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## **ONLINE MARKETING: RETHINKING THE ASSETS**

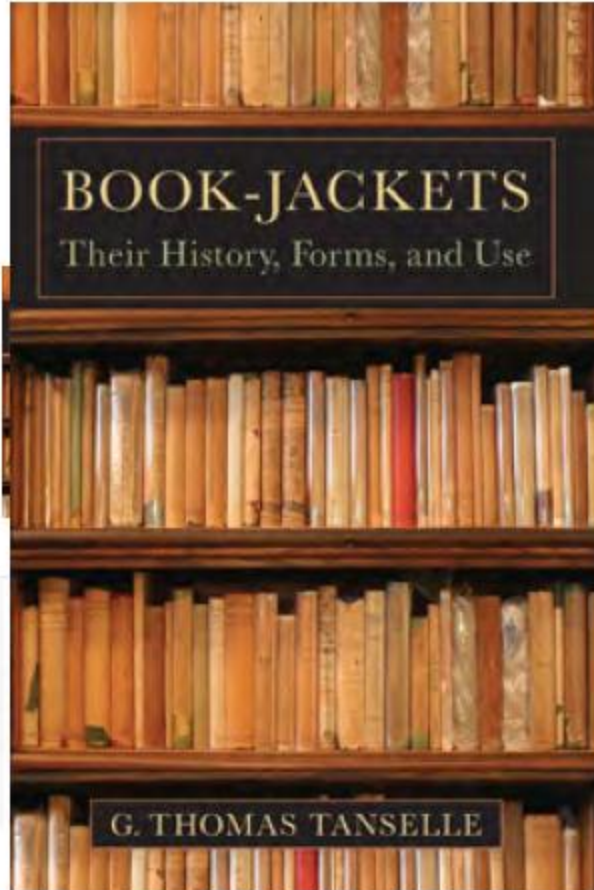
**RICK JOYCE  
CHIEF MARKETING OFFICER  
THE PERSEUS BOOKS GROUP**

# Agenda: Rethinking Digital Marketing Assets

1. Image as Jacket
2. Video as Tour
3. Metadata as Process



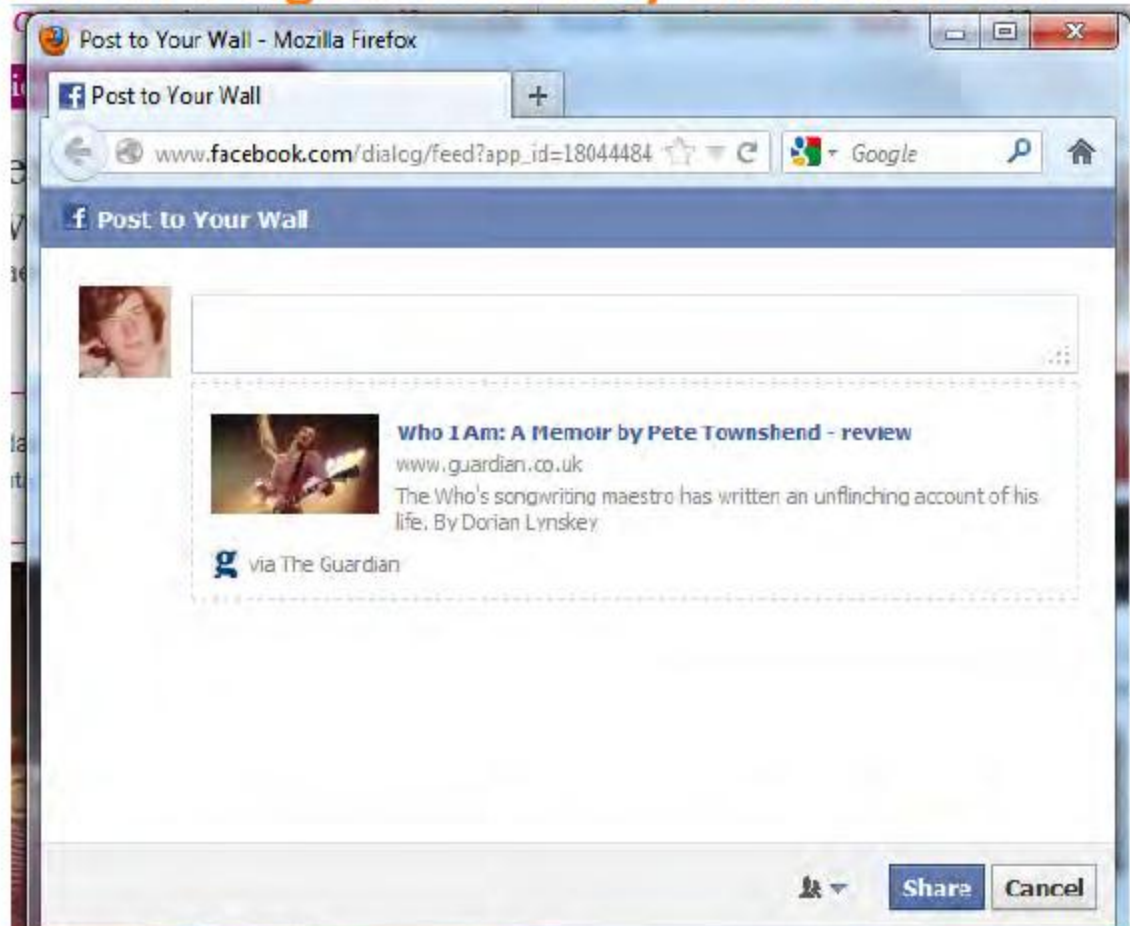
## Book Jackets were built for a physical discovery world



