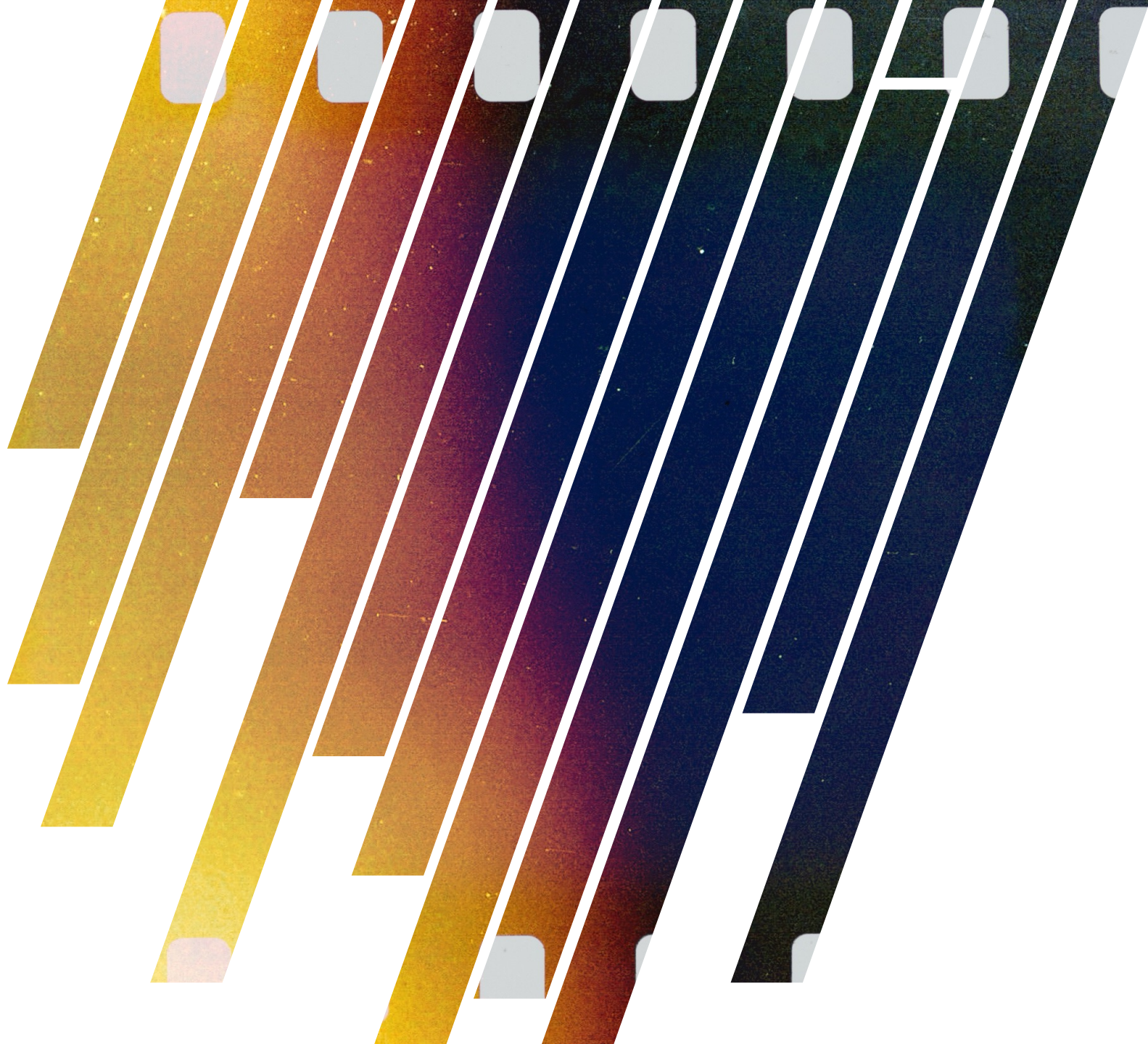


# Luke Williams

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May 15th, 2024

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# NSSF RANGE-RETAILER BUSINESS EXPO™

TIME TO **RELOAD**

JULY 10-11, 2024

WEST PALM BEACH, FL

ATTEND RRBE THIS SUMMER AND REFRESH  
THE WAY YOU OPERATE YOUR BUSINESS.

# HOW TO CREATE ENGAGING CONTENT

## **Luke Williams**

Owner of Compass Film Studios and True Southern TV.

Been in the industry for over 20 years.

Currently working with many brands all over the globe to create content and content strategy for brand growth.



# Understanding Your Audience.

This is the most important key to creating  
engaging content.

# Understanding Your Audience?

- Identifying Your Target Audience



# Understanding Your Audience?

- Identifying Your Target Audience
  - Demographics



# Understanding Your Audience?

- Identifying Your Target Audience
  - Demographics
  - Interests



# Understanding Your Audience?

- Identifying Your Target Audience
  - Demographics
  - Interests
  - Level of Skill or Knowledge





# Understanding Your Audience:

- Identifying Your Target Audience
  - Demographics
  - Interests
  - Level of Skill or Knowledge
- Community Engagement



# Understanding Your Audience:

- Identifying Your Target Audience
  - Demographics
  - Interests
  - Level of Skill or Knowledge
- Community Engagement
  - What does your community need/want?



