

**YOUR SOCIAL MEDIA
CONTENT ISN'T WORKING,
HERE'S WHY**

ooh la hoop
DIGITAL | CREATIVES

WEBINAR SERIES EPISODE 1



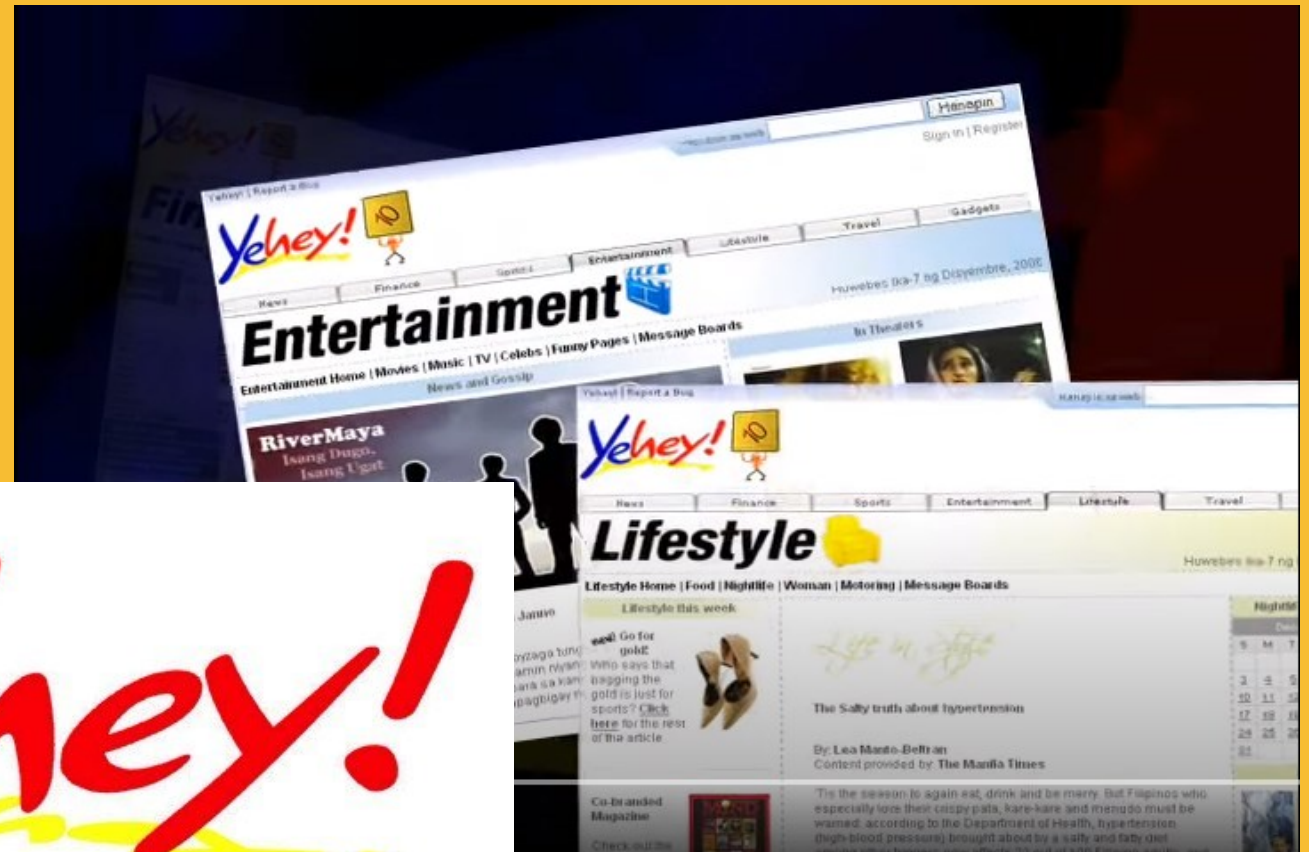
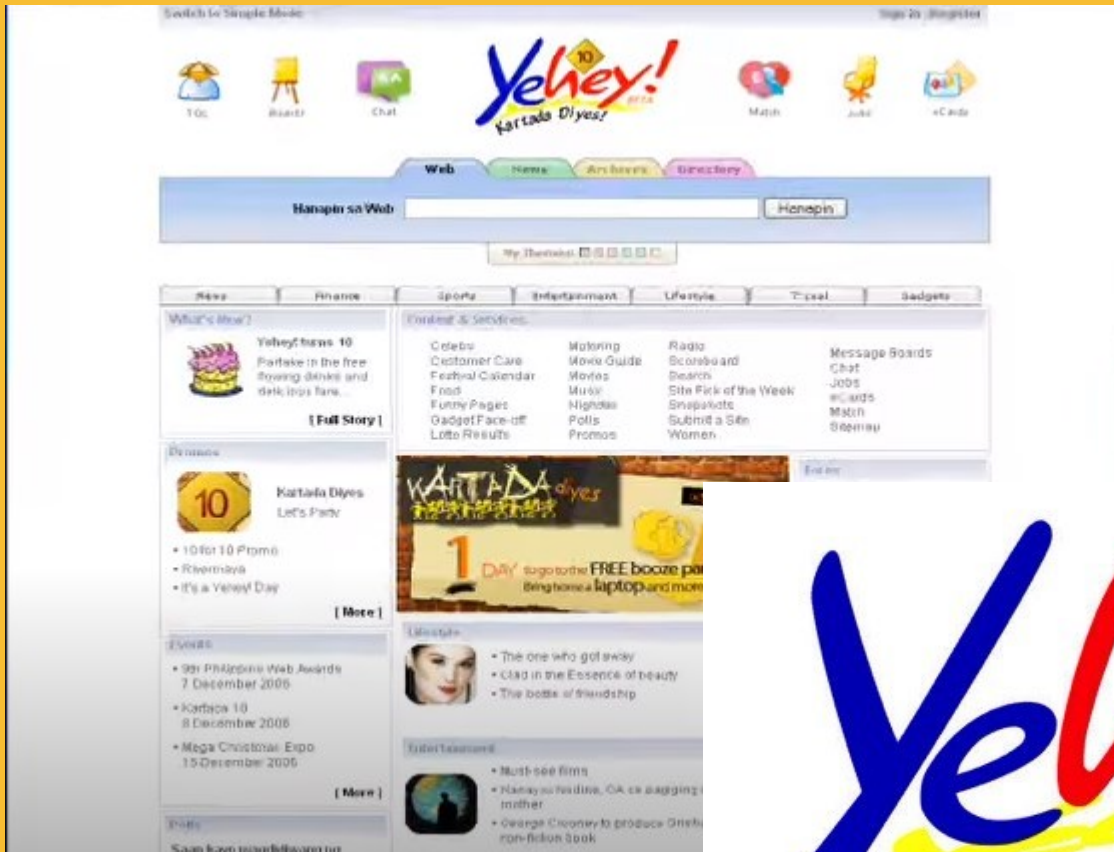
LUH, BAKIT AKO?

