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SOCIAL BRAND BUILDING WITH VISUALS





It's all about BRANDS

*helping small
business think*

BIG
Google™

We all know about the
**LOVE GOOGLE
GIVES BRANDS**

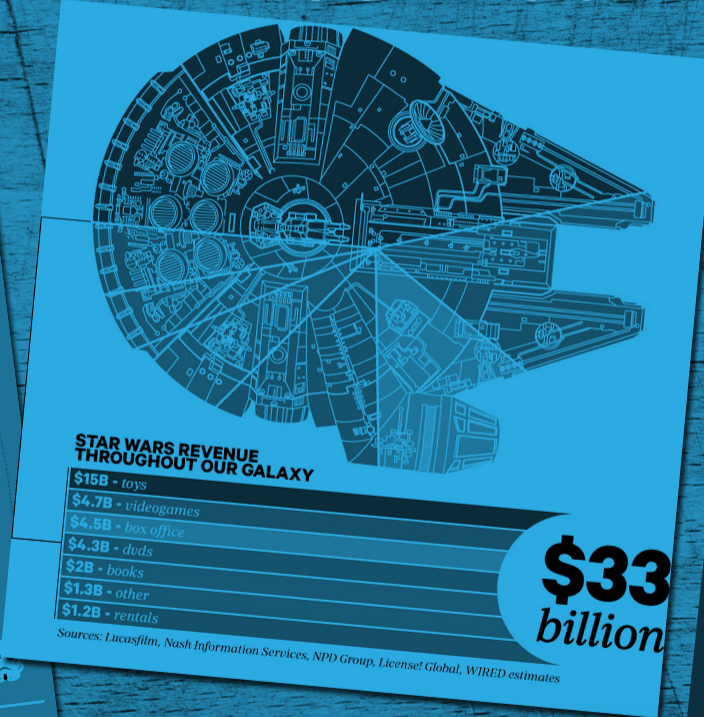
Brands need SOCIAL



Brands need COMMUNITY



Which means BRANDS NEED VISUAL CONTENT





VISUAL CONTENT
has made Avalaunch Media what it is today

Lets take a trip down
MEMORY LANE

Memory Lane

First launched at Search Fest
4 YEARS AGO



The STATISTICS



100,00+
SHARES



1,000+
LINKS



1 Million
VIEWS



\$10,000+
GENERATED

The STATISTICS



Translated into
5 DIFFERENT
LANGUAGES



Used in class by
UNIVERSITY
PROFESSORS



Published in
EDUCATION
BOOKS

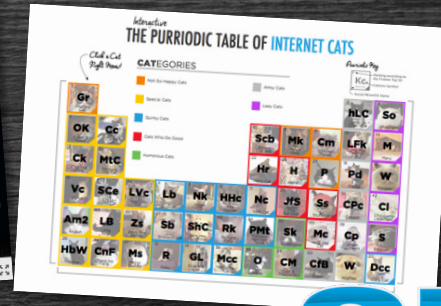


Used for project
INSPIRATION



Used on over
100+ INDUSTRY
PRESENTATIONS

The SPINOFFS





YOU ASKED FOR IT
(no, pretty much demanded it)

<http://avalaunchmedia.com/infographics/social-meowdia-explained-redux/>

SOCIAL MEowDIA EXPLAINED REDUX



INSTAGRAM



HERE'S A
FILTERED
PICTURE OF MY CAT

TWITTER



MY CAT
IS SHREDDING
ON HER GUITAR

YOUTUBE



WATCH THIS
VIDEO OF
MY CAT

LINKEDIN



I'M VERY
SKILLED
AT TRAINING
CATS

YELP



I FREAKIN'
HATE THIS
CAT FOOD

FACEBOOK



I LIKE
MY CAT

GOOGLE+



IS ANYBODY
IN HERE?

SPOTIFY



THIS IS NOT
WHERE I
LISTEN TO
TAYLOR SWIFT

APPLE MUSIC



THIS IS
WHERE I
LISTEN TO
TAYLOR SWIFT

TIDAL



THIS IS WHERE
I LISTEN TO
JAY-Z IN HI-FI

SNAPCHAT



CHECK OUT
THIS STORY
ABOUT MY
LAZY CAT
BEFORE IT
DISAPPEARS

REDDIT



I'M DOWNVOTING
YOUR CAT
FAIL VIDEO

SWARM



JUST CHECKED
IN AT THE CAT
NIP BAR. WHO'S
READY TO
CHILL?

