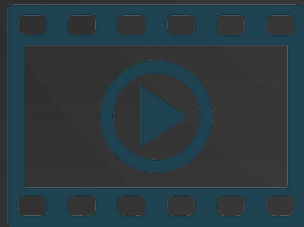


CONTENT MARKETING

“WAYS TO ATTRACT & ENGAGE YOUR AUDIENCE”



MONTHLY MESA MEETING

24 MAY 2022



Dan Assor

Serving the Events & Exhibitions Community

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MEETINGS & EVENTS SUPPORT ASSOCIATION

ABOUT DAN ASSOR

Owner Dan Assor Media - Event industry consultancy

Host of *The Dan Assor Show* for Trade Show, Events & Exhibition professionals

Former Board Director Media 10

Former Event Director CloserStill Media

Top 59 Most influential person in virtual events – Glisser 2021

Top 50 Influential event planners – Accelevents 2022



The
Dan Assor
Show



“A robust content marketing strategy should include various mediums to engage your audience and build brand affinity”



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PODCASTS

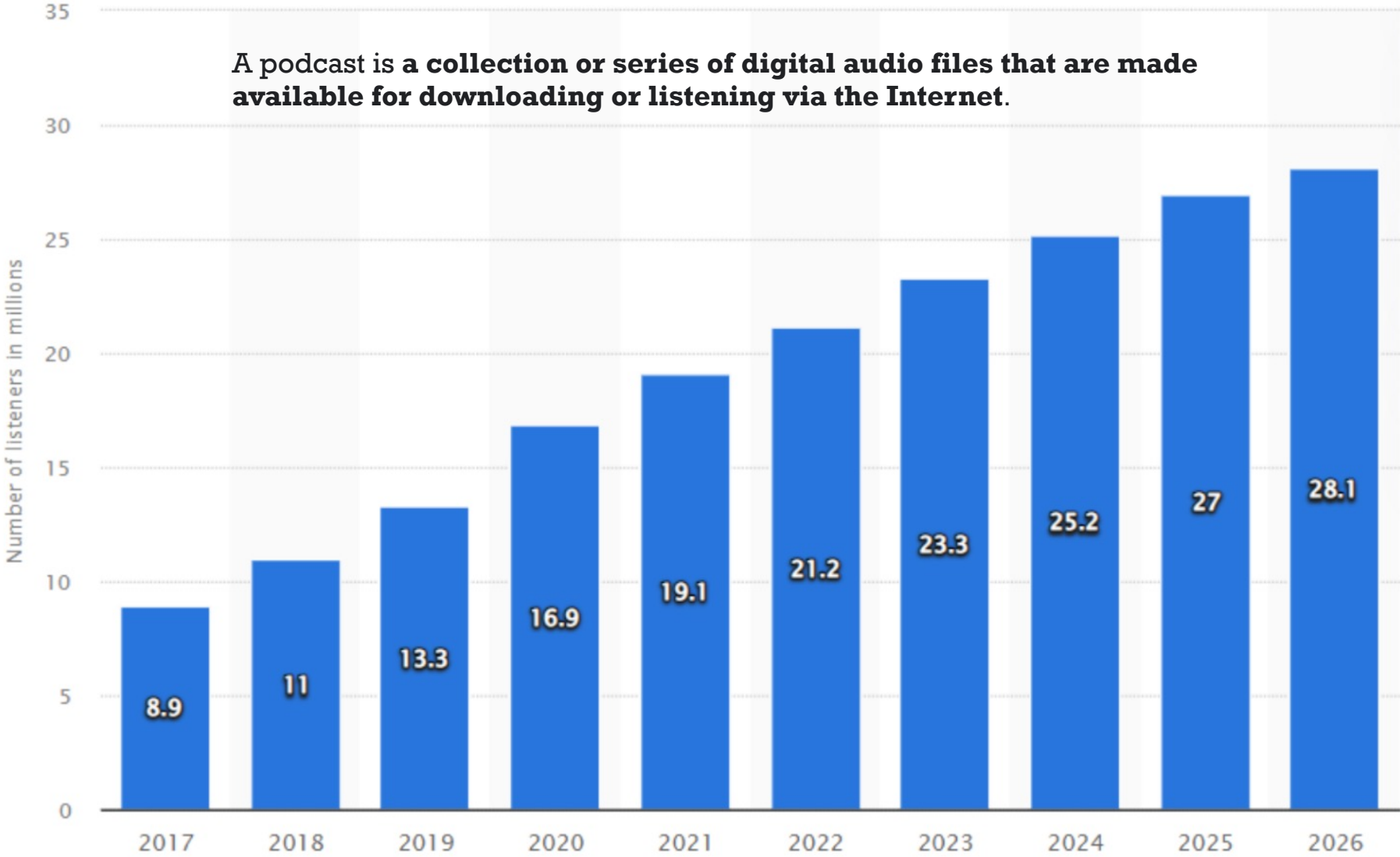


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Estimated number of podcast listeners in the United Kingdom (UK) from 2017 to 2026

A podcast is a collection or series of digital audio files that are made available for downloading or listening via the Internet.



82.4% of podcast listeners spend 7+ hours per week listening to podcasts
Source: Oberlo 2021



PODCAST STATS

525,000+ podcasts on iTunes, in 100+ languages, from 155+ countries, with 18.5 million episodes and 50 billion episode downloads

124 million ever listened to a podcast in 2021 (Worldwide)

73 million are listening to a podcast every month in 2021 (Worldwide)

Engagement: Podcasts have a high episode retention span. 80% of listeners listen to most of or the entire podcast episodes

Easy to consume: 58% of podcast listeners listen to podcasts on their smartphones

Source: Statista 2021



PODCAST STATS



MEETINGS & EVENTS SUPPORT ASSOCIATION

