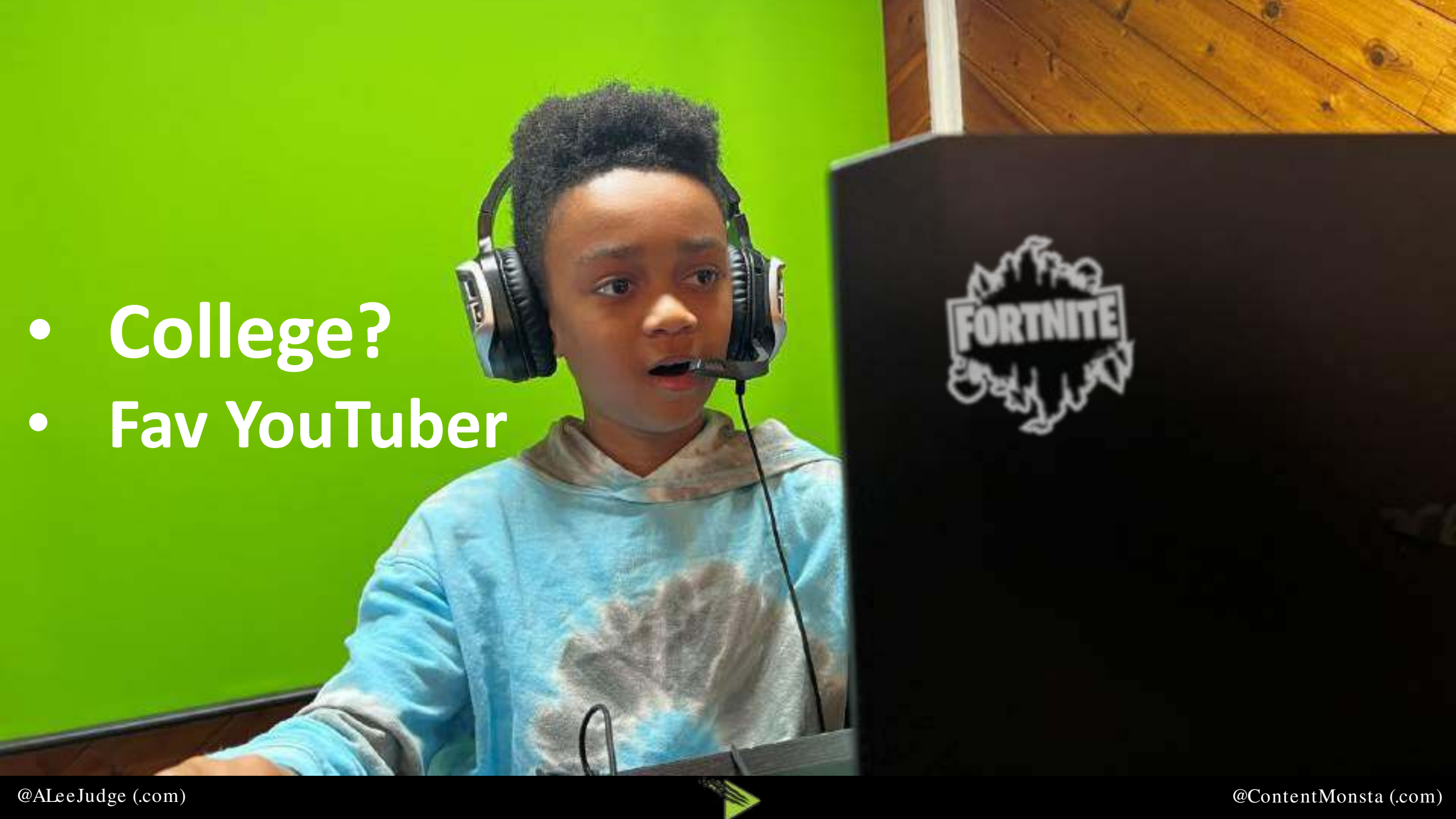




DELIVERING CONTENT FOR THE WIN

- College?
- Fav YouTuber





He's Not Searching.... Yet.

Influence begins
long before the
search.





Algorithm's Affect on Search and Reach

Algorithms are based on machine learning and data science.

Old / Dying:

Feeds displayed posts in reverse chronological order - with accounts a user followed showing up first.

(Facebook, Twitter...)

Current / Growing:

Based on your individual behavior, interactions, what you've watched in the past, and what users like yourself are watching.

(TikTok, Snapchat, Instagram, YouTube)

Bottom Line: Social networks are becoming INTEREST BASED.



What do you
WANT to see?

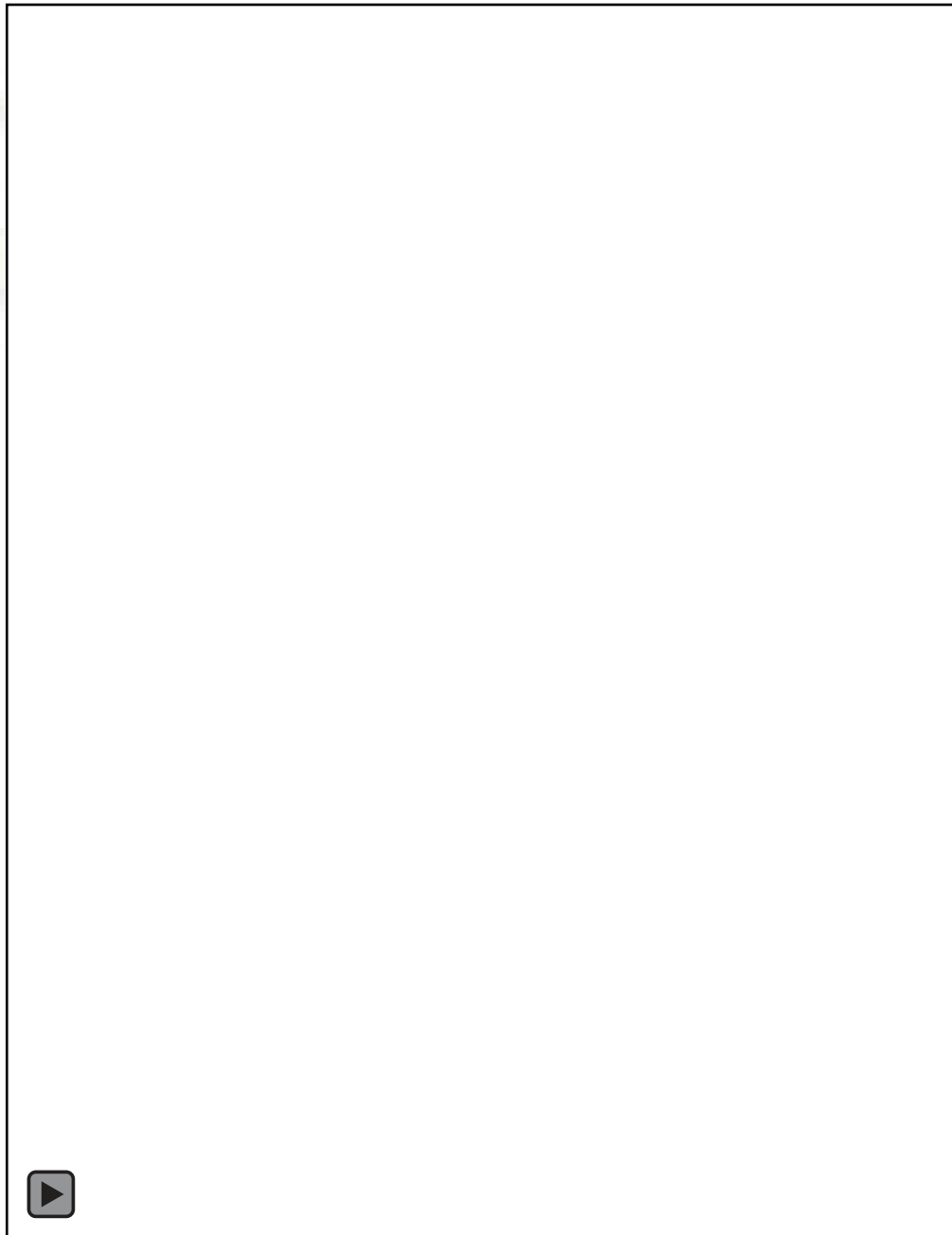
Aunt Suzie?





