

TAP
INITO
THE
STREAM

An illustration featuring four rows of large, stylized letters. Each row has small, colorful human figures standing on or near the letters. The first row has 'TAP' in green with two figures. The second row has 'INITO' in orange with two figures. The third row has 'THE' in yellow with one figure. The fourth row has 'STREAM' in blue with two figures. The figures are simple icons with various clothing and accessories like glasses.

THE FIELD GUIDE TO COLLABORATIVE
CONTENT MARKETING FOR BRANDS

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Overview



CONNECTING WITH CONSUMERS THROUGH SOCIAL CONTENT.

The way brands connect with consumers is changing dramatically.

A brand used to know exactly when, where, and how to reach their customer. They were sitting in front of the TV at a certain time watching one of a few popular shows; they were reading their favorite magazine; scanning their favorite website.

Back then, brands lived in the adjacent space of the content the viewer was there to consume, whether it be a 30-second spot between the action, a print ad to the right of an article, or a banner on the screen. Our eyes, as consumers, were consistently pulled outside the content. In the not-so-distant past, it was more okay to be hard-hitting with your brand message, particularly online. With fewer opportunities to tell a full story, brands did it in a perfectly crafted way that had the broadest audience appeal.

But over the years, our content choices have grown. First it was technology platforms like Wordpress as early as 2003 offering people the ability to create content and build audiences that sought out what they had to say. But even then, only a select few really got going with it.

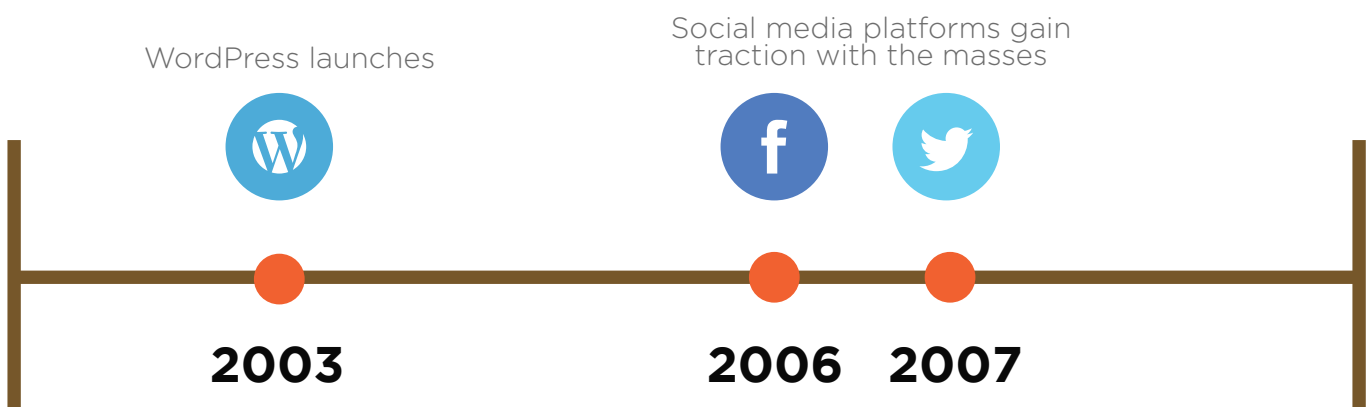
By 2006 and 2007, Facebook and Twitter were gaining popularity and gave everyone a voice in the conversation.

It's this transition of the everyday Joe into both a content consumer and creator that signaled another major shift in the way we're able to market. We now have more options than ever to capture an audience's attention, and to do so in ways they welcome—with valuable, beautiful, conversation-worthy content.

Consumers are being moved down the purchase funnel by way of content—the stuff they're finding across their social streams.

It is both a challenge and an opportunity for brands who need to figure out how and where to reach their customer and how to keep up with the pace and volume demanded of them on social platforms.

We're going to talk more about how the social content stream behaves, how consumers relate to and filter out content, and how tapping this stream through collaborative content creation holds major payoff for brands.





LETS BEGIN!
*The Age
Of Constant
Connection*

Social platforms are game changers indeed, but the bigger shift has come from our ability to access these networks anywhere, and anytime. We are living in a world of “Constant Connection.”

How many times have you looked at your phone today? A recent IDC Research study shows 80% of us look at our phones within 15 minutes of waking up. From the moment we rise to the time our head hits the pillow again, we check that device another 110 times, on average.

Mobile devices are such a part of who we are that they have become “a personal extension of being” according to Adam Kmiec, the Senior Director of Social Media and Content for Walgreens.

And they are changing the amount of content we’re exposed to—and how we participate in it—in a big way.

THE STORY OF AN EVER-FLOWING STREAM OF CONTENT

We’re moving at a fast and furious pace with an overwhelming amount of content being served up across all different platforms. Our fragmented ecosystem is one in which brands are being asked to authentically connect with their consumer, while also facing the challenge of grabbing their attention in the first place.

The ad messages of yesteryear are not enough to pull us in and often go ignored. But that same brand message, when wrapped in a piece of content that inspires, entertains, and informs can suddenly become relevant to our lives. That’s the sort of thing we stop and take notice of.



"Content that tries to sell, doesn't. Content that tries to help, does."

-Linda Boff, Executive Director, Global Brand Marketing, GE

NOTES

THREE CONSUMER WANTS

WANT 1

A FILTER TO CUT THE NOISE

As more content is developed, consumers are finding ways to filter out the noise. They have less trust in the ads being delivered and instead look to people they trust for their recommendations and thoughts.

In one minute online ...	
6,000,000	FACEBOOK VIEWS
100,000	TWEETS
480,000	INSTAGRAM PHOTOS LIKED
1,300,000	VIDEO VIEWS ON YOUTUBE

WANT 2

DON'T DISRUPT ME

The more we tune out ads, the more creative brands get at finding their way in. But no one actually wants to be disrupted.

Don't distract me from the content I've come for by "running it over."



Don't stick an ad into a feed without any context around it.

And do NOT make me wait 10 more seconds to resume my game of Words With Friends!



While these tactics can get a consumer to stop, they create a negative brand association, which curtails the goals you set to achieve to begin with.

WANT 3

LET ME HEAR FROM SOMEONE I TRUST

What we do want is to hear from someone we trust. And that can be someone different for all the different parts of our lives. We're complex, nuanced, and we all have particular tastes and routines.



Consider your own. Do you turn on a particular radio show for your morning commute? What about your source for tech news and the latest gadgetry? We'll bet it's not the same website or person you turn to for incredible slow-cooker recipes, suggestions on weekend getaways, or tutorials on building a deck.

