

# Confessions and Takeaways from a Journalist Turned Marketer

**The Best Storytellers Grew Up  
Pathological Liars**



# Here's Why

1. They need to vet 10 different ways a story may go, to have an answer to any objection (**resourceful**)
2. They're detail-oriented, and it make it so believable you wouldn't know it's not true (**narrative**)
3. They're consistent (**consistency**)

# Three Stories

- Writing about people
- Writing about developers and technology
- Writing about legislation, policy and the public sector

# The Lowell Sun Newspaper

The image shows the exterior of The Boston Globe building. At the top is a large, semi-circular glass dome with a metal frame. Below the dome is a dark, textured horizontal band. The name "The Boston Globe" is mounted on this band in a white, three-dimensional, gothic-style font. Below the name is a row of glass windows reflecting the surrounding environment.

# The Boston Globe

**It's all about people**



NORTH SPORTS

# Lowell High baseball dedicating season to Keenan



By **Ryan MacInnis** | GLOBE CORRESPONDENT MAY 06, 2012

There was a brief moment of silence as the Lowell High baseball team, donning their maroon uniforms, huddled before its game against host Billerica Wednesday afternoon. The initials “A.K.” were clearly visible in maroon lettering on the



Lowell High School captain Matt Tulley beats the throw to first for a base hit in a

## Marketing Lessons Learned from the Boston Globe

- Define who is the hero, and who is the villain
- Use all the senses to make someone feel they were there
- Great storytelling is a balance of being right and being first

# Twitter



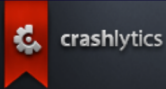
**Developers are like marketers.  
They just want you to get to the point faster.**

## Crashlytics #1 in Performance, Answers #1 in Mobile Analytics

October 8, 2015

 [Tweet](#)

by [Wayne Chang](#), Co-founder



JUST IN!

**Crashlytics #1 in Performance  
Answers #1 in Mobile Analytics**

## New milestone achieved: over 2 billion active devices

April 7, 2016

 [Tweet](#)

By [Rich Paret](#), General Manager, Developer Platform



Ever since we launched Crashlytics four years ago, our mission has always been and remains the same: to build tools that mobile app development teams love. That's why we built [Fabric](#), which [reached a huge milestone](#) last July by serving over one billion active devices around the globe.

# Marketing Lessons Learned from Twitter

- Build a content strategy that wins the hearts and minds of the skeptics
- Show your work
- “One of us” — if you aren’t relatable, you won’t be welcomed

# Notarize

# Lawyers. Legislators. Laws.





# Here's what you need to know

- Virginia passed a law in 2012 that allowed for documents to be notarized over live audio/video
- Much like marriage certificates and driver's licenses, there is interstate recognition (Mass resident can use a Virginia notary)
- Notarize's mission is to let anyone sign and notarize documents 24x7, from anywhere in the world

# Some of the stories

- Closing on a home from the Grand Canyon
- Notarizing a document in the Amazon Rain Forest
- Selling a home in Texas while you're on vacation in France
- and thousands more....



# This is a true journalist's dream job

- We report the news and want to be the source of truth
- We tell stories, sometimes highly emotional ones
- We have the opportunity to be first



## Trust & Will, Notarize Deliver First Fully Digital Will

ACKNOWLEDGMENT

If the witness(es) appear, the testator and the witness(es), respectively, appear to be the stated and foregoing instrument, were sworn and declared to be the instrument signed by the testator as his/her Last Will and that each witness, in the presence of the testator and each other, signed the will as a witness.

Testator: Sara Jacobson Witness: \_\_\_\_\_  
Witness: \_\_\_\_\_  
Witness: \_\_\_\_\_

As witness, I do this and the witness(es) personally appear to me (or appear to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledge to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that he/she/they executed the same in the presence of the person(s), or the only one present at which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature: Sara Jacobson  
Notary Public for \_\_\_\_\_  
Affiliate: \_\_\_\_\_ Known: \_\_\_\_\_ Product ID: \_\_\_\_\_  
Type of ID: \_\_\_\_\_ (Not)

### In a first under new law, a Minnesota home sells with notary watching from afar



## THE JERUSALEM POST

ARAB ISRAELI CONFLICT ISRAELI NEWS OPINION MIDDLE EAST DIASPORA GREEN ISRAEL INTERNATIONAL NEWS

### START-UP OFFERS ONLINE NOTARIZATION SERVICE FOR U.S. CITIZENS WORLDWIDE

Boston-based start-up Notarize aims to make such bureaucracy a thing of the past.

