

Sleeping **GIANT** media



VISIT HERTS



Sleeping **GIANT** media

MAKING AWESOME CONTENT

right now....

With Danny Windsor

Danny Windsor

Snr Brand & Marketing Manager
Sleeping Giant Media & Giant Campus

Danny Windsor



@SleepingGiantM



Sleeping Giant Media



sleepinggiantmedia



Amber Vellacott

Content Marketing Lead
Sleeping Giant Media & Giant Campus

Amber Vellacott



@SleepingGiantM



Sleeping Giant Media



sleepinggiantmedia



By the end of the session, the delegates will be able to:

1. Identify the characteristics of good engaging creative content and how that can be applied across their marketing channels.
2. Incrementally improve the quality of their content across a range of digital formats and channels to improve goal completion.
3. Plan to optimise, distribute and promote this content for optimised performance.

Sleeping **GIANT** media



GIANT

I need a Zoom nap

Zoom Fatigue: Why Video Conferencing Is Exhausting And Mentally Draining & What You Can Do To Alleviate The Pain

Why are we all so tired after a video call? We used to be so fresh and witty, but our brains are calling out for a nap as soon as we hang up our webcams!

For those of you, like myself, who has been on countless Zoom calls or video conferences, it's safe to agree that "Zoom fatigue" is definitely a thing. No matter the contents of the meeting, chat or shoot, there's some kind of exhaustive and mentally draining effect that they have on you.

But why is it more draining than the normal face-to-face interaction that seems like such a distant memory? "tired"

Why are video calls & Zoom's so mentally draining?

Well, you might not realize it, but you're definitely feeling it. Our brains are working MUCH harder in these video chats.



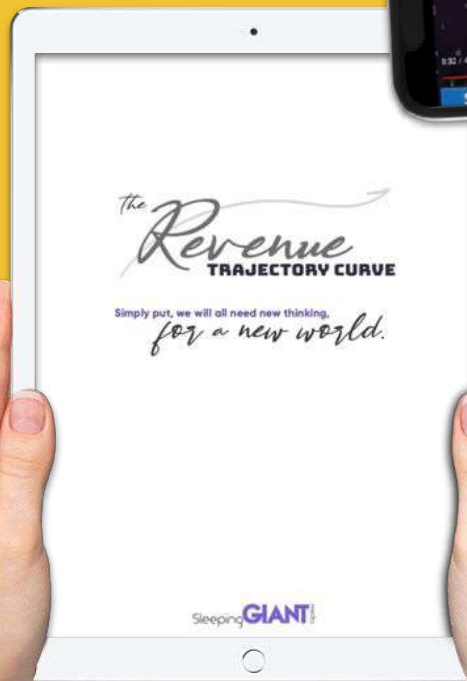
Your Story on

YOUTUBE'S GIFT TO ALL CREATORS - NEW AUDIENCE ACTIVITY INSIGHTS!

DIGITAL NEWS ROUNDUP

WISDOM, TECHNOLOGY AND MORE
NICOLE R. HUGHES @RUBIKS

STAY HOME



The Revenue
TRAJECTORY CURVE

Simply put, we will all need new thinking,
for a new world.

Sleeping **GIANT**



Scaling Between SEO vs PPC: Which One Fit Your Business Marketing?

9:32 / 4:44

SEO PPC

SEARCH ENGINE OPTIMIZATION

SOCIAL CONTENT



Hand- Up Game

Virtual Ice Breaker

THE RULES

1. Play for fun
2. Choose either 1 or 2, and type it in chat
3. If you get it wrong you are out.

1

WHAT WAS SEARCHED MORE?

Worldwide ▾

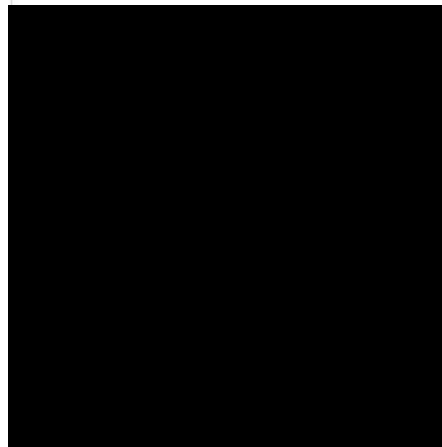
Past 30 days ▾

● **TESCO**
Search term



2

● **NHS**
Search term



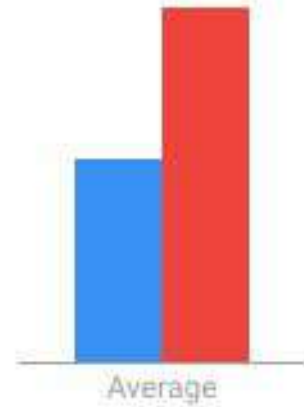
1

WHAT WAS SEARCHED MORE?

Worldwide ▾

Past 30 days ▾

● TESCO
Search term



WHAT WAS SEARCHED MORE?

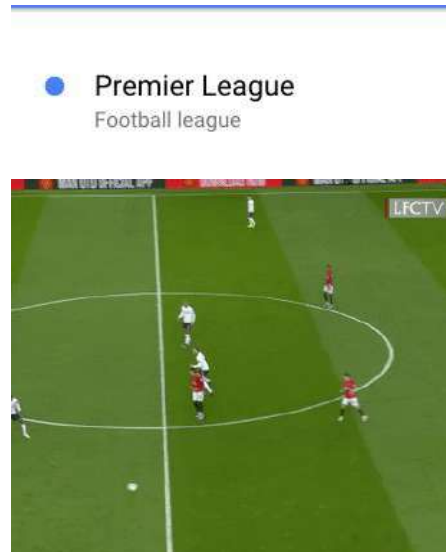
Worldwide ▾

Past 30 days ▾

1



2

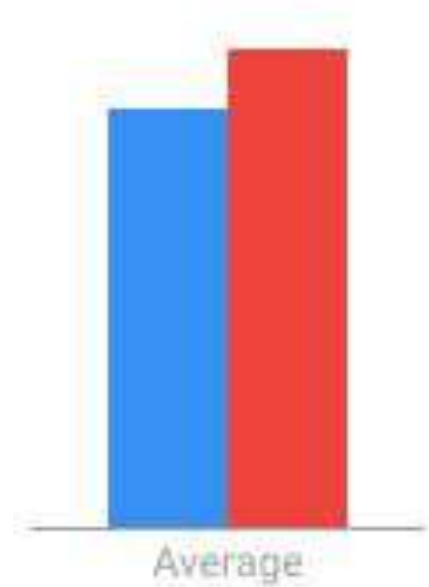
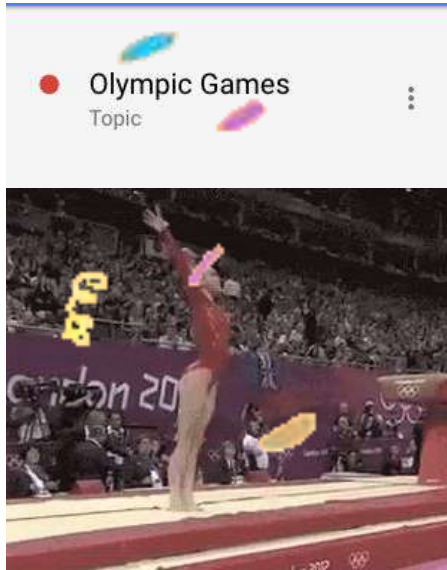


1

WHAT WAS SEARCHED MORE?

Worldwide ▾

Past 30 days ▾



WHAT WAS SEARCHED MORE?

Worldwide ▾

Past 30 days ▾

1



2

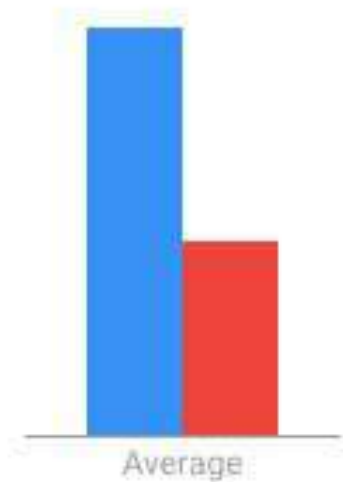


WHAT WAS SEARCHED MORE?

