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Episodic Content Essentials

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# Agenda

Introduction

The Why

The What

The How

Q&A

Survey

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# Episodic Content Essentials

How to build a Netflix-style show for your brand

# Agenda

## **PART I: The Why**

- Why content is getting more important
- Why content is getting harder

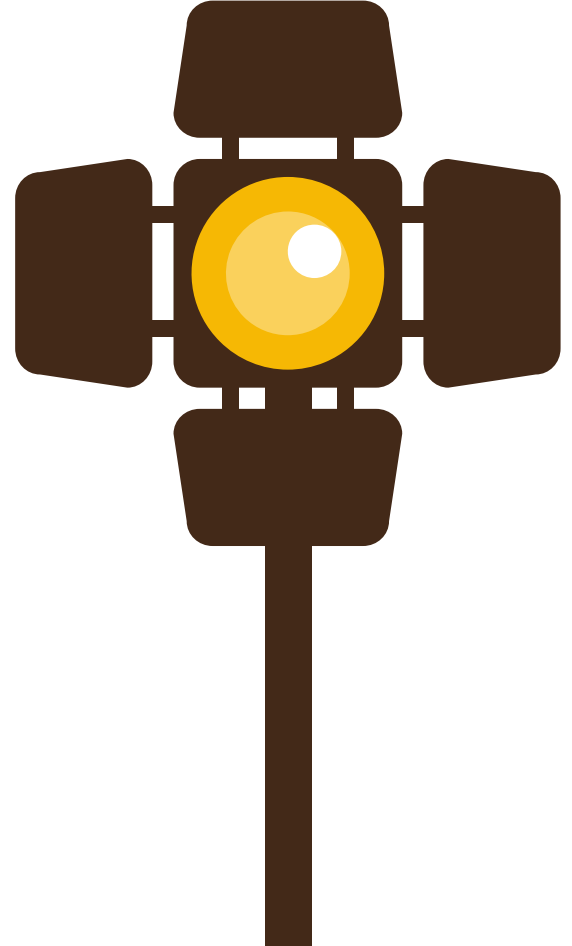
## **PART II: The What**

- Stop creating content. Start creating shows
- Proven framework

## **PART III: The How**

- Creating your own original series - tips, tricks and [free] tools to use with HubSpot

## **PART IV: Q&A**



# Nice to meet you

## Kareem Mostafa

- Hubspot and LinkedIn
- Consulted over 140+ agencies
- Delivered talks and workshops in 6 countries
- Co-founder and CEO at tribetactics and author of Original Series




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**Original Series: How to create binge-worthy, B2B content that drives revenue** Paperback  
– 19 Oct 2019  
by Kareem Mostafa (Author)  
★★★★★ 3 ratings

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For B2B tech marketers and business owners stuck in a rut: It's never been more important to create content, yet never been harder to stand out. Blogs, podcasts, videos, and tweets we create in silos no longer cut it. The bar gets higher every month. Besides, with all the other things to do as a business owner or marketer - who's got the time to properly create content? It's time you took a little break. While many brands wrestle on in the content rat race, an unlikely bunch of brands, small and large, did what

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## **01.** Content Marketing: The good and not so good

# We have more content than ever

Consider how much content is posted every 60 seconds according to Smart Insights:

- **500 hours of video uploaded to YouTube**
- **3.3M Facebook posts**
- **65.9K Instagram posts**
- **448K Twitter posts**
- **1.4K Blogs on Wordpress [alone]**

# We have more content than ever

## -47%

47% of buyers look at 3-5 pieces of content  
before buying.

*Demand Gen Report, 2016*



# We have more content than ever

65%

of senior executives navigate to a site after  
viewing a related YouTube video.

*Single Grain, 2018*

We have more content than ever

3x less leads

Content marketing gets three times more leads  
than paid search advertising.

