

Content Strategy

Client Playbook



Milan Savov

SmartClick · Leaders of Growth

228K Instagram views

+2,000% view growth

23 biweekly episodes

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Who Milan is, what SmartClick sells, and the identity system

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How attention becomes trust, then pipeline

01

Content Strategy

The Brand

Who Milan is and why B2B SaaS founders listen

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 engineered 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.

WHERE HE LIVES ONLINE

YouTube

Leaders of Growth · 27.2K views

Instagram

228K views, the clip engine

LinkedIn

clips for founders

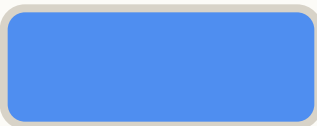
SmartClick

the agency behind it

The identity system



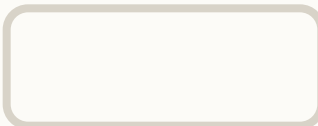
B2B navy
#101C33



Signal blue
#4F8EF0



Pale blue
#B9CDEC



Paper white
#FCFBF7

Voice: direct, contrarian, problem first. Titles open with the failure, not the feature. Thumbnails pair Milan or his guest with a clean statement over SaaS professional navy and blue. The look reads like a boardroom, not a vlog, because the audience is founders and operators.

02

Content Strategy

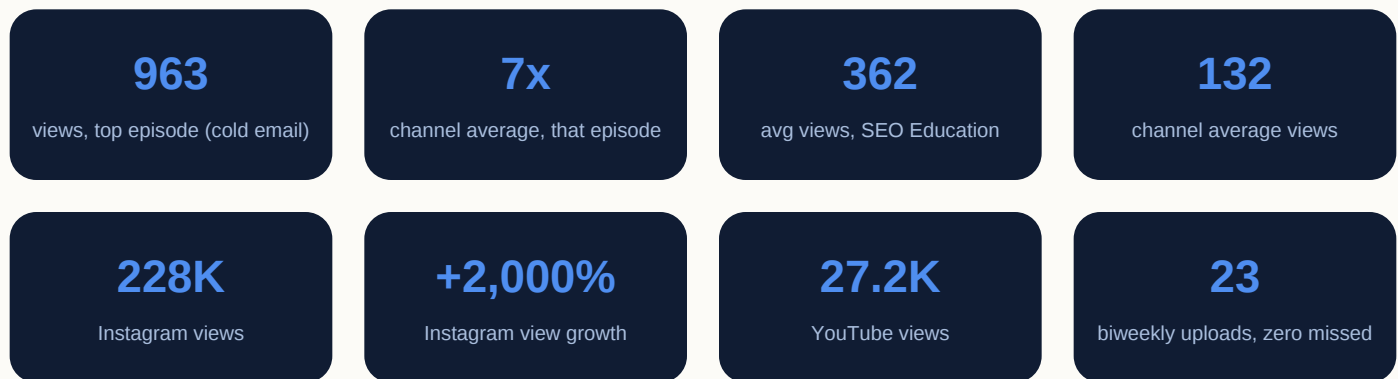
The Numbers

Read from the real library, not a claim

From zero to 228,000 Instagram views

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

The Leaders of Growth podcast launched with its first episode on Aug 30, 2025. Since then a long form episode has shipped every 14 days, published on Sundays, unbroken through Jul 5, 2026. That consistency built the floor, and the clip engine on Instagram built the reach: 228K views and +2,000% view growth from a standing start.



What the numbers say

- **SEO Education is the highest leverage pillar.**
Three videos produced 34% of all library views, 362 average vs a 132 channel average.
- **"Why X Fails" titles win.**
The 8 titles opening with "Why" average 193 views vs 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 views) underperformed Milan's solo framework episodes. The audience comes for the playbook, not the logo.
- **Consistency built the floor.**
Zero missed slots in 11 months, while the clip engine drove six figure reach on Instagram.

03

Content Strategy

The Pillars

Four jobs, one channel

The four pillar mix

Observed across the 25 published videos in the library

B2B SaaS Growth

17 videos · 1,576 total views

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

SEO Education

3 videos · 362 avg views

The efficiency king, 7x leverage. Only 3 videos but 1,087 total views, driven by the cold email episode at 963 views, the single biggest video in the entire library.