“Social media posts are adopted by almost 94% of businesses, while podcasting is only adopted by 17%”

= lower competition

Source: B2B Content Marketing Trends study by the Content Marketing Institute/MarketingProfs



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PODCAST BENEFITS

Build a community around your brand

Generate leads – (delegates, exhibitors, speakers)

It can be an additional revenue stream

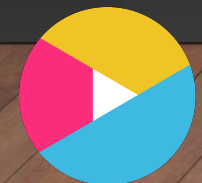
Connect with clients & customers - drive regular engagement

Establish your business/ event as authority in market

Improve website traffic & lead gen

It's easy to get started

Fuels content creation



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PODCAST BEST PRACTICES

- Define audience
- Naming Podcast & Episodes
- Develop and test your format – solo, 1-1 interviews, panels
- Have a recording and publishing schedule
- Have topics prepared for the first 4-5 episodes before you start
 - Past, current, future events, knowledge, opinions, reviews





PODCAST BEST PRACTICES

- Know what you have to do to get your podcast on iTunes, Spotify & other platforms
- Decide how you will present new episodes on your website (e.g. embed)
- Account for editing and production time
- Think about audio quality
- Work to drive listeners to your podcast (content repurposing)

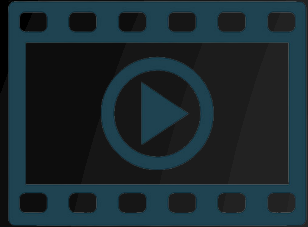




VIDEO MARKETING – LINKED IN LIVE

LinkedIn Live is the platform's live streaming feature where users create content through a third-party tool and then broadcast it to their network.





VIDEO MARKETING – LINKED IN LIVE



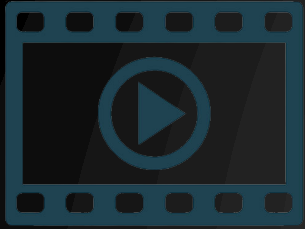
BENEFITS

LinkedIn Live allows you to build deeper connections and drive more engagement with the world's largest professional community.

