





**Spectacle**



# Preceding Social Media

TV Notings: P. 103

**WIN A 50G FORTUNE TODAY!**

# NEW YORK POST

**METRO**  
TODAY'S RACING

FEDERAL BUREAU OF INVESTIGATION

30 cm

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© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 111–118

AMERICA'S FAMILIES DOING TWO NEW PAPERS

48. 1 PENCE  
540 0 000

**DEAD**

# HEADLESS BODY IN TOPLESS BAR

WEEKLY WORLD

**NEWS**

January 21, 1992

75¢/80¢ CANADA

18259

***Vicious attack  
baffles police!***

# 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?

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?

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?

that you'd have to put in. More

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

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, Potters Bar EN6 1BR.

Name

Address

Tel:

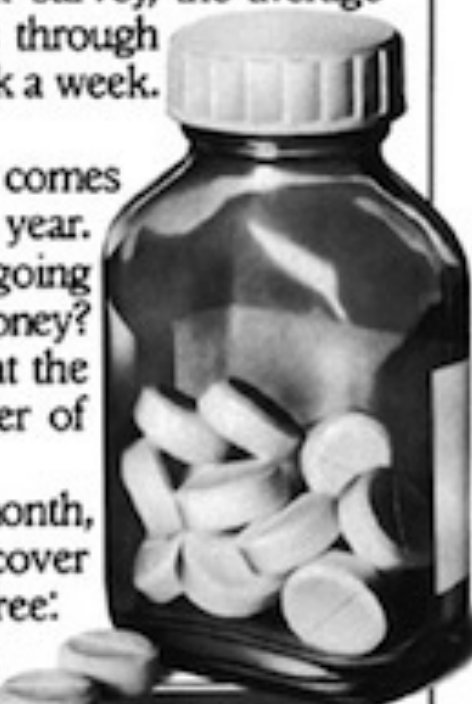
Name of your Life Assurance Broker, if any:

**Albany Life**

\*Figures quoted as an example of premium rates at 20% and apply to a married couple aged 25 years both.

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



Informative caption for the artwork, above.

## Catchy headline to draw in the reader

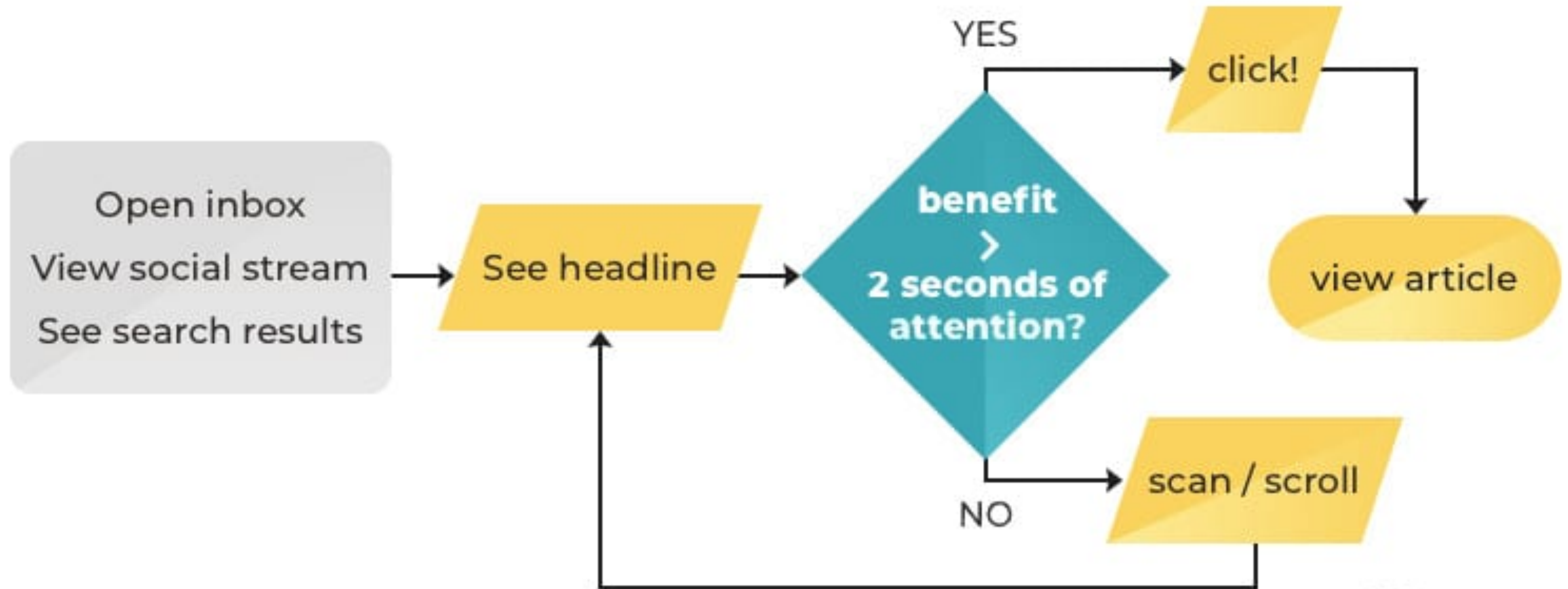
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non-



