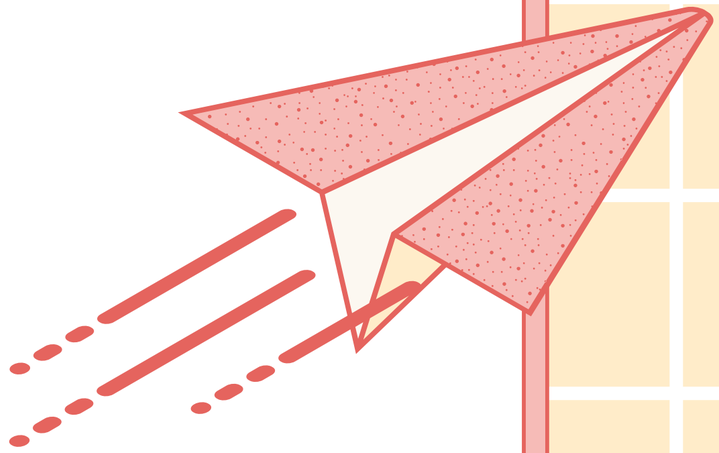
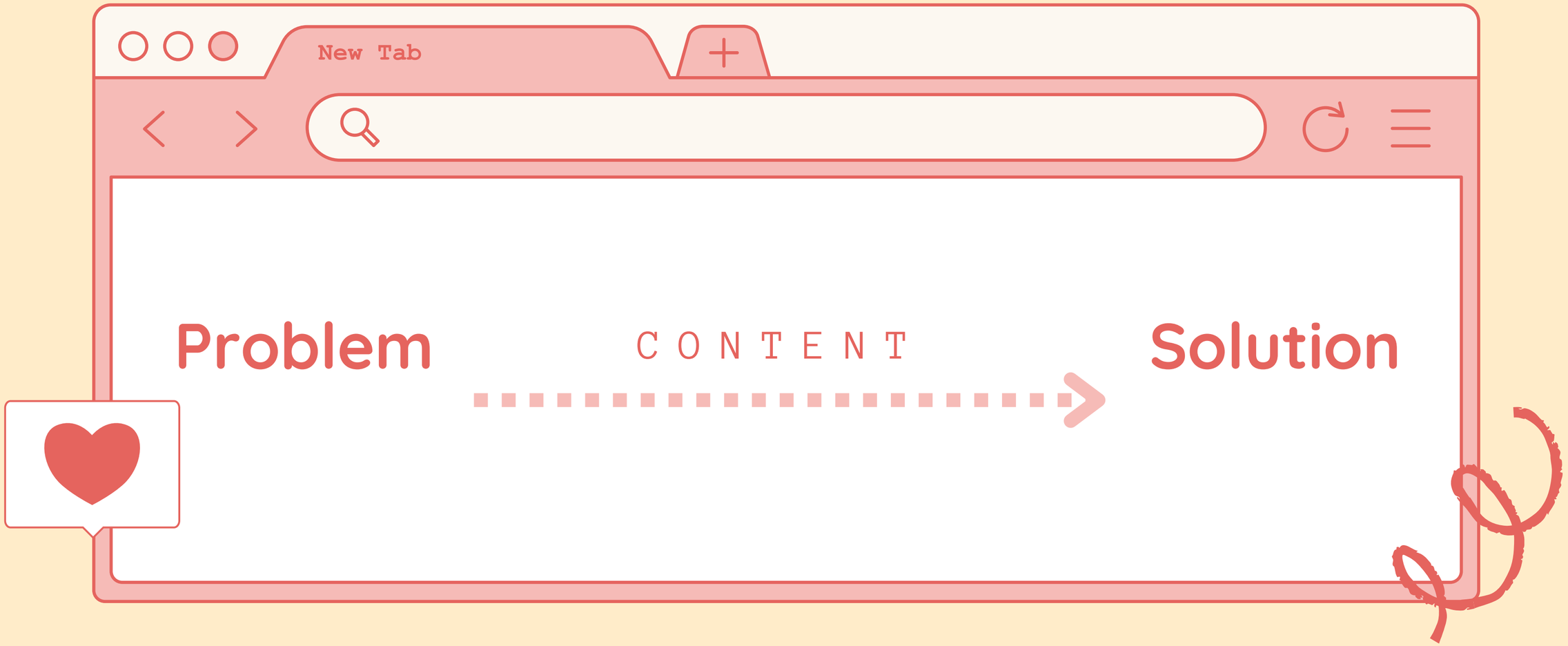
Content Marketing & Brand Design

Week 1: Notes

What is Content Marketing?

