

BURN AFTER READING

Key takeaways from select session at
The Future of Communications Conference
(so your boss doesn't think you had too much fun)

Nov. 5, 2019

The future of marketing: Creating a 'clean slate' moment

Aimee Schuster, chief marketing officer, Miller Heiman Group; Dave Parro, partner and senior vice president of client services, Walker Sands

- How do you find and capitalize on “clean slate moments”?
 - What would you do with a clean slate in your marketing department? What if you could just start over?
- Aimee Schuster started at Miller Heiman, working on a team with Dave Parro, with:
 - A five-person team at a \$100 million organization
 - An inconsistent brand
 - Misaligned martech stack (aka, everything was broken)
 - Poorly performing website
 - PR focused on press releases (. . . and they were mostly in German?)
 - No ROI measurement
 - Six months away from a major project launch (SaaS)
- They created a marketing road map that outlined the things they absolutely needed.
 - First: Launch a media relations campaign and work on ongoing PR
 - Second: Website design!
 - Every single product page was a PDF, so there was no way to convert.
 - Once they made all 17 pages into HTML instead of PDF, they instantly saw lead numbers go up.
 - Third: Market rebuild
 - Found out it was easier to start from scratch instead of working to repair what they had inherited.
 - It was painful, but necessary for a successful SaaS product launch.
 - Fourth: Brand refresh
 - Created a more diverse-looking brand rather than changing logos and colors.
 - All these things set the groundwork for the impending launch of the CEO's book and the SaaS product.
 - The massively successful launch proved that a company that was known for sales training could be successful in the digital marketing space.
 - After these successful launches, they had to relaunch the website globally.
- This was not only a marketing transformation, but a business transformation.
 - It ended up with Miller Heiman being acquired by Korn Ferry (a \$2 billion company).

- This all came from the clean slate mentality when Schuster and Parro met one day with a blank white board.
- Lessons for capitalizing on a clean slate situation:
 - Create a vision for the future
 - Do you know where you want to go?
 - What's your vision for the future of the organization?
 - How will you get there?
 - Assess appetite for change
 - Is your organization going through changes?
 - Is the industry being disrupted?
 - Are there market trends that others around you don't understand?
 - Be willing to take risks
 - What are the personal risks/rewards in pushing for change?
 - Do you need to check your ego before jumping in?
 - Clean slates are high risk, but high reward
 - Come with data + quick wins
 - What data points can you use to support your position?
 - What is most important to your stakeholders?
 - What quick wins can you secure to build credibility and buy time?
 - Build internal consensus
 - Have you looped in relevant stakeholders?
 - Who might be an advocate or a detractor?
 - What difficult conversations do you have to have?
 - No one was ever surprised during Schuster and Parro's clean slate—they knew what was coming in the big meetings beforehand
 - Set realistic goals
 - What can you realistically accomplish in three or six months?
 - You don't have to start with defined KPIs—with a big project, your success can look like milestones at first and then switch to measurable KPIs
 - What does longer-term success look like?
 - What goals are based on KPIs vs. milestones?
 - How will you communicate that?
 - Find a mirror of enthusiasm
 - What internal or external partner do you need to keep you motivated?
 - How can you best work together to ensure transparency and accountability?
 - What artificial constraints are you imposing on yourself?
- How do you find these "clean slate" moments?
 - You have to find the crossroads between personal readiness and company readiness.

The future of communications lies in data trends and measurement insights

Brandi Boatner, social and influencer communications lead for global markets, IBM

- Whether you're looking to stand out or make your content more powerful, analytics can provide the answers.
- Data is everywhere and we're all drowning in content.
 - "We're drowning in information while starving for wisdom" —E.O Wilson
 - By 2020, 1.7 megabytes of new information will be created every second for every human being.
 - How do you make sense of it?
- Every modern communicator is a digital disruptor, strategist, storyteller and (the one you HAVE to embrace) a **scientist**.
- Public relations professionals who adopt analytics capabilities can discover what is happening, determine why it is happening, predict what is likely to happen and prescribe the best action to take.
- Is it the right answer? It's not about the right answer, it's about asking the right question.
 - Are you looking for trends or connection points?

