



Growth Marketing Strategies: Creative Content



Creative Content Through a Strategic Lens

RECOGNIZE THAT THERE IS MORE TO MARKETING AND ADVERTISING THAN THE ARTWORK, COPY, DESIGN.

RESIST POSTING CONTENT SIMPLY TO POST CONTENT. THIS MAY BE HURTING YOUR BRAND.

REFRAME HOW YOU THINK ABOUT CREATIVE CONTENT
– IT'S IDEATION, CREATION, DISTRIBUTION, AND EXECUTION.



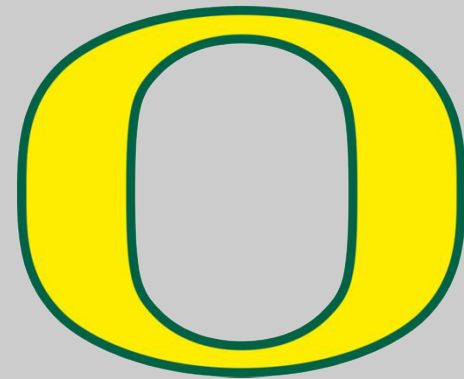
BA
CK
GR
OU
ND

BA CINEMA/TELEVISION FROM
UNIVERSITY OF SOUTHERN CALIFORNIA

MBA
UNIVERSITY OF OREGON

CREATED NTI UPSTREAM IN 2004
MULTIMEDIA HEALTHCARE

CREATED CHASNOFF MEDIA IN 2014
VIDEO + MARKETING + STRATEGY





Recommendation

01

BEFORE YOU PUT PEN TO PAPER OR DIVE INTO ADOBE, CONDUCT A DISCOVERY

WHAT IS YOUR PRODUCT OR SERVICE?

WHAT ARE YOUR VALUE PROPOSITIONS?

WHO ARE YOUR CUSTOMERS (TARGET MARKET)? CREATE AVATARS THAT REPRESENT THESE MARKETS.

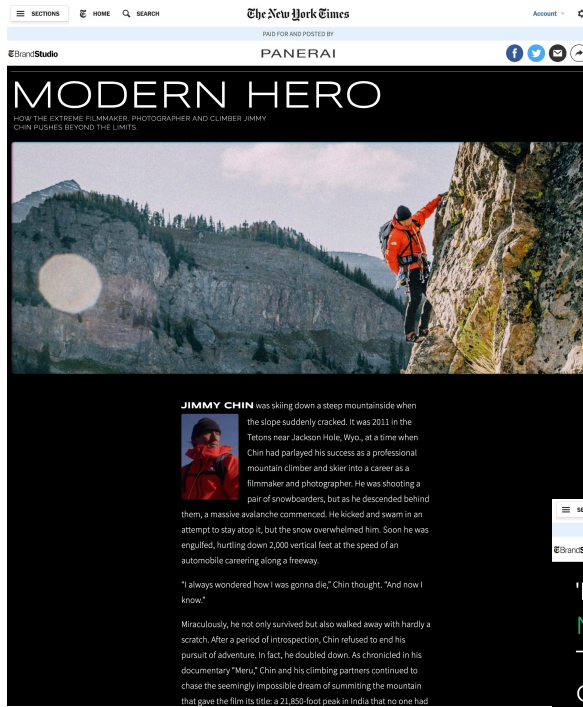
**YOUR ANSWERS WILL
INFORM YOUR CONTENT!**

WHAT PROBLEM IS YOUR PRODUCT/SERVICE SOLVING AND WHY DOES YOUR TARGET MARKET NEED WHAT YOU'RE OFFERING?

WHAT DO YOU WANT THE CUSTOMER TO DO?

