

Win the Content Landscape: How to repurpose your content in a digital world

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Guest speaker: Mike Cheng, CEO and Co-founder, Lumen5

Dani:

Hi everybody, this is Dani from Supercharge Marketing. So, we decided to start off this podcast with one of the most meta episodes, which is really just to kind of talk over why we decided to create this podcast in the first place. So I've invited Lumen5 CEO and Co-Founder, and also co-host - wow that's a mouthful - Mike Chen, to be on this podcast today.

Mike:

Yeah, thank you for having me and thank you everyone for listening. I'm here wearing two hats today. I normally co-host the show, but today I'm a guest to chat with Dani.

Dani:

Awesome! Yeah, and I guess we can kick it off with just why we decided to create this podcast. Mike, I want to hear your perspective.

Mike:

I think, you know, there are so many podcasts out there and we wanted this to be the origin story - why does this podcast matter and why is it worth listening to? And I think one of the things that we want to talk about on this podcast, for many episodes to come, is just this rapidly moving world of marketing. At the end of the day, marketing is about connecting with our audience and the way we connect with our audiences has changed so much. I would argue that with the rate of which the internet is growing, the rate of which marketing is evolving is faster than ever before. As we do our work at Lumen5, we've come to realize that you can't really learn everything on your own, you have to rely on experts. You have to crowdsource to get a bigger picture and more context as to where the world of marketing is moving towards. I've always felt that I learn the most when I talk to people and this podcast format is a way for us to invite some of the best and brightest minds in marketing to share their thoughts and insights on this podcast, and that's what I'm excited about Supercharge Marketing becoming.

Dani:

I'm super excited about that too, Mike. I think the people on our show are going to give us a better understanding of how marketers today are thinking, but also the new ways that people are currently looking towards for the future. So I think we're going to get both of those perspectives. You mentioned here that marketing has been changing. I know one of your talks that you normally like to do is 'the blog is dead'. So I think that might be really related to what we can talk about today. So, why do you think the blog is dead and what do you mean by that really?

Mike:

Yeah, so one helpful way to look at the internet over the past couple decades I would say is I've noticed these kind of three big chunks: The year 2000s to 2010s, then the 2010s to the 2020s, and then now we're at the 2020s to the 2030s - those 3 chapters. I think back in, let's say, the years 2000 to 2010, the internet was very text-based. If you think back to what the web used to be it's a lot of reading, and that's where Google search results and blog posts kind of took hold. And at that point in time, the 2000s and the 2010s, the way you connected with your audience was by putting out content. People came to your website and the destination of commerce shifted from something like a retail storefront to a website, a domain that you would own. And the blog was the most dynamic component of your website, of your brand presence. That's where you put out your thoughts, your thought leadership, your insights. And a lot of that formed around that area.

Mike:

And I've noticed whilst operating in this evolution that in the turn of the decade and 2010s, something changed. Something fundamentally shifted with the internet where the conversation started to move away from this one-sided 'visit a website and get information pushed to you' to this idea of 'social networking' which at the time was still quite new and novel. And we saw the shift of information moving away from search engines to becoming a bit more decentralized in these two-way conversations on Facebook, Twitter. And the decade 2010 to 2020 is where we saw this explosion of social networks.

Mike:

And I think that fundamentally changed how we should think about marketing because the portal of the brand, the the hub of your brand, shifted away from the domain that you own your website and your blog, to the conversations that you're having, to the materials that you're putting out there on social networks. So when I give talks on the blog is dead (or the blog is dying is a more accurate way to put it) it's that the blog doesn't hold the same prominence as it once used to, where our primary method of connecting with a brand was through their domain and their website, and where we subscribe to their blog to get information. That's changed a lot to these two-way conversations on social media. We're finding that these days, it's not only what a brand puts out there on their blog, a lot of consumers are looking to make purchasing decisions based on how a brand conducts itself or how it interacts with its customers in these two-way conversations on social.

Mike:

As we evolve, we're moving into the next big chapter which is a further departure from what used to be a text-dominated world of search results and blog posts, to now really a more omnichannel two-way conversation where brands are putting out engaging content in all forms - infographics, images, quizzes, surveys, and then of course video - all across an increasingly diverse set of social networks, now not just involving just Facebook and Twitter, but also LinkedIn and TikTok and Snapchat. So in a nutshell, that is the the idea behind that message of the blog is dead or the blog is dying. The hub of your brand, the hub of your commerce, your

digital storefronts, has evolved away from your website and your blog onto these types of social network profiles.

