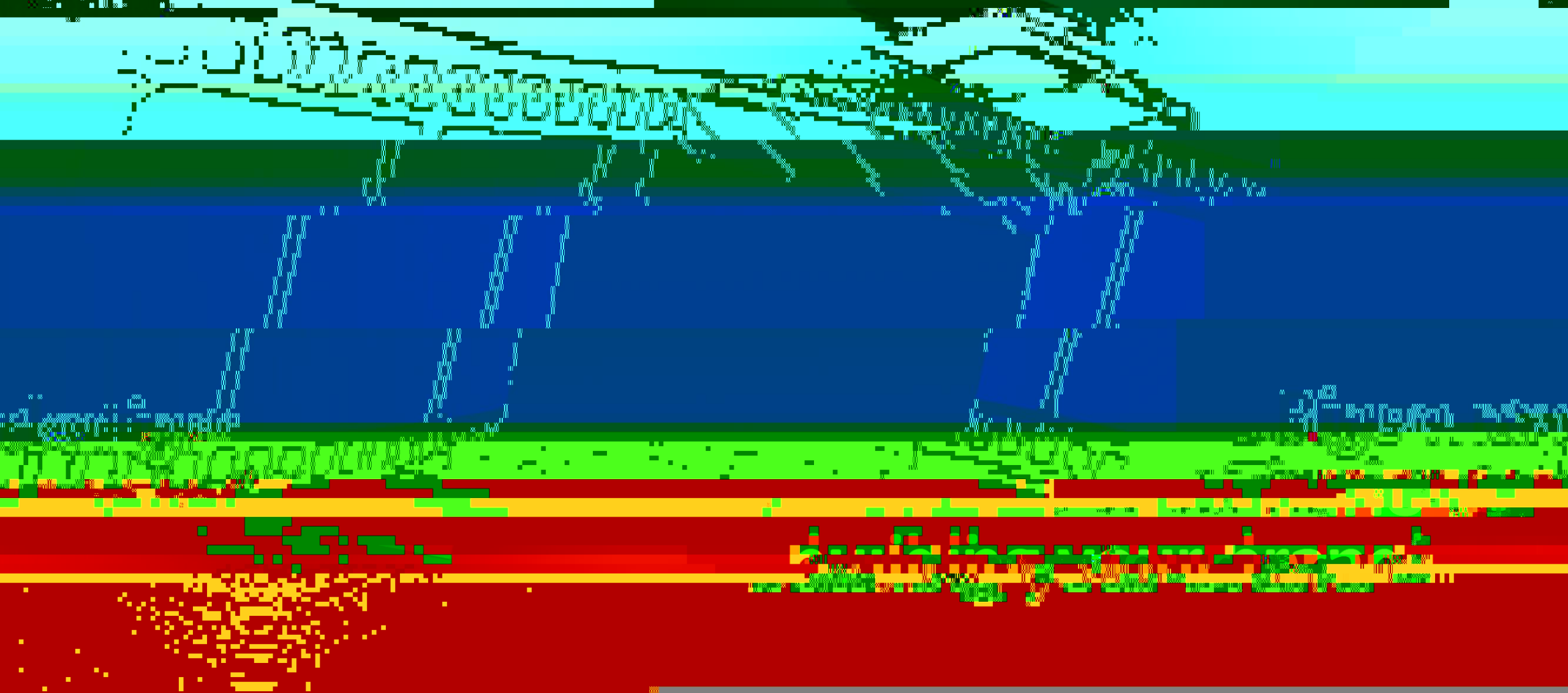




МОН



Strategist, author, speaker and founder of

hKA^o J§{£ hNE MhwE

+8

MINUTES

WARNING! SPOILERS

#bingemarketing

THE
DOGE

WHAT IS
BINGE
MARKETING?

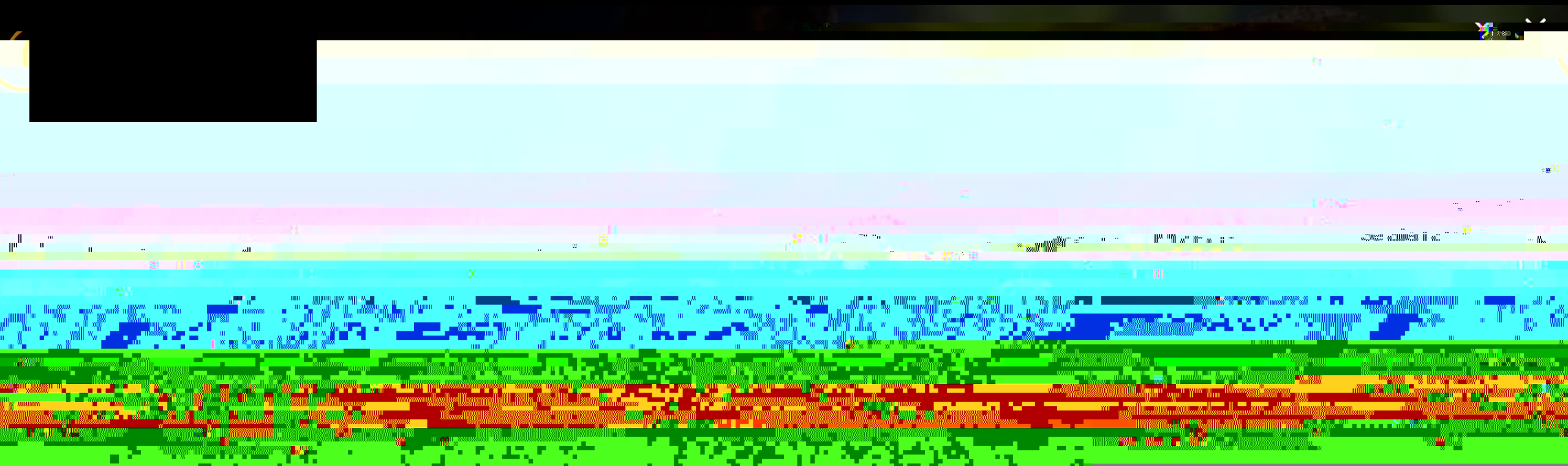
1. "AUDIENCE DEVELOPMENT"

