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Investigating the measures required for proper content reflection

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ABSTRACT

The current study aims to determine how to properly reflect the macro results of the monitoring project. This research identifies needed requirements, infrastructures, and measures to the macro results of the monitoring project through investigating the best and newest results reflection methods in the world, and finally, it proposes a process so that the project's large media team can implement the stages outlined step by step and publish and reflect the content produced appropriately. In other words, as a result, this project will be as a guide book for the media team so that by implementing its instructions step by step and paying attention to the mentioned recommendations, properly reflects the macro outcomes of the monitoring projects to its stakeholders and audiences. Research data were collected using library and review through referring to the valid and related resources such as books, papers, reports of national and international reports, research programs, and upstream documents. Also, it must be mentioned that in some cases, experts and professors were invited, and by holding meetings to interview them, and attending related conferences, their opinions were also used in this area. Reports of the specialized meetings of the working group have been mentioned in the appendix. In the end, final data were collected to validate the research using the questionnaire. Initially, research data sources were cited from articles, authoritative books, and upstream documents. Then, research data analysis was done using the descriptive-survey method. In the end, the validation of the presented framework was analyzed through the average of the scores of the questionnaire's questions and converting them to a qualitative concept. To achieve the following process, a lot of research was done in the world literature with the aim of using the practical experiences of prominent people in this field. Those who have spent many years of their lives in practical experience in this field and have experienced, managed and led the largest content publishing and reflection teams in the world. The above final process is the result of aggregating the models and experiences presented by these key people. About 300 articles and books were reviewed to develop this process. The innovation of this research is the analysis and integration of existing models and processes in the world in accordance with the purpose of this project. To validate the data, the first adaptation was made to other sources and multiple sources were used. Also, it was discussed in the central group meetings with the elites and audited by other researchers. Besides, the results of the interviews were sometimes presented to some of the key participants and revised as needed. After reviewing the results and calculating Cronbach's alpha, the reliability of the questionnaire was

evaluated. It should be noted that for this purpose, SPSS software was used to calculate Cronbach's alpha. The Likert scale is considered for the answers and its scale is as follows: very high = 5, high = 4, medium = 3, low = 2, very low = 1. After calculating the average score for each question, the qualitative concept of scores has been also considered, based on which the validity of the proposed framework has been assessed. After analyzing the results of the questionnaire using SPSS software, Cronbach's alpha was obtained 0.943, and the average value was obtained 4.274.
Keywords: reflection of science, technology, observation, monitoring, futurism, multimedia

Introduction

The rapid changes in the society, politics, and economy in the current world, complexity, and also the unpredictable of the long-term future made the explanation of the policies, and technological and scientific strategies need to know the future more than ever. In other words, the rapid and unpredictable changes in the world have challenged the policy-making and strategy formulation. Some of the recent changes such as the drastic reduction in oil prices, international conflicts, mass migration, and economic depression have had the destructive effects on the policies and long-term strategies. This new and changing environment needs to take methods and tools that contribute to implementing dynamic and adoptive measures against it. Futuristic studies of science, technology, and innovation can play the role of this tool well (Puizzi, J, 2014).

Due to the rapid changes in the areas of science, technology, and innovation, in particular, many counties and organizations try to learn about the last changes in science and technology in different ways and exploit them for their own benefit. The importance of this knowledge is to the extent that it can be said, without observation and analysis of the changes in the science, technology, and innovation, there will be no opportunity to compete in the scientific and technological areas for the countries (Safari, 2013).

One of the most important and key axes is the proper reflection of the results of monitoring and conveying it to its audience and stakeholders. In other words, another main issue in this project that we seek to answer it is that how can the overall results of the monitoring and observation project be conveyed to the target audience and stakeholders, and what infrastructure, requirements, and actions are needed for this?

This further strengthens the necessity for investigation and determining the infrastructures, requirements, and measurements to reflect the results. Therefore, the current study is conducted to determine the infrastructures, requirements, and measures needed to reflect the results of the innovation, technology, and science smart monitoring system.

What infrastructures, requirements, and measurements are needed for the proper reflection of the results of innovation, technology, and science smart monitoring system?

Research Method

The current study is an analytical-descriptive assessment of the survey.

The statistical population of this research is experts, professors, scholars, and activists in the area of innovation, technology, and science smart system. According to the limited statistical population, 16 experts, and activities of the smart system of science, technology, and innovation who have two years of experience in the research in this area, have been selected using a judgmental sampling method.

Data collection method and tools

Research data were extracted using library and field study. The final data were collected to the validation of the research using a questionnaire.

Questionnaire Validity and Reliability

To validate the data, the first adaptation was made to other sources and multiple sources were used. In addition, in central group meetings with the elite, it was discussed and audited by other researchers. Also, the results of the interviews were given to some of the main participants, and reviewed and corrected if needed. After investigating the results and calculating the Cronbach's alpha, the reliability of the questionnaire was assessed. It must be mentioned that SPSS software was used to calculate Cronbach's alpha. After studying the results of the questionnaire using SPSS software, Cronbach's alpha was obtained 0.943, and the average was obtained 4.274.

Data Analysis Method

Due to the nature of this research, which is a macro-plan with a wide range and has several different types of research in its subset, in accordance with the subset researches of different methods for data analysis, such as; Descriptive and inferential statistical methods, strategic analysis methods, discourse analysis, etc. were used.

The analysis of the research data was based on the library resources related to the research topic and finally, the conclusion was based on the extracted data based on the central group.

Central Group

Due to the nature of the selection, the number of participants was 10. The main roles of the central group are as follows:

- Undertaker: Respected Director of the Research Institute
- Financial supporter: Respected Director of Research Institute
- Operator: one of the experts of the institute
- Registrar: one of the participants
- Summarizer: one of the participants
- Plan leader: supervisor of the project, Dr. Kazerouni

These meetings have been held for two years and once per three weeks. In every meeting, the topics were formed based on the work progress of each one of the participants and directed by the operator, and the conclusion was done. Weekly and monthly reports of each one of the participants were presented in these meetings. Discussions and exchanging opinions were of great help to clarify the main topic of the studies in these meetings such that the general subject of the research changed from observation to a more comprehensive concept called smart.

