



PHASE 2.1

CONTENT + SOCIAL STRATEGY

10-14-2018



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UNIVERSITY GREEK LEADERSHIP

With baked-in budgets and an emphasis on learning and building résumés, fraternity and sorority executive boards and their national headquarters leaders are the perfect target for leadership training. They're already actively involved in the industry and, with their fast one-year turnover, each year's new executive board is a fresh chance to be persuaded to attend a different retreat than the last group.

Meet Allie. She's the president of her sorority and sits on the leadership board of several academic organizations run by students at her school. She goes to Mizzou. She's double-majoring in business and will graduate cum laude.

She met her boyfriend at a leadership retreat for all new presidents of Greek organizations. Sharing similar interests in student leadership and comparably-sized egos, the two socialize mainly inside their leadership circle. That's why they have a pronounced desire to get a leg up in the leadership category — they want to win their social competition to do all the things and graduate with the best résumé.

Despite her obvious talent for academics, Allie isn't sure what she wants to do after graduation. The only thing she knows is that, whatever she ends up, she wants to be someone who is in charge of

things. She sees becoming an expert in leadership as a way to catapult her to the top quickly, minimizing the time she must waste on lower rungs of the corporate ladder.

She's heavily interested in collegiate and professional athletics. She follows all the most popular athletes and coaches on Twitter. As her primary conduit for new information, Twitter offers a platform where she plays an important role in the conversation. She has a knack for one-liners.

She loves shopping. Michigan Avenue in Chicago is her favorite. This summer, she has plans to attend a leadership retreat with other members of her sorority executive board. They have options and a preapproved budget from National HQ, but to be honest, they'd love one near a destination city with great shopping.



CORPORATE EXECS

This one seems obvious, but the specific type of corporate executive could make a huge difference. Business leaders are constantly trying to signal that they have an “in” and know the right sources of true intellectual leadership. It’ll be important to help them convey intellectual superiority in their choice of leadership brand. Books and on-site speaking engagements will be particularly appealing to this group.

Meet Morgan. Morgan is a former college athlete who’s now a huge corporate success in the recruiting field.

She’s an account/sales manager and has several recruiters working under her on her accounts. She goes out to (prospective) clients and gets them to use her staffing company. She spends a lot of time at IT firms and says hey, I saw you had a job opening. We have a database of 80k IT resumes and we’d love to help you find that candidate. Her job is finding leaders in decision-making positions and selling her unique understanding of relationship-building and candidate-finding.

Her biggest challenge is finding a list of the best candidates who are truly worthy of the lofty sights companies set for their openings. She wants to shorten the time it takes to narrow down which team members and which candidates are right for staffing each job. She thinks superior insight into human behavior and change

would help her solve this problem.

As part of her field, she spends a lot of time on LinkedIn and Googling information about other professional openings. She’s truly all over the internet and the professional networks that are popular in various corners. The fate of her career lies in her ability to network and leverage her understanding of match-making for human relationships.

If she could find ways to more effectively train account managers beneath her and bottle the information she learns, she could exponentially increase the quality of her service. But she struggles putting what she learns into words because she’s always just had a feel for it. That, combined with an insane work ethic, is what keeps her on top.

But she’s tired of the rat race and looking for a better way.



SILICON VALLEY

These (mostly) guys are constantly trying to one-up each other intellectually. They also have enormous budgets and invest heavily in uncovering the secrets of the human experience.

Ego will be a particularly attractive theme for the same reason micro-dosing with LSD is a particularly attractive trend: there's only so far you can grow when your ego is in charge. So, once budding leaders reach that wall, they need guidance on how to move forward. We aim to be the grown-up, behavioral version of their psychedelic exploits. If you liked ayahuasca, you'll love Re:Define.

Meet Mike. Mike is a tech executive working with Microsoft EDU's innovation lab in San Francisco. He grew up in the Midwest, but the cultural pull of the coast was strong. Once he graduated from Indiana with an MBA, he made a beeline for Silicon Valley and quickly found lucrative work leveraging his unique feel for business and ability to understand people.