TINDER



WANT TO
MEET UP
AND CAT
WRESTLE?

VINE



WATCH THIS
LOOP OF
MY CAT
BREAK
DANCING

STRAVA



MR. MEOW
HAS LOGGED
20 MILES TODAY

PINTEREST



THIS IS
WHERE I GET
INSPIRATION
FOR DECORATING
MY CAT ROOM

PERISCOPE



CHECK OUT
THIS LIVE VIDEO
OF MY CAT
FRIEND AND I

AVALAUNCH MEDIA

AVALAUNCH MEDIA

@Matt_Siltala

SEN
SearchEngineNews.com

A blue-tinted image of Bernie Sanders smiling and holding a small black and white cat. The background is dark with some light streaks and a faint image of a cat's face on the right.

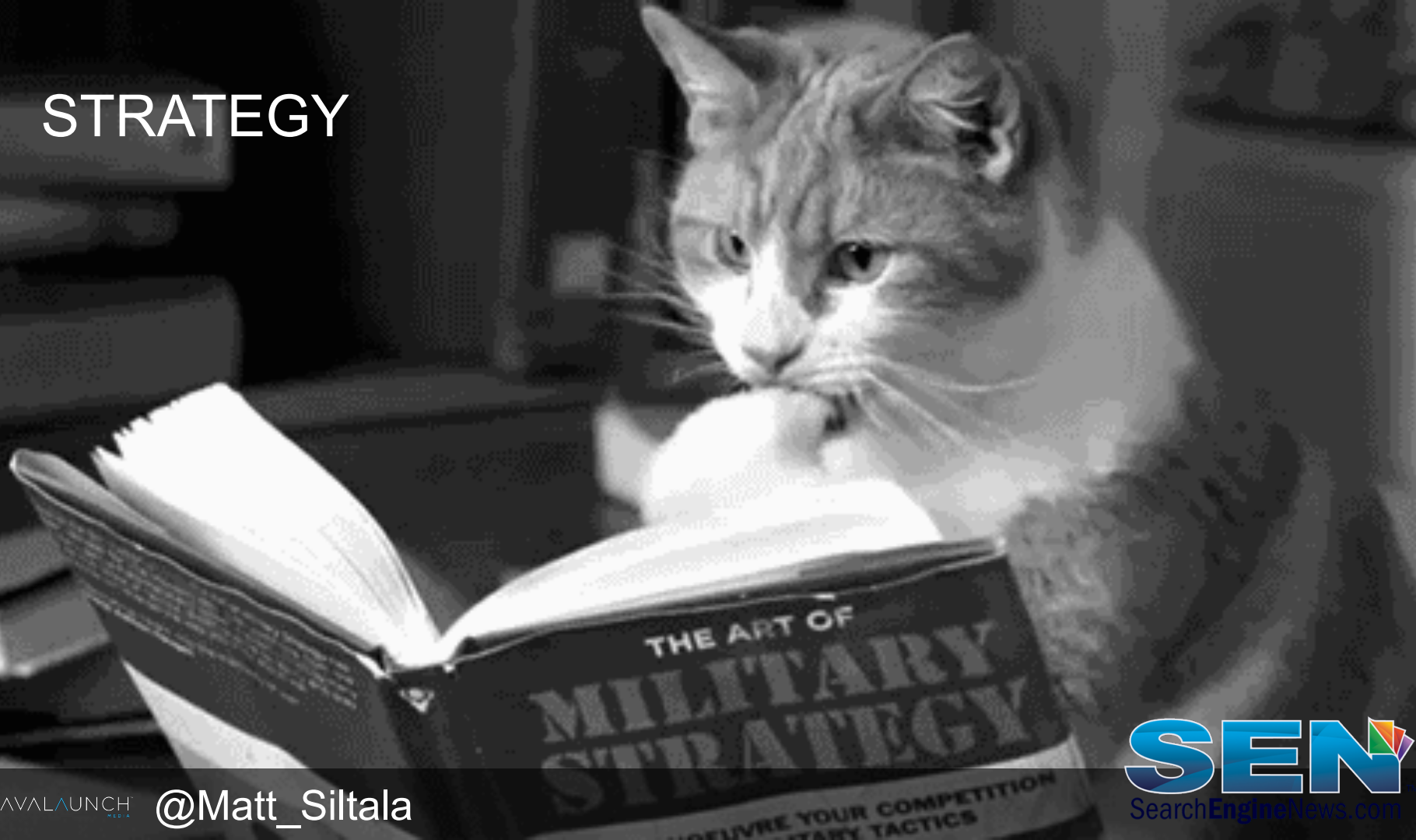
YES, I LOVE TALKING ABOUT CATS
(Cats + Internet = Win, right?)

