



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **80**TANTESIMO 2019



LUMSA
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1939 80TANTESIMO 2019

Owned & Earned Media

Lesson 3 part 1
Thursday October, 31

Where were we?



6-steps of brand choreography

1. Find a winning **brand value proposition**: the brand promise
2. Identify the **buyer personas**
3. Study the **customer journey** of the personas
4. Identify the brand **touchpoints** for each phase of the customer journey
5. Planning the right message on **Paid, Owned & Earned media**
6. Develop a **total customer experience strategy** (not just communication: all stages of the customer journey must be consistent with the brand promise, from the product to assistance, etc.)

POE, let's recap

PAID MEDIA

ATL:

- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
 - Display
 - Search
 - Social network

BTL: sponsorships,
Events, influencer
marketing

OWNED MEDIA

Website
App
Blog
Social network
Direct response/CRM

Point of Sales,
merchandising,
Packaging
Branded spaces

EARNED MEDIA

PR:

- Press (+digital)
articles
- UGC
- reviews
- recommendations
- Social, Blogs
- WOM

Owned Media



Owned Media: the first media that we have to consider

PAID MEDIA

ATL:

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EARNED MEDIA

PR:

- Press (+digital)
articles

UGC

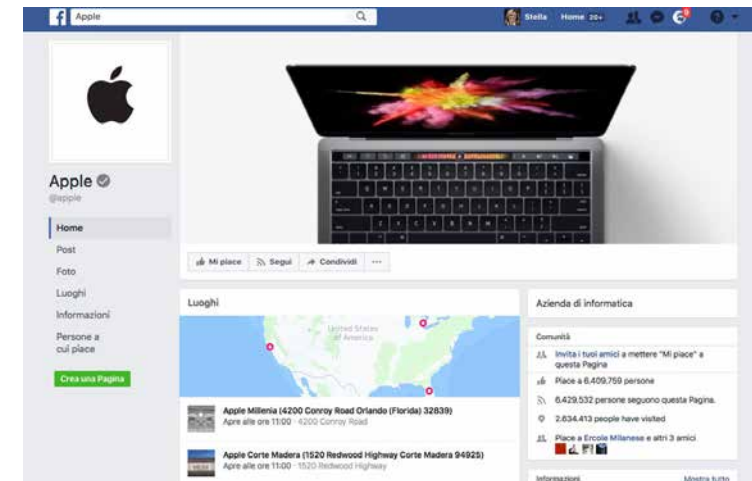
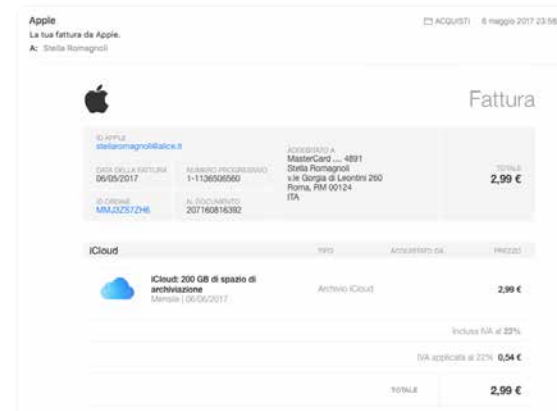
- reviews
- recommendations
- Social, Blogs
- WOM



In our communication plan we try and use **all our owned media**

- Brand and branded content
- Packaging
- Points of Purchase, retail stores, sellers, customer services, uniforms, ...
- Company buildings, company vehicles, signage, assets, ...
- Website, blogs
- App, web app
- Social Accounts (Facebook, Twitter, LinkedIn, Instagram, TikTok, ecc.)
- Newsletters, Direct Emails
- Invoices

Owned Media must be consistent with the brand identity



Owned media CHECK-LIST

- ☐ Websites
- ☐ Apps
- ☐ Blog
- ☐ Contact Center
- ☐ Chatbot
- ☐ Social media accounts
- ☐ Newsletters
- ☐ DEM...



- ☐ Buildings
- ☐ Retail stores
- ☐ Salepersons
- ☐ Packaging
- ☐ Vehicles
- ☐ Uniforms
- ☐ Corporate magazines
- ☐ Invoices
- ☐ Tickets...



The screenshot shows the top section of the Ferrovie dello Stato Italiane website. It features the company logo, a navigation menu with links like 'Il Gruppo FS', 'Investor Relations', 'Sostenibilità', 'Innovazione', 'Opere Strategiche', 'Digital Projects', 'Media', and 'Bandi e Gare'. Below the menu is a large image of a map of Italy with the text: 'Gruppo FS: infrastrutture, trasporto passeggeri, logistica, rigenerazione urbana' and 'Insieme per il Paese. Un Tempo Nuovo'.

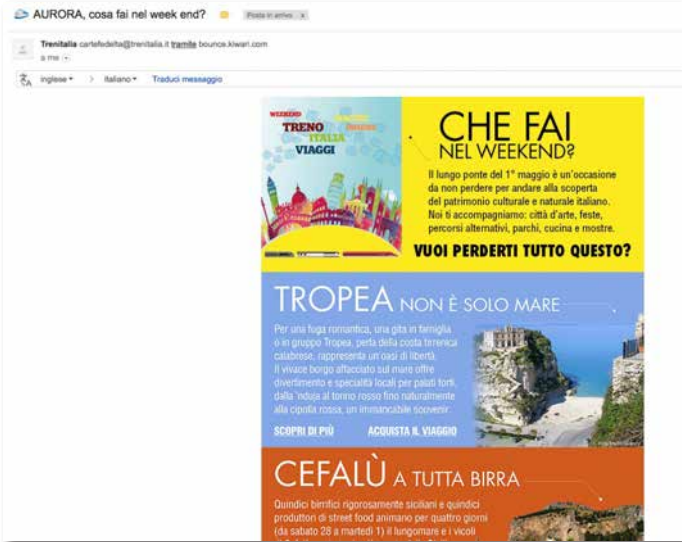


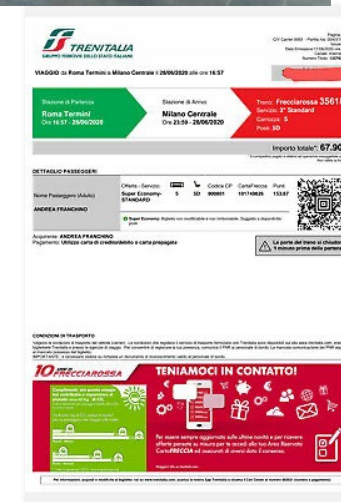
The screenshot shows the top section of the Trenitalia website. It features the company logo, a navigation menu with links like 'FRECCIE', 'INTERCITY E INTERNAZIONALI', 'REGIONALE', 'OFFERTE', 'SERVIZI', and 'CARTAFRECCIA'. Below the menu is a large red banner with the text: 'FRECCIAROSSA', 'VIAGGIA TRA ROMA E VENEZIA CON FRECCIAROSSA', and '30 COLLEGAMENTI AL GIORNO'. There is also a button that says 'SCOPRI DI PIÙ' and a train image.





Canale	Property		TI	LH	TREGIO	ITALFER	RFI	S. URBANI	FS
		FSNews							
		FSItaliane							
		Lavora con noi							
		NA-BA							
		PA-CT-ME							
		Lamusicastacambiando							
		Wim.win							
		Opentreno							
Social	Twitter	LeFrece							
		FSNews_it							
		TIRegionale (Lazio)							
		Opentreno							
	Facebook	Opentreno							
		Fondazione FS							
		FS Recruiting Day							
		Women in Motion							
	Linkedin	Frecciarossa							
		FS Italiane							
		Trenitalia							
		Italferr							
	YouTube	FS Sistemi Urbani							
		RFI							
		FS Italiane							
		Nugo							
	Instagram	Le Frece							
		La Freccia TV							
		Frecciarossa official							
		Nugo							
		Italferr							
		Lamusicastacambiando							
		FS Italiane							
Newsletter		Cartafreccia							
Portale di stazione		WIFI Station							
Monitor di bordo		Portale Le Frece							
		Monitor							
		Monitor							