Results

Results Reflection Process

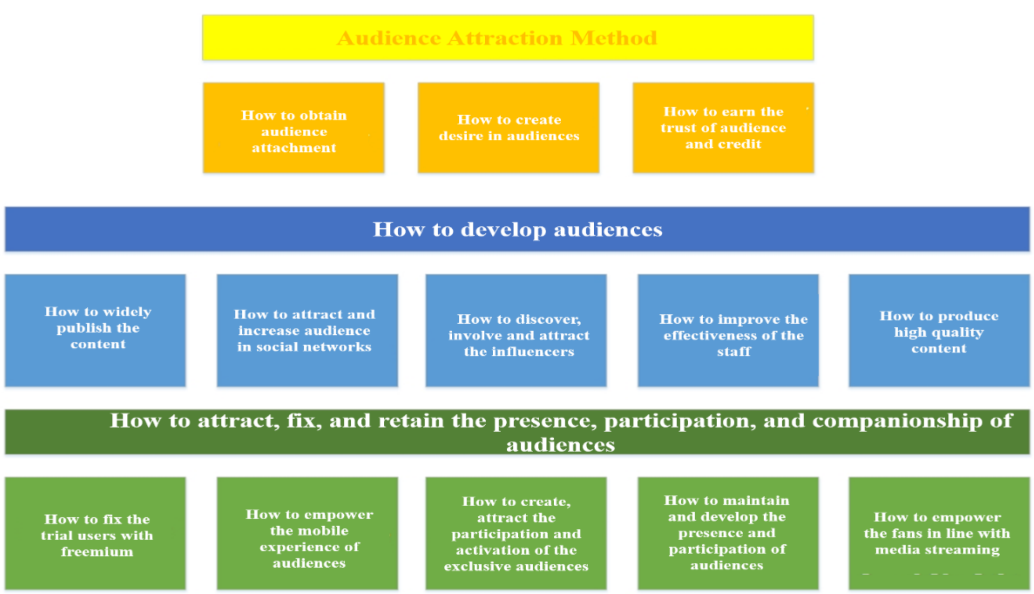

Figure 1. Results Reflection Process

Content Strategy

Definitions and approach for content strategy

First, a strategy framework is required. Figure 2 shows the stages of the content strategy.

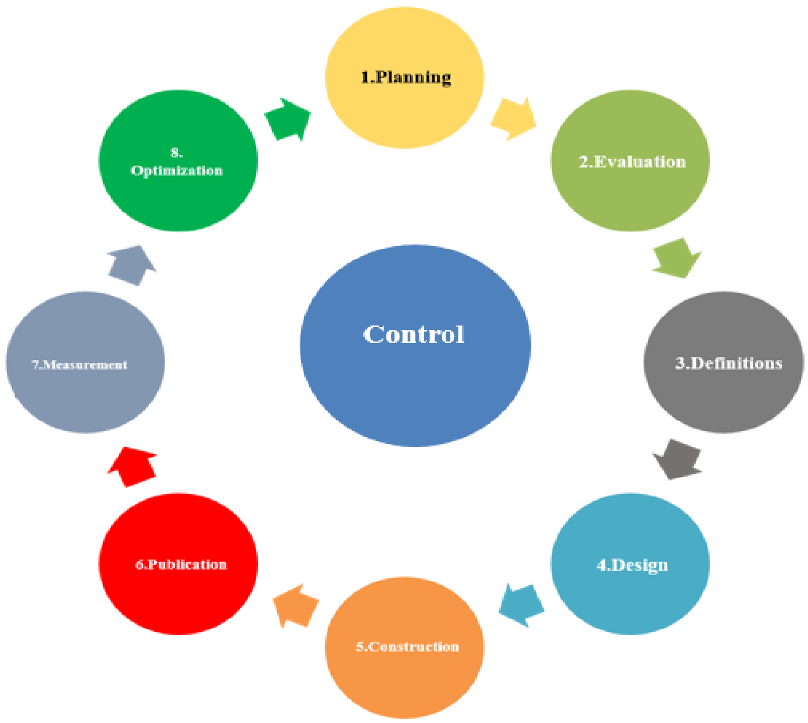

Figure 2. Content strategy project lifecycle (Scott, A., & Bailie, R.(2014), Aitchison. J. A., and Bawden, D. (2000), Rahel, B., & Urbina. N. (2013), Margot, B. (2012), Anne, C. & Nichols, K.(2013), Jonathon, C.(2013), Bruce, C. & Esparza, S.(2014), Kristina, H & Rach. M. (2012), Heather, H.(2010), Johnston M. R..(2013), Kaushik, A. (2009), Ladenburg L. (2014), Lovinger, Rachel. (2011), Lovinger, R. (2010), Kevin, N. and Chesnut, D. (2014), Fridman, N. N., & Deborah L. M. (2001) , Rockley, A. and Cooper, C. (2012), Rosenfeld, L.(2011), Stewart, D. L.(2008)

Planning Phase

Content strategy projects are initiated with the planning stage. The planning stage helps leaders and other decision-makers in the organization for a new project. Planning also determines the area of the required effort to implement the work. It uses a closed-loop approach for the publication process. This stage addresses the recognition of the new areas of the content such as a new part of a website of a desktop or investment in the area of content with high performance. This stage can help an organization to recognize the organizational purposes and customers that content must meet such as an increase in sales, reduction in weaknesses, improving the interaction with the audience, or entering new markets. All the works and assumptions are done at the planning stage that must be valid at the end of the evaluation and definition stages because these stages validate the details. The planning stage also includes setting up a proper team, developing a purpose for the job, and evaluating the high-level needs.

Evaluation Phase

The evaluation stage which is called recognition or current status analysis stage presents an instant image of the organization's content ecosystem. In this stage, the purpose of activities, the current content, competitive content, content operation, content lifecycle, and control structure have been investigated. These analyses lead to a comprehensive recognition of how content performs in the current environment. This recognition provides a context for an improved model of instant status. By identifying the gaps, issues, problems, strengths, and needs in the current status, the strategist determines how a content ecosystem acts in an organization, and how it needs to be changed.

Definition Phase

The definition stage is an opportunity to prepare the stage for future offline and digital content experiences. In the definition stage, the future content experience is defined based on what is mentioned in the evaluation stage. By reviewing the findings of the analysis stage, issues ensuring answers can be identified. By combining its findings, each issue or gap is related either to an implication (affecting the success or impact of a solution or experience) or to a suggestion for future developments. Identified issues, gaps, and strengths are combined and an image of their manifestation in a successful plan is created, and therefore, the road map is arranged for content experience and content experience ecosystem.

Design Phase

The result of all the efforts to design the considered model is shown in this stage; dung the design stage, designing of all the different parts of the content ecosystem is presented.

These parts are as follows:

- Strategic intent for content experience
- Content types
- Taxonomy and metadata
- Content logic in the content experience
- Content modeling and the related rules
- Page-level content strategy
- Editorial guidelines including definitions of voice and tone

Construction Phase

In the construction stage, cooperation with the technical expert team has been described to ensure the proper implementation of the conducted design (including taxonomy, model, and content lifecycle). This stage is also called the development or implementation stage. Some or all of the following activities are done in this stage:

- ✓ Planning to create content
- ✓ Designing a plan for content migration
- ✓ Designing or creating due date of the content

Depending on the type of work, using a content strategist to participate in the team to monitor the completion of the required steps will be an effective measure. After testing the technology, it is best to make sure it works properly.

Measurement and Publish Phases

An effective content strategy needs a performance-driven model so that by measuring the content performance, its success and stability be identified. Effective content must be involved with the customer and meet his/her needs. Only by continuous evaluation can we find out which content was or was not effective. An effective content strategy must include an accurate "measurement" strategy. Criteria identify the strengths and weaknesses of designed solutions and are drivers of solution optimization and content.

