CLIENT PLAYBOOK

Content *Strategy*



Milan Savov

SmartClick · Leaders of Growth

228K Instagram views

+2,000% view growth

23 biweekly episodes

CONTENT STRATEGY

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Milan Savov · SmartClick · Leaders of Growth

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01

Content Strategy

The Brand

Who Milan is, what SmartClick sells, and why B2B SaaS founders listen

THE BRAND

The *visible* authority in B2B SaaS growth

Purpose, positioning and channels



Milan Savov is the Founder and CEO of SmartClick, a B2B SaaS SEO agency, and the host of the Leaders of Growth podcast. The content is built to make him the visible authority in B2B SaaS growth and SEO, so founders and operators who need pipeline meet him through his interviews and playbooks long before a sales call.

Every episode compounds toward one outcome: SmartClick becomes the obvious choice when a SaaS company gets serious about organic growth. The podcast launched at the end of August 2025 with no audience. Every episode premieres on YouTube with its own thumbnail, then gets cut into clips for Instagram and LinkedIn, which is where the reach came from. Today LinkedIn holds his largest audience at 11,217 followers.

The B2B SaaS SEO agency founder whose podcast and playbooks make SmartClick the obvious choice when a SaaS company gets serious about organic growth.

WHERE THE BRAND LIVES ONLINE

11,217
LinkedIn · followers, the largest audience, today

228K
Instagram · views, the clip engine, +2,000% growth

41,134
YouTube · views across 275 videos in the 12 months to Aug 2026, today

SEO
SmartClick · the B2B SaaS agency every episode points at

The identity system

B2B navy	Signal blue	Pale blue	Paper white
#101C33	#4F8EF0	#B9CDEC	#FCFBF7

Voice: Direct, contrarian, problem first. Titles open with the failure and promise the fix second, and thumbnails pair Milan or his guest with one clean statement over navy and blue, because the audience is founders and operators.

02

Content Strategy

The Numbers

Every figure read from the live library

THE NUMBERS

From zero to *228,000* Instagram views

Started with no audience in 2025, every number below is real

Before

0

audience when the podcast launched, Aug 2025

After

228K

Instagram views, +2,000% view growth

963

views on the top episode, 7x the channel average, 1K today

362

average views, SEO Education, against a 132 channel average

41,134

YouTube views across 275 videos in the 12 months to Aug 2026, today

23

biweekly uploads, zero missed slots in 11 months

WHAT THE NUMBERS SAY

- SEO Education is the highest leverage pillar: three videos produced 34% of all library views, 362 average against a 132 channel average.
- Why X Fails titles win: the 8 titles opening with Why average 193 views against roughly 90 for everything else, led by the cold email episode at 963.
- Guest fame is not the driver: big brand guests (Codecademy, 44 views; Surfer, 77) sat below Milan's own framework episodes.
- Today the library holds 25 long form episodes at 3,729 views and 250 shorts at 37,405 views for the 12 months to Aug 14, 2026.

Views read from the published library for the first version of this deck; every figure marked today comes from a channel read on Oct 5, 2026 covering Aug 14, 2025 to Aug 14, 2026.

03

Content Strategy

The Pillars

Four content pillars and what each one does

THE PILLARS

Four jobs, *one* channel

Observed across the 25 published long form episodes in the library

B2B SaaS Growth

17 videos · 1,576 total views

68% of the library. Guest interviews and frameworks like the HeyReach $8M ARR breakdown (196 views, 210 today) and Why Most SaaS Products Fail Before They Scale (124).

SEO Education

3 videos · 362 avg views

Only 3 videos but 1,087 total views, 34% of the library, driven by the cold email episode at 963 views, the single biggest long form on the channel.

Founder POV

4 videos · 507 total views

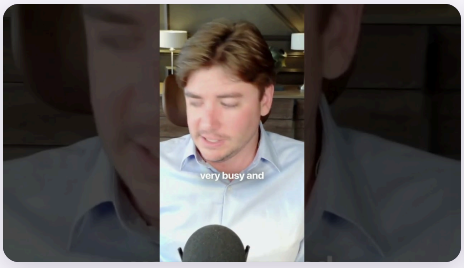
The personal layer. Includes the best interview, How to Scale Multiple Businesses to 7 Figures with Mario Peshev, 321 views then and 349 today. Makes Milan the story.

Agency Lessons

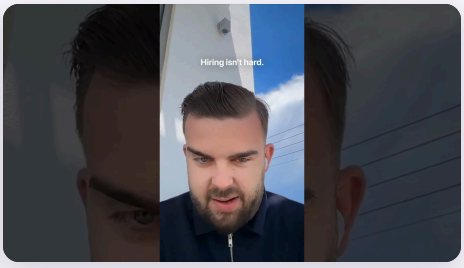
1 video · bottom of funnel

The one episode that points at the service directly. It sends viewers to SmartClick after the free playbooks have done the proving.

WHAT IT LOOKS LIKE IN THE FEED







04

Content Strategy

The Phases

How the podcast went from zero to a fixed cadence

THE PHASES

Foundation, Momentum, *Authority*

The real rollout, read from the real posting dates

PHASE 1

Aug to Nov 2025

Foundation

Leaders of Growth launched from zero. The first episode premiered Aug 30, 2025, then a long form interview shipped every two weeks: Mario Peshev (321 views), Jonathan Wuurman (153), Faris Sehovic (118), Leonard Eldic (74). The two week cadence held from the first slot.