Worldwide ▾

Past 30 days ▾

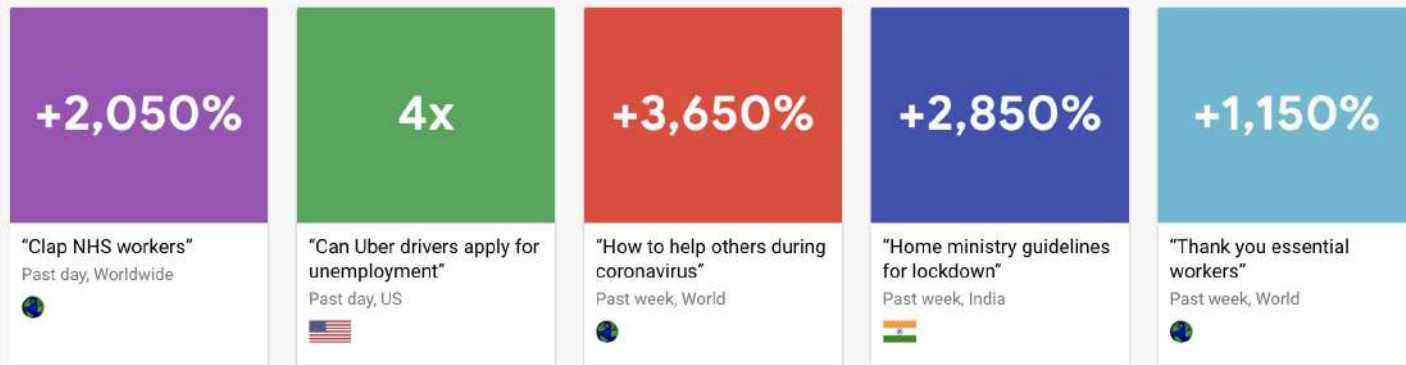
2



● take away
Search term



DATA GIVES US TRENDS
TRENDS GET US BEHAVIOURS
BEHAVIOURS GET US CUSTOMERS.



HOLD-UP DANNY

What's all this about data?



MAKING AWESOME CONTENT

right now....

With Danny Windsor


What
ACTUALLY
makes good content?

content¹ *noun*



OPAL W

OPAL S

 /'kɒntent/

 /'kɑːntent/

- 5 ★  [uncountable] (*computing*) the information or other material contained on a website or other digital media
- *digital/video/online content*
 - *We plan to spend more on **creating content** for the website.*
 - *delivering premium content to users*
 - *a method of **sharing content** over the internet*
 - *to **stream/access/consume/view content***
 - *content management*
 - *content providers such as Netflix and Amazon*

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

Content marketing is a **strategic** marketing approach focused on creating and distributing **valuable, relevant, and consistent** content to attract and retain a **clearly defined audience** — and, ultimately, to drive **profitable customer action**.

Benefits of...
CONTENT

BRAND-



AWARENESS



LOYALTY



ADVOCATES

APPEAL + QUALITY + GOALS

= GOOD CONTENT

APPEAL

Viral - ability

Audience

Educate, Entertain, Engage

Reminisce/ Nostalgia

QUALITY

GOALS

APPEAL

Viral - ability

Audience

Educate, Entertain, Engage

Reminisce/ Nostalgia

QUALITY

Production

Optimisation

Distribution

New Expectations

GOALS

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GOALS

Objectives

Measurement

Improvement

APPEAL

APPEAL

Viral - ability

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Educate, Entertain, Engage

Reminisce/ Nostalgia

QUALITY

Production

Optimisation

Distribution

New Expectations

GOALS

Objectives

Measurement

Improvement

EDUCATE

Places have history & stories

ENTERTAIN

Give them a positive 30 seconds

ENGAGE

Reminisce/ Nostalgia

APPEAL

Viral - ability

Audience

Educate, Entertain, Engage

Reminisce/ Nostalgia

QUALITY

Production

Optimisation

Distribution

New Expectations

GOALS

Objectives

Measurement

Improvement

But...

WHY BOTHER

Making good content?

GOALS

SEE

THINK

DO

CARE

Social Media shares -
Blogs/Gifs/Memes -
Competitions -
Campaigns -

SEE

- Video
- User Gen Content (viewing)
- Testimonials
- Search Engine Optimisation
- Paid Social Ad

THINK



DO

CARE

- Social Media shares
- Blogs/Gifs/Memes
- Competitions
- Campaigns

SEE

THINK

- Video
- User Gen Content (viewing)
- Testimonials
- Search Engine Optimisation
- Paid Social Ad



- Remarketing
- Email (Split testing)
- Offers/Discount Content
- Influencer/Outreach

DO

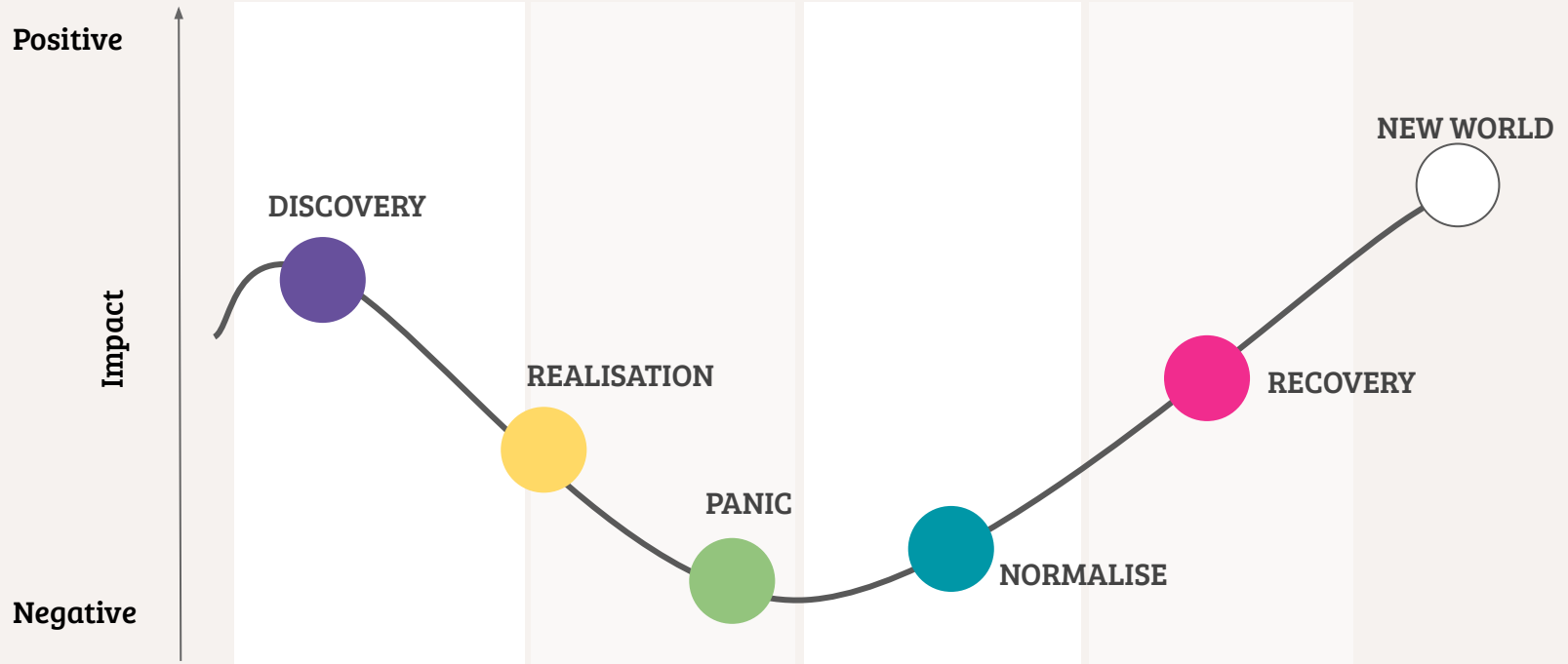
CARE

- Video
- User Gen Content (making)
- WoM



the **Pandemic**
CHANGE CURVE

Pandemic Trend Curve (un-official)



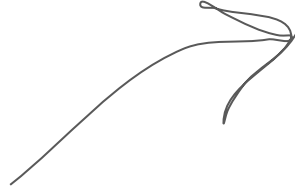
WHAT HAS CHANGED?

- Social Media Engagement Up
- Altered best time to posts
- Cheaper paid reach/clicks
- New search terms being used
- Focus on socially conscious business
- Consumer focus local first
- Focus on digital experiences
- Nostalgia and reflection focus

CHANGES TO

average amount of posts per day
in tourism & travel sector over all networks during COVID-19

-4.4



Our Templates for planning for the new world.

OUR TEMPLATE FOR PLANNING FOR THE NEW WORLD

"It's pretty safe to say that things are going to be a little bit different around here for a while."

With that in mind, we as a business have been busy planning, firstly in reacting to the situation and responding, but essentially coming to terms with the changes. We now we find ourselves planning for whatever this New World looks like.

You might be forgiven for wondering how we can plan for the unexpected and unprecedented times, and you would be right. But without taking along term look we could quickly slip behind. We adapted the traditional grief/ change curve to reflect the current situations we find ourselves in. Using this, we're able to help work out where we were and where we want to be.

Traditional Change Curve

Pandemic Trend Curve

You can use the curve to self identify, and then look forward to see what needs to change to survive now, as well as plan for the future.