This section covers both the publish and measurement phases because both of these phases are closely related. This section measures the performance of defined content and explains how metrics are designed and reported.

Optimization

At this point, the focus is on controlling content created for consumers that remain contextual, relevant, and timely. In this phase, it is determined the content which needs more attention, should remain the same or should be deleted and archived. This step reviews all findings resulted from data analysis, inputs resulted from activity, industry trends, consumer behavior dynamics, and emerging technologies to help improve the content user experience.

After publishing content, its performance should be evaluated because this way it can be determined which content works well. As a result of the analysis, an overview of what needs to be done can be obtained. Once the available opportunities are identified, the planning phase begins and the cycle starts again.

This section shows how content is either optimized, left alone, or archived, and how an organization supports all three approaches.

Control Phase

In the content strategy, control is the constant driving of the strategy in the following areas:

- Content strategy
- Content enhancement
- Content lifecycles
- Editorial strategy and content planning
- Digital strategy considering that which content is allocated to which channel or digital sector
- Taxonomy and metadata
- Reforming the produced content by user

Content Publish Process

One way to manage the progress of the social content planning phases is following up what has been mentioned in the following in three steps:

- Stimulating the audience to talk
- Stimulating the audience to promote your content
- Stimulating the audience to react

First step: how to attract the audiences (stimulating audiences to talk T-A-L-K)

A good first step in any social content marketing plan is to arrange the elements needed to get your target audience to speak. Social media obtain potential audiences through:

1. Trust in you
2. Coordinating with you
3. Liking you
4. Understanding you

Figure 3 presents how the audience is nurtured.

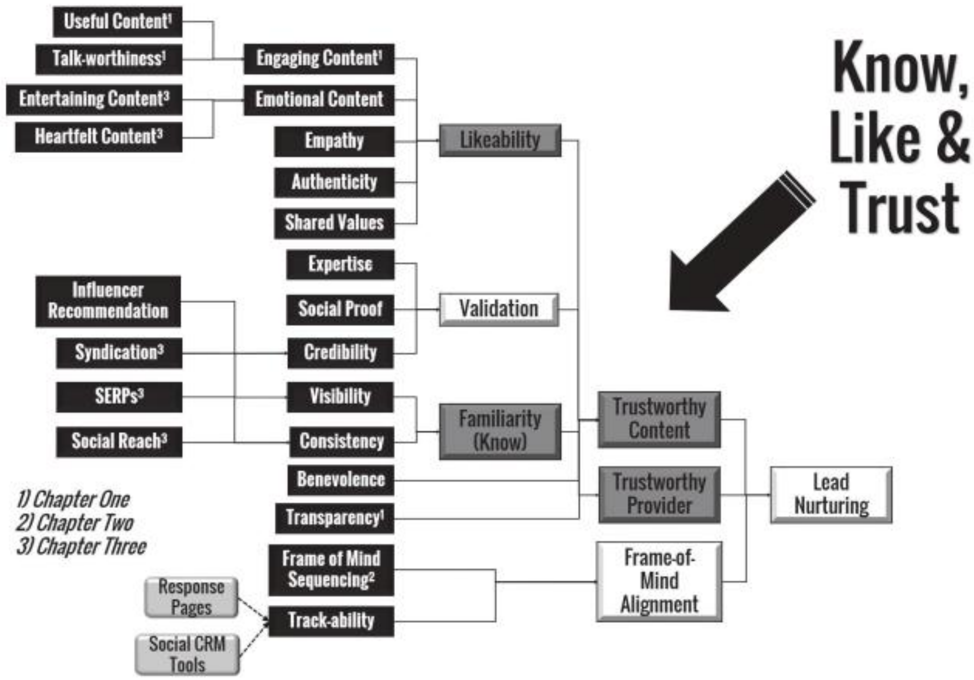

Figure 3. Nurturing lead audiences (Pulizzi. J. (2014), Tribe, J. (2014), Egg, C., & Henneberry, R. (2018), Hague, J. (2014), Dustin W. S. (2020), Henry, C. (2009), David K. W. (2012), Daisy, W. (2012), Schulze, H. (2013) , Barry, J. (2015), Barker, M., Barker, D., Bormann, N., and Neher N. (2013), Baer, J. (2013), Social4Retail (2014), Bullas, J.(n.d.), Neilson Norman Group. (n.d), Purcell, k. (2013), Coleman, B. (2014), Buzzeo, D. (2012), Hayzlett Group. (2014)).

How to earn the trust of the audiences and credit (teaching target audiences with trusted contents T-R-U-S-T-E-D)

At the beginning of planning for social media marketing, one should have a roadmap for educating the target audience. If potential audiences have started their online research instead of contacting sales staff, it will be the marketers' job to educate them, hoping to get as low as possible in the sales funnel and gain credibility in the process. The better the training, the more opportunity to show expertise and skills. The goal of the marketer is to gain credibility by delivering trusted content (timely, relevant, useful, situational, transparent, engaging, and deliverable).