Founder POV

4 videos · 507 total views

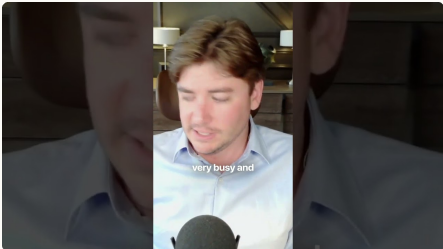
The personal layer. Includes the best interview, How to Scale Multiple Businesses to 7 Figures with Mario Peshev at 321 views. Makes Milan himself the story.

Agency Lessons

1 video · bottom of funnel

The direct bridge to the service. The SmartClick inbound leads video points viewers straight at the agency after the free playbooks have done the proving.

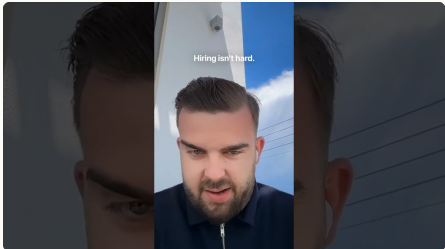
What it looks like in the feed



Stop Burning Your B2B Ads Budget · 1.7K



The Flawed B2C Mindset · 1.1K



Founders Fail Before First Hire · 959

Content Strategy

The Phases

How the machine was switched on

Foundation, Momentum, Authority

The real rollout, read from the real posting dates

PHASE 1

Aug to Nov 2025

Foundation

Launched Leaders of Growth from zero. First episode premiered Aug 30, 2025, then a long form interview shipped every two weeks without a miss: Mario Peshev (321 views), Jonathan Wuurman of Luzmo (153), Leonard Eldic of SaaStanak (74), Faris Sehovic (118). This phase proved the machine works and built the guest flywheel.

PHASE 2

Dec 2025 to Mar 2026

Momentum

The show shifted from pure interviews to opinionated framework episodes, and it paid off immediately. Why Cold Email Fails for Most B2B SaaS Teams (Feb 15, 2026) did 963 views, roughly 7x the channel average. The data showed that Milan's own point of view outperforms guest name recognition.

PHASE 3

Apr 2026 onward

Authority

Doubling down on what Phase 2 proved: contrarian, problem first titles (Why SDR Performance Breaks, 117 views; Why Most SaaS Products Fail Before They Scale, 124 views) plus Founder POV episodes that make Milan the story. Next: rebuild the top scripts into short clips and SEO Education deep dives that convert reach into pipeline.

Cadence today: one long form episode every 14 days, published on Sundays, unbroken from Aug 31, 2025 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 Titles

Packaged to stop a founder mid scroll

A real title system, next to a real episode

Every episode packaged as a problem a founder recognizes

THE "WHY X FAILS" FORMULA

8 titles open with Why · they average 193 views vs roughly 90

Why Cold Email Fails for Most B2B SaaS Teams (and What Actually Works)

963 views · 7x the channel average

Why Most SaaS Products Fail

Before They Scale · 124 views

Why SDR Performance Breaks

117 views

Why Most Founders Become Their

Company's Bottleneck · 92 views

The pattern: name the failure first, promise the fix second. Contrarian, problem first framing beats descriptive interview titles every single time.

All titles and view counts from the published library.



Stop Burning Your B2B Ads Budget

1.7K views · youtube.com/watch?v=uYPqkohJUCA

The packaging system behind every episode

Problem first title

One idea per episode

Guest or framework

Clean navy look

Clips cut from every one

06

Content Strategy

The Funnel

Attention. Trust. Pipeline.

How views become pipeline

The machine under the content

ATTENTION

Short clips cut from every episode, 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.

TRUST

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 believes he knows the terrain.

CONVERSION

SEO Education and Agency Lessons point directly at SmartClick. Viewers who reach the inbound leads video have already consumed the proof. If the free playbooks are this good, imagine the paid engine.

Built and run by Panche P., marketing consultant

Strategy, scripts, editing, thumbnails and posting, delivered as one system.

panchepetrov.com

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Content Strategy

The Rollout

The operator, not the brand page

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. List the five things he believes that his market disagrees with.

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 by a wide margin.

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.

WEEK 5 TO 8

Add founder POV

Agency lessons and founder POV separate him from faceless SEO content. Buyers want the operator on camera.

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.

ONGOING

Pre qualify

Every video does sales work. SmartClick calls start warmer because the thinking is already public.

One recording day feeds the entire engine

Strategy, scripts, editing, thumbnails and posting handled end to end. You record. That is the whole ask.