From all this planning we have put together this handy template. To make it work for you; firstly choose from the list of behaviours (A) or come up with your own that might change over the coming weeks, months and years. Then look at that behaviour change in the following nine contexts. We have created the templates on the next page to help ask yourself three important questions, both for recovery and for the new world sections of the curve.

OUR TEMPLATE FOR PLANNING FOR THE NEW WORLD

| Will that business? | Impact Rating | 2. Where are my opportunities? | 3. What actions are needed? |
|--|--------------------|---|--|
| Client calls, key, less cost, tel benefits, opportunities rely | HIGH MED LOW | Create an awesome online virtual experience they won't forget. Blow them away. Less Cost. | Invest in remote tech and knowledge. Replicating the office experience |

A. Changing Behaviours

- More remote communications
- Avoidance of traditional retail
- Uptake in video conferencing
- Less travel
- International travel reduction
- More value on work/ life balance
- Remote exercise/ Focus on home exercise
- Digital healthcare
- Focus on home exercise
- Use of cash (paper money)
- More flexi working
- Localised supply chain
- Mass gatherings for some
- Continuity planning focus
- Wider acceptance of flexi and remote working
- Uptake in digital meeting and communication
- More community awareness
- More time spent at home
- Remote family gatherings/ community
- Uptake in digital meeting and communication
- Mass gatherings for some
- More self reliance
- Isolationist
- Better awareness of hygiene
- High physical touch point avoidance
- Self service uptake
- Lower appetite for risk

B. Context

- Technology
- Travel
- Health & Well-being
- Work & Finance
- Community & Family
- Fun & Recreation
- Human psychology
- Society
- Environmental

C. The Questions

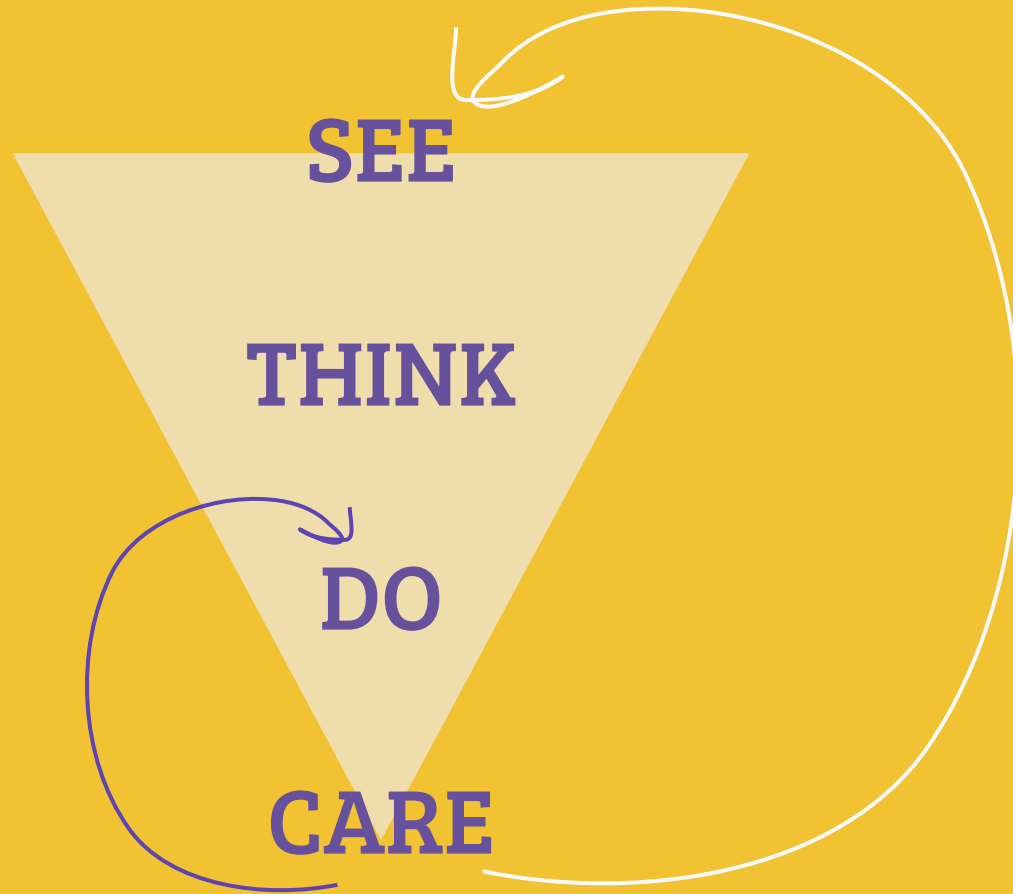
1. What behaviour will change?
2. How will that impact my business?
3. Where are the opportunities?

RE CONTENT

skills and business planning.

via any of our giants.

sleepinggiantmedia.co.uk | 01303 260715



**WHAT'S AT THE
END OF YOUR
FUNNEL?**

HOW HAS THAT CHANGED?

FOLLOWING = REACH

REACH = ENGAGEMENT

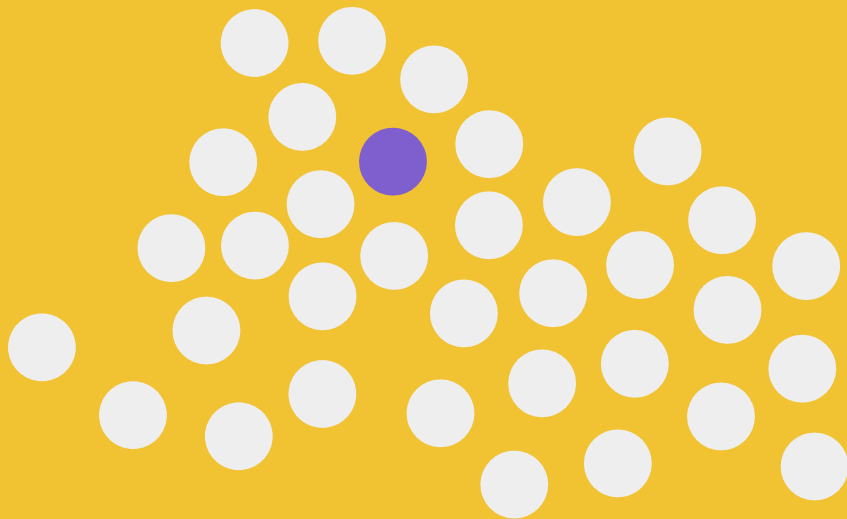
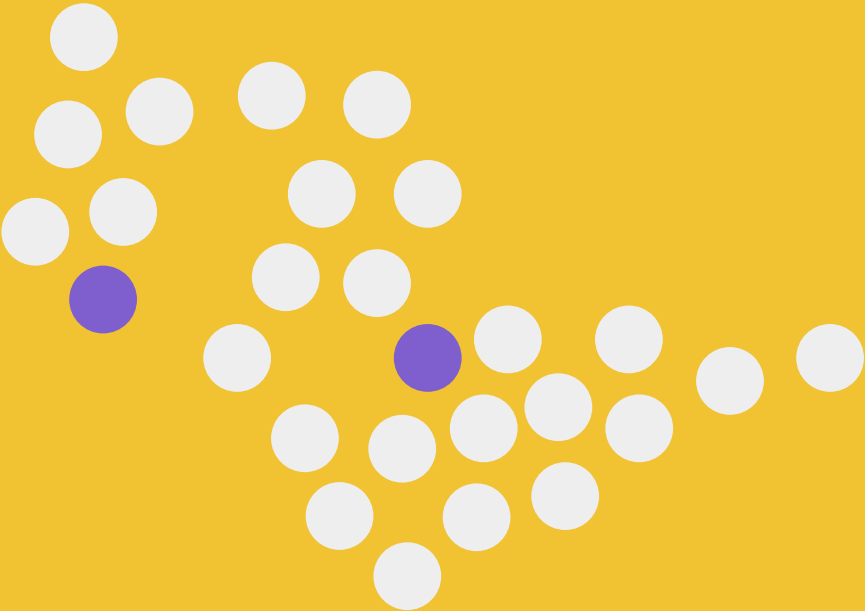
ENGAGEMENT = FOLLOWING