Di nga? Bakit ako? Hehe



[visible confusion]

FROM DOTCOM TO DIGITAL TO CONTENT MANAGEMENT



ADVERGAMING AND BUSINESS DEVELOPMENT



WHY **oohLaHoop**

DIGITAL | CREATIVES

- Coined after Hula Hoop; A play on words
 - Signifies our ingenious and creative use of traditional tools
- Toy but also to get in shape—fun while working
- “Ooh” from OOH (Out Of Home Advertising)—we are the digital pivot of our parent company, Outcomm, Inc.





YOUR SOCIAL MEDIA CONTENT ISN'T WORKING, HERE'S WHY

It's 2021. Second year of the pandemic.
You'd think that there would be more
acceptance of all things on social
media, right?

Well, sh*t...



THE DIGITAL SHIFT

- TikTok set the world record for most downloads in a single quarter for a social app ever
- Social media, chat apps, streaming video services, video conferencing software became even more relevant
- Food delivery, telehealth, cloud services, online education, other digitized services thrived



THE INTERNET IS INCREASINGLY MOBILE



AVERAGE TIME SPENT ON MOBILE PER DAY HAS GROWN



91% OF USERS SEARCH (USUALLY ON MOBILE) BEFORE BUYING



SHIFT FROM TEXT MESSAGING TO VOICE AND VIDEO CALLING





AND **SOCIAL MEDIA**: INTEGRAL TO GENERATING RESULTS



NEW SOCIAL TRENDS → ECOMMERCE 3.0

Brands that do live selling and use more than one active social media account make 32% more sales than online retailers that don't use social



OMNICHANNEL MARKETING IS KEY TO SELLING

Brands with omnichannel digital communications get 250% higher purchase frequency, 13% higher average value per order, and 90% higher retention rates compared to brands with single-channel communications



SOCIAL MEDIA: MOST RELEVANT TO THE YOUTH

Social Media is the most relevant channel for advertising and promotions to both Gen Z and Millennials,. 97% of 18 to 29 year olds said that user-generated content (UGC) on social media strongly influenced their purchase

THE TOP 3 TYPES OF EFFECTIVE **CONTENT MARKETING** ARE BEING USED BY SUCCESSFUL BRANDS



83%

SOCIAL MEDIA

Social Media Content includes everything posted on Social Media--from static posts, to infographics, to video content, to ads



80%

BLOGS

Blogs refer to all written, SEO content that can be housed on our website and other platforms



77%

EMAIL NEWSLETTERS

Email--while one of the most traditional mediums for Digital Marketing--is still highly effective in driving results





VIDEO DRIVES THE MOST ENGAGEMENT

- More businesses use video as a marketing tool
- 72% of customers would rather learn about a product or service by way of video.
- 75% of all video plays are on mobile devices
- Mobile video content gets 60% more engagement than standard posts



PEOPLE ARE ENGAGING MORE WITH THEIR LOCAL COMMUNITIES VIA DIGITAL CHANNELS

- Local communities on digital platforms
- Facebook groups, Viber
- 'go-to' hub for reliable content and commerce



NORTH RESIDENCES
EDSA (beside Waltermart) cor. Lanutan, Brgy. Veterans Village, Quezon City

Cityland North Residences Community
Private group · 385 members

SM Jazz Residents
Private group · 2.0K members

Bright Place Group
103 members

1/3/21

Hello. Baka po may gusto merienda.. Available po tomorrow 3pm.
Message lang po sa mga oorder ❤️

Milky Cheese Donut 12pcs 200
Milky Ube Cheese Donut 12 pcs 230
Mix (half cheese/half ube cheese) 12pcs 240

Message lang po ❤️
Happy New Year!

Converge ICT Community
38,304 members

Yesterday

Show highlight

We apologize for any inconvenience this may have caused. Please visit this Vibier community for updates.

Thank you for your patience and cooperation.

For more informational videos, please subscribe and watch on our Youtube channel <https://bit.ly/ConvergeOnYT>

7:50 PM

We detected connectivity issues affecting our subscribers in Candelaria, Quezon at 10:40 PM of January 13, 2021.

For more informational videos, please subscribe and watch on our Youtube channel <https://bit.ly/ConvergeOnYT>

11:45 PM

CONVERGE SERVICE ADVISORY

We detected connectivity issues affecting our subscribers in Candelaria, Quezon at 10:40 PM of January 13, 2021. If you belong to the affected area, a service ticket is not required. Our technical team is already working to resolve the issue in the soonest possible time and have your connection restored.

We apologize for any inconvenience this may have caused. Please visit this Vibier community for updates.

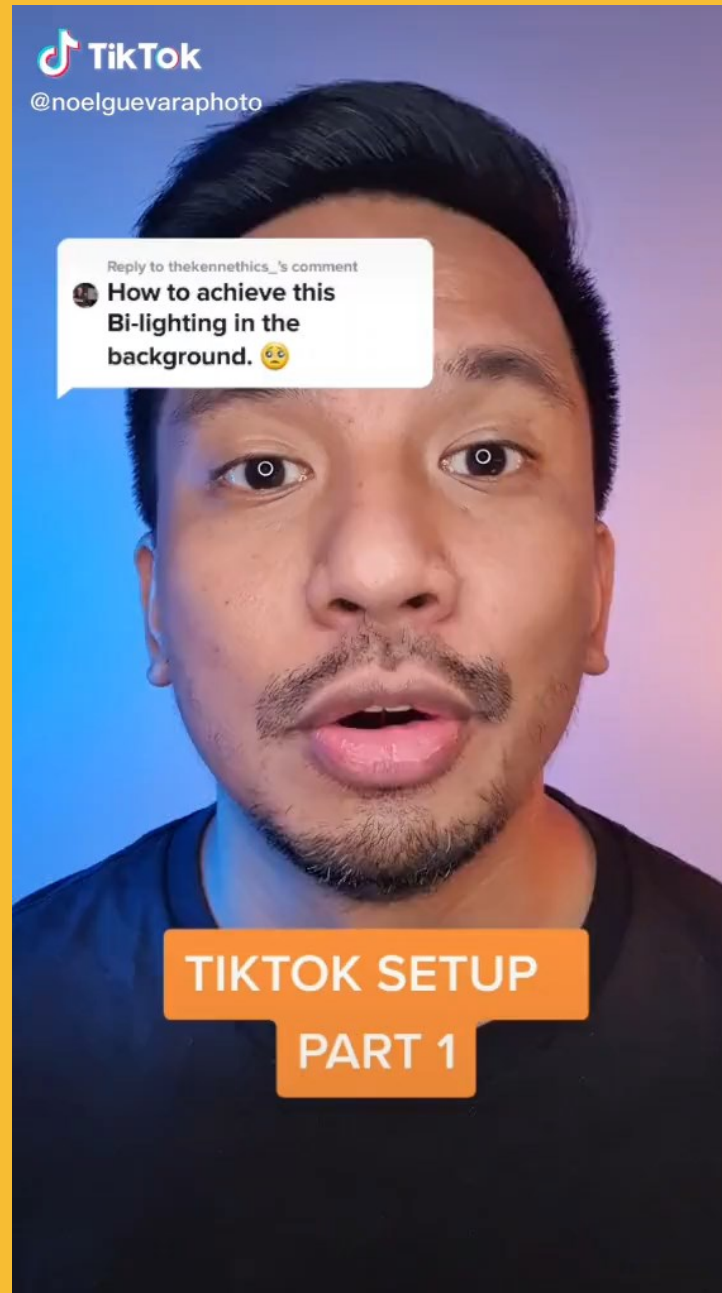
Thank you for your patience and cooperation.

