

CONNEXIA

**CONTENT MARKETING
& VIDEOSTORYTELLING**

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A hand holding a camera lens with a reflection of a globe, overlaid with the text "CONTENT MARKETING". The text is in a bold, green, sans-serif font. The background is a blurred image of a hand holding a camera lens, with a reflection of a globe visible in the lens. The overall image has a blue and green color palette.

CONTENT MARKETING



WIKIPEDIA
The Free Encyclopedia

Content marketing

From Wikipedia, the free encyclopedia

Content marketing is any [marketing](#) format that involves the creation and sharing of [media and publishing content](#) in order to acquire customers. This information can be presented in a variety of formats, including news, video, [white papers](#), [e-books](#), [infographics](#), case studies, how-to guides, question and answer articles, photos, etc.

Content marketing is focused not on selling, but on simply communicating with customers and prospects. Successful content marketing relies on providing "consistent, high-quality content that solves people's problems".^[1]

Content Marketing is also...

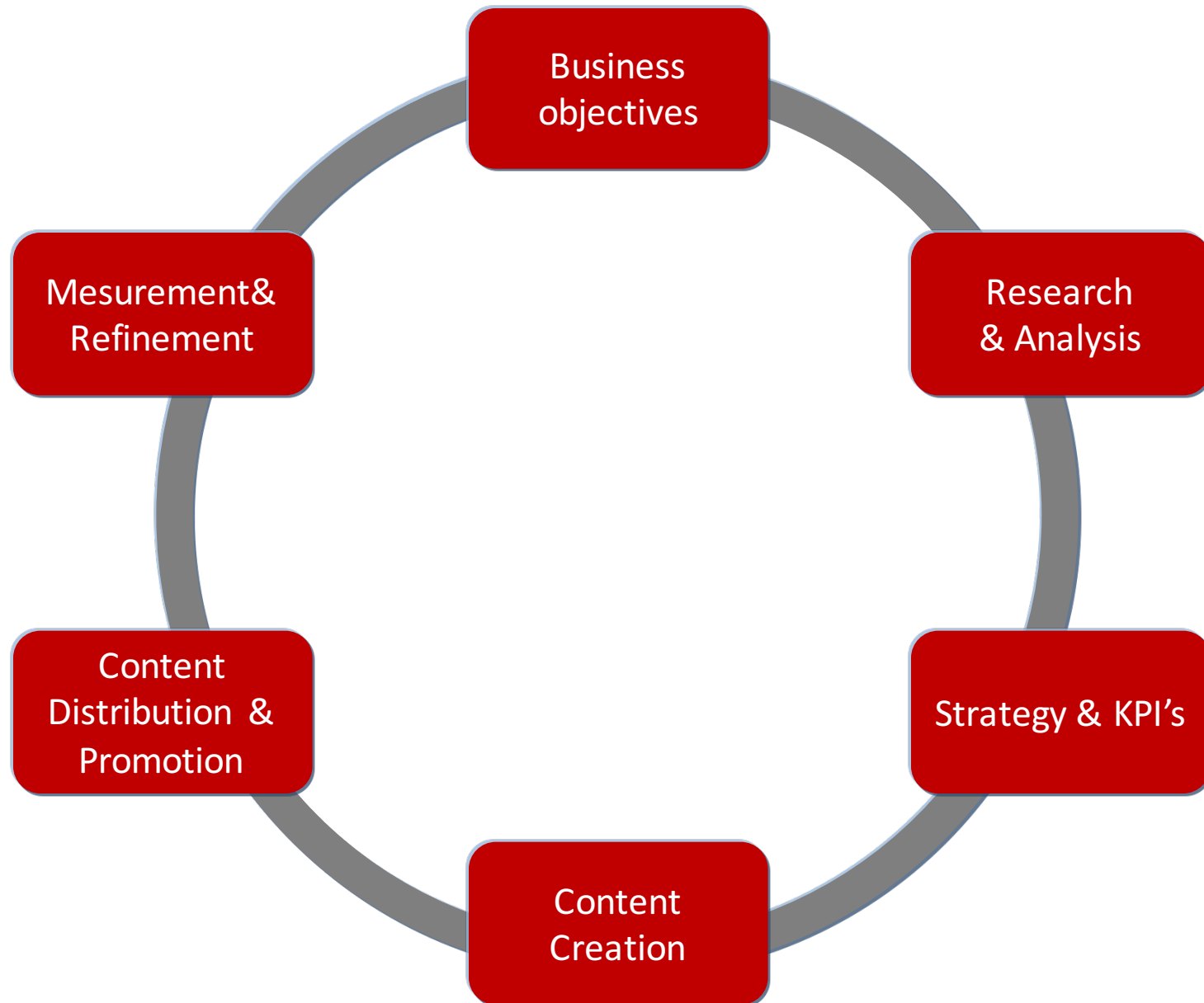
A strategy of producing and publishing information that builds trust and authority among your ideal customers.

