

# HOW TO COMMUNICATE IN A **DIGITAL** **WORLD**

TIME TO GET READY FOR **2021**



PRESENTER:  
HENRIC SMOLAK







# THE POWER OF A COMMUNITY





CAIA





Facebook page for "Kattbibeln" (@bibelkatten). The page features a navigation bar with options like "Sida", "Annoncenter", "Inkorg 5", "Aviseringar 99", "Statistik", "Publicerings...", "Mer", "Inställningar", and "Hjälp". The main content area displays a grid of cat-related images: a fluffy orange cat on a couch, a top-down view of a curled-up orange cat, and a comparison between a croissant and a cat's body. The right sidebar shows engagement statistics: 0% response rate, 71,595 likes (+32 this week), 7,641 followers, and 54 video views this week. The page is managed by Henric.

**200K+ CAT LOVERS**



I samarbete med  
**DAGENS MEDIA**

<15

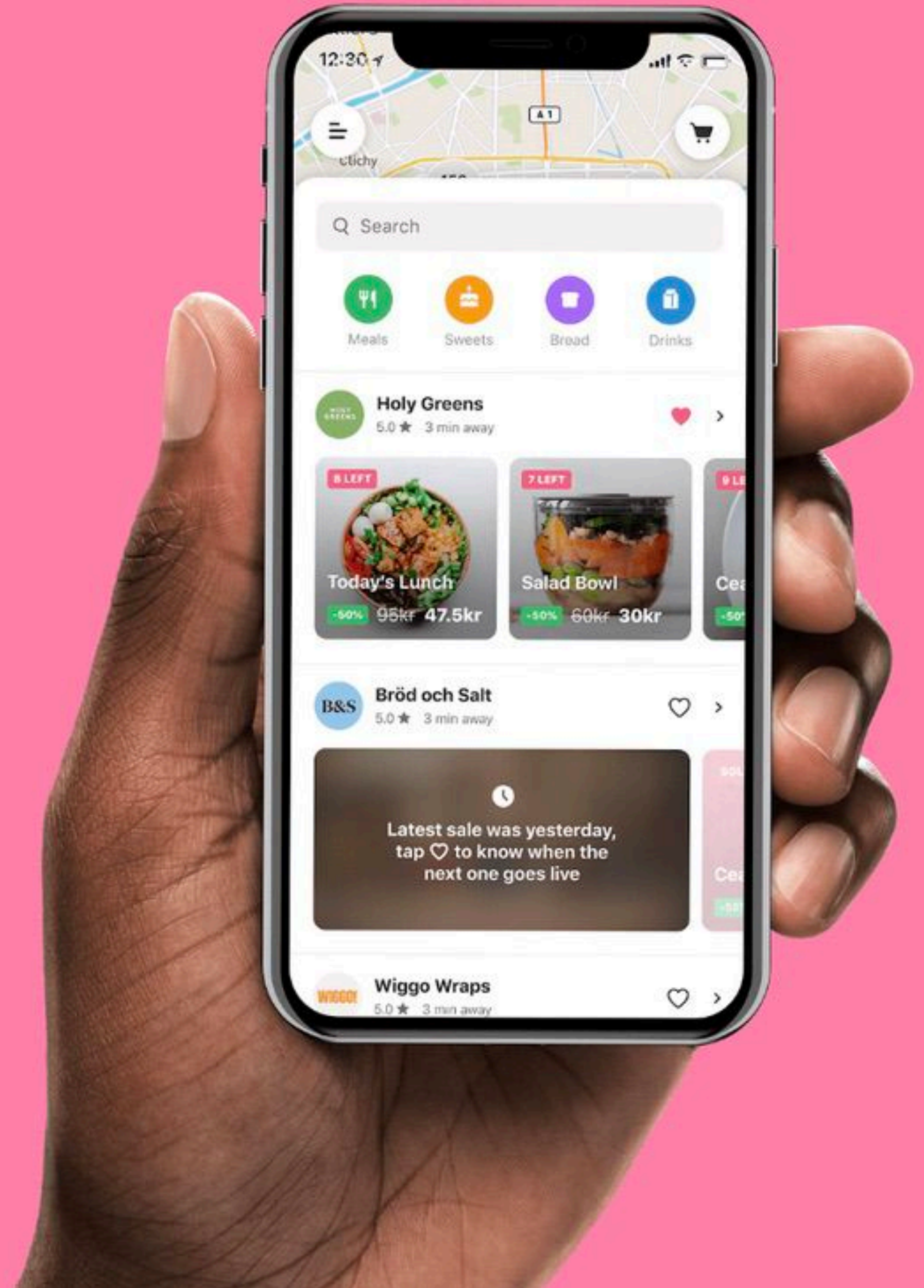
# UNDER FEMTON

LÄR DIG NÅGOT NYTT VARJE MÅNDAG PÅ  
UNDER 15 MIN

**30K+ PODCAST LISTENERS**



# THE ZERO FOOD WASTE GENERATION





# **CORPFLUENCER**

**a corporation with the ability to influence potential buyers of a product or service through content marketing**





**Attention is the new gold**





# THE POWER OF **ENGAGEMENT**



A group of five people, three women and two men, are shown from the waist up, standing in a line in a desert landscape. They are wearing traditional African clothing, including beaded necklaces, armlets, and skirts. The background features dry, leafless trees and a hazy sky. The text is overlaid on the image, with 'ANYONE CAN BECOME A PUBLISHER' in white and 'COMMUNITY' in blue.

**ANYONE CAN BECOME A PUBLISHER**  
**COMMUNITY**

**TRIBALISATION**

**COMMUNITY**



A large school of fish swimming in the ocean, with a shark visible in the foreground. The scene is captured from an underwater perspective, showing the dense movement of the fish and the silhouette of the shark's head and dorsal fin.