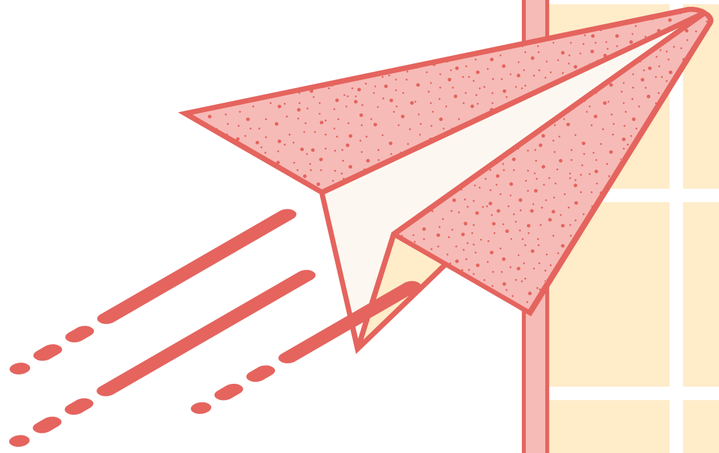
- Marketing that does not explicitly promote a brand - focus is on creating a story around the service/products offered
- Purpose: attract & retain customers
- Content Marketing continues to contribute to a brand's marketing strategy over time




New Tab
Problem
CONTENT
Solution

Tips for Content Marketing

- Find one format that works, rinse and repeat
- Branch out to one more format at a time
- To distribute, choose 2-3 networks to focus on (Search, Social Media, Forums & Communities, Email Newsletters)



Social Media vs Search

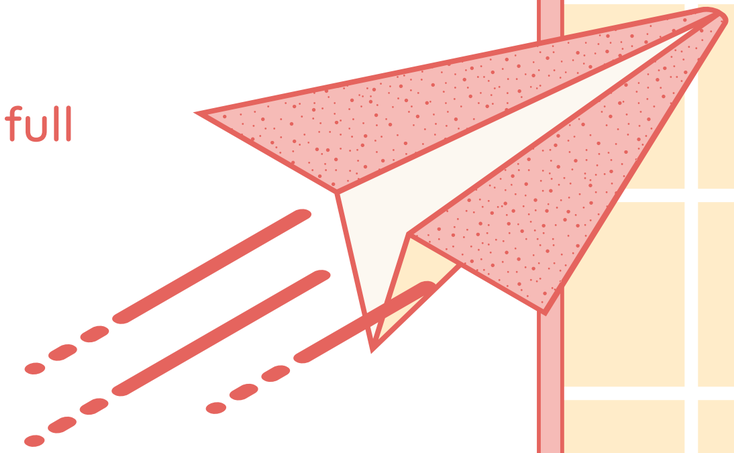
- Unpredictable
- Many variables that determine success
- Cannot force viral content - algorithms are a mystery

A

- Predictable
- Consistent
- Algorithms have well-known formulas - Google 'Quality Score'

Tips for Youtube

- Relies on organic search views (keywords)
- Create for unique content topics
  - search & social
  - high watch times are the aim not just views
- Titles: main topic vs main attractor
  - "learning design with adobe suite"
- Series increase engagement - require watching full playlist to get full story/content
  - courses, case studies, building something in public, vlogs, shows

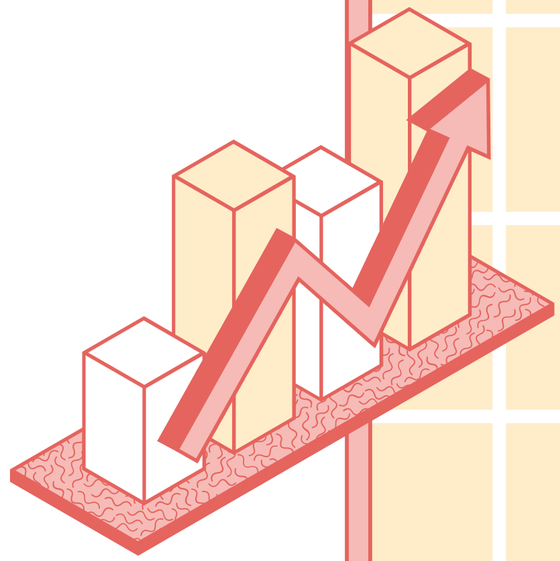


60%

of Americans prefer online video to live TV

+74%

increase of 18-49s watching content on Youtube from 2015 - 2020



This is very positive for marketers - video content is much cheaper than TV advertising!

25-34, 35-44

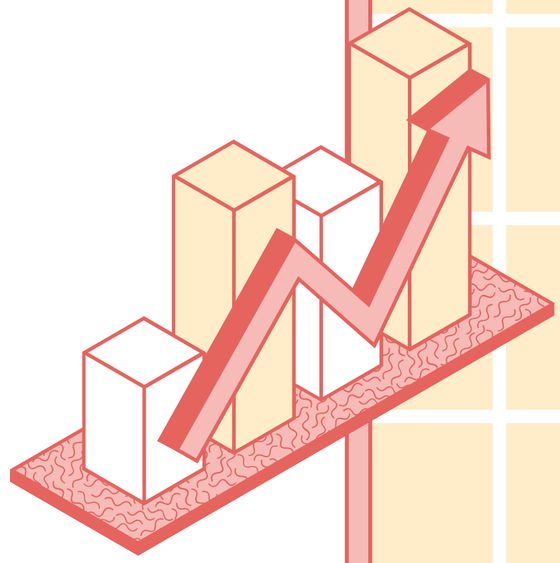
Primary age range of Youtube viewers

37%

of 18-34 year olds binge watch videos on Youtube

75%

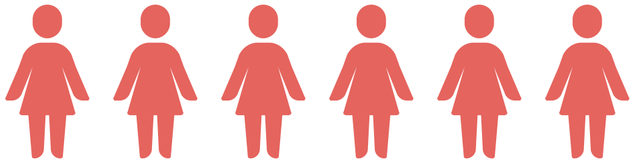
of adult viewers watch 'nostalgia-led' videos