BY EYTAN HALON / JANUARY 16, 2019 18:30

2 minute read.



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Analyzer

Real Estate

### Say goodbye to all that paperwork: Digital mortgages have arrived



# Marketing Lessons Learned from Notarize

- Momentum is everything
- Local news is the New York Times
- Customer stories make people care, and help them understand the impact

**Build a world-class marketing team  
comprised of non-marketers**

# Hiring Journalists

# Andrew MacDougall

- Northeastern Journalism
  - Boston Globe Sports
  - Department of Transportation Comms
- 
- 0 years marketing experience
  - Now: Notarize Content Strategist



# Why you should hire journalists

- Great writers
- Great storytellers
- They're relentless researchers
- They do well under deadline
- They're moldable

# Campaigns and Tactics



# Support Docs as Inbound

# The Notarize Knowledge Center

- Over 20k monthly visitors
- Less than .2% convert to a customer
- No effort made to get people to take any action

# The Twitter Approach

- Building trust > making them pay without context
- Be helpful first
- Deliver on what you promise

## Knowledge Center

Bringing notarization into the 21<sup>st</sup> Century

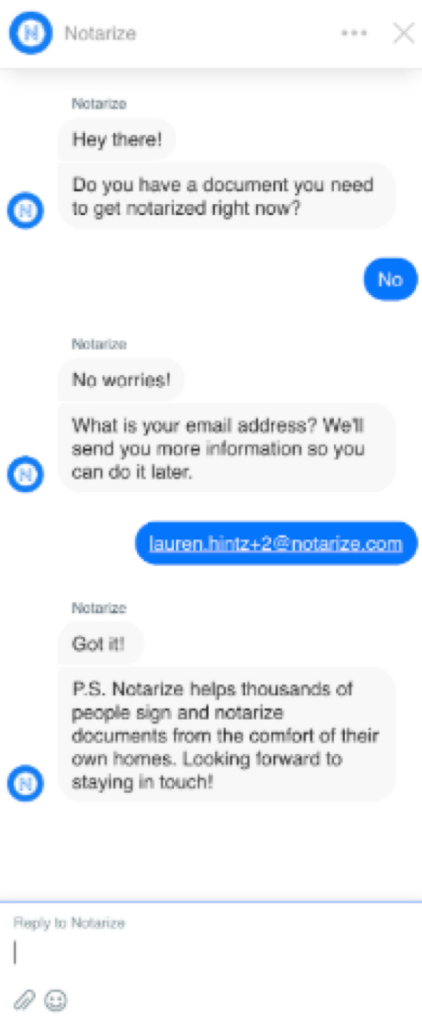
### How to get your document notarized at UPS

When you needed to get a document notarized, it usually meant waiting in line at a bank, a FedEx or UPS, or at the Office down the street. This can be a huge hassle for people who don't have the ability to take time off work or leave to find a notary public. And, even if you can find the time, the next question is always Where Can I Get Something Notarized? Or, Where Can I Find a Notary? Or even better, Where Can I Get Something Notarized for Free?

Your local UPS is usually the only place that might be able to offer cheap notary services.

#### How much does a notarization at UPS cost?

- \$30 for a walk-in
- A few dollars if you schedule an appointment



- Chat bot is programmed to collect email addresses
- About 80% of leads say "yes" they have a document right now
- Marketing sends email afterward with a link to upload their document

# The results

- Almost 50% of leads are coming through support
- We've retargeted accounts we're trying to land (eg. WeWork)
- More people are getting documents notarized = \$\$\$

# TV?!

# First Online Closing in SW Florida

- 82-year old George Trepanier, a New Hampshire resident, was selling his winter condo in Bonita Springs, Florida
- This closing was the first time integrating online closing software and title production software to streamline the process of selling a home
- James Schlimmer, the managing partner at the title company was extremely well connected to local communities, and was actually involved in helping to pass laws to make this tech possible

# The Boston Globe Approach

- Prove that your first
- Humanize the story
- Make me see/feel something



# The Launch Plan

- Tell local media this was history being made
- Coordinate local press to come to the actual closing
- Blog post, press release and social push

## REMOTE NOTARIZATION

## SWFL COMPANY TAKING THE HASSLE OUT OF REAL ESTATE

# The results

- Naples Daily News Coverage
- ABC7
- 50k web visitors
- 10 syndicated press

# Marketing Can be Taught

# Thank you!

@rkmac