing strategy, developing a new piece – or whenever you hit a roadblock.

You may need to do this exercise for each product line or one for each region or whatever. But these are the kinds of questions you'll need to answer if you want your content marketing to go faster than a speeding bullet and leap over tall buildings in a single bound (or a series of carefully nurtured smaller bounds).

HELP US HELP YOU.

If you think we've missed anything important or got something totally wrong (how very dare you), [do give us your comments](#). We want to improve this sucker as we go forward.

(And we'll post updates on how the Checklist campaign is doing on [Velocity's B2B Content Marketing Blog](#) – so do come back).

**Ones we prepared earlier.
You mean you haven't read
these yet?**

.....
[The B2B Content Marketing
Workbook](#) – a primer.

.....
[The B2B Marketing Manifesto](#)
– a frothing rave.

.....
There's your bedtime reading
for tonight. Enjoy.
Night-night. Mwah.



GET OUT YOUR

PENCIL

THE --- BIG --- PICTURE

TO HELP YOU
THINK ABOUT YOUR
WHOLE CONTENT
MARKETING PROGRAM:



GOALS

START BIG AND WORK YOUR WAY DOWN:

Capture what *the business* wants to achieve in the next 6-12 months.

.....

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.....

Write down what *marketing* needs to achieve in the next 6-12 months.

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Think about what you'd need to change to make these goals happen – and aim high. This isn't just about business as usual.

Prioritise the most important things content can do for you, including:

- Building awareness
- Educating buyers
- Moving leads along the purchase path (nurturing)
- Engaging with all influencers
- Serving existing customers
- Cross-selling or up-selling
- Generating new sales leads
- Establishing your expertise

FOR EACH GOAL YOU CHOOSE, IDENTIFY THE METRICS YOU'LL TRACK.

Get buy-in on these. Everything depends on clear goals that everyone agrees on – and build them into your analytics! (see page 25).

For this B2B Content Marketing Strategy Checklist, the goals are:

.....

To raise awareness of Velocity among B2B marketers who want to harness the power of content marketing.

.....

To nurture people who downloaded and liked the B2B Marketing Manifesto or the B2B Content Marketing Workbook, moving the right ones one step closer to picking up the phone.

TARGET AUDIENCES

SUMMARISE EACH BUYER PERSONA IN A FEW BULLET POINTS AND PRIORITISE:

Persona 1

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Persona 4

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.....
.....

Persona 2

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Persona 5

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Persona 3

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.....

We like to use short, visual personas that include psychographics not just demographics.

For the Big Fat B2B Content Marketing Strategy Checklist, target persona #1 is:

- Martha Watton, 43
- CMO of a fast-growing £400m software company
- Ambitious, confident & impatient
- A big believer in the power of content
- Her results from old-style campaigns are flattening out



For more on this check out our [Buyer Persona Resource Round-up.](#)

TARGET BUYING STAGES

EACH PIECE OF CONTENT SHOULD CAUSE A PROSPECT TO MOVE TO THE NEXT STAGE OF THE BUYING JOURNEY.

Fill in your top personas and use AIDA or whatever buying stages you prefer:

	Awareness	Interest	Desire	Action
Persona:				
1				
2				
3			'ROI' BLOG POST	
4				
5				

Some pieces of content can serve in several different cells. But you do need a sense of progression – so you encourage people to move along your funnel. That's what lead nurturing is all about.

For this Content Marketing Strategy Checklist, we're targeting senior B2B marketers who are already into the idea of content marketing (like Martha Watton, above) and want to get better at it now. So they're our 'Persona 1' and this piece is in the Desire box (overlapping into Action).

It's a follow-up to earlier pieces like the Content Marketing Workbook that was in the Awareness Box and the B2B Marketing Manifesto (Interest).

It can be helpful to list the questions that buyers have in each stage of the buying process. Then develop content that answers the questions appropriate to the stage you're targeting. For this piece, these might be things like, "How do I best spend my content budget?" or "How do I decide what content to produce?".

TRIGGER EVENTS

ANOTHER WAY TO TARGET CONTENT IS TO THINK ABOUT THE EVENTS WITHIN THE TARGET COMPANY THAT MIGHT TRIGGER INTEREST IN YOUR SOLUTIONS (A MERGER? A NEW CRM SYSTEM?):

Personas
Trigger:					
1
2
3	CONTENT PIECE
4
5

**Does each trigger have some way of signaling itself?
How can you know when a prospect experiences one?**

For the Content Marketing Strategy Checklist, a trigger event may be:

.....
A B2B company just hired a new CMO
.....
The prospect just had a content marketing success and wants more
.....