Gender Differences

Video Topics by Gender

- Football
- Strategy Games



- Beauty Videos

- Pets & Animals

Youtube Mobile

3 out of 4

adults watch Youtube at home on their mobile devices

7 out of 10

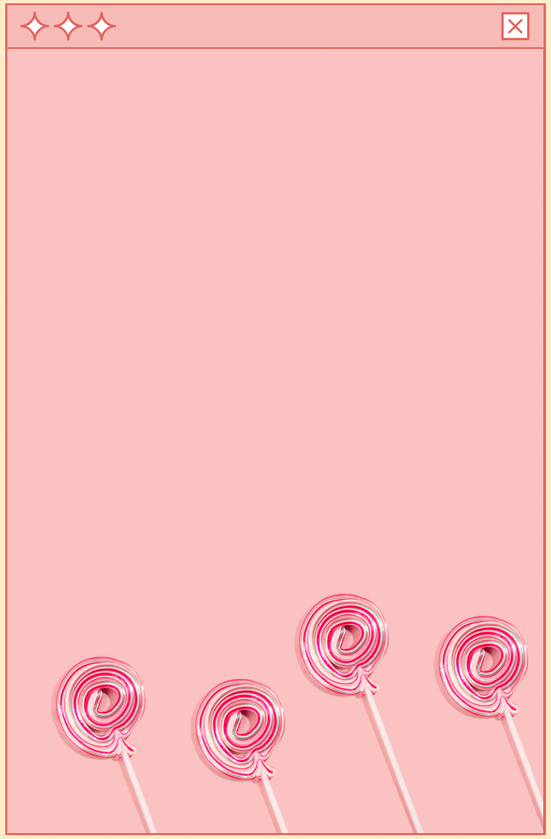
users view videos horizontally

Video Viewer

1080px(W) 1920px(H)

