

MARKETING WITH SOCIAL MEDIA SHOUT OUTS

Presented by Underknown, creators of What If



IF

STICK AROUND IF...

- You're a digital marketer.
- You're interested in or are already using influencer marketing in your campaigns.
- You're targeting an audience of millennial males who are into electronics, travel, adventure and exploration.

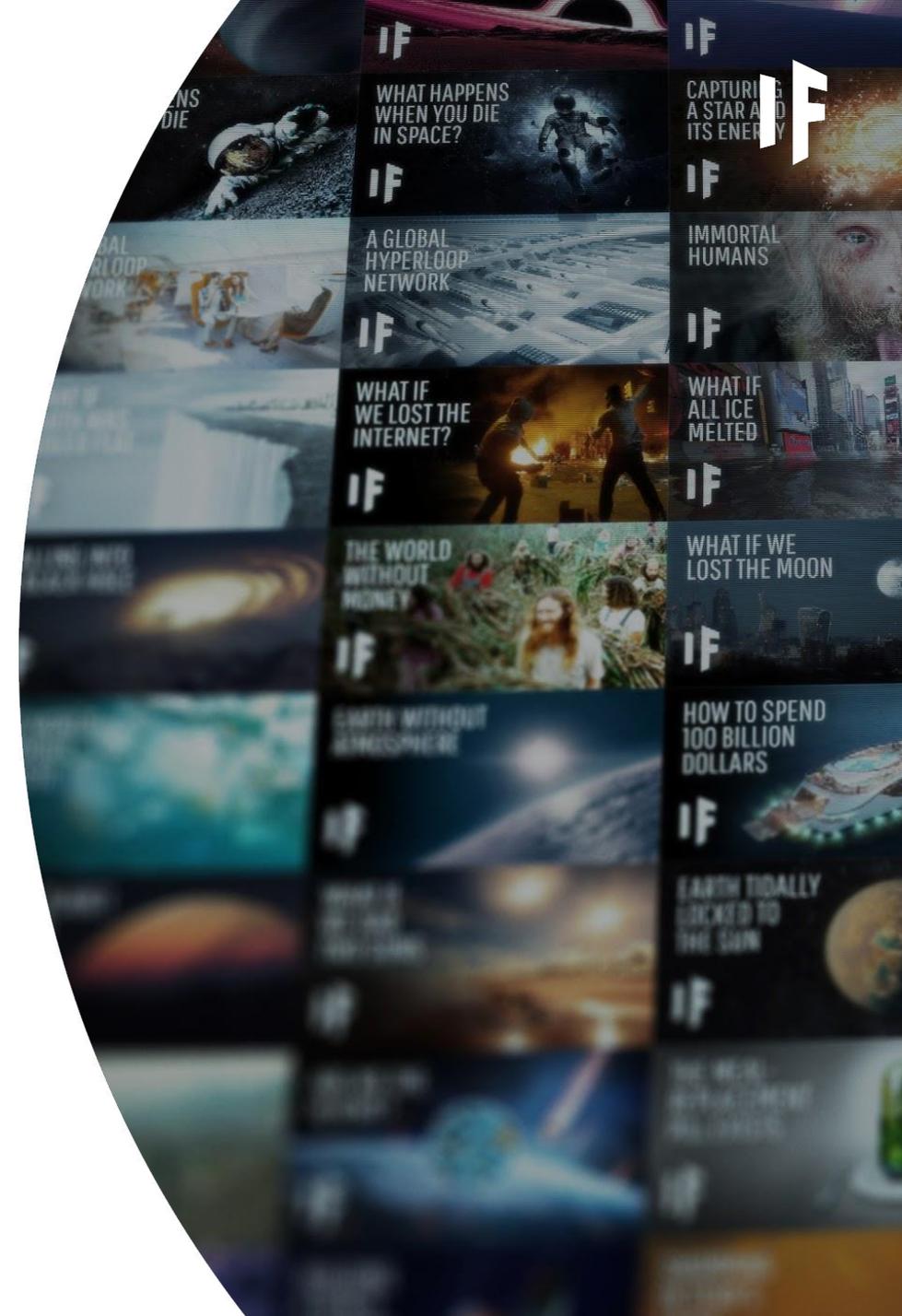


COMMON PROBLEM

Unpredictable results through influencer marketing

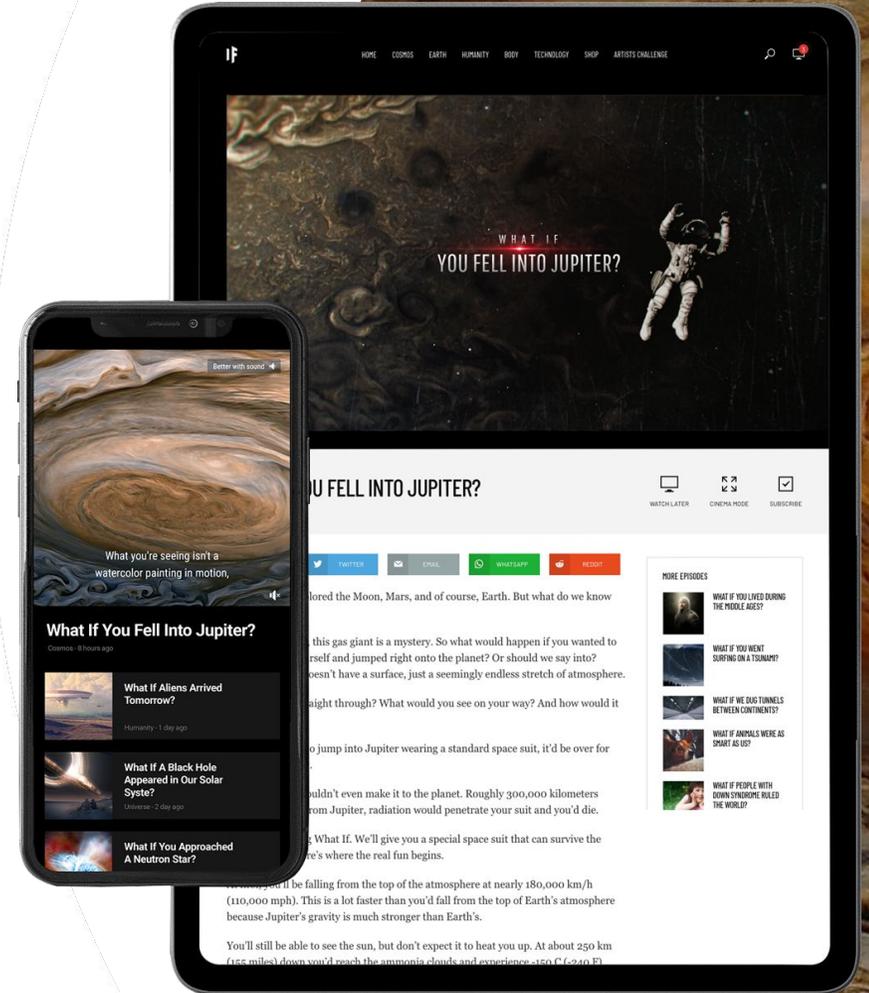
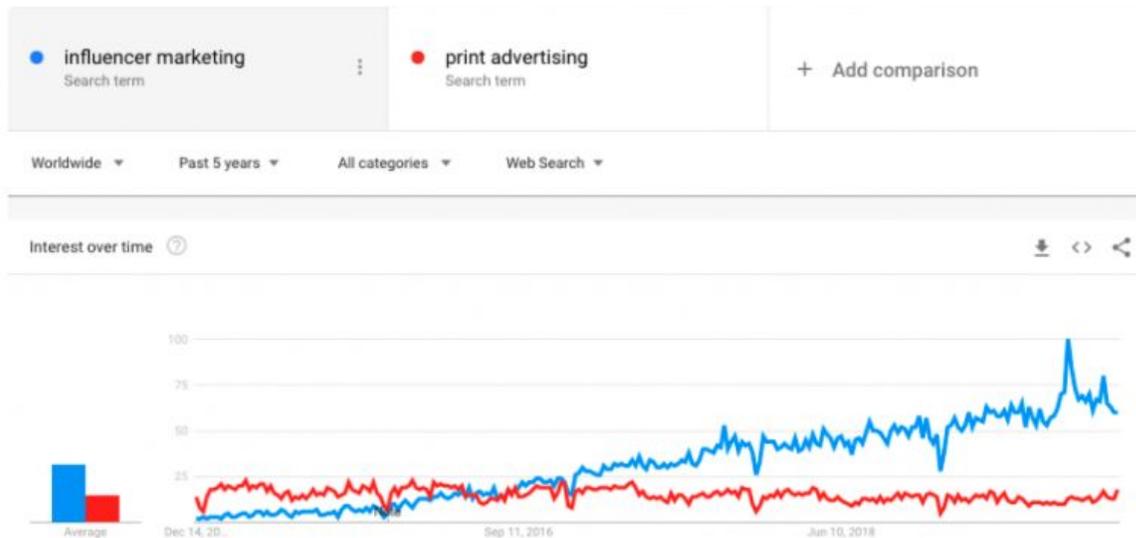
WE'LL DISCUSS....

