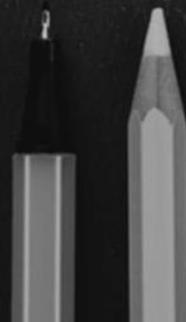




Let's talk about CONTENT

Atanas Atanasov





About Me



3 entrepreneurial projects:

1 successful
(co-founded Skapto)

1 failed

1 in progress



4 years at a digital marketing agency

Knoway - full-service digital marketing agency

Awarded Web Marketing Agency of the Year for 2012, 2013, 2014 and 2015 at the Bulgarian Web Awards



8+ years leading marketing teams

Lidl

Carlsberg

Telenor

Mebeli Videnov



2 kids

What is content

“ Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

[contentmarketinginstitute.com](https://www.contentmarketinginstitute.com)

Types of content



What is the difference between Creative and Content?

“ Basically, content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

www.contentmarketingworld.com/what-is-content-marketing/

Conclusion:

Content in digital marketing is considered the dissemination of non-intrusive information. Which could be copy (text), visuals (infographics), free reports, video (tutorials), etc.

Content Marketing is the antipode to the traditional marketing tendency to produce commercials that yell “Buy me! Buy me!”.

It is the belief that by giving people added value (e.g. valuable information) you will bring them closer to you and your business much more effectively VS. just trying to promote your product (advertising).



**What if there is nothing we can teach,
educate or inform about...**

Creativity and Emotions

CC: https://www.youtube.com/watch?v=lqT_dPApj9U

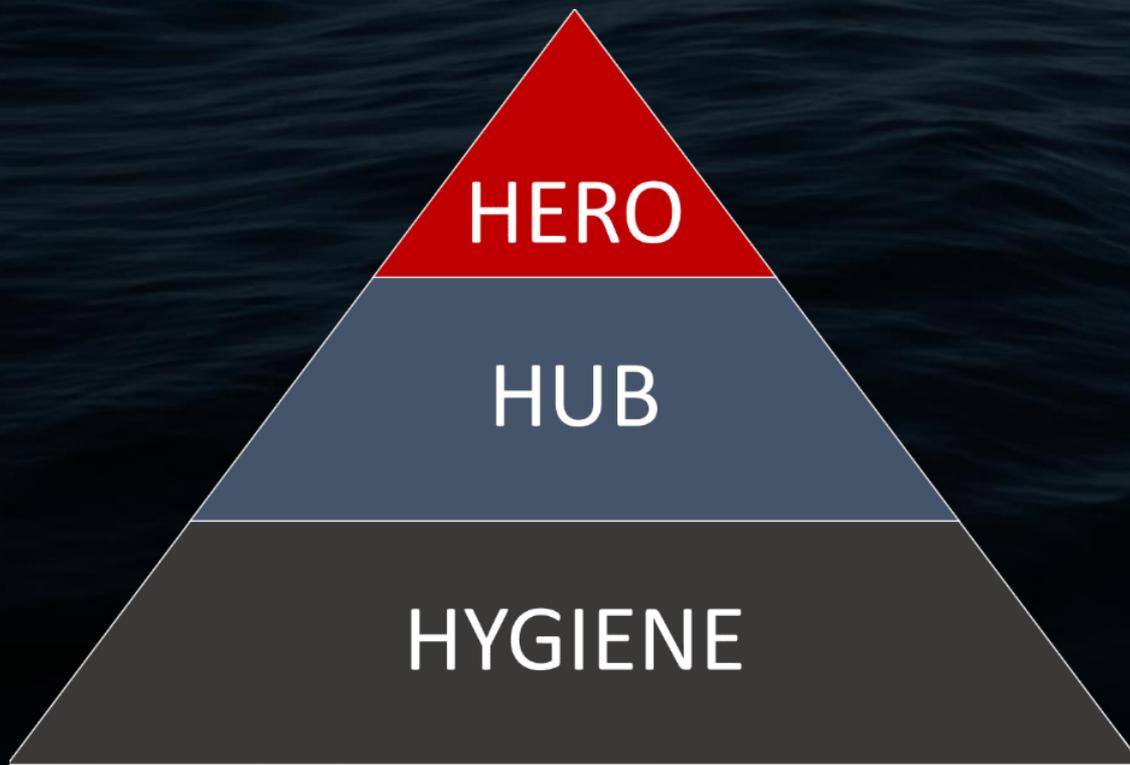
H: <https://www.youtube.com/watch?v=Zqbl0sqNe8o>