Reasons adults watch videos

watch_this.mp4

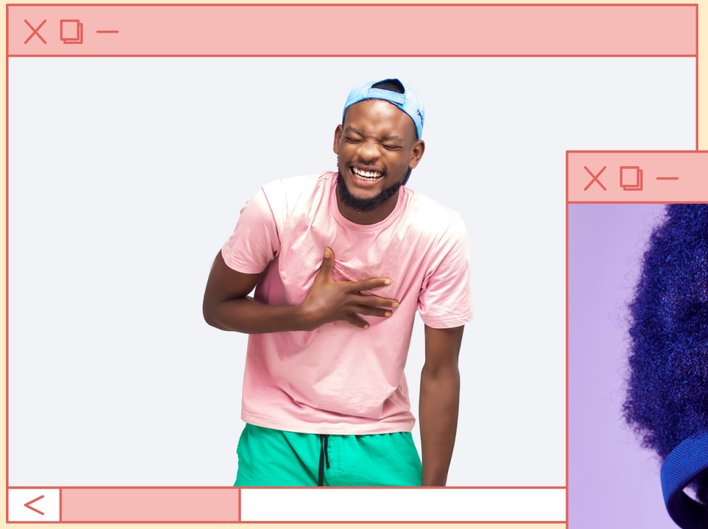


to relax

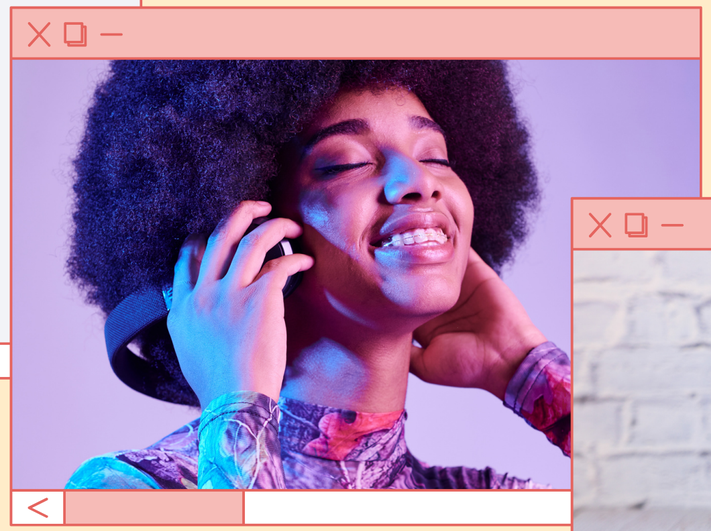
to feel entertained

68% of users watched Youtube
to help make a purchase decision

top Youtube categories



comedy



music

entertainment
/pop culture

how-to

TASK

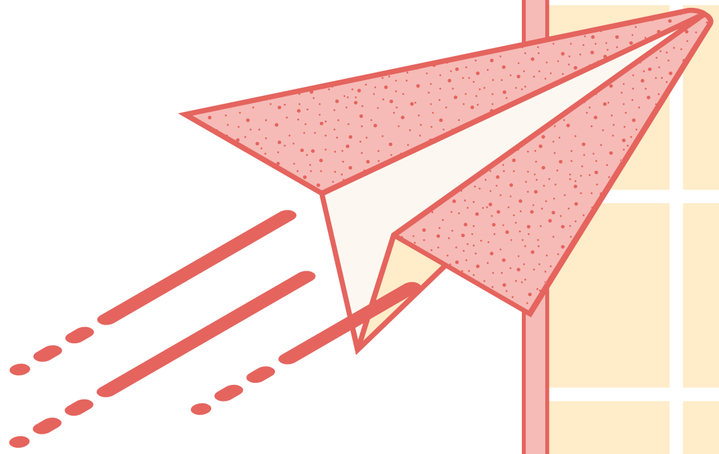
What I engage with on Social Media

What I engage with on Instagram

Post type	Brand/user	Keywords/brief description of post	How/why I engage
Image set: comic	'falseknees'	Animal-related comic set, humour	Swipe to see more panels, 'like'. Enjoyed humour and topic of comic, and the art style.
Image: Meme	Animal meme page	Meme of monkey staring intently at paper, with caption 'me looking at the F my kid got for the math homework I solved'	Relatable to my own recent experiences, liked in order to bookmark and share with contact who shared the same experience
Video ad	Cats Protection	Live action video with an added 2D animated cat character interacting with the live action footage	Liked as the post is a technique i'd like to try for my own content creation, bookmarked to refer to later on
Image: Artwork	Artist account	Digital sketch of a couple embracing	Relatable, liked to show partner later on. Aesthetically pleasing art. Liked to show artist engagement and support.

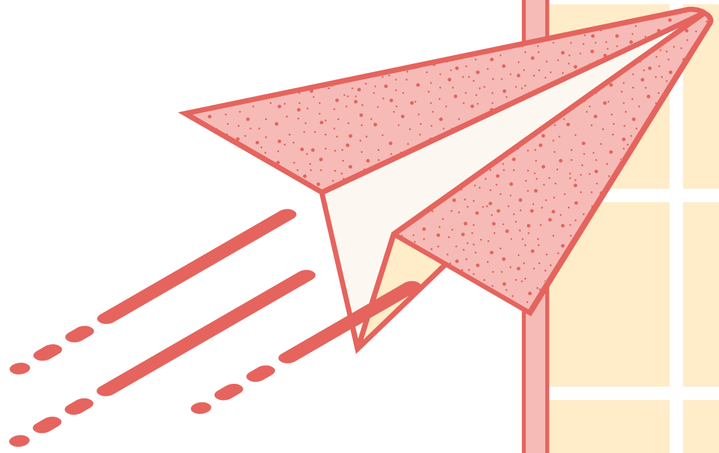
Psychology of Engagement

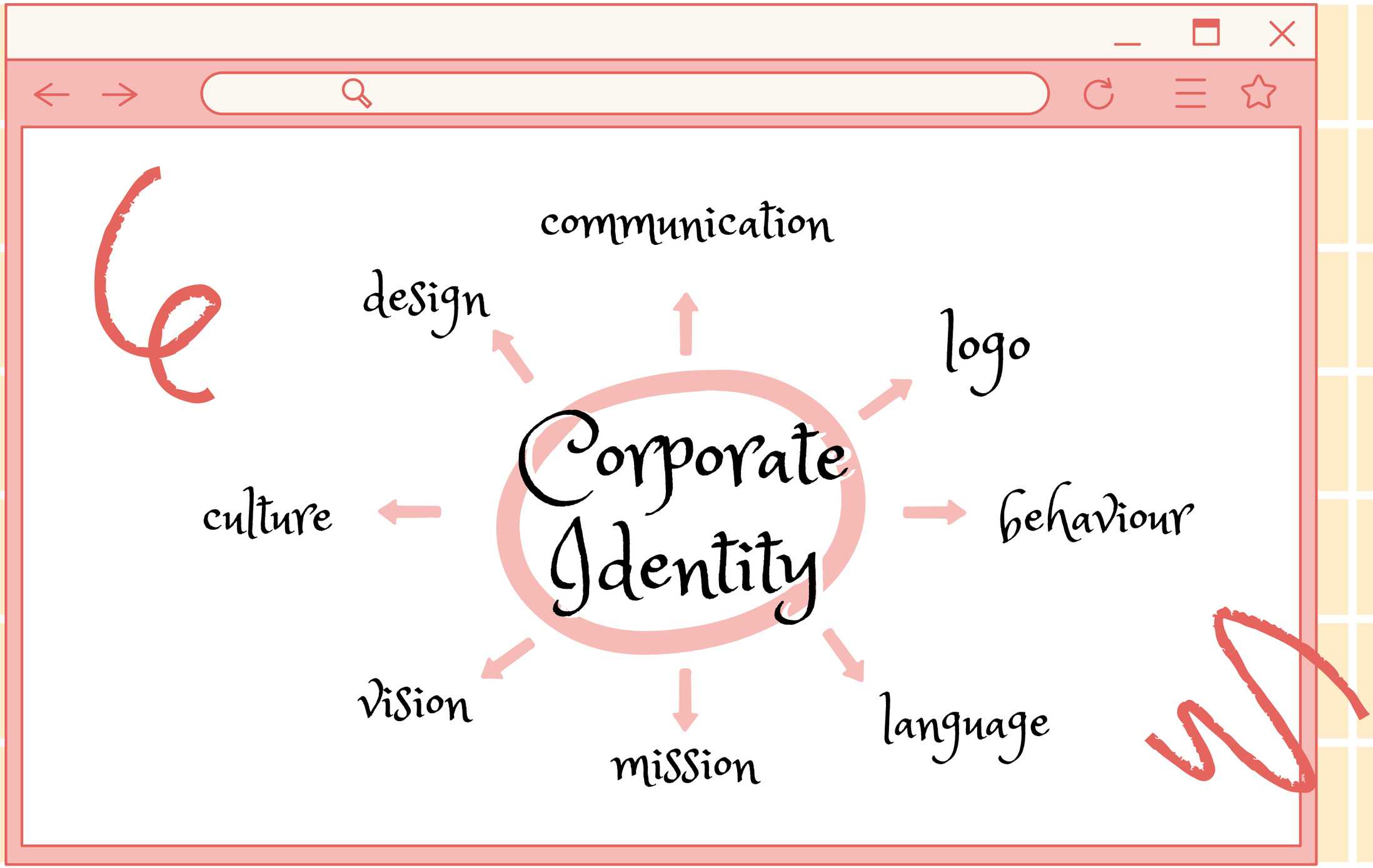
- define ourselves to others
- bring value & entertainment to others
- grow & nourish relationships
- get the word out about causes & brands we care about