*Content Marketing Institute, 2017*

# Why content is getting harder

- **Competitors**
- **Customers**
- **Resources**

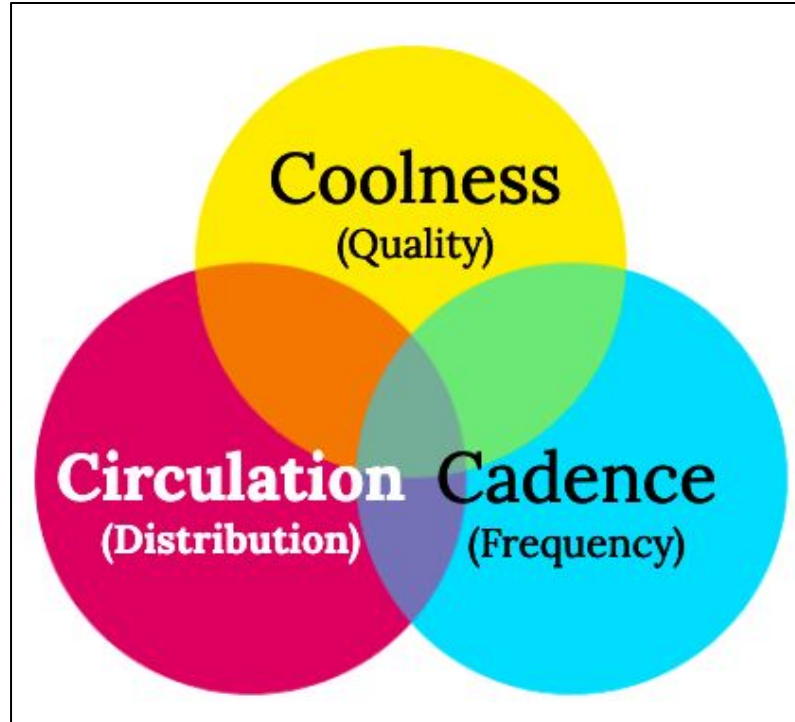
# The 7/11/4 rule



Buyers need to experience a brand for **7 hours**,  
**11 touchpoints**, and ideally in **4 different  
creative mediums** (video, blog, audio, written)  
before they start to fully trust a brand or  
become a client.



# Why content is getting harder





***STOP CREATING CONTENT  
START CREATING SHOWS***

**NETFLIX**





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## **02.** What is Episodic Content?

# Definition



**Episodic Content** (or “original series”) is creating sequential, engaging video or audio content that is part of a series centred around a certain theme or topic.

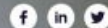




**HOT  
ONES**




A WISTIA ORIGINAL SERIES



# ONE, TEN, ONE HUNDRED

We challenged a video production agency to make three videos with three very different budgets. With curious minds and a camcorder in tow, Wistia heads to L.A. to uncover the complicated relationship between money and creativity.

 WATCH THE TRAILER

Skip trailer and watch episode 1

WATCH ALL THE EPISODES



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## Understand Your Audience



### Premium vs. Free

THE GAME PLAN

Premium and free listeners use Spotify in different ways—here's how it all works, and how it affects your career.



### How to Read Your Data

THE GAME PLAN

We provide all kinds of data to help you see how you're doing. Here's how to see what playlists you're being added to, and what your fans are into.



### Understand Your Audience

THE GAME PLAN

Ever wonder who's hearing your music, and how? This episode gives you all the info you need to understand how your fans are listening.