**What do you
WANT to see?**

**Awesome
Cat Videos!**





The “Discovery Engine” Algorithm Factors

User Interactions

- Content that you favorite
- Content you like and share
- Comments you post
- Content you hide

Video Information

- Captions, keywords, and hashtags
- Content categories
- Trending audio and sounds

Device and Account

- Language
- Country/Location
- Device Type
- Privacy Settings



Algorithm's Affect on Search and Reach

- High-Level Search goes on autopilot.
- We don't have to **search** as much once we tell the algorithm what we are interested in.

Oh, So you're just going to search "For me" now?

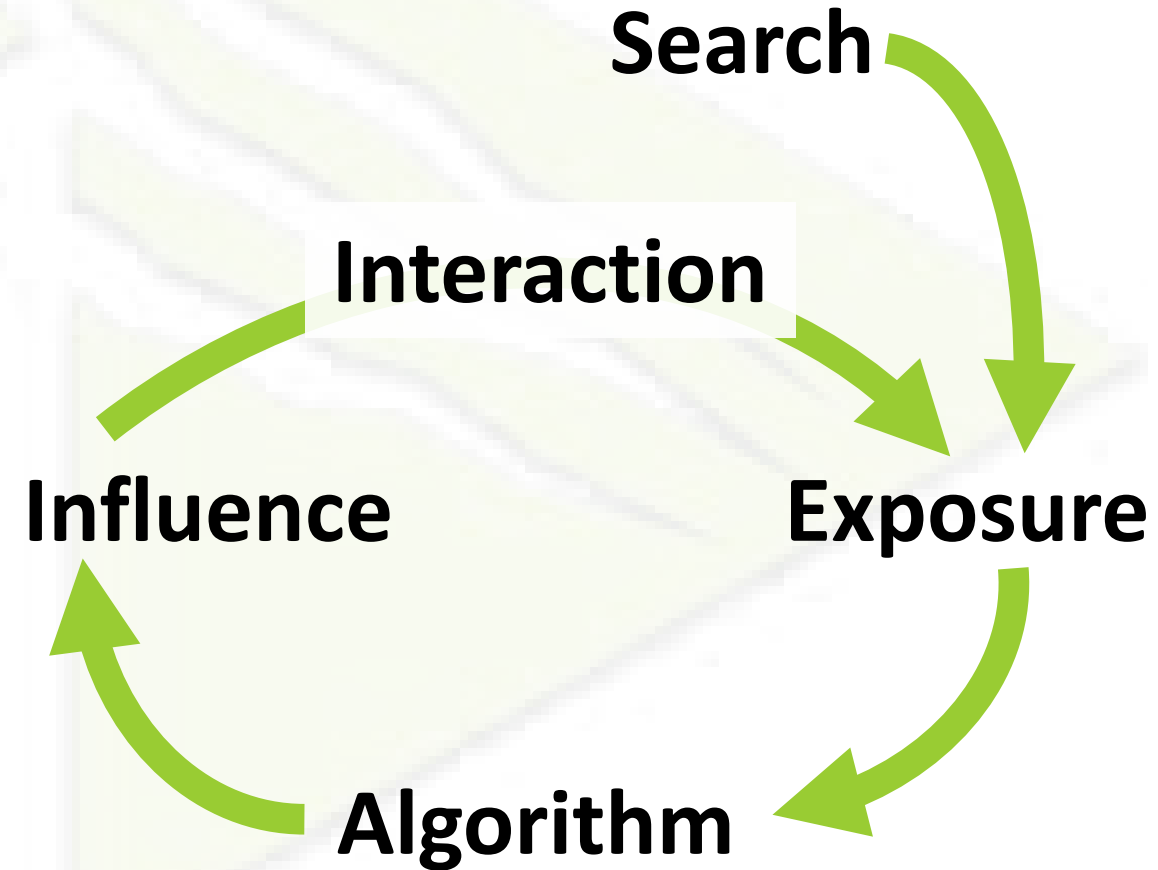
Yes.
I know you best.



► Algorithmically Responsive Search Leads To:

- Unintentional Discovery of adjacent content
- Increased Exposure
- Unconscious Guidance
- Programmed Content Placement
- Continuous Content Consumption

The Result = **INFLUENCE**



Still Looking When Not “Searching”

- NOT actively asking to be influenced
- We are looking for advice
- We are looking for information to help us decide
- We are looking for shared experiences that we can relate to and use in our decision making





Google is taking notice

Google exec suggests Instagram and TikTok are eating into Google's core products, Search and Maps

Sarah Perez | @sarahperez | 5:57 PM EDT • July 12, 2022

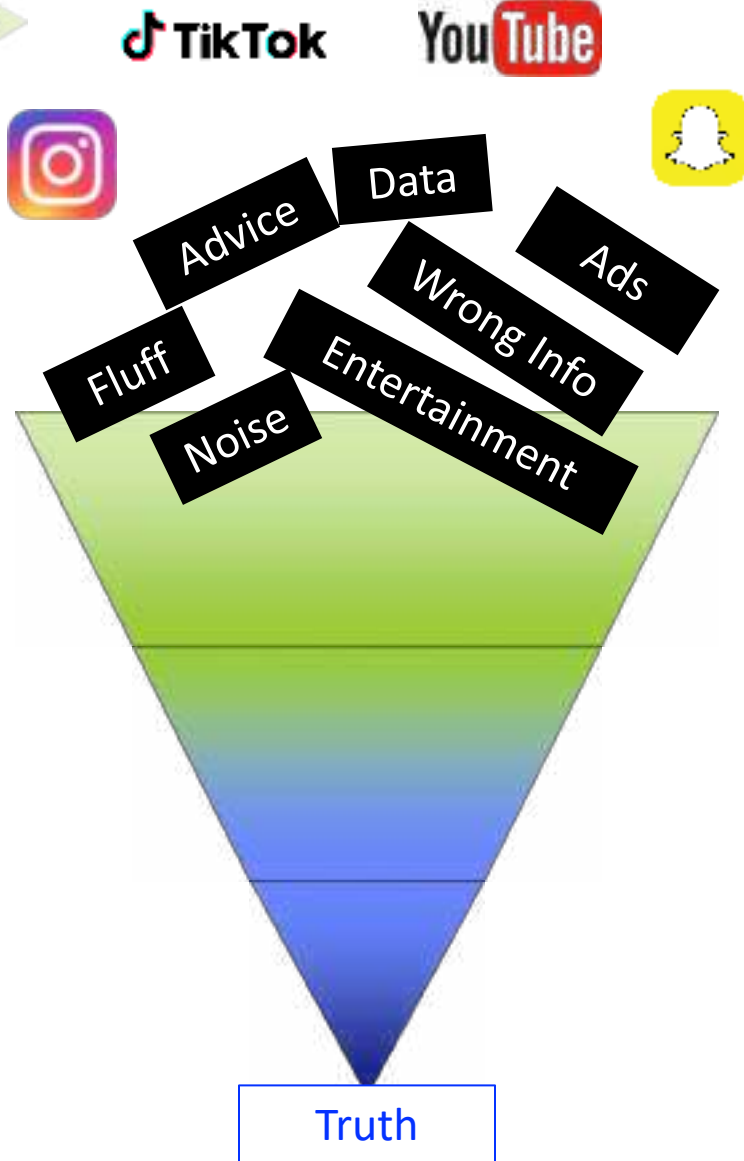
Comment



Ja'Kobi Moore



Gen Z is resourceful and will find their way to truth



- 70% will always fact check what brands say and will unfollow you if you're not truthful.
- Of all sources, Gen Zers find content on search engines to be the most trustworthy (58%).
- The top 2 criteria for trustworthy sources are links to legitimate sources, and citations of supporting data/proof points.