I AM A
TARGET GROUP
TO MANY
BUT AN
AUDIENCE
TO ONLY
! C9 ´

~ your customer ~



2. ALWAYS CREATE CONTENT IN SERIES

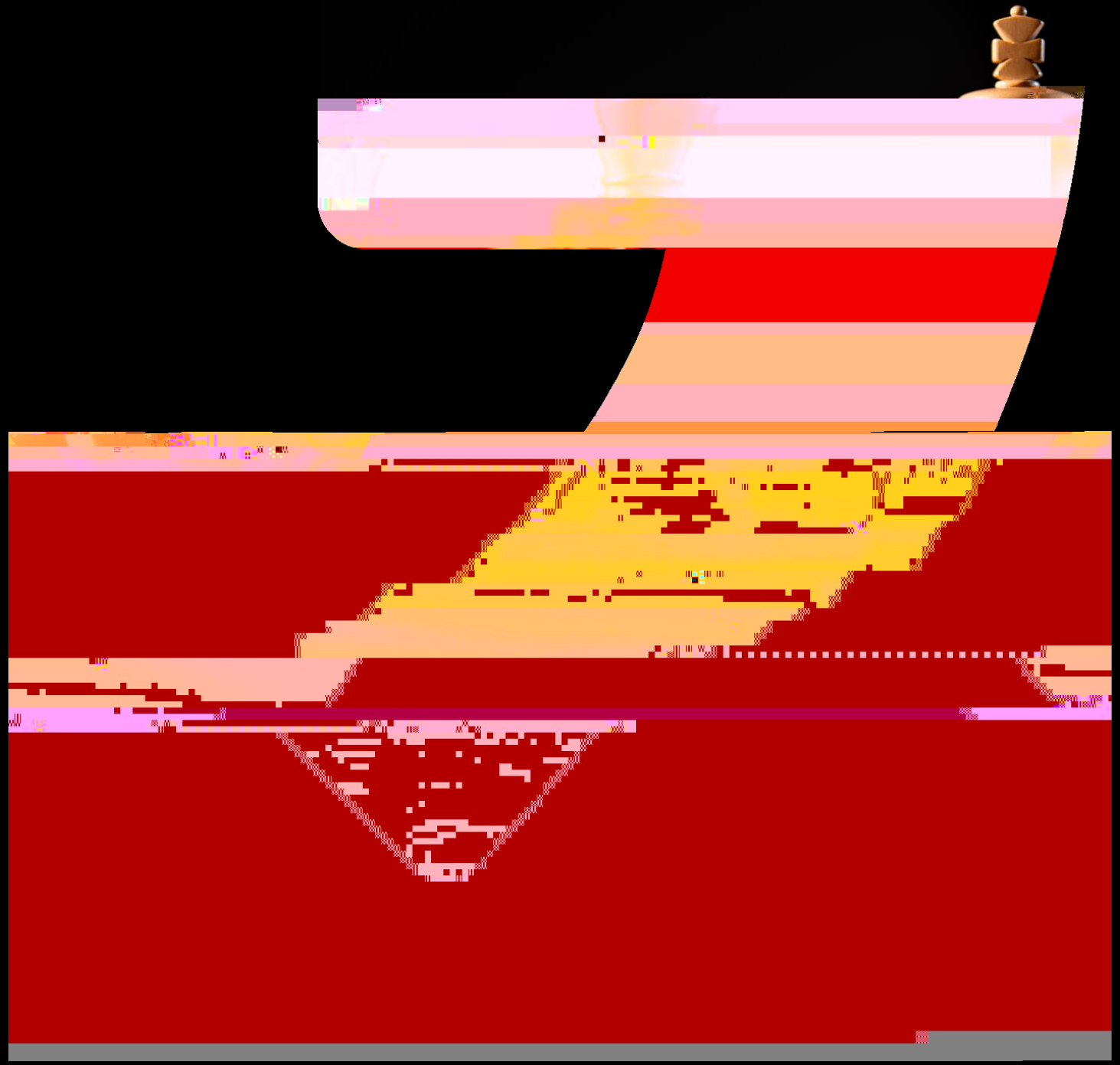


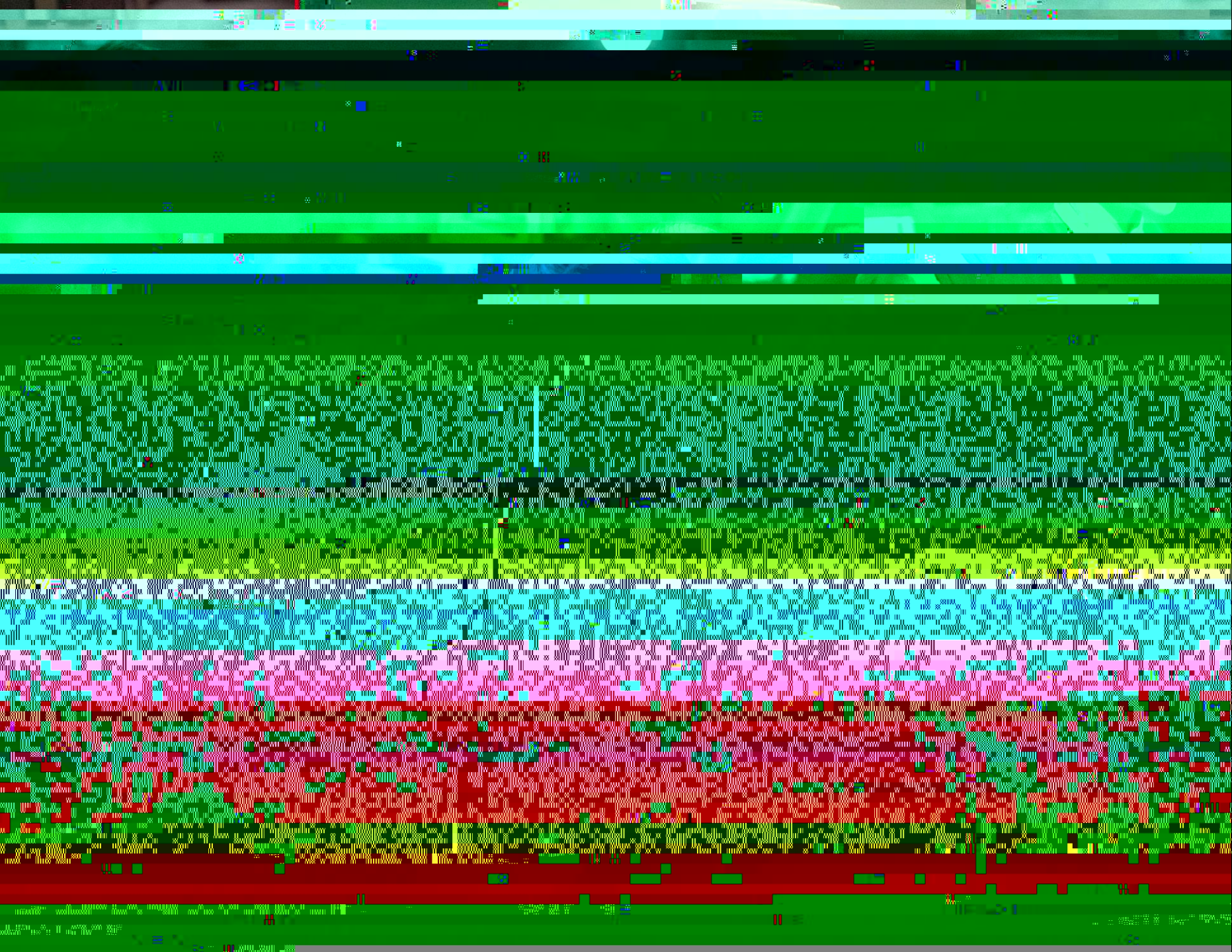
3. FOCUS ON THE SHARED INTERESTS

TRANSLATE
YOUR BRAND
STORY INTO THE
OF A
GREAT



WHAT IS YOUR





INGREDIENTS

SUMMARY

2.
WHAT IS YOUR
ARENA?

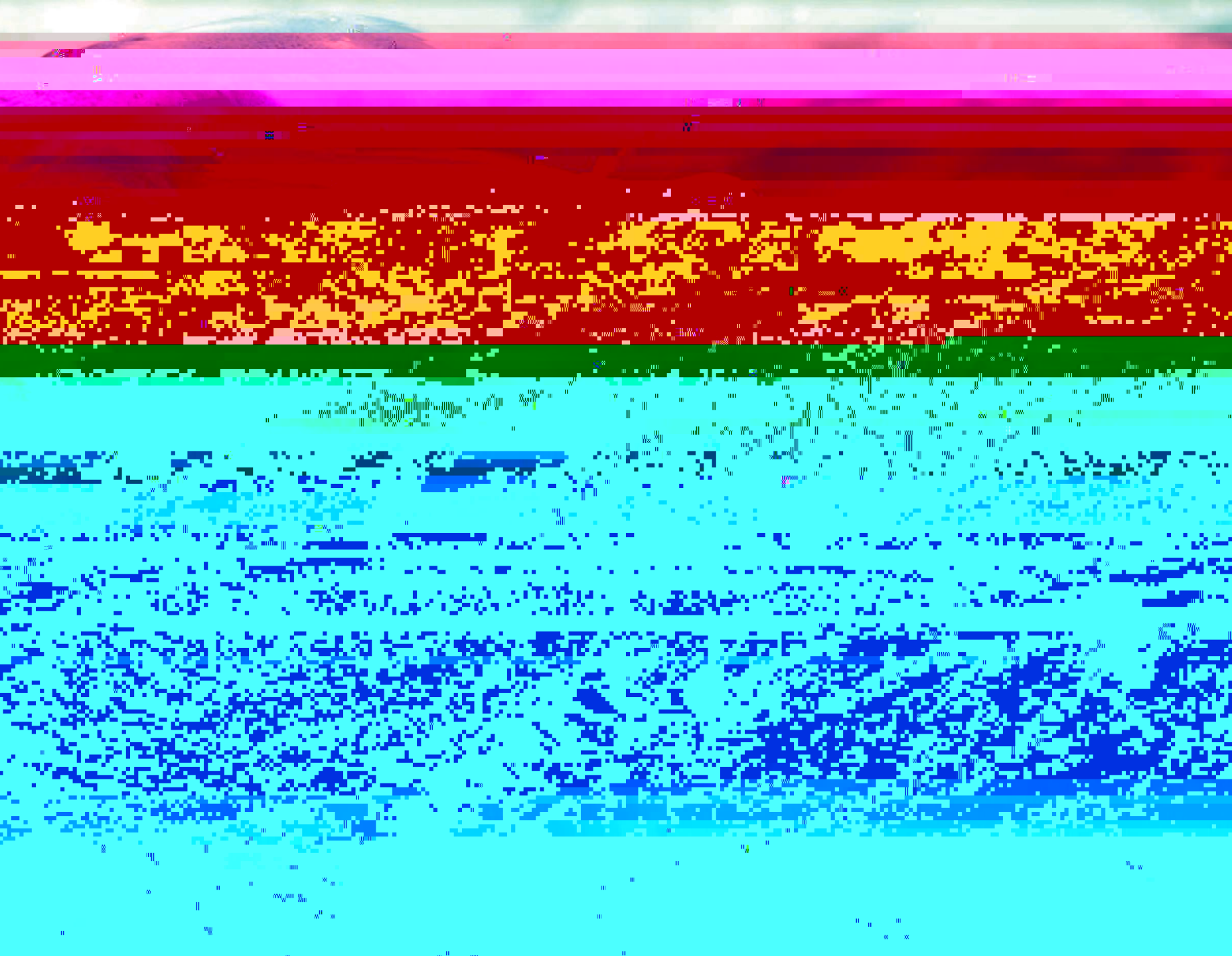
(PLACE, TIME,
CIRCUMSTANCES)



INGREDIENTS

SUMMARY

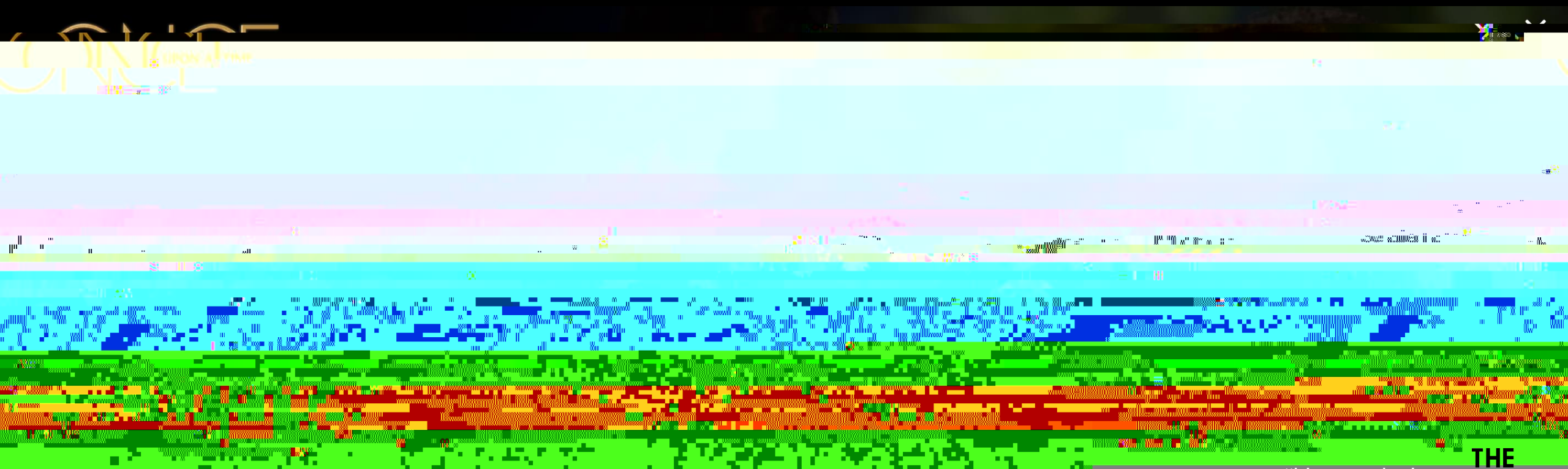
3.
WHAT 3-5 THEMES?



