

Kendra Lee



X: To Tweet or Not Tweet

Kendra Lee
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Why We Stuck With X



1. Able to get **more content** out at a time **without harming our followers** because of how people use X
2. **Real-time engagement**
3. **Visibility** with B2B communities



Content Mix:

Posting **3-5x / weekday** using
pre-scheduled posts mixed with
in-the-moment tweeting

Top 3 Success Recommendations

1. Always be **100% insightful** even if sharing something promotional
 - Use hashtags & align with the post for easy search to see full list of related tweets
2. Don't be scared to **share the same content**
 - Same topic but change up the tweets
 - Doesn't always have to be perfect
 - Mix other stuff in between
 - More digestible content
 - Consider this: **1 post a day per month = 30 times sharing the same content**
3. Fully **automate**
 - Use AI to create tweets → plug into a spreadsheet → use a bulk uploader
 - Post 3-5 times per day on weekdays
 - Weekend posting is fine

Share Your Thought Leadership: blog link



Kendra Lee @KendraLeeKLA

Reaching the right person at the wrong time? AI helps you fix that. [#KLAGroup](#) [#SalesProspecting](#)
<https://t.co/qtxqY2JJoZ> <https://t.co/tmR8HRA4vz>



Share Your Thought Leadership: Video



Kendra Lee @KendraLeeKLA



Tech Teams in Sales? Yes, and Here's Why It Works!

Sales teams close more deals when technical experts join client meetings. Why? Because they bring credibility and practical insights.



Watch now!

#KLAGroup <https://t.co/5owqqD5EEem>



Share Others' Thought Leadership



Kendra Lee @KendraLeeKLA

📄 Landing in spam? VanillaSoft shared 8 ways to fix it:

- ✓ Fewer links
- ✓ Visible unsubscribe
- ✓ Warm up new domains

Quick wins for better deliverability 📌

🔗 <https://t.co/18mNcDS0m9>

#KLAGroup #SalesTips #EmailStrategy #B2BSales

How to Prevent
Your **Emails** from
Going to Spam



VanillaSoft



Kendra Lee @KendraLeeKLA

Don't just work harder. Work smarter. This clinic learned how—and it changed everything. [#KLAGroup](#)
[#CoachingMatters](#) <https://t.co/KD3cRx9Ulc> <https://t.co/visvMsMtNh>

Case Study



Promotional: Guide



Kendra Lee @KendraLeeKLA

Buyers decide in seconds. This guide helps you win that moment. [#KLAGroup](#) [#SalesProspecting](#)
<https://t.co/R2fyN5zsdy> <https://t.co/7MaSRboCNb>



Promotional: Event



Kendra Lee @KendraLeeKLA

Struggling to make your CRM a true revenue engine?

Join us Tomorrow:

Discover the #1 mistake teams make with CRMs (and how to fix it)