For more informational videos, please subscribe and watch on our Youtube channel <https://bit.ly/ConvergeOnYT>

11:45 PM

PEOPLE ARE FOLLOWING RESPECTED EXPERTS FOR FREE ACCESS TO KNOWLEDGE

- Noel Guevara @noelguevaraphoto
- Krizzle Luna @lunakrizzle



PEOPLE ARE ATTENDING SCHEDULED DIGITAL EVENTS

- Live content = new stage for creators
- New role of social media = a place for gathering








What You Need to Know About Telemedicine

Oct. 26, Mon. • 7-8PM  LIVE @ Johnson's Baby PH




Bianca Gonzalez
Host



Dr. Marthony Basco
Pediatrician







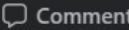



JOHNSON'S baby was live.

October 26, 2020 · 🌐

What You Need to Know About Telemedicine

What You Need to Know About Telemedicine in the time of pandemic. Join Mommy Bianca as she learns ev...
See More




 2.9K 703 Comments 302K Views

 Like
  Comment
  Share
 

Comments Hide



Bianca Gonzalez
Host



Dr. Marthony Basco
Pediatrician



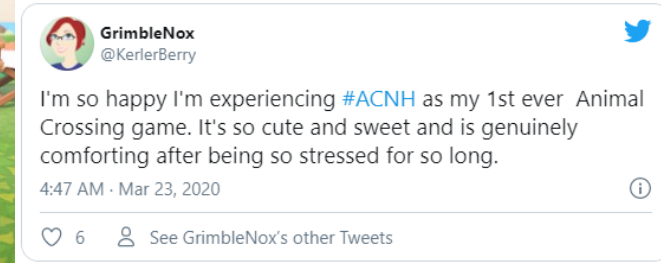


PPD
For Patients

Connecting Healthcare to Everyone

PEOPLE ARE SOCIALIZING AND HANGING OUT IN GAMES AND VIRTUAL WORLDS, NOT JUST PLAYING THEM

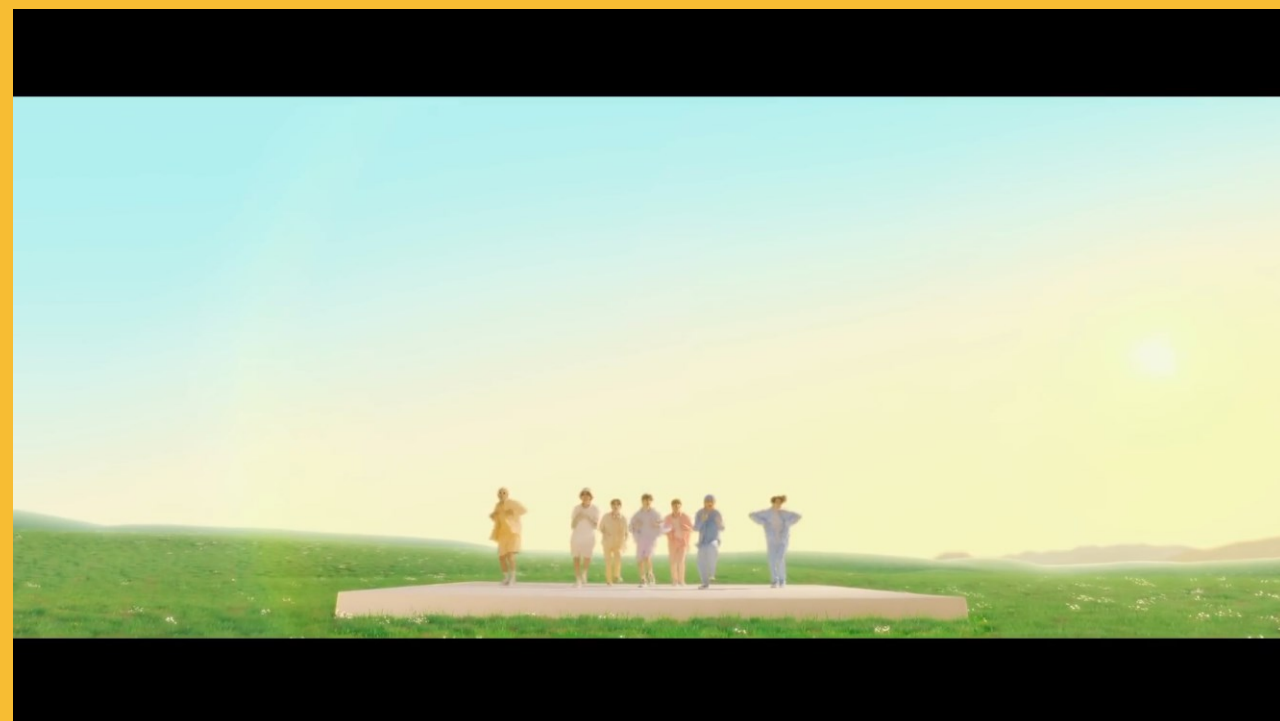
- Animal Crossing Blew Up
- 1M+ Members in Facebook Group Where We Pretend to be Ants
- New Twitch Category: "Just chatting"