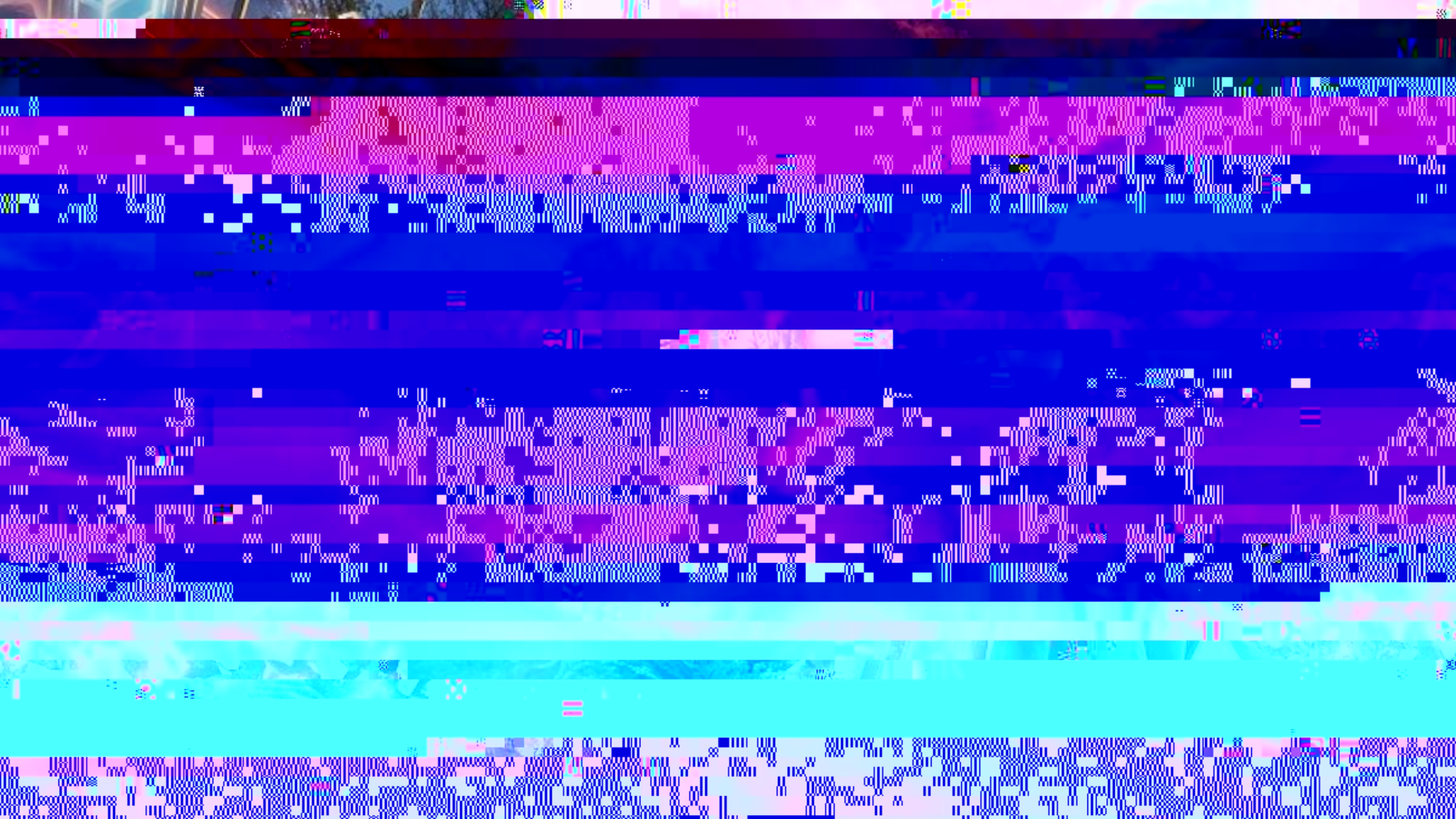
INGREDIENTS

4. GENRE?

SEASONS & EPISODES









MY HEROES

#bingemarketing

THE
DOGE

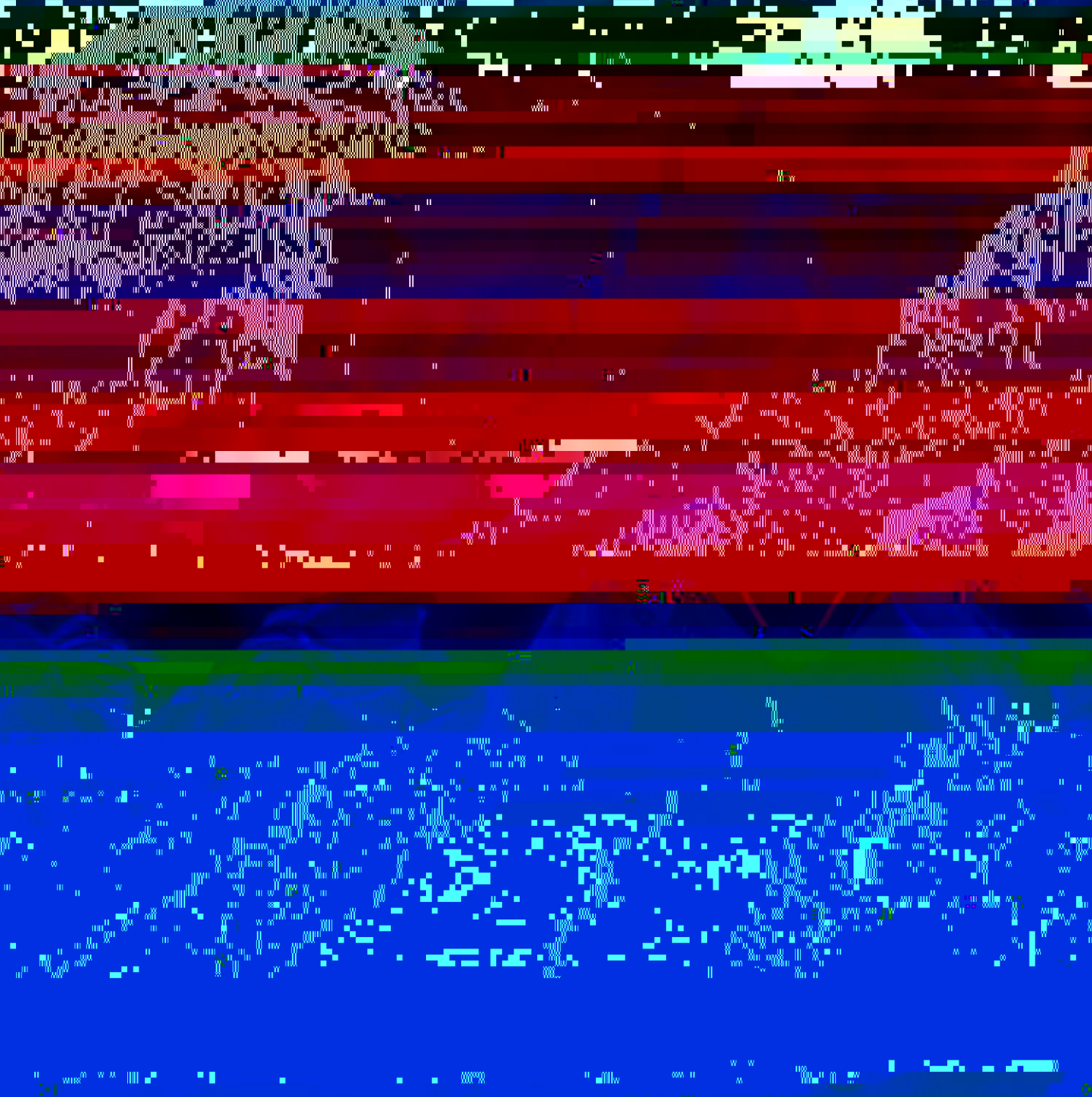


#bingemarketing

THE
BOOK



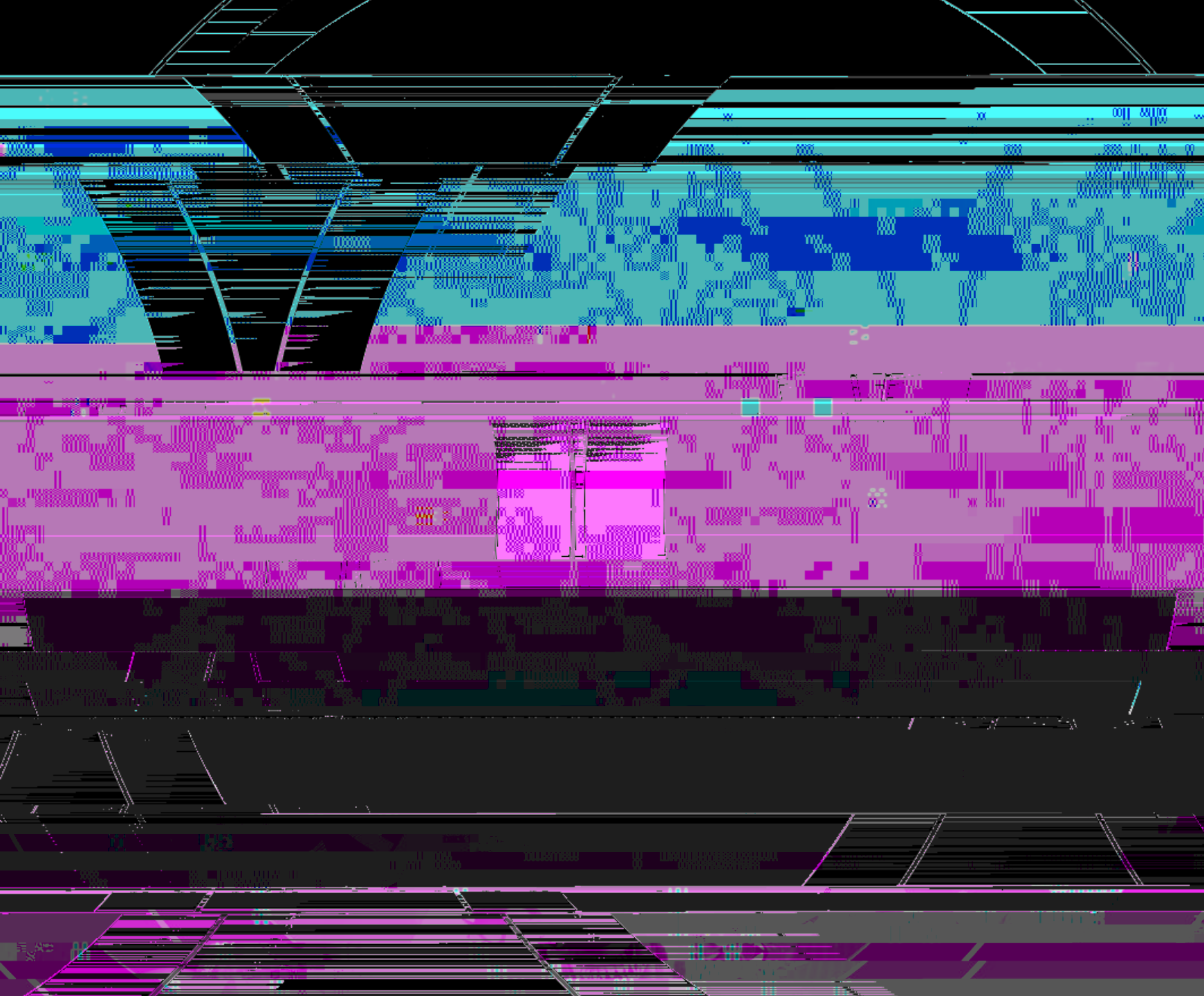
/ ah {
**ARE THE
SHOW RUNNERS
OF THE BRAND**

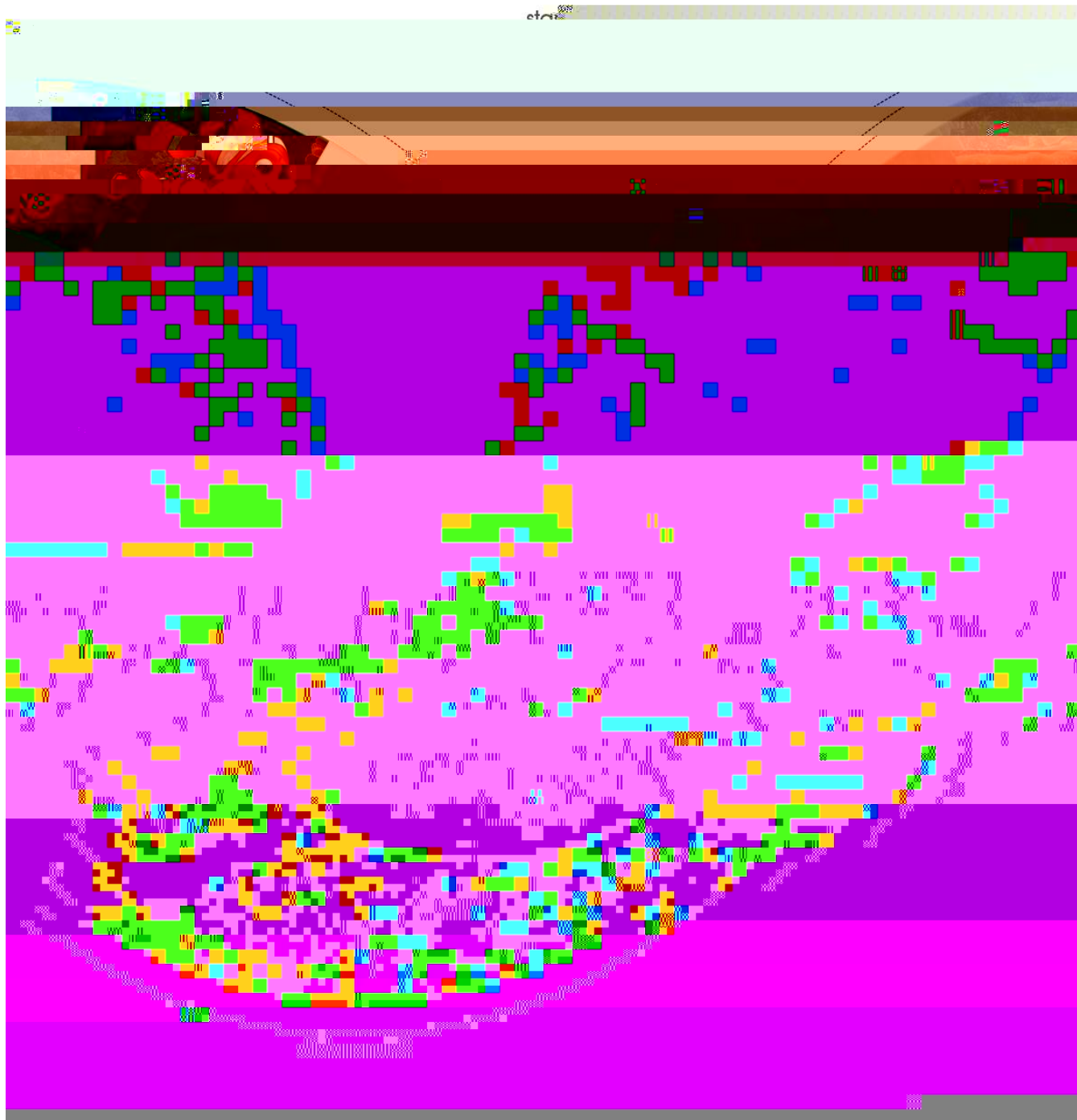


WHAT DOES
YOUR **AUDIENCE**
WANT TO HEAR
FROM YOU?



