



BOYE & CO

Earnfluencing

Bridging the Gap between
Earned Media and Influencing





BOYE & CO

***Hi,
I'm Matt***

***Problem
statement?***

team
werewolf



BOYE & CO

Earned Media

- **Definition and characteristics**
- **The role of earned media in shaping public opinion**
- **Comparison with paid and owned media**
- **Discussion...**



BOYE & CO

Influencer

- ***Defining an influencer in the digital age***
- ***Different types of influencers (micro, macro, nano)***
- ***Impact on audience engagement and behavior***
- ***discussion...***



***The “pitch”
and the “platform”***

Valuing Earned Media

Media coverage of Deion Sanders' Colorado football has been worth more than \$90 million to school

"CU Boulder has been the epicenter of the national sports world."

POLITICS

Our Earned Media President

As Donald Trump enters his third year in office, the political press is still playing his game — and he's still winning

BY ANDY KROLL

NOVEMBER 28, 2018



Donald Trump Rode \$5 Billion in Free Media to the White House

Donald Trump didn't spend nearly as much on advertising as typical presidential candidates, and he didn't have to -- he relied on billions of dollars in free earned media instead.

Nov 20, 2016 1:20

Donald Trump is getting the kind of free media coverage everyone else can only dream of



Deion Sanders is Colorado's \$280 million man (after four games)

Colorado is paying Deion Sanders \$29.5 million over five years. But what has he been worth to the university? The estimate is \$280 million.



Brent Schrottenboer
USA TODAY

Media

Deion Sanders Generated \$45M In Earned Media For Colorado

SEPTEMBER 23, 2023 | 12:01 PM | BY MICHAEL MCCARTHY

In Sept. 1-22, Coach Prime generated \$45.7 million in earned media for the public university. The Buffs now face No. 10 Oregon: "If Colorado loses, do we start to see a wane? We'll be living that."

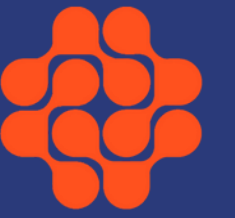




BOYE & CO

How can it help you?

**Leveraging earnfluencing in
the content and DX industries**



BOYE & CO

#1
***Be a beat
writer***



BOYE & CO

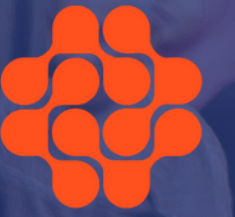
#2

Content-ize your experiences



BOYE & CO

***The power is in
your hands***



BOYE & CO

*...Like a candidate
“on the hustings”*



BOYE & CO

#3

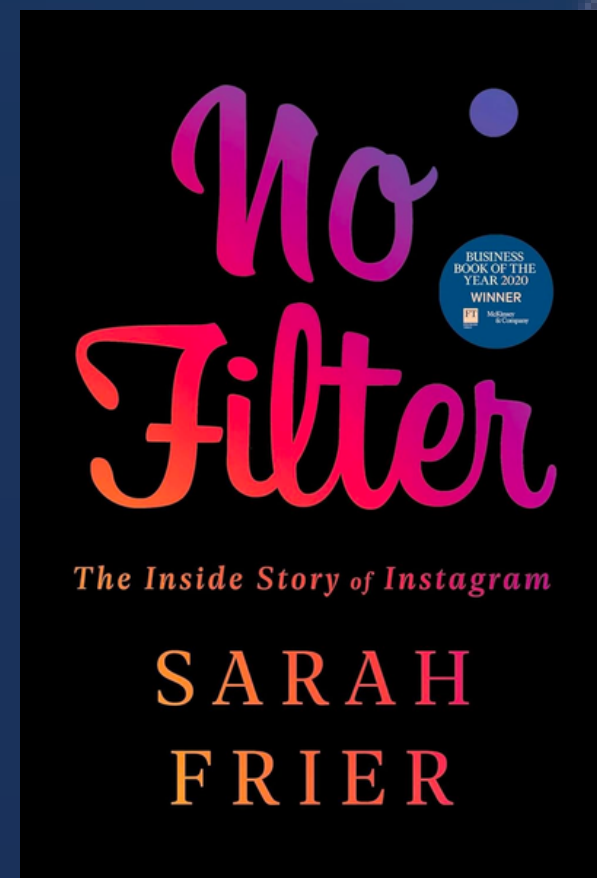
Be a student

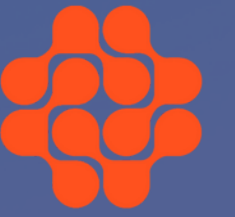


BOYE & CO

The “Kardashian Model?”

