



Killer Content Awards
Category: Social Amplification
Title:
Humans of Business
Pop-Up Content Studio
by Sage
London, May 2016



Reinventing the way social video content is produced

Humans of Business Pop-Up Content Studio Results.

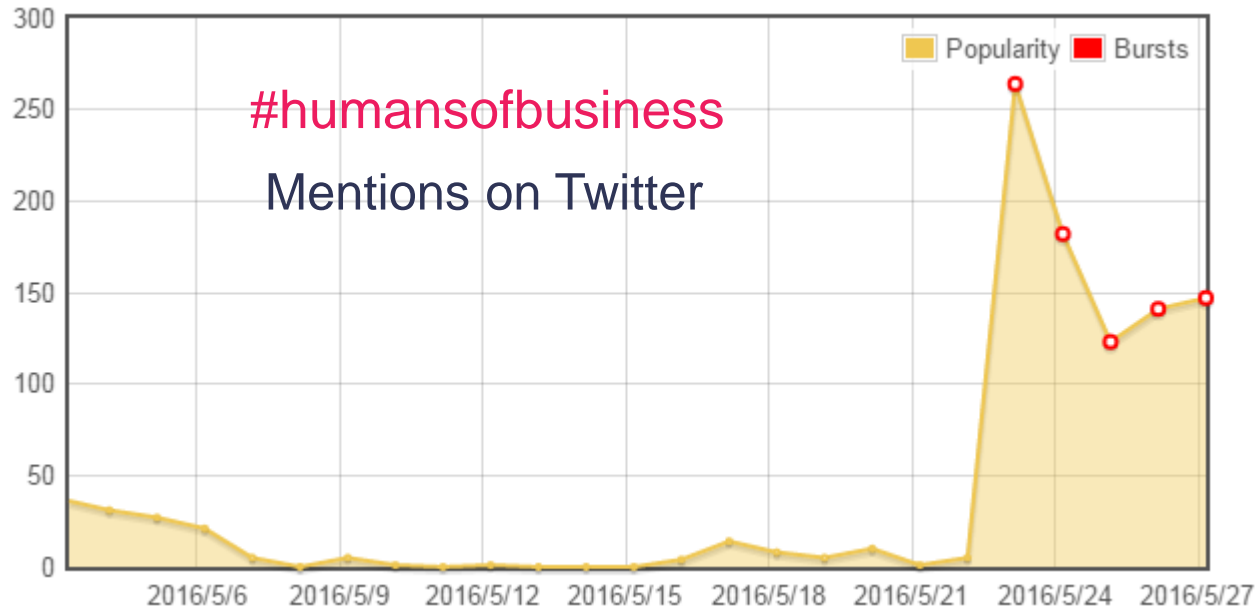
- Interviewed 75 different start-ups in 5 days, to produce 225 videos and 42 Humans of Business photo stories
- Extremely efficient and cost effective video production at £120 per video.
- Boost in social activity and website traffic for Sage Summit website from the UK.
- Drove user generated content and 5.5 million impressions for #humansofbusiness on Twitter.
- Post event publishing of content gathered in the studio has generated:
 - 1.8 million Twitter impressions and 46,215 people reached on Facebook
 - 3,422 social media engagements across Facebook, Twitter and Instagram
 - 47% increase compared to standard engagement on @SageUK Twitter content
 - 66% increase compared to standard engagement on Sage UK Facebook content
 - Launched @Sageofficial and #humansofbusiness on Instagram, growing by 266% to over 1,100 followers organically since the event.

