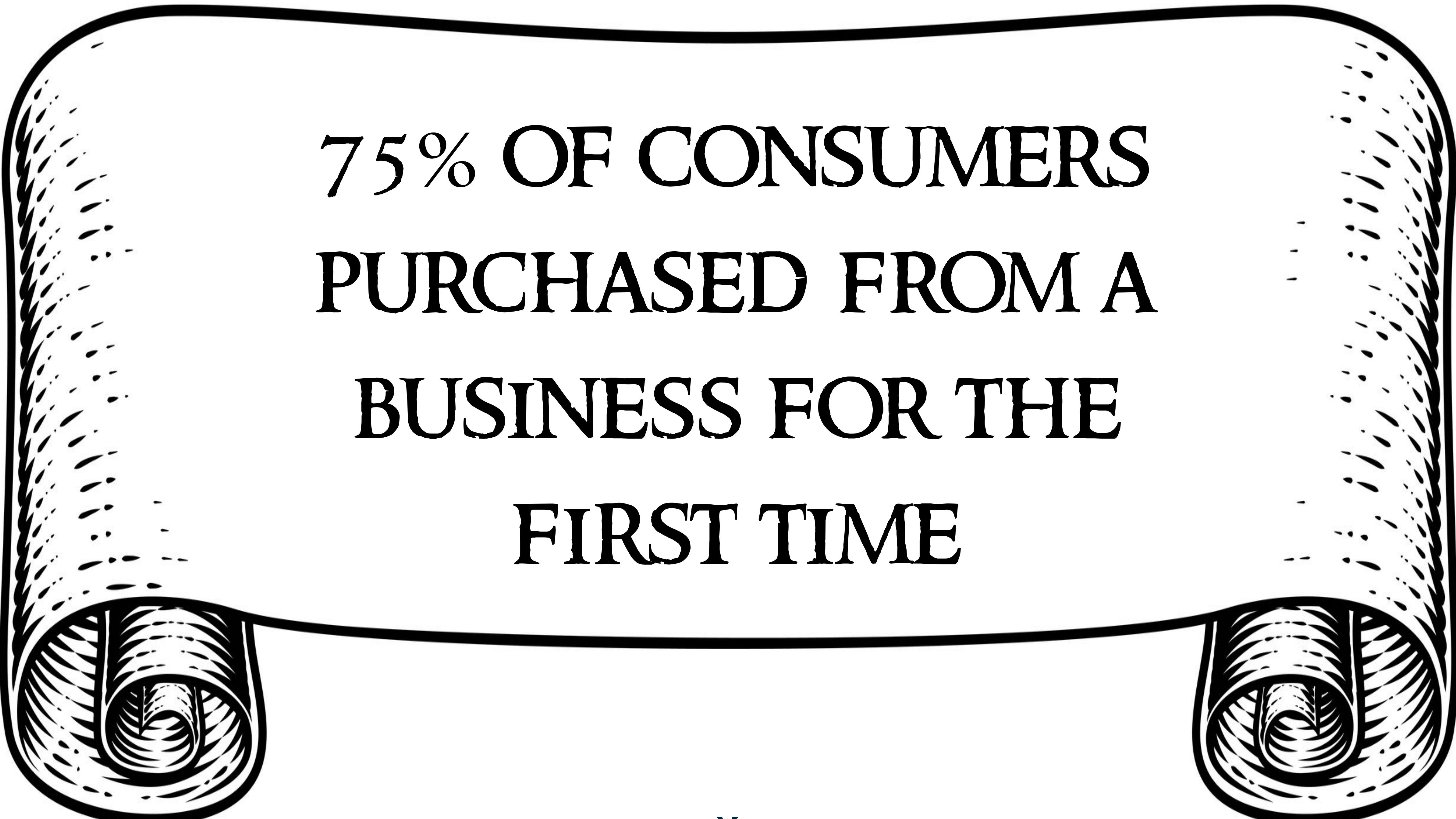


CONTENTJAM
BY ORBIT MEDIA



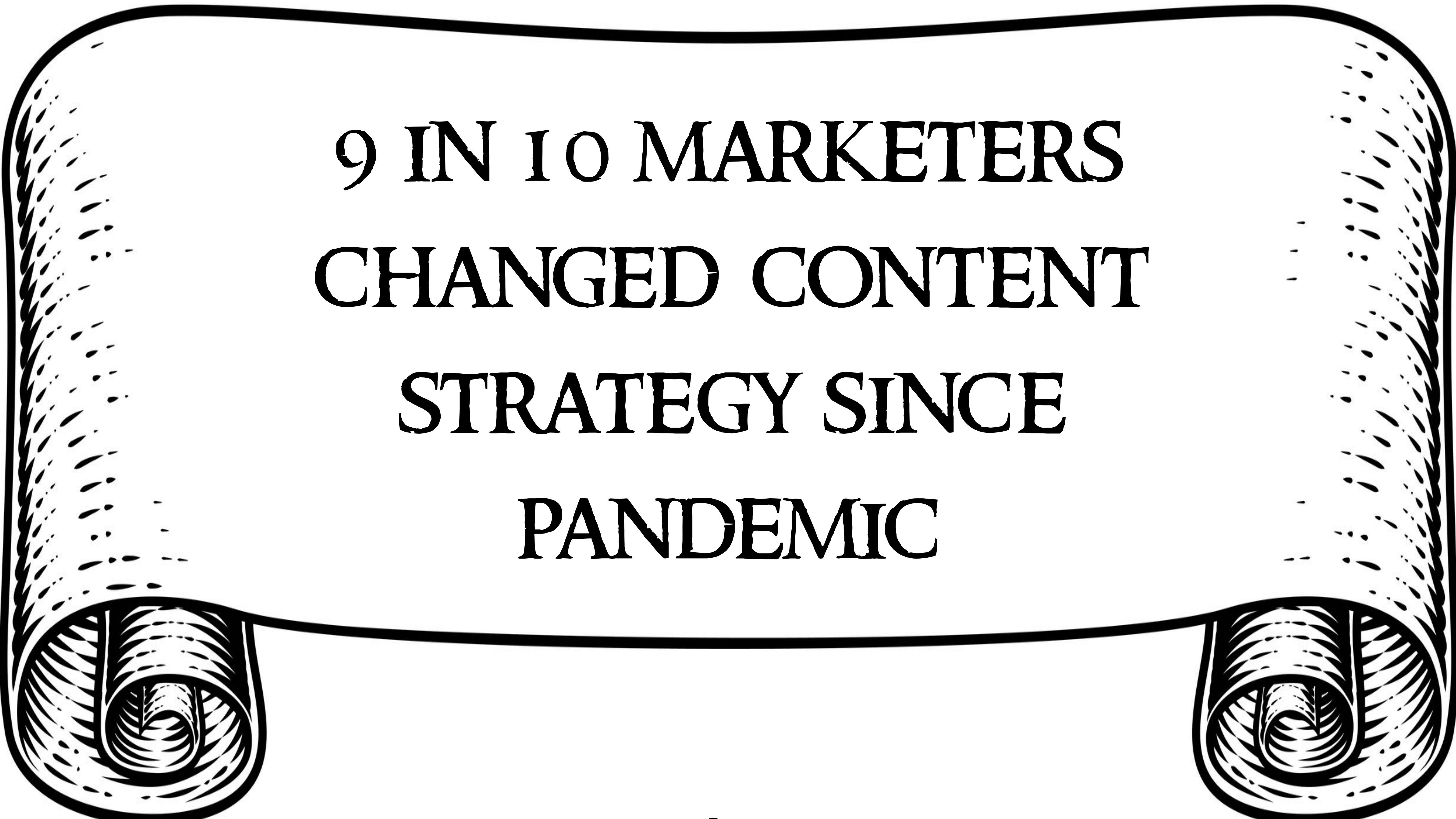
YOU HAVE A PROBLEM
(AND AN OPPORTUNITY)
BECAUSE OF THE PANDEMIC



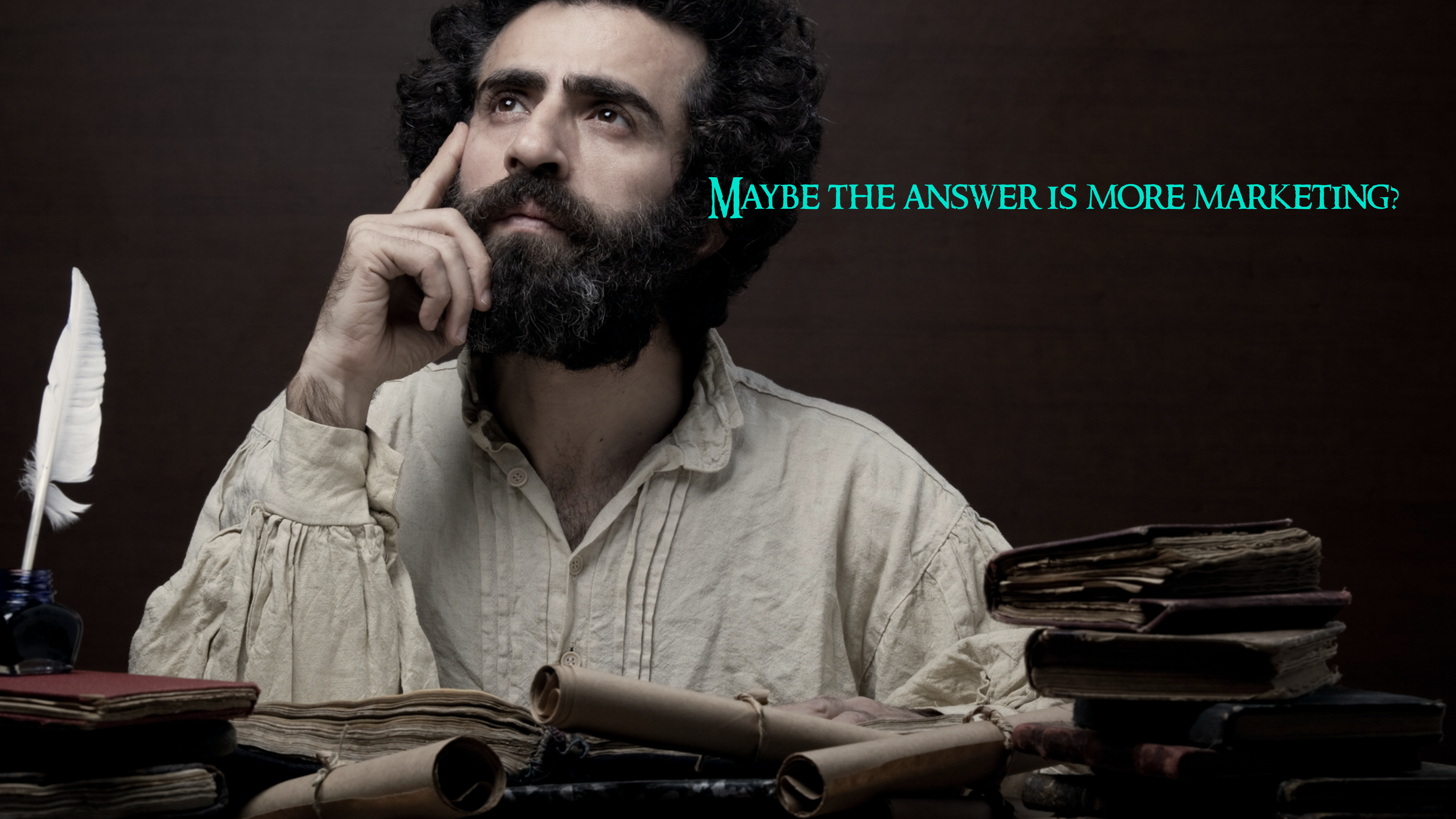
**75% OF CONSUMERS
PURCHASED FROM A
BUSINESS FOR THE
FIRST TIME**



YOU ARE FIGHTING A WAR
FOR ATTENTION



**9 IN 10 MARKETERS
CHANGED CONTENT
STRATEGY SINCE
PANDEMIC**



MAYBE THE ANSWER IS MORE MARKETING?



