TAP INTO THE POWER OF CONTENT MARKETING

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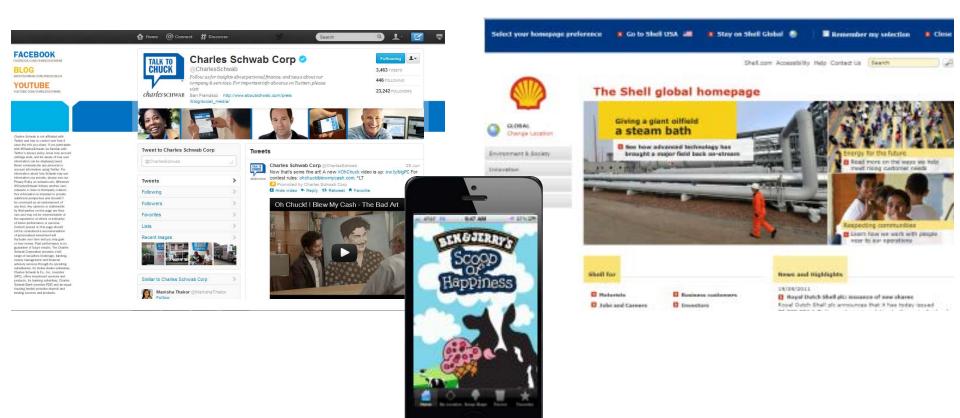












EVERY COMPANY CAN BE A MEDIA COMPANY



BUT YOU MUST THINK LIKE A MEDIA COMPANY

- Content: Media companies are content machines with an "always on" mentality.
- Relevant: They are relevant to someone at **every moment** in time.
- Recent: They are recent and in many cases, real-time.
- Omnipresent: Media companies own search and everything else.
- Agile: Media companies move quickly when it comes to content creation/distribution.

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THE FIVE CONTENT ARCHETYPES

CONTENT YOUR BRAND DEEMS CURATED OF HIGHEST VALUE TO CONSUMERS CO-CREATED CONTENT WHICH IS CO-PRODUCED EITHER PEER TO PEER OR BRAND TO PARTICIPANT CONTENT PRODUCED BY THE BRAND ORIGINAL NOT TO BE FOUND ANYWHERE ELSE CONTENT PRODUCED BY CONSUMERS CONSUMER GENERATED WITHOUT THE BRAND'S INVOLVEMENT CONTENT THE BRAND INVESTS IN **SPONSORED** FINANCIALLY OR LEVERAGES PAID MEANS TO PROMOTE



CREATE A CONTENT PLAYBOOK

- Translate your brand identity for social/digital
- Understand your audience, define content themes and create a content strategy
- 3 Establish performance goals
- Determine approval process
- Operationalize your team





PERFORMANCE METRICS



Start simple

- Quality over quantity
- Make small bets
- Participate in the conversation



Report on

- Reach, impressions and total engagement, as a priority
- Measure likes, comments, shares
- Cross-reference fan growth and negative feedback



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THANK YOU

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 - @BWInfodiva