Online PR coverage - BBC journalist Dougal Shaw attended the studio and interviewed Sage CEO Stephen Kelly for the BBC *CEO Secrets* series, securing additional online PR coverage for Sage. The video was published on September 5th

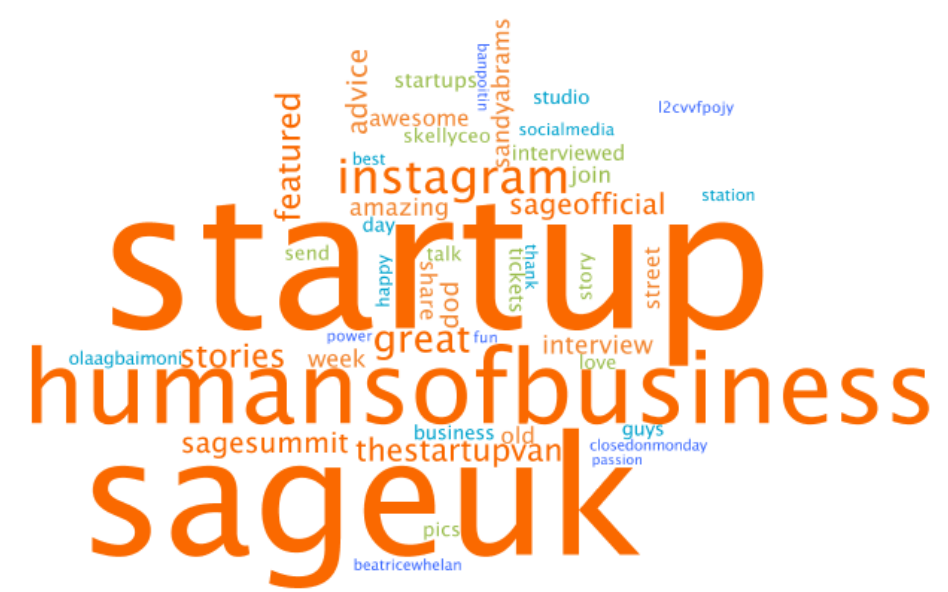
<http://www.bbc.co.uk/news/business-37235257> and tweeted out by the BBC

<https://twitter.com/BBCBusiness/status/772758766081089537> resulting in 1.8 million estimated impressions from 28 Twitter mentions by 28 users.

Results of #humansofbusiness Twitter promotion from the Pop Up Studio.



Week of the content studio



Dramatic spike in mentions of #humansofbusiness during the week of the pop up studio.

5.5 million
Twitter
impressions

862
Tweets on
#humansofbusiness
by
304 people.

Drove user generated #humansofbusiness content by our target audience from the pop-up studio



Humans of Business photo stories gathered around the studio, published on Instagram, **sage** generated engagement that far exceeded standard engagement on Sage social content.

8.5%

engagement
rate on
Instagram

5 times increase on standard Facebook & Twitter
engagement for Sage.



74 likes

2d

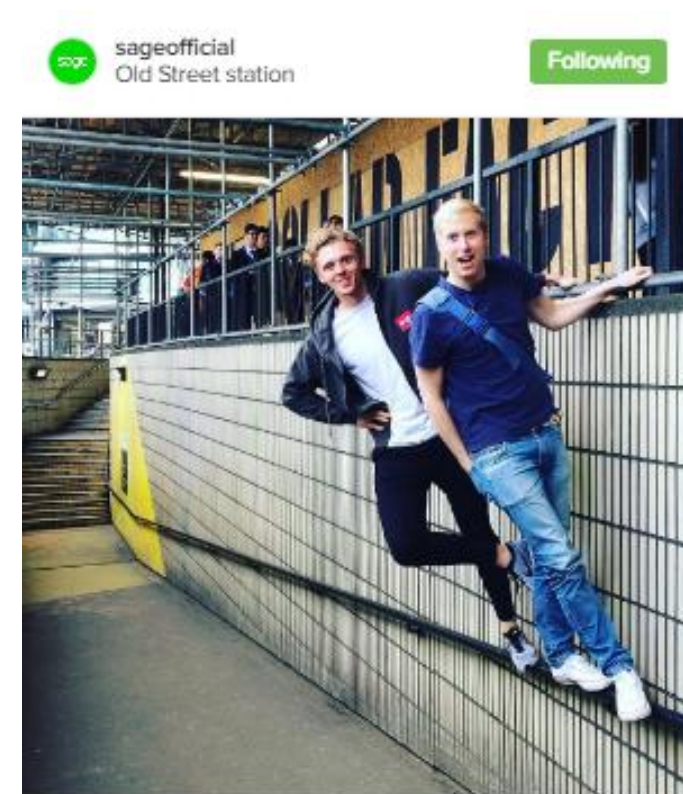
sageofficial We've been inspired by all of the business owners we met this week but especially by Simona from @nojolondon - Each day she has welcomed us to Old Street by bringing her healthy crepes into the @startupvan Pop Up Studio. Simona spoke beautifully about her business: "My motivation is my son, I want him to be proud of me. My only regret is that I didn't do this sooner."