Edelman Special Report: [The Power of Gen Z Trust & The Future Consumer](#), 2021

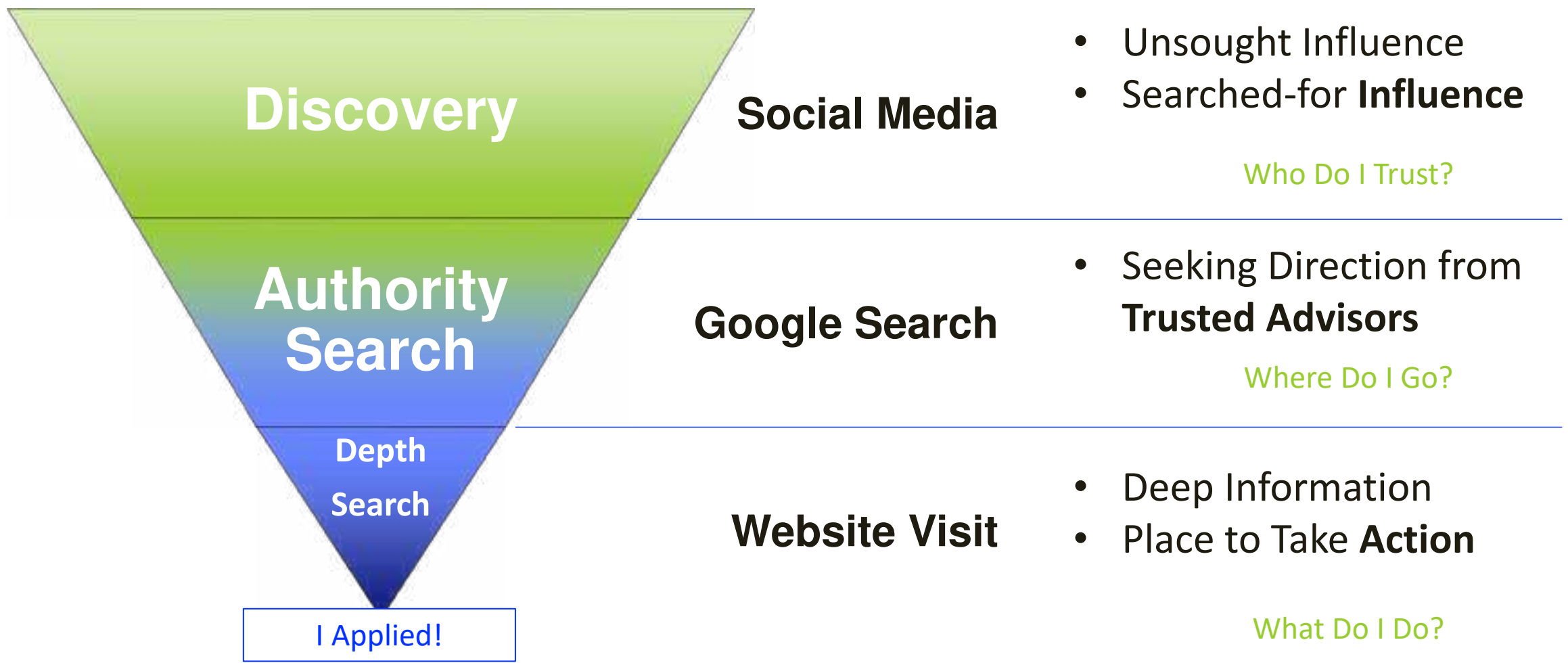
In the past
Truth and Trust
Were not issues because
we started at the Source.

... Today the process is reversed.





When We DO Search – **Discovery sparks the process**





Trust Search

Authority Search

Depth Search

I Applied!