**DON'T LOOK FOR YOUR AUDIENCE**  
**LET YOUR AUDIENCE FIND YOU**



A man wearing a grey fedora, a patterned jacket, and a red pocket square is clapping his hands. He is standing in front of a car dealership. In the background, a red car is visible with a price tag of \$22,500. A sign above the car reads "WORMWOOD". There are colorful streamers and a "BEST BUY" sign on the car. The overall scene is festive and celebratory.


# THE DIGITAL ERA OF PUSH MARKETING



A close-up photograph of two hands clasped together on a wooden surface. The hands are positioned in the center-right of the frame, with fingers interlaced. The skin tones are different, suggesting two different people. The background is a blurred wooden floor. The overall lighting is soft and natural. The text 'THE UNDERSTANDING OF DIGITAL EMPATHY' is overlaid on the image, centered horizontally and vertically. The words 'THE UNDERSTANDING OF' are in white, and 'DIGITAL EMPATHY' is in blue.

**THE UNDERSTANDING OF  
DIGITAL EMPATHY**





**GOING FROM PUSH TO PULL**  
**ENGAGE YOUR AUDIENCE**





**THE POWER OF DISTRIBUTION**  
**NATIVE ADVERTISING**





**THE POWER OF THE COMMUNITY**  
**CONTENT MARKETING**



A group of skiers is participating in a race, starting under a large, inflatable Red Bull archway. The archway features the Red Bull logo, which consists of two red bulls facing each other against a yellow sun. The skiers are wearing various winter gear, including helmets, goggles, and bibs with numbers. The background shows a snowy mountain slope under a clear sky.

# 4 RULES OF SETTING UP A CONTENT MARKETING STRATEGY



*It's like milk  
but made  
for humans.*



# 1. UNDERSTAND YOUR WHY?

And think **outside in** not inside out



amazon.com

2. **START SMALL, THINK BIG AND BE CONTINUOUS**  
THINK LIKE A PUBLISHER



A man with blonde hair, wearing a blue suit jacket, a white shirt, and dark sunglasses, is shouting into a white megaphone. He is pointing his right index finger upwards. The background shows a grassy area with trees under a cloudy sky.