58 likes

2d

sageofficial We've met some amazing businesses this week in London. Lisa from @haimediagroup explains what drives her in business: "I love to be a positive influence and make things happen for tech start-ups. Hai means yes in Japanese!" #humansofbusiness #businesspassion #haimediagroup #business #startup #london #techcity #success #ambition #dream #shoreditch #businesswoman #motivated #businessowners #motivation



61 likes

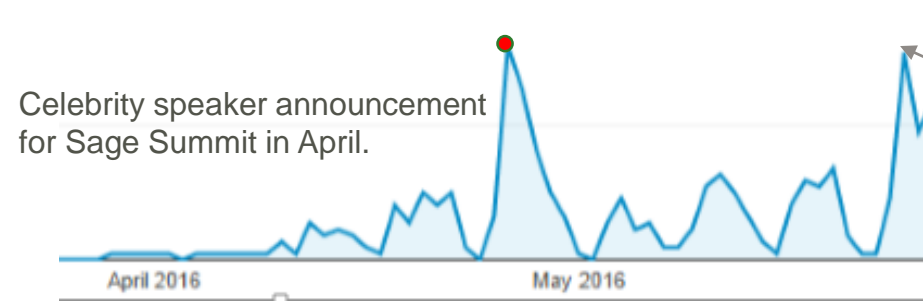
3d

sageofficial Rich and Danny from @supmenow dropped into the @thetstartupvan Pop Up Studio: "We've built the first social media app that makes people more social." #humansofbusiness #businesspassion #business #entrepreneurship #hustle #startup #marketing #success #successquotes #startuplife #businessowners #ambition #dream #goals #businessman #businesslife #entrepreneurlifestyle #goodlife #entrepreneur #motivated #businessowners #motivation #socialmedia #mobileapp

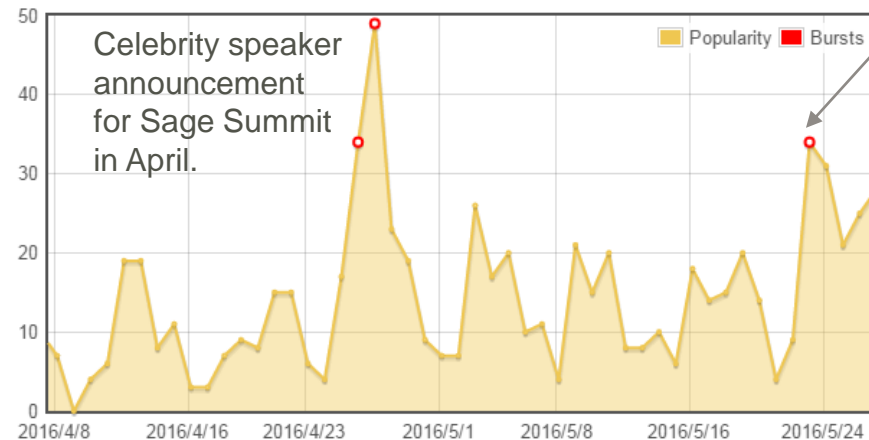
Drove promotion of Sage's biggest event - Sage Summit to the studio attendees.