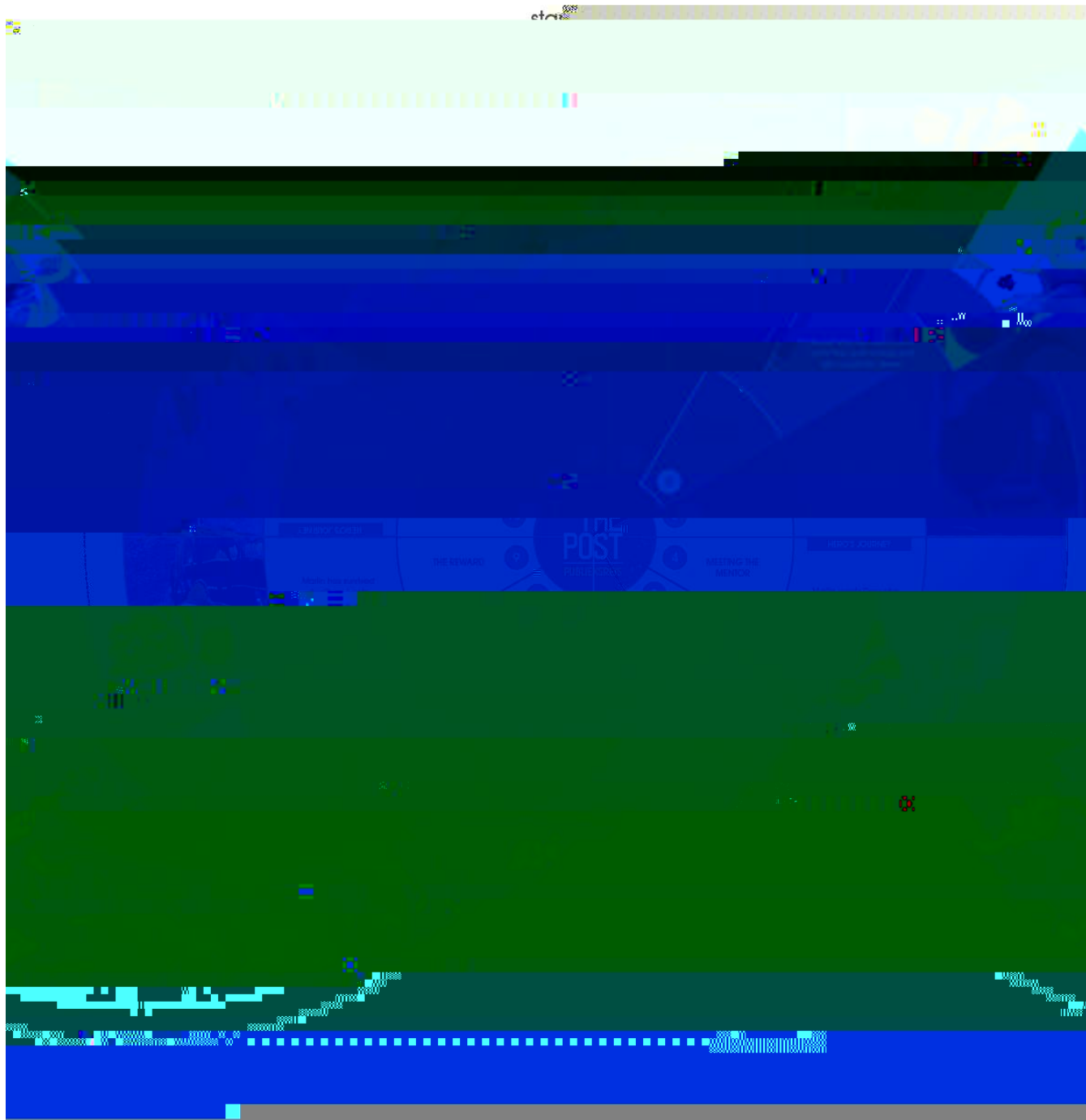
JOSEPH CAMPBELL THE HERO'S JOURNEY





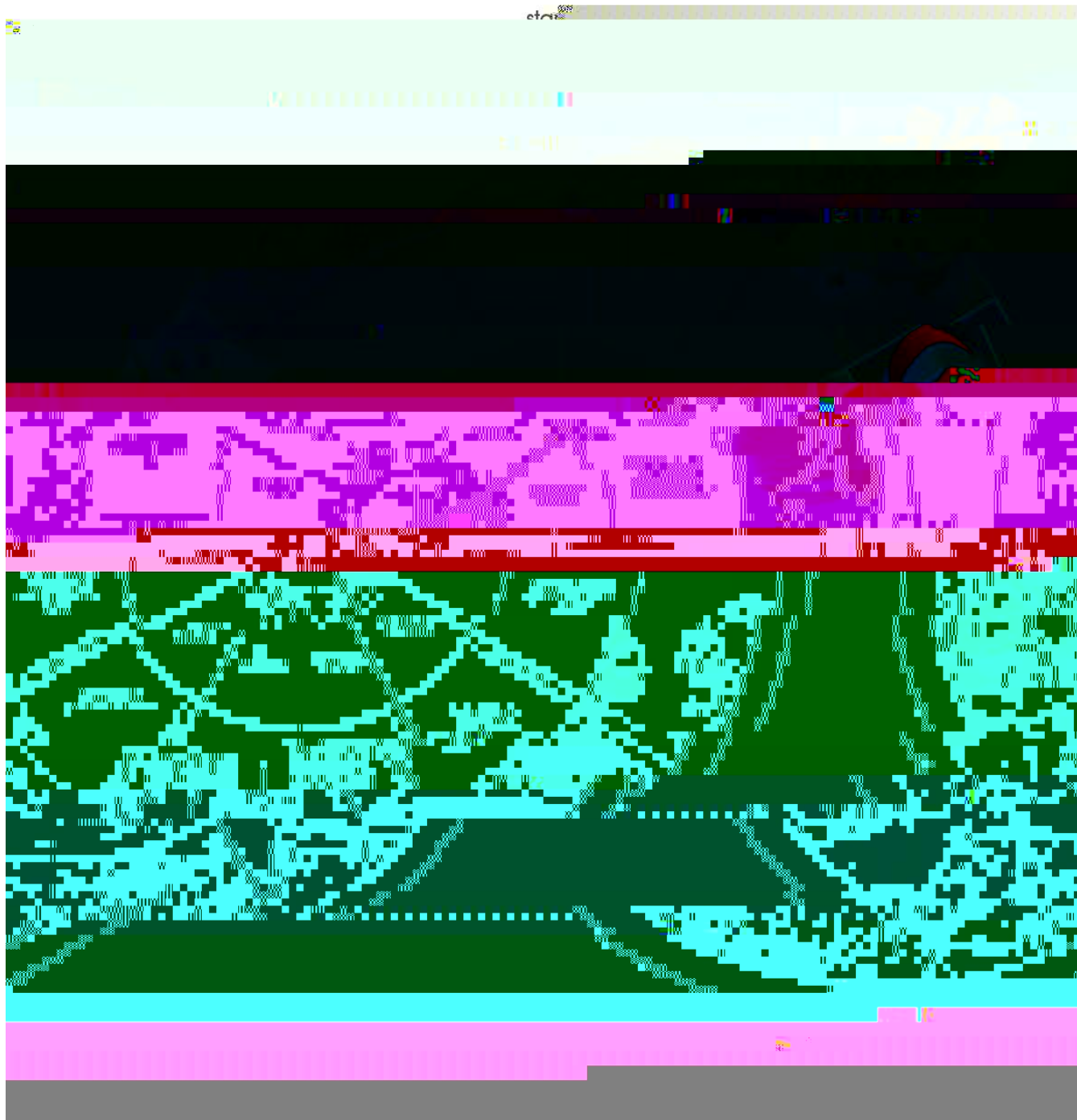
1. ORDINARY WORLD

Marlin lives in the
coral with his only
son Nemo.



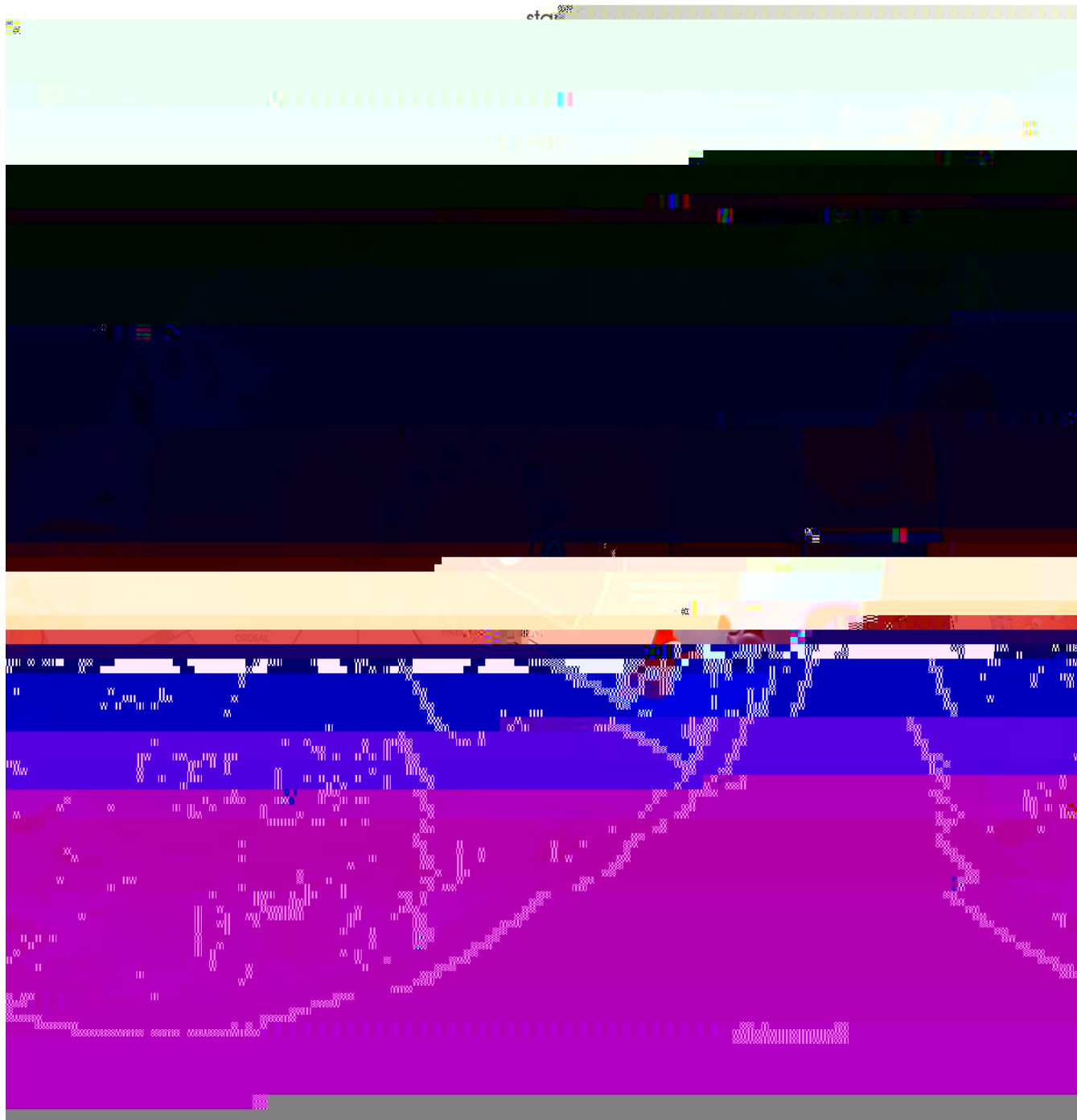
2. CALL TO ADVENTURE

Marlin watches Nemo swim out in the open ocean and get caught by divers.



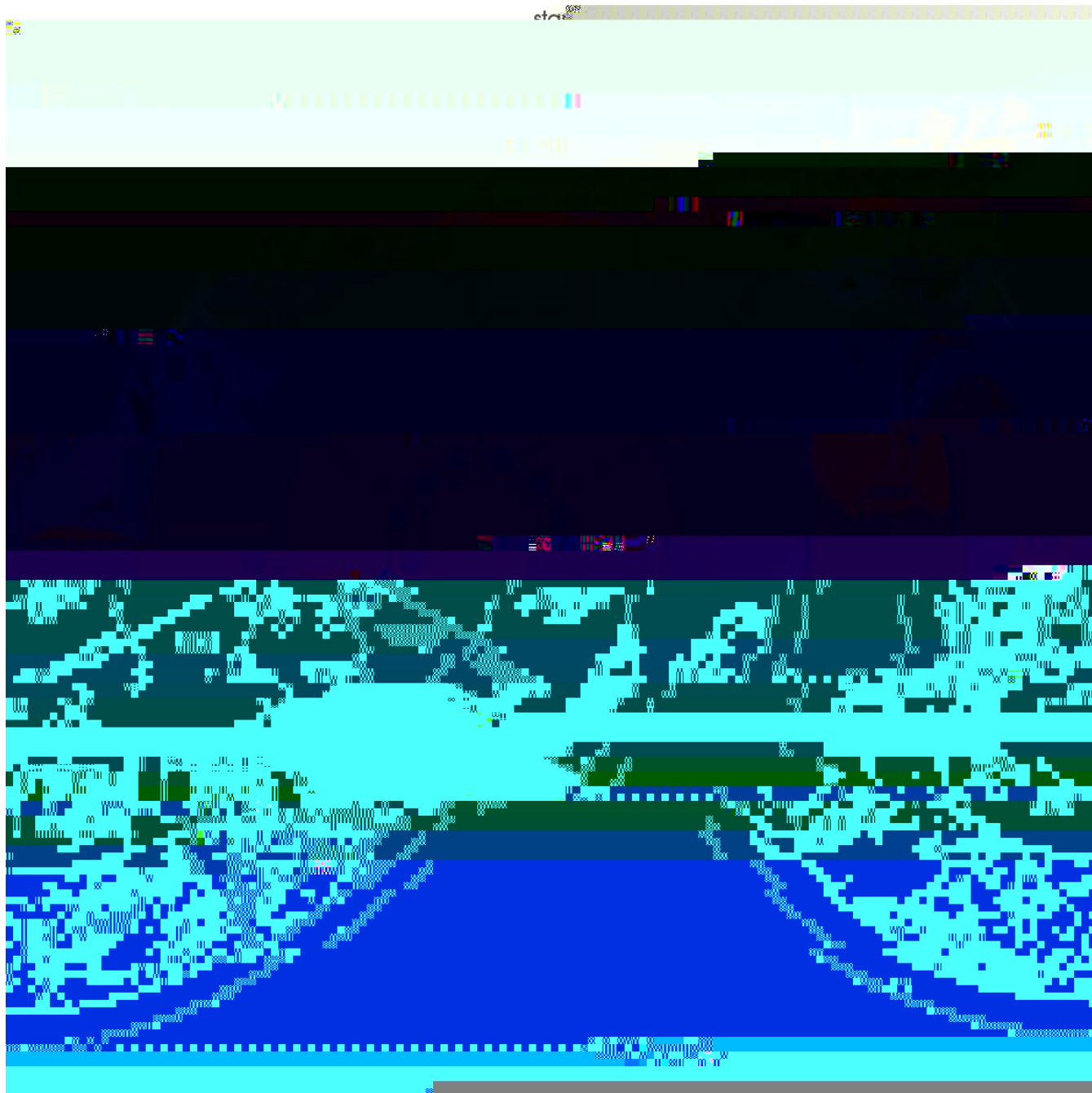
3. REFUSAL OF THE CALL

Marlin is afraid of
open water and
doesn't swim after
Nemo out of fear.