PHASE 2

Dec 2025 to Mar 2026

Momentum

The show shifted from pure interviews to opinionated framework episodes. Why Cold Email Fails for Most B2B SaaS Teams, Feb 15, 2026, did 963 views, roughly 7x the channel average, and sits at 1K today. Milan's own point of view outperformed guest name recognition.

PHASE 3

Apr 2026 onward

Authority

Contrarian, problem first titles (Why SDR Performance Breaks, 117 views; Why Most SaaS Products Fail Before They Scale, 124) plus Founder POV episodes that make Milan the story. The Jul 19, 2026 episode, Why Most Founders Can't Scale Their Companies, sits at 252 views today.

THE RHYTHM

One long form episode every 14 days, published on Sundays, unbroken from the first slot through Jul 5, 2026, 23 consecutive uploads. Next layer: 3 to 5 short clips per episode, since short form distribution is where the 228K Instagram views came from.

05

Content Strategy

The Franchise

Packaged to stop a founder mid scroll

THE FRANCHISE

The *Why X Fails* title formula

Every episode packaged as a problem a founder recognizes

FORMAT · THE WHY X FAILS TITLE

8 titles open with Why and average 193 views against roughly 90 for everything else

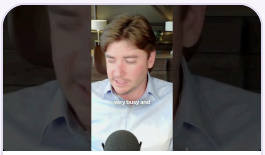
TITLE FORMULA	
Why Cold Email Fails for Most B2B SaaS Teams (and What Actually Works)	**963 views, 1K today**
Why Most SaaS Products Fail Before They Scale	**124 views, 134 today**
Why SDR Performance Breaks	**117 views, 123 today**

WHY IT WORKS

A problem first title names a failure the founder already recognizes and promises the fix second. Descriptive interview titles only say who is talking. Milan's own point of view in the title outperformed guest name recognition across the whole library.

NEXT RUNS

Why Most Founders Can't Scale Their Companies, Jul 19, 2026, sits at 252 views today, already the third biggest long form in the library.



Stop Burning Your B2B Ads Budget on Cheap Clicks

1.7K views on a clip published Jul 4, 2026, one day ahead of the Why Your B2B Ads Are Wasting Budget episode.

WHAT EVERY PIECE SHARES

- A failure the founder recognizes, named in the title
- The fix promised second and delivered in the episode
- Milan's own point of view, with or without a guest
- 3 to 5 clips cut from each one

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

Problem first title · One idea per episode · Guest or framework · Clean navy look

06

Content Strategy

The Funnel

Attention. Trust. Pipeline.

THE FUNNEL

How views become *pipeline*

The system under the content

Attention STEP 1

Short clips cut from every episode and distributed on Instagram, LinkedIn and YouTube, led by Why X Fails hooks from the SEO Education and B2B SaaS Growth pillars. This is the 228K view layer. On YouTube alone, 250 shorts in the 12 months to Aug 2026 took 37,405 views today.

Trust STEP 2

The biweekly Leaders of Growth long form episodes. A founder who watches Milan break down a $0 to $10M ARR playbook for 40 minutes already trusts his judgment. 25 episodes sit in the library today, one every 14 days, so a prospect can watch three in a row before the first call.

Conversion STEP 3

SEO Education and Agency Lessons point directly at SmartClick. A viewer who reaches that episode has already consumed the proof. The free playbooks do the selling, so the paid engine reads as the obvious next step, and SmartClick calls start warmer because the thinking is already public.

BUILT AND RUN BY SCALE WITH CAM™

We run strategy, scripts, editing, thumbnails and posting for this brand as one system, and we review the numbers with Milan's team on a recorded monthly reporting call, on record since February 2026, with a live reporting dashboard updated monthly.

scalewithcam.com

07

Content Strategy

The Rollout

From the first contrarian take to a library that pre qualifies the call

THE ROLLOUT

The first 90 days

What actually happens, week by week

WEEK 1

Choose the contrarian takes

His own opinions outperform guest name recognition by 7 times. We list the five things he believes that his market disagrees with, and those become the first scripts.

WEEK 2

Batch SEO education

Only 3 of 25 videos, but 362 average views against a 132 channel average. This is the highest leverage pillar, so we batch the next SEO deep dives in one recording day.

WEEK 3 TO 4

Publish and pin

Lead with the strongest take. Why Cold Email Fails for Most B2B SaaS Teams pulled 963 views, roughly 7 times the channel average, and sits at 1K today. That episode gets pinned at the top.

WEEK 5 TO 8

Add founder POV

Agency lessons and founder POV separate him from faceless SEO content. Buyers want the operator on camera, so Milan carries these episodes himself. Four Founder POV videos already hold 507 views between them.

WEEK 9 TO 12

Build the sales library

Enough depth that a prospect can binge the channel before the first call and arrive already convinced. 25 long form episodes are live today, and every new one is cut into 3 to 5 clips.

ONGOING

Pre qualify

Every video does sales work. SmartClick calls start warmer because the thinking is already public. A recorded monthly reporting call with Milan's team reviews what moved, on record since February 2026.

One recording day feeds the entire engine

We handle strategy, scripts, editing, thumbnails and posting end to end. Milan records on one day, and that session becomes the next long form episode and the clips that follow it.