

CIZ DIFFERENTIATION ZONE

Strategy Studio Creatives-In-Residence Program | Social Media Engagement

Our Goals

- Engage your fans and friends with our innovative offerings.
- Expand our reach into new markets. Let's engage more people in purpose-driven ventures.
- Convert friends into fans and customers.

What's in it for you?

- Align with a thought leader, innovator, and creator
- Extend your reach
- Grow your market
- Learn alongside a master strategist

Social Media Engagement

- Post **at least ten times** before and during your residency
 - o 3-4+ before your residency
 - o 6-7+ during your residency
- Tag us in every post. We've included our links on the next page.
 - o Karla
 - o Differentiation Zone, Strategy Studio, Creatives-In-Residence, and *Differentiated* (her book)
 - Everything you need is on the [Differentiation Zone](#) website
- Leverage your optimal social platforms to introduce our unique offering to your friends, fans, and followers
 - o Our links are on the following page.
- Promote Strategy Studio, Creatives-In-Residence program, *Differentiated* (Karla's book), and Differentiation Zone (her breakthrough approach to strategy)
- **Share these posts 2-3 weeks before your designated month**

- See you in the Studio
 - Join me for a month of discovery.
 - Sign up now.
 - Refer your friends.
 - Mention friends who might benefit from this collaboration.
 - Expand your network. Meet new friends.
 - It's easy. Fill out the popup form on [Differentiation Zone](#). They will add you to the mailing list, so you don't miss out.
- Enjoy my Creative Showcase on ___ date.
 - Sign up here.
 - Bring your friends too.
 - Share with your friends.
- Creativity Meets Strategy in the Differentiation Zone
 - Wow, wait until you see the space.
 - We bring creativity to strategy.
- **Share these posts during your residency**
 - Buy this book.
 - Include a photo or video of you with the book.
 - This book is beautiful and engaging. Other readers agree.
 - An artist wrote this book.
 - Here's my review of *Differentiated*.
 - Write and share your reviews
 - [Amazon](#)
 - Follow Karla's author page.
 - [Barnes & Noble](#)
 - I'm excited for you to meet artist and strategy innovator Karla Raines
 - Karla and I share _____. Note something you have in common.
 - Check out her YouTube.
 - Watch _____.
 - Pick a video that resonates with you.
 - Here's her art [website](#).
 - Karla values creativity. She pays for creative talent like ours.
 - Join me for my Creative Showcase on ___ date.
 - Sign up here.
 - Bring your friends.
 - Wait 'til you see what I'm bringing to my Creative Showcase.
 - Offer a teaser or two.

- Invite your friends.
- Sign up here.
- I'm sharing ___ in my guest blog.
 - Please read it here.
- My creative tips include ____.
 - List one pearl of wisdom.
 - Offer a CTA to join Strategy Studio to benefit from your wisdom.

We will send you the links for your Creative Showcase and your Guest Blog as soon as they are live on our sites.

Our social media

- Karla has strong personal followings on LinkedIn and Facebook in particular.
- We are growing our Differentiation Zone follows.
 - Our preferred social media sites for gaining followers are LinkedIn and Instagram.
 - We also use Facebook to promote to friends

- Our links

- <https://youtu.be/bs7B76OVsvk>

<https://www.instagram.com/yourorgmatters/>

https://www.instagram.com/karla_raines/

<https://www.facebook.com/yourorgmatters>

<https://www.facebook.com/karla.raines.5>

<https://www.linkedin.com/company/30684740/admin/>

<https://www.linkedin.com/in/karlaraines/>

<https://twitter.com/yourorgmatters>

<https://twitter.com/KarlaRaines>

- Our hashtags
 - #DifferentiationZone
 - #WhereCreativityMeetsStrategy
 - #Differentiated

- #CreativesInResidence

Introducing Strategy Studio

Differentiation Zone's [Strategy Studio](#) is an innovative digital learning experience for purpose-driven strategists. Available via subscription, Strategy Studio delivers high-value content to professionals eager to upskill for the next normal. Strategy Studio is a space to explore, learn, and apply our exclusive tools as you embrace Karla's groundbreaking book, [Differentiated](#).