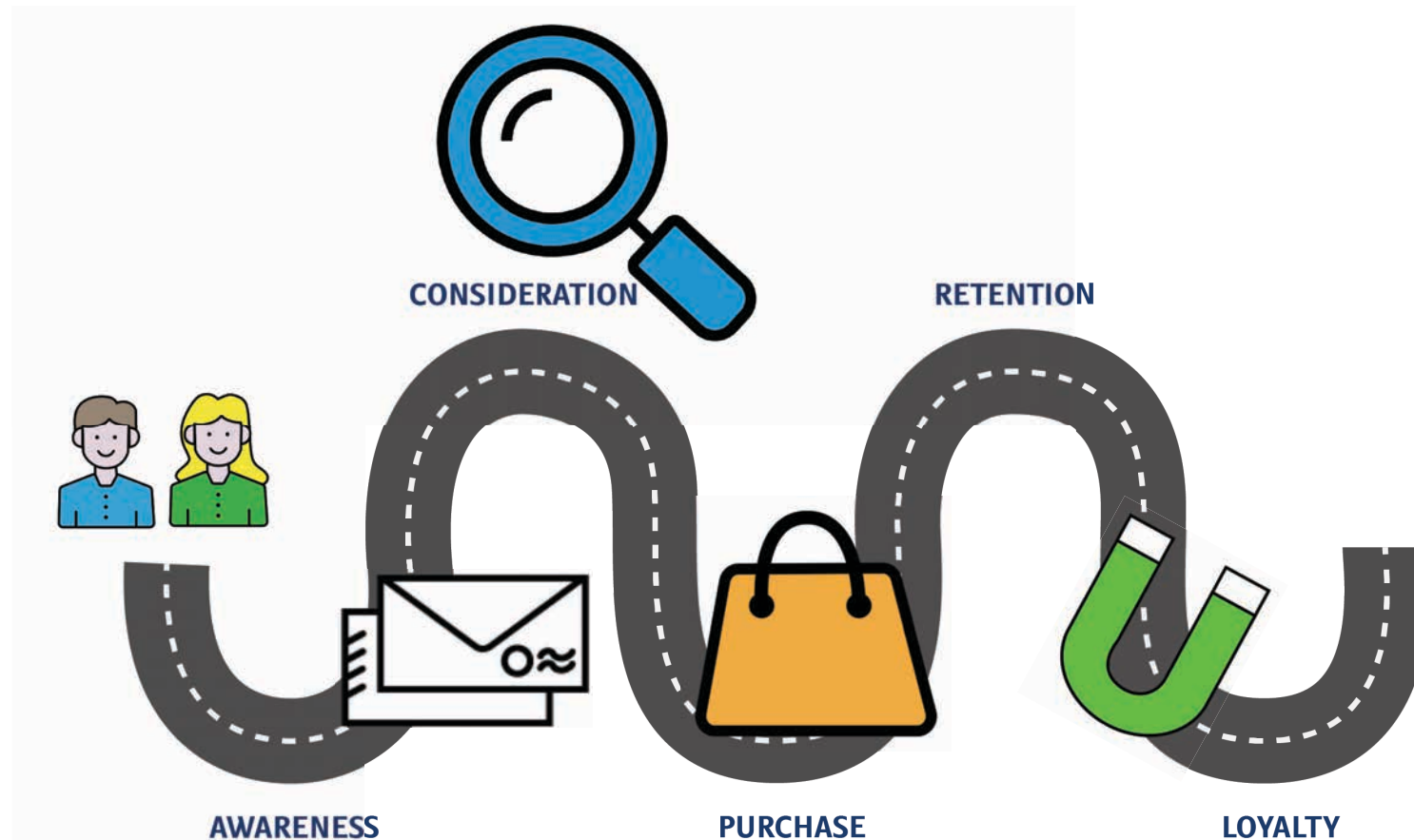
OWNED CHANNELS

Poste Italiane oversees various touch points with its own communication channels, both physical and digital, with a significant weight in terms of contacts.

- Poste.it website
- Social pages (FB, Instagram, LinkedIn)
- App (poste ID, app BP, app PP, app PT) via push notification
- Vehicle circuit (comparable to dynamic OOH) with approximately 4,000 vehicles involved
- ATM video (on Postamat circuit) with over 8,000 monitors
- Video Post Offices (about 1,700 monitors with dedicated schedule)
- O2O communications on Poste Italiane customer base (approved) for sending DEM
- TG Poste present on poste.it

Owned media's role in the communication plan

Owned media are particularly important when prospect customers **look for information** about us



But they could be useful also to create awareness (when used as billboards)





Website



The website is one of the most important communication assets

An effective website must:

- Be **mobile friendly** and working **on all browsers**
- Be **simple**, with intuitive navigation
- **Answers all questions** users may have (check what they ask by phone or email)
- **Reflect the brand** identity
- always be **up to date**
- It is **better than the competitors'** sites



Social media

Social media & brand experience

When using digital channels and social media we need to make sure they all have:

- a look and style consistent with the brand identity
- the same tone of voice

We need to define **who is allowed to post** (and who is not!) and **and organize ourselves in such a way as to give the same answer (to the same question) on all channels** (social, telephone, stores, website, etc.)





Direct Communication



Direct communication uses different media

- **Phone calls** (call center – telemarketing)
- **Paper mail** (e.g. catalogues)
- **Couponing** (physical and digital)
- **Email** (DEM: direct email)
- **Social Network** direct messages
- **Newsletter**



Also called “Permission Marketing”

Anyone who wants to carry out direct communication must **respect the privacy regulations**, therefore it is necessary to:

1. **ask for consent**
 1. for data processing and
 2. the permission of contacting the potential customer (lead)
2. allow to **cancel this consent** at any time.



CRM and direct communication

It is extremely useful to ask for the permission to contact potential buyers

Sending digital direct communication (DEM, Newsletter) is almost for free. You only have to pay for the contents.



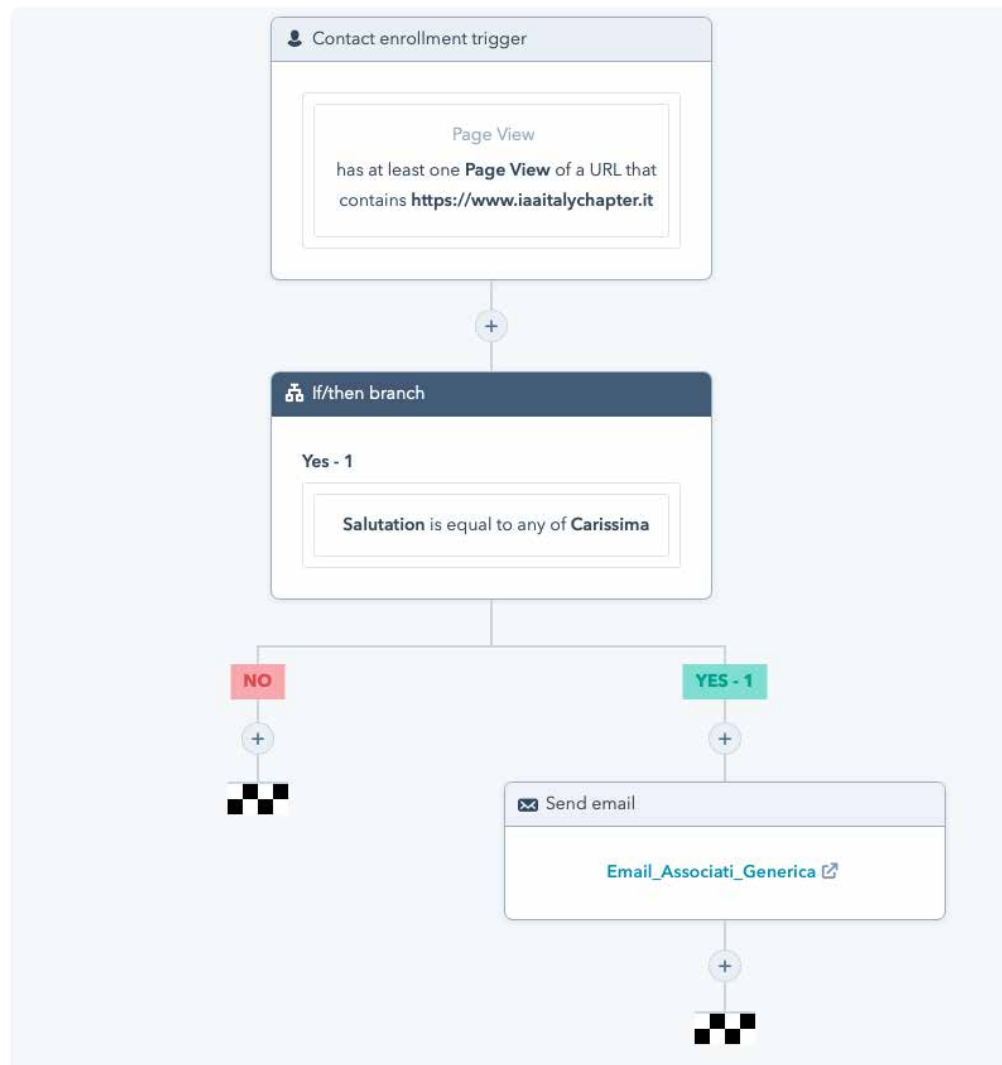
The essential component is the contact database (e.g. Hubspot database)

The screenshot displays the HubSpot Contacts interface. At the top, there's a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this, the 'Contacts' section is active, showing a search bar and buttons for Actions, Import, and Create contact. A sidebar on the left lists 'All contacts' (437 contacts) and 'Unassigned contacts'. The main table lists contacts with columns: NAME, SALUTATION, EMAIL, UNIVERSITÀ, CORSO, and ANNO DEL CORSO. A modal titled 'Choose which columns you see' is open, allowing users to select or deselect columns. The modal shows a search bar for properties and a list of selected columns: Name, Salutation, Email, Università, Corso, and anno del corso. There are also buttons for Save, Cancel, and Remove all columns.