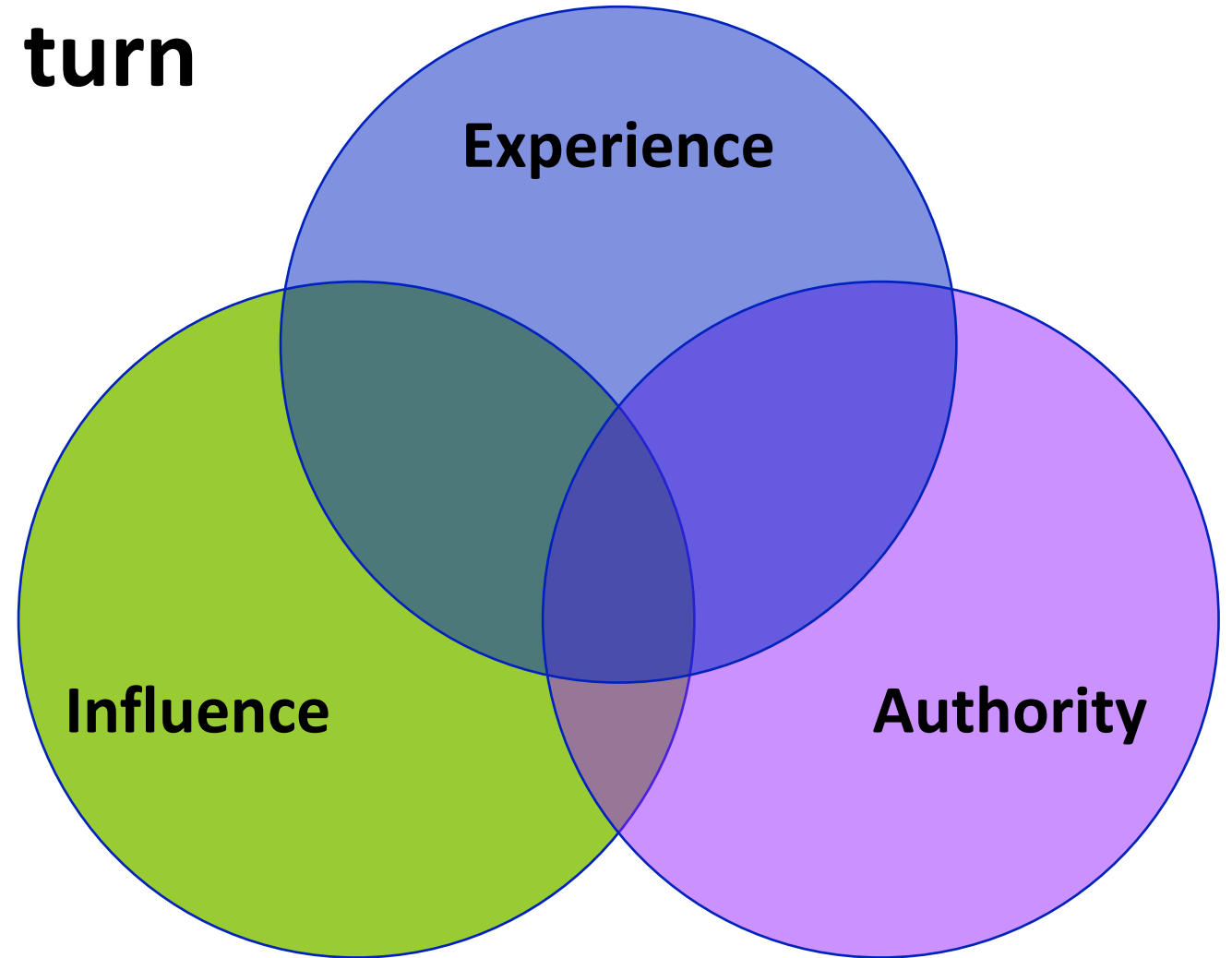
Influence

Trusted Advisors

Action

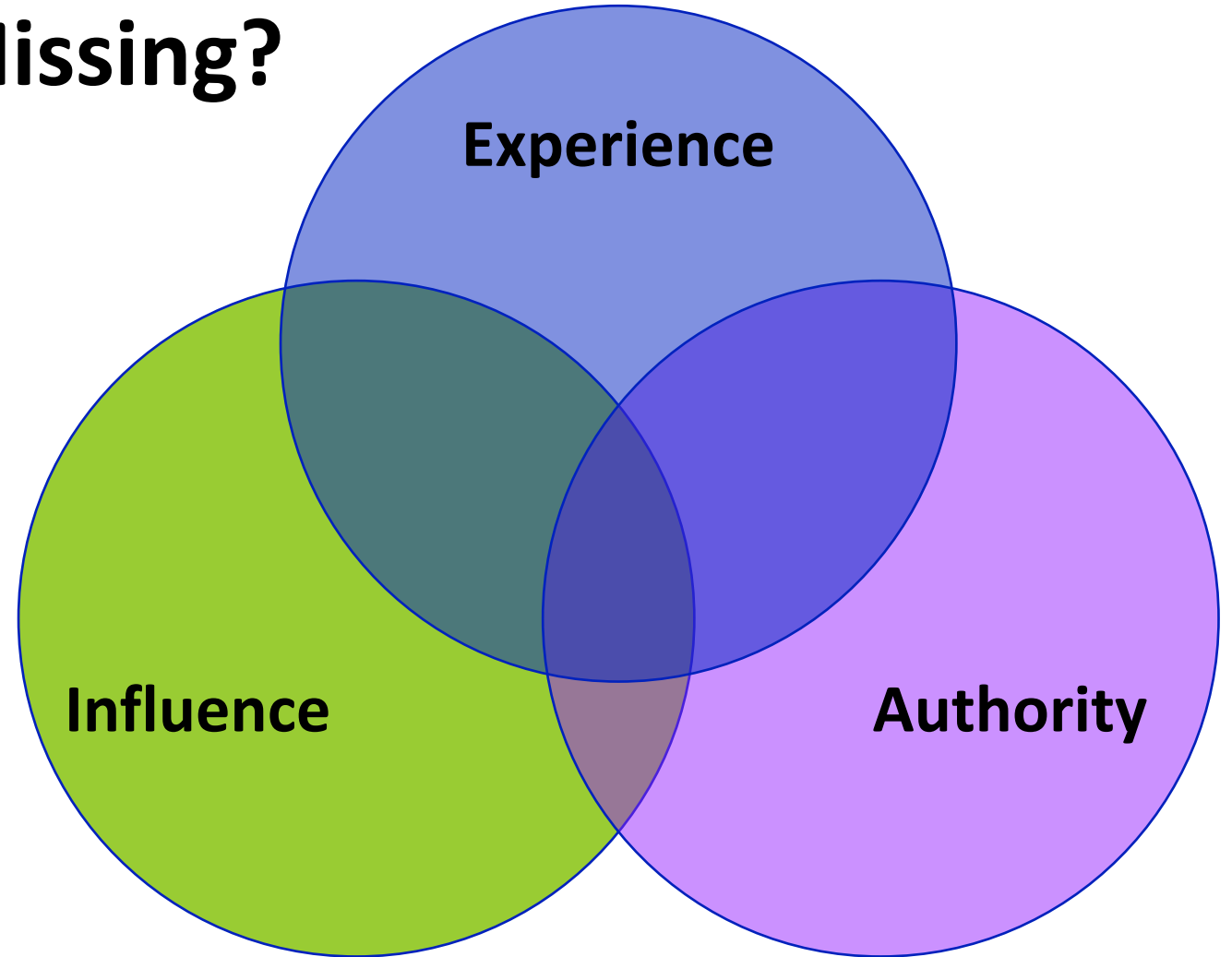
► Use 3 Key Elements to turn Influence into **Action**

- Influence
- Experience
- Authority



▶ Which Parts Are You Missing?

- **Influence Only**
 - Attention, lack of action
 - (Seen but not trusted)
- **Experience Only**
 - Lack of attention
 - (Trusted but not seen)
- **Authority Only**
 - No Attention
 - Opposite Reaction
 - (Lacks trust)

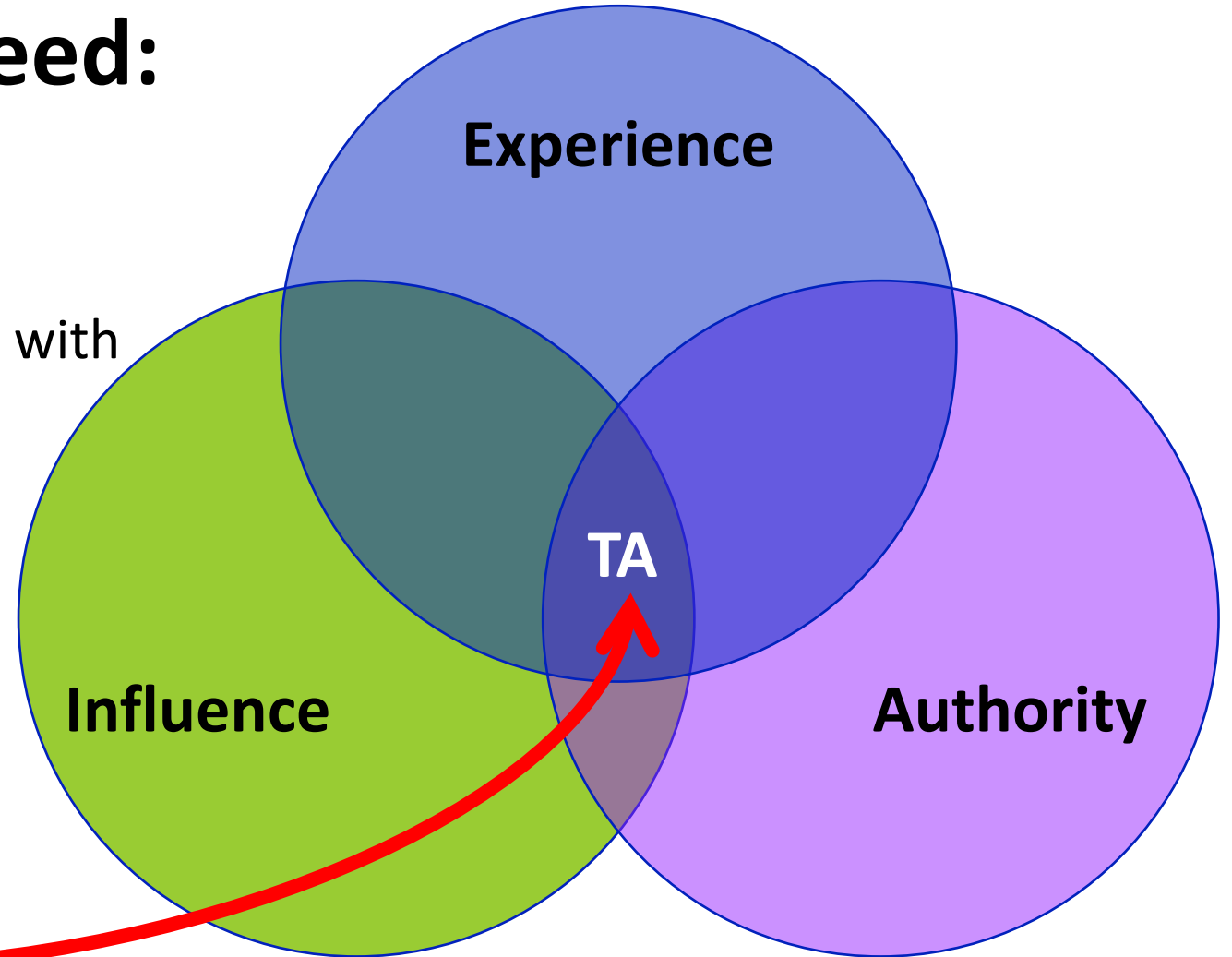




To create action, we need:

- **Influence** by someone with real
- **Experience** relatable to their goals with
- **Authority** to lead in direction

=



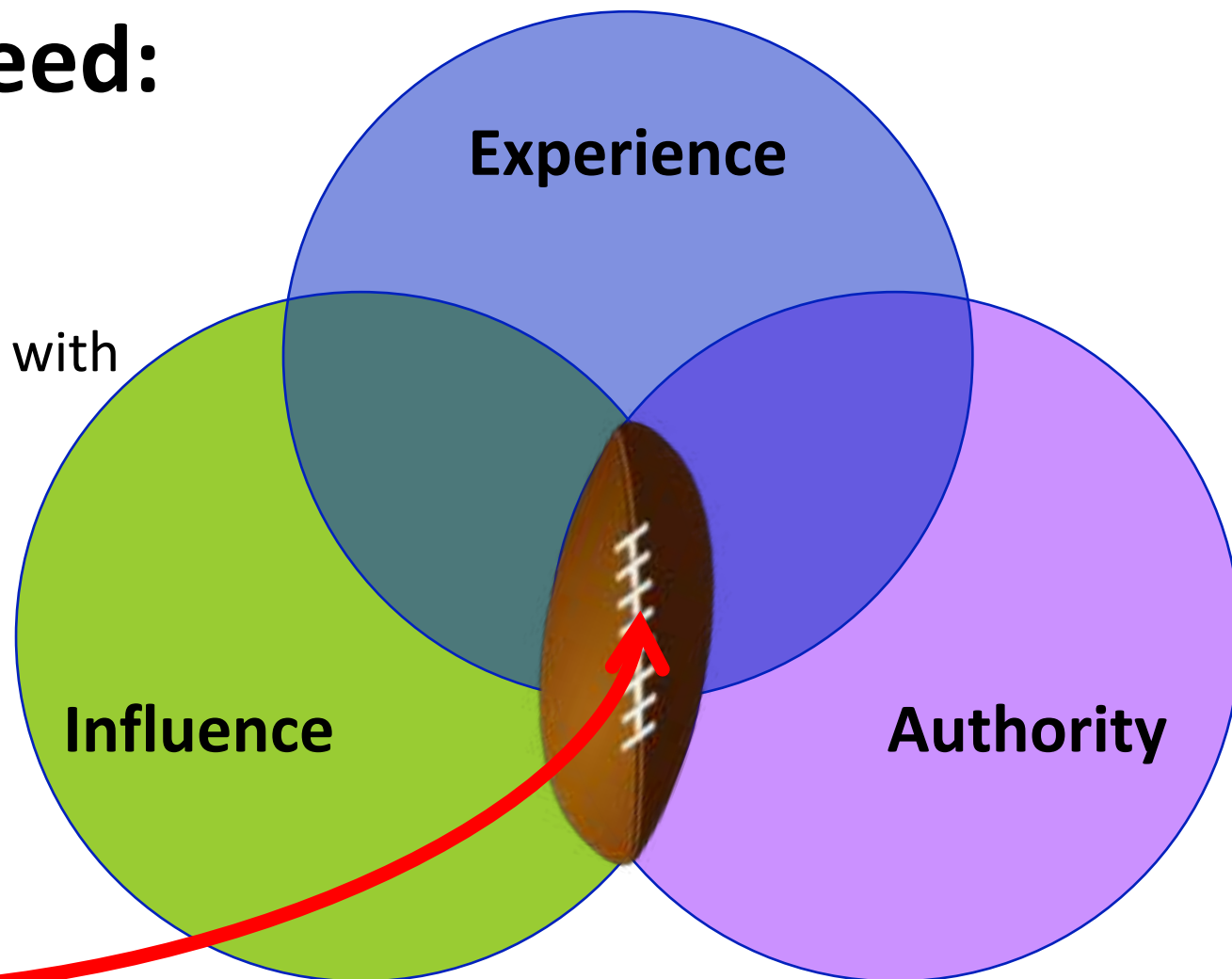
Trusted Advisor





To create action, we need:

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Trusted Advisor



How does a **Trusted Advisor** Deliver Content?

...that guides potential students through an Authority Search

...that leads them to your University



**Connect with or
Become an Influencer
Who is Trusted**

**Develop Your Own
Communication
Channels**





Influencers as Trusted Advisors

- A **Trusted Advisor** is an Influencer with authentic, confirmed, experience.
- A **Trusted Advisor** is not so biased that they appear to be selling (major turn-off)
- An influencer shows you a thing or an experience
 - A **Trusted Advisor** helps you decide if you need the thing or how the experience will be for you.



And then this happened.

Great Marketing or Coincidence?

Advancing Pirates - November 2022 - ECU Advancement Newsletter

ECU Advancement | advancement@ecu.edu | 813.686.1234



+



ADVANCING PIRATES™

A Beast of a Partnership

East Carolina University® and MrBeast, the largest YouTube content creator with nearly 112 million subscribers on the main channel, recently announced an exclusive partnership aimed at developing a credentialing program to help address the creator industry's growing demand for a skilled workforce pipeline.

The program will focus on providing training and credentialing for employees who work for creator companies that produce content. The creator industry includes more than 50 million amateurs and 2 million professionals, of which more than 1 million earn a living on YouTube alone. The need for highly qualified staff drives the creation of this program.

"ECU has always stepped up to support our key partners in innovative ways and this new learner-centered strategy is designed to meet the educational needs of the creator economy at a critical moment in the evolution of this growing industry," Chancellor Philip Rogers said in announcing the partnership.

As a true public-private partnership, the curriculum will be collaboratively developed and delivered by university academicians and industry leaders, including experts from MrBeast.

