

Growth Marketing Strategies: Creative Content

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Creative Content Through a Strategic Lens

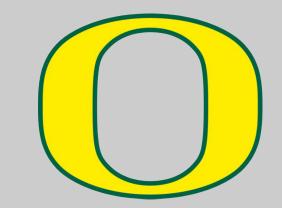
RECOGNIZE THAT THERE IS MORE TO MARKETING AND ADVERTISING THAN THE ARTWORK, COPY, DESIGN.

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.







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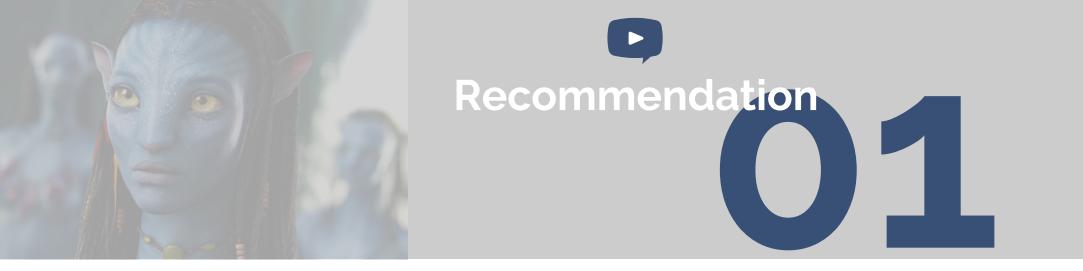
BA CINEMA/TELEVISION FROM

UNIVERSITY OF SOUTHERN CALIFORNIA

MBA UNIVERSITY OF OREGON

CREATED NTI UPSTREAM IN 2004 MULTIMEDIA HEALTHCARE

CREATED CHASNOFF MEDIA IN 2014 VIDEO + MARKETING + STRATEGY



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.

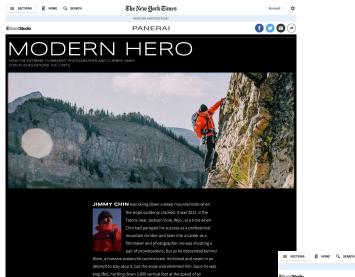
> YOUR ANSWERS WILL INFORM YOUR CONTENT!

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?



y atop II, but the snow overwhelmed him. Soon he was ling down 2,000 vertical feet at the speed of an nereering along a freeway. dered how I was gonna die," Chin thought. "And now I

Miraculously, he not only survived but also walked away with hardly a scratch. After a period of introspection, Chin refused to end his pursuit of adventure. In fact, he doubted down, As chronicled in his documentary "Meru," (Chin and his chinding partners continued to chase the seemingly impossible dream of summitting the mountain

CREATIVE ELEMENTS:

- LOCATION PICS
- COPY
- VIDEO
- STUDIO PRODUCT PIC

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The New York Times

PANERAI

CHIN'S IMAGINATION fueled a hunger for adventure. The son of two librarians in a flat Minnesota town, he grew up reading about daring explorations that drove his yearning for new experiences. His parents,

"It moved me in a way that I didn't experience in the other things I did in my life," says Chin, 46. "In the perfect moment of climbing, you're in a state

He began photographing his ascents and those of others, mostly as a creative outlet. By the time he reached his late 20s, Chin was Account 🕤 📫

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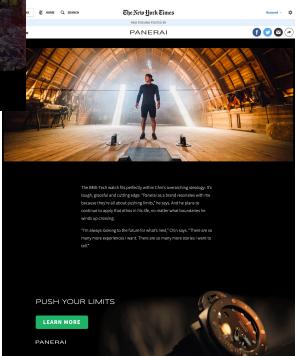
Pushing Beyond the Limits

SECTIONS & HOME Q SEARCH

Chin recently finished his first video as brand ambassador for the lucury watchmaker finneral, inglighting how he's managed to achieve what so many consider untilinidade. "We been on a lod of mountains that I never thought 10 be able to climb," says Chin, who has made his name as a goondbeaking professional climber and as a chonciler of the possible of deema mathematics. "Us a goat metaphor for a lot of things in my life. With gr and determination and perspresence and his dow, vocu can able the Timosofie."



'ADITORIAL' FOR PANERAI WATCHES



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

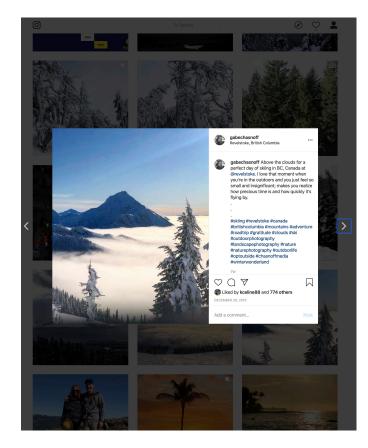




KNOW YOUR GOALS. SET SPECIFIC KPIs (key performance indicators).

