

JANUARY 26, 2022

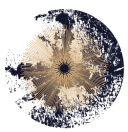
VIDEO

CONTENT

STRATEGY

FOR

THE
EARTH
FOUNDATION



BY **FIREFLY**



THIS DOCUMENT'S PURPOSE

This document is a framework for strategically thinking about video content and applying it to *The Earth Foundation's* video content strategy in 2022.

We aim to have video ideas that come from strategic thinking. Our strategy involves identifying the audiences who will advance your objectives and understanding where they are on their customer journey to deliver the right video at the right time. By making videos in this way, they are more likely to have an impact.

Firefly has helped *The Earth Foundation* produce beautiful and inspiring imagery. We will now combine that with a video content strategy that creates content your audience both wants and needs.

We based our strategy on four things:

ONE

We want to have a positive impact on the world through our work together

TWO

We want to build a partnership that lasts by agreeing on a long-term vision for our video content

THREE

We want to help The Earth Foundation achieve its goals and grow as an organisation

FOUR

We want our work together to be mutually beneficial

SALES FUNNEL



The sales funnel represents the customer's journey from being unaware of you to becoming your valued customer. *The Earth Foundation* is a non-profit organization, but it still has "customers" and needs to sell. From school leaders to directors at corporations, each audience we target will follow this journey.

Knowing where they are in that funnel helps us create videos that speak to them. We can give the right information at the right time, which moves them down the funnel towards becoming a customer.

The **top** of the funnel creates positive brand '**Awareness**' by forming an emotional connection. Emotion is vital as people first respond emotionally to a product before reacting rationally.

Overall, the aim is to get them to buy into you before buying from you. Visual storytelling is the best way to accomplish this, as it's the easiest way to form an emotional connection.

The **middle** of the funnel is '**Interest**' and '**Desire**'. The audience is now aware of us and thinks we could solve a problem for them. The audience is curious, hopeful, and ready to learn more.

The aim is to educate, inform, and inspire, which builds interest and transforms into desire. Video for social platforms, such as Youtube, Facebook, and LinkedIn, are suited to this. It allows us to provide helpful information regularly and in a human-centred way.

The **bottom** of the funnel is about '**Action**'. **Our aim is to get the audience to do something**, and this is where the rational reaction begins. Before spending money or committing to something, our audience needs information that reinforces the feeling that it is a good, sensible decision.

Video content at this stage will provide rational and evidence-based information – videos like product demonstrations, strong testimonials, and use cases.

GOALS & OBJECTIVES

The Earth Foundation has 3 key goals. Each **goal** has **objectives** attached to them. These objectives are the smaller steps that must be accomplished to achieve their corresponding goal. These objectives will guide the reasoning behind each video we make. In return, these videos will help us make progress with this objective.

GOAL 1

To Accelerate Positive Change Towards Environmental Sustainability by...

- Objective 1 -

Getting more schools and students to sign up for and finish the competition

GOAL 2

To Achieve Global Brand Recognition by...

- Objective 1 -

Enlisting more ambassadors, such as celebrities and influencers

- Objective 2 -

Building a Youtube following

GOAL 3

To Strengthen the Earth Foundation's Ecosystem by...

- Objective 1 -

Creating alumni

- Objective 2 -

Establishing 100 corporate relationships

**GOAL 1: ACCELERATE
POSITIVE CHANGE
TOWARDS
ENVIRONMENTAL
SUSTAINABILITY**

**OBJECTIVE 1: GETTING
MORE SCHOOLS AND
STUDENTS TO SIGN UP
FOR AND FINISH THE
COMPETITION**

When thinking about a video strategically, there are a few things to consider:

ONE

Who is key to helping us advance our objectives?

TWO

Where are they on their sales journey?

THREE

What do they want or need to hear to move them down the funnel?

| Defining the Audiences

The audiences listed are too general to move forward with creating videos for them. However, they do form a top-level grouping that we will use to frame our high-level strategy.

The more specific the audience we target, the more likely it becomes that we can create videos that resonate with them, by saying **what they need or want to hear**. For example, we may be able to provide a solution to a problem they have.

So, instead of **'Teachers'**, we would subcategorise this into different types of teachers, such as teachers in different locations or different types of schools. We can individually target these subcategories to make the videos speak directly to them.

| Researching the Audiences

Firefly has made educated guesses about what is important to these audiences. However, since *The Earth Foundation* has already been engaged with them, you are likely to have more insight than us, so we should work together to improve this.

Lastly, we should also consider **exploratory feeler interviews** with members of the specific target audience, in cases where we lack information, and feel the video content is critical.

| School Leadership

School Leaders will have their organisation and faculty as their top priority. By mentioning the benefits *The Earth Foundation* can bring to help their top priority, they are more likely to join. These benefits include:

- **Good publicity** for the school if they have a team that wins
- **Additional resources** for teachers at no cost
- Broadening their environmental educational offering
- Gaining the feeling of **making an impact** on a global problem

Additionally, we must ensure they view the process of joining as quick and easy by:

- Ensuring they see *The Earth Foundation* as a **credible organisation** that has their school's interests at heart
- Showing them the **easy-to-implement** infrastructure that helps teachers link the new content to the curriculum
- Demonstrating that students are excited to learn this new content so will **adapt to it quickly**

| Teachers

Teachers will have their daily workload and their students as their top priority. By mentioning the benefits *The Earth Foundation* can bring to help their top priority, they are more likely to join. The benefits for their students include:

- Having the opportunity to engage with **a topic they truly care about**
- **Furthers their education** on a highly relevant and important topic
- The chance to participate in an exciting competition

Also, the benefits for the teacher's daily workload include:

- The content **easily incorporated** into their lesson plans
- The content is already fully developed
- The content is **engaging and relevant**, so will make students easier to teach

GOAL 2: ACHIEVE
GLOBAL BRAND
RECOGNITION

OBJECTIVE 1: ENLISTING
MORE AMBASSADORS,
SUCH AS CELEBRITIES
AND INFLUENCERS

To achieve this objective, the organic reach of a global brand awareness campaign will be beneficial. We do not believe that creating video content tailored to this audience will be the best use of resources, as direct outreach through agents or PR teams is likely to be better.

However, once this direct outreach is made and the potential ambassador has moved from **Awareness** to **Interest** and **Desire**, video content that explains how the Earth Prize works could increase the chances of an ambassador partnering with *The Earth Foundation*.

GOAL 2: ACHIEVE GLOBAL BRAND RECOGNITION

OBJECTIVE 2: BUILD A YOUTUBE FOLLOWING

Instead of immediately outlining a precise recommendation for **Youtube**, we propose a more collaborative way of working together to find the best path forward. In the coming weeks, **we plan on having more conversations to further develop the ideas we mention below.**

To achieve this objective, we will apply similar strategic principles as outlined above. We think by organising YouTube videos into specific content campaigns, we can precisely track the performance of different video content ideas.

We think **YouTube can perform two brand awareness roles**, despite it not forming the actual Brand Awareness Campaign. The **first role** gives it a part in the organic growth of Global Brand Awareness by the fact that we are putting content out for people to see. The **second role** gives it a part in the actual Brand Awareness Campaign that is designed to familiarise your target audiences with *The Earth Foundation* and its services.

| Thoughts

Our initial thoughts should consider who do we want to make content for and why do we want to make content for them. Successful Youtube channels bring value to their audience that can go beyond only entertainment. No matter if this value is knowledge, connection-building, or entertainment, it creates a feeling of gratitude in the consumer towards the creator, making the consumer more likely to return to the channel and eager to help us if asked.

| Different Audiences

As the primary goal of *The Earth Foundation* is to accelerative positive change towards environmental sustainability, we should consider if there is a target audience who can both help us achieve this goal, and simultaneously help our brand awareness goal too.

| Audience Examples

- **Students**

- If we made content aimed at students, and many watched, what does that get us?
 - *Likes, comments, shares?*

- **Teachers**

- If we made content aimed at teachers and schools, what does that do?
 - *Shares to other teachers, more interest from schools?*
 - *More members?*
- What if we made content designed for teachers to share in their classrooms?
 - *Gratitude? More goodwill? More value to them?*

- **Target General Population**

- Who are they?
 - *It's likely a very wide net to cast and could be much harder to create something that has value to so many.*
 - *Would maybe need to focus on short general education docs.*
 - *Does that get us anywhere?*

| Additional Ideas

- **Weekly climate news** delivered by students, filmed by themselves, edited by us
- **Students interview** notable people that have something to do with climate
- **Q & A videos** where students film themselves asking questions and receiving answers from activists or scientists
- **Short films for teachers** to use in class
- **Sustainability Stories** competition, where we ask teams to submit video ideas, select the best one, and then help them make it
- **Interviews with winners**, showcasing their ideas and interesting stories

GOAL 3: STRENGTHEN
THE EARTH
FOUNDATION'S
ECOSYSTEM

OBJECTIVE 1:
CREATING ALUMNI

Currently, we are unsure how video marketing will help achieve this objective. **We would like to discuss this objective further as a follow up from the workshop.**

GOAL 3: STRENGTHEN THE EARTH FOUNDATION'S ECOSYSTEM

OBJECTIVE 2: ESTABLISHING 100 CORPORATE RELATIONSHIPS

We understand that corporate partnerships are vital to the long-term success of *The Earth Foundation*. Despite this, it is difficult to foresee how that sales process will begin during the awareness phase. It's possible that targeted video marketing could work, however, we're unsure. **This is a topic we'd like to discuss further.**

That being said, once a connection is established with a corporation's main point of contact, they will ask for an overview of *The Earth Foundation* to learn more. We believe that video is still the right tool to help them do this.

| Defining the Audiences

The audiences currently listed are too general to move forward with creating videos for them. However, they form a top-level grouping that we will use to frame our high-level strategy.

| Researching the Audiences

Firefly has made educated guesses about what is important to these audiences. However, since *The Earth Foundation* has already been engaged with them, you are likely to have more insight than us, so we should work together to improve this.

Lastly, we should also consider **exploratory feeler interviews** with members of the specific target audience, in cases where we lack information and feel the video content is critical.

Sustainability Officer

Concerned with the sustainability of the company.

Marketing Director

Interested in marketing the company's sustainability.

Public Relations

Concerned with the public's perception of the company's sustainability.

VIDEO STRATEGY RECOMMENDATION

Goal 1 - Objective 1: Getting more schools and students to sign up to and finish the competition

- The most important objective
- If we want to really get more we should use video marketing on a larger scale
- An easy win. The benefits are high, and the cost low

| **Create Awareness** Amongst Heads of Schools and Teachers:

- **What?** A short video to create brand awareness, run on LinkedIn
- **Why?** Drive top-of-the-funnel actions, such as web visits and video plays

| **Interest and Desire** Amongst Heads of Schools and Teachers:

- **What?** Longer videos do well to foster brand consideration
- **Why?** Bottom-of-the-funnel actions like phone calls, requests for more detailed information, and other conversions

Goal 3 - Objective 2: Establishing 100 corporate relationships

- Important objective. Internships are key to the foundation's ecosystem
- Marketing via LinkedIn is attractive as we can target job titles and specific people

| Create Awareness Amongst Sustainability Officers, Marketing Directors, and Public Relations

- If they have heard of you before you reach out, that's much better

| Create Interest and Desire Amongst Sustainability Officers, Marketing Directors, and Public Relations:

- **What?** A longer video would be a powerful tool
- **Why?** Imagine a request for more information, and including a video that builds interest and is easily shared within their team

THANK YOU

Thank you for taking the time to read this document. Please feel free to reach out with any questions.

We look forward to hearing your feedback.

All the best,

From the **FIREFLY** team.