

Using Digital Media

Gareth Renowden

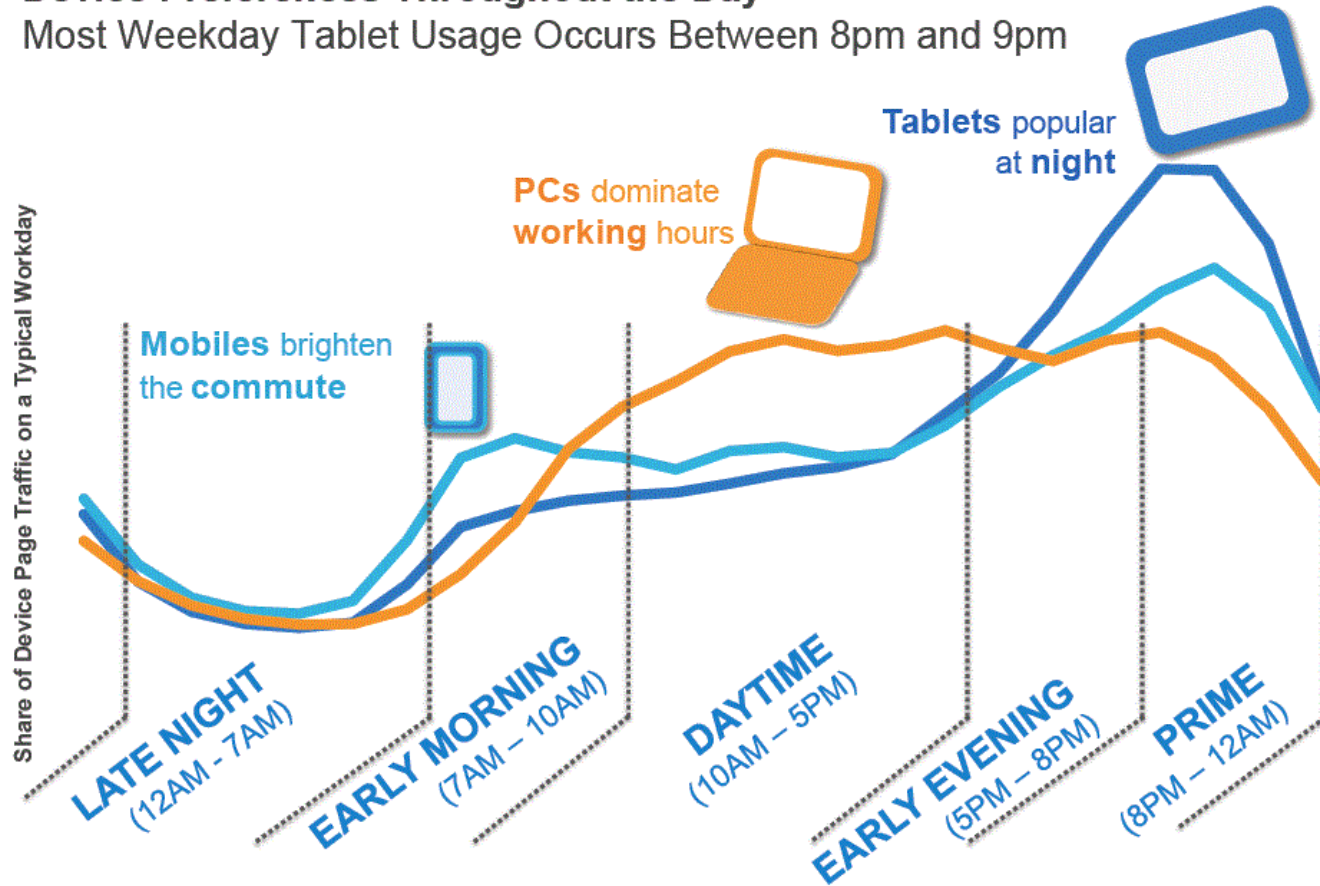


TADA!



Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm





content

Content marketing

The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Legend:

- Strategy
- Platform
- Sharing Triggers
- Format
- Metrics
- Checklist
- Content Type
- Goals

A seven-step guide to success

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the key **metrics**, and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

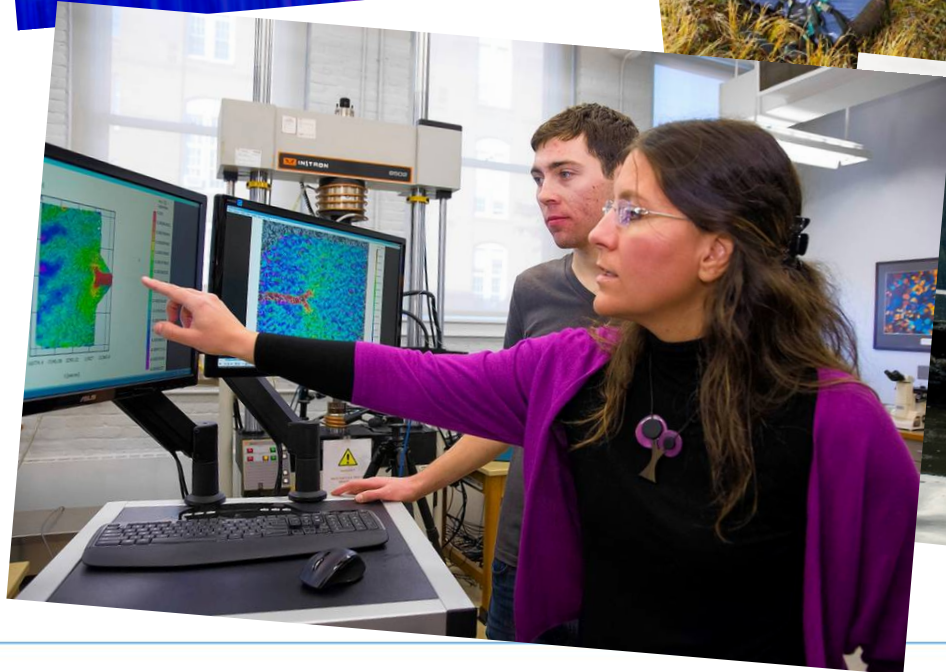
68	76	84	91	99
Pv Page views	Uv Unique visitors	Nv New visitors	Br Bounce rate	Tf Traffic
69	77	85	92	100
Nl New leads	Do Downloads	Cl Cost per lead	Kp Key pages	Le Leads
70	78	86	93	101
Bm Brand metrics	Rp Reputation metrics	Pm PR metrics	Dg Demographic metrics	Br Branding

