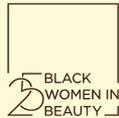


# cantú/elevate



**Workshop 1:  
Brand + Creative Strategy**

November 2020



× cantú.

# Mindfulness Moment





# Our Partners: Reddish



Reddish is an independent agency that embraces and activates crowd culture across the evolving media ecosystem, combining the art of traditional and emerging tactics with the science of human behavior and relationships. Our approach transforms brand consideration into brand love, elevating engagement across the full media architecture and boosting business impact meaningfully. We build unique integrated marketing communications strategies, providing invaluable resources for our clients such as hybrid communications models, creative platforms, social influencer campaigns and digital content.

## Client Partners



## Our Team



**Jessie Mann**  
Senior Vice President



**Sydney Tukes**  
Account Executive



**Kyle Berube**  
Assoc. Director, Strategy



**Ariel Smith**  
Asst. Account Executive

# Our Partners: The Sasha Group



Sasha serves ambitious leaders with a growth mindset. We've taken our combined decades of experience working on F500 brands in all sectors and right-sized it for today's growing brands. When Gary Vaynerchuk founded this group, he named it after his father, Sasha, another ambitious leader. Sasha means helper, and that's what we do. Whether through brand strategy and identity, marketing playbooks, or execution across the digital media landscape, we help build businesses that last.

## Client Partners



## Our Team



**Elizabeth Cates**  
Account Director



**Jess Friedowitz**  
Creative Director



**Cara Moore**  
Senior Media Analyst



**Krishna Patel**  
Account Resident

# What we hope you get out of these sessions:

## WORKSHOP #1: Today

- Defining Brand
- A Framework for Making Content
- The Platforms
- Community Management

## WORKSHOP #2: November 19th

- Grounding Ourselves in the Now
- Media Fundamentals
- Media by Platform
- Influencers
- Earned Media



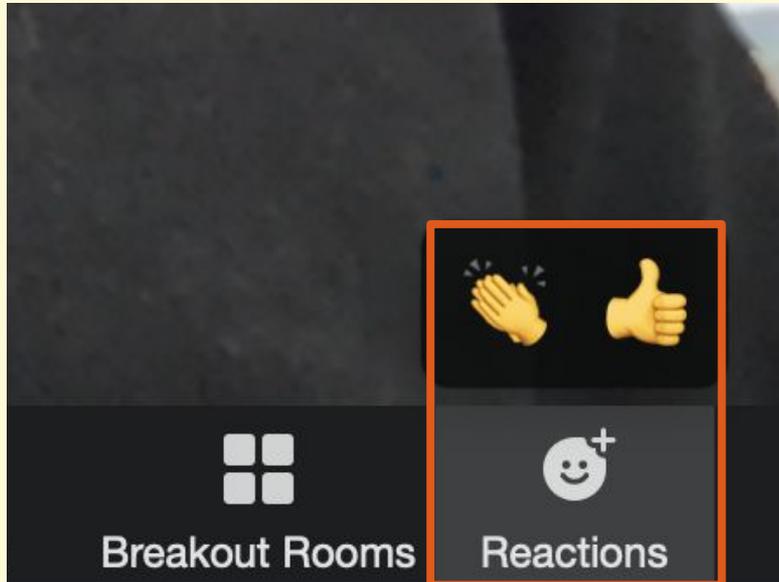
# House Rules

- Please remain **on mute** during the workshop.
- Keep an **open mind**, and be **respectful** of presenters and fellow participants.
- If you have a question or comment, **share with us** in the chat!



# Checking in Using Zoom

Throughout the presentation, we'll periodically check-in with questions for the group. You can respond by **reacting** through Zoom:



*Go ahead and  
try it now!*

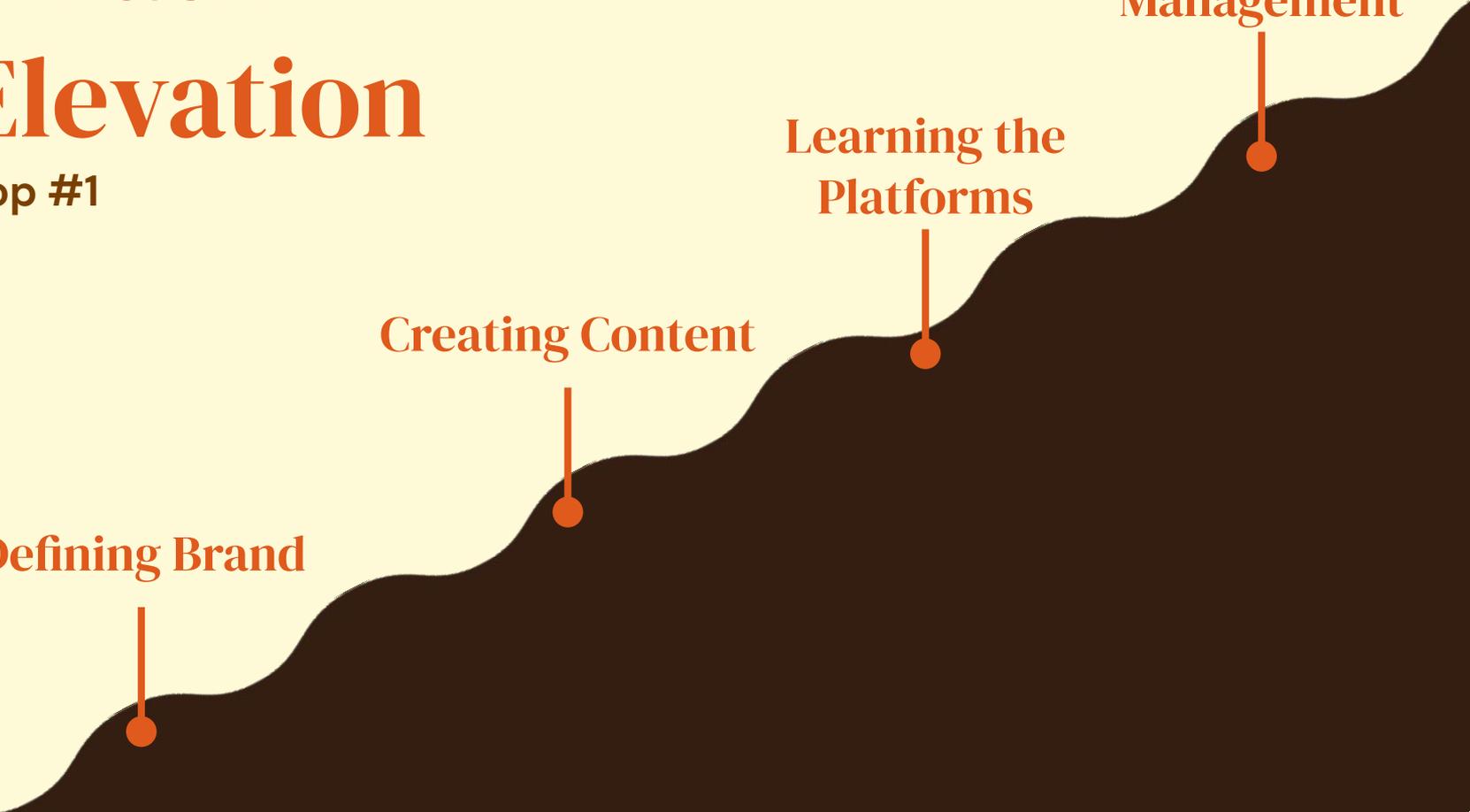




Ask us in the chat while we present!  
We'll save time to respond at the  
end of the session.

# Our Path to Elevation

Workshop #1



Defining Brand

Creating Content

Learning the  
Platforms

Community  
Management



**Let's start climbing.**

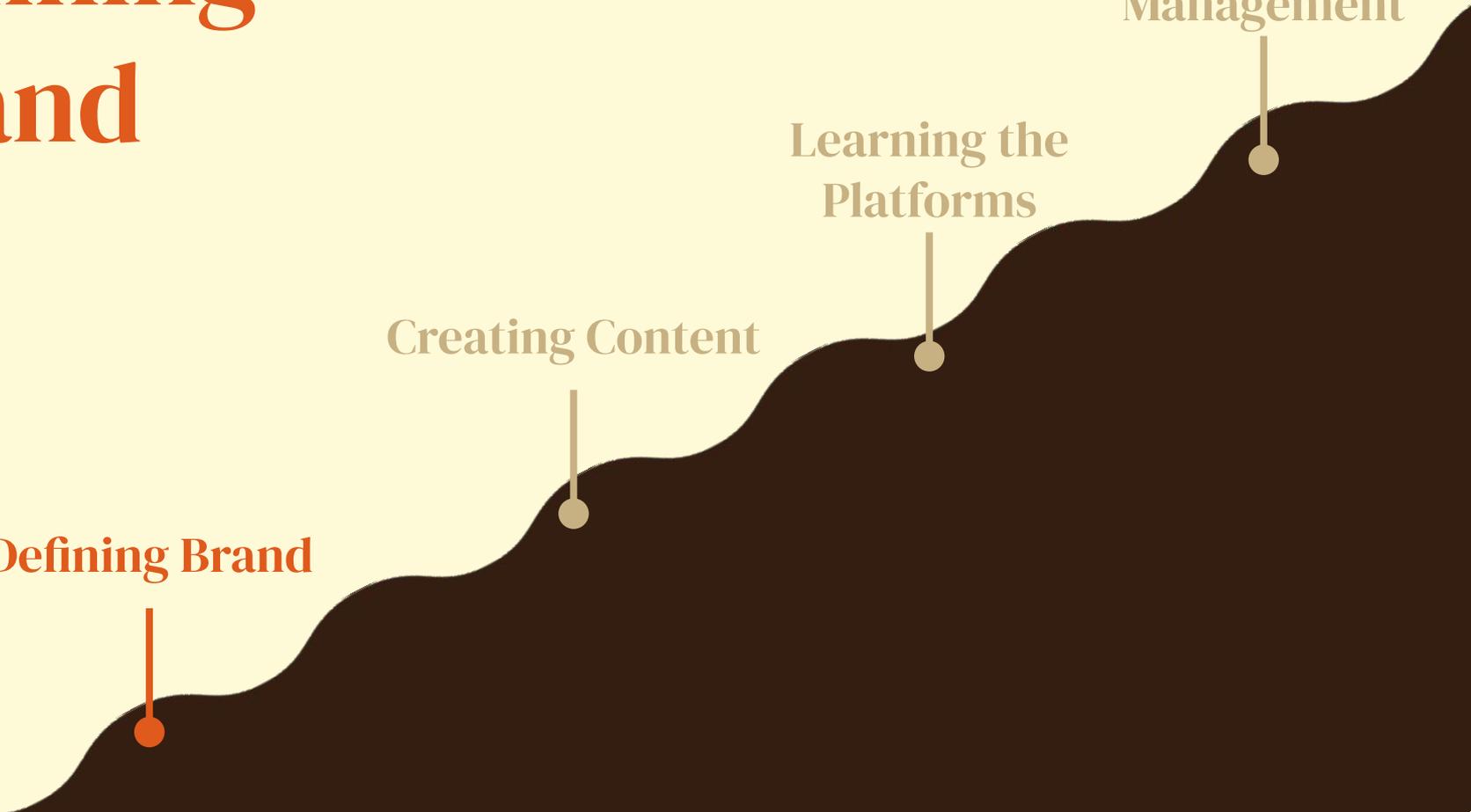
# Defining Brand

Defining Brand

Creating Content

Learning the Platforms

Community Management





Every great brand has  
**two things** in common

**They're consistent.  
And they change.**



**So how do we  
build strong brands that  
that flex with the times?**

# Building a strong brand foundation starts with **asking the right questions.**

**Why** do we exist?

**Why** should customers choose us?

**Who** are we for? And what do they care about right now?

**Who/what** inspires us?

**What** do we want to represent in the current landscape?

**What** role do we want to play in culture?



# Examples of Strong Brands



**Nike:** *"To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete."*



**Starbucks:** *"Our mission: to inspire and nurture the human spirit — one person, one cup and one neighborhood at a time."*



