

The Secret Sauce In Your Content BBQ

@AnnHandley
Chief Content Officer
@MarketingProfs

PAICR
11.17.15

Hello!



@AnnHandley

Chief Content Officer,
@MarketingProfs

Author, *Everybody Writes* (2015)
Content Rules (2011)



Via @sethgodin



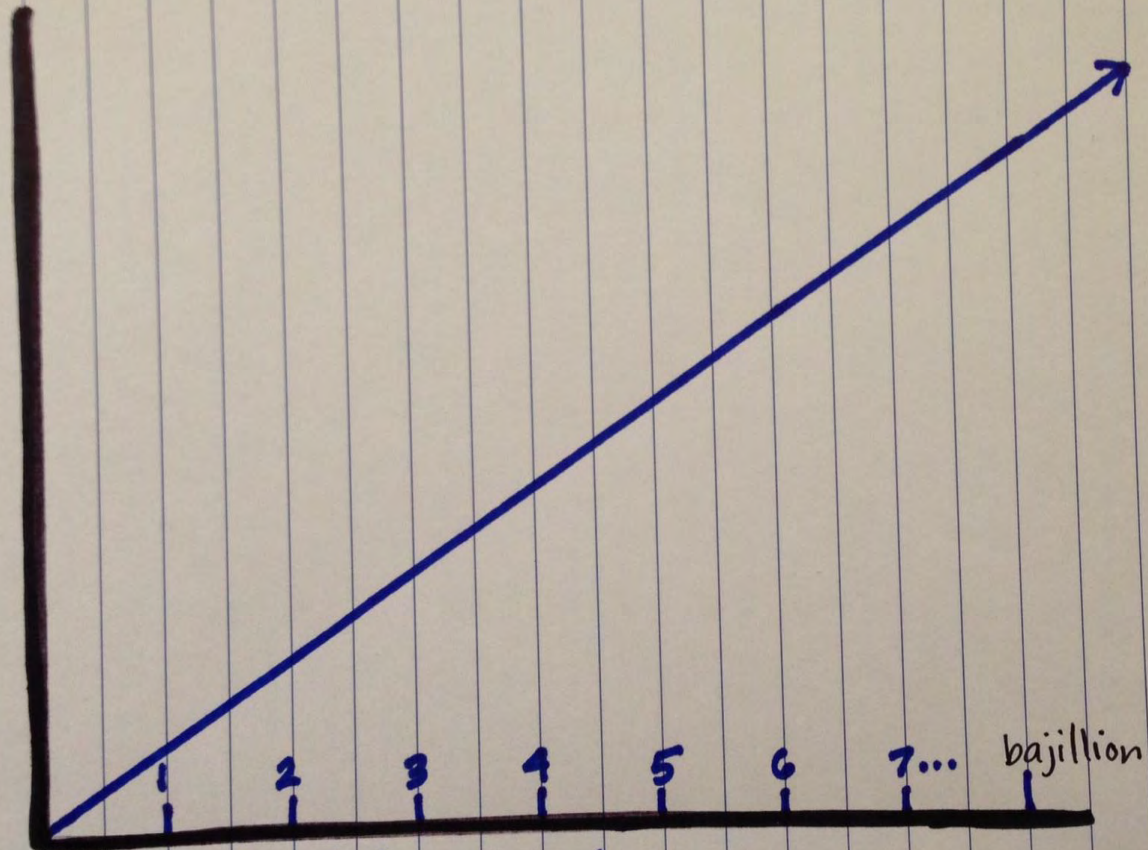
Via @sethgodin



Content Quality vs. Quantity

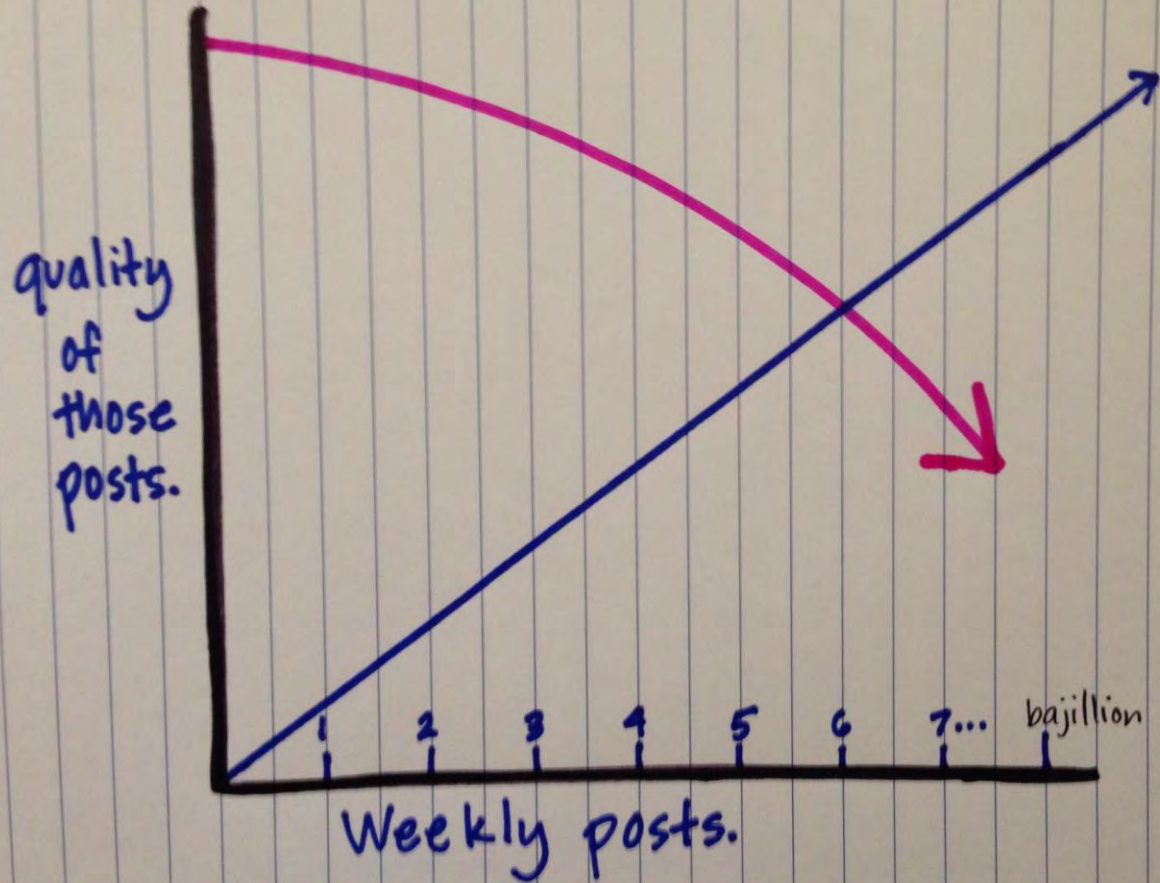
@annhandley

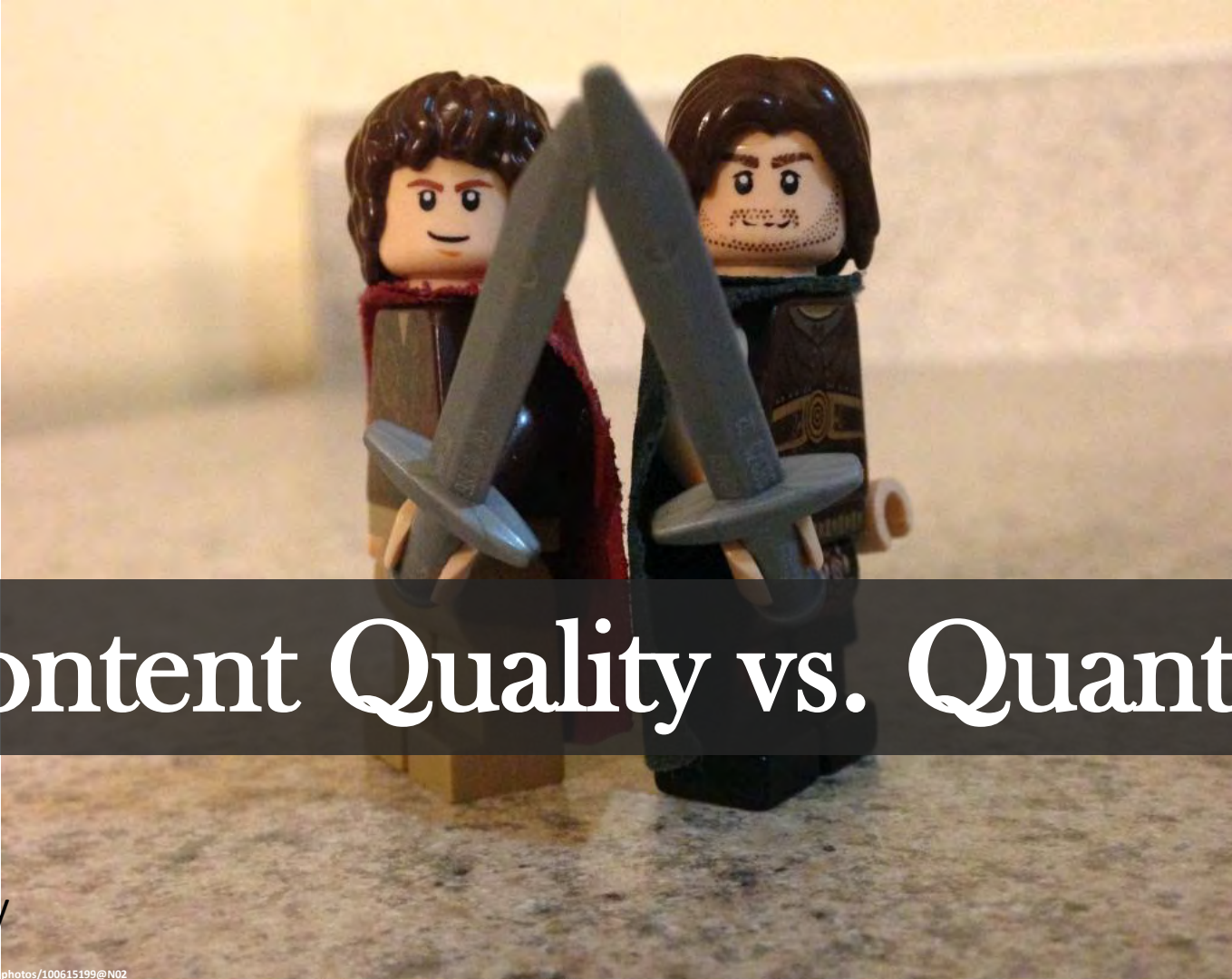
QUALITY VS. QUANTITY



Weekly posts.

QUALITY VS. QUANTITY





Content Quality vs. Quantity

@annhandley

BIGGER.

BRAVER.

BOLDER.

The biggest missed
opportunity in content is
playing it too safe.



loveforever_xo

FOLLOW

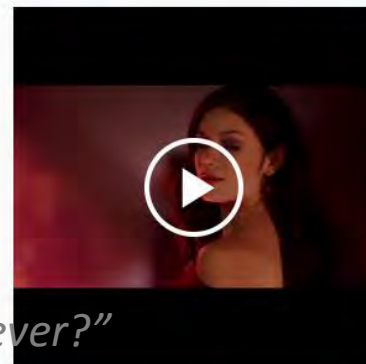
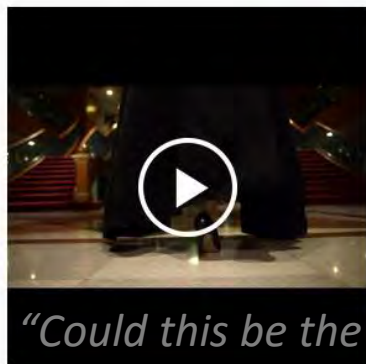


Love Forever SCROLL to Touch the Night with Love Forever. Presented by Caress Fine Fragrance www.HouseofCaress.com

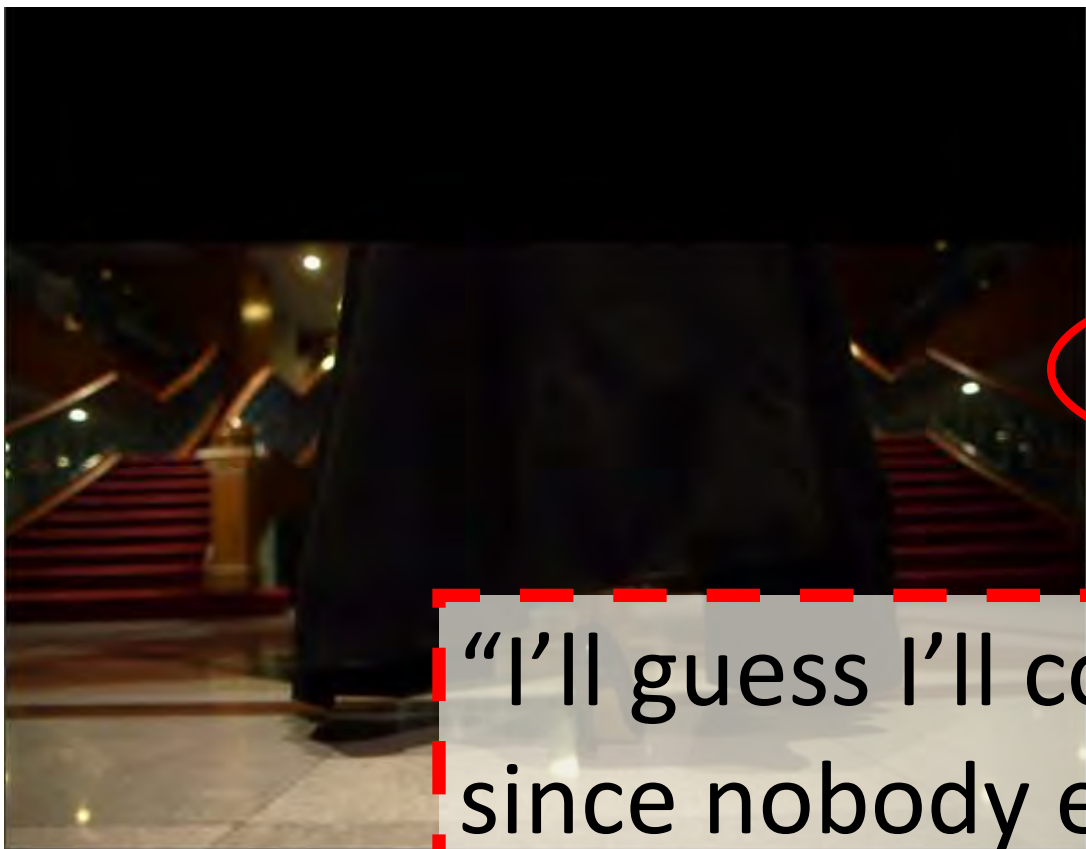
12 posts

613 followers

0 following



"Could this be the beginning of love forever?"



loveforever_xo

FOLLOW

77 likes

4w

loveforever_xo An unforgettable woman always makes an unforgettable entrance

828abel I guess I'll comment since nobody else did

king_ofbrunettes That bass riff has a Seinfeld vibe

"I'll guess I'll comment since nobody else did"



Add a comment...



Why does this matter?

55% trust a banking/financial
services firm more when it
offers useful content.

via 2014 Newscred/Redshift Research
1,001 US Adults

50% say they would stay loyal
to a firm that offers high-
quality content.

via 2014 Newscred/Redshift Research
1,001 US Adults

31% say they have signed up
for products/services based
on useful content.

via 2014 Newscred/Redshift Research
1,001 US Adults

Best party



EVER

(Image source: <http://cheezburger.com/6943892992>)

76% of B2B orgs plan to
produce more content in
2016.

2016 MarketingProfs/Content Marketing Institute Study
<http://bit.ly/contenttrends>

51% of B2B orgs plan to
spend more on content in
2016.

2016 MarketingProfs/Content Marketing Institute Study
<http://bit.ly/contenttrends>





Reality dose.

30% of B2B orgs know
their content is effective.

2016 MarketingProfs/Content Marketing Institute Study
<http://bit.ly/contenttrends>

‘Engaging Content’ =
top challenge

2016 MarketingProfs/Content Marketing Institute Study
<http://bit.ly/contenttrends>

Engaging content is more
about brains than budget.

Can koozies:
A love story

This is my brother, Bill.



(And our nephew, Ben.)