Dani:

Yeah, that's really interesting Mike. And do you think it's really because of the trust and authenticity piece or do you think the way that people are consuming B2B media, or let's say you know corporate media, is a little bit blurred into the personal life now? Or do you think it's a little bit of both?

Mike:

I think there's something so interesting. What I've noticed is that it's this isn't a new phenomenon. Marketing or corporate communications, or any kind of branding, has always moved from one-way communication. If you think back even further, to radio and television, really it's a one-way conversation. You stare at the screen, you get a message and there's no real reciprocation or response that the participant can have. And I think just maybe just basic social sciences, there's always this gravitation towards engagement and involvements. You want to respond to the brand, you want to participate, and on social media that comes in the form of comments, shares, reactions and likes. And I think there's something that social media offers that allows the participant to actually participate, as supposed to just being a one-sided consumer receiving the information.

Mike:

And that's a much richer experience of interacting with a brand. And I find that we're we're moving in this direction because it benefits both parties. The audience member wants to be involved and engage and be part of the conversation, and brands want engagements. I think the holy grail of branding really is not just a one-sided communication delivery but really, how do we get people into the conversation? And I think that's what social media does really well. So in in so many ways I think we're moving in this direction because it benefits brands who are trying to build an engaged brand, and it also benefits the consumer or the audience who wants to be more than just sold to - they want to be part of the conversation and part of the solution. And social media's two-way conversation allows for that to happen.

Dani:

Yeah Mike, I can really see that too on a lot of conversations in LinkedIn. You see recently, even this year, that there's a lot of polls that are popping up and there's a lot of conversations being led by leaders in brand spaces. And it's from their own LinkedIn, it's not even from their company pages. So I see almost like a proliferation of decentralization of content too where it's no longer centered on the brand's focus but it's also centered within the thought leaders of the space and the brands they're representing. So it's almost like you're blurring the lines between your personal brand and your company brand a little bit.

Mike:

Absolutely. I think brands are starting to see now that a brand is not just your corporate profile - it's everyone who works for the brand. How do they conduct themselves and what kind of knowledge are they sharing? And a lot of companies, successful brands particularly, are coming up with the key messages or thought leadership at a very high level and leaning on and depending on the actual real people of the organization to spread that message. Not just hiding behind a logo but actually carrying out these conversations under their personal brands - actual photos and names and relationships. And that's how modern brands are built.

Dani:

Maybe we can give the audience some examples of this. So, you mentioned that right now people are moving away from written content. A lot of companies still have blogs and they do rely on blogs for a lot of the SEO rankings and whatnot, and also to centralize all of their content into one place. So, how would someone who is a marketer or someone in growth marketing incorporate the blog, which is the written content strategy, to something like more infographics and more multimedia, such as videos?

Mike:

I think a good starting point is to kind of wrap your head around the idea that we're moving from less channels to more channels. So if you think back to back in the day where it was single channel - maybe your entire company was depending on handing out flyers or at some point it was radio advertising or buying TV spots and commercial spots - nowadays, we're confronted with a digital world where it's multi-faceted.

Mike:

There's multiple social networks. Even within a single social network like Instagram there are multiple formats within that network like IGTV, Instagram stories, Instagram posts, Instagram live etc. And so with each social network having multiple channels you're dealing with dozens upon dozens of potential channels. Each channel is unique in how that audience likes to consume information. Pinterest for example is very image-based however YouTube is very video based - it wouldn't be possible to post an image on youtube and it's less common to post a video on pinterest and vice versa.

Mike:

So, what I've seen a lot of these successful brands do is to repurpose their content. The key message doesn't change. You're still coming up with your key points, your key thought leadership, and your key insights that you're putting out there in the world. But instead of just communicating that through written text in a blog format, you can repurpose that concept into an infographic, you can turn it into a series of graphics, or an ebook, or a short novel, a series of PDFs, etc. You can even get it out in prints if you want. And then of course video being a big component too.