Both employed in separate wings of Microsoft, he met his now-husband (a former coworker) at a Building Education Technology expo in Singapore. But that's not the only reason leadership is a topic that holds a special place in his heart. He sees empathetic leadership as a way to level the playing field and tilt the power balance in the favor of those who treat others with the most respect.

He'd like to be a successful entrepreneur himself one day, but his biggest fear is that the style of corporate leadership he learned wouldn't be so effective in a hands-on, bottom-up startup.

He's an avid reader of Wired and avid listener of Pod Save America, where he gets tuned into causes and angles he takes and adds his two cents to on Twitter. On Instagram, he shows us a window into his beautiful, often glamorous, west-coast lifestyle. It's a subtle flip of the hair to his small-town friends back home. This makes him a particularly attractive influencer to engage on Instagram.



COACHES

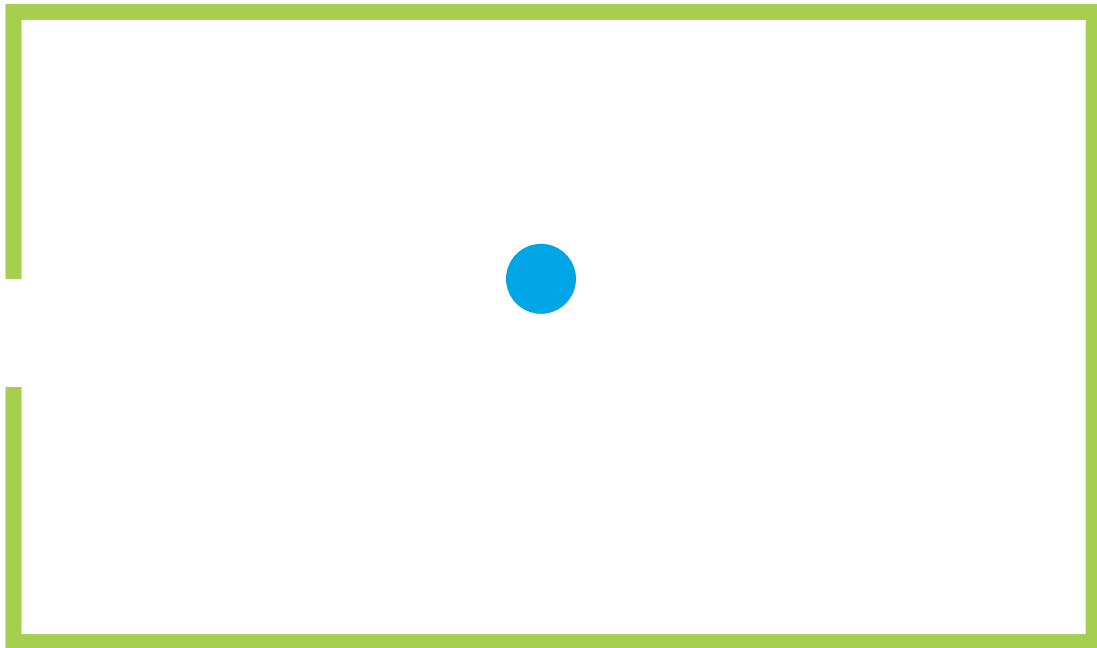
Coaches may well be the pinnacle of who we're talking to. A good boss is like a good coach, so targeting this group makes as much sense from a sales perspective as it does from an image perspective. They also have enormous budgets and limitless incentives to gain a leg up on the competition. 100 percent of their success lies in their ability to leverage their understanding of human relationships and what motivates our behaviors. They need it for both coaching and recruiting.

Meet Nick. Nick is the head coach of a division one football team.

While he and his wife have long been left-wing political donors and minority activists, their success has come in the heart of conservative country. This psychological clash is arguably what's made Nick so unprecedentedly successful: he has a unique insight into egos of many shapes and sizes, so he's gleaned a rare understanding of what makes all different types of people tick.