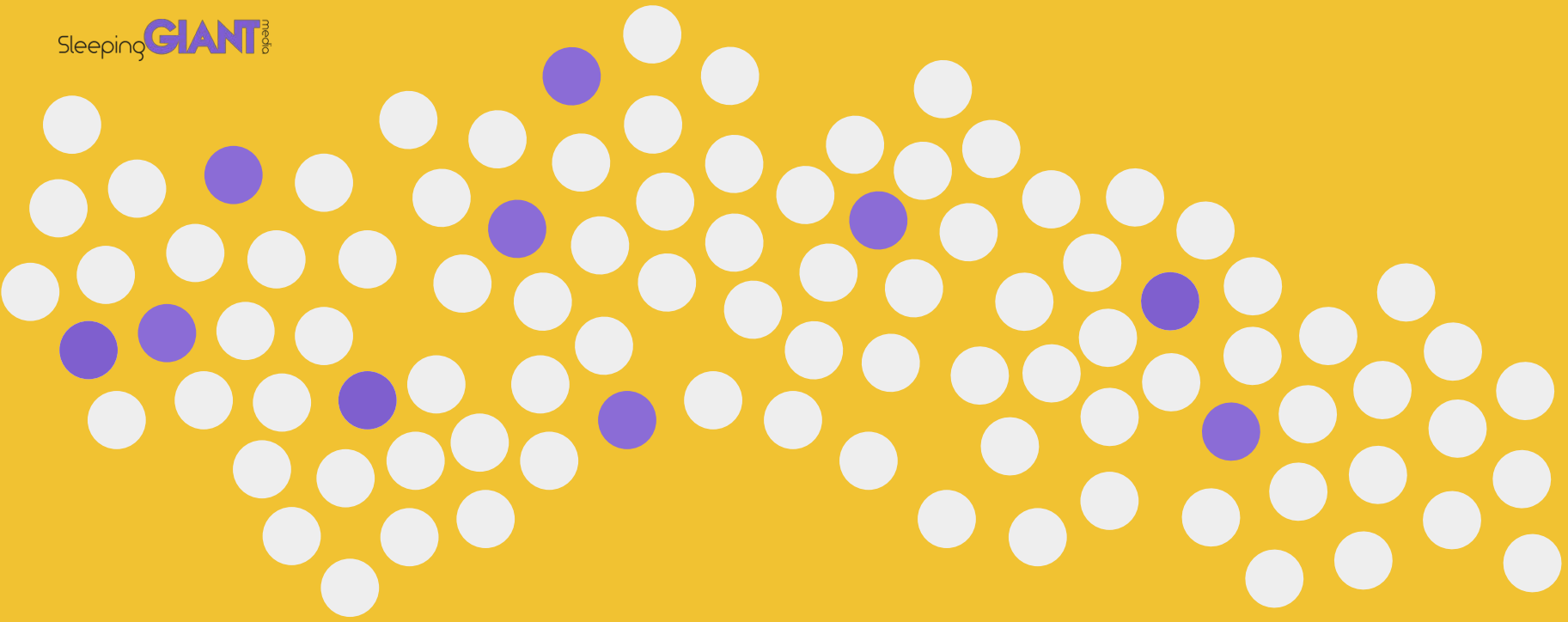
2 x FOLLOWING = 2 x REACH

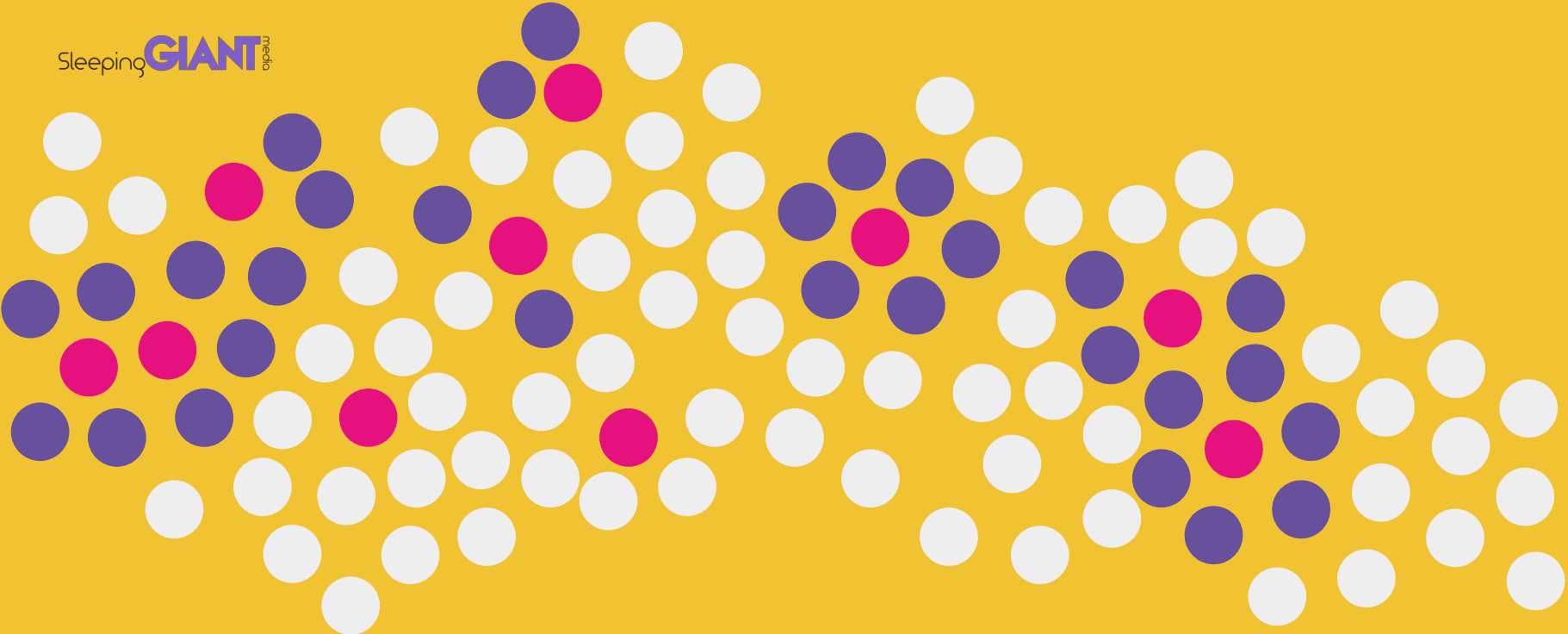
2 x REACH = 2 x ENGAGEMENT

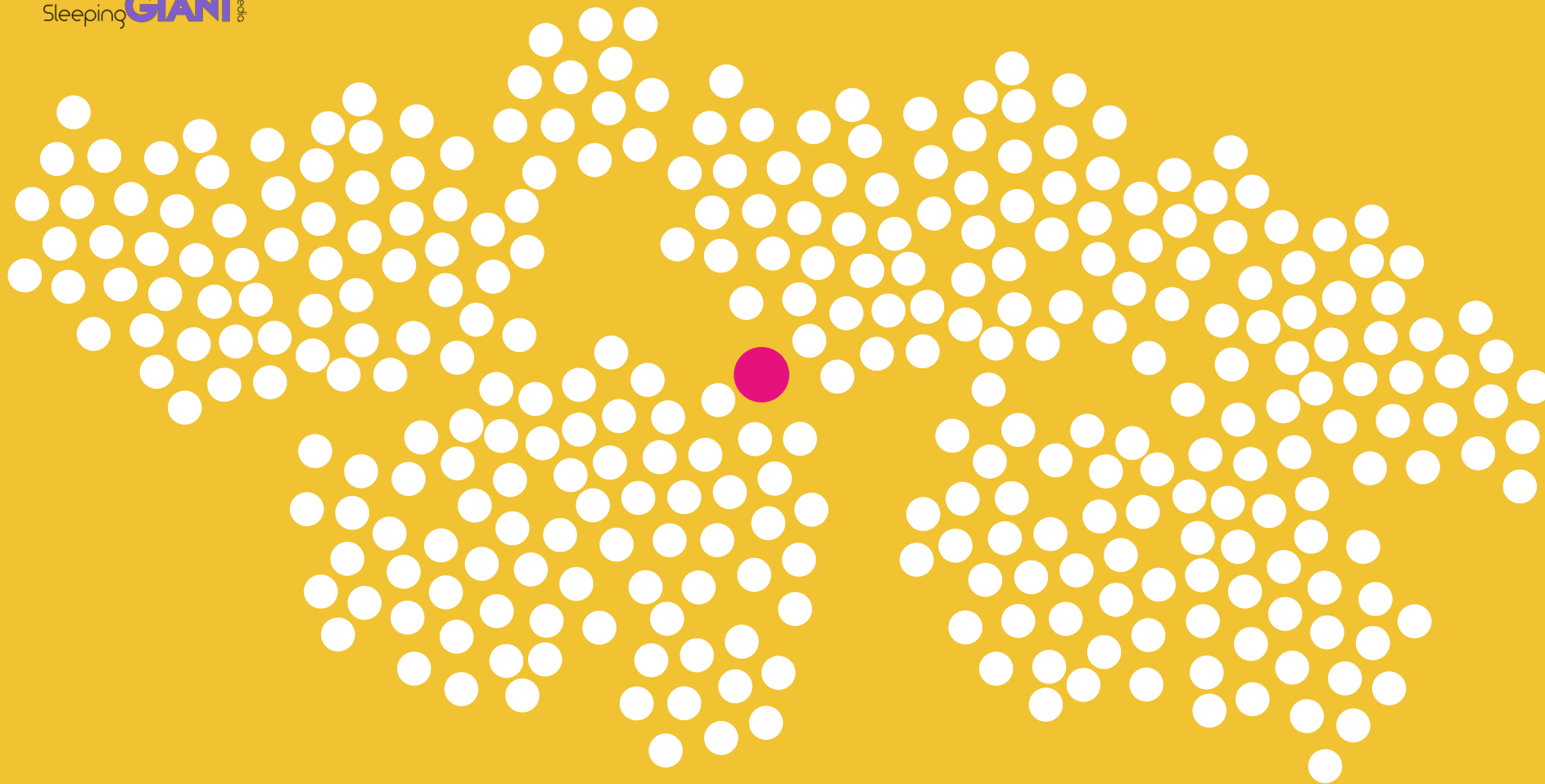
2 x ENGAGEMENT = 4 x FOLLOWING

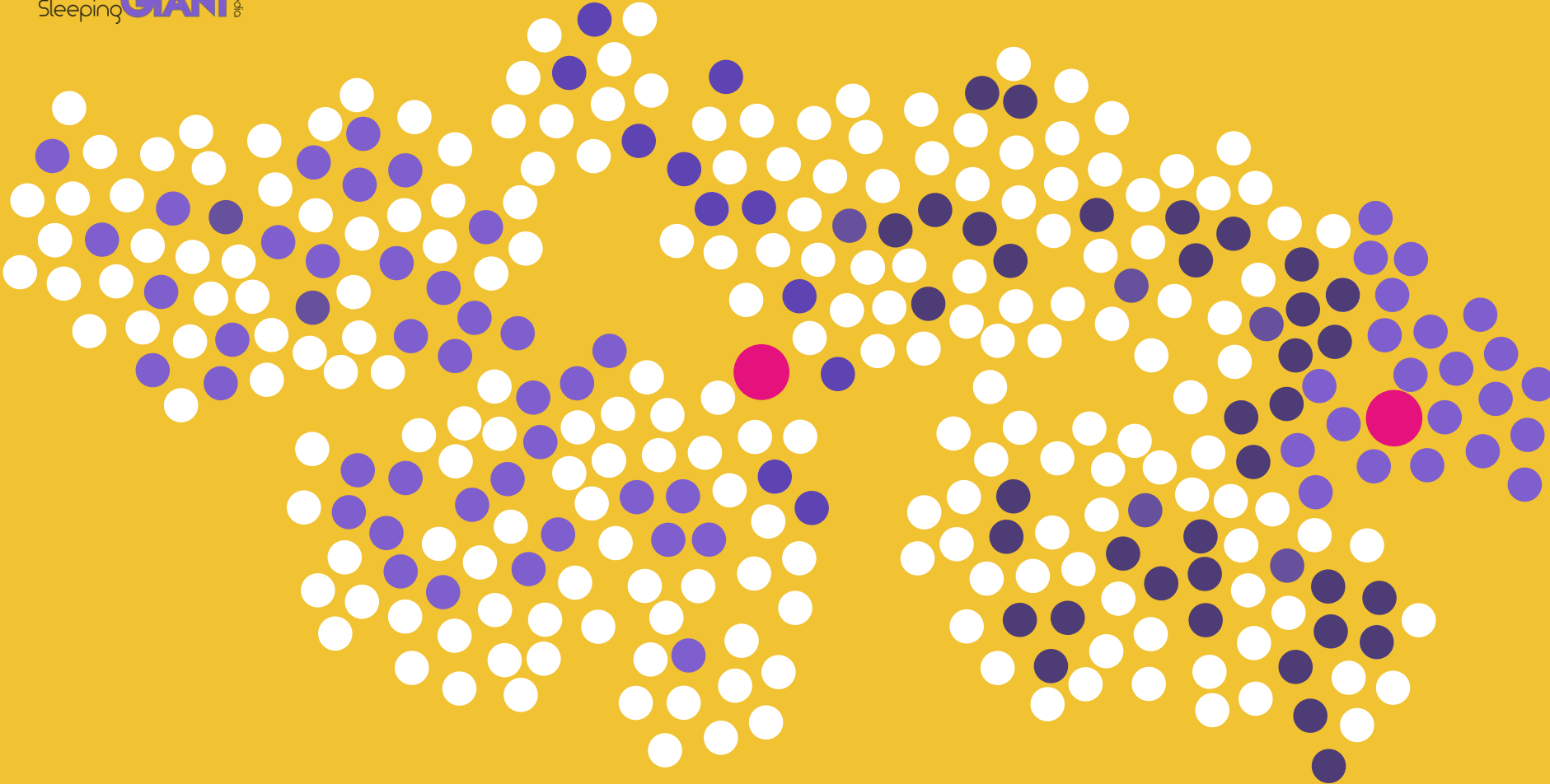
RIGHT CUSTOMER
RIGHT TIME



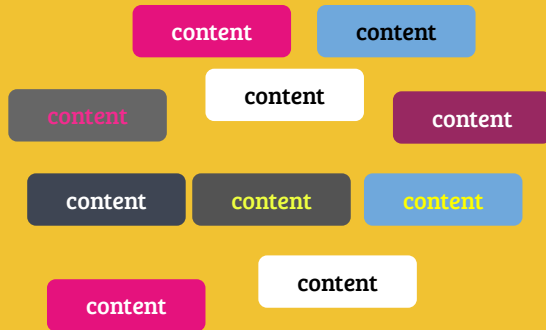




