Leveraging Dark Social

- How Brands Get Invited to the Conversation

@ JessikaPhillips

@RelationshipMarketingJessika

My personal mission is to inspire people love more, give more and be more within their business through authentic relating.

jessika phillips

NASA Inc. Forbes

like some kind of caveman

90%
Of all buying
decisions start online!

60%
of the buying cycle is over before a customer speaks to a representative of the business.
*Reference Lightspeed Research http://www.lightspeedresearch.com/
@JessikaPhillips

DARK SOCIAL

voxer

Chirp

thumb
Instant opinions. Real people.

WeChat

XING

Medium

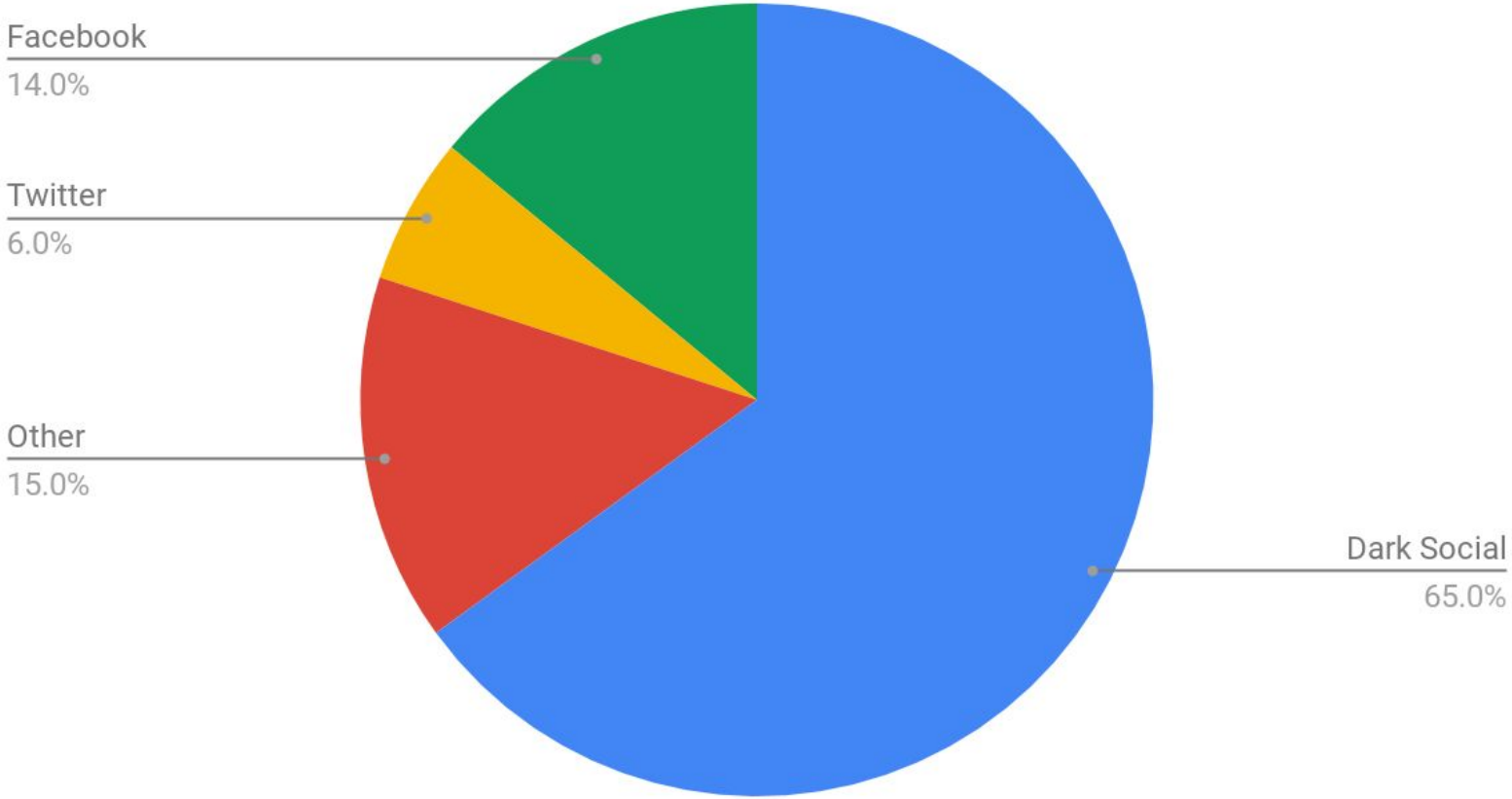
NING

Alignable
Where Local Business Owners Connect™

tumblr.

askfm

Dark Social Shares- Sample of 150,000 Sites (June 2017)



86%

Online Traffic to your site is “Dark”

RadiumOne

@JessikaPhillips

2020

Dark Social Media

ARE YOU
#CRAVEABLE
?