4. MEETING THE MENTOR

Marlin meets Dory who gives him courage and advice.



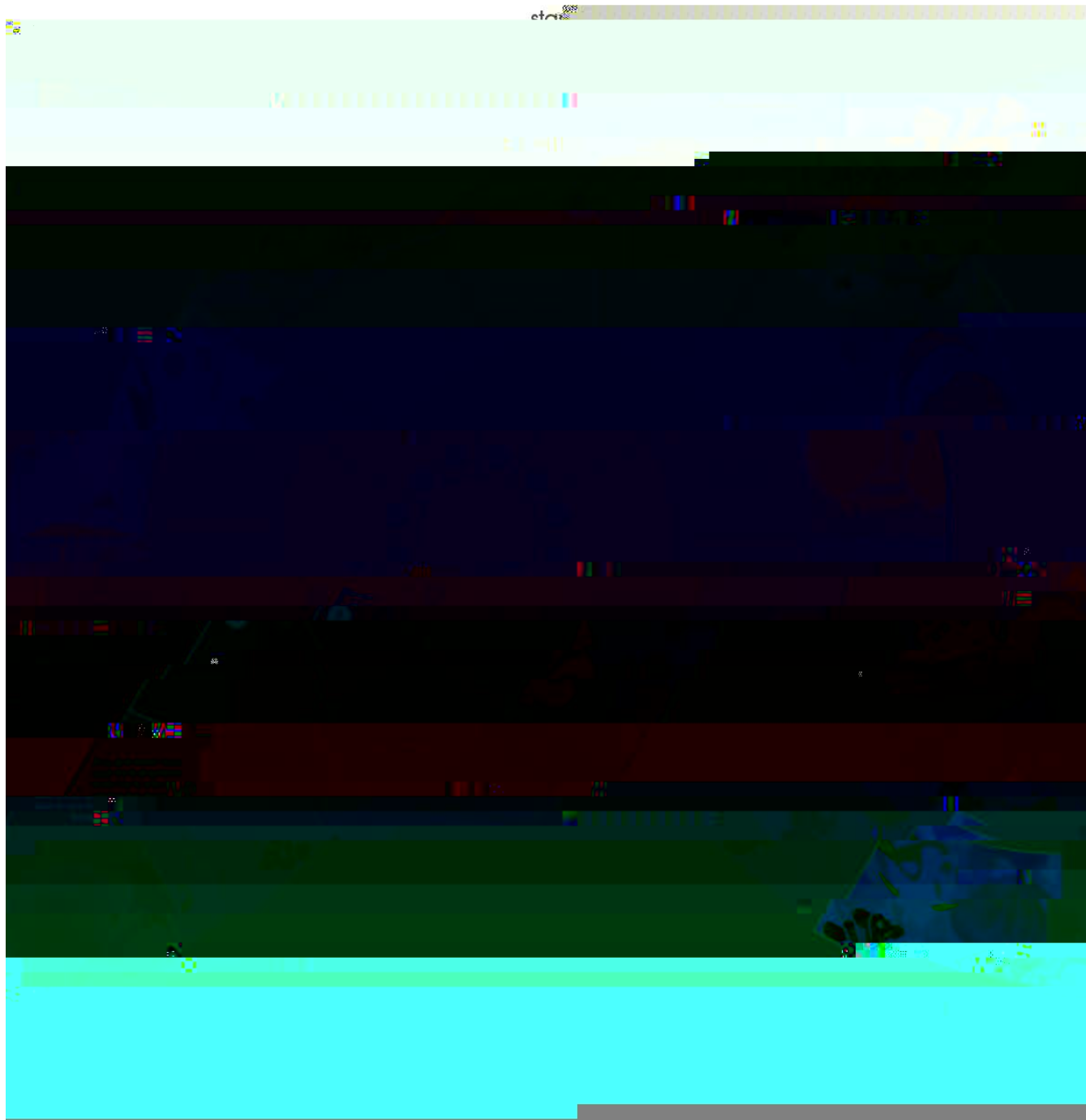
5. CROSSING THE THRESHOLD

Marlin starts his big journey in open sea accompanied by Dory.



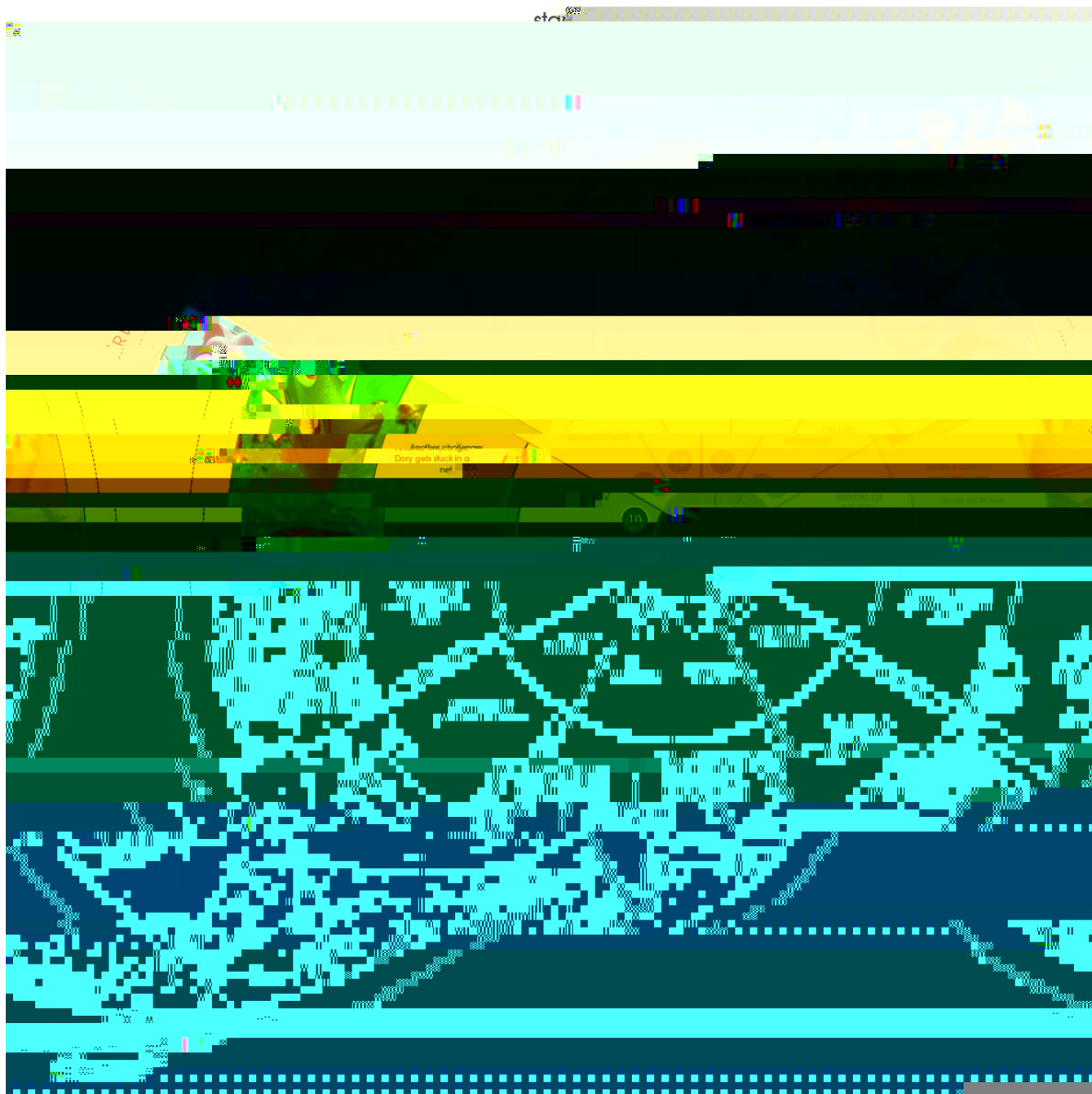
6. TESTS, ALLIES, ENEMIES

Marlin and Dory meet the 'vegetarian' sharks (look like friends, are not) and the pelican (looks like an enemy, is not), they meet with the turtles... etc.



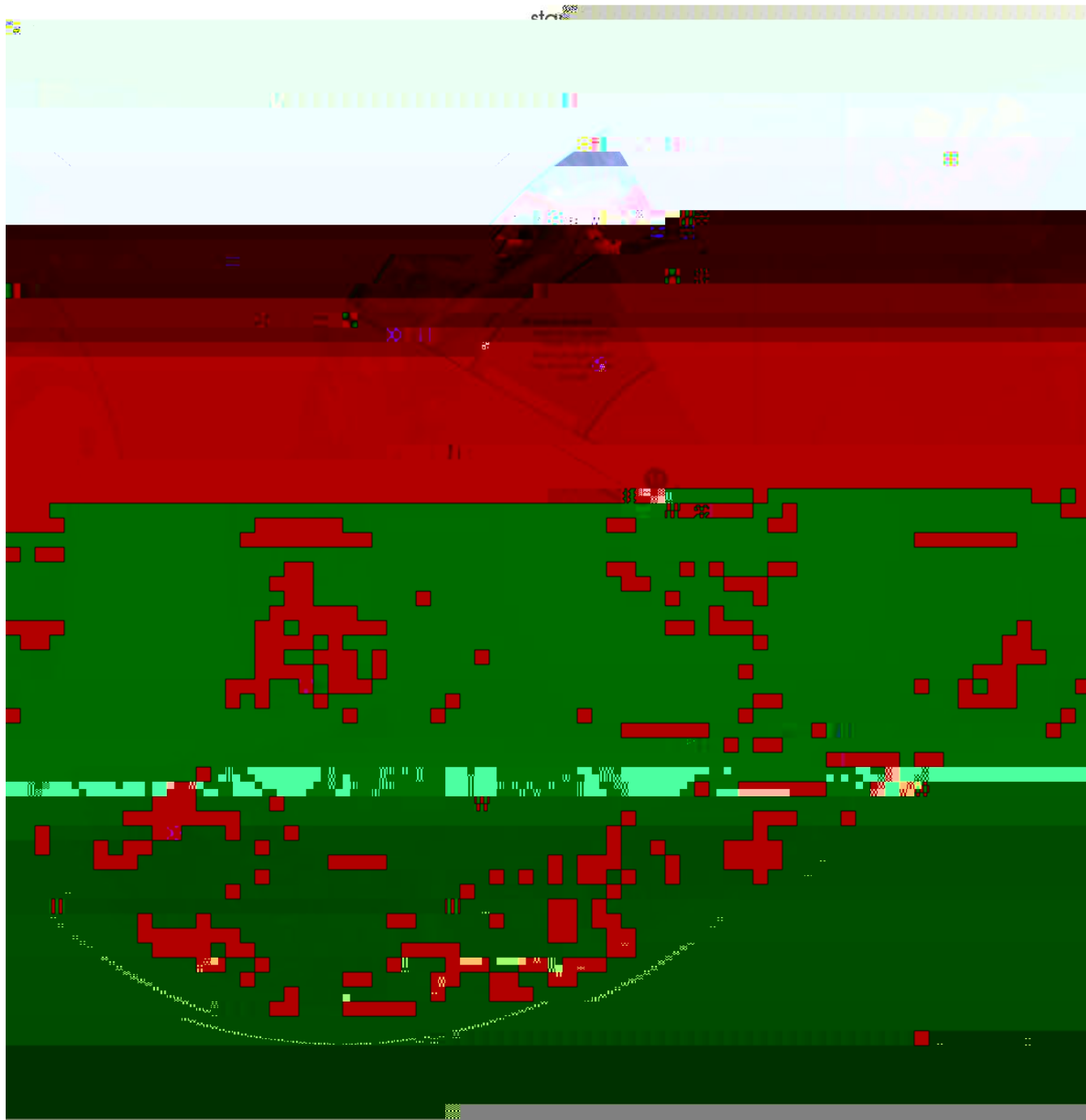
7. THE APPROACH

Dory swims into the lights, which are jellyfish. Marlin has to overcome another fear and has to save Dory from the jellyfish.



