



CONTENT
CREATION

It's Not Rocket Science!



GOT GRAVITY?

IN THE WORLD OF SOCIAL MEDIA, YOUR GOAL AS A BRAND OR BUSINESS IS TO GET THE ATTENTION OF YOUR POTENTIAL CUSTOMER AND HOLD IT OVER TIME. BY HOLDING THEIR ATTENTION YOU BUILD A RELATIONSHIP WITH THAT PERSON OR THEIR SELF INTERESTS, SO WHEN THE TIME COMES TO ASK FOR A SALE, YOU HAVE THEIR LOYALTY TO SAY "YES".

HOW IS THIS DONE?

BY CREATING A CONSTANT STREAM OF VALUE-FIRST CONTENT, YOU ARE NOW SEEN AS A THOUGHT-LEADER OF YOUR DOMAIN. WHEN YOUR POTENTIAL CUSTOMER THINKS OF A PRODUCT OR SERVICE THAT YOU PROVIDE, THEY AUTOMATICALLY GRAVITATE TO YOU.



YOU




YOUR CUSTOMERS



EXPERT MARKETEERS



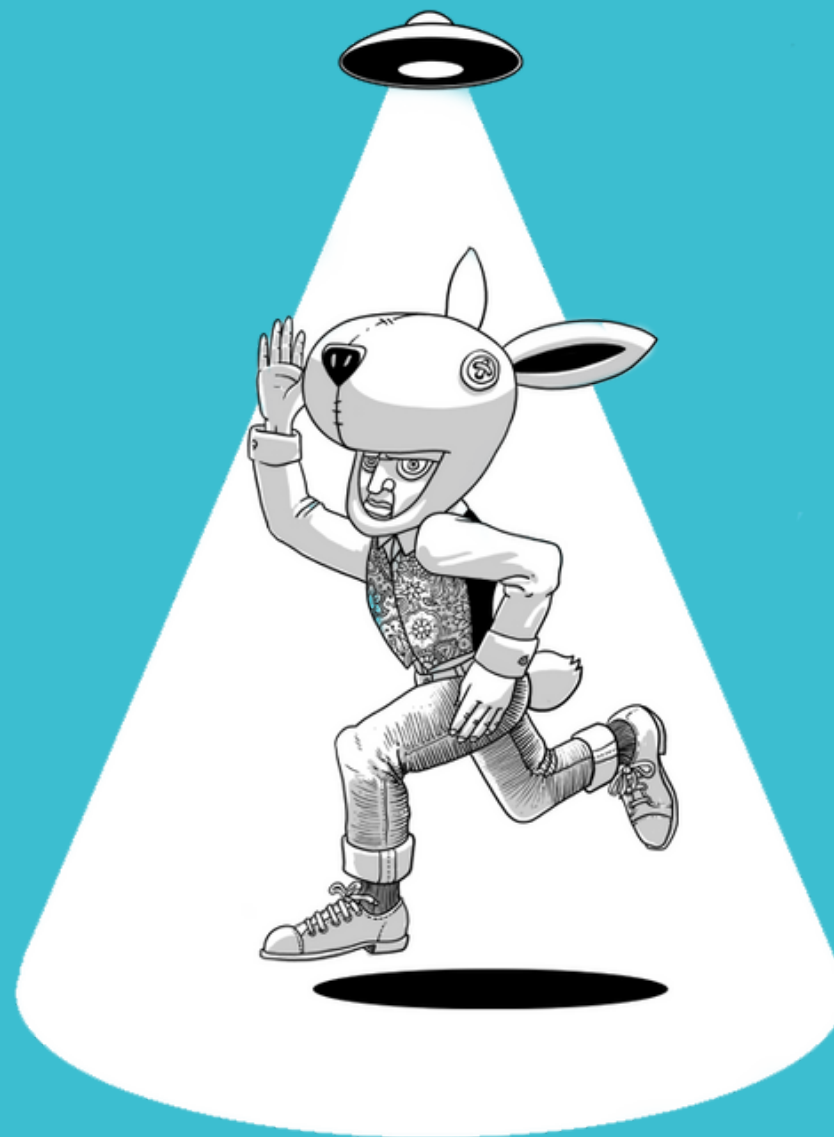


Always remember that this device now empowers the average consumer. With the entire world at their fingertips, the mobile device is the first (and last) point of contact with your business. When someone wants to...