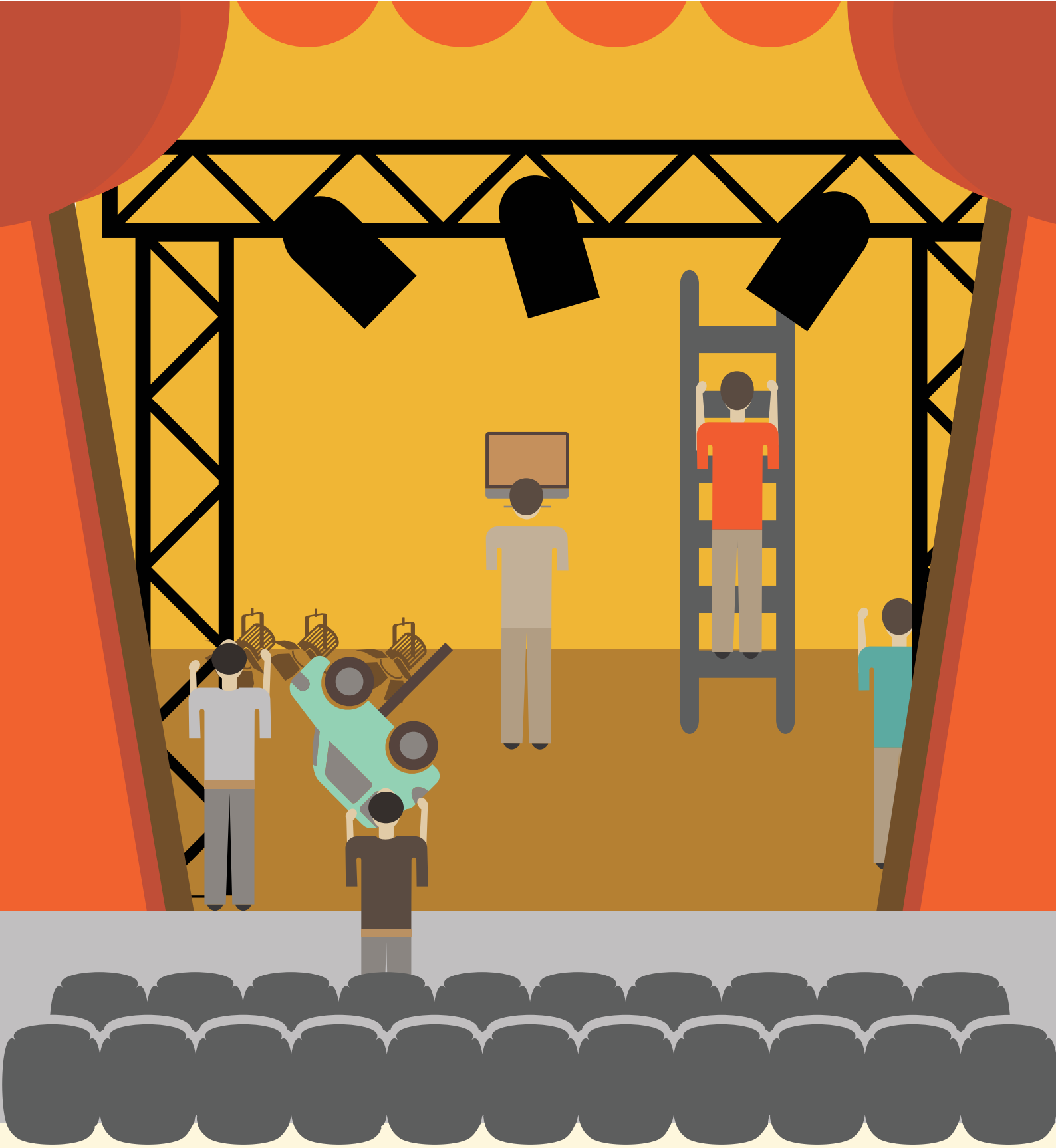
For all of those things, whatever yours may be, you're likely to go looking for input (in the form of content) from real people who have similar tastes. Furthermore, whether we intend to or not, we take notice of the brands they're using.

CONTRIBUTING TO INTERESTING CONTENT WHEREVER WE'RE CONSUMING IT

When you partner with those already creating content people want, it's crucial your contributions in those places add to the environment, rather than detract value from it.

Brands often make the mistake of thinking something along the lines of "I want this type of person to say they love my product and that it's the best thing ever." That's exactly the type of content that's bound to get skipped over in the feed. Work with your content creators to develop content that is valuable to the target audience and authentic to their point of view.

NOTES



Setting The Stage

INGREDIENTS OF AN EFFECTIVE
SOCIAL CONTENT STRATEGY

INGREDIENTS OF AN EFFECTIVE SOCIAL CONTENT STRATEGY

Alright, so we now know why we want to be working with influential content creators and why it's so important to be in the social stream. But how do we actually do it?

Before you start looking for content creators or create a content strategy, you'll want to determine a few key things to help set the stage: Know Your Audience, Set Clear Goals, and Define How You Will Measure Success.

Seem simple? Social content marketing begins at the same place traditional marketing does, so you probably already know or have a good idea of what your brand needs to achieve. Next we'll talk about how to take that and turn it into an engaging social content strategy.

KNOW YOUR AUDIENCE

- Who is your target market?
- Do you have research and insights on them?
- What are they interested in?

A common mistake brands make is to decide first thing the type of influencers they would like to work with. We recommend stepping back and looking at your audience. Who are you trying to reach? Who is the target market for your brand/product?

Here's an example: Say you're a brand who makes wine and you want to start working with content creators to produce great social content to get the word out. It would be logical that you would want to work with wine bloggers. While that's certainly a great idea, it's not casting the widest net to optimally reach your target market.

Let's check it out. What is your target market? You say: We want to reach current wine drinkers and convert them to drink our fine wine.

But here's what a lot of brands might miss initially: Not all wine drinkers read wine blogs, follow wine aficionados on Facebook, Twitter, or elsewhere.



Now let me ask you, the reader: Do you know anyone who enjoys drinking wine? If so, how many of those people do you think follow wine experts on social media? A-ha. There it is. In order to really reach your target audience (regular people who drink wine), it's best to do so through people just like them.

In addition to wine, consider what else those people might be interested in. Food? Entertaining? Make sure you have a broad set of audience insights to expose all opportunities. With this approach to determining your audience, you would likely be guided to expand your content creator criteria from wine experts to, say, lifestyle and food.

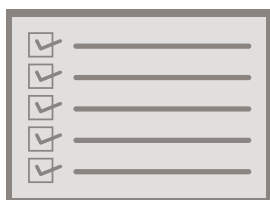
SET CLEAR GOALS

Common goals we see brands looking to achieve through Social Content Marketing:

BEST PRACTICE:

Not every piece of content can achieve all of these goals. Narrow down your goals to the top 1-3. Or better yet, create a tiered approach that allows you to activate different content creators for different goals. For example, you could build relationships with subject matter expert (SME) content creators in your vertical to help feed your social channels with quality content, while you use buzz builders to help drive traffic and capture email addresses.

- Brand awareness
- Get people to try a new product
- Drive traffic to a brand site
- Drive to my social channels
- Get more followers
- Drive engagement with a promotion
- Capture email addresses
- Get content to feed my social channels
- Increase sales
- Build a relationship with content creators



Determine these upfront and be realistic about what can be achieved. Content marketing drives the top of the decision funnel (awareness, consideration, and preference) and long term social content strategies can start to showcase purchase and loyalty.

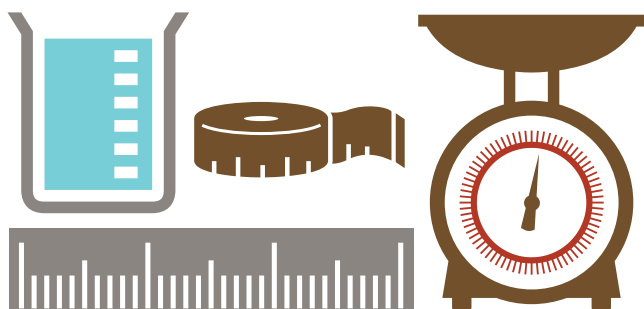
We'll talk about this more later when we dive into analytics, but after you determine your KPI's, you translate them into results a social content play can deliver. By setting up the right tracking methods, you can make sure you're capturing the data that will tell (and sell) the story of your social content.

Identify through a social content effort where a consumer is in the decision journey based on their actions:

- Individual sees branded content (Reach) » **Awareness**
- Individual clicks to purchase something (purchase intent) or explores the brand (brand affinity) » **Purchase Consideration**
- Individual is listening to (share of voice) or explores the brand (brand affinity) » **Preference**
- Individual engages with the brand (social sharing) » **Loyalty**

