The future of marketing is TikTok
(no it isn’t... it really isn’t)

Presented by Jason Maghanoy
I always start with this...
Me

- **Business and Media** – TIFF, SJC Media
- **Playwriting** – Juilliard, Stratford Shakespeare Festival
- **City building** – TELUS Community Board, University Health Network Impact Collective, Social Ventures Zone at Ryerson, Luminato
Some random hot takes
Clinton says Democrats hold keys to bright future

Saying the Democratic Party holds the keys to 'progress and prosperity,' President Clinton made the case for the election of his protege, Vice President Al Gore, in an emotional address to the party convention Monday night.

*Are we going to keep this progress and prosperity going? Yes we are,* Clinton told.

Six cars of a Burlington Northern Santa Fe freight train have derailed in Montana, forcing evacuation of up to 400 people, a railway official reports. Three of the tanker cars contained a hazardous material, the official says. No leaks have been reported.

In Other News:
- Bad weather hampers Russian submarine rescue
- Tropical Storm Beryl bears down on Texas-Mexico border
- North and South Korea prepare for first family reunions since 1985
- China noncommittal on Arafat's timetable for Palestinian state
The Metaverse, bro...
There is no such thing as digital... this is just the world now
2021: This Is What Happens In An Internet Minute

- **Facebook**: 21.1 Million Texts Sent, 1.4 Million Scrolling
- **YouTube**: 500 Hours Content Uploaded, 414,764 Apps Downloaded
- **LinkedIn**: 9,132 Connections Made
- **Netflix**: 28,000 Subscribers Watching
- **Instagram**: 695,000 Stories Shared
- **Twitter**: 200,000 People Tweeting
- **Snapchat**: 3.4 Million Snaps Created
- **TikTok**: 197.6 Million Emails Sent
- **Tinder**: 2 Million Swipes
- **Netflex**: $1.6 Million Spent Online
- **Imgur**: 3 Million Images Viewed
- **Google Home**: 932 Smart Audio Devices Shipped
- **Amazon Echo**: 2 Million Downloads
- **Google Play**: 5,000 Downloads

Created By:
@LoriLewis
@OfficiallyChadd
The landscape is…

- Noisy
- Crowded
- Toxic
Focus on...

- Data
- Digital identity
- Trust
- Safety
Pay attention to me…
(Some 101 stuff)
This is classic...
A customer journey is like a ball of yarn...
This is best, I think...

Values x Mix x Touch x Time

It’s about being as close to your customer as possible
What does that mean?

• **Values:** What do they care about?

  *Values unify demographic segments (e.g. Sustainability)*

• **Mix:** What channels are they on?

  *Be where they are and be good at those channels*
What does that mean? (cont)

• **Touch:** Are you a part of how they live their lives? Do you help them out? Is the touch as valuable as possible?

    *Lifestyle integration; Customer service excellence*

• **Time:** How do you spend meaningful time with them?

    *Think about your UX
    Pick your moments (eg. Sunday night)*
Audience & Personas
Find your people...
Considerations

• Who is your core customer?

  Probably looks like you.

• How do they behave and engage with content?

  Map out their behaviour and create a storytelling journey that touches this person, adding value to their life every step of the way.
Considerations (cont)

• Combine touch points

  *This is how your brand lives in this person’s imagination.*

• Bottom line

  *Make your persona the centre of any strategy.*
Okay, now find us...

Millennial
Urban
Professional
Milestones
• Phones*
• She influences him
• LinkedIn – Career obsessed
• Email – It is their second home (they stay there on Sunday night)
• Instagram – Is her rabbit hole
• YouTube – Is his
• Events – To connect with all of the people

Found us! (Get rid of the channels we’re not on…)
Eg. Newspapers x Facebook x Direct mail
Table Stakes
Website
Your website is vital

• What do you need your website to do?

  Position your brand (UX is important)
  List generate*
  Sell stuff
  Offer insights

• Run an SEO audit on your site and, well, fix those things 😊.
Social should be...
It’s a rabbit hole for a reason...

• Use your social media as publishing platforms and make them "social." (like… talk to @eachother)

• **What does each platform do?** What kind of content works best on each of them? Eg. deals (Twitter) x cool images (Instagram) x news about you (FB).

• Game the algorithm and prioritize organic sharing.
Respond (because customer service is marketing)
This is where everyone invests now…

- Awareness
- Acquisition
- Activation
- Retention
Unreal Tactics
Email (is the best) + Instagram

Opt-in (and make it sticky)

Get CB in your inbox

Your email address *

- Receive new digital content weekly and stay on top of business news and trends
- Find out about exclusive networking opportunities and events
- Join the CB Insider membership program
- Access insights from some of Canada's most celebrated thought-leaders

I wish to subscribe to the weekly newsletter from Canadian Business

I would also like to receive info and promos from Canadian Business's carefully screened partners.
Reflect your brand voice...

The Monthly Anthony

Well we are open, everything is back open as of right now and do we have some treats for you. I was testing and eating and drinking all the things so we could go into the New Year with a BANG.
Reflect your Personas (through beautiful storytelling)
Social proof – Have people who love you talk about it!
Thought leadership: Tell us what you’re thinking about on ZOOM
Give someone special the keys - Influencer content through *Takeovers*

Graduating Acting student Athena Kaitlin Trinh took to Instagram earlier this week to show you what happens behind-the-scenes of a graduating class Opening performance!

Catch a glimpse of dailies, dressing room, opening night presents, fight call,... See More

Just finished our warm up !!!
Monetize something SECRET

This Is Not A Drill, Michael B. Jordan Is Joining OnlyFans

Liked by zaxxova and others
buzzfeed "I'm actually going to start one." Link in bio.
View all 23 comments
Get *good* at YouTube (because it’s the best)
Scale the catchiest part (on TikTok)
Any questions?