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

C: <https://www.youtube.com/watch?v=tKqJ9J1THaU>

Content Strategy

Google's 3H Model



Hero:

The big, tent-pole events that are designed to provide a massive step-change to your audience growth

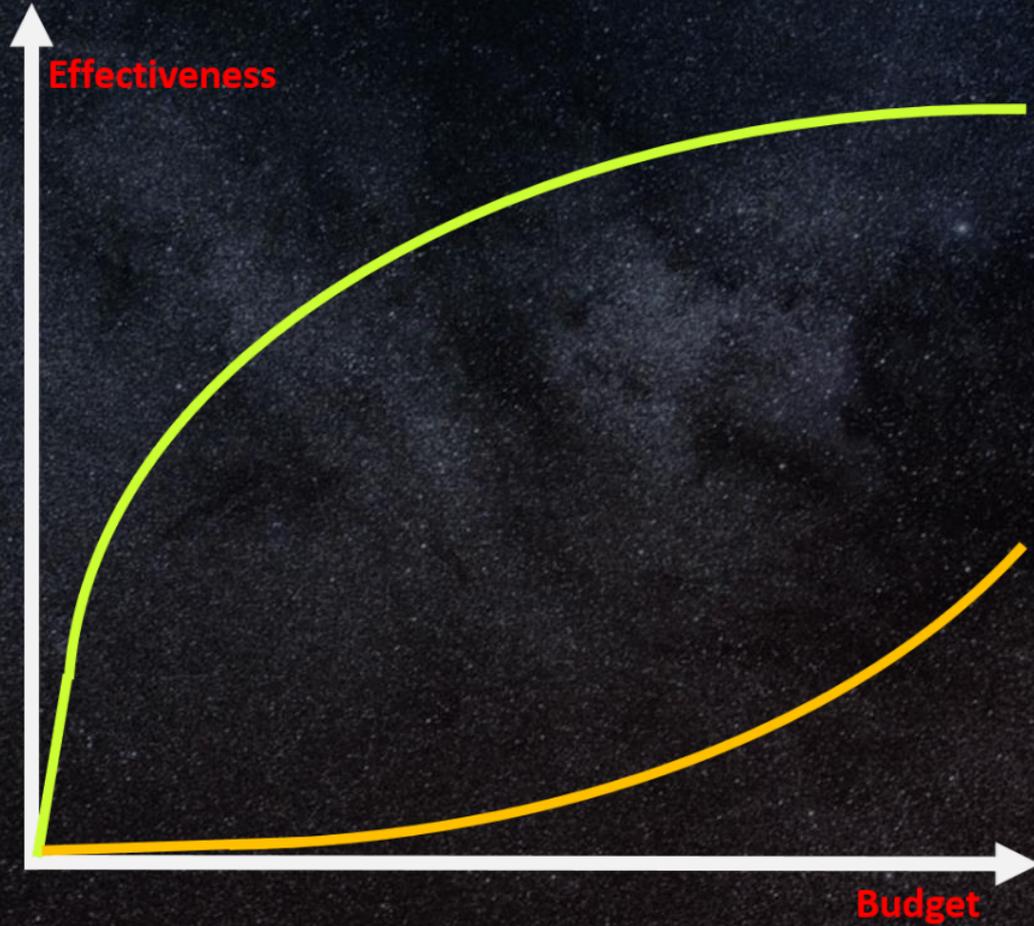
Hub:

Regular, scheduled content that provides a reason to subscribe to a channel and return on a regular basis

Hygiene:

Your channel's basic, always-on videos. E.g. tutorials that answer the most popular search queries in your content area

Effectiveness



*Quality



 HEINEKEN

THE CREATIVE LADDER



SoftUni
Digital



<https://twitter.com/contagious/status/804271420255731712>

Is there a formula for great content?

GC = Relevant + Differentiating



Let's talk
about
smoothies





What can you do in terms of content with such an ordinary product?

