



MARKETING
AND
MIMOSAS

Content Brainstorming Bash

What stories will you tell in 2018?



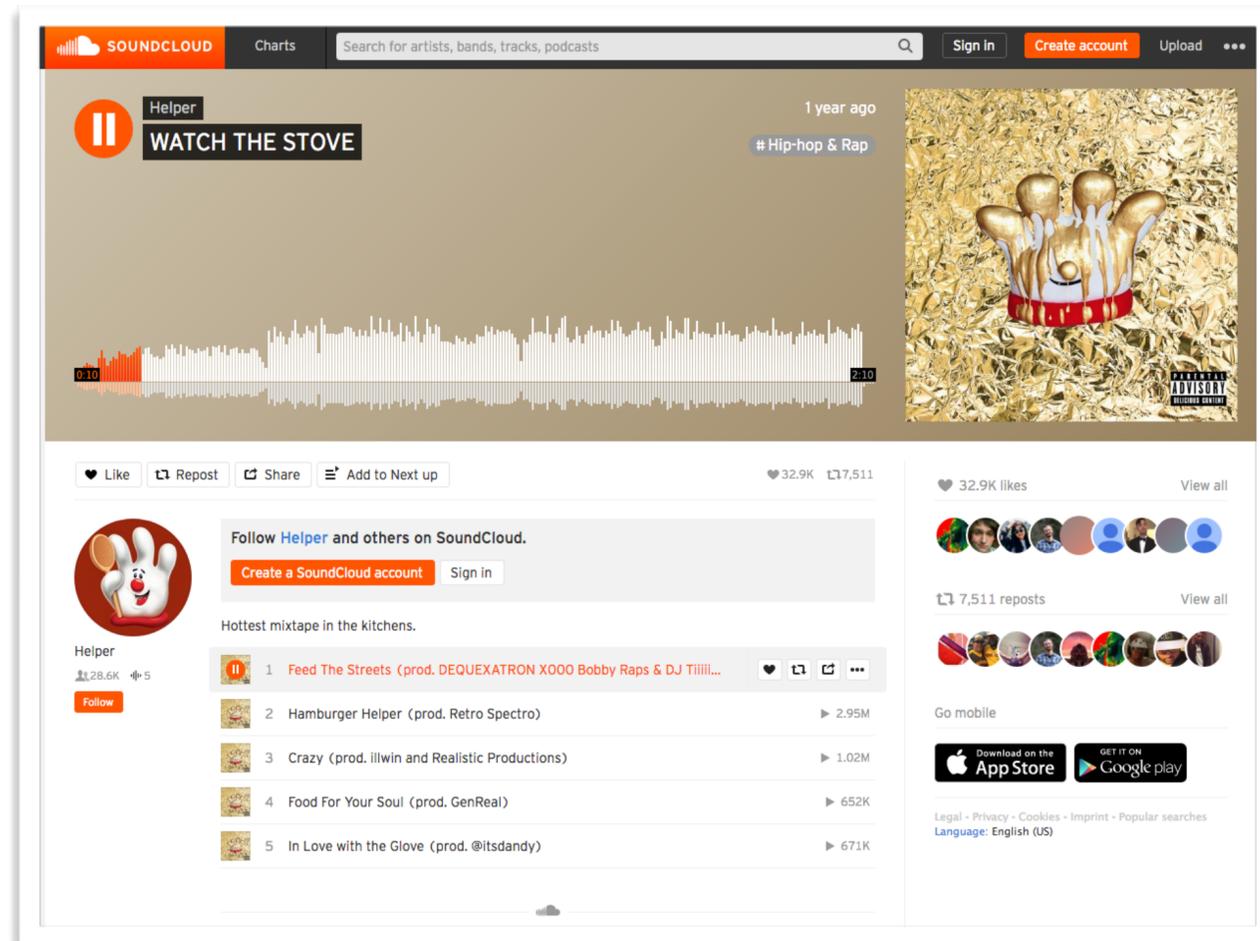
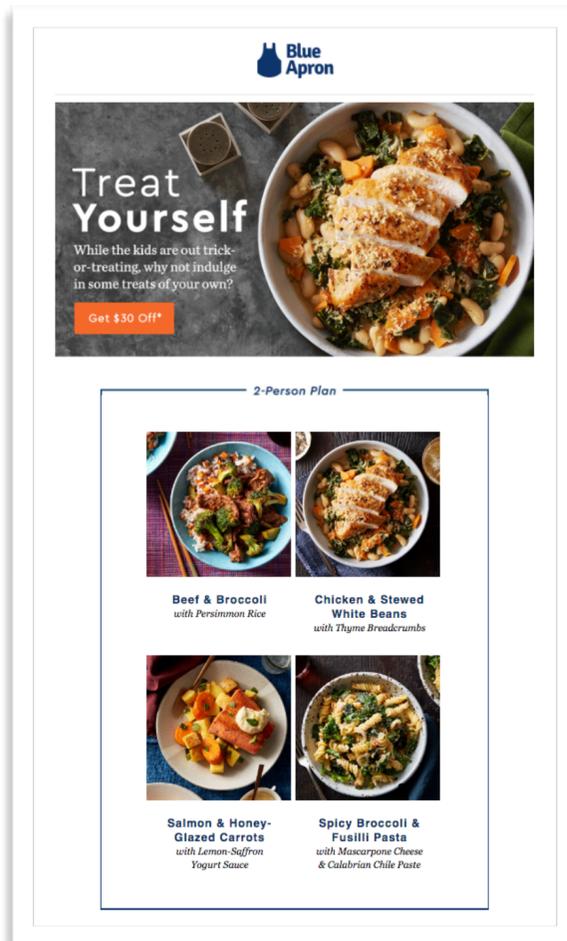
What makes you pay attention?