**Google:** *"To organize the world's information and make it universally accessible and useful."*



**Coca-Cola:** *"To refresh the world...To inspire moments of optimism and happiness."*



**Walmart:** *"Saving people money so they can live better."*

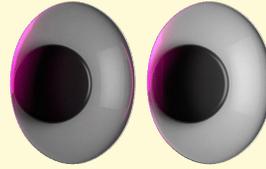


**Zappos:** *"Delivering Happiness."*





**Give a thumbs up if these are things  
you've thought about for your brand.**



Attention

**Flexing with the  
times means  
meeting consumers  
where they care.**

---

Culture

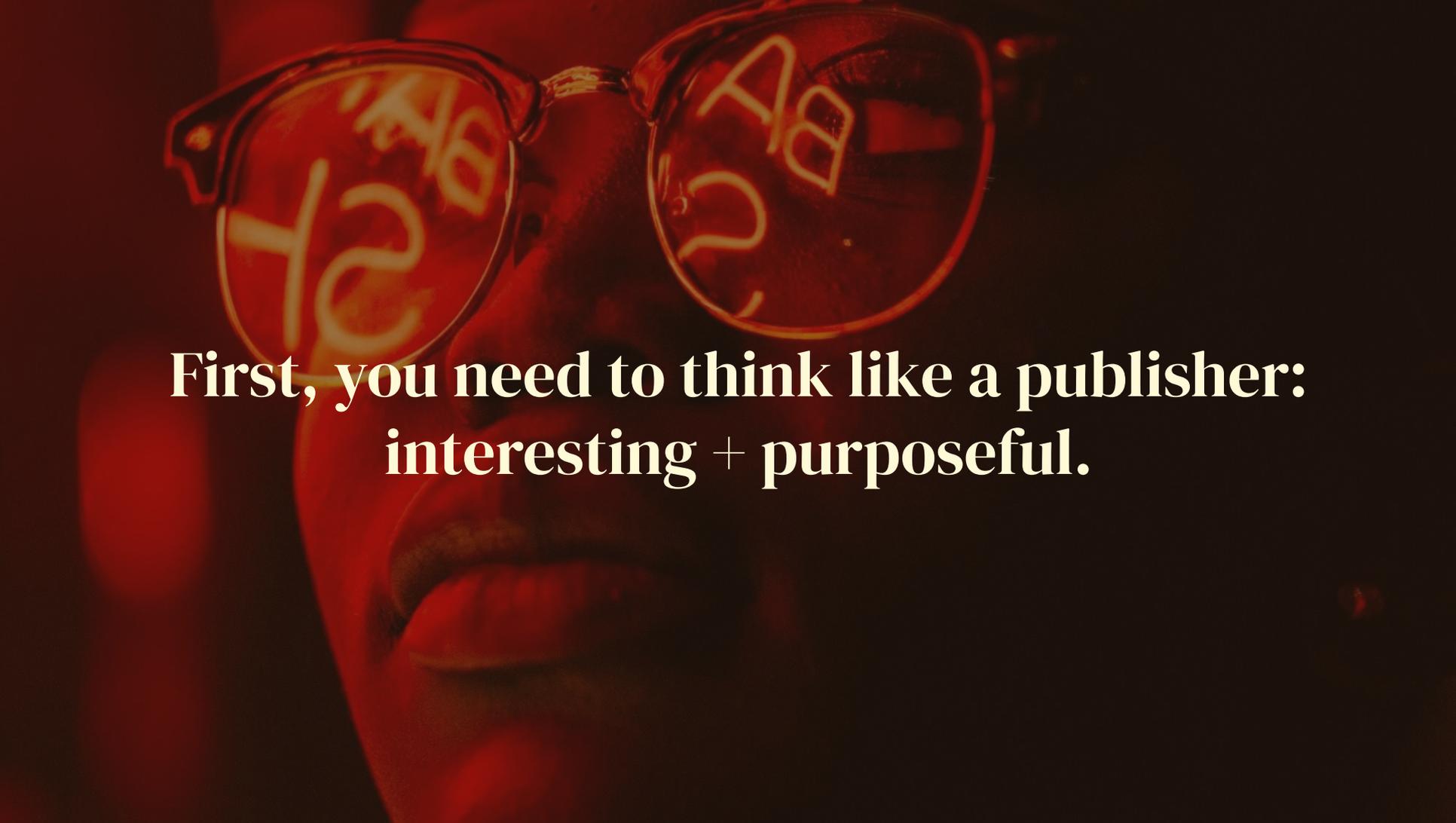


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Empathy

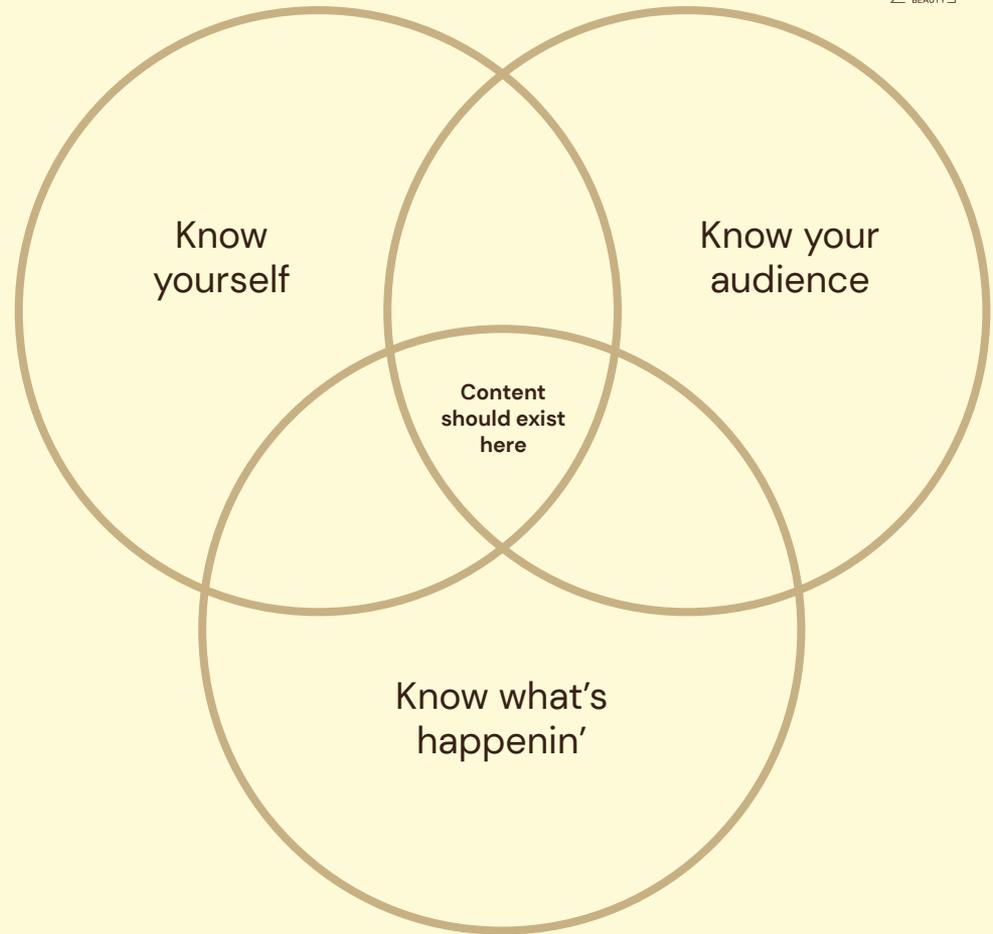
**How can you uniquely  
contribute to the moment?**





**First, you need to think like a publisher:  
interesting + purposeful.**

**We bring brands closer to their consumers by understanding the intersection between culture, empathy and attention.**



How can you play a role in their lives?