Website:

- **Landing pages** with some campaigns and engagement mechanics
- **Blog articles** - informational, product-oriented, health and nutrition, recipes

Sponsorships and events - web content, social media, NLS, etc.

Social Media presence with some posts, stories and product photos

Video content – how it's made videos

Influencers & OL collaborations

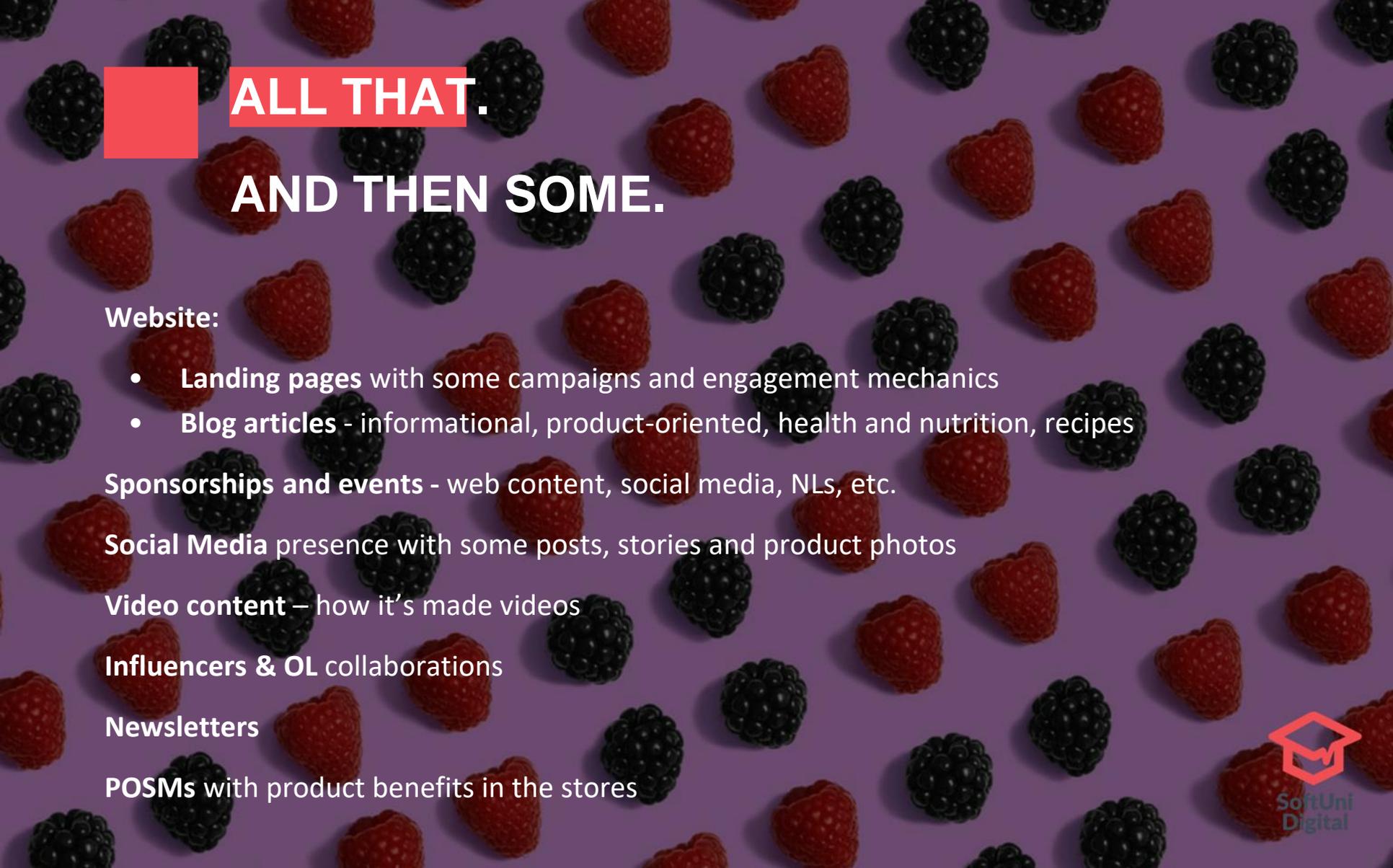
Newsletters

POSMs with product benefits in the stores



Let's see what those guys did





ALL THAT. AND THEN SOME.

