How to Build a Global Brand Without a Global Budget

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This is broken
You can’t market for the customer journey anymore

Data privacy legislation
GDPR means all tracking is double opt-in

Dark social
Conversations between consumers happen in walled gardens

Dominance of big tech
Google & Facebook control ever more of the web, including all content distribution
You need to market for *preference*, rather than *conversion*.
“The way to future-proof your marketing is to build a brand.”

A MESSAGE AT EVERY CONFERENCE I ATTEND
“How?”

THE QUESTION I WILL ATTEMPT TO ANSWER TODAY
The Flaws With Our Current Approach
How We Try to Build a Brand

1. Great customer experience
2. Blogging
3. PR Campaigns
4. Social Media Marketing
5. Advertising
How We Try to Build a Brand

1. Great customer experience
   - Amazing support & sales teams
   - Beautiful, easy-to-use website

2. Blogging
3. PR Campaigns
4. Social Media Marketing
5. Advertising
1. Great Customer Experience

A good website is now a cheap commodity.

Good customer support is table stakes.
You can’t **differentiate** with customer experience
How We Try to Build a Brand

1. Great customer experience
2. Blogging
   Match informational queries
   Thought leadership pieces
3. PR Campaigns
4. Social Media Marketing
5. Advertising
2. Blogging

It’s incredibly hard to stand out, with 600 million blogs on the web.

It’s hard to convey personality with a wall of text.
How We Try to Build a Brand

1. Great customer experience
2. Blogging
3. PR Campaigns
   Stand-out with polarising behaviour
   Use research to prove surprising things
4. Social Media Marketing
5. Advertising
3. PR Campaigns

Big PR plays are a risky investment with a very high fail rate.
How We Try to Build a Brand

1. Great customer experience
2. Blogging
3. PR Campaigns
4. Social Media Marketing
   Short, snackable & sharable videos
   React to current events
5. Advertising
4. Social Media Marketing

Engagement on social media isn’t necessarily meaningful engagement with your brand.
<table>
<thead>
<tr>
<th>Platform</th>
<th>Conversation rate</th>
<th>Amplification rate</th>
<th>Applause rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>0.16</td>
<td>0.81</td>
<td>3.20</td>
</tr>
<tr>
<td>Facebook</td>
<td>4.52</td>
<td>5.55</td>
<td>12.93</td>
</tr>
<tr>
<td>YouTube</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Instagram</td>
<td>4.21</td>
<td>0</td>
<td>81.71</td>
</tr>
<tr>
<td>LinkedIn Page</td>
<td>0.18</td>
<td>1.00</td>
<td>8.09</td>
</tr>
</tbody>
</table>
MEDIA AGENCY ACCOUNT DIRECTOR:

“We saw a +35% increase in brand amplification rate.”
MEDIA AGENCY ACCOUNT DIRECTOR:

“We saw a +35% increase in brand amplification rate.”

TRANSLATION:

“This campaign had 14 more shares than the one we did last year.”
Yesterday was National Hot Dog Day. Today is "Write a Song about a Hot Dog" Day. Tomorrow? Who knows. #nationalhotdogday #hotdogman #snapchathotdog
Going viral doesn’t necessarily grow your brand.
How We Try to Build a Brand

1. Great customer experience
2. Blogging
3. PR Campaigns
4. Social Media Marketing
5. Advertising

Push out a key message
Tell stories
5. Digital Advertising

You only have a few seconds to stand out, and it’s very hard to create love at first sight.

Interrupting people may do more harm than good.
What constitutes a ‘view' on YouTube
What constitutes a ‘view’ on Facebook
Status: HTTP/1.1 200 OK
“A brand is the way a company, organization, or individual is perceived by those who experience it.”
The number of impressions is not the number of people impressed.
Digital Advertising doesn't make people like you.
The numbers from Facebook & Google are disingenuous.

In reality, ~2000 views and 1,301 minutes viewed.
Our $50BN Collective Delusion

We give Google & Facebook money

Google & Facebook distribute our videos

We ask Google & Facebook what we got for our money

Facebook & Google Tell us that people watched and liked our videos

We believe them
People know you

Brand Awareness

People like you

Brand Affinity
PART TWO

The New Content Marketing
Received wisdom has always been that shorter videos are better for marketing.
$2M Ad Spend
43M Impressions
Budget: $1,000
Camera: iPhone X
Budget: $10,000
Camera: Canon C300
Budget: $100,000
Camera: Arri Amira
<table>
<thead>
<tr>
<th>Production Budget</th>
<th>Cost Per Install</th>
<th>Cost Per Engaged View</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1K</td>
<td>$12.82</td>
<td>$0.37</td>
</tr>
<tr>
<td>$10K</td>
<td>$6.66</td>
<td>$0.36</td>
</tr>
<tr>
<td>$100K</td>
<td>$10.87</td>
<td>$0.43</td>
</tr>
</tbody>
</table>
ONE, TEN, ONE HUNDRED

In this Webby Award-winning documentary, we challenge a video production agency to make three ads with three very different budgets. With curious minds and a camcorder in tow, Wistia heads to L.A. to explore the complicated relationship between money and creativity.