**“Brand”**  
Know yourself

**“Me”**  
Know your audience

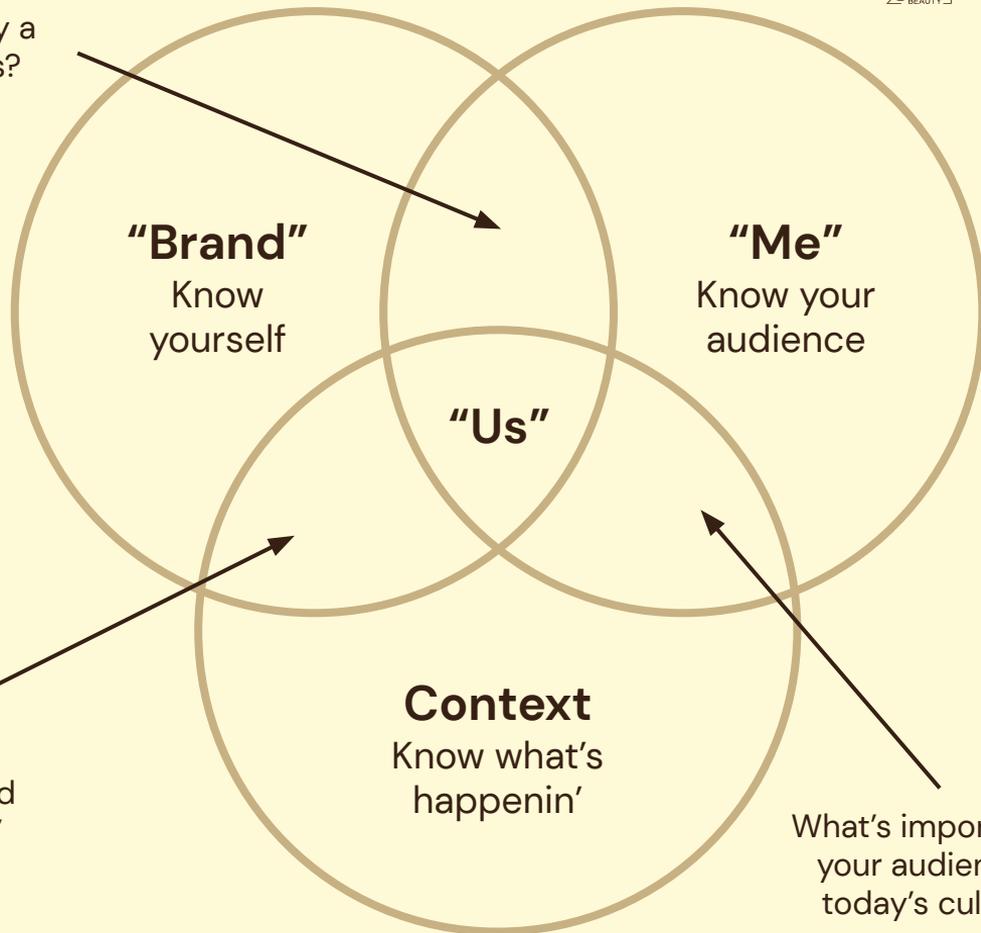
**“Us”**

**Context**  
Know what’s happenin’

How does your brand relate to “the now?”

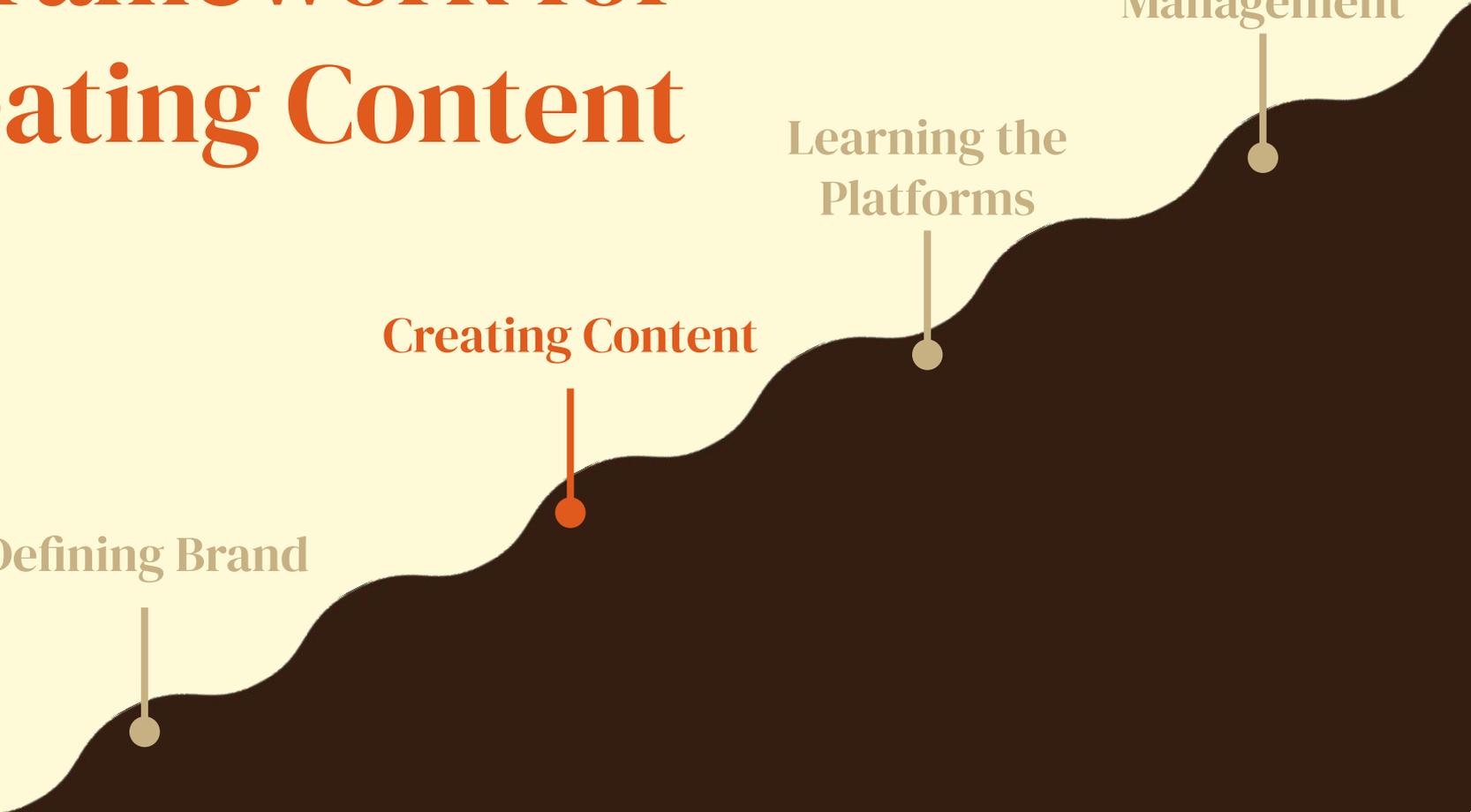
What’s important to your audience in today’s culture?