Website:

- **Landing pages** with some campaigns and engagement mechanics
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A close-up, angled view of a smartphone screen displaying a grid of social media application icons. The icons are slightly blurred, suggesting motion or a shallow depth of field. The icons visible include Pinterest, Instagram, YouTube, Clubhouse, Facebook, and Twitter. The text 'Social Media' is also visible in the upper right corner of the screen. A semi-transparent dark overlay covers the bottom half of the image, containing text and a logo.

Social Media CHAMPIONS

Innocent is very active on the main social media platforms - Facebook, Twitter, Youtube, Instagram, LinkedIn, Flickr, Pinterest. They have very high levels of interactions and engagement in all of them. Thus, building brand preference through content.

Social Media Champions



innocent

Our boss suggested that we might want to go on a marketing course soon, so we showed them this.

Probably gonna ask us to run the course now.

Timeline photos · Sep 8, 2021 · 🌐

[View Full Size](#)



Bees. Butterflies. And yes. Even wasps. We're big fans. Less of the stinging and buzzing about at picnics, more the whole pollinating thing. And today, on World Health Day, we want to chat about our favourite pollinators and why they're so important for keeping the planet in tip-top condition.

We're sad to say that over the last 25 years, pollinator populations have gone down by 40% in Europe. Losing our hard-working pollinators threatens all of our long-term food security, and climate change is expected to make things even worse as more extreme weather is likely to affect crop yields.

To give the pollinators a helping hand, we kicked off our Beacon Project, a three-year campaign in Spain that aims to test out how different ways of farming can promote wild pollinators and make the fruit trees even more fruitful and resilient to climate change. We're working with two suppliers to put in place different methods of changing the way they use pesticides and growing even more native flower species. This will help dedicate more land to nature, promote pollinators and reduce the carbon footprint of the farms.

The results from Year 1 are coming in soon so keep your eyes peeled for an update when we have it. And until then, watch out for your picnics. Those wasps really love them. And they never bring anything. Not even hounous. Selfish.

#WorldHealthDay



WEEKLY UPDATE

Afternoon, you lot. We don't want to alarm you but we're 87% certain that someone's put the weather on shuffle. We started the week with blue skies and sunshine and by Wednesday evening there was snow. We'd love to be able to give you some advice for what to wear and do this weekend but honestly, it would be a complete guess. Wetsuit, sunglasses and a cardigan? Shorts, puffer jacket and wellies? Full-length, movie-quality Chewbacca suit with detachable sunroof? It's between you and the weather now.

Today is Susan Boyle's birthday. That's right, her birthday is on April Fool's Day. Or is it? Nah, just joking, it really is her birthday. Or maybe she wrote that on her Britain's Got Talent application form as a joke. Either way, we NEVER miss an excuse to celebrate Susan Boyle so it doesn't really matter.

DID YOU KNOW that some historians believe April Fool's Day came about with a change of the calendars in France? Swapping what used to be their first day of the year, April 1st, to the new first day of the year, January 1st, there were a few people who didn't realise. Which led to them hilariously celebrating the wrong New Year. Meaning they were forever known as the April Fools. CLASSIC MIX UP.

This week's Wikipedia hole is the "Shaggy defence". Which is a legal defence strategy where the defendant claims innocence by instead suggesting they were the one who witnessed someone else doing the crime. To cut a long story short, it's them saying "it wasn't me." We've heard it's approximately twice as successful as the "April Fool's defence". Especially in cases dated between 02.04 - 31.03.

https://en.wikipedia.org/wiki/Shaggy_defence

Our phrase of the week is "IT WAS A JOKE". Particularly useful when your boss doesn't find it funny that you swapped out the white bits in Oreos for toothpaste and wants to see you in their office immediately.

Finally, our pet of the week is Mandy's dog, Ted. Mandy says Ted has been helping his Gran knit these little hats for our Big Knit campaign. We did have quite a lot of follow-up questions for Mandy, but we didn't actually ask any of them because we want to believe that Ted knitted these hats himself with his own fair paws. Maybe if we ask nicely he'll model them as well.



