

It's OK to Move On: The Road from Wussville

Episode 4 · Marketing Track · May 21, 2023

Following the provocative Episode 2, Angelia McFarland makes good on her promise to follow the diagnosis with a direction. Guest Anna Pickard shares her journey from corporate product marketer to successful social media content creator and influencer, building brand partnerships with more than 40 companies while on maternity leave.

SPEAKERS

Angelia McFarland

Co-host; tech marketing veteran and founder, EOP Media

Gina Rosenthal

Co-host; technologist, product marketer, and founder, Digital Sunshine Solutions

Anna Pickard

Guest; digital and social marketing leader; content creator and influencer. Find her on LinkedIn at Anna Pickard and on TikTok and Instagram at @NewMommyTalks.

TRANSCRIPT

ANGELIA MCFARLAND

Welcome to the Tech Aunties podcast, where we're bringing you industry context and vision from myself, Angelia McFarland, and Gina Rosenthal. On each podcast, we will share our marketing and technology industry experiences along with the team. Listen to us as we explain the past so you can have context to understand and create your own version of the future. So let's get into it.

ANGELIA MCFARLAND

Welcome back. This is a marketing episode. The title is 'It's OK to Move On from Wussville.' In Episode 2, I talked about how marketers have been turned into something closer to decoration — where we often don't have a seat at the table and our ideas get changed by people who have no idea what we've done. At the end, Gina said, 'This is depressing.' And I said, 'That's okay, because there's a part two.' Our first guest is Anna Pickard. Anna is a digital and social marketing leader with experience in corporate social strategy and as an independent creator on TikTok and Instagram. She has partnered with over 25 consumer brands. You can find Anna on LinkedIn at Anna Pickard, and on TikTok and Instagram at New Mommy Talks. Welcome, Anna.

ANNA PICKARD

Thanks for having me. I've worked with you a little bit, Angelia — actually, you were the one who helped me get into product marketing, and it was one of the most invaluable experiences I ever had. It made me a stronger social media marketer.

ANGELIA MCFARLAND

I am so glad to hear that. One of the reasons I thought about you for this episode is that almost every product marketer I know has a side gig — and you have navigated that exceptionally well. Is it okay if I call you an influencer?

ANNA PICKARD

You can call me an influencer. There's a big debate between 'influencer' and 'content creator,' but it's really both. On the consumer side, influencer typically resonates more. On the B2B side, content creator lands better.

ANGELIA MCFARLAND

What was the bug that got you started as a creator?

ANNA PICKARD

What resonated with me was exactly what you were talking about in Episode 2 — sometimes in the corporate environment you are fighting for your ideas. I'm very results-driven. When I saw the opportunity on TikTok, it just clicked. Companies weren't ready to invest in it yet because they saw it as risky, and I wanted to experience it for myself. I saw a gap — not much new mom content there. What if I used my skills to market stuff that I love? You have to make sure you really love what you're doing for it to be natural. I used my maternity leave — I know that sounds crazy — and by the time I was off maternity leave, I already had about ten brand deals. It's probably up to forty notable ones now.

ANNA PICKARD

With social, everyone now has the opportunity to put their skills out there in a new way. Pick one platform that resonates with you — for me it's TikTok. Some people like photos; maybe that's Instagram. Or just blogging — that might be LinkedIn. You don't need to be everywhere at once. Pick somewhere to put what you're passionate about, and I guarantee you will connect with others who are also very passionate about that. That'll open up opportunity. That's what social media is really about — opportunity. So don't go back. That's my advice.

ANGELIA MCFARLAND

That was perfect. Thank you, Anna. Thank you for joining us today on the Tech Aunties podcast. Until next time.