Live videos get, on average 7x more reactions and 24x more comments than native video produced by the same broadcasters.

Stream directly to your LinkedIn Event attendees

With LinkedIn Events, you can bring your professional community together, safely, in real-time.



VIDEO MARKETING – LINKED IN LIVE

CONTENT IDEAS

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MEETINGS & EVENTS SUPPORT ASSOCIATION



Showcase innovation

KLM Royal Dutch Airlines conducted an interactive stream on digital innovation happening at the company.



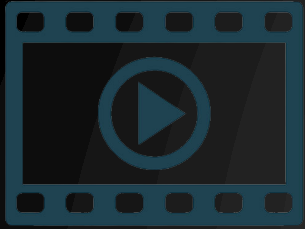
Promote an event

Microsoft streamed CEO Satya Nadella's keynote from their partner conference INSPIRE in Las Vegas.



Celebrate big moments

MIT live streamed their 2019 Commencement ceremonies for Bachelor's and Master's candidates in Killian Court.



VIDEO MARKETING – LINKED IN LIVE

CONTENT IDEAS



Attract employees

Cisco went live with a steam around #LoveWhereYouWork, where employees spoke about why they love working at Cisco.



Interview a guest

Top Voice, Marc Tawil, interviews a leader in the data protection industry.



Demonstrate expertise

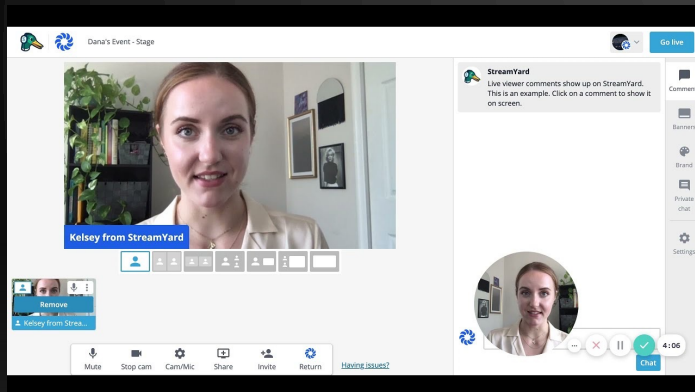
Expert baker, Lin Carson, shows off her skills in the test bakery.



VIDEO MARKETING – LINKED IN LIVE

HOW TO GET SET UP

- APPLY FOR A LICENSE (Personal page or Business)
- SIGN UP TO STREAMING PLATFORM – e.g. Streamyard, Restream
- CONNECT LINKEDIN TO PLATFORM
- SET UP EVENT
- INVITE CONNECTIONS
- BROADCAST (Live or Pre-recorded)
- DOWNLOAD TO REPURPOSE



CONTENT REPURPOSING

“Maximise the potential of your podcast content, by repurposing it into multiple content pieces”

“Reach new listeners and bring visibility to your brand”

Create YouTube videos

Create bite-sized videos for socials e.g. LinkedIn, Twitter

Transcribe your audio

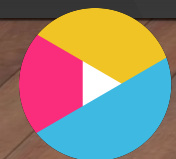
Write blog posts

Create audiograms

Create social media posts

Set up an email campaign

Guest posting



USEFUL TOOLS

Garage Band – recording software

Canva – content editing, design

Anchor – hosting & distribution to platforms such as Spotify, Apple,

Kapwing – video editing

Streamyard – live streaming platform - LinkedIn, YouTube, Facebook

Clipscribe – video repurposing

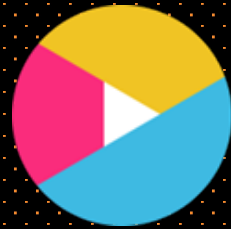
Rev – captions & transcriptions



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THANKS FOR LISTENING



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