FOR HUMANS BY HUMANS

The playbook for brand building in the age of AI slop.

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Before everything was easy, it mattered more.

Marketing used to be constrained by effort. Publishing took time. Campaigns required deliberation. You couldn't do everything, so you had to choose what was worth doing.

AI removed those constraints. But it also removed the *pause* — the moment where human instinct kicks in. The judgment, the point of view, the willingness to raise the bar. Now all marketers draw from the same well, and it shows. Everything sounds like content. Nothing sounds human.

For Humans, By Humans is a playbook for this moment. It makes the case for brand as your resistance to the drift. It lays out the real work: building memory instead of fillers, designing systems that scale taste, and distributing ideas with intent.

The chapters ahead draw on operators building in the thick of this algorithmic sameness. They'll remind you that marketing's job was always to **reach humans**, not just fill feeds.

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For a while, it felt like the map was right.

Brand and performance had their lanes. Brand was the nice-to-have; performance owned the dashboards and ROI. AI looked like a win for both: faster execution and a shiny new story for every homepage. Until everyone told it. Meanwhile channels got crowded, and costs climbed.

Two assumptions collapsed: AI isn't a differentiator when everyone claims it. And performance can't sustain itself without brand building memory upstream. The map has changed. Time to redraw it.

Part 1

WAKE-UP CALL

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AI isn't your differentiator anymore.

AI features used to turn heads. Now every product is "AI-powered." And in the rush to signal relevance, most teams have landed on the same vague, overpromised messaging. Kira names the real cost: it's not just noise, it's broken trust. AI has been overpromised and underdelivered. Customers are already skeptical, and the bar to lose them is low.

There's a second problem. Messaging that leads with how "smart" the product is subtly positions the machine over the human. Customers don't hear empowerment; they hear replacement. In a market already fatigued by AI hype, that framing creates *anxiety*, not excitement.

Featuring insights from
Kira Klaas
VP Marketing, Later

Both problems point to the same flaw: too much focus on the technology, not enough on the people it's meant to serve.

That approach worked when AI felt novel. As it becomes more and more ambient, announcing it is as redundant as saying your product is "online." Kira's answer is to flip the lens. Stop talking about what the technology can do, and start talking about what it helps the customer do.

The story can't be about the tool. It has to be about the *human* using it.

> "We're starting from a place of low trust, and it doesn't take much to put people off."
>
> — Kira Klaas

A More Human Way To Talk About AI

1 Decide when and where to call out AI

Only mention AI if the user interacts with it directly, if it can make mistakes that'll impact them, if leaving it out would be misleading. Otherwise, don't. For example, **Instacart** uses AI for suggestions, but barely markets it because their customers just want to shop faster.

2 Use AI to make your customer look good

People don't want to feel outperformed by your product. They want to look good — at work, to their boss, in front of peers. Position AI as the thing that helps them get there, not the thing that makes them redundant. **Notion** nails this: "Write. Plan. Organize. With a little help from AI." The human leads. The AI assists.

3 Focus on utility over technology

Customers don't care that something uses AI; they care about what it does for them. Lead with the problem you solve, not the tech behind it. For instance, **Grammarly** evolved from "AI writing assistant" to messaging about outcomes: clearer writing, and protecting reputation.

Read The Room

AI messaging fails when it's self-absorbed. Brands rush to talk about what their tech can do, and forget to consider what the customer actually needs to hear.

Kira reminds us that customers don't encounter AI in a vacuum. They bring context, anxieties, and past experiences into every interaction. Marketing that talks past all of that creates distance, not trust.

Strong AI branding starts by stepping out of your own story. Pay attention to who your customer is, what they're bringing into the room, and how they want to feel. Then decide whether AI helps that moment — or hurts it.

"Are you empathising with your customer, or just talking about how great your AI is?"

Watch more from Kira

CHAPTER 2

Finance is not wired to fund vibes.

Brand has always been hard to defend, and brand teams are partly to blame. As digital channels matured, performance marketing claimed a clean story: spend a dollar, track a click, prove the return. Meanwhile Brand showed up with new visual identities, flagship campaigns, glossy launch films. But no one connected the dots to pipeline. No one made the commercial case.

So leadership drew the obvious conclusion: brand is theatre. Performance owns the dashboards. As Matt argues, if you can't prove brand drives business outcomes, someone else will prove it doesn't. So Finance funded what it could measure, and brand got whatever was left. The divide was set.

