



Latest Episode

Classics: The Framework for Creating Digital Content People Want to Watch with Dan Gadd, Atlanta Dream WNBA



Insight of The Week

The Framework for Creating Digital Content People Want to Watch

For many, this is a mindset shift. Embracing this can mean the difference between highly productive content and content that gets washed away in the sea of social.

- 1.) Research
 - Define your audience
- 2.) Insights
 - Be in-touch with what is relevant in culture and community. There is no reach without reaction.
- 3.) Brainstorming
 - Use the Research and Insights as your filter so you can focus the creative energy.
- 4.) Writing/Shooting/Editing
 - Consider how you will achieve the desired impact on each channel. Don't let channel dictate your story.
- 5.) Distribution
 - Fine tune where and when your consumer will be the most receptive.



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- Build a brand that drives real business results.



FRp Spotlight

Dan Gadd, SVP of Growth for the Atlanta Dream WNBA and former Sr. Director of Digital Strategy for the Atlanta Falcons

"The word 'content' has become overused and people aren't looking at how hard it is to get content to perform."



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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