How are these two triggers signaled?
We could look for news of major marketing job moves. But it's mainly through search and social – including tweets and questions on social forums.



We wrote about B2B Trigger Events [here on this post.](#)



THE BEST CONTENT COMES FROM A VERY SPECIFIC, CLEARLY DELINEATED SPHERE OF EXPERTISE.

This is the zone where you have the most authority. It's where no one has a better claim on expertise than you do. Write yours in a sentence:

Our sweet spot is:

.....
.....
.....

Examples:

.....
We're experts in the effect of ratings & reviews on ecommerce (for Reevo).

.....
We're experts in using data to maximize return on web advertising budgets. (for Mediaplex)

.....
We're experts at using B2B content marketing to generate revenue (for us – Velocity)

"YOUR SWEET SPOT MIXED WITH YOUR CUSTOMERS' PAIN POINTS IS WHERE THE TRULY VALUABLE STORIES ARE"
- JOE PULIZZI -



We wrote a blog post on [finding your sweet spot here on the Econsultancy blog.](#)

CONTENT AUDIT

**FEW COMPANIES START WITH NO CONTENT.
IT'S IMPORTANT TO KNOW EXACTLY
WHAT YOU HAVE SO YOU KNOW WHERE
YOUR GAPS ARE.**

Existing Content	Persona(s)	Buying Stage	Notes
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

**Include everything that can be used or re-purposed:
blog posts, ebooks, sales decks, videos, archived webinars, etc.**

THEMES

THEMES ARE WIDER IN SCOPE THAN SPECIFIC TOPICS. THEY REPRESENT A WHOLE AREA YOU WANT TO START 'OWNING'. DECIDE ON YOUR CONTENT SUCCESS CRITERIA AND SCORE EACH THEME AGAINST THEM.

Kind of like this (in priority order):

SWEET SPOT

Criterion:	1	2	3	4
Theme:				
1			7/10	
2				
3				
4 ROI				
5				

We always include 'In our sweet spot' as one of these criteria. Also things like 'likelihood to be shared' and 'hot topic'. Or 'timely', 'affordable' and (god forbid) 'fun'.

For this piece, we could have written something on B2B SEO or marketing automation. But we'd already picked the theme that's most in our sweet spot: Content Marketing. So we skipped this one.

SEO KEYPHRASES

IT'S GOOD TO DECIDE ON YOUR SEO KEYPHRASES BEFORE YOU PICK A TOPIC – BUT IT'S CRITICAL TO DO SO BEFORE YOU START WRITING.

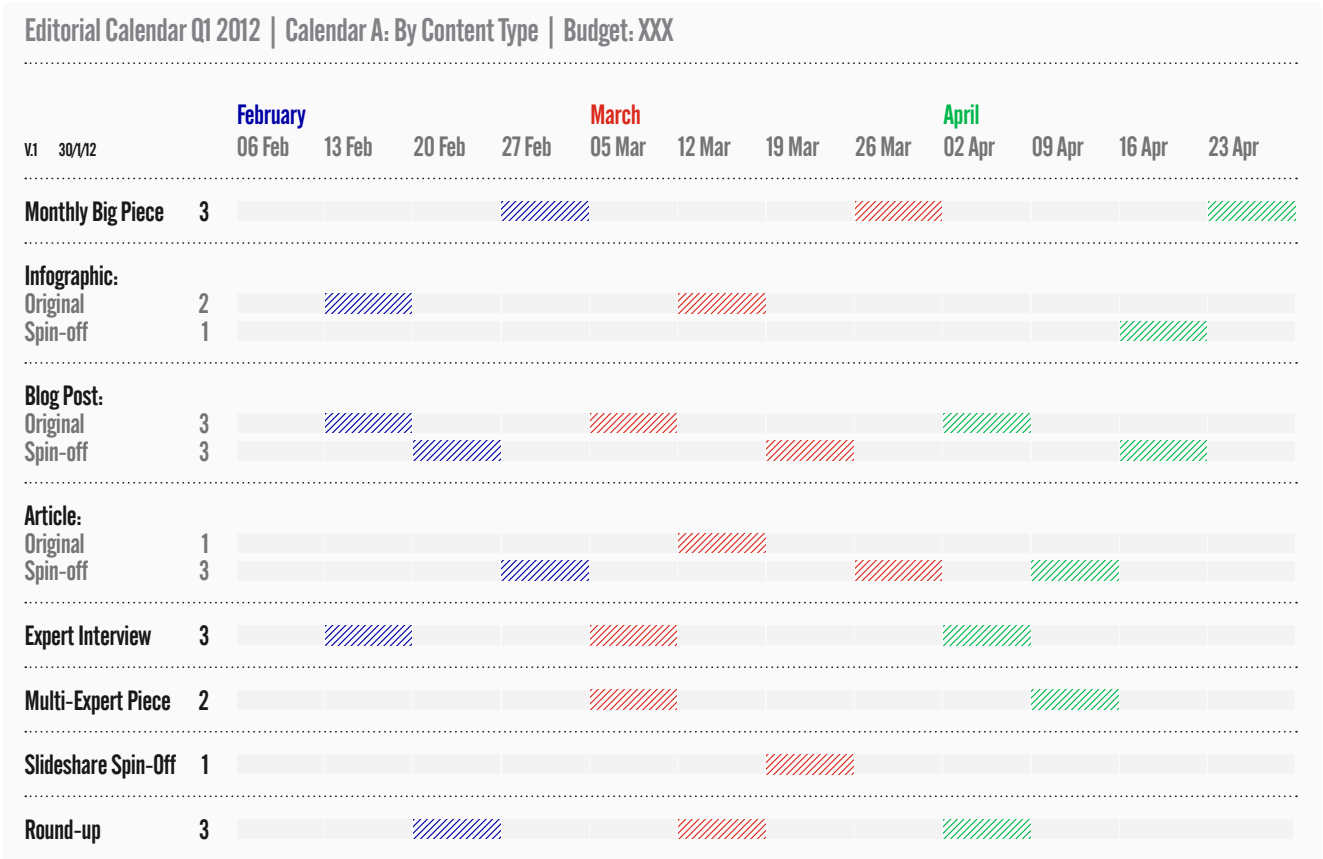
Keyphrase:	1	2	3 B2B SOCIAL	4
Topic:				
1				
2				
3				
4 SOCIAL				
5				

