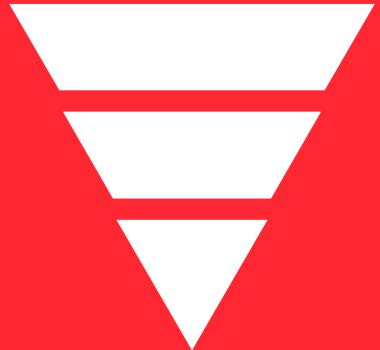


# THE GARYVEE CONTENT MODEL

HOW I MAKE 30+ PIECES OF CONTENT  
FROM A SINGLE KEYNOTE

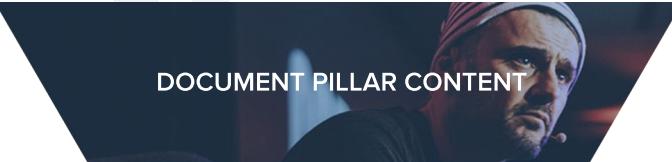




# THE CONTENT PYRAMID

My model is structured like a reverse pyramid. I use one piece of “pillar content” (a documentation or “vlog” of my day, a Q&A show, an interview or a keynote I give) and allow my team to analyze and repurpose it into 30 other pieces of content that are designed to over index on the platforms they are distributed to.

# THE CONTENT PYRAMID



DOCUMENT PILLAR CONTENT

One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast).

# THE CONTENT PYRAMID

DOCUMENT PILLAR CONTENT

One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast).



Think of pillar content as one long-form video/audio show from which all other content is derived.

# THE CONTENT PYRAMID



DOCUMENT PILLAR CONTENT

One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast)



REPURPOSE INTO  
MICRO CONTENT

Create short-form pieces of content (i.e articles, memes, images, quotes, stories, mashups, remixes, rants, GIFS, etc.)

# THE CONTENT PYRAMID



DOCUMENT PILLAR CONTENT

One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast)



REPURPOSE INTO  
MICRO CONTENT

Create short-form pieces of content (i.e articles, memes, images, quotes, stories, mashups, remixes, rants, GIFS, etc.)



DISTRIBUTE  
ACROSS  
SOCIAL  
MEDIA

Distribute all content on relevant social platforms



1

## ESTABLISH PILLAR CONTENT

Document

Create ➔ Distribute ➔ Listen ➔ Create ➔ Distribute

# 1. ESTABLISH PILLAR CONTENT

For me this is my:

A. Daily vlog “Dailyvee”

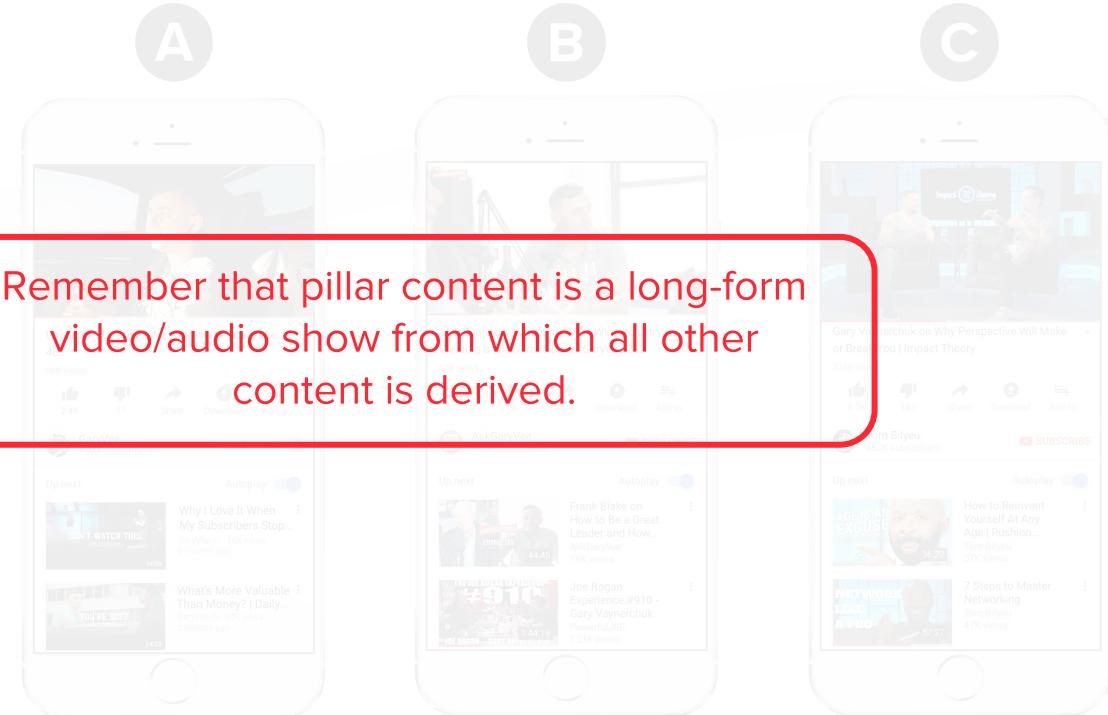
B. Dedicated content  
My business Q&A,  
#AskGaryVee, Podcasts,  
Influencer meetings, Collaborations

C. My Keynote  
chats

\*If this was 2000  
88 wines for 48  
It would serve as



Remember that pillar content is a long-form video/audio show from which all other content is derived.



