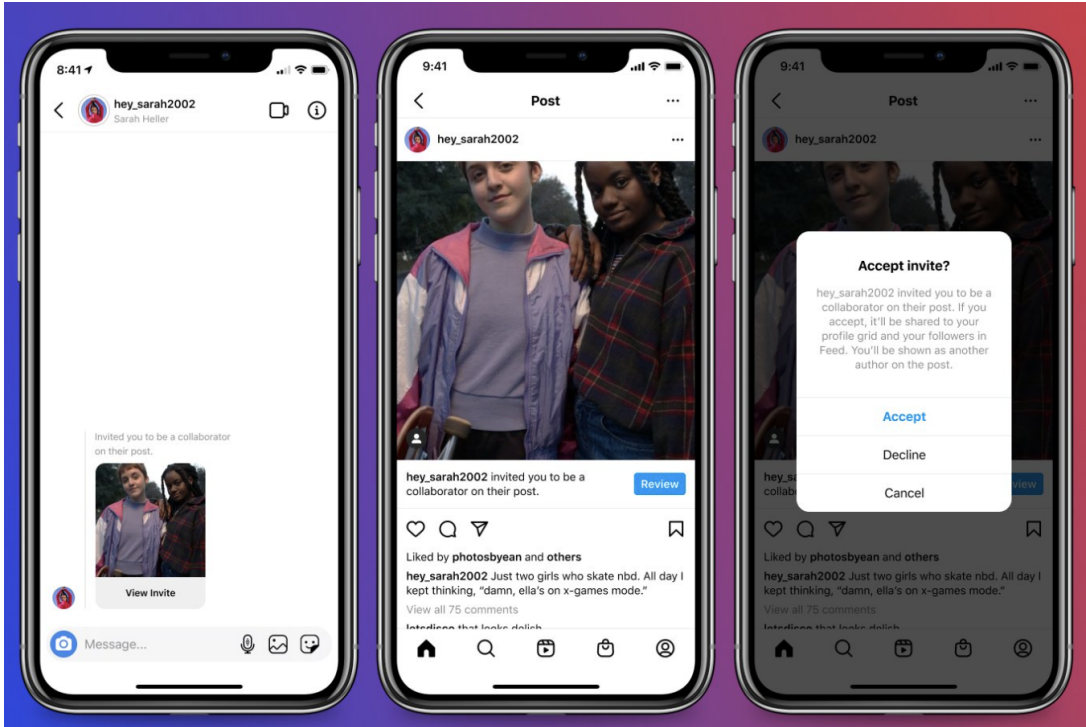


## Instagram

### Recent/New Features to Instagram

- Collabs feature: when you want to post with a client or another agency, you send a “collabs” request and if accepted, the post shows both the accounts where one username would usually be listed. This gives each brand exposure on the other’s page and extends brand reach beyond their respective followers.



- As of Fall 2022, anyone (not just users with fewer than 10K followers) can add a link sticker to their IG story.



## Reels

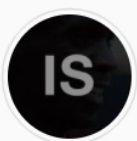
- From [Forbes](#): “With the rise of TikTok, audiences are looking for authenticity in their content. This is evident in Instagram Reels. Based on TikTok-style posts, Reels has exploded in popularity over the last two years. Why? Because they’re typically organic, non-curated and more “spur-of-the-moment.” They don’t feel like advertisements, which, in turn, can lead to greater engagement and longer watch times.”
- I know just looking through the Revelator blog, there was a ton of content I would have liked to have been exposed to just by looking through the Instagram, for example, the diving board fashioned on the back of a truck over kitty pools full of broken mirrors and water—that was so impressive!—maybe using reels as a space for this sort of content (behind the scenes, blog-esque, quick, narrative-style content) could be a useful method of outreach to potential clients.