Think of an ad, commercial or other marketing material you saw recently that was really memorable.



What makes this stand out?
What can you take away for your own work?

Content Marketing = Anything Goes



From regular email marketing to zany guerrilla tactics, don't be afraid to think **BIG!**

*Listen to it here! 🎵

[Click to watch how this concept immerses the audience in the world of the show.](#)



MR. ROBOT
DAILY FIVE / NINE

Mr. Robot Daily Five/Nine
Alexa Skill

Brainstorming Rules

1. Don't critique - expand!
2. Pretend anything is possible
3. Quantity over quality
4. Build on others' ideas
- 5. Tell a story**

Most importantly ...



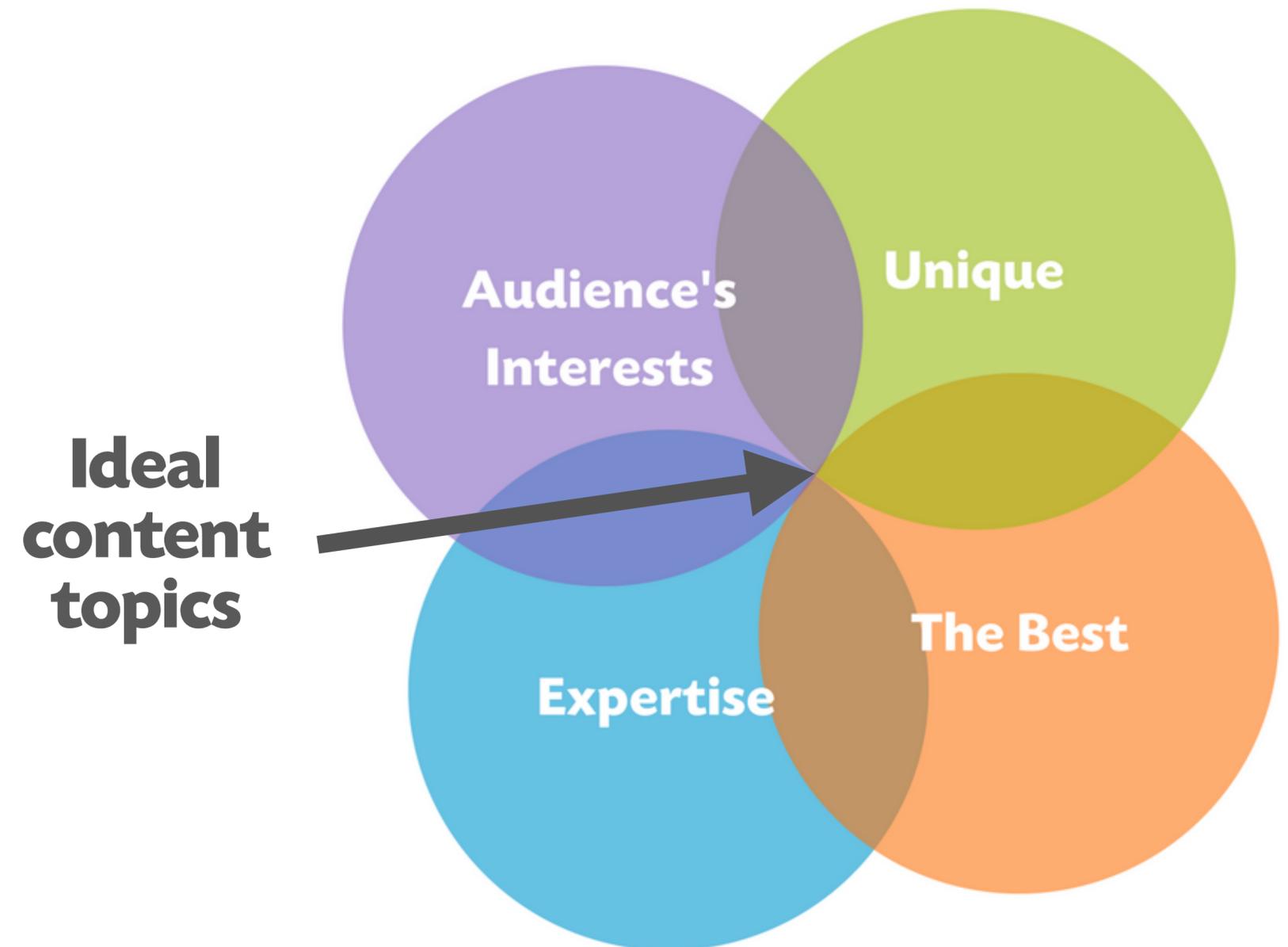
Write it down first!

