

# **The future of marketing is TikTok (no it isn't... it really isn't)**

*Presented by Jason Maghanoy*

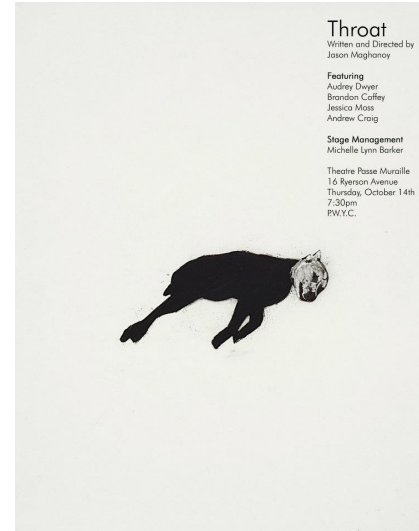


**I always start with this...**





"Today [REDACTED]  
a prisoner... [REDACTED] thanked me.  
[REDACTED] And that felt good."



jsquared.theatre proudly presents

### Ally & Kev

Written and Directed by Jason Maghanoy

**Starring**  
Cara Gee  
Jeff Irving  
Rosemary Dunsmore

**Stage Manager** - Nicole Myers  
**Set and Costume Designer** - Alivia Romer Segal  
**Lighting Designer** - Aline Pertulla  
**Original Music** - Petty Victories

Theatre Passe Muraille Backspace  
16 Ryerson Avenue

**Showtimes**  
Thursday, August 9th - 9:30pm  
Friday, August 10th - 4:30pm  
Saturday, August 11th - 11:30am  
Sunday, August 12th - 9:30pm  
Tuesday, August 14th - 9:30pm  
Friday, August 17th - 9:30pm  
Saturday, August 18th - 7:00pm

<https://jsquaredtheatre.blogspot.com>  
[www.summerworks.ca](http://www.summerworks.ca)



## 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**



# Web Archive

[Click Here](#)

In the last 25 years people have made more money investing in English antique furniture than on the London Stock Exchange

[Click Here](#)

Video on Demand

Indian officials heighten security in Srinagar for Independence Day celebration

[Play video](#)

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August 15, 2000 -- Updated 12:52 a.m. EDT, 0452 GMT

**BREAKING NEWS** 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.

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[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

[CNN ON TV: Democratic Convention Coverage](#)

Watch Live on CNN (all times EDT)

- 7 a.m.: Bill Bradley's take on the convention
- 8 a.m.: Patrick Kennedy on his dad's address
- 3 p.m.: TalkBack Live on the women's vote