Featuring insights from
Matt Maynard
VP Brand, Adverstising & Comms, Asana

But the divide was never real. Brand and performance aren't competing priorities; they're part of the same engine.

Matt points to Ehrenberg-Bass research to show why: only ~5% of buyers are in-market at any given time. Performance captures that slice. Brand builds memory with the 95% who aren't shopping yet. And with AI flattening differentiation, brand feeds performance — buyers convert faster when they already know your name. Pitting brand against performance just starves both.

> "Brand teams have taught the business to see brand as decoration."
>
> — Matt Maynard

The first step for marketing teams is reframing the argument. The second is knowing what to do with it. Matt tells us where to start:

1 Own your 'Category Entry Points'

If brand's job is to build memory with future buyers, what exactly are we trying to be remembered for? Buyers don't wake up thinking they need "project management software."

They think in situations: "our pipeline is a mess" or "reporting is chaos." Those situations are Category Entry Points, and growth comes from owning more of them. Map them:

- What problems do buyers name before they know they need you?
- How many do you currently own?
- Where are competitors getting remembered instead?

2 Measure brand without a massive tracker

The objection to brand is always measurement. But you don't need a research firm or complex trackers. What you need to track is consideration: are future buyers thinking of you when the situation arises? Track three things:

- Mental penetration: % of future buyers who think of you in any relevant situation
- Consideration depth: how many situations they associate with you
- Competitive share: mental real estate you own vs. competitors

How to do it: Run light surveys twice a year to know who thinks of you and in what situations. Use sales call transcripts to reveal which problems prospects name. Pull CRM patterns to know where you're losing to competitors. Track movement, not perfection.

Making A Better Case For Brand

Earn The Seat

Brand teams have always been on the back foot. Defending budget, justifying existence, watching performance get the credit. But when you can show that you're building memory with future buyers, and shaping pipeline six months from now, the conversation shifts.

And it's not just the future pipeline. Brand was already showing up in today's numbers, too. It shapes what people click on, improves response rates, makes performance messages more believable. Show that connection, and the seat at the table isn't something you ask for. You've earned it.

Matt redefines the role of the brand marketer into three big responsibilities:

1

Build memory:
Show up consistently in real buying situations

2

Protect consistency:
Reuse distinctive assets so recognition compounds

3

Translate impact:
Talk in metrics leadership understands

> "If brand didn't drive short-term revenue, none of us would have jobs."

Watch more from Matt

Attention is cheap. Memory isn't.

In a world where everyone can ship, most brands are forgettable by default. Buyers don't remember the best product. They remember the brand that shows up first in a real buying moment — when a problem surfaces and a decision has to be made.

Distinctiveness, emotion, and repetition do that job. Volume doesn't.

Part 2

MEMORY

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CHAPTER 3

Being forgotten is B2B's most expensive problem.

Buyers don't shortlist brands they can't recall. If your name doesn't come to mind when they're ready to buy, you're not in the running. It's not that buyers evaluated you and chose someone else; you weren't in the room when the list was made. That's the real cost of being forgettable.

The instinctive fix for teams is to do more. Publish more, post more, ship more. Jess argues that's backwards. Volume doesn't create memory. In crowded feeds, more usually means more of the same. B2C brands learned this lesson decades ago. B2B is still playing catch up.

Featuring insights from
Jess Cook
VP Marketing, Vector

What do consumer brands do to build memory that B2B often ignores? Jess points to three things:

- **They own ideas:** Sometimes that means being the only one who can claim something original. Other times, it means being the first.
- **They sell the outcome, not the feature:** Frosted Flakes never talks about frosting per flake. They sell the victory laps, the pride of wining. Outcomes stick; specs don't.
- **They build characters:** Recurring personalities, formats, storylines people can follow. Over time, this familiarity compounds recall.

> "B2C brands sell a feeling. B2B sells specs. No one remembers specs."
>
> — Jess Cook

Bringing these B2C instincts into B2B means moving from content to "Content IP": ideas so ownable that your audience can only associate them with you. A recurring format, a mascot, or a signature show. Here's how Jess has put it to work at Vector:

1 Ghosty, the mascot

Vector's mascot, Ghosty, is a visual shorthand for the product's core promise: revealing the "ghosts" on your site. He appears across ads, launches, website moments, merch. When people see a ghost now, they think Vector, not Snapchat.