- **learn about your product or service**
- **learn what others say about your product or service**
- **purchase your product or service**

...they reach for their phone.

CONTENT MARKETING
ALLOWS YOU TO
PROVIDE VALUE,
GAIN TRUST, AND
GAIN CUSTOMERS.



CONTENT PACKAGES

WE CREATE A MAIN VIDEO OR WRITTEN CONTENT THAT IS THE MONTH'S MAIN ATTENTION GRABBER.

WE THEN CREATE MICRO CONTENT THAT COMES FROM THE MAIN CONTENT. THIS ALLOWS US TO CREATE MULTIPLE ASSETS THAT BRING THE POTENTIAL CUSTOMER BACK TO YOUR WEBSITE.

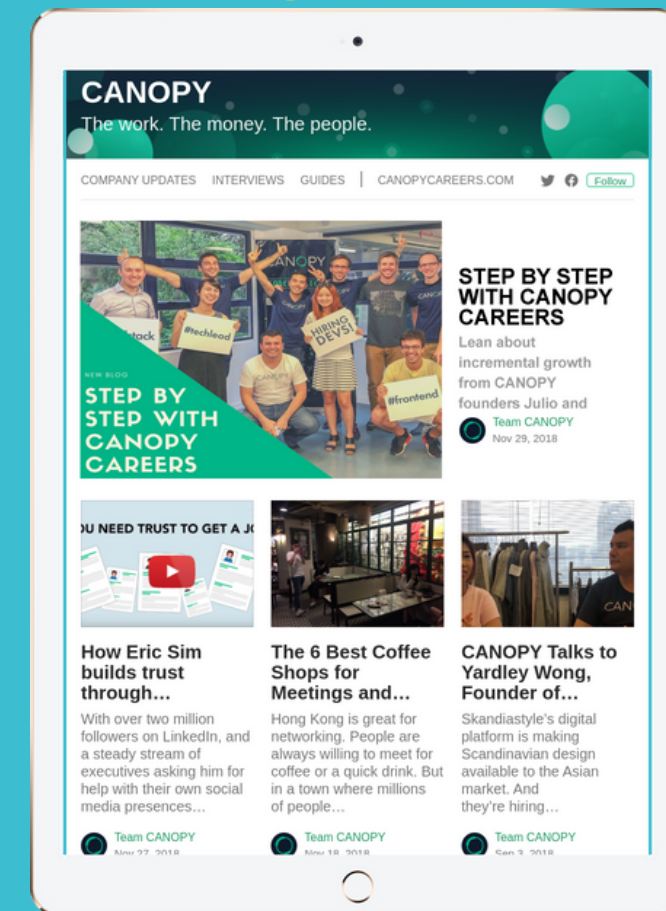
WITH A CONSTANT STREAM OF CONTENT GOING OUT EVERY MONTH, YOU ARE ALWAYS ONE PIECE OF CONTENT AWAY FROM A NEW CUSTOMER.