Lorem ipsum  
dolor sit amet,  
consecte  
adipiscing elit,  
sed diam non-

**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".**

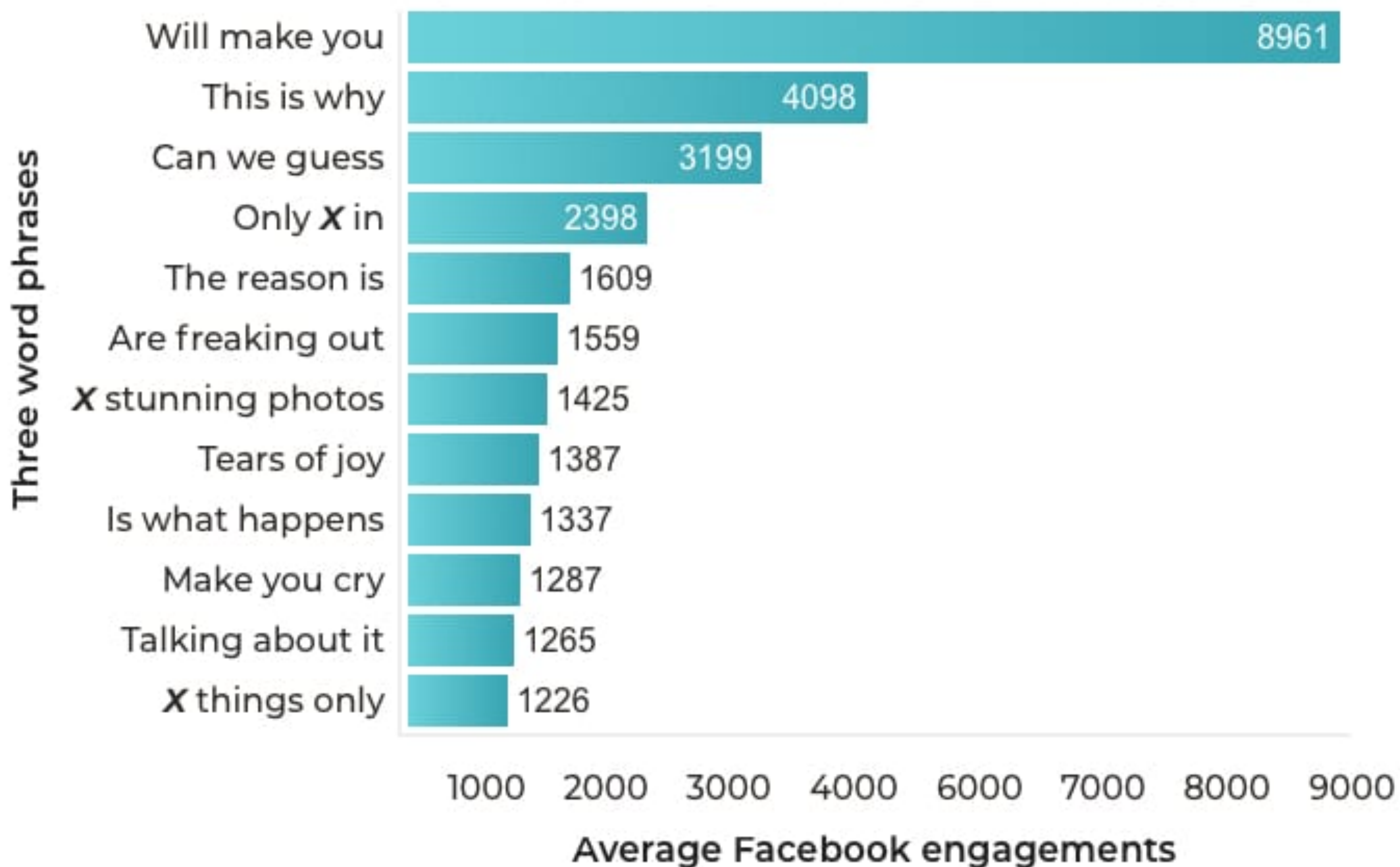
# A note on ad targeting

**“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

**X** things you

This is what

This is the

This is how

**X** of the

**X** ways to

This is why

The **X** best

How to make

These are the

Here are the

How to get

**X** things that

You can now

The **X** most

**X** things only

Why you should

Source: **Buzzsumo** 

