





Spectacle



Preceding Social Media

GO WIN A \$OG FORTUNE TODAY!

TELECAST
Sun, 8:30a, 10-11
TOMORROW
Partial coverage, 8
TOMORROW
Partial coverage, 10-11
Results, Page 3

NEW YORK POST

METRO
TODAY'S RACINGS

TV Listings P. 103

FRIDAY, APRIL 13, 1984

30 cents

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100,000,000 readers in 100 cities and 1,100 towns across the U.S. AMERICA'S FAIRLY-DEVOIDING NEWSPAPER

ABC 100,000
540,000

100,000

HEADLESS BODY IN TOPLESS BAR

WEEKLY WORLD

NEWS

January 21, 1992

75¢/80¢ CANADA

**Vicious attack
baffles police!**

18259

WOMAN KILLED BY FUR COAT!



**\$30G full-length mink
COMES ALIVE and bites
rich widow to death!**

10 SECRETS FOR KEEPING YOUR JOB!



Are you making plans for your wife's death?



After hours of office work, could you face hours of housework?

Friday, 24th June 1983? Could you cope?

On the purely practical front, think of the cooking, the washing, the hours of housework



Could you be an executive by day and a chambermaid by night?

importantly, there's the children to consider. Could you ever devote the sort of time to them

Come on now, own up. The thought hasn't so much as crossed your mind, has it?

All along, you've blithely assumed that you'll be the first to go.

That your wife will be the one who will need the financial looking-after.

That yours is the life that should be insured, not hers.

Noble and worthy sentiments indeed. But, if we may say so, short sighted ones, too.

There's no guaranteeing that your wife will outlive you.

(According to statistics, little more than a 60% chance in fact).

So have you ever thought what would happen to you if the unthinkable happened to her?

Not in the dim distant future.

But tomorrow,

they need and deserve?

The nightly bedtime stories? Helping them out with their maths homework? Teaching them what's what in the big wide world?

Heaven knows, you'd need help. Lots of it.

And like everything else nowadays, that sort of help doesn't come cheap.

According to a recent survey, the average mother of three ploughs through eighty hours of housework a week.

Eighty hours, mind.

At £2.50 an hour, that comes to a staggering £10,400 a year. Where on earth are you going to get hold of that sort of money?

Well, you could start at the bottom right hand corner of this page.

For as little as £15.00 a month, Albany Life can provide cover worth over £50,000 tax free.

If you prefer, we can even draw up a combined 'Husband and Wife' policy that pays out in the event of either of you dying.

If you'd like to discuss things further with us, post off the coupon straight away.

Planning for a wife's death may be no pleasant matter for a husband.

But for a father, it's a very necessary duty.

To learn more about our plans, send this coupon to Peter Kelly, Albany Life Assurance, FREEPOST, Poters Bar EN6 1BR.

Name _____

Address _____

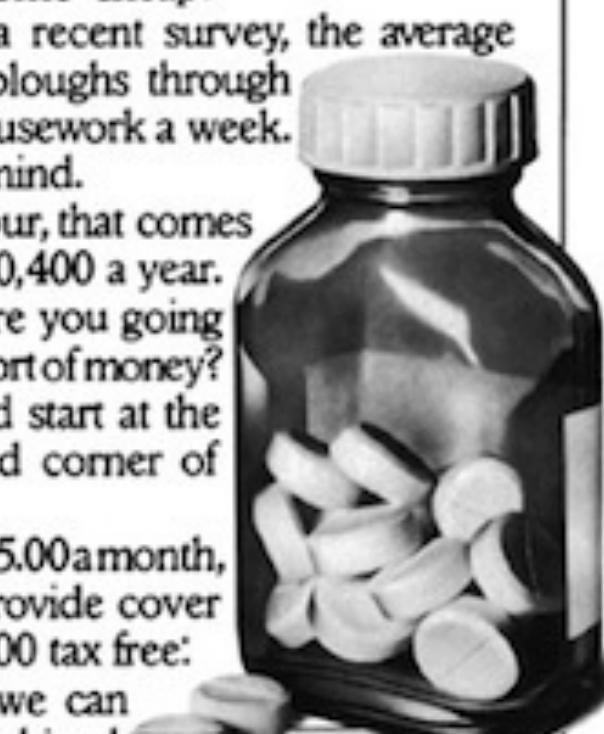
Tel: _____

Name of your Life Assurance Broker, if any:

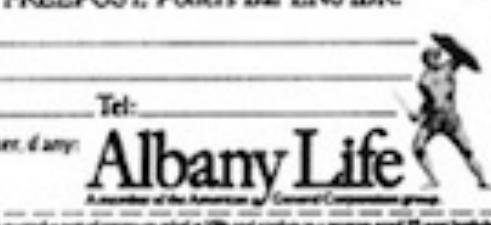
Albany Life

A member of the National Council of Mutual Benefit Societies

Could you afford £2,000 a year for a family cook?



Who'll play nursemaid if the kids fall ill?



The Basic Ogilvy Layout

Visual
Caption
Headline
Copy
Signature



Catchy headline to draw in the reader

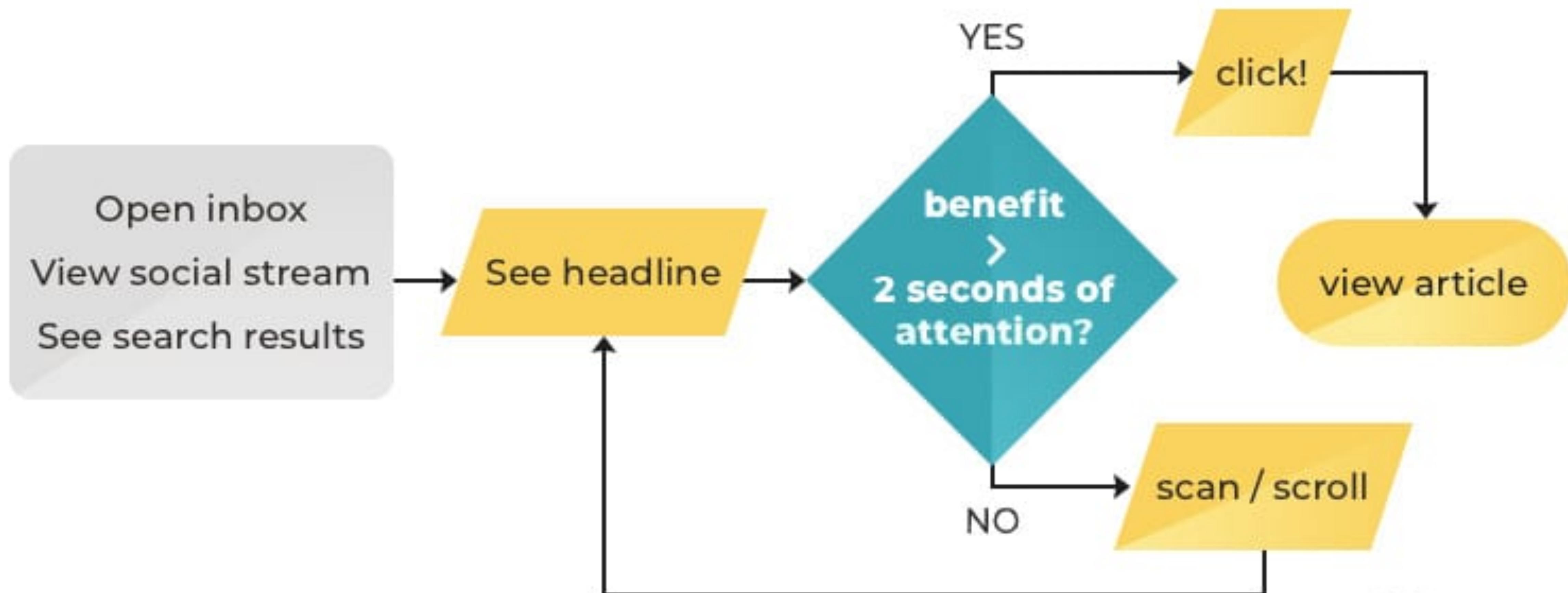
Informative caption for the artwork, above.

