**CreativeFuture**

DIGITAL MEDIA PLAN

November 17, 2014

CURRENT SOCIAL MEDIA STRATEGY

• Our website – home to information on us, our mission, and guiding principles – serves as the platform for our commentaries and opinions in the form of blog posts.

• We either repeat them or present new ones on our social media accounts on Twitter, Facebook, and LinkedIn.

• Through our social media, we share our partners' opinions that reinforce our policy. Or conversely they share ours on their accounts.

But social media strategy should be more. We should look at all digital media opportunities and organize them as an ecosystem.

DIGITAL ECOSYSTEM
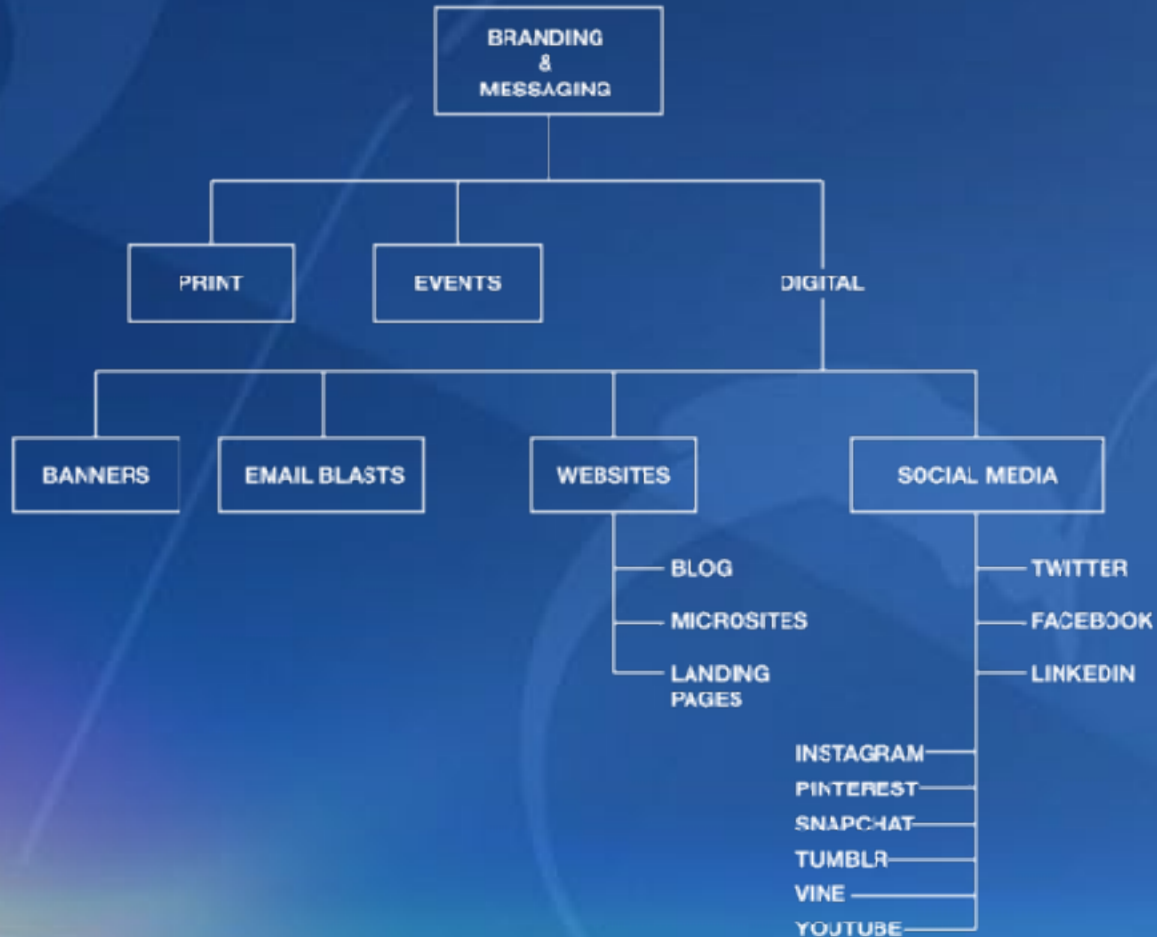
BRANDING AND MESSAGING

- Branding and messaging are the start to our digital ecosystem.