2 The podcast

'This Meeting Could Have Been a Podcast' invites listeners to drop into real 1:1s between Jess and her CEO, Josh Perk. The format has spun off into comics, a newsletter, and its own Instagram account. The show performs better than 90% in its category on Spotify.

3 The CEO–Marketer dynamic

The relationship between Jess and Josh became IP on its own. The disagreements, the pranks, the back-and-forth in comments. People follow it like a storyline. Familiarity turned into attachment.

4 Swag as IP

Vector's merch is another brand surface, not a giveaway. 'Marketers Against Humanity' card games, Ghosty plushies, Lego sets for parents to bring home from conferences - they are designed to be shared, talked about, and remembered.

Turning Content Into Ownable IP

The Tide That Lifts All boats

Content IP is difficult to measure neatly. But the results aren't. Vector has seen branded search up 430%. Inbound demos from buyers who say they've "seen Vector everywhere." And 270% revenue growth — with just two marketers, neither of them in demand gen.

The common thread is distinctiveness. Content IP builds recall. Recall builds preference. Preference lowers friction in sales. Over time, the effect compounds.

For teams looking to build their own content IP, Jess offers three prompts:

1. What exists inside your organisation that competitors can't copy?
2. How can you make your audience feel seen & understood?
3. What emotional state does your product ultimately enable?

> "You need ownable ideas that your audience can only associate with you."

Watch more from Jess ▶

Humour is not risky. Being boring is.

B2B marketing has decided, collectively, that humour is a gamble. That buyers are too serious, that the CEO won't approve, that it might offend someone. Nobody ever says: we've analysed the data and proved that comedy doesn't work. They just have a feeling. And the feeling is costing them recall. Because the proof runs the other way.

Entertaining ads produce a 39% memory lift, 2x brand awareness, and 2.8x image lift over dull ones. They also convert at 50% higher.

This is Luke's case for humour in B2B — not that it's fun, but that it works. People don't scroll logically; they scroll emotionally. And content that stops the scroll isn't the most useful thing in the feed. It's the most *felt*.

Featuring insights from
Luke Winter
Creative Director & Founder, Deadpan

But what do we see from B2B brands in our feeds today? It's what Luke calls *'salesmanship'*: explainers, demos, feature comparisons. Salesmanship has its place in a wider content mix, just not at the front door. If an explainer is your opening move, you've already lost the room.

'Showmanship' is what makes you memorable and distinctive. Entertainment built around characters, running stories, surprise moments designed to be felt. And this isn't a creative risk. It's a deliberate strategy built on a simple behavioural insight: if you make someone laugh, they lean in. If you make them feel seen, they remember you.

"Humour is more science and psychology than it is jokes for the sake of it."

— Luke Winter

The Serious Business Of Being Funny

Humour that lands doesn't start with a joke. It starts with the real frustrations, and absurdities your ICP faces daily. You need to name these existing problems in entertaining ways. Luke gives you four steps to get there:

1 Build a customer avatar

Get specific about who you're writing for — their job, daily pressures, personal ambitions, and decision triggers. Comedy starts from what slows them down, what stresses them out, and what they want to do. The more specific you get, the more resonant the work becomes.

2 Make your customer the hero

Your customer is the hero. Their frustrations are the villain. Your brand is the guide — *Gandalf*, not Frodo. With this reframe, the content stops being about you and starts being about them. And that's when it connects.

3 Pick a comedy route

Once you know your customer and their villains, you need a creative route. Luke offers five you can choose from:

- **Comedic displacement:** Put a real pain point into an absurd but familiar setting (like therapy, court, doctor, etc.) and play it straight
- **Opposites:** Show the exaggerated chaos your product prevents
- **Metaphors:** Turn an abstract frustration into a physical visual (like too many hats, low-hanging fruits)
- **Associative thinking:** Follow surprising word chains to a fresh angle
- **Parody:** Borrow a recognisable genre/movie/show your audience already knows

The Joke's On You

Humour builds memory faster than almost anything else because it creates an emotional response. A buyer who laughed at your content six months ago remembers you. Everyone else forgot you by lunchtime.

But getting the room to agree to this can be hard sometimes. Luke's advice: don't pitch a comedy campaign. Find humorous content in your space that's already working and show it. Let the results make the case, not the creative argument.

And if you want to test before you get to that room, start with memes. Fast, free, disposable. If a meme angle lands, you've found a direction worth scaling. If it doesn't, you've lost nothing.

The risk isn't trying humour. The risk is not trying it at all.