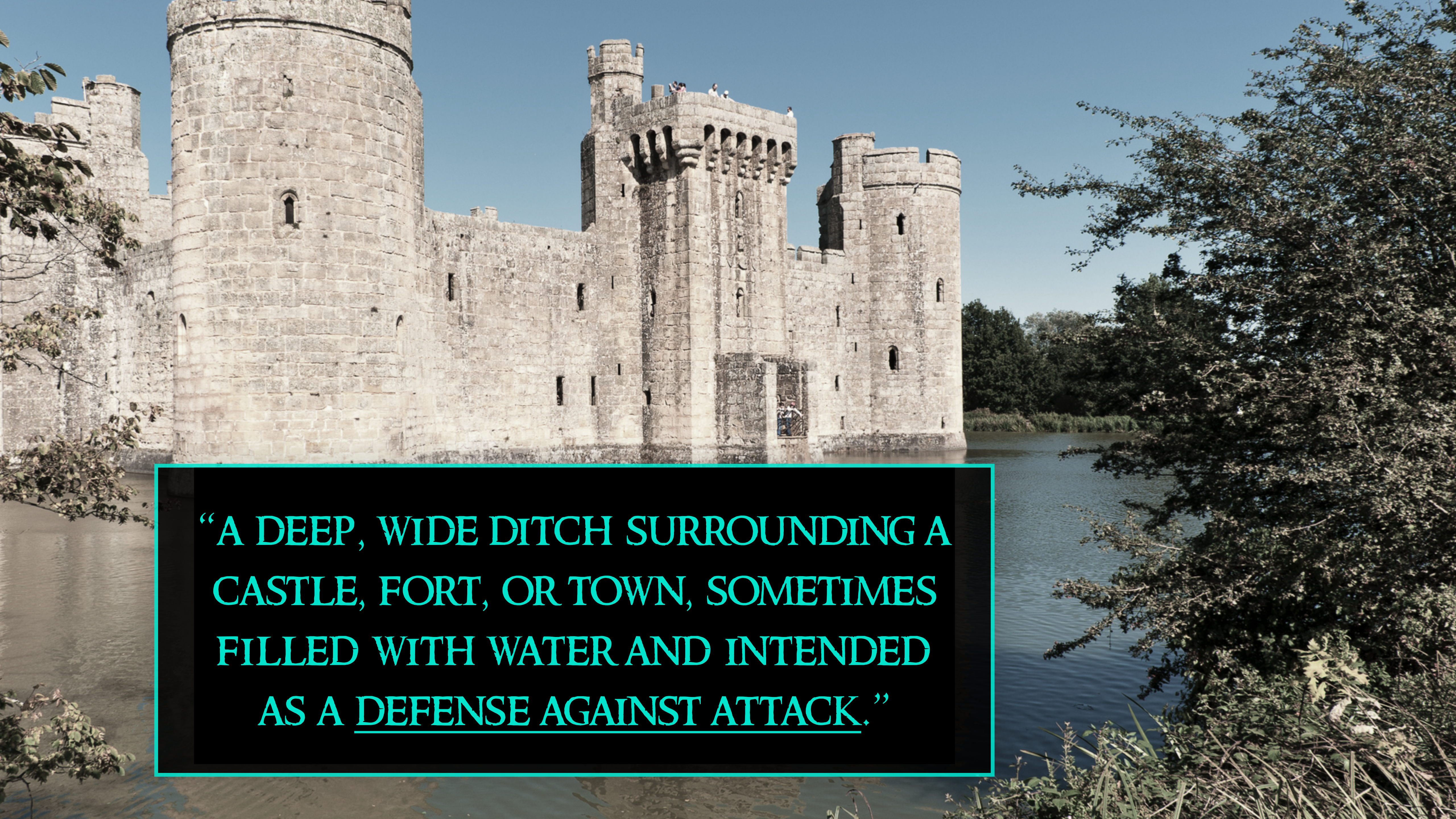
WRONG ANSWER.



**2/3 OF B2B BUYERS SAY
MARKETERS GIVE THEM
TOO MUCH MATERIAL**



**ATTENTION IS NOW
PROTECTED BY MOATS**



“A DEEP, WIDE DITCH SURROUNDING A CASTLE, FORT, OR TOWN, SOMETIMES FILLED WITH WATER AND INTENDED AS A DEFENSE AGAINST ATTACK.”

A black and white photograph of a stone castle with a wooden bridge over a moat. The castle is built on a hillside, and the bridge is made of dark wood with a railing. The moat is filled with water, and the surrounding area is covered in dense vegetation. The sky is clear and bright.

CAEN, FRANCE
SEPTEMBER 4, 1417

YOU CANNOT SIEGE A MOATED
CASTLE HEAD-ON



**EVEN CASTLES WITH MOATS
HAVE POINTS OF ENTRY**



GET MOATIVATED
AND GET INVITED
INSIDE THE CASTLE

ALL MARKETERS TELL
THEMSELVES
THE SAME LIE



**YOU MUST BE
RADICALLY RELEVANT TO GET A
DRAWBRIDGE LOWERED**



1. THE RIGHT MESSAGE



GIVE CUSTOMERS TIME,
THEY WILL GIVE YOU MONEY

74% OF CUSTOMERS ARE
FRUSTRATED WHEN INFO
ISN'T TAILORED TO THEM.

BROAD IS FLAWED

CUSTOMERS?

**SPECIFICITY
CREATES RELEVANCE**



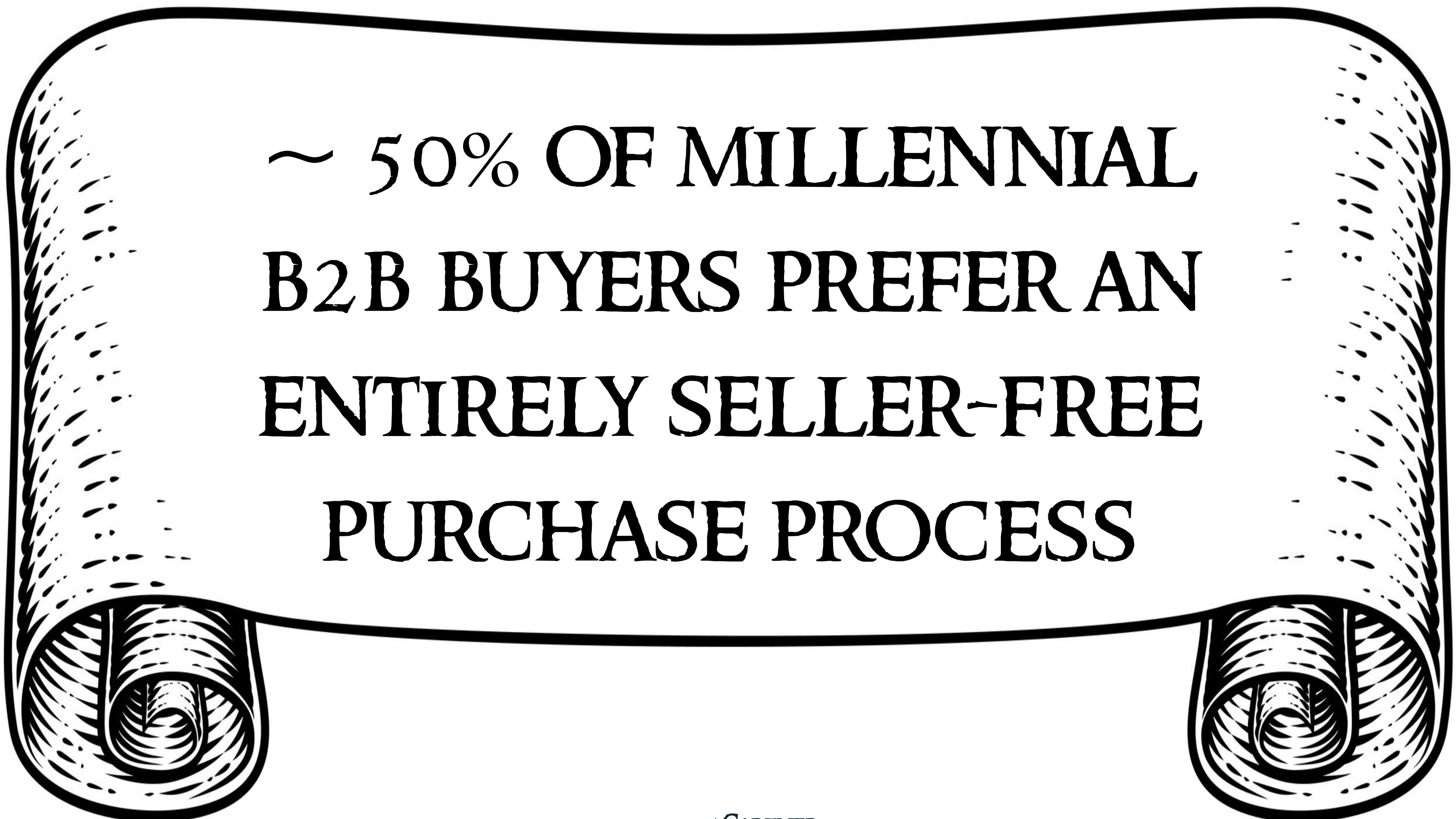
The Only Men's Style Guide That's Easy to Digest and Apply for Beginners