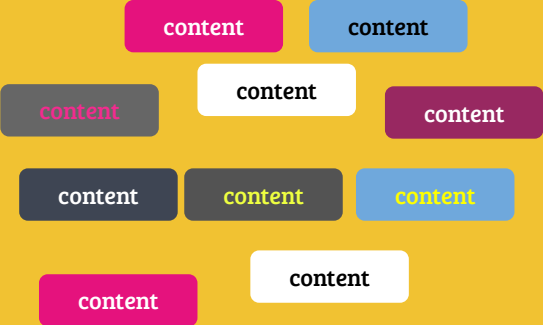




CONTENT



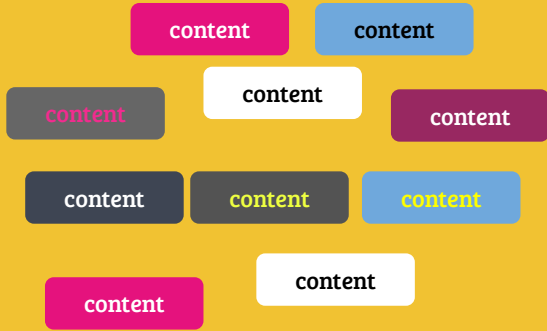
CONTENT



AUDIENCE



CONTENT



CHANNELS



AUDIENCE



DISTRIBUTION

EMAIL

SEO

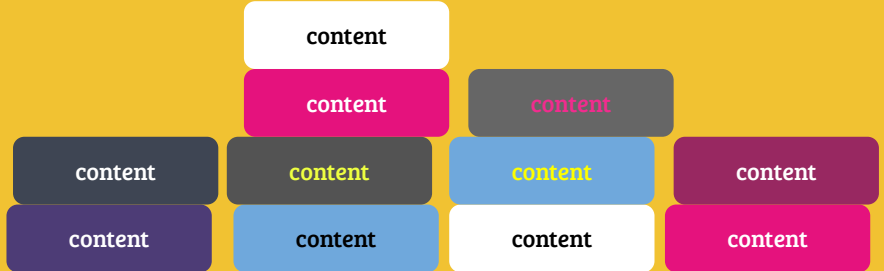
PPC

NETWORKS

OUTREACH

SOCIAL MEDIA

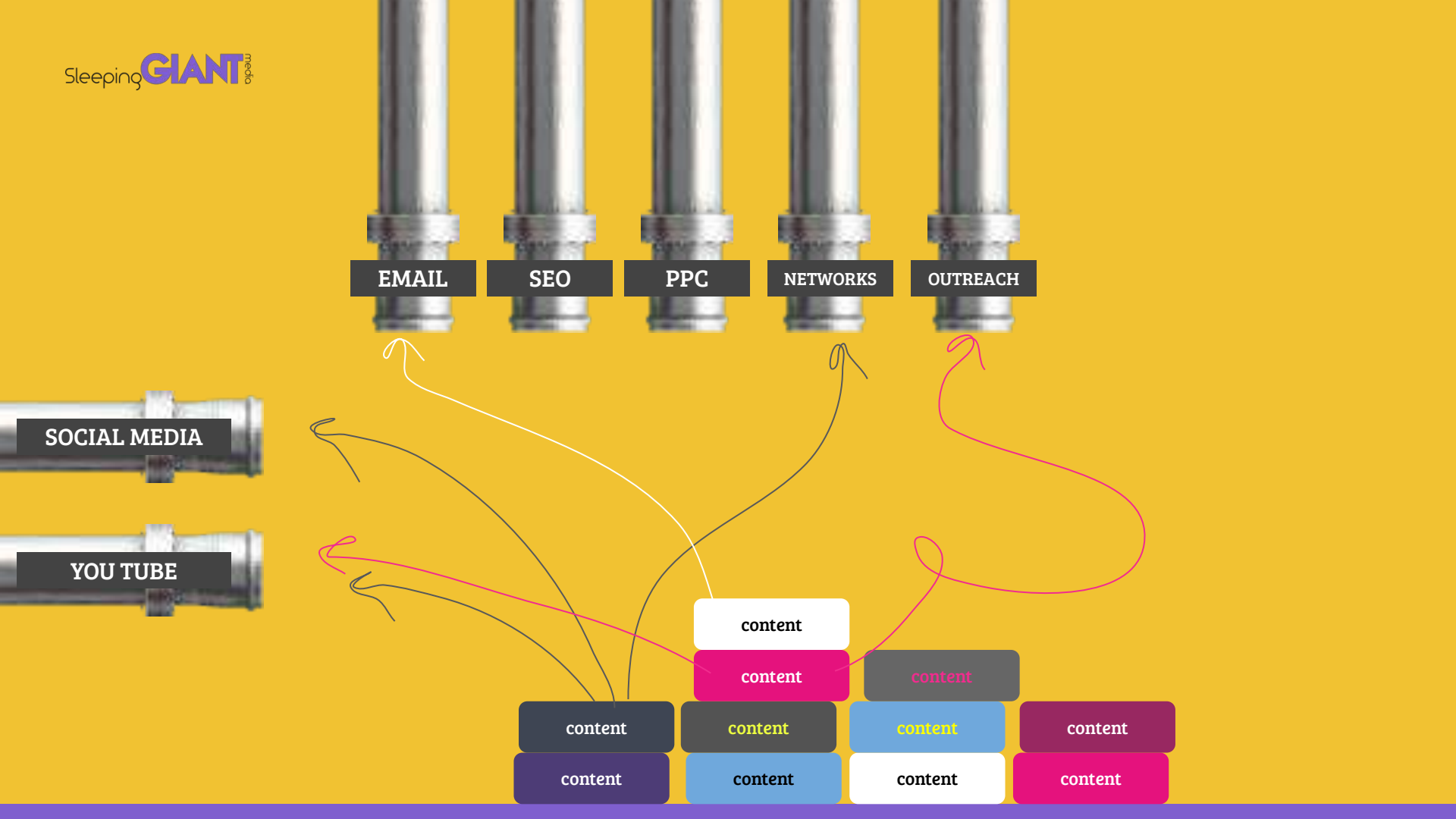
YOU TUBE



Which funnels to use?

Two Questions?