MAIN CONTENT

Main Video (YouTube)

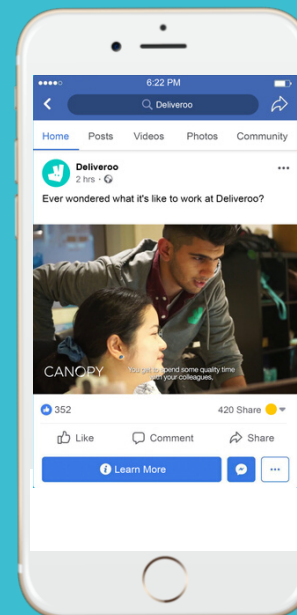


Blog Article



MICRO CONTENT

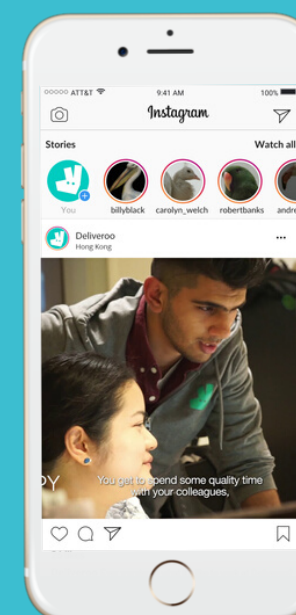
FB



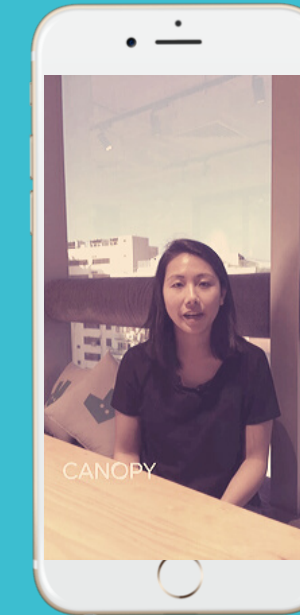
FB Story



IG



IG Story

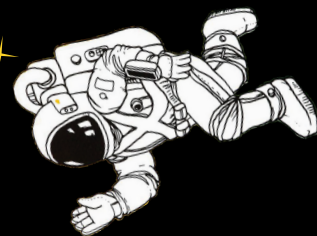
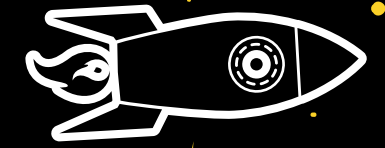


Advertisement



CONTENT
DISTRIBUTION

It's Not Rocket Science!

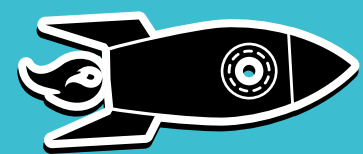


ORGANIC DISTRIBUTION

WHEN YOU DISTRIBUTE CONTENT ON SOCIAL MEDIA, ONLY UP TO 10% OF YOUR CURRENT FOLLOWERS WILL SEE IT. THE SYSTEM IS BUILT THIS WAY TO PREVENT SPAM, INCREASE CONTENT CREATION AMONGST USERS, AND MORE IMPORTANTLY, CREATE AN ADVERTISING NETWORK BUILT ON ENGAGING CONTENT.

IT TAKES ONE SINGLE PIECE OF CONTENT TO CONNECT TO A POTENTIAL CUSTOMER.

IN ORDER TO REACH THESE POTENTIAL CUSTOMERS WE DEPLOY A CONTENT DISTRIBUTION STRATEGY THAT INVOLVES FACEBOOK'S ADVERTISING PLATFORM, MICRO PIECES OF CONTENT, AND MULTIPLE AUDIENCES TO TARGET.



REACH MORE PEOPLE

Facebook has 2.5 billion users and has a demographic profile on each person. We access this information by using Facebook's advertising platform to distribute your content to the correct people.