DEFINE HOW YOU WILL MEASURE SUCCESS

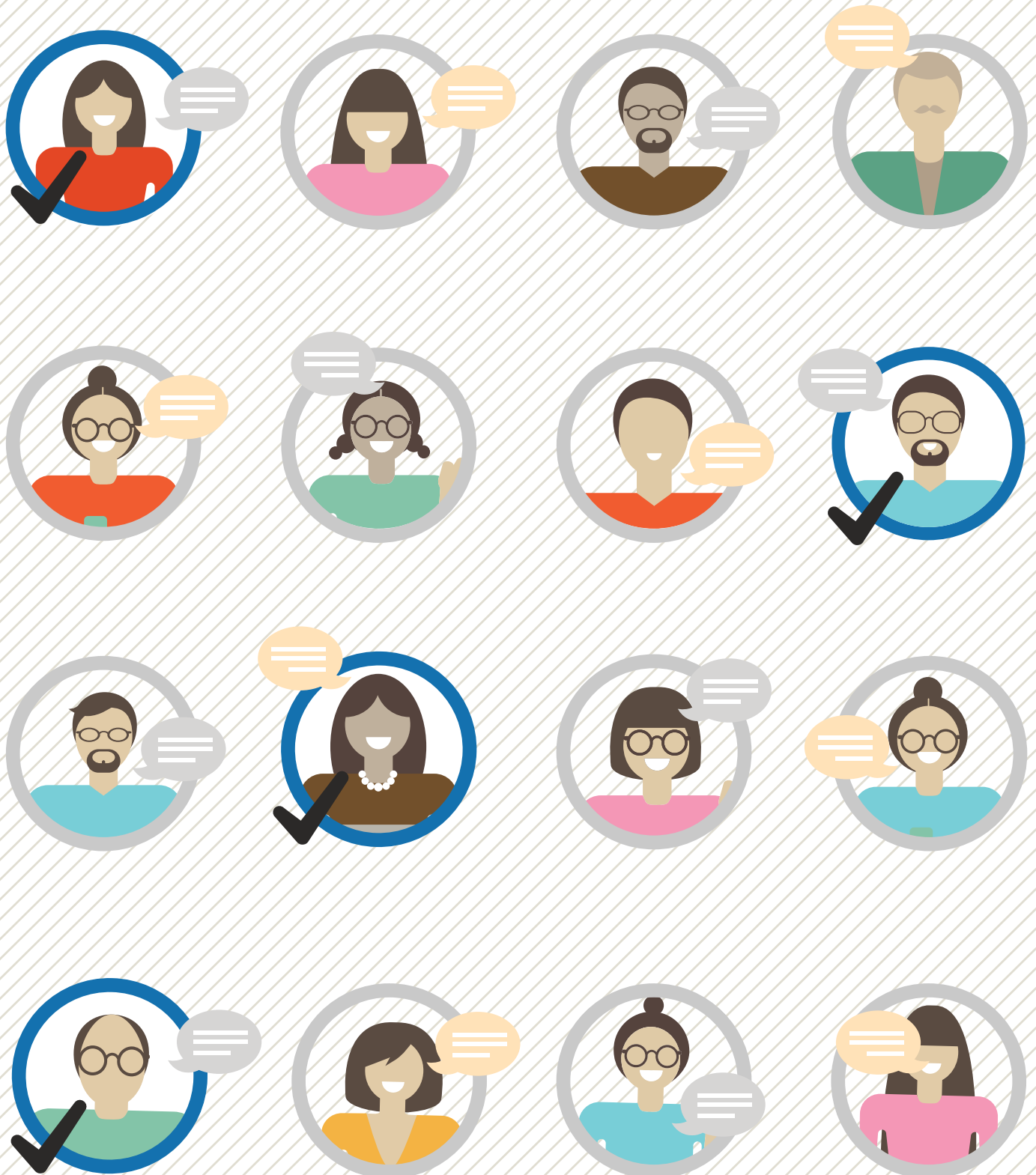
The last key ingredient is how you or the brand plan to measure success. These may come from higher level marketing goals or key performance indicators (KPIs) you hope to achieve.



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THE CONNECTION

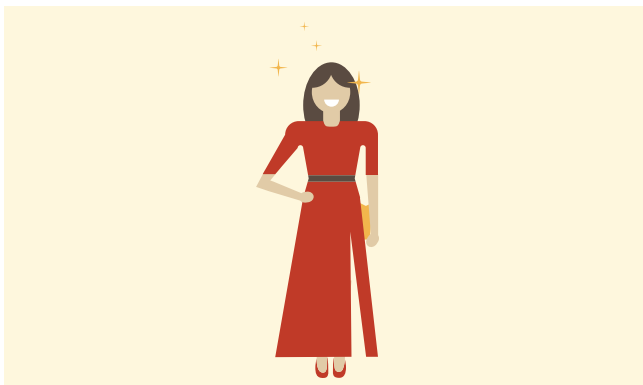
HOW TO FIND THE RIGHT CONTENT CREATORS



INFLUENCERS COME IN ALL SHAPES AND SIZES

... And with varying levels of influence. We bucket them into these categories because each one serves a different purpose and is motivated differently, which will be important to understand as you define who is going to be best for creating social content for your brand.

1 **Celebrity Influencers** – These social media stars have broken out and command a pretty penny to work with, but are leveraged for their own brand name and caché of followers.



FOR EXAMPLE

Michelle Phan — michellephan.com
A breakout beauty blogger, she has worked with L’Oreal to develop her own beauty line, and became a spokesperson for Dr. Pepper.

Bryan Grey Yambao — bryanboy.com
International fashion superblogger, widely acclaimed throughout press and media, now being represented by a talent agency.

Ree Drummond — thepioneerwoman.com
The blogger-gone-book author has also risen to TV star status with her own show on the Food Network.

ADVANTAGE: They deliver on a large scale, and are great to use as the face of a campaign because of their recognizability in a given space.

HOW TO WORK WITH THEM: You’ll most likely be going through their talent agent, work with just one or a select few, and the arrangement will look more like a celebrity spokesperson contract, rather than part of a scalable content creator strategy.

2 **High-Quality Content Creators**
These are high-volume content producers that have attracted a sizable audience (25k to 50k). They understand their audience because they’ve gotten to know them intimately during their building process, and can bring that insight into the development of content on behalf of a brand.

FOR EXAMPLE

Michael — inspiredbycharm.com
Clever DIY home styling, entertaining inspiration, food, and lifestyle pieces.

Jessica — beautezine.com
A “blogazine” of beautifully curated visual posts around makeup and beauty.

David — spicedblog.com
Gourmet food for anyone.

James — therockfather.com
The daddy blog and pop culture magazine for families that rock.

ADVANTAGE: These people know how to create content for a certain type of audience, have data to understand what works and doesn’t with their audience, and can integrate brands authentically into their content mix to great efficacy.



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HOW TO WORK WITH THEM: Get to know the content they are best at creating, their voice and personality, and then collaborate with them on a creative content assignment.

3

Buzz Builders And Promoters

Great at getting the word out, these content creators have audiences that range in size. Some are large deal-focused bloggers, others are known for spreading the word on what's hot and can help get attention for your brand. They tend to be prolific content creators with a wide range in content quality.

FOR EXAMPLE

Jenny — southern savers.com

A site where freebies, deals, and printable coupons are posted like rapid-fire.

James — INFOtainmentnews.net

Curated posts on what's hot and happening on a wide range of topics, from family pet care to apps for skaters to innovations in inventory management.

Zack — coupon dad.net

Money-saving tips, discounts, and yes, coupons, from the unique perspective of a father of four.

ADVANTAGE: You can scale your outreach efforts with little collaboration to get these buzzers buzzing. It's a highly-effective strategy if you're careful not to create "spammy" or super-salesy assignments for them.

HOW TO WORK WITH THEM: Ensure you have a compelling promotion and something that's buzzworthy for them to share. Make sure the promotion is a fit for their audience.



4

Advocates - These brand ambassadors naturally love your brand and can be found online talking about you already. Pay attention

across your social media channels to see who's mentioning your brand the most, then invite them in to share and create content with your brand.

ADVANTAGE: These people love your brand and are ready and willing to talk about what you're doing. They also know how your brand fits into their lives and often want to share creative ideas with their favorite brands.

HOW TO WORK WITH THEM: These are not professional content creators so you're going to have to be okay with letting their creativity shine through. Be sure there is value in it for them and that the reward is in line with the ask you're making.