Bernie

WHAT DO CATS HAVE TO DO WITH A DIGITAL MARKETING AGENCY?



STRATEGY





PEOPLE STARTED
SHARING OUR GRAPHIC EVERYWHERE
and when they did they included
branded words like Avalaunch Media

They included words like “INFOGRAPHIC”



Social “Meow”-dia. As Explained By Cats [INFOGRAPHIC]



By Allison Stadd on Jun. 25, 2013 - 1:00 PM  Comment



social platform in the context of cats.

Seeing as the Internet is the reign of cats – from [Grumpy Cat](#) to [Kitler](#) to the cat that started it all, [I Can Has Cheezburger's Happy Cat](#) – it's only fitting that cats should be the ones to explain what social media is.

And that's just what [Avalaunch Media](#) has created. Check out the [infographic](#) below, which describes

They included words like “MARKETING”



When the graphic is used our LOGO and BRAND
is right there in people's faces





[All](#) [Videos](#) [News](#) [Images](#) [Maps](#) [More ▾](#) [Search tools](#)

About 1,910 results (0.26 seconds)

Social MEowDia Explained | Avalaunch Mediaavalaunchmedia.com/infographics/social-meowdia-explained/ ▾

SOCIAL MEowDIA EXPLAINED REDUX. While social media might be second nature to some of the more tech savvy individuals of the world, it's a fully foreign ...

Social MeowDia Explained - Internet Famous Cats explaining Social ...<https://www.youtube.com/watch?v=EcmPEfu9oH8> ▴

Aug 20, 2013 - Uploaded by Avalaunch Media

Have you ever tried to explain the purposes of the different social networks to a friend or loved one, only to fail ...

Social "Meow"-dia, As Explained By Cats [INFOGRAPHIC] | SocialTimeswww.adweek.com/socialtimes/social-media-cats/486841 ▾ Adweek ▾

Jun 25, 2013 - Social "Meow"-dia, As Explained By Cats [INFOGRAPHIC] ... Cat – it's only fitting that cats should be the ones to explain what social media is.

Social Meowdia Explained - Daily Bitswww.dailybits.com/social-meowdia-explained/ ▾

Mar 11, 2013 - Social Meowdia Explained. social meowdia It's official. Those feline creatures really do rule the Internet. No matter how much we, dog people, ...

social meowdia explained Archives - Growing Social Biz | 778 823 2801growsocialbiz.com/tag/social-meowdia-explained/ ▾

Jan 16, 2015 - Looking for an easy and visual explanation of the top social media sites? Check out this 'Social Meowdia Explained' infographic. Created by ...

Social Media Explained (or is that MEowDIA?) - Growing Social Bizgrowsocialbiz.com/social-media-explained/ ▾

Jan 16, 2015 - Looking to have social media explained in an easy to understand and visual way. Check out the 'Social Meowdia Explained' infographic.

Social MEowDia Explained [Infographic] - Infographic Journalinfographicjournal.com/social-meowdia-explained/ ▾

Feb 25, 2013 - While social media might be second nature to tech savvy marketers of the world, it's a fully foreign language to others. In fact, even those that ...

Social Media Explained by Cats on Vimeovimeo.com/MatSillala ▾ Videos ▾ Vimeo ▾

Aug 21, 2013

This video uses famous and infamous Internet cats to help explain social media.

We are always explaining ...

SOCIAL MEowDIA EXPLAINED REDUX | Visual.lyvisual.ly/social-meowdia-explained-redux ▾

Mar 30, 2016 - This is version 2 of the ever popular Social MEowDia Explained by Avalaunch Media, launched over 4 years ago.