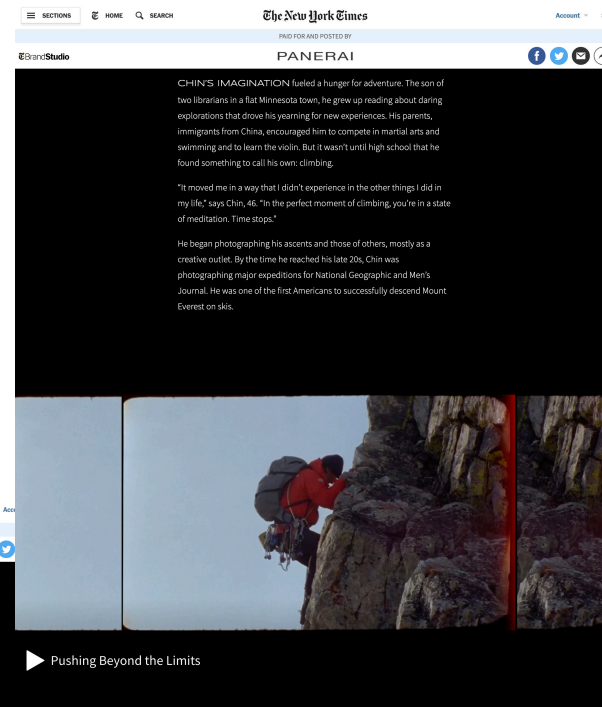
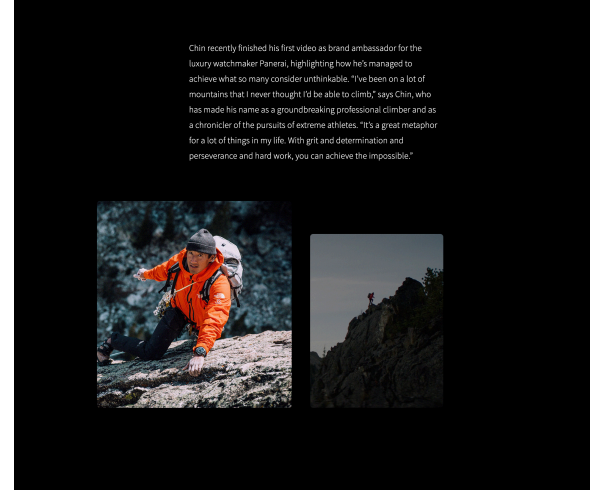
- Product -> Online store
- Product/service -> Pre-sale page, 'aditorial',
- Product/service -> Lead generator

WHAT RESOURCES DO YOU HAVE (CASH, TALENT, ETC.) TO BRING YOUR VISION TO LIFE?

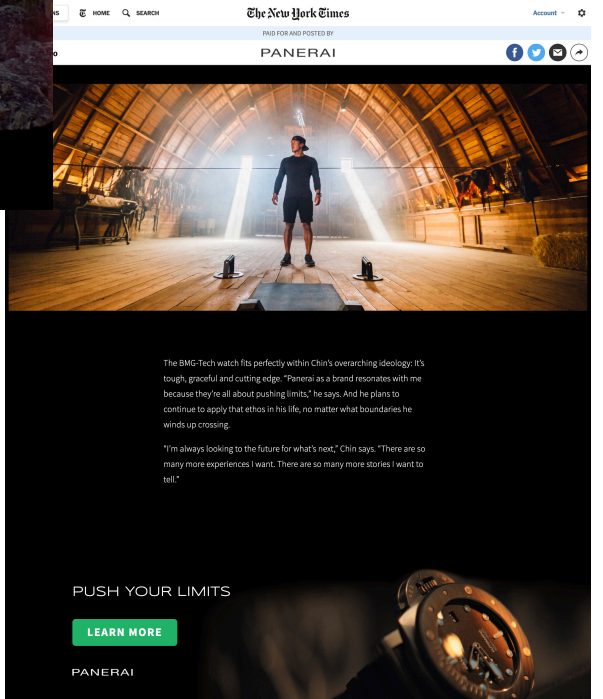


CREATIVE ELEMENTS:

- LOCATION PICS
- COPY
- VIDEO
- STUDIO PRODUCT PIC



'ADITORIAL' FOR PANERAI WATCHES



<https://www.nytimes.com/paidpost/panerai/modern-hero.html>

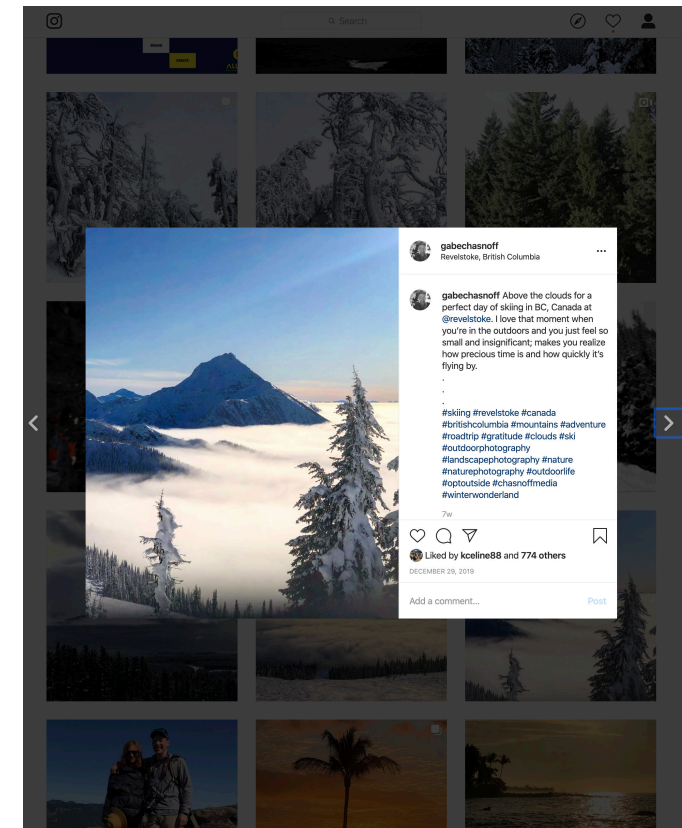


Recommendation 02

KNOW YOUR GOALS. SET SPECIFIC KPIs (key performance indicators).

CHOOSE SOMETHING MEANINGFUL TO YOUR FIRM!

- LIKES (SOCIAL VALIDITY)
- STARS/POSITIVE REVIEWS
- VIEWS/IMPRESSIONS (users saw content)
- ROA: Return on ad spend
- CPA: Cost per acquisition
- CPL: Cost per lead
- CPC: Cost per click
- FB RELEVANCE SCORE
- REVENUE
- LUNCH IN YOUR HONOR AT THE OFFICE



Recommendation 03

CREATIVE EMPATHY DRIVES SOCIAL (AND SALES)

USE IT ALL! PICS,
VIDEOS, ANIMATION

USE PROFESSIONAL,
AMATUER, THIRD-
PARTY. BUT KNOW
WHEN AND WHERE IT'S
APPROPRIATE

CREATE 2-4
VARIATIONS FOR EACH
TARGET MARKET
(AVATAR)

TELL A STORY

SOLVE A PAINPOINT

CREATE AN
OPPORTUNITY

USE TESTIMONIALS

CREATE CURIOSITY

AVOID DIRECT SALES



Recommendation 04

DON'T SWEAT THE DETAILS: IT ALL DEPENDS

GREAT MARKETING CONTENT COMES IN ALL DIFFERENT SHAPES AND SIZES. LET CUSTOMER FEEDBACK GUIDE YOU, NOT BIAS.

VIDEO: TIMECODE CAN VARY BASED ON CHANNEL, GOAL, AUDIENCE, ETC.

- :15 SHORT
- :30- TO :60-SECOND AD ON IG
- :60+ ON IGTV
- LOTS OF CASH TO BURN? TRY A LONG-FORMAT BRANDING CAMPAIGN



Recommendation **05**

THINK BIG PICTURE AND STRATEGY

THINK IN TERMS OF CAMPAIGNS, NOT INDIVIDUAL CREATIVE POSTS

- MARKETING AND ADVERTISING IS A LONG GAME – ESPECIALLY ON SOCIAL MEDIA. YOU NEED TIME TO MEASURE, EVALUATE, ADJUST.
- PROVIDES YOU WITH A 10,000' VIEW OF YOUR CAMPAIGN, PROGRESS, MISHAPS
- DETERMINES WHAT YOU WILL NEED TO BE SUCCESSFUL
- LET YOUR CUSTOMER DATA INFORM YOUR DECISIONS

**EPISODES ARE HOT!
THINK 'SERIES'**



Recommendation

06

THINK BIG PICTURE AND STRATEGY

TRENDING: THE VIDEO SERIES AND EPISODIC STORY STRUCTURE

CREATING A SERIES WITH NEW CONTENT IN EACH EPISODE GIVES **YOU** A REASON TO LAND IN PEOPLE'S INBOX AND SOCIAL FEEDS AND A REASON FOR **CUSTOMERS** TO OPEN YOUR CONTENT.

