



Concept
Content
Results
Takeaways

Concept

Our Goal

Create an **engaging, informative** and **versatile** "Launch-Tok"

Our Focus

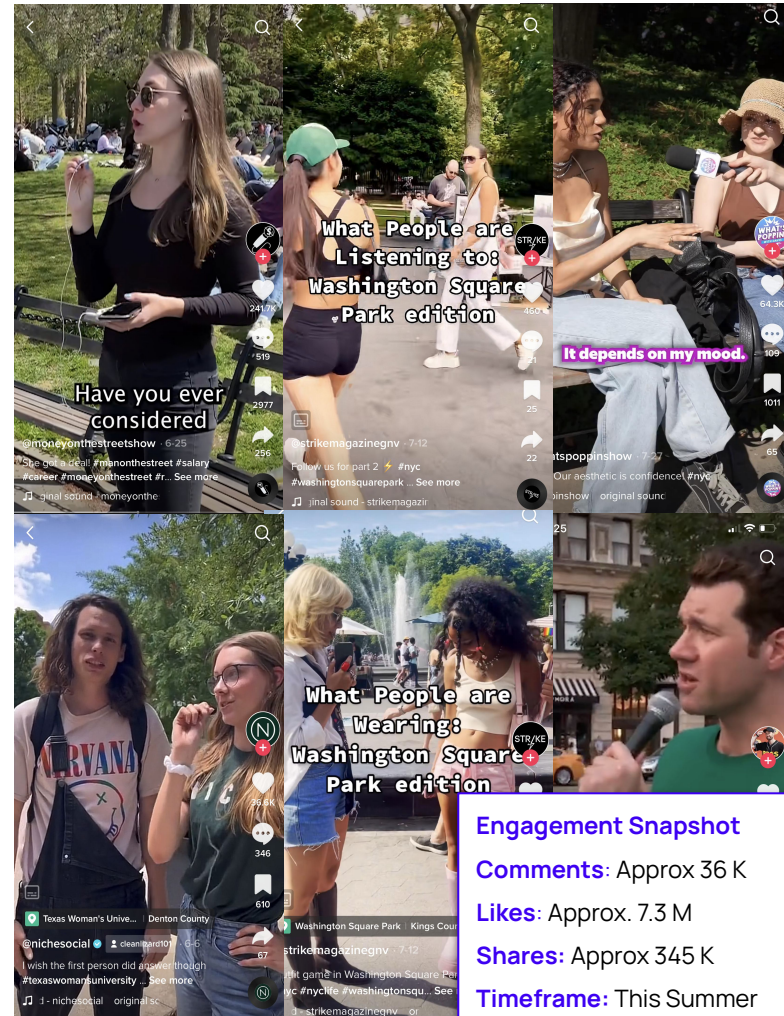
LTG's status as the **first earned marketing agency.**

- Can't introduce LTG without it

How

Person on the Street

- **Niche** positioning
- Allows us to **define** earned marketing and **showcase** company culture
- **Longevity** as a trend



Engagement Snapshot

Comments: Approx 36 K

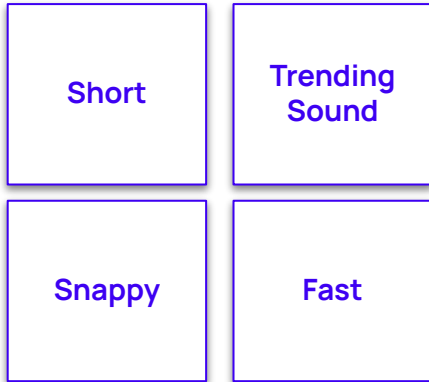
Likes: Approx. 7.3 M

Shares: Approx 345 K

Timeframe: This Summer

Content

We thought about what successful Person on the Street Videos have in common

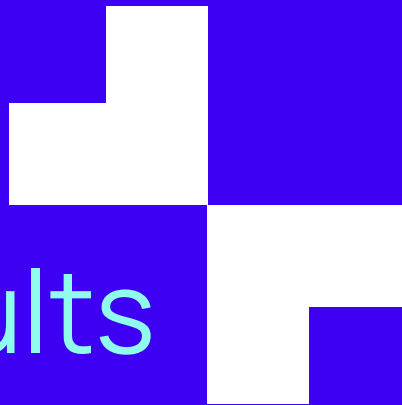


Then used this knowledge & leveraged it, taking Person On the Street and making Person in the Office:

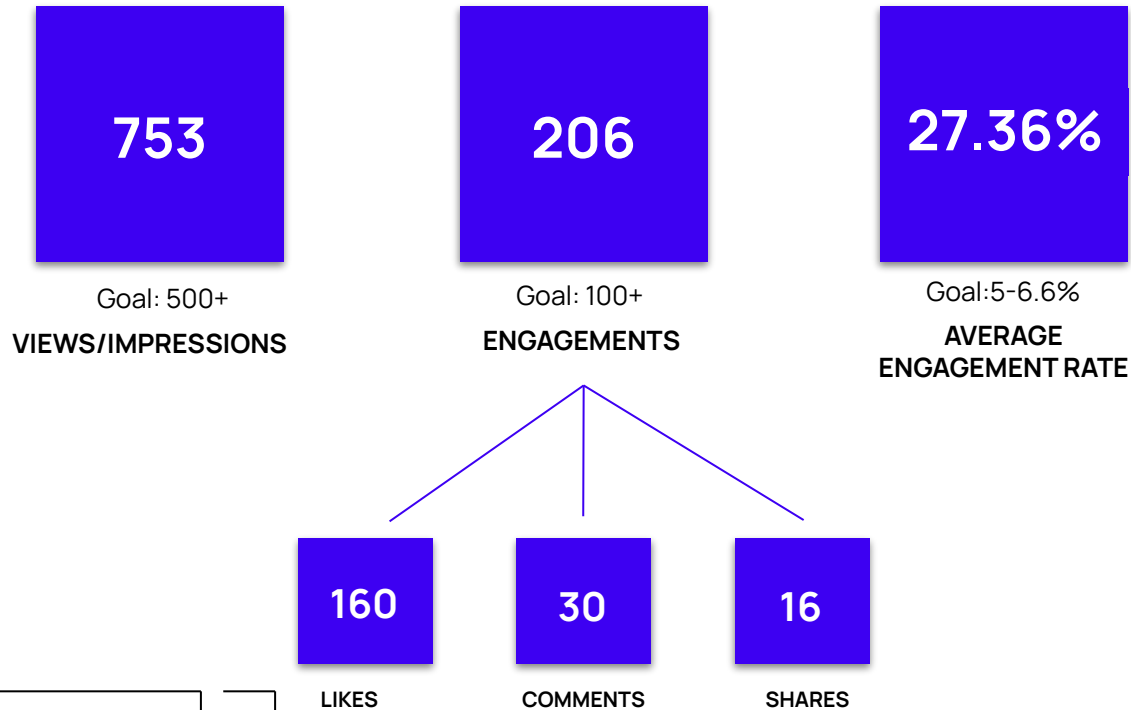
The caption read...

We are the **#earnedmarketers**.
But what does **#earnedmarketing** mean? It's the way of the future, so let's understand it better with **#LippeTaylor**.

The Results



Content Metrics



The Takeaway



Key Learnings

What did you learn from how your video performed?
What would you do differently next time?

We learned a lot from our video performance. Most notably we noticed the benefits of a fast-paced video paired with TikTok trending sounds. By using a trending sound and keeping our video under 45 seconds we were able to engage users that otherwise might not be searching for a video on Earned Marketing.

One thing that we would do differently next time would be to utilize only one camera to keep the video quality of the TikTok consistent and use proper sound equipment to keep the sound quality uniform as well.

KEYWORDS

Trending
Sounds

Short Attention
Spans

Uniform Quality

Thank you.