**Because it makes content relevant.**



# A Framework for Creating Content

Defining Brand



Creating Content

Learning the  
Platforms

Community  
Management

Know your role:

## North Star

In one line, what is your organization all about?

## Your Big Enemy

What are you solving for? What need are you meeting?

What's your brand's purpose?

Ownable Proof Points

What are the reasons to believe in your organization, offering or brand?

# North Star

In one line, what is your organization all about?

# Your Big Enemy

What are you solving for? What need are you meeting?

Ownable Proof Points

# Who's your audience?

Make it specific.

Who are we talking to? It's probably not "everyone."

Consumer Tensions & Behavior

Consumer Tensions & Behavior

Consumer Tensions & Behavior

What are recurring conversations you have about your org, offerings, programming, etc.?

Be audience centric

## North Star

In one line, what is your organization all about?

## Your Big Enemy

What are you solving for? What need are you meeting?

Ownable Proof Points

## Who's your audience?

Make it specific.

Consumer Tensions & Behavior

Consumer Tensions & Behavior

Consumer Tensions & Behavior

Translate into Content

Translate into Content

Translate into Content

Make as much content as you can.

Now we can make content that hits the center of the Venn diagram.

Be audience centric

Make!

# Things to keep in mind when creating content.

- There's no one-way to do this.
- Don't be hampered by process—they're just tools
- Sometimes ideas come first and you need to organize them into buckets or themes
- Other times, themes develop first and then you ideate against them
- It's okay to be "organized chaos."
- To start: focus on quality over quantity.





**Give a thumbs up if you are overwhelmed  
by the thought of creating content.**

# Do you have...



**Brand photos?**

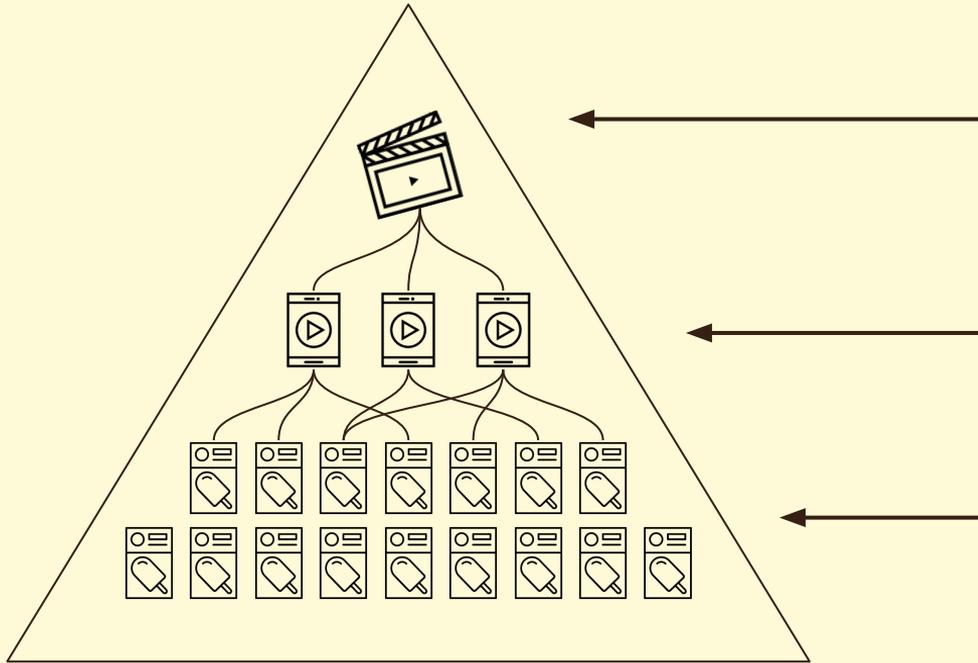


**Photos from fans?**



**Access to a cell phone camera?**

# Then you have more content than you think.



## Hero/pillar content

A hero-length piece of content (e.g. a long video or audio recording) that can be “mined” for additional social content. This is where quality is important.

## Cutdowns & editorial

How can you make smaller bits and pieces from that hero content? Are there clips? Are there individual narratives that deserve to be their own videos? What can be turned into blog posts or syndicated as articles?

## Digital/social content

How can we make each of these pieces a bite-sized piece of content. Was there a notable quote? Was there a funny moment? Did someone do something cool?

# And you have the skills for making content.



## Capture

### Skills

- Operate the camera on a smartphone

### Tools

- iPhone/Android phone
- 



## Design & Edit

- Utilize in-phone apps to add branding or filter/edit image content

- Over or Canva
  - VSCO or Lightroom Mobile
  - In-Camera Editing or iMovie
- 



## Write

- Write captions for social media posts.

- Voice persona document
- Pen/paper/word processor

# Take a deep breath and remember:



## Scale what's scalable first

Make templates and find areas where you can create fast and easy. Where's the low-hanging fruit?



## People will forget "bad" content

As long as you're on the right side of history, bad content is easily forgotten. You have to get uncomfortable to grow,



## Create a cadence

Consumers are creatures of habit (and so are you). Establish a posting schedule so you know what to prioritize.



## Content is a long game

Results take a while. Try something a few times before you call it quits. Value the comments over likes.



## Posted is better than perfect

Throw perfection out the window. Posting less polished content is always better than posting no content at all.