	NAME	SALUTATION	EMAIL	UNIVERSITÀ	CORSO	ANNO DEL CORSO
☐	Carlotta Morello	Cara	carlotta.morello@gm...	Sapienza	Comunicazione d'Impresa - Labor...	2020
☐	Christian Mancini	Caro	mancini.chr@gmail.c...	Sapienza	Comunicazione d'Impresa - Labor...	2020
☐	Alessio Quadrini	Caro	curcione@outlook.com	Sapienza	Comunicazione d'Impresa - Labor...	2020
☐	Benedetta Isidori	Cara				2020
☐	Ginevra Emilia Martin...	Cara				2020
☐	Giorgia Cima	Cara				2020
☐	Marilena Gianni	Cara				2020
☐	Lavinia Parrotta	Cara				2020
☐	Giada Reggiani	Cara				2020
☐	Mercedes Gari	Cara				2020



Thanks to digital it is possible to automate direct communication flows



Choose an action

Available actions

Connect an app

Search actions

Workflow

Delay

If/then branch

Go to other action

Enroll in another workflow

Trigger webhook

Internal communication

Send internal marketing email

Send internal SMS

Send in-app notification

External communication

Send email

Content strategy

To effectively manage owned media, we need to set up a content strategy.





Content strategy, content marketing, brand journalism

Brand journalism

- Brand journalism is a **new approach** to business communication that consists in the use of **narrative and stylistic skills** and **techniques** typical of **journalism** in defining the communication strategy and in the development of **stories** and **content related to brands**



Content Strategy

The content strategy focuses on the **planning, creation, distribution** and **governance of content** to be delivered on owned media

The goal of the content strategy is to **create meaningful, consistent, engaging and sustainable content**





Why?

To win the trust of customers

71%

trust those brands who
provide useful information
without trying to sell
anything

62%

trust those brands who
provide information and
best practices about
things they have already
bought

What kind of content?

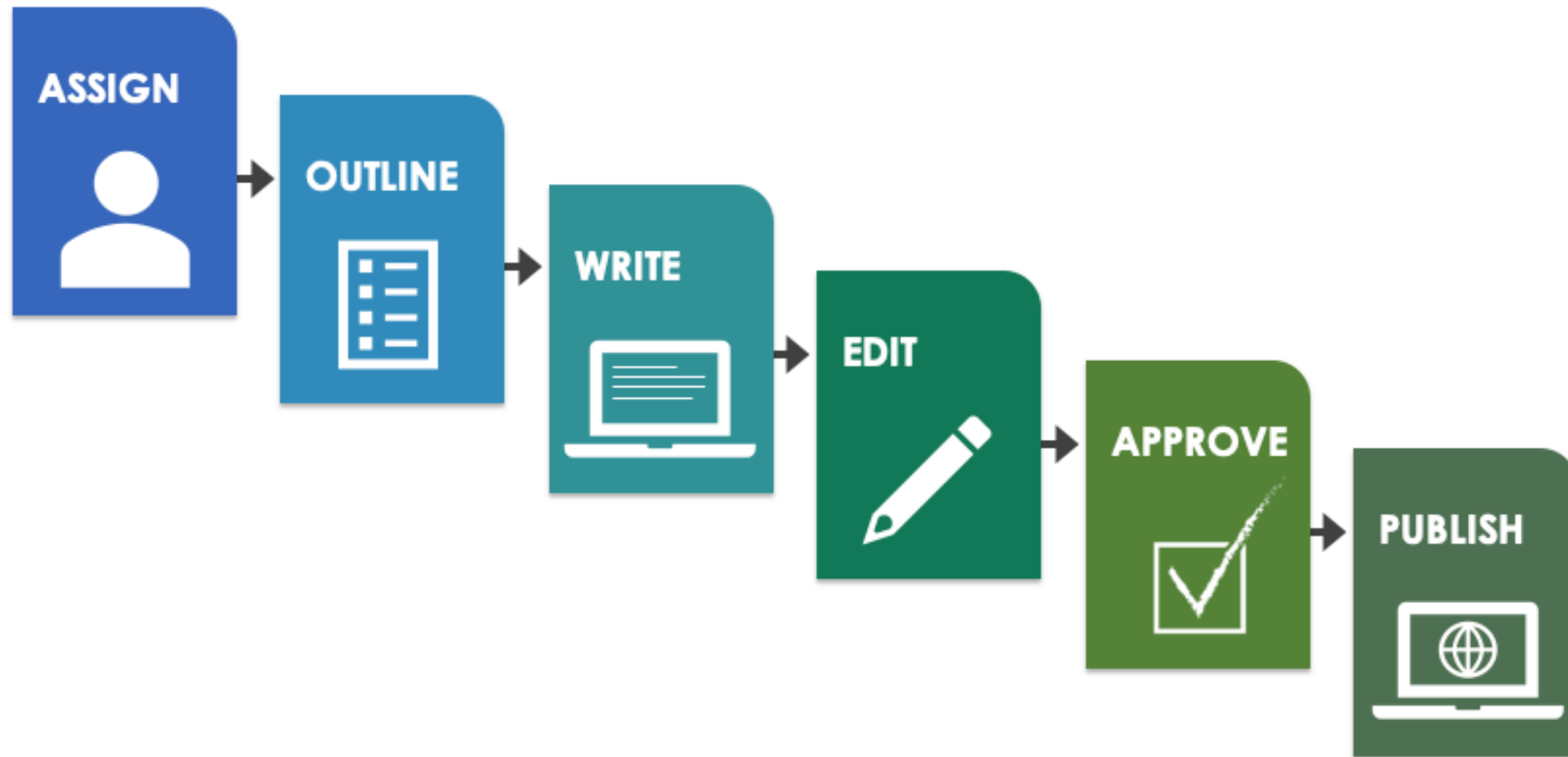
Entertainment or educational





Organization is crucial

BASIC CONTENT WORKFLOW





Example: H+ Sport Editorial Calendar

File Edit View Insert Format Data Tools Add-ons Help Last edit was 10 days ago

125% \$ % .0 .00 123 Lato 10 B I G A

	A	B	C	D	E	F	G	H	I
	H+ Sport Editorial Calendar June	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Notes*
1	Week #1	May 29th	May 30th	May 31st	June 1st	June 2nd	June 3rd	June 4th	
2	Podcast	[Episode #3 Outline] *Subject: Clean Eating *Due: 05/29 *Owner: Anu		[Episode #3 Record] *Subject: Clean Eating *Due: 05/31 *Owner: Anu + Daryl		[Episode #3 Edit] *Subject: Clean Eating *Due: 06/02 *Owner: Carlos			Coordinate with summer campaign.
3	Blog Posts		[Article #113 Draft] *Subject: Running Essen *Due: 05/30 *Owner: Daryl		[Article #113 Publish] *Subject: Running Essen *Due: 05/30 *Owner: Daryl				
4	Social Media		[Facebook] *Type: Text-only *Subject: Running Essen *Owner: Tony [Twitter] *Type: Image *Subject: Running Essen *Owner: Tony	[Facebook] *Type: Image *Subject: Protein Bar Tip *Owner: Tony [Instagram] *Type: Image *Subject: Protein Bar Tip *Owner: Tony	[Twitter] *Type: Text-only *Subject: Keto Snacks *Owner: Tony [Instagram] *Type: Stories *Subject: Keto Snacks *Owner: Tony	[Facebook] *Type: Video *Subject: Running Essen *Owner: Tony [Twitter] *Type: Video *Subject: Athleisure My *Owner: Tony	[Facebook] *Type: UGC *Subject: Product Review *Owner: Tony [LinkedIn] *Type: Image *Subject: Open Positions *Owner: Tony		
5	Week #2	June 5th	June 6th	June 7th	June 8th	June 9th	June 10th	June 11th	
6	Podcast		[Episode #3 Publish] *Subject: Clean Eating *Due: 06/06 *Owner: Sally	[Episode #3 Promote] *Subject: Clean Eating *Due: 06/07 *Owner: Tony					
7	Blog Posts		[Article #114 Draft] *Subject: Clean Eating *Due: 06/06 *Owner: Anu		[Article #114 Publish] *Subject: Clean Eating *Due: 06/08 *Owner: Anu				Review sponsorship opportunities.
8			[Facebook] *Type: Text-only *Subject: Weight Gain *Owner: Tony	[Facebook] *Type: Image *Subject: Weight Gain *Owner: Tony	[Twitter] *Type: Text-only *Subject: Clean Eating *Owner: Tony	[Facebook] *Type: Video *Subject: Running Essen *Owner: Tony	[Facebook] *Type: UGC *Subject: Product Review *Owner: Tony		