# 1. ESTABLISH PILLAR CONTENT

For me this is my:

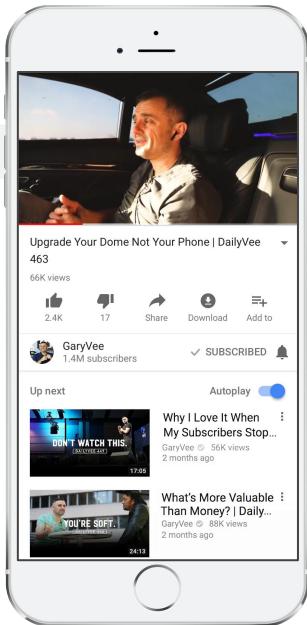
A. Daily vlog “Dailyvee”

B. Dedicated content shows:  
My business Q&A show,  
#AskGaryVee, #podSessions,  
Influencer meetings, and collabs

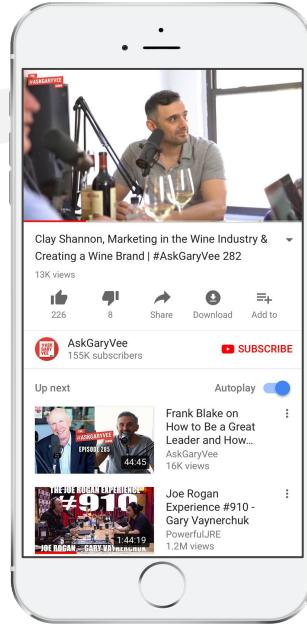
C. My keynotes, interviews, fireside  
chats

\*If this was 2006 I would sit down and taste  
88 wines for 48 hours multiple times a week and film  
It would serve as my pillar content.