- ✓ Timeless advice that will keep you looking sharp for the rest of your life
- ✓ Clear, step-by-step instructions that make the advice easy to digest
- ✓ Supporting images that show you exactly how to apply what you learn
- ✓ Sharp focus each step of the way that keeps you from feeling overwhelmed

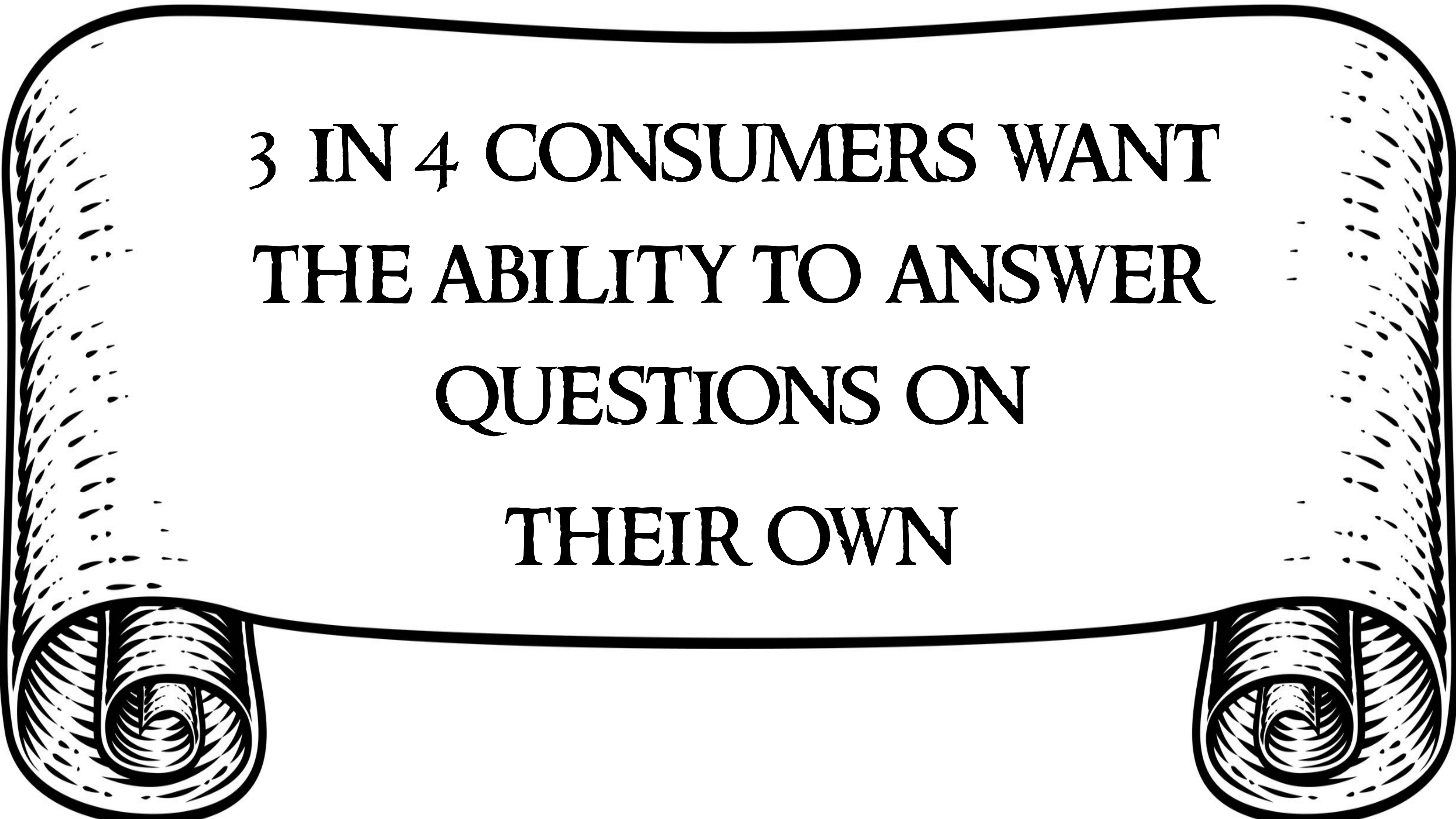
*You won't find a men's style guide that's easier to digest and apply for complete beginners. Guaranteed. You WILL get better dressed **or you'll get a full refund!***

