

Trickle Content Distribution



Who are we?

The history and purpose of Trickle



OUR HISTORY AND PURPOSE



**Founded
in 2018**

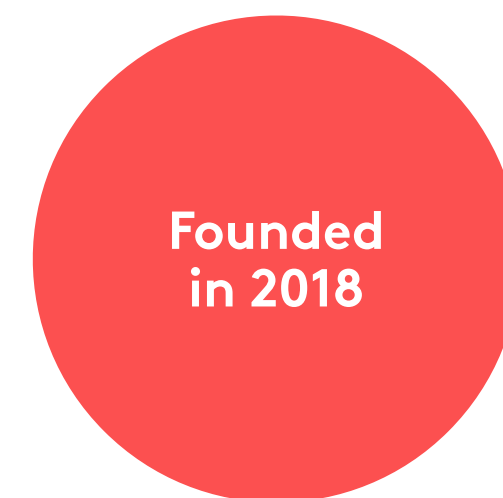


The name

Based on a frustration of agency silos, we wanted to close the gap between content and distribution.



OUR HISTORY AND PURPOSE



Instead of shooting wide and hoping something sticks, Trickle masters the intersection between content, channels, message, timing and target audience. Instead of spraying, we trickle. Through the cracks. To your users.



OUR HISTORY AND PURPOSE

The Name

The Trickle way

Methodology

We strive to always be ahead. Always asking ourselves what's next. We try new things and challenge routines and ordinary ways in all areas of our business.



OUR HISTORY AND PURPOSE



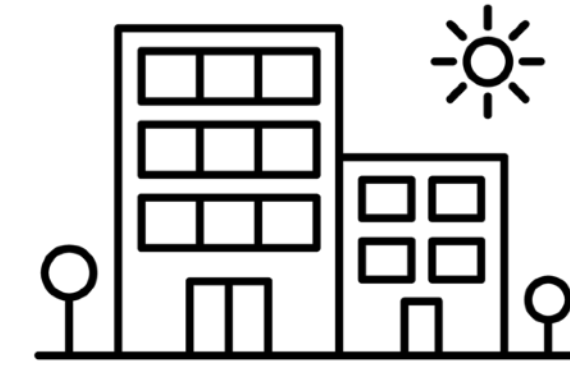
At Trickle, we believe content distribution and digital tactics is synonymous with structure and transparency. We believe in tactics over standardise delivery. Optimizations and insights over leaving the faucet on and bleeding ad spend. Less top line, more hands-on.



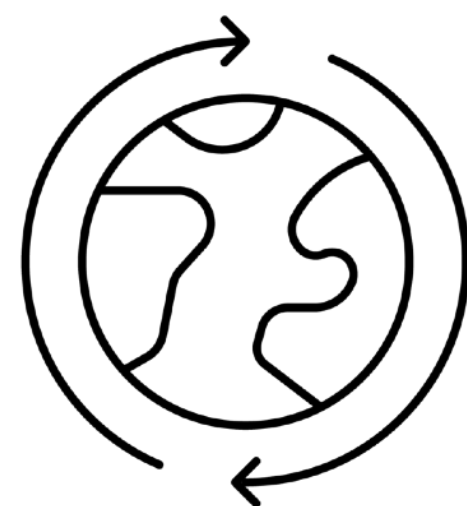
PEOPLE PEOPLE PEOPLE



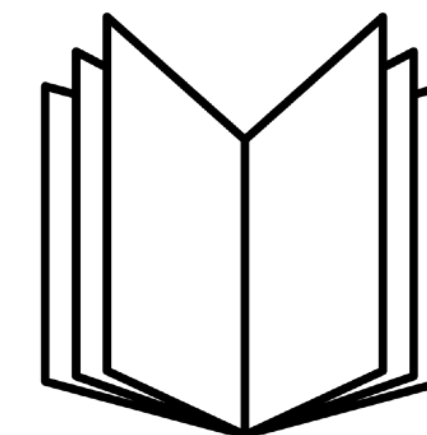
Part of the biggest employee owned agency network in the nordics: agency group People People.



Offices in Stockholm, Gothenburg, Luleå, Oslo and Helsinki.



Pushing the boundaries for digital marketing and distribution with channel independent tactics for global and local partners.



Learn more at wearetrickle.com or visit our [employee handbook](#).

Content distribution



Ongoing, channel independent distribution of content in channels with top-funnel focus. Building your brand and digital presence to increased brand awareness, growth and loyalty.