## User generated content

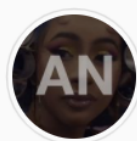
- “Forget stock photography and staged promotional pictures -- it’s time to go real-time. On Instagram, your prospects and leads want authentic content that offers a personal glimpse into your company's culture and product offerings.”
- “Real-time content, such as live video/live streaming, is unfiltered and 100% you. It adds a much-needed human element to B2B businesses, and helps you form a genuine connection with your audience and potential customers. Extremely professional-looking content can often feel cold and dispassionate -- your customers want to know there are real people and real stories behind the branding.”
- “Get involved in your niche—Just like any other social media channel, it’s important that you not only post content to your feed, but also partake in the wider conversation. Don’t just post images and videos, reply to your community when they leave a response. Take the time to check out other Instagram profiles, have a browse, like some content and maybe leave a friendly comment here and there. If you take the time to engage with others, they're more likely to take the time to engage with you.”

## Stories/highlights

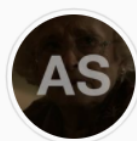
- The general consensus is that a well curated profile page is not only appealing to the eye, but is interactive. With highlights, visitors to your page can engage with specific types of content, depending on how specifically you categorize them.
- My recommendation is that the highlights feature be utilized like this:
  - **Projects**: announcements, longer video reposts, collaborations with clients
  - **Featured**: reposts of Revelator’s own instagram still posts, collaborations like the recent Jason Jägel merch, reposts from other users’ stories
  - **Blog**: highlight new blog content with swipe up feature to website
  - **BTS**: behind the scenes content from shoots, office/on location videos
  - **Directors/Staff**: highlight team members, features links to their respective pages of work
  - **Q&A/Contact**: provide a way to get in touch from the highlights section of the profile
- Examples
  - [Biscuit](#) does director highlights only



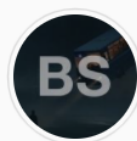
Isaiah Seret



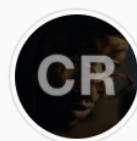
Andreas N...



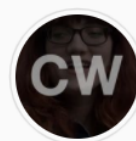
Aaron Stol...



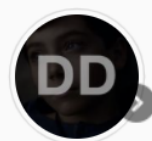
Ben Strebel



Christoph...

