Sayweek

USE CASE

Illustrative example – fictional company, real features

# B2B services firm: company news becomes personal posts – each colleague in their own voice

At Keystone ERP Partners a single marketer looks after the LinkedIn company page. Sayweek's Team voice writes every participating colleague their own draft from company news, and the CRM supplies topics for the company page.

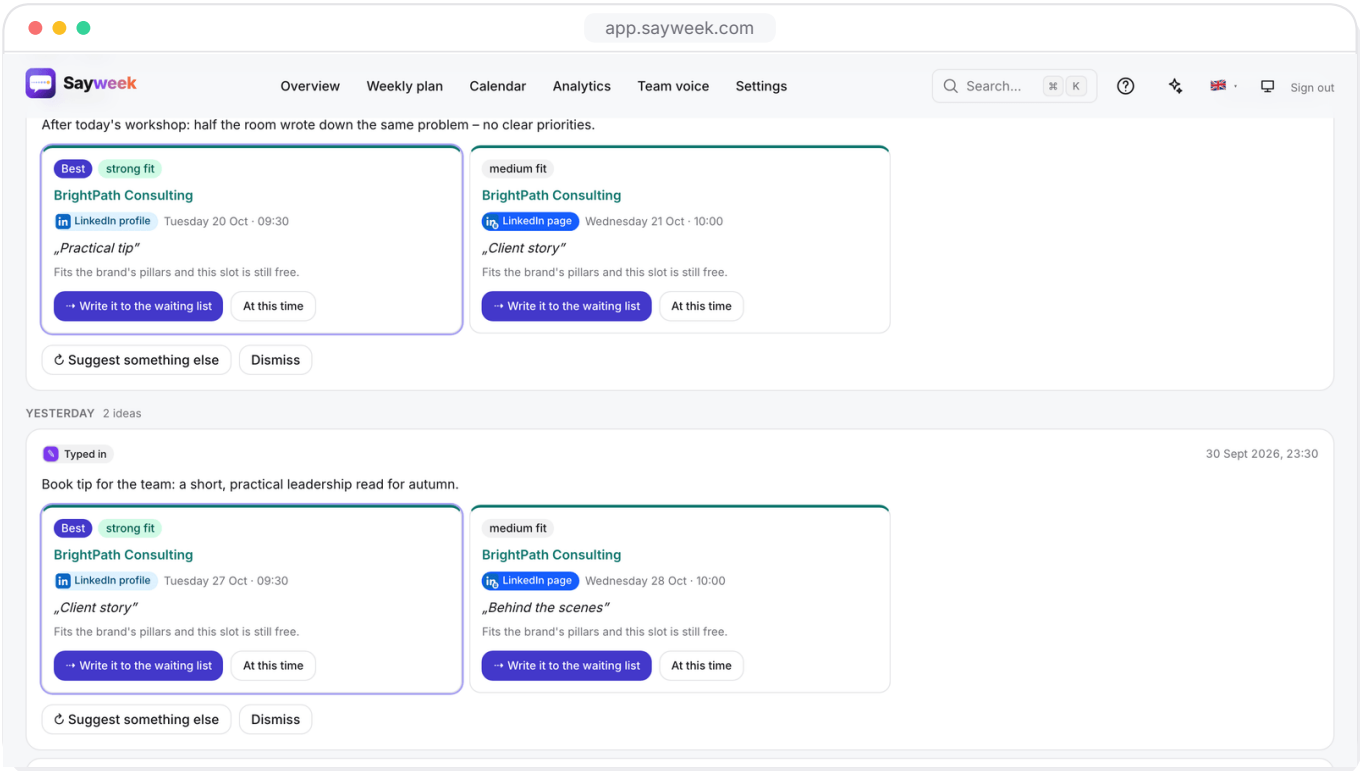
## WHO THIS EXAMPLE IS ABOUT

Company
**Keystone ERP Partners (fictional company)**

Who
**A consulting firm for ERP implementations**

Where
**Budapest**

Size
**Twenty-five people, one marketer**




Created: 22 November 2026 · Real screens, fictional demo data.

The company and the people are fictional; every feature described is how Sayweek really works today. We claim no results, figures or opinions.

THE STARTING POINT

# A consulting firm for ERP implementations

The firm's expertise lives in its consultants' heads, but only a few of them post. After every piece of company news the marketer chases colleagues, who end up pasting the same text – or nothing at all.

- The company page is professional but rarely updated.
- Colleagues would happily post if they didn't have to write it.
- Client data must never leak – projects can only be mentioned anonymously.

WHAT THEY USE

# The features and integrations this example is built on.

### Team voice

One company update becomes a draft in each colleague's own voice – they just approve it.

### Ideas from the CRM

HubSpot and Pipedrive, read-only; names and amounts are masked.

### News radar

Industry RSS sources and news for the week's topics.

### Two-step approval

The editor submits, an authorised person approves – with the approval log.

### Company page and personal profiles

Publishing to the LinkedIn company page and to colleagues' own profiles.