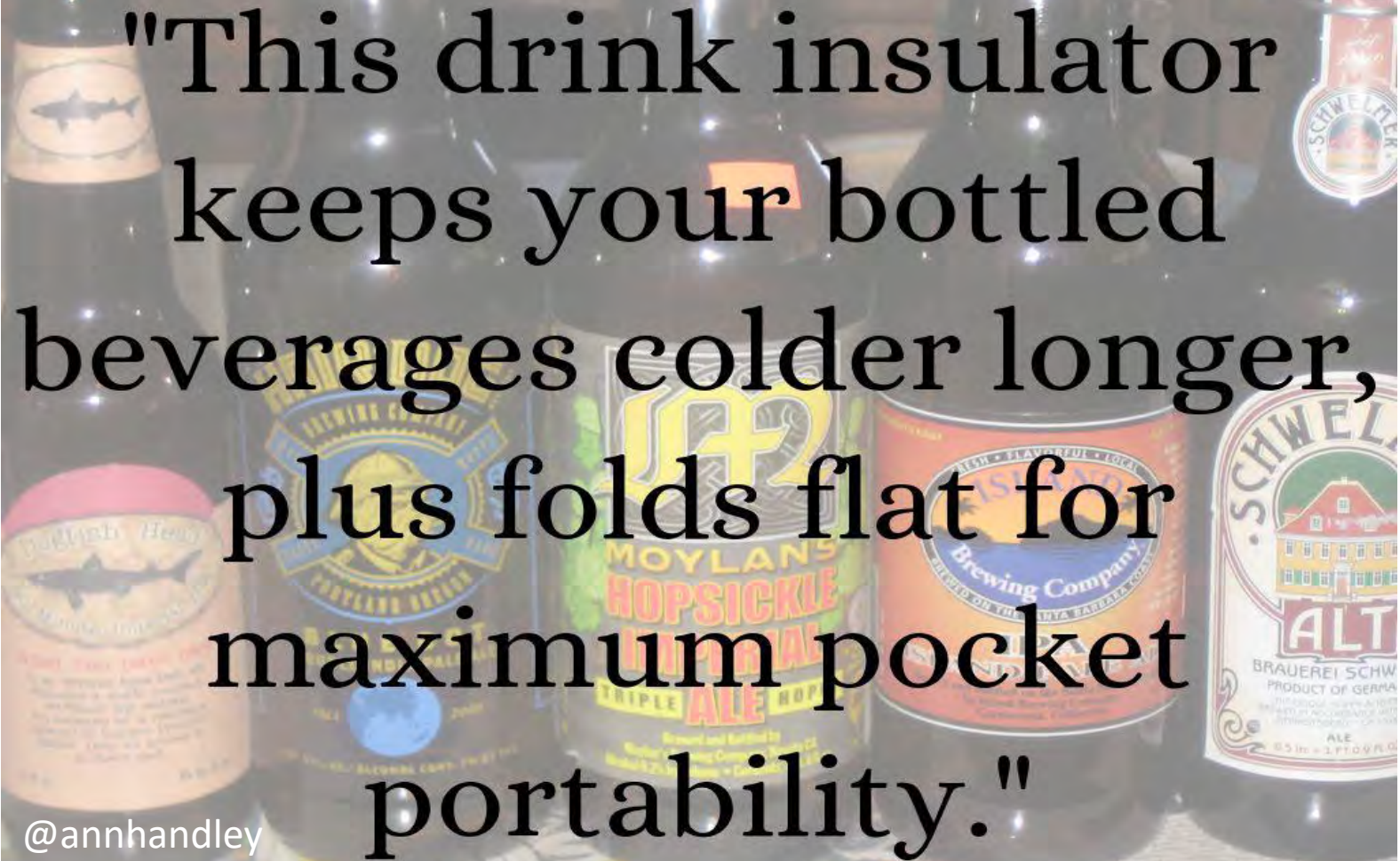
Bill loves beer.

@annhandley



@annhandley






"This drink insulator keeps your bottled beverages colder longer, plus folds flat for maximum pocket portability."

@annhandley



@annhandley



"Our beverage
insulator fits your
bottle or can like a
glove."

@annhandley



@annhandley



@annhandley



"Classier than a brown
bag."

@annhandley



@annhandley



@annhandley



Freaker USA.

@annhandley



"Infusing life, style and
functionality into a
drink insulator."

@annhandley

The background image is a composite. On the left, a man with a beard and a striped cardigan holds a drink. On the right, a beer bottle is wrapped in a knitted sweater with a face. The text is overlaid in the center.

"Established in 2011,
Freaker USA quickly
grew to be the global
leader of preventing
moist handshakes and
sweaty beverages."

A man with a beard and a woman with a beard, both wearing knitted hats, standing next to a large bottle of beer with a knitted cover. The man is on the left, wearing a dark jacket over a white shirt and red pants. The woman is on the right, wearing a blue knitted hat and a blue jacket. The beer bottle is in the center, with a brown knitted cover that has a black beard and a green mustache. The background is a light blue wall with a white door.

"They aren't just selling
you their fit-everything
product, they're giving
you an invitation to their
party—a starter kit for a
new lifestyle."


A person wearing a vibrant, multi-colored striped shirt is visible on the left side of the frame. The background is a solid, muted grey. The text is overlaid on the right side of the image.

"The Freaker is the
background music to a
never-ending journey."



“We kidnapped & trafficked Michael Barr from his ancestral motherland of Minnesota in 2013, forcing him into presidency.

“He’s the Cialis to our performance anxiety.”

The background of the slide is a composite of two images. On the left, a man with a beard and long hair, wearing a white t-shirt and a dark cardigan, holds a glass of beer. On the right, a woman with long blonde hair wears a brown beanie with a green and black pattern. The text is overlaid on a semi-transparent grey rectangle in the center.

When you sell a product that most people get free at trade shows, your story is the start of the thing that sets you apart.

-- Lauren Krakauskas,
Freaker USA

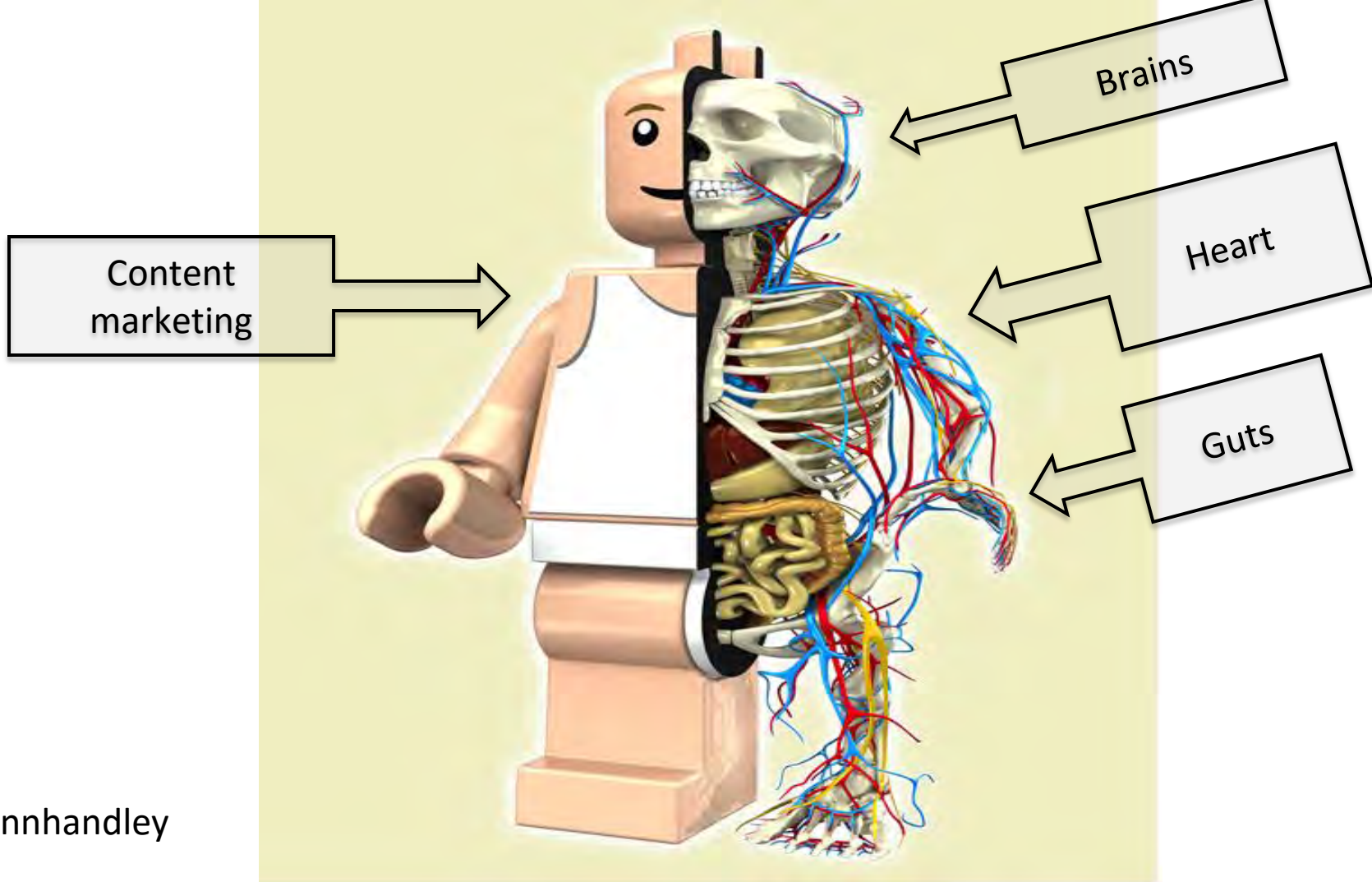


BIGGER.
BRAVER.
BOLDER.