Mike:

And that is primarily what we do at Lumen5 - just building software and making it easy for any business and any brand to repurpose their key messages, from maybe a text form they've written in the past, and turn that into a video. And once you have a collection of these different assets, you now have access to a wide array of these different channels. With the video and the infographic and a text post, you can now post these on forums and you can put it out there on Facebook, you can have a presence on YouTube, you can split your video into a number of short videos that you would post on a daily basis on Instagram stories. So repurposing content is really one way to give your brand access to more channels and reach more people than you're currently able to.

Dani:

And I think one key thing that you said is just understanding the channels, because I feel like sometimes when people are just starting out with the repurposing content, they're really stuck on the content format. Like, 'oh we've got to create a video, we've got to create a blog post, we've got to create an infographic', but they're not really thinking about where this is going to go or which channel that it might be best suited. So I feel like there needs to be a good marriage between the format but also the channel in which you're distributing it on.

Mike:

Yeah, absolutely. And I think especially if you're in the product space, you're probably really familiar with customer research and talking to your customers, finding out their preferred user experience and how you can improve your product. But I think a lot of times the conversations from a market-facing side is missing. Those are really important conversations to have. The next time you're connecting with a customer or a prospect try and take some time to get to know where they hang out or where do they get their information.

Mike:

Maybe you find out that a majority of your customers are big podcast fans, in which case instead of writing blog posts maybe consider recording a script of it and putting it up on iTunes or Spotify. Talking to your customers about how they prefer to receive their information and what kind of social networks they hang out in can go a long way to helping you understand what works best for your customers. And at the end of the day, every industry and every demographic interacts with information a little differently. And just like building a good product or designing a good service, it's all about understanding where your specific customers are hanging out online, and what kind of information and what kind of format they prefer the information to be received in.

Dani:

Yeah, absolutely. Those are all some really good tips. I'm also curious, Mike - so we talked a lot about engagement and you know, ROI, and social media has always been something that's hard even for social media managers to measure. So, what do you think is a good way for people to measure the impact of content given the fact that nowadays a lot of demand

generation focused content is now being ungated, and as you mentioned it's more of the omnichannel approach.

Mike:

It has definitely gotten a lot more difficult and admittedly there's no silver bullet here. I think it's every marketer's dream to have a direct association with customer acquisition costs - money in, money out. I think as channels expand and as this kind of omnichannel becomes more omni and more multifaceted, it gets harder and harder. And what that translates to is actually just more and more touch points. A customer might interact with an Instagram story, then they see someone talk about you on LinkedIn, they watch a YouTube video that you posted on your channel, and then they see a live event and a slide deck... You know it goes on and on.

Mike:

You've got all these touch points and it becomes increasingly difficult to get all of this down into an exact science. Yet one thing that is somewhat universally agreed upon is that there is a big and positive impact by having a strong presence across all these social networks and really nailing each of these customer touch points. So there's something magical there where the world of marketing accepts that this works, that this is the way to build customer relationships. Yet it creates a lot of tension in the data side. How do we actually track the impact? How do we know how much to spend when there isn't a direct tie back to the point of purchase, especially given a lot of the privacy movements that's now happening on mobile.

Mike:

It's not easy to track a single user in their activities across all these different apps. I think one way to look at it is to be more comfortable with these 'open to interpretation metrics' that maybe a decade ago wouldn't have been acceptable. And with social networks individually, you have a number of different access points, such as engagement. So how many likes, how many comments, sentiment analysis on those comments - are they positive comments or they negative comments - and the one that I like the most is shares. I think shares is somewhat underrated. I think a lot of people talk about likes and comments, but for me shares is really where you're building ambassadors and you're building people who not only enjoy and appreciate your content, but are willing to put their own stamp of approval on your content and share it with their followers.

Mike:

So that's one thing that I recommend every marketer who's doing any kind of marketing - organically, on social, or you're putting out content - is to measure how many people are sharing your content. There's a very low barrier on social these days to share. You know, back in the day if you're asking someone to share a blog post, they're copy and pasting the link onto another third-party social platform - everything is kind of convoluted. But on social, a quick share button just takes your post and puts it onto their newsfeed. It's a very low barrier. It's very easy to do.