[READ MORE ABOUT CREATOR CREDENTIALING](#)

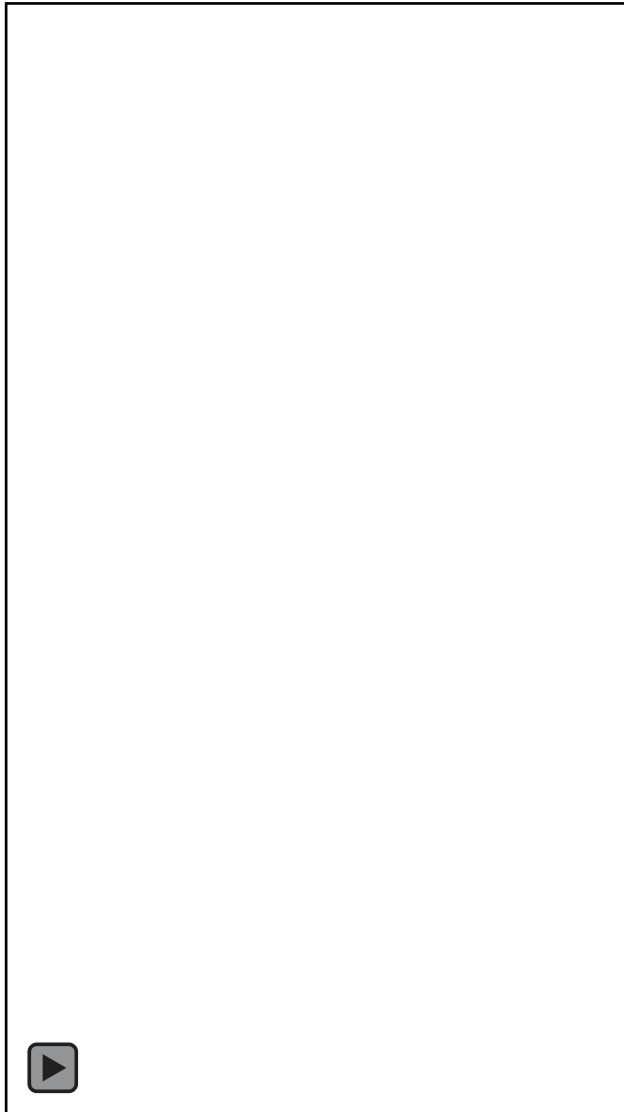
► Influence + Experience + Authority

ECU and MrBeast to create exclusive educational partnership





Influence + Experience + Authority





In case you missed it...

Influence

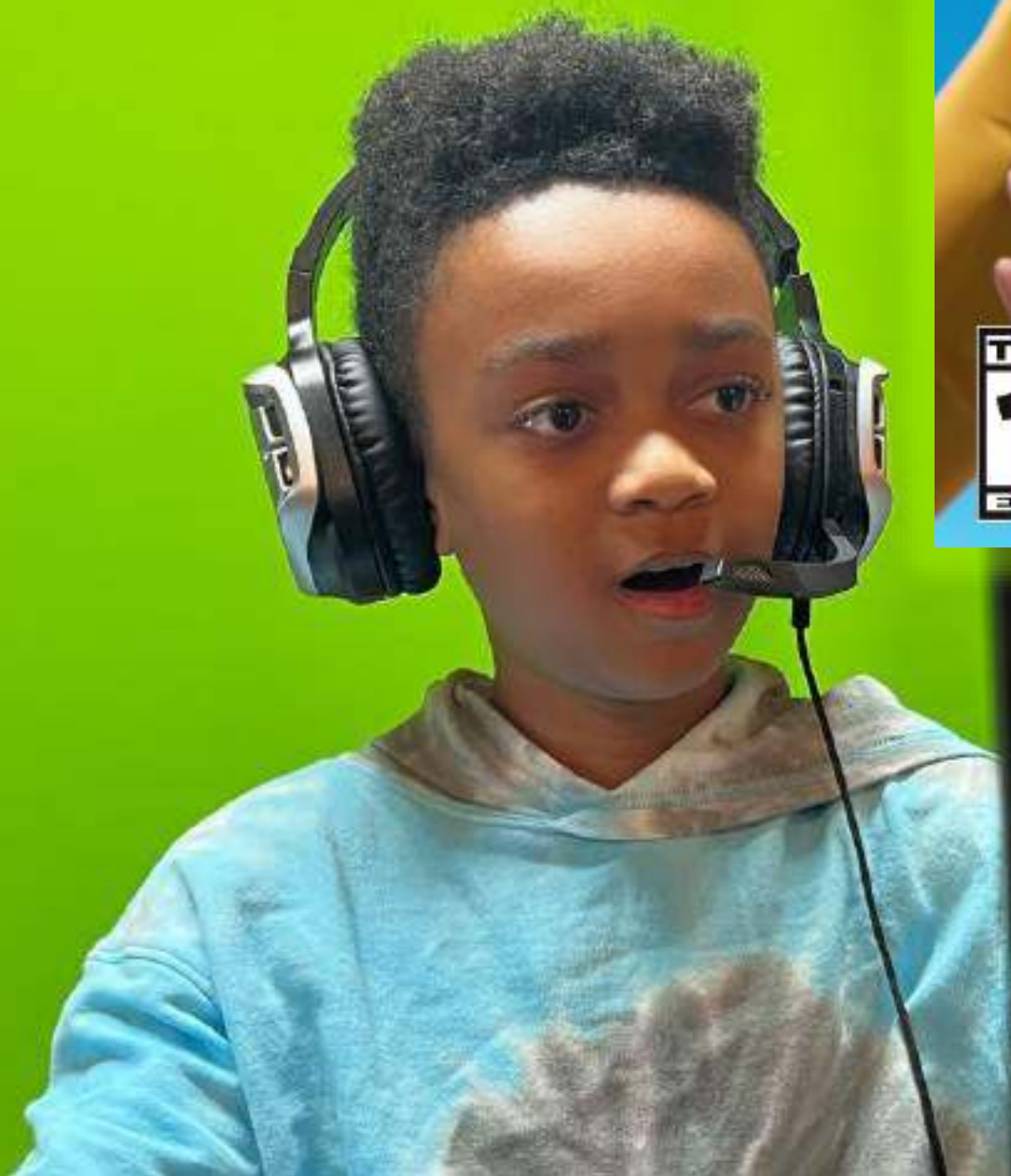
Someone who is already well seen and known

Experience

Consistency and Success of both Mr. Beast and ECU

Authority

University and Top YouTube Channel



Creating the Content

There is no secret formula...
Only paths in the right direction.





Current State of Content Creation

**The Best
Content Creators
are in the same
demographic as the
Content Audience**

Creator Culture + Creator Economy



Universities have the built in “unfair advantage” of **students**



Students are both content **practitioners** and content audience



Students are starting lucrative careers **creating content** – Hire Them



Lend Guidance and Authority, but **let them Create**



Creator Culture + Creator Economy



Universities have the built in “unfair advantage” of **students**



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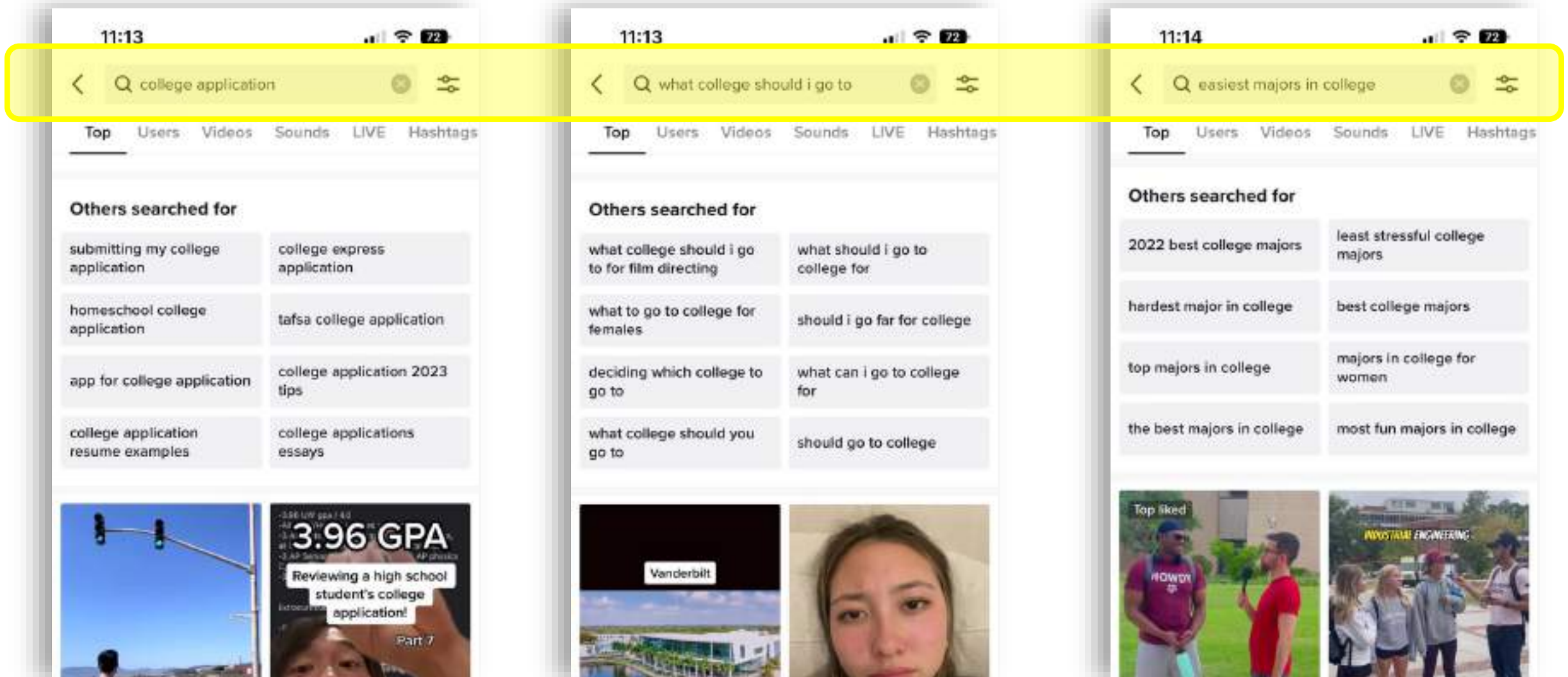


