danibu update

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Welcome

to the second issue of danibu update. The goal of this newsletter is to keep you informed on "what's up in the danibu community" and share helpful tips or trends - within and beyond the communication trade. Enjoy reading!

Content is king

Bill Gates' already made this point in his essay back in 1996. Twenty years and one social media revolution further down the road, I still agree with him: **Good content is the maker or breaker of a company's marketing and communication success.** When implementing communication plans with my clients, it's always those companies being the long-term winners in the race for

audience attention that take the time necessary for a thought-through content plan – versus those that just mindlessly fill an armada of (social media) channels with loosely relevant content.

Content creation and curation means effort. Blood, sweat and tears in every blog or newsletter we share (just like the one you're reading now ….). Content planning is, first and foremost, putting yourself into your stakeholders' shoes. Look around, see what topics are most relevant to them. And, start stirring the discussion in a succinct and snappy way.

Take the iphone 7 clip (sorry, Bill …) as an example. Good content squeezed into 107 seconds. I love that video, it's the kind of seriously cool content you come across these days. So, you don't always have to suck good stuff out of your fingers. Finding a good topic and making it great is good, too. Have fun watching it and get started with your content planning for an unbeatable 2017!

Customer is king (or queen)

Agile is trending now. A new way of working in today's digitalized, fail-fast-move-on world. Silos, large teams and bureaucratic attitudes are a thing of the past. Instead, small, cross-functional teams, led by a product owner, work towards a common business objective and involve the customer along the way. In the agile world, customer really is king!

Maybe you're still a newbie to the world of working agile (you'll love these clips). So was I. Up until recently, I had only heard of agile from IT nerds or physiotherapists in my gym. When I started a 5-month communication assignment for a large bank I got more acquainted with the concept and

realized that **agile working can mean a great many things. Also in communication.**

The bank's communication team experimented working agile for a concrete design deliverable. For a set period of time (in agile language: a sprint) during which specific work had to be completed and a "minimum viable product" (MVP) been made available, the team drove for direct customer interaction. They incurred regular feedback in all development stages - even if this meant showing a communication toolkit, video, app or website design in its infant state. Agile takes a no-surprises approach. It's all about feedback loop, interacting with the client and reduced cycle time. Its credo: When something needs to be said, say it. This avoids potentially compounding an issue by ignoring it and hoping it will go away.

In fact, **good communication is key to project success in agile.** It underpins the team's ability to produce quality. Informal, face-to-face communication creates an "OK to fail" environment of trust, which fosters innovative thinking and engagement. Isn't this what all companies want anyway?

I'm curious to see how agile takes shape in some of my projects to come, and I really feel this concept is interesting for the communication trade. It's a bit of Pareto law (80/20-rule) brought into work-life-practice, with (product) imperfections along the way tolerated in exchange for making progress toward the goal, instead of 'nobody moves until we've made the perfect plan'.

Spot on

Over 180 professionals from across Europe have attended the danibu communication training over the past 2 years. Incorporating their feedback

along the way has turned the pragmatic training into its current format: A high-impact **bootcamp!** The **8-hour workout** for your communication muscles delivers spot-on nuggets of communication advice with these take-aways:

- How to write a 60-second pitch and present it with impact
- How to make a communication plan
- How to create great presentations, slides and emails
- How to formulate messages short and to the point
- How to effectively use social media
- How to communicate with different cultures / countries
- How to engage stakeholders
- Learning why men and women communicate differently

Turn your audience into fans and join professionals of all trades and levels for a fun, interactive and networking bootcamp on 25 November. As of now, the danibu bootcamp is also listed on Clazzes, an online community-based platform for individuals to leverage their unique skills and talents and find the most suitable trainers and educators in the field.

Sign up now for the last danibu bootcamp this year on 25 November – 3 seats are available.

Sign up now

3 reasons why Infographics work

WHAT HAPPENS ONE HOUR AFTER DRINKING A CAN OF COKE

1 FIRST 10 MINUTES

10 teaspoons of sugar hit your system. (100% of your recommended daily intake.) You don't immediately vomit from the overwhelming sweetness because phosphoric acid cuts the flavor allowing you to keep it down.

2 20 MINUTES

Your blood sugar spikes, causing an insulin burst. Your liver responds to this by turning any sugar it can get its hands on into fat. (There's plenty of that at this particular moment)

3 40 MINUTES

Caffeine absorption is complete. Your pupils dilate, your bloodpressure rises, as a response your liver dumps more sugar into your bloodstream. The adenosine receptors in your brain are now blocked preventing drowsiness.

4 45 MINUTES

Your body ups your dopamine production stimulating the pleasure centers of your brain. This is physically the same way heroin works, by the way.

5 60 MINUTES

The phosphoric acid binds calcium, magnesium and zinc in your lower intestine, providing a further boost in metabolism. This is compounded by high doses of sugar and artificial sweeteners also increasing the urinary excretion of calcium.

6 >60 MINUTES

The caffeine's diuretic properties come into play. (It makes you have to pee.) It is now assured that you'll evacuate the bonded calcium, magnesium and zinc that was headed to your bones as well as sodium, electrolyte and water.

7 >60 MINUTES

As the rave inside of you dies down you'll start to have a sugar crash. You may become irritable and/or sluggish. You've also now, literally, pissed away all the water that was in the Coke. But not before infusing it with valuable nutrients your body could have used for things like even having the ability to hydrate your system or build strong bones and teeth.

Infographics are hot in Marketing and Communications because they **tell a whole story in one picture.** Infographics are digital posters. They teach and entertain, using images, animations, charts and only minimal text. So, why do infographics work? Here are **3 reasons** why you should incorporate them into your content strategy:

1. Eye-catching

People no longer want to scan through endless pages of text – especially when they read things online. They want compelling visuals. They remember 20% of the information they see in visual format, and only 10% of texts. Newsletters and websites with images get 47% more clicks than those without. Infographics catch your eye at first glance and make you want to click on them. Just take the above Coke infographic. And then imagine the same info presented as a bulleted list ... Got it?

2. Self-explanatory

I guess no need to add anything here. Check this out.

3. Social and viral

Infographics are ideal for social sharing: Photos get 53% more likes, 104% more comments and 84% more click-throughs on Facebook that texts. Tweets with photos get 35% more retweets. Pinterest, Instagram and Tumblr are completely image based. Infographics have tremendous potential to go viral. How many times have you heard of texts going viral or social? It's almost ALWAYS an image or a video.

danibu collaborates with a bunch of great designers for the production of infographics for clients. But there are also **good free online tools available** to start designing pretty impressive infographics. Here's **my personal top 5 list** – in case you'd like to try it out for your next newsletter, annual report or top management meeting:

1. Piktochart
2. Venngage
3. Infogr.am
4. Easel.ly
5. Visme.co