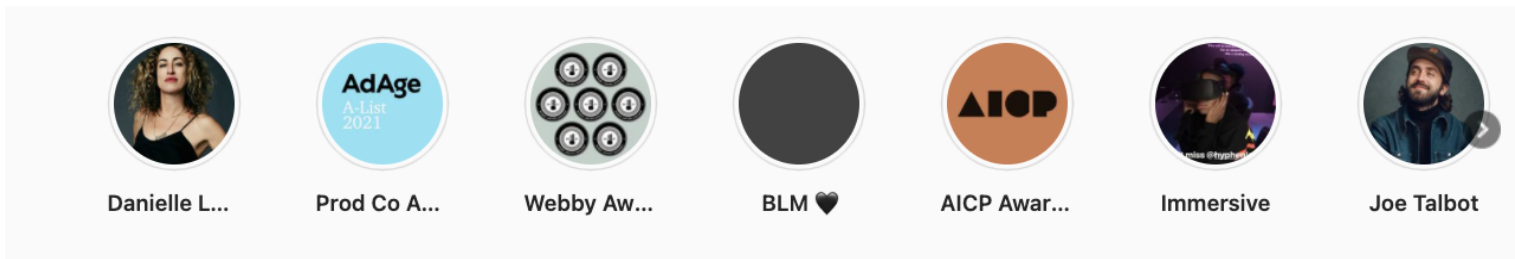


Clay Weiner

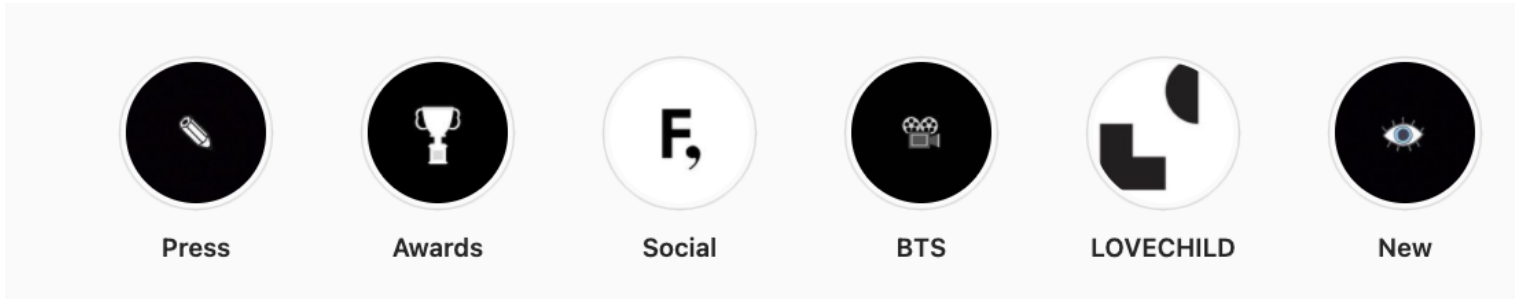


Dan DiFelice

- [MssngPeces](#) features a highlight for different types of work, i.e. Immersive, etc



- [Furlined](#) has really good variation in their highlights, press, bts, awards, etc



### Variation of Content

- Use carousels to show many sides to a project– the way it is presented on the website, other aspects of the brand/client, behind the scenes, storyboards, anything that helped the project be built up from ground level.
- A good mix of video and still photo content is ideal, however this (allegedly) matters naught if posting is not consistent