It's not about *What We Do*

It's *How We Do it*
Makes the Difference!

@JessikaPhillips

88%

of consumers say they either completely trust online written by other consumers as much as they trust recommendations from personal contacts . [Nielsen]

The sales Funnel is Dead

C.A.R.E.

for your customers

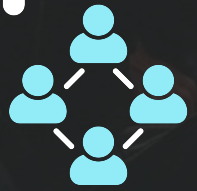
@JessikaPhillips

#RelationshipMarketing

Turn Followers into → Fans

Clients into → Advocates

Community into → Collaborators



Your team into → Evangelists

@JessikPhillips

C.A.R.E.
Capture Attention
Articulate Message
Relationships
Exceptional Experience
Brand Team
Community
Advocates

50

STRONG

50 STRONG Brand Manual

BELIEF STATEMENT

We were all created for more. 50 Strong serves you on your journey to living an extraordinary life. Along the way, we will support you by providing quality products, practical and helpful resources, sharing inspirational content, and, hopefully, make you smile. Let's take this journey together... choose to Be Extraordinary.

#BeExtraordinary
#Be50Strong

OUR TAGLINE

Serving you on your journey to living an extraordinary life.

At 50 Strong, we believe we were all created for more. That each of us is called to live an extraordinary life. No matter where you are right now, no matter what you're accomplishing—or maybe still want to accomplish—you can choose to be extraordinary.

We see you. We see your struggles, and we see your victories. You choose to get up day-after-day and you're crushing it. You work hard, you play hard, and you are making a difference. That's extraordinary!

We're here to inspire you to keep chasing your dreams as you inspire us to chase ours!

Brand Manifesto

"Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status-quo. You can quote them, disagree with them, glorify, or vilify them. But the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."

50 STRONG Brand Manual

Welcome to our brand

You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place.

- David Ogilvy

Our Brand Manifesto

We believe we were all created for more. To live an extraordinary life.

We celebrate the extraordinary among us.

The moms and dads staying strong, day and night.

The entrepreneurs doing hard work to make dreams a reality.

Hometown heroes risking their lives to save ours.

The teachers and coaches raising up the next generation of innovators, engineers, artists, and athletes.

Those who choose new beginnings and fresh starts.

Those who pause to appreciate the everyday meaningful moments.

For those who choose to live an extraordinary life, who choose to pave their own path.

To all those who encourage others to keep showing up.

We are here for you.

To provide you with the tools you need to achieve your goals

To share practical, helpful resources.

To inspire you to keep fighting the fight and chasing your dreams.

Let's take this journey together ... choose to Be Extraordinary. Choose to Be 50 Strong.

who we serve

Without being cliche

—

the customer is the reason we come to work every day.

The 50 Strong brand isn't about the product.

Yes, we love making quality water bottles but our true passion is to help others live an extraordinary life.

WE SERVE

1. Moms, dads, and their families
2. Those who care about health/fitness/wellness
3. Those who want to be active/more active
4. Those who strive to set an example of healthy living for their kids
5. Those who work tough jobs, whether at the office or at home
6. Those who feel like they don't have enough hours in the day
7. Those who aren't perfect, but strive for greatness everyday
8. The women crushing it at crossfit and the hot mess express who wears yoga pants only to the grocery
9. The marathon runner and the guy with the dad bod
10. Big goals and small goals – from saying no to the Snickers bar to climbing a mountain
11. Wherever you are on your journey to an extraordinary life, we are here for you.

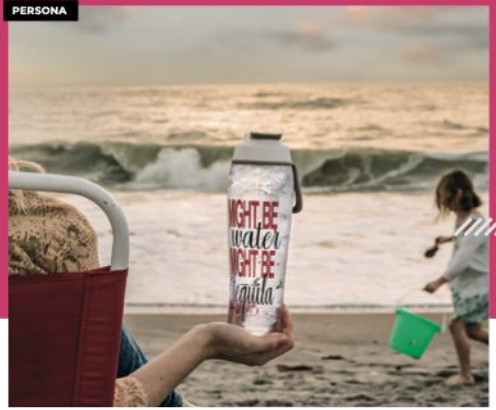
Your Message is
Bigger
than the product

50 STRONG Brand Manual

WHO ARE OUR BUYERS?

Persona breakdown

PERSONA



Harper

My story

I am a working mom with an established career, children who are finally out of diapers and in school and am finding myself back after feeling as though my sole purpose was to change diapers, do laundry and buy groceries. I enjoy time with my friends, reclaiming a healthy lifestyle and am learning to be comfortable in my own skin. I'm finding and achieving balance between family, work and friends.