- On May 24th we did three Facebook Live video interviews in the studio with Sage Executives: CEO, CMO and EVP.
- This saw a dramatic increase in traffic to the Sage Summit website from the UK and a dramatic increase in the mentions of #SageSummit on Twitter in the UK, not seen since Sage Summit celebrity speaker announcement in April.



Traffic from the Sage Summit website from the UK. Source: Google Analytics



Mentions of #SageSummit on Twitter in the UK. Source: Sysomos

May 24th – Facebook Live Video Interviews with Sage Execs about Sage Summit in the studio.

Sage (GB)
Published by Eleanor Silson [>] · May 24 at 9:11am · 🌐

The Startup Van big announcement... #sagesummit

884 people reached
235 Views

Boost Post

This content saw a **2460%** increase on standard Facebook engagement for Sage. 1.28% reach engagement rate compared to standard of 0.05%

25,724 people reached on Facebook
804 views, 575 engagements.

View our Facebook Posts with videos recorded in the studio here:



<https://www.facebook.com/SageUK/videos/10154218578727910/>
<https://www.facebook.com/SageUK/videos/10154221011122910/>
<https://www.facebook.com/SageUK/videos/10154224683472910/>
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<https://www.facebook.com/SageUK/videos/10154424118042910/>
<https://www.facebook.com/SageUK/videos/10154427817447910/>
<https://www.facebook.com/SageUK/videos/10154436218957910/>

View our Twitter Posts with videos recorded in the studio here:



<https://twitter.com/sageuk/status/744828172512833536>
<https://twitter.com/sageuk/status/745203928216670208>
<https://twitter.com/sageuk/status/745335980002021376>
<https://twitter.com/sageuk/status/745653014220857344>
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<https://twitter.com/sageuk/status/771703823530418177>
<https://twitter.com/sageuk/status/772711197326053376>

View our Instagram Posts with videos and photos recorded in and around the studio here:



<https://www.instagram.com/p/BFwAgZLITAY/>
<https://www.instagram.com/p/BFwQGgxFTKj>
<https://www.instagram.com/p/BFyNa3ilTPm/>
<https://www.instagram.com/p/BFy5Pm9FTKR/>
<https://www.instagram.com/p/BF037YxITLH/>
<https://www.instagram.com/p/BF1mxGglTID/>
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<https://www.instagram.com/p/BJfx7McgP8V/>
<https://www.instagram.com/p/BJk9dqGBHhN/>
https://www.instagram.com/p/BKBPo0bhv_4

View videos recorded in the studio:

<https://www.instagram.com/p/BJ0WmLMh6Pc/?taken-by=sageofficial>
<https://www.instagram.com/p/BJvLVU8BsgS/?taken-by=sageofficial>
<https://www.instagram.com/p/BJiWO1OhRGd/?taken-by=sageofficial>
<https://www.instagram.com/p/BJdJWMshiLz/?taken-by=sageofficial>
<https://www.instagram.com/p/BJSwdhbB6LI/?taken-by=sageofficial>

Why We Should Win



- The Humans of Business Pop-Up Content Studio presents a novel solution to a problem faced by many B2B organisations: how to create social video content that is truly engaging and connects authentically with the target audience.
- We created a high volume of video content that perfectly addresses the target audience, in an extremely efficient and cost-effective way.
- We took the pop-up concept, traditionally used in retail, and applied it to video content creation to achieve results that dramatically exceeds anything Sage was publishing on social media.
- We leveraged a social influencer to help us penetrate a space where we have trouble attracting attention and engage with the start-up audience in person and online.

In the context of ever decreasing organic reach and engagement on social channels Sage managed to create content that vastly exceeds the engagement KPIs of other content on its social channels while launching Humans of Business and Sage on Instagram.