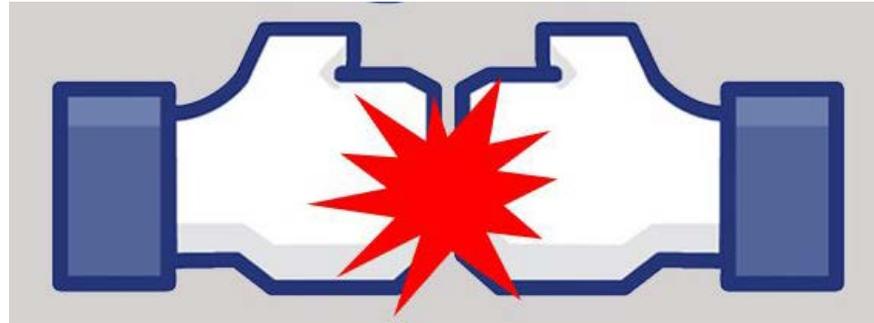


PRNews'
BIG 4 SOCIAL MEDIA SUMMIT
and Visual Storytelling Boot Camp

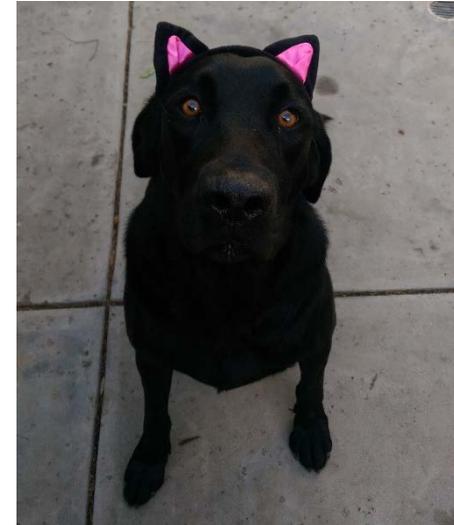


Facebook Content—What Works, When to Pay and When to Go Organic

Paul Englert
Vice President of Marketing
C. Mondavi & Family

A Little Bit About Me

- ▶ I was born in San Carlos, California the youngest of seven children
- ▶ My favorite color has always been blue
- ▶ I was a three-time newspaper carrier of the month
- ▶ I won second place in a Star Trek costume contest by mistake
- ▶ I'm an Aries but self-identify more with Pisces
- ▶ Last year my dog dressed as a cat for Halloween
- ▶ I enjoy hiking, wine tasting and corny puns
- ▶ AND NONE OF THIS IS RELEVANT TODAY
- ▶ POINT #1 – STAY ON TOPIC



Organic Reach? Find Your Chewbacca Mask!

- ▶ Amateur videos do very well – you don't need Steven Spielberg – remember the Chewbacca mask lady?



FB results
2.9M reactions
160M views
3.4M shares
848K followers!

- ▶ Do you have a product or service that someone may find at least as interesting as a Chewbacca mask?
- ▶ If so, encourage fans to share their love
- ▶ POINT #2 –
CREATIVITY > RESOURCES

<https://www.facebook.com/candaceSpayne/videos/vb.1245618915/10209653193067040/?>



Brand Positioning Should Be A Guide

- ▶ The Cinnamon Principle – brand positioning can become message poisoning
- ▶ You know when someone you know has a baby, and all they do is show you pictures of the baby and tell you how smart their baby is and tell you how their baby should be a model and how their baby is hilarious even though the baby can't talk yet...
- ▶ But, if you see the baby spit up strained peas all over mommy's cashmere sweater...now THAT'S interesting
- ▶ Your positioning can be the cinnamon, not the flour
- ▶ **POINT #3 – DEVELOP ENGAGING CONTENT AND FIND IN YOUR BRAND POSITIONING, NOT THE OTHER WAY**