### Characteristics of The Physical Jacket

- Large, Tactile, Commercial
- Progression – Front, Back, Flaps
- Works ok major media context
- Works well in DirtWorld- Good Gravity
- BUT...
  - Not designed for thumbnails
  - Doesn't digitize the process
  - Poor Aerodynamics - Not built to travel in the social web

## What is a jacket in a digital discovery environment?



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## If that's the Digital Jacket for "Hunters", what is it for Gatherers?



### New Requirements

- Less Commercial – more about the content or audience than the product
- Aerodynamic – built to fly in the social web
- Mostly Visual
- Personalizable
- Funny, Inspiring, Arresting
- Connected

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# Images that are aerodynamic in the social network

The image is a screenshot of a Facebook profile for Rick Joyce. The top navigation bar includes the Facebook logo, a search bar, and the user's name and profile picture. Below the navigation bar, the profile name "Rick Joyce" is displayed with options for "Timeline", "2012", and "Highlights".

The main content area shows a post from Rick Joyce. The post features a large, colorful graphic that says "HAPPY BIRTHDAY" in blue and red letters, with yellow and green balloons and streamers. Below the graphic are the options "Like", "Comment", and "Share".

Below the birthday post is a post from Glenn Paul, dated March 25, which says "Merch 25 via Fandalism". Below that is a post from Glenn Paul dated March 25, which says "Glenn Paul said Rick Joyce is a great musician and sent an invitation to Fandalism. Fandalism is an invite-only directory of great musicians on Facebook. This is a special invitation. Glenn Paul really thinks Rick Joyce is great." Below this post are the options "Like" and "Comment".

On the right side of the profile, there is a section for "Status" with options for "Photo", "Place", and "Life Event". Below this is a post from Rick Joyce dated March 26, which says "Today I am drinking water. At least, during the daylight hours." Below the text is a link titled "The Lean Day 1: Wade into Water." with the URL "www.kathytreston.com". The link includes a small image of a glass of water and the text "H<sub>2</sub>Oh!". Below the link are the options "Like", "Comment", and "Share".

Below the link post are three more posts from other users: Mal Harrison, Gail Hutchison, and Aimee Janine Whelan; Jason Rhodes; Terri Kehoe-Walker; and Scott Behrhorst. Each post includes a small profile picture, the user's name, and the text of the post.

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# Images travel well in the social web

www.kathyfreston.com/the\_lean\_bedges.html

Kathy Freston

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### The Lean: A Revolutionary (and Simple!) 30-Day Plan for Healthy, Lasting Weight Loss

wellness expert Kathy Freston lets readers in on her secret: losing weight doesn't have to be difficult, and it can last. With this book she shares the powerful concept of *The Lean*—a radically effective approach to positive change—with a practical 30-day plan to transform your health and jump-start weight loss in the most gentle, easy, and automatic way possible.