BIGGER story.

BRAVER marketing.

BOLDER voice.



OK ... so HOW?

1. BIGGER story

A bigger story puts your
business in context of what
people care about.

Use your bigger story to
convert more people into
your squad.



SKILLSHARE

From Plant to Cup: Brew an Amazing Cup of Coffee

Michael Phillips, Director of Training, Blue Bottle Coffee



Add a note...

Public



Post

10 Videos (59m)

[View My Notes](#)

✓ ▶ Grinding Your Beans 02:59

✓ ▶ Selecting Your Ingredients 08:48

✓ ▶ Making Your Recipe
2 06:52

8. ▶ Brewing Your Coffee
4 12:25

Wrapping Up

9. ▶ Tasting Coffee
2 08:10

10. ▶ Enjoying Your Brew 02:24

[Home](#)

[Class Project](#)

[Project Gallery](#) 3

[Discussions](#) 2

[Share](#)



Class Project: Brew and share a cup of coffee made by hand.

99%
[Reviews \(189\)](#)

4,272
Students

3
Projects

From Plant to Cup: Brew an Amazing Cup of Coffee

Michael Phillips, Director of Training, Blue Bottle Coffee



10 Videos (59m)

[View My Notes](#)

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Add a note...

Public

Post

[Home](#)

[Class Project](#)

[Project Gallery](#) 3

[Discussions](#) 2

Class Project: Brew and share a cup of coffee made by hand.

👍 99%
[Reviews](#) (197)

👤 4,484
Students

Mine =



Deep value =
Smarter customers.

Why this works:

Bigger context.

Real class, real curriculum, real coursework.

Short, tight segments.

I feel smarter. (And part of something.)

Other paths to Bigger: InVision



Other paths to Bigger: InVision

Smart companies don't follow shifts in culture. They lead them.

ANDY LAW
NETFLIX PRODUCT DESIGNER

0:19 / 2:08

Design Disruptors Trailer - A documentary from InVision



InVision



Subscribe

4,461

85,651

Other paths to Bigger: Umpqua Bank



<https://www.umpquabank.com/madetogrow/?gclid=CKeupozzpskCFYMbHwodqfQEYw>

Takeaways:

How do you lead?

How do you make customers deeply smarter
?

How do you make the world a better place?

2. BOLDER marketing

Tell bolder stories:
Richer insights.
Better experiences.



slack

Episode Ten

Posted on September 21, 2015



Join us in the not-so-distant future as we explore strange new worlds and the evolution of society. Imagine a time where:

- There are no bosses
- Farmers are the new technorati
- Clean water is the new oil
- Your toddler can use an app to make playdates

Enter the twilight zone in Episode 10: Pack To The Future!

[See all the stories in this episode](#)



The Slack Variety Pack

A podcast about work, life, and everything in between. In every episode we guarantee a glorious mix of stories on innovative ideas, modern culture, and people who have found their purpose.

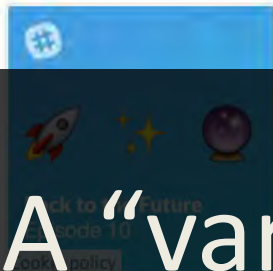
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Episode Ten

Posted on September 21, 2015



Slack Variety Pack
Episode 10 - Pack to the Future



Share



27:30

A “variety pack” about business innovation, tech culture, and people who have found their purpose.

- There are no bosses
- Farmers are the new technorati
- Clean water is the new oil
- Your toddler can use an app to make playdates

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VS





Slack Single Servings

Kids Solve Everyday Workplace Problems

1 month

Slack



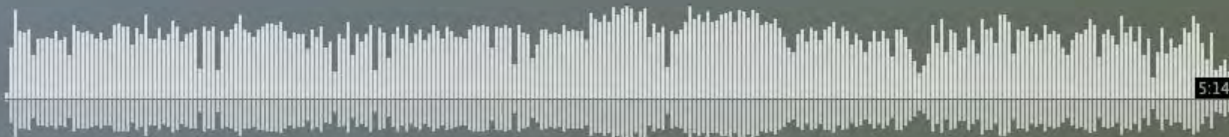


Slack Single Servings

Old MacDonald Had A Drone

5 days

Slack



‘This American Life’
meets
‘The Office’

“I believe that a brand is the sum of every experience that a customer has with you.”

– *Bill Macaitis, CMO, Slack*



Many first experiences are
“crappy.”

“For many people the first interaction they have with a company is via a sterile, lifeless lead gen ad that takes you too a prison landing page where you are forced to enter in your life's information (and you know you will get immediately called by an overbearing sales rep before you are ready to have that conversation).”

-Bill, again

First thing to steal:

1. Refining POV to grow audience.

Stakeholder/listener
feedback loop.

“Content will never work if
it’s an arm’s length thing.”

– *Steve Pratt,*
Pacific Content

Second thing to steal:

2. Short, shareable
segments. (Two channels.)




Slack Single Servings

All Tracks Playlists Reposts






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 Slack Single Servings
Old MacDonald Had A Drone


5 days
#Slack



 Like  Repost  Add to playlist  Share  Download

▶ 10



 Slack Single Servings
Holacracy: Death to Middle Management

5 days
#Slack



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▶ 91

Followers 73
Following 1
Tracks 62

 slack.com/varietypack

 Slack Variety Pack Full Episodes On SoundCloud

 1 following

View all



Slack Variety Pack 

 997  51

Follow

Go mobile





Slack Variety Pack

Guys Who ALWAYS Wear Shorts At Work And Why They Do It

3 months

Slack



OFFICE
SHORTS
GUYS



Slack Single Servings

'David After Dentist' on David After 'David After Dentist'

19 days

Slack



6:05



Write a comment...



Like



Repost



Add to playlist



Share



Download

▶ 74.4K ♥ 1

Related tracks

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Slack Variety Pack

Episode 10 - Pack to the Future

▶ 5,606 ♥ 4 💬 5



Slack Single Servings

'David After Dentist' on David After 'David After Dentist'

19 days

Slack



6:05



Write a comment...

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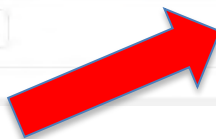
View all



Slack Variety Pack
Episode 10 - Pack to the Future

▶ 5,606 ♥ 4 💬 5

74.4K



Other paths to bold: Russell Investments

How would Russell do it?



What kind of financial advisor are you?

Take a journey through five fast scenarios and see where you land.

Get Started

[Share](#) [Get in touch](#) [Important Info](#)

Russell Investments is a trade name and registered trademark of Frank Russell Company, a Washington USA corporation, which operates through subsidiaries worldwide and is part of London Stock Exchange Group. Copyright © Russell Investments 2015. All rights reserved.

Other paths to Bold: Franklin Templeton's behavioral science series

What are the social, emotional,
cognitive factors that affect investing
decisions?

https://www.youtube.com/watch?v=j_uDWiepJEM

Other paths to Bold: Vanguard (#Vanswers)



#VGAnswers: Episode 1



Vanguard



Subscribe

6,696

1,533

Takeaways:

Does your content tell a new story in a different way with a specific POV?

Are you creating & refining your content based on customer/internal feedback?

3. BRAVER voice

Tone of voice is your gutsiest, bravest asset.

“Voice” isn’t about grammar:



What's tone of voice?

- Who you are.