SoftUni
Digital

Packaging (as a content channel)

That was one of their first content channels – they noticed the blank white space and decided to make use of it.

stay healthy. be lazy.

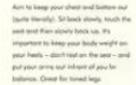
It's not easy staying healthy these days. There are so many obstacles in your way, like armchairs and TVs and a second helping of shepherd's pie. But we reckon that there are a few simple things you can do to make your life a healthier place, and we wrote them all down in a book called 'Stay Healthy. Be Lazy.' It's available in bookshops, on Amazon and even from our website, priced £5.99. A small price to pay for your good health.

 **one legged hoovering**
This will stretch the back of your legs, and you should feel the muscles in your back working too. Stretch right out to get to those difficult to clean bits. Stick your chest out to keep your back straight.

 **heavy pies**
Before putting them into the oven, cut your arms to weight. Your stomach, of course, is that way out of the pie. And you get tired and unable to eat.

 **toilet squats**
Aim to keep your chest and bottom out (quite literally). Sit back slowly, touch the seat and then slowly back up. It's important to keep your body weight on your heels - don't rest on the seat - and put your arms out in front of you for balance. Great for toned legs.



 **toilet squats**
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We love trees. So we've made sure that the paper in this carton is made from a renewable resource: trees grown in well-managed European forests.



it's nice to be nice

It's all very well making tasty drinks, but it's nice to be able to help people out as well. So we've formalised our commitment to being truly innocent by setting up the innocent foundation, a separate registered charity that funds non governmental organisations (NGOs) in the countries where we source our fruit. And the funding of the charity is linked to how many drinks we sell, so when you're drinking, you're helping. Visit www.innocentfoundation.org for more and have a look at our first projects below.

 **We support Send a Cow because they give direct, practical help to poor, African farmers like Pulane in Lesotho (above), by providing livestock and veterinary services.**

 **The money we send to KIDA provides HIV victims and poor rural families in Uganda with beekeeping equipment to enable sustainable income from the honey and beeswax produced.**

 **Inacambi is dedicated to safeguarding areas of Brazilian rainforest for future generations by purchasing key forest fragments for conservation and regeneration.**

 **Our contributions help Find Your Feet to help some of poorest women in rural India through education and loan provision for small business initiatives.**





so darned healthy

Detoxing is pretty simple. First of all, cut out the bad stuff. Check all pockets for any stray cream buns. Then start adding super-nutritious stuff to your diet. Like this new detox recipe. We reckon it's the healthiest thing we've ever put in a carton:

Acai – the Brazilian super-berry that contains Omega 6 and 9, is high in antioxidants that protect cells from the damage caused by free-radicals and will even clean your car*.

Blueberries – our favourite antioxidant-rich superfood.

Pomegranates – rich in anthocyanins, which are the particular antioxidants that make all three of these fruits so healthy.

So there you have it. Three superfoods, one carton, in your fridge. You lucky thing.



Charity Causes

Charity has been a big part of the company story since the beginning.

It is a big part of the brand story and content strategy.



The innocent Big Knit

2,685,489 views · 5 likes · 1 dislike · 1 share · 1 save · 1 more

these little hats change lives

We started putting little hats on our smoothies back in 2003, giving 25p to Age UK for every behatted bottle sold.

These woolly masterpieces are knitted and crocheted by thousands of legendary volunteers. They sent us a whopping 1.5 million little hats for last year's Big Knit, bringing our total raised for Age UK over the years to just under £3 million. Jaw dropping stuff.

Hats will be back on bottles in 2022, and we'd love to raise more for Age UK than ever. The money we raise from the innocent Big Knit helps Age UK make a big difference to the lives of older people and anyone can get involved, whether you're a pro or a novice. Head here to find out how you can [join in](#).

If you've ever made a hat, or bought a hat, thanks very much. You're a total purr.