A way to build relationships and community, so people feel loyal to you and your brand.

A strategy for becoming recognized as a thought leader in your industry.

A way to drive sales without traditional “hard sell” tactics.

Il processo di Content Marketing



A close-up photograph of a person's hands holding a camera lens. The lens is the central focus, showing its internal elements and a reflection of the person's face. The background is blurred, showing a person's face and a yellow cup. The text '7 TIPS' is overlaid in a bold, green, sans-serif font across the center of the lens.

7 TIPS

#1 Stories, not contents

Stories matter in life and in marketing. The reason is simple. Great stories make people feel something, and those emotions create powerful connections between the audience, the characters within the stories and the storyteller.

Forbes, 2013

#2 Make it emotional



*“Brands belong to the heart,
products talk to the reason”*

*Claudia Navarro,
Head of Marketing Communications
– Central and Southern Europe
The Coca-Cola Company*

#3 Brand power

“If you’re branding, don’t wait to display your logo. There is no correlation between “shareability” and the level of branding in your video.”

Dallas Digital Summit, 2013



GoPro HERO4: The Adventure of Life in 4K



GoPro

3,843,200

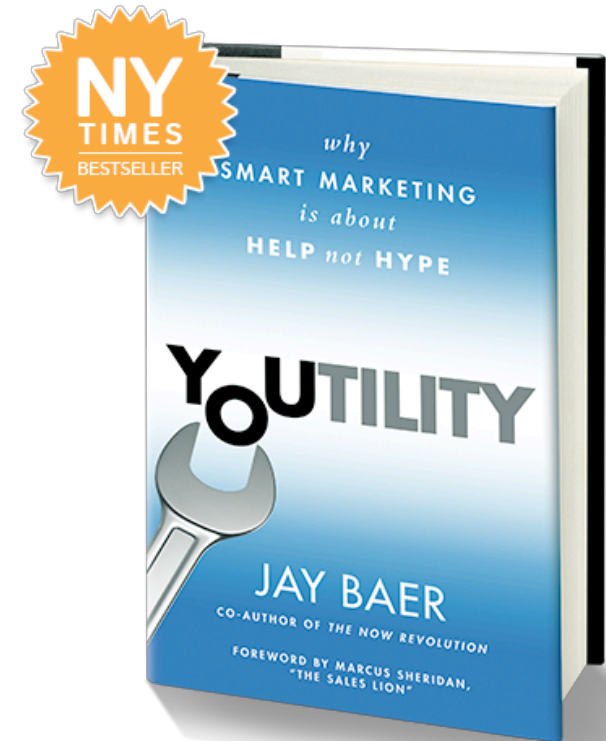
28,739,726

Add to

121,526 2,596

#4 Helping is selling

“The difference between helping and selling is just 2 letters. But those letters make all the difference. Your company needs to become a YOUtility. Sell something, and you make a customer. Help someone, and you make a customer for life.”



#4 Helping is selling

The image shows a screenshot of a Twitter profile for @HiltonSuggests. The profile header includes the name "Hilton Suggests" and the handle "@HiltonSuggests". Below the header, there are statistics for tweets (18.7K), following (525), and followers (6,357). The profile bio reads: "Exploring a new city & looking for insider tips? We're @HiltonWorldwide tweeps sharing our favorite travel Worldwide · hiltonhonors.com".

