CREATING YOUR CONTENT TOOLKIT

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HOUSEKEEPING

- This webinar is being recorded

- Have a question? Type it in the chat box to the right

- Posting to social? Use: @thpcreates and #THPWebinar

- Want to chat later? Email me at
  brittany.watson@thpcreates.com

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TODAY'S SPEAKERS

Amanda Riva

CEO

Andrea Flanders

Director of Social Media
& Communications

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AGENDA

- Who We Are
- The most common challenges and mistakes prohibiting total content scalability
- Creating and leveraging your Content Toolkit
- Effectively leveraging your content across social channels
- Platform-specific best practices
- Q&A

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ABOUT THP

- Part of the Williams Lea Tag family
- World's leading provider of on-demand content and social media solutions for brand managers and marketers
- More than 5 years in business
- 720+ customers across North America, Europe and the UK
- 3 locations globally

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CREATING SCALABLE CONTENT

Amanda Riva

CEO

CHALLENGES MARKETERS FACE

- Producing quality, on-brand content at scale
- Traditional production costs
- Content fragmentation
- Lack of brand-team buy in and internal communication/training
- Struggle with content personalization

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THE MOST COMMON CONTENT MISTAKE

A totally scalable content strategy requires coordination and communication from the **GLOBAL**, **REGIONAL**, and **LOCAL** levels:
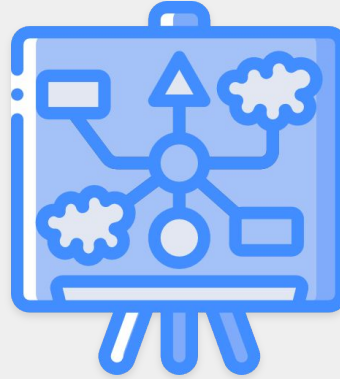

GLOBAL

REGIONAL

LOCAL

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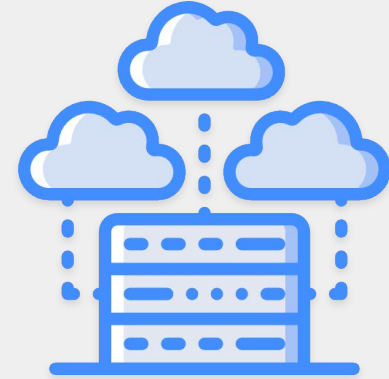
THREATS THAT EMERGE

PEOPLE

Inaccurate resource allocation and lack of alignment on objectives.

PROCESS

Lack of agility and the ability to respond quickly to evolving market trends.

TECHNOLOGY

Lack of technology governance of content management system.

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But how do you strike the perfect balance between global, regional, and local content authority to achieve total content scalability?

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Your Content Toolkit

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YOUR CONTENT TOOLKIT

A set of global rules and standards that guide all content creation
(in-house and externally) that scales and allows for flexibility
to meet global, regional, and local needs.

WHAT DOES IT CONTAIN?

- Guidelines for content creation
- Brand look and feel guide
- Product overview & target audience

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THE OPPORTUNITIES

- Gain economies of scale across people, processes and technologies

- True understanding of target consumers and worldwide markets

- Leveraging content globally for maximum cost-efficiencies

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HOW TO BEST LEVERAGE YOUR CONTENT ARSENAL ACROSS SOCIAL MEDIA

Andrea Flanders

Director of Social Media
& Communications

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YOUR AUDIENCE IS ONLINE
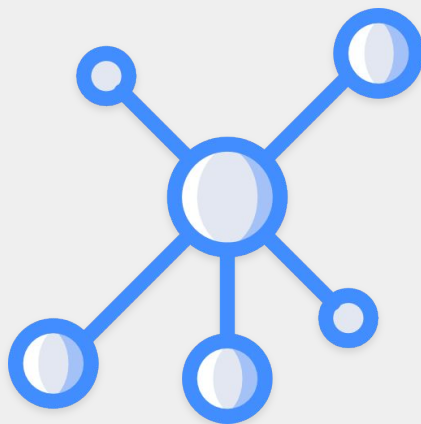
2.6B

ACTIVE MONTHLY USERS

BUT...

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GETTING STARTED

Post on **RELEVANT NETWORKS** with **PLATFORM-OPTIMIZED CONTENT**
in a **CONSISTENT MANNER**.

...and don't forget the 70 : 20 : 10 rule!

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GETTING STARTED

70 : 20 : 10

Content that has historically proved to work and supports your objectives.

Content that is on trend and riskier, but has a bigger potential new audience, like viral video content.

Content that is experimental in nature, used for testing and learning purposes.
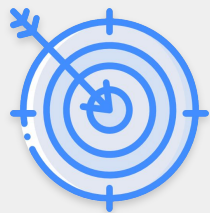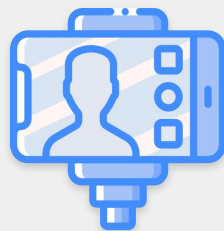
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2019 CONTENT TRENDS ONLINE

Stories & Video
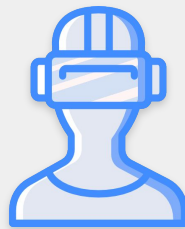
AR to Become Mainstream

Voice Search Friendly Content

Personalization at Scale

Vlogging

Mobile-First Mindset

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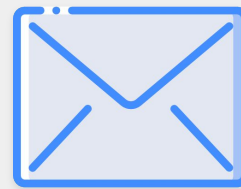# BEST PRACTICES FOR CREATING IMPACTFUL CONTENT
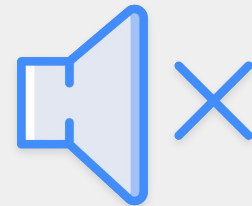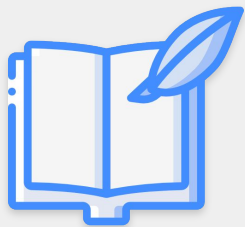
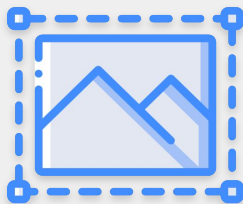**Thumb-Stopping**

Short-Form Content

Branding

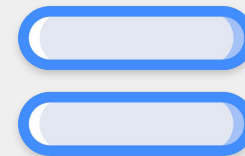**Single Message**

Sound is Peripheral

Tell a Story

Video Thumbnails

Aspect Ratio

4:3

Single CTA

Title & Description

Mobile-First

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GROWTH & MAINTENANCE

Grow your communities with **CONSISTENT COMMUNITY ENGAGEMENT** backed with **TARGETED, STRATEGIC PAID SUPPORT** and consistently **ANALYZE AND OPTIMIZE** your content and strategy.

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ANY QUESTIONS?

Please type your questions in the chat box to the right.

Want to chat about how to create your Content Toolkit and a
scalable content and social media strategy for your brand?
We'd love to hear from you!

Get in touch with **brittany.watson@thpcreates.com**

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