Don't forget: long tail terms can deliver the best returns in B2B.

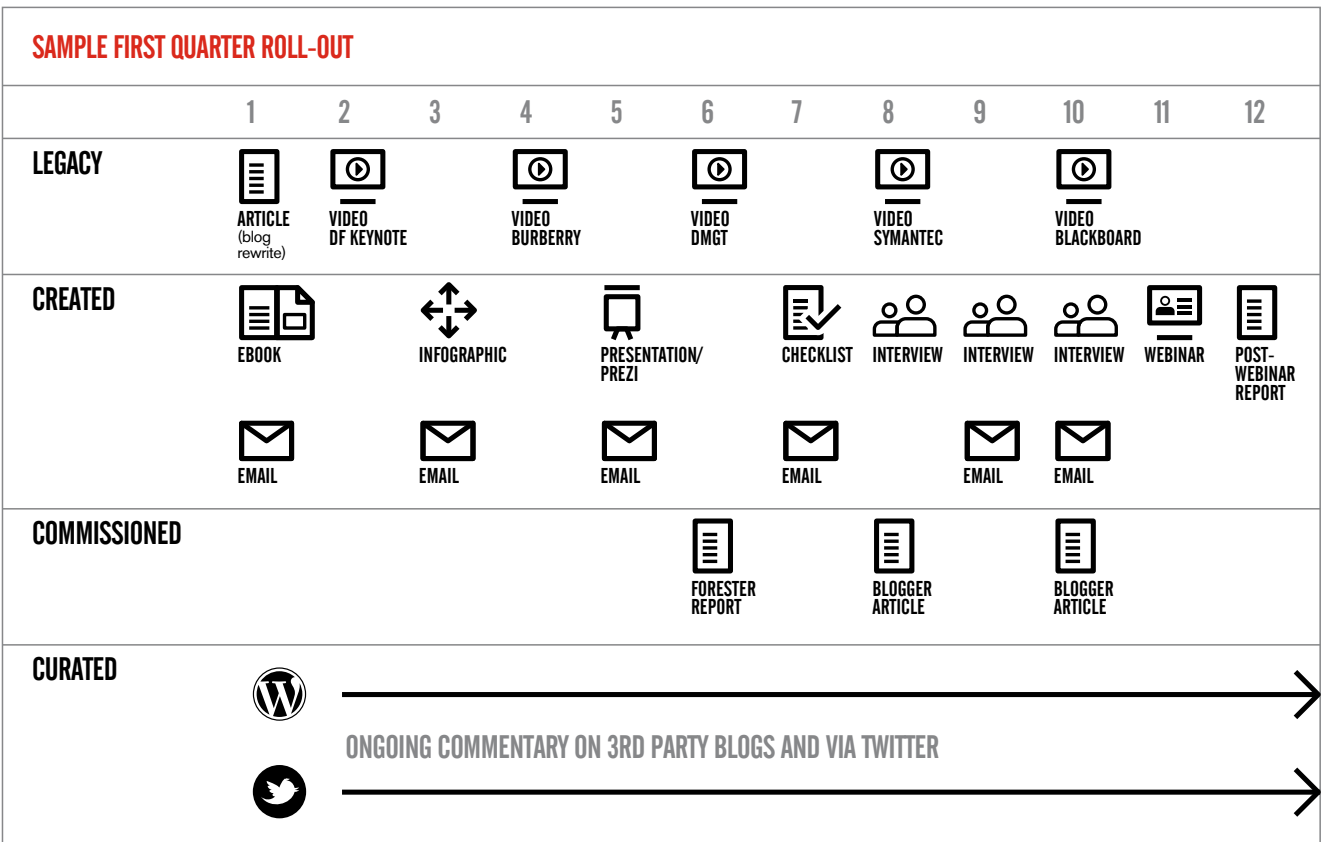
For this checklist, 'content marketing strategy' is clearly the driving keyphrase – but we're also interested in ranking for B2B 'content marketing' and a few others.

