



• ARCHITECTURE NOTES · RESOURCE

# The weekly shipping log is the most underrated marketing artifact we publish

The weekly shipping log is the most underrated marketing artifact. Friday format, audience compounds.

Companion to: The weekly shipping log is the most underrated marketing artifact we publish.



# What this deck covers

For most agencies, marketing is a loud activity. Hot takes, big claims, viral threads. The output reads like advertising even when it is dressed up as content.

- Why the weekly shipping log outperforms hot takes for B2B services
- The framework: six sections, same shape every Friday
- Runbook: shipping the weekly shipping log for the next quarter
- When this is wrong: failure modes and trade-offs

# Why the weekly shipping log outperforms hot takes for B2B service

## 01 The format that compounds

Six sections, same shape every Friday.

## 02 The audience problem most agency marketing solves wrong

Most agency marketing tries to produce content that looks like work to people who never see the work.



# The framework: six sections, same shape every Friday

## 01 **\*\* What landed in production this**

\*\* What landed in production this week.

## 02 **One line per item, with a**

One line per item, with a number where there is one.

## 03 **New flow live on a brand**

New flow live on a brand.

# Runbook: shipping the weekly shipping log for the next quarter

## 01 Pick the day and time

Pick the day and time.

## 02 Friday afternoon is the default because

Friday afternoon is the default because it forces the review of the week while the week is still legible.

## 03 Monday morning loses the texture

Monday morning loses the texture.



# When this is wrong: failure modes and trade-offs

- 01 Two failure modes, both common**  
Two failure modes, both common.
- 02 The log gets written like a**  
The log gets written like a press release.
- 03 Marketing tone, vague claims, no numbers**  
Marketing tone, vague claims, no numbers.



# What success looks like

## 01 Run it for a quarter before

Run it for a quarter before deciding whether it works.

## 02 If you cannot fill the Shipped

If you cannot fill the Shipped section three weeks in a row, the issue is not the format; it is the operating cadence the format is meant to surface.

## 03 The log is the symptom that

The log is the symptom that tells you to fix the system underneath.



# FAQ

**01** **\*\*How long does the weekly shipping**  
\*\*How long does the weekly shipping log take to write?

**02** **\*\* Thirty minutes once the schema**  
\*\* Thirty minutes once the schema is muscle memory.

**03** **The first four weeks take 60**  
The first four weeks take 60 to 90 minutes each because you are inventing the categories.



- NEXT STEP

# Read the full architecture note

The weekly shipping log is the most underrated marketing artifact. Friday format, audience compounds.

[arthea.ai/book ->](https://arthea.ai/book)