

Message

From: Agnew, Shea [Shea.Agnew@edelman.com]
Sent: 8/11/2016 11:34:47 AM
To: Sylvester, Katherine [Katherine.Sylvester@edelman.com]
CC: Holmes, Allie [Allie.Holmes@edelman.com]
Subject: RE: UDF Exposed Digital Recommendations
Attachments: News & Research - Is UDF a Legitimate REIT_8.10.16.pdf

We would use Parker's messaging doc to create a content calendar of very brief posts that link to the new research deck download, and then send email alerts out to the distribution list for each post to try and maximize the number of downloads.

We will want all tweets / blog posts to be as appealing as possible for auditors/accountants... think clickbait for numbers nerds. I talked to Parker about potentially running copy through any of his/our friendly accounting contacts to ask what would be the best "hook" for them.

So Parker's doc likely wouldn't be one post, but what we use to inspire the most clickable content for enticing downloads from our target audience, broken down into a content calendar of <150 word blog posts and <140 character tweets.

Does that make sense?

From: Sylvester, Katherine
Sent: Thursday, August 11, 2016 11:12 AM
To: Agnew, Shea <Shea.Agnew@edelman.com>
Cc: Holmes, Allie <Allie.Holmes@edelman.com>
Subject: Re: UDF Exposed Digital Recommendations

Hi Shea,

I'm just getting a chance to look over the messaging doc now. I'm going to look at the format we used in the website in the past and try to think of the best way to set this blog up for that format, assuming they want to keep it pretty short and may have additional similar posts sharing the doc.

In terms of the messaging he sent – does he want those messaging points included in the text of the blog in addition to the narrative outlined in the top paragraph?

Definitely send me your feedback on his messaging – I'll hold off until I see that. Happy to jump on the call to chat through suggestions if that would make it easier. I've also checked in with our paid team and they've reached out to Twitter again to try to get an ETA on when we will be set to post on there.

Thanks!

Kate Sylvester | Edelman DC | 202.756.2422

From: "Agnew, Shea" <Shea.Agnew@edelman.com>
Date: Thursday, August 11, 2016 at 12:04 PM
To: "Sylvester, Katherine" <Katherine.Sylvester@edelman.com>
Cc: "Holmes, Allie" <Allie.Holmes@edelman.com>
Subject: FW: UDF Exposed Digital Recommendations

Hey! Have you had a chance to take a look at his blog post / messaging doc? I'm digging in now and will also provide my / Allie's feedback, but wanted to get your thoughts from a digital perspective.

Thanks!

From: Parker Lewis [<mailto:PL@haymancapital.com>]
Sent: Thursday, August 11, 2016 10:01 AM
To: Agnew, Shea <Shea.Agnew@edelman.com>
Cc: Holmes, Allie <Allie.Holmes@edelman.com>
Subject: RE: UDF Exposed Digital Recommendations

Thanks Shea – can you also provide feedback on blog post and messaging? We would like to post this afternoon and we can determine how and whether we push on paid twitter in parallel but shouldn't hold up initial distribution



Parker Lewis
Hayman Capital Management, L.P.
2101 Cedar Springs Road Suite 1400
Dallas, TX 75201

214.347.8043 Direct
512.699.7480 Mobile
PL@HaymanCapital.com

From: Agnew, Shea [<mailto:Shea.Agnew@edelman.com>]
Sent: Thursday, August 11, 2016 9:58 AM
To: Parker Lewis <PL@haymancapital.com>
Cc: Holmes, Allie <Allie.Holmes@edelman.com>
Subject: UDF Exposed Digital Recommendations

Hi Parker,

See attached for the proposed digital strategy and ATB form that we'll need signed to make any ad buys. Let us know if you have any questions / if you want to set up a call to discuss next steps.

Shea

shea j. agnew
edelman dallas
1845 woodall rodgers fwy, ste. 1200
o 214-443-7579 | m 214-991-8444 | p 814-720-4477
shea.agnew@edelman.com