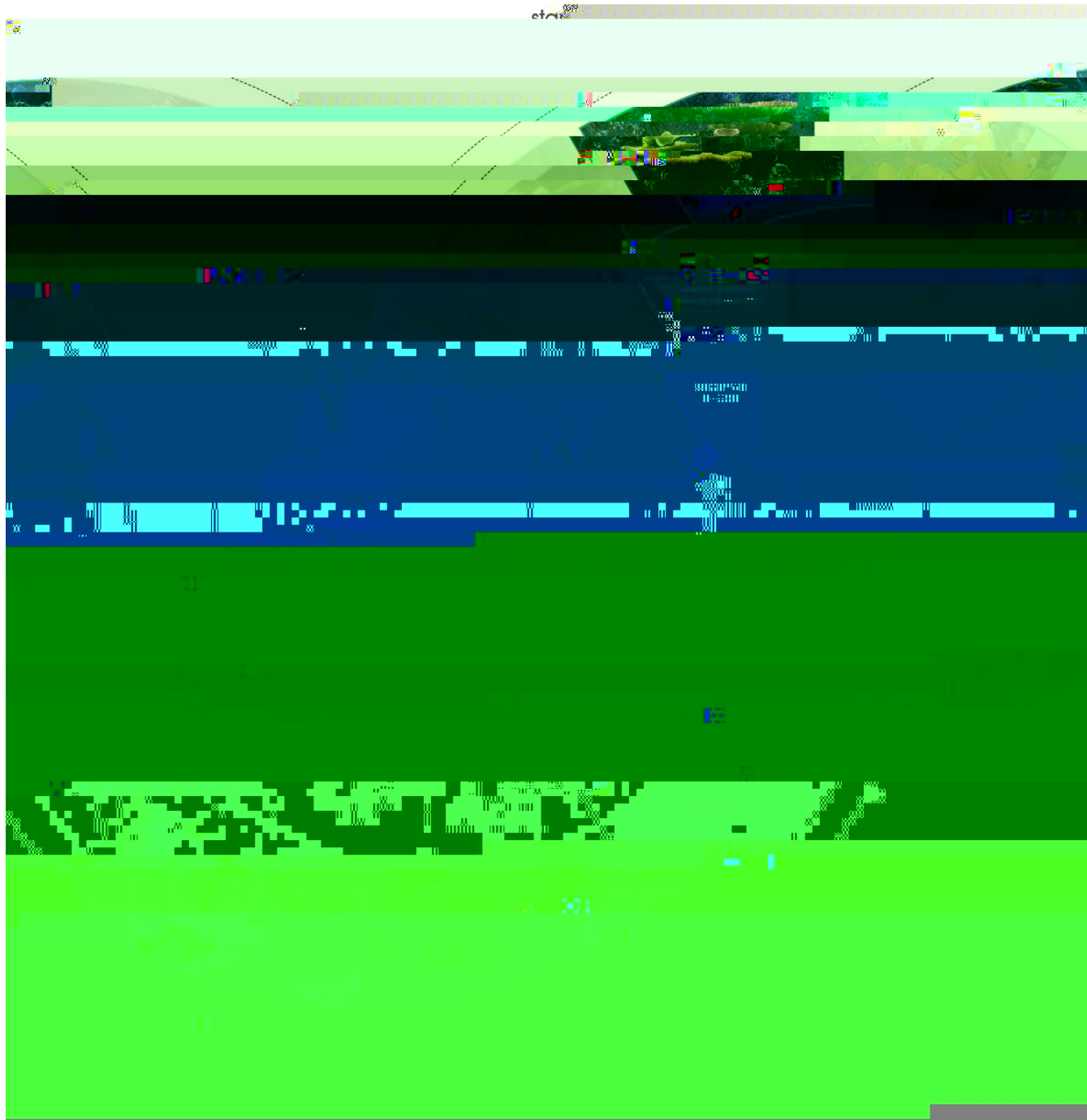
10. THE ROAD BACK

Another challenge:
Dory gets stuck in a net.



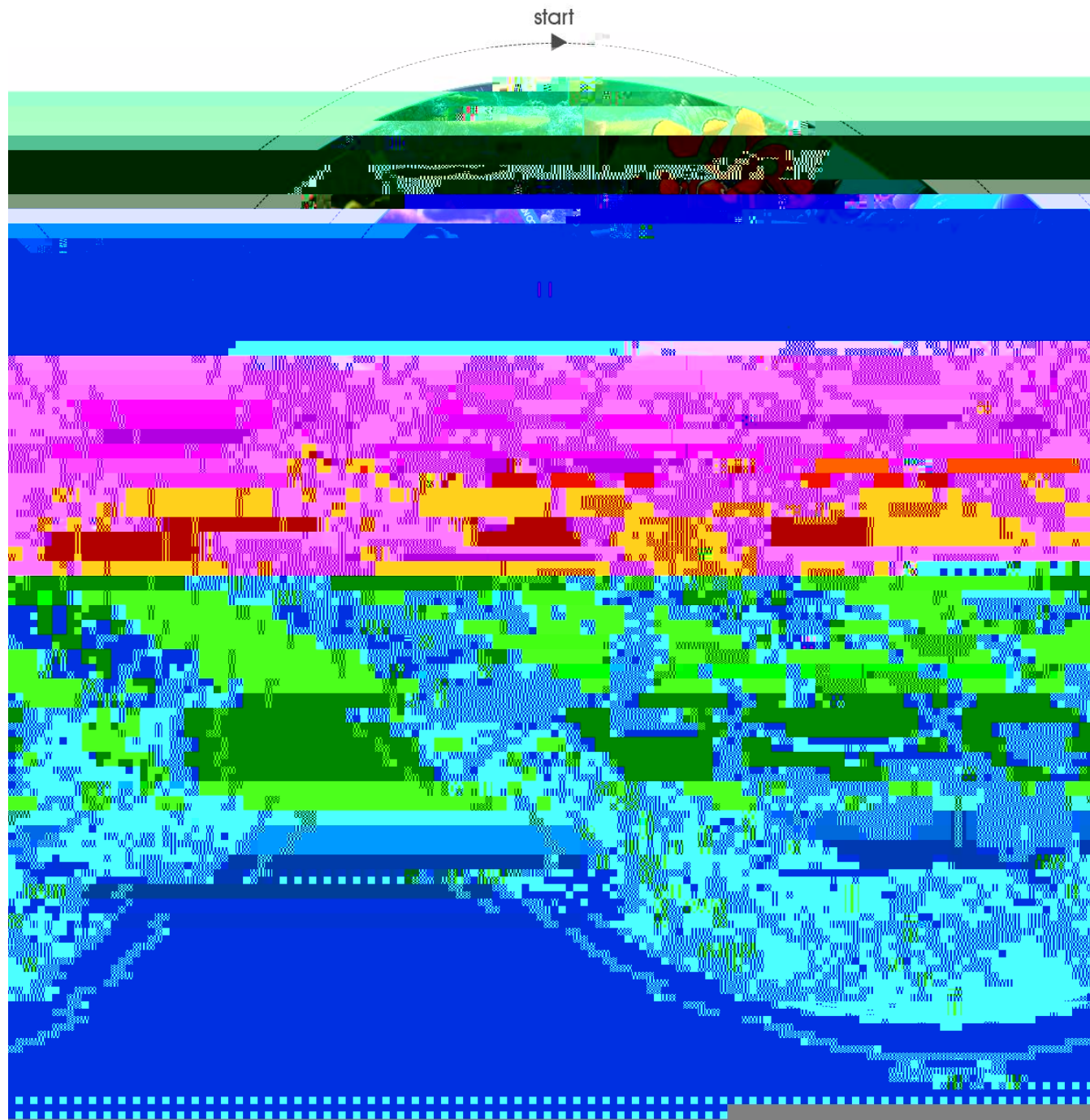
11. RESURRECTION

All lessons learned
need to be applied:



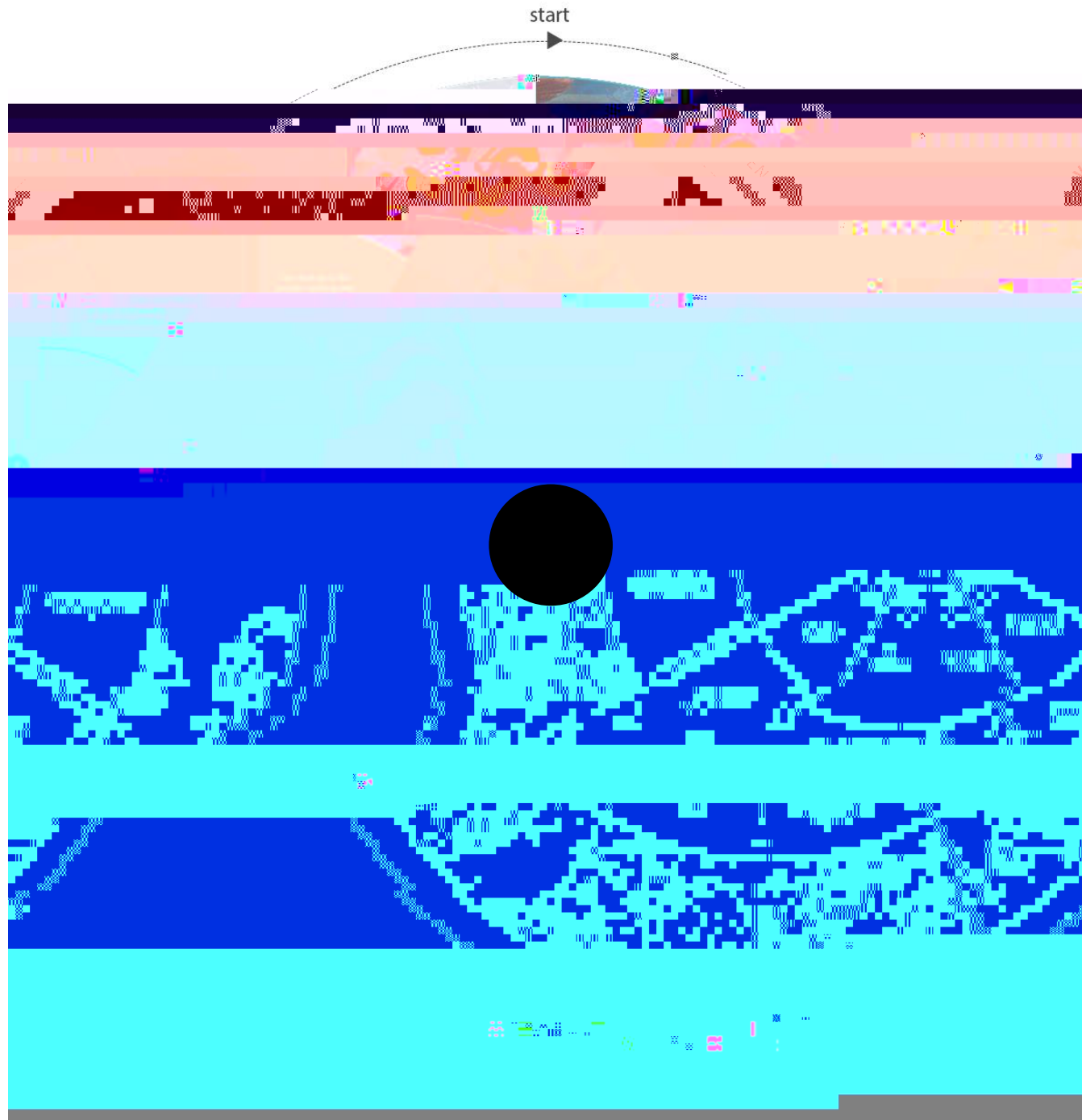
12. RETURN HOME WITH THE ELIXER

Marlin and Nemo come back home and apply the lessons they learned. Everybody lives happily ever after.