> **"No one's ever said: we've analysed the data and proved that comedy just doesn't work."**

Watch more from Luke ▶

Great brand work doesn't scale on instincts alone.

As teams grow, complexity creeps in. More people touch the brand. More tools enter the stack. More content gets produced across more channels. Without shared systems, quality becomes inconsistent and judgment becomes fragile. Brand either lives in one person's head, disappears between launches, or gets flattened by automation.

Systems are what turn good taste into something repeatable, resilient, and scalable.

Part 3

SYSTEMS

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CHAPTER 5

Now hiring: imagineers

Marketers have spent the last two years figuring out how to use AI. What to prompt. Which tool does what. How to speed up the work. But there's a more important question nobody's asking: what are you freeing yourself up for? Without it, most teams have ended up using AI for the very thing it can't do: *imagine*.

AI was built for operational throughput — the execution, the organisation, the doing. Imagination is still *your* job, and what you're freeing yourself up for. Put AI to work on everything else in the background, so your imagination has room to breathe.

Molly draws on Disney to explain what it looks like when systems and imagination work together, each protecting the other.

Featuring insights from
Molly Bruckman
Former Head of Brand, Growth & CX, Mutiny

Disneyland feels like magic because of invisible backstage systems. The staff choreography, the effects, the ride timing - guests never see any of that. But remove these systems, and there's no magic. Remove the magic, and the systems don't matter.

The parallel for marketing teams is exact: AI is the backstage operation. The ideas, the stories, the world you build around your brand — that's the magic. Disney calls the people who build the magic *and* the systems behind it **Imagineers**. That's also your role as a marketer now.

> "It's our responsibility not to let automation flatten what makes us human."
>
> — Molly Bruckman

Here's Molly three-step framework for how marketers can become Imagineers:

1 Build your world: The brand canon

Disney's Imagineers don't create campaign briefs; they builds immersive worlds. Every world has rules — who lives in it, how they speak, what they believe. Your brand canon is that rulebook: your worldview, your customer reality, your product truth. Document it, and put it somewhere AI can work from. Molly runs Claude inside her GitLab repo. Your stack can vary, but the principle doesn't: AI needs opinionated context to sound like you.

2 Cast your characters: Humans + AI agents

Disney doesn't have one person doing everything — there's a cast, each with a specific role. Build your agentic team the same way. Specialists, not a generalist bot. Give them job descriptions, responsibilities, even personality traits. Humans own the big idea and final judgment. Agents handle everything else.

3 Design the attractions, create delight

Disney's attractions bring people in; the experience keeps them coming back. Your campaigns and CX do the same. When your canon is documented and your team is cast, you're building off an established world, and not starting each campaign from scratch. And your world extends beyond acquisition. When AI handles the operational layer, your team can focus on what actually builds loyalty: the unexpected gesture, the moment worth talking about.

Making Magic With Backstage Systems

Not sure where to start? Begin with the work you avoid most. Build your first agent around your biggest friction point, and expand from there. Nothing ships without a human in the loop, but the work that used to slow you down no longer does.

Once the system is running, the creative pressure shifts back to you — and that's the point. With execution handled, imagination becomes your full-time job. Now it's up to you to keep that muscle sharp or let it atrophy.

Protect Your Imagination

Molly shares three analog techniques to spark original breakthroughs:

1

Morning pages:
Write 3 pages by hand each day to surface subconscious ideas and clear mental cobwebs.

2

Verb–Noun associations:
Force connections b/w mundane nouns and unrelated verbs

3

Collecting sparks:
Keep a running "weird ideas" file on a phone to capture off-the-wall thoughts

"Your most important job is having better ideas. AI just sweeps behind you."

Watch more from Molly ▶

Brand is your access infrastructure.

Enterprise executives don't open cold emails. They don't click banner ads. They don't respond to outreach from people they don't recognise. The senior decision-makers your sales team most needs to reach have spent years building filters — and most B2B marketing gets caught in them immediately.

When an exec sees your marketing, they're not just evaluating your product. They're mentally running the full cost of buying it: selling it internally to the CFO, retraining teams, cancelling existing contracts, ripping out current tech. The upside has to be undeniable to justify all of that. So they've trained themselves to ignore anything they don't already trust.

Featuring insights from
Ari Yablok
Head of Brand, Island

What cuts through isn't a better ad or a sharper cold email.