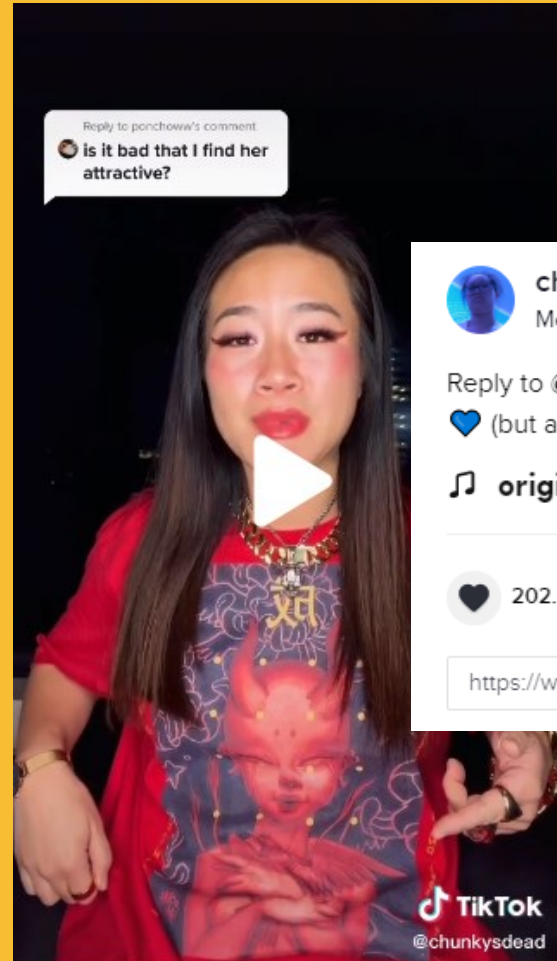
A million people are pretending to be ants on Facebook – and it could be therapeutic

More than 18,000 Facebook users responded to a post of ants on ice cream, writing comments like, "NOM," "SLURP" and "LIFT TO THE QUEEN."








PEOPLE ARE PARTICIPATING IN "TIKTOK CULTS"




chunkysdead  Melissa Ong · 1-6 Following

Reply to @ponchoww if you suffer from this condition, seek help  (but also slide into my DMs if you're my age)

 original sound - Melissa Ong

 202.3K  2024 Share to    

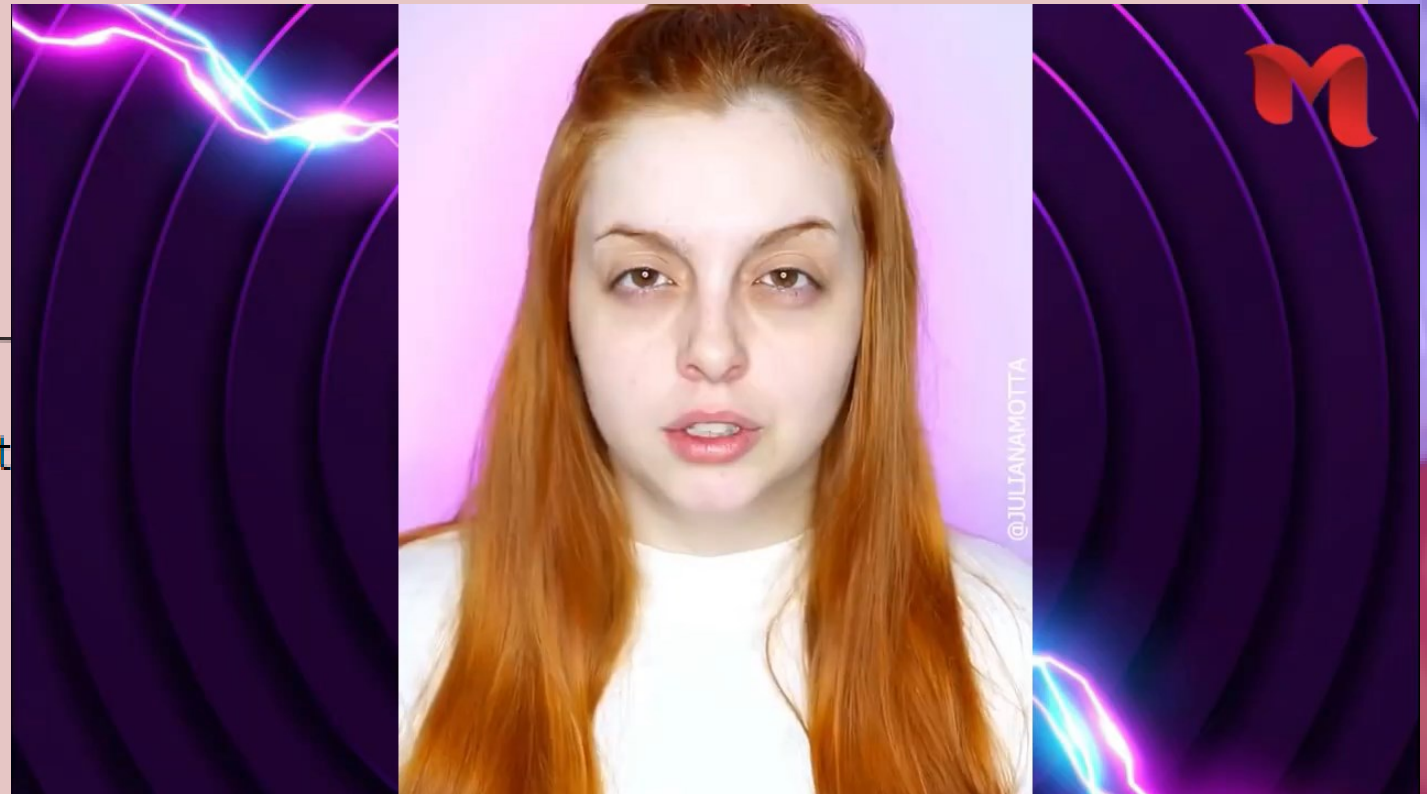
<https://www.tiktok.com/@chunkysdead/video/6914462...>  COPY LINK

**PEOPLE ARE REPURPOSING
#CHALLENGES AS EVERGREEN
CONTENT STREAMS**



THE LATEST “EUPHORIA” MAKEUP CHALLENGE ON TIKTOK IS MESMERIZING

Wat



POP QUIZ TIME!

- *Winners please give chance to others! :D*

1. What are the top 3 types of content marketing techniques?

Answer: SOCIAL MEDIA, BLOGS, EMAIL MARKETING

POP QUIZ TIME!

- *Winners please give chance to others! :D*

2. What platforms are people using to engage with their local communities?

Answer: FACEBOOK GROUPS AND VIBER

POP QUIZ TIME!

- *Winners please give chance to others! :D*

3. On Twitch, what is the new Category in which streamers don't game but chat with followers instead?

Answer: JUST CHATTING

POP QUIZ TIME!

- *Winners please give chance to others! :D*

BONUS!
**What is the name of
my youngest
daughter?**

**Answer: VICTORIA
EVERDEEN or EVIE**

SO WHY IS MY CONTENT NOT WORKING?