What is a brand?

Intangible marketing or business concept that provides identity to a company/product/individual.




communication
design
logo
culture
Corporate
Identity
behaviour
vision
mission
language

Video Viewer

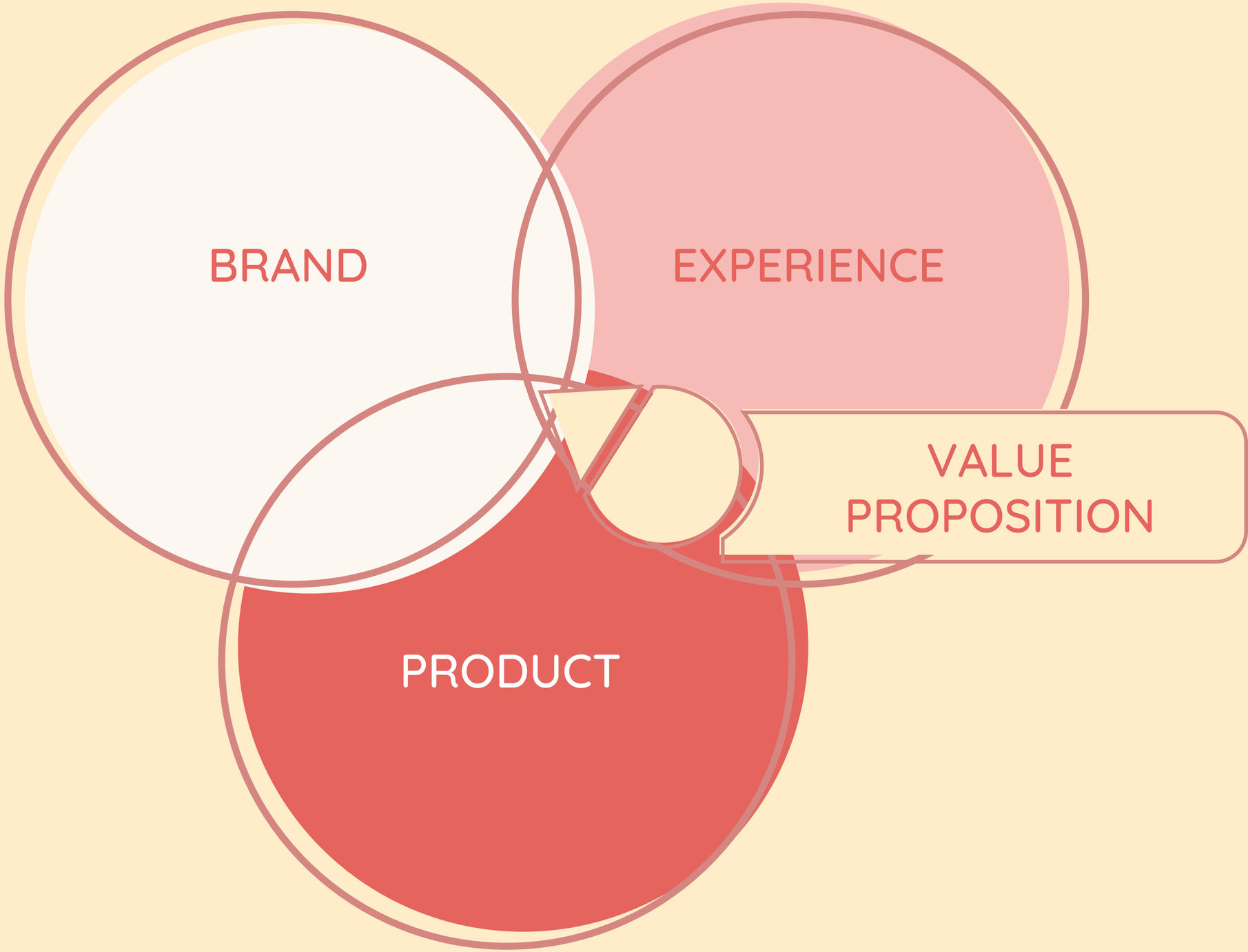
1080px(W) 1920px(H)

Creating a brand:

value proposition

(what you propose your brand can provide)

watch_this.mp4



Video Viewer

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USP

Unique Selling Point

What differentiates you from your competition?