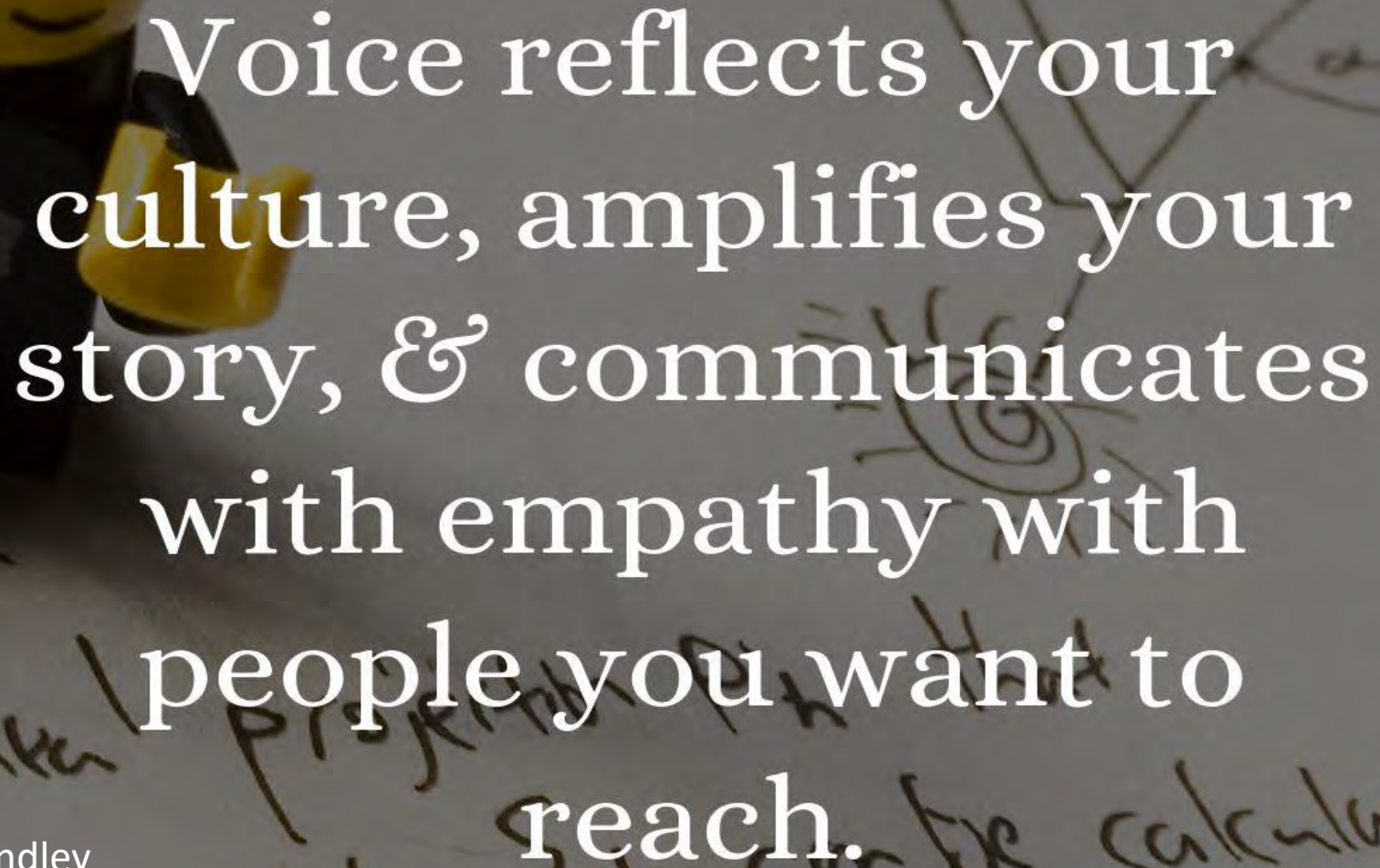


What's tone of voice?

- Who you are.
- Why you do what you do.

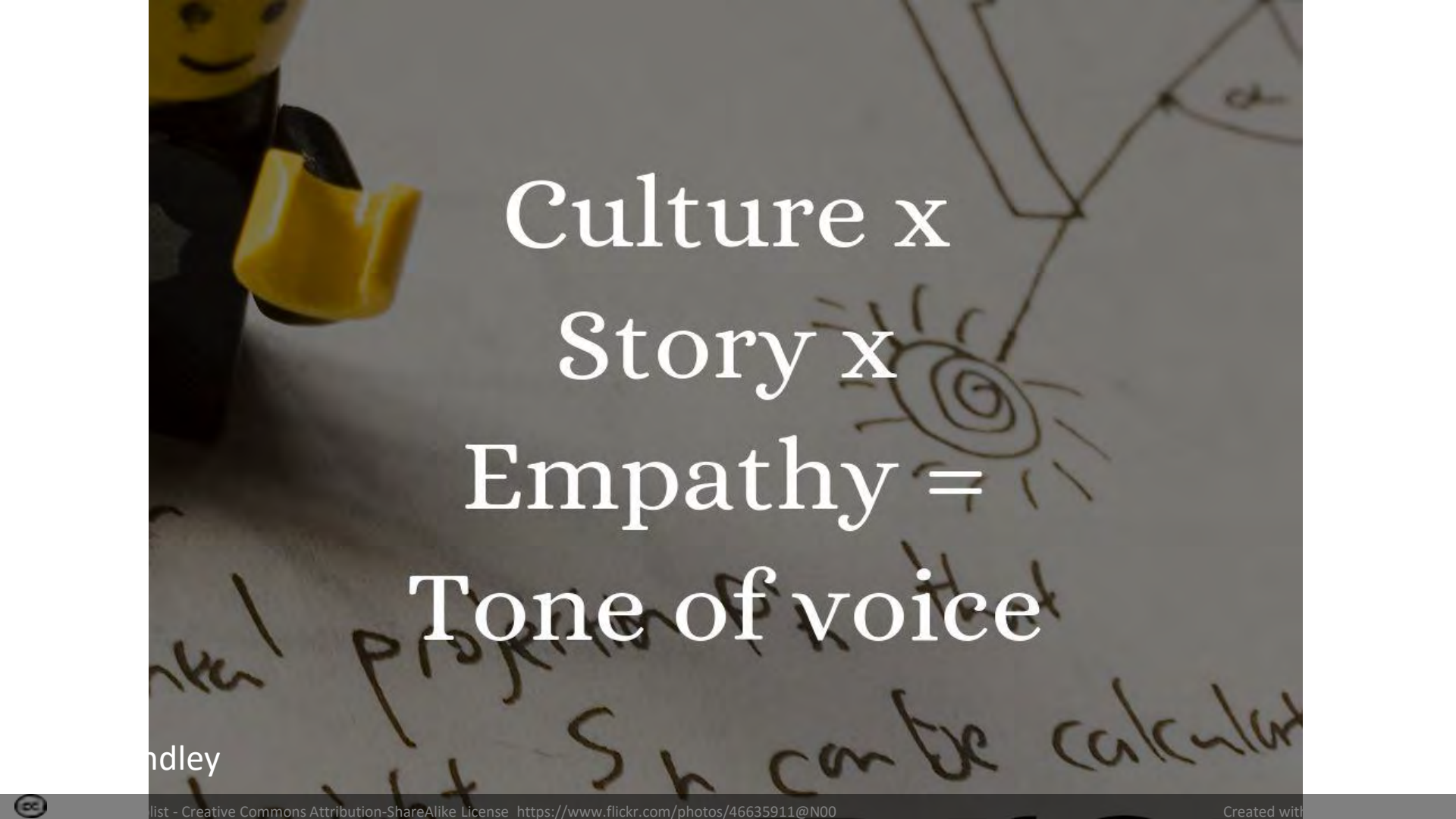
What's tone of voice?

- Who you are.
- Why you do what you do.
- What you're like to deal with.

