

videojug
get good at life

What Is Videojug?



- Videojug has the largest library of factual how to web video content in the world.
- Videojug makes short-form films for brands
- Our consumer site reaches:
 - 5,000,000 Global Uniques,
 - 3.6 Million UK Page Impressions / 1.3 Million UK uniques
 - 3.9 million US Page Impressions / 1.6 Million US Uniques
- Why do people use Videojug:
 - Problem solving
 - Task completion
 - Inspiration

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- <http://corporate.videojug.com/>

We are an evergreen media channel

The screenshot displays the Videojug website's 'Food & Drink' section. At the top, the 'videojug' logo is accompanied by the tagline 'get good at life'. Navigation links include 'Videos & Articles', 'Q & A', 'Community', and 'Contribute'. A search bar is present with the placeholder text 'I want to get good at...'. Below the navigation, there are links for 'All Channels' and 'Food & Drink', along with a 'Subscribe' button and a 'ADD THIS' button. The main content area features a 'Featured' video titled 'get good at TRUFFLED EGG BENEDICT' with a play button overlay. To the left, a 'Topics' sidebar lists categories like 'Food Recipes', 'Drinks', and 'Cooking Tips & Techniques'. Below the featured video, a 'Most Viewed (Today)' section displays three video thumbnails with their respective titles, ratings, and view counts. On the right side, there is a 'Q & A: Food & Drink' section with an 'Ask A Question...' form and a 'Recent Q & A' list of user questions.

Videojug positioning:

- Users search for solution
- Find Videojug film
- Watch film(s)
- Move to final purchase decision

Why is social media relevant to us?

The wisdom of the world is “owned” by experts, organisations (government, non-governmental and private) and groups of individuals. So we have to engage with Experts, Organisations and Networks of Individuals.

Experts	Organisations	Wiki
<ul style="list-style-type: none">• Read blogs• Share knowledge• Network• Talk to journalists• Talk to each other• Want exposure• Often entrepreneurial• Use social media well	<ul style="list-style-type: none">• Carry a lot of knowledge!• Sales-oriented• ROI - driven• Sceptical• Resource constrained• Long memories• Use tried and tested methods first	<ul style="list-style-type: none">• Individual eco-systems• Passionate about subject matter• Evolving• Social• Proprietorial• Open to bias• Need many minds• Need curation!

Organisations are often several generations old – they hold a lot of corporate wisdom!

Helpful behaviours on social media platforms

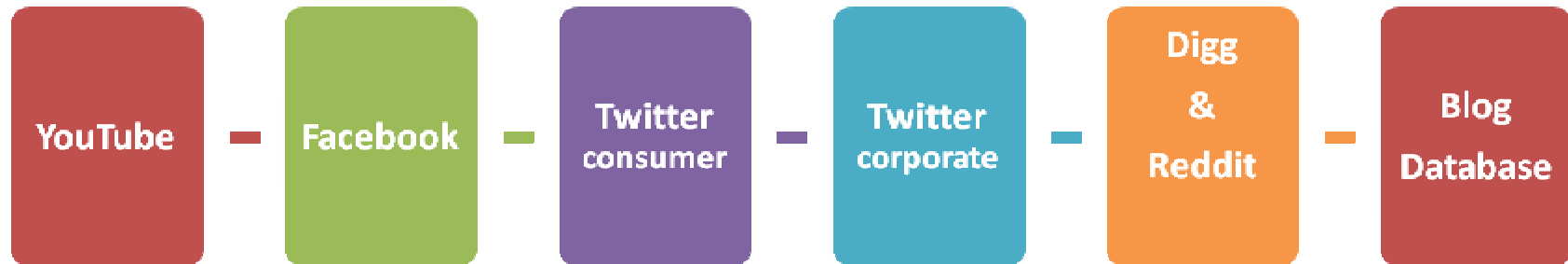
Communication

- Best use of products/services
- Tips & techniques
- Best advice
- Commentary on current affairs
- Industry data and information
- Tools and templates

Conversation

- Approaching advocates
- Helping supporters & fans in their worlds
- Listening to feedback (and responding)
- Being open and friendly!

Which social channels?



What we have learned:

- 1.Requires a fair amount of resource and persistence.
- 2.Expert/blogger conversations are easier to maintain than one-on-consumer relationships.
- 3.Tone of voice must suit the channel.
- 4.Constant monitoring of new functionality on each channel (most of which doesn't stick).
- 5.Be prepared to drop a channel if it isn't working (i.e. Myspace)
- 6.Media research you on social media as well as Google!
- 7.Needs to be an underlying SEO component in communications.

Social Media Essentials

Post some great
content

Start listening
on social
networks

Start blogging
and learn about
what works

Share some
corporate
wisdom

Try and create
your own
community!

Examples of great (and sometimes low cost!) content

- BP Spills Coffee
- Microsoft: Kamikaze email
- Michael Jackson Moonwalk
- Blendtec: will it blend
- Mangroomer: how to shave your back
- Dove: original
- Dove: spoof
- Liquid mountaineering
- Arthritis
- Twankernomics

Creating a community

The screenshot displays the Videojug Pages website interface. At the top, there is a navigation bar with the user's name 'Hedlow's stuff', links for 'Inbox', 'Help', and 'Log out', and a search bar. The main header features the 'videojug Pages' logo and the slogan 'Share, learn, earn...'. Below this, two primary actions are highlighted: 'Make a single page' (described as writing an article, creating a guide, or sharing a recipe) and 'Create a new site' (described as picking a topic and filling it with pages). A central banner promotes the platform as a free and easy way to share knowledge and earn rewards, with a 'See how it works' link and a play button icon. The main content area is divided into 'POPULAR PAGES' and 'HIGHLIGHTED SITES'. The 'POPULAR PAGES' section includes 'video', 'Pages Help', and 'Mike Payne's Production Site'. The 'HIGHLIGHTED SITES' section includes 'COLLES' and 'Super Cooks'. A large promotional banner on the right side of the highlighted sites section advertises a 'COMPETITION!' where users can become founder members and win cash prizes, with a current prize fund of \$284 and a 'CLICK HERE!' call to action.