# And you don't have to do it alone.

**Work together.** Collaboration is a great way to broaden out from your existing audience.

Invite like-minded brands, stand-out customers, audiences, thought leaders, or peers to be featured as a recurring content series or to collaborate on new content.





**Give a thumbs up if you feel like you already have a good understanding of how to use social platforms for marketing.**

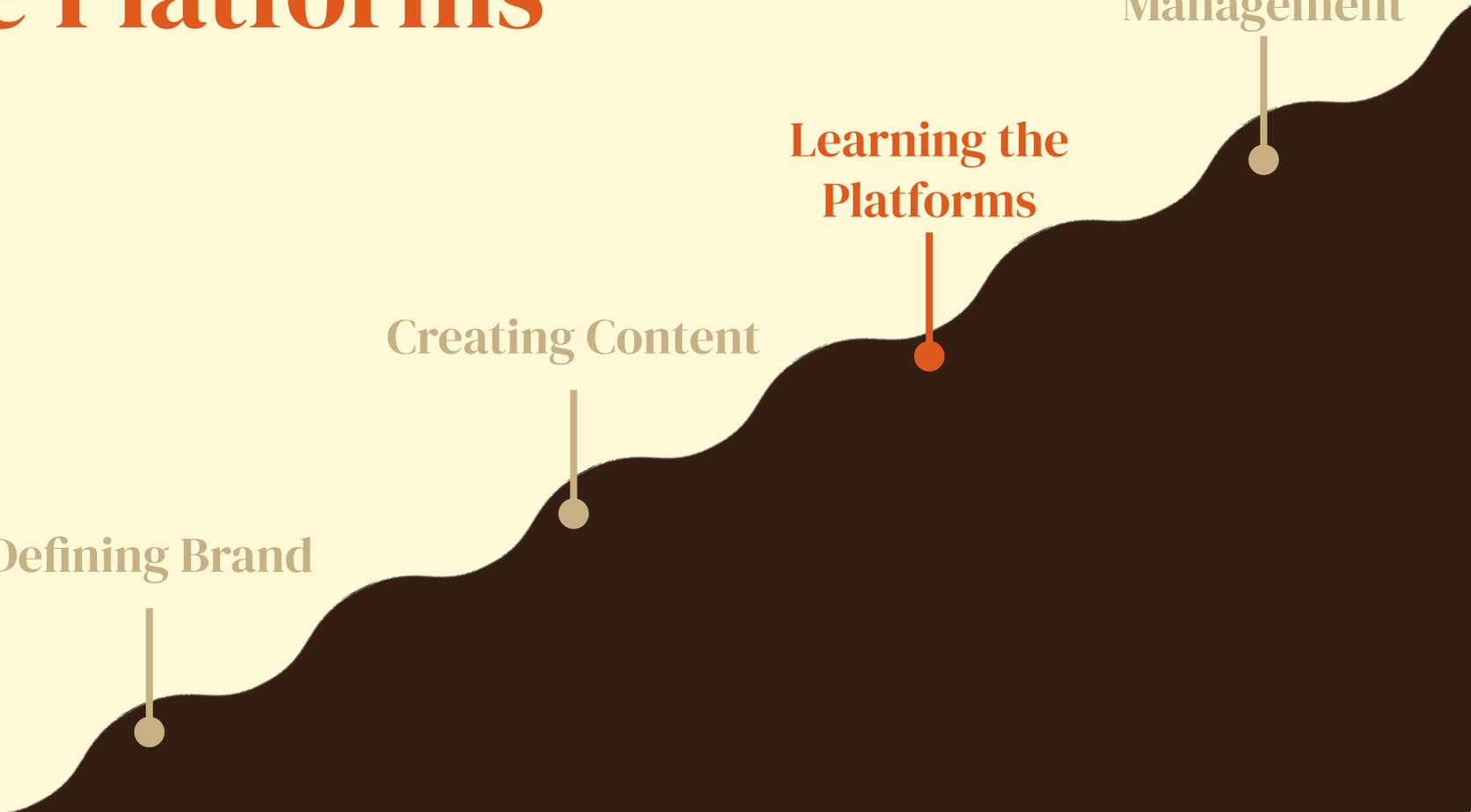
# The Platforms

Defining Brand

Creating Content

Learning the  
Platforms

Community  
Management



Facebook



# Best practices for Facebook.



## Video is the storytelling format

If an image is worth a thousand words, video's worth even more. Video content performs best with Facebook in terms of maintaining audience and making a brand impression.

4:5

## 4:5 ratio images & videos win in the feed

Since Facebook is a single stream, it's all about taking up as much real-estate as possible. Use 4:5 image and video ratios to catch the most attention. *These images will take on the 4:5 ratio naturally when you upload a vertical image in Facebook.*



## Capture attention in first 1s

Hook video-viewers them in with the first second with key branding, visuals, and messaging for the in-feed experience.



## Design for "sound off" with easy-to-read captions

Keep captions clear. When designing for sound off experiences, make sure they're standardized and legible. Don't make reading hard work for the viewer!



## Test for length

Recent media learnings suggest that top performing videos sit at :15s or shorter. That said, if your content is compelling, you may find that longer videos perform just as well. Put a variety of options into market and adapt based on your unique learnings.



## Explore groups

Groups have rapidly expanded the opportunity for more intimate and niche discussions on Facebook, and for connecting like-minded users. Consider how your org could use groups to start more targeted conversations that don't belong on your main page, or providing targeted support to subsets of your community.



# How to maximize your efforts on the platform.



## Use Native Consumption Habits to Your Advantage

**People consume content differently across the platform.**

Facebook's diverse content has several ways consumers can engage including watch, browse, share, and click. Content should vary to account for all of these common actions.



## Create a Space for Users to Learn More

**Post "radical" content** that leverages your food and ethical sourcing expertise. Repost what worked well on Instagram and TikTok that will lead users to follow your daily activity on other channels..



## Build a Community Around Your Brand

**Leverage Facebook Groups** to gain insights and build an active community that can affect real time business decisions.

# Instagram



# Best practices for Instagram.



4:5

## 4:5 image ratio helps in the feed

Vertical and square formats take up the most visual real-estate on Instagram. Use this to your advantage.



## Capture attention in first 1s

Hook them in with the first second with key branding, visuals, and messaging for the in-feed experience.



## Sound-on for Instagram Stories

More and more users are listening to IG Stories with audio on. Feel free to talk to camera or give additional commentary in stories.



## Keep your profile up to date

Refresh your links and story highlights to stay up to date. This is how people find out “what you’re up to.” We recommend a service such as [Linktree](#) to house links in your bio where you can send followers anywhere: articles, website, events, other social handles and more.