**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>

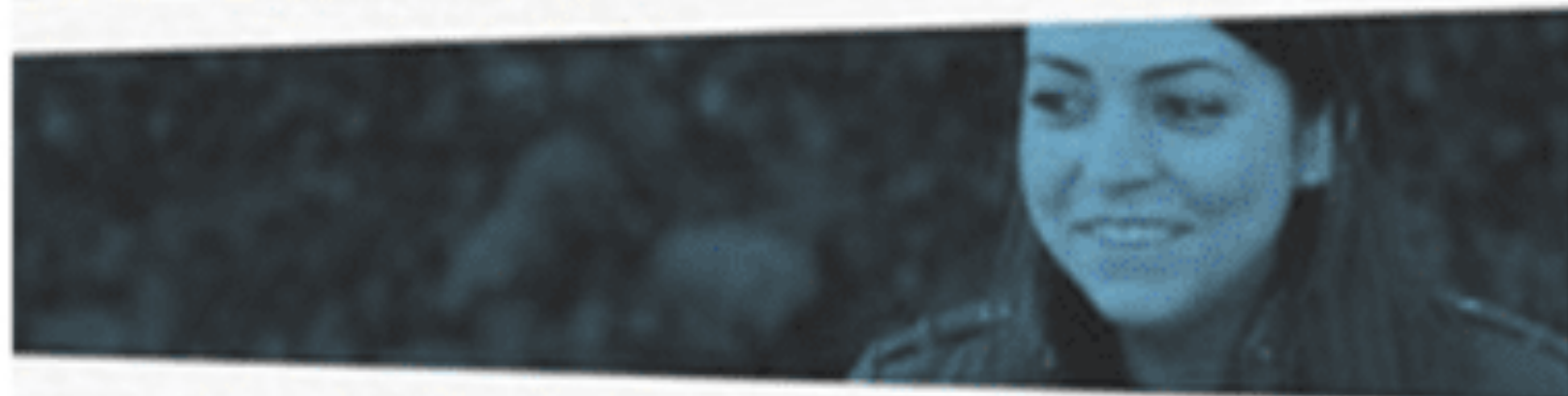


LinkedIn



## 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

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



★ 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

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

- 1 [www.danceputtinontheritz.com](http://www.danceputtinontheritz.com)
- 2 Message us on Facebook
- 3 Call/text Miss Robin or Miss Heather
- 4 Attend a registration night in August - TBD