And every single one of
those stories, posts, links,
mentions in presentations

CAME BACK TO
AVALAUNCH MEDIA



It has been used in conferences all over the globe.

(as recently as
LAST week)



BRANDING POINTS TO AVALAUNCH **SEN**

Continues to be shared on Social Media, even though it is FOUR years old



BRANDING POINTS TO AVALAUNCH MEDIA

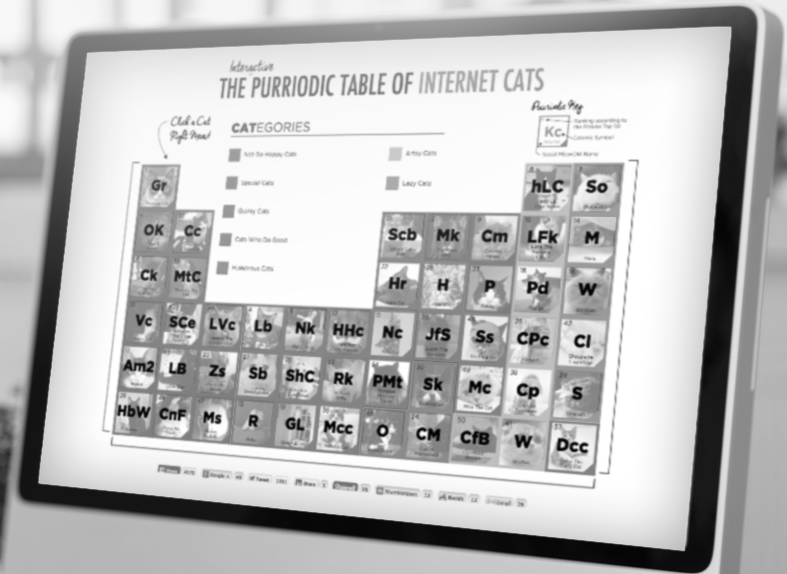


IT WAS A GREAT WIN
for our brand and branding...

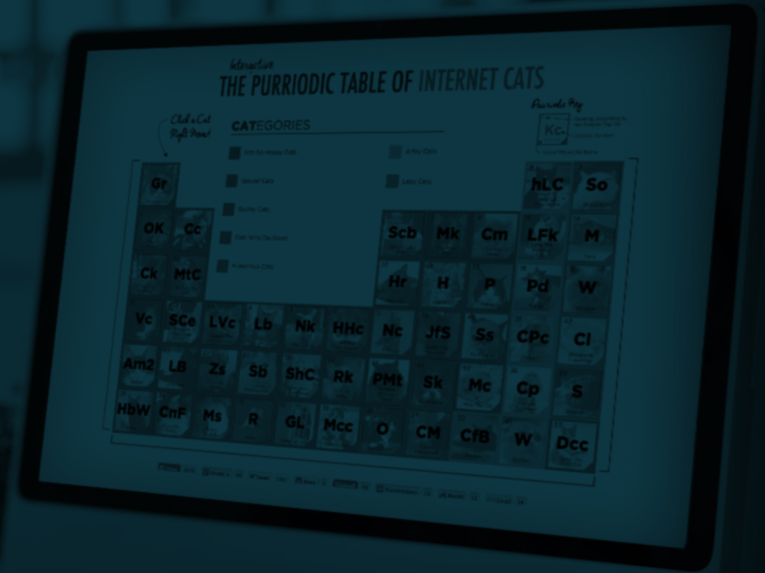


It was also great for building a
COMMUNITY OF FOLLOWERS

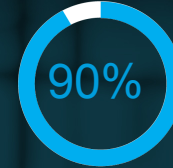
WHY DO WE LOVE VISUALS?



THE SCIENCE



THE SCIENCE



Of info submitted to the
brain is **visual**

Images process

60,000x

faster than text



of people respond to
visual information over
plain text

THE SCIENCE

Videos on landing pages
increase page conversions
rates by

90%

Posts with visuals get

94% MORE

page visits and engagement
than those without

60%

of consumers are more
likely to click on a
business whose image
appear in search results

Ok, HOW do I
actually do this, Matt?