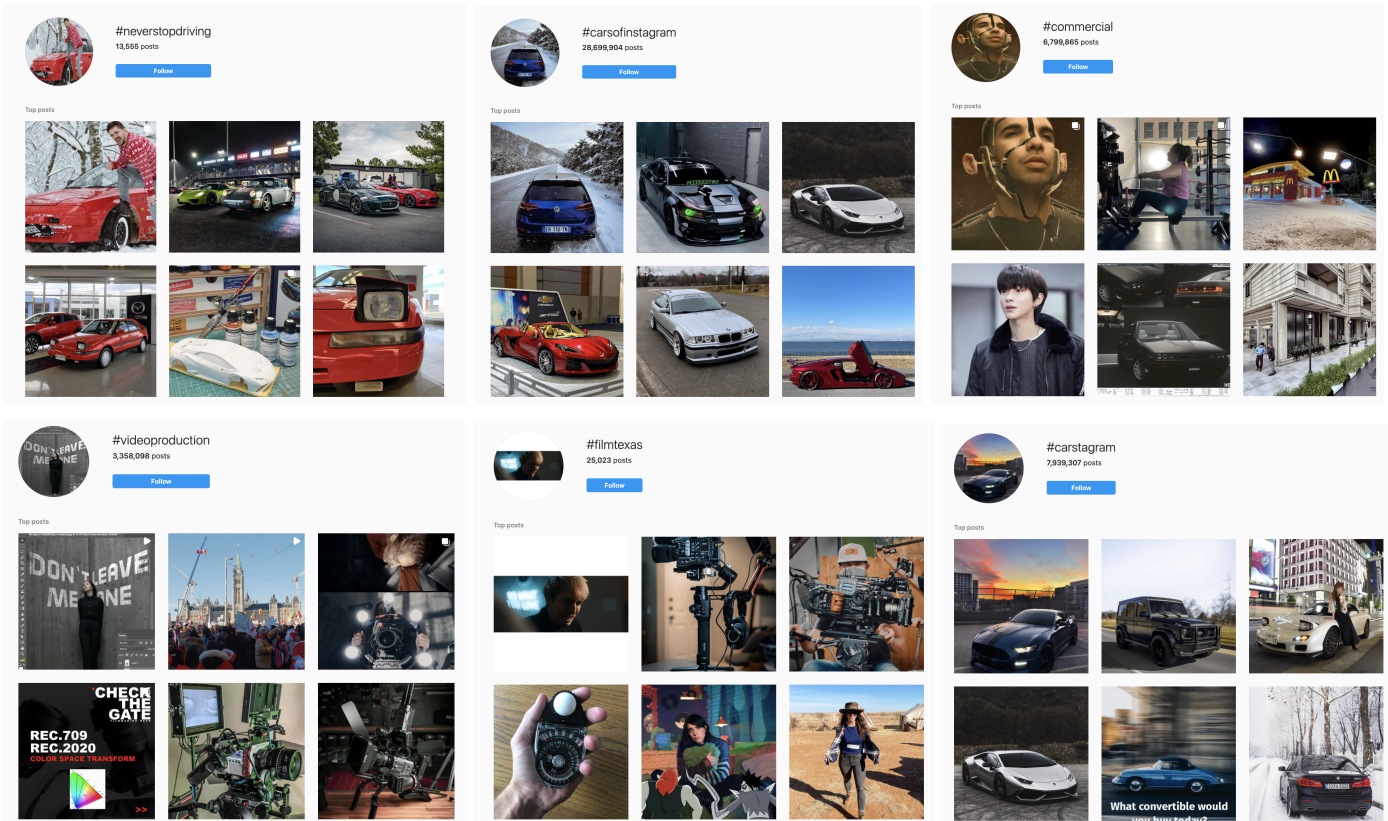
### Hashtags

Here I've pulled the hashtags used on [@Revelator.tv's last post for Hagerty](#)

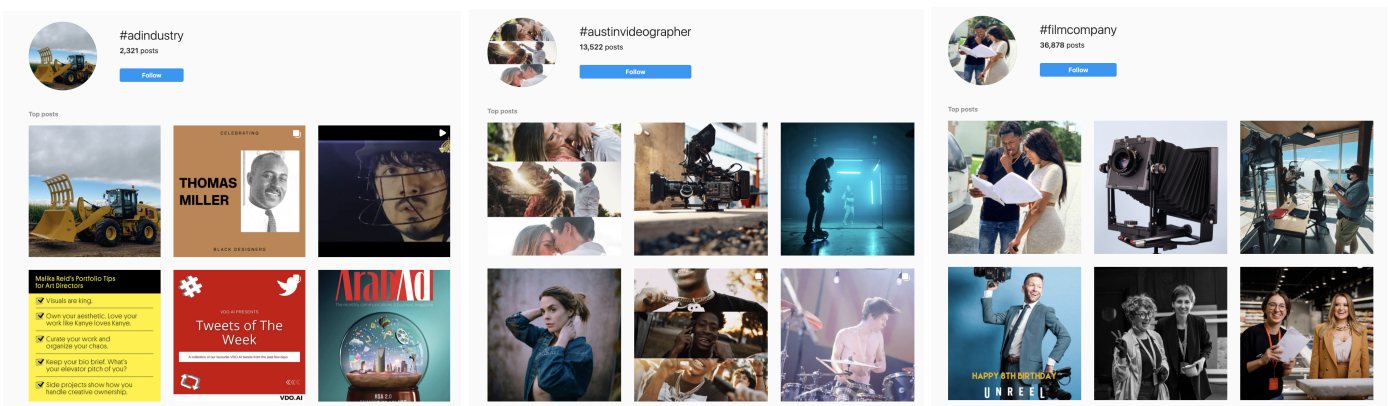
[#hagerty](#) [#escape](#) [#neverstopdriving](#) [#carsofinstagram](#) [#carculture](#) [#comedy](#) [#commercial](#) [#revelator](#) [#videoproduction](#) [#creativestrategy](#) [#automotive](#) [#video](#) [#production](#) [#filmtexas](#) [#austin](#) [#texas](#) [#classiccar](#) [#classiccars](#) [#carscene](#) [#instacars](#) [#carenthusiast](#) [#carclub](#) [#carlover](#) [#cargram](#) [#carstagram](#) [#vintagecar](#) [#BMW](#) [#bmw325e](#)