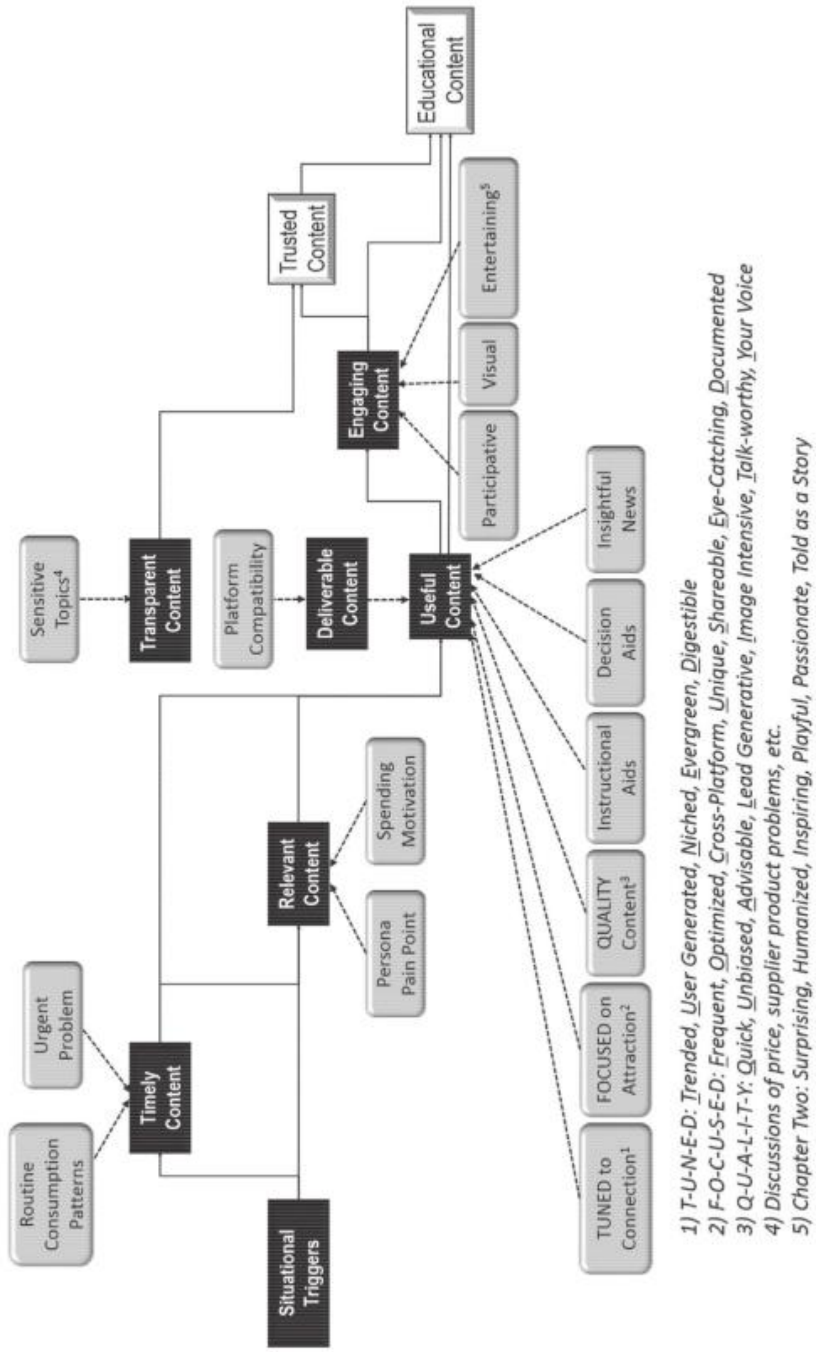

Figure 4. Summarized model of trusted content for education (Pulizzi. J. (2014), Tribe, J. (2014), Egg, C., & Henneberry, R. (2018), Hague, J. (2014), Dustin W. S. (2020), Henry, C. (2009), David K. W. (2012), Daisy, W. (2012), Schulze, H. (2013) , Barry, J. (2015), Barker, M., Barker, D., Bormann, N., and Neher N. (2013), Baer, J. (2013), Social4Retail (2014), Bullas, J.(n.d.), Neilson Norman Group. (n.d), Purcell, k. (2013), Coleman, B. (2014), Buzzeo, D. (2012), Hayzlett Group. (2014))

		Consistency Requirement	Content Marketing Usage*			Content Delivery Formats	Instruction Evergreen				Business Insights							Decision Aids (Evaluation through Purchase)							
			B2B	Technology Mktg	B2C		How-to Tips	Tutorials & eLearning	Demos	Checklists	Topics & Trends	News	Market Intelligence	Expert Insights	Resource Lists	Forums	Media Events	Ratings	Guides & Reviews	Previews	Example Usage	Evidence	Templates	Trial Support	FAQs
Audio/Video	Podcasts	Very High	40%	29%	19%	Expert Interviews	✓				✓	✓		✓			✓								✓
						Panel Discussion & Debates								✓		✓									✓
						Video Podcast	✓	✓	✓		✓	✓		✓		✓	✓								✓
						On-Air Call-In Stories															✓	✓			
	Live Action Explainer Videos	Low	88%	86%	72%	Step-by-Step Instruction	✓	✓	✓													✓			
						Showcasing															✓	✓			
						On-Location, Trailers and Shows											✓			✓					
						Customer Reviews																✓			
						Behind-the-Scenes/Documentary															✓				
						Conference, Seminars & Workshops		✓						✓											✓
						Roundtables & Interviews		✓			✓	✓		✓		✓						✓			✓
						Vine Stop Motions	✓																		
						Stats Video						✓	✓												
						Virtual Tours			✓																
	Animated Videos					Screencasts	✓	✓	✓		✓	✓		✓		✓				✓	✓				
						Whiteboard Animation	✓		✓												✓				
						Motion Graphics	✓		✓				✓								✓				
	Virtual Seminars	Med	79%	80%	30%	Webinars	✓			✓															
						Webcasts			✓					✓		✓									
						Hangouts on Air			✓	✓	✓	✓	✓	✓		✓									
						Teleseminars			✓					✓		✓									
Text	Customer Success Stories	Low	82%	86%	41%	Case Histories														✓	✓	✓			
						Video Case Studies															✓	✓			
						Testimonials																✓			
	Blogs	High	79%	88%	80%	Text-based Posts	✓			✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓			✓
						Microblogs (Twitter, SMS, Tumblr)						✓					✓								
						Micro-Videos (e.g., Vines, Pheeds)			✓											✓					
						Video, Audio & Photo Blogs	✓		✓	✓	✓	✓		✓		✓	✓	✓	✓	✓		✓			✓
	eBooks	Med	38%	45%	23%	PDFs & Readers	✓			✓															
						Playbooks								✓											
						Audio Books	✓			✓															
	eNewsletters	High	86%	84%	76%	Content-rich Newsletters	✓			✓	✓	✓	✓	✓	✓		✓	✓							✓
						Digests	✓				✓	✓			✓										
		Med	41%	22%	30%	Digital Magazines	✓			✓	✓	✓					✓			✓					
	Articles	Med	80%	78%	70%	Directories & Syndications	✓				✓				✓		✓	✓	✓						
						News Releases						✓					✓								
						Editorial Microsites	✓					✓													
	Reports	Med	71%	65%	30%	White Papers								✓	✓							✓			
						Research and Surveys					✓			✓								✓			
						Fact Sheets							✓									✓			✓
Imagery	Slideware/ Presentations	Low	67%	64%	40%	Slide Docks	✓			✓	✓							✓	✓			✓			✓
						Galleries														✓	✓				
						Animated Presentations	✓		✓																
						Infographics	✓				✓		✓								✓	✓			
	Interactive Tools & FREEmiums	Med	38%	40%	37%	Branded Content Tools																	✓	✓	
		Med	28%	30%	39%	Self-Help Apps			✓	✓								✓	✓	✓					
		Med	38%	36%	46%	Mobile Content	✓		✓	✓	✓							✓	✓	✓					

Figure 5. Content Landscape for Preparing Media Tactics (Pulizzi. J. (2014), Tribe, J. (2014), Egg, C., & Henneberry, R. (2018), Hague, J. (2014), Dustin W. S. (2020), Henry, C. (2009), David K. W. (2012), Daisy, W. (2012), Schulze, H. (2013) , Barry, J. (2015), Barker, M., Barker, D., Bormann, N., and Neher N. (2013), Baer, J. (2013), Social4Retail (2014), Bullas, J.(n.d.), Neilson Norman Group. (n.d), Purcell, k. (2013), Coleman, B. (2014), Buzzeo, D. (2012), Hayzlett Group. (2014)).

How to create willing in audiences (companionship of potential audiences among mind-frame relationships)

This process requires that, if necessary, the purpose, sequence, and order of content be redefined and expressed to fit the audience's mental frame. By creating e-books, webinars, podcasts, videos, or case studies, we can connect with our potential audience. But licensed marketing practices backed by a provider that the audience knows, likes, and trusts are the key to success.