A FEW EXAMPLES

A



B



For more resources on this, see our [Editorial Calendars Resource Round-Up](#)

THE BIG PICTURE

YOUR CONTENT MARKETING PROGRAM
IS 39 TIMES MORE LIKELY TO SUCCEED
IF YOU START BY BEING CLEAR ABOUT
THE THINGS WE JUST DISCUSSED.

BUT IT'S NOT ENOUGH TO HAVE CLARITY ABOUT GOALS,
PERSONAS AND BUYING STAGES —

YOU ALSO NEED BUY-IN FROM THE WHOLE TEAM.
THIS UP-FRONT INVESTMENT WILL PAY DIVIDENDS.



PART 2



NOW

FOCUS ON

YOUR NEXT

PIECE

HERE'S SOME HELP
CREATING IT



TOPICS

FOR EACH CELL IN YOUR PERSONA / BUYING-STAGE MATRIX, YOU NEED TO GENERATE TOPIC IDEAS.

Just as in the 'themes' section above, decide on your content success criteria and score each topic against them:

Criterion:	1	2	3	4
Theme:				
1				
2				
3				
4				
5				

A topic is a theme with a spin and a compelling title. It's where you get specific. If a theme is 'SEO' a topic might be '8 Mistakes in B2B SEO' or 'How B2B SEO differs from B2C' or 'Earning authentic backlinks the sustainable way'.

For the Big Fat Content Marketing Strategy Checklist, we knew the theme was Content Marketing Strategy. The criteria for choosing a topic within this theme were:

-
- Very Shareable
-
- Practical and How-To Oriented
-
- Different from our
- Content Marketing Workbook
-
- Can Produce in 10 Days
-

The Checklist came out on top quite quickly. It feels right for the stage of adoption most marketers are in now – and it's a good follow-up to the Content Marketing Workbook that explains basic principles.

MEDIA

YOU'VE GOT A TOPIC.

NOW WHAT MEDIUM IS BEST FOR IT?

Prioritise according to things like the size and scope of the topic, the need to gate behind a download form, shareability, etc.

- | | |
|-----------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Blog post | <input type="checkbox"/> Survey or contest |
| <input type="checkbox"/> Guest post | <input type="checkbox"/> Widget or self-grader |
| <input type="checkbox"/> eBook | <input type="checkbox"/> Slideshare or Prezi |
| <input type="checkbox"/> White paper | <input type="checkbox"/> Infographic |
| <input type="checkbox"/> eNewsletter | <input type="checkbox"/> Print (remember print?) |
| <input type="checkbox"/> Checklist | <input type="checkbox"/> Article |
| <input type="checkbox"/> Curated piece | <input type="checkbox"/> Live event |
| <input type="checkbox"/> Interview | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Customer | |
| <input type="checkbox"/> 3rd party expert | <input type="checkbox"/> Other: |
| <input type="checkbox"/> In-house expert | |
| <input type="checkbox"/> Video | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Interview/Chalk talk | |
| <input type="checkbox"/> Demo/Documentary | |
| <input type="checkbox"/> Viral/Animation | |
| <input type="checkbox"/> Webinar | |

It's good to keep a mix of different media – it's a lot more interesting than a library of 19 white papers. And try new stuff. Prezi, Pllop, Infographic, iPad magazine... The medium can be the message.