How to tell a (Content) Story

Content tells a story that serves a marketing purpose.

It's all about your:

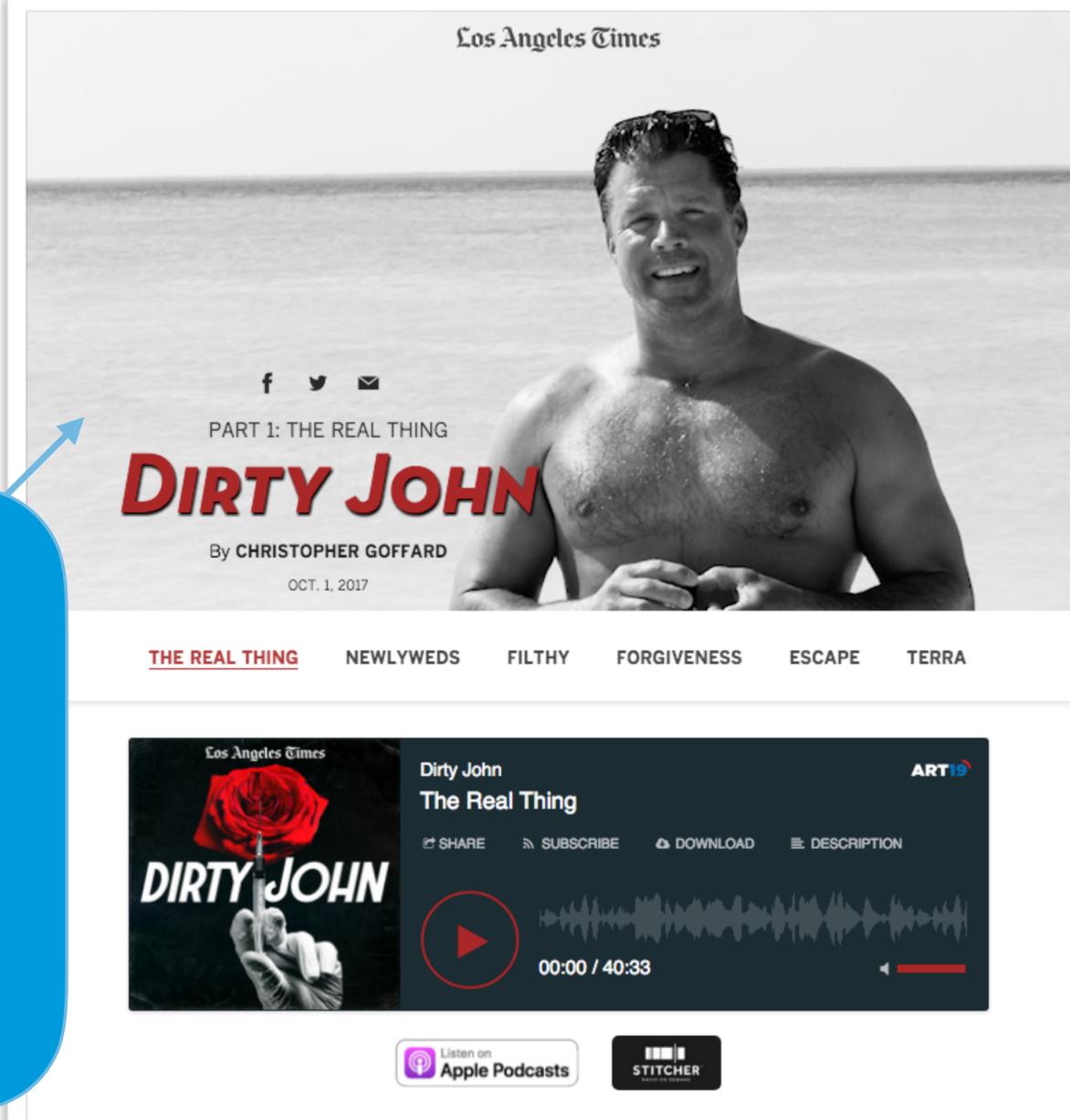
1. Goal
2. Audience



What's your end game?

Goal: Increase subscriptions

Tactic: Give a good reason to sign up



Reverse-engineer your content based on what you want it to achieve.

Start with your Goal:

1. How can your content nudge your audience toward this action or result?
 - What's your Call to Action?

Prompt #1 - Goals



Write down 2-3 goals for your content

What does good content do?



- 1. Enlighten:** Introduce, help them understand
- 2. Entertain:** Amuse them!
- 3. Educate:** Teach something, answer questions
- 4. Evoke:** Make them feel something