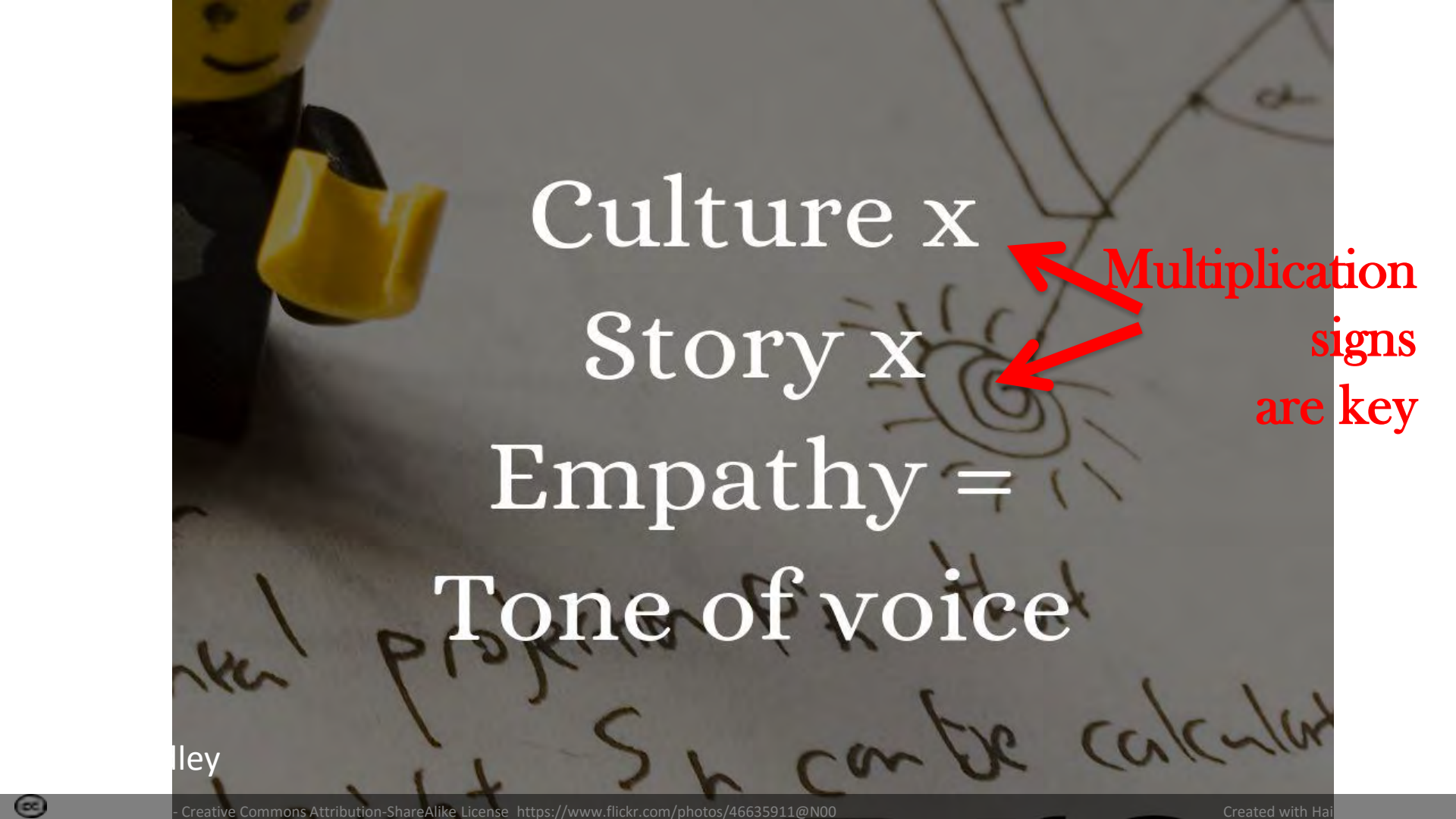
A yellow smiley face pin is visible in the upper left corner. The background is a dark, textured surface with faint, handwritten text in a cursive script. The main text is overlaid in a large, white, serif font.

Voice reflects your
culture, amplifies your
story, & communicates
with empathy with
people you want to
reach.

andley



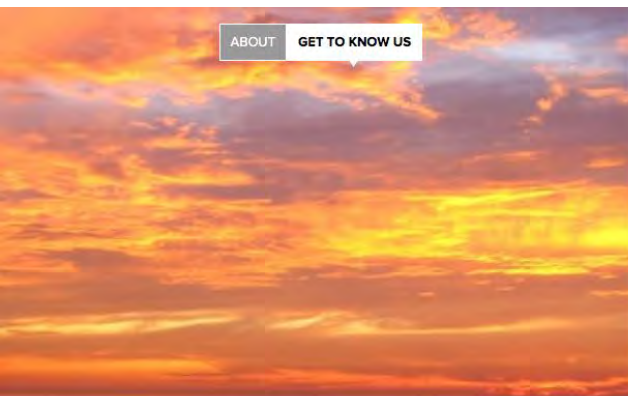
Culture x
Story x
Empathy =
Tone of voice



Culture x
Story x
Empathy =
Tone of voice

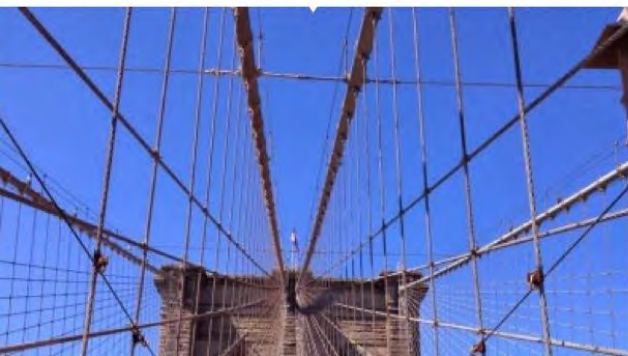
Multiplication
signs
are key



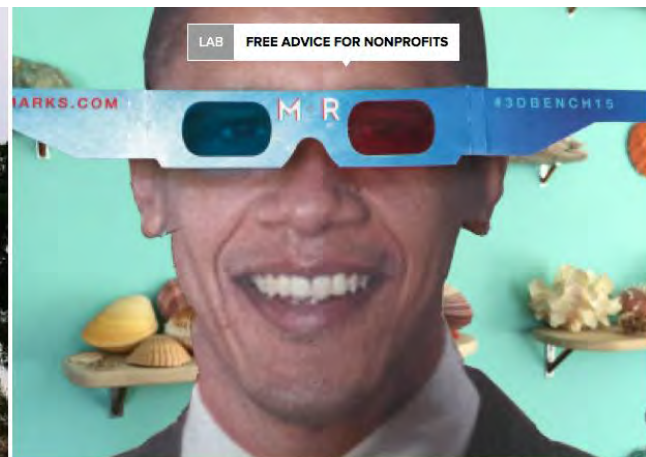


ABOUT GET TO KNOW US

M+R is 100 smart people who help nonprofits achieve real, lasting change. We mobilize supporters, raise money, and move the media, the public, and decision-makers. We only work with clients we believe in. We take risks. We work hard. We're leaders, we're organizers, and we don't stop until we win.



WORK SEE US IN ACTION



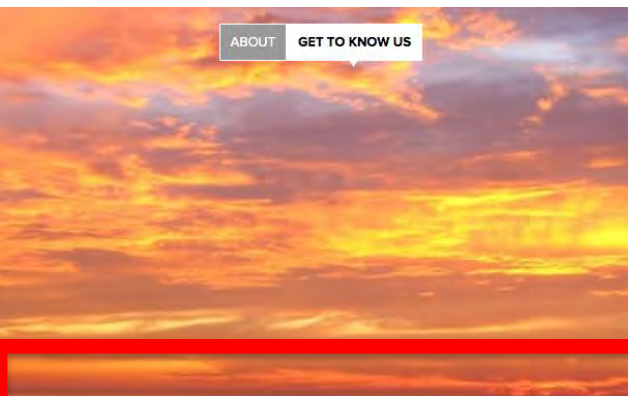
LAB FREE ADVICE FOR NONPROFITS



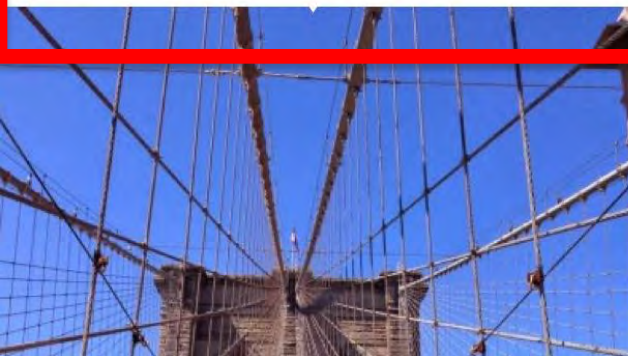
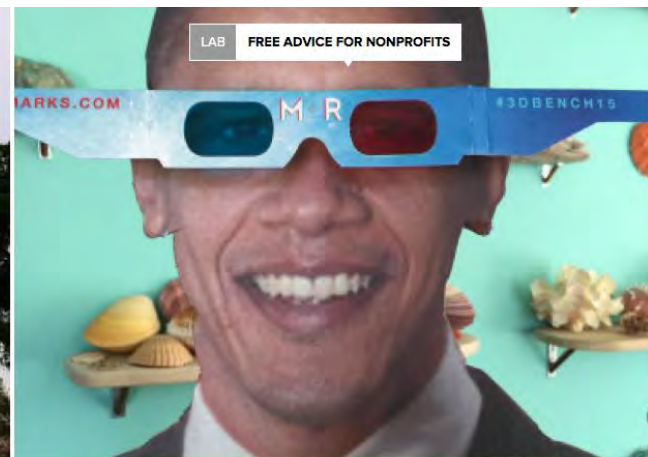
APRIL 22, 2015

The 2015 M+R Benchmarks Study is here!

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MRBENCH15

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WORK

SEE US IN ACTION

We take risks.

LAB

FREE ADVICE FOR NONPROFITS

APRIL 22, 2015

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here!

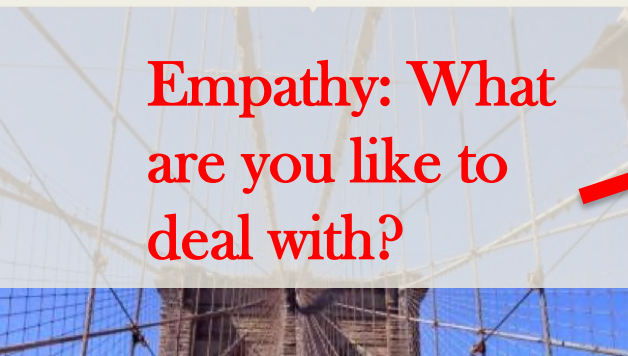
RESEARCH



We help nonprofits achieve real, lasting change.