5

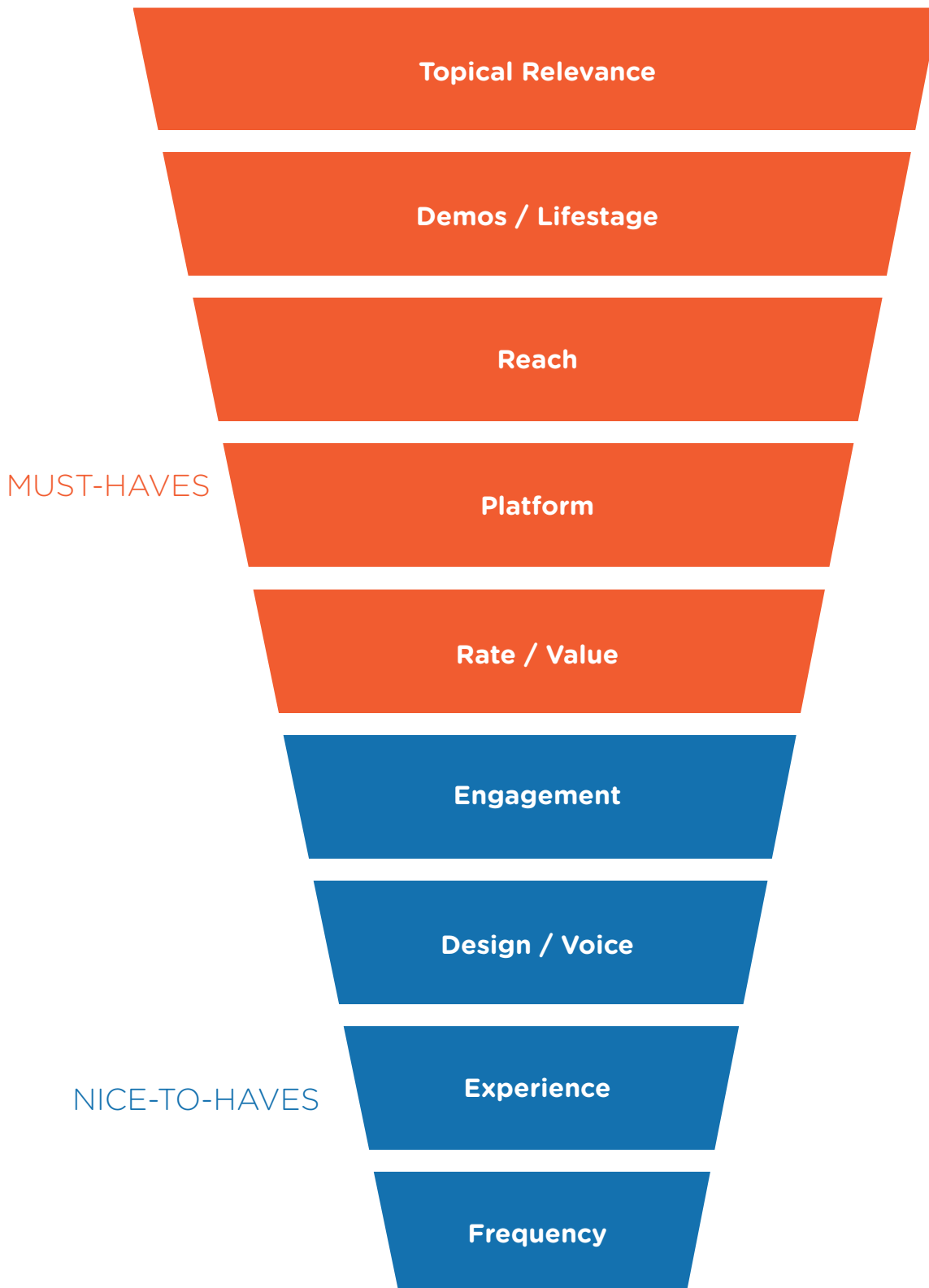
Employees - A great resource for brands are the people who work for them and know the company best. With unique perspective, employees can deliver brand messaging in an authentic way.

ADVANTAGE: These people are closest to the nuances of your brand and can generally be trusted to use their judgment (if you're guiding them properly).

HOW TO WORK WITH THEM: Make sure not to cross the lines of employer / employee relations and require something on their personal social channels they don't feel comfortable sharing. Sharing should be optional and clear brand guidelines should be set, including disclosure that they work for the company being mentioned.



STORYTELLER SELECTION FUNNEL



WHAT TO THINK ABOUT WHEN SELECTING CONTENT CREATORS

As you begin to pull together your ideal list of storytellers to create social content, think through these factors. We usually start at the top, defining the “must-haves,” and then narrow our search through the more subjective “nice-to-haves.”

Determine the absolute musts:

Topical Relevance - Subject matter experts creating content in the areas of importance to your brand.

Demographics/Lifestage - Which is more important: The demographics of the content creator or the audience? If you’re looking for a skier to share their take on your gear, you’ll need an actual skier. If you’re looking to reach people in the market to remodel their home, your content creators don’t have to be in the middle of gutting their kitchen. You just need a DIY-er who speaks to that market.



Reach - Is there a minimum reach requirement you’re looking for? Try not to think solely about the big reach numbers, but factor in their reach against your target audience.

Platform - Do you need someone with a large following on a specific platform? If you’re trying to build a Pinterest following, you want a pinner that has built up a large audience on that platform.



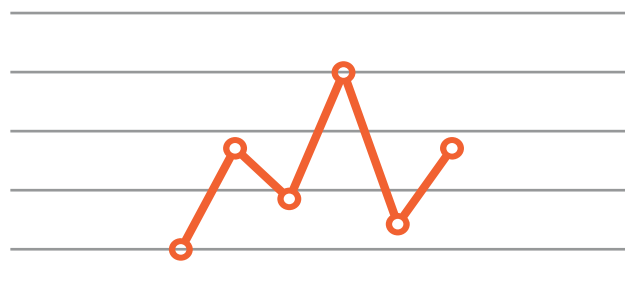
Rate - What’s your budget? This will determine the size and caliber of the social content creators you’ll be looking to collaborate with.

Next, create a list of “nice-to-haves” that will help you narrow your search.

Engagement - If your KPI’s are centered around audience engagement, make sure you look at how their audience engages on their site. Some content creators don’t accept comments and may not be the right fit to drive conversation.



Design/Voice - Is there a certain aesthetic you’re looking to align with? Look at their site and the quality of photography, video production, etc. What voice complements your brand? Are they funny, informative, honest, emotional? Read a few sample posts, their bio, and you’ll get a quick sense for their tone



Brand Experience - For example, content creators who have written about an experience with your brand, or one that has not written about a competitor. Do some keyword searches to see what comes up and if they have any loyalties to other brands you should be aware of. You can also add this to your assignment criteria to have content creators self-select out of the project.

Post Frequency - Frequent posters are constantly bringing their audience back to their site to engage with content. You may have a certain cadence that’s right for your brand. You may want someone who posts once a day to make sure they have regular, loyal readers, or if you’re in the coupon business, you might look to content creators who post consistently throughout the day.

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Past Performance - As you build up your practice, you'll be able to turn to actual data tied to a content creator's performance in delivering your branded content. Factor that into your criteria moving forward.

Now, that's a long list! If you're an agency working on behalf of a brand, you could end up with too narrow a search criteria and will need to work with your client to prioritize and broaden the search. There are only so many green-eyed adrenaline junkies in the market for life insurance that have a Facebook following of 10,000+!

TREND WATCH: USING PERFORMANCE DATA TO OPTIMIZE SOCIAL CONTENT CREATOR SELECTION

If you track social content marketing efforts over time, you'll be able to see how each content creator and piece of content performs. You can then begin to factor that into the selection process, optimizing your efforts every time you create assignments and invite participants to create and distribute content for you.

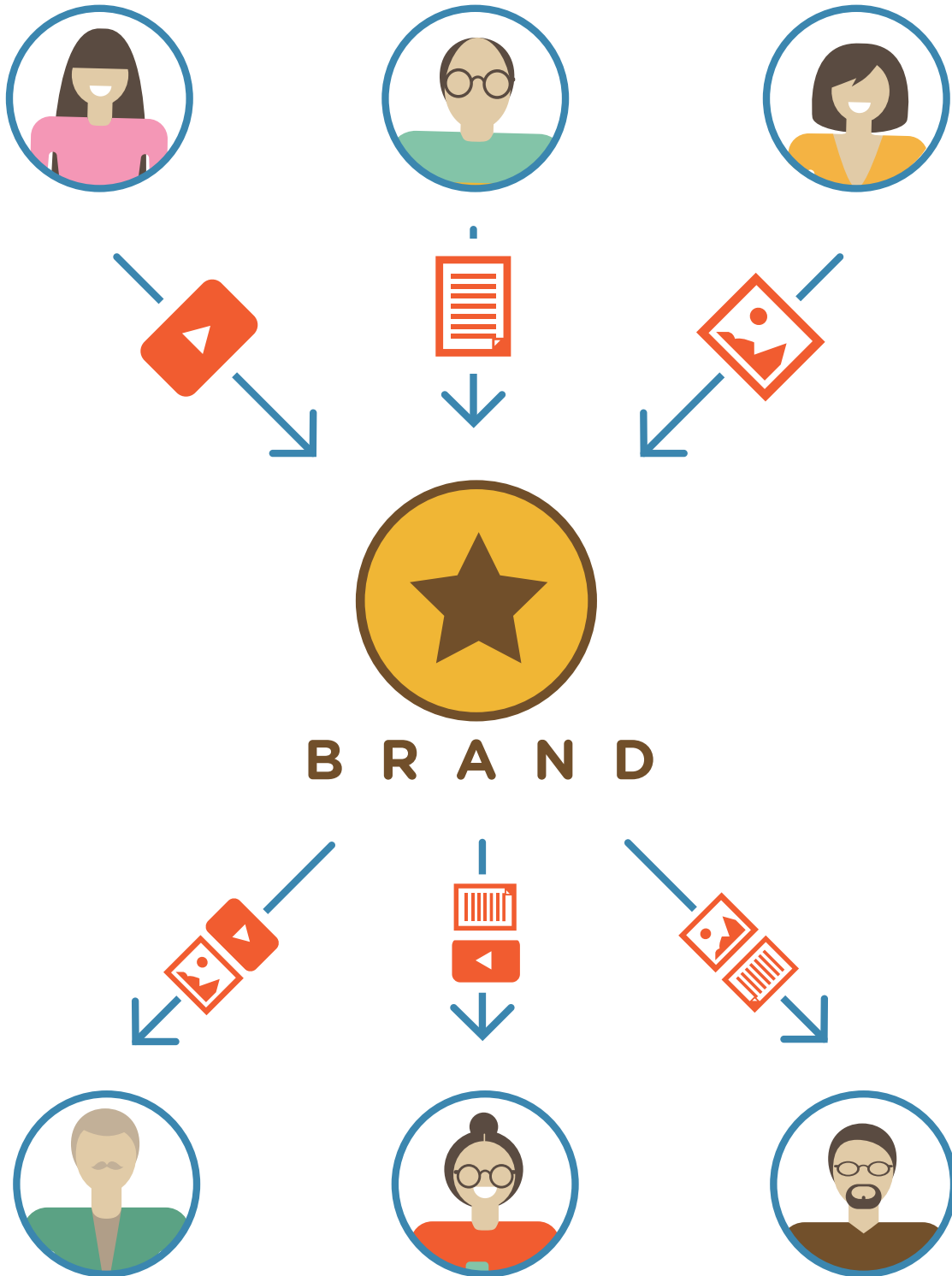
Want someone who went gangbusters on Twitter, or got incredible reader engagement in the comments?