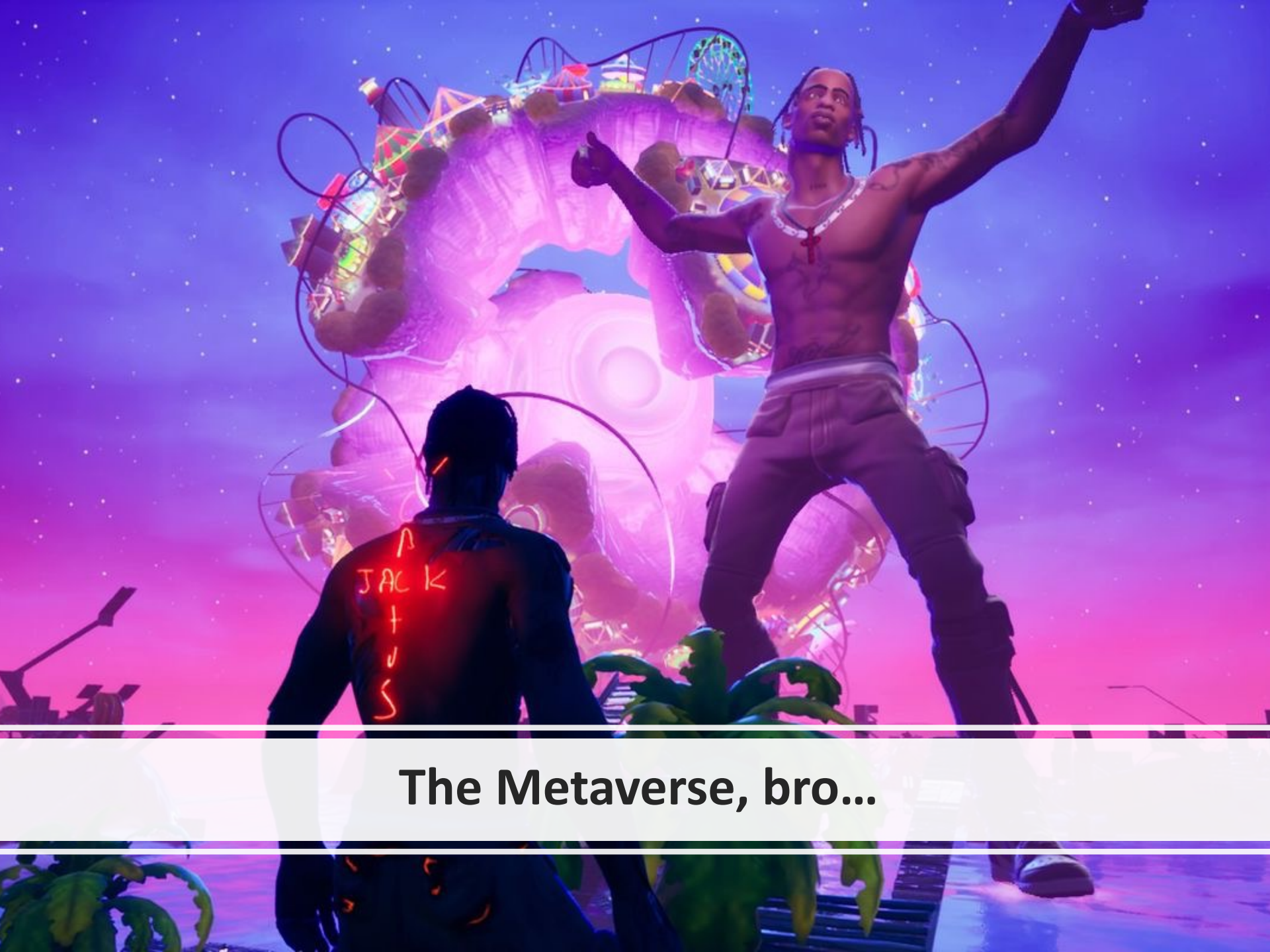
[full convention schedule](#)

Watch interview with Hillary Clinton and other [video highlights](#). Live coverage begins at 4:30 p.m. EDT



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**

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# 2021 *This Is What Happens In An Internet Minute*