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





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



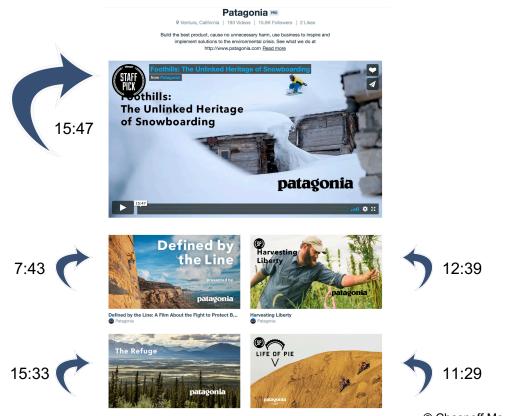


DON'T SWEAT THE DETAILS: IT ALL DEPENDS

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



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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





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 MULTUPLE CHANNELS
- SHOWCASE YOUR SPECIALTY AND EXPERTISE



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



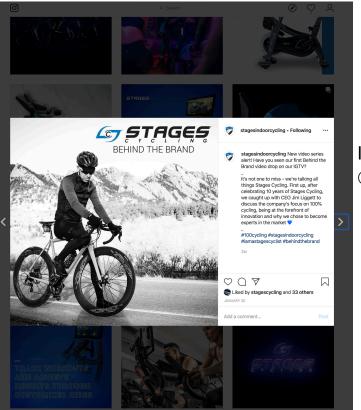
THINK BIG PICTURE AND STRATEGY

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



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

В	С	D	E	F	G
/EEK	Video + Link	Channel	Post Date	Copy and CTA	Notes
24-2/29					
	Video: Collective Voice Link: /chaifive	ALL (Facebook, Instagram, Emai	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 th video via YouTube AND a direct link to the Chai Five donation site. See Addendum A for sample.
h 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.
Launc	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 a 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 al giving day. Recommend embedding the Collective Voice video in the bulletin. If not possible to embed, include a li to the video via YouTube but also ensure there is a link in bulletin the general Chai Five giving page. Don't skip out writing impactful conv for is the YouTube description for
/1-3/8	· · · · · · · · · · · · · · · · · · ·			· · · · · · · · · · · · · · · · · · ·	
	Video: Parents of Alumni 6o 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	march gro is a targeted email bast for specific avoiences new videos and content about the Chai Five campaign. Li video to YouTube and ensure that the email has the Chai giving link specific to that audience. See Addendum E for
ē	Video: Current Parents 6o 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	ଲିଶିଟିର୍ଜୀ ସ୍ଥାର a targeted email blast for specific audiences new videos and content about the Chai Five campaign. Li video to YouTube and ensure that the email has the Chai giving link specific to that audience. *reference email
	Video: Alumni 6o second	Email	a-Mar	Copy: Speak to and reflect upon what is being said in the video.	ៅវាដាក់ ភ្នំលំ is a targeted email blast for specific audiences new videos and content about the Chai Five campaign. Li video specific video to YouTube and ensure that the ema



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



Arizona's Organ Pipe Cactus National Monument as part of the construction of President Trump's border barrier, and the affected areas include sites sacred to Native American groups,

according to a congressman from Arizona and advocates. The Organ Pipe Cactus Nationa Monument is an internationally recognized biosphere reserve — meaning it has plants and animals so rare that the United Nations has given it a special designation. It includes about 30,000 acres of designated wilderness and is home to ancestral grounds sacred to the

connections to grounds within the monument. Rep. Raúl M. Grijalva (D-Ariz.), whose distric includes the reservation, said crews this week began blasting through parts of Monument I which includes a burgia jet for the Tohopo Ordeham Nation. Click the link in the

ohono O'odham Nation, one of at least a dozen Native American groups that clain

@WashingtonPost's bio to read more. (Photo by @vanhoutenphoto/The Washington

mvcraftvmind 143 Absolutely not what American people want. Terrifying times. Pavin

Add a comment



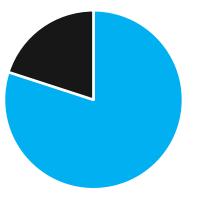
IG: @paulnicklen

IG: @leonardodicaprio



VIDEO TRENDS

VIDEO TRAFFIC

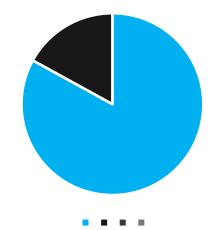


Source: Vidyard/Marketo

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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 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

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Thank You

www.chasnoffmedia.com

Instagram: @gabechasnoff

Questions? Please contact me at gabe@chasnoffmedia.com