If we take a look at some of the hashtags used and visit their individual pages, there are some with tens of thousands, some with millions. Generally, the top featured content for each of these pages should resemble the work being showcased in the post (such as on the [#commercial](#) page), but for the larger tags like [#carsofinstagram](#) and [#carstagram](#), there are fewer similarities between Revelator's content and the top posts. This suggests that the effort to permeate these tags, in other words, producing that "top" content, might be better utilized in a different category.



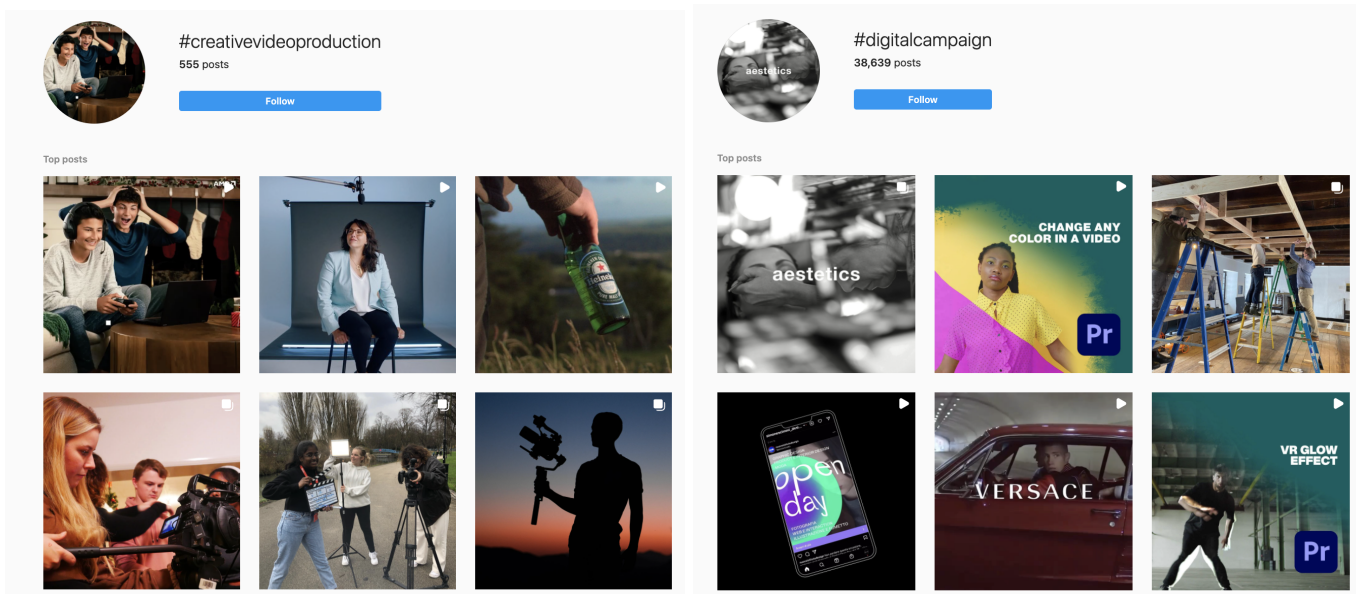


Tags like #filmtexas and #videoproduction seem to be a great place to build a strong share of voice; much of the content in this tage resembles the work Revelator produces, and it could even provide a space to show behind the scenes content. More niche hashtags like #adindustry, #austinvideographer, and #filmcompany could also be utilized based on the quality of content present there.