- 1) Which people are at the end of which funnels?**
- 2) What are their motivations to engage?**



An example...

Objective: To grow the Facebook Page

Goal: +500 New page followers

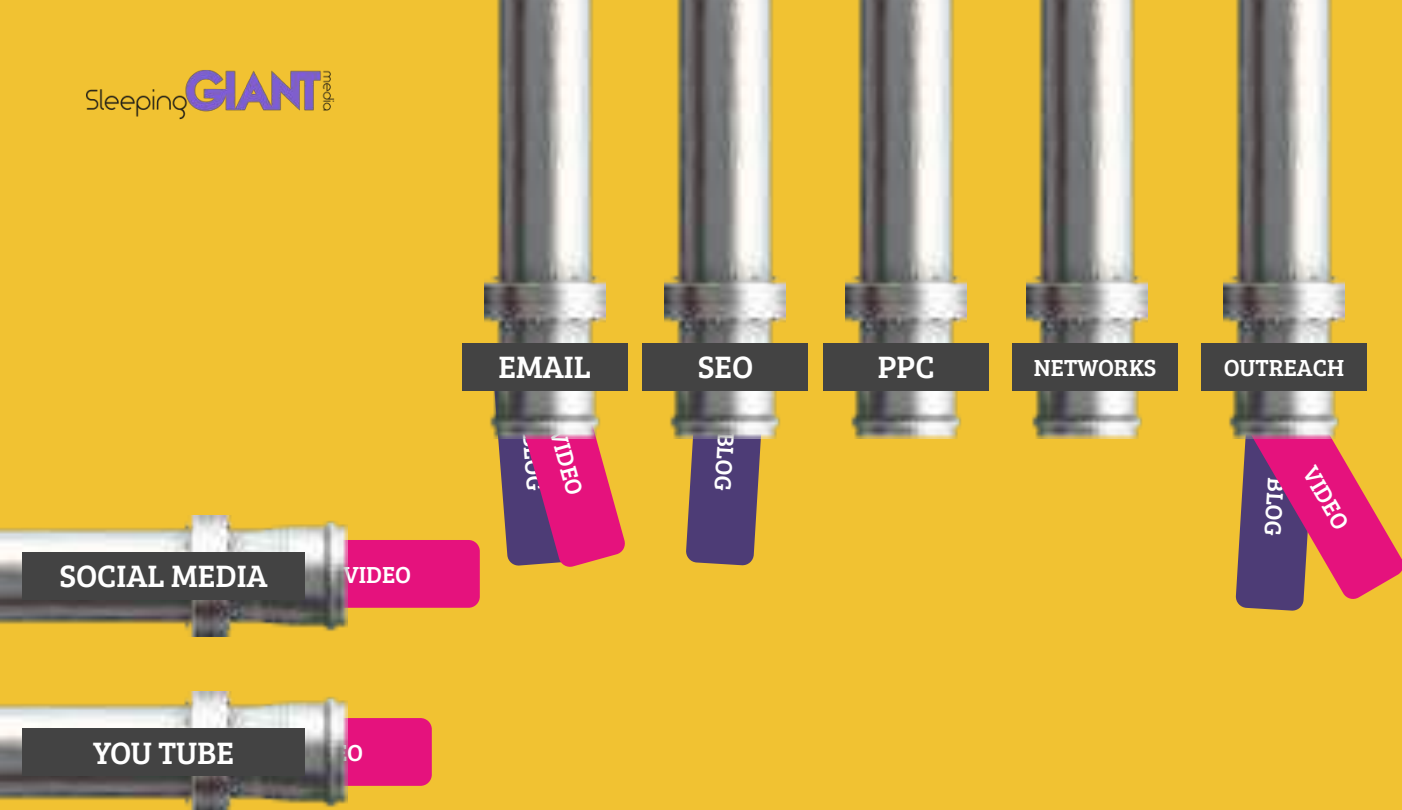
Time: 4 weeks

VIDEO

Highlights of the past 10 years

BLOG

Certain important people's
memories during that period



An example...