OTHER BENEFITS

- HELPS YOU FOCUS YOUR CONTENT AND MESSAGING
- CAN BE USED ACROSS MULTIPLE CHANNELS
- SHOWCASE YOUR SPECIALTY AND EXPERTISE



Dwell Well with Jess, *Episode 1: The Gorge*
@dwellwellwithjess



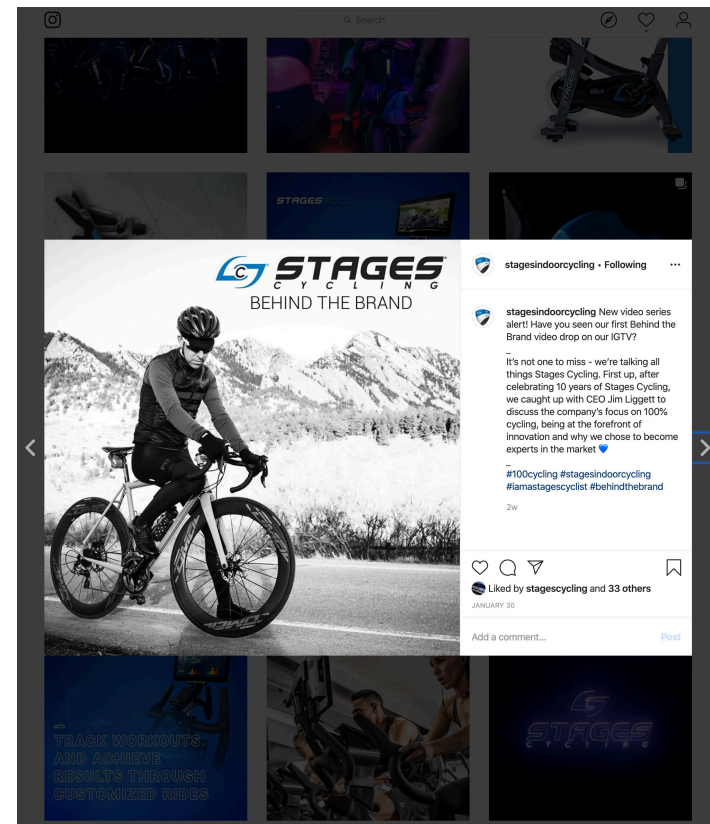
THINK BIG PICTURE AND STRATEGY

EXAMPLE: STAGES INDOOR CYCLING

GOAL: CONVEY FIRM'S BRAND DIFFERENTIATION, VALUES, CULTURE, SUPERIOR PRODUCT TO CUSTOMERS.

OUTCOME: MULTI-FACETED DIGITAL CAMPAIGN CALLED *BEHIND THE BRAND*, LAUNCHED ACROSS ALL CHANNELS

- VIDEO
- STILLS
- ANIMATION
- DATA STORYTELLING



Instagram:
@stagesindoorcycling

Recommendation

08

CREATE A CONTENT CALENDAR

- KEEPS YOU ON A CONSISTENT SCHEDULE
- CREATES CONSISTENCY WITH YOUR AUDIENCE
- PROVIDES YOU WITH A 10,000' VIEW OF YOUR CAMPAIGN
- CONVEYS WHAT YOU WILL NEED TO BE SUCCESSFUL
- IMPROVES TEAM COMMUNICATION
- ORGANIZED, ACTIONABLE APPROACH TO POSTING