June Calendar July Calendar August Calendar Podcast Calendar Master Calendar

LinkedIn Learning

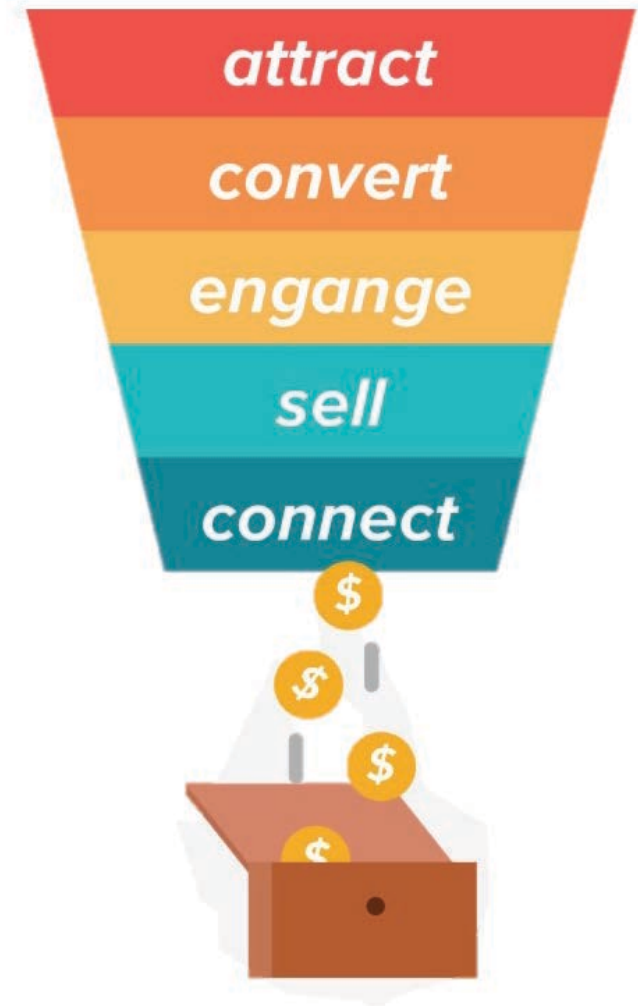


Editorial Calendar

 Blog Editorial Calendar							
Publish Date	Due Date	Author	Topic/Title	Content/Details	Keyword(s)	Target Persona(s)	Offer/CTA
1/1/19	12/29/18	Clifford Chi	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Marketing Mary	How to Get 100,000 Readers for Your Blog
1/2/19							
1/3/19							
1/4/19	12/30/18	Caroline Forsey	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips with expert advice while promoting on-page templates	search engine optimization, SEO	Marketing Mary	On-Page SEO Template
1/5/19	12/31/18	Meredith Hart	9 Tips for Creating Quick Graphics for Your Social Media Posts	Provide tips and tricks to creating graphics without the burden of learning Photoshop	marketing graphics, social media graphics	Sales Leader Alex	How to Design Graphics that Convert
1/6/19							
1/7/19							
1/8/19							
1/9/19							
1/10/19							
1/11/19							
1/12/19							
1/13/19							
1/14/19							
1/15/19							

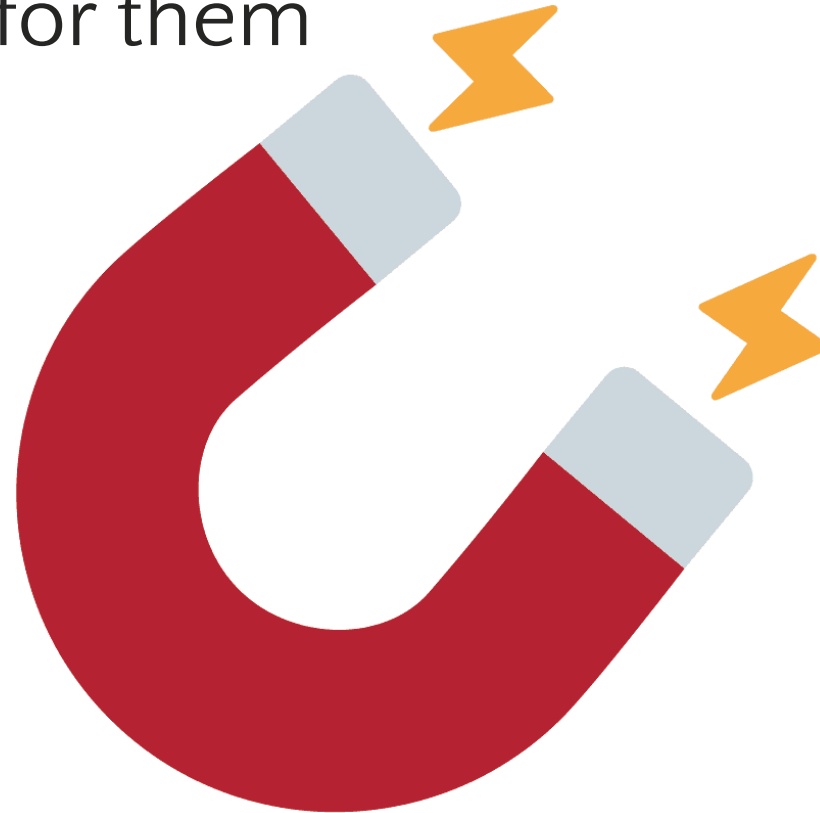
Quality content attracts potential customers

Interesting content attracts people who are **willing to give** their **personal data** to be contacted.



Inbound Marketing

Inbound marketing is that discipline that seeks to **attract customers**, instead of looking for them



Gating Strategy

Requesting contact details before allowing access to content is called

"gating strategy".

Best Global Brands 2022 Report Download



Communication Preferences:

Please Select 

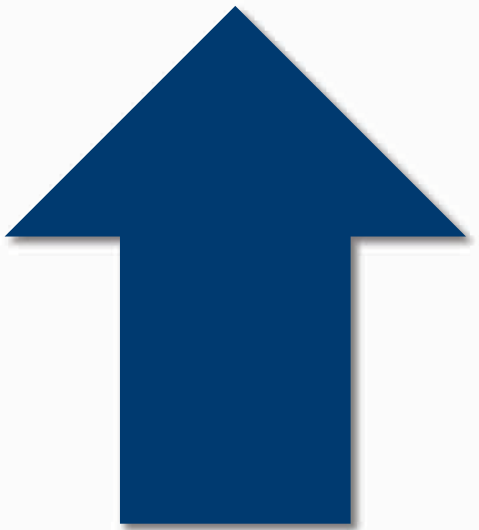
We love to share inspiring content & we're glad to see you're interested in downloading this report - we think you'll love it. We need to let you know that by downloading this report, you're agreeing that the personal data you provide here will be collected, stored and used to reach you in the future. We don't want to spam you. We'll never share your data - and you can opt out of communications at any time.

By submitting this form you agree to our [Privacy Policy](#) (which details how your information is used, how we maintain the security of your information, and your rights to access your information). You may withdraw your consent at any time without penalty by contacting us at inquiries@interbrand.com.

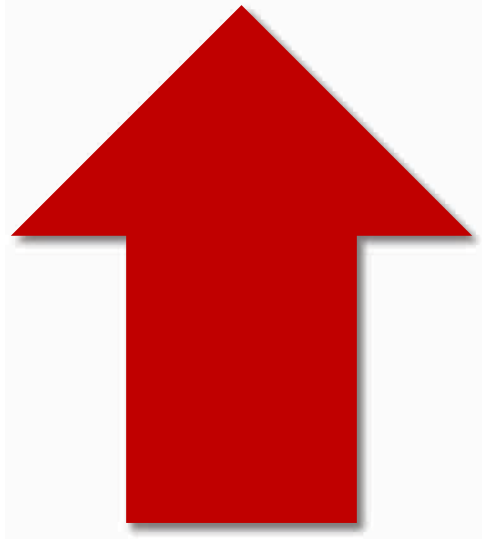
SUBMIT



Summing up



**Trust and
authority**



**Effective
content
strategy**

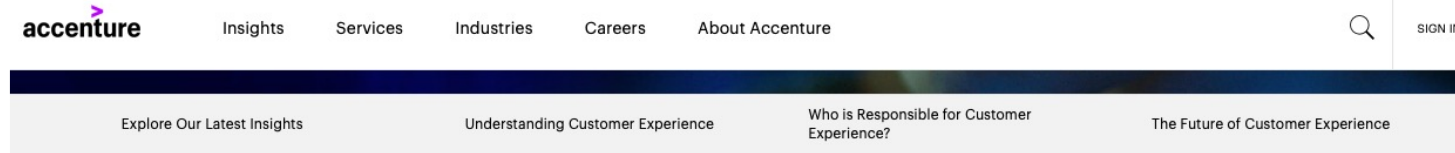


Accenture content strategy





The article



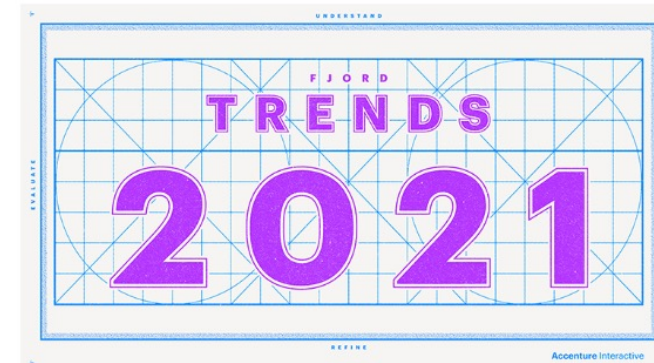
What is customer experience? And why it's evolving

Typically, when people talk about customer experience (CX) they mean traditional sales and marketing touch points along the customer journey (for example, attentive store clerks in attractive stores and simple and beautiful apps and websites). In the past, when executed well, CX investments have yielded good results: customer retention and acquisition, increased sales and loyalty.