Objective: To grow the Facebook Page

Goal: +500 New page followers

Time: 4 weeks

VIDEO

Highlights of the past 10 years

BLOG

Certain important people's
memories during that period

We adjust the CTA or purpose of the content per Channel

EMAIL

SEO

PPC

NETWORKS

OUTREACH

SOCIAL MEDIA

YOU TUBE

BLOG
VIDEO

BLOG

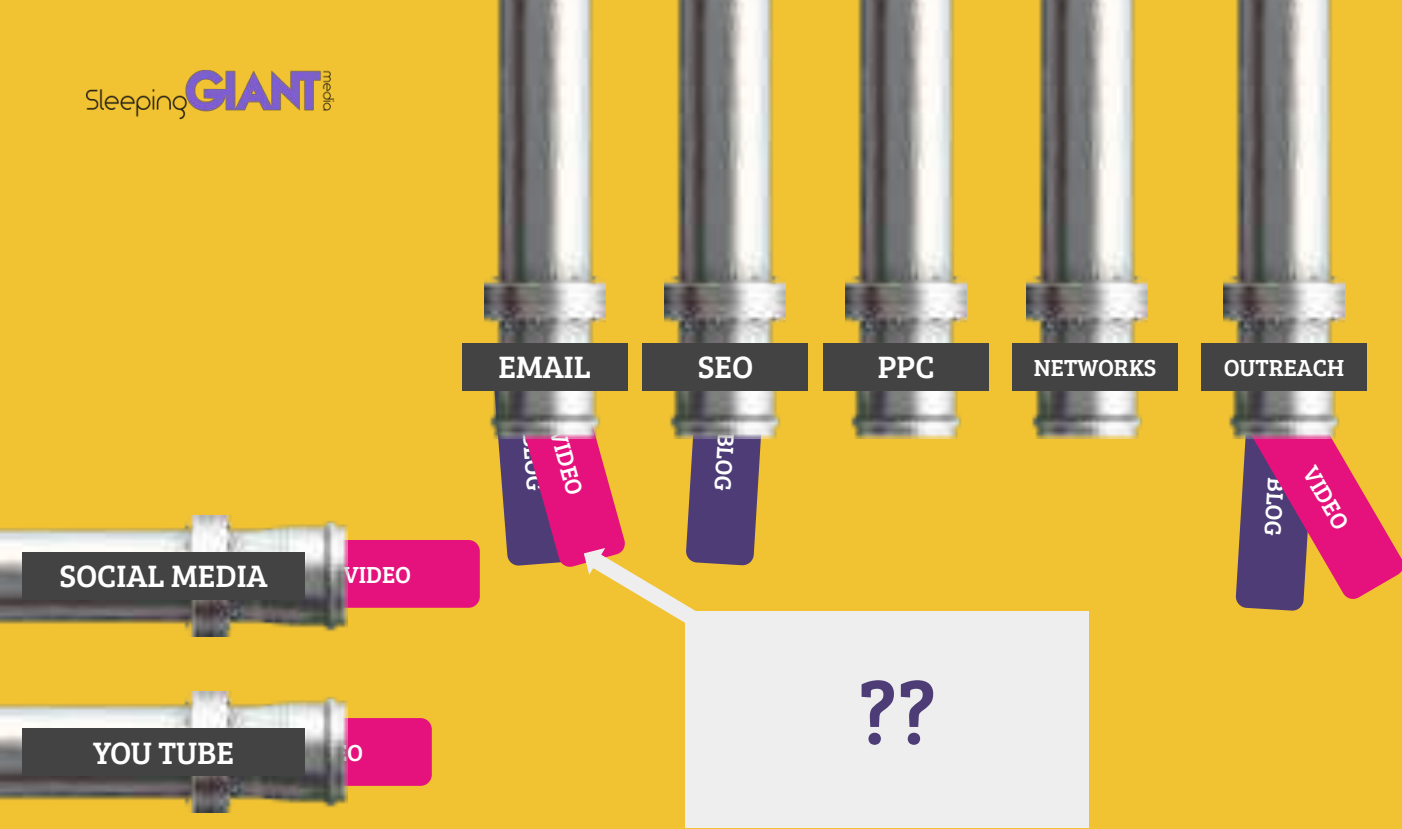
BLOG
VIDEO

VIDEO

o

Send us the videos from **YOUR TRIPS** over the year to add to our memory wall, tag your friends.

We would love to collaborate with you on sharing your memories of your time with us?



ACTIVITY



EMAIL

VIDEO

ODD- The email goes to a list of people that have been to the attraction before.

EVEN - The email goes to a list of people that have signed up to read more but have never been before.

I'll play a 60 second video whilst you think of a strong CTA for each example. You have until the video is finished to put your suggestion in the chat.

APPEAL

Viral - ability

Audience

Educate, Entertain, Engage

Reminisce/ Nostalgia

QUALITY

Production

Optimisation

Distribution

New Expectations

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The Barriers

In the chat... 60 Seconds.

Write down your **barriers** to making content in these current times?

CONTENT PYRAMID

HOW-TO VIDEO

VIDEO 1

VIDEO 2

BLOG

STILLS X 5

GIFS X 5

MEMES X 5

GIFS X 5

MEMES X 5

TEXT GIFS
X 5

LINKEDIN
ARTICLE

INFO-
GRAPHIC

VIDEO

Each level still:

- Brings value individually
- Optimised for platforms available

CONTENT THEMES

Sweetgreen

A farm to table restaurant dedicated to organic cuisine and sustainability.



Customers are posting about:

- music
- eating right
- staying in shape



Content themes:

- pairing music & food
- farm to table
- community fitness



Trunk Club

Personal stylists hand-select clothing brands based on members preferences.



Customers are interested in:

- Productivity
- Travel
- Life outside of work



Content Themes:

- Expert guidance
- Travel and versatility
- Members and their stories



DEMO

**Re-appropriating
old content, into new!**

Amber Vellacott

Content Marketing Lead
Sleeping Giant Media & Giant Campus

Amber Vellacott



@SleepingGiantM



Sleeping Giant Media



sleepinggiantmedia



Sleeping **GIANT**^{media} GIANTcampus

Content Marketing Lead



Existing content you might have

That you can use to make new content

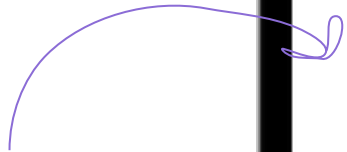
- Blogs
- About you pages
- News
- Archives
- Photos
- Videos
- Stock
- Statistics
- Facts
- Podcasts
- Radio interviews
- Voice notes
- Interviews
- Tours
- History

DEMO 1



Turning an old blog
into new content





THE BRILLIANT BRIDGES

We do bridges with a difference, and our customers can't get enough of them. Our bridges wobble, shake and wobble, and you're faced with the task of staying upright as you make your way across them. Some of them have supporting ropes to guide you, while with others you're forced to take a no-hands approach. These wooden crossings definitely require full concentration and a good sense of balance.



OUR TRICKY TIGHTROPES

And on the subject of 'balance' our tightropes are another tricky feat. Unless you've got the best few score of circus school, you'll find that our tightropes can be pretty challenging as well as extremely fun. The trick here is to not gaze at the ground beneath you. Look straight ahead of you and guide your moves on the platform trying to make you wobble.



THE SCARY STIRRUPS

Dubbed our 'most challenging obstacle,' our stirrup drops are a true test of physical and mental ability - perhaps that's why they're our most popular. They're also our most





DEMO





made with





made with





GoApe · Follow



OUR THRILLING ZIP WIRES

"A means to an end," "a fun finale," "a glorious climax" ... call them what you will, our zip wires are definitely one of our most-loved obstacles. We all love finishing on a high and our zip wires are certainly high. Expect spectacular views as you soar at speed before landing safely in a soft spot!



Liked by xyz and 20 others
GoApe Which obstacle will you be the best at when you visit us after lockdown? ... more

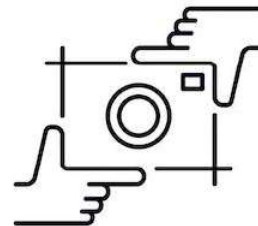
[View all 16 comments](#)



Add a comment...

8 May

made with



**TOP 5
GO APE
OBSTACLES**

ready to challenge
your friends?

goape.co.uk

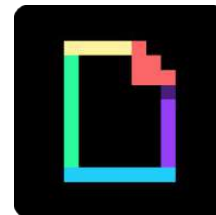
- BRIDGES**
 - Shake
 - Wobble
 - "No hands"
 - Good balance
- TIGHTROPES**
 - Treetop fav
 - Challenging
 - But fun!
 - High up...
- STIRRUPS**
 - Challenging
 - Mental
 - Picture perfect
 - Starfish
- SWINGS**
 - Loved
 - Hurl yourself
 - Tarzan
 - Most feared
- ZIP WIRES**
 - Fun finale
 - A high
 - Awesome views
 - Speedy

made with





made with

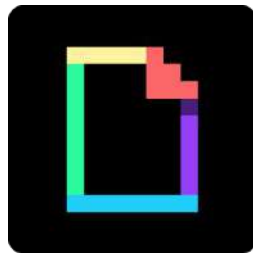




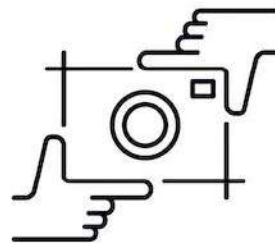
Canva



MoShow



Giphy



Screenshot



Snapseed

Don't have
anything?



DEMO 2

Turning an old video
into new content



existing video





DEMO



new video
made with





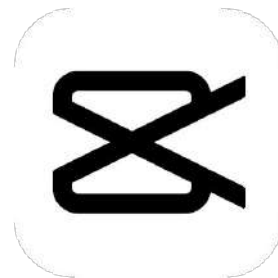
iMovie



InShot



Clips

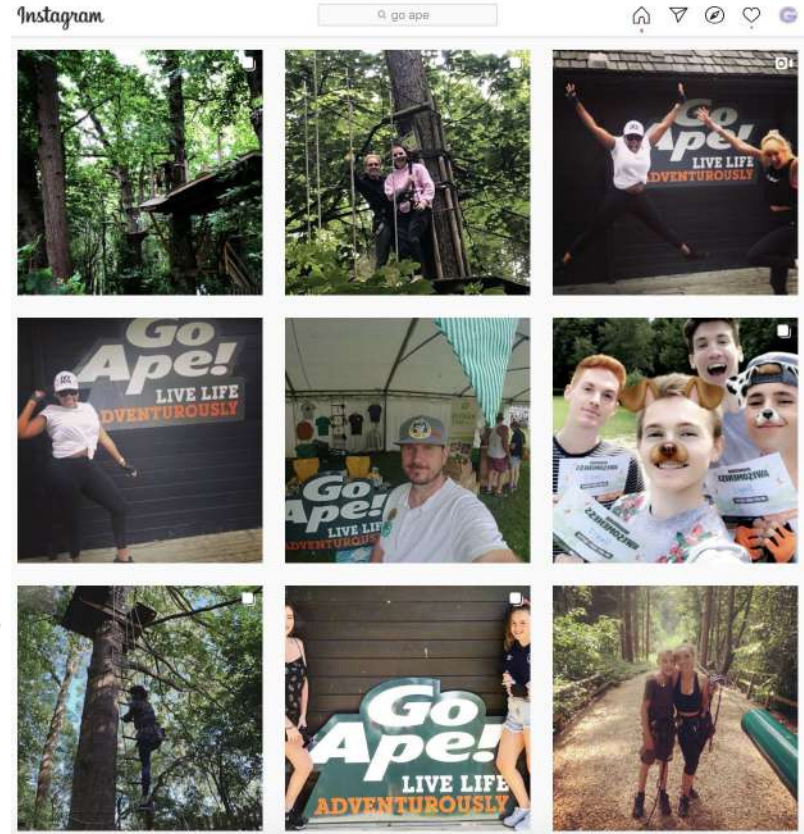


Viamaker

DEMO 3 📱

Turning an User Generated Content
into new content

A quick look in your tagged section, or by searching your brand name, should reveal some **user-generated content**