- **3 TRICKS** we use to boost the impact of our video brand integrations.
- Why our audience can't stop commenting about how **"SMOOTH"** our shout outs are.
- The **OPPORTUNITY** most companies miss when attempting shout outs.
- How to use **STORY ARCS** in your integrations to maximize impact and results.



INFLUENCER MARKETING

- 63% of marketers intend to increase their influencer marketing budget in the next year.
- The increase in influencer marketing 2014-2020 mirrors the decrease in print advertising



THE SHOW

What If is an international content format available in a dozen languages for social, streaming platforms and TV. *What If* makes science accessible by using a hypothetical as an entry point to explore real science in a fun and engaging way.



SHOW SUCCESS

- # 1** science show on social media*
- 250 MILLION** avg. monthly views across channels
- 4 BILLION** watched minutes since launch across channels (= ~5,700 years)
- 22 MILLION** followers across Facebook, YouTube and Snapchat across 5 languages
- 6 BILLION** people reached on Facebook alone since launch

* according to Tubular Labs



WHAT IF

IF



YouTube views: 12.9M
Facebook views: 11.3M
Watchtime (mins): 60.5M

WATCH



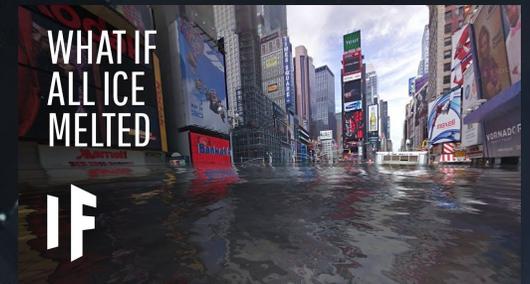
YouTube views: 9.1M
Facebook views: 6.2M
Watchtime (mins): 20.7M

WATCH



YouTube views: 6.8M
Facebook views: 13.4M
Watchtime (mins): 32.5M

WATCH



YouTube views: 2.4M
Facebook views: 48.5M
Watchtime (mins): 50.8M

WATCH

OUR DEMOGRAPHICS

Our audience:

Mobile Viewers

95%

18 - 34 years old

75%

College Degree

82%

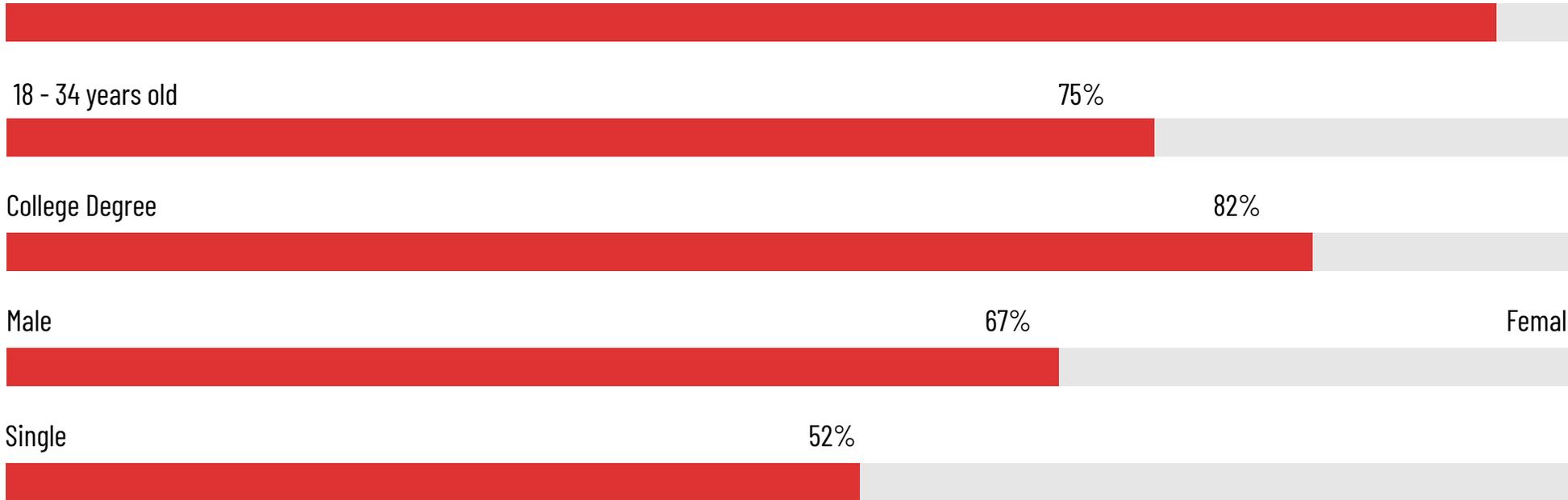
Male

67%

Female

Single

52%



SHOUT OUTS

Get brand awareness with an enthusiastic shout-out in one or more *What If* videos.

A host read is a 30-45s brand feature creatively threaded into an episode and read by our host Peter. You'll get brand exposure and a passionate recommendation for your product, service or cause. [▶ See examples](#)

Clients include:

CuriosityStream

NordVPN

audible

monday.com



IF

WE'RE "SMOOTH"



Mocha Jeans 2 weeks ago (edited)

They slid that ad in so damn smooth I slipped

👍 3 🗨️ REPLY



Gee 3 weeks ago (edited)

Only What If can make me sign up for Curiosity Stream.

edit: done signing up 😎

👍 🗨️ REPLY



Dackerman 1 month ago

That was the smoothest ad I've ever seen in a video I almost didn't even see it coming.

👍 🗨️ REPLY



nigel burns 1 month ago

Perfect job slipping that Ad in the video. I'm pretty sure you just made me want to get a new VPN. for whatever reason 😂 and the video is, like always, great!

👍 🗨️ REPLY



STRATEGY #1

Make the brand a character in the story.

- Use our episode narratives to deliver brand ideas.
- The product fits into the puzzle of the "What If" scenario.