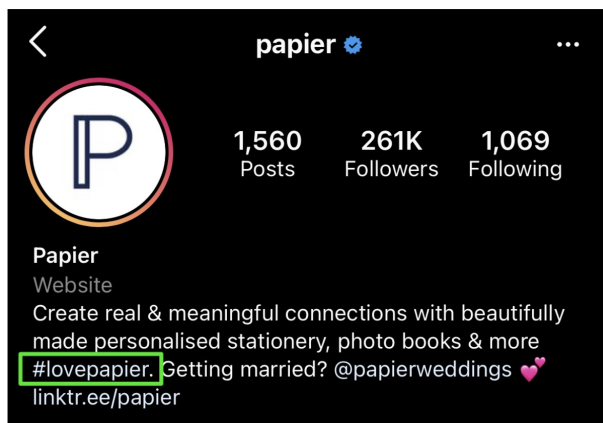
Other tags that Revelator has been using that could be good to dig into: #creativevideoproduction (already secured two of the top six spots) and #digitalcampaign (there is a lot of great work under this tag, both by big ad firms and small agencies/production companies)





**Number of hashtags:** within a caption, it seems to be a best practice to use 1-3 relevant tags that feature the client name, the type of project, and a director's name when appropriate. Around 30 tags with similar relevancy and adjacency to the project/post topic should be used in the comments/replies to the post.

**Branded hashtag:** the inclusion of a branded hashtag in a business profile (instagram bio, twitter bio, linkedin profile) encourages engagement with content on those platforms through profile itself and when the collabs feature is utilized by clients and partners. See @papier's use of a branded hashtag in their bio below.



## Features coming to Instagram in 2022

- New feed organization tools
  - **Home:** Likely most similar to the current feed layout, feed will contain suggested content, ads, and top posts from accounts you follow. Content is ranked based on how relevant the algorithm determines it is to you based on data previously collected regarding your likes and dislikes.
  - **Following:** this will be a return to what Instagram's feed looked like before 2018– the chronological display of only accounts you follow
  - **Favorites:** the real opportunity will be here, I think– to this feed you can select influencers and content creators whose content you want to see outside of, say, your best friend or your mom. Since the home page will continue to provide recommendations and the following space will feature every single post from your following base chronologically, the favorites feed should be a

place companies like Revelator should encourage past, present, and future clients to compile their favorite media production companies and content agencies.

## LinkedIn

### **B2B Marketing Tips from the LinkedIn Marketing Blog**

- Utilize Campaign Manager (if not already doing so)
  - There are three types of ads to choose from:
    - Sponsored Content
      - Sponsored content appears natively in LinkedIn member feeds, whether they're on desktop, laptop, or mobile device. A good way to get started with Sponsored Content is to promote your top-performing updates on your Company Page. Those updates were already a hit with your existing followers, so they're most likely to appeal to a broader audience.
      - Try creating multiple versions of your Sponsored Content with variations on the creative, to see which gets the best results.
    - Text Ads
      - Text Ads are simple but effective ads that display on the side, top, or bottom of the LinkedIn member's feed. Keep your copy short and compelling and use a dynamic visual for the best results.
    - Both
  - Personalize campaigns for decision makers and influencers, use keywords to separate demographics and develop a target strategy for each
    - Influencers will occupy different roles in different functions
      - End-users
      - Members of the procurement team
      - C-suite executives
      - Other internal partners
- Targeting tools
  - Targeting based on first-party, self-reported information is an option on LinkedIn
  - Choose criteria and Campaign Manager will show your estimated target audience size in the right sidebar
  - Enable Audience Expansion to let LinkedIn's algorithm find and target similar audiences to the one that you specified
- Revisit content
  - Review your results, stop low-performing ads, and promote high-performing ones
  - Keep an eye on the metrics provided in Campaign Manager, and continue to test new variations based on your initial results

## Twitter @RVLTR

From the [Organic Best Practices](#) blog post @ [business.twitter.com](#)