WATCH THE EPISODES

Episode 1: The Pitch
Episode 2: Hollywood DIY
Episode 3: Skeleton Crew
Goal: 100,000 Engaged Views

Actual: 31,000 Engaged Views

SOMEONE WATCHING MORE THAN 25% OF A VIDEO
But...
Branded Search was up 11%
TIME SPENT WITH BLOG CONTENT IN 2018:

8,322 hours 1,170 posts

TIME SPENT WATCHING OUR ORIGINAL SERIES IN 2018:

8,500 hours 4 videos
A 30 minute interaction with 3000 people did more for brand performance than a 3 second interaction with 43 million people.
Measure resonance, not reach
Time Spent with Brand
PRODUCT VIDEO

“The Wistia Player”

84 ASSISTED CONVERSIONS
647 ENGAGED VIEWS
442 MINUTES SPENT

SOCIAL MEDIA VIDEO

“How to Collaborate Remotely on a Video Shoot”

0 ASSISTED CONVERSIONS
20,060 ENGAGED VIEWS
6,686 MINUTES SPENT

BRAND MARKETING VIDEO

“One, Ten, One Hundred”

15 ASSISTED CONVERSIONS
3,700 ENGAGED VIEWS
17,020 MINUTES SPENT
84 ASSISTED CONVERSIONS 0 ASSISTED CONVERSIONS 15 ASSISTED CONVERSIONS
647 ENGAGED VIEWS 20,060 ENGAGED VIEWS 3,700 ENGAGED VIEWS
442 MINUTES SPENT 6,686 MINUTES SPENT 17,020 MINUTES SPENT

PRODUCT VIDEO
“The Wistia Player”

SOCIAL MEDIA VIDEO
“How to Collaborate Remotely on a Video Shoot”

BRAND MARKETING VIDEO
“One, Ten, One Hundred”
“What if we stop advertising on TV, and start creating our own?”

THE CREATIVE TEAM AT WISTIA
Mailchimp Presents

A collection of original content that celebrates the entrepreneurial spirit in creative and relatable ways.
Tearing Down Subscription Coffee

by Patrick Campbell

Think about your first cup of coffee of the day. Whether it’s a drip mug at home, a Starbucks cold brew on the way to work, or a fancy pour over from the hipster shop down the road, coffee is the beverage that gets us through the day. With the increased popularity of high-end coffee over the past several years, you’ll see more and more companies moving toward the nebulous idea of subscription coffee. It’s a relatively new, pricing strategy for such a commoditized product, but the subscription economy is making its mark here as well.
Short-form Advertorial

1. Watch involuntarily
2. Quick to consume
3. Simple & easy to understand

Long-form Entertainment

1. Choose to watch
2. Requires significant time investment
3. In-depth & detailed
Create a Show

Brand Affinity Marketing
People know you

Brand Awareness

People like you

Brand Affinity
People know you
Brand Advocacy

People like you
Brand Affinity
“How do we usually hear about new products and services?”
Generic Recommendations

Alive & Kicking Lobsters
4.6 ★★★★★ (517) · $$ · Seafood
269 Putnam Ave
Closed · Opens 11AM
Their website mentions lobster roll

Pagu
4.2 ★★★★☆ (360) · $$$ · Asian
310 Massachusetts Ave
Personalized Recommendations

#team-wistia

Phil Nottingham 8:58 AM
Hi All - any tips for getting a great Lobster Roll in Boston?

Patrick Bryant 8:58 AM
@phil Go to the Cape and tell my parents I say hi.

@molly and @kristen I see you typing something rude.

molly 8:58 AM
alive & kicking! it's a lobster SANDWICH

Kristen Bryant 8:58 AM
I personally love the one at Island Creek — creme fraiche in lieu of mayo 😊

Jay Holman 9:01 AM
To get the best lobster roll in Boston you should go to Maine and bring one back to Boston

Luke Pomersheim 9:02 AM
The Anchor in Beverly. Also @phil my brother-in-law is a lobsterman - I'm sure he can take your day if you want a premier photo

Maureen 9:05 AM
I haven't tried it myself but the lobster roll at Row 34 in Seaport is supposed to be great.

Galen Vinter 9:06 AM
I've been told there's actually a great lobster roll in Central at a seafood shop

Ezra Fishman 9:08 AM
@phil Charlie's Kitchen in Harvard is far and away the best value
We initially think to build advocacy through Influencer Partnerships
Communities & Subcultures

Profession / Interest Group

Influencers

Target Customers
Profession/Interest Group
Communities & Subcultures
Affinity is driven by identity
Find Your Nerds!
No Stupid Questions - August 2019

REMININDER: Rule 3 & Rule 5

After 14 years of playing guitar and about 6 years of gigging with little to no pedals... here's my first pedalboard!

i.imgur.com/2LB2T...
TELECASTER

The humble Telecaster has been around since 1951 where it changed the face of guitar-playing forever. This incredible guitar is still going strong today and we make sure we've always got a massive selection of the best Fender Teles here at Andertons!
#Marshall #Chappers #CaptainAnderton

Can Rob spot the Marshall amp - Avec le blindfold?

267,393 views
Create content for communities who speak to one another
PART THREE

The New Content Distribution
Use social media to advertise your content, not your business
Market like a media company
“Phil, Are you really saying we all need to become Netflix?”
"Yes."

PHIL NOTTINGHAM
Think about **audience development**, rather than **content distribution**.
A Wistia Original Series

BRANDWAGON

Watch Trailer | Subscribe for Updates

From tactics to taglines, Wistia's CEO, Chris Savage, chats marketing with the brains behind successful brands. Get a peek under the hood of their best campaigns, and watch as we spruce up an old station wagon along the way.
An email address is worth far more than a Facebook like or a YouTube subscriber.

From tactics to taglines, Wistia’s CEO, Chris Savage, chats marketing with the brains behind successful brands. Get a peek under the hood of their best campaigns, and watch as we spruce up an old station wagon along the way.
If you own the distribution channel, you own the audience data.
If you own the audience data, you can advertise more effectively.
Your New Brand Marketing Strategy

GOAL
Brand Affinity

SUCCESS METRIC
Time Spent with Brand

CREATIVE
Long-Form Entertainment

AUDIENCE
Subcultures & Communities

DISTRIBUTION
Market Like a Media Company
Need a hand getting started?

Email me: philnottingham@gmail.com
Thank you

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