### 3. COMMUNICATE, DISTRIBUTE AND GET HEARD

Without great audiences there's no great poets



I samarbete med  
**DAGENS MEDIA**

<15

# UNDER FEMTON

LÄR DIG NÅGOT NYTT VARJE MÅNDAG PÅ UNDER 15 MIN



Fredag 18.09.2020

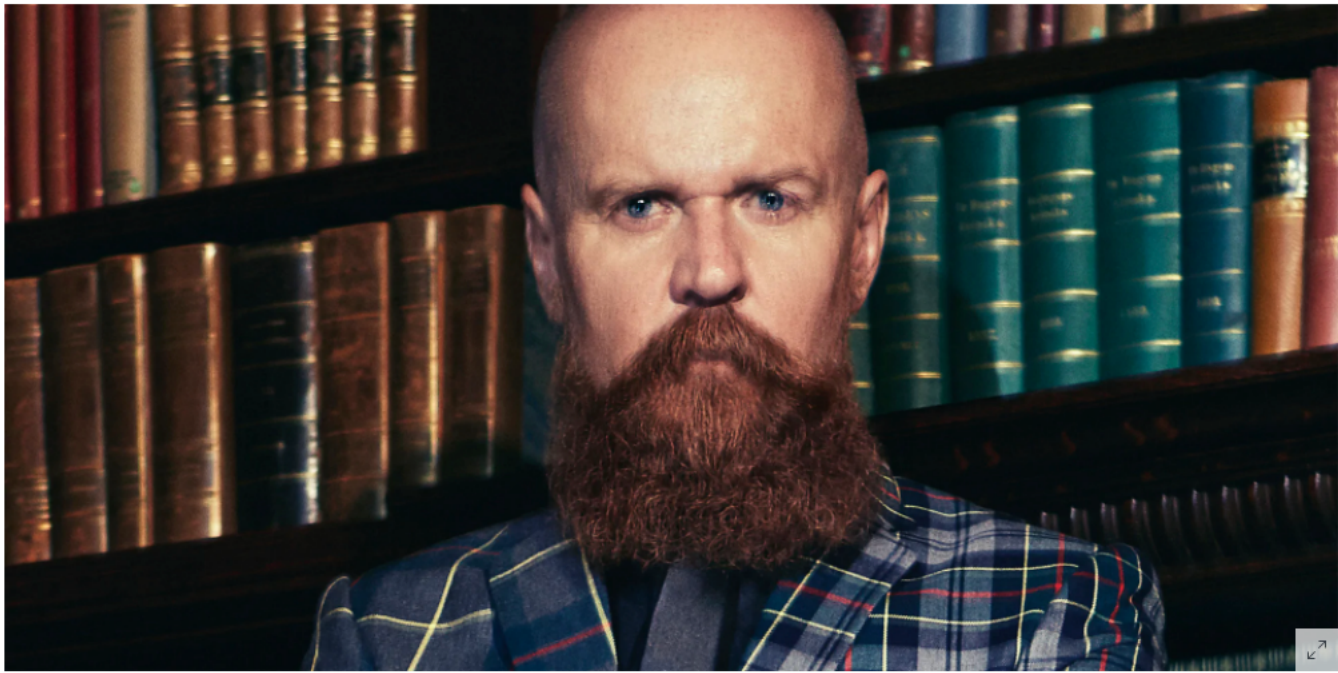
## DAGENS MEDIA

Nyheter Medier Marknadsföring Byråer Event Jobb Bloggar

Under 15

### Alexander Bard gästar Under 15: "Jag innerligt hatar marknadsförare"

Publicerad: 8 Juli 2019, 08:03



Marknadsföringen är död och influencerepoken snart över, enligt Alexander Bard.  
Foto: Mikolaj Berg

Intensiva diskussioner uppstår mellan programledaren Henric Smolak och samhällsdebattören Alexander Bard, som gästar veckans avsnitt av podden "Under 15".

# ammsugarpåsar.NU

Välj prenumeration och få **FRI FRAKT!** Skickas med A-post varje vardag kl 19



DAGENS MEDIA STROSSLE

PODCAST AV HENRIC SMOLAK MED NYA GÄSTER VARJE MÅNDAG

## UNDER FEMTON

BLI MER ALLMÄNBILDAD PÅ UNDER FEMTON MINUTER

45 @UNDERFEMTON LYSSNA DÅR PODDAR FINNS!






A person is bungee jumping over a lake in a mountainous area. The person is wearing a white tank top, red and white patterned shorts, and red socks. They are in a horizontal position, arms outstretched, with their legs slightly bent. The background shows a lush green valley with a lake, surrounded by steep, rocky mountains and dense evergreen forests. A small building is visible on a hillside in the distance. The sky is overcast.

**4. DARE TO TRY NEW THINGS, MEASURE, LEARN AND BECOME BETTER**

**It's a maraton not a race**



A woman with short dark hair is shown from the chest up, shouting with her mouth wide open and eyes closed. The image is dark and serves as a background for the text.

**”Make your community  
them, teach them something new and they will remember you when the**

**FEEL FREE TO ADD ME ON LINKEDIN OR CONTACT ME:**

**Henric Smolak  
henric.smolak@strossle.com**