See how AI can cut admin time and boost accuracy

Learn the features your team needs to win more deals

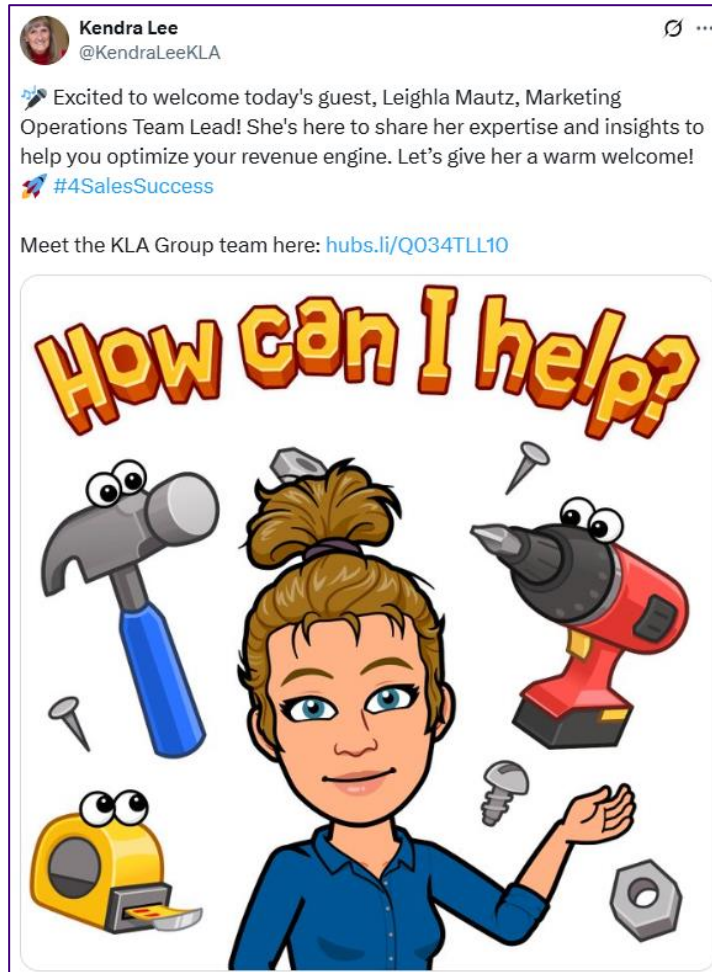


<https://t.co/XtzV7c8VkJ>

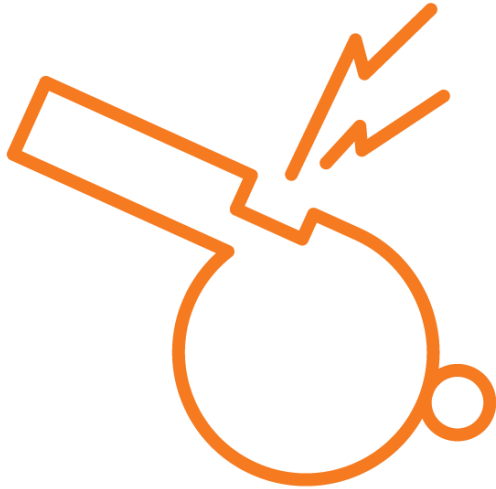
#KLAGroup <https://t.co/i57RGYePnv>



Team and culture highlights



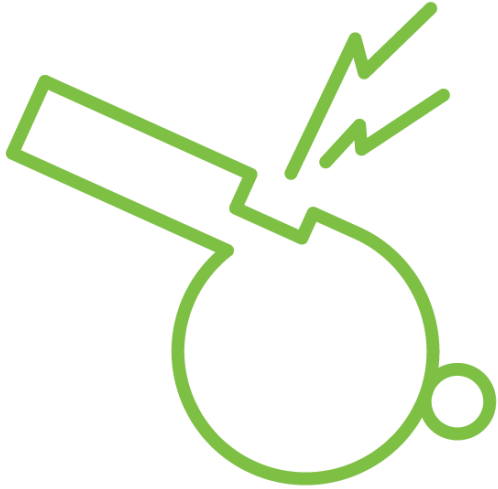
Let's do it!



Use the Custom GPT:

1. Think of an idea you'd like to tweet about
2. Select the second box "Turn this idea into a thread" and follow the prompts
3. Ask it for different versions when it offers to create a thread you can post all in one day
4. Save it to a document and download

Let's do another!



In the Custom GPT:

1. In the upper right, select “Tweet Makeover GPT” > New Chat
2. Think of an idea you’d like to tweet about
3. Select the last box “What’s the best hook for this idea” and follow the prompts
4. Ask it for different versions when it offers.
5. Save them all to a document and download

Share Others' Thought Leadership



Kendra Lee @KendraLeeKLA

Google's March Core Update is more than an algorithm tweak.

It's favoring experience, depth, and true subject matter expertise.
And it's exposing who's leading—and who's faking it.

👉 You need to read this:

<https://t.co/OLyZtmYlhc>

#SEO #ContentStrategy #KLAGroup



Promotional: Event



Kendra Lee @KendraLeeKLA

What if your sales team got 6 hours back every week—and closed more deals?

Join @kendraleecla + team on May 9 at 1 PM ET to see how HubSpot AI + ChatGPT are driving revenue right now.

🎧 Save your seat: <https://t.co/cIA9UADCWI>

#AIinSales #RevenueEngine #CoffeeWithKendra <https://t.co/A9Zj2xEF1k>





Kendra Lee @KendraLeeKLA

Coffee with Kendra has started! ☕

Today we're diving into how to power up your B2B landing pages so they generate more leads—and more revenue.

Let's get to work. 🚀

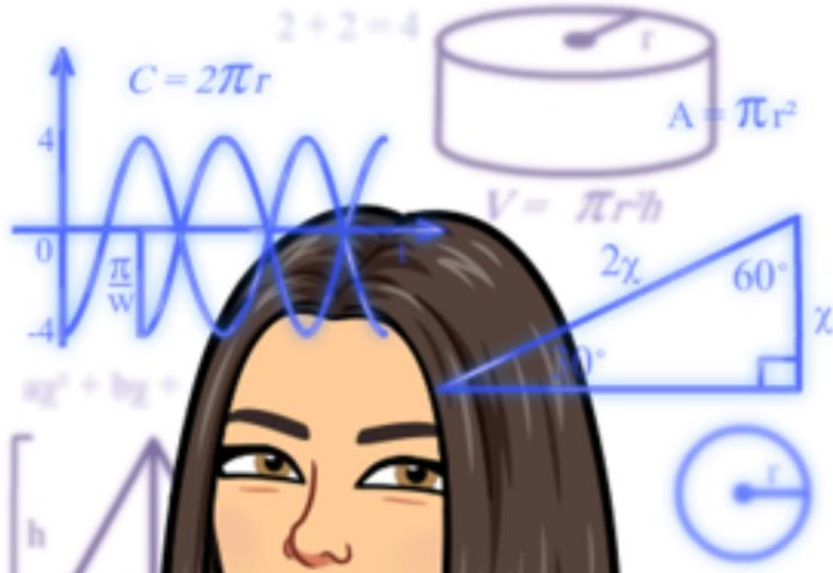
#4SalesSuccess



Kendra Lee @KendraLeeKLA

Conversion strategy isn't a guessing game. Mari Palacios joins us to share tested ways to increase your landing page performance. #4SalesSuccess <https://t.co/hRasLgelsG>

Live Event Coverage



Let's Connect!

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