Members gain access to breakthrough tools, a mentor and coach, and relatable content to create superlative strategy processes (and results) for their organizations.

We have three membership levels:

- **Explore** – Free membership includes access to your Creative Showcase event and your Guest Blog
- **Discover** – Is our mid-tier membership with access to key
- **Engage** – Is our premium membership with 24/7 access to our full suite of resources, including strategy mentorship with Karla

Our target markets are 1) purpose-driven executives leading companies and nonprofits and 2) consultants advising purpose-driven organizations, including strategic planning, branding, and marketing consultants.

A bit about Karla Raines

Artist and strategy innovator [Karla Raines](#) curates strategy Studio. Karla spent the last decade on a journey to master the art of strategy. An intentional practice in associative thinking taught her to spot distant opportunities in novel contexts that others did not see. Giovanni Gavetti's article in the July-August 2011 issue of *Harvard Business Review*, "The New Psychology of Strategic Leadership," catalyzed the journey.

The pursuit of strategic mastery coincided with my evolution as an abstract artist. The unforeseen benefit? Her increased comfort with ambiguity and risk-taking in painting led to strategic differentiation breakthroughs.

- Karla is known for:
 - Seeing beyond what is.
 - Pushing leaders to envision what's possible.
 - Blending creativity with analysis.

- Combining the left and right sides of her brain.
- Creating differentiation strategies that achieve results.

More about Strategy Studio

- The time is ripe for a fresh approach to strategy, one that maximizes digital tools to foster strategic thinking and acting.
- CEOs and executives tell me how challenging it is to incorporate strategic work into their routines. The annual retreat and regular planning process don't hit the mark.
- Leaders need real-time resources and coaching to help them stay up to date, alert them to notable external shifts, and assist them in updating their strategy for continued relevance.
- Strategy studio delivers high-value content to professionals eagerly upskilling for the next normal.
- Offerings include author-led book discussions, a Creatives-In-Residence program, exemplar showcases, proprietary tools, and more.

See Strategy Studio is You for pitch points.

Specifics

Instagram

The Instagram platform is very photo/art forward. Successful Instagram posts have beautiful photography or short videos (reels) and limited text. You cannot link to websites or post links to video content on Instagram, so we have to be a bit more creative. Our recommendations for sharing out content for your Instagram followers include:

- A still photo or two from your Creative Showcase – or something similar to what you shared in your Showcase. You could include your (artwork/creative work), a photo of you and Karla, or anything visually attractive.
- Your text could be something like, “I’m excited for my time as the (month) Creative-In-Residence for Differentiation Zone’s Strategy Studio. In my recent Creative Showcase with @karla_raines, I discussed (creative practice) and my creative strategy. Follow @yourorgmatters to learn more.”
- You can do the same with your Guest Blog.
- Possible language for the guest blog posts includes “This month I’m Differentiation Zone’s Creative-In-Residence. My Guest Blog is now live. Follow @yourorgmatters to read my blog and learn more about where my #creativitymeetsstrategy.”

LinkedIn

We can be more direct on this platform.

- “I’m excited to share I’m @DifferentiationZone’s (month) Creative-In-Residence, where I’m sharing my creative and strategic insights with purpose-driven strategists inside Strategy Studio. Follow the link to view my recent Creative Showcase with @KarlaRaines. And make sure to follow Differentiation Zone to learn more about where #creativitymeetsstrategy.”
- “I’m excited to share I’m @DifferentiationZone’s (month) Creative-In-Residence, where I’m sharing my creative and strategic insights with @KarlaRaines and purpose-driven strategists inside Strategy Studio. My Guest Blog is now live. Make sure to follow Differentiation Zone for more great content like this.”