1	10											18	21	25	30	35	40	45	50	55	59	63	71	79	87	94	102
Cs Content strategy																											
2	10											19	22	26	31	36	41	46	51	56	60	64	72	80	88	95	103
Ar Article	Sh Slideshow																										
3	11											20	23	27	32	37	42	47	52	57	61	65	73	81	89	96	104
V Video	Vi Visualisation																										
4	12											24	28	33	38	43	48	53	58	62	66	74	82	90	97	105	
Im Image	Pr Press release	Ho 'How-to' based	Re Reviews	Qu Question-based	Ti Timesaving	Bp Best practice	Co Compliations	Ca Case study	St Stats	De Debates	We Website	Bl Blogs	Of Offline media	Mi Microsite	Am Acquisition metrics	Rm Retention metrics	Sa Sales										
5	13											29	34	39	44	49	54	59	64	69	74	79	84	89	94	99	
Ev Event	Wb Webinar	Iv Interviews	As Ask the experts	Rs Resources	Lb Linkbat	Hi Hivemind-based	Ee Event-based	Rc Research	Tr Trends	Cm Competitions	Tw Twitter	Fa Facebook	Li LinkedIn	Pi Pinterest	Is Instagram	Sc Search metrics	S Search										
6	14											34	39	44	49	54	59	64	69	74	79	84	89	94	99		
Gm Game	Ap App	Qz Quizzes	Ex Experiments	Pd Productivity	Fu Fun	Te Templates	Bg Beginner's guides	In Inspirational	Op Opinion	Ch Checklists	Yo YouTube	Vm Vimeo	Gp Google+	Fo Forums	Tu Tumblr	Nm New members	Me Members										
7	15											39	44	49	54	59	64	69	74	79	84	89	94	99			
To Tool	Eb Ebook		De Definitions	Gl Glossaries	Da Data	Pc Product-based	Sv Surveys	An Analysis	Fi Fiction	Gf Gifs	Re Reddit	Ig Imgur	Vn Vine	Sl Slideshare	Fl Flickr	Sm Social metrics	Sh Shares										
8	16											44	49	54	59	64	69	74	79	84	89	94	99				
P Print	So Social																										
9	17											49	54	59	64	69	74	79	84	89	94	99					
Ei E-learning	Em Email																										
		107	108	109	110	111	112	113	114	115	116	117	118	119													
		Fu Funny	Sx Sexy	Sg Shocking	Mv Moving	Un Unbelievable	Cv Controversial	Co Cool	Ig Illuminating	Rd Random	Zg Zeitgeist	Aw Cute	Up Uplifting	Di Disgusting													
		120	121	122	123	124	125	126	127	128	129	130	131	132													
		Sq Search queries	Se Search optimisation	Ce Copy editing	Fm Formatting	Hd Headline optimisation	Tv Tone of voice	Gd Brand guidelines	Pe Plain English	Do Device optimisation	Fc Fact-checking	Cd Credit sources	Ct Calls to action	Fd Invite feedback													

Devised & designed by Chris Lake (@lakaey).

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ADULTS VS TEENS

HOW WE USE SOCIAL MEDIA

The Pew Research Center recently released a study about how adults use social media, which made us wonder how teens and adults stack up when it comes to social media use. Teenagers today grew up in a digital world, so it is no surprise that they are pretty savvy when it comes to all things online and technology. Surprisingly, though, when it comes to early adoption of newer social mediums like Pinterest and Instagram, adults seem to have teens beat, if only slightly. Here's a breakdown of how both teens and adults use social media.

Category	Adults	Teens
Overall Social Media Usage	72%	81%
Early Adoption of Newer Social Media (Pinterest, Instagram)	94%	89%

TEENAGE SOCIAL MEDIA NETWORKS

GLOBAL LOGISTICS

Every day, thousands of packages are transported across towns, counties, and entire continents. What does it really take to send a box from Switzerland to South Africa on time? In addition to a global network of delivery people, you need the power of logistics to bring air, ground, and water transport in sync with the latest high-tech solutions for tracking and receiving. Here's a snapshot of how the global reach of UPS facilitates package delivery to just about every destination, every day.

A DAY IN THE LIFE OF THE UPS FLEET

- 15.6 BILLION PACKAGES & 89 89 89 DOCUMENTS DELIVERED DAILY
- 218 JETS IN SERVICE
- 92,734 DELIVERY CARS, VANS, TRACTORS & MOTORCYCLES
- 1,928 ALTERNATIVE FUEL VEHICLES
- 27,280 FREIGHT TRACTORS & TRAILERS
- 26.2 MILLION TRACKING REQUESTS PER DAY
- 942 DOMESTIC AND 815 INTERNATIONAL FLIGHT SEGMENTS PER DAY

UPS WORLDPORT BY THE NUMBERS

UPS WORLDPORT IS LOCATED IN LOUISVILLE, KENTUCKY

Worldport recently has undergone a billion-dollar upgrade, and is now one of the most advanced distribution hubs in the world.

AS THE HEADQUARTERS FOR THE AIR FLEET, THE HUB HAS 70 PLANE DOCKS AND TAKES OVER 130 AIRCRAFT DAILY

1.5 MILLION PACKAGES DELIVERED ON AN AVERAGE DAY

HAS 155 MILES OF CONVEYOR BELT

WORLDPORT MEASURES 5,200,000 SQ. FT. OR ABOUT 90 FOOTBALL FIELDS

WORLDPORT RECENTLY HAS UNDERGONE A BILLION-DOLLAR UPGRADE, AND IS NOW ONE OF THE MOST ADVANCED DISTRIBUTION HUBS IN THE WORLD.

