

Connect. Engage. Analyse. Grow.

with 'LOGICSERVE MASTERCLASS'



LOGICSERVE MASTERCLASS

3. Snackable Content - Breaking the Content Clutter in a Lockdown Scenario

Who should attend - Brand Marketers leading
Digital Marketing Functions

April **16th** 2020

TIME:

3:00 pm - 4:00 pm



Manesh Swamy
VP - Creative & Social

ABOUT LOGICSERVE DIGITAL



The fastest growing global conglomerate with expertise in new-age Digital Media, Creative, Data & Analytics & Technology Solutions.



MEDIA



CREATIVE



DATA & INSIGHTS



TECHNOLOGY

+350 Agency Strength **+122** Awards Bagged **+500** Happy Clients

CERTIFICATIONS



Google Marketing Platform
Sales Partner

[Google Marketing Platform Partners](#)



SOLUTION PARTNER

[Adobe Solutions Bronze Partners](#)

Our Speaker Today



Manesh Swamy, VP Creative & Social Media Marketing

Manesh comes with over two decades of experience into creating impactful creative communications, managing multiple campaigns across mediums including digital, activation and mobile, & developing customer-centric approach with game-changing technology has always been at the center of his heart. He has helped brands in producing award-winning creative campaigns for brands like Mahindra auto, Nerolac, Pepsi, Mankind pharma, HDFC Life...& many more..



