



Turning social brand perception into brand opinion





Why are humans
the dominant species
on this planet?

It's about our ability to create tools & technologies,
visualise a concept for their usage,
and persuade large numbers of people to believe it
and act with unity.

The social world of 2022



Differentiation

Belief

Advocacy



Stagnation

Proliferation

Context Collapse





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A weird thing about life right now is, where am I supposed to follow people? All the feeds are problematic now: TikTok is bad, Instagram is bad, Twitter is bad. Where do I go to find stuff I like from creators I like? I genuinely don't know anymore

4:16 AM · Sep 8, 2022 · Twitter for iPhone

Social media



is about to break apart

Media + Social

The discovery engine era of media

In an internal memo from late April obtained by *The Verge*, the Meta executive in charge of Facebook, Tom Alison, spelled out the plan: rather than prioritize posts from accounts people follow, Facebook's main feed will, like TikTok, start heavily recommending posts regardless of where they come from. And years after Messenger and Facebook split up as separate apps, the two will be brought back together, mimicking TikTok's messaging functionality.

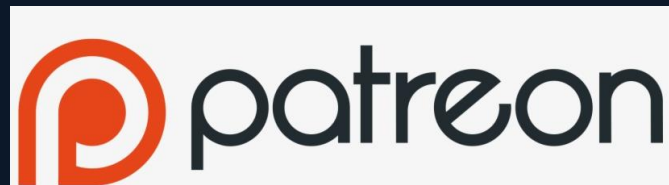
Media + Social

The curated social experience

People will hate-read and doom-scroll, but they won't hate-pay or doom-subscribe. While people pay *attention* to content that makes them agitated, they'll only pay *money* for content they trust and value.

Media + Social

Curated social experiences and communities





The journey from
perception to opinion

Defining the stages of persuasion

How do we differentiate ourselves?

Proposition: An offer or suggestion

Clear differentiation

Creating intrigue and questions

Defining the stages of persuasion

How do we know what to believe?

Perception: A belief based on appearances

Comparison

Curated tasks

Defining the stages of persuasion

How do we create advocacy?

Opinion: A belief based on experience

Preserving memory based on value
Incentive to share

What can you do to be persuasive?

Create differentiation

- Define a strong individual value proposition
- Relate that to specific audiences
- Analyse competitors and find space to say something new
- Treat social media more like PPC or TV/traditional media

What can you do to be persuasive?

Build perception

- Focus platform effort – forget “create once, publish everywhere”
- Don’t get hung up on followers at the perception stage
- Enable comparison via value
- Create the content to showcase that value

What can you do to be persuasive?

Preserve Opinion

- Attack the post-sale opportunity
- Combat context collapse via community spaces
- Use that privacy to be more open and engaged
- Complete the circle by using advocacy to refine your proposition

Tactics change, but our basic human desire for new things,
visualising, comparing, and wanting others to believe us
is universal and timeless.

Thank you for listening. Let's keep in touch.



Tom Hadley



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