

# HOW WE HELPED DOCUSKETCH LEAD THEIR INDUSTRY'S ONLINE CONVERSATION & SPARK 100'S OF REVENUE-GENERATING CONVERSATIONS.

6

SUBJECT MATTER EXPERTS

10K+

ICP ENGAGEMENTS

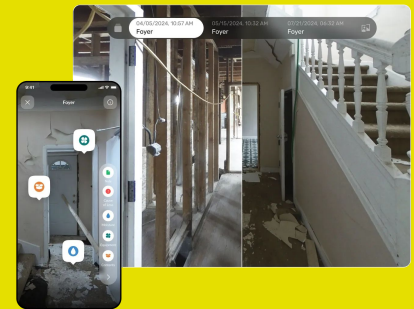
16

POSTS PER MONTH

## ABOUT DOCUSKETCH

[DocuSketch](#) is a SaaS platform changing the way restoration companies operate. Their technology turns 360° site captures into shareable virtual tours, precise insurer-ready floor plan sketches, and estimates—bundling hardware, software, and delivery services so contractors can document losses faster, cut revisits, and push claims through 4x faster, and with better accuracy.

TYPE	COMPANY SIZE	INDUSTRY VERTICAL	ACV
SaaS	200+ Employees	Property Restoration	\$20K



## THE CHALLENGE.

DocuSketch had grown to mid-eight-figure ARR in a few short years based on great product and word of mouth, but that left the (very small, very lean) marketing team with a challenge—**How to scale to the next level in an old-school, technical industry where trust means everything?**

What *was already* working: Deploy DocuSketch's crack team of industry experts to in-person industry events. A group of 4-6 of the team's subject matter experts / account execs—Boots on the ground, sharing stories from the industry trenches and evangelizing about the product 200+ days of the year.

**In-person meetups don't scale. LinkedIn could. But with limited headcount and facing an untested "black box" platform, DocuSketch needed a proven playbook.** So they tapped Thoughtful as their thought leadership partner.

With 6 industry experts ready to share their stories and POVs, the challenge was to find an approach to thought leadership that:

- Leveraged that deep technical knowledge
- Translated it to posts that would build visibility and trust with DocuSketch's ICP on LinkedIn
- Surfaced revenue opportunities to the DocuSketch team
- And do it all in a way that
  - (a) Coordinated with the marketing team's existing work and;
  - (b) Consumed an absolute minimum of the subject matter experts' time so they could continue to focus on the field sales approach that was already working

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**"Working with Thoughtful Content has been a huge win for DocuSketch.**

**It's helped position us as true subject matter experts and thought leaders in the property documentation industry, and given some of our most senior team members the visibility they deserve.**

**The content sparks meaningful conversations and strengthens our credibility in the industry."**



**NICK KEYKO**  
VP, Marketing



## THE SOLUTION (INTEGRATED THOUGHT LEADERSHIP).

### #1 — RESEARCH & STRATEGY

We used tools like CreatorMatch and Favikon to quantifiably research what's working for successful LinkedIn creators in DocuSketch's space. Combined that with company leaders' experience and the company narrative to align on content pillars.

### #2 — INTERVIEW LEADERS & REPURPOSE

Several times per month our team sits down with members of DocuSketch's team of industry veterans for a recorded interview (as their schedule allows). We ask questions that will get them sharing the right stories to inform content for our pillars. No prep required on their side. We also repurpose event recordings & other DocuSketch content specifically to perform well on LinkedIn.

### #3 — CREATE CONTENT

Our strategists, editors, and designers get to work translating the teams' POVs, narrative, company updates, and day-to-day stories into content designed to reach the ICP and resonate with them on LinkedIn.

### #4 — GROW NETWORK (STRATEGICALLY)

Using LinkedIn Sales Navigator we find ICP-match contacts. Then setup automated (but TOS compliant) campaigns to connect with 5+ new ICP people daily. These folks are more likely to see the team's content & comments, starting the flywheel.

### #5 — POST

8-16x per month across the subject matter experts. Consistency matters in the LinkedIn algorithm, but the posts also need to be quality. No emoji-laden fluff that reeks of ghostwriting, no AI cringe. Just translating their deep industry experience into formats and narratives that work on LinkedIn.