The main content area displays a list of tweets. The top tweet is from @HiltonSuggests, dated Feb 14, with the text: "@JPierce02 Happy Birthday and welcome to #Phoenix. Let us know if you need help finding great restaurants, things to do, Etc. ^BT". Below it is a tweet from Feb 12: "Hi @TylerBlackshaw, we do! Have you had a chance to go to our 24/7 Café Bistro in #Prague? ow.ly/l/4zzSL at @HiltonPrague. ^MK". The bottom tweet is from Feb 10: "Hi @Andrea_Firth, Great to hear! Happy to help, enjoy #Prague in summer, it is stunning season. ^MK".

A detailed view of a tweet is shown in a separate window on the right. The tweet is from @Andrea_Firth, dated Feb 7, with the text: "Twitter Travelers - Paris VS Prague for 4 nights? #travel #paris #prague #Europe". The tweet has 1 reply, 1 retweet, and 1 favorite. Below the tweet, there are two replies from @HiltonSuggests. The first reply is dated Feb 7: "Hi @Andrea_Firth, Great 4 days to explore #Prague, for Paris more than 4night. Recon. medieval #Prague is like fairytale in winter time. ^MK". The second reply is dated Feb 10: "Hi @Andrea_Firth, Great to hear! Happy to help, enjoy #Prague in summer, it is stunning season. ^MK".


The left sidebar of the Twitter interface shows navigation options: Home, Connect, Discover, and Me. Below these are sections for "Tweets" (Following, Followers, Favorites, Lists), "Who to follow" (HootSuite, Silvio De Rossi, Ninja Marketing), and "Trends" (#JuveToro, #Sanremo2014, Arisa, #buonadomenica, #whatsappdown, #stromae).

#5 Native multichannel content

Native languages & formats




#6 Real-time content marketing


 **Oreo Cookie** ✓
@Oreo


Power out? No problem.
pic.twitter.com/dnQ7pOgC

← Reply ↻ Retweet ★ Favorite 📌 Pocket ⋮ More



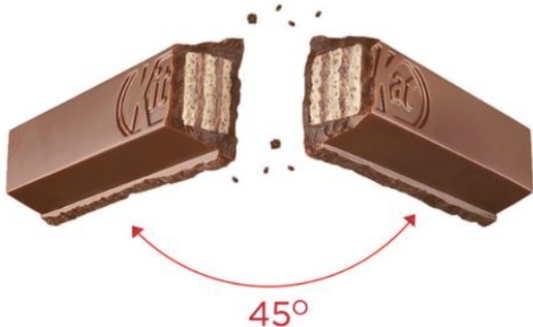
16,075 RETWEETS **6,186** FAVORITES



 **KITKAT** ✓
@KITKAT


We don't bend, we **#break**.