We only work with clients we believe in.

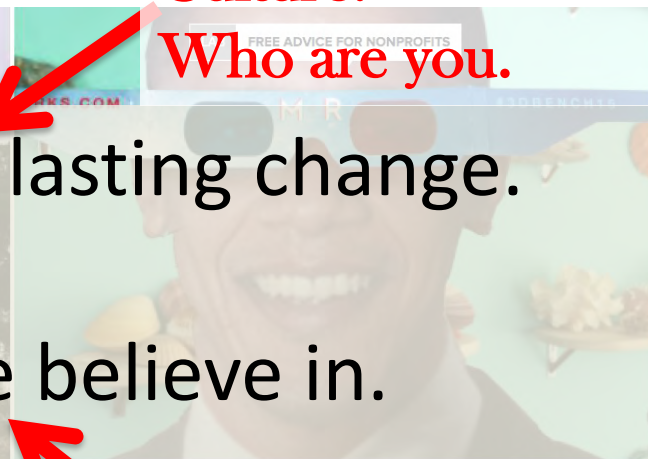
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Empathy: What are you like to deal with?



We take risks.



Culture:
Who are you.



Story: Why you do what you do.



Benchmarks has arrived

YES.



It's here, it's beautiful, it's in 3D, and it's ready for download: the **2015 M+R Benchmarks Study**. Within these pages you will find answers to all your burning, or even just mildly combustible, questions about nonprofit online fundraising, organizing, marketing, and more.

And your questions about the questions Benchmarks answers? We have answers for those as well...

2015 M+R Benchmarks FAQ

Q. Where can I download my copy of the 2015 M+R Benchmarks Study?

Q. So it's super, super nerdy?

A. Yes, and also no. Collecting and analyzing such a wealth of information warmed the cockles of our data-nerd hearts, because we are the kind of weirdos who get really excited about comparative metrics and nifty data trends, and also we like saying "cockles."

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Benchmarks has arrived

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2015 M+R Benchmarks FAQ

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It's not just copywriting.

“It’s who we are. It’s how we do the work. If the label falls off, you know it’s ours.”

Madeline Stanionis,
Creative Director, M+R

GET TO KNOW US

SEE US IN ACTION

FREE ADVICE FOR NONPROFITS

Super smart.

Weirdly creative.

Scrappy. (Whatever it takes.)

The 2015 M+R Benchmarks Study is here!

But we aren't _____.*

* fun

* snarky

* weird

*flippant

* another adjective

Marketing MadLib:

But we ARE... 1 _____
2 _____
3 _____

Just NO:

- Friendly, reliable, honest.
(Because table-stakes.)
- Cutting-edge,
revolutionary, proactive.
(Because blech.)



Your brand voice can attract AND repel.

- Attract the like-minded.
- Repel the timid.

Other paths for braver marketing: Chubbies

chubbies

THE SHORTS ▾ THE SHIRTS ▾ THE COMPANY THE LOOK THE FACTS

Need Help?



The
KHAKMEISTERS
Business Casual

Rule of FIWTSBS

THE FAQ

1. When in the crap does Chubbies release shorts?

2. How much do these bad boys cost?

The Manifesto

The Experience

MAILING LIST AWESOMENESS

BOOMSHAKALAKA!

TALK TO AN ACTUAL HUMAN

844.278.3554

OR HIT US UP ON CHAT

SHARE IF YOU HATE PANTS



11. How should I wash my Chubbies?

12. I wasn't able to place my order, but I see a pending transaction on my bank account - what's the deal?

13. Can I buy and resell these bad boys on eBay/Amazon/wherever-the-hell-else?

MAILING LIST AWESOMENESS

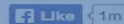
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SHARE IF YOU HATE PANTS



@annhandley

Rule of FIWTSBS

Find Interesting Ways to Say Boring Stuff

1. When in the crap does Chubbies release shorts?

2. How much do these bad boys cost?

[The Manifesto](#)

[The Experience](#)

MAILING LIST AWESOMENESS

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Like 1m

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MAILING LIST AWESOMENESS

BOOMSHAKALAKA!

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Like 1m

@annhandley

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Find Interesting Ways to Say Boring Stuff

1. When in the crap does Chubbies release shorts?

2. How much do these bad boys cost?

The Manifesto

The Experience

About us

Popovers/Landing pages

Microcopy

Instagram

FAQs

LiveRamp's FIWTSBS





Smithereens

“Why your customer experience is shattered into a thousand odd-shaped shards that ruin everything good and decent about your business.”

Why your customer experience is shattered into a thousand odd-shaped shards that ruin everything good and decent about your business. Oh, and what you can do about it.



1 of 33





So you think you're a

DATA-DRIVEN MARKETER

Explaining 50+ terms you should know

Browse by: # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A still from Disney's 'The Lion King' showing Mufasa and Simba sitting on a rocky ledge, looking out over the savanna at sunset. The sky is a vibrant orange and yellow, and the sun is low on the horizon, casting a long, shimmering reflection on the water in the distance. Mufasa is on the left, larger, and Simba is on the right, smaller.

Everything the light touches is content.

Takeaways:

If you cover up your logo, would *you* recognize *you*?

This is my brother, Bill.

So what about my brother?

(And our nephew, Ben.)



