look at this absolute unit.
The best of days start with a smile and positive thoughts. And pancakes. And strawberries. And bottomless tea. My morning routine is now live on YouTube - and while I don't show you my real bed hair (trust me, it's not pretty), I do give you a little insight into how I start my day in a positive way. Head over to my stories for a swipe up link - and let me know what you think! It features my morning habit of rinsing with Listerine Advanced White to help whitening my teeth. @listerineukireland #BringOutTheBold | This is a paid partnership with Listerine.
Loving the hilarious parody accounts @Listerine have created to expose the sham that is irrelevant "influencer" marketing. That's what they are doing, right? Because the alternative is...
WHAT IS CONTENT?
Any consumer communication that tells your story
  Relevant, useful and engaging for people in the moments that matter
Not delivered as a blanket campaign, but targeted thoughtfully
Not one-size-fits-all, but bespoke for particular audience needs
Targetable and measurable
Real people’s needs

Your commercial objectives

MAKE PEOPLE FEEL SOMETHING
IT'S ABOUT PEOPLE
UK teacher age profile 2017
( primary and secondary)
Meeting Customers in the Moments That Matter

I-want-to-know moments:
When someone is exploring or researching, but is not necessarily in purchase mode.

I-want-to-go moments:
When someone is looking for a local business or is considering buying a product at a nearby store.

I-want-to-do moments:
When someone wants help completing a task or trying something new.

I-want-to-buy moments:
When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.
Delivering Moments That Matter

Scale
An identifiable, realistic audience.
Our unique range of 10-Minute Briefings condense important documents into an electronic briefing you can get through in ten minutes.

Special Offer! Get 20% discount when purchasing 10 or more 10-minute briefings.

We also offer schools a cost-effective subscription to our next 10-Minute Briefings – 10 for the price of 8, a saving of £99.98! Follow this link for more details.

10-MINUTE BRIEFINGS (EDUCATION)

- Primary Assessment and Accountability Under the New National Curriculum
  - £49.99
  - Buy Now

- Draft SEN Code of Practice: Statutory Guidance
  - £49.99
  - Buy Now

  - Details
Delivering Moments That Matter

Scale
An identifiable realistic audience.

Targetability
A focused distribution plan with a clear view of your target market.
Figure 12: Use of websites or apps not used before, by demographic group

IN14 – In most weeks when you go online do you usually…
You Tube The 2nd Largest Search Engine
LinkedIn offers opportunities for highly targeted, content-rich paid activity aimed to encourage discussion and sharing by senior educators.

Potential for informal engagement in targeted groups via influencers and sponsored content shares.

Potential to work with paid media and content partners to tap into their groups.
Delivering Moments That Matter

**Scale**
An identifiable realistic audience.

**Targetability**
A focused distribution plan with a clear view of your target market.

**Meaning**
Moments that are of genuine interest to your customers.
Every Day. Every Stage. Always On.

Every day, tens of thousands of new moms begin their journey with BabyCenter. From preconception to big kid, our stage targeted, multiplatform approach connects brands with moms in the right moment, mindset, and channel of choice — at scale.

Life Stage Targeting
We deliver your marketing message so it’s perfectly timed to Mom’s exact stage and mindset, across both web and mobile platforms. No wonder our audience says we’re psychic.
Your pregnancy and baby - Pregnancy and baby guide ...
www.rhs.uk/conditions/pregnancy-and-baby-care.aspx
All you need to know about pregnancy, birth and looking after a baby, including trying to get pregnant, foods to avoid, breastfeeding and bottle feeding.
Your baby at 0-8 weeks ... - Pregnancy due date calculator - Am I pregnant?

Pregnancy - BabyCentre
www.babycentre.co.uk/pregnancy
PregnancyAll you need - from popular baby names, pregnancy health and care, safe foods for pregnancy, and your baby’s movements, right through to birth.
Fetal development week by ... - Due date calculator - Inside pregnancy videos

Advice and Support on Pregnancy & Birth | Bounty
www.bounty.com/pregnancy-and-birth
Find out everything you need to know about pregnancy & birth including week by week developments, birth planning and the signs of labour.

Pregnancy expert advice for every stage - Netmums
www.netmums.com/pregnancy
We have everything you need to know about your pregnancy. Get the lowdown on
Timeline clearly visible on first-time user homepage

Communicates future value

Clear value proposition

Prominent call to action
Welcome to BabyCentre
Log in or join today to track your baby's development and receive free personalised newsletters.

Join now
From pregnancy to parenting, BabyCentre is here for you.

Join the number-one global parenting site and start getting helpful newsletters every week:

- **My Baby This Week Newsletter** Find out how your life and body will change in pregnancy and how your baby is developing.
- **The BabyCentre Bulletin** Get news and fun stuff, plus expert advice and parent wisdom.
- **Special Offers from Our Partners** Get discounts and deals from BabyCentre’s partners.

Support for your parenting journey. Delivered to your inbox.