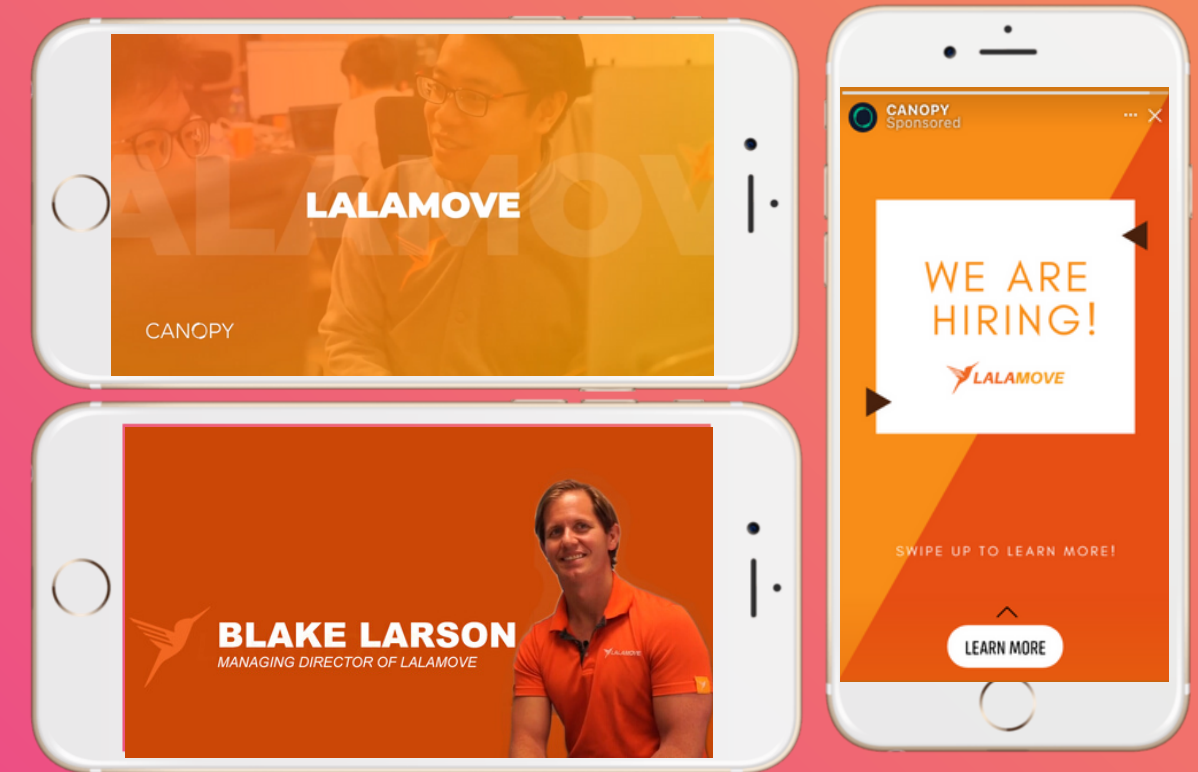
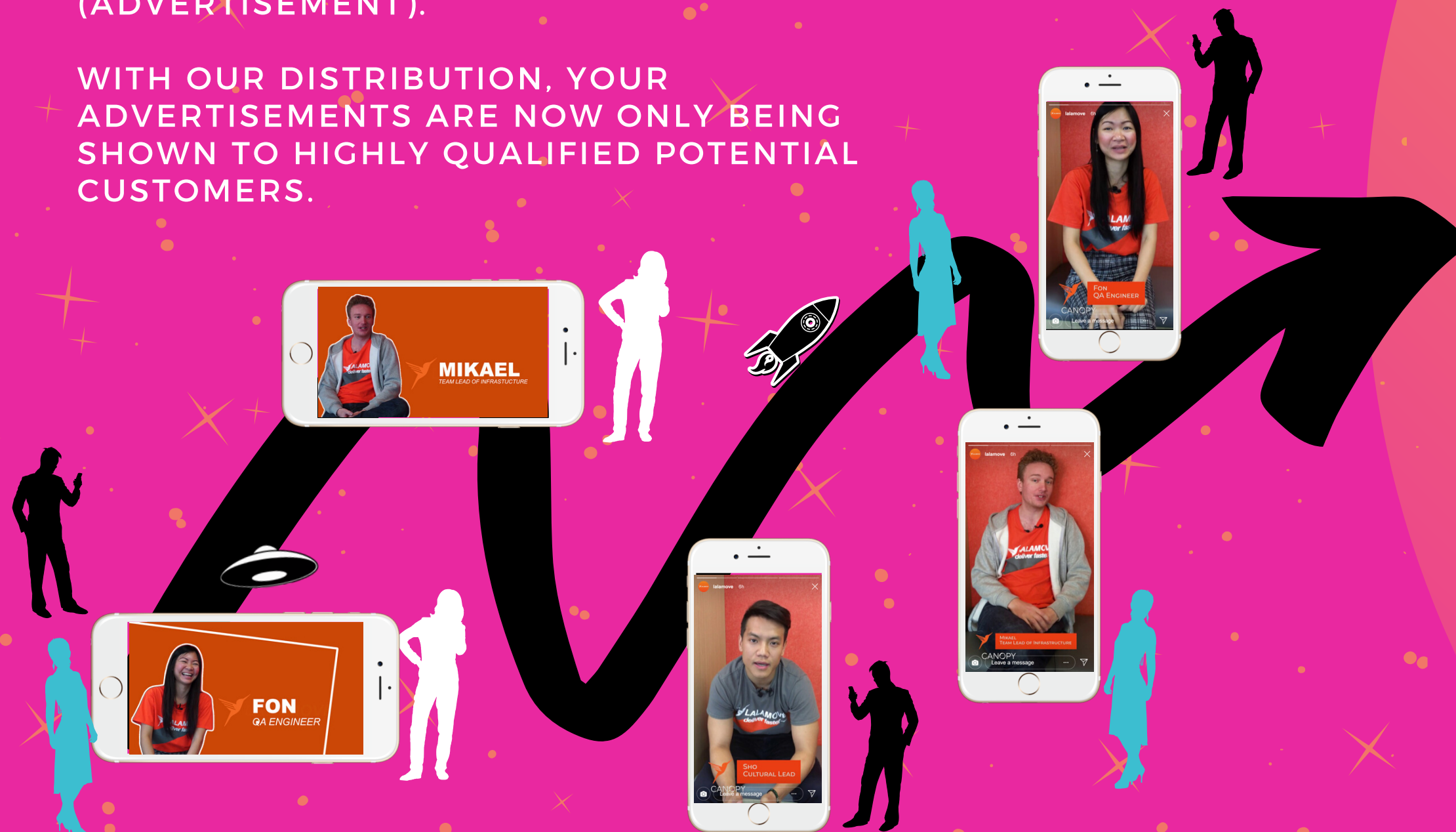
OUR DISTRIBUTION