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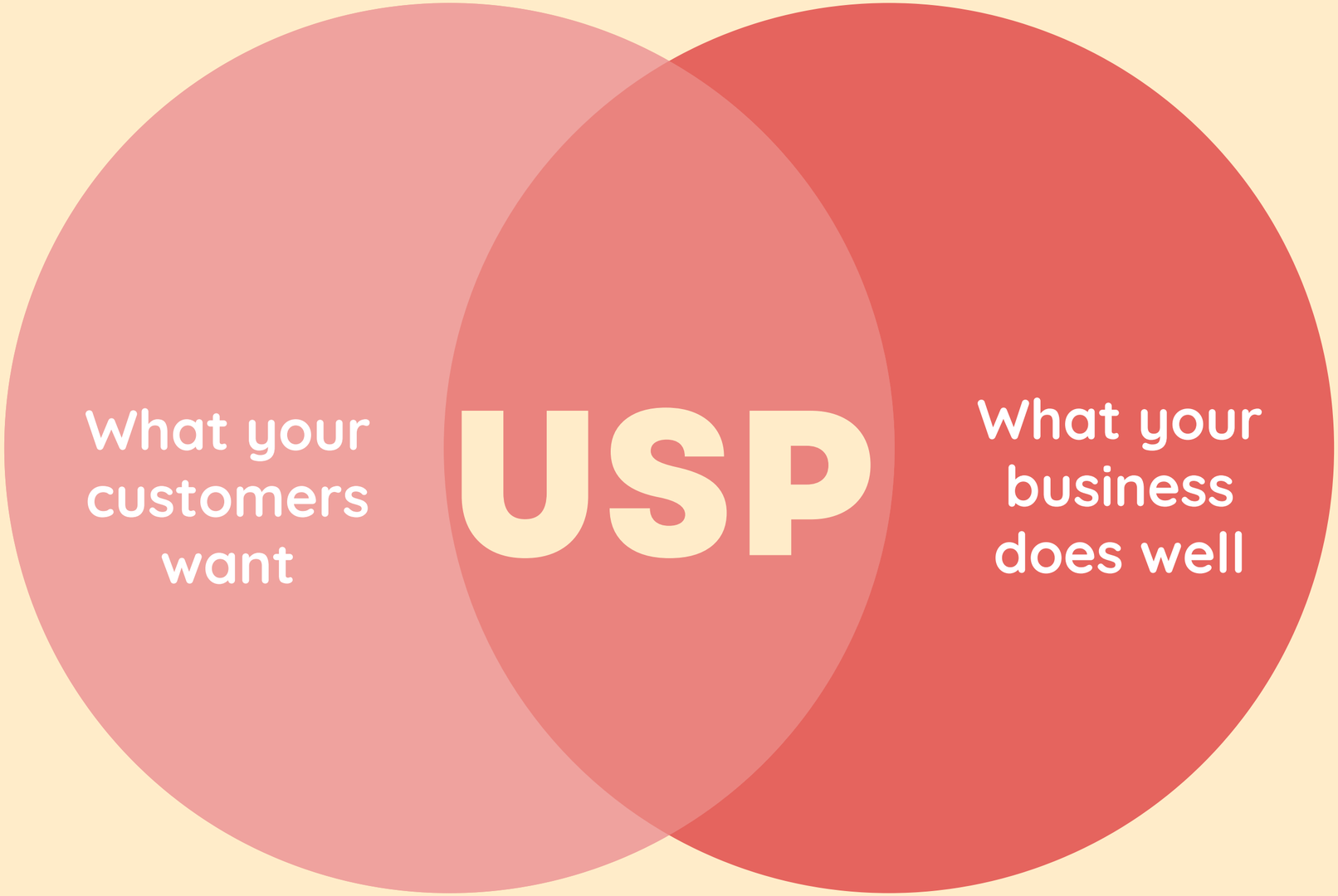
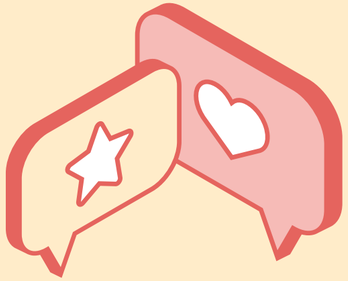


Types of Campaigns

- BRAND AWARENESS
- REBRANDING
- PUBLIC RELATIONS (PR)
- PRODUCT LAUNCH
- SOCIAL MEDIA
- INFLUENCER MARKETING
- EMAIL MARKETING
- REFERRAL MARKETING
- VIDEO MARKETING
- SEO CAMPAIGN
- USER-GENERATED CONTENT