Nick knows how relationships and emotion directly affect the Xs and Os of every play. He understands teaching leadership on a truly expert level. When he finds a resource with a similar level of expertise, he's not afraid to invest in it. He wants his team and his staff to have every leg-up possible, and he has a bottomless budget to pull it off.

He doesn't read the news or trust the media. They're constantly making his job harder, anyway. Instead, he gets his insider information from fellow leaders in academia and politics. The only source of information he truly trusts is his own eyes. And for a man with a truly legendary, exhausting work ethic, efficiency will be important. We shouldn't waste even one second of his time if given an opportunity to teach. This makes audiobooks, radio appearances and word-of-mouth the best way to persuade Nick.



MEET ALEX

Alex is a young college millennial at Florida State University. He's currently 21 years old. He's a member of a fraternity and is involved in student government. Alex is highly driven and wants to pursue a career in politics or economics.

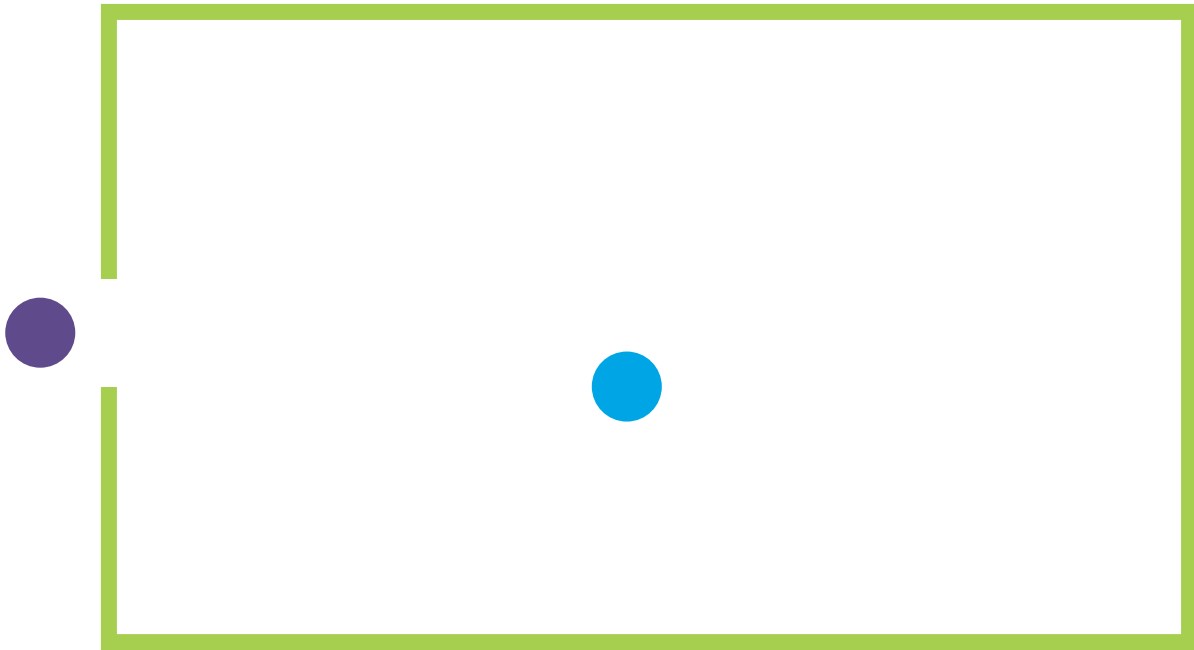
Personal Stuff

Alex is single and has two brothers and one sister. You can find him at the best frat party on a Saturday night, probably in his jorts or cut-off tee. On Sunday morning, he's in the library studying for his upcoming exams.

Online Behavior

Alex is active on Instagram and Facebook, but spends most of his time on Instagram. He follows friends, family and social influencers.





MEET LAUREN

Lauren is a 26-year old contributing editor at the Huffington Post. She's passionate about making this world a better place. In her spare time, she volunteers at different non-profit organizations and helps out at the children's hospital nearby.