Share Your Joy

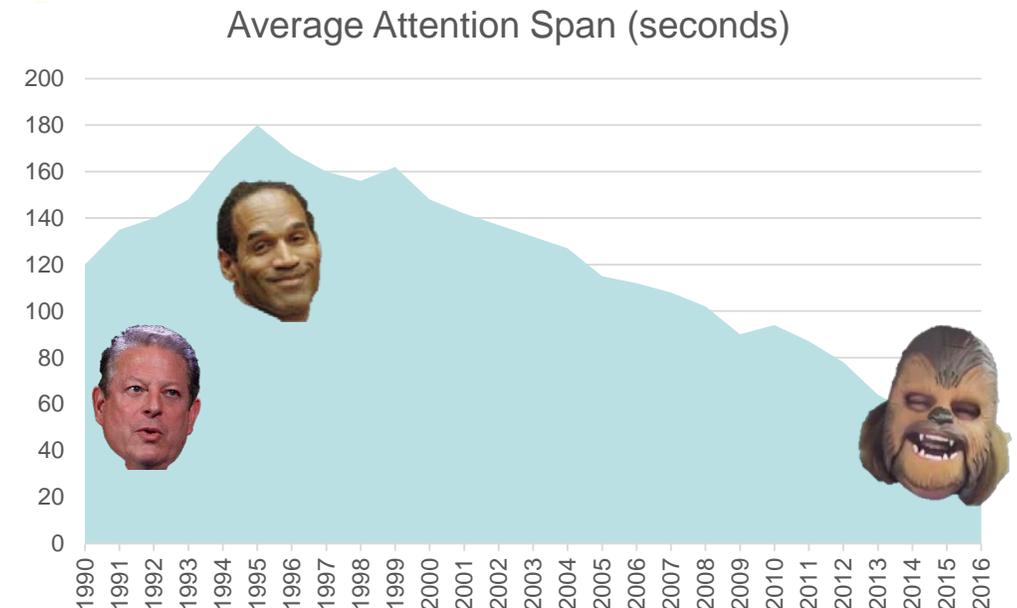
- ▶ What is it about your product/service/company that brings people joy?
- ▶ You don't have to be funny...so don't fool yourself into believing you are!
- ▶ Even boring products can deliver interesting messages
- ▶ POINT #4 BE TRUE TO YOUR PERSONALITY



<https://www.youtube.com/watch?v=Ge6QPJfrGcY>

Don't Blather On And On And Say More Than You Need To Say, Boring People With Excessively Long Copy, Irrelevant Information, Stories That Don't Matter, Trivial Anecdotes, Misguided Insights

- ▶ In other words – BE CONCISE
- ▶ Imagine your target audience as hummingbirds
- ▶ Get their attention...make it sweet...don't scare them away
- ▶ Produce videos that are short and sweet
- ▶ Attention spans are getting shorter
- ▶ POINT #5 – GET TO THE POINT



SOURCE: Completely Fabricated Information Resources, June 2016

Portion Control Is Key

- ▶ Your videos should be “Halloween Fun Sized”
- ▶ Your “hook” needs to be apparent ASAP – no longer than 15 seconds
- ▶ For videos longer than 15 seconds, ensure nuggets throughout and use them to create teaser messages
- ▶ Your product/service/brand doesn’t always have to be the hero
- ▶ POINT #6 – YOUR AUDIENCE IS COMRISED OF GOLDMINERS – GIVE THEM NUGGETS!

<https://www.youtube.com/watch?v=8U8H971OOxU>

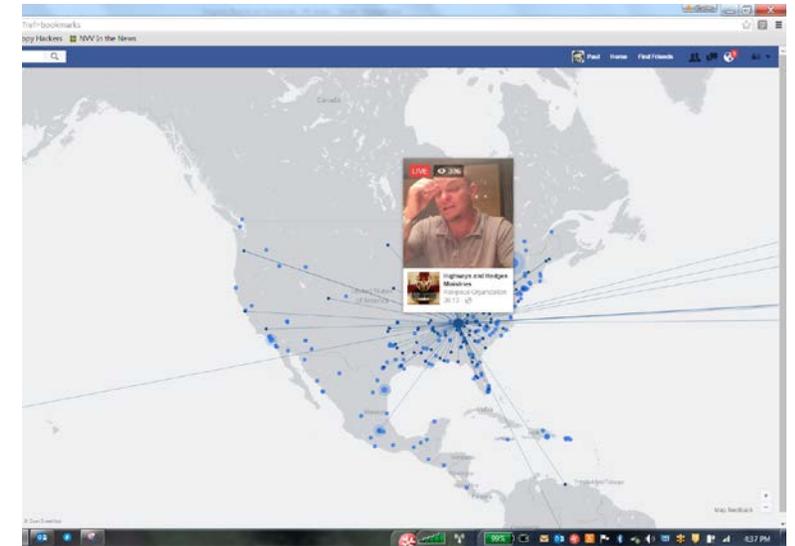
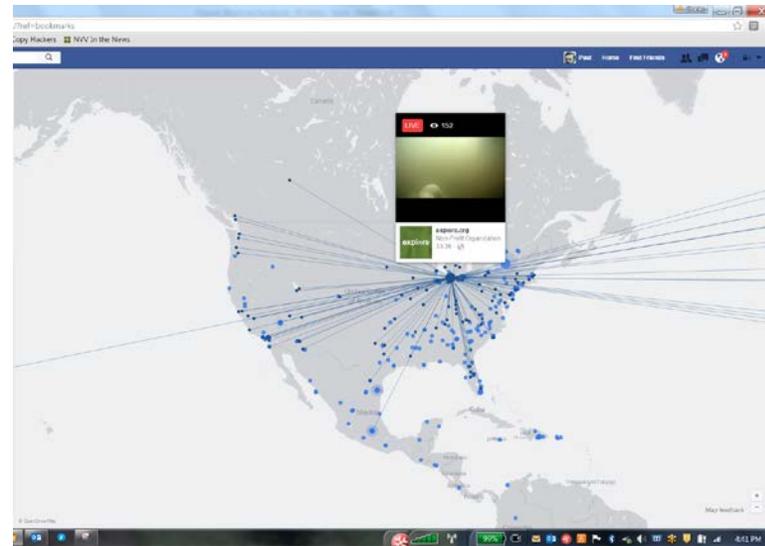
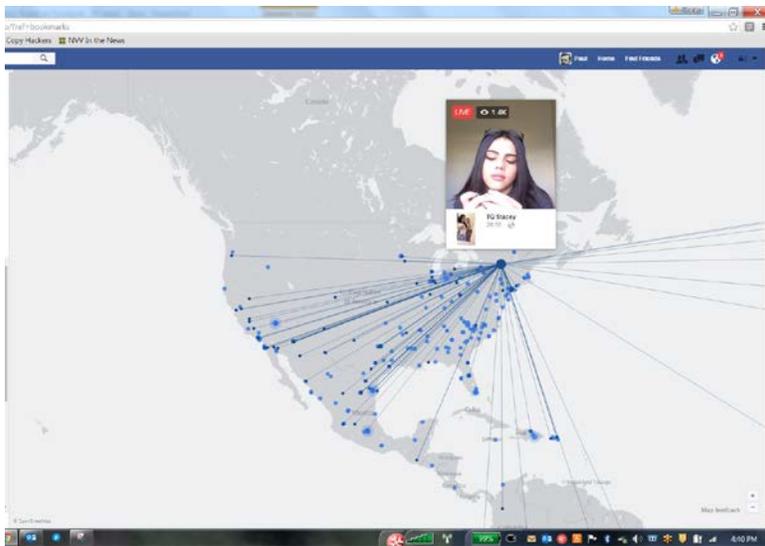