Mike:

But I think that should change how we think about content format as well. There are certain types of content that are just more shareable or more shareworthy and one of the trends we've seen in recent years is what is often called bite size content. People are on the go, they're on the phone. They're looking for these short 1 to 2 minute pieces. They're looking for short snappy ways to learn, and not necessarily a long form - you know, 6-7000 word blog posts. But when you have these bite size content pieces and they're really impactful and precise and concise, oftentimes we find that people are more than happy to share these bite size learnings. And what you have is, if you're posting consistently and you have an engaged fan base that's consistently sharing the content you put out, you start to access not just your first degree followers but also your second degree, third degree, and fourth degree network, where you're actually transforming your follower base into your brand ambassadors, and that's what tracking the share metric can do for you.

Dani:

Yeah, that's definitely huge and you know just from a marketer's perspective too - sometimes when I see things on LinkedIn, if I share it, that's like the ultimate compliment to a piece. You know, I might like it just out of 'oh this seems interesting', or I might comment because I want to have my say. But when I share it, that's when I know 'okay this has been valuable to me' so I want my followers or my connections to see this too. So I definitely agree with that.

Mike:

Yeah, absolutely. And that's the the hardest thing to do. Sharing is a high bar because people really have to buy into it. So, you can get a like and maybe a comment, or sometimes people read headlines of a blog post and they don't go deep into it, but sharing is one of those things that only happens when someone has dived into your content, consumed it and judged it to be relevant. Not only for themselves but also their followers and their extended followers - the followers of their followers. And that's why now more than ever, marketers have to focus on the quality of content.

Mike:

What used to be more of an SEO game - like how do we get exposure on the front page of Google - a lot of those conversations historically have been around backlinks and keyword density and so forth. But nowadays, algorithms are getting better and smarter and what Google and Facebook and all the big tech companies with access to all of their AI, they're working on how to make sure that you can't game the system and they get better at it every single day. And what it distills it down to is algorithms that become increasingly good at assessing whether or not content is actually and truly valuable. So, from a marketing perspective, over time I foresee that we focus less on the mechanics and more on the actual spirit of the message. Is this actually valuable content when I put this piece of content out there? Am I actually improving the lives of the followers? Am I actually making the world a better place and solving problems? That's what successful content looks like moving forward.

Dani:

And so let's touch on this a little bit more. Recently we ran a poll on what are some types of content formats that you want to try, besides written content. And video took the cake both in you know the webinar that we recently ran and also on LinkedIn. So I'm just curious, what's stopping people from creating more of these multimedia pieces of content, and what are the pain points that Lumen5 customers usually face?

Mike:

Yeah I'll touch on this in two parts. I think first and foremost I'd love to dig a little deeper into why I think video takes the cake when we ran the survey. We're also not the only group that's run a similar survey - there's a lot of excitement around the creation of video content. It's not a fad, it's not anything new. But if you look back throughout history, people have always loved videos of any kind. And dating all the way back to maybe even pre-videos - slideshows, puppet shows, just anything that's moving.

Mike:

You know, we've seen the evolution to television and so forth and that obviously beats just looking at a static image. But what we've seen in recent years is the unlocking of that demand. Everyone has always loved videos but we haven't always been able to watch videos on the go. For many decades video was tied down to a home setting where you were sitting down on a couch or staring at a television screen and that was the only way we could consume video. But in recent years, and more specifically recent recent years, where not only do we have these mobile devices with screens, but they're becoming fast enough. The screens are becoming high definition enough that it looks amazing even in the palm of your hand. Data plans are getting cheaper and more affordable than ever before, now that people are seeing these unlimited data plans, 10 gigabyte data plans, and for the first time since the ton of the internet, you can actually pull up high definition 4K videos on your phone, on the go, wherever you may. Whether you're on the bus, you're on the train, you can still watch videos.

Mike:

Combine that with some other hardware improvements, like Apple and their AirPods and the ease of bluetooth headphones, allows access to not just video but also audio. And it creates this environment that makes it perfect for anyone to enjoy this type of immersive content. And while many trends start off on the consumer side, just purely from an entertainment perspective, but very quickly brands start to catch on and see that consumers are absorbing information and content in this multimedia format on HD screens with video and audio on the go.

Mike:

They think, 'how do we get in on that' and so we've seen brand strategies shift to producing this type of rich multimedia content that is designed for smartphones, that are getting more and more beautiful, faster and faster in terms of load speeds, and being able to download and upload these videos instantaneously. So I think that's why video continues to take the cake. It is the most engaging type of content, and we see that in every study and every stats - people watch videos.