Wag ka na galit, baby





1.
BECAUSE **MOST**
POPULAR SOCIAL MEDIA
PLATFORMS ARE **PAID**
PLATFORMS

**EVEN FACEBOOK
THEMSELVES HAVE SAID
THAT YOU SHOULD TREAT
THEIR PLATFORM AS A
PAID MEDIUM**

You've got to pay to play



INSTEAD WORK WITH OR INVEST IN LOCAL COMMUNITIES

S-SIGE! BILI MO MUNA AKO NG HOT COFFEE AT CHICKEN TIME..

MAG KEANU NGA ULIT CHICKEN TIME?

WAKE UP! WE HAVE-

REPAIR TELEPHONE RISK

MILDRY SIRSIY POZO (MAGSASALAY)

... A CD TO BURN

Minute Burger
January 24 at 12:23 PM · 🌐

Now this is what you call a cyber pun.

Made by Nekomics ねこマイク
— with Reese Stephanie Daño and 49 others.

foodpanda giving out Vespas, iPhones, Apple Watches and vouchers for their birthday raffle

ikaw na "sumubok lang" sumali sa raffle

Buti naman, ang dami kong kinaing Minute Burger para dito

PRE, PAPARATING NA SIYA. YUNG BABAENG MAY MABANGONG BUHOK

ISANG BACONNAISE CHICKEN BURGER NGA

SIGE, BOSSING!

PRE, ABOT MO BREAD KNIFE

PRE, DI BREAD KNIFE 'YAN. SINAG 'YAN!

TRESemmé



GLOBAL EDUCATOR COLLECTIVE

educator to educator support and collaboration during school closure

#SchoolClosure KeepLearning2020

Group by Global Educator Collective and Supportedu

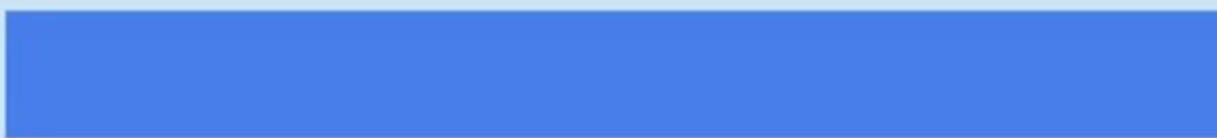
Global Educator Collective

Private group · 127.7K members

About Discussion Units Announcements Members Events Media Files

129,000 educators who are members in it.

ohleap



JOIN US TODAY!
fhmoms.com

Supported by:

invideo Canon SHOPBACK

eToro eon Pa/aneer PUL LIFE UK

ESKWELABS FIESTA

WHAT'S IN IT FOR YOU?
UNLIMITED LEARNING

Group by Filipina Homebased Moms and 3 other pages

FILIPINA HOMEBASED MOMS (FHMOMS)

Private group · 234.6K members

About Discussion Units Announcements Members Events Media Files

What's on your mind, Dyem?

Anonymous Post Photo/Video Tag People

Unread Announcements · 67 See All

Filipina Homebased Moms Admin · September 17 at 11:28 PM ·

WE HEARD YOU. 3 MASTERY COURSES WILL HAVE CLASSES FOR THE REST OF THE YEAR!!!

Ang dami naming nare-receive na messages and requests na sana maka-enroll pa for mastery courses...

Para magawa natin ang dalawa nating goal na ma-improve at mas mapaganda pa ang e-learning services natin at mag continue ang learning ng mga mommies; una, tuloy na tuloy pa rin ang major...

Enroll in FHMOMS Courses
HOW TO ENROLL IN THE CLASS?

About
Filipina Homebased Moms (FHMoms) is the first and the biggest parenting, freelancing, entrepreneurship group for Pinay moms in Philippine... See More

has over 200,000 members, used our platform to pro

A young man with dark hair and a surprised expression is looking at his smartphone. He is wearing a green t-shirt and has his hand on his head. The background is a solid red color.

OR WORK WITH PLATFORMS
THAT HAVE **HIGH ENGAGEMENT**

Like LinkedIn or TikTok

A top-down view of a wooden desk. In the top left, a silver laptop is open, showing a code editor with various lines of code. To its right is a white coffee cup with a green handle, filled with dark coffee. In the bottom right, a person's hands are holding a newspaper. The newspaper's main headline reads "BACKPACKER" in large, bold letters, with the sub-headline "FOLLOW YOUR DREAM AND MAKE IT HAPPEN". Other visible headlines include "EXPEDITION" and "UNPLUGGED". The background is a dark, rich wood grain.

**FACEBOOK, TWITTER, AND LINKEDIN CONTRIBUTE
90% OF SOCIAL TRAFFIC TO B2B BLOGS AND SITES.**

LINKEDIN WAS RESPONSIBLE FOR HALF OF THAT.

TikTok DATA

1.1B Active Users as of Feb 2021

78% of TikTok users are aged 16 to 34

35+ Year Old Bracket = fastest growing Creator Category

TikTok users spend an average of 58 minutes per day

TikTok users open the app 8 TIMES daily



INFLUENCE IS REAL


A top trending song on TikTok typically becomes a top trending song on Spotify as well



ENGAGEMENT IS THROUGH THE ROOF

- Video was released on TikTok (8M followers) and Twitter (45M followers)
- Uploaded back in March
- Twitter – 1.8M views, 87K likes
- TikTok – 134M views, 10.8M likes



A man wearing a white hoodie and a black beanie is sitting and holding a sign. The sign features a crown logo in the center and text around it. The background is dark and out of focus.

There once was a ship
that put to sea
The name of the ship
was the Billy of Tea

2.

BECAUSE YOUR CONTENT ISN'T WORKING WITH THE PLATFORM(S)

- Avoid mirroring or cross-posting your content





The Flour Girl is in Philippines.