Ari argues that earning exec attention has to start long before the pitch. And that's where brand comes in. It does something conventional marketing tactics simply can't: it builds familiarity and credibility before contact. When an exec eventually encounters your name — in their feed, from a peer, or at an event — brand is what makes them pause. It's the infrastructure that works upstream, with people who weren't looking for you yet. So that when the moment comes, the door is already open.

> "Brand is the bridge between your story & the rooms sales is trying to enter."
>
> — Ari Yablok

How Brand Opens Doors

Brand doesn't build access by showing up loudly. Access comes from being **real**, **relevant**, and **trustworthy**. Ari breaks down how to get that right for your brand:

1 Create a strong brand identity

Find the intersection of what you do best, what your customer needs most, and what competitors don't do. Then cut everything else. Build a distinctive personality like Mailchimp's radical informality or Torque's monster-truck energy. Tell a story that places your buyer at the center, not your product. Positioning, identity, and story - that's what makes a brand real.

2 Know their world better than they do

Relevance means knowing your buyer's reality so specifically, their friction, their constraints, their internal battles, that when they encounter your brand, they feel seen. From creative to thought leadership, every touchpoint should vividly reflect their world, not yours.

3 Sweat the last 10%

Trust is built in the details. Precise writing, considered design, details done properly — each one signals that the same care went into everything else. The engineering. The support. Executives are entering a years-long dependency and reading every signal, even when they don't know they are. The last 10% is your first impression. Sweat it.

The Feeling Of Knowing

Brand doesn't close deals. But it creates the conditions that make closing possible. When an exec encounters your name, they're not running a rational analysis. They're asking a simpler question: do I know these people? Do I trust them?

That feeling of knowing doesn't come from a single ad or a clever campaign. It compounds over time. Every touchpoint that's specific, considered, and true to their world adds to it. Every generic message erodes it.

When brand has done its job, your sales team doesn't have to earn the right to be heard. The exec already has a feeling. And that feeling — not the feature list, not the case study, not the pricing page — is what makes them take the call.

"When a brand proves it's real, relevant & trustworthy, it creates a feeling of knowing that makes buyers say yes."

Watch more from Ari

Good content means nothing if the right people never see it.

Yet, distribution is always the last conversation teams have. The brief gets written, the post goes live, and everyone moves on. But an asset you spent weeks building shouldn't live on one feed for 48 hours. What makes distribution work isn't reach or ad budget. It's trust. A founder your buyers follow. A creator whose opinion they value. Human voices carrying your message further than any channel can.

Part 4

DISTRI BUTION

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Founder reach is not a moat.

Founder-led growth has become the default distribution strategy for early-stage B2B. And it makes sense — founders have conviction, credibility, and a network that no campaign budget can replicate overnight. So teams lean on it. Hard. Often exclusively. But founder-led has its ceilings. And teams usually don't see any of them coming.

Adam started posting on LinkedIn three years before he had a product. When he launched Fibbler, he had 30,000 people who already trusted him. The first 50 paying customers came in four months.

And then the model stopped scaling.

Featuring insights from
Adam Holmgren
CEO & Co-Founder, Fibbler

Three ceilings. Adam learned about all of them the hard way.

First, **reach.** Adam's audience was largely European, but Fibbler needed the US. The algorithm wasn't going to bridge that gap.
Second, **dependency.** When inbound is tied to one person's output, pipeline follows that person home on weekends. If Adam slowed down, so did the leads.
Third, and most expensive, **brand equity.** After everything, people trusted Adam, but very few of them trusted Fibbler. The person had become the product.

> "Founder-led brand is about building trust. At some point, trust in me was not enough."
>
> — Adam Holmgren

Posting harder doesn't fix any of these ceilings. The answer is to build smarter. Here's Adam's four-part framework for converting personal trust into company memory:

1 Give value, don't pitch

Set clear content pillars for a repeatable system. Adam posts five times a week, one pillar per day. The content is adjacent to the product, but never promotional. The rule is simple: if you start pitching, people stop listening.

2 Own something in the feed

Your audience needs something to remember beyond your face. Give the brand a distinctive asset — a mascot, a colour, a visual format — that shows up everywhere, consistently. Fibbler did it with Fibbs, a pink 3D lion across every piece of content.

3 Sponsor what's already working

Take your best organic posts and put money behind them. Thought leader ads let you reach buyers outside your network while still looking like a person, not an ad. Adam went from a largely European audience to 50–60% of customers in the US this way. CTRs of 10–20%, versus 0.04% for standard LinkedIn ads.