Lend Guidance and Authority, but **let them Create**



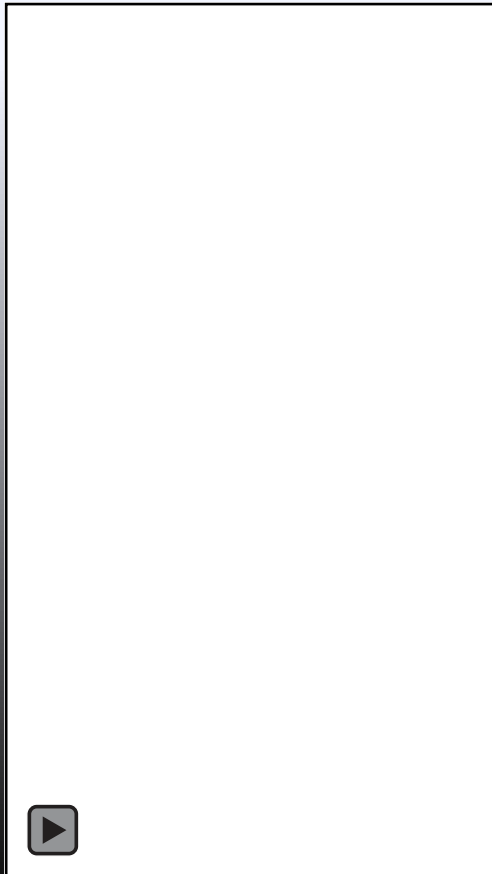
Where to start - Content Ideas:

Search for successful Examples in your niche

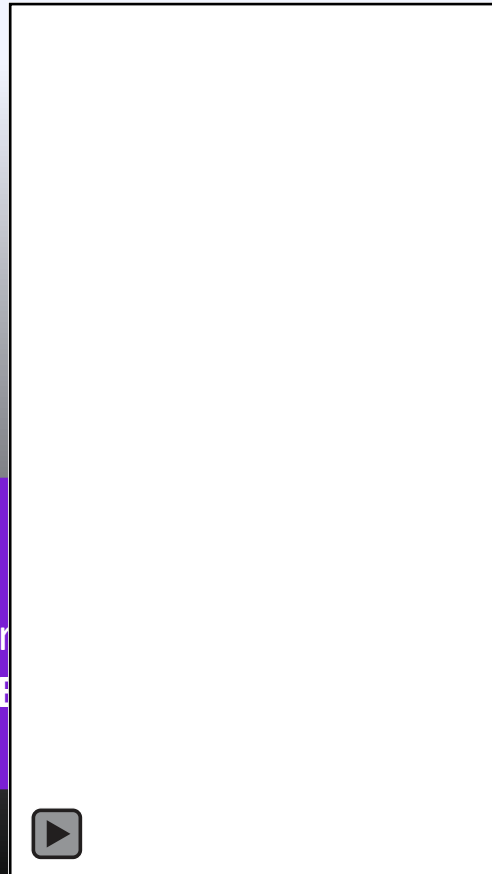


A Few Approaches for Short Form Video

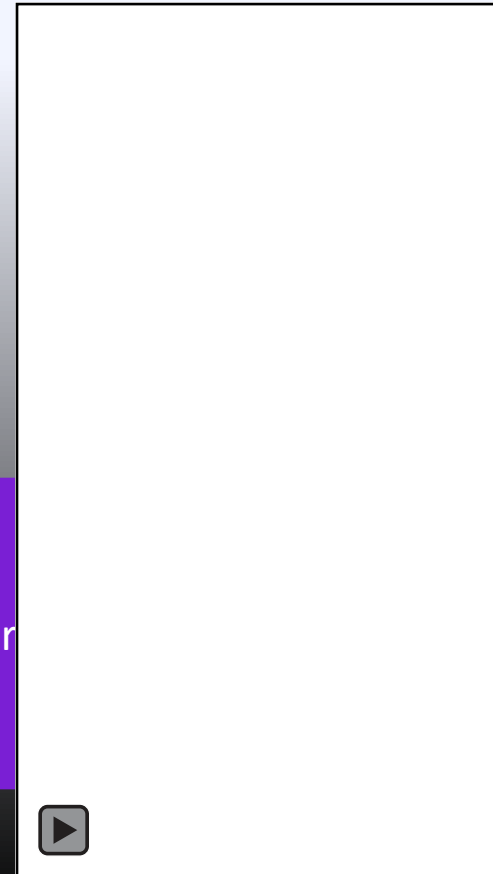
**Day In the Life
(Student)**



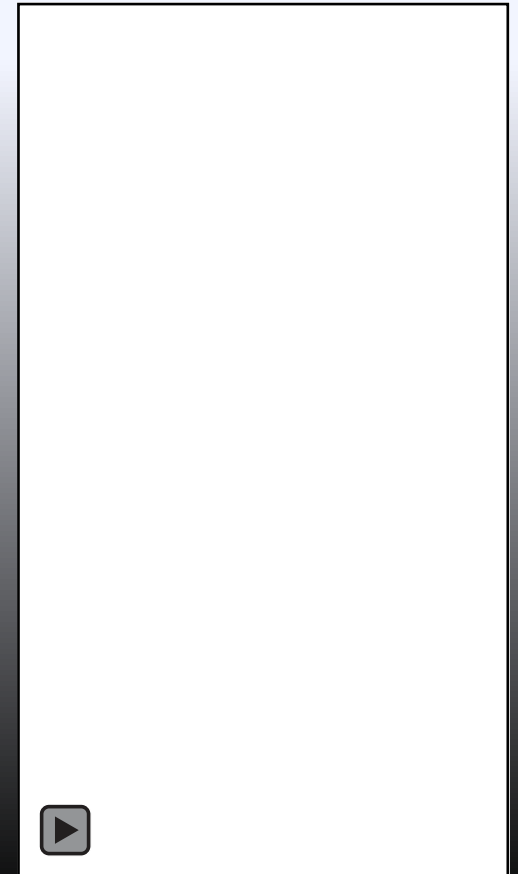
**About/Interview
(Institution + Student)**