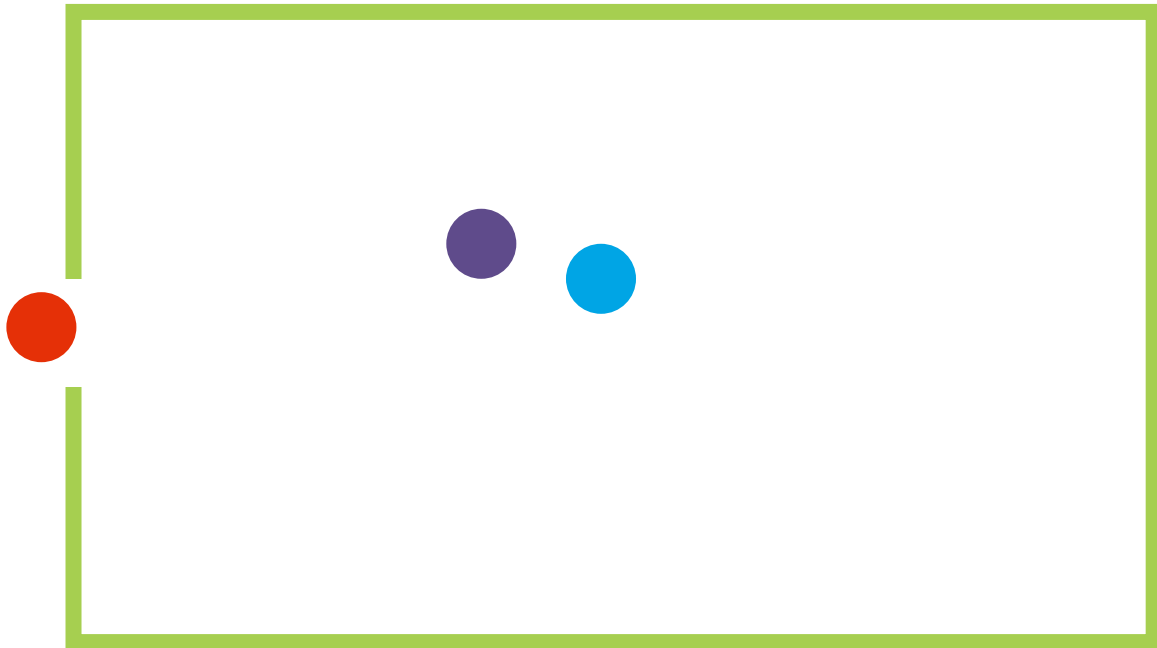
Personal Stuff

Lauren is in a relationship and has one sister. Lauren, like many millennial women, enjoys pretending she's a model on Instagram. She draws a lot of attention and is up to date with the latest fashion trends.

Online Behavior

Lauren is active on Facebook, Instagram, and Twitter. She spends most of her time on Facebook and Instagram. She follows politicians, celebrities, and close friends.





MEET MARK

Mark is a thirty-something year old employee at JPMorgan in New York City. Mark has worked his way up the corporate ladder but is currently unhappy with his company's management from top down. Mark questions the leadership within the company.

Personal Stuff

Mark is married, but doesn't have any kids yet. Mark likes to have date nights with his new wife on weekends, spend time outside, and loves live concerts. Mark is your typical American who is unhappy with his boss and the direction his company is going in and therefore, it affects a lot of his personal life and sometimes causes relationship issues for him.

Online Behavior

Mark is semi-active on Facebook and very active on LinkedIn. He is passionate about his career and takes work very seriously.





2

Competitive Market Summary

There are a large range of personal brands out there that are focused on leadership, entrepreneurship, growth and excellence. However, the demand for these topics and products are growing quickly. Competitors range from small-to-large established thought leaders.

Brand Opportunity

There is market opportunity for a helpful, life-changing leadership brand to stand out and make a difference in people's lives. Influencer marketing is a billion dollar industry and expected to double by 2020.