But the world has changed. How we interact with brands has evolved and so too has customer experience. Even before Covid-19, digital was already impacting how we all live, shop, work and play—and the pandemic has upended things even more. Many of the consumer behavioral changes we are seeing today are likely to stay with us for a long time, possibly forever. Some have been in motion for years. Many have now been accelerated.

All of this affects customer experience.

Right now, we're on the brink of an experience renaissance. CX is not going away, but its value proposition is stalling because many of the fundamentals of CX are now commonplace and no longer enough for differentiation and growth. A mandate of every organization must be to



Fjord Trends 2021

2020 forced the world to re-examine how it lives, works and plays. Discover the seven trends mapping out the new territory ahead.

[READ MORE](#) →





All kinds of formats

The screenshot displays the Accenture website's navigation and content layout. The top navigation bar includes the Accenture logo, links for Insights, Services, Industries, Careers, and About Accenture, a search icon, and a SIGN IN button. Below this is a secondary navigation bar with links: Home, Mapping out new territory, Collective displacement, Do it yourself innovation, Sweet teams are made of this, Interaction wanderlust, Liquid infrastructure, Empathy challenge, and Rituals lost and found. The main content area is titled "Get the essentials" and features four content cards, each with a circular icon and a square thumbnail. The first card, "Full report", has a 30-minute read time and a thumbnail with the word "TRENDS". The second card, "Executive summary", has a 20-minute read time and a thumbnail with a document icon. The third card, "Slideshare", has a 5-minute read time and a thumbnail with a document icon. The fourth card, "Infographic", has a 5-minute read time and a thumbnail with a diagram icon. On the left side of the content area, there are social media sharing icons for Twitter, LinkedIn, Facebook, and Email.

accenture

Insights Services Industries Careers About Accenture

↑ Home Mapping out new territory Collective displacement Do it yourself innovation Sweet teams are made of this Interaction wanderlust Liquid infrastructure Empathy challenge Rituals lost and found

Get the essentials

30 minute read

Full report

20 minute read

Executive summary

5 minute read

Slideshare

5 minute read

Infographic



Video presentation

accenture 

InsightsServicesIndustriesCareersAbout Accenture

SIGN IN

HomeMapping out new territoryCollective displacementDo it yourself innovationSweet teams are made of thisInteraction wanderlustLiquid infrastructureEmpathy challengeRituals lost and found

Watch

Let's map out new territory

is our opportunity to redefine the 21st century. It's up to all of us to forge a new path which leads to a more equal empathetic society for all. Now is our time. Let's embrace this once-in-a-life-time opportunity.



