

# Coordinating content and activating your advocates and influencers can be like a game of Tetris. **Let's simplify this.**

## STEP 1: CREATE THE RIGHT CONTENT FOR THE RIGHT AUDIENCE

Determine who your advocate and influencer groups are.

**Audience Group Title:**

Who they are:

Why we are activating them:

Why they are motivated:

What kind of content they will be compelled to post:

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## STEP 2: LOG IN TO SPK AND BEGIN BUILDING OUT YOUR CAMPAIGN

Develop a social platform hierarchy for your advocates. Which platforms are these groups naturally inclined to utilize? Keep this in mind while organizing your content within campaigns.

## STEP 3: BEGIN PLANNING YOUR DISTRIBUTION STRATEGY

Utilize SPK *Notify Your Advocates* tool to get audiences to your SPK and keep them updated on your campaigns.

**Remember:** your content may be compelling, but if your advocates don't access it or don't know how to access it, it's useless.

How is the audience currently being communicated with?

*i.e. Are you texting with them? Direct email? Are they on your bulk email list?*

When is our audience most likely compelled to receive and read the SPK?

How often are we going to communicate with this audience?

Who is the appropriate point person internally to communicate with this audience?

Okay, you're ready to use the **Notify Your Advocates** tool on SPK.