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Intention Or Attention: Sharing Targeted Content

Jay Busselle - FLEXpoint, Equipment Zone, PromoKitchen

INTENTION VS. ATTENTION



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EVERY STEP OF THE WAY™

The TOP 4 most annoying types of attention seeking content (IMHO):

1. Vaguebooking, aka: Sadfishing
2. Clickbait headlines
3. “Like & Share” campaigns
4. Oversharing personal drama



MORE industry specific annoying and attention seeking content:

- 1. Repeating what everyone says without opinion or insight**
- 2. Blind link sharing without adding any insight**
- 3. Sales flyers and Product flyers in general**
- 4. Sale, Sale, Sale, I'm selling this thing... and it's on sale!**



EVERY STEP OF THE WAY™

The TOP 4 most effective, intentional types of content that can help build trust:

1. Customer Testimonials (video is 10x more compelling)
2. Educational Content (the thing customer usually don't know)
3. Behind-the-Scenes, sneak peeks (how things are made / printed)
4. Unsolicited User-Generated Content (UGC)



EVERY STEP OF THE WAY™

TRUST

leads to

SALES



Teach me something

Share your personality

Show correlations and comparisons

Give value first & without expectations

Share what you think is (appropriately) funny

Shine the spotlight on others - show gratitude

Showcase your creativity & problem solving skills



EVERY STEP OF THE WAY™



Let's Taco
'Bout it



Jay Busselle



Equipment Zone

Chasing BIG ideas, Branding, DTG Printing, Social Selling & TACOS ★
Partner at FLEXpoint (link below) ★ PromoKitchen chef ★ Speaker,
Trainer ★ CTO (Chief Taco Officer) 🌮

Talks about #branding, #linkedin, #marketing, #brandedmerch, and
#apparelindustry

Phoenix, Arizona, United States · [Contact info](#)

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More

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Brand Consulting, Marketing Consulting, and Soci...

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Show recruiters you're open to work — you control who sees this.

[Get started](#)



INTENTIONAL STRATEGIES



Build analogies

Create contrasts

Show correlation

Find comparisons

Illustrate examples

Share observations

Share your narrative

Explain your emotions



EVERY STEP OF THE WAY™

Share Your Observations & Emotions:

I saw this (new idea, new product, decorating technique)

I saw this, thought of you and got excited!!

TRENDS & COLORS SOLUTIONS

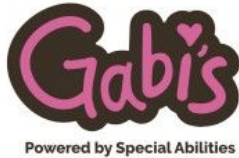


CREATIVITY

leads to

SALES





Being radically inclusive is a business advantage. Brand Fuel is proud to choose **Gabi's - Powered by Special Abilities!** as our nonprofit business partner for packing, kitting, and direct mail ... And your company should too!



EVERY STEP OF THE WAY™

YOU NEED A BLUEPRINT FOR RELEVANT CONTENT



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EVERY STEP OF THE WAY™

PERSONAL PASSIONS

What matters to you?

SPF = style, promise, feelings

Share one quirk, **be different!**



EVERY STEP OF THE WAY™

BUSINESS VALUES

Define your business values
How is your business different?
What does your business stand for?



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EVERY STEP OF THE WAY™

SOLUTIONS FOR CLIENTS

We solve problems like this...
For people like you...
Using Branded Merch, Promo, Print



EVERY STEP OF THE WAY™

**You do not merely want to be
considered the best of the best.
You want to be considered the
only ones who do what you do.**

Jerry Garcia, The Grateful Dead