## **The landscape is...**

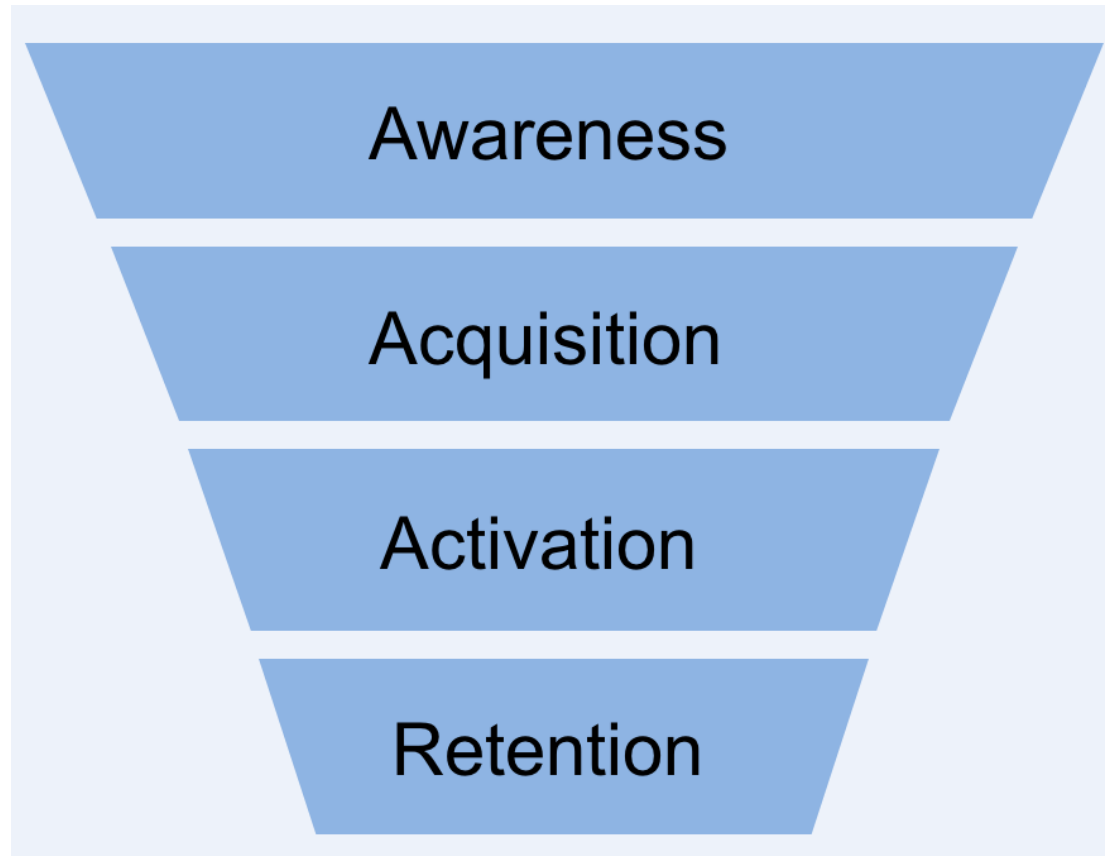
- Noisy
- Crowded
- Toxic

## **Focus on...**

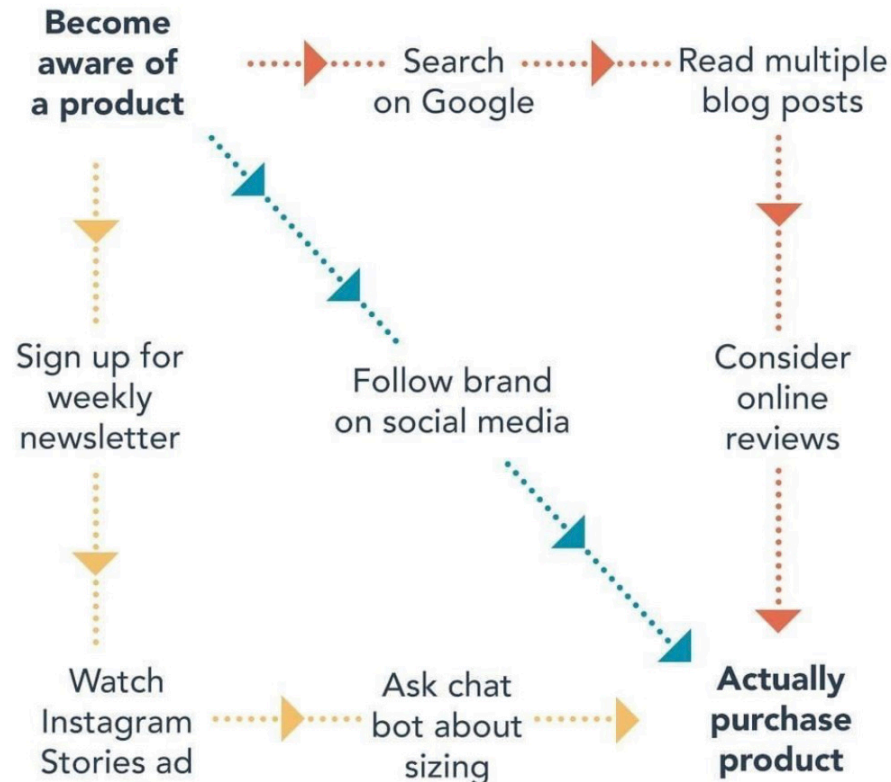
- Data
- Digital identity
- Trust
- Safety

***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 (eg. 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...**



instagram

coolman\_coffeedan · Original Audio

...



Liked by nom\_life and others

instagram How to give up. Step one: Don't.