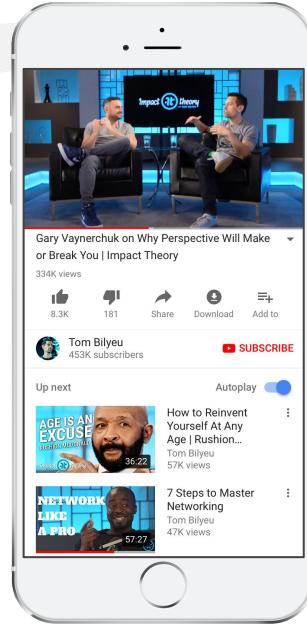
A



B



C



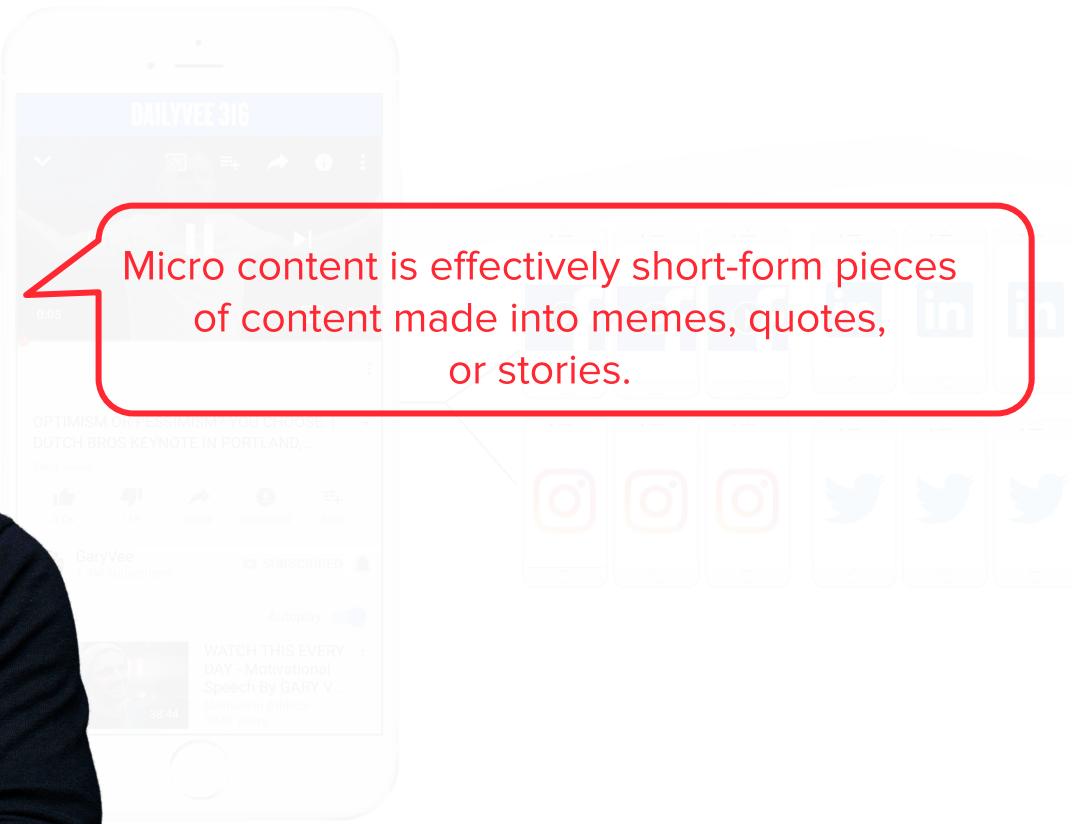
# CREATE MICRO CONTENT

Document ➔ Create ➔ Distribute ➔ Listen ➔ Create ➔ Distribute

## 2. CREATE MICRO CONTENT

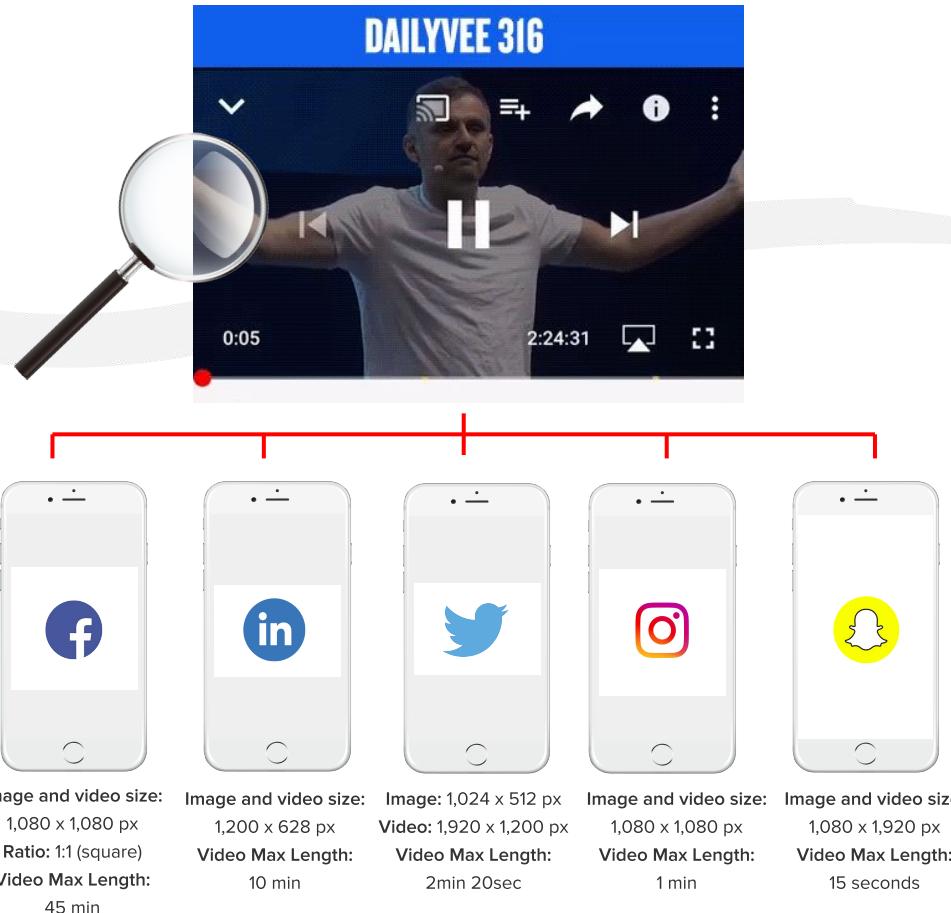


Once you have pillar content, repurpose “the best moments” into many pieces of “micro content.”