- ***strategic planning***
- ***algorithm mastery***
- ***amplification and virality***

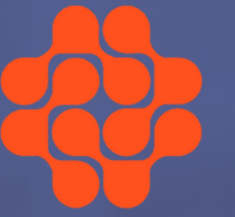




BOYE & CO

#4

***Be prepared for
serendipity***



BOYE & CO

Lessons from Gary Vee

- ***Content opportunities are all around you***
- ***The “Content Pyramid”***
 - ***One long form piece***
 - ***Repurpose into short form***
 - ***Distribute on all relevant social platforms***



BOYE & CO

***Your “take” is
unique - don’t
over think
everything***

- ***Follow the “1 in 60 rule”***
- ***“Stealing Plus Lack of Talent Equals Creativity”***
- ***singles, walks, defense, and pitching can win
you a lot of games***
- ***Music: Face to Face “Disconnected” and
Blink 182 “All The Small Things”***



BOYE & CO

#5

***You can't spell
earnfluencing
without AI***

Case Study #1

Matthew McQueeny · You
 Leadership @ Konabos, Partner @ Big League Pillows | ME
 2w · 🌐

What an amazing day of "Kentico-naverse" in Nashville at Kentico Connection. Such a vibrant and thoughtful community of leaders and practitioners. #KenticoConnection Konabos

Kentico
 13,356 followers
 1w · 🌐

New Chief Revenue Officer **Bill Cunningham**, Channel Growth Managers **Daniel Ardelian**, **Dean Mavrikos**, and **Andrew Aquilini**, Senior Customer Success Manager **Michael Hennessey**, and Account Executive **Brendan Maseda** were just a few of the energetic members of our U.S. team who made Kentico Connection Nashville unforgettable for our partners and customers last week.

And who was there also? **Matthew McQueeny** from **Konabos**, of course! Our favorite ubiquitous person not only attended the event, filmed a lot of testimonials, penned a fantastic recap on **CMSWire** but also took the time to capture insightful thoughts from **Bill**, **Dan**, **Dean** and the others.

In this exceptionally crowded episode of the **Konaverse**, they discuss our company culture and values, their roles in Kentico, and why they are confident that **Experience by Kentico** is definitely a game-changer for DXPs.

Take a listen - they're speaking from experience. 🎧

#KenticoConnection #DXP #CompanyCulture



Dominik Pinter · 1st
 CEO at Kentico
 2d · 🌐

I was asked in a recent interview with **Matthew McQueeny** of **Konabos** where Kentico fits in the #DXP/CMS marketplace and how we stack up against competitors. My answer may have come as a surprise: "I don't really care".



Where do we fit in the market? I don't really care...
 Dominik Pinter on LinkedIn · 4 min read

In a recent interview on the DX Café podcast, "Kentico CEO Dominik Pinter on Hybrid Headless..."

You and 38 others · 2 comments · 4 reposts
 13,356 followers
 2w · 🌐

🎥 Filming our Kentico Rockstar customers and partners at Kentico Connection in Nashville. **Matthew McQueeny** from **Konabos** is exceptional! 🌟

...see more



2110 · 🌐

Home My Network Jobs Messaging

What does community mean to you?

In a recent interview **Matthew McQueeny** asked our member **Jenda Perla**, VP Marketing at **Kentico** about the value of community in a busy working life.

Here's the four things Jenda highlighted:

- Importance of Trust
- Building Relationships
- Learning and Learning
- Working Opportunities

...see more in this guest blog post by Jenda

Matthew McQueeny · You
 Leadership @ Konabos, Partner @ Big League Pillows | MBA | ...
 2w · 🌐

Don't wanna act like there's tomorrow
 Don't wanna wait to do this one more time."

