



CONTENT MARKETING **STRATEGIES**

Overcome the Splintered &
Changing Media Landscape



A **DIFFICULT** MEDIA MARKETING LANDSCAPE

In the current media/advertising environment, audiences are splintered across multiple social media and streaming platforms.

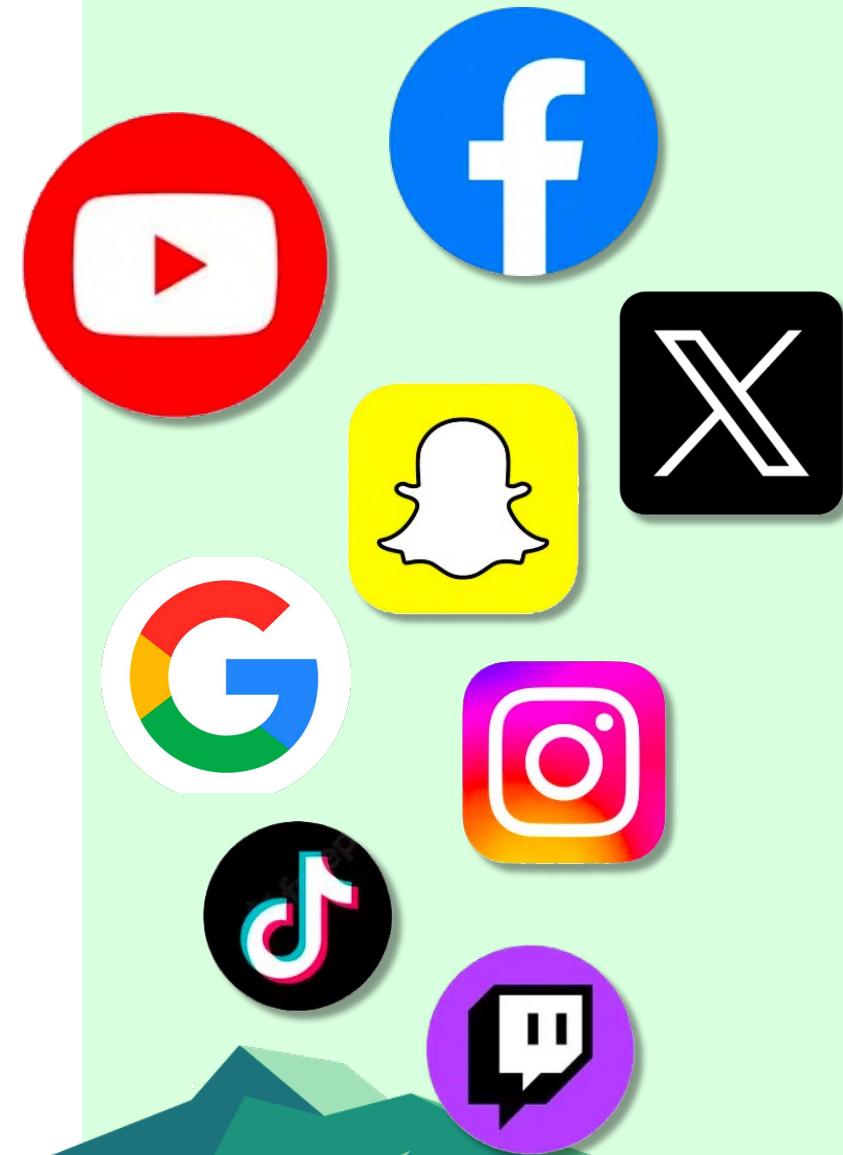
And these platforms are increasingly difficult to use due to constantly changing rules of engagement and rising costs with diminishing results.

Creating a successful campaign is very difficult in this environment and modern audiences are mostly immune to advertising due to the ability to easily skip commercials and the constant bombardment of offers.