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



# 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

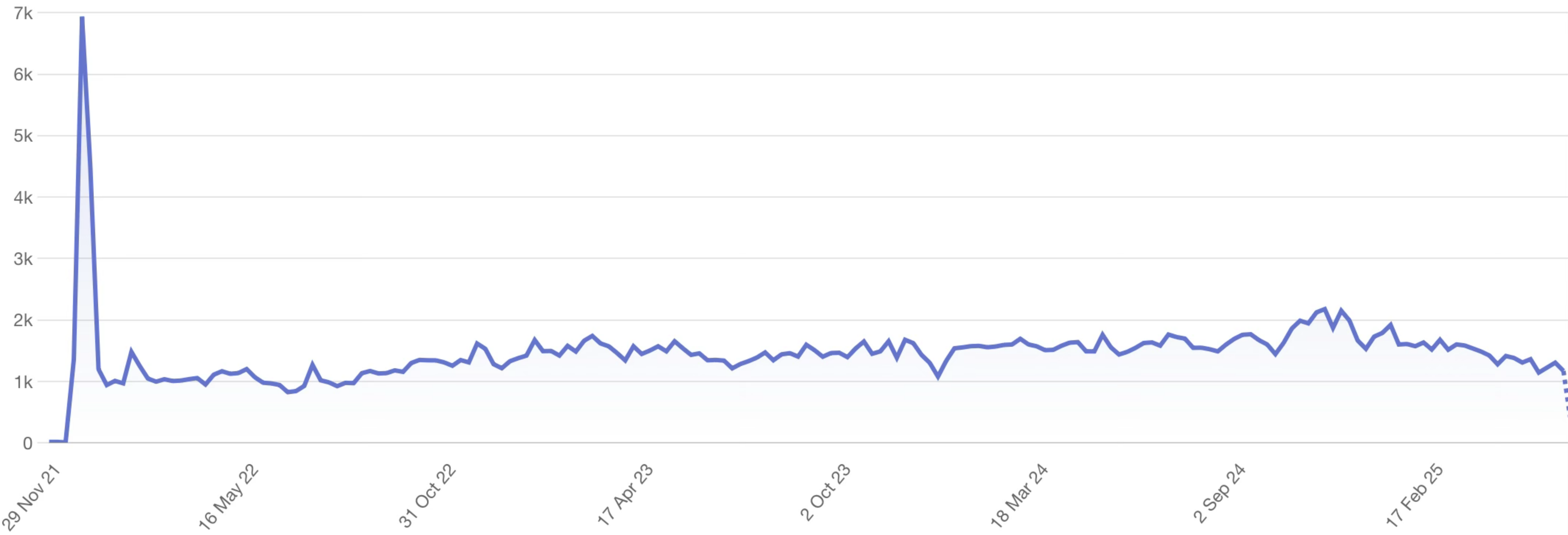
BOUNCE RATE

88%

VISIT DURATION

42s

📄 Weeks ▾












# Referrals

Site A is moderately active on Facebook alone

## Top Sources

Channels Sources Campaigns ▾

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

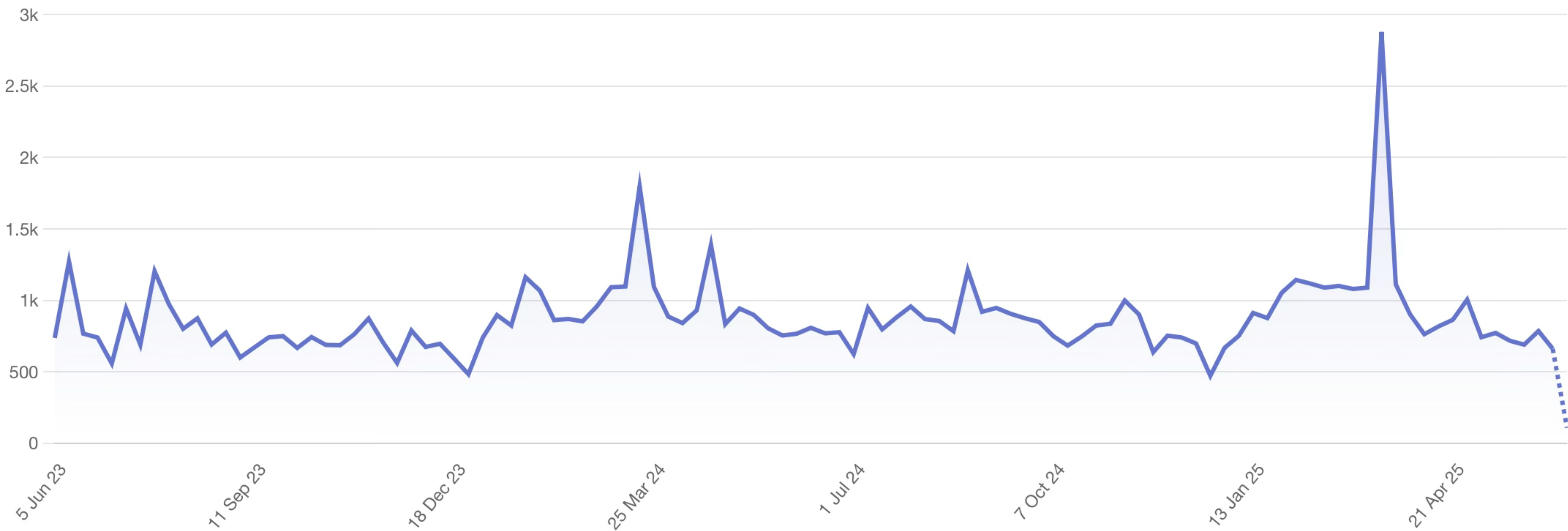
BOUNCE RATE

56%

VISIT DURATION










1m 30s

Weeks



# Referrals

Site B is very active across all major platforms

Top Sources		Channels	<u>Sources</u>	Campaigns	▼
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.



