



HOW TO BRAND AND SELL WITH CONTENT MARKETING



Marketing Expert and Consultant



About Me

Marketing Expert and Consultant
Former CMO of Mindvalley
Former Apple and Aiesec
Proudly Italian :)

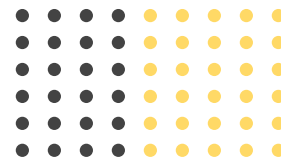


**In today's world
you can't think
about **selling**
without
online ads**





What should you consider in a content marketing campaign?



Story

What's the message and the story you are going to tell?



Medium

In what channel do you want this content to be successful? Youtube? Instagram?



Format

Depending on channel you might need different formats (4:5, 16:9, 9:16)



How to tell a great story?





2 Frameworks



**Hook - Story -
Offer**



Hero's Journey



Hook Story Offer

Hook - Have a strong start in the first 5 seconds of the video

Story - Tell a compelling and emotional story that will move your audience

Offer - Ask them something at the end of it (share or signup or buy)


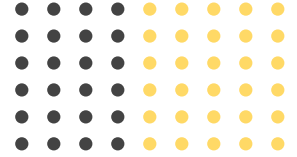





Hero's Journey

From Normality to the Abyss to Rising to Success



A large yellow circle is positioned to the left of the text. To its left is a large, faint dotted pattern in yellow.

**Let's go with
some examples**

A large yellow chevron shape pointing upwards and to the right, located in the bottom-right corner of the slide.



Content Trailer



Principles:

- Have a strong hook
- Tell a story (use the hero's journey)
- Give some great content, but leave them with curiosity
- Give value
- Use humour, music and b-rolls to make it as engaging as you possibly can
- Give them a clear and simple Call to Action





Video Sales Letter

Principles.

- Hook
- Problem
- Agitate Problem
- Solution
- Product Presentation +CTA
- Benefits
- Testimonial/Authority/Guarantee
- CTA



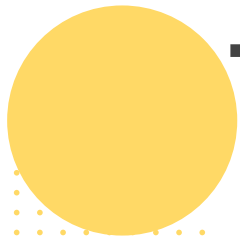


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Thank you and let's stay in touch!



Alessio Pieroni
Head of Marketing at Mindvalley