Types of Content



TEXT	AUDIO	VISUAL
Press Releases	Podcasts	Pictures
Whitepaper	Audio Files	Infographics
Emails		Webinars
Text/copywriting		Videos, GIFs, animations
Lists & Ranking		Games
		Apps

misleading bot traffic

Risks of Content Creation

risk of exposure/defamation

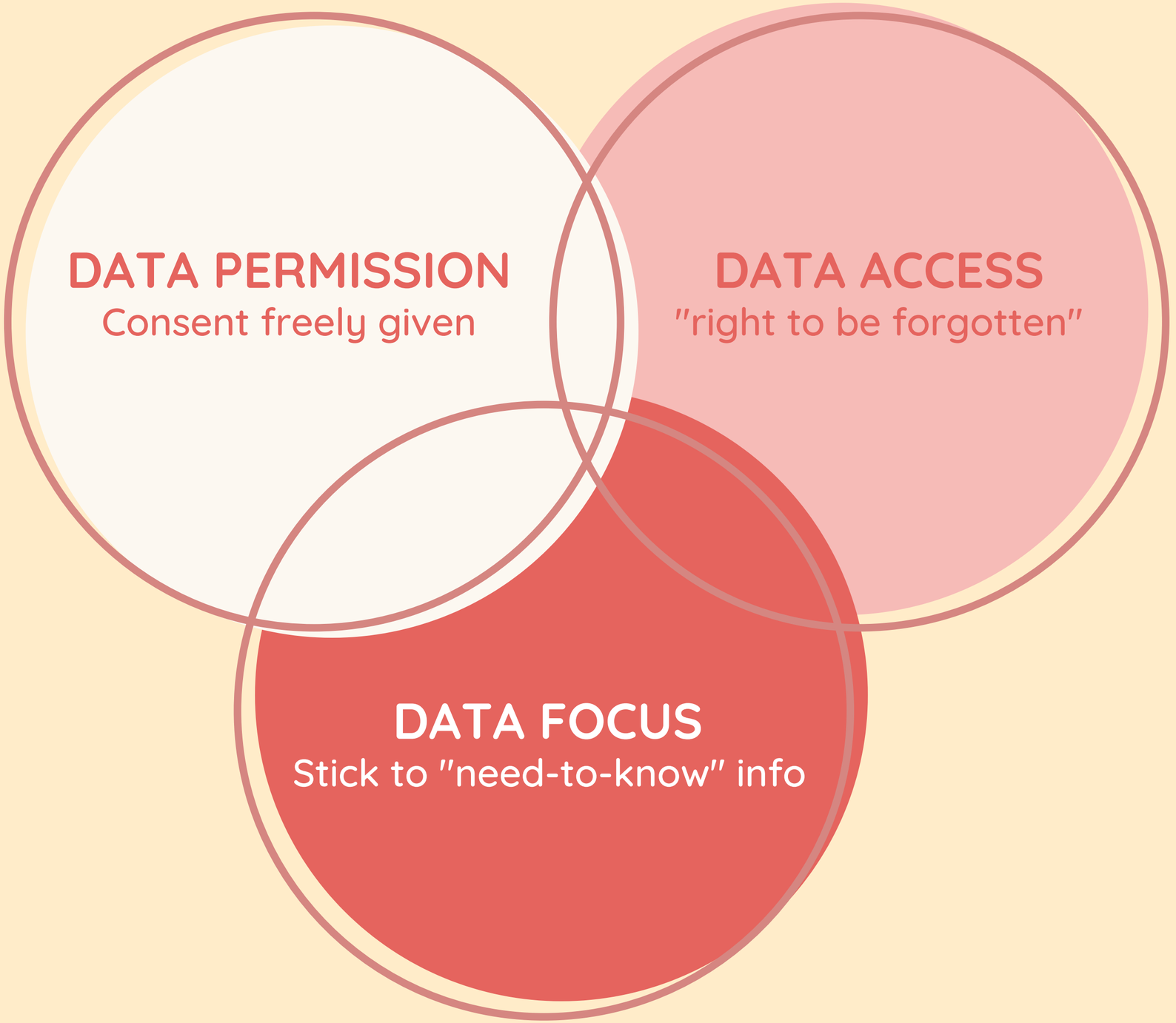
brand hijacking

Video Viewer

1080px(W) 1920px(H)