Insights

I'm between 32-45 because a lady doesn't give her age. I live in the U.S. my friends and I live in the city or the 'burbs. I'm kind, loving, determined, aware, a leader, curious and love to learn. My curiosity could be hampered by others. I'm motivated, married or divorced and have children. I'm cool going and doing things for myself/self-care because my mom-guilt isn't what it used to be when I was a new mom... me healthy and happy means I'm a better mom/spouse/partner/employee/boss.

—

Where I find my info

I LOVE podcasts, online news sources, I typically prefer private social conversations (dark social) to share and get info with family and friends however I do share photos and cool blogs on social channels, word-of-mouth, email and text. I'm not a snapchatter but I am on FB, IG, Pinterest and Google everything from math homework to news. I follow Rachel Hollis, Jenna Kutcher, Brene Brown, Sara Blakely, Jenn Sincero, Chip & Jo, Ellen, Rachel Ray and the Pioneer Woman. I like anything that can make my life easier such as Stitch Fix, Daily Deals, Fab Fit Fun, Hello Fresh/Plated, Daily Harvest, Birch Box. I like to shop boutiques: Piper Lou, Francesca's, Betsy Boutique, Weight Watchers, Hobby Lobby, TJ Maxx, Modern Vintage Boutique, Lime Lush Boutique, Blue Lane Boutique, Target, MudPie, Zulily, Jane.com, Pink Lily, Sip by Swell, Etsy and Cricut.

Primary Goal

Live an extraordinary life | Secondary: goals to meet the primary goals - live passionately, great mom, leave a positive impact on the world

—

Pain Points

"Busyness" - time. I need help formulating a plan to reach my goals, like practical/tactical advice. I tend to over-analyze which could cause me to never start. Stress is a biggie for me I am pulled in multiple directions it's tough to find balance. Upper management career stress and all that comes with it.

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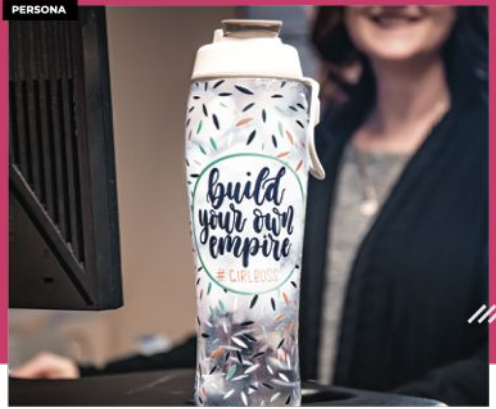
PERSONA



Mackenzie

My story

I just graduated from college within the past few years and am starting my career. My friends and I are single or newly married hitting those rites of passage milestones: new homes, married, new babies. Most weekends seem to have at least one wedding/ new baby-related event. I'm finding my space in my new "big girl" job, I spend time with friends after work, if I have kids I still have playdates and are meeting other new moms. I have hobbies. I like to travel, go to concerts, I love my fur babies as if they were my kids. I will pay for experiences, fashion and love setting up my new home. My mom calls me trendy, but my trendy clothes and home decor are budget-friendly as I'm not quite making the big bucks just yet.

Insights

I'm 22-31, live in the U.S. and am loving the city life. I'm ambitious idealistic and maybe a bit naive, bubbly, social, impressionable, aware, insecure (but I hide it well, I have something to prove), a little entitled, there may be chip on my shoulder. I have never known a world without technology, am anti-brand and want authentic messaging.

—

Where I find my info

I'm quick to use search engines. I find my news from online sources like cheddar, mashable, buzzfeed, IG, FB and IG stories, influencers, YouTube. I'm part of the Kardashian generation and if someone I follow is selling something or recommending a product I may try it. I like Podcasts and get most news from friends, text and private messaging. I like boutique shopping, etsy, Jane.com and Target. I also like customizable shopping experiences like Fab Fit Fun, ipsy, ulta, new age influencers.—

Primary Goal

Career advancement, personal purpose, and to find my identity

—

Pain Points

My salary doesn't match my wants so budgeting is an issue. I need a support system and don't like to admit what I don't know. I'm afraid of the impression of being lessor, not knowing who to trust and sometimes live on the edge/YOLO

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PERSONA

Marcus

My story

I'm a working dad and married to Harper. I'm the primary bread-winner in the home and know Harper works hard and want her to treat herself. She keeps me in style and usually influences my choices. I have a Dad-bod - it happens. I'm career-focused and my social life revolves around my family and a small friend group. I spend my time at work and after hours I am usually relaxing with my family and watching/playing sports.