Fjord Trends 2021

Watch later



Watch on  YouTube

LEARN MORE

FULL REPORT

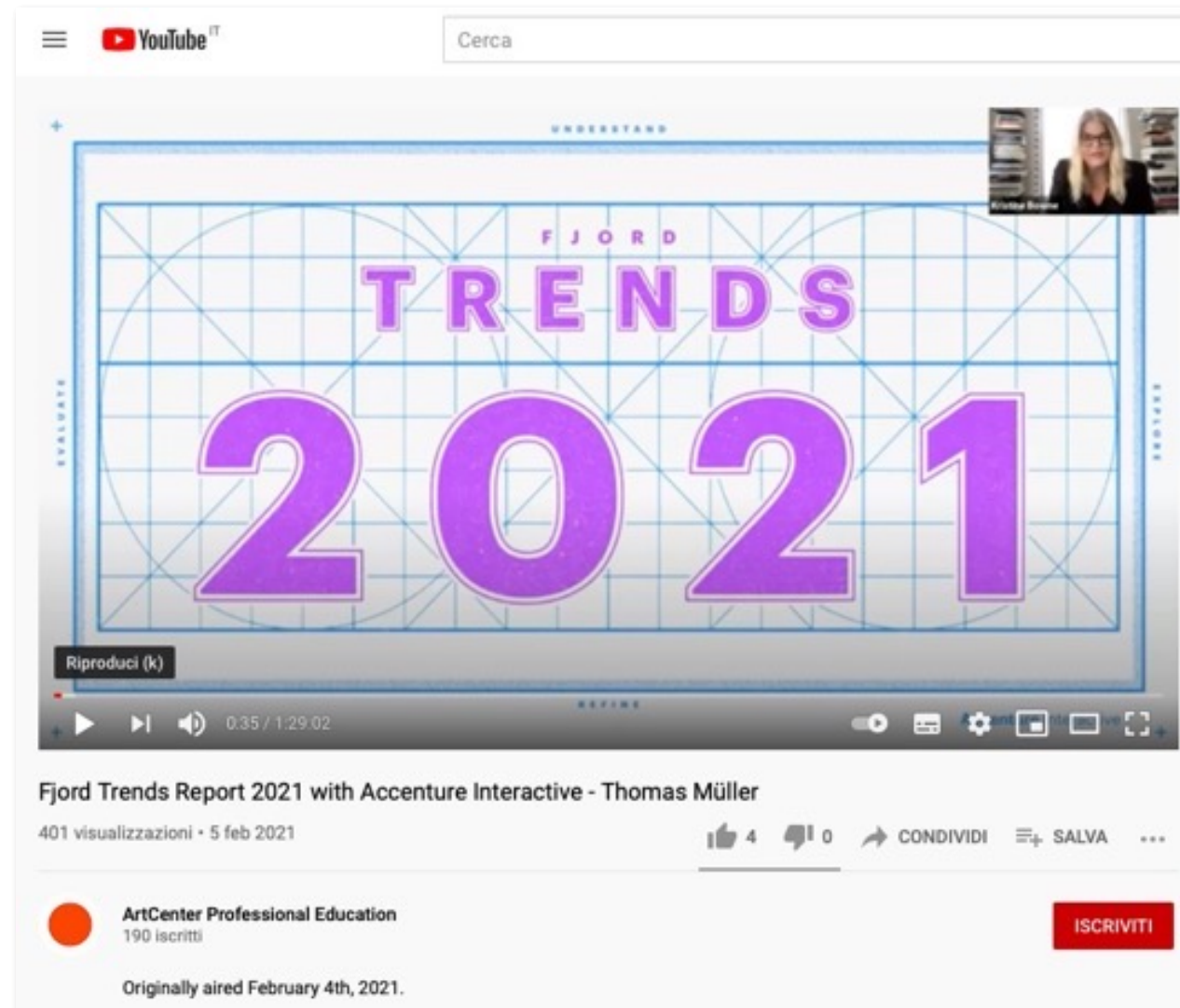
EXECUTIVE SUMMARY

SLIDESHARE

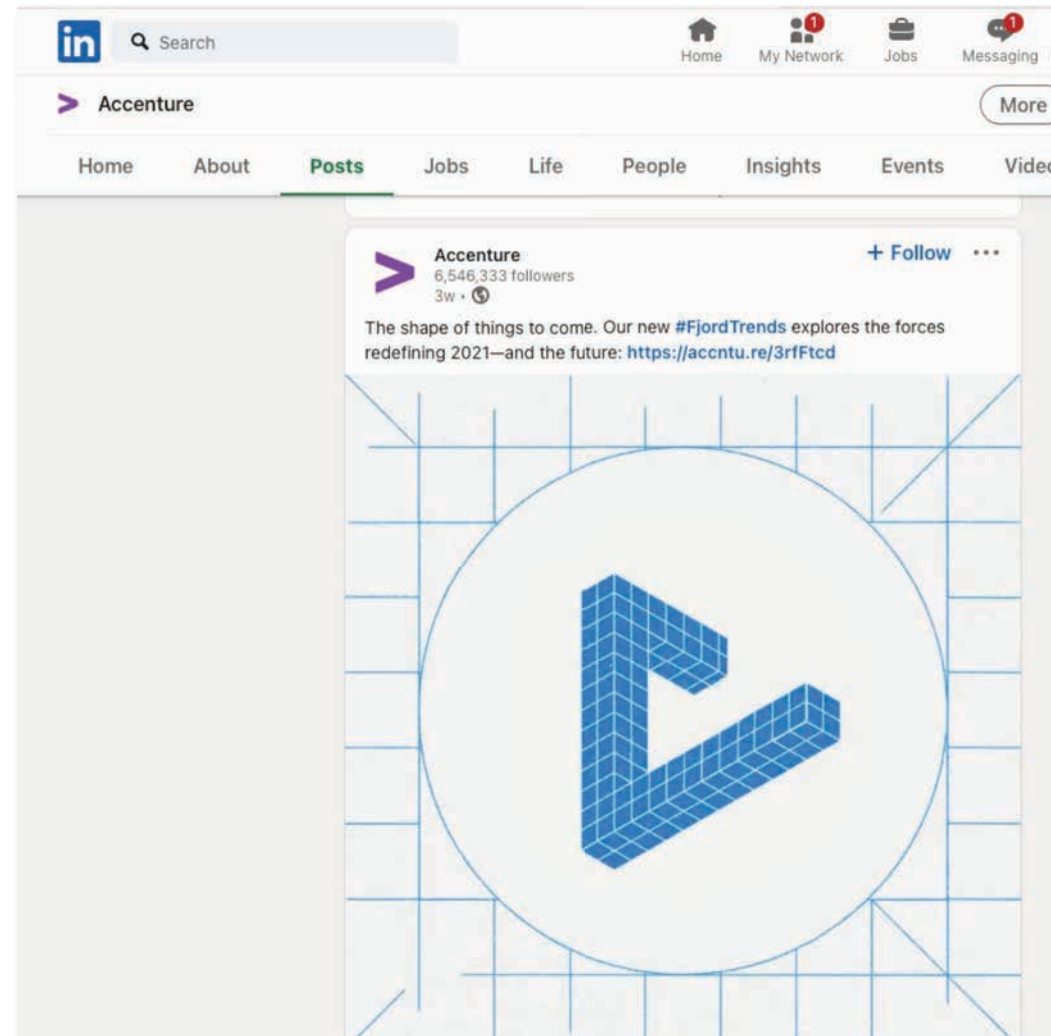
INFOGRAPHIC



The dedicated webinar



Organic post on social media





...And the gating strategy

Stay in the know with our newsletter

 **Subscribe**



[ABOUT US](#)

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Personal Details

Prefix

* First Name

* Last Name

* Country/Region

* Company Name

* Job Title



Packaging

Packaging and brand experience

Packaging is a very important **touchpoint** because it may be the first **physical encounter** our customers have with the brand and it may also be the **last one right before they buy or use the product**





Packaging and brand experience

In creating the **package** we must consider

- The **functional role** (maintain goods, explain how it works, and so on)
- The **emotional role** (depending on brand values and personality)
- The **messages** (to reinforce the positioning and the brand promise)
- The **visual identity and tone of voice** (consistent with the Brand Identity)

Pakaging and brand essence



Dieline Award 2021 World's Best Packaging

The Absolute Best in Packaging:
Dieline Awards 2021 Winners
Revealed



BEST OF SHOW

Your Way, Way Better

CLIENT: BURGER KING

CREATIVE AGENCY: JONES KNOWLES RITCHIE
UNITED STATES



Branded spaces

Branded space and environment

Spaces could provide a **multisensory experience** for the brand

Not only the **retail stores**, but also the **company lobby** can carry the look and feel of the brand.



Brand experience in stores

NESPRESSO



APPLE



LUSH

Earned Media

Earned media

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Website

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Direct response/CRM

Point of Sales,
merchandising,
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Branded spaces

EARNED MEDIA

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UGC

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- Social, Blogs
- WOM



Earned Media: the media that we cannot buy

- Word-of-mouth
- Articles on media (newspapers, TV or radio programs) by journalists or bloggers
- Organic social posts: on Facebook, Twitter, Instagram, etc.
- Comments and evaluations on ecommerce platforms
- Reviews
- Wikipedia

Earned media



Recensioni clienti

★★★★☆ 4,4 su 5

159 valutazioni globali



▼ Come vengono calcolate le valutazioni?

Consegna a domicilio disponibile



White Bakery
 ●●●●○ 103 recensioni
 Americana · €€-€€€

Ordina online



StuPisci
 ●●●●● 158 recensioni
 Italiana, Pesce, Medit... · €€-€€€

Ordina online



La Baguetteria del Valle
 ●●●●● 223 recensioni
 Italiana, Gastronomia · €

Ordina online



★ 4.87 (77 recensioni)

Pulizia	_____	4.9
Comunicazione	_____	5.0
Check-in	_____	5.0



Olympia
maggio 2020

Il nostro soggiorno alla Little House è stato semplicemente perfetto! L'appartamento è molto carino ma quello che veramente fa la differenza è la vista a dir poco splendida ed il t... [continua a leggere](#)

Precisione	_____	5.0
Posizione	_____	4.9
Qualità/prezzo	_____	4.9



Alberto
marzo 2020

Alloggio con una vista mozzafiato, casa pulitissima e molto accogliente!

Earned media are the
most effective communication instruments.
Especially word-of-mouth.

Why?





Because we trust the source.

Why word of mouth works

2'47''



Why Word of Mouth Works

1. Trust
2. Targeting

LinkedIn Learning



How can we earn favorable publicity («Earned Media»)?



How can we «earn media»?

We may earn favorable publicity through:

1. A good **relationship** with the people (journalists, bloggers, influencers, etc.) who **produce content regarding us** (articles in the media, off and online) that reach our target. Companies use **PR and Media Relations**.

Earned Media example








Credit: MSC Cruises

The future of cruising – we step onboard new ship MSC World Europa

Author: Lucy Abbott
Published on: 07 October 2022
Updated on: 07 October 2022

MSC Cruises' newest venture comes in the form of mega-ship MSC World Europa – the ship offers you the chance to sail sustainably, powered by LNG, and hits the waters in December 2022 with a four-night sailing from Doha to Dubai. Lucy Abbott steps onboard for a first look at the ship.

What's eco-friendly, future-ready and fun for everyone? That's right, [MSC World Europa](#).



The leading provider of duty free & travel retail news



MENU

[Home](#) > [Regional News](#) > [International](#)

[Back to International](#) | [Download Article as PDF](#) | [View Print version](#) | [Send as Email](#)

A first look at shopping onboard MSC Cruises' new flagship World Europa

By FAYE BARTLE | Tuesday, 24 May 2022 11:31

MSC Cruises has offered a sneak peek of the 'dynamic and immersive' retail proposition onboard its new flagship, MSC World Europa.



Head of Retail Adrian Pittaway has outlined the USPs of the shopping concepts at each of the three main public area decks of the ship, which will spend its inaugural season in the Gulf, setting sail from Doha on 20 December 2022.

MSC World Europa will be homeporting in Dubai, United Arab Emirates from December 2022.

First up is the department-store style Deck 6 Shopping Gallery, located at

How can we «earn media»?

2. A good reputation among customers, who support our brand by giving **good reviews** or **recommending** our products or services through
 - Word of mouth (physical)
 - on social media or any 2.0 platform (including Amazon ...)





UGC

User-generated content

User-generated content (UGC) is **any content**—text, videos, images, reviews, etc.—**created by people**, rather than brands.

It is perceived as **more authentic** and reliable than advertising.



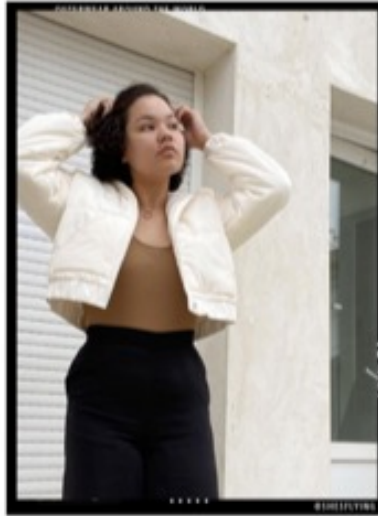
User-generated content are more and more important

2'14''

User-Generated Content Benefits

- Reduces burdens
- Builds a stronger connection

LinkedIn Learning



We get the best inspiration by seeing our amazing community wearing our clothes on Instagram and showing their unique styling.

THANK YOU FOR BEING A PART OF OUR FAMILY, AND
TAKING NU-IN ON A TRIP AROUND THE WORLD.

THE MOST WANTED OUTERWEAR PIECES STYLE BY YOU

from cloud like puffer jackets to
transitional blazers.

BERLIN



@ANDY.CHAJON

SWEDEN



@MINIMIDIMICHI

SWEDEN



@MINIMIDIMICHI

FRANCE



@HAESAFAR

100% RECYCLED QUILTED PUFFER LONG COAT 179,99 EUR

When we prepare a communication plan we
must always ask ourselves:
**how can we stimulate our promoters
to create content for us?**

And how can we generate Word of Mouth?

