



FAQs on SCATTER

What is Scatter?

Scatter is a content marketplace - a warehouse of content that creates a great ambience for your brand. Currently, we are focusing on textual content and we'll be adding other formats soon.

Where is the content sourced from?

Scatter has several publisher partnerships in place and boasts of best of breed content. This content has already been digitally published and exists in the current digital content universe.

Isn't creating custom content a better way to manage my content marketing goals?

Content marketing is a multi-layered engagement between brands and consumers. Like most things in life, a balance is always essential. Spiral Media believes that a robust content marketing plan will need to include various elements ranging from pre-planned content engagement to managing content 'on the fly.' Scatter will compliment your current content marketing efforts OR is a great place to begin your content marketing engagement. Therefore, we think Scatter is an essential layer in your content marketing plan and not the 'beginning and end of it all.'

How often will this content be distributed?

In its current avatar, Scatter delivers great content for your brand to distribute. Your brand has built audiences and now owns media as well. Your brand's Facebook / LinkedIn / Twitter etc. pages are, after all, your owned media. Scatter comes in at the point of "What to Say?" We suggest that you utilize this content to better engage with your social audiences and customer / potential customer databases.

Does that mean the brand controls the reach of this content?

Absolutely. The reach of the content is entirely in your hands. Scatter makes sure that you have great content to distribute. Like we said earlier, we suggest that you utilize this content to better engage with your social audiences and customer / potential customer databases.

Is Scatter legal?

Scatter only offers content from partner publishers with whom we have water tight legal agreements.

What about scale and immediacy?

Scatter will offer unprecedented scale in its content marketplace. Your brand could very well be sitting on hundreds of pieces of relevant content within a few hours of outlining a brief. These pieces of content will be ready to distribute within those few hours itself.

How does Scatter work?

Scatter crawls and arranges content from our partner publishers in vertical genres. The advertiser logs into our system and accesses content which suits their requirement/s e.g. (1) XYZ Enterprise Division searches for Enterprise Technology content, (2) ABC Foods looks for content from the health category. Once the content pieces are identified, Scatter will ensure that the advertiser is able to wrap ONLY their

advertising messages around this content i.e. we will effectively display only the advertiser's ads on all display / Google etc. ad positions. The advertiser gets a mirror page with 100% SOV for their brand AND a URL which needs to be circulated by the brand. Your 'shared content' and 'brand messages' are now ready to travel the social landscape.



Can Scatter help my brand with an editorial calendar?

Scatter adds tremendous confidence to a brand while charting its editorial calendar. In some cases, it can be a great starting point to this exercise. While planning an editorial calendar there are 2 essential points to keep in mind viz. (1) the theme/s and (2) the source of content. Scatter's broad categorization can help with contributing elements to the themes. The content marketplace platform, on the other hand, makes sure that you are ready with hundreds of pieces of content that can help you implement your brands editorial calendar pronto!

Why do I need Scatter? I can get my agency to hit the 'social share buttons' and begin my brand engagement at no cost and effort.

Well, it's true that you can get the agency or the digital team to hit these 'social share buttons.' But we live in a world where we are now getting re-targeted a lot more frequently and contextual placements are at its zenith. So, it is very likely that ABC Bank Auto Loans may put out this content piece - Top 10 cars under 10 Lacs - only to see ads of its competitor XYZ Bank Auto Loans plastered all around the content. Scatter makes sure that your painstakingly built communities and audiences remain engaged with the content wrapped around by your advertising messages. After all, it's being distributed on your social and community bases. On the effort front, we'd love to demonstrate Scatter as that will clearly lay to rest any doubts on how drastically the content procurement effort reduces by doing a 'Pre-Scatter and Post-Scatter' test.

Any consumer insights that tells me how Scatter will help increase engagement?

Yes. Scatter is based on these 3 consumer insights (a) Consumers have a binary view when it comes to content versus ads. If it comes from a publisher, it is content. If it originates from a brand, it is an advertisement. (b) Brand posts are largely blind spots and penetrate my timelines / feeds even lesser today. This is because brands are seen as robotic in their responses and do not do as basic things as "share" in the social landscape (c) We never got on to the social platforms to 'like / follow' brands. But now that we have put our hands up, there is little that brands do to engage with us.

What can I expect after activating content from Scatter?

Better share-ability - e.g. XYZ Automobiles Ltd shares content pieces on car care tips during the monsoon, thus humanizing brand for the consumers / followers etc. The brand now begins to share meaningful and relevant content. Better sharing and meaningful content sharing will lead to more positive interactions, increased growth of community and higher interest in the brands products and services.