DEMO





 **goapeleedscastle** • Follow ...

#goape #goapeleedscastle
#feel50fttall #lifelifeadventurously
#adventure #challenge #zipwire
#maidstone #leedscastle #kent
#visitmaidstone #visitkent

10w

 **tillymilnes** Thanks so much for the feature 🙌❤️

10w 2 likes Reply

 **jrpx08** Wow how cool is that wish I was a kid again and got to do something like that 💖

10w 1 like Reply

— View replies (1)


23 likes

MARCH 4

Add a comment... Post

 **Go Ape**
Sponsored · 



Look at these awesome photos from our visitors! Share yours in the comments for a chance to 🌟 win a free Go Ape session 🧑🏿🌟



Laura was swinging free!
Truly fearless.



Adam's a natural
You can't stop him.

 Like  Comment  Share

Inspire, educate and engage
with your audience

1. Infographics
2. Memes
3. Videos
4. Own product reviews
5. External product reviews
6. User generated content
7. How-to guides
8. Lists
9. Live video
10. Live chats
11. Photo galleries
12. Link pages
13. Case study
14. Client testimonials
15. Q&A
16. Follow up to Q&A
17. Guest posts
18. Newsletters
19. Guidance posts
20. Interviews
21. Research & data
22. Polls
23. Build An app
24. Embedded tweets
25. GIFS
26. Ebooks
27. Comics/cartoons
28. Content visualisations
29. Offline events
30. Online events
31. Give kudos
32. Create useful spreadsheets or docs
33. Images
34. Podcasts
35. Slideshares
36. Online games
37. Competitions
38. Company news
39. Company goals and targets
40. Company performance
41. Timelines
42. Interactive demos of own products
43. Free tools
44. Paid tools
45. Webinars
46. Blog posts
47. Newsjacking
48. Personal opinions
49. Free resource
50. Interactive content
51. Offline magazines
52. Online magazines
53. Pinterest posts
54. Instagram posts
55. Reddit user creation
56. Maps
57. Stories
58. Points proven through analogies
59. Company milestones

60. Product reviews
61. Micro mlogs
62. Quizzes
63. Vlogs
64. Screencasts
65. Screenshots
66. Music videos
67. Mind maps
68. Personal bios
69. Aggregation of articles
70. Book summaries
71. Giveaways
72. Illustrations
73. News releases/ public service announcements/video public service announcements
74. Quotes
75. Inspirational messages
76. Humorous and light-hearted images and captions
77. Audio recordings
78. PDFs
79. Literary works
80. Vines
81. Cost sheet
82. Promoted post
83. Disclaimers
84. QR codes
85. Plug-ins
86. Associates (and partners)
87. Comments
88. Media mentions
89. Personal opinion/ predictions resource page
90. FAQs
91. White papers
92. Micro videos
93. Mobile apps
94. Polls
95. Background information
96. Sponsored
97. Flyers
98. Wikis [Infographics](#)
99. Memes

APPEAL

Viral - ability

Audience

Educate, Entertain, Engage

Reminisce/ Nostalgia

QUALITY

Production

Optimisation

Distribution

New Expectations

GOALS

Objectives

Measurement

Improvement

OPTIMISE

....some quick tips

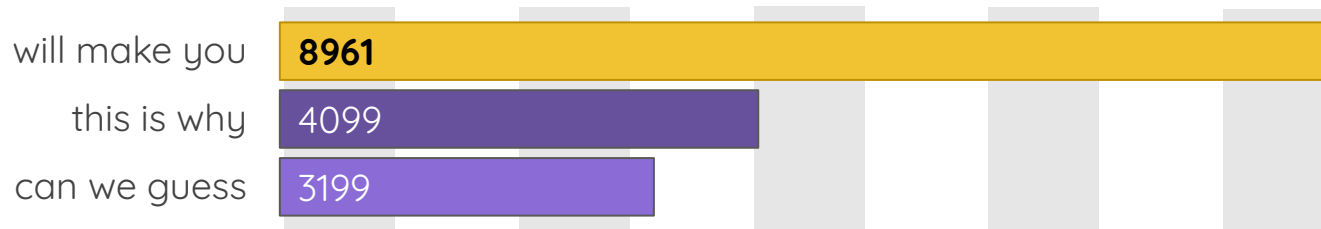
Optimising The Content

1. **Writing for Impact online.** Online users have a much **shorter attention span** and are bombarded with multiple messages all of the time.

In particular:

- Start your posts with numbers. I.e. 'Only 25 adults in the UK...'
- Ask questions or invite debate on an opinion
- 5 word Headlines
- Use emotional words
- Go negative get positive results

Optimising The Content



Top Headline Phrases
(Measured by average FB Engagement)

Optimising The Content

2. Utilise Call To Actions. CTAs are short statements designed to entice a website visitor to take a **specific action**, so you should make them as creative and persuasive as possible. It could be ‘start now’ or ‘sign up today’. **Tailor your CTA to your strategy**, and make sure it helps you achieve your objectives.

3. Consistent Tone of Voice (ToV). Finally, make sure you’re consistent in your writing style, so that when readers read your content, they immediately associate your brand or business voice with it. **A clear and recognisable tone of voice** will help to establish a relationship with your audience and differentiate you from competitors. Try writing down the attributes you want readers to associate with your brand, such as honesty and enthusiasm, and always write with these qualities in mind.

Optimising The Content

4. **Every Post Needs a Visual:** Let's start off with the most obvious tip – visuals are king on Facebook. Visuals have been said to drive increased engagement of 60% over posts without images. So start creating your own images, take photographs, or find some online to increase your posts engagement. Make sure to only use images you have copyrights for. If this is a problem, remember you can always make an image!

5. **Longer Posts:** We have seen with our own clients that longer posts to their Facebook Page have experienced higher levels of engagement than shorter posts. It has been said that posts with 80+ words get twice the level of engagement. This is reference to more opinion based posts, or posts that tell more of a story. Where posts are formal, post length should be kept short.

Optimising The Distribution

7. **Hashtags:** Make sure that your keywords are hashtagged for full optimization. Hashtags will increase your engagement by 60% in many cases.
8. **Tagging:** Are you mentioning another Page in your post? Then tag them in it! Even if you are using source material from a newspaper, it is a good rule of thumb to tag as much as possible. This will increase the reach of your posts.

Optimising The Distribution

9. **Native Posting:** All of your posts (whether pictures, links, video, anything) should be natively posted through Facebook as the site favors all information that is posted directly through them, rather than a third-party. This is especially true when it comes to video, hashtags, and tagging.

10. **Post links in the comments:** FB wants to keep all users on the platform. If your post directs someone off FB then put the link in the comment instead to save FB penalising that content.

Best times for **engagement** during lockdown

Facebook

Mon, Wed & Fri:
10am - 11am

LinkedIn

Wed:
3pm

Thurs:
9am - 10am

Friday:
11am - 12pm

Instagram

Mon, Tues & Fri:
11am

Tues:
3pm

Twitter

Fri:
7am - 9:30am

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You've been amazing!

By the end of the session, the delegates will be able to:

1. Identify the characteristics of good engaging creative content and how that can be applied across their marketing channels.
2. Incrementally improve the quality of their content across a range of digital formats and channels to improve goal completion.
3. Plan to optimise, distribute and promote this content for optimised performance.

Q&A time!

chuck your questions in the chat
and we'll see what we can do!

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**Scan your screen
on your mobile...**



the  BUSINESS
AS **UN**USUAL
SHOW

WED & FRI 4:30PM





optimising and

making portrait video for
Instagram
television

 **YouTube**





MAKING AWESOME CONTENT

right now....

With Danny Windsor