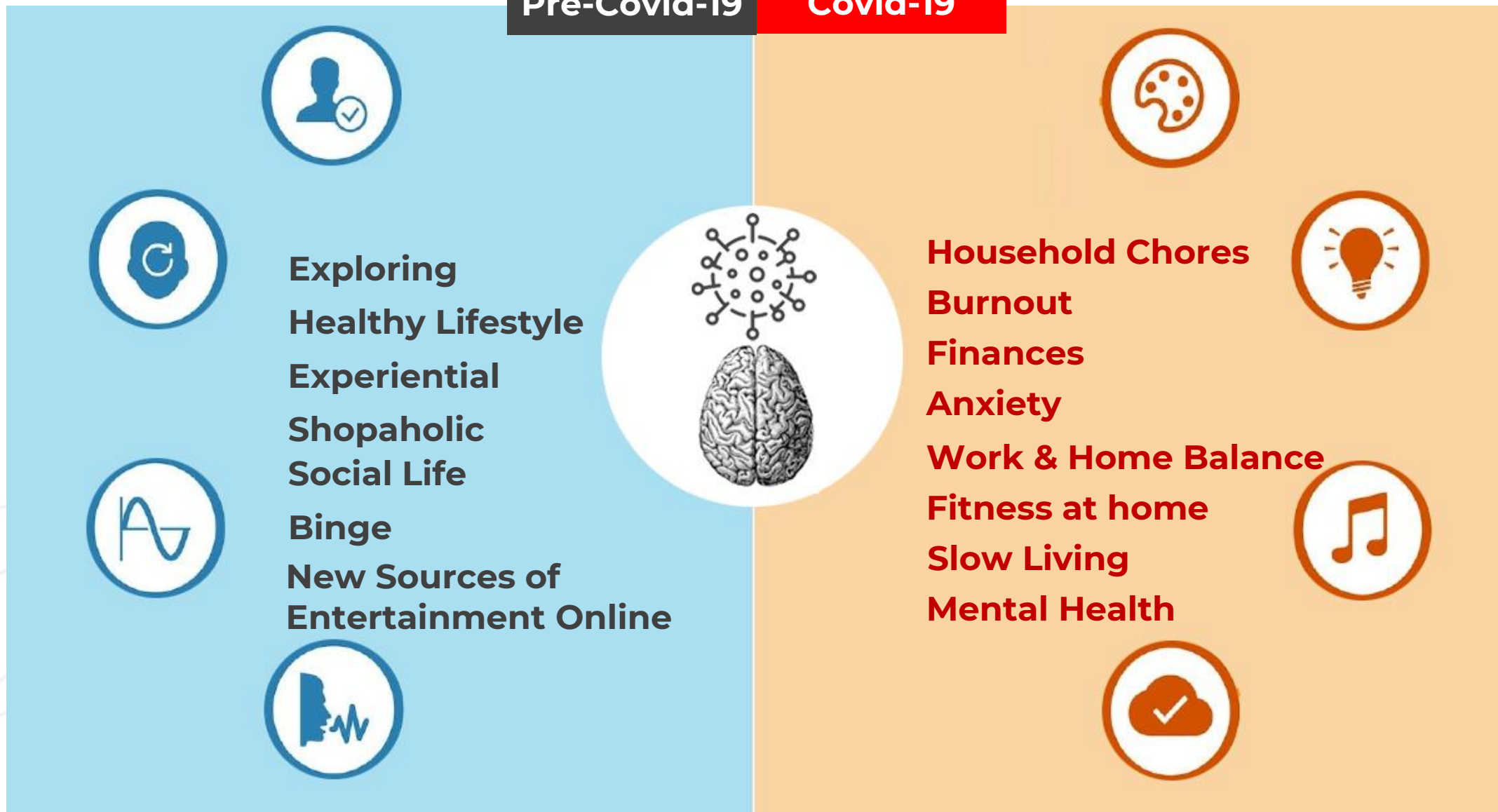
Brand Marketer's Dilemma Today

- Is my brand communication relevant in these times?
 - How do I create larger than life digital content without stepping out for production?
 - What should be my Next Action?
-

Content Consumption

Pre-Covid-19

Covid-19



40% Increase!

Facebook and Instagram have seen a 40% increase in usage due to Covid-19, with views for Instagram Live & Facebook Live doubling in one week.



This Is Not The Time To Be Quiet,

**This is the time to
Communicate!**



Tools for Story Telling Have **Changed!**





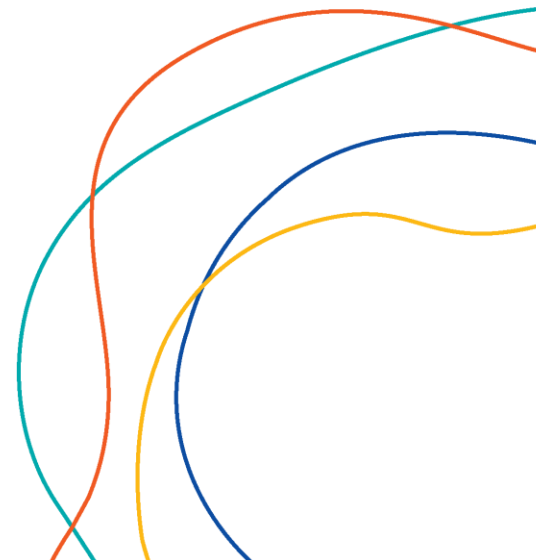
Snackable Content

Breaking The Content Clutter In A
Lockdown Scenario!

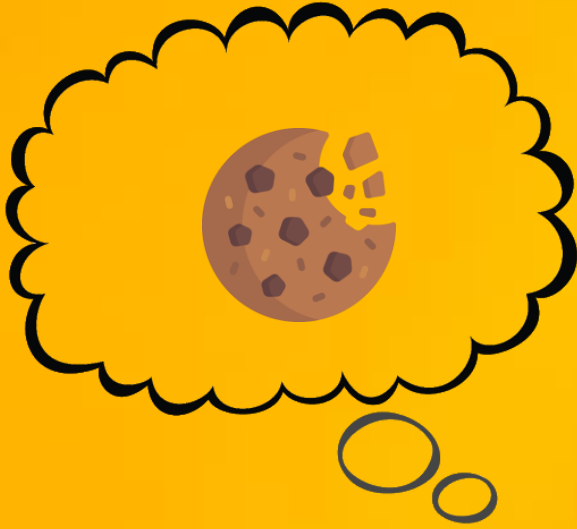


LET'S ADMIT IT....

We all love snacks !



What is a Snack?