Identify your top performers—and be sure to thank them and reward them! Build the foundation to work with them again. These will become your brand advocates that begin to know your message inside and out. They are the ones you can turn to anytime to help deliver good news, or just as importantly, mitigate disaster. Was there a recall on your product? Arm these content creators with the real information to spread the word and potentially save your brand's reputation.

NOTES

Content Collaboration And Engagement

INSPIRE GREAT STORIES



The key to any great piece of branded content is that it is compelling to its target audience, authentic to the storyteller's voice, and delivers against your brand objectives. If any one piece of this equation is missing, the content will fall flat.

EXERCISE

Content Creation Brainstorm:

This exercise helps you find great stories that live at the intersection of a brand's story, the storyteller's point of view, and the needs and wants of your target audience. Use this when you're starting a creative strategy session, or make it the litmus test for any social content idea you have.



LET'S GIVE 'EM SOMETHING TO TALK ABOUT (FEEL FREE TO SING!)

You want to inspire great content, right? One way that can be done is by giving your content creators an experience or brand immersion they won't be able to keep their mouth shut about. There's nothing more authentic than the unique point-of-view of an individual who has gotten up close and personal with your brand and is sharing that experience.



Experiences provide the creative inspiration content creators crave, and also align nicely with your brand messaging since you control the atmosphere.

- Do you have a showroom where your designs are inspired or a factory floor with an incredible automation process? Bring them in and give them a tour.
- Have a car that's perfectly suited for road trips? Try a ride and drive.
- Do you use only the finest ingredients in your pasta? Let your content creators meet the chef and see how the product is made.

You'll be amazed at how these sorts of experiences will drive higher quality content and a deeper relationship with the creative mind behind it. What's more is how this method scales. You need not limit one

experience to a single content creator. Open it up to a broad set, even at the same time (especially at the same time!).

The same experience will result in many unique points of view that carry over into widely varying, creative pieces of social content that can be used to engage a multitude of audiences.

CONTENT TAKES ON MANY FORMS

As you outline the creative strategy for your social content, consider what form of content you want included in the social package. Should visuals be included? Would an infographic bring the concept to life? Could you best reach a younger audience through a funny animated GIF or clever Vine video?

There's much more to content than long form blog posts. Social content creators are adept at delivering your message in these creative formats (among many more):

- Visuals/Photos
- How-tos/Recipes
- Animated GIFs
- Tutorials
- Videos
- Gift Guides
- Infographics
- Lookbooks
- Long-form content
- Printables
- Snackable social shares
- eBooks
- Top 10 Lists
- White Papers
- Q&As

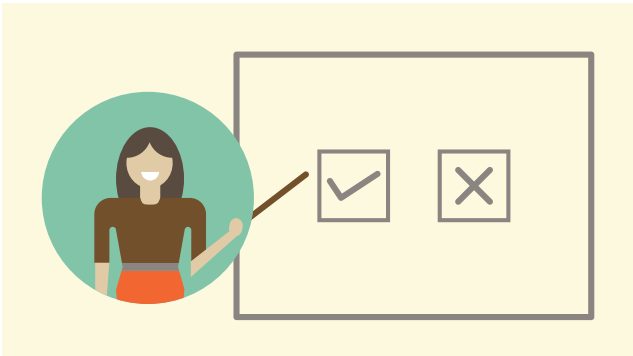
NOTES

HOW DO I PROTECT MY BRAND?

It's a major concern, and it makes sense: How do I make sure my brand is safe and no claims are made or negative things are said? Several things can be done upfront to avoid these types of mishaps.

Spell Out The Do's And Don'ts

One of the main tools we use to make sure everyone is on the same page and all expectations are met is a Collaboration Guidelines document. This guardrail for social content is where you can outline an assignment, offer sample creative ideas, showcase words you'd like to see included, ideas you hope are incorporated and very specifically, any brand "Do's and Don'ts."



Many food companies, for example, have the objective of driving awareness around a healthy snack, but can't allow content creators to use the word "healthy." Make sure they understand things like this by including them in your Guidelines document.

For what else might you provide guidance? What points or areas are off limits? (AKA "We don't want legal down our throats").

What would you encourage them to do? Be creative, involve your kids, involve the community, etc. Want a catchy title? Make sure to include that requirement and some guidelines around it.

Assets

If they need any, make sure they have your latest logo and any appropriate brand-approved images. Be clear on your goals. Bring your storytellers on board to help you accomplish them.

Then Let Go And Trust Them

This is where the magic happens. When you've given them all the info they need, you can trust they understand your brand and are clear on the assignment. The more authentic a piece of content is, and the more true it is to the content creator's tone and voice, the better it will serve your brand and connect with the audience.

The more it reads like a press release from you, the more likely it is to get skipped.

To summarize, you can protect your brand throughout a social content strategy. When working with your content creators, just remember:

Guide Them...

- Creative direction
- Quality sample content
- Brand expectations
- Timing needs

Share With Them...

- Brand assets
- Brand/product messaging
- Do's and Don'ts
- Goals/engagement metrics

Then Let Go And Trust Them.

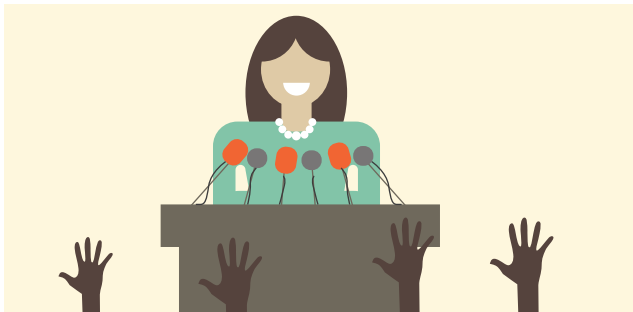
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5 WAYS TO ENGAGE YOUR AUDIENCE

1

Create A Conversation

If you are trying to start buzz and get people talking about something, ask them to do so. You can do this by posing a question within the content, be it a blog post, Facebook update, or tweet. Craft that question in a way that invites your audience to not just react to the content, but join the conversation around it. It may be as simple as asking the same thing of the audience that the content creator just posted about, or it could extend the conversation further. These conversations can take place on most social channels,



2

Promote Sharing

Getting readers and customers to share is the golden ticket and takes several steps to get it right.

- A. You need sharable content.
- B. You need to understand how and where your target audience shares, and make it an easy step for them.
- C. You need to distribute that content within the social channels your audience is most likely to be consuming content and/or sharing.

Think for a moment about your personal social sharing habits. What kind of content do you share? Where do you share it? What makes you share it?



This is how you have to think as a social content marketer to get content shared organically. You can craft viral-worthy messaging and memes 'til the cows come home, but if it doesn't meet the consumer's behavior drivers, it will fizzle.

3

Let Them Shop The Content

This is a fun, interactive way to engage with your audience.