Performance marketing



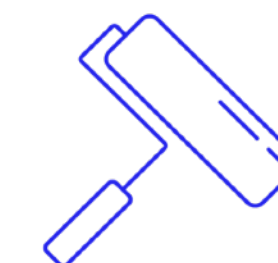
Ongoing, channel independent distribution of content with lower-funnel focus. With performance objectives utilising best-in-class practices to secure conversions and optimize growth.

Measurement & analysis



Development and implementations of measurement activities, not only limited to Google Analytics and Tag Manager. Audits of existing tracking to ensure optimal data structures and compliance. Customised dashboards for real-time campaign results and insights.

Content & creative assets



Distribution and creative go hand in hand, in order to seamlessly align with users interests and behaviours. With access to over 150 creatives within the PPP network, Trickle will handpick the right creative specialist based on needs and objective and advise for optimal message amplification.

Philosophy and tactics

What do we believe?



Quantity

We do not focus on total amount of clicks, leads or impressions. Big numbers are not synonymous with value.

Quality

We should focus on the value that our activities create beyond the traffic and impressions. Let's breakdown your business goals and analyse customer lifetime value.



Trickle

Trickle is synonymous with our theory and belief of segmenting larger audiences in to smaller sub-categories. We want to create "aha" – not "blah" – experiences for the users.

Spray

Spaying wide and hoping something sticks can work great for strong brands with astronomical budgets or e-commerce companies with hundred of data points. But here-in does not Trickle's speciality lie.



Building long-term brand

Building brand over longer term creates mental brand equity and influence future sales; thus the importance of driving broad reach, over long term, with emotional and enjoyable content always see results.

Creating sales in the short-term

The art of performance marketing exploits the mental brand equity and generates the results and sales now. This tactic applies a more narrow focus and serves to persuade users. One can not exist without the other.



How you fit in to your customers life

Story planning for long-term

Long-term planning to master the interaction between target groups, content, channels, message and timing to be a natural part of the decision journey.

When can we reach the customer in our story?