2



244

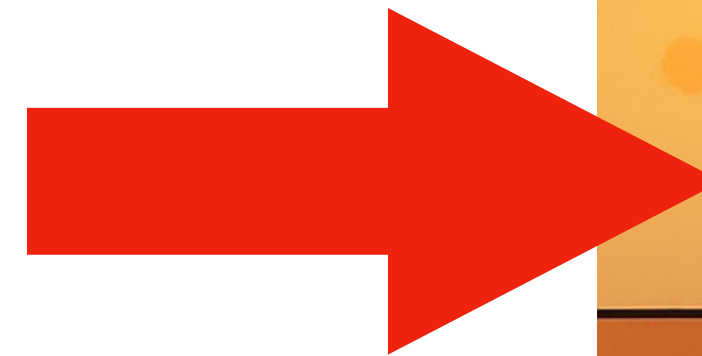




**Instagram**

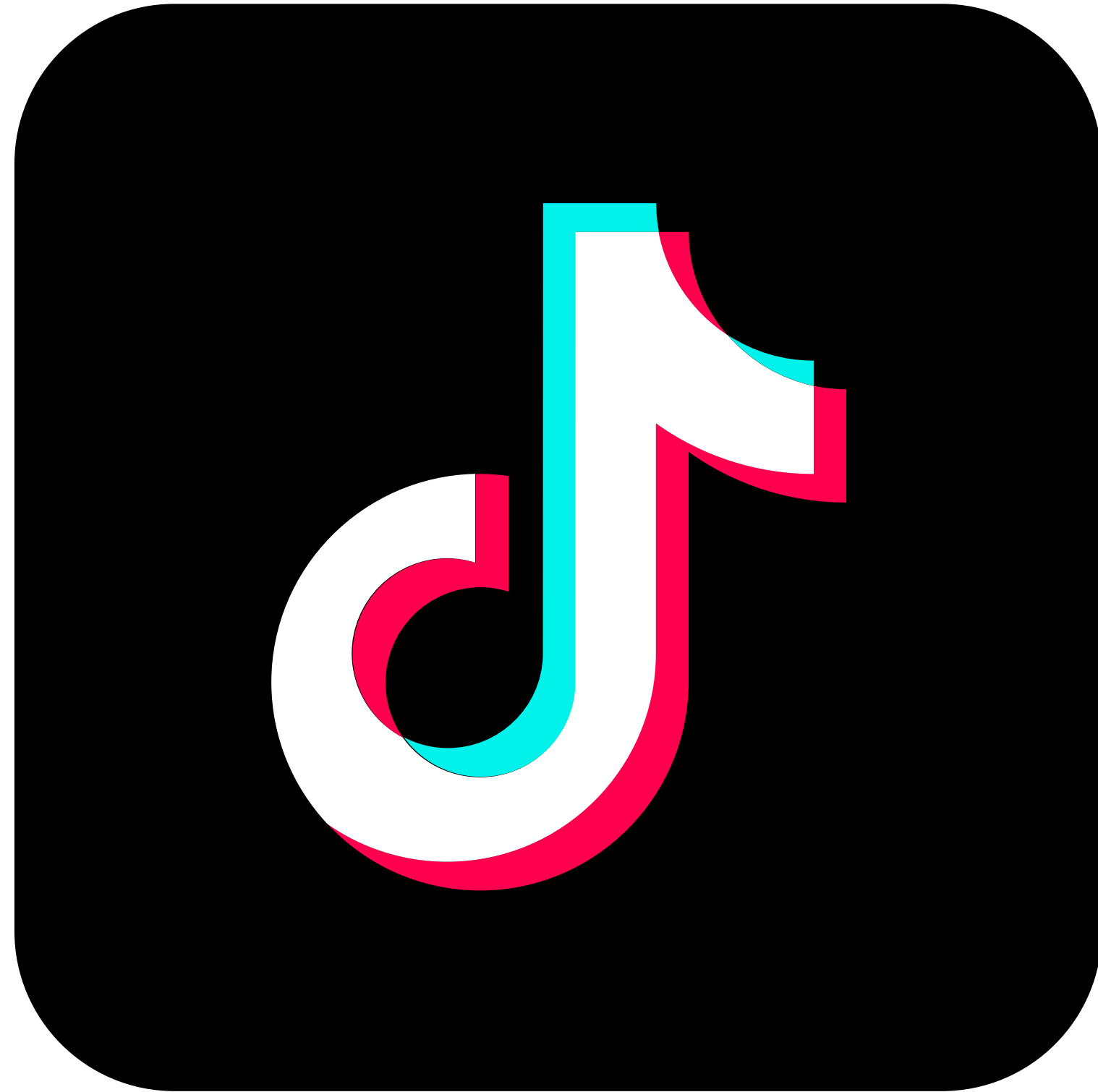
AI

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