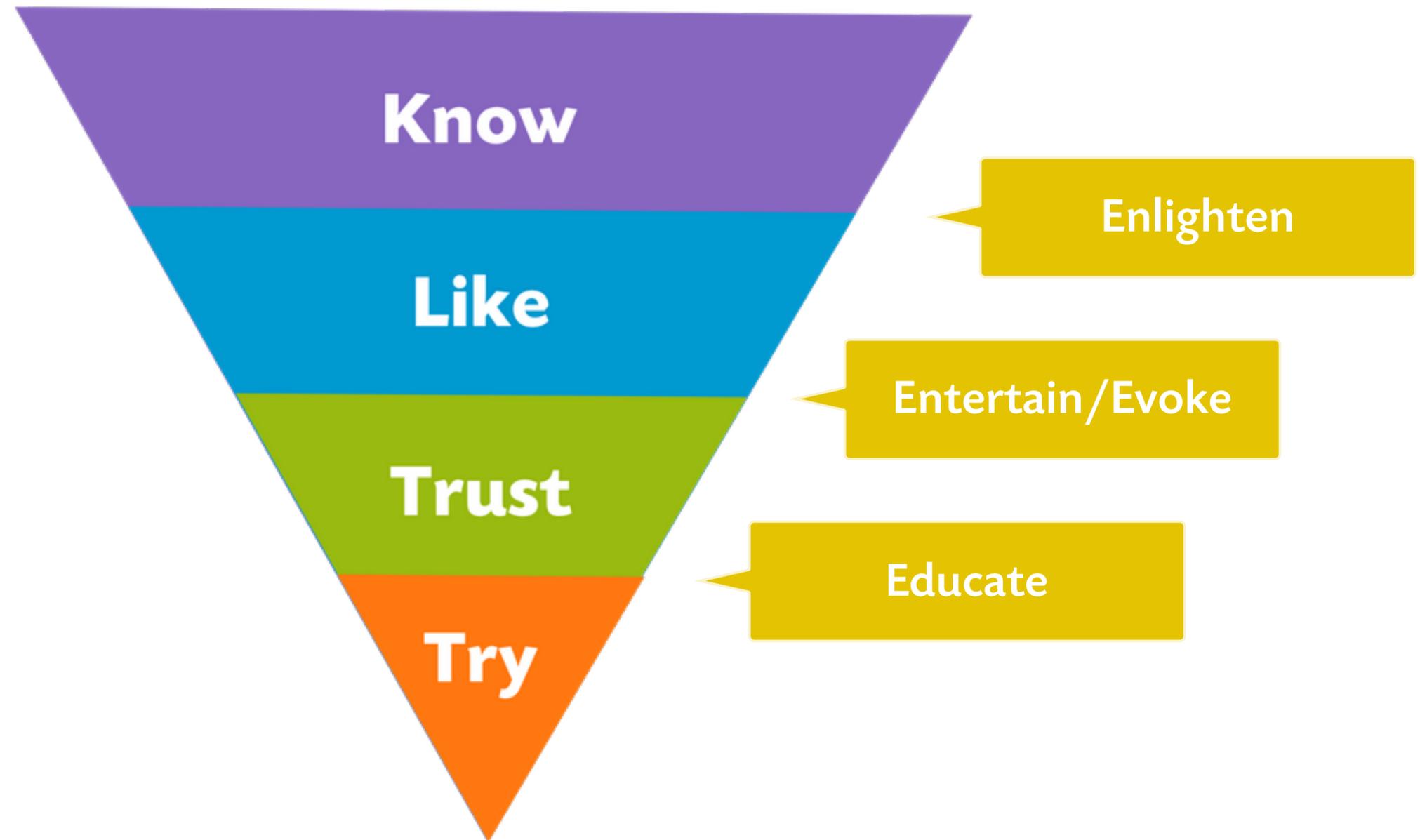


Where does your audience fall?

Who are you speaking to?

Are they a "hot" or "cold" prospect?

Which E approach suits them best?



Prompt #2 - Audiences



Pick one of your identified goals

Write a topic idea/headline for each E

#TorxTip

Tangential content
can be really effective



Especially when your goal is to help
your audience **Know** and **Like** you!

4 Pro-Approved Ways to Create The Right Kind of Shine
Posted by Arden Andrews on November 2, 2017 in Beauty

Free People Horoscope by Tracy Allen, Week of October 30–November 5
Posted by Taylor Trgovac on October 29, 2017 in Features

LET DOWN
YOUR GUARD

Follow @astrotherapist on [Twitter](#) and email tallennyc@gmail.com to schedule a reading over the phone or Skype. Available in-person in NYC! \$125 for 60 minutes, \$150 for 90 minutes.

4 Pro-Approved Ways to Create The Right Kind of Shine
Posted by Arden Andrews on November 2, 2017 in Beauty

hing ways that makeup artist Omayma Ramzy creates a believable sheen...

Would you expect these
blog posts from a
clothing company?

What's the vehicle for your story?



How many different formats/ways can you tell this story?

Consider:

1. Reformatting for each platform
2. Trying an unexpected platform/format

Basic* Content Types



*Having predictable or unoriginal style, interests and behavior

To beat basic, ask how you can:

- Tell this story differently?
- Make it more visual?
- Make it interactive?
- Tailor it to a different platform?