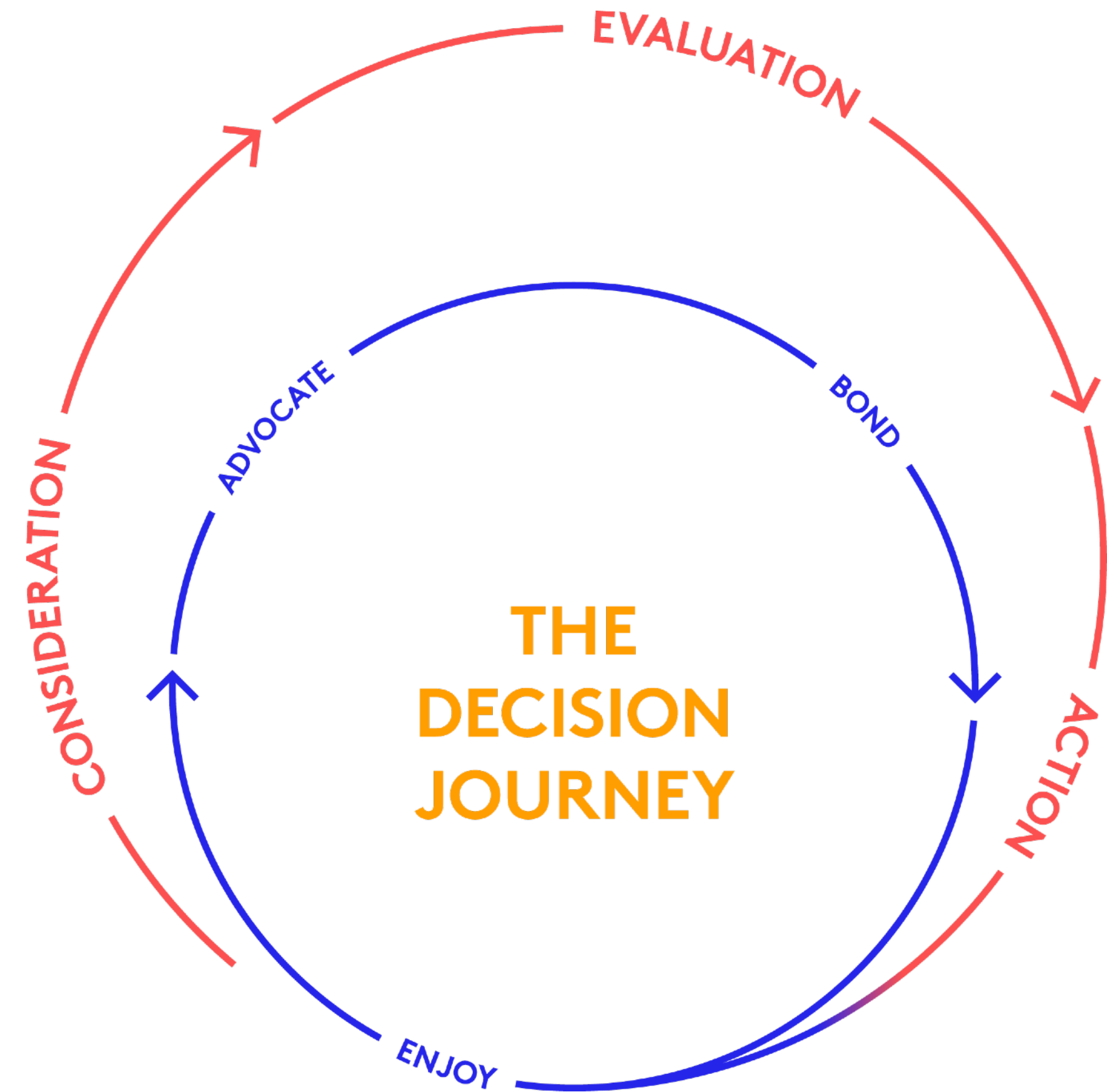
Moments in the short-term

We identify and create moments in order to communicate with customers. With data, timing and goals in mind we select the channel(s), message and media that delivers the most value at the given point in time. This is our way of creating short term marketing with instant impact.

Mapping to understand the connection

A crucial approach is to grasp the correlation between **budget**, **target groups** and the fulfillment of **business or marketing goals**.

During which the audience **behavior** needs to be closely monitored and structured within the decision journey by setting **qualitative goals & KPI:s**.



The foundation of Trickle's philosophy

Our *structure* for generating success



What's next?

Distribution scientists

We always want to push the barriers in terms of what is possible and use all tools at our disposal to distribute in smarter and more efficient ways. This is our process for optimization.