- All elements of our strategy push our messaging. All campaigns whether print or digital promote our core initiatives.

OUR CORE INITIATIVES

- Mobilizing the creative community to speak out about the value of creativity to our culture and economy

- Follow the money – call upon legitimate business to do their part in preventing the flow of revenue to pirate sites

- Youth outreach – raise awareness among youth about the cultural, economic, and ethical implications of how they interact with content

OUR CAPTIVE AUDIENCE

- Coalition (companies)

- Creative partners (<u>the</u> creators)

We need numbers to start a revolution.

OUR TARGET DEMOGRAPHIC

MILLENNIALS

- "Millennials are 77 million strong, on par with Baby Boomers, and they make up 24 percent of the U.S. population."

  http://www.nielsen.com/us/en/insights/reports/2014/millennials-breaking-the-myths.html

- Characteristics of millennials – hardwired to the Web, hardwired to their mobile devices, and hardwired to social media.

  http://www.nielsen.com/content/corporate/us/en/insights/news/2014/millennials-technology-social-connection.html

Re-educating a large part of the public grown accustomed to getting entertainment on the Web for free.

MEASURING OUR SUCCESS

KEY PERFORMANCE INDICATORS

• Recruitment numbers

• Metrics – likes, shares, follows

We may not be able to compete with Google in sheer numbers, but when respected creatives speak out, they can have a powerful impact.

[add our latest stats, or statistical spike after kurt sutter posts]

OUR DIGITAL ECOSYSTEM CONTINUED

Commonly used digital products include responsive* websites, microsites, landing pages, banners, email blasts, apps and social media. They are the tools in our toolbox.
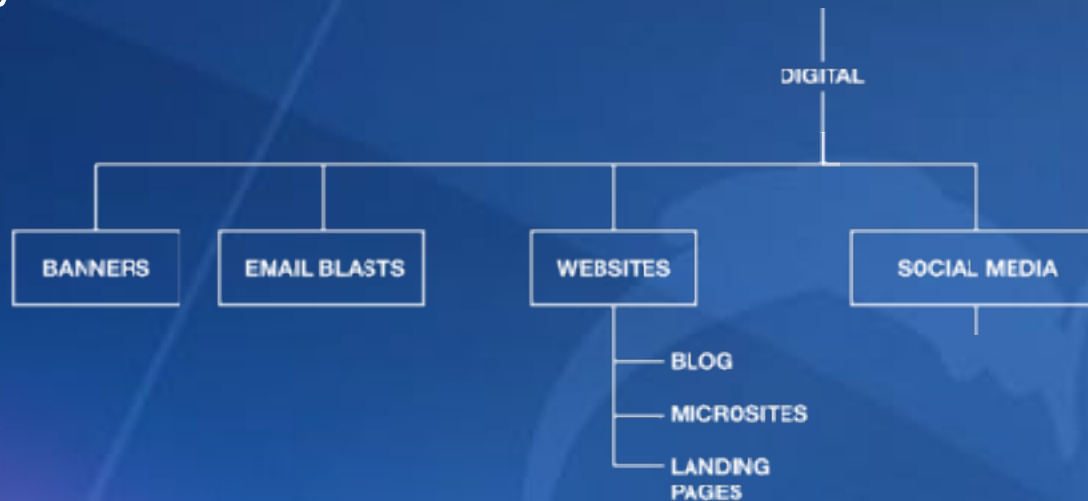

* Responsive web design (RWD) is a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).

http://en.wikipedia.org/wiki/Responsive_web_design

CreativeFuture WEBSITE

Our website is the centerpiece of our digital ecosystem.
But it lacks key features of contemporary website design.