...see more

Kentico
 13,356 followers
 1mo · 🌐

September 26 (next Tuesday), join us for the upcoming installment of the DX Café, where **Matthew McQueeny** from **Konabos** is welcoming a special guest: **Dominik Pinter**, the CEO of **Kentico**.

...see more

"There was plenty of opportunity for some honky-tonk at Kentico Connection," says **Matthew McQueeny** from **Konabos** in his complete recap of what he experienced at our Nashville event last week.

McQueeny was certainly everywhere, exploring with us the topics of hybrid headless, SaaS, cloud-based agility, complexity challenge or ARR growth.

He showcased this in his excellent piece published on **CMSWire** yesterday. Don't miss it! 🌟

#Kenticoconnection #DXP #hybridheadless #SaaS
<https://lnkd.in/d/fAb46Sk>

Kentico Connection 2023 Nashville: Of Hybrid Headless and Honky-Tonk
 www.cmswire.com · 4 min read

You and 13 others · 2 reposts



Gustavo Souza and 18 others · 1 comment



Case Study #2

Round of 16
Selection Sunday
March 19 - 09:00 PM ET

Neha Sampat · 2nd
CEO at Contentstack, Investor at Surfboard Ventures, Owner...
9mo · 🌐

While everyone was playing the basketball brackets, I was keeping an eye on the CMS version of March Madness.

It's fun watching everyone on LinkedIn engage and assert their opinion. It's even more fun to see our company rise to the top by popular vote among so many great technologies.

March may be over, but the competitive spirit continues.

Thanks, Konabos, for hosting this bracket and thanks to everyone for voting!

#content #tech #techcommunity #cms



Kontent.ai
5,677 followers
10mo · 🌐

We've reached the Final Four of the March Madness competition hosted by **Konabos!** 🏆 Support us by using the 🍷 reaction in the comments of the post below. ...see more

Konabos
3,105 followers
10mo · Edited · 🌐

Final Four round is now complete (as of 3/20 at 9pm ET). What an unbelievable effort from all previous rounds. Your cultu

Contentstack
31K followers
8mo · 🌐

Last week, the Konabos team was kind enough to stop by ContentCon to present us with the Konabos March Madness trophy! 🏆 ...see more



Matthew McQueeney · You
Leadership @ Konabos, Partner @ Big League Pillows | MBA
8mo · Edited · 🌐

The **Konabos** Boston-to-Austin week gave us the opportunity to present to our top two finishers in the March Madness 2023 fun campaign. We presented custom shirts in Boston to runner up **Kontent.ai** and ch ...see more



58 6 comments · 3 re

Celebrate Comment Repost Send

You reposted

SearchStax @SearchStax · Mar 16, 2023

Vote for @SearchStax in the @KonabosInc March Madness Bracket - first round ends on Sunday 3/19 at 9pm ET!

Vote at [linkedin.com/posts/konabos_...](https://www.linkedin.com/posts/konabos_...)

#search | #sitesearch | #bettersearch | #partners



Let the games begin...



SCAN ME





BOYE & CO

The DXP/CMS and Earnfluencing



BOYE & CO

The DXP/CMS and Earnfluencing

- ***The “platform” for the “pitches”***
- ***Tagging and taxonomy***
- ***Database of influencers and topics***
- ***Workflow/collaboration***
- ***Editorial calendar***
- ***Analytics/tracking***
- ***Personalization***
- ***We can dream?***



BOYE & CO

Let's Earnfluence - tactic in action

- ***Each table please take a “selfie” of all the people at that table***
- ***Choose the individual who should post on LinkedIn from your table***
- ***tag “Boye & Company” handle and hashtag #CMSKICKOFF24 and #CMSSelfie***
- ***Let's manufacture viral and create attention for all of us.***



BOYE & CO

Matthew McQueeney

Thank you!

matthewmcqueeney@gmail.com

@mattmcqueeney