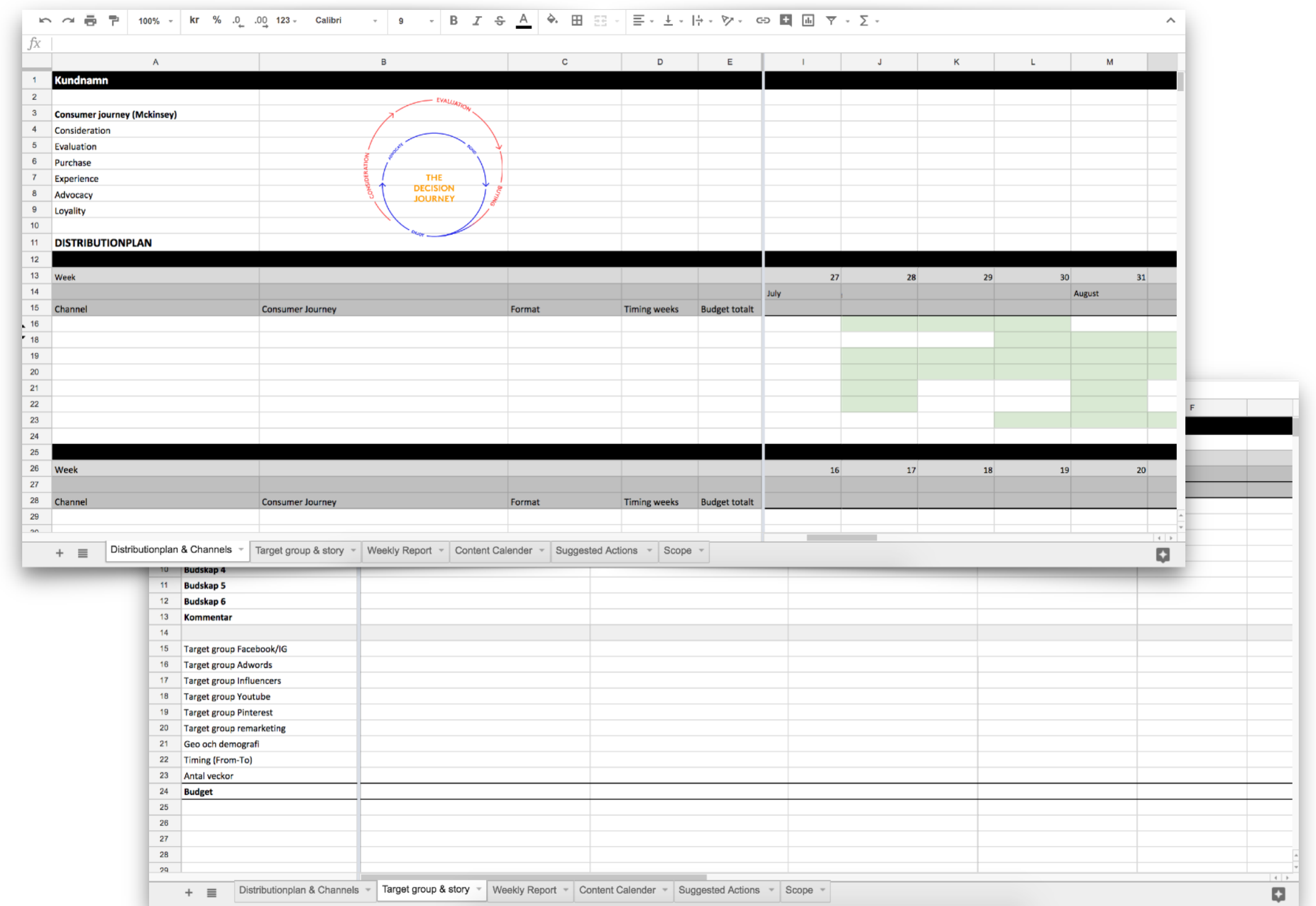
Full transparency

Distribution plans

In our collective distribution plan we gather and document everything in one place to ensure full transparency and development for you as well as us.

It contains:

- Goals, KPI:s & budget
- Target groups
- Content & timing
- Reporting
- Optimization



Optimization is key

Optimization framework

By working thesis-driven and documenting our process along the way, we can more easily separate insights and root them in reality; whether it might be:

- Content
- Targeting
- Landing page
- Platform delivery
- Or something else!

We always optimize & implement changes one at a time, with full visibility for everyone involved in the project.

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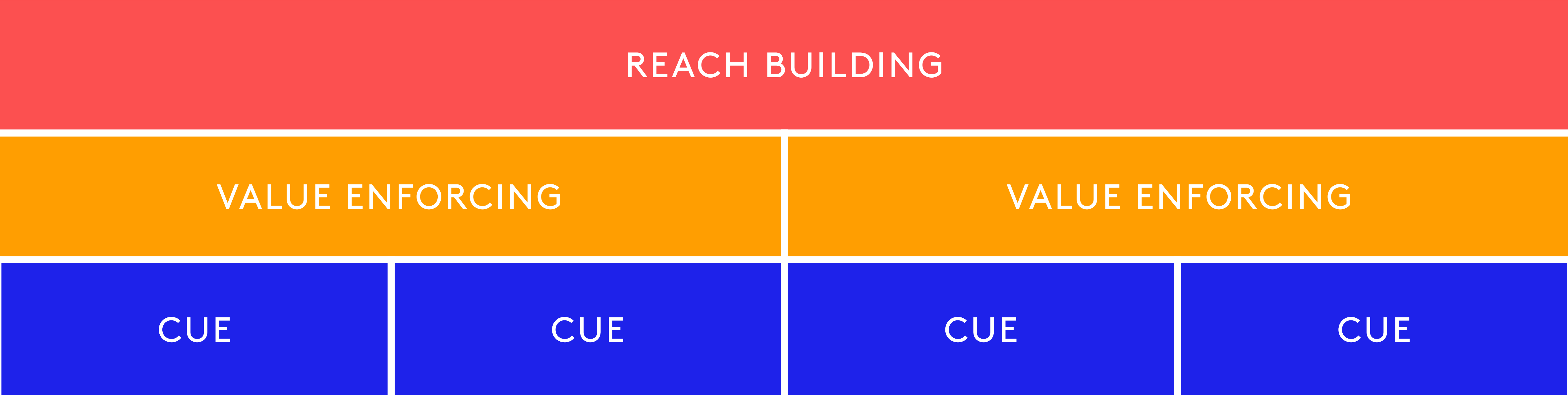
"If _____[I do this] _____, then _____[this]_____ will happen."

Content is king

Assets and messages



The framework for assets



Reach builders

- Drives majority of quality reach.
- Aims to build emotional connections over rational.
- Has wide appeal, targets all target groups.
- Lower in frequency.
- Primarily video asset(s).

Value enforcing

- Engages the already intrigued and reinforces value and connection from reach builder.
- Allows possibility to add additional CTA's.
- More experimental in placements and formats.
- Mid frequency (2+ weekly).
- Video and creative imagery assets.

Cues:

- Brand / product cues pings and closes the first step of the customer journey loop (with a purchase).
- Needs offer variety in creative.
- Always on where audiences are.
- High frequency (5+ weekly).
- Primarily image assets.

Other assets

- Real time events - act on what happens in the society, your industry or internet trends.
- Planned events - create content and reconnect with visitors to get engagement before and after.

Thank you!

David Larsson

david@trickle.se

+46 707 13 52 96