3

Brand Voice

The voice of our brand is as academic as it is approachable; it's as philosophical as it is straightforward. Re:Define will, well, *redefine* the limits of language. We'll push our vernacular into a unique emotional-meets-intellectual space. Put another way, we'll use words as a conduit for introducing people to feeling new things. And those words will always work in tandem with compelling visual language that speaks for itself.



Brand Mission

Re:Define's mission is to redefine the way we view leadership and success. Re:Define will show people the possibilities of what we can accomplish when we collectively get over ourselves and work toward a common goal. Our core value is providing entertaining educational resources that shape future leaders. Re:Define has a personal touch behind it in Philip Cole, the founder, who narrates the story we tell with our brand.

Re:Define *is...*

Sturdy and unwavering
Fun and self-aware
Not afraid to say it (when 'it' is appropriate)
Focused
Smart, often even clever
Passionate
Expert, but never speaks in jargon
Optimistic
Witty
Efficient
Funny, sometimes
Interesting, all the time

Conversational + Instructional + Confrontational

The voice of Re:Define is conversational, helpful, and clear. It is never technical or confusing for the reader. It's straight-forward from the get-go and displays a lot of passion. Whether it's an email, Instagram post, or blog post, copy published by Re:Define is always written with a purpose.

Content inspires and motivates readers to take a step back and evaluate current situations. Re:Define encourages readers to ask the hard questions and talk through solutions instead of focusing solely on the problems.

Pushing The Boundaries + Encouraging Tough Discussions

Re:Define will push the boundaries and welcome tough discussions on a variety of topics currently going on in society. At the heart of everything, we are truth tellers on a mission to educate and inspire the next generation of thought leaders. Re:Define will ask the tough questions and expect its users to answer, engage, and dig deep. Our audience will be asked to engage in self-reflection activities regularly.



4

Brand Content Strategies

Books, videos, classes, webinars, e-books, infographics, social posts, and blog posts.

Core Topics

Leadership development, ego, race, relativity, society failures, entrepreneurship, personal growth, business development, current world struggles, poor leadership, citizenship, etc.

Publication Channels

Blog (website), Instagram, Facebook, Twitter (ran by Phil & Jake) and potentially LinkedIn

Channel Strategy: Facebook

Facebook will be used to create brand affinity and run advertisements for inbound sales strategies and will serve as a community hub for increasing the number of engaged followers for Re:Define.

Business Goals: Improve brand recognition

Channel Goals: Build a community of engaged followers

KPI's: Reach, impressions, likes

Content: Content will be a mix of industry news and original content, with updates shared 4-5x per week.

Content will consist of:

- Visual graphics
- Educational content
- Curated content
- Blog posts
- Product information

Algorithm: It's important to consider that Facebook's organic algorithm is extremely poor. Without advertising, it's hard to reach a large number of people. This is organic only with the additional suggestion of specific inbound advertising methods that would require Facebook ads.

Red means go.

Channel Strategy: Instagram

Instagram will serve as the main hub for our promotional and social media marketing efforts. It will be a place to engage in a two way conversation with our audience. The goal is to increase the following, build a community, and convert followers into future customers.

Business Goals: Gain followers, turn them into customers

Channel Goals: Drive traffic to the website, engage followers with free opt-in's, educate audience on company's core values

KPI's: Followers, mentions, comments, likes, shares, views, analytics, and feedback

Content: Content will be distributed on Instagram 5x per week. We will engage our audience with questions and build relationships.

Content will be a mix of:

- Visual graphics
- Videos
- Motivational short-form content





Channel Strategy: Blog

The website blog will be used to drive traffic to the website through different Facebook ads and organic methods.

Business Goals: Build a community of engaged followers

Channel Goals: Build a community of engaged followers

KPI's: Views, Subscriptions, Shares, Comments

Content: The website blog will serve as a hub for Philip's unique voice. He will write about various topics including leadership, ego, business development, and personal growth. Content will be a mix of:

- First person narratives
- Short stories
- Life lessons
- Tips and guides

Channel Strategy: LinkedIn

Re:Define will consider using CEO Philip Cole's personal LinkedIn page as a publication platform and outreach platform to promote the brand and spread the message.