THE HEROES
JOURNEY APPLIES
TO ALMOST EVERY
MOVIE

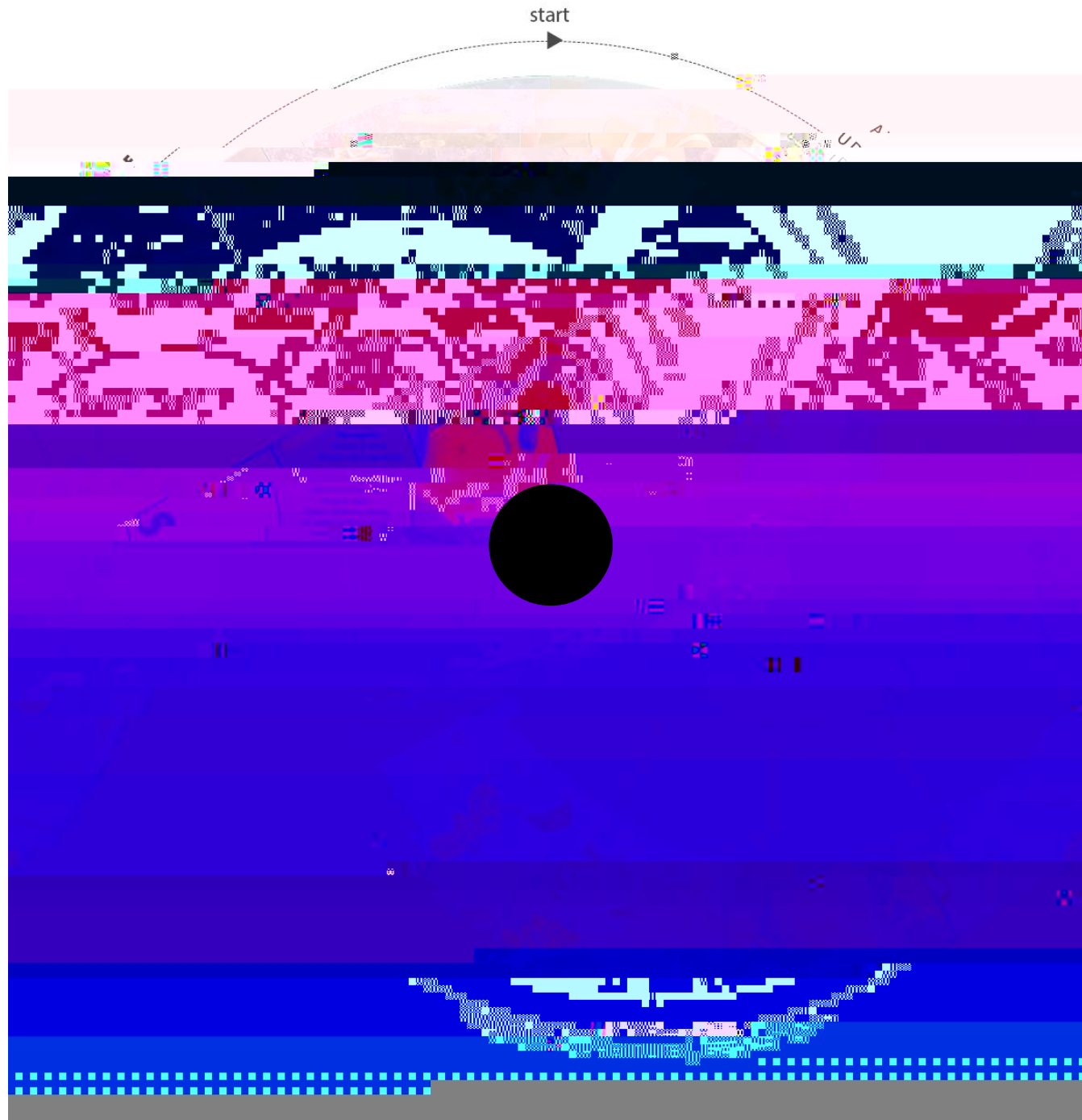
£19 19wh { Wh§wb9° L{ £19
EXACT SAME JOURNEY YOUR
AUDIENCE IS TAKING ON HIS
PERSONAL QUEST.



ORDINARY WORLD

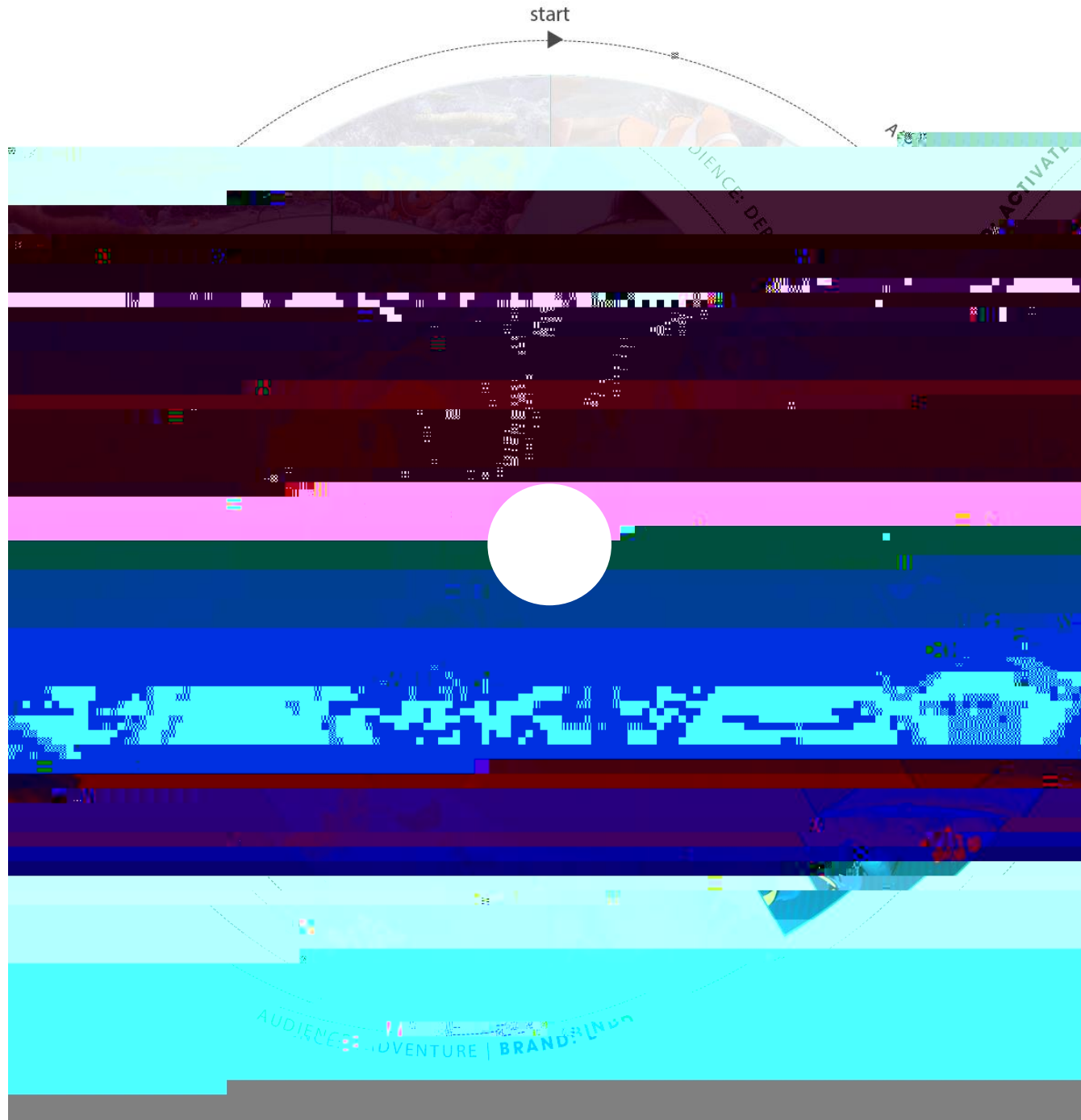
Your audience is
living their lives and
not waiting for you.

CALL TO



REFUSAL OF THE CALL

But there is often
also a resistance.
What prevents your
audience from
continuing the
journey?

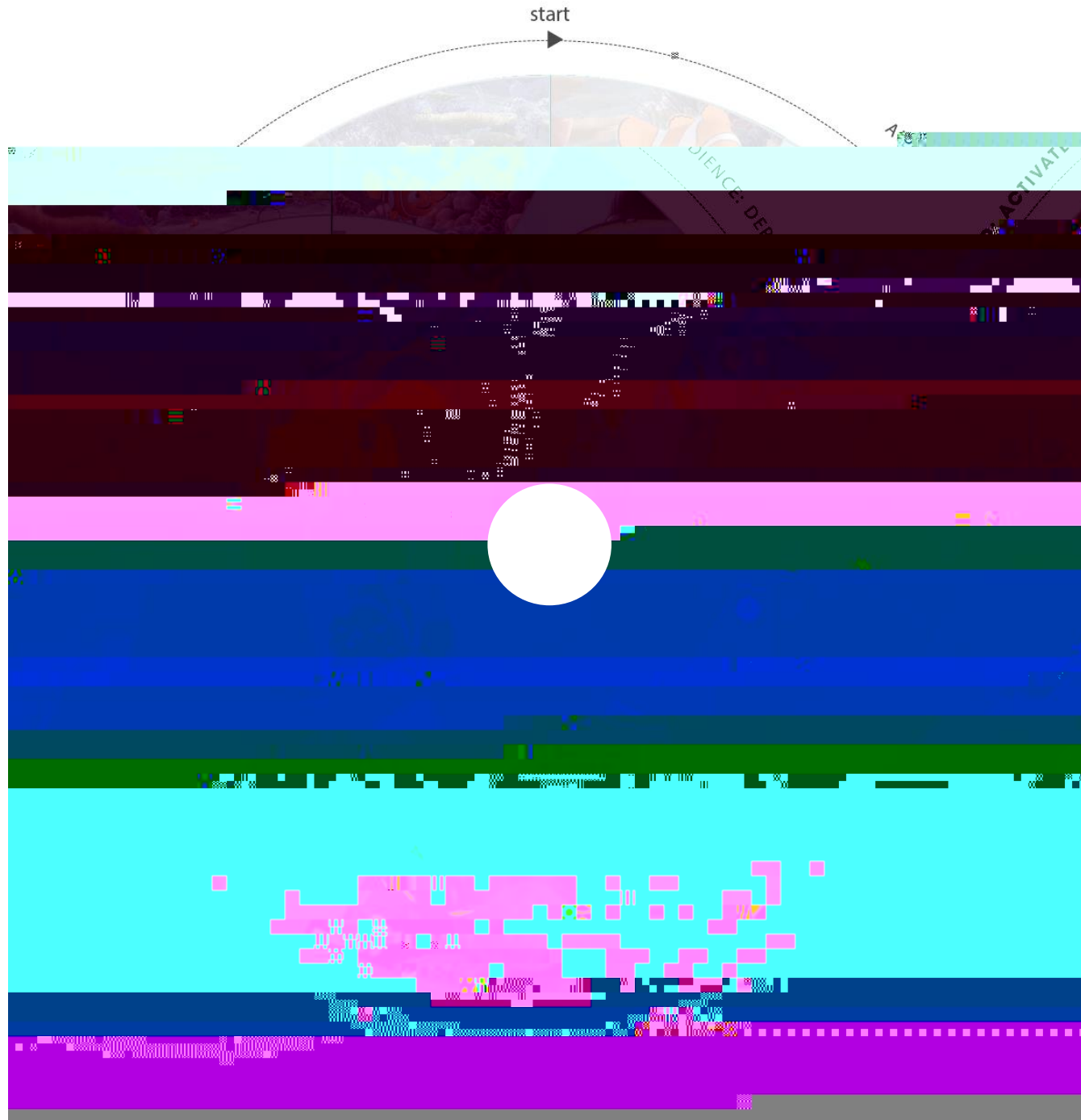


CROSSING THE THRESHOLD

The audience is
curious / needs /
wants to know more.