Understanding Your Role

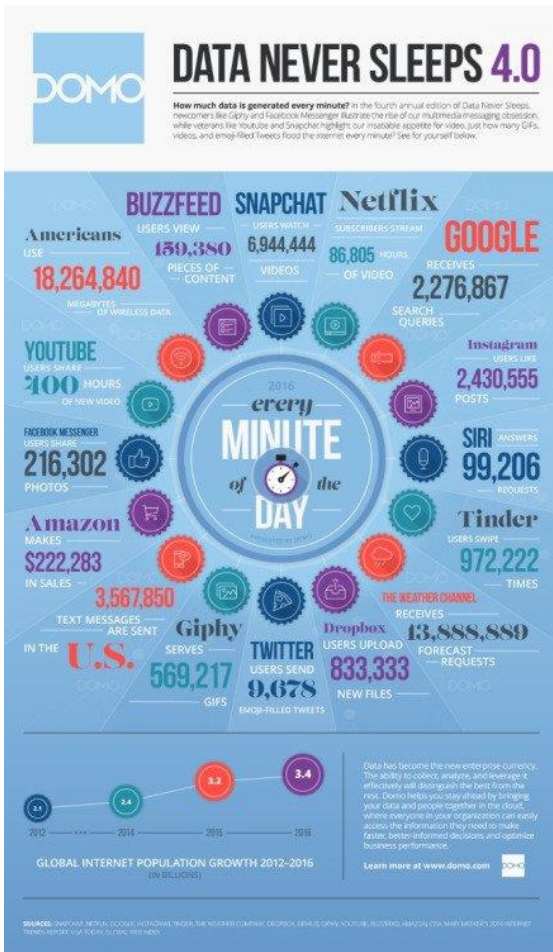
The modern communicator IS a digital disruptor.

- **Strategist:** Deep understanding of culture, social behavior and theory that informs messaging.
- **Storyteller:** Influences audience behavior by telling a really good story with great content.
- **Scientist:** With the vast amounts of data, develop the best measurement framework for the campaign. Digital intelligence & analysis.

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- Do you know what your audience currently thinks or feels about a product, service or topic?
- What have the historical or marketplace data revealed about this campaign?
- Who are the influencers?
- You must meet people where they are.
 - Every 60 seconds there are 180 smart speakers shipped, 390,000 apps downloaded, 3.3M Facebook



posts, 9,800 pins on Pinterest, 347,000 Instagram photos scrolled . . . and even more engagement.

- **Trendspotting:** In today’s data-rich environment, you should know EVERYTHING about your audience.
 - **Free** tools you can use to build your own digital dashboard:
 - Google Trends
 - Social Mentions
 - Trends Maps
 - Google Analytics
 - Social Platforms
- **PR gem:** Use benchmarks to determine the engagement around your storytelling efforts. They should be historical, competitive and marketplace-related.
- **Making metrics matter**
 - Learn how to balance the vanity metrics with the utility metrics (with data)
 - Vanity metrics (soft): awareness, impressions, reach, share of voice
 - Utility metrics (hard): pipeline, revenue, profit
 - Measure your share of experience: It’s a metric of what you predicted to happen vs. what actually happened with your social engagement

Nov. 6, 2019

The future of technology and communications: Outstanding tools to power your efforts.

Emily Washcovich, senior business outreach manager, Yelp; Emily Kirchner, manager of communications for the North American region, Whirlpool; Bruce Kennedy, social media manager, Transamerica

- Kennedy: Favorite tool: Falcon.io, because it has the most sophisticated tagging system.
- Kirchner: Whirlpool was on Lotus Notes six years ago, but now they primarily use Google products and Social Chorus for their employee portal.
 - She likes Social Chorus because you can subscribe to whatever level of communications you like and create a custom feed.
 - For example, you don’t have to subscribe to #WhirlpoolLife, which is where employees share pictures of their vacations/families/etc.
- Washcovich: Yelp gets short, bite-sized videos to employees. Eighty percent of the employee base is watching 90-second videos.