3'01''



Jonah Berger –On Viral Marketing – LinkedIn Learning



What makes a communication "viral"? Why do people talk about something and share it?



1. Social currency

"**Social currency**" is the way we want to be perceived. The things we say (beyond what we do and own) define our image towards others.

For example we tell a secret because telling someone else something they don't know makes us **feel important**





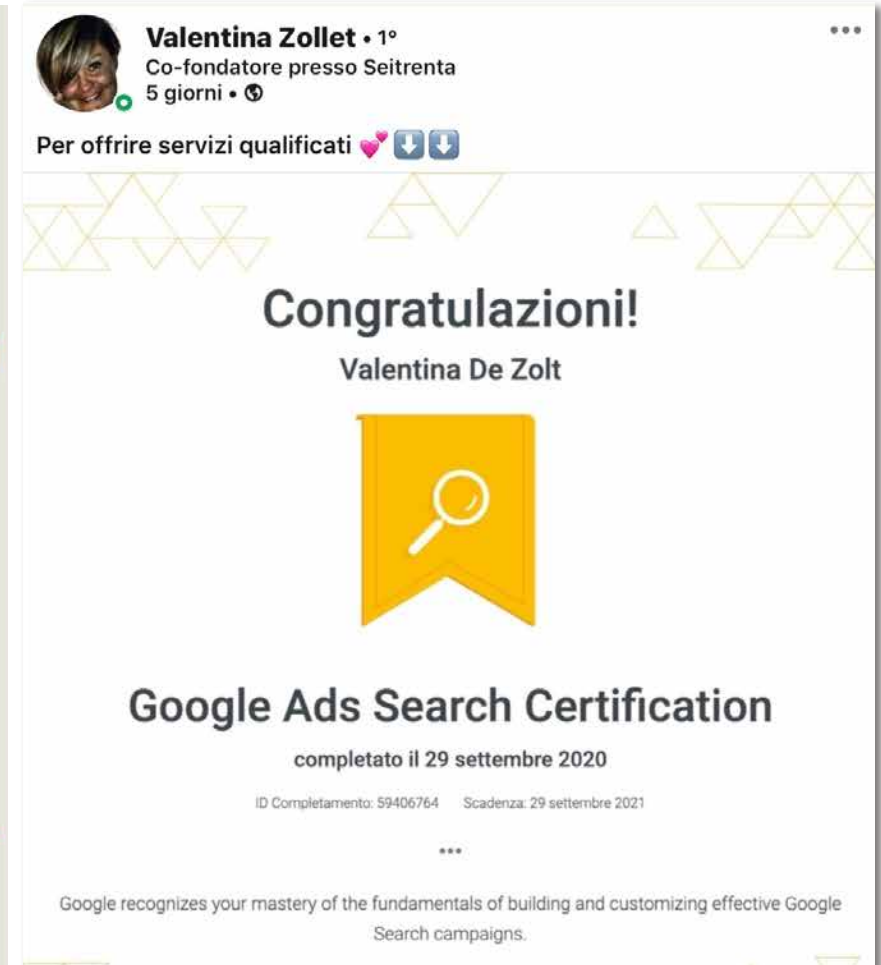
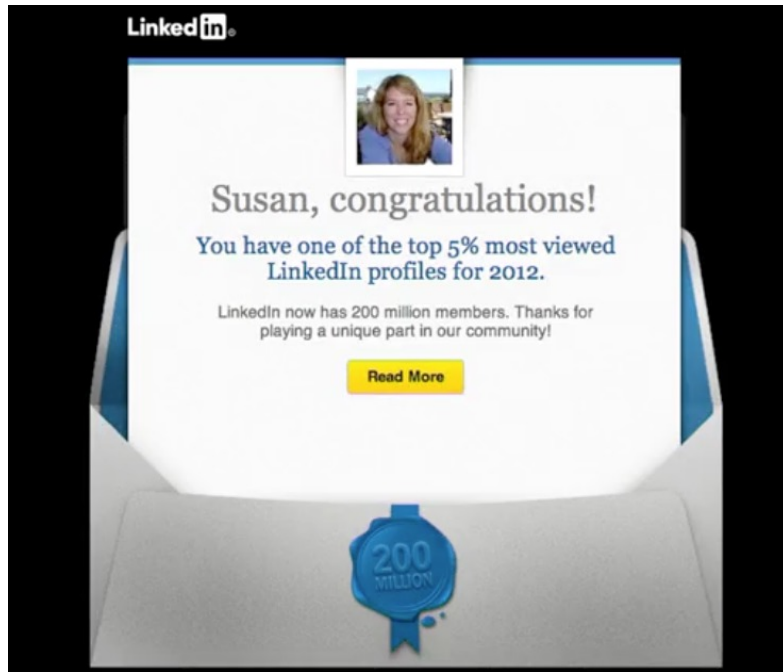
1. Social currency

So the best way to get something shared is to **make the person look good** doing it.

Social Currency

The better something makes someone look, the more likely they are to share it

A good way is to provide shareable diplomas and awards



Project work: What can we do or share?



1. Social currency: being «remarkable»



4'31"

Jonah Berger – On Viral Marketing – LinkedIn Learning

The video: will it blend?



2'46''

The Volvo commercial



1'16''

110 million views

Volvo Trucks - The Epic Split feat. Van Damme (Live Test)

110.716.458 visualizzazioni • 13 nov 2013



Volvo Trucks ✓

467.000 iscritti

Watch Jean-Claude Van Damme carry out his famous split between two reversing trucks. Never done before, JCVD says it's the most epic of splits -- what do you think? Please share & comment!

Project work:
**How can you find something remarkable
in the product you are going to
communicate?**



2. Triggers

A trigger is an element that **reminds us of something**. We tend to talk about the things that come to our mind.

What environmental stimulus is going to trigger people to think about your product or idea?

2. Triggers

To create these triggers, associations of ideas must be fed:

We need to find an **element that is able to stimulate the memory of our brand** even when we are not there.

- Ex. A popular song as the soundtrack of a commercial
- A **branded gadget**





3. emotions

When we care about something, we share it: the more we feel, the more we pass on information

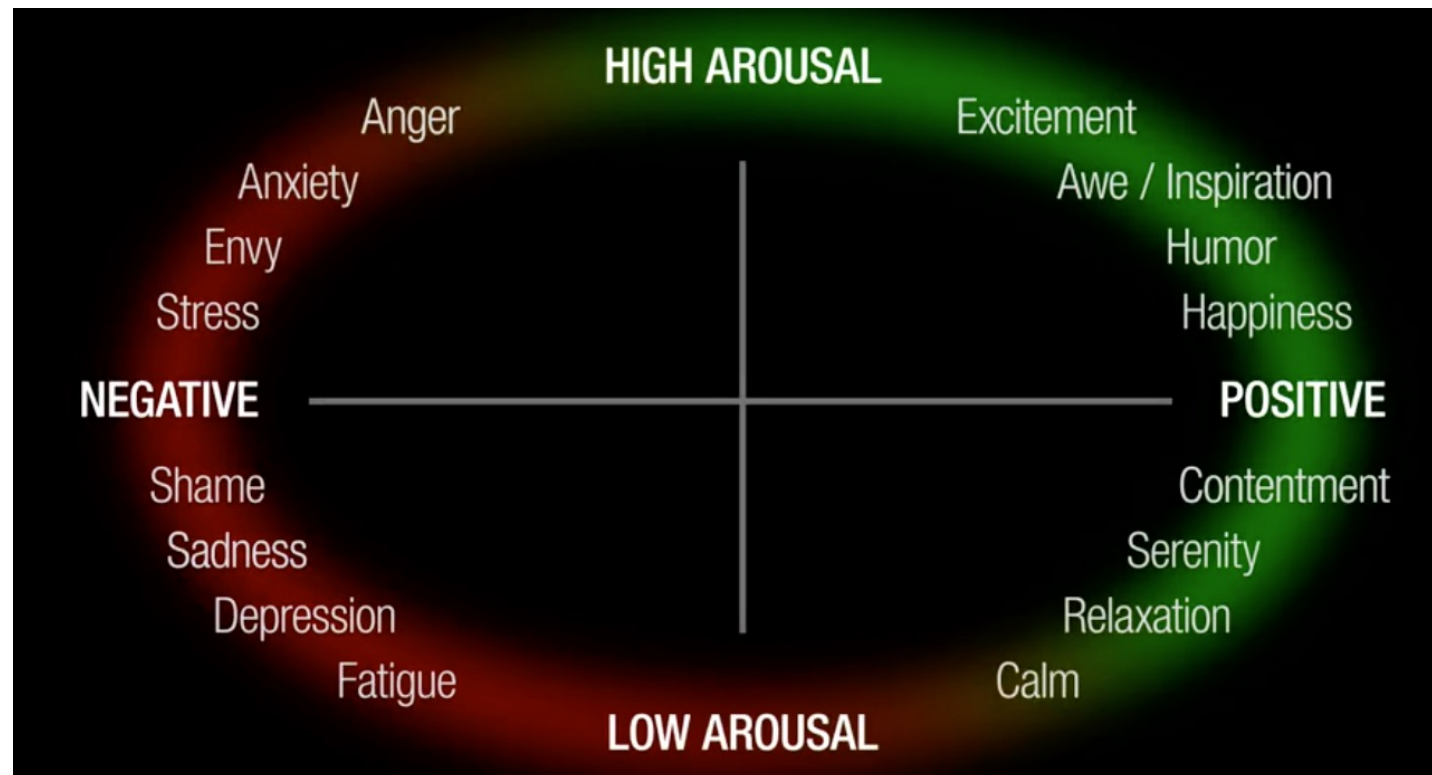
Emotional content is 20% more likely to be shared.