WEEK	Video + Link	Channel	Post Date	Copy and CTA	Notes
2/24-2/29	Video: Collective Voice Link: /chaifive	ALL (Facebook, Instagram, Email)	24-Feb	Copy theme: Introduction to the SSDS Chai Five campaign and emotional connection to the Collective Voice video/story. CTA: schechter.org/chaifive	Post this video to all channels as a kick off to the Day of Giving campaign. Email content should include a link to the video via YouTube AND a direct link to the Chai Five donation site. See Addendum A for sample.
Launch Week	Static Content Post (TBD) Link: /chaifive	Facebook / Instagram	26-Feb	Copy: Excited to announce our upcoming Chai Five campaign on March 18th. It's an opportunity for our community to come together to support our students and the next generation of SSDS alumni. Learn more and donate now via the link in our bio. CTA: schechter.org/chaifive	Post a static image (campaign logo) as an additional introduction to Chai Five and the campaign. Focus on the sense of community. See Addendum E for sample.
	Video: Alumni #1 30 second Link: /chaifive	Facebook / Instagram	28-Feb	Copy: Reflecting on SSDS education and experience, impact on lives after graduation. CTA: schechter.org/chaifive	Ensure the CTA is the general Chai Five giving link since all will see this on social (not a targeted post).
	Video: Collective Voice Link: /chaifive	Bulletin	28-Feb	Copy: What is Chai Five, description of the Day of Giving. Focus on the WHY not the what. Goal is empathy and pulling heartstrings, not a direct ask. You're sowing the seeds for March 18th. CTA: schechter.org/chaifive	include in bulletin a note about the Chai Five campaign and giving day. Recommend embedding the Collective Voice video in the bulletin. If not possible to embed, include a link to the video via YouTube but also ensure there is a link in the bulletin the general Chai Five giving page. Don't skip out on writing impactful copy for in the YouTube description field
	3/1-3/8	Video: Parents of Alumni 60 second Link: /chaifive/parentsofalumni	Email	3-Mar	Copy: Speak to and reflect upon what is being said in the video. CTA: schechter.org/chaifive/parentsofalumni
Email	Video: Current Parents 60 second Link: /chaifive/currentfamilies	Email	3-Mar	Copy: Speak to and reflect upon what is being said in the video. CTA: schechter.org/chaifive/currentfamilies	March 3rd is a targeted email blast for specific audiences with new videos and content about the Chai Five campaign. Link video to YouTube and ensure that the email has the Chai Five giving link specific to that audience. *reference email
	Video: Alumni 60 second	Email	2-Mar	Copy: Speak to and reflect upon what is being said in the video.	March 3rd is a targeted email blast for specific audiences with new videos and content about the Chai Five campaign. Link video specific video to YouTube and ensure that the email

Recommendation

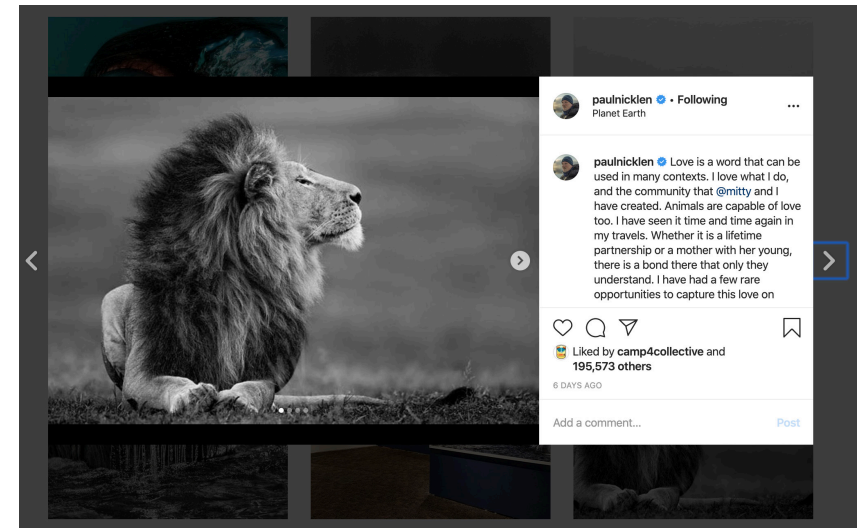
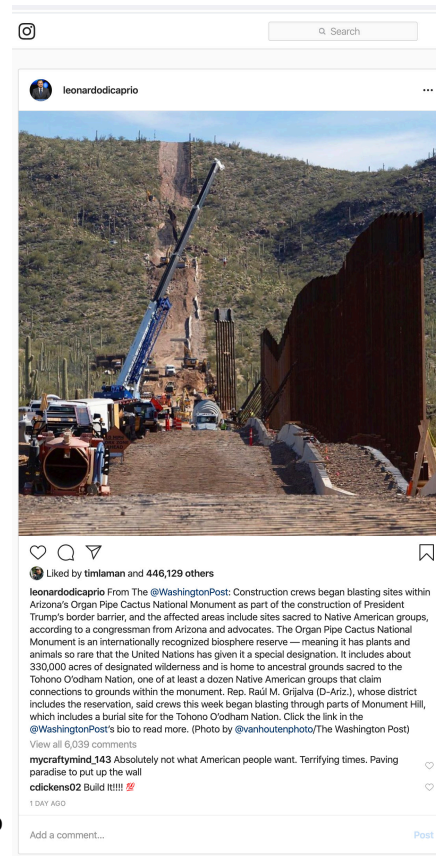
09

