

Content for LinkedIn Posts

Post #1:

"One day, I'm going to start a company, just like Bill Gates."

I told my friend and he laughed at me.

Flashback to when I was just a 13-year-old dreamer. 🙏

& Do you know what it takes to change the world?

A dream...

I always knew I didn't want to spend my life in misery, sitting in a cubicle, working for someone else.

The idea of freedom and creating my own path excited me.

By 14, I was repairing computers, earning dollars, all from my home in Israel. 💰

Fast forward to today, and I can proudly say that the spark that was ignited in my childhood has grown into a blazing passion.



Despite all the failures and hurdles, I have achieved more than anyone expected of me.

I am a living testament to the power of dreams and resilience.

Remember, it's never too early or too late to start.

So what's stopping you from pursuing your dreams? What is your biggest challenge?

Post #2:



AI is here and it's going to stay.

No matter if you like it or not...

What you do about it will make or break your career and business.

3 out of 4 marketers are already using generative AI in their companies. 

I see people using it to fast-track their success while some are still reluctant to embrace the change.

Let's be clear: Fear of AI is, at its core, a fear of change.

Stagnation is a success killer. 

It's a choice between wielding AI to elevate your professional journey or remaining stuck in mundane tasks.

The question is simple:

Will you be among those who ride the wave of change or linger in the comfort zone of familiarity?

Post #3:

Behind the Scenes: How Metadata Transformed Zoom's Account Strategy 

Sometimes, even giants like Zoom need a strategic partner to navigate uncharted waters.

 While their demand generation was rock solid, they needed help with their target accounts.

They had a list of 10K companies that wanted to go after.

Each of these accounts held the potential to generate a staggering \$250k to \$500k in revenue. 

They wanted to target the right people in those companies in the right way.

And that's where metadata stepped in... ✨

We developed a multi-channel strategy.

Everyone in the target audience would see our message across different platforms.

Based on the actions they take, we readjust and retarget our messaging.

We created a symphony of marketing across multiple channels.

🚀 That is how we helped Zoom to get the exact clientele they needed to skyrocket.