30 Content Ideas for Warmly by Team Function

Sales Team

These content ideas come directly from conversations with prospects, sales objections, and demos.

- "Why Your Team's Not Following Up Fast Enough (And How Signal Surge Fixes It)"
  Format: Blog or Sales Enablement PDF

- "Top 5 Sales Objections to AI Signals—and How to Crush Them"
  Format: Carousel or Sales Battlecard

- "Day in the Life of an SDR Using Warmly: Time Saved, Deals Closed"
  Format: LinkedIn Video or Written Story

- "Before & After: From Manual Prospecting to Smart Signals"
  Format: Email sequence or Side-by-side comparison blog

- "What We Wish More Prospects Knew Before Our First Demo"
  Format: Founder's LinkedIn Post or Medium Blog

- "How to Turn G2 Buyer Intent Into Warm Conversations"
  Format: Playbook-style landing page

- "5 Things Our Sales Team Sends to Prospects Using Signal Surge"
  Format: PDF resource or Email sequence inspiration

Customer Success Team

Content based on support tickets, onboarding challenges, usage wins, and "aha" moments.

- "How One CSM Saved 10 Hours/Week with Smart Signals"

  Format: Mini video case study

- “Your First 14 Days with Warmly: What to Watch For”

  Format: Onboarding email or checklist blog

- “Real User Confessions: 'I Didn't Think Signals Would Work—Now I Rely on Them Daily’”

  Format: Customer testimonial series

- “3 Warmly Workflows You’re Probably Underusing”

  Format: Email newsletter / Product Tip Blog

- “How to Train New Hires on Warmly in Under 30 Minutes”

  Format: Loom walkthrough + written SOP

- “Support Inbox Breakdown: Top 5 FAQs and How to Prevent Them with Content”

  Format: Internal training asset or public blog

- “The Anatomy of a Healthy Customer (With Metrics to Match)”

  Format: Webinar or visual infographic

Product Marketing Team

This team drives messaging, product updates, competitive positioning, and deeper product education.

- “Signal Surge vs Legacy Sales Alerts: Not Even Close”

  Format: Competitive comparison blog + ad slides

- “Feature Launch Toolkit: Signal Surge Explained in 90 Seconds”

  Format: Explainer video + microsite

- “What Makes a Signal Smart? A Behind-the-Scenes Peek at Our AI”

  Format: Founder's voice blog or Dev Diary

- “Turn Data Into Dollars: How Signal Surge Informs Better Timing

  Format: Animated explainer or LinkedIn carousel

- “Sales Has 100 Tools—Why Warmly Makes the Top 5”

  Format: Email campaign or gated guide

- “How Warmly Fits in a RevOps Stack (w/ Diagram)”

  Format: Blog + downloadable one-pager

- “The Ultimate Smart Signals Glossary”

  Format: Blog or Resource Page

- “A Message Map for Explaining Signal Surge to Your CRO”

  Format: Enablement asset for Sales team

Demand Gen / Growth Marketing

This team drives leads, traffic, and conversions through campaigns, paid media, and content amplification.

- “Warmly vs Everyone Else: 5 Charts That Speak for Themselves”

Format: Landing page for paid traffic

- "The 3 Most Engaging Signal Surge Ads (And Why They Work)"
  Format: LinkedIn post or internal doc

- "Series B Starts Here: Our Growth Strategy from $3M to $10M ARR"
  Format: Thought leadership blog for PR/backlinking

- "Steal This Campaign: Q4 Signals Launch Playbook"
  Format: Gated resource for B2B marketers

- "LinkedIn Ads Template: Promote Your Product Like Warmly Does"
  Format: Downloadable asset

- "Webinar: Using Warmly + CRM + Intent Data for 10x Sales Results"
  Format: Video + nurturing email sequence

- "5 Smart Signal Use Cases (With Campaign Metrics)"
  Format: Newsletter or interactive blog

- "5 Retargeting Ads That Convert Cold Leads Using Smart Signals"
  Format: Paid media case study carousel

5 FAQs → Content Ideas

Question	Content Format	Idea

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