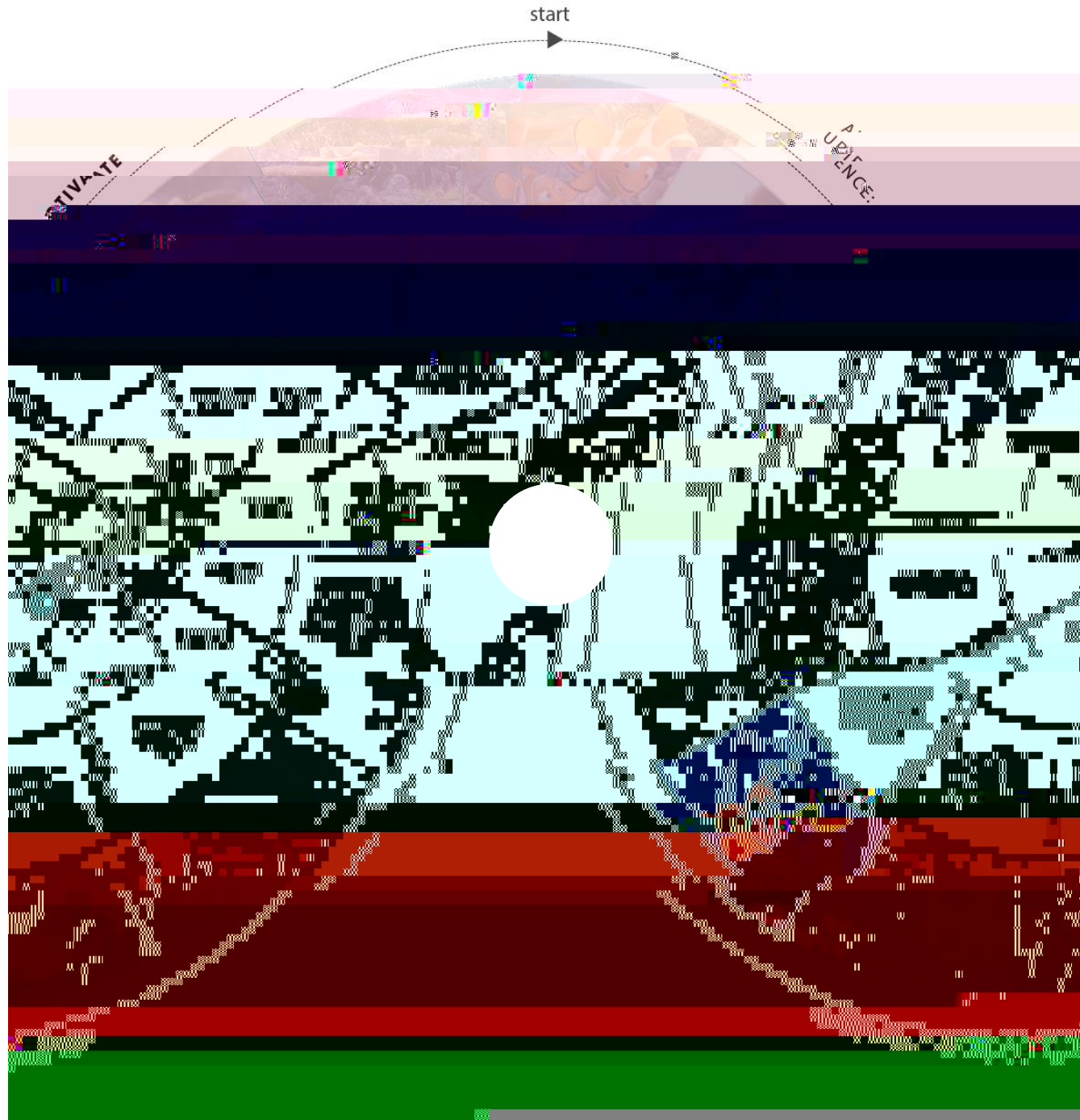
TESTS, ALLIES,
ENEMIES

(CONTENT)
COMPETITION
The audience is
looking for more
information and
comparative material:



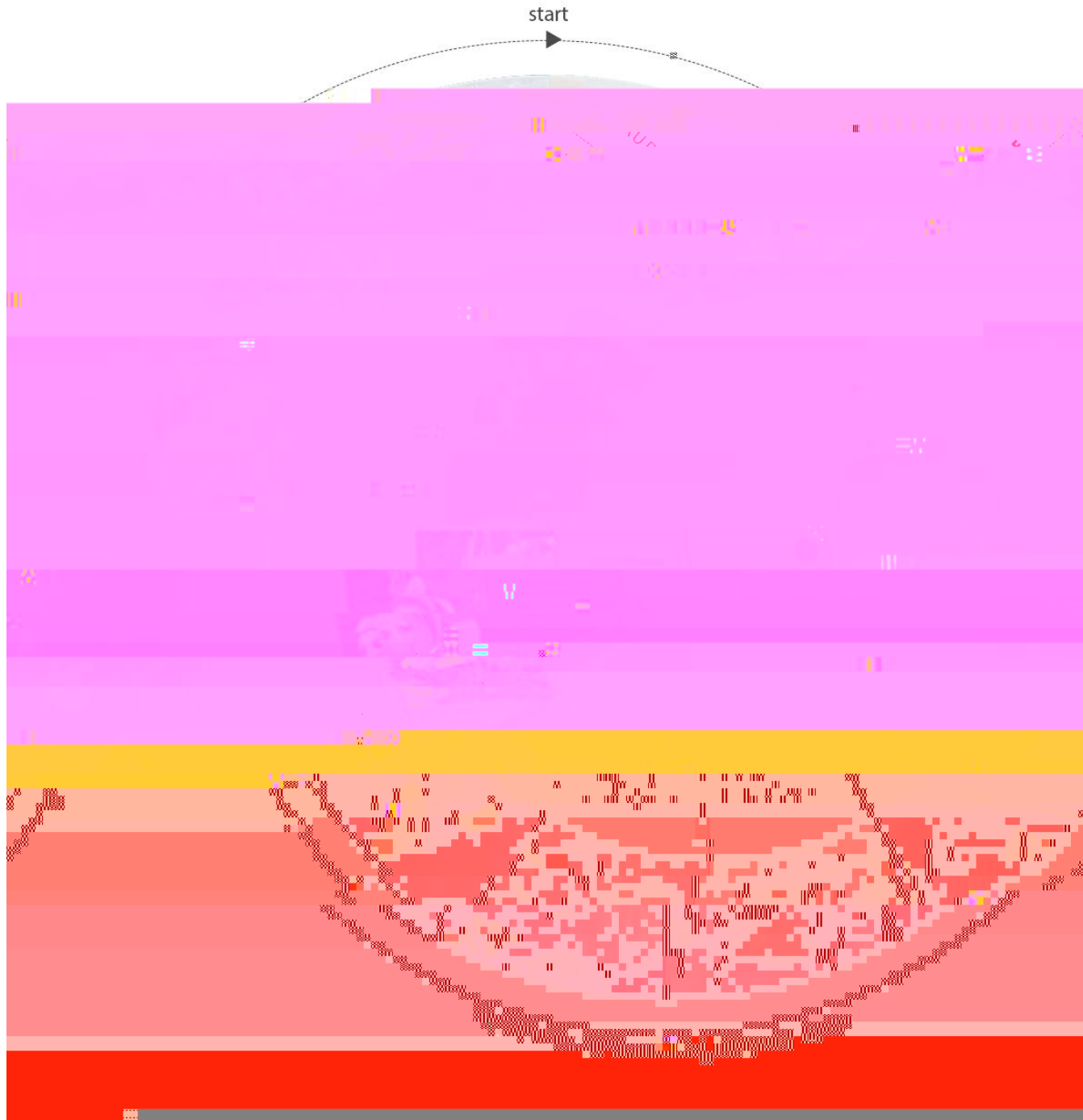
THE APPROACH

The audience is open for rapprochement and for content from your brand that is relevant to their journey.



CENTRAL ORDEAL

The audience wants
one more good
reason why it should
trust you.



THE REWARD

The audience trusts and appreciates the content of your brand.

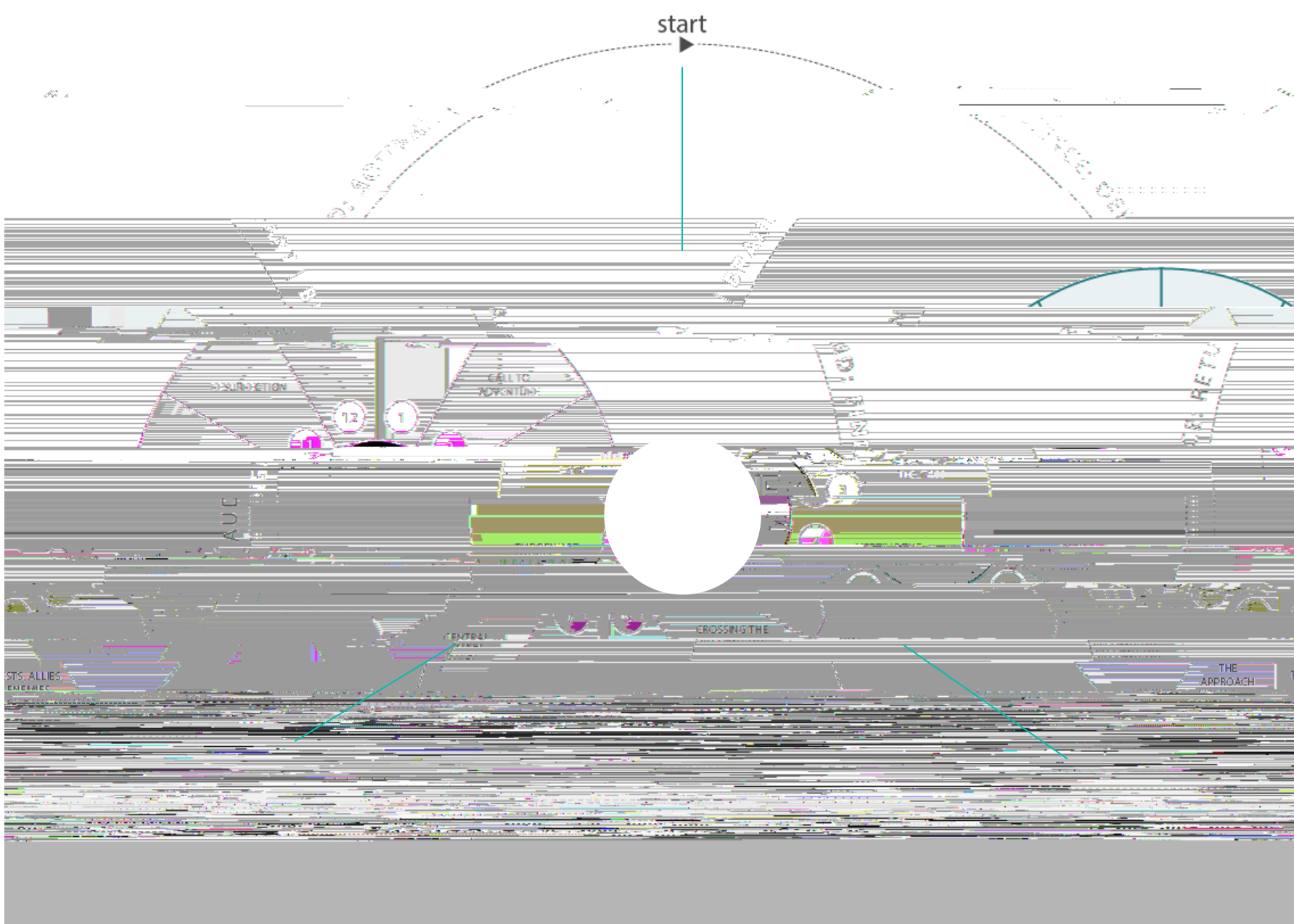


THE ROAD BACK

The audience is open
to more relevant
content from your
brand.

RETURN HOME WITH THE ELIXER

The audience can
move on with their
lives. Back in the
ordinary world

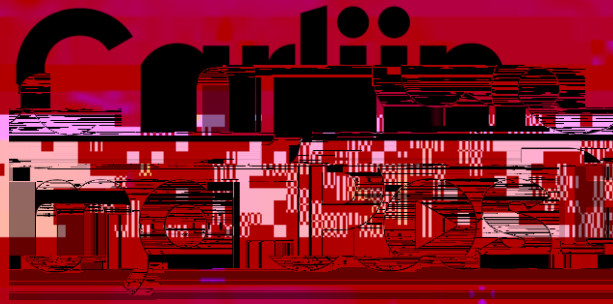


THE AUDIENCE
JOURNEY GIVES
YOU INSIGHT
IN WHICH
CONTENT IS MOST
PROMISING.

FOR THE MOST **PROMISING CONTENT**, YOU
CREATE **FORMATS**.

A CONTENT FORMAT IS A RECURRING **FIXED**
TEMPLATE IN WHICH THE CONTENT
CHANGES EVERY TIME

TO BE



Strateg, auteur en spreker