Enter your due date or child’s birthday:

- dd
- mm
- yyyy

Enter your email address:

```
katieroden@hotmail.com
```

Join now

Privacy policy & terms
Welcome to BabyCentre

We look forward to supporting you throughout your parenting journey. Enter a little more information below to help us personalise your experience.

* First name

* Screen name

Screen name may not be changed once created.
2-20 characters: letters and numbers, but no symbols

* Country

United Kingdom

* Password

6-20 characters

* Confirm password

Clear statement of value in sharing data

No pressure to add data immediately
Supportive, warm, realistic tone of voice

Focus on the user not the product
Ovulation calculator

Our ovulation calculator will tell you when you’re most likely to be fertile over the next six months. To increase your chances of getting pregnant, just tell us the first day of your last period and how long your cycle usually lasts (between 20 and 45 days).

NOTE: This tool provides approximate dates only and assumes a regular menstrual cycle. If your menstrual cycles are irregular, you may have trouble pinpointing your day of ovulation based on this calendar alone. Find out about ovulation predictor kits.

What was the first day of your last period?

What is your average cycle length?

Calculate

Ovulation calculator results

You’re likely to be most fertile from:
Wednesday, 23 April - Monday, 28 April

Recalculate

Sign up for our newsletters

Whether you’re wondering if now is the right time to start a family, or already trying for a baby, we’ve got newsletters that are just right for you. By entering your email address below, we’ll send you all the getting-pregnant information you need straight to your inbox.

Enter your email address

Join now

Privacy policy & terms

Based on the information you have provided about your cycle, here are the best days for you and your partner to have baby-making sex

Your upcoming fertile dates

<table>
<thead>
<tr>
<th>Fertile days</th>
<th>Resulting due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 April 2014 - 28 April 2014</td>
<td>17 January 2015</td>
</tr>
<tr>
<td>21 May 2014 - 26 May 2014</td>
<td>14 February 2015</td>
</tr>
<tr>
<td>18 June 2014 - 23 June 2014</td>
<td>14 March 2015</td>
</tr>
</tbody>
</table>
Sense of progression

Useful, targeted advertising

Sharing CTAs prominent and widespread
Focus on the person not the product
Information architecture informed by parental need for event-based information.
Content and services based on usefulness

A focus on what parents need
Reaching 37MM moms around the world every month, 15MM in the US
14 different locally owned and operated sites in 11 different languages

Source: BabyCenter Internal Data, December 2013
Delivering Moments That Matter

**Scale**
An identifiable realistic audience.

**Targetability**
A focused distribution plan with a clear view of your target market.

**Meaning**
Moments that are of genuine interest to your customers.

**Right to speak**
Moments where your voice will be welcome, relevant and authentic.
Empathetic, helpful and relevant content delivered at key times (particularly when planning in their own time).

Tapping into existing teacher platforms, but with a clear right to speak.
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Right to speak
Moments where your voice will be welcome, relevant and authentic.

Clear call to action
An obvious path to know more/do more/buy etc.
Collins

#Twictionary

Which word should go into the first-ever Twictionary? Closes midnight 28.05. Vote now! Read more..

#adorkable
dorky in an adorable way
Tweet #adorkable

#duckface
the traditional ‘pouting’ facial expression in selfies
Tweet #duckface

#euromaidan
the original pro-Europe protests in Ukraine, named for Maidan Square in Kiev
The first day – 5 pm 19/05/14

481 posts
379 users
7,177,035 reach
7,497,323 impressions

Tip: Click on a tweet’s date to be taken to original post

Wall Street Journal @WSJ
Collins Dictionary launches Twictionary, asking tweeps to vote on new words. http://t.co/WVTYxJeU67
http://t.co/s2eZmKfPvLw

Collins Dictionary @collinsdict
Today we’re launching #Twictionary, where you can vote your favourite word into the print edition of @CollinsDict http://t.co/IxLH1es8Y

Collins Dictionary @collinsdict
Twitter! Tell us which new word should make it into the new @CollinsDict print edition http://t.co/IxLH1es8Y << Get voting #Twictionary

HarperCollinsUK @HarperCollinsUK
Today we’re launching #Twictionary, where you can vote your favourite word into the print edition of @CollinsDict http://t.co/OiMEv13U
Word on the tweet: Publishers are using Twitter to identify new dictionary terms - and the public can vote for the winner

- Twitter users are being asked to vote on new words for the 'Twictionary'
- Winning word will be entered into this year’s Collins English Dictionary
- To enter, users need to tweet a word from the shortlist using a hashtag
- ‘Adorkable’, ‘fracktivist’, ‘selfie’ and ‘fatberg’ are among the words included
- Competition closes on 28 May and the winner will be announced in June

By JONATHAN O’CALLAGHAN
Delivering Moments That Matter

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Moments where your voice will be welcome, relevant and authentic.