A blue-tinted photograph of Albert Einstein writing on a chalkboard. He is looking back over his shoulder at the camera while writing the equation $R_{ik} = 0$ with his right hand. The chalkboard is filled with faint, illegible chalk marks.
$$R_{ik} = 0$$

MOST IMPORTANT
Understand what you are creating

HERO + HUB + HYGIENE



HERO

Large-scale, tentpole events or “go big” moments that drive awareness at scale.

HUB

Regularly scheduled “push” content around customer passions.

HYGIENE

Always-on “pull” content optimized to user’s intent and interests.



What motivates people to
SHARE?

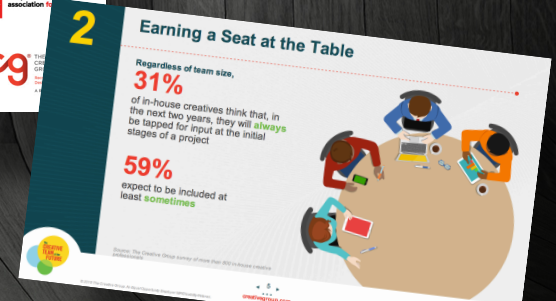
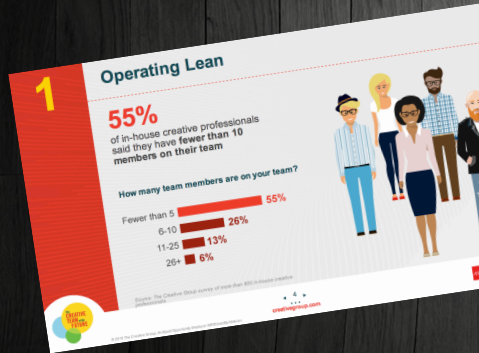


JOURNALISTS LOVE FACTS,
they love data-driven content, as well as
content that is fun and easy to consume.

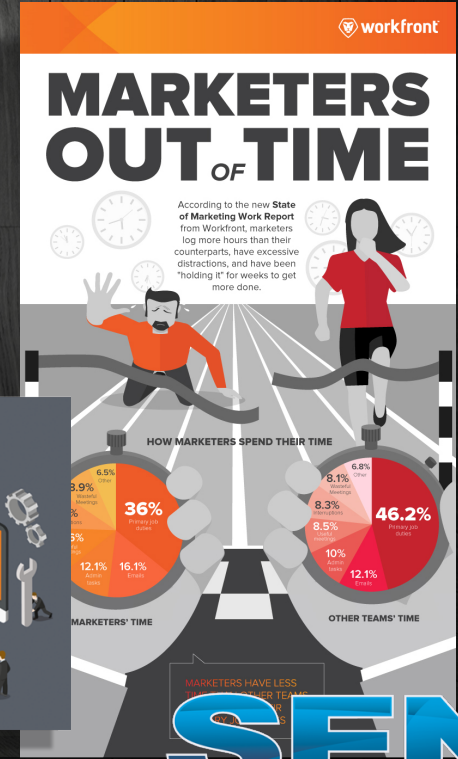
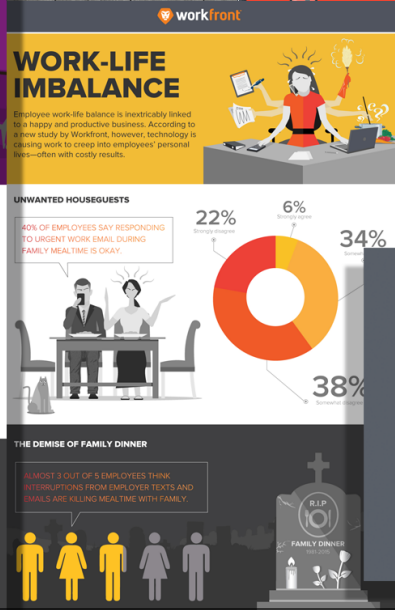
EVERGREEN Content