June 20 at 8:28 AM · 🌐

Another well-celebrated Father's Day Weekend! Thank you, thank you to everyone who ordered their gifts! I'm truly overwhelmed with all your orders this weekend and i'm beyond grateful for your support!! And thank you for creatively picking out items on my menu (which aren't on my Fathersday Menu) and requesting that they'd be made as a Father's Day Gift! I hope your Dads enjoy their special treats! Again, THANK YOU!!And Happy Father's Day to all amazing Dads out there especially my Papa!! I wouldn't have made all these without his support!!!🥰 #daddysgirl



👍❤️ You and 34 others

❤️ Love

💬 Comment

➦ Share



theflourgirl

Message



779 posts

52.3k followers

1,181 following

The Flour Girl™

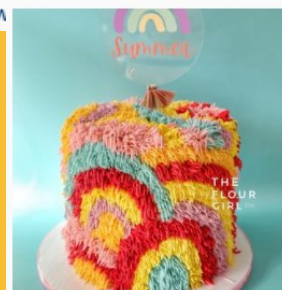
Chef

🍪 Inquirer'sBestDesserts—HundredGramCookie™ (Sunday only)

🏠 Tues-Sun:10am-4pm(No walk-in)

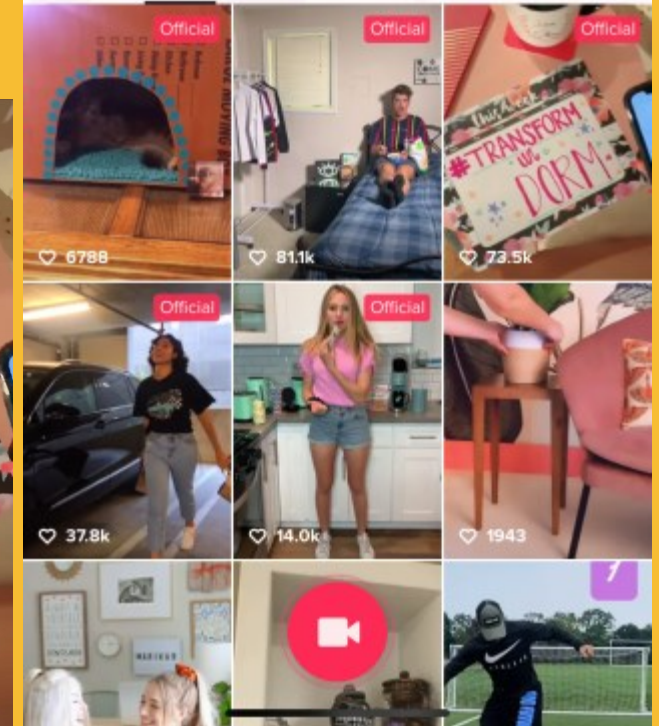
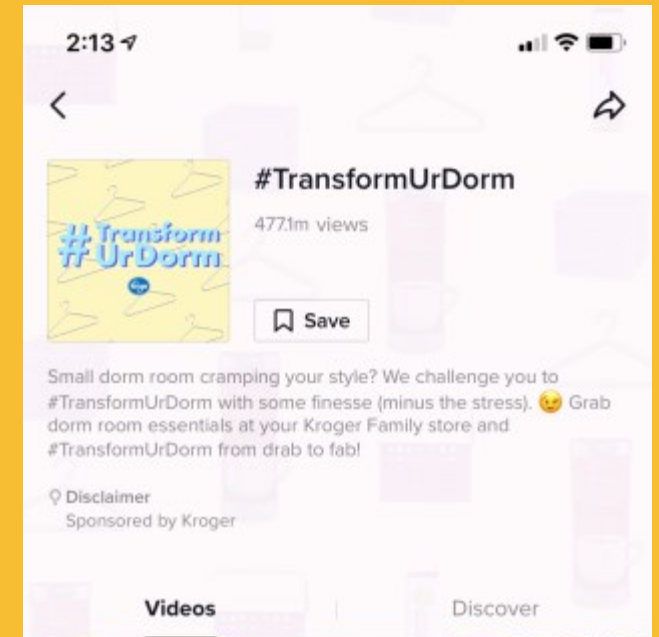
📅 Fully Booked: til JULY20

www



TIKTOK'S NEW FEATURE: HASHTAG CHALLENGE PLUS

- Kroger was the first brand to try out the new feature globally back in August via the #TransformUrDorm challenge
- Tapped GenZ Influencers
- End of Two Month Campaign: 900M+ views



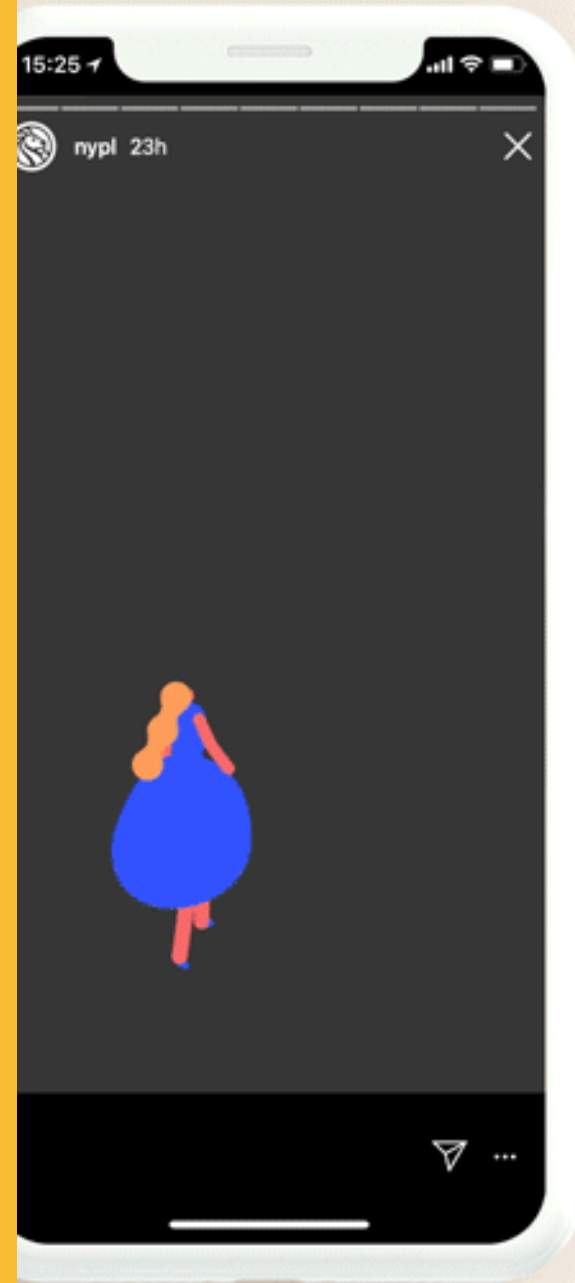
OISHI'S HASHTAG CHALLENGE PLUS

Oishi used the #HOTtawChallenge, garnered 308M+ views



INSTA NOVELS

- How else can you make content exciting for the digital generation?



The
New Yo
Public
Library
**Insta
Novels**

3.