- Easy to read and easy to use

- Clean and attractive design

- Emphasize the all important call to action

- An example: savetheinventor.com
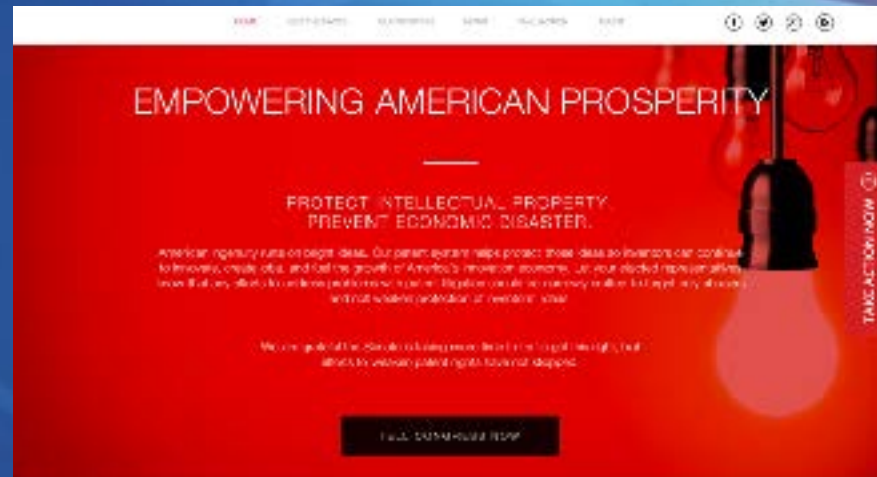
CreativeFuture WEBSITE

Our website can become the go-to site for the public to understand the effects of piracy and for creatives to find resources to protect their work. Hence what is presently lacking in the content of our website is utility.

- Information – numbers on piracy;
  how it is funded.

- A toolkit for filmmakers.
  Legal services for indie filmmakers.

- Discussions in partnership
  with others.

WEBSITES

BLOG

MICROSITES AND LANDING PAGES

MICROSITES FOR CAMPAIGNS

- A site for youth outreach where kids can go, be engaged and be provided with helpful resources. Brand the campaign CreatedBy.

LANDING PAGES

- Makers Studio propose to engage millennials through their YouTube Influencers. Once they are, they will need a destination where they can join the discussion and join us.