## Integrations with live status

- LinkedIn — Private beta
- HubSpot — Available
- Pipedrive — Available
- RSS & news radar — Available
- Teams notifications (webhook) — Available

The status is live: it shows what can be connected today. The example doesn't rely on anything marked “Coming soon” until it is available.

DAY BY DAY

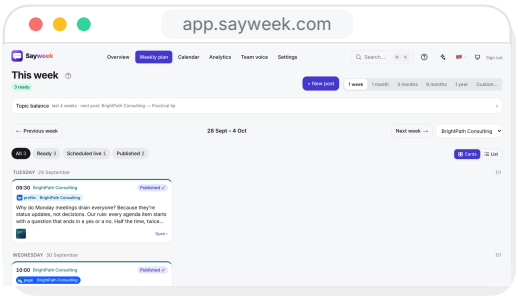
# A typical week with Sayweek

Day by day, on the real screens – the screenshots show fictional demo data.

1 **MONDAY**

## Company news → a Team voice campaign

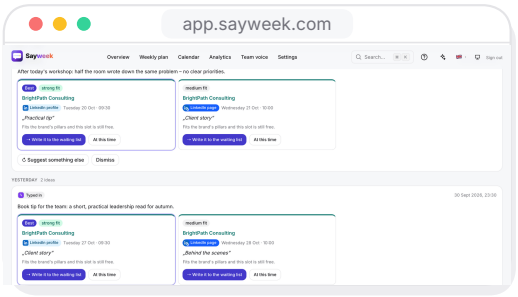
The marketer adds a news item – say, a new implementation method. Sayweek writes each participating colleague a draft in their own voice, with an angle that suits their role, and makes sure the texts aren't too similar to each other.




2 **TUESDAY**

## Topics from the CRM

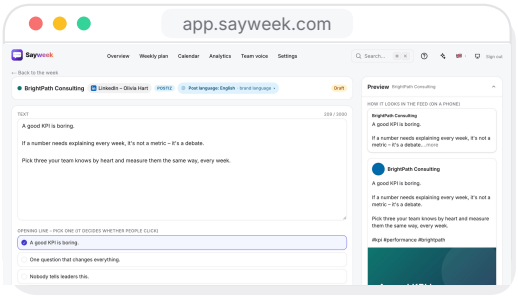
Recent deals in HubSpot or Pipedrive become post ideas for the company page. Sayweek only reads from the CRM and removes company and personal names, amounts and contract details before anything reaches the AI.




3 **WEDNESDAY**

## The company page post

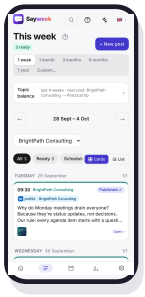
The marketer polishes the LinkedIn company page post in the editor. Two-step approval: the editor submits it, the managing director approves it.




4 **THURSDAY**

## Colleagues approve from their phones

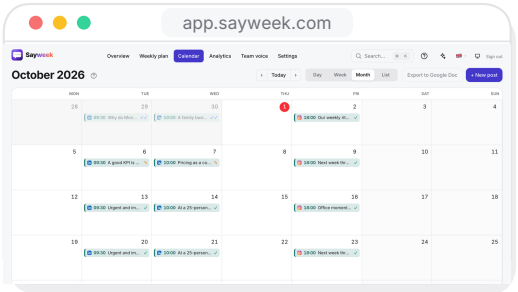
Contributors only see their own drafts and can review, edit and approve them on their phones too. A notification arrives in the company's Teams channel when a post in the workspace is waiting for approval.



5 **FRIDAY**

## One calendar for everyone

Posts for the company page and for colleagues' personal profiles appear in one shared calendar, together with the approval log.



RECOMMENDED PLAN

# Team · Alternative: Agency

Recommended plan

## Team

**€51.60** / month + VAT
for the first 12 months, then €129 / month

| | |
|---|---|
| Brands | **8** |
| Channels | **20** |
| AI posts / month | **200** |
| Editors | **3** |
| Contributors (Team voice) | **10** |
| Client approval links | **yes** |
| Monthly PDF report | **yes** |
| White-label app | – |

Alternative

## Agency

**€119.60** / month + VAT
for the first 12 months, then €299 / month

| | |
|---|---|
| Brands | **15** |
| Channels | **45** |
| AI posts / month | **500** |
| Editors | **10** |
| Contributors (Team voice) | **50** |
| Client approval links | **yes** |
| Monthly PDF report | **yes** |
| White-label app | **yes** |

The Team plan includes Team voice contributor seats, roles and two-step approval. If more colleagues join than Team has seats for, Agency offers more contributor seats.

USE CASE

# What they gain

Qualitative benefits based on the features – we claim no measured results.

- The firm's expertise shows on colleagues' own profiles, not only on the company page.
- Everyone posts in their own voice – no identical pasted text.
- Client projects become topics without any client data.
- The marketer sees company and personal posts in one place.

## Want to try it on your own week?

Connect your calendar or an idea source and see the weekly plan Sayweek drafts for you. Nothing goes out without your approval.

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