### #6 — COMMENT (TACTICALLY)

Commenting makes an account 2x more visible than posting alone (Source: Teamfluence research), but needs to be done strategically. High quality, nuanced comments on posts from ICP, competitors, and thought leaders. We surface the right posts to the DS team so they can make 5 quality comments in under 5 minutes per day, keeping things manageable but impactful.

### #7 — MEASURE (BEYOND LINKEDIN)

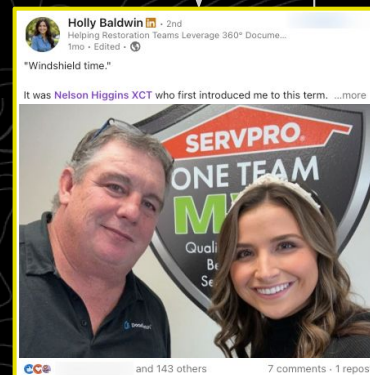
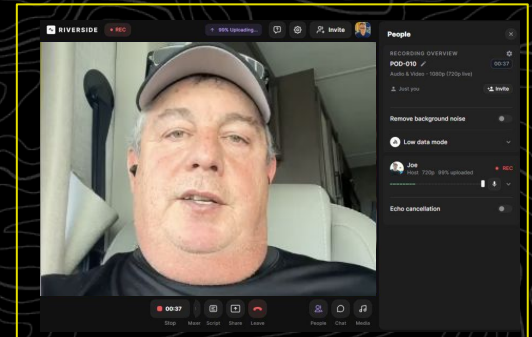
Naturally, we keep an eye on LinkedIn metrics, but what we really want to measure are inbound leads DM'ing, meeting bookings that self-report LinkedIn as "how you found us", and prospects mentioning LinkedIn content on sales calls.

### #8 — ITERATE

While keeping a close eye on what post and commenting strategy was working on LinkedIn itself, we keep in close contact not only the Subject Matter Expert team at DocuSketch, but the Marketing team as well— to create a feedback loop from real business outcomes into our future LinkedIn strategy.

### #9 — SUPPORT OTHER CHANNELS

There is no silver bullet for GTM success in 2025. LinkedIn has been a central piece of the growth formula for DocuSketch, driving strong pipeline on its own, but it also supports other channels: (1) Creates social intent signals that the outbound/prospecting team can act on. (2) Builds trust that shortens sales cycles. (3) Generates content that can be repurposed on other channels. (4) Increases industry awareness.



## THE RESULTS.

- ✓ **ICP-LEADS DM'ING THE TEAM**
- ✓ **REGULARLY REACTIVATING PREVIOUS CUSTOMERS**
- ✓ **POSITIONING THE BRAND AS THE INDUSTRY LEADER**
- ✓ **DIRECT IMPACT ON SALES TEAM EFFECTIVENESS**

**Barret** Yesterday at 10:19 PM  
All of the feedback I get on my LinkedIn profile is constant and everyone just says they love it. I wish I could give you more details but they're just like dude you're killing it online or keep up all the post stuff like that

**Hi Holly!** (She/Her) • 12:59 PM  
I hope you've been doing well since the convention. I was wondering if I could purchase a new docusketch from you, do you still have a coupon or discount code available by chance? Let me know!

**Hey holly** we would like to buy 2 more of the new upgraded DocuSketch cameras. What's the best way to do so?

**Hey [redacted]** I am with [redacted] now. Who will be my rep with DocuSketch

**[redacted], CAMT** • 4:22 PM  
Thank you so much. I absolutely love docusketch. I use it and brag it up a lot. I pity guys who don't have it.

## OLD WAY vs. NEW WAY

### BEFORE THOUGHTFUL

- ↓ Company leaders were respected offline, but invisible online
- ↓ Marketing team lacked bandwidth and workflow to unlock POVs from company leaders
- ↓ Relying on word of mouth and in-person relationship building, but challenged to scale those channels
- ↓ Know that thought leadership can work, but unsure how to start

### WITH THOUGHTFUL

- ↑ Now top of mind for ICP buyers when they are ready to buy
- ↑ Team of 6 senior executives is consistently publishing and commenting, without significant impact on their time or effectiveness
- ↑ A customer acquisition & brand building channel that works reliably and scalably
- ↑ Repeatable, ROI-positive process in place

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"At a recent trade show one of our subject matter experts attended, he said over 30 people approached him and mentioned his LinkedIn content. We're getting some great online traction that is turning into offline conversations!"



**BARRET HALL**  
Senior Manager, Digital Marketing