RISING COSTS



LESS RESULTS

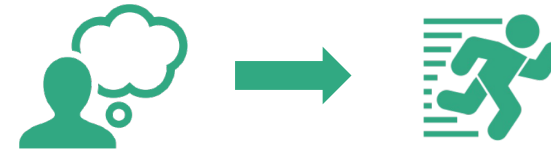


REACHING AUDIENCES THROUGH **CONTENT**

Engaging Content + Associative Advertising

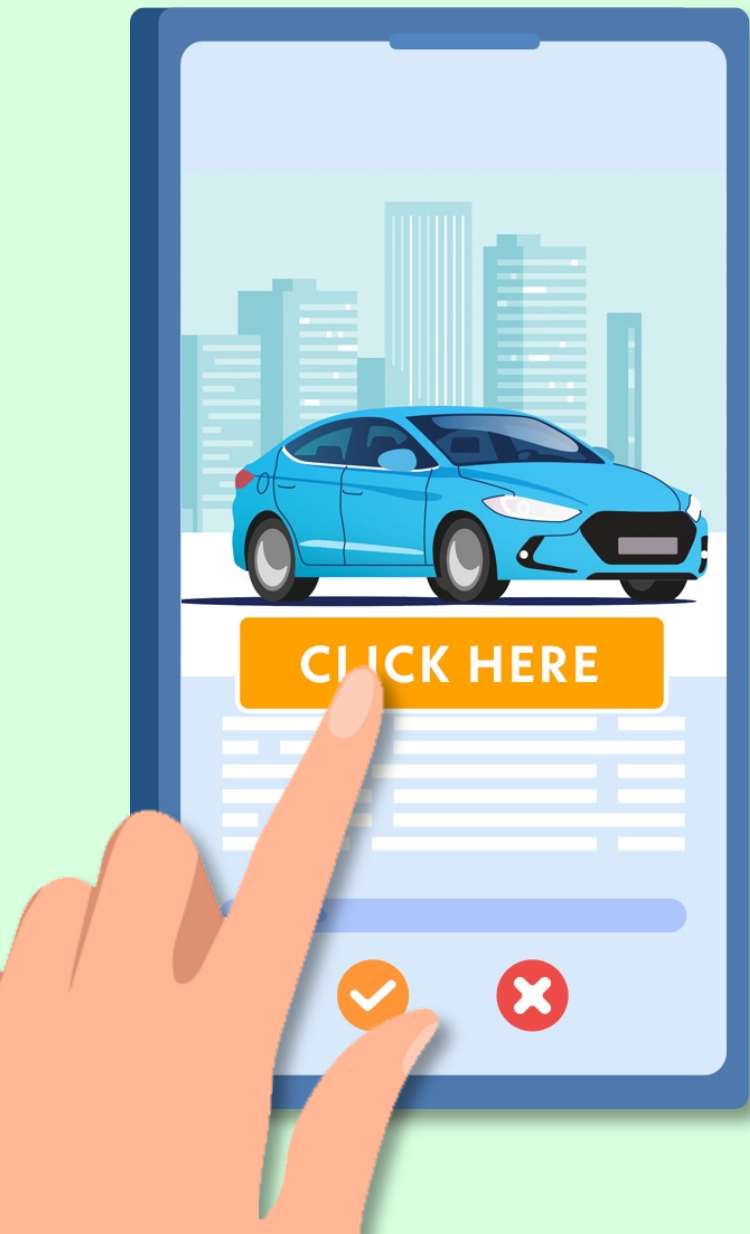
To address this situation, Semkhor has created a content driven marketing approach that organically develops an audience thereby, reducing direct spending on ads and forging deeper connections with viewers.