4 Design for word-of-mouth

You can't force people to talk about you, but you can make it easier. Build shareability into your product from the start. Fibbler added a screenshot button that automatically blurs sensitive data so customers can post their dashboard directly on LinkedIn. Real advocacy starts with removing every obstacle to it.

From Personal Brand To Company Brand

Don't Waste The Head Start

The most honest thing Adam said is also the most useful: he's not aggressive enough to build his brand on controversial takes alone. That's not a weakness. It's a constraint that led him somewhere better.

A mascot that irritates people into remembering you is more sustainable than a hot take that gets engagement once. Fibbs is deliberately present to the point of being a little much. That is the point. The goal was never to be loved by everyone. The goal was to be impossible to forget.

The head start you have is real. But it's perishable. Use the founder's reach now — while the audience is warm, the trust is fresh, and the window to convert it into something that outlasts you is still open. It closes faster than you think.

"It's better to be a bit annoying than to be invisible."

Watch more from Adam

Influencers are a channel, not a stunt.

A strong brand gets you remembered, but memory needs reach. And the most credible distribution in B2B is a voice your buyer already trusts and chose to let into their feed. Trusted voices carry your brand further. That's the mechanic behind B2B influencer marketing. With 87% of buyers saying they prefer content from trusted influencers, it's a channel worth taking seriously.

The default approach to influencer marketing is transactional and impatient. Pay a creator, hand them a brief, wait for pipeline. When it doesn't materialise in four weeks, the program gets scrapped. But that's not influencer marketing failing. That's a direct-response mindset applied to the wrong channel.

Featuring insights from
Akshaya Chandramouli
Head of Brand, Storylane

Akshaya argues that influencer marketing is a relationship channel, not a campaign.

B2B purchases are high ticket and committee-driven. Buyers don't convert from one post; they convert after months of a voice they trust showing up consistently in their feed. You can't manufacture that on a four-week timeline. What you can do is build a program with the structure and patience any real channel deserves — defined criteria, genuine partnerships, and deliberate measurement. That's what makes it compound.

"Influence is not a one-and-done play. It is a multi-touch journey."

— Akshaya Chandramouli

Building an influencer program that compounds requires doing a few things most teams skip. Here's what Akshaya tells you to do differently:

1 Define your Ideal Influencer Profile

Don't start with big names. Start with criteria: do they understand your buyer's world? Do their audience trust them? Do they have a point of view that aligns with your brand? Follower count is the last thing you filter by.

2 Run a pilot before you commit

90–120 days, one post per month. Onboard them like a customer: product access, internal themes, first-party data. Involve them in launches, support their non-sponsored content, and resist the urge to rewrite their posts.

3 Measure what you're optimising for

Going wide? Track impressions, engagement rate, and brand traffic spikes. Going deep? Track self-reported attribution and mentions on sales calls. Pick one goal, and keep it simple enough that a small team can actually act on it.

4 Use the influence you already have

Your most credible voices might already be on your customer list or your payroll. Ask CS for your top customer advocates. Pick two or three employees who already have something to say. Run a 90-day pilot and gamify it.

How To Stop Renting Influence

One Post, Many Lives

The last place influencer programs die is distribution. A creator posts. The brand does nothing with it. All the effort that went into the brief, the relationship, the production — and it lives on one feed for 48 hours.

Align on content usage rights in the contract before anything else. Then build your distribution plan before you launch. Take the post to your company page, repurpose it into clips for other channels, embed it in newsletters, turn BOFU content into sales enablement assets. If it's strong enough, amplify it with paid. Spread posts across the month so you're not flooding your audience in a single week

You've already done the hard work of building the relationship. Don't let the content die on their feed.

"Buyers know when you've asked someone to talk about you. Don't get caught in performative play."

Watch more from Akshaya ▶

Resist the drift.

The marketers who built something real in the last two years made choices. What to own. What to say no to. What to keep doing when it's easier to drift toward one more forgettable AI post.

That refusal to drift is what builds memorable brands.

At Draftt, we help B2B teams create the flagship content to do exactly that.

Reports. Playbooks. Webinar series. Comparison pages. Content that earns trust, shapes perception, and influences buying decisions.

If you need work that stands out and sticks around, we should talk.

Book a Meeting

The chapters in this playbook are built on sessions delivered at Full Circle Season 2 — Draftt's annual conference for small and one-person marketing teams. Learn more about Full Circle here.

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