- Adapt it for another audience?

*Tips to make more competitive content

#TorxTip

Published	Post	Type	Targeting	Reach	Engagement Rate
10/22/2013 4:35 am	 A sideboard doesn't have to go in the dining room. Look how well this works in this formal lounge environment. MI			1.9K 	8% 
10/21/2013 3:31 am	 Monday Inspiration: A Happy Look for a Happy Week!			724 	9% 
10/20/2013 5:38 am	 I am mad for the way this heavily carved Console Table has been finished! A very stressed white with gold detail o			3.5K 	9% 
10/17/2013 12:46 pm	 This is so stylish. Modern cross-tressle table paired with a classic vintage Louis chair upholstered with diamond b			1.4K 	20% 
10/16/2013 2:07 pm	 And why not! I have dreamed of painting a table RED! via Livingetc			3.1K 	12% 
10/14/2013 9:13 am	 Queen size silver leafed headboard only, waiting for client to bring fabric for diamond button upholstery. Can't wait			2.9K 	9% 
10/11/2013 10:29 am	 YAY, we have a new color its called NUDE – and this is what it looks like. This is our large heavily carved console			12.2K 	4% 
10/10/2013 11:14 am	 With right light and room temperature, plants are the most wonderful way to give a room a great vibe. And they las			1.3K 	11% 
10/09/2013 8:42 am	 This is the business !! just love these lights! via SA Decor & Design - The Buyers Guide			283 	25% 
10/08/2013 7:19 am	 Love this treatment of the Classic Square back Chair we keep! Via VERANDA Magazine magazine: http://vmda.co/			865 	16% 

Identify what works well.
What does your audience like?