- ✓ Short
- ✓ Easy to Understand
- ✓ Engaging and Shareable

1. **Feed Them Bite-Sized Chunks**
(Take care of the duration the video)
2. **But Keep it Filling**
(Substance in the content)
3. **Tell Them What's On the Menu**
(Heads up in the first few seconds)
4. **Don't Make Them Wait for Their Food**
(Reach to the climax quickly)
5. **Don't Skimp on the Gravy (the Good Bits)**
(Highlight the juicy part)
6. **Introduce them to New Tastes**
(Fresh approaches every time)





Snackable Content Formats

- 1. Articles**
1-3 min read
- 2. Infographics**
Stills/Videos
- 3. Tips & How-To's**
Content Snippets
- 4. Trending Content**
Memes, Short Stories

“No one is an expert in the current scenario!”

‘X’ Previous Data

‘X’ Insights

‘X’ No Backup Plans



04 Surprise & Delight

02 Purpose

05 Be Empathetic

03 Inspire Social Participation

06 Don't Jump the Gun



1. Listen & Acknowledge

*You need to be in-tune with what
your customers are saying about
your brand – stay in touch with
their opinion.*

*Don't be tone deaf
but be Honest!*



<https://www.youtube.com/watch?v=njmZ2Cfa4Kc>



2. Purpose

Thoughtful content has a clear intention! Ask yourself: Can I provide value to my community

Don't fall into the pitfall of piling on content which has no value!





<https://www.youtube.com/watch?v=b0WmJj3rtbE>



KFC ✓

13 hours ago



STANDING TOGETHER TO SERVE THE NATION



3. **Inspire Social Participation**

From sharing charity donation stickers on Instagram Stories to creating bespoke content that ties in more personal brand narratives, creating content that can diversify how your community can get involved during this time!




Amitabh Bachchan

4. Surprise & Delight

It's okay to be lighthearted. People are looking to smile :) amidst all the sadness.

Brands can respond in kind by making customers feel valued and cared for, showing appreciation through surprise and delight, and engaging directly through brand love!

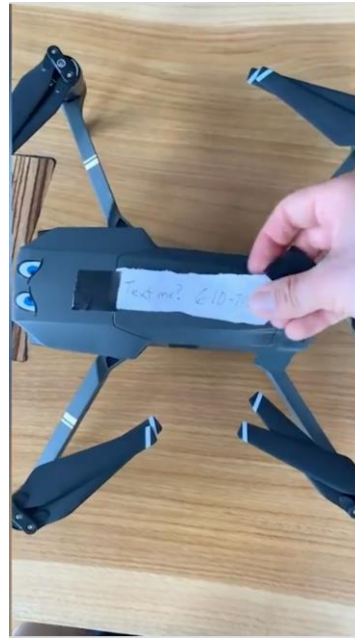


**FOR THOSE WHO
ALWAYS SEE THE GLASS
AS HALF FULL,
STAYING AT HOME IS
THE BEST OPTION.**

KARSTEN DELIVERY
47 99953-6650



KARSTEN
• CRAFT BEER •



Jeremy cohen

**STAY
BACK.
SAVE
LIVES.**

we
are
social



**These Twitch gamers
have an important message for you:**

5. Be Empathetic

***Be supportive to keep up
your customer's morale.***

*Have empathy for your
consumers, your followers, &
offer compassion. With this
mind, think twice before
posting memes!*

THIS
#LOCKDOWN2
SHALL
PASS

ixigo



<https://www.youtube.com/watch?v=cslerE0578w>

6. Don't Jump the Gun

***Because somebody just had a first mover advantage.
Pick your battles carefully!***



Summary



Brand Marketers should know their Next Action?



This Is Not The Time To Be Quiet, This is the time to Communicate!



People love Snackable Content!



Remember the Toolkit for Snackable Content



Listen & Acknowledge



Purpose



Inspire Social Participation



Surprise & Delight



Be Empathetic



Don't Jump the Gun

Logicserve Masterclass : Next Sessions



20th April:	<i>Enhancing user experience with Accelerated Mobile Pages & Progressive Web App</i>
22th April:	<i>'Transforming for the New Normal'</i>
24nd April:	<i>Be An Analytics Pro - A peak into Advanced Analytics</i>
27th April:	<i>Explore the World of GMP with Use Cases & Case-studies</i>

Write to us at [**masterclass@logicserve.com**](mailto:masterclass@logicserve.com)

Thank You



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