STRATEGY #1

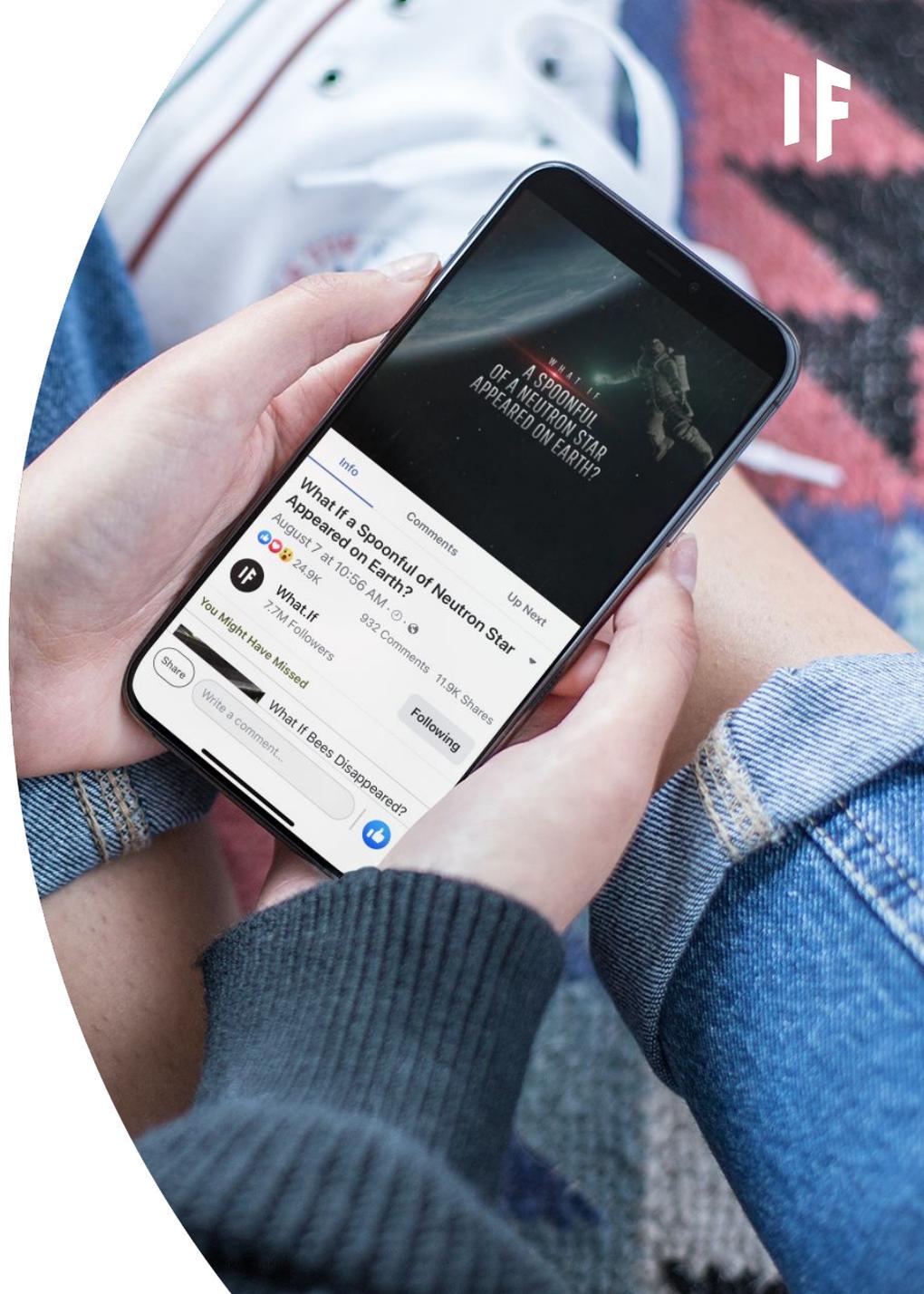
Make the brand a character in the story.



STRATEGY #2

Use triggers to describe a brand to the audience.

- We pick story ideas that envelope the brand story and trigger certain ideas about the brand.
- Topics are selected to complement product features.
- Audience learns about the product in a way that is unique to the What If channel.