GDPR

watch_this.mp4

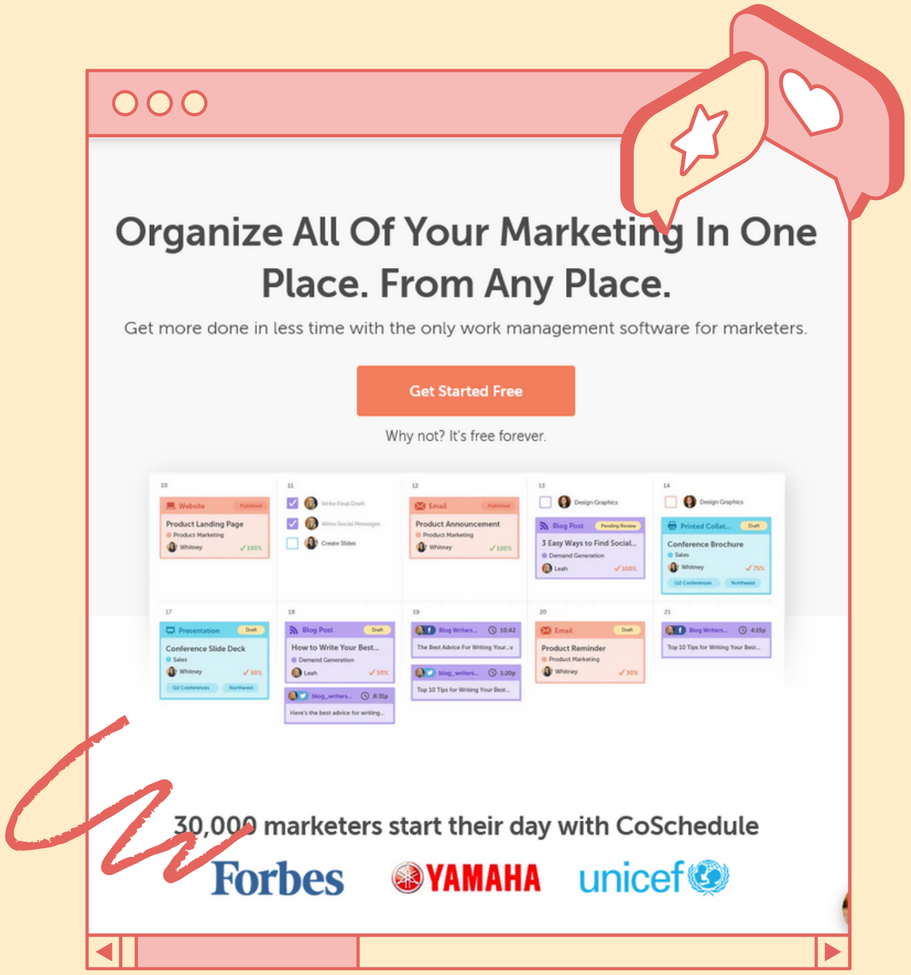


Copyright Scenario

how to get fresh content without infringing copyright

- **Free stock image sites** (pixabay, unsplash, pexels, adobe free stock)
- Edit images from content bank (Photoshop, filters (apps))
- **Create your own** (go for a nice walk and take some pics)
- See if anyone on your team has any fresh content or ideas
- **Contact content creators** for permission to use their work (obtain written & informed consent)
- **content calendar**/awareness days/**trending topics**/upgrade equipment/**find new ways to edit**/content banks

Social Media Management



CoSchedule

— FEATURES

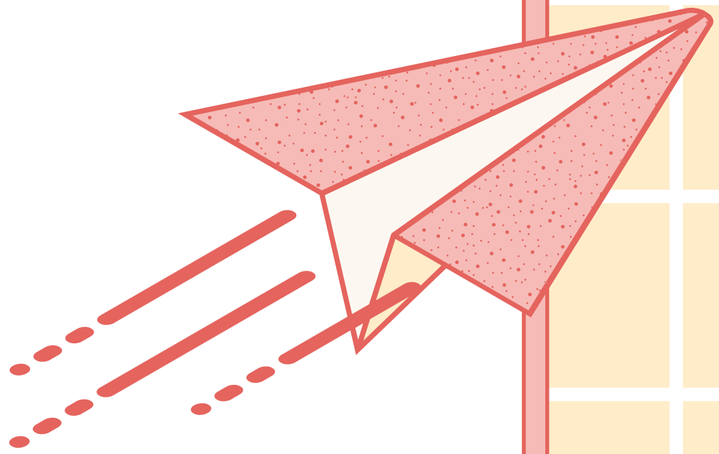
- Marketing content calendar
- Marketing Suite
  - Manage marketing requests
  - Eliminate content bottlenecks
  - Maximise resources to increase output
- Headline Studio
  - Headline scores
  - Improve headlines with smart suggestions
  - Tips on high-scoring words
- Actionable Marketing Institute
  - Training from industry pros

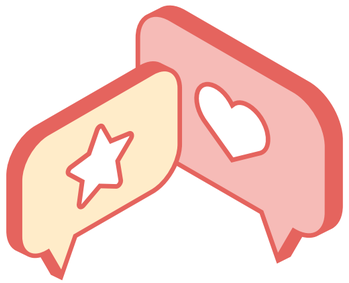
More Social Media Management Tools

Tweet Deck	Buffer	Sproutsocial	Mention
Multiple twitter feeds & accounts on one TD account	Similar to HootSuite	Schedule posts	Pinpoint and monitor social conversations and topics
Keyword columns, able to sort by location	Best time to post	Publish across platforms	Uncover trends in conversation, filter and analyze data from Twitter, Facebook and Instagram
Good for local companies	Analytics & engagement statistics	Monitor performance	Draft, schedule, and publish posts from multiple channels
		Analytics and performance reports	Paid
			"Social Media Sentiment" - score of positive/negative

Social Listening Tools

- Only 2% of complaints tag brands/businesses
- SL tools allow you to find honest opinions
- Easier market research





End of Week 1