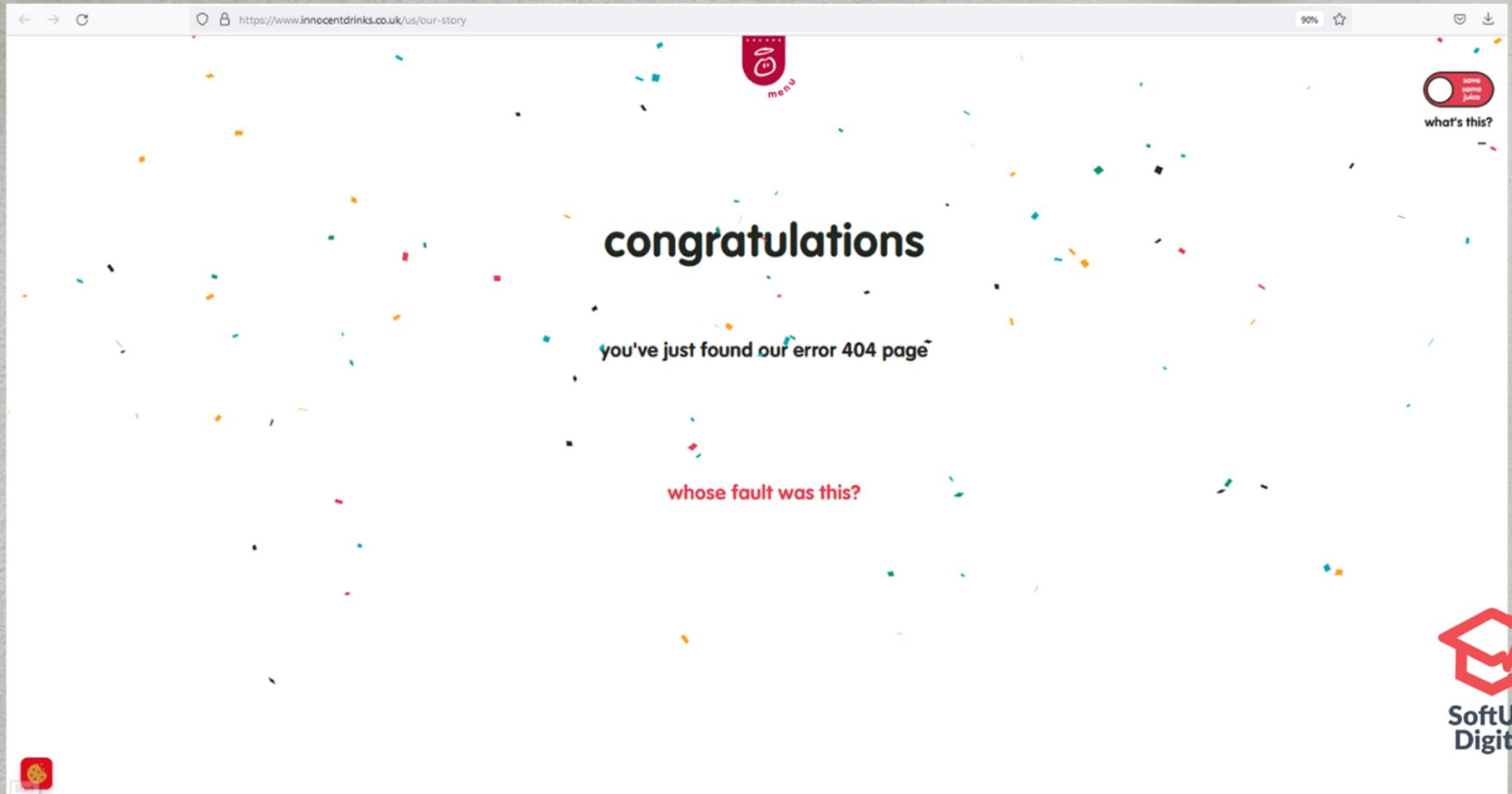


registered charity number 1128267



404 page

Who thought that this could be a content channel?



404 page

Who thought that this could be a content channel?

is a blend is a blend

Proofreading our labels is a bit of a faff. Sometimes it's better to give it a miss and let our drinkers point out the typos on Twitter. There's a good idea a good idea.



Portugal: 1
Kevin: 0



red Kevin

Kevin once got a very short back and sides from his local barber, then went to Portugal without any sun cream. Oh, were his cheeks red. Actually, his whole head was.



what's this?