## 2. CREATE MICRO CONTENT

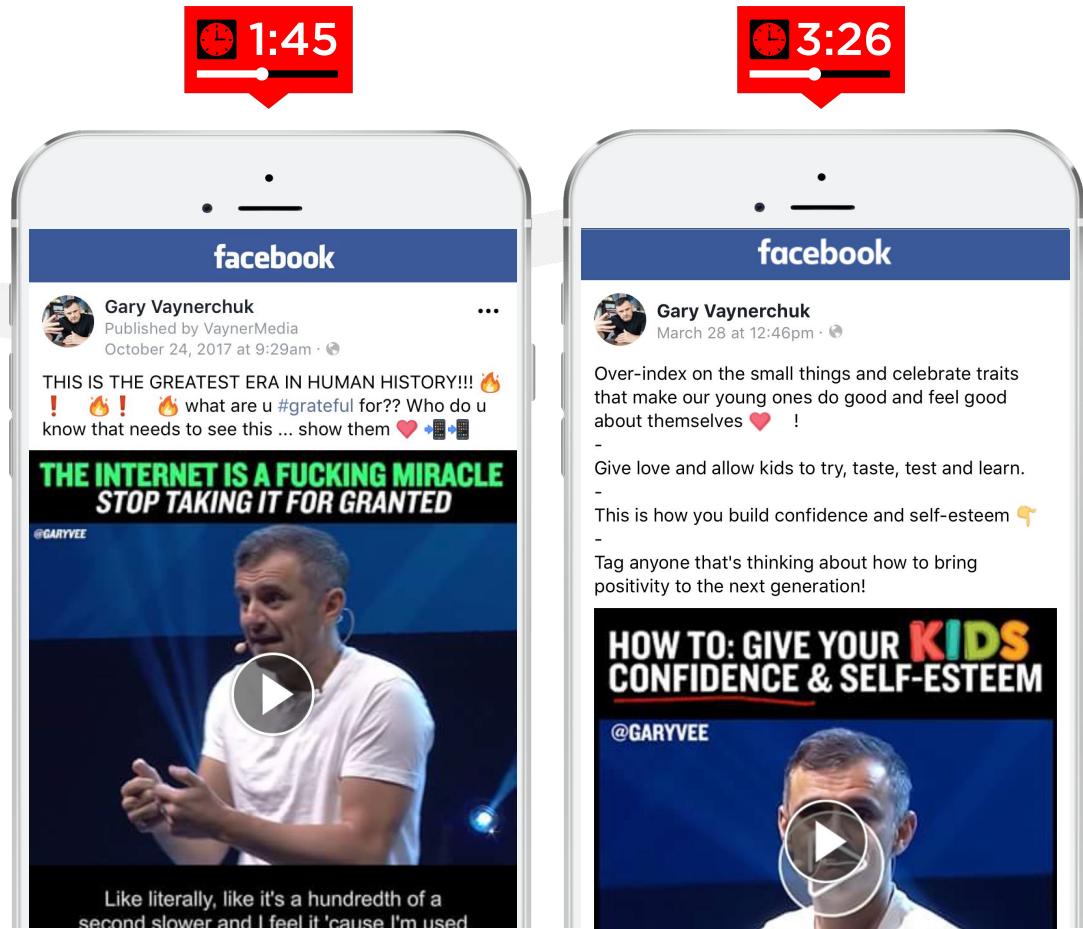
Once you have pillar content, you can repurpose “the best moments” into many pieces of “micro content”.



## 2. CREATE MICRO CONTENT

### MICRO CONTENT

My team looks for moments that they think will resonate with my audience, which they then turn into short-form videos.



# DISTRIBUTE PILLAR & MICRO CONTENT

Document ➔ Create ➔ **Distribute** ➔ Listen ➔ Create ➔ Distribute

## DISTRIBUTE PILLAR & MICRO CONTENT

Once you have the pillar and micro content, distribute them across all your social platforms.

3.

# DISTRIBUTE PILLAR & MICRO CONTENT

## PILLAR CONTENT



## MICRO CONTENT & STORIES



## ARTICLES



### 3. DISTRIBUTE PILLAR & MICRO CONTENT



**BY THE WAY:** Instagram launched their new platform “IGTV” while my team was creating this deck. I’ll be distributing my pillar content there too!

CONTENT & STORIES



ARTICLES



### 3. DISTRIBUTE PILLAR & MICRO CONTENT

The first round of micro content is ultimately used to drive viewership to the pillar content on YouTube, Facebook, and IGTV as well as “listens” or downloads to the podcast.



3.

# DISTRIBUTE PILLAR & MICRO CONTENT

PLATFORMS	POST TIMES
Facebook	12:00 PM EST
Podcast	12:00 PM EST
YouTube	12:00 PM EST
IGTV	12:01 PM EST
LinkedIn	12:01 PM EST
Instagram	12:01 PM EST
Snapchat	12:01 PM EST
Twitter	12:01 PM EST

● Pillar Content

● Micro Content