Check your **website** & **social media** analytics to see how past content performed - **what got the best responses?**

Get a new perspective

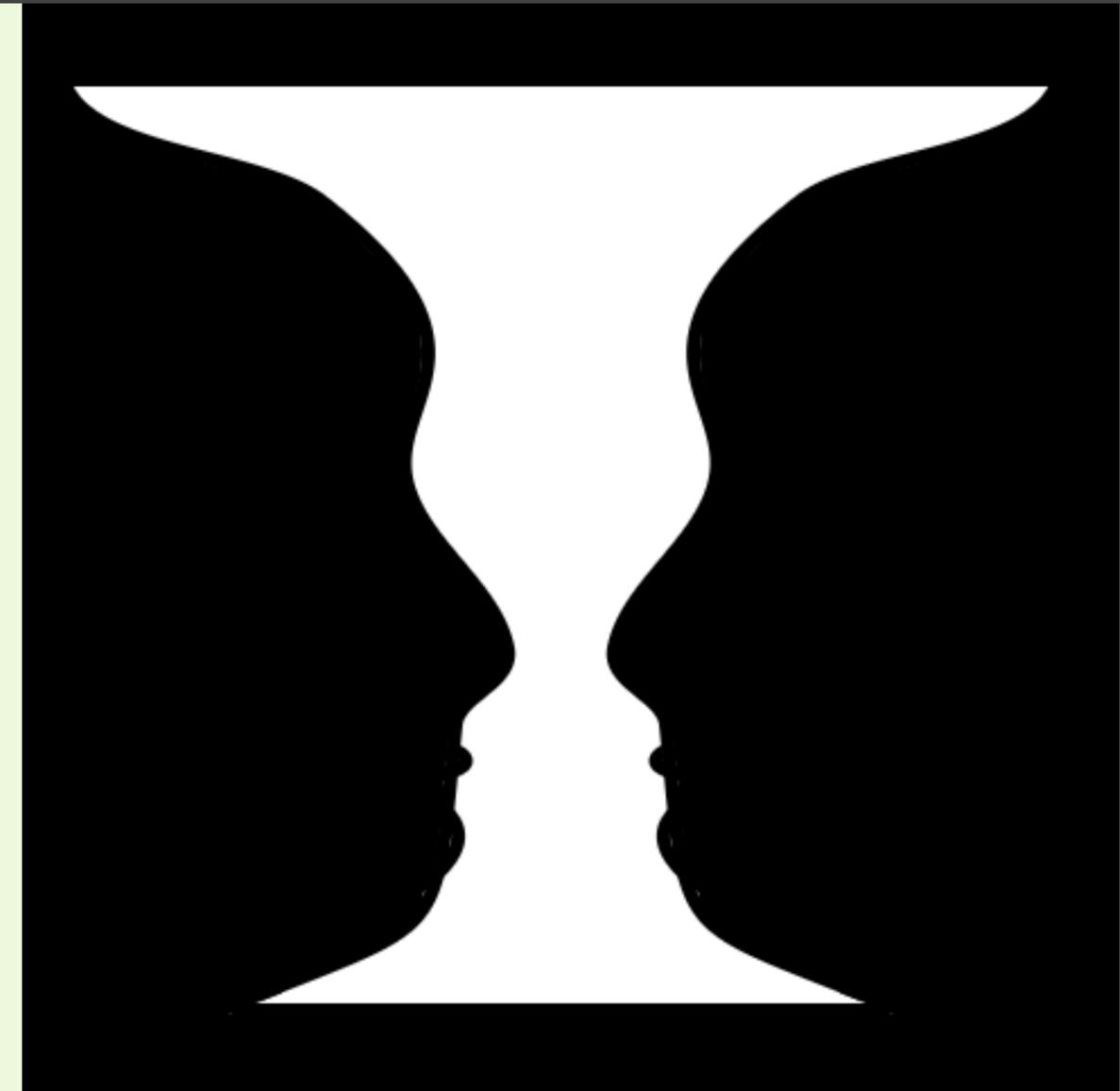
Share:

Describe a piece of content you worked on recently

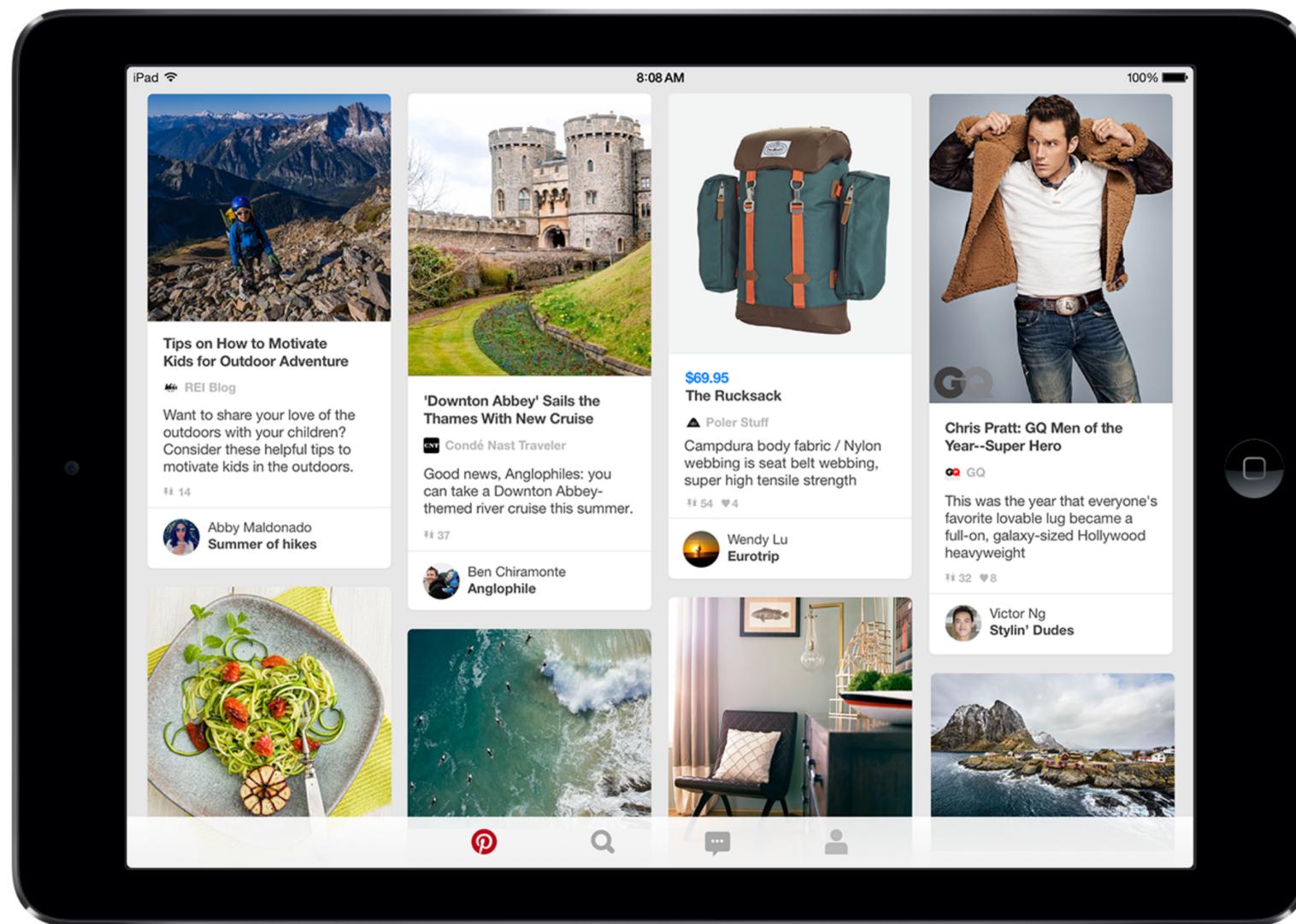
Pair:

What are 2 different ways your partner could share the same story?

- Formats?
- Angles?
- Audience?



#TorxTip



Find an unconventional
source of inspiration



Diversity encourages better ideas!

Final thoughts

Don't be afraid to be "out there" if you can make it work!





ANY QUESTIONS?? 🎃

Feel free to reach out! Contact Jordan at jordan@torxmedia.com or (804) 381-5979