Mike:

They are more likely to share a video, they're more likely to comment on a video. And so there's there's huge value in in figuring out that piece. Now, earlier I said I want to answer this question in two parts. The second part is the barrier to video production. That's the world that we're entering in now. As I mentioned before, I see the marketing world and the digital world in kind of three chapters: 2000 to 2010, 2010 to 2020, and now 2020 to 2030. It's all this race towards brands figuring out how to thrive in this multimedia world. And I think the brands that really figure it out are going to be the big players when 2030 comes around.

Mike:

This is a foundation-setting time, turn of the decade, where every brand is going through a bit of a gold rush to figure out who's going to win this content landscape. And video in particular is one that all marketers across industries agree is so powerful and so impactful. But the major drawback is, of course, production cost. How do you create multimedia content at the pace that your audience is demanding it? And if you consider special new formats like Instagram stories - you put something out there, it disappears after 24 hours - so the old models of hiring videographers and agencies paying thousands of dollars for a two month turnaround just doesn't make sense anymore.

Mike:

Companies know video is important but most companies are really struggling to figure out how they can output a video a day and still make sure it's high quality, still make sure it's engaging, yet not break the bank, because that's really the actual challenge. Businesses come down to resource constraints. They need to be able to produce videos faster and cheaper than ever before. Most companies haven't figured that out and that kind of ties into the origin story of not just this podcast but also the Lumen5 company as a whole, and that's the problem that we set out to solve 5 years ago - just seeing that the demand for video is going to keep going up and someone needed to figure out how to make video easier.

Mike:

A lot of our inspirations come from what PowerPoint did for presentations, or what canva did for graphic design. Technology, time and time again, has enabled the average person to do things that used to be very complicated and Lumen5 is all about making it easy for people who've never touched video before to be able to create engaging content. And that's why we've been a bit of a bit of a staple in the marketing world.

Dani:

I think one challenge also is for people to really understand how to actually use video effectively. Tools like Lumen5 - obviously we want to touch on our own product - but there's also products out there that do very similar things, but maybe in a different way. So how do people actually use video to incorporate it into their content strategy overall?

Mike:

Yeah that's a great question. I think it goes back to something we discussed earlier. As more and more channels exist, your audience in a typical day is not just going through one channel. People are jumping between LinkedIn to Facebook, they're checking out Reddit and then they're on Twitter. Ideally what you want is a brand presence across all of these channels and how I would incorporate video into a content strategy is to look at your existing content strategy. If you have an existing blog strategy then you're probably already putting out great, valuable content that people once upon a time really enjoyed reading.

Mike:

And those ideas are still valuable, even if the blog format is not as popular as it used to be. One of the easiest ways to start is to just take a handful of your most successful historical blog posts - blog posts that have seen high engagement, maybe they get a lot of shares, maybe a lot of your evergreen content that people still talk about to this day. Those are your prime candidates to repurpose into a different format to retell those stories or reteach those lessons in a video format. Drop it into a system like Lumen5 or any other platform that does something similar.

Mike:

Tell those stories in a video format and put that back out there onto some of the newer channels like Instagram. Maybe before you couldn't really post a blog post into Instagram - it's not the most natural way for Instagram users to consume that content. But you can take this high performing blog post, turn it into a video, and then now put it up on Instagram or as an Instagram story. So, there's so many different ways and I find that the easiest way to ease into a new strategy or a new component of a strategy is to adapt your existing strategy and work your way, one at a time.

Mike:

It can be very daunting to think about how to build a successful video brand, that could take years, but it's one video at a time and that's the answer to how you build a video content empire. It's one video at a time. Pick one blog post and retell that story in a video format. You might find that you've written long form content - you know, five six thousand word blog posts. You don't have to worry about jamming it into a single video - that 6000 word blog close might be your video series. You can spin off - if you covered six or seven points in that long form blog post, that's six videos that you can post once a day on your social channels, and you've got a week full of content just all mapped out there. So I find that a lot of marketers get tripped up because of the daunting notion of entering some vast new world. But I find that the most successful marketers draw on what has historically been successful and add that modern twist to it by turning blog posts into a video. So that's certainly what I would recommend as well.