BY PRODUCING AND DISTRIBUTING MICRO CONTENT TO DIFFERENT TARGET AUDIENCES, WE ARE ABLE TO FIND YOUR POTENTIAL CUSTOMERS AND HOLD THEIR ATTENTION OVER TIME. THIS BUILDS BRAND AWARENESS AND TRUST. AS YOUR DIFFERENT AUDIENCES CONSUME MORE MICRO-CONTENT, THEY GET CLOSER TO YOUR EVENTUAL CALL-TO-ACTION (ADVERTISEMENT).

WITH OUR DISTRIBUTION, YOUR ADVERTISEMENTS ARE NOW ONLY BEING SHOWN TO HIGHLY QUALIFIED POTENTIAL CUSTOMERS.

SAVE MONEY

This strategy prevents your advertisements from being seen and clicked on by non-potential customers. Only qualified people will see your call-to-action.



WHICH OF THESE PEOPLE

ARE MORE LIKELY TO TAKE CLICK ON
YOUR ADVERTISEMENTS?



Random
Person



Someone who
visited your
website



Someone who
matches your
customer
profile



Someone who
engages with
your content

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TYPES OF CUSTOM AUDIENCES



WEBSITE VISITOR

A website visit is a strong indicator in a customer's interest. We track these visitors and monitor their actions on your website.



LOOK-A-LIKE

Using your current customer list, we scan Facebook and Instagram for similar looking people and show them your content.