# Understanding Your Audience:

- Identifying Your Target Audience
  - Demographics
  - Interests
  - Level of Skill or Knowledge
- Community Engagement
  - What does your community need/want?
  - Where does your community engage?





# Content Styles

Picking the right content style will make or break your content.

# Content Styles:

- Synopsis



# Content Styles:

- Synopsis
- Results



# Content Styles:

- Synopsis
- Results
- Reflective



# Content Styles:

- Synopsis
- Results
- Reflective





# Content Styles:

- Synopsis
- Results
- Reflective
- Curiosity



# Content Styles:

- Synopsis
- Results
- Reflective
- Curiosity
- Empathetic



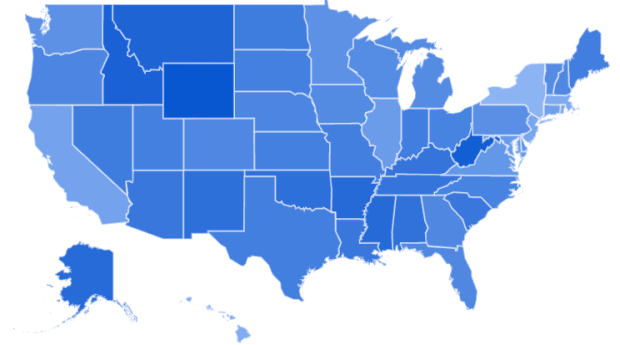
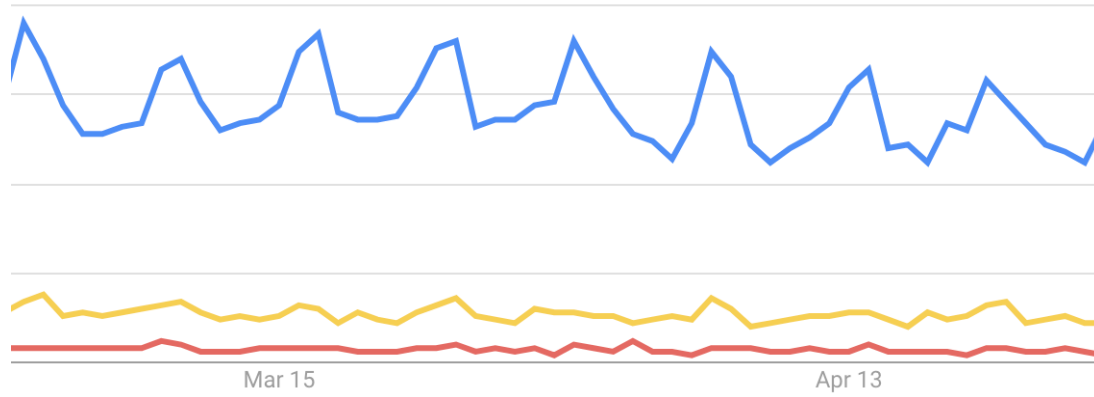
# Content Styles:

- Synopsis
- Results
- Reflective
- Curiosity
- Empathetic
- Vlog




Interest by subregion ?

Subregion ▾



# Google Trends: Quick Look



feel the unreal

My bad. I didn't mean it like that.

Region  
**United States**

Campaign objective  
**Conversions**

Likes  
**35742**

Comments  
**186**

Most valuable frame ?

	Hashtags	Songs	Creators	TikTok Videos
1	—		<b># mothersday</b>	<b>470K</b> <b>1B</b> Posts Views
			Featured	
2	↑2		<b># happymothersday</b>	<b>111K</b> <b>122M</b> Posts Views
3	NEW		<b># mom</b>	<b>92K</b> <b>667M</b> Posts Views
4	NEW		<b># motherhood</b> Baby, Kids & Maternity	<b>39K</b> <b>210M</b> Posts Views
5	NEW		<b># mama</b>	<b>43K</b> <b>217M</b> Posts Views

# TikTok Creative: Quick Look

LET'S MAKE AN  
**ACTION PLAN**

# Creating an Action Plan

- Content Buckets



# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors





# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors
- Pick Your Socials



# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors
- Pick Your Socials
- Write Your Scripts



# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors
- Pick Your Socials
- Write Your Scripts
- Plan Your Shoot



# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors
- Pick Your Socials
- Write Your Scripts
- Plan Your Shoot
- Shoot. Mess Up. Shoot Again.



# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors
- Pick Your Socials
- Write Your Scripts
- Plan Your Shoot
- Shoot. Mess Up. Shoot Again.
- Edit



# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors
- Pick Your Socials
- Write Your Scripts
- Plan Your Shoot
- Shoot. Mess Up. Shoot Again.
- Edit
- Post



# Creating an Action Plan

- Content Buckets
- Stalk Your Competitors
- Pick Your Socials
- Write Your Scripts
- Plan Your Shoot
- Shoot. Mess Up. Shoot Again.
- Edit
- Post
- Repeat. Repeat. Repeat.



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QUESTIONS



LUKE@COMPASSFILMSTUDIOS.COM

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