## Promote Yourself



### Engaging Your Audience

THE GAME PLAN

Now that your profile is up to speed, it's time to



### The Follow Button

THE GAME PLAN

If you aren't focusing on your followers, you're



### Promoting Your Work

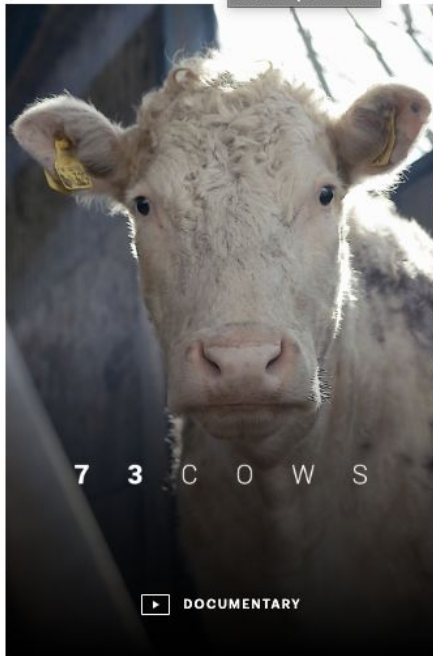
THE GAME PLAN

Once your music is out there, the real work



Ernest's Cardboard  
Guitar Strikes a Chord

Mailchimp Presents





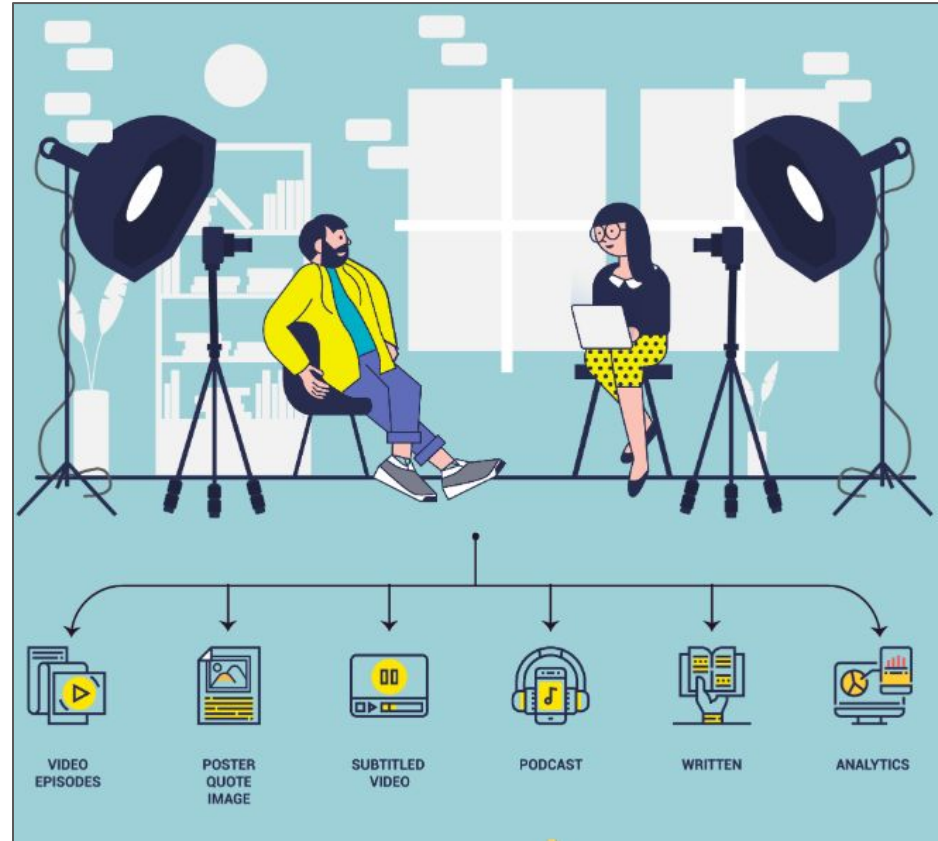
# Show types?

- Podcast Talk shows
- Panel Discussions
- Reaction Series
- Documentaries
- Behind the Scenes Series
- Fireside Chats/Live Event Series

# Benefits

# Benefits

- Content Repurposing



# Benefits

- Content Repurposing
- “Series” signal quality



# Benefits

- Content Repurposing
- “Series” signal quality
- Built-in Frequency



# Benefits

- Content Repurposing
- “Series” signal quality
- Built-in Frequency
- Warm up cold prospects



# episodic marketing

**plan**



**produce**



**repurpose**



**distribute**

Show Strategy  
Topics  
Guests

AV Setup  
Recording  
Publishing

Formats  
Channels  
Use Cases

Personal Brands  
Brand Channels  
Community

Why should brands adopt shows?