Grab Your Copy Now >>



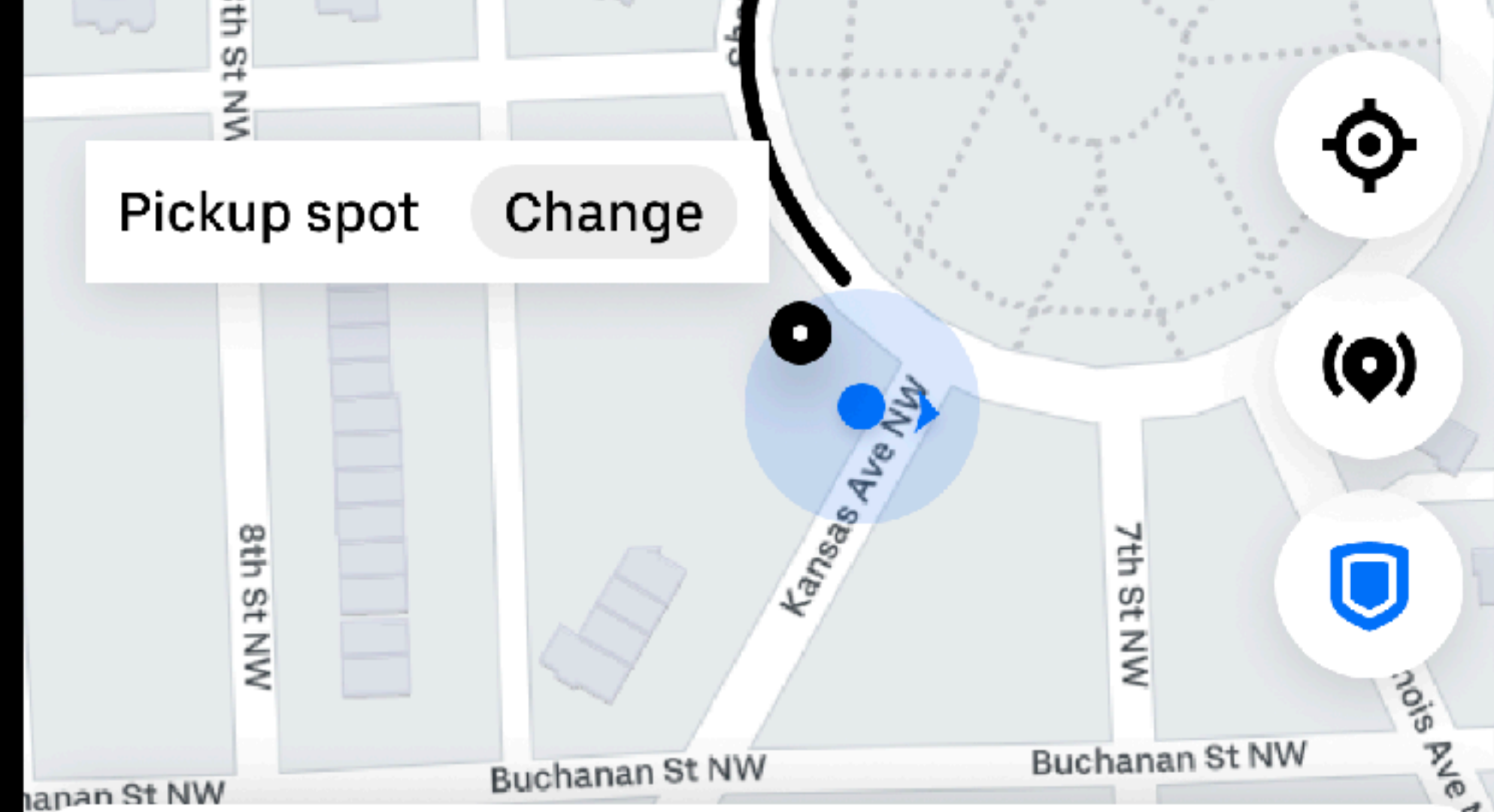


~ 50% OF MILLENNIAL
B2B BUYERS PREFER AN
ENTIRELY SELLER-FREE
PURCHASE PROCESS



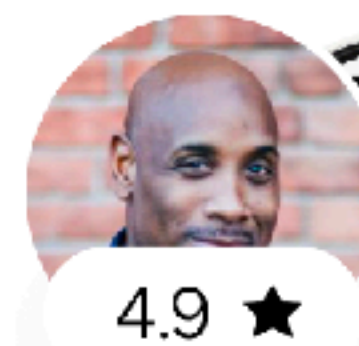
**3 IN 4 CONSUMERS WANT
THE ABILITY TO ANSWER
QUESTIONS ON
THEIR OWN**

DISCOVER AND CLOSE UNCERTAINTY GAPS



Meet the driver at Sherman
Circle and Kansas Ave nw

2
min



4.9 ★



6Z47DJ1

Silver Honda Civic

Send a message



EFFECTIVE CONTENT DOESN'T
HAVE TO BE COMPREHENSIVE



**SHOULD YOU
DRINK VOLCAN
DE MI TIERRA
TEQUILA?**

10,000 VIEWS



WILL IT

**5 MILLION
VIEWS**

AI MAKES SPECIFICITY
EASIER TO IDENTIFY

**ALWAYS DE-ANONYMIZE
YOUR AUDIENCE**



TOP TEQUILA BRANDS

FALL/WINTER 2023 EDITION



These are my **recommended tequila brands**. Bring this list with you to the store, restaurant, bar.

UPDATED LIST with many new additions!

You may have to work a bit to find these brands, but I've provided direct purchase links for many of them.

Provide email and you'll receive the list ASAP. I'll never send you something that isn't worth your time, EVER.

Enjoy! ~

Your Email *



Send List!

JAYTEQUILA.COM

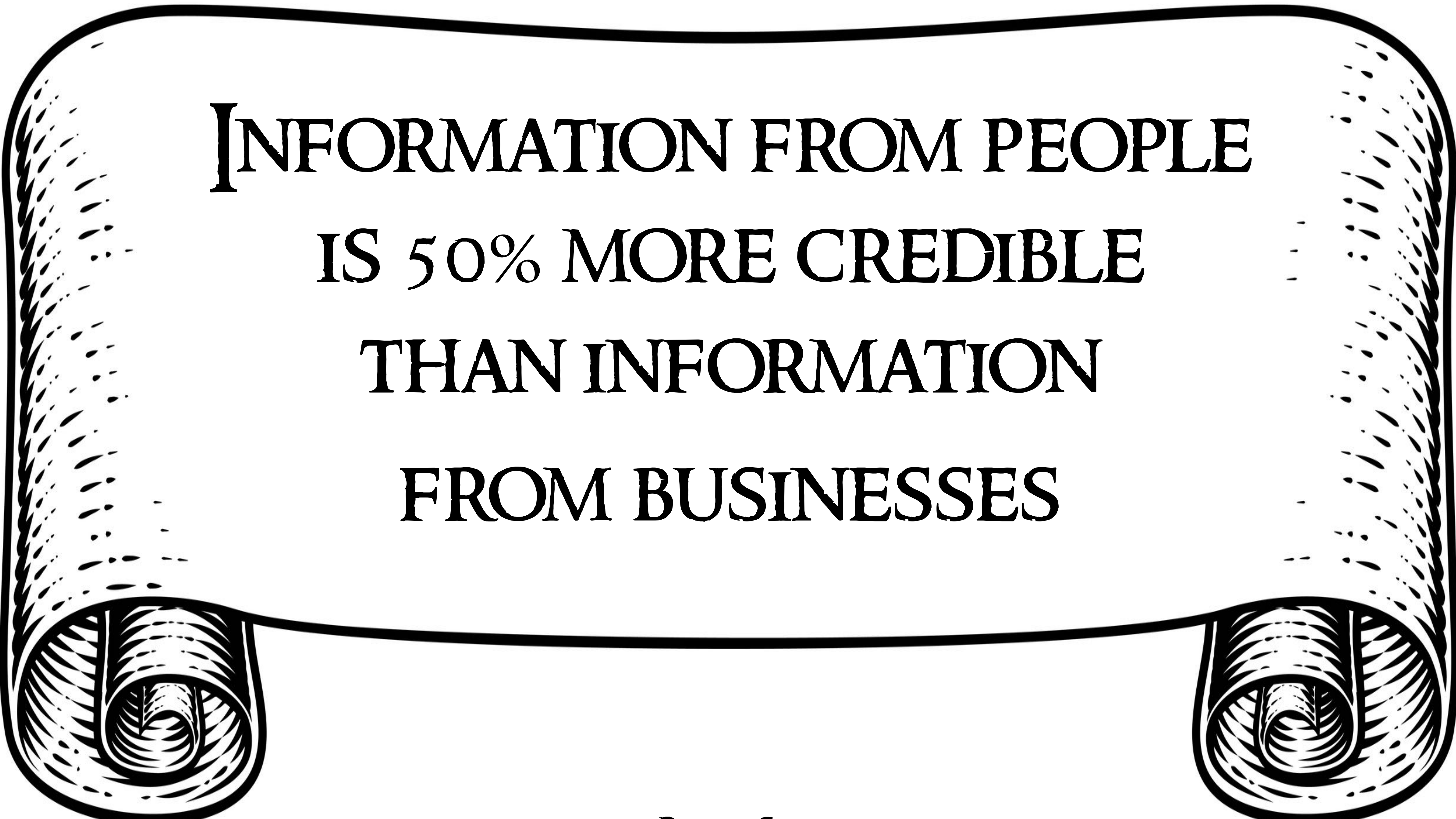


ASK YOURSELF:

HOW CAN I HELP EDUCATE
CURRENT AND FUTURE CUSTOMERS,
WITH SPECIFIC INFORMATION?