Insights

I'm 32-45, live in the U.S. with my family in the metro area or the suburbs. I am involved, loving, laid back and pretty chill/go with the flow. I totally feel guilty spending time and money on a hobby. I'm supportive. I am active and like to run a 5k and would like to do more. I'm a provider. It takes me a bit to jump on board with an idea and can be apprehensive. I don't really love to stand out and am content blending/fitting in. I just want to be a great dad/great husband.

—

Where I find my info

My wife usually tells me what I need to know, but otherwise I listen to podcasts, YouTube, streaming radio and news sources and specific interest-related influencers such as athletes, money managers, ceo, etc.

Primary Goal

Live an extraordinary life and make more money for my family. Secondary: re-find identity outside of just dad/husband/cog in the wheel

—

Pain Points

It takes me a bit to jump on board with an idea and can be apprehensive. I don't really love to stand out and am content blending/fitting in. Loss of personal identity.

OTHERS IN OUR SPACE

Websites and Influencers Relevant To Our Audience

Rachel Hollis, Jenna Kutcher, Brene Brown, Sara Blakely, Jenn Sincero, Chip & Jo, Ellen, Pioneer Woman, Stitch Fix, Piper Lou, Francesca's, Betsy Boutique, Rachel Ray, Weight Watchers, Hobby Lobby, TJ Maxx, Modern Vintage Boutique, Lime Lush Boutique, Blue Lane Boutique, Target, MudPie, Zulily, Jane.com, Pink Lily, Sip by Swell, Etsy, Cricut, Daily Deals, Fab Fit Fun, Hello Fresh/Plated, Daily Harvest, Birch Box

Rachel Hollis

Chip & Jo

50 STRONG Brand Manual

GROW RELATIONSHIPS

Primary Persona by Social Channel

Facebook @be50strong

- Connect with Harper and Marcus.
- Use this platform for repeat and referral traffic
- Build a loyal tribe that resonates with our message.
- Expand audience following through viral content and collaborative content/shoutouts and contests.

Instagram @be50strong

- Connect with Mackenzie and build an audience who typically purchased on impulse.
- Resonates with our designs and others who've purchased the bottles.
- Grow the audience looking for fun and relatable sayings they haven't seen before
- Grow leads via stories.

Twitter @be50strong

- PR channel and outreach to grow social good.
- Evolve into #extraordinary living topics and potential tweet chats with blog recaps

Pinterest @be50strong

- SEO and to inspire others via example on how to live an extraordinary life.
- Build our own brand content and sales related content to move Advocates through the buyers' journey and gain revenue through repeat buyers connected to our guides and examples.

Amazon

- Point of purchase
- Brand awareness
- Social proof

YouTube

- Brand awareness

Google My Business

- Reviews

50 STRONG Brand Manual

OUR GOALS

1. To inspire our audience to live an extraordinary life!
2. Grow to one million in sales on our website
3. Build our email following to 1.5k subscribers
4. Increase engagement rate to 20%
5. Find three activators
6. Design 100% owned content
7. Build out campaign workflows for 12 months and increase email open rate to 30%
8. Increase repeat visitor rate 40%

Adjectives about our personas

goal-focused, driven, ambitious, **loving,** compassionate, funny, motivated, living with purpose, **wants to create a better life,** health conscience, **family-oriented,** trendy, socially involved, kind, loving, determined, aware, leader, curious, **loves to learn** motivated, married or divorced, **has kids, comfortable in your own skin,** mom-guilt isn't what it was as a new mom, idealistic/naive, **bubbly/social,** impressionable, **aware,** insecure (but hidden), a little entitled, chip on shoulder, **never known a world without technology,** anti-brand, want authentic messaging or a boutique feel, **Involved,** loving, laid back, **go with the flow,** feels guilt with doing a hobby, **supportive,** 5k wanting to do more, provider, **slower to jump on board,** apprehensive, might be afraid to stand out/content to fit in, **want to be a great dad/great husband**

When the mindset shifts From Buying to **BELONGING**

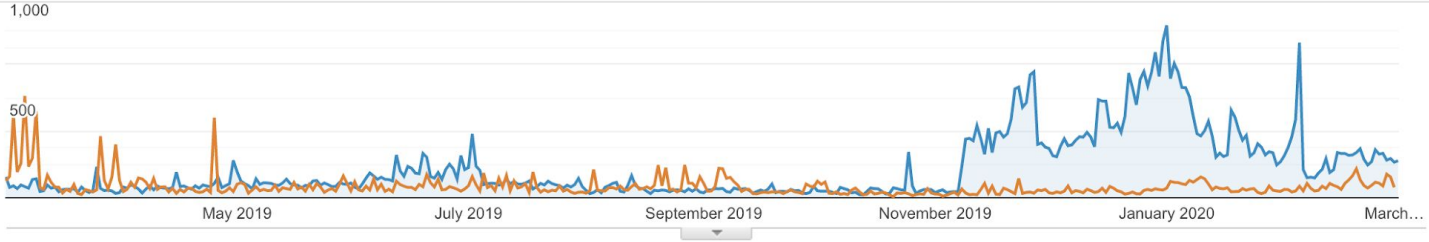
Analytics | All accounts > 50 Strong | All Web Site Data