# Why should brands adopt shows?

- An unfair advantage
- Thought leadership
- Personal branding
- Stay top of mind



### **03.** Creating your own original series

# 1. Plan

- Plan (show strategy [worksheet](#))
- Topics (answerthepublic.com)
- Guests (LinkedIn, personalized invites)

## 2. Produce

- Use Zoom cloud recording ([guide](#))
- Use books to bring your webcam to eye level, or
- Use smartphones as cameras/mics ([video checklist](#))

# 3. Repurpose

- Use *Movie maker* or *iMovie*
- PPT + Keynote ([guide](#))
- Use books to bring your webcam to eye level, or
- Use smartphones as cameras/mics ([video checklist](#))
- Use [chopcast](#)

# 4. Distribute

- Apply the 3 vs. 3 method
- Share on personal networks and brand channels
- It's the start, not the end

# Show Strategy

Source: *Original Series: How to create binge-worthy, B2B content that drives revenue*

## 1. Define your business Goals



# Show Strategy

Source: *Original Series: How to create binge-worthy, B2B content that drives revenue*

**1. Define your  
business Goals**



**2. Select your  
target audience**





# Show Strategy

Source: *Original Series: How to create binge-worthy, B2B content that drives revenue*

**1. Define your  
business Goals**



**2. Select your  
target audience**



**3. Show type and  
positioning**



# Show Strategy

Source: *Original Series: How to create binge-worthy, B2B content that drives revenue*

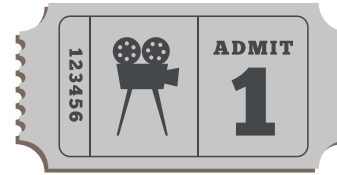
**1. Define your  
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**2. Select your  
target audience**



**3. Show type and  
positioning**



**4. Plan topics and  
guests**

# Show Strategy

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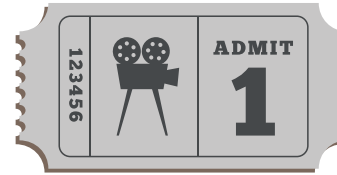
**1. Define your business Goals**



**2. Select your target audience**



**3. Show type and positioning**



**4. Plan topics and guests**

**5. Select your host**



# Show Strategy

Source: *Original Series: How to create binge-worthy, B2B content that drives revenue*

**1. Define your business Goals**



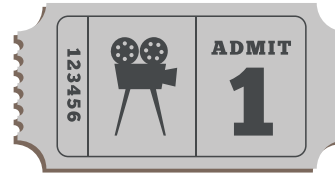
**2. Select your target audience**



**3. Show type and positioning**



**4. Plan topics and guests**

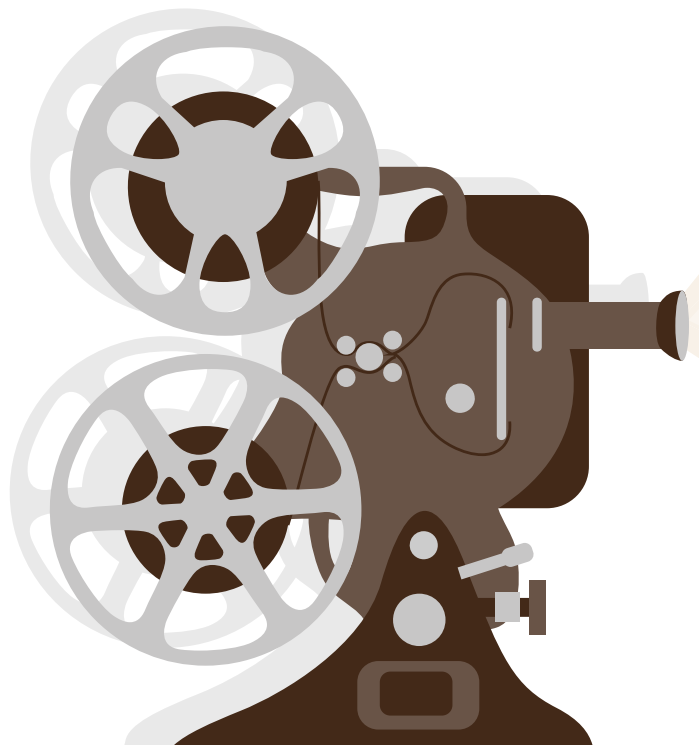


**5. Select your host**



**6. AV Setup**





# THANKS!

## Q&A

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**in**