SOCIAL MEDIA COPY DON'T BE LAZY

TRENDING: THE MICROBLOG

- POSTS ON SOCIAL CHANNELS LIKE FACEBOOK, TWITTER, AND INSTAGRAM ARE GETTING LONGER AND LONGER (THOUGH QUICKER AND SHORTER THAN THE TRADITIONAL BLOG). WHAT GIVES?
- STORYTELLING
- EMPATHY
- DESIRE FOR PERSONAL CONNECTION
- EDUCATION

IG: @leonardodicaprio

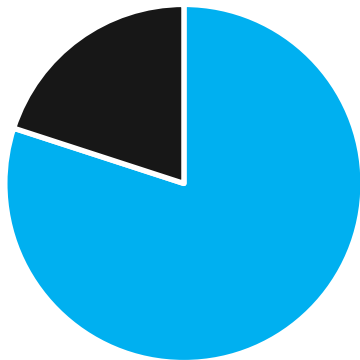


IG: @paulnicklen

VIDEO TRENDS 10

VIDEO TRENDS

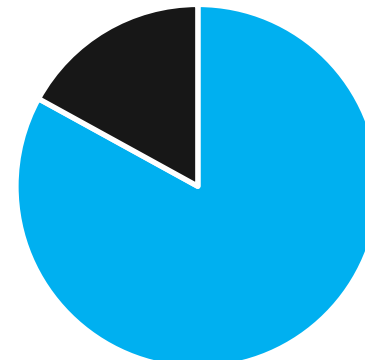
VIDEO TRAFFIC



Source: Vidyard/Marketo

80% OF THE WORLD'S INTERNET TRAFFIC
WILL BE VIDEO BY 2021

CONTENT DRIVER



83% OF MARKETERS REPORT THAT VIDEO IS
BECOMING A MORE IMPORTANT CONTENT TYPE
FOR DRIVING BUSINESS RESULTS

TIPS & TRICKS 11

TIPS AND TRICKS

FAKE THE 2-CAMERA LOOK

- SHOOT AT 4K AND PLACE ON A 1080 TIMELINE. THIS WILL ALLOW SCALING WITHOUT LOSING VIDEO QUALITY. GREAT FOR INTERVIEWS

INVESTIGATE KEYWORDS/SEARCH QUERIES

- FIND OUT WHAT KEYWORDS/SEARCHES PEOPLE ARE USING IN THEIR SEARCHES...AND USE THEM!

SCATTER VIDEO

- IMPROVE SEO BY SCATTERING VIDEOS ACROSS ALL OF YOUR WEB PAGES

MIND YOUR TITLES

- USE RELEVANT KEYWORDS IN YOUR CONTENT TITLES AND DESCRIPTIONS

<https://www.wordstream.com/blog/ws/2012/12/10/three-types-of-search-queries>



Thank **You**

www.chasnoffmedia.com

Instagram: [@gabechasnoff](https://www.instagram.com/gabechasnoff)

Questions? Please contact me at
gabe@chasnoffmedia.com