For this piece, a checklist presented itself as the obvious medium for a practical, hardworking piece that captures some of our experience in a short form – and hopefully really helps B2B marketers in their content marketing efforts. We'll no doubt spin this out into blog posts and infographics and stuff. And we've already done a [Prezi: The Content Marketing Tutorial](#). We like Prezi.

INFORMATION SOURCES

GREAT CONTENT IS AUTHORITATIVE.

Your choice of format will influence where you source your information (an infographic often needs different kinds of content than a webinar or eBook). So where will you get the goods?

In-house experts (list):

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Customers:

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Known sites & resources:

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Existing internal content:

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Existing external content:

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.....

Desk research (Google, Twitter, Social forums...)

Original research

Crowdsourcing

Commission an expert

Bribe an analyst (surely, “engage with”)

You don't have to consult all these sources before getting started. Once you feel you've nailed the topic, you can keep researching to validate your ideas but you might as well start writing your outline.

[The Big Fat Content Marketing Strategy Checklist](#) you're reading right now is based mainly on our internal 'chops' – we've been doing this for a long time. But we did check in with our friends and marketers we respect (see the section at the end).

TONES & STYLES

YOU'VE PROBABLY GOT A TARGET TONE OF VOICE OR 'LOOK & FEEL' IN YOUR MIND.

Share it with the writers and designers who will be creating the content:

Copy style guide pieces (stuff that kind of sounds like):

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Design guide pieces (stuff that kind of looks like):

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You don't want to tie the hands of your creatives (heaven forfend) – just give them a sense of where you're aiming.

You might think it's hard to get tone and attitude into a checklist like this one – but it's the little glosses like this one that add that human touch. We hope.

On the design front, we aimed for: 'working doc but kind of fun and engaging to look at'.



NOW
FLOG IT.

YOU'VE GOT
GREAT CONTENT.

NOW GET IT OUT THERE,
ATOMISE IT AND
MEASURE ITS IMPACT.

PROMOTION

THINKING ABOUT THIS BEFORE YOU CREATE THE CONTENT CAN HELP YOU SPIN IT FOR MAXIMUM IMPACT. BUT IT'S GOOD AS A POST-CREATION CHECKLIST TOO:

Your own channels

- Your blog
- Your e-newsletter
- Your website real estate
- Your resource library (where will it fit in?)
- Cross-promotion in other related content (essential!)
- Internal alert
- Email footer

Influencers, bloggers, partners, & mates (online PR)

- Give them a sneak peek
- Let them know it's live
- Give them thumbnails and (tagged, optimised) URLs
- Write a related story for key media
- Thank them when they share (duh)

Social Media

- Twitter
- LinkedIn – including relevant groups
- Facebook
- Google+
- Tumblr
- Flickr
- Pinterest
- Social bookmarking (Stumble, Digg...)
- Q&A Forums – Focus, Quora...
- Wikipedia (good luck)

Paid media

- PPC – search engines, LinkedIn, etc
- Banner ads
- Newsletters & sponsorships
- Webinar with media partner
- Cost-Per-Lead programs
- Direct mail & print media
- National TV campaign (kidding)

In our experience, marketers tire of a piece of content far before the audience does. Hit it and hit it again. Then hit it some more.

We'll report on our [B2B content marketing blog](#) about the media we use to promote this checklist. Do come along.

LEAD NURTURING

NO, YOU CAN'T JUST UNLEASH YOUR SALES ANIMALS ON EVERYONE WHO DOWNLOADS AN EBOOK. YOU NEED TO BE SCIENTIFIC ABOUT IT.

Using lead nurturing will allow you to use your content where it belongs in a prospect's 'journey' (instead of just throwing it at everyone who's in your database today).

So a new prospect who might sign up for your newsletter next January may get your new piece of content first – to them, it's brand new! Nurturing does many good things for you but extending the life of your best content is a biggie.

Lead Nurturing Checklist

- Meet with Sales to define a Sales-Ready Lead
- Decide how to score leads according to fit and behaviour
- Set up your marketing automation platform*
- Map your content to stages in the buyer's journey
- Design a content flow for each new prospect segment
- Send inbound prospects into your new nurture stream

*** What, you don't have a marketing automation and lead nurturing platform?**

Well... **Go get one.**

Here's a sample 5-step nurture flow for Velocity:

1. Thanks for visiting our site
2. Here's our B2B Content Marketing Workbook
3. Liked that? Check out our B2B Marketing Manifesto
4. Ready to go? Here's a Strategy Checklist to help
5. Need content like the stuff you've just experienced?... We should talk.