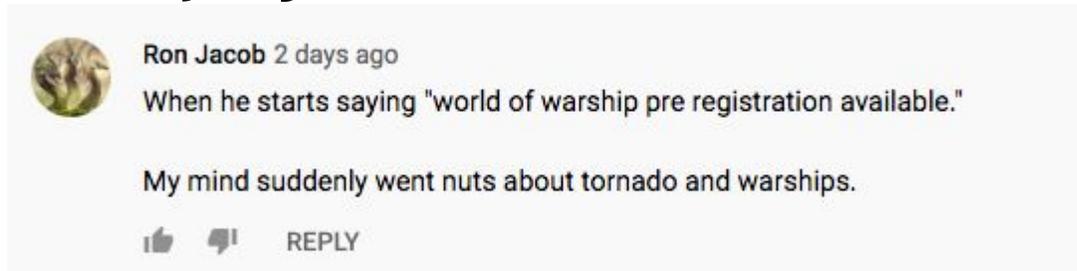


STRATEGY #2

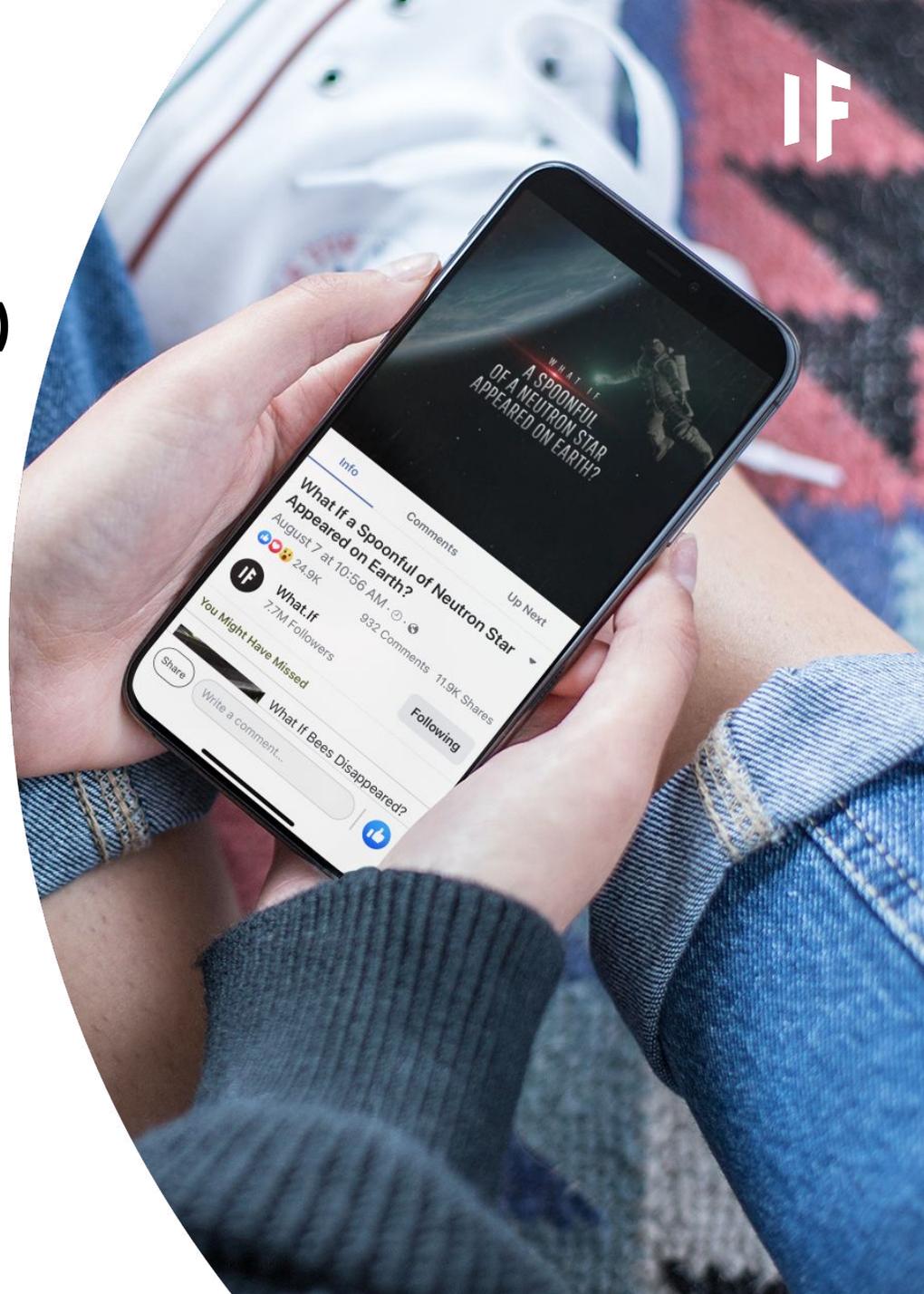
What if all the world's satellites got hacked? (SurfShark VPN)