CONTENT ENGAGER

Consumption of content is another strong indicator of interest. We track these people and keep their attention going.



INTERESTS & DEMOGRAPHICS

We also target groups of people based on demographic, interests, and personality types.

CASE STUDY



LALAMOVE, Hong Kong's foremost on-demand logistics company, wanted to utilize social media for a hiring sprint for 15 job openings. By targeting social media users based on the following metrics, we were able to secure **26** potential candidates within 4 weeks of distributing micro-content on Facebook and Instagram's advertising platform:

- Website visitors and people similar to them.
- People who engaged with the micro-content and are looking for a job
- People who submitted an application and people similar to them.
- Recent graduates with an industry-specific degree.

EXAMPLES OF CUSTOM AUDIENCE TARGETTING



WEBSITE VISITOR

A website visit is a strong indicator in a customer's journey. We track these visits and monitor their actions on your website.

This vertical "Swipe Up" advertisement ran on IG and FB stories, and only showed to people who previously visited the client's website. When clicked on, the ad showed a Facebook Experience Advertisement.

CLICK TO WATCH VIDEO



PERFORMANCE

Reach	Frequency	Cost per 1,000 People Reached
8,226	1.40	\$25.88

Impressions	CPM (Cost per 1,000 Impressions)
11,537	\$18.45

Link Clicks	Instant Experience View	Instant Experience View Time
309	97.65%	00:35.95

Amount Spent	Schedule
\$212.89	Mar 16, 2019 – Apr 13, 2019 28 days

EXAMPLES OF CUSTOM AUDIENCE TARGETTING



LOOK-A-LIKE

Using your current customer lists, we scan Facebook and Instagram for similar looking people.

We target the same "Swipe Up" advertisement to people who are similar those who successfully submitted their resume. When clicked on, the ad showed a Facebook Experience Advertisement.

CLICK TO WATCH VIDEO



PERFORMANCE

Reach	Frequency	Cost per 1,000 People Reached
7,837	1.55	\$41.65

Impressions	CPM (Cost per 1,000 Impressions)
12,181	\$26.80

Link Clicks	Instant Experience View	Instant Experience View Time
402	99.04%	00:31.67

Amount Spent	Schedule
\$326.39	Mar 16, 2019 – Apr 13, 2019 28 days

EXAMPLES OF CUSTOM AUDIENCE TARGETTING



INTERESTS & DEMOGRAPHICS

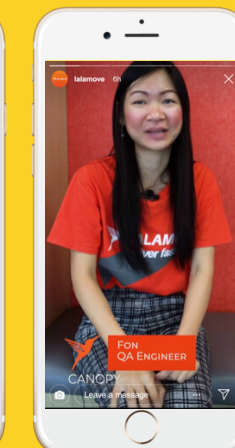
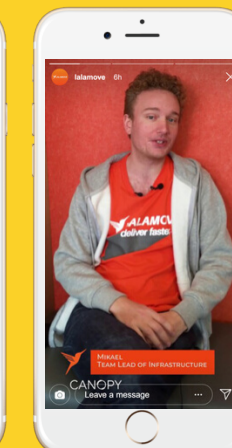
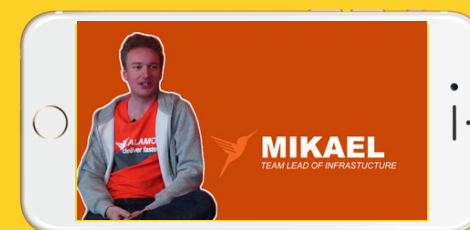
We also target groups of people based on demographic, interests, and personality.

We target a set of micro-content towards different groups of people based on their recent graduate degree and interests for those types of people. We define the ideal person who would want to work in a fast past busy start-up environment.

For example, those who graduated in Business or Marketing, and have an interest in Sales, Business Magazines, Self Improvement, Startup Culture, or follow Investing or Tony Robbins.