Company LinkedIn pages have poor engagement and are difficult to grow organically, so personal pages typically take preference.

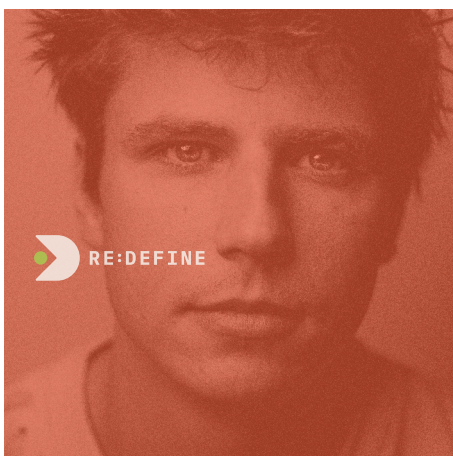
Content: Content will be a mix of:

- Philip's blogs and articles in his unique voice
- Content we share to other platforms
- Direct 1-on-1 outreach



Sample Posts

Interviews



PICTURE OR SNIPPET OF VIDEO:

Shot by us

POST COPY:

How

Who

Why (implied)

Hashtags (instagram)

LINK:

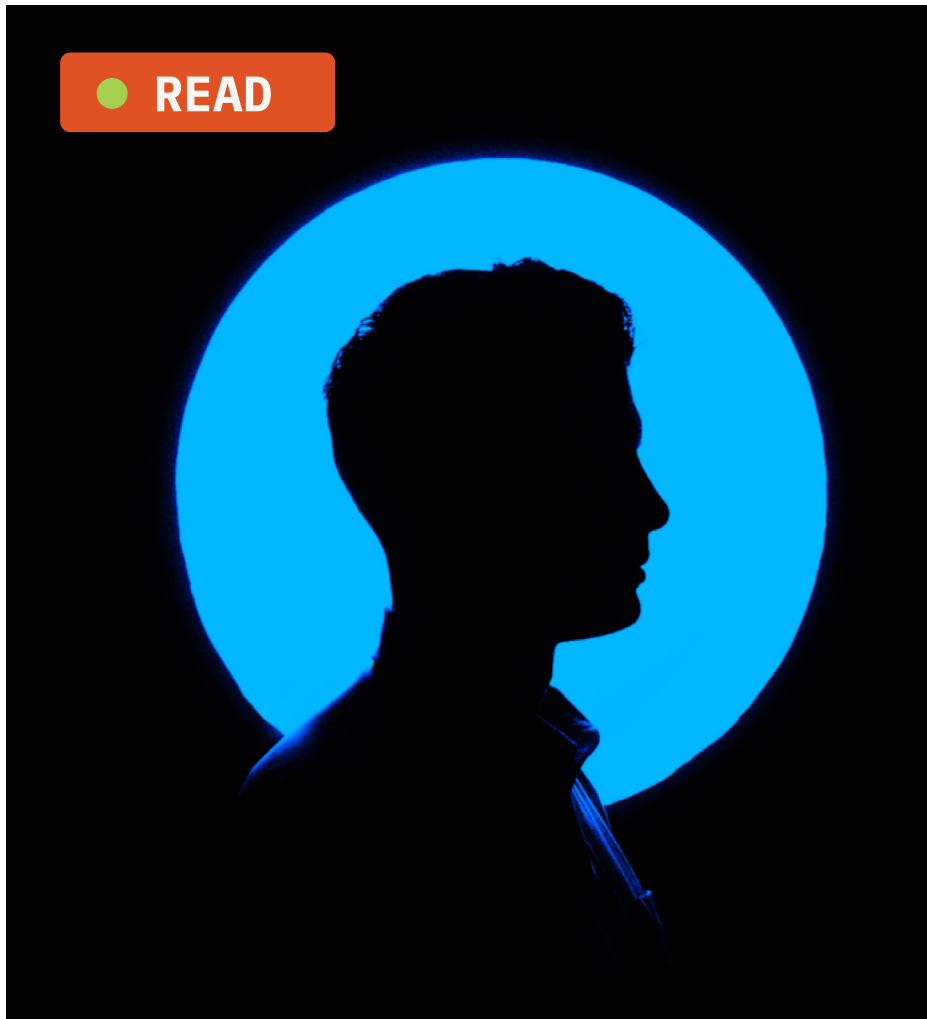
Create bit.ly link for each medium

FB - include in post

Insta - include in bio

Sample Posts

Blog Posts



PICTURE:

Blog image + "READ" tag

POST COPY:

Intro to post

Provide photo cred (if needed)

Hashtags (instagram)

LINK:

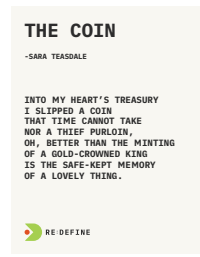
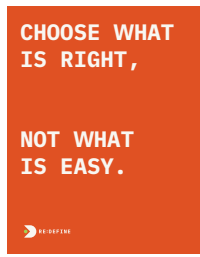
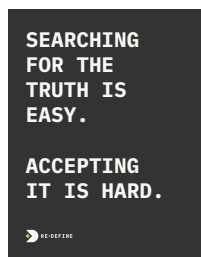
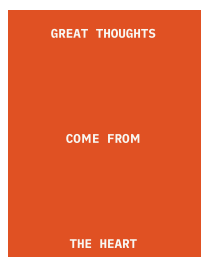
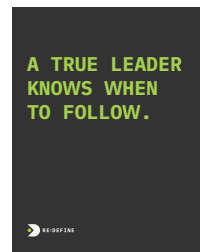
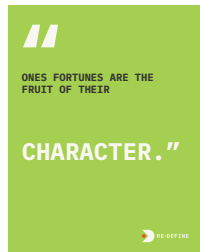
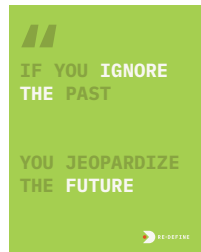
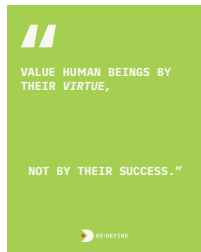
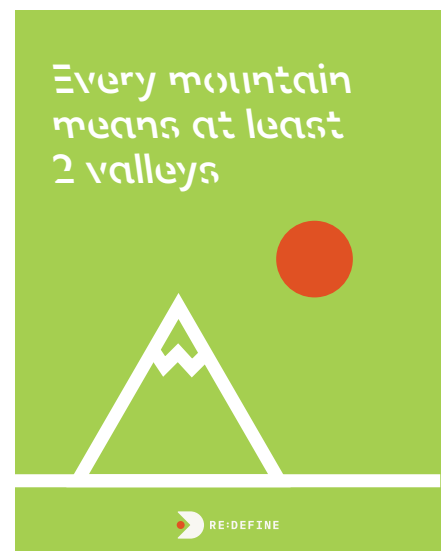
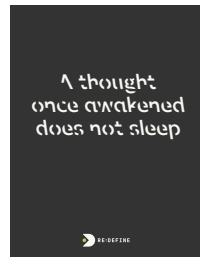
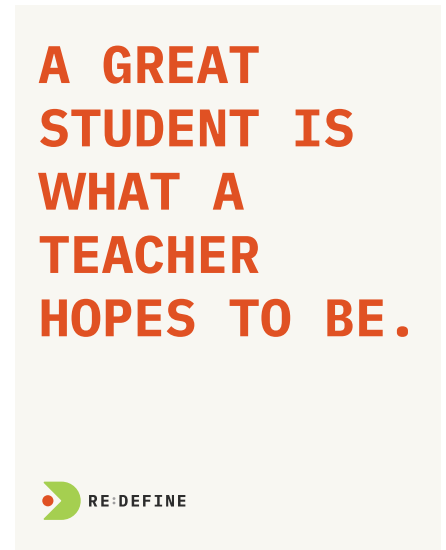
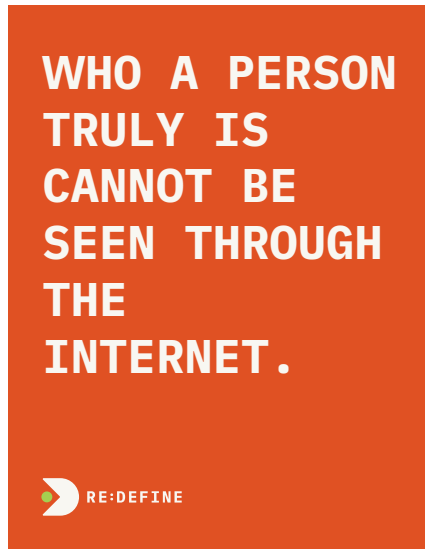
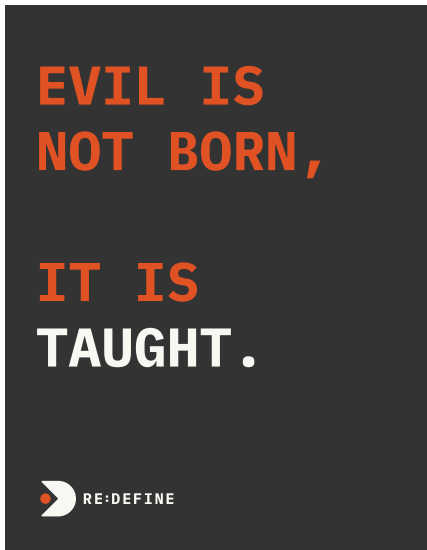
Create bit.ly link for each medium