How to earn the attachment of the audience (making content emotional using entertainment, inspiration, and images)

Once the content has been tailored to the needs of the target audience, its distinctiveness and usefulness should be highlighted amid the growing buzz of existing content. That is to say, content is loaded with an emotional twist (through surprise, humanizing, inspiring, playfulness, passion, imagery, narratives, and generosity). This section emphasizes the growing need for content that is fully surprising, inspiring, and imagery. Those aspects of content strategy that make the audience like the content were addressed.

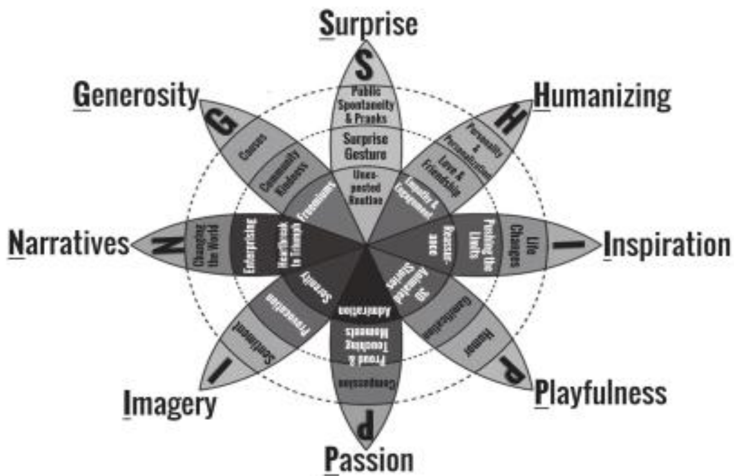

Figure 6. S-H-I-P-P-I-N-G Content with an Emotional Twist (Jim Bury, 2017).

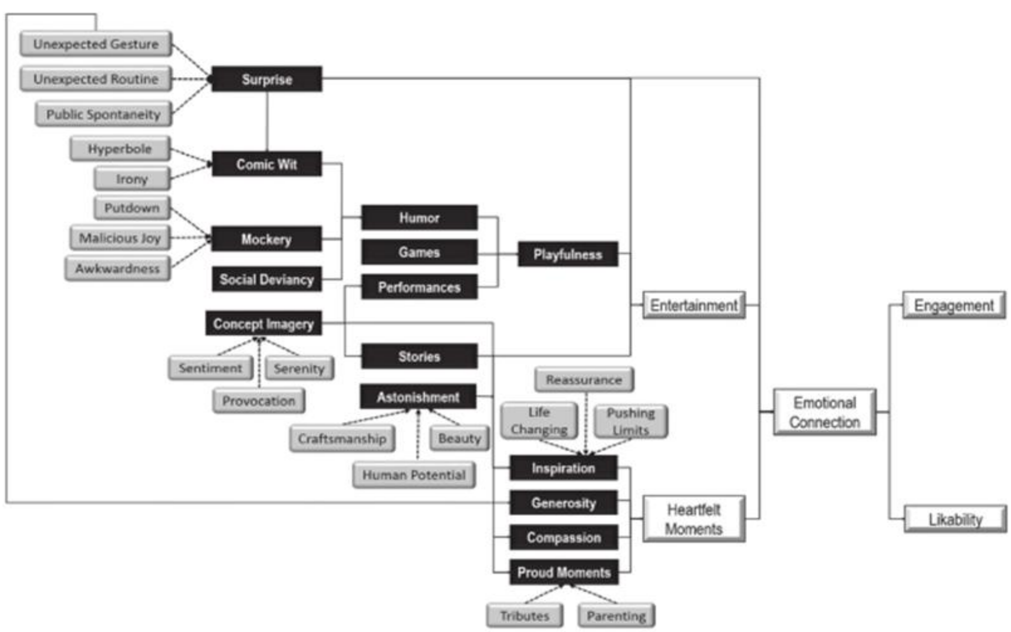

Figure 7. Summary of part, emotional content marketing (Barry, J. (2013), Barry, J. (2015)).

Second step: how to raise the audience (getting the audience to R-A-I-S-E your brand)

Once the audience become interested in trusting you, companying you, liking you, and knowing you, it is the time to earn their support to be seen better. The audience can raise your brand through the following methods:

1- They know you through high-quality content.
2- They support your content through the passionate and interested staff.
3- They influence your brand through the leaders of the related industry thoughts.
4- Mark your brand with the help of known followers in the social networks.
5- Display your brand through sharing, searching, and matching ads.

How to produce high-quality content (Attract the reader with content dominance)

Since millions of people create blogs to attract their audiences, we witness the new generation of spams. Therefore, we need to be able to attract the audience with the contents that is

- Arranged to better communicate with the audience (Trended, user-generated, niched, evergreen, digestible)
- Is focused on audience attraction (frequent, optimized, cross-platform, unique, shareable, eye-catching, documented for SEO)
- Generated with constant high quality (quick, unbiased, advisory, lead generating, image intensive, talk-worthy, your voice)

RESIDENTIAL REALTY TARGET AUDIENCE	Wealth Management				Sunbelt Retreats				Life Transitions				Temporary Accommodations			
	PERSONAS															
PAIN POINTS	Career Starters	Upscalers	ROI Maximizers	Foreign Opportunists	Golf Enthusiasts	Equestrians	Swiss Family Robinsons	Snowbirds	Post-Distress Downscalers	Twilight Downscalers	New Beginnings	Job Transients	Off Campus Greeks	Mobile Crews	Weekend Warriors	Samaritans & Soldiers
Budget limited payments	√								√		√		√			
High society acceptance		√														
Proximity to golf courses					√											
Access to outdoor nature experience					√	√	√									
Acceptance into equestrian society lifestyle						√										
Horse stabling and ranch accommodations																
Family oriented residence						√					√					
First purchase handholding	√										√					
Future adaptable living conditions									√							
Future profit potential	√		√													
Minimal emotional loss									√	√						√
Minimal maintenance living										√				√	√	√
Off season snowbird rental property				√				√								
Prior home burden relief												√				
Quick move												√				
Retirement & family accommodations										√						
Season renting in tough economies			√													
Semi-permanent residence												√	√			
Reestablish themselves within their means									√							
Twilight year comforts										√						
Limited restrictions on lease obligations													√			
Year round temperate weather					√			√								
Active youth surroundings													√			
Favorable tax, currency & banking			√	√												
Overtime camaraderie														√	√	√
Work readiness in familiar surroundings														√	√	
Undervalued homes			√	√												
Affordable vacation home							√									
Wealth management		√	√													

Figure 8. Persona Pain Points Identified for Residentail Realtor Bloggers. (Landry, D. (2014), Vaughan, P. (2017), Odden, L. (2012), Barry, J. (2015), Acunzo, J. (2014), Handley, A. & Chapman, C.C.(2011), Hyatt, M. (2014))

How to promote the effective staff (Evangelizing Employee A-D-V-O-C-A-T-E-S)

Successful social media marketers are aware of the power of supporter staff. By making employees fall in love, you can turn them into your strongest supporters. They are the most trusted people and most relevant to the target audience, at a time when the growing need for social media has depleted internal resources. By using supporter staff, promotion and advertising can be done. (amplification on personal accounts, delivery of brand experiences, voices, oversight of brand ambassadors, content creation, activism, trusted communications, engagements, and scaling of brand relationships).