**Clear call to action**
An obvious path to know more/do more/buy etc.

**Digital relevance**
Being the right content on the right platform at the right time.
Talk to the Google Assistant in multiple languages

Family members in bilingual homes often switch back and forth between languages, and now the Assistant can keep up. With our advancement in speech recognition, you can now speak two languages interchangeably with the Assistant on smart speakers and phones and the Assistant will respond in kind. This is a first-of-its-kind feature only available on the Assistant and is part of our multi-year effort to make your conversations with the Assistant more natural.
JOIN MY LIST

Subscribe to my newsletter and you won't miss a thing.
This is a major key!!! Key to more success 😁

Serena Williams
12m ago

20 weeks
IT’S ABOUT FEELING
(NOT SELLING)
“I only have five minutes to plan PE and PSHE”
My 2017 Wrapped

I listened to

40,507

Minutes of music

Top Genre

Indie R&B

Top Artists

Beach House
RuPaul
SZA
Lower Dens
Calvin Harris

Top Songs

Call Me Mother – RuPaul
Hang Me out to Dry (w/i... – Metronomy
Skrt On Me – Calvin Harris
No Harm Is Done (feat.... – Christine And The Quee...
Tyrant (feat. Jorja Sm... – Kali Uchis

2017wrapped.com

Subject: Renew your free Premium for 30 days
Reply-To: hello@spotify.com

Get your Premium benefits back.

You’ve come to the end of your 7 days of free Premium. But don’t panic: you can still get 30 more days, free.
Niche audiences, well understood

Useful, relevant content that makes you feel something
WRAPPED WITH LOVE
FOR THE HISTORY LOVER

FOR THE ADVENTURER

FOR THE TRICKSTER

FOR THE CRIME FAN

FOR THE BOOK LOVER

FOR THE ESCAPIST

FOR THE SPORTS FANATIC

FOR THE ROMANTIC

FOR THE PET LOVER

FOR THE POLITICO

FOR THE THINKER

FOR THE HYGGE SNUGGLER

FOR FAMILY STORY TIME

FOR THE HEALTH FIEND
FOR THE ADVENTURER

FOR THE TRICKSTER

FOR THE BOOK LOVER

FOR THE HYGGE SNUGGLER
From romantics to thrill seekers, sports fans to history lovers, we've got books for everyone this #Christmas!
Gave beautiful books, chosen with care, for the bookworms you love this Christmas...

Pan Macmillan
Sponsored

Give beautiful books, chosen with care, for the bookworms you love this Christmas...

Pan Macmillan
Sponsored

There's nothing like a romantic read to keep you warm on a cold winter evening, and Karen Swan's Christmas Under the Stars is the perfect festive love story!

How to wrap the perfect gift for... the romantic!

amazon.co.uk

Wrap the perfect gift for a book lover

Learn More

1 Comment 1.7K views

Like

Comment

Share

1 Comment 1.7K views

Like

Comment

Share
CHRISTOPHER'S JOURNEY TO SAMSUNG GALAXY S7 EDGE
Ready to upgrade? Get cash for your phone with O2 Recycle & upgrade with O2 Refresh. Easy.


Seize the new phone

It's a win-win

Refresh from O2
Learn More
o2.uk

Refresh from O2
You can't lose with Refresh
Learn More
o2.uk
IT’S ABOUT GENEROSITY
Jill Mansell  
Sheila O'Flanagan  
Lindsey Kelk  
Mhairi McFarlane  
Barbara Freethy  
Bella Andre  
Sarah Morgan

ROMANCEFESTIVAL
7th June - Author Day
8th June - Fan Day

Register for free at www.bfi.com/romance

THEBRITISH FILM INSTITUTE
VIRTUAL SCI-FI FESTIVAL
15-16/11/14
HARPER VOYAGER

#BFIVOYABER
#UFCFacts: @rory_macdonald has the 2nd highest takedown defence currently in the welterweight division!

The results are in! You think @Pjojackson will make it through to the semi-finals tonight on #UFETFY

elvis thomas asked:
#AskJoJo rooting for you this weekend and do you like Canada eh?
Tiny Budget Cooking Chicken Burrito
Figure 20: Categories of weekly mobile phone activity, by age

We don’t have a monopoly on content creation any more.

M3/ M4 – Please tell me from this list, the types of things you use your mobile phone for, and how often you do each.
IT’S ABOUT DISCOVERABILITY
Discoverability

Mobile optimisation
Conversational search
Natural language
Fresh content
Overall meaning
Not just metadata
Social presence
Site speed
Video

“Original, high-quality content.”
When top NYC creative directors Googled themselves...
End Malaria
Michael Bung...

Price: £7.37

Sold by Amazon Media EU S.à r.l. Price inclusive of VAT if applicable.

This application does not support purchasing digital content. However, you may add the item to your Wish List.

Add to List
Romantic Urban Purple

- What is the setting of this novel that makes it unique?
- Are there any themes or motifs throughout the story?
- How does the protagonist change throughout the novel?
- What are the main conflicts or challenges the characters face?
- What makes this novel stand out from others in the genre?
THE GOLDEN RULES
GIVE YOUR CUSTOMERS A REASON TO BELIEVE
ALWAYS BE THERE ON THE PLATFORMS THEY CHOOSE
CAPTURE – AND USE – DETAILED, RELEVANT DATA
look at this absolute unit.