📍 Cocoa Beach FL, the Atlantic Ocean



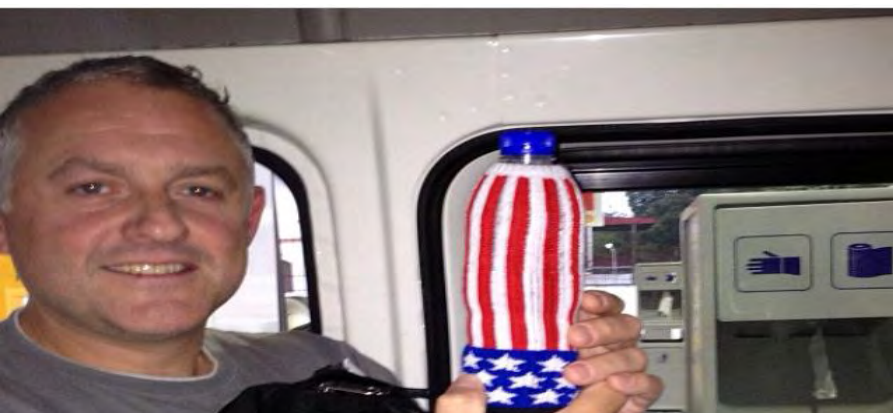


📍 Cocoa Beach FL, the Atlantic Ocean



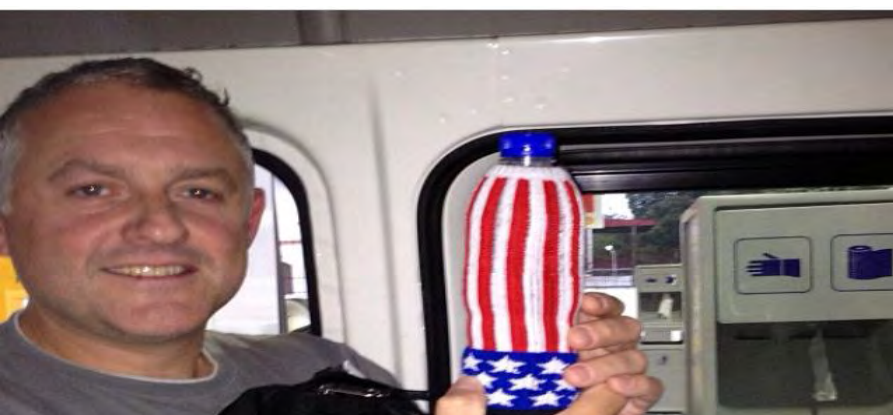


📍 Cocoa Beach FL, the Atlantic Ocean



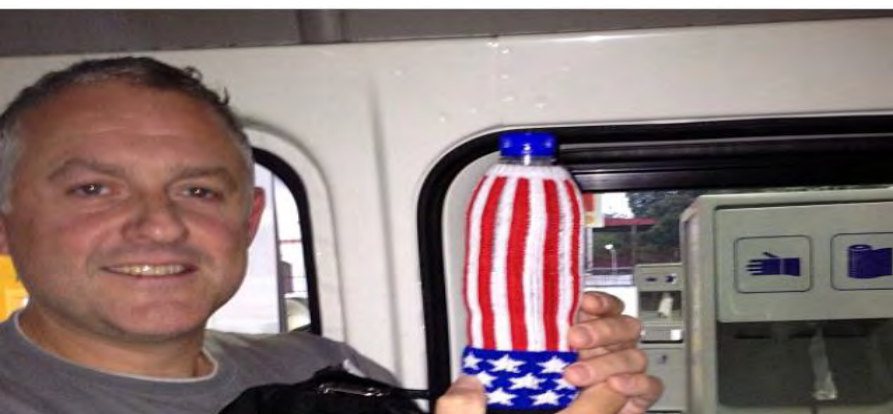


📍 Cocoa Beach FL, the Atlantic Ocean



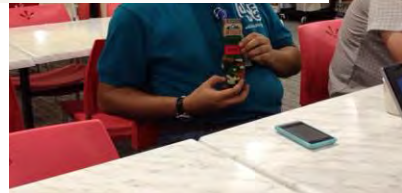
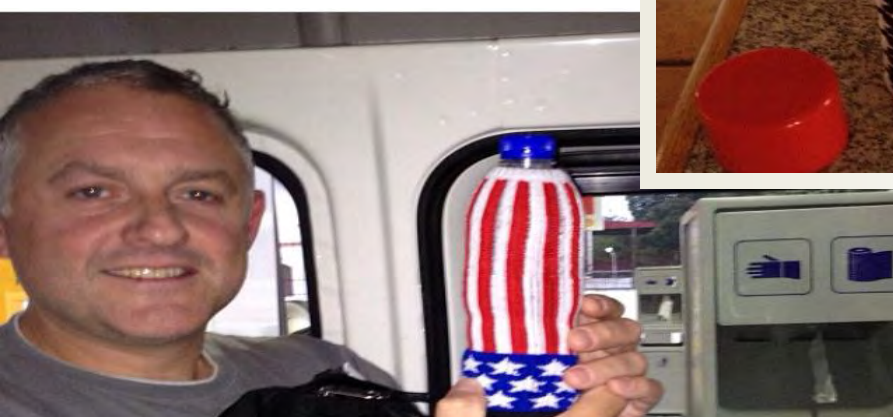


📍 Cocoa Beach FL, the Atlantic Ocean





📍 Cocoa Beach FL, the Atlantic Ocean





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📍 Cocoa Beach FL, the Atlantic Ocean



True LOVE

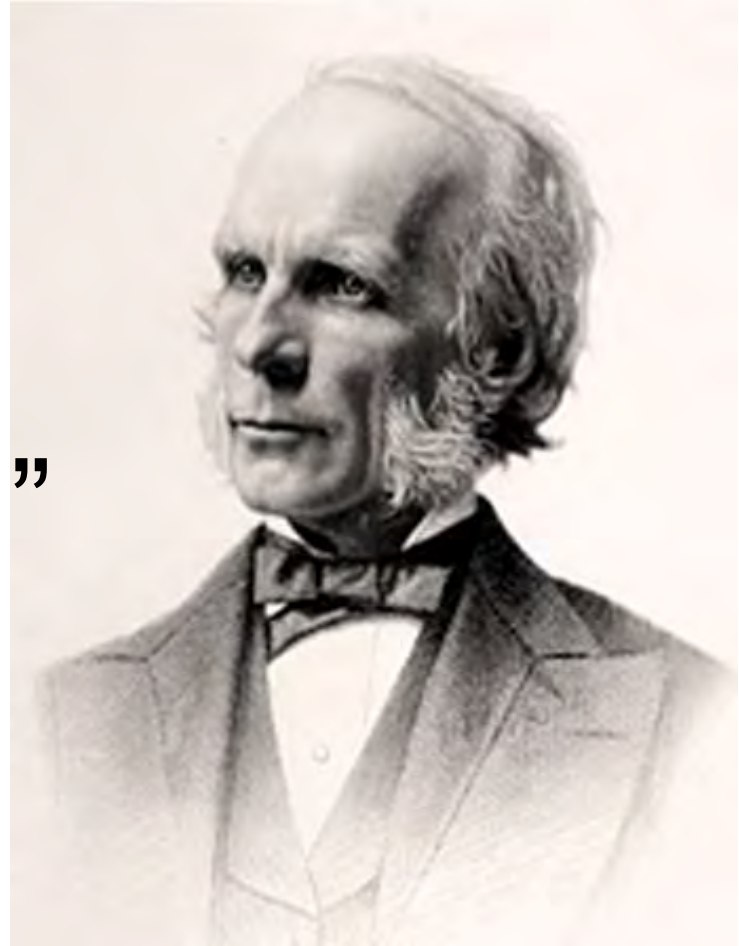


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The biggest missed
opportunity in content is
playing it too safe.

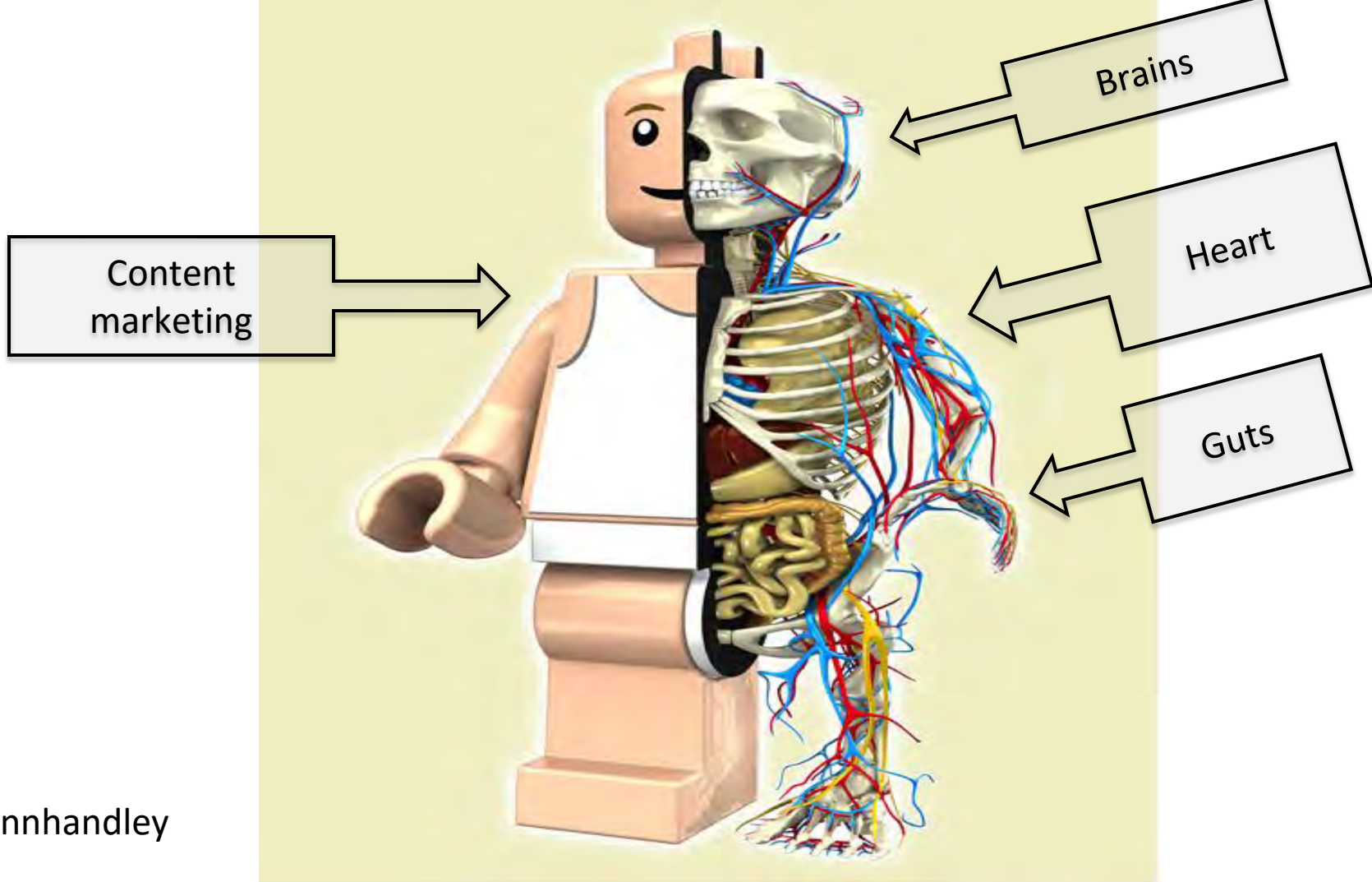
“A ship is safe in harbor. But that’s not what ships are for.”

-- William G.T. Shedd



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Thank you, PAICR people!
You're the best!

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