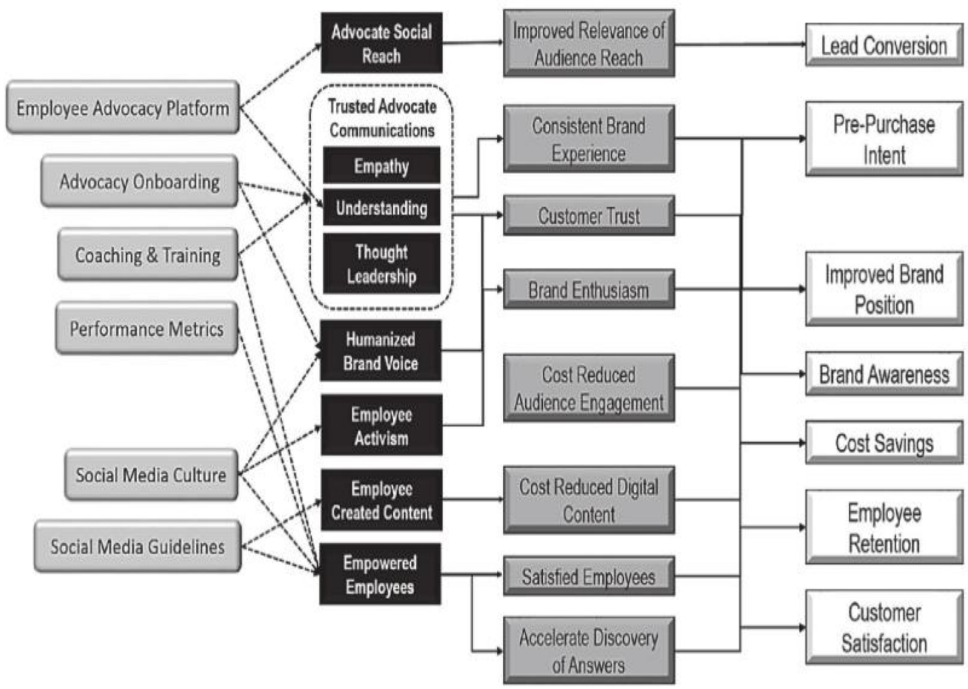

Figure 9. Advocates marketing with the help of staff's supports (Boudreaux, C., & Emerick S. F. (2013), Emerick, S. (2014), Bullinger,C.(n.d.), Edelman, T. (2014), Safari, D.(2013), Barry,, J. (2015), Baer, J. (2014), Bulgarella, C. (2005), Walter, E. (2013), Baer, J. (n.d.)

How to discover, engage, and attract the influencers (impressing the influencers through the influence of O-U-T-R-E-A-C-H)

As the role of the supporters, influences have also a key role in sharing the brand stories that would not be flourished without the help of these individuals. Audience raise in every phase of social media development requires the help of key influences who have many followers. However, influencers, like fans, only stay with you as long as you value them. One of the key effective strategies is shared creation and promoting content that is effective in their relationship with their audience. This section also discusses what involves the discovery and storytelling of influencers through influence (reaching the main purposes, user relationships, topical relevance, resonance, endorsement, credibility, authority within a concentrated community, compelling content, and hubs of important conversation)

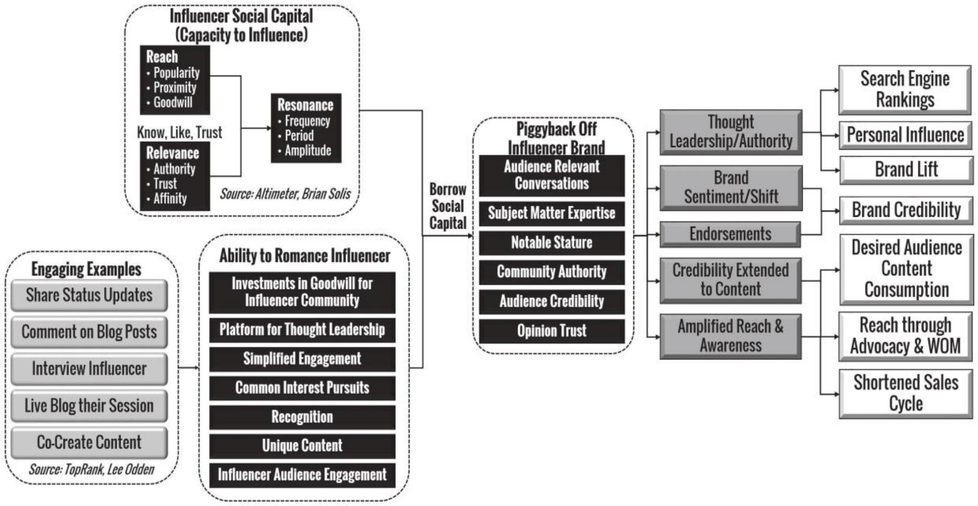

Figure 10. Summary model of influencers impact on outcomes (Feldman,B. (2014), Solis, B. (2012), Barry, J. (2015), Vocas. (2010))

1-1-1-1- How to attract and raise the audience in social networks (enlisting the followers with S-T-A-M-P)

Every fan, follower, and dependent who receives your content has 100 followers on average. Ideally, we try to use social networking channels to reach them and raise our audiences. In section 7, we explained how to enlist all the followers using STAMP (social networking strategy, thought leadership strategy, advertising strategy, media relations strategy, and profile strategy).