Whether your content is in the form of Pinterest boards, long-form, image-heavy posts, or videos, including links back to products for purchase is incredibly effective at moving an individual through the buyer funnel—and fast. Sometimes in a straight shot from brand awareness to purchase.



Brands are even beginning to host shoppable Google+ hangouts where they showcase products, influencers chime in, and viewers can shop as they watch.

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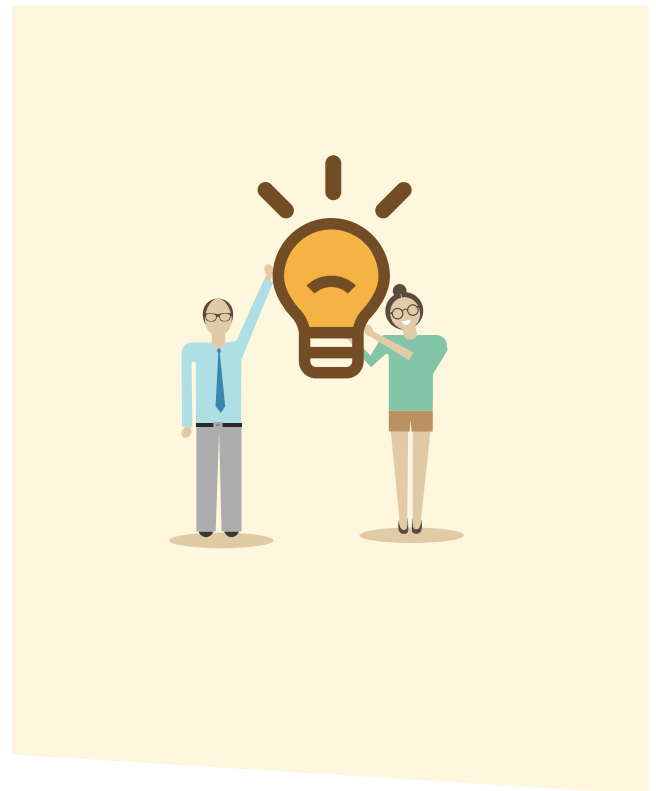
Drive To A Branded Destination

If the action you want your audience to take is to click on a link that brings them to a branded site, make sure the value they get from doing so is clear. What will they see, get to do, or earn? What's in it for them?

5

Crowdsource New Ideas

Let the audience become part of the content. Users engaging by creating branded content themselves showcase preference and advocacy for your brand. You'll also benefit from having a two-way conversation, and get more people talking, sharing, and connecting with your brand.

**6 TYPES OF CONTENT THAT GO VIRAL:**

Adds Value: It contributes to a broad audience's needs or desires in some way.

Disruptions: Makes the consumer stop and notice.

Creative Participation: When a user can put himself in the role of content creator, he'll be far more likely to share.

News: Information they haven't heard. Be the news-breaker.

Emotional: Great stories make us feel something.

Simple Advocacy: When you directly ask that something be shared, your audience is far more likely to do so.

Source: <http://www.fastcocreate.com/1682946/the-principles-of-social-design-how-to-make-content-shareable>

TREND WATCH: INTERACTIVE CONTENT

Interactive content allows consumers to engage and spend more time with the content you've created, whether it be clicking for decorating ideas and recipes or shopping directly from within a video. It holds our attention by offering opportunities to move around it, explore, and choose our own adventure in how we consume it.

Content creators can offer behind-the-scenes footage, share tips and tricks that add layers of dimension to interactive content, and bring audiences to it.

TREND WATCH: ALWAYS-ON ACTIVATION

Social content marketing isn't about the short-lived blips of a promotional campaign. Sure, it can help with those, but it's more about an ongoing relationship you're building with individual content creators who create more and more value over time. You're scaling your reach, deepening a relationship with their audience, and adding value to micro-communities all across the web.

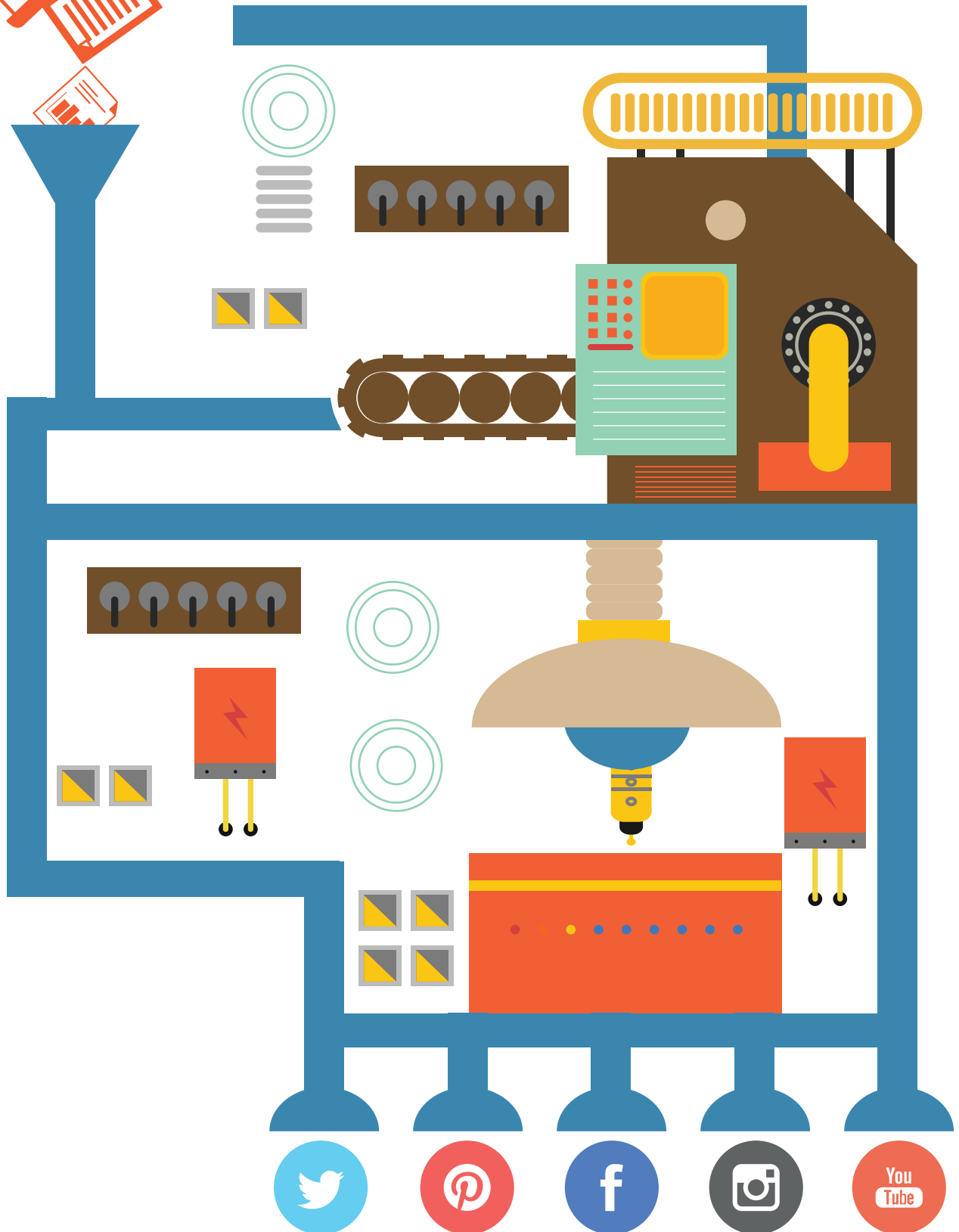
Stephanie Agresta from MSL Group speaks to campaign-specific social content marketing efforts creating bumps in word-of-mouth brand activity, but noted "it's like going on a first date over and over again" because it often doesn't lead to sustained growth.

Conversely, a consistent, "always-on" approach powered by automation and outreach technology allows you to scale and build momentum over time. Your payoff gets greater and greater as you become established within a community. You bring value to a conversation, and any campaigns built on top of that deliver incremental bumps at key times.

This is a big trend we are seeing for 2014, with many brands committing to an always-on strategy to take their social content marketing to the next level.

Distribution

MAKING THE MOST OF ALL
THAT CONTENT



WHAT ELSE CAN YOU DO WITH ALL THAT CONTENT?

Using content creators to compose stories to feed the high-volume content needs of brand publishers helps to attract the right audience to your brand. And now you have a sense of the type of creative content your storytellers can help with.

