Unified Content System

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LegalSifter · ContractLogix + ReviewPro

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A connected content system, built from scratch for two SaaS products, that maps content to each stage of the customer journey and ties every piece back to pipeline and ARR.

The problem:
marketing was tactical, not systemic

When I joined LegalSifter, marketing was operating tactically, not systemically. Activities were happening, but nothing was connected to a unified strategy and content wasn't compounding. Two products, ContractLogix (CLX) and ReviewPro, needed to build pipeline but had no content infrastructure to do it. I built one from scratch.

The strategy:
one connected system, four pillars

OBJECTIVE

Build a connected content system that drives CLX and ReviewPro pipeline through consistent, branded content, increasing brand awareness and meetings booked to grow ARR.

1 Focus / Feature / Benefit

Blogs and carousels, each built on one move: pain, solution, CTA. Posted to the website, then repurposed as LinkedIn and Instagram carousels. 10 topics mapped to buyer pain: missed renewals, spreadsheet chaos, approval bottlenecks, vendor risk, and more.

2 Sifter Sister Video Series, CLX

10 short-form comedy videos. A stressed Legal Admin and the Sifter Sister, one pain point per video, with a CLX product cutaway for every solution. The finale gathers every pain point into one support group. Vertical 9:16 for YouTube Shorts, Instagram Reels, and TikTok.

3 Sifter Stories, Team Spotlights

Photo and Q&A format that humanizes the brand and builds audience connection.

4 ReviewPro + Website Overview Videos

One video per product. ReviewPro: problem-first open, Word plugin demo, differentiator, CTA. CLX: chaos-montage open, three pain points, full demo, social proof, CTA. All content original and copyright-free for platform-safe publishing.

Tone & voice:
your friendly neighborhood contract reviewer

Warm, funny, confident, human, the friend who happens to know a lot about contracts. Never corporate-speak. Always approachable. Entertain, educate, enlighten.

ContractLogix	"Know where everything is."
Sifter Sister series	"Curing contract chaos with Contract Logix."
Company	"Curing contract chaos at the speed of business."

The repurposing system:
one piece, many touchpoints

One piece of content, multiple touchpoints, documented as a repeatable workflow, not a decision made every time.

One Sifter Sister video

YouTube Shorts · Instagram Reels · TikTok

Platform-specific captions per channel.

One blog post

Website article · LinkedIn carousel · Instagram carousel · Pull-quote graphic

One customer interview

Newsletter spotlight · Case study · G2 review

Success metrics:
everything tied to ARR

Views, traffic, and meetings booked, tracked through pipeline attributed to content touchpoints, plus impressions, followers, and engagement. Not vanity metrics. Everything tied back to ARR.

Appendix:
sample Sifter Sister script

One script from the 10-episode Sifter Sister series, included to show tone, product integration, and the pain-to-solution structure that runs through the system.

VIDEO 1 OF 10 · SERIES INTRO

"Is This You?"

PROBLEM

[Hayley as Narrator, straight to camera]

Narrator: Is this you?

[Hayley as Legal Admin, glasses, hair up, at desk]

Legal Admin: (on phone) Hi, does anyone know where the Hoffman NDA is? Did Dave R. have it? Or was it Dave L.? Or Dave Q, there are too many Daves at David, Davis, and Davidson Esquire!

Legal Admin: (hangs up, scrolling email) And that vendor agreement with Pinnacle? It auto-renewed. Three months ago. Nobody told me. The last thread I have is from the Clinton administration. I wish there was a cure to this contract chaos.

[stares into the void]

SIFTER SISTER

[Sparkle sound. Hayley as the Sifter Sister, tiara, wand, LegalSifter polo]

Sifter Sister: Oh honey, you're looking a little… frazzled.

Legal Admin: Who are you?

Sifter Sister: I'm the Sifter Sister, here to cure your contract chaos with Contract Logix.

Legal Admin: Sounds… logical. Are you also gonna leave me 20 dollars under my pillow?

Sifter Sister: That's the tooth fairy. And we look very different. Here's what's about to change:

CLX CUTAWAY, DASHBOARD, REPOSITORY, RENEWAL WIDGET, TEMPLATE LIBRARY

[Quick cut, Legal Admin, now calm, feet up]

Legal Admin: I haven't spoken to a Dave in two weeks.

ContractLogix. Know where everything is.

- Every contract, one home, fully searchable
- AI pulls your key terms in under 60 seconds
- Auto-renewal alerts so nothing sneaks past you again
- Self-serve templates, no more NDA emergencies from the Daves