



BRAND MESSAGING STRATEGIST  
**LOREN WEISMAN**  
LORENWEISMAN.COM

FISH STEWARDING GROUP / FSG MESSAGING AND OPTICS

BRAND MESSAGING TALK TITLE

# Outlining and organizing the order and output of marketing content.

→ Designing, developing and distributing content creation and marketing effectively with your message and your story.



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## Brand Messaging Talk Title Outline

The task of brand messaging creation and organization that shifts into the marketing and advertising content often overwhelms business of all sizes and the primary problem that occurs the most is that everything is created in separate single steps.

This makes every element of content marketing become that much more time consuming and that much more expensive.

It is also the point where many businesses will hire others to do that work and end up spending a fortune on content that should not take that long as well as content that was already created for someone else or using repurposing someone else's content that will not help you in the end.

In short, the outlining and organization will allow for easier creation, greater creativity and a saving of time and money when it comes down to the content being created.



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## Optimal Strategic Creativity



In this talk from brand messaging strategist Loren Weisman, the core of the discussion comes down to creating a plan that outlines and organizes content before its created.

Then by activating an order to how it is created and distributed mixed with a scheduled output of content that is set to engage while not overwhelming, the final system flows easily. This allows each business to save time, money and strain as content can be created well in advance in many cases and be applied to individualized templates that work for that company or business.

Creating a personalized content blueprint that is created off of respectful etiquette, inviting brand messaging, authentic engagement, and formats to work across number media platforms, the process can become streamlined and the creative phase of content creation becomes less stressful," says Weisman. Then by looking at content endurance and a series of other simple checklist aspects, content and the marketing of it becomes more creative, authentic, easier and most of all better for conversions for engagement and sales.

OUTLINING AND ORGANIZING THE ORDER AND OUTPUT OF MARKETING CONTENT.



# Talk Takeaways.

OUTLINING AND  
ORGANIZING  
THE ORDER AND  
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MARKETING  
CONTENT.

TALK TITLE FROM  
BRAND MESSAGING  
STRATEGIST  
LOREN WEISMAN



- **Designing a creativity system to flow into the different media formats authentically.**
- **Building an output plan that saves time, money and allows you better tracking.**
- **Creating an order to your content creation and messaging that works for you.**
- **Outlining a plan for your individualized content over the five best formats.**
- **Organizing an array of messaging that keeps your messaging as clear as possible.**
- **Proofing the tactics for engagement, over saturation and messaging perception.**
- **Developing an editorial calendar that suits your timelines, team and time frames.**
- **Distributing the content in the right places, correctly and compliantly.**
- **Sharing at the times that work for you, your schedule and your audience.**
- **Mixing unbranded, vicarious content to share through other channels.**

# Outlining and organizing the order and output of marketing content.

## Talk presenter: Brand Messaging Strategist Loren Weisman

Loren Weisman is a brand messaging strategist with a focus on the authenticity, authority, optics, psychology and perceptions of a brand, persona or product for The Fish Stewarding Group. FSG is stewarding strategic solutions by educating, developing and transitioning businesses through strategic guidance and process architecture.

Weisman has stayed up to date with the constant changes inside and outside of the entertainment industries over the past three decades as well as keeping up with the pulse and optics of content creation, marketing, promotion, and social media trends, allowing for the most effective, and up to date consideration when applying the individualized and personalized methods, approaches and plans.

Starting his career in music and behind the scenes as a drummer and then music producer, Weisman got to see the ins, outs, ups and downs of music. He wrote both “The Artists Guide to Success in the Music Business” (Greenleaf Book Group) and “Music Business for Dummies” (Wiley & Sons).

Shifting to TV production as well as authoring a few books on the music business, Loren gravitated toward the strategic production elements as much as he did the psychological ones as continued a path leading him in the direction of becoming a brand messaging strategist. From speaking and counseling on brand messaging to brand discovery, analyzing the two sides of artistic vision while igniting the investor confidence, as well as brand protection and amplifications approaches for marketing, sales and retention, Weisman helps across the array of the story and the messaging experience.

Loren’s speaking and talks focus on the brand messaging strategies, marketing perceptions, audience optics and authentic engagement methods.



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