Try searching "How to set up a property"

- Home
- Customization

REPORTS

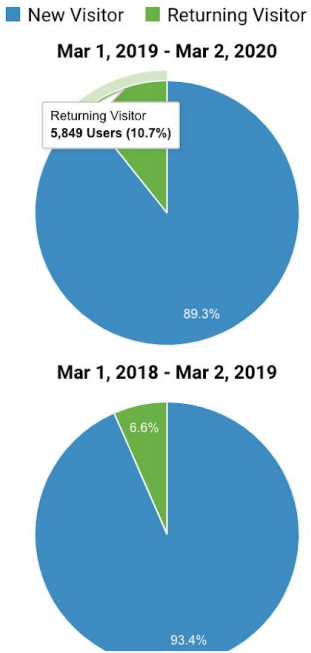
- Realtime
- Audience
  - Overview
  - Active Users
  - Lifetime Value BETA
  - Cohort Analysis BETA
  - Audiences
  - User Explorer
  - Demographics
  - Interests
  - Geo
  - Behavior
  - Technology
- Attribution BETA
- Discover
- Admin



Users	New Users	Sessions
157.50%	156.60%	311.22%
48,799 vs 18,951	48,803 vs 19,019	59,726 vs 14,524

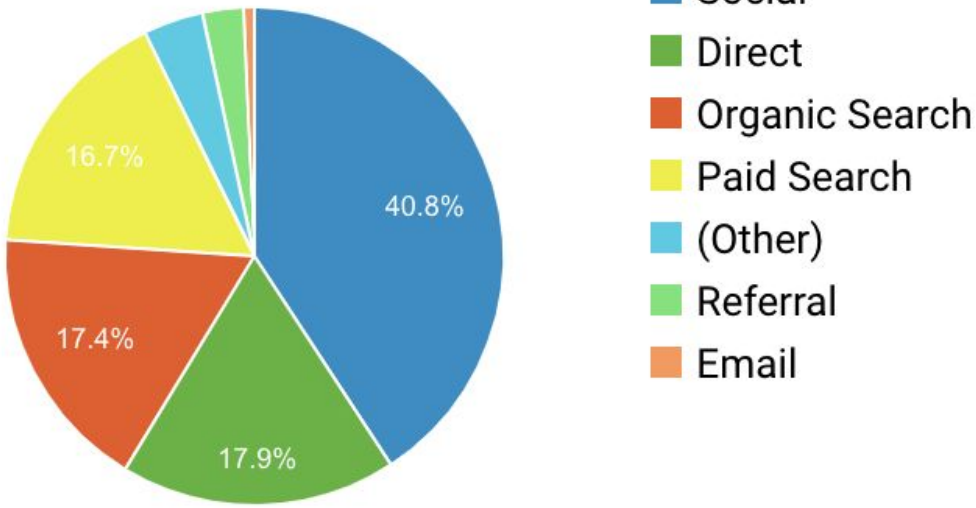
Number of Sessions per User	Pageviews	Pages / Session
59.70%	304.28%	-1.69%
1.22 vs 0.77	171,968 vs 42,537	2.88 vs 2.93

Avg. Session Duration	Bounce Rate
19.06%	-11.93%
00:01:58 vs 00:01:39	50.39% vs 57.22%