Dani:

Yeah, that's a really great start, to be able to even see from the analytics which ones are already resonating with the audience, right? And then adapting that. And even from infographics as well, is there a way for you to get that data, make that into a blog post, and then use that blog post into a video. I think that's such a really great way to put. I know the first time I logged into

Lumen5 I was pretty shocked to be honest because I was so used to you know, sourcing like a video editor to create a video from a blog post. And then I realized all you needed to do was just to copy and paste it, and you know, that was mind blowing to me. So, I'm really glad that there's tools out there in the ecosystem of marketing now where it's quick for you to create content. It's not just about analyzing the content but also creating it because I know that's a pain point for a lot of marketers.

Mike:

Yeah I think that's the beauty of technology and that's why I love the software world. We're always building tools to enable people to do things that they couldn't before and an analogy I always like to bring up is, imagine a world where you had to hire an agency every time you needed a slide deck. And that's the role of PowerPoint. PowerPoint has made it so that each of us associates presentations with something that we can do, that we can pop up a powerpoint or something like a google slide and be able to deliver a presentation without going out there and hiring some sort of presentation design experts.

Mike:

And similar things are happening in the graphic design world. Before you had to maybe have gone through graphic design school to learn how to use the complicated Adobe software. But Canva has come in and changed the dynamic and now the average person associates graphic design with something that they can do using templates available on platforms like Canva. And now we're seeing yet another evolution of that where platforms like Lumen5 are doing that same thing for video and hopefully fast forward a couple years from now the average person would associate video with something they can do as much of a second nature as Microsoft Word, Excel or PowerPoint has done. Technology has always made things easier.

Dani:

Yeah, absolutely, just being able to you know get started with it, I feel like once you get started, that's where you build confidence. I think a lot of marketers think that you need to have prior experience about something in order to start something, but I think it's actually the opposite way around, where you know you have a passion to want to start something, you test it, once you get some good feedback or get some good engagement from that then you start to have the confidence that this is starting to work and then you do more of it. So I hope we can really empower people to do that too and.

Mike:

Yeah, that that also reminds me of another notion which is that I think a lot of marketers are held back by this bar of production quality that exists in their head. While that used to be true if you're buying a TV commercial spot then you better make sure that you're television commercial is of utmost tip-top quality - I guess super bowl commercial - you go all in on that kind of thing. In the world of social media, the production quality bar is just different. And if anything, there's a bit of a reverse impact going on where if an ad looks too polished people feel like they're being sold to, it's inauthentic. Whereas social media is really about this grassroots, casual, intimate conversation.

Mike:

And so, you know, I would say don't be so caught up on this idea that everything you put out there has to be perfect. I think social media has kind of normalized imperfection and it's brought our personal identities to the forefront and say hey we're all imperfect. The most relatable brands are the authentic brands who are comfortable with their own mistakes and putting out content that's sometimes quirky, and that creates a really great environment for marketers to run a lot of rapid testing.

Mike:

And then the other thing to keep in mind is that the rate of content churn on social is just different than anything we've seen before. When you publish a blog post and you want to have a presence on the front page of google, the idea for that content, that entity, is to live on for a very long time, whereas on social things disappear on something like Instagram Stories, as we talked about earlier, it disappears after 24 hours, even if you put something on the newsfeed with every other pieces of content that are being pushed out there. Basically after 24 hours people aren't going to see that piece of content anymore.

Mike:

So the consistency and frequency becomes more important than this high bar of production quality and I think keeping that in mind can actually be very liberating. When you forego the notion that you need this tip-top shape, high production quality content, you free yourself to be much more experimental, trying new things, putting content out there. And then iterate based on feedback loops - see what works. Go create your first video and then a second video, see which one performs better, which one gets more shares, what kind of comments you get back. And then iterate as you go along. It's always one step at a time.

Dani:

I love that. And I think what you mentioned about you know the shelf life of content, that's also really relevant to the repurposing piece too. You spend so much time creating this piece of content and you put effort into it - you want to make sure that it doesn't just last for an hour or a day, you want to make sure you can reuse that for other pieces too so you're able to actually stretch that piece of content, giving it even longer of a shelf life. So I think repurposing content is really the way to go, especially in 2021 with all of the multi-channel approaches.