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THE FACTS BEHIND FOOD PRICES

FACTORS AFFECTING FOOD PRICES

1. SUPPLY AND DEMAND
2. SEASONAL VARIATION
3. EXPORT POLICY
4. WEATHER
5. TECHNOLOGICAL FACTORS
6. TRANSPORTATION COSTS
7. GOVERNMENT POLICY
8. ENERGY PRICES
9. LABOR COSTS
10. SPECULATIVE TRADING
11. FINANCIAL MARKET
12. STORAGE AND RESERVE

BIG THINKERS

The size of an animal's brain, compared to its body, can give a basic idea as to its intelligence. This means that as a cat (ratio 1:110) is much cleverer than a hippopotamus (ratio 1:2789).

Animal	Brain Weight	Body Weight	Ratio
Monkey	1,400 grams	3 pounds	1:2
Adult Human	22 grams	0.05 pounds	1:4
Newborn Human	375g	0.83 lbs	1:4
Elephant	8 grams	0.18 pounds	1:2789
Sperm whale	7,800 grams	17.2 pounds	1:2200
Alligator	4,783 grams	10.5 pounds	1:2200
Giraffe	582g	1.3 lbs	1:2200
Hippopotamus	140 grams	0.4 pounds	1:2789
Dolphin	1,400 grams	3.5 pounds	1:2200
Pig	180 grams	0.4 pounds	1:2789
Sheep	30 grams	0.07 pounds	1:2789
Cat	30 grams	0.07 pounds	1:110
Rat	2g	0.01 oz	1:110
Frog	0.24g	0.008 oz	1:110



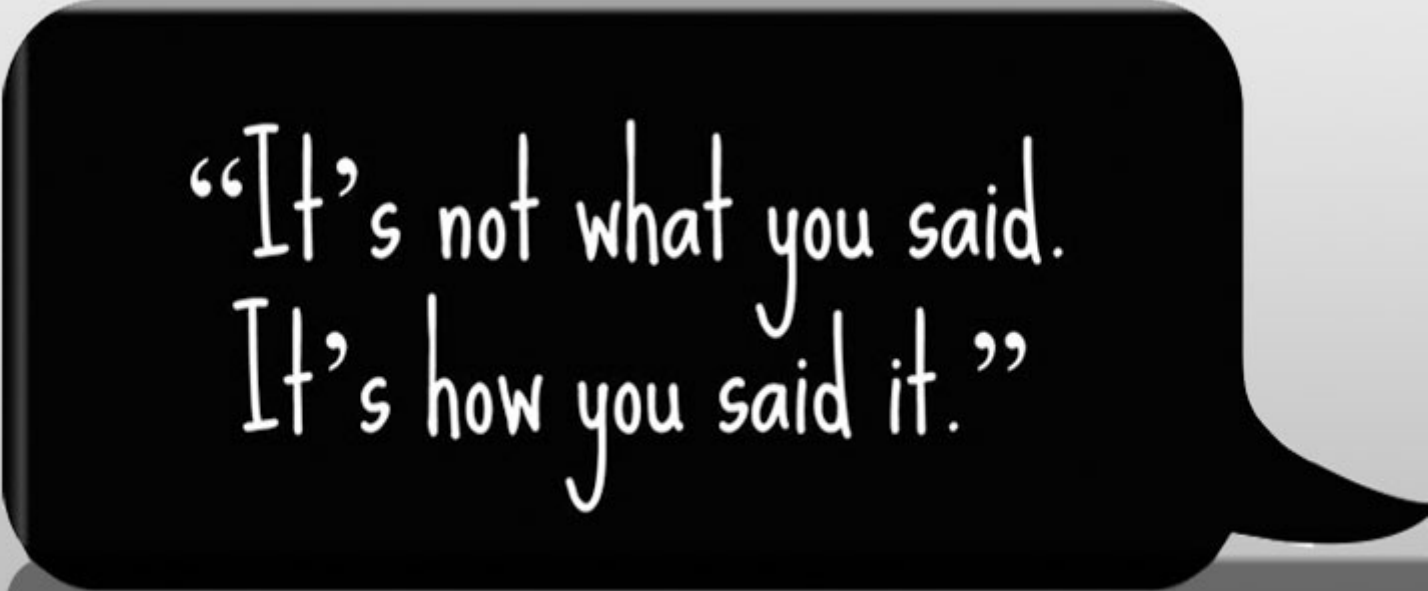
Socialnomics video (Youtube)