Is Facebook Live Streaming Right For You?

- ▶ Do you have an interesting product/service/business?
- ▶ Is your positioning/story/product intriguing?
- ▶ Is your company culture infectious?
- ▶ Do you want your most loyal fans to feel more engaged?
- ▶ Are you interested in inexpensive video content that can expand your reach?
- ▶ Would you like to have an intimate dialog with your consumers?

Facebook Live Streaming

- ▶ Reach a global audience with very little investment or risk
- ▶ Don't wait for your competitors to prove this new tool before you embrace it
- ▶ POINT #7 – TRY NEW THINGS, IT WILL KEEP YOU AHEAD OF THE CURVE



Excited About Your Product? Let People Know

- ▶ SpaceX does something really cool – they launch things into space
- ▶ SpaceX employees are ridiculously enthusiastic about their work!



- ▶ Is the enthusiasm of your employees contagious?
- ▶ If so, consider celebrating your “launches” with Facebook Live
- ▶ **POINT #8 – LEVERAGE EXISTING ENTHUSIASM**

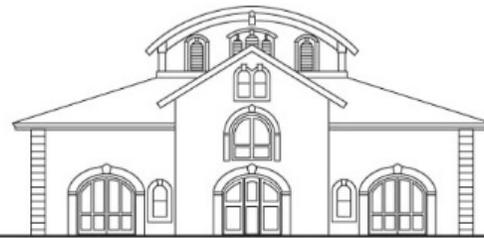
So What Does All Of This Mean?

- ▶ If you want to maximize organic reach, you need to create content worth sharing
- ▶ Keep your branding subtle – it can be the supporting role rather than the star
- ▶ Organic reach isn't free
 - If you are going to pay for content, why wouldn't you pay for a little promotion?
 - PRIME THE PUMP!
- ▶ Priming the pump will guarantee exposure and allow engaging content to shine!
- ▶ POINT #9 – GIVE YOUR CONTENT SOME GAS MONEY

Key Takeaways

- ▶ STAY ON TOPIC
- ▶ FIND YOUR CHEWBACCA MASK (CREATIVITY > RESOURCES)
- ▶ THE CINNAMON PRINCIPLE
- ▶ AUTHENTIC PERSONALITY
- ▶ GET TO THE POINT
- ▶ PLEASE THE GOLDMINERS
- ▶ TRY NEW THINGS
- ▶ LEVERAGE EXISTING ENTHUSIASM
- ▶ SOCIAL MEDIA IS A ROADTRIP – BRING GAS MONEY

Thank You



C. MONDAVI & FAMILY
FAMILY OWNED *and* OPERATED *for* FOUR GENERATIONS

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