Website

- **press snippets**
- **charity**
- **business awards**
- **sustainability**
- **previous advertising campaigns**
- **a blog**
- **books**
- **videos**
- **and tons and tons of other, otherwise boring content, made relevant through humour**

<https://www.innocentdrinks.co.uk/things-we-do-for-the-planet/sourcing-stories>





So did they use the formula?

HUMOR

=

RELEVANCY

STONE OF VOICE & BRAND PERSONALITY

=

DIFFERENTIATION

Background collage includes:

- Geometric diagrams: triangles, circles, spheres, and complex shapes with various labels.
- Graphs: A plot of $x[m]$ vs $t[s]$ showing a curve; a plot of y vs x showing a curve with \sqrt{e} and $e^{4/3}$ markers; a plot of x vs t showing a step function.
- Chemical diagrams: A diagram of a gas cylinder with CH_2O_2 and CO_2 labels; a diagram of a container with H_2O and Hg layers.
- Equations: $E_p = E_{r_{max}} \Rightarrow \sin^2(3t_p + \frac{\pi}{3}) = 1$; $\Rightarrow \sin(\frac{\pi}{2} + n\pi)$; $n = 0, 1, 2, \dots$; $t_p = \frac{\pi}{3}(n + \frac{1}{6})$; $E_c = E_{z_{max}} \Rightarrow \cos^2(3t_c + \frac{\pi}{3}) = 1 \Rightarrow \cos(3t_c + \frac{\pi}{3}) = \pm 1 = \cos(n\pi) \Rightarrow t_c = \frac{\pi}{3}(n - \frac{1}{3})$; $\omega = \sqrt{\frac{k}{m}} = \sqrt{\frac{4\pi m K_D}{3m_1}} = \sqrt{\frac{4\pi K_D}{3}}$; $\omega = \sqrt{\frac{H_0}{H_0}}$; $T = \frac{2\pi}{\omega} = 2\pi \sqrt{\frac{H_0}{g}} = 5,03 \cdot 10^3 s$; $Q_{total} = Q_1 + Q_2 = 3\epsilon_0 \frac{S}{d_1} U_0$; $Q = \frac{Q_1 + Q_2}{2} = 13,275 \cdot 10^{-6} C$; $U = \frac{Q}{C_1} = \frac{3}{2} U_0 = 1500 V$; $= \frac{1}{2} QU = \frac{9}{8} \epsilon_0 \frac{S}{d_1} U_0^2 = 9,956 \cdot 10^{-6} J$; $Q_{41} = v_C T_1(1 - e^{i\omega t}) + v_C T_2(X - 1)$; $Q_{34} = v_C T_2(X - 1) + v_C T_1(1 - e^{i\omega t})$; $\frac{T_1}{T_2} = X$, $\frac{T_2}{T_3} = e^{i\omega t}$, $\frac{T_3}{T_4} = X e^{i\omega t}$; $yz - xt)l_2 = -(xt - yz)l_2$; $l_1 \begin{pmatrix} -t & y \\ z & -x \end{pmatrix} = \begin{pmatrix} yz - xt & 0 \\ 0 & yz - tx \end{pmatrix}$; $-(x + t)l_2 + (xt - yz)l_2 = 0$.
- Table with numerical data:

$I[mA]$	0	0	4	50	104	120
$U[V]$	0	0,5	0,6	0,8	1,0	1,2
$I[mA]$	0	-1,00	-2,1	-3,2	-4,3	-5,4
$U[V]$	0	-1	-2	-3	-4	-5
$I[mA]$	0	0	4	44	115	115
$U[V]$	0	0,4	0,6	0,8	0,9	1,0
$I[mA]$	0	-0,4	-0,70	-1,12	-1,5	-1,9
$U[V]$	0	-1	-2	-3	-4	-5
$I[mA]$	0	1,4	2,8	4,2	5,6	7,1
$U[V]$	0	1	2	3	4	5
$I[mA]$	0	-1,4	-2,8	-4,2	-5,6	-7,1
$U[V]$	0	-1	-2	-3	-4	-5



SoftUni Digital

Questions?

Diamond Partners



Organization Partners



IMPULSE MEDIA®

BOOKMARK

1 FOR FIT

NETPEAK
Performance Marketing for Business

ABC DESIGN &
COMMUNICATION

ETIEN
PR & Digital



StartupMasters.

leikov
studio

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