- **Community management**
  - Monitor indirect mentions of your brand (keywords, hashtags, etc.)
  - Improve response time by creating pre-saved responses to common questions
  - Check for past conversations to get context and create a personalized exchange
  - Stay on top of trending events and conversations for opportunities to connect

## Other tips about B2B Twitter marketing

Twitter offers B2B marketers another avenue to participate in conversations with prospects. B2B communication occurs in three ways:

- **One-to-One:** This is fairly self-explanatory; it's a targeted conversation that is likely to get a response.
  - *For Revelator, this could be engaging with clients when posting work for them, or perhaps tagging directors who have Twitter accounts. This could also entail liking Revelator work posted/retweeted by other accounts, or replying to work we like/work posted by people/agencies we know/have worked with.*
- **One-to-Many:** A traditional advertising technique that sends out a promotional message to the masses.
  - *Clickable links, calls to action that draw people to the site or specific work. Bit.ly links in captions or direct links should be utilized.*
- **Many-to-Many:** A newer approach that was formed via the social media network; it enables conversation with a large audience that may respond or may just listen.
  - *Twitter is likely not the platform for this in Revelator's case. Instagram, where there is a larger following and more visible interaction between brands (via comments, story posts, etc.) is where this type of conversation might be more useful.*

## Show Your Brand's Personality

- B2B marketers continue to struggle with reflecting their brand's personality on social media. When it comes to standing out from the masses on Twitter, never underestimate the power of **personality**.
- Find the tactic that works best for your brand and is in line with your broader business objectives.
  - *Words that describe Revelator's brand voice: effortless, strategic, personal.*

## Promote Your Services

"There is a huge difference between promoting your brand in relevant ways and being spammy or annoying to potential customers. We typically recommend applying the 80/20 rule – just 20% of your social media content should be about your brand. This makes it especially important that what you do share about your business is truly noteworthy. Promoted Tweets can also help spread these types of messages to highly targeted and relevant audiences."

There are many differences between promoted Tweets and promoted Twitter accounts. [Here](#) is a comprehensive description of when to use one over another; a summary is provided below.

There are two types of Twitter Ads: Promoted Accounts and Promoted Tweets. Both great for increasing brand awareness but they have separate use cases.

1. **Promoted Accounts** are best used to increase followers. For targeting both Promoted Account and Promoted Tweet campaigns, enter in handles and usernames of competitors and/or top influencers in your industry. This will target people who follow those handles – ultimately your target demographic and who you want to reach.
2. **Promoted Tweets** should be used when you have a large announcement or campaign and want to reach a larger audience than you would organically. Promoted Tweets can expand the reach of blog posts, websites, events, releases and more, so be strategic with this ad. Think about who would be



best to target and the demographic you're trying to reach. Twitter gives lots of targeting options including: location, gender, keywords, interests, usernames and more.

### **Measurement and Analysis**

For both Promoted Accounts and Promoted Tweets, Twitter provides a section to manage and monitor all campaigns. You can edit a campaign at any time or pause a campaign. If the ad is not performing well and you haven't gained many followers or haven't received much engagement, change the bid or change the wording of the promoted tweet.

### **Show Your Expertise**

"Twitter provides another channel to show your audience all that you know, and explain why you're better than the competition. The best way to do this? Stay up to date with industry news, trends and tactics by monitoring top publications, subscribing to newsletters, attending conferences and events, browsing online forums and listening on social media."

The [American Marketing Association](#) has a daily eNewsletter as well as a [Training](#) section on their website that delivers expertise and news updates regarding marketing tactics and brand positioning on social media. Following hashtags or conducting frequent searches on hashtags like [#advertising](#) and [#commercial](#)

### **Get Employees Involved**

"One of the quickest and easiest ways to help build brand awareness comes from the people who are (hopefully) already committed to the company – employees. The best place to start is ensuring that employees follow the company on Twitter and encouraging them to tweet, retweet and engage with the profile to help boost visibility and reach new audiences.