(THANKS TO MARIA PERGOLINO FOR SUGGESTING THIS FLOW)!

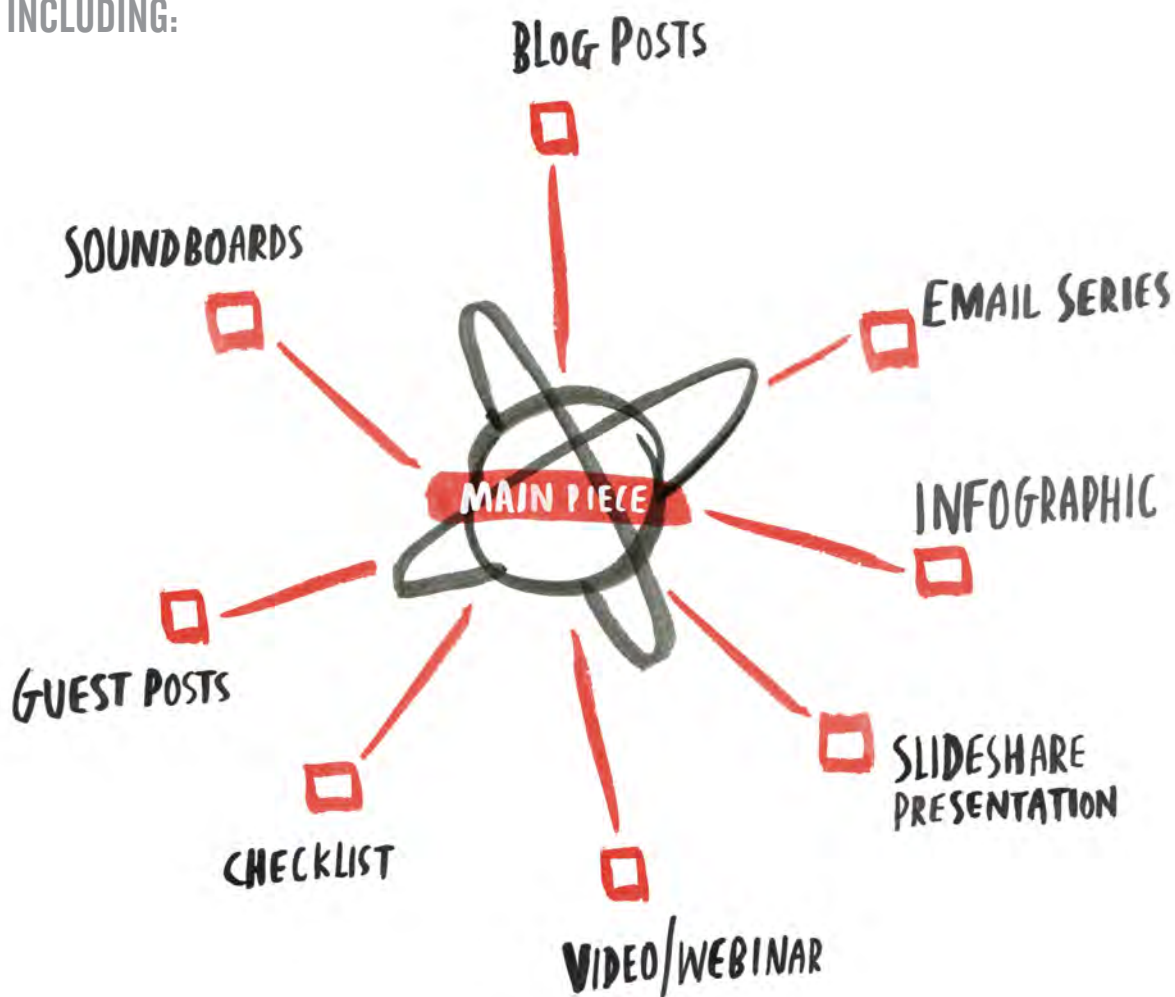


BTW

By downloading this checklist, you've placed yourself inside our Marketo system. Don't worry, we're not going to hound you to the ends of the Earth – but if you're the CMO of Adobe and you go and [download all our other content and read every web page](#) and open every email... you just may get a friendly call. (Opt out is absolutely respected – just drop us an email).

ATOMISATION

TURN EACH MAJOR CONTENT PIECE INTO LOTS OF DIFFERENT RELATED PIECES, INCLUDING:



A

Plan your atomization as you create each major content piece — and put all the spin-offs into your editorial calendar.