FB - include in post

Insta - include in bio

Sample Posts

Quotes that don't suck



PICTURE:

Examples above

POST COPY:

Quote or related copy
Hashtags (instagram)

Sample Posts

Re:defining word of the week

word

[wɜːd]

noun

~~a unit of language, consisting of one or more spoken sounds or their written representation, that functions as a principal carrier of meaning.~~

idiom

1. to understand
2. to agree
3. to acknowledge



PICTURE:

Blog image + "READ" tag

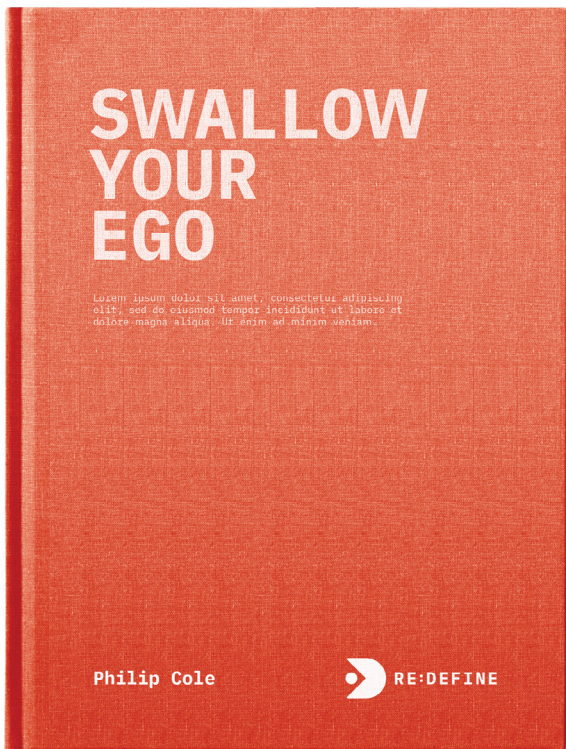
POST COPY:

New definition or something related.

ex: "I got you"

Sample Posts

Merch



WRITE STUFF IN THIS
NEW JOURNALS NOW SHIPPING



IT GOES ON YOUR HEAD
NEW HATS NOW SHIPPING

POST COPY:

Jake to write product descriptions in brand tone
Hashtags (instagram)

LINK:

Create bit.ly link for each medium
FB - include in post
Insta - include in bio



The journey up is a journey in.