But it doesn't just stop with content being posted to their site, or across their social platforms. So, what else can you do with it? The following are just a few ideas, but we're certain you can come up with more. Don't let opportunities to utilize great content go to waste!

Re-use Content Across Owned And Social Media

1 Pull it onto your owned spaces, your website, or a vanity URL. If adding something to your brand's site is like moving mountains, see how you can utilize widgets or build out a site where the consumer can engage. If barriers exist to audience engagement, it's time to start bringing them down.

2 Make it mobile friendly. Content hubs can be built with responsive design so no matter what device a consumer is on, the experience will be optimal.

3 Link to content from social spaces (Facebook, Twitter, Pinterest, etc.) Get the halo effect of association. Content creators appreciate the reciprocation and often will go above and beyond in their own distribution and sharing efforts.

4 Do fun things to get people engaged:
- Voting on the content (e.g. recipe contest, best outfit, top tips on the subject matter)

- Makeovers or upgrades showing before-and-after results
- Conversational social hubs pulling in comments from social channels and user engagements like blog comments, tweets around a hashtag, posted photos, and more.

5 Repackage content in interesting ways. Once you have a lot of social content, find ways to curate different pieces and create unique collections, whether it be a digital recipe book or a selection of kid-friendly crafts.

EXTEND THE CONTENT

Not only do social content creators distribute their content to all of their different social platforms, but as the brand, you own that content and can re-use it both online and off.

Content Distribution By Content Creators:



Content Use And Distribution By Brands:

Build out your content strategy to extend over your whole marketing strategy and really get the most out of it. Use quotes as testimonials in print and web. Feature your top tier celebrity influencer in your TV ad. Share your content in a dedicated section of your newsletter.

What Else?

- Use as content for Facebook/Instagram
- Cross post onto brand site
- Pin image and articles on Pinterest
- Tweet posts, images, quotes
- Digital Advertising
- TV commercials
- Retail Marketing Materials

NOTES

Measurement

THE PROOF IS IN THE PERFORMANCE



METRICS AND METHODS TO DEFINE SUCCESS ALONG THE CONSUMER DECISION JOURNEY

Different metrics and methods for measurement can be used to define your success as it ladders up to your original goals.

Let's look across the consumer decision journey:



Awareness

You want eyeballs and massive reach to drive awareness. Look not only at the total impressions with **reach**, but also at the actual **views** to that brand message.



Consideration

Clicks show your audience wants to learn more. A **sweeps entry or vote** means they've given thought to the content enough to hand over their personal information. **Views** are a form of consideration given they read the full content. **Brand studies** can be performed to ask questions of the audience, such as purchase intent. A **comment** can be mined for sentiment that shows consideration.



Preference

Early on, we talked about how we guard our social feeds. **Sharing** is something most don't take lightly, and it's a great proxy for preference. **Liking or following** the brand opts them in to your social stream. **Data capture** also opts them in to hearing from your brand regularly. **Social listening** can be used in **sentiment** analysis that determines a positive association with your brand. **Contest entries** or confirmation a viewer has tried out a product (through a recipe or DIY project, for example) show a level of effort to engage with your brand.



Purchase

Clicks to e-commerce are the most direct way to measure purchase. If you collect names in a lead generation effort, you can track that lead to **conversion**. Follow a reader from the content to your site and measure their engagement, time on site, and pages visited to track them through to purchase.



Loyalty

Again, **sharing** is a good proxy for a loyal customer. If they are regularly talking about you and sharing out your social content, they are loyal to your brand. **Referrals** are a great loyalty indicator. Look for commenters referring their friends to your brand. **User-generated content** shows loyalty through creation of their own brand content.



NOTES

OPTIMIZING BASED ON PERFORMANCE

As you collect more and more data (this is where a technology solution can be of benefit) you can start to use that data to optimize your efforts.

- Content creator rankings can determine who to work with (most engaging, highest reach)
- Content engagement provides insights into what to create (topics that resonate)
- Views can teach which distribution techniques are most effective (Pinterest, newsletters, homepage placement)

CALCULATE THE TOTAL MEDIA VALUE (TMV) OF SOCIAL CONTENT

One of the best ways to show the return on your investment in social content is to determine a dollar value for the content itself, the audience it reached, and the engagement it received. Using standard media and content production rates, let's take a look at what the whole package would cost if you had purchased it using traditional media marketing methods.

Here's how we break it down:

Investment - What would this have cost to produce in-house or through an agency? To market and distribute it.

Views To Content - What's the value of the targeted distribution and the right audience seeing your content in its entirety? We liken this to a cost per engagement.

Engagement - For all the clicks and comments you receive, put a value on it similar to a cost per click campaign.

Social Actions - Sharing is key to extending reach and getting visibility in the social stream. Value these friend endorsements higher than a media buy.

The other way to think of Total Media Value is this:

Multiply the dollar value you've assigned ...

... to views by the number of views;

... to engagements by number of engagements;

... to social actions by number of social actions;

... and so on.

Now add them together with your production and distribution cost (your investment). That is your Total Media Value, or TMV.

EXERCISE

GOT THAT NUMBER?

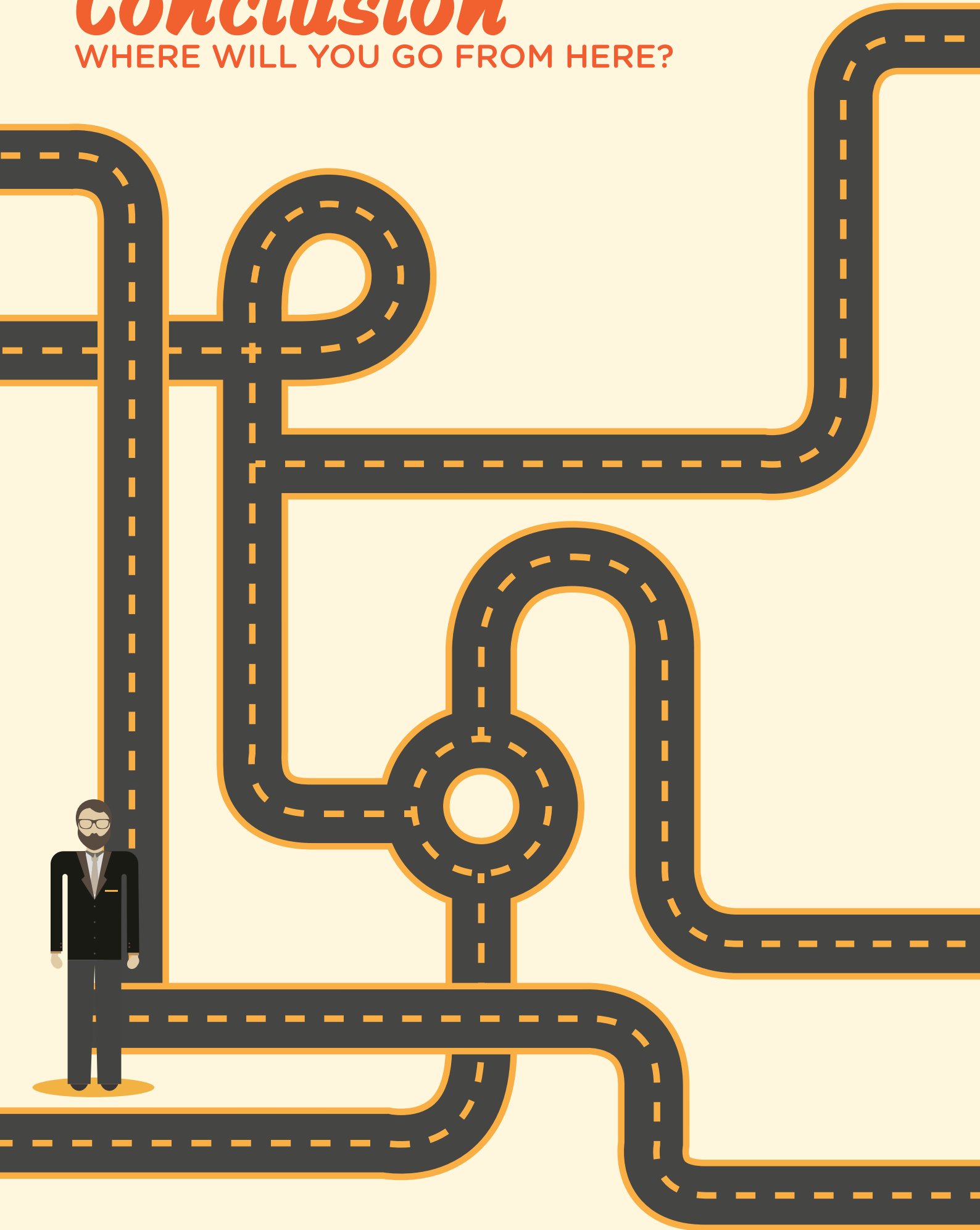
Run it through this formula to determine your approximate ROI on Social Content:
 (Total Media Value - Investment) ÷ Investment

THE TOTAL MEDIA VALUE CALCULATOR

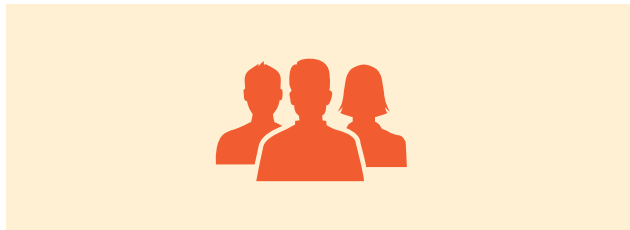
You've got the formula for the Total Media Value and ROI of your social content, but if you'd rather use an app that does the math for you, go to www.tapinfluence.com/total-media-value to play around with our interactive TMV calculator.