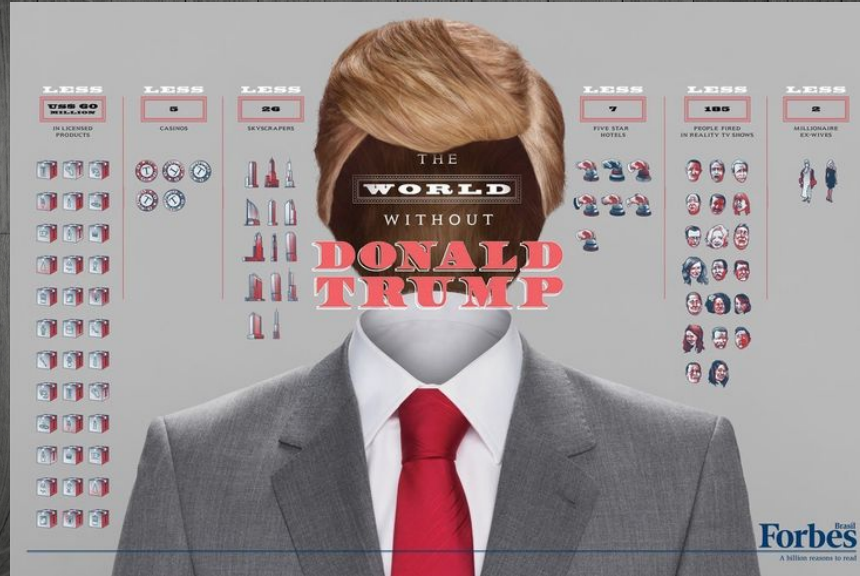
Content PEOPLE CARE ABOUT



Content that has GOOD RESEARCH & DATA

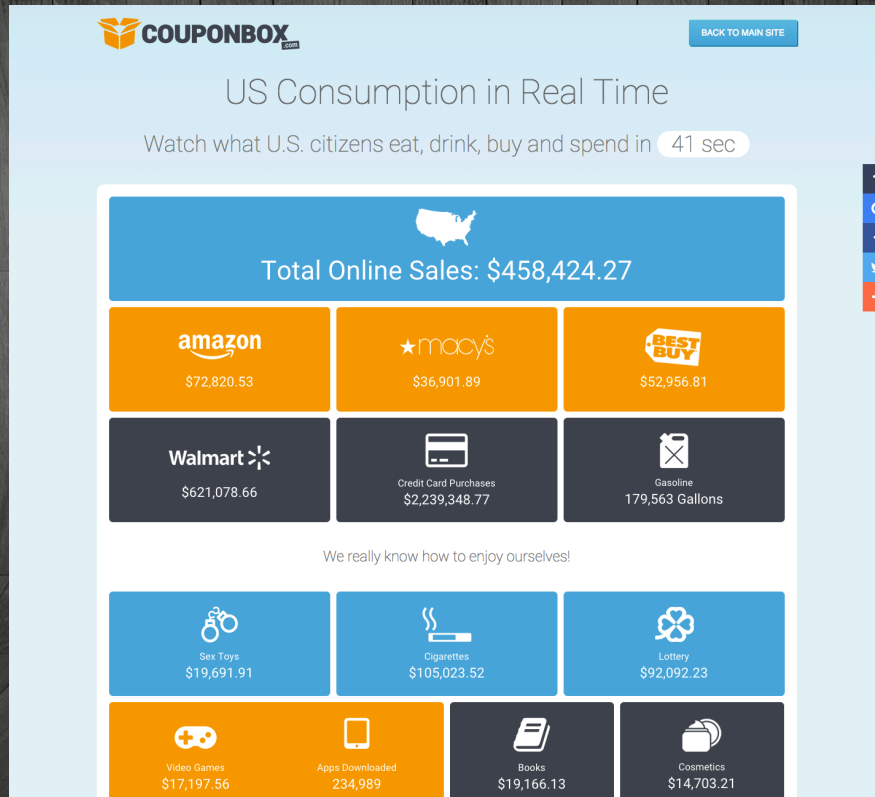


TRENDING THEMES Content



REAL TIME Content

With Coupon Box, they combine spending stats with real-time data and they have been a killer combo so far.