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BARNES & NOBLE BOOKSELLERS

INDIE BOUND

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And Consumers are Action-Takers, with a set of drives and goals that must be understood and can be harnessed for discovery

- Connect
- Collect
- Compete
- Support
- Contribute
- Escape
- Explore
- Learn
- Get Recognized
- Belong

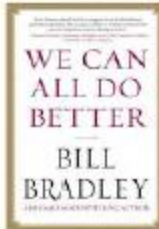
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# BILL BRADLEY

HOME BILL BRADLEY BOOKS AMERICAN VOICES MEDIA SPEAKING

We Can: All Do Better



We Can All Do Better  
By Bill Bradley

BRADLEY | HENNINGSEN |

THE SENATOR BRADLEY'S MEDIA APPEARANCES

View a video of Senator Bradley discussing how we can all do better.

Read Chapter One

Bill Bradley is arguably one of the most well-loved public figures of our time.

Share this site:



Abraham Lincoln asked:

## "CAN WE ALL DO BETTER?"

Previous Submissions



[View the Gallery](#)



### What's Your Answer?

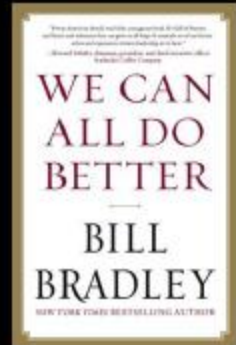
Enter Your Message:

Select a Font:

- Font 1
- Font 2
- FONT 3
- FONT 4

[Preview Sticker](#)

[Create My Sticker](#)



## Videos as (permanent) Tour

You ™

*vimeo*

### Videos, typically...

- Way too long
- Poorly distributed
- Expensive to make
- Time-consuming to make
- Insufficiently connected or aerodynamic

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# SmartShoot *beta*



(Formerly know as **TURNHERE** ...)



## Use SmartShoot Video for:

- Retailer product pages
- Pitching media
- Social media sharing
- Posting on blogs
- Book websites
- Enhanced ebook content
- Include video links on marketing materials and mailings to buyers, media contacts, librarians, and other influencers

## Video Tips:

- **Keep it short!**
- **Think about good assets for "b roll"** - Charts, images, photos and other graphics can all help keep the video interesting...
- **Select important points to cover** - Don't pick too may...
- **Outlined, but unscripted ...use questions**
- **Add metadata** - Submitting good metadata will help your video get discovered through Google and YouTube searches...



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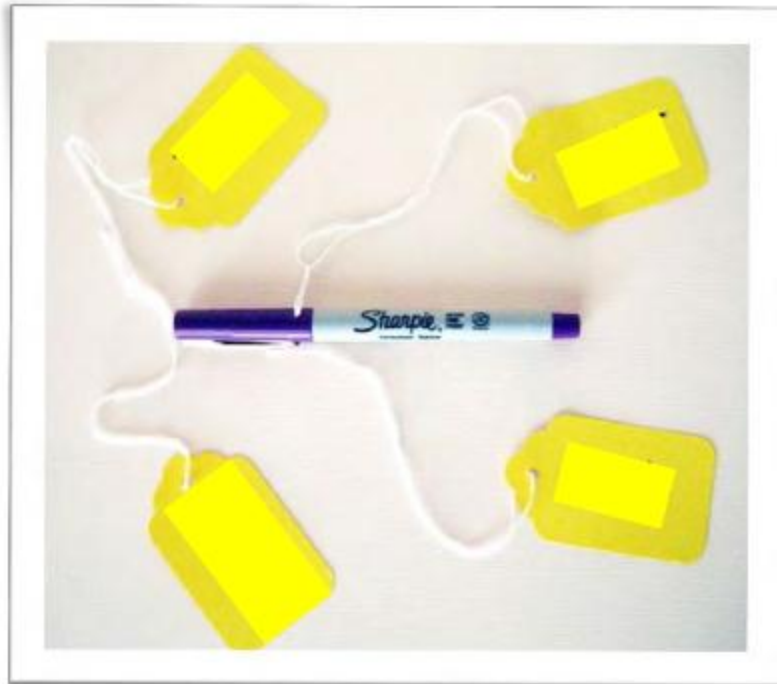
## Metadata as Content



- Data about the book
- Comes from the manuscript
- Entered in The System, submitted via The Feed.
- And Done.

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## Metadata as Process



- Develop-as-edited
- Updated-as-learned
- Tweaked-as-launched

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## Metadata should answer questions like...



- Who are the audiences?
- Which do we focus on?
- What are the words do they use to discuss?
- Where and when do I want this book to show up?

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In development at Constellation

- SmartShoot Digital Video
- “Meme-Generator” toolkit
- Metadata Optimization Tool

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