Conclusion


WHERE WILL YOU GO FROM HERE?





BUILDING OUT YOUR SOCIAL CONTENT STRATEGY: A CHEAT SHEET




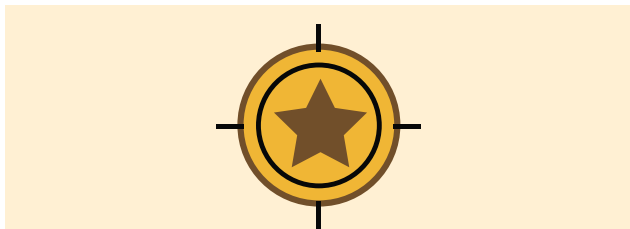
When you know your **AUDIENCE** you can ...

 ... seek out content creators that reach your target market.


 ... create content that feeds their interests.


 ... design the type of assignment that will be best received.


 ... choose the mix of social platforms on which they are most active.





When you are clear on your **BRAND GOALS** you can ...

 ... find content creators with a track record of success around achieving goals like yours.

 ... easily determine a focused call to action that is authentic to the audience's social behavior.


 ... design assignments that mimic the type of content being naturally consumed.


 ... place your content in the right mix of social platforms.


 ... get the maximum exposure in the most effective way.




When you know your **MEASURES FOR SUCCESS** you can ...





 ... make sure the content strategy ties in with your goals effectively.

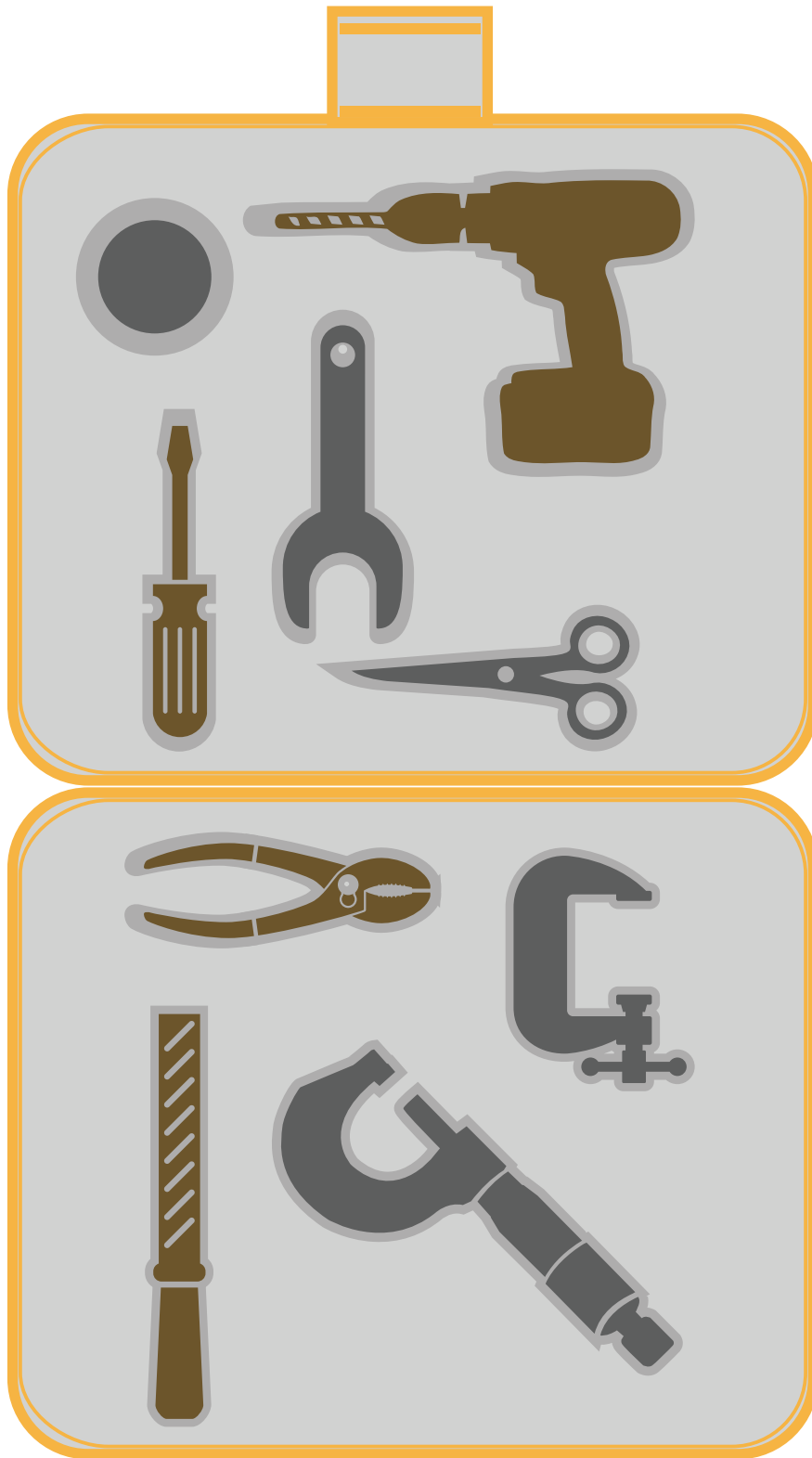
 ... communicate KPI's with content creators so they can help you achieve those goals.

 ... track the right things.

 ... optimize for future performance.

Icon Legend

Connect	
Create	
Distribute	
Measure	



Workshop Materials

MEASURE SUCCESS

Different metrics & methods to define success along the consumer decision journey

Awareness	Consideration	Preference	Purchase	Loyalty
Reach	Clicks	Sharing	Clicks to E-Commerce	Sharing
Views	Sweeps Entry Votes	Like/Follow	Conversions to Sale	Referrals
	Views	Data Capture	Spotlight Tags	User Generated Content
	Brand Study	Social Listening /Sentiment		
	Comments	Contest Entry		
		Brand Study		

TEAM ACTIVITY

Content Creator Selection:

Brand/Product _____

Goal _____

Audience _____

Think About

- What type of content creators would be a good match?
- What is your strategic goal? Promotional or Content Creation?
- Who is your target audience and what are they interested in?
- What topics/keywords are most relevant to search for in their content?
- Anything they should NOT have written about (competitors, sensitive subjects)?

TEAM ACTIVITY

Activate: Draft The Creative Assignment And Engagement Strategy

Think About

- What is the brand story that aligns with audience needs and the content creator's perspective?
- What content brings value to your audience?
- Is this something the content creator would write organically?
- What are the assignment requirements (photo? hashtag? link?)
- Do's and Don'ts - How can you guide the content creator to success?
- Does your CTA align with your high level goals?
- What is the benefit or incentive for the audience taking this action? (The "Why")

ABOUT TAPINFLUENCE



The TapInfluence Platform combines social content workflow with a huge marketplace of talented and influential content creators, streamlining each step of the social content marketing process for consumer brands.

It would work for you, as it has for brands like P&G, Kraft Foods, Old Navy, Microsoft, Sears, Lego, Coca-Cola, and many, many more.

Ready to take the next step with your social content marketing strategy, or simply learn more?

Talk to one of our brand strategists.

Reach us at: talktome@tapinfluence.com

or by calling: [\(720\) 358-2564](tel:(720)358-2564).



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