Top Channels

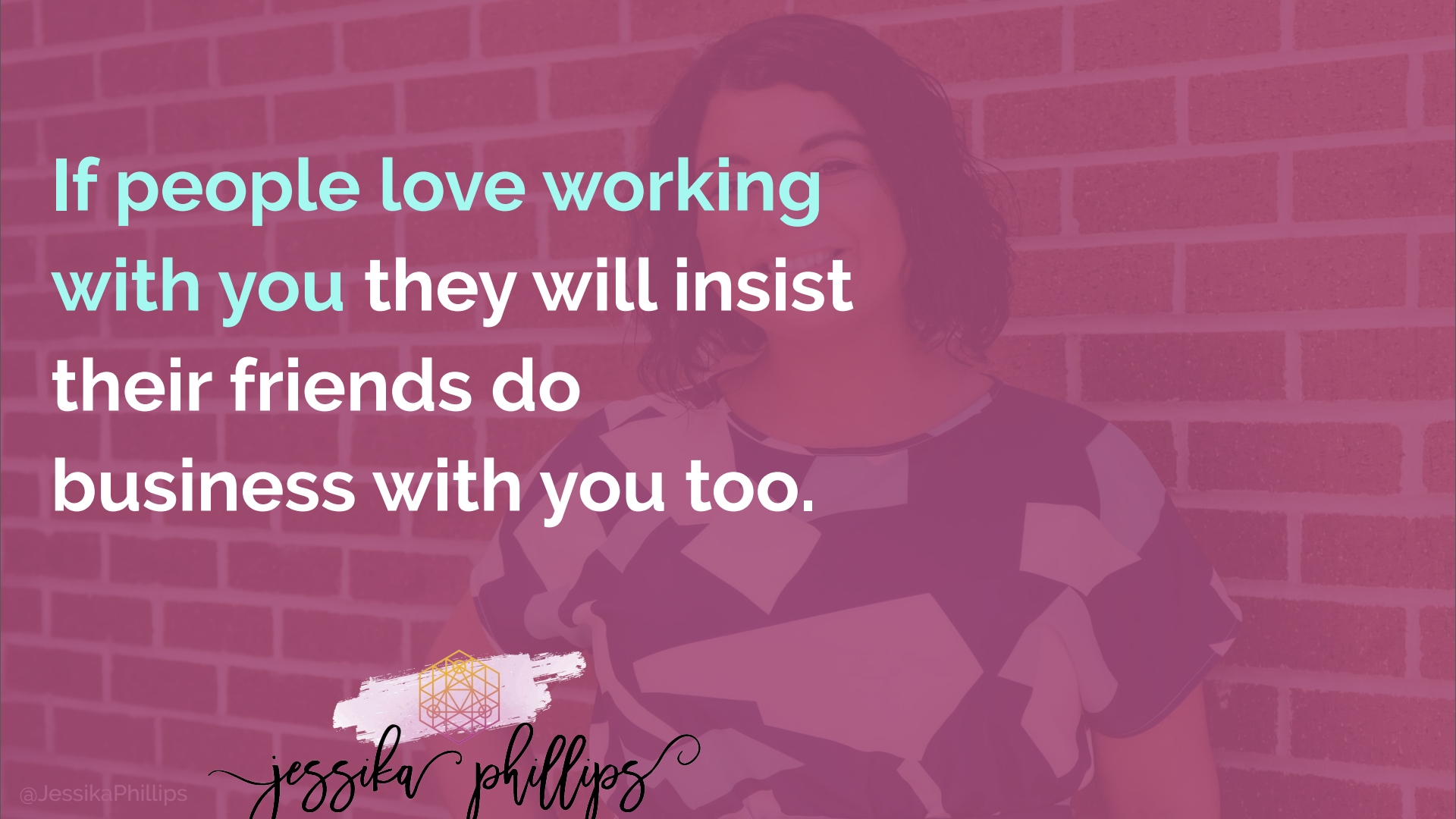
Mar 1, 2019 - Mar 2, 2020



1,200 LESS Fans

331% Increase in ROI

STOP
COUNTING
LIKES
AND START
COUNTING
CONVERSATIONS
jessika phillips


If people love working with you they will insist their friends do business with you too.
jessika phillips
@JessikaPhillips

C

How Can I Capture Attention?

Time to start asking the foundational questions

1. Know your Audience
2. Know your brand tone
3. Have a Brand Manifesto
4. Have your own images
5. Know where you want to go

Articulate your message clearly

Empower your tribe to spread the word.

50 Strong is with LaShae Torres.
Published by HubSpot [?] · August 1, 2019 ·

Meet LaShae Torres she is the Director of Resource and Development at United Way of Greater Lima. Former Emerging Lima Young Professional of the Year, working mom, and all-around go-getter. We are excited to announce that we have selected her as one of our top 50 most inspirational #Be50STRONG female leaders of 2019!💪👩‍🎤

LaShae's biggest joy and also one of her toughest jobs to date is raising her daughter Amelia to be a kind, independent and strong woman. LaShae currently s... See More

50 Strong
Published by Connecting Lima [?] · February 4 at 5:24 PM ·

We have a WINNING bottle design!! Check out our newest 🤖superhero🤖 in the line-up.

Thank you to Michelle Balot and Juli Scalise-DeBacco for the winning idea, you both will receive your very own superhero bottle!

Congratulations to Lena Bailey your name was drawn from our voters... A superhero bottle will be flying your way as well!