## IGTV

A home for longer content (:60s+) on Instagram—tutorials, conversations, Q&As, etc. Videos can be filmed directly in the app or uploaded to post, but for both options vertical format is native.



## Going live

A way to interact directly with your community in a real-time format. Respond to comments on your livestream in real-time, make IRL events accessible to those who are far away, or even partner with influencers, experts, community members, and other organizations to hold live conversations through the app’s live guest functionality.

# How to maximize your efforts on the platform.



## Compete with the Feed

**Instagram can be viewed as a digital museum** where users expect curated content. Remember: users usually encounter content through their own feed, so you'll be competing with the rest of who they follow.



## Vertical Video are Native to Stories

**Use Instagram Stories and IGTV to show raw authenticity.** Capture the full attention of your audience using full-screen placements and engagement functionality.



## Discoverability Comes From #hashtags

**Increase engagement and gain followers** by adding relevant hashtags to posts and tagging other brands, creators, and like-minded individuals. Ask questions and encourage tagging in your content.

**Twitter**



# Best practices for Twitter.



## **Don't just retweet, quote retweet!**

Quote retweeting allows you to add your own commentary to what you're retweeting. This helps to show an active voice and makes your brand appear bigger.



## **Twitter is about time.**

Timely content does well on Twitter. When posting, think about if your tweet makes sense for right now, not 24 hours from now.



## **Fish, fish, fish.**

Seek and jump into relevant conversations trends, announcements, news, and pop culture to insert your brand into the zeitgeist.



## **Use multi-photos to your advantage.**

If you do use images, leverage Twitter's ability to include up to 4 images to draw comparisons, create comics, or a mini-gallery. In fact, people are three times more likely to engage with Tweets that contain videos and photos.



## **Keep a pulse by following others.**

Creating lists and following other influencers, adjacent schools, and even competitors will help you stay on top of the industry. #sociallistening



## **Use emojis and ASCII graphics to make memes**

Since Twitter is mainly text-based, use ASCII art or cleverly spaced emojis to add humor or narratives to your content.



# How to maximize your efforts on the platform.



## Personalize Community Engagement

Follow-up with consumers using personal touches like including the person's handle in a retweet.



## Leverage for "Twitter Fishing"

Twitter offers the opportunity for personalized social listening & engaging directly in a timely manner.



## S&D (Surprise & Delight)

True & tried tactic. For those who may need a little extra, invest in S&D for good internet karma.

**Pro-tip: people love FREE stuff.**

**YouTube**



# Best practices for YouTube.



## **16:9 All the Way!**

While 1:1 and vertical video are allowed on YouTube, utilize all the space you have with 16:9 videos. Unlike other platforms, people are rotating their phones to watch on YouTube.



## **Thumbnails Get People Watching**

Create engaging thumbnails by superimposing text or designing “cover art.” It doesn’t just have to be a frame from the video.



## **Long-Form Content is OK!**

Longer content is where YouTube thrives, especially for organic videos. It doesn’t have to be feature-length, but people go onto YouTube with the intent of watching longer-form content.



## **Write with SEO in Mind**

YouTube is a search engine. Make sure your video titles, descriptions, and tags include keywords that people might be searching.



## **Click Bait works... if you deliver**

Clever headlines and thumbnails should get viewers wanting more. But don’t mislead them and give a bad impression.

**TikTok**



**TikTok**

# Best practices for TikTok.



## Lighten the Mood

TikTok is all about the weird, funny, and awkward moments that happen to all of us. Better to be silly and quirky rather than too cool for school. *Right hooks don't do well on TikTok.*



## All about that vertical

Since TikTok is a full screen vertical stream, it's all about taking up as much real-estate as possible. If uploading videos, use 9:16 video ratios to catch the most attention.



## Capture attention in first second

Hook video-viewers in with the first second with audio, visuals, and messaging for the in-feed experience. Keep it real- animations and "overly designed" work set off "ad alarms."



## Snackable videos

Most TikTok videos are 15 seconds, so make the most of it! Plus, users are usually in binge mode-you can't watch just one TikTok.



## Practices makes perfect

TikTok has numerous native tools and features for video capturing and editing. Only becoming a practitioner will make you "good" at TikTok.



**#Trends and #challenges drive TikTok**, so figuring out how to merge them with your brand can be the best way to gain attention.



# How to maximize your efforts on the platform.



## Recognizable Audio\*

Leverage popular songs or audio clips from your favorite artist, movie, tv show—anything is fair game. Users can then search for the audio you added and use that in their own videos. Recognizable audio makes for great skim tactics.



## Engage in Trends

Be a part of the community and use dance trends or challenges to frame your content. This lets users find you through linked sound or hashtag pages.



## Be Raw, Be Authentic

Selfie cams and homemade studios are what this platform is built on. TikTok is the escape from Instagram's curated feed so don't worry about always having to break out the big camera.

*\*make sure your legal team understands and signs off on the use of recognizable audio in your content*