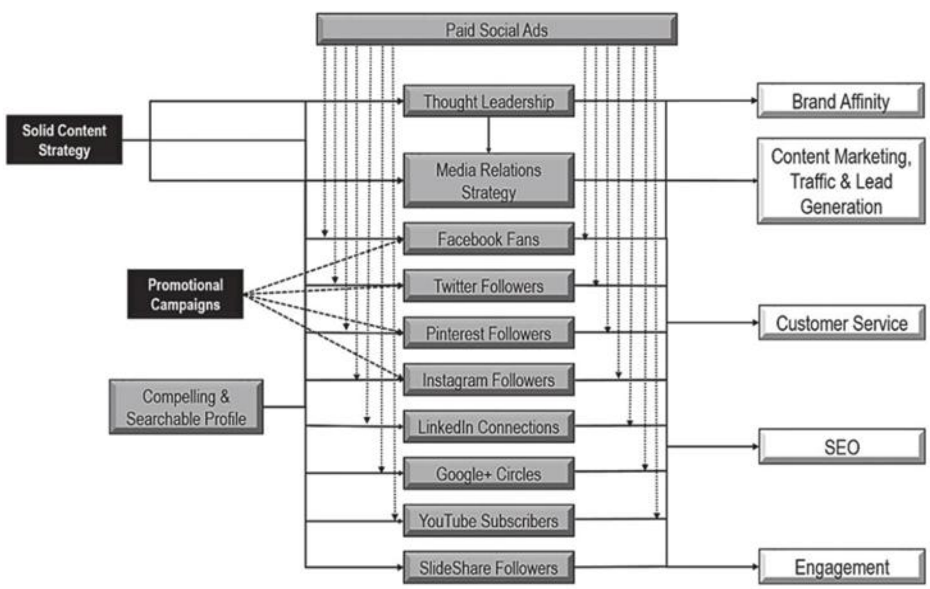

Figure 11. The summary model of enlisting followers with s S-T-A-M-P (Rohrs, J.(2014), Schaffer, N. (2013), Stelzner, M. (2014), NerdGraph. (2014), Cohen, H. (2014), Barry, J. (2015), Zarrella, D. (2014), Garst, K. (2013), Denten, L.(2013))

How to publish content widely (showing a well-published content R-U-N-L-A-P-S)

One way to improve content is that the content is pinned, posted, or updated in channels where fans and followers wander. In order for the content to reach the necessary kinetic force, consistent advertising has done an excellent job, especially in promoting the content. Especially when they are hypertargeted or formatted in the form of consistent advertisements, the audience likes their contextual relevance.

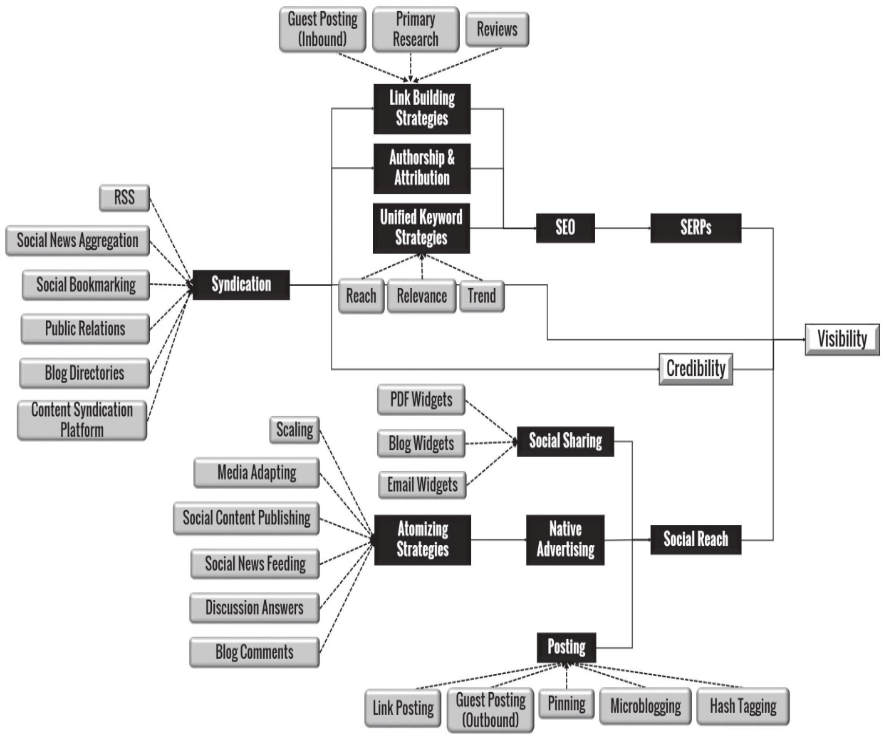

Figure 12. Summary of methods used to boost content visibility (Ann, & Chapman. (2011), Barry, J. (2015)).

Third Step: how to attract, fix, and maintain the presence, participation, and companionship of the audiences (getting audiences to REACT)

By creating the content and delivering it to the audience through search, sharing, social networks, and influence, we must attract their reactions as well. Content marketing is about the methods to attract the fans' participation, converting them into exclusive fans and meeting them in their own selected devices. After participation and being subscribed, we can start the attraction process through the sales funnel by the following steps:

1- Resonating your brand with them as ambassadors
2- Engaging them through conversation
3- Advancing them through the sales funnel by E-mail marketing
4- Relating them contextually to the audience's mobile experience
5- TEST Trial Freemium

How to Empower the Fans in media streaming (empowering the brand ambassadors to R-E-S-O-N-A-T-E)

With the addition of social content that can be easily shared, brands have realized how this pristine resource is ideal for sharing product information, resolving audience issues, and sharing audience experiences. By understanding the power of the brand ambassadors, many empower them to resonate (rally around their missions embrace their story, share content, offer insights, neutralize negative sentiments, act on their behalf, tap into own communities, and enlist others).

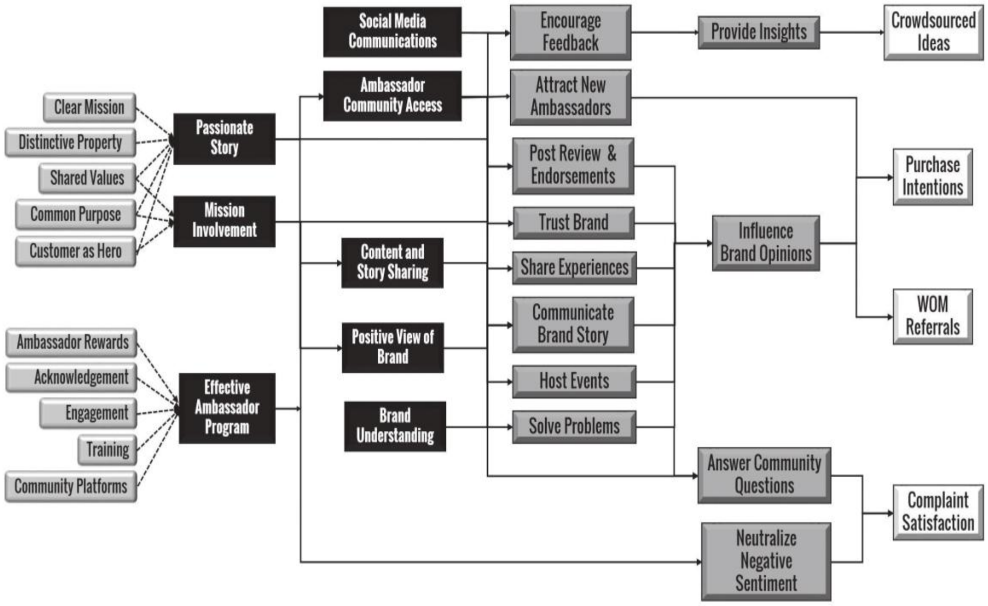

Figure 13. Summary model of Empowering Brand Ambassadors. (Matthews, K.(n.d.), Stein, K.(2014), Pulizzi, J. (2014), Barry, J. (2015), Collier,, M.(2013), Covelli, B.(n.d.), Sullivan, D. (2014), Mainwaring, S. (2014) , Mitchell, S. (2014), Nash, C. (2014))

How to maintain, develop audience presence and participation (maintaining participation and concern of the audience through C-O-N-V-E-R-S-A-T-I-O-N)

An experienced social media marketer knows that fans and followers will disappear without constant participation. Because of this, many of them sponsor competitions, events, and games to keep the crowd busy. The goal is not just to attract the audience. The audience should be directed to the fans, which in turn are motivating factors in audience attraction. The key to getting the right community involved is to understand where they are roaming and what they expect on their platform. Participation must be accompanied by conversation (contests, open dialogs, negative complaint handling, exclusivity, responsiveness. sharing customer stories, ask and answer dialogs, twitter chats, interactive infographics, opinion polls, and networking groups).