Stay tuned for the bottle to be LIVE on our site > be50strong.com

#be50strong #50strong #superheroes

By Jessika Phillips On August 30, 2019

30 Women in Digital You Should Be Following

Thank you for your time this week! I look forward to speaking with you soon!

My Best,
Jessika

Jessika Phillips
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http://www.NOWMarketingGroup.com

DARK SOCIAL

voxer

Chirp

thumb
Instant opinions. Real people.

WeChat

XING

Medium

NING

Alignable
Where Local Business Owners Connect™

tumblr.

askfm

A

Articulate your message

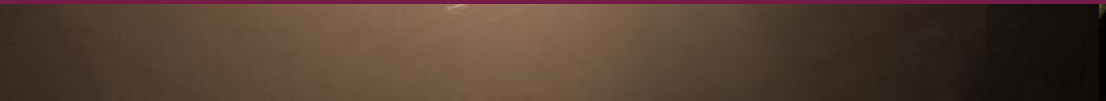
Build a Tribe willing to share your content

1. Colab Blogs
2. Feature others and Engage
3. Ask Engaging Questions
4. Keep it simple and consistent

Build in-person Community

@JessikaPhillips

Be a Known Connector



Social Media Lima Week

#SMWL19

@JessikaPhillips

Host
KATE VOLMAN
@KateVolman
MIA VOSS
@MiaVossOnTheGo
ROSS BRAND
@iRossBrand
BRIAN FANZO
@iSocialFanz
#ThinkLikeAFan

Start your ripple effect

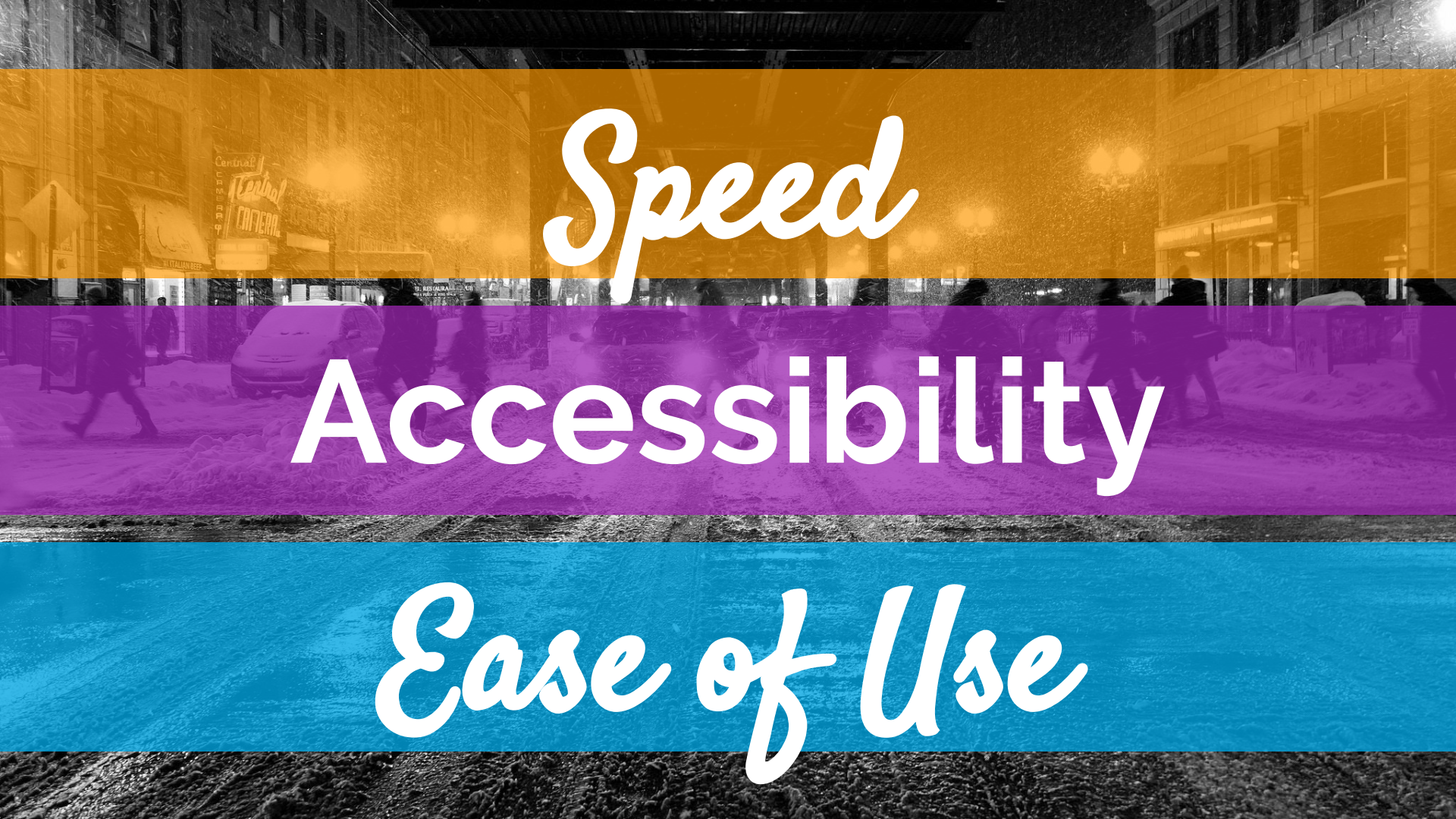
Delight
Deliver
Do it Again
@JessikaPhillips