WEBSITES

BLOG

MICROSITES

LANDING PAGES

MAKING CAMPAIGNS EYE-CATCHING

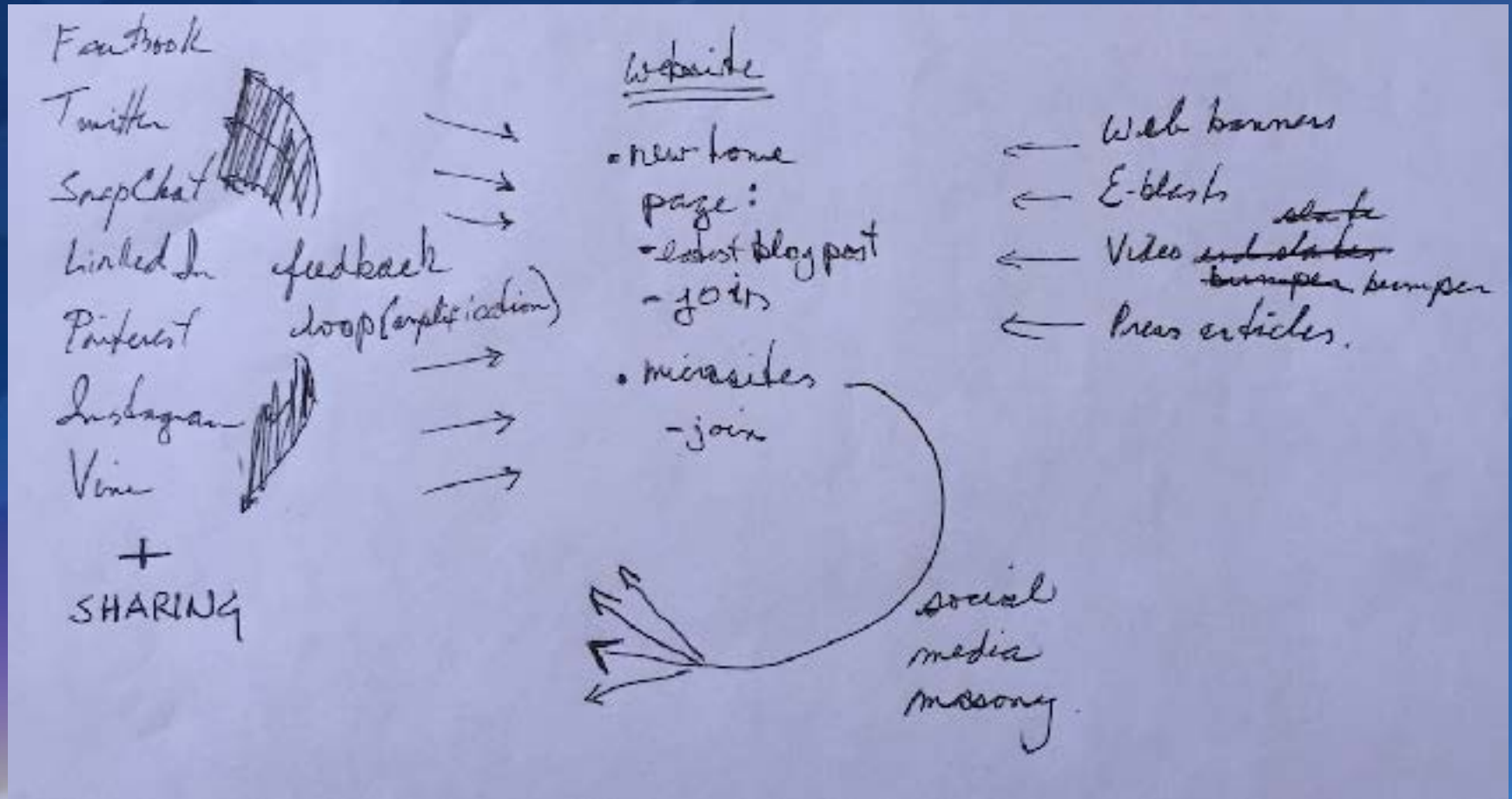Create original content for our digital products

- Copy – for example facts from studies and quotes from creatives

- Images – our recent memes

- Video – our video for AFM

The extended benefits of eye-catching campaigns

- Shareable

- Recognizable

MAJOR CREDIT CARD COMPANIES ENABLED THE TOP 30 CYBERLOCKERS TO MAKE NEARLY $100 MILLION FROM STOLEN CREATIVE WORKS

#followtheprofit

CreativeFuture

OUR DIGITAL MEDIA STRATEGY

OUR DIGITAL MEDIA STRATEGY

Our future digital media strategy in a nutshell

- Our website is the hub for our digital media strategy.

- Our social media accounts and those of others and in fact the rest of our digital products as we shall see always point to the CreativeFuture website and its messaging, recruitment and campaigns.

- When the website shows all the latest social media posts (perhaps as a masonry grid layout), then these link back to the social media accounts creating a loop – amplification.

KEY STEPS IN OUR SOCIAL MEDIA

How social media must be structured into our digital media strategy

- CreativeFuture on Twitter, Facebook and LinkedIn and not more

- Increase our accounts' impact through social media best practices

- Drive engagement with the help of our coalition and partners

- Protect those who support us
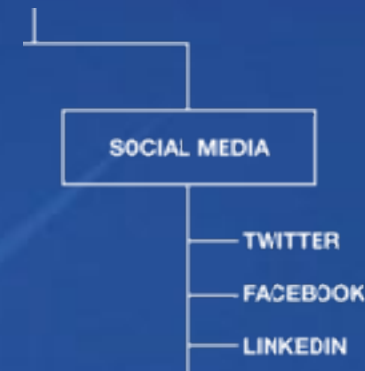
An added bonus: social media provides more bang for our buck.