2. THE RIGHT MESSENGER



**INFORMATION FROM PEOPLE
IS 50% MORE CREDIBLE
THAN INFORMATION
FROM BUSINESSES**



95% OF **MILLENNIALS** SAY
THEIR FRIENDS ARE THE
MOST CREDIBLE SOURCE OF
PRODUCT INFORMATION.

RELEVANCE RANK

1. FROM A CUSTOMER
2. FROM AN EMPLOYEE
3. FROM THE OWNER
4. FROM THE BUSINESS ITSELF





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khakisofcarmel New fall arrivals from our own private label! Which one is your favorite? Shop in store or online at khakisofcarmel.com. Questions? DM, call or email Jim!

jimockert@yahoo.com (831)277-4975



#khakisofcarmel #khakisstyle
#jimspicks #carmelbythesea
#california #menswear #mensfashion
#mensstyle #mensweardaily #fashion
#fashionstyle #outfits #ootd
#outfitoftheday #outfit
#outfitinspiration #outfitinspo
#bespoke #madetomeasure
#outfitsformen #styleforum
#fallfashion



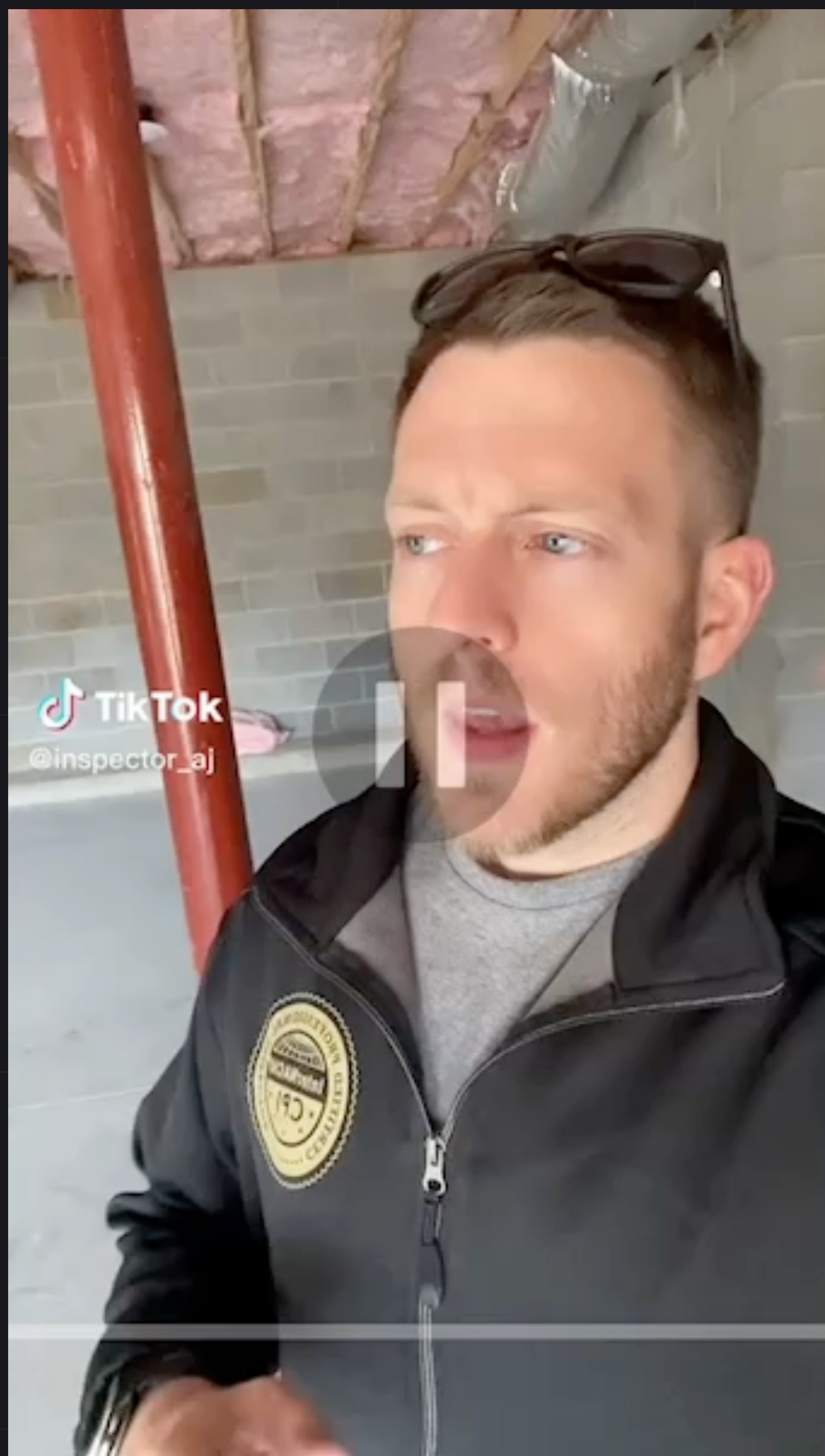
6,202 views

AUGUST 23



Add a comment...

Post



TikTok
@inspector_aj

5 MILLION VIEWS



ASK YOURSELF:

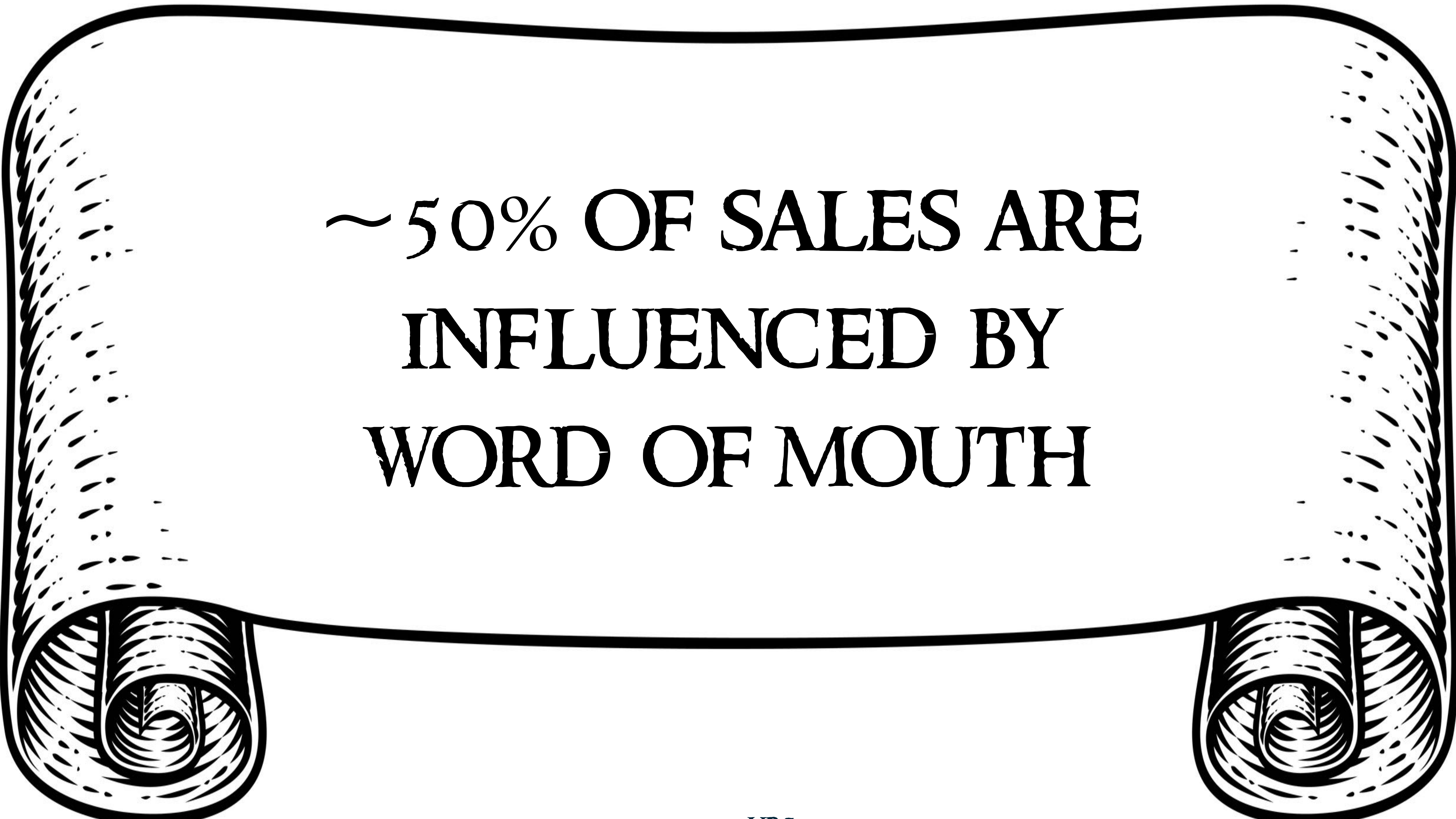
CAN CUSTOMERS SEE
THEMSELVES IN YOUR
MARKETING, OR IS EVERYTHING
FROM “THE BUSINESS”?



3. THE RIGHT MEMORIES

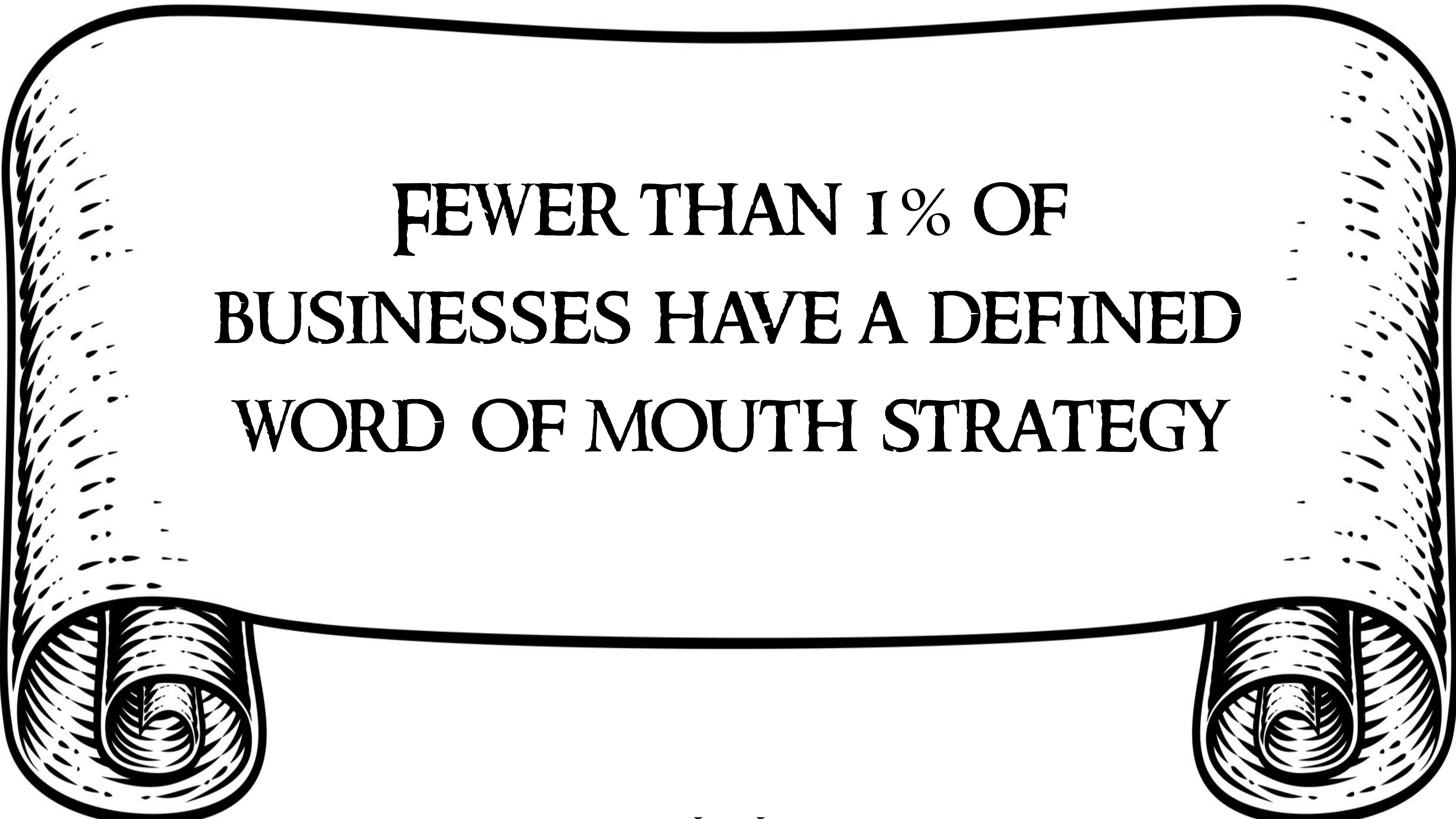


THE BEST WAY TO REACH NEW
CUSTOMERS IS FOR THE CURRENT
ONES TO DO IT FOR YOU



~ 50% OF SALES ARE
INFLUENCED BY
WORD OF MOUTH

AI CANNOT FULLY DISRUPT
WORD OF MOUTH



**FEWER THAN 1% OF
BUSINESSES HAVE A DEFINED
WORD OF MOUTH STRATEGY**

**CUSTOMERS ARE SATISFIED WITH
GOOD, BUT THEY DISCUSS DIFFERENT**



TALK TRIGGER:

A PURPOSEFUL DIFFERENCE DESIGNED
TO CREATE CONVERSATIONS

**YOUR CONTENT CAN POWER YOUR
WORD OF MOUTH STRATEGY
(AND VICE VERSA)**

BARILLA CLASSIC • BARILLA CLASSIQUE

SPAGHETTI

ITALY'S N°1 BRAND OF PASTA™
LA MARQUE DE PÂTES N°1 EN ITALIE™

DAL 1877

Barilla®

PREMIUM QUALITY PASTA CRAFTED WITH CARE
PÂTES DE PREMIÈRE QUALITÉ FABRIQUÉES AVEC SOIN



AL DENTE IN/EN **10** MIN

410 g



PASTA • PÂTES





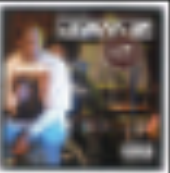
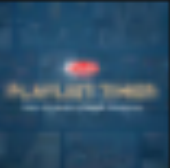
PLAYLIST

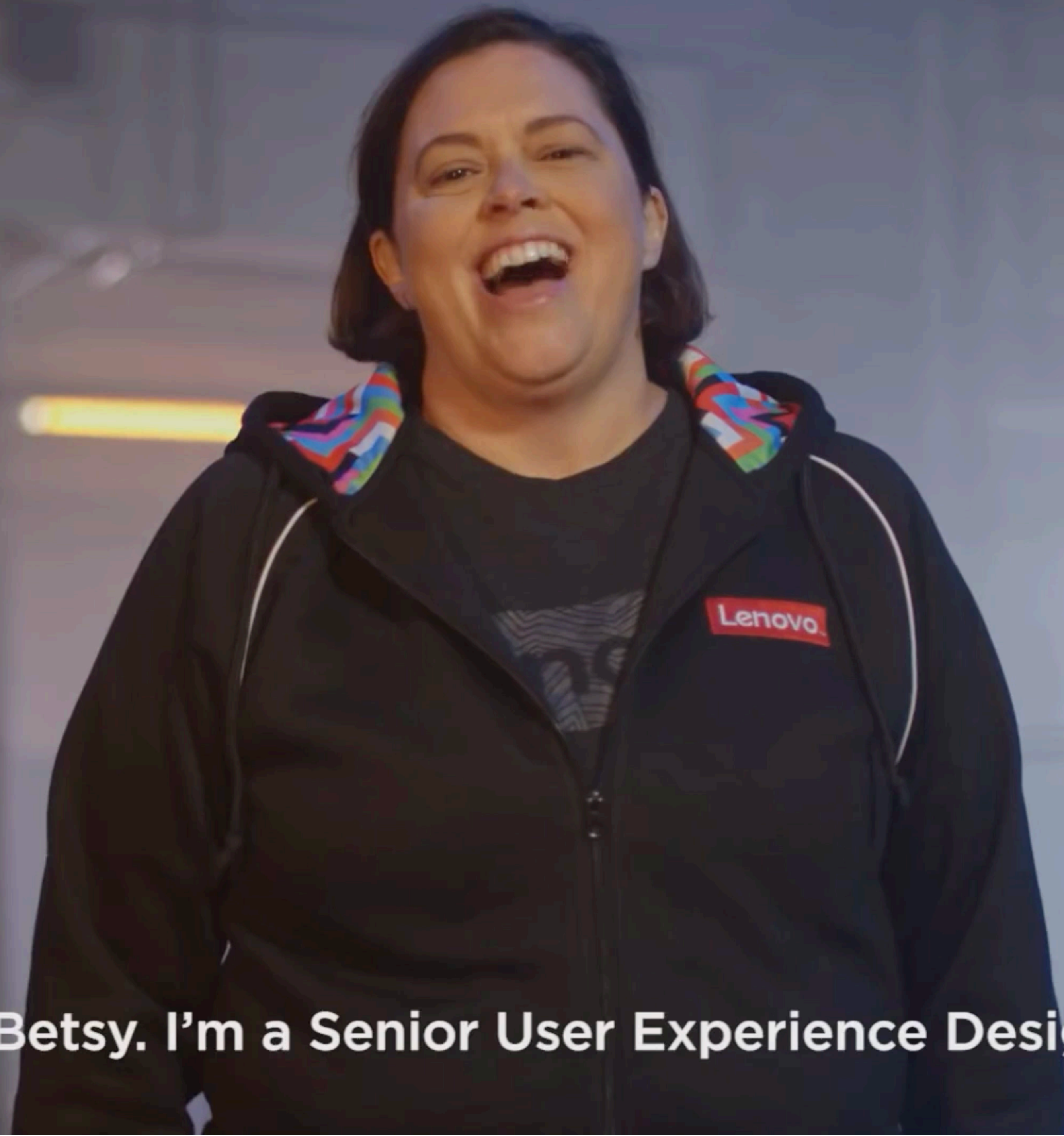
Mixtape Spaghetti

Una playlist Hip Hop che dura il tempo di cottura dei tuoi spaghetti. Con Playlist Timer cuoci la pasta a tempo di musica. La cover di Mixtape Spaghetti è dei Van Orton.

Barilla Italia • 18,454 likes • 5 songs, 9 min 3 sec



#	TITLE	ALBUM	DATE ADDED	
1	 Dadaa DJ Premier	Beats That Collected Dust Vol. 1	Jan 11, 2021	3:04
2	 Boogie Loogie Bpm Neffa, Dj Lugi	107 Elementi	Jan 5, 2021	1:26
3	 Hard Knock Life - Live On MTV Unplugged / 2001 E JAY-Z	Jay-Z Unplugged (Live On MTV Unplugged...)	Jan 5, 2021	1:31
4	 Playlist Timer Various Artists	Barilla Playlist Timer	Jan 13, 2021	0:09



Hi my name is Betsy. I'm a Senior User Experience Designer at Lenovo.



chewy.com

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autogate.com/chewy



CharonLamb



ASK YOURSELF:

WHAT STORY DO YOUR
CUSTOMERS TELL THAT IS NOT
ABOUT YOUR PRODUCT/SERVICE?



THEBAERFACTS.COM

YOU CANNOT SIEGE A MOATED
CASTLE HEAD-ON





GET MOATIVATED
AND GET INVITED
INSIDE THE CASTLE



RADICAL RELEVANCE:

IS IT THE RIGHT MESSAGE?
IS IT THE RIGHT MESSENGER?
IS IT THE RIGHT MEMORY?