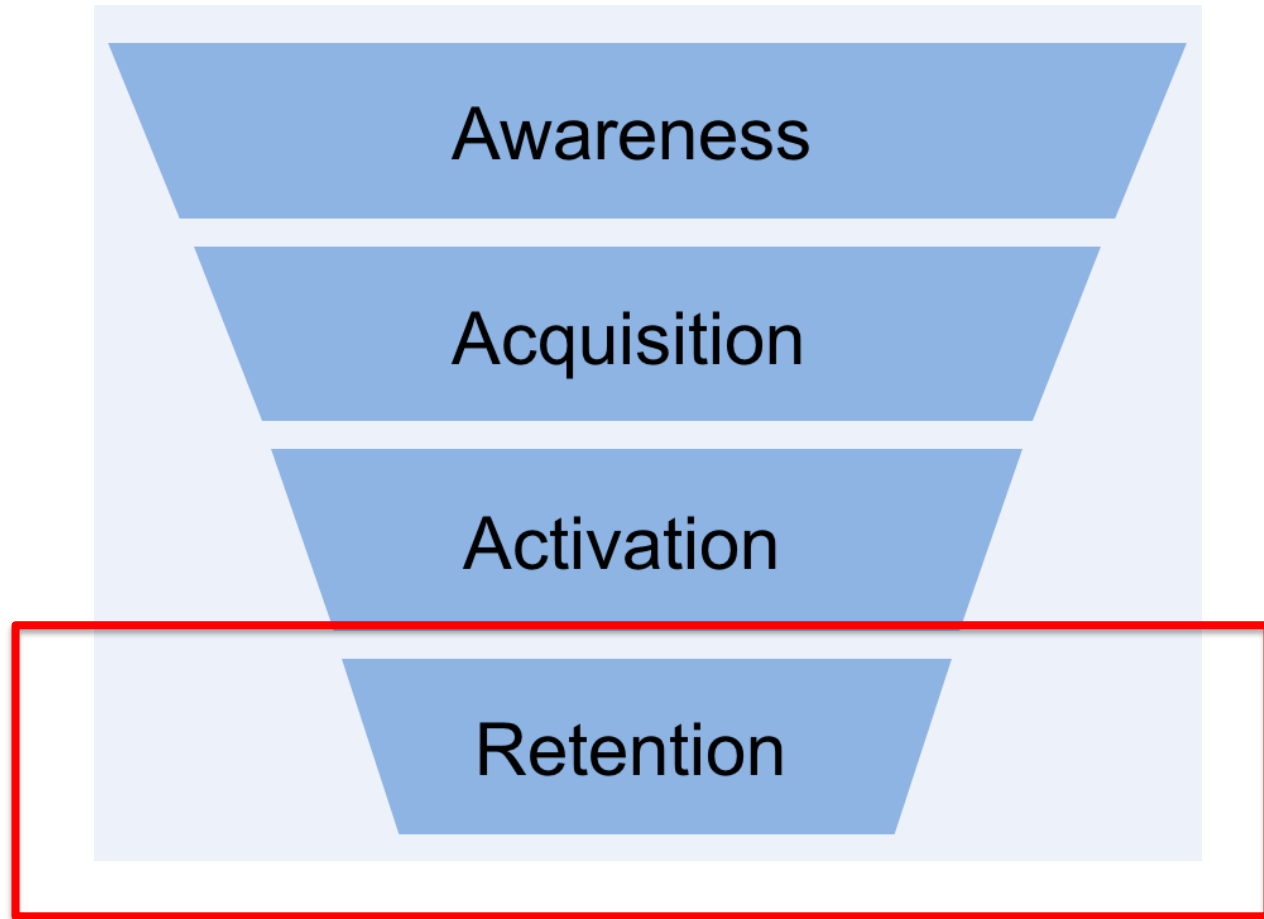
## It's a rabbit hole for a reason...

- 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...**



# **Unreal Tactics**

**Email (is the best) + Instagram**

***Best. Bundle. Ever.***



# Opt-in (and make it sticky)

**Canadian  
Business**

People Ideas Design



## Get CB in your inbox

Your email address \*

**SIGN UP**

- ☒ 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.