SOCIAL MEDIA
In Business



“It’s not what you said.
It’s how you said it.”

I'VE MISSED MORE THAN
9000 SHOTS

IN MY CAREER.

I'VE LOST ALMOST
300 GAMES.

26 TIMES, I'VE BEEN TRUSTED
TO TAKE THE GAME WINNING
SHOT AND MISSED.

I'VE FAILED OVER AND OVER AND OVER
AGAIN IN MY LIFE.

AND THAT IS WHY
I SUCCEEDED.

MICHAEL JORDAN



CALLING DREAMS

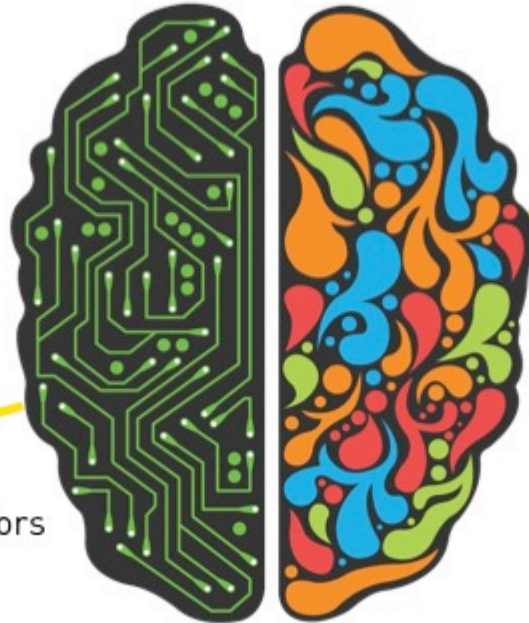
Our brain process visuals 60,000x faster than text

90%

Of info transmitted to the brain is visual

70%

Of sensory receptors are in your eyes



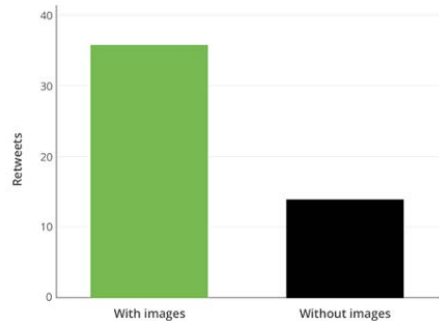
50%

Of your brain is active in visual processing

40%

Of people respond better to visuals

Tweets with images received **150%** more retweets.



 buffer

If it's worth saying once...

10 Things To Stop Doing Today to Be Happier, Backed by Science http://buff.ly/18axYr0				
🕒 2:19 PM				
28 Retweets	21 Favorites	0 Mentions	287 Clicks	193k Potential

10 Things To Stop Doing Today to Be Happier, Backed By Science http://buff.ly/1h1xule				
🕒 12:06 AM				
11 Retweets	17 Favorites	0 Mentions	197 Clicks	157k Potential

10 Things To Stop Doing Today to Be Happier, Backed by Science http://buff.ly/1aBmFrf				
🕒 12:12 PM				
17 Retweets	10 Favorites	0 Mentions	220 Clicks	153k Potential

Source: Aiden Carroll

Key messages

- Adopt a content marketing approach
- Find what works for your audience
- Do less better
Don't spread yourself too thin



TWENTY QUESTIONS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

DICK

HERB

VAN

FLORENCE

ALDO RAY