

eContent

Academic Year: 2016/2017

4th Term

Instructor(s): Ricardo Tomé

Course Description:

You've carefully conceptualized your marketing strategy and ready to rip its benefits. Success? Not just yet... Even the best laid plans and carefully devised brand strategy can crumble at the execution stage and in content creation. Success hinges on implementation details, small shifts behind the Facebook algorithm, a few seconds of video content that suddenly drain its viral potential, taking your great strategy with it. In this hands-on course, you will be able to better understand what makes good content... good. From being exposed to best practices to learning by doing, in this project based course you will develop skills to evaluate the circumstances and context that make it work for your company and the strategy of your brand. These skills serve as a foundation for an effective brief for an agency or a designer, critically viewing content and providing constructive and actionable feedback, benchmarking competitive content and analyzing it from target consumer's perspective. Put simply, without these skills a manager is not ready to guide and take part in creation of compelling content that implements your brand strategy. The course is primarily set within the digital ecosystem and web-enabled marketing tools and media – that's where your consumers are having daily conversations, a part of which a contemporary brand manager needs to be.

Course Content:

Throughout this course, you will dive into 5 classes of 3 hours each, where some of the best kept secrets on what makes content work will amaze and enrich your skills background, a true added value on today's market demand. The final 6th class will be used for groups to share their creative vision, ideas and content strategy for a brand who wants to beat their competitors on digital field. We'll use lectures to present the course content, in-class examples, discussions around cases and types of content and, along the way, a Creative Group Project, where the main topics will be of use by you and your group:

TOPICS

- What makes something Viral (spreadable)
- Understanding why valuable beats creative
- Different content for different needs and different Moments of Truth
- The power of a simple Agenda
- Distribution & Promotion - it all starts after the content is done
- The emperor also known as the Algorithm
- Images - from simple photos, to infographics, to Memes, to...
- Push your text forward
- Digital video for social media: from Live to Video On-Demand, from Facebook to YouTube, Snapchat and Instagram



Course Objectives:

- Understand what is the right content for the right context - what makes it work (or not) □
 - Explore the rules of image aesthetics - from last century paradigm to digital today – what must we change
 - Design a Content Map to your brand
 - How to boost content reach: amplification & distribution strategies
 - Discover how to develop Live events on digital for a brand – team & roles & tasks
 - Learn to outline a social media content plan
 - Understand the right metrics for measuring content effectiveness on marketing objectives
 - Discover how to make something powerfully viral
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Grading:

20% Class attendance and participation □
50% Group Project □
30% Individual assessment

Group Project:

Groups will have a brand and product to work on and based on that context will have to:

- demonstrate they understand and know how to develop a deep analysis on the content marketing strategy they're aiming at;
 - identify the key moments of truth and define the buying process phases which matter
 - determine and defend their choices for which content to work on
 - explain and convince the crowd on what types and styles of content must be produced and which type of conversation to attain
 - to clearly connect that content strategy to specific digital channels and its Kpi's
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Extra Costs (case studies, platforms...): N.A.

Bibliography:

Required reading:

Course Readings (available on moodle) as well as occasional handouts, that will be distributed in class. No required textbook is assigned for this course.

Recommended books:

BERGER, Jonah, "Contagious: Why Things Catch On", Simon & Schuster, 2013

Online materials:

Reading materials, including schedule and class handouts will be available on Moodle course site.

Biography:

Chief Digital Officer at Media Capital, PRISA Group, managing the strategy and operations for the company brands in all digital territories: TVI, TVI24, IOL, MaisFutebol, etc. Having a special focus on the mobile and multiscreen solutions for TV Shows (Rising Star, MasterChef, SecretStory) as well as OTT platform (TVI PLAYER), video strategy and partnerships: Google & YouTube, Facebook, Twitter, MEO, Vodafone, NOS, Endemol/Shine, among others. He is a pioneer on using Social Media for boosting awareness and interactivity for TV and Radio (5 Para a Meia-Noite, The Voice Portugal); was part of the team who launched the first second-screen app in Portugal – "5i". With a Diploma by New Media Technology College of Dublin in "Interactive Television & New Media", a degree in "Marketing & Advertising" and an Executive Master in "Management and Leadership", Ricardo is also a teacher in several executive courses on Social Media, Digital Branding and eCommerce.

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