SOCIAL MEDIA
- TWITTER
- FACEBOOK
- LINKEDIN

TWITTER AND BEST PRACTICES

- [Why Tweeting and retweeting]

- When we tag or @mention other users and companies, a link to CreativeFuture appears on that page potentially driving traffic our way.

- #hashtags turn topics and phrases into clickable links. This helps people find other tweets containing the same keyword or topic.

- Tap the star icon to favorite a tweet and the author will see that we liked it. This reinforces our relationship.

[Why use best practices]

FACEBOOK

- #hashtags turn topics and phrases into clickable links. This helps people find posts about topics they're interested in.

- When we tag or @mention other users and companies, a link to CreativeFuture appears on that page potentially driving traffic our way.

- Boosted posts appear higher in the News Feed, so there's a better chance our audience will see them.

- When we boost our post, we can target it to people based on their location, age, gender and interests.

LINKEDIN

- Tag or @mention other users and companies in status updates – much like the way it works on Facebook and Twitter. As a result, that user/company will get alerted that we mentioned them.

- Showcase Pages are niche pages that branch off our main LinkedIn company page. They allow us to promote specific campaigns or cater to our individual marketing personas, providing a more personalized experience for our company page visitors.

- Leverage the power of segmentation with LinkedIn's targeting options, which enable us to target our status updates to the Network Update feeds of specific users.

OUR SOCIAL MEDIA ACCOUNTS AND OUR COALITION AND PARTNERS

- Coordinate our tweets, posts and pages with our coalition to drive engagement with our accounts

- Leverage our partners to tweet and post on our behalf

- Perform rigorous data analysis using Facebook Insights and Twitter Analytics to monitor what does and doesn't work

- Work with our coalition to leverage their internal resources. Seek help from their departments for their expertise with statistics, marketing and management information systems.

OTHER SOCIAL MEDIA IN SUPPORT

Expand engagement through our partners' other social media platforms such as Instagram, Pinterest, Snapchat, Tumblr, Vine and YouTube.

- Thanks to Instagram we continued our BitTorrent campaign. And Instagram provided a link we tweeted.

OTHER SOCIAL MEDIA IN SUPPORT

- Conversely, we can embed their Instagram image on our website.

  A Follow button above the image makes it easier for our readers to link back to them.

OTHER SOCIAL MEDIA IN SUPPORT

To reach a key demographic, campaign on Snapchat.

- "A new study suggests college students— traditionally one of Facebook's biggest demographics— are more engaged with Snapchat than Facebook.

 "The study found that while 70% of college students report posting on Snapchat at least once a day, only 11% report posting on Facebook with the same frequency."

  http://mashable.com/2014/08/08/study-snapchat-college/

OTHER SOCIAL MEDIA IN SUPPORT

To reach greater numbers, campaign on Vine.

- Work with Vine Superstars. Why? Jerome Jarre has 7.4 million followers, Rudy Mancuso 5.9 million and Alphacat from Maker Studios 3 million.