- ✓ 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



# 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!

**TORONTO**  
**LIFE**

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FOOD

## **Toronto's best street food**

Our summer bucket list of the city's sensational street eats



TL INSIDER

## **A Q&A with Dr. Malak Abu Shakra, a TL Insider, on living her best life as a self-proclaimed food nerd**

"TL Insider has offered exactly what I wanted—and perhaps even more than I expected"

RESTAURANTS

## **The 100 best restaurants in Toronto**



BARS AND CLUBS

## **The 30 best bars in Toronto**

# **BIG STORIES**

# Thought leadership: Tell us what you're thinking about on ZOOM



# Give someone special the keys - Influencer content through *Takeovers*



École nationale de théâtre/  
National Theatre School -  
Canada



2 hrs · 🌐

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](#)





# Monetize something SECRET



buzzfeed



**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)




Brand awareness and reach



App promotion




Local store visits and promotions



Create a campaign without a goal's guidance


Create an account without a campaign

Select a campaign type ?




Search

Reach customers interested in your product or service with text ads




Display

Run different kinds of ads across the web




Video

Reach and engage viewers on YouTube and across the web




App

Drive app promotion across Google's networks




Smart

Reach your business goals with automated ads on Google and across the web




Shopping

Promote your products with Shopping ads



Local

Drive customers to a physical location



Discovery

Run ads on YouTube, Gmail, Discover, and more

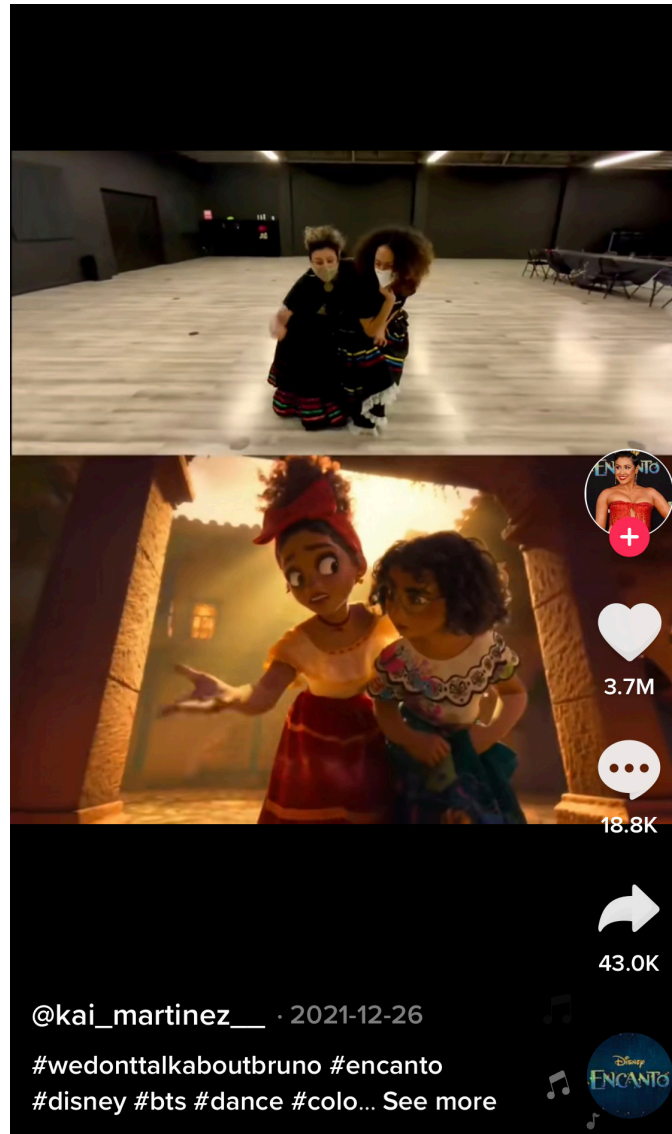
Select a campaign subtype. Keep in mind that this selection can't be changed later.

☐ Smart display campaign  
Improve performance with simplified ad targeting and management. [Learn more](#)

☒ Standard display campaign



# Scale the catchiest part (on TikTok)



**Any questions?**