How to raise, participate, and activate the exclusive audiences (e-mail participation, and immortalizing the exclusive audiences)

One of the great concerns of brands and other companies is their vulnerability to the social media platforms that keep changing their rules. Naturally, companies cannot count on having access to the news feeds of their audiences anymore. Platforms such as Instagram has selected pay-to-play avenue to show their fans.

Such a situation will make companies create their own audience that eliminates the need for them to depend on social media. Using a combination of email addresses and mobile IDs, brands use subscriber channels to become aware of and dominate the content of their audience conversations. In the process, it uses the same items and features of the audience format on social media to continuously raise their followers that were once actually subscribers.

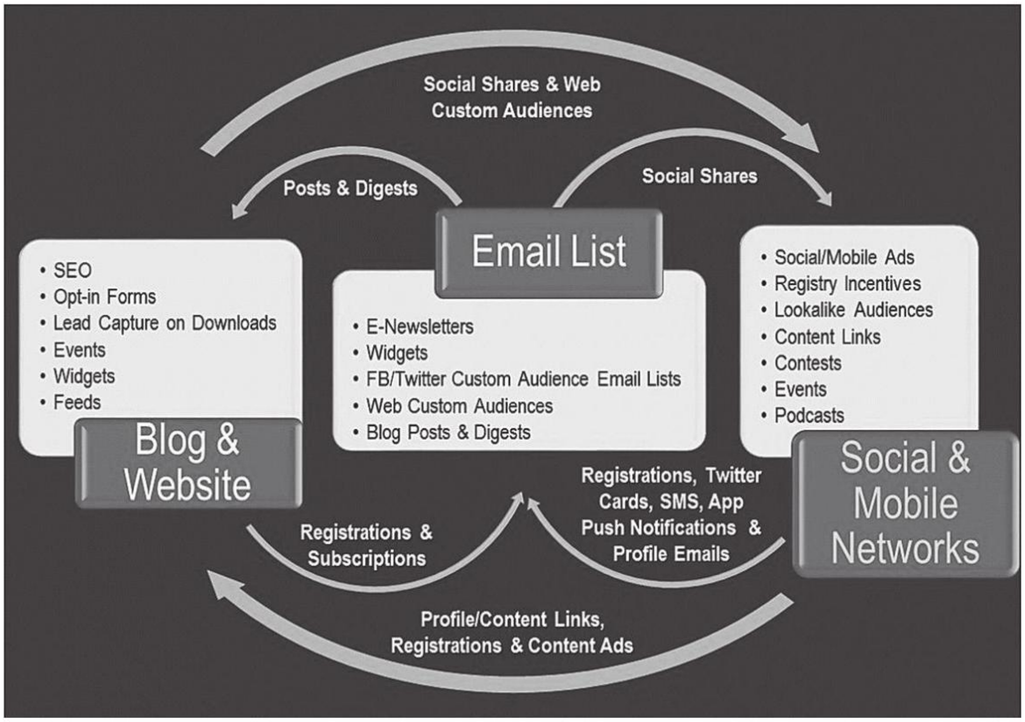

Figure 14. Combination of social cases and e-mail to create exclusive audiences (Albee A. (2010), Barry, J. (2015))

How to empower the mobile experiences of audiences (Empowering the mobile experiences of C-U-S-T-O-M-E-R)

Undoubtedly, the transformation from non-mobile equipment or so-called desktop to mobile equipment has led us to want more information on smartphones, tablets, and also wearing technology. As big data predictive analytics and geographic technologies continue to mature, audiences expect real-time content that is relevant to SoloMo (social, local, and mobile). Using real-time marketing programs and behavioral data, the gap in the audience's mobile experience can be exploited to enable online shopping and underlying marketing.

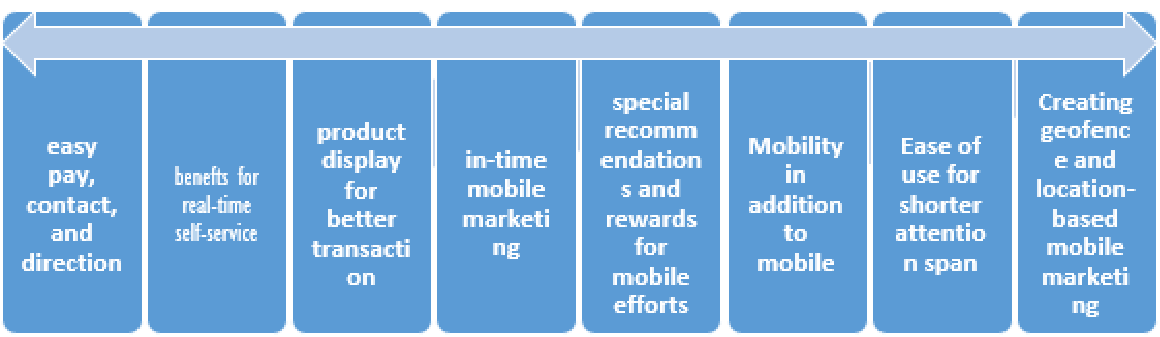

Figure 15. Expectations of the exclusive experience of mobile user C-U-S-T-O-M-E-R

Conclusion

The current study aims to determine the infrastructures, measures, and requirements for the proper content reflection. This research has addressed a large statistical population and has described the infrastructure, requirements, and measures required for proper reflection of results. Since different sections of society have their own conditions, requirements, and considerations, confining this research to some of these requirements and designing a model based on it will make the model inefficient for the field of security defense. Therefore, it is better to provide a macro-reflection model so that each section can use it in the best way in accordance with its requirements. According to the results, it can be said that the content strategy keeps evolving. As with issues such as being active in all-inclusive channels, performance-based content - in addition to technological advances that have become the mainstream in the coming years - will become even more important in the future. This project provides the roadmap to use the proper methods in the content strategy. While it cannot be claimed that comprehensive and flawless guidance is provided, it does provide an effective approach to learning as much as possible about the principals involved in creating effective content. By applying the principles outlined in this chapter, you can design an effective, consistent, and stable content experience that is supported by a strong and dynamic ecosystem.

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