- Branded vines
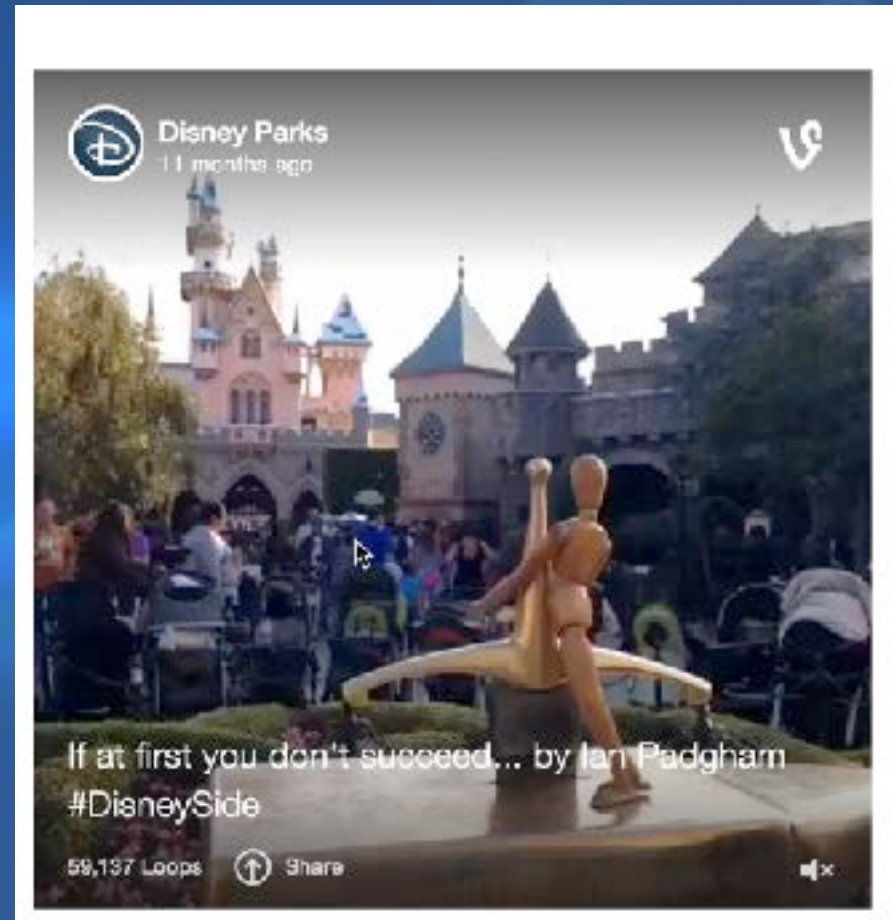
PROTECT THOSE WHO SUPPORT US

Julian Perez: Why are you attempting to make a technology illegal that has substantial non-infringing uses? People pay for cyberlockers because they can upload and distribute their files. Look around. There are a BILLION easier ways to distribute copyrighted content. This is declaring a technology illegal, just like Jack Valenti attempted with the VCR.

Julian Perez: Hey, who's have thought that the Digital Citizens' Alliance might be an astroturf group for Microsoft? With a name like that, I thought they were legit!

Julian Perez: Who WOULDN'T trust a group with a vague sinister name and ties to Microsoft pushing ridiculous stats?

Filip Tegstedt: @Julian If there are a billion easier ways to do it, why are cyberlockers so popular with pirate sites?
Other than the fact that doing it this way is a very easy, effective way for them to illegally leech on the hard work and monetary investments of innocent people and make millions of dollars a year, I mean. Seems to me, cutting of funding is a great way to make piracy less lucrative, and that benefits everybody. Consumers too. Besides, if there are a billion easier ways to distribute copyrighted material then there's no reason those who use cyberlockers for for reasons that doesn't infringe on others copyright can't find another way.

Filip Tegstedt: I've got a counter question for your counter questions. Is your job and income dependent on nobody copying and distributing your intellectual property without your consent and without royalties?
Like · 1

This 1 is CreativeFuture supporting Filip Tegstedt. We must do more. CreativeFuture can defend by commenting and by organizing others to like and comment.

OTHER PRODUCTS IN OUR ECOSYSTEM

EMAIL BLASTS

- We recently designed new email templates.

- Now reevaluate our email platform. Compile a list of features (needs and wants), such as an email interface, data segmentation, records matching, and member activation tools (i.e. click-to-call tools, petitions, emails to MOCs/CEOs).

- The database is structured for political campaigning. Let's make it better suited for online campaigns and actions. Replace NGP VAN's platform with a customer relationship management system: a CRM approach may be better suited to our members.

OTHER PRODUCTS IN OUR ECOSYSTEM

BANNERS

- Design with information and interaction in mind.
  Think marketing campaign.

- We want the effectiveness of our banners to be measured by the number of users that clicked on them. This click-through rate (CTR) will be our way of measuring success.

- Our banners like all our digital products are directed to the hub of our digital media strategy the CreativeFuture website and its messaging, recruitment and resources.

TIMELINE

To make a reality of ed a timeline.