MAP Content

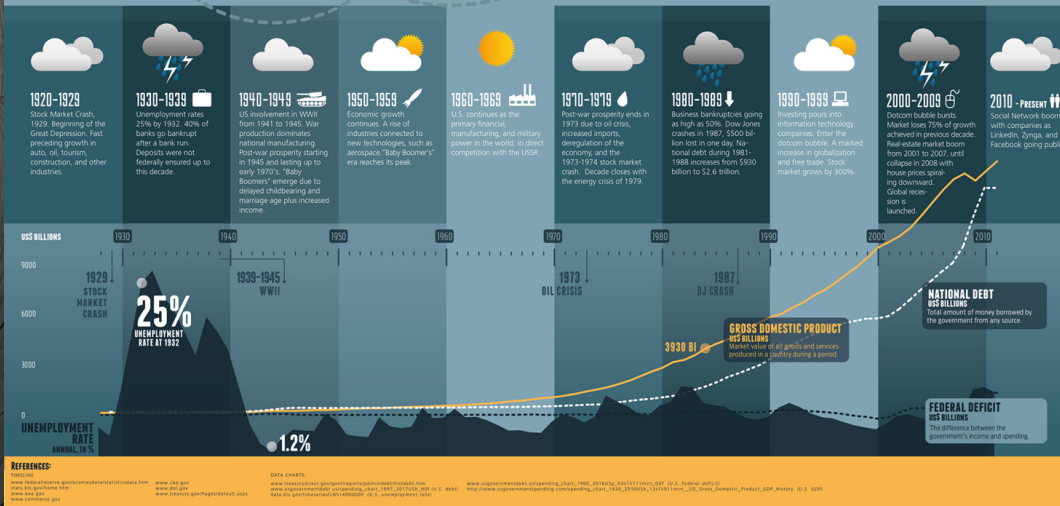


FINANCIAL Content

MODERN AMERICAN FINANCIAL HISTORY

The contemporary history of American finance has experienced its share of cloudy days, sunshine and thunderstorms. From the 1920's stock market crash to the boom of social network companies, America's economy has seen it all.

What lies ahead for the world's biggest economy?



We have created amazing content,
NOW WHAT?

POST & PRAY,
right?

A black and white photograph of Chewbacca from Star Wars, standing in a server room. He is leaning against a server rack on the left and looking towards the camera. The room is filled with server racks and equipment.

NO

Don't just post & pray



HAVE A STRATEGY
for making it work

OUTREACH WINS

A blue-tinted photograph of Steve Jobs holding the original iPhone. He is wearing his signature round glasses and a dark turtleneck. The iPhone screen displays the classic iOS interface with various app icons.

BE INVOLVED
in the front end of the content
creation process if possible

KEEP YOUR PITCH SHORT
AND TO THE POINT
Don't be tricky with subject lines



A photograph of Dr. Dre and Matt Siltala. Dr. Dre is on the left, wearing a black cap and a black shirt, holding a pair of Beats headphones up to the camera. Matt Siltala is on the right, wearing a black cap, glasses, and a light-colored jacket, with a pair of Beats headphones around his neck. The background is a blue wall with logos for 'beats by dr. dre.', 'MONSTER', and 'beats.'. The entire image has a blue tint.

INFLUENCER Integration

A blue-tinted photograph of Dr. Dre and Jimmy Fallon. Dr. Dre is on the left, wearing a black cap and a black shirt, holding a pair of Beats headphones up to the camera. Jimmy Fallon is on the right, wearing a black cap, glasses, and a light-colored jacket, with a pair of Beats headphones around his neck. The background features logos for 'beats by dr. dre.', 'MONSTER', and 'beats.'.

INFLUENCER Integration

CUSTOMERS TRUST INFLUENCERS

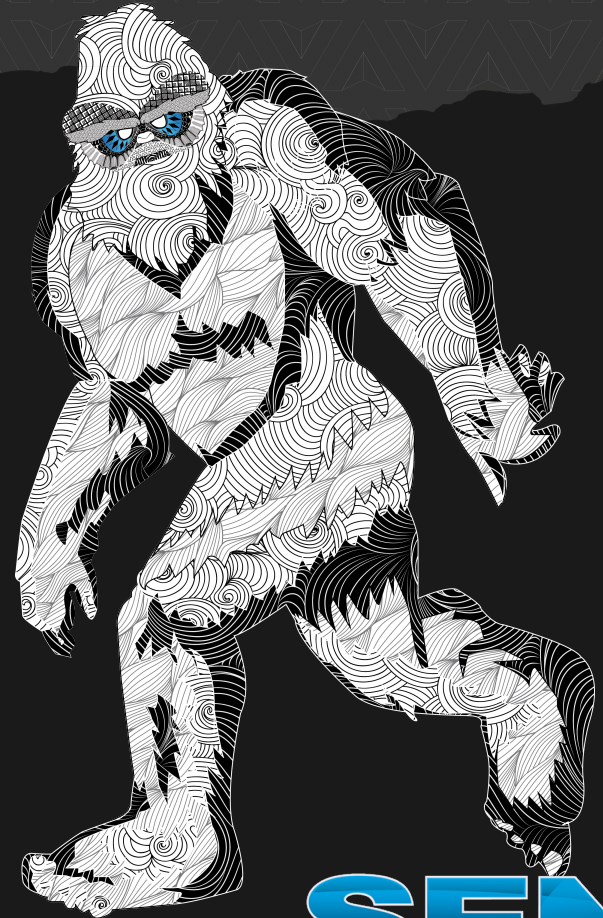
74% of consumers rely on social media to inform their purchasing decisions. (ODM)