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**Scan, dismiss, scan, click,
dismiss, scan, repeat...**

The cost/benefit is calculated every time we see a headline



**Headlines make a promise to
educate or entertain.**

Through reading or watching

Are we ruining the Internet?

“Content” 😞

This is hard.

Algorithms

Feeding the beast



Facebook

Ugh.

Facebook's decreasing interaction

Zuckerberg testified in court time on Facebook and Instagram has "gone down meaningfully" and interactions have shifted toward messaging apps.

Facebook's "cultural relevance is decreasing quickly" and friending has lost appeal, with many users' friend-graphs becoming "stale".

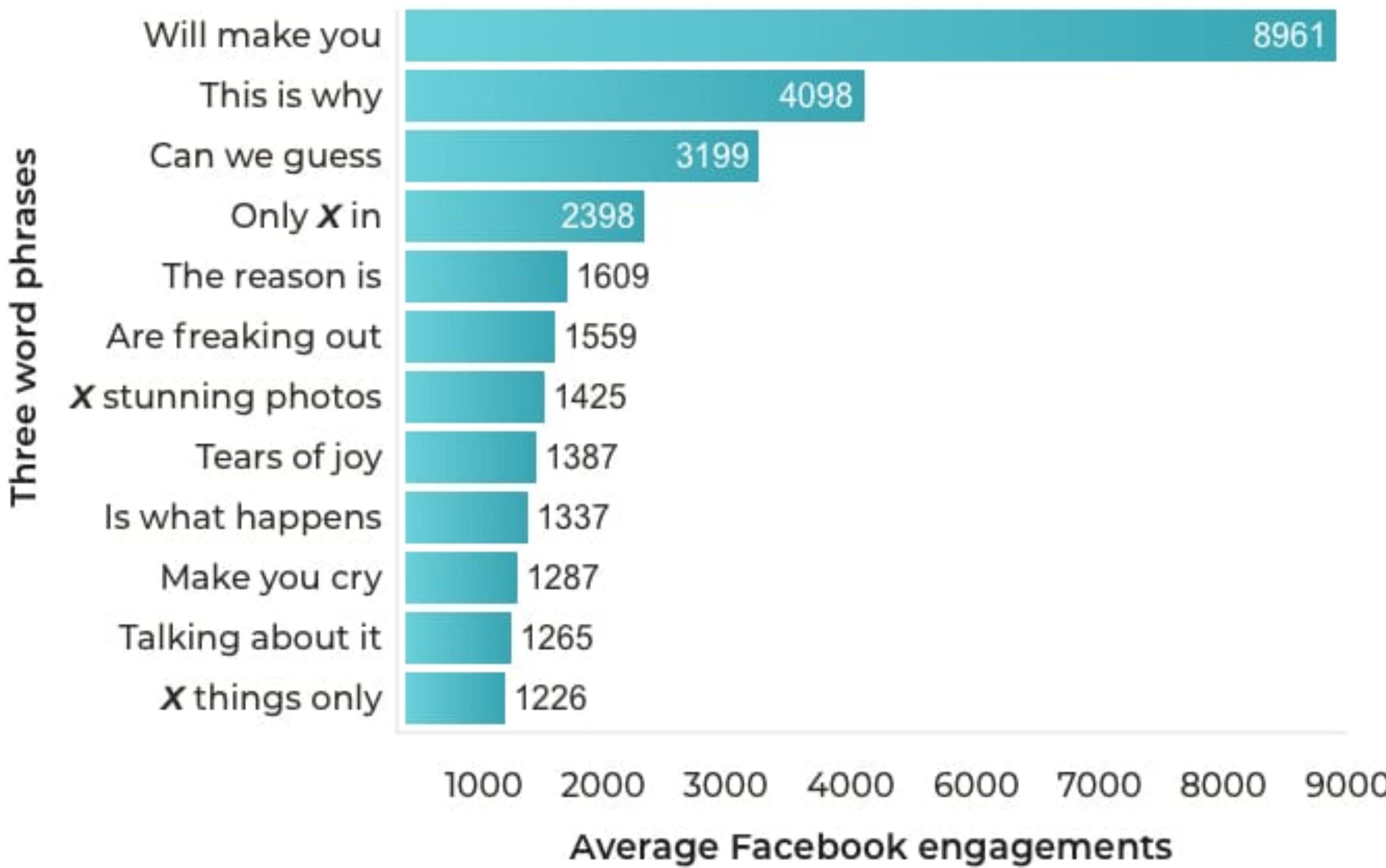
A note on ad targeting

**“This is the business, Sarah.
We’re proud of this.”**

Practical advice

Tips for right now

Top Facebook Headline Trigrams



Source: **Buzzsumo** 

Trigrams that appear at the beginning of the most shared headlines

X reasons why	How to make
X things you	These are the
This is what	Here are the
This is the	How to get
This is how	X things that
X of the	You can now
X ways to	The X most
This is why	X things only
The X best	Why you should

**In a line of letters,
stand out with a number**

Avoid: “Nine Things...”

Do: “9 things...”



LinkedIn Marketing Solutions

B2B buyers rely more on content to make purchasing decisions than ever before: <http://bit.ly/2gJK1CY>



LinkedIn Marketing Solutions

75% of B2B buyers rely more on content to make purchasing decisions than they did a year ago: <http://bit.ly/2gJK1CY>



LinkedIn

LinkedIn

THE
Sophisticated
MARKETER'S
Guide to
CONTENT

The headline with the statistic had
37% higher click through rate
162% more impressions

CONTENT
MARKETING

Is the future of social media asking a bunch of questions?

If you have to ask a question in a post
or headline, the answer is no.

Post frequency is irrelevant

Timing, post frequency, and a bunch of other factors are largely irrelevant.

Here's what they want...

Pretty photos of people or animals

Things that keep people on-platform

A little text, but not too much
(except LinkedIn)

Here's what they DON'T want...

Crummy photos

Images with lots of text

Links to competing platforms



salemleader.com

18h ·

...

Dance Classes in Salem, Indiana!

Puttin' On The Ritz School of Dance is enrolling for their 40th year! Come be a part of this monumental occasion!... [See more](#)

DANCE CLASS



PUTTIN' ON THE RITZ
SCHOOL OF DANCE

★ Ages 3-18
★ Tap, Jazz, Ballet

Salem, IN

Classes on Mondays
Gary Hartsook Hall
405 N. Shelby St.

Madison, IN

Classes on Tuesdays
232 E. Main St.

For more information:

Miss Robin

1 2

2 comments 1 share

Like

Comment

Share

[View more comments](#)



Heather Nale

Thank you! Anyone interested can message me!

...

17h Like Reply



Comment as Justin Harter



HOW TO REGISTER FOR DANCE CLASSES WITH PUTTIN' ON THE RITZ

- 1 www.danceputtinontheritz.com
- 2 Message us on Facebook
- 3 Call/text Miss Robin or Miss Heather
- 4 Attend a registration night in AUGUST - TBD



PUTTIN' ON THE RITZ
SCHOOL OF DANCE

Consider your sponsors

We have to move beyond “logo soup”.

Case studies

Nonprofit Site A

Unique Visitors

266k

Total Visits

284k

Total Pageviews

353k

Views per Visit

1.25

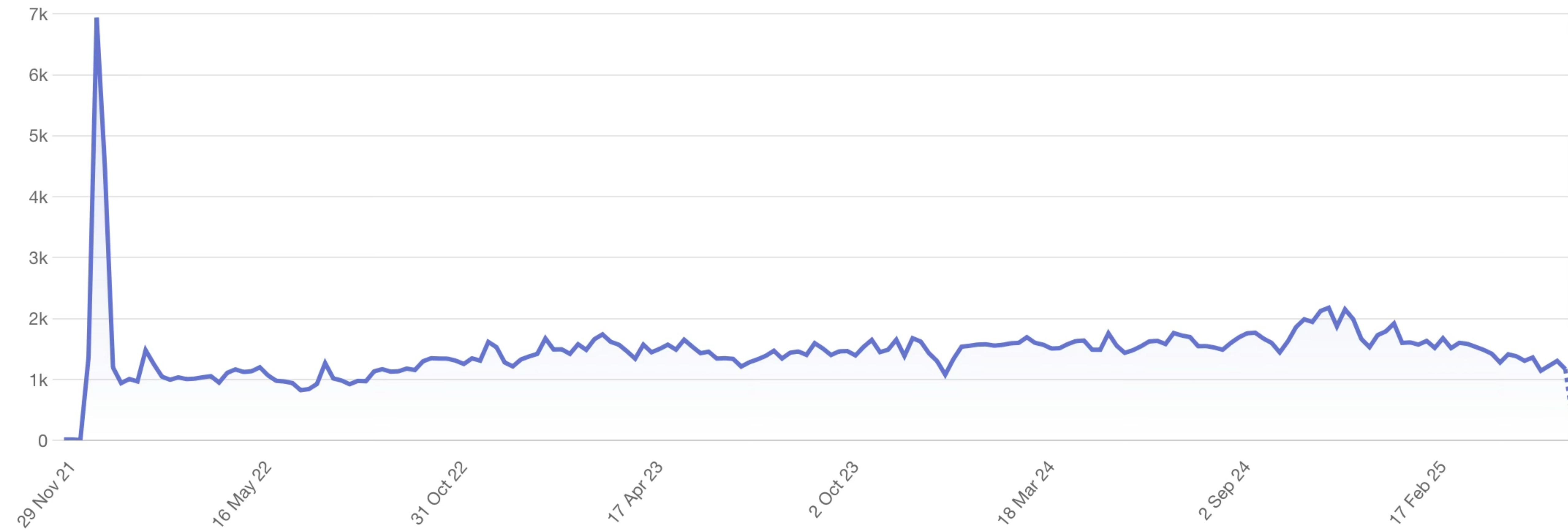
Bounce Rate

88%

Visit Duration

42s

Weeks ▾



Referrals

Site A is moderately active on Facebook alone

Top Sources

Source

Source	Visitors
Google	198k
Direct / None	39.6k
Facebook	13.3k
Bing	8.5k
DuckDuckGo	4.5k
Yahoo!	2.7k
nationalcac.org	453
Yandex	430
Ecosia	290

DETAILS

Nonprofit Site B

UNIQUE VISITORS

92.9k

TOTAL VISITS

101k

TOTAL PAGEVIEWS

190k

VIEWS PER VISIT

1.89

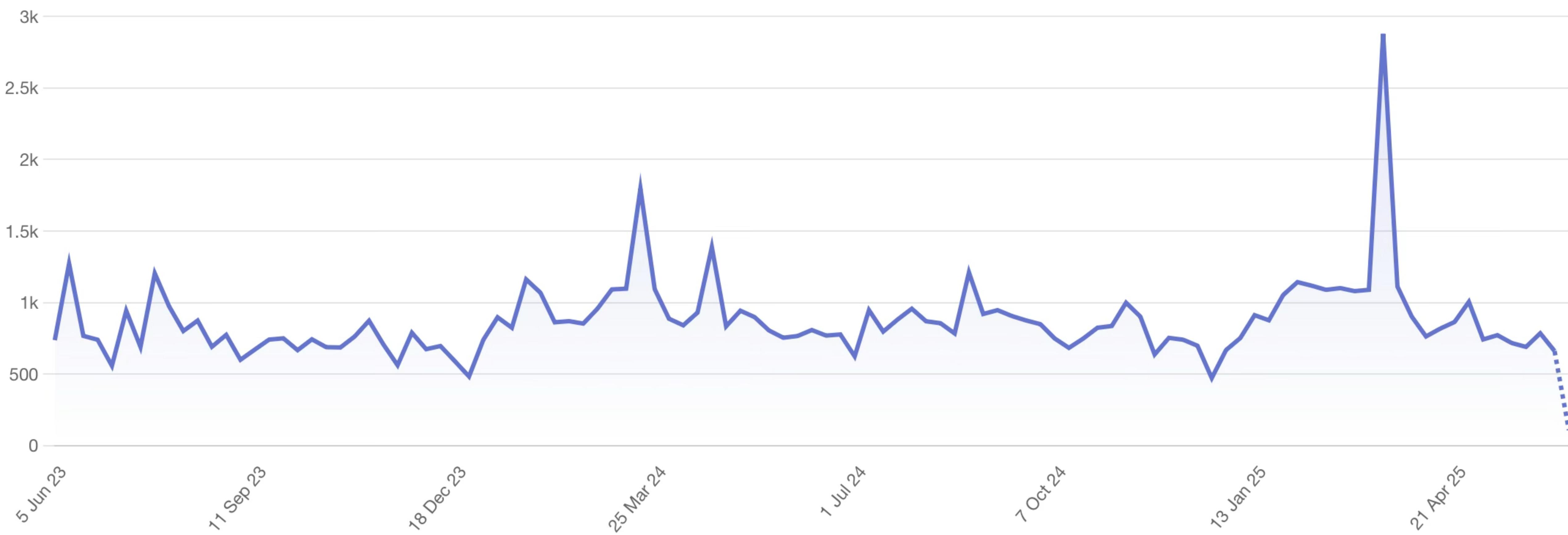
BOUNCE RATE

56%

VISIT DURATION

1m 30s

Weeks ▾



Referrals

Site B is very active across all major platforms

Top Sources

Source	Visitors
Google	40.7k
Direct / None	38.9k
Bing	2.2k
Facebook	2.1k
Linktree	1.8k
DuckDuckGo	777
in.gov	588
LinkedIn	576
axios.com	576

OWN YOUR
STUFF!

IndyGo @IndyGoBus · Jun 13

Happy Friday The 13th!

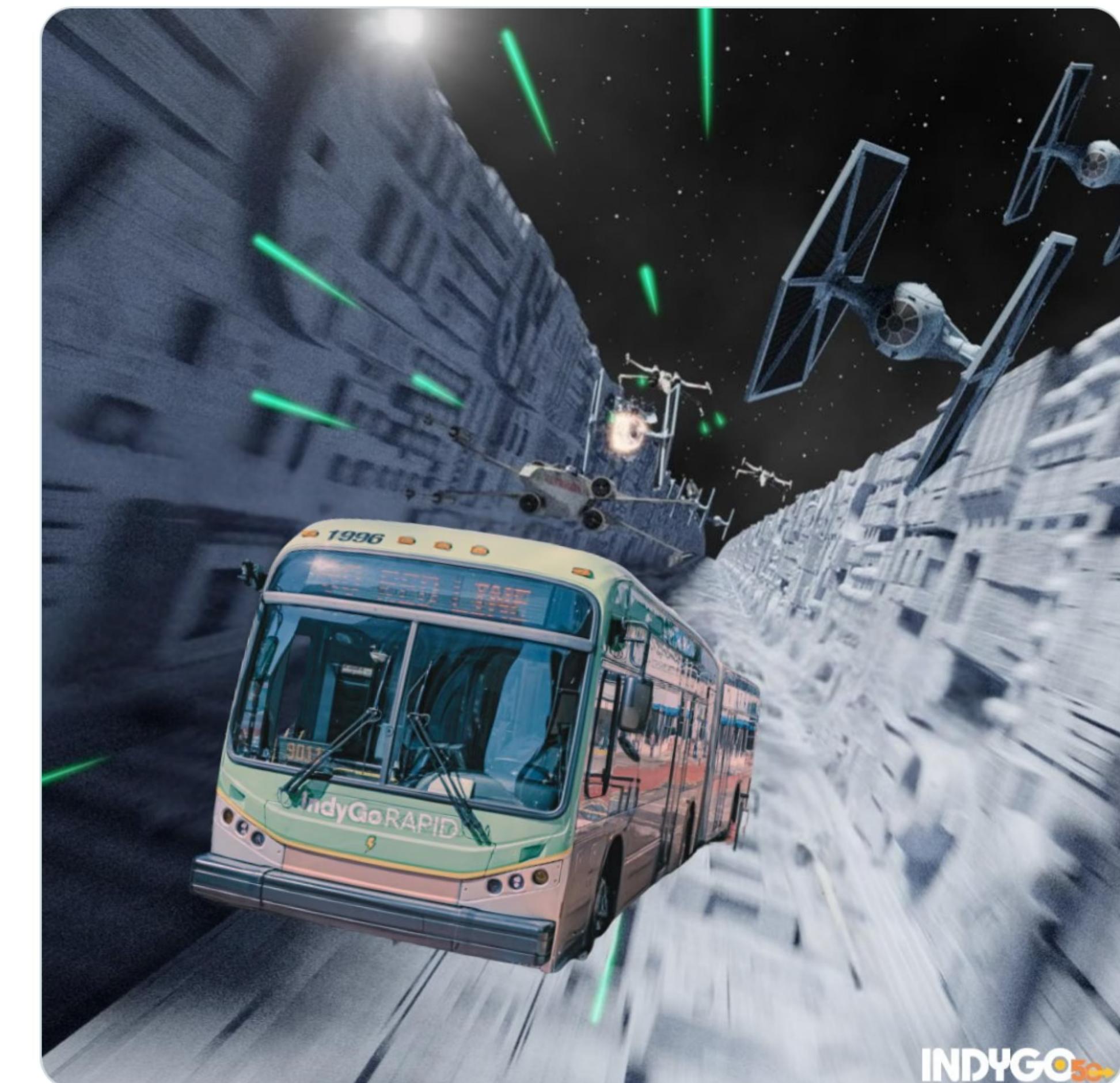


131



IndyGo @IndyGoBus · May 4

May The 4th Be With You #StarWarsDay



1

221



IndyGo reposted

IndyGo Rider Alerts @IndyGoAlerts · May 2

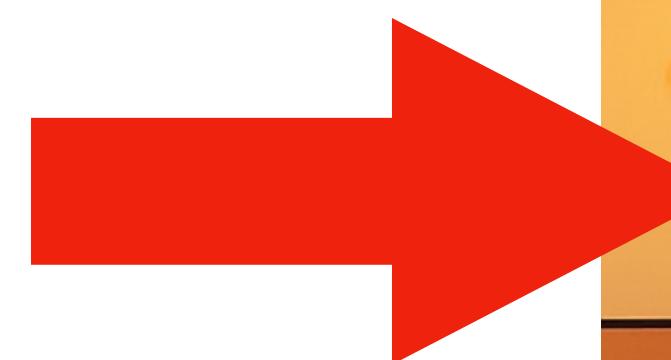
The mini marathon on will significantly impact downtown bus service Saturday from start of service through at least noon. Riders should expect significant delays and detours on Routes 3, 8, 10 and 25 during this time. Please plan your trip ahead.



Instagram

AI

If you couldn't be
bothered to write it,
why should I be
bothered to read it?



AI will make
more work





TikTok

“My TikTok Time”



Bluesky



LinkedIn



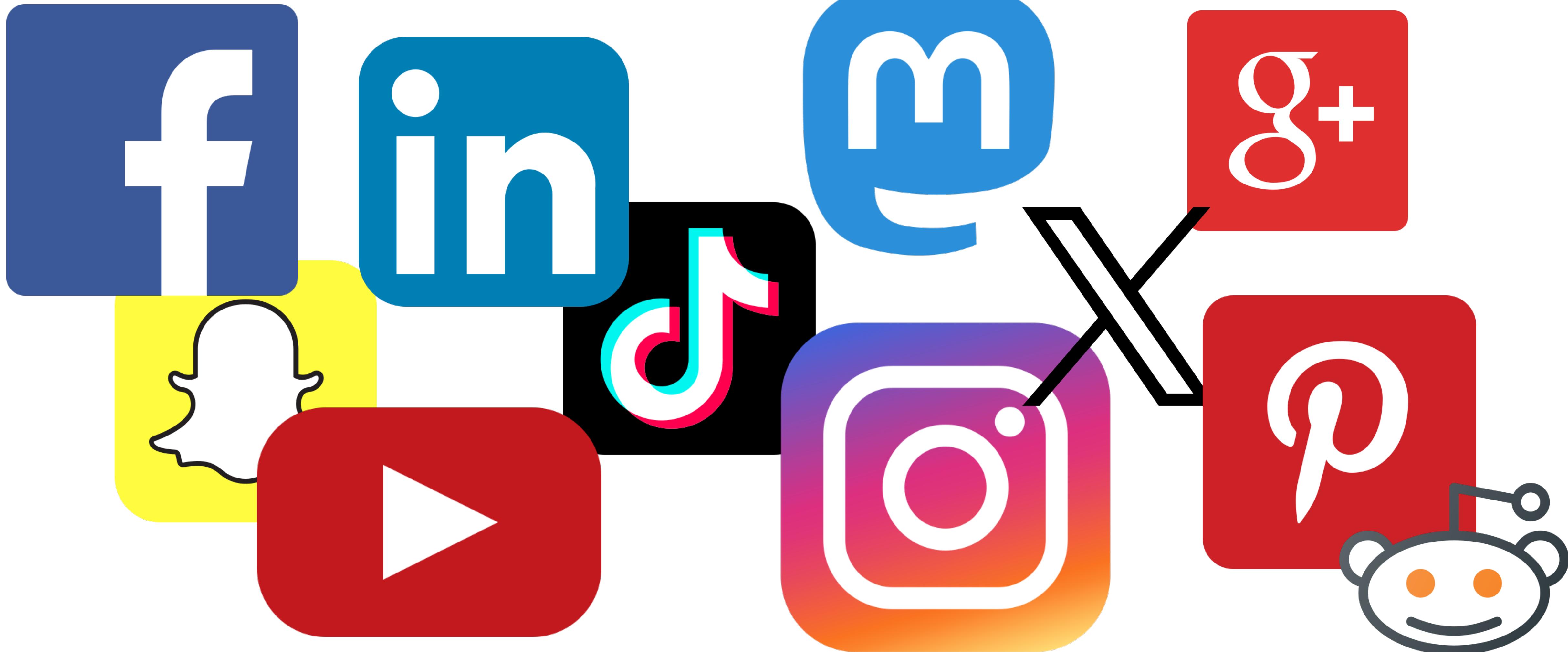
Snapchat



Threads

(Part of the Fediverse)

Pick your battles



1,000 true fans

Have you tried being
more interesting?