BECAUSE YOUR CONTENT
ISN'T BEING AMPLIFIED BY
YOUR AUDIENCE

Try working with Influencers

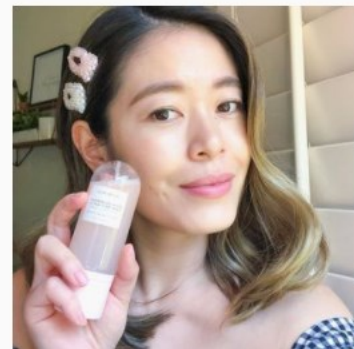
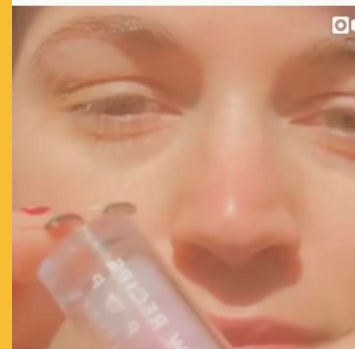
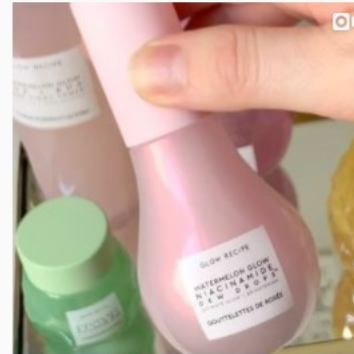
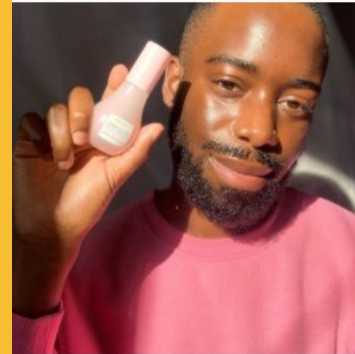
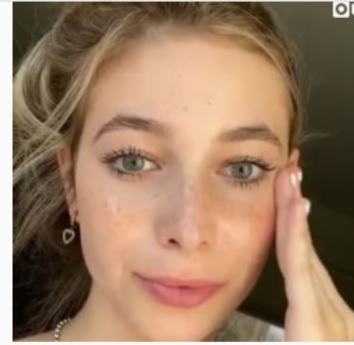


@ZACHKING

TikTok
@zachking



@REALGLOWGANG



ALWAYS VET YOUR CREATORS TO **ASSESS** THEIR INTEGRITY AND ALIGNMENT WITH YOUR VALUES

- Might be a good idea to do a little bit of research first



CROSSY ROAD FOR REAL

- Engage gaming community
- Drive brand consideration in an authentic way

KitKat

CROSSY ROAD

The Sidemen became the fastest growing YouTube channel of all time.

SIDEMEN

TAKING A BREAK FROM PLAYING GAMES BY PLAYING GAMES

Influential vloggers Sidemen are to gaming what Van Gogh is to art. But spending most of your day staring at a screen can get a little tiring – even for some of YouTube's most popular stars.

So we offered Sidemen, Tobl and Simon, aka Minimitar and TBLQL the chance to play a different game altogether. But this time for real.

We created a real-world version of one of the world's most popular mobile games of the year, Crossy Road, then pitted the Sidemen against each other on our custom made set.

Released in May, our low budget film struck a chord with the Sidemen fan base. By June Sidemen became the fastest growing YouTube channel of all time, gaining 1 million subscriptions in just 4 days.

And with a fraction of the budget of many of their rivals, KitKat gained a new millennial audience and landed amongst the biggest marketing moments of 2016 – taking #3 in YouTube's end-of-year ad leaderboard.

Which just goes to show that a change is as good as a rest.

HAVE A BREAK, HAVE A KITKAT.

BY BEING THE MOST DOWNLOADED GAME OF THE YEAR IN...

...WE GAVE SIDEMEN THE REAL DEAL, BEHIND FROM THE SCREEN.

TURNING THEIR YOUTUBE CLIPBIDS INTO FACTS, DOWNLOADS OF ALL TIME!

4.

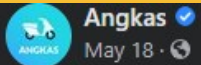
BECAUSE YOU'RE MEME GAME IS WEAK

Even better with quick wit

*Also, did you notice I used
the wrong "YOUR"?*







Angkas

May 18 · 🌐

ahhh ok gets



👍 20K

904 Comments 3.1K Shares



Angkas

June 10 at 12:36 PM · 🌐

swerte sa booking si jay



Cath Lyn

June 8 at 8:54 AM · 🌐

Si Jay ay may motor iba't ibang babae ang angkas ,ano si jay??

👍 6.8K

900 Comments 410 Shares

👍 Haha

💬 Comment

➦ Share



Angkas

June 16 at 8:21 PM · 🌐

uy



Rappler

June 16 at 3:00 PM · 🌐

LOOK: Bumper to bumper traffic seen along EDSA southbound on Wednesday, June 16, after the government ordered to place Metro Manila under GCQ 'with some restrictions' from June 16-30.

[Rappler.com](https://www.rappler.com)

👍 2.7K

343 Comments 114 Shares

👍 Haha

💬 Comment

➦ Share

May gagawin ka ba sa weekend?

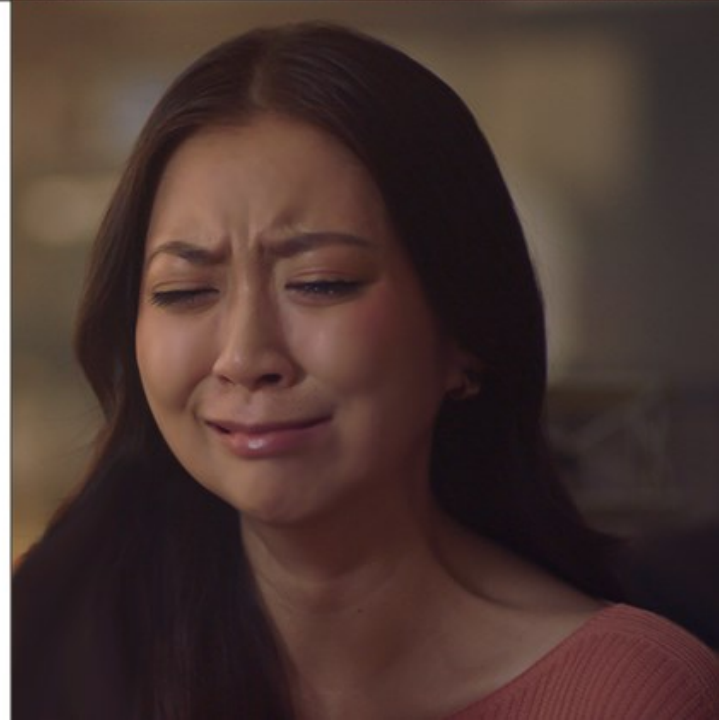
wala naman so far. bakit?



Ayun! Pabantay ako ng aso 🐶

 **greenwich Delivery**

**Masarap, pero
'Di mahal, tulad mo.**



**Your 3rd @ is your
friend na Masarap
Pero 'Di Mahal**



Order Now!  **greenwich Delivery**

MAKE CONTENT 'UNUSUAL' AND THEREFORE 'SHAREABLE'

Hip grandma?