Why might they care?

Emotions are crucial in the decision making process (primal brain)

3. emotions

Emotions with a high arousal value (active emotions) are shared (e.g. anger, excitement, humor and inspiration), the others NO (sadness, calm, etc.)



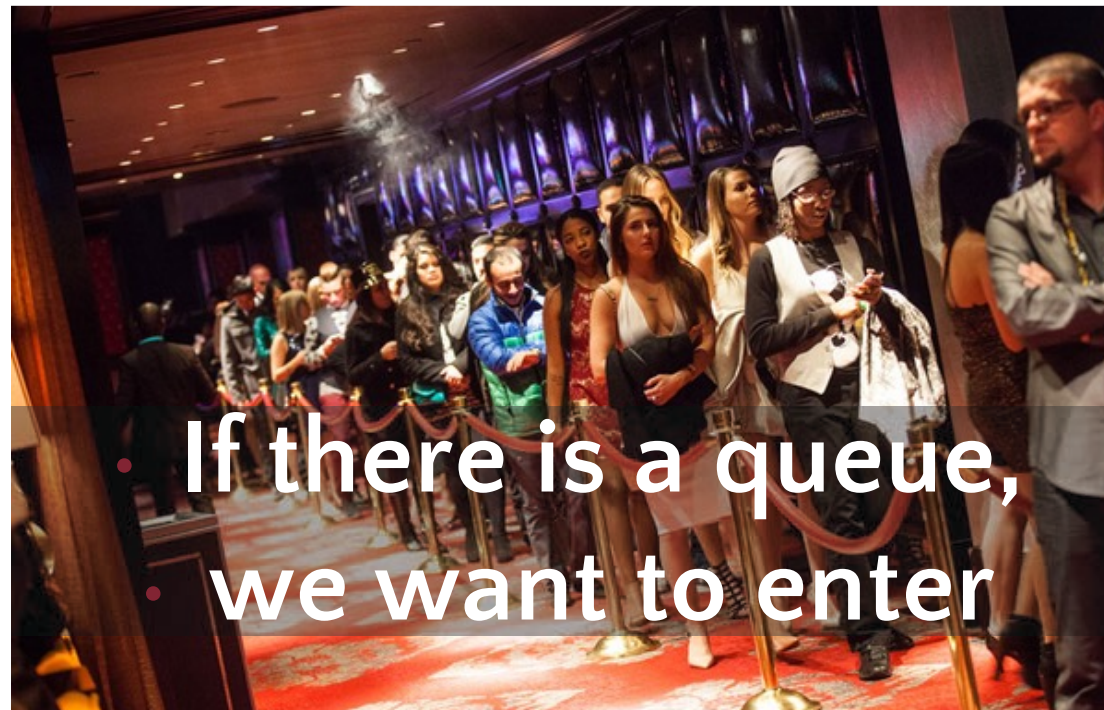
Humor is particularly effective in generating virality



4. Public

We use other people to understand how we should behave (**social proof**), especially when we are undecided.

We do something because others do it.



• If there is a queue,
• we want to enter



4. Public

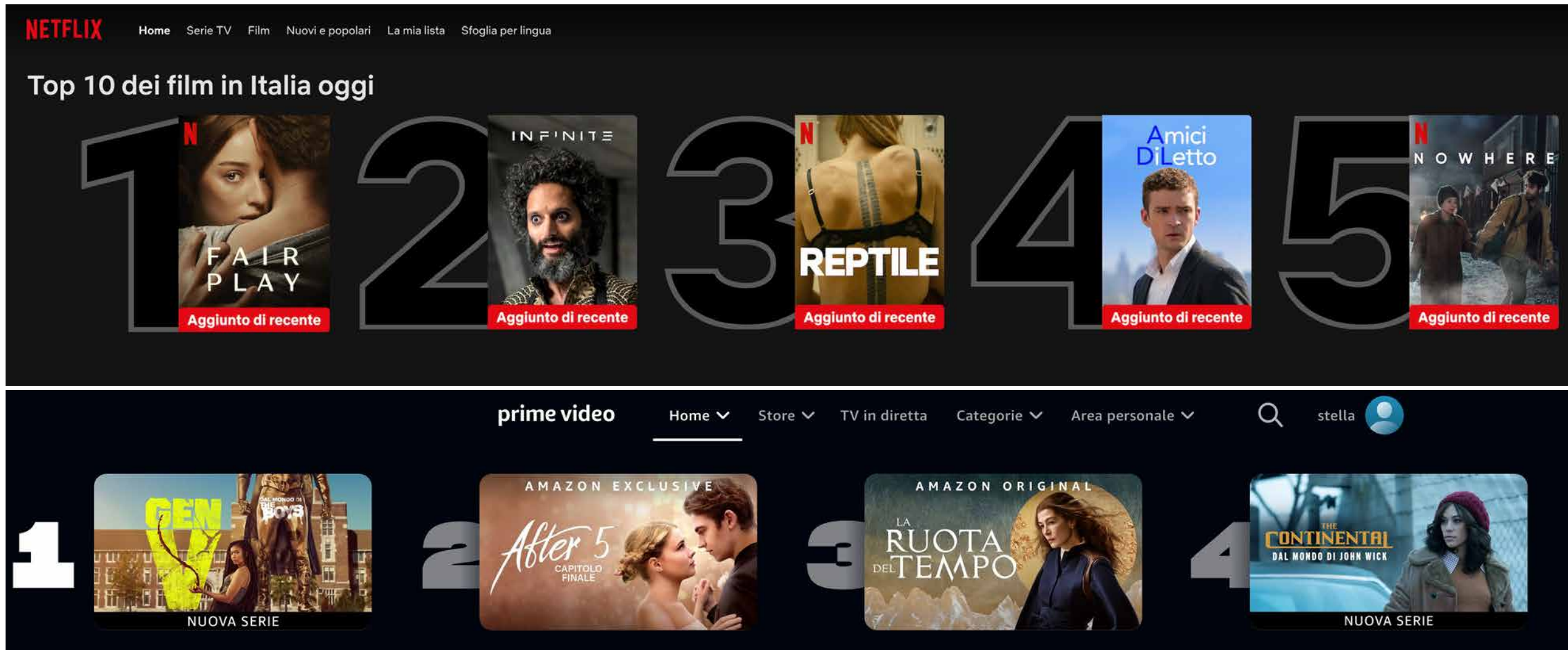
Success calls success.

But we have to see what others do

To exploit this principle, it is necessary to **make visible what others are doing**:

e.g. visible logos, distinctive colors, number of people who use the service ... etc.

Leaderboards are an old-time classic to show success





5. Practical value

Useful information. People also share information to help others.

A simple way is to propose lists (7 ways to..., the 10 secrets of..., etc.).

The lists intrigue and convey the idea that information is fast.

6. stories

Try to **tell stories**, define the key concept and build a story around it that demonstrates what we want to communicate



0'50''



The more we incorporate **these ingredients** into **our social media contents**, the easier it will be that people will **share them**

To learn more you can download these pdf files

CRAFTING CONTAGIOUS WORKBOOK

Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.



SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

STORIES

Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries your idea along for the ride.

After the break

Presentation of the Kapferer's prism project





Teams that present

1. Starbucks
2. Ferrari

Fonti

- Branding Foundation – Drew Boyd – Lynda.com
- Customer Experience: Journey Mapping – Jeannie Walters – Lynda.com
- The New Marketing – Cheryl and Mark Burgess, Sage 2020
- Rajeev Batra & Kevin Lane Keller – Integrating Marketing Communications: New Findings, New Lessons, and New Ideas – Journal of Marketing: Vol. 80 (November 2016), 122–145
- Patrick Renvoise –The Persuasion Code: the Neuroscience of Sales, LinkedIn Learning 2020
- Brad Batesole –Digital Marketing Foundation – LinkedIn Learning 2021
- Colleen Jones– Advanced content marketing – LinkedIn Learning 2020