90% of consumers trust peer recommendations. (Nielsen)

70% of consumers rely on social media to inform their purchasing decisions. (ODM)

4x-10x higher rate of conversion on offers shared by trusted advocates than offers sent by brands. (Zuberance)

20%-50% of purchasing decisions are primarily influenced by word-of-mouth recommendation (McKinsey)

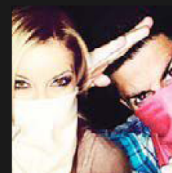
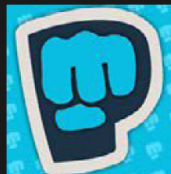
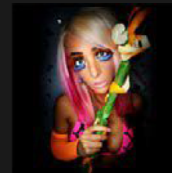
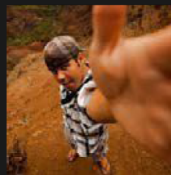


WORKING WITH INFLUENCERS

Influencers are social media celebrities who have thousands of loyal and **engaged** followers.

They span a broad range of categories, lifestyles, platforms and audiences, which enables them to communicate with very **tailored** niches of followers.

These followers perceive influencers as friends and role models and are loyal to them. Thus, influencer content can be highly engaging and **impactful**.



CASE STUDY

NordicTrack

WORLD'S LARGEST TREADMILL DANCE



4M+ YouTube views

30K Social shares

350% ROI

150+ Press features

CASE STUDY

Turkish Airlines

KOBE VS. MESSI: THE SELFIE SHOOTOUT



#1 Ad

Of the decade according to YouTube

MOST
WATCHED

YouTube ad all time

143M+

YouTube views

1.3M


Social shares

2,000

Press features



**BUILD RELATIONSHIPS
WITH JOURNALISTS**
And only pitch content that
would resonate with their
audience



FOLLOW
THEM ON
TWITTER,
re-tweet their
stuff before pitching to
them if possible



BE CLEAR
WITH YOUR ASK
What will you give
them? What do you
want from them?



MAKE SURE YOU TIME YOUR
CONTENT CORRECTLY
(For example: Holiday content should
be posted 2 weeks prior)

SOCIAL AD Buying

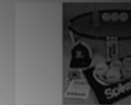
Sponsored



\$99.00 at Amazon - ★★★★★
Spikeball Road To Victory Kit -
\$99.00

127,794 people like this

Sponsored



\$99.00 at Amazon
Spikeball Road To
\$99.00

127,794 people like

Presto Cool Touch Griddl...
www.target.com

Still thinking about this? Get
Free Shipping on orders of
\$25 or more.



Presto Cool Touch Griddl...
www.target.com
Still thinking about this? Get
Free Shipping on orders of
\$25 or more.

Don't forget to
SEO YOUR
VISUAL CAMPAIGNS

ENGINE

SEARCH

SEO

OPTIMIZATION



If you want to build a brand
**YOU NO LONGER HAVE THE
OPTION TO “NOT BE SOCIAL”...**



You do this with your visuals and you
ARE going to create a brand that
HAS a community and one that
Google WANTS to rank



Just remember, in this day and age your
**CUSTOMERS WANT TO BE
A PART OF YOUR BRAND**



When you have created that,
**YOU HAVE CREATED A RECIPE FOR
SUCCESS**

SOCIAL BRAND BUILDING WITH VISUALS



QUESTIONS



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