B

Of course, each of these spin-offs should link back to the mother ship — using the right keyphrases as anchor text.

We'll atomise The Big Content Marketing Strategy Checklist in lots of cool ways, no doubt. Watch this space (and all the little spaces around it).

Our mate Roger Warner calls this 'versioning for shareability'. We kind of like that.

MEASUREMENT & TESTING

WORK OUT WHAT SUCCESS REALLY MEANS FOR YOU AND MEASURE IT.

- Make sure all URLs are tagged
- Set up test landing pages, campaigns, etc
- Set up goals and custom reports in your analytics
- Set up advanced segments (to track each channel and campaign)
- Optimise to ramp up what works (and kill what doesn't)
- Report on campaign ROI

The best content marketers tend to live inside Google Analytics (or their chosen tool). You don't have to master it yourself (go on, it's fun) but you do need someone on your team to master it.

You're our guinea pig

If you're reading The Big Fat Content Marketing Strategy Checklist, you've already been through at least two tests – including a landing page that obviously did the job.

New to A/B Testing?

Check out [A/B Testing Resource Map](#) here.

LEARNING

THE BEST CONTENT MARKETING ORGANIZATIONS HAVE LEARNING CULTURES. IT'S IMPORTANT TO EXPLICITLY CAPTURE WHAT HAS WORKED, WHAT HASN'T AND WHY YOU THINK IT'S TRUE.

- Identify success factors and capture them
- Identify what failed
- Gather evidence to support conclusions
- Share with the widest team possible, regularly

Regular, informal meetings to share what you've learned – and hear what others have learned – are a great way to start to embed this learning in your marketing. They make the whole process more fun, too.

Come learn with us

We'll share our learning around The Big Fat Content Marketing Strategy Checklist so do come back to [the blog](#). Or [drop us a line](#) and we'll send you updates.

AND BACK TO
THE START
WE GO →

→ GOALS → TARGET AUDIENCES

TARGET BUYING STAGES → TRIGGER EVENTS → SWEET SPOT → THEMES

SEO KEYPHRASES → EDITORIAL CALENDAR → TOPICS → MEDIA

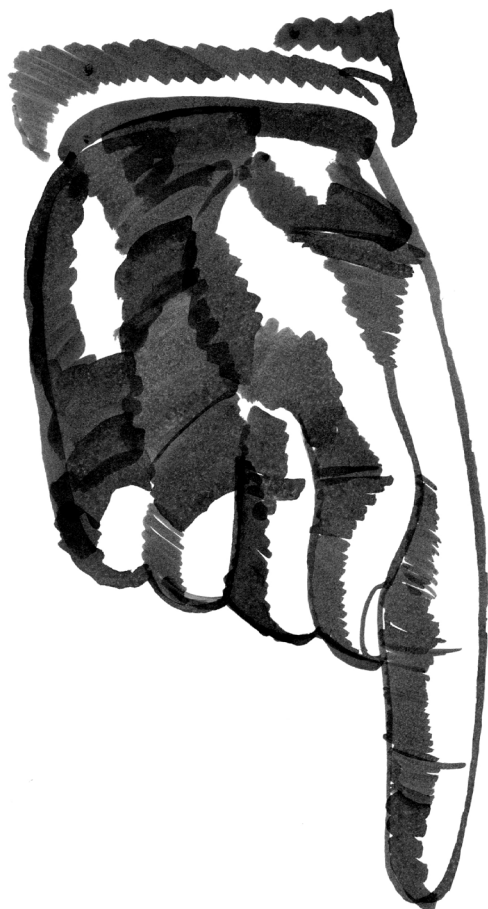
INFORMATION SOURCES → TONE & STYLE → PROMOTION → LEAD NURTURING

ATOMISATION → MEASUREMENT & TESTING → LEARNING

THE
CONTENT MARKETING STRATEGY CHECKLIST

Now take all this priceless experience and put it to work for your next content marketing strategy, quarterly plan, campaign or next piece of content.





HERE'S THE VELOCITY GUARANTEE THIS STUFF WORKS

Content Marketing is an energizing discipline. Every marketer will have their own approach based on their unique situation and experiences.

We hope this Big Fat Checklist helps you evolve your own best practice. And we hope you'll share some of that with us.

Content Marketing is the effective part of B2B. Do it right and your budgets will increase, your sales teams will sing your praises and you'll trade in that Ford Focus for one of those fancy foreign jobbies.

Do it wrong and your content will have the lifespan of a tweet. So our advice: do it right.