A core element of content marketing, is association:



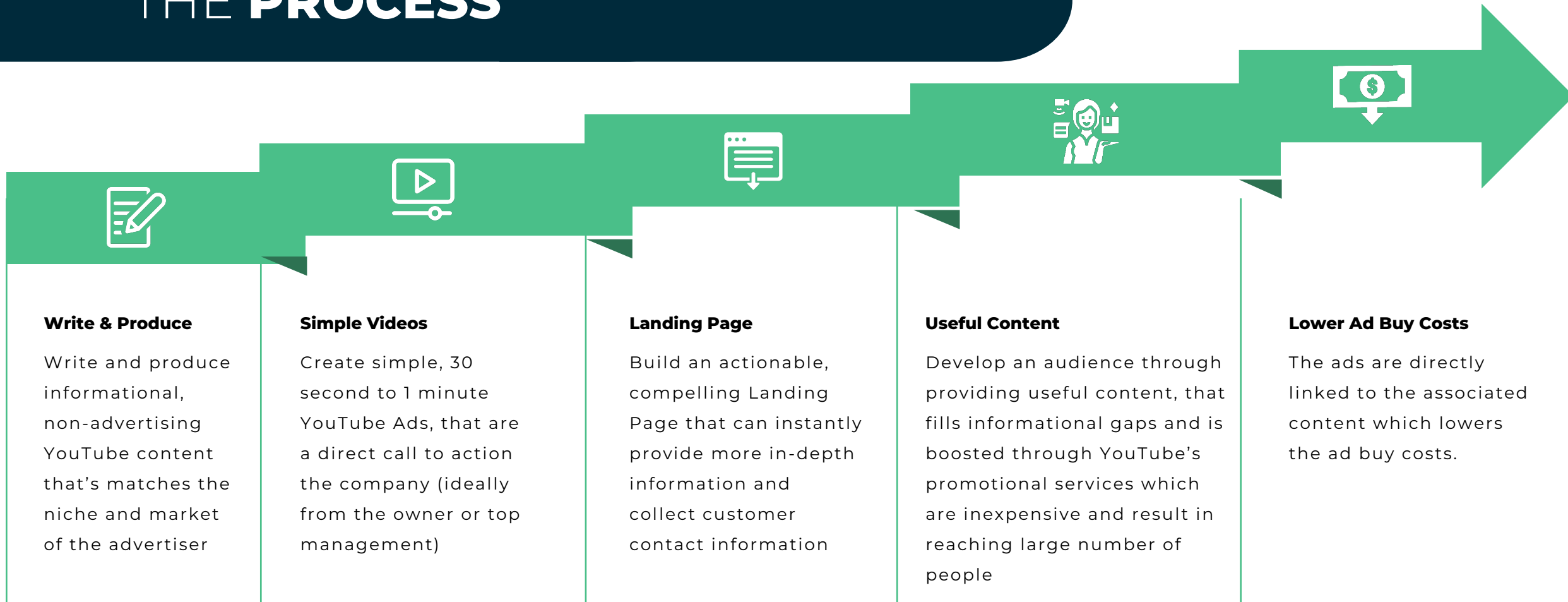
Associative memory refers to the ability to remember relationships between concepts, and not just the individual concepts themselves. In humans, this relates to visual and verbal information, such as remembering how two words are related (e.g., man – women), or seeing an object and its alternate names (e.g., a guitar).

Associative memory is thought to be mediated by the medial temporal lobe of the brain.¹



We build narratives, through stand-alone, **useful content**, and then create direct honest call to actions that are linked to the content.

THE PROCESS



These elements all combine to deliver a unique virtuous circle where an audience is developed, that trusts the content, and ads, that extremely targeted, make use of associative memory.

The result is an ad campaign that navigates through the pitfalls of the modern media landscape.



EXAMPLE

Yoga Teacher Training

1. Detailed analysis of market
2. Development of a narrative and storyline that provides useful information for the service
3. Creation of simple, engaging whiteboard videos
4. Establishment of a YouTube pretense (or channel) designed to provide a platform for the videos
5. Creation of a direct YouTube ad that is designed to play during the informational video
6. Creation of landing page that collects emails and returns additional content and an opportunity to book an appointment and/or order a product.