**Advice
(Brand)**



**Advice/Pitch
(Branded Student)**





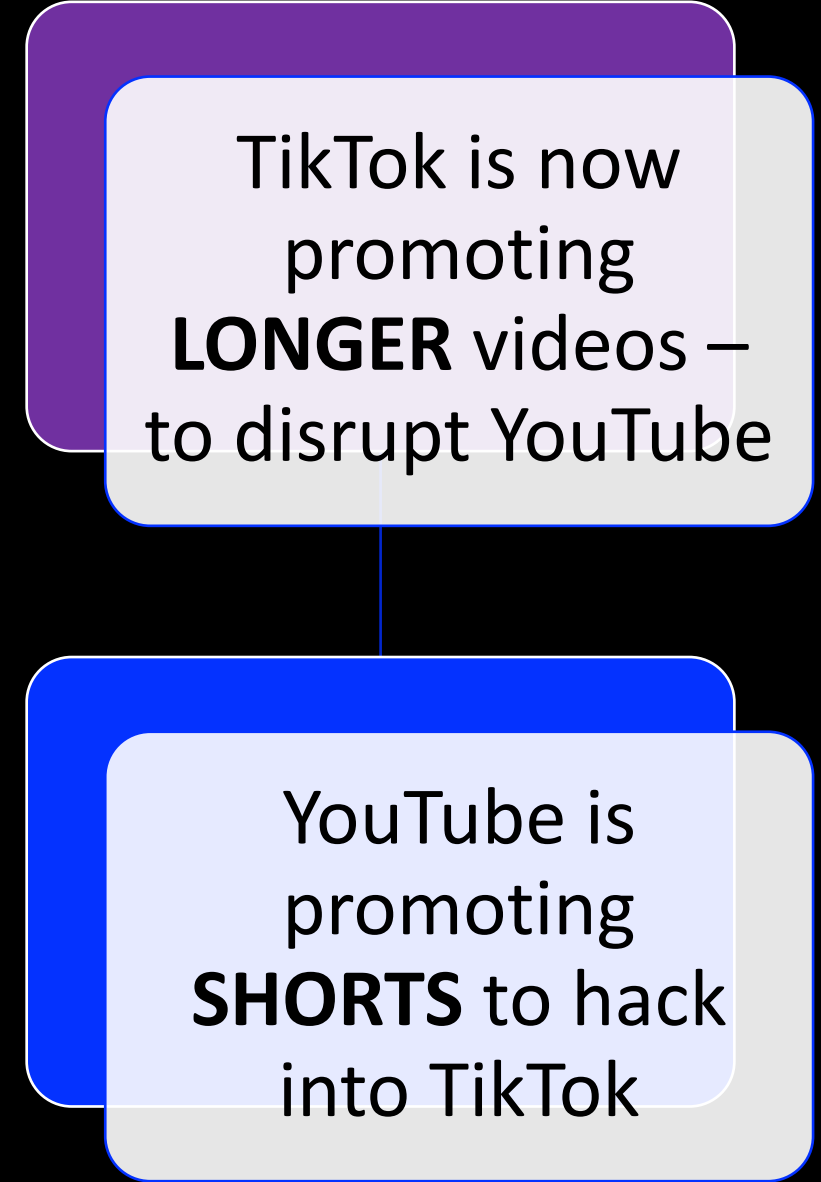
Content Platforms and Formats

Constant strategy auditing is required.
Always look for what's next!

Video

Channels, layouts,
and trends will
continuously change

Video - Most Engaging



TikTok is now
promoting
LONGER videos –
to disrupt YouTube

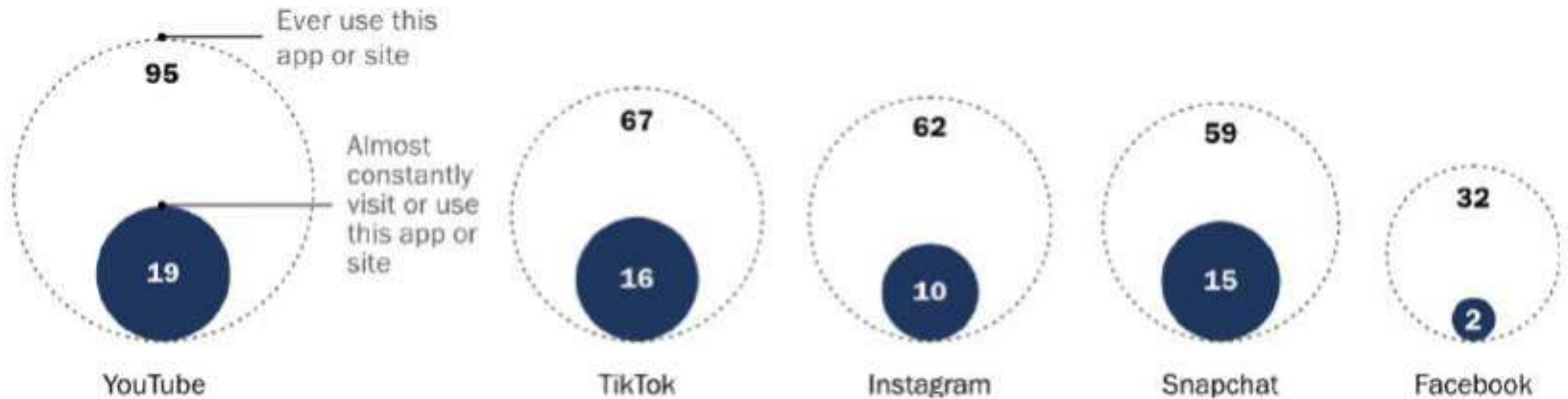
YouTube is
promoting
SHORTS to hack
into TikTok

Content Platforms and Formats

Video

About one-in-five teens visit or use YouTube 'almost constantly'

% of U.S. teens who say they ...



Note: Teens refer to those ages 13 to 17. Those who did not give an answer or gave other responses are not shown.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

PEW RESEARCH CENTER



Content Platforms and Formats

Audio

Podcasts will continue to grow as a tool for communities



Most Trusted

“podcast hosts are perceived as some of the most trustworthy, essential, and relatable personalities in the media ecosystem.”

[Chris Yarusso](#), PMX, the investment arm of [Publicis Media](#)



Content Platforms and Formats

Audio

Podcasts will continue to grow as a tool for communities

Audio – Demographic Widening

Consumer Demographics:

- Age 12 to 34: 86%
- Age 35 to 54: 72%
- Age 55+: 46%



Content Platforms and Formats

Audio

Develop a University sponsored podcast network (Multiple Shows)

- Advice on relevant topics (admissions, financial aid, etc.)
- Campus life and culture
- Curriculum sneak peaks
- Interviews with Students, Professors, and Organizations
- Longer form content





Looking Forward

- The profession of “Creator” will become respected as a true **resource** and career path
- YouTube will prevail over TikTok (by popularity or bans)
- Platforms will continue to shift and evolve – Focus first.
- Audio is still growing – Use it!





What we are trained to do as Marketers...

Get the word out!

**Tell them how
great we are!**

Get seen!

...All PUSH tactics



► **What actually helps us ATTRACT...**

Being Helpful

Gaining TRUST

Being an Advisor

...A PULL Strategy



As a Marketer and Content Creator You have the power

Influence To capture their attention

Experience To build their trust

Authority That will allow you to give them direction

Create the engaging content that attracts students
as they find you and your team to be their **Trusted Advisors**.

Thank You!



Let's Connect on
LinkedIn



A. Lee Judge

<https://www.linkedin.com/in/aleejudge/>

A.LeeJudge.com
ContentMonsta.com



Marketing Content
Production Agency