Mike:

Yeah, and I think a lot of these ideas are so much more than a blog post. If you read a great blog post the value is not actually in the format itself, it's the novel unique insights that were conveyed through the written text. And those ideas, they live on and you can repurpose that, retell those stories and resurface those stories once every couple years. A lot of these gems of thought leadership pieces are not always time sensitive and so you can retell those stories in new ways, and you can repeat that. And one thing that I want to highlight too is that it's not just video, it's not just 2021. Ten years from now maybe VR or AR becomes the big platform that everyone's hanging out at, well how do we repurpose the same key insights that we had 10

years ago, and resurface that in a new format so that audiences can engage with those same valuable ideas in a different way, in a fresh way.

Dani:

Absolutely. I think this is one of my last questions for you, Mike, and I know this is something that a lot of people worry about. With every new technology there's always going to be a little bit of fear, so why do you think something like Lumen5 can help you create videos? So a lot of people might think that Lumen5 is creating videos and making video editors obsolete. Obviously, I don't think this is the case but I know with a lot of new tools out there there is a level of automation that helps you know replace maybe some of the more mundane tasks. But what would you say would be the difference between using Lumen5 versus, let's say, having to hire an agency?

Mike:

Yeah that's a great question and I hear it all the time. There there are so many great analogies throughout history. You know WordPress didn't make writers obsolete, and Canva doesn't make it so that graphic design as an industry doesn't exist anymore. It's not so much making video editors obsolete, it's just opening up video editing to a much larger audience as new forms of videos are being introduced.

Mike:

And a lot of the conversations that I have with professional video producers and video editors, they didn't go into that career to create this very specific type of video. You know, video producers still shine in creating a lot of these flagship pieces. If you look at some of the bigger brands, there are so many tiers and types of video content. Some are cornerstones, they're flagship pieces of content that they would put out once a year or twice a year, and it involves film crews, your set scouting, you're onset with actors and actresses, and really putting together a key piece of performance, and I think that world always exists.

Mike:

But in recent years a new category of videos have emerged and it's fundamentally different from what used to be. It's these daily interactions, touch points, these bite size learning opportunities and video formats, and from what I hear a lot of times video producers and professional video editors those are the types of work that they have a hard time making time for because they're working on all of these big, fancy video projects that really excite them, with big budgets where they could really tell a compelling story. They're fundamentally different types of works, and I think that's the same thing as writing a novel or a really insightful journalistic piece. It's different than someone using WordPress to publish a blog post. So I don't think in any way that tools like Lumen5 or its equivalent are making any single industry obsolete any more than WordPress makes a writer obsolete. I think there are different skills different expertise and it's for a changing world where different types of content are emerging on a daily basis.

Dani:

I love that and I think that's going to give some people a little bit more of a peace of mind too, because we've got a lot of customers in the space that are using both. You know, they might be using an agency for more of the animation-based videos or something like a commercial, whereas they're using Lumen5 for something that's more of like a thought leadership video, like what you mentioned. repurposing a blog post. So yeah, I think there's definitely a room here to live in harmony for sure.

Mike:

Yeah, and we see that a lot particularly with larger companies, bigger brands, where you would have a centralized video team that maybe works in headquarters and they fulfill content requests from offices around the world and they could have 12, 20 plus offices that are each requesting their daily Instagram story video. And more often not the stories that I'm hearing are that these centralized video teams are becoming very rapidly overwhelmed by a growing amount of content requests.

Mike:

And so one way to look at embracing technology in the world of building a marketing organization is decentralizing that content creation, so that you're not depending on one team that is swamped and overworked and overloaded, and start to put video content creation into the hands of marketing professionals around the world at all of these offices, as opposed to flooding bottlenecks at headquarters. What I hear often is that it's a win-win situation when that gets figured out.

Dani:

I love that. And for those who want to check out our platform you can do so at lumen5.com. We have different plans available, and obviously, I'm not trying to make a sales pitch here, but you can check out what we offer there and try it for free, just to see how you like it. You know, maybe make like one or two videos, see how it goes, and if you're needing more of these videos then feel free to sign up and we'll be happy to walk you through the process. But for now, Mike, thank you so much for joining me on this very first meta episode. I'm super looking forward to hearing your conversation with other B2B marketing leaders as well.

Mike:

Yeah, it's a great honor to be the first guest and moving forward I will continue to co-host this show with Dani. Thank you everyone for your time and for joining us in this conversation today.

Dani:

Thank you so much.