Ad Set Name	Reach	Impression	Cost per Result	Amount Spent	Schedule	3-Second Video Views	Video Percentage Watched	Video Average Watch	Link Clicks
Lala Move - Marketing - Copy	1,359	1,795	\$0.04 Cost per ThruPlay	\$56.33	Mar 16, 2019 – Apr 14, 2019 29 days	1,685	90.19%	00:14	5
Lala Move - Marketing	1,461	1,909	\$0.05 Cost per ThruPlay	\$79.94	Mar 16, 2019 – Apr 14, 2019 29 days	1,729	87.62%	00:13	11
Lala Move - HR & Recruitment	2,431	3,098	\$0.04 Cost per ThruPlay	\$106.85	Mar 16, 2019 – Apr 14, 2019 29 days	2,804	87.46%	00:13	23
Lala Move - Accounting & Finance	4,058	5,960	\$0.06 Cost per ThruPlay	\$297.90	Mar 16, 2019 – Apr 14, 2019 29 days	5,490	89.95%	00:13	33
Lala Move - Operations	123	129	\$0.19 Cost per ThruPlay	\$1.30	Mar 16, 2019 – Apr 14, 2019 29 days	27	23.14%	00:02	—
Lala Move - Sales / Business Development	8,354	11,088	\$0.04 Cost per ThruPlay	\$383.93	Mar 16, 2019 – Apr 14, 2019 29 days	9,930	85.61%	00:13	83
Lala Move - Design	138	145	\$0.09 Cost per ThruPlay	\$1.67	Mar 16, 2019 – Apr 14, 2019 29 days	29	19.50%	00:03	—
Results from 7 ad sets	15,745 People	24,124 Total	\$0.05 Cost per ThruPlay	\$927.92 Total Sp...		21,694 Total	86.75% Average	00:13 Average	155 Total

CLICK TO WATCH VIDEOS



EXAMPLES OF CUSTOM AUDIENCE TARGETTING



CONTENT ENGAGEMENT

Consumption of content is another strong indicator of interest. We track these people and keep their attention going.

We target a more in-depth video (interview with the CEO) and Call-to-action ("Work for Us!") to a self-qualified audience. Showing this video to only those who are currently looking for work and have watched the previous micro-content videos, we find greater success in reaching ideal candidates.

CLICK TO WATCH VIDEO



PERFORMANCE

Reach	Frequency	Cost per 1,000 People Reached
3,943 People	1.58 Per Person	\$66.73 Per 1,000 People Reached

Impressions	CPM (Cost per 1,000 Impressions)
6,247 Total	\$42.12 Per 1,000 Impressions

Link Clicks	Instant Experience View	Instant Experience View Time
70 Total	84.64% Average	00:28.02 Average