Been there, been that





**Billboards for Trese
have been vandalized.**

Videos courtesy of Trese Facebook group

**TRIGGER WARNING: ANG SUSUNOD
NA PALABAS AY NAKAKA-TRIGGER**



5.

BECAUSE YOUR CONTENT IS **NOT** 'MEANINGFUL'

Causes and advocacies are a good way to not only capture your audience attention, but buy their unending loyalty



A young man with curly hair is shown in a crowd, looking surprised or excited. The scene is lit with blue and purple lights, creating a vibrant, energetic atmosphere. The background is slightly blurred, focusing attention on the man's expression.

"MEANINGFULNESS"

Relevant, Timely, Engaging, Authentic

“ COMMENT

The black and white selfie challenge isn't about 'women supporting women'

As famous women rush to post selfies online in support of the "sisterhood", Kat Brown asks who they're really helping...



Liz Hurley, Jennifer Aniston and Reese Witherspoon take part in the black and white "challenge" | CREDIT: Instagram

- Taylor Lorenz** @TaylorLorenz · Jul 28, 2020
Supporting women and destroying the patriarchy by uploading a hot black and white photo of myself
53 265 3.1K Tip
- Taylor Lorenz** @TaylorLorenz · Jul 28, 2020
You want to "challenge" me to upload a hot black and white photo of myself? You think I'm too chicken? You think I'm not up to the task? You think I don't have what it takes to upload a flattering photo paired w/ a benign meaningless caption?? #ChallengeAccepted
16 81 1.1K Tip
- Taylor Lorenz** @TaylorLorenz · Jul 28, 2020
After ending racism with my black square I dismantle the patriarchy with a hot black and white selfie
12 181 1.1K Tip

- Poorna Bell** @poornabell · Jul 28, 2020
Question your activism. #Challengeaccepted - we don't need another vague movement saying we support women - that should be a basic, a default. What specific inequality facing women, from the most oppressed to the most marginalised, are you willing to risk losing followers for?
- Poorna Bell** @poornabell

Thanks to a friend pointing this out - this is the proper origin of the black and white photo challenge - to raise awareness of the murder of Turkish women - Turkey is one of the countries with the highest number of femicides - and show solidarity for the women lost

**MEANINGFUL CONTENT
IS MEANT TO EVOKE A
POSITIVE REACTION**

Because Positivity trumps
Negativity every time



6.

BECAUSE YOU DON'T HAVE ENOUGH **VIDEO** **CONTENT**

Video drives 60% more engagement
than your standard / static posts



SQUARE VIDEO FORMAT GUIDELINES

- 1:1 Aspect Ratio
- Always have subtitles on
- Captions Add Flavor
- "Best experienced with sound"
- 3-Second Rule

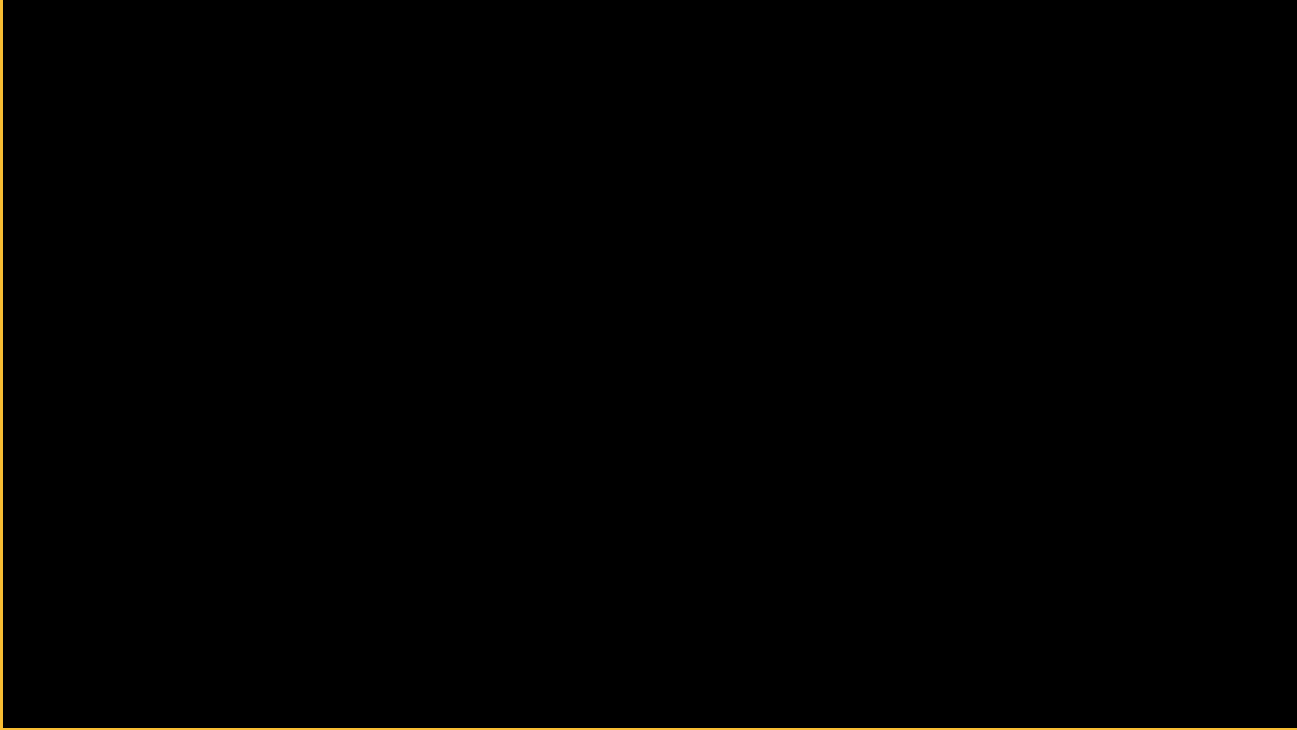


**THEY HATED EACH
OTHER WHEN
THEY FIRST MET**

TRY OTHER VIDEO FORMATS

- Vertical / Stories
- 360 / AR / VR





What's better? Reading a recipe? Or having this guy teach you how to cook?

'WORLDS APART'



SO,
WHAT
DO
YOU
NEED?

FREE ASSESSMENT WORTH \$200.00

First **FIVE (5)** attendees to email ahoy@oohlahoop.com will receive an ASSESSMENT and RECOMMENDATION of their DIGITAL MARKETING efforts (worth \$200.00)--**FOR FREE!**





oohla hoop
DIGITAL | CREATIVES

THANKS!

ahoy@oohlahoop.com

ooh la hoop
DIGITAL | CREATIVES