- Kennedy: Transamerica uses LinkedIn Elevate, which allows employees to comment on press releases and interact.
 - It puts employee reactions to articles and news releases first. The press release or announcement is supplementary.
- Kirchner: Social Chorus lets you tag content as internal only or able to be shared externally.
- Kennedy: The saturation of low-quality content is a challenge. Blogpost is split into takeaways and re-recycled into oblivion.
 - The Onion is extremely selective with its content, and it's almost always really good.
- Washcovick: They pull from evergreen content 60–70% of the time.
- Kirchner: The stories that get the most traction are the ones about the employees. For example, a “Women in Engineering Month” profile of a woman in that field.
- Washcovick: Goal of a negative review response is to take everything offline. The response is never for the reviewer primarily, it's about representing who you are as a business.
 - How do you respond quickly? Have a system for deciding who responds to what.
 - For example, the general manager of a restaurant who responds to negative reviews.
- Washcovick: When someone complains on social media, they're at the end of their rope. That's why speed is so important.
- Kennedy: Worst thing you can do is respond to a serious problem with a canned answer.
- Washcovick: Likes Hootsuite for scheduling, but thinks the platform doesn't matter a whole lot.
- Kennedy: Assign roles! Don't make a problem a hot potato you can pass on to the next person.
- Washcovick: Apple calls this the “DRI” — “directly responsible individual.”
- Kirchner: Whirlpool uses [Everbridge](#) for emergency communications.
- Washcovick: If your customer has an interest and you can address it, they won't care if it's not specifically about your org.
- Kirchner: Whirlpool's space is the kitchen and laundry room. If they put out content about those rooms, it doesn't matter if it's about appliances.
- Kennedy: People miss the qualitative data because they're focused on the quantitative data.
 - Kennedy set up a call with anyone who uses LinkedIn Elevate and got information he never would've gotten through data.
- Washcovick: [Yoast SEO](#) helps you make sure you're getting the SEO benefits for the copy you're writing.

The future of storytelling: How to use video to reach and engage audiences

Karen Budell, head of digital customer experience strategy, YouTube Advertising, Google

- Traditional prime-time TV is less important because more people are generating short-form and user-generated content. Everyone has their “personal prime time” whenever they want it.
- Sixty-four percent of homes with Wi-Fi use Chromecast, Roku and other streaming services.
- Fifty percent of those 18-49 are light TV (traditional network or cable TV) viewers or don't watch it at all.

- On YouTube, subcommunities are huge and growing. Sports enthusiasts, foodies, teachers, etc.
- Content about one's passion is 3x more important than whether there are celebs in the content.
- Content about one's passion is 1.6x more important than having high production quality.
- Content about one's passion is 2x more important than if it's on a preferred network or platform.
 - Capture attention immediately.
 - Attract: If there are people in the video, start with them on screen, with tight framing.
 - Brand: Intro brand in first five seconds. Use onscreen talent rather than voiceover.
 - Connect: Function and emotion can work together. It's okay to tell people how to do something. Make people core to the story.
 - Direct: Show offers and call to action with animation or voiceover.
 - Be truly helpful:
 - YouTube has seen 5x growth in videos about shopping.
 - Especially "with me" videos, where shoppers go shopping and record it, telling viewers what's on their minds.
 - Also "haul" videos—showing off what they bought.
 - Relate, relate, relate
 - Seventy percent year-over-year growth in number of YouTubers who follow creators and engage with their channels daily.
 - [Video](#): Liquid Plumr versus world's longest gummy worm .
 - Encourage action
 - Help people take that next step.
 - More than 50% of shoppers have said online video has helped them decide which brand to buy.
 - YouTube has a product called "[bumpers](#)," a six-second video before videos.
 - Go to [Yt.be/playbook](https://yt.be/playbook) for more tips.

Did this Burn After Reading sheet provide value for you? [Yes](#) [No](#)