What if you got sucked into a tornado? (World of Warships)



What if you only lived for 24 hours? (Blinkist)



STRATEGY #3

Make the integration a special moment in the video.

- We use the product integration as an excuse to reveal the face of our host, add humour.
- We want our audience to look forward to and be excited by our integrations rather than experience an interruption.



A composite image featuring the Earth, Saturn's rings, and a small black sphere in space. The Earth is shown in the center, with its blue oceans and white clouds. Saturn's rings are visible in the foreground, partially obscuring the Earth. A small black sphere is visible in the lower-left quadrant. The background is a dark blue gradient.

MISSED OPPORTUNITY

Doing a "one off"
shout out

MISCONCEPTIONS

- With influencer marketing, repetition no longer matters.
- One referral from a trusted influencer is enough to meet sales goals.

REALITY

- Repetition gets results.
- Influencer marketing is an opportunity to involve the audience in the entire brand story.
- It's a social conversation.



SHOUT OUT STORY ARCS

IF

INTRODUCING YOUR BRAND WITH A NATURAL PROGRESSION



PROBLEM

Discuss a relatable problem.

Use anecdotes.

Ask audience if they have experienced the same and encourage story sharing.



AUDIENCE SOLUTION

Field the audience for solutions to the problem.

Get them thinking about how to solve it.

Encourage audience participation.



DISCOVERY

Talk about the discovery of the product.

What did you notice when first using it?

What a-ha moments did you have?



FEATURES

Educate audience about the product.

Talking points about features.



SPECIAL OFFER

Now that the audience is primed and prepped you can highlight the offer.

An offer only has value if you really want the product.

CASE STUDY

CuriosityStream™

- 11 Shout outs over the span of 5 months on “What If”.
- Steady increase in clicks after each shout out integration
- Audience interest increased (not decreased) with every shout out.
- As we progressed we optimized our shoutouts to meet their CPA.
- We are looking to partner with brands and collaborate to meet sales goals.



IF



Let's collaborate.

UNDERKNOWN NETWORK



YOUTUBE **5.2 M**

FACEBOOK **14.2 M**

SNAPCHAT **1.2 M**

INSTAGRAM **441K**

TIK TOK **158K**

TOTAL SUBSCRIBERS **21.2M***

*All languages and channels



IF

PODCAST

What If, discussed with scientists.



LOCALIZATION

What If is an international content format available in a dozen languages for social, streaming platforms and TV.

Readily available in:

English, Spanish, Japanese, Hindi, Mandarin

Planned this year:

German, French, Portuguese, Arabic, Swedish.



BESPOKE EXPLAINERS

Your story, your brand – explained in our signature video essay format.

Leverage our storytelling skills to boil down your complex subject into a fun and engaging video, which you can distribute on your own channels or use in your own content marketing campaigns.

▶ [See an example](#)



BOOK A CALL WITH US

SCHEDULE A CALL BELOW AND WE CAN DISCUSS HOW YOUR BRAND CAN REACH OUR AUDIENCE

Visit us online at underknown.com

Or book a call here:

<https://underknown.com/book-a-call-about-host-reads/>



underknown