#bendgate **#iPhone6plus**



45°

RETWEETS **27,490** FAVORITES **13,355**



#7 Distribution

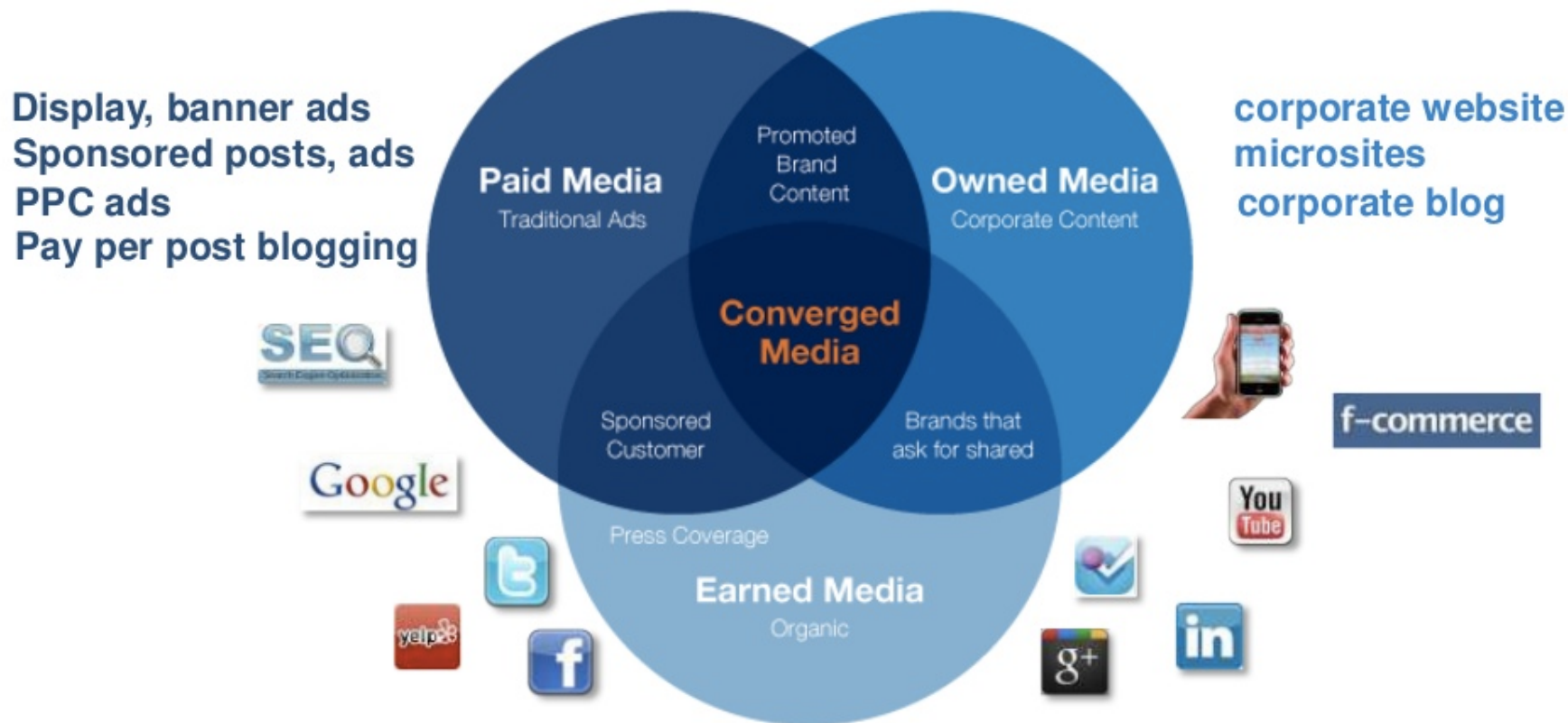


“CONTENT IS **KING**,
BUT DISTRIBUTION IS **QUEEN**
AND SHE WEARS THE PANTS”

Jonathan Perelman, BuzzFeed

Digital Paid, Owned, and Earned media


Figure I: The Convergence of Paid, Owned & Earned Media



Source: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)



Videostorytelling Evolution



**Evidence
+
Experiment**

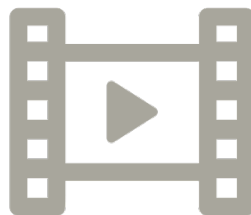
Il ruolo del video

>3B



Views video
al giorno

90%



Crescita video
postati per utente
in Italia

>65%



Delle views
da mobile

Facebook, principale fonte di scoperta video
In 2 anni, il 90% del traffico Internet sarà VIDEO

Intel and Toshiba's The beauty inside

2013



THE beauty INSIDE

<https://www.youtube.com/watch?v=qyMQIMeSCVY>

HoMedics

2015

Tess Masazza - melodramachic.com

Insopportabilmente donna

<https://www.youtube.com/watch?v=1iVS7YaHleE>

Videostorytelling Evolution

2013



2015

HOMEDICS®

FORMAT

6EPx5min +26UGCx5min

1x3min

MAIN PLATFORM

You Tube



CHARACTERS

ACTORS

INFLUENCER

VIEWS

70.000.000

5.150.000

LIKES

97K

74K (5k comments)

SHARES

NA

62K

BUDGET €

X00.000 to 1.000.000

<20.000

A close-up photograph of a hand holding a camera lens. The lens is the central focus, showing its internal elements and reflections. The background is blurred, showing a person's hand and a yellow object. Overlaid on the image is the text "STILL DOUBTING VIDEO CONTENT?" in a bold, green, sans-serif font.

**STILL DOUBTING
VIDEO CONTENT?**

Why video content

Customers Purchase After Viewing A Video

64 percent of consumers are more likely to buy a product after watching a video about it – suggesting you can monetize your video content marketing investment.

Video Makes Your Brand Sticky – In A Good Way

The average internet user spends 88 percent more time on a website with video than without – indicating video can help drive the attention span around your brand.

Most Of Your Competitors Are Not Using Video

Only 24 percent of brands are using online video to market to consumers – shining the light on a potential to increase your market share.

Grazie!

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