Build Relationships

Know your Activators and Build a Brand worthy of Support

1. Audio/Videos Messages
2. Personalized 1:1 conversations
3. Add in Delight ongoing
4. Truly get to know your audience.
5. Use Native tools to focus on 1:1

Ex·pe·ri·ence:
verb Feel (an emotion)


Speed
Accessibility
Ease of Use

Friends Care Community
Published by Brian Williams [?] · Yesterday at 4:18 PM ·

Today was a beautiful day for a visit!

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

197	159	
People Reached	Engagements	Boost Post

Jessica Eva-Marie, Sabrina Hall and 39 others — 4 Comments

NOW MARKETING GROUP

VIRTUAL SPIRIT WEEK CELEBRATION

18. Wednesday
Women Business Owner Wednesday
What woman/women business owners inspire you? Give them a shoutout and let them know they're crushing it!
Spirit wear fun: Bonus points if you wear a hat to participate in #HatDay

19. Thursday
First Day of Spring
Enjoy the outdoors! Send us a photo of you enjoying the outdoors.
Spirit wear fun: Bonus points if you participate in the Favorite team shirt
#ShowyourSchoolSpirit

20. Friday
FlashbackFriday
Tell us the first place you worked
Spirit wear fun: Bonus points if you participate in the #FlannelFriday

21. Saturday
ShoutOut
What small business are you supporting this week and how can we help?!
Spirit wear fun: Bonus points if you participate in Sunglasses 😎 day
#SunglassesAtNight

22. Sunday
StraightOutta - Sunday
Send us a photo to guess where you're from.
Spirit wear fun: Bonus points if you participate in wearing PJs all day
#PJsAllDay

23. Monday
Make us laugh Monday
I am a sucker for cheesy jokes. Share your favorite joke or funny meme
Spirit wear fun: Bonus points if you participate in the masked avenger
Pick a popular rivalry (Marvel vs. DC)

24. Tuesday
Tell us how we met using a meme below.
Spirit wear fun - Bonus points if you participate in a Celeb look-alike day
#NationalLookAlikeDay

25. Wednesday
Thank a Small Business
Who are you supporting during the crazy?
Spirit wear fun - Bonus points if you wear wacky socks

26. Thursday
Throwback Thursday '80s and '90s Day
Send us a photo of your favorite nostalgic 80-90s show using a meme
Spirit wear fun: Bonus points if you wear 80's / 90's gear

Friday - NOW's 10 Year Anniversary
Spirit wear fun: Bonus points if Wear Orange or Blue to support NOW pride!

E

Experience

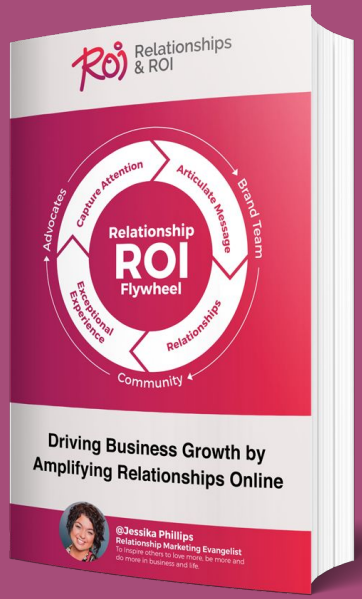
Built in Experiences focused on your ideal audience.

1. Frictionless Onboarding
2. Follow ups/ Groups
3. Focus on your existing audience
4. Truly CARE about feedback.

"Do what you do so well that they will want to see it again and bring their friends."
~Walt Disney
@JessikaPhillips

Relationships will Always be more Powerful than Marketing

bit.ly/CAREMore



Deep dive on Relationship Marketing Strategies

I care.
I care a lot.
It's kinda my thing.

Jessika Phillips

Jessika@NOWMarketingGroup.com

@JessikaPhillips

www.NOWMarketingGroup.com

My personal mission is to inspire people love more, give more and be more within their business through authentic relating.

jessika phillips

NASA Inc. Forbes