FIVE

PARTING

PRINCIPLES

TO

KEEP YOU

ON

TRACK

- 1 **START WITH WHAT YOUR PROSPECTS NEED TO KNOW.**
Not what you need to say.
- 2 **STICK TO YOUR SWEET SPOT.**
Where your company is an undisputed expert.
- 3 **HAVE REAL IDEAS AND WRITE WITH PASSION.**
Confidence is the most powerful force in marketing – and a bit of attitude and energy go a long, long way.
- 4 **LESS CAN BE MUCH MORE.**
Fewer major pieces of real value beat a firehose of lightweight stuff. You're building a content brand here: you need to be famous for excellent content that's worth people's time.
- 5 **LIVE BY THE NUMBERS.**
There's no excuse for flying blind anymore. Analytics is to digital marketing as air and water are to the human body. And A/B testing is the... um... the kidney?

SOME OTHER VELOCITY CONTENT MARKETING RESOURCES YOU MAY LIKE



THE B2B CONTENT MARKETING WORKBOOK

This is a content marketing primer.
It's good for:

Getting up to speed fast

Convincing other people to do content marketing

Keeping your content efforts focused

Getting ideas for your next piece

THE VELOCITY B2B MARKETING BLOG

A virtual boutique of B2B content
marketing goodies.

Bigger than Google.

More addictive than Pinterest.

Humbler than Donald Trump.



THE B2B MARKETING MANIFESTO

This is a bit of a rant.
It's good for:

Letting go of old-school thinking

Raising your sights

Reminding you why you went into this crazy game
in the first place

THE VELOCITY NEWSLETTER

We won't spam you.
Just the (very) occasional emission.

SIGN UP HERE

SOME FAVOURITE CONTENT MARKETING FOLKS & RESOURCES

No, we're not the only content marketing strategists out there. We get inspiration, motivation and sometimes the howling fantods of envy by following:

The Content Marketing Institute – stuffed to the gills with great content about content marketing.

Econsultancy – the daddy of all digital marketing communities. If you're not a member, you're stumbling around in the dark wearing the wrong size shoes and a hand-scrawled sign on your back that says, 'Homer Simpson'.

Marketing Profs – give excellent advice on best-practice marketing, including newsletters, events and webcasts. And MarketingProfs University offers some really good courses.

FIVE EXCELLENT BOOKS:

Content Rules

Ann Handley and C.C. Chapman

Get Content Get Customers

Joe Pulizzi and Newt Barrett

Managing Content Marketing

Joe Pulizzi and Robert Rose

The New Rules of Marketing and PR

David Meerman Scott

eMarketing Strategies for the Complex Sale

Ardath Albee

SMART B2B CONTENT MARKETERS AND VERY NICE PEOPLE INDEED WHO HELPED AND/OR INSPIRE US:

Ardath Albee
Bob Apollo
Ambal Balakrishnan
Michael Brenner
Kieran Flanagan
Ashley Friedlein
Ann Handley
Michele Linn
Billy Mitchell
Jeff Ogden
Peter O'Neill
Maria Pergolino
Rene Power
Joe Pulizzi
Robert Rose
Liz Smyth
John Sweeney
Stephanie Tilton
Jeremy Victor
Roger Warner
John Watton

**Wow. What a group.
THANK YOU ALL**



NICE TO MEET YOU.

VELOCITY IS A B2B CONTENT MARKETING AGENCY (BUT YOU PROBABLY GUESSED THAT).

We're based in London but have up-to-date passports and often find ourselves in the far-flung corners of the B2B globe, from Silicon Valley to Stockholm.

Let's connect

[Velocity's YouTube channel](#)

[Our Facebook page](#)

[Our Google+ page](#)

[Our Pinterest boards \(sheesh\)](#)

Link up

[Doug Kessler on LinkedIn](#)

[Stan Woods on LinkedIn](#)

Follow us on Twitter

[@velocitytweets](#)

[@dougkessler](#)

[@nstoneman](#)

[@rskin11](#)

Or just plain get in touch

stan@velocitypartners.co.uk

Stan Woods +44 0208 940 4099



ONE LAST THING

ENGAGEMENT IS
ONE OF OUR GOALS
AND FEEDBACK IS ONE OF
THE WAYS WE MEASURE IT.

SO PLEASE, GIVE US YOUR
TWO MINUTES BY
VISITING THE COMMENTS ←
→ PAGE AND LET US KNOW
WHAT YOU THINK.

OH, AND SHARES ARE VIOLENTLY APPRECIATED:

