

# Synapse Libate & Learn: A Creator's Guide to Standout Content

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Visit [Synapse Resources](#) - a free community platform for innovators to find what they need and share what they have

## Resources recommended by the panelists:

[Facebook Creator](#) & Facebook Ads- free with a Facebook business page connected to Instagram

[Canva](#) - Easy free tool for graphic design; **Pro-Tip:** Avoid using top 4 templates - A different template and custom colors/fonts will help you stand out

[Instagram](#) Story - simple and fun; stickers and motion graphics

[Clipomatic](#) - Speak into app and builds out captions as you records

[Kapwing](#) - Create images, videos and GIFs

[Amp](#) - Visual Storytelling for the Open web using photo or video

[Invideo](#) - Video version of Canva

[Notion](#) - Walter's recommendation for the best productivity software ever

## Maximizing Your Marketing Engagement - Social media engagement is up 30-40% on every platform since COVID began

- Emotional and personal content wins over sales
- Show - don't tell - with authentic, personal content and a clear point of view
- Teach and share to stand out, nurture relationships and establish trust with current or future partners
- Only post something if you're willing to comment on it yourself - remember the "social" in social media!
- Be authentic and don't overthink or try to overproduce your content - its OK to just take a video on your phone!
- Focus the message on the impact on the customer or audience NOT on your product - what is their pain point and how are you helping them?
- Assess if/how your target audience has changed, especially in light of COVID - tweak existing marketing to be sensitive
- Influencers can be valuable collaborators in this time - give really clear guidance about your vision - how you want the message to look, sound and message with ongoing engagement with your brand
- Marketing campaigns (usually) take time, extensive planning and dynamic content to deploy and measure success - pre-COVID was 60-90 days. most algorithms need at least 30 days to perform and target your ideal profile - whatever your message take the time to build a full campaign with ample creative so the retargeting is successful and responsive
- Great examples of engagement:
  - Starbucks - responded quickly and clearly at first with store updates, then empathetic "In This Together" before it became cliché, then educational (how to make drinks at home), leveraged user generated content
  - Cisco - stood out with live takeover by a team member - day in the life, out in the field, empowered their own people and created an external marketing campaign  
<https://blogs.cisco.com/lifeatcisco/oh-snap-cisco-employees-takeover-snapchat>

## Thank you to our panelists!

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