B2B companies should not limit themselves to just one account. Instead, encourage your employees to create a work-based account where relevant information can be further shared and diverged across social media to reach a larger audience. Just make sure it's clear who owns the account."

Maybe in regards to this, providing profiles on directors and team members in a fashion similar to Instagram stories could be useful– a quick, digestible bit of content that places faces behind the brand, humanizes it to an extent. This content could live indefinitely on the media section of Revelator's Twitter page, similar to Instagram stories in this way as well.

Here are some companies that are active on Twitter and the ways they build their brand voice.

1. [Caviar](#) – uses a lot of user tags and hashtags in each post, makes a lot of references to other commercials and productions
2. [Miss ng Peces](#) – posts adworld-specific content, somewhat of a log of current events in the industry both relating to their brand and others
3. [Furlined](#) – smaller following, posts videos with one line of accompanying text, a little less interesting than some others
4. [Tool of North America](#) – again, a lot of engagement with the larger industry, retweeting and replying to other companies

← **Caviar**  
2,369 Tweets




**Caviar**  
@CaviarTV

Branded Content, Feature Films, TV Series, Music Videos, Digital and Post  
[caviar.tv](#) Joined September 2009


1,018 Following 6,273 Followers  
 Followed by GSD&M

Tweets Tweets & replies Media Likes

**Caviar** @CaviarTV · Feb 9  
 One of our most favourite Superbowl Commercials to date, directed by @NealBrennan. And 6 years later, who would have thought @AmySchumer and @SethRogen would manifest #PaulRudd's 'People's 2021 Sexiest Man Alive' win? 🏆  
 #nealbrennan #budlight #superbowl #commercial #throwback



0:35



**m ss ng p eces**  
@mssngpeces

m ss ng p eces is the new wave production and entertainment partner for content and immersive experiences that inspire culture  
 Brooklyn/Los Angeles [mssngpeces.com](#) Joined August 2010

2,401 Following 4,393 Followers  
 Not followed by anyone you're following

Tweets Tweets & replies Media Likes

**m ss ng p eces** @mssngpeces · Jun 12, 2021  
 We are #6 on the AdAge Production Company A-List! - [eepurl.com/hA5sd1](#)

**m ss ng p eces** @mssngpeces · Jun 11, 2021  
 We are #6 on the AdAge Production Company A-List! - [mailchi.mp/mssngpeces/new...](#)

**m ss ng p eces** @mssngpeces · May 3, 2021  
 Webbys, Clios, Andys & One Show awards! Ezra Hurwitz and Tobias Nathan join our roster and new work! - [eepurl.com/hxxPTH](#)



**Furlined**  
@Furlined\_

We're a production company representing an illustrious group of directors whose award-winning work has earned recognition worldwide.  
 Los Angeles, CA [furlined.com](#) Joined July 2013


361 Following 774 Followers  
 Not followed by anyone you're following

Tweets Tweets & replies Media Likes

**Furlined** @Furlined\_ · Mar 4, 2021  
 Pensacola for McDonalds New Crispy Chicken Sandwich



youtube.com  
 New Crispy Chicken Sandwich | McDonald's  
 We took all of our crispy, juicy, tender expertise and put it into this: the new Crispy Chicken ...



**Tool**  
@ToolofNA

Creative Production Partner.  
 Santa Monica, CA [toolofna.com](#) Joined January 2009

2,374 Following 6,078 Followers  
 Followed by GSD&M

Tweets Tweets & replies Media Likes

Tool Retweeted  
**Andrew Wang | Financial Advisor** @RunnymedeCap · Jun 23, 2020  
 Emmy-award winning commercial director and entrepreneur, Erich Joiner of @ToolofNA talks about advertising, race car driving, and starting an artisan coffee shop. [inspiredmoney.fm/147](#)