Amount Spent	Schedule
\$263.11 Total Spent	Mar 16, 2019 – Apr 13, 2019 28 days

RESULTS



4 WEEKS CAMPAIGNING (MARCH 16 ~ APRIL 13)

32,902 PEOPLE REACHED

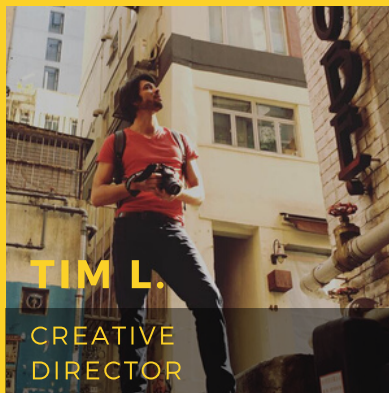
TOTAL AMOUNT SPENT, HKD\$1730.31

26 QUALIFIED CANDIDATES SUBMITTED

HKD\$66.55 PER QUALIFIED CANDIDATE

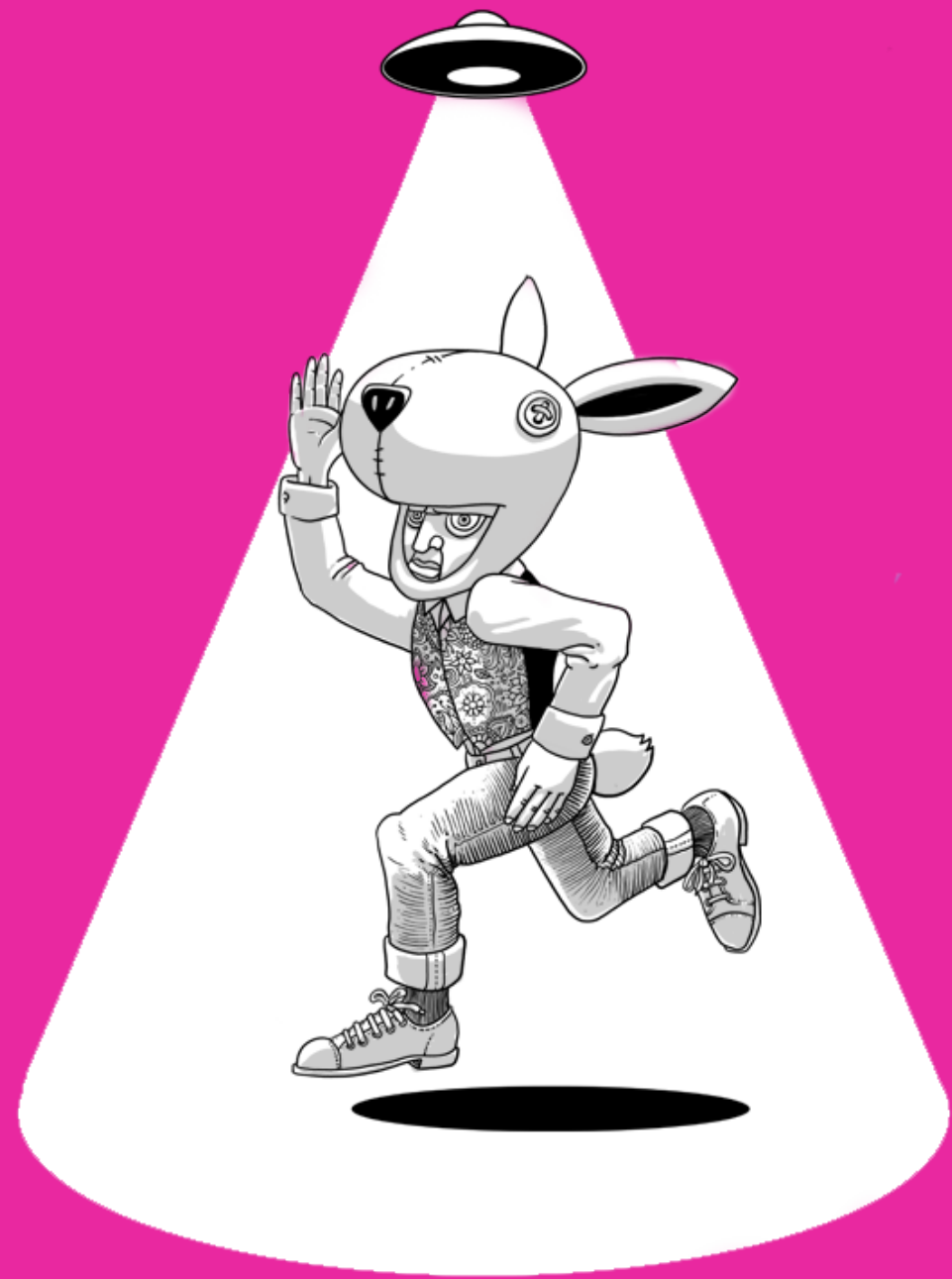


*CONTENT MARKETING
ALLOWS YOU TO
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WE ARE LOOKING FORWARD TO WORKING WITH YOU!





THANK YOU