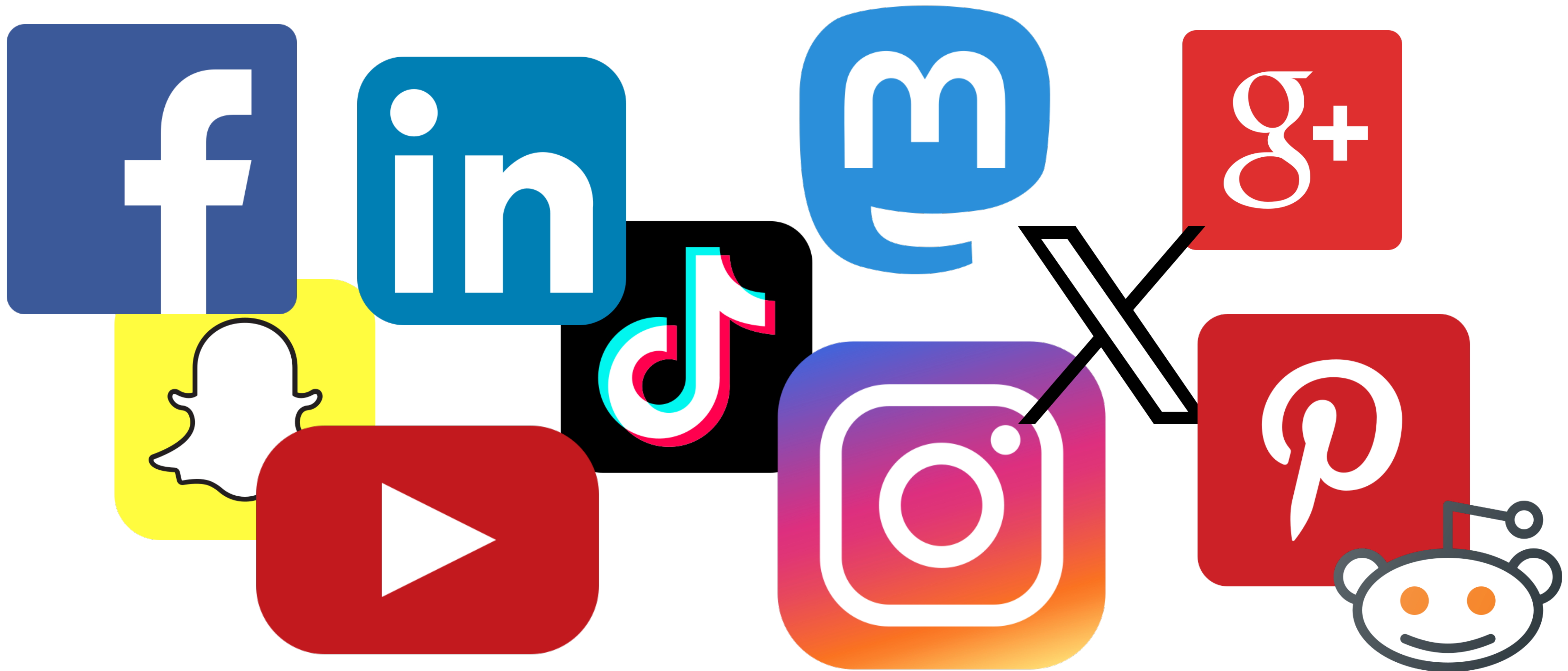
**Snapchat**



**Threads**

**(Part of the Fediverse)**

# Pick your battles



**1,000 true fans**

**Have you tried being  
more interesting?**