**Applaud if you feel more confident in your grasp of the platforms now!**

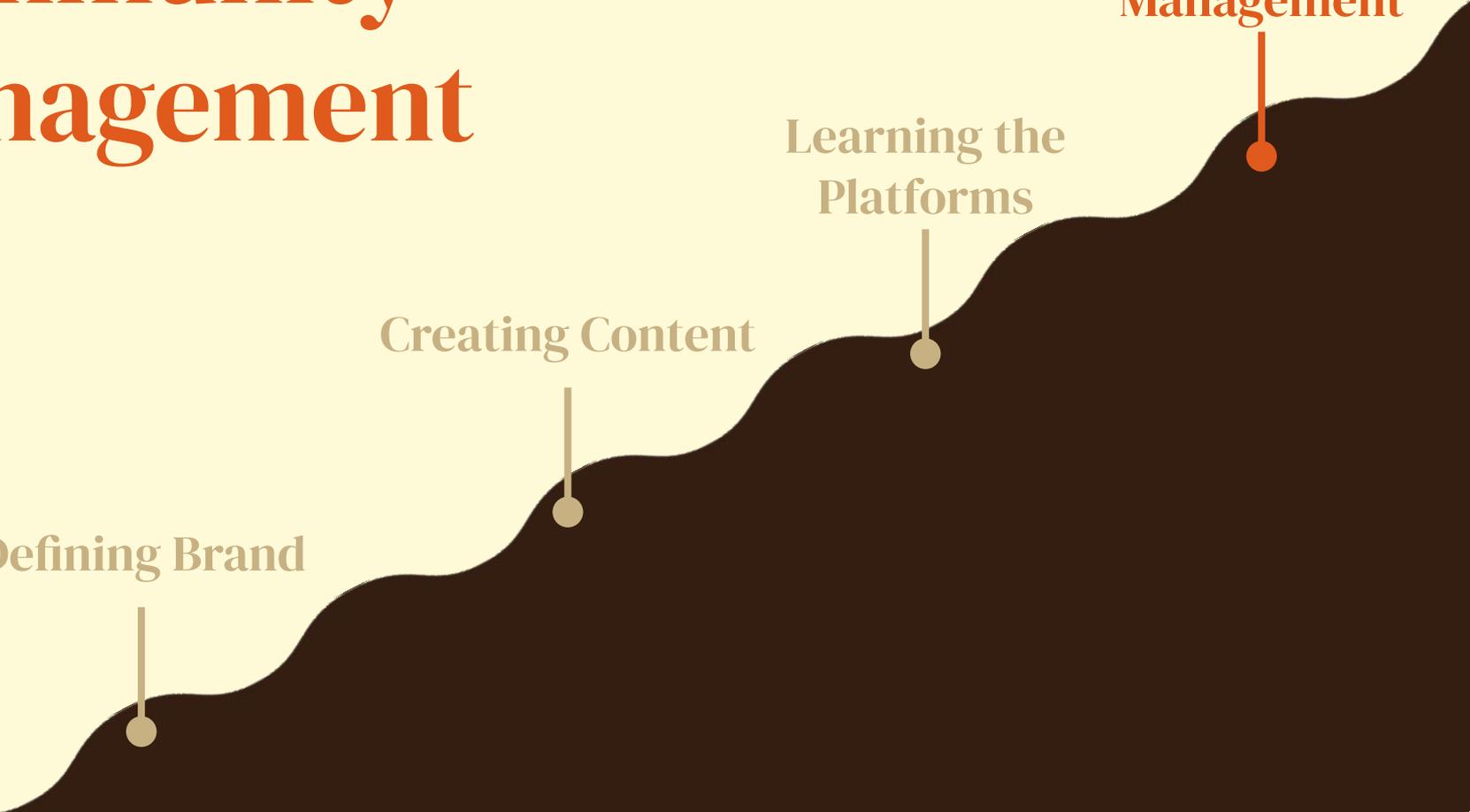
# Community Management

Defining Brand

Creating Content

Learning the Platforms

Community Management



# What is community management?

Strategically listening and engaging with your audience online to answer questions, build relationships, attract new followers/members/supporters, and more.





**Give a thumbs up if you have someone  
on your team who is responsible  
for community management.**

# Why Community Management matters.



## **Connect with your audience one to one.**

Use your platforms to answer questions and troubleshoot issues.



## **Have REAL conversations about REAL topics.**

Huge opportunity to connect with members on emotional level and support them during their journey.



## **Make your audience feel heard.**

Being there for them, even via social, is a huge comfort to them.

# Learnings and things to look out for.

**On a regular cadence, pull together data to analyze:**

- **Account growth:** Total fans and new fans across each account
- **Top content:** Top posts on each platform based on Organic Reach
- **Paid media insights & optimization:** Spend, results and optimizations surrounding each of our core paid media objectives
- **Audience insights & engagement opportunities:** Actionable insights stemming from audience engagements and curated opportunities to engage with your community
- **Platform updates:** Optimizations and opportunities to leverage as social media platforms continue to evolve, release new products and refine their algorithms



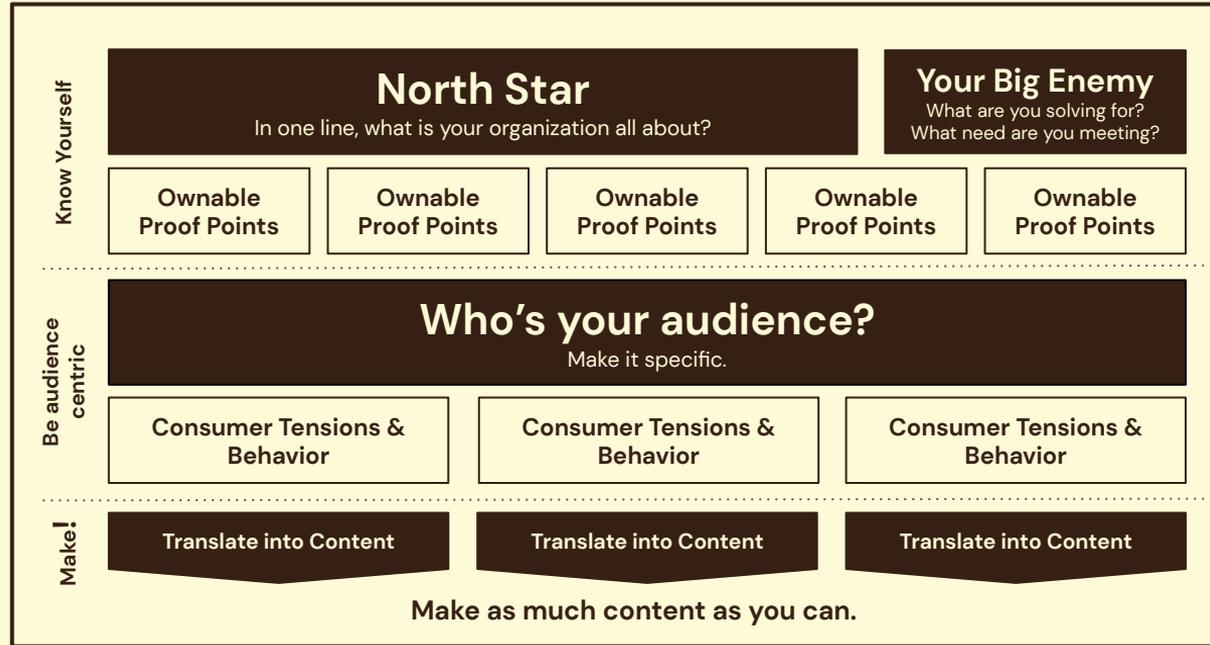


Let's answer some of the  
questions you've asked  
throughout the session.

# Your Homework

## Before our next workshop:

- Please complete and return the **North Star Document** for your business **by EOD Wednesday 11/18**.
- We will choose a select few to review in the next session and answer any questions you all might have in the Q&A during next week's workshop.



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**Thank you.**