Get the Free Download

Yoga Playbook

5 Strategies to help you create an effective
Yoga Course at your school

Download Now



VIRTUOUS **SALES CYCLE**

Our Content Marketing Strategy will provide your company and products with the most flexible approach to testing and developing successful marketing campaigns across all consumer channels. Content can be linked to TV, stand alone, and used during market fluctuations to continue developing interest. Content Marketing extends the reach of television by providing low-cost interactions that support the narrative of the TV campaign by providing additional, interactive content before and after viewing the TV commercials.

With all the recent disruption in digital and social media, replacing its lost “down-funnel” reach and potential continues to become more difficult, more costly, and also more difficult to achieve a return on investment.



VIRTUOUS **SALES CYCLE**

Developing a content based Youtube audience will also allow for the continuation of audience building during any market downturn that requires a reduction in TV, and other higher cost advertising.



Extends Stickiness of TV Campaign



Develops interest and knowledge to create better response from TV ads



Provides a low-cost audience building and market data collection that can stay in place during market downturns



Linked to compelling interactive landing pages that can be adjusted quickly and include PDFs, full length videos, scheduling, immediate purchasing opportunities, and gamification



The interactive, self paced nature of Content Marketing has the powerful benefit of increasing knowledge of a strive or product and thereby lowering the time it takes to make a sale.

OUR SERVICES



STORY & NARRATIVES: We analyze the clients' markets and then develop a narrative and storyline that provides engaging content which is capable of attracting an audience organically.



DEVELOPMENT & PRODUCTION: Once we have locked in a narrative, we work meticulously to develop the concept and then produce the content using creative, efficient workflows we developed working with high profile talent such as Beau Bridges, Ethan Hawke, Werner Herzog, and Aubrey Plaza.



UNIQUE APPROACH TO AUDIENCE DEVELOPMENT: We are the first studio to distribute a film via NFTs and are on the leading edge of creating efficient, remote productions. We also have a comprehensive understanding of how the Internet works. These elements combine to allow us to help our clients find and build audiences that are interested in their services and products.



DYNAMIC CALL TO ACTION & LANDING PAGES: We have been developing content-based internet projects for 30 years. Our experience, and programming capabilities, allow us to create call to action that combine low-cost YouTube ads with landing pages that deliver additional content, immediate purchasing options, and gamification designed to create a deeper understanding (and faster, better decision, making) of the offering.

OUR **SERVICES**



 Script Writing

 Animation

 Visual Effects

 Web Development (back and front end)

 YouTube Channel Develop

 YouTube Ad Development & Campaign Management

 Film Production

 Editing

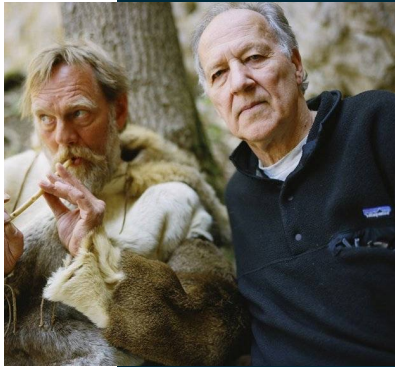
 Mailing List Integration

 Graphic Design

 Consulting



FIRST MOVIE SOLD AS AN NFT



OUR STORY

Semkhor pioneered low cost, cutting edge Visual Effects for Independent Film. We developed approaches that allowed for high quality, low cost productions that encompassed recognized talent , compelling storylines, and provided educational opportunities for talented content creators. We are now bringing our creativity and efficiency to marketing and advertising. Our ability to inexpensively develop engaging content will allow us to help position your company and products so that they can reach and build audiences across the ever expanding, and difficult to reach niche, media channels. Our approach is very differing from SEO and standard social media campaigns. We build connected storylines that lead to compelling call to actions and which fit organically into the actual flow of data and social and streaming platforms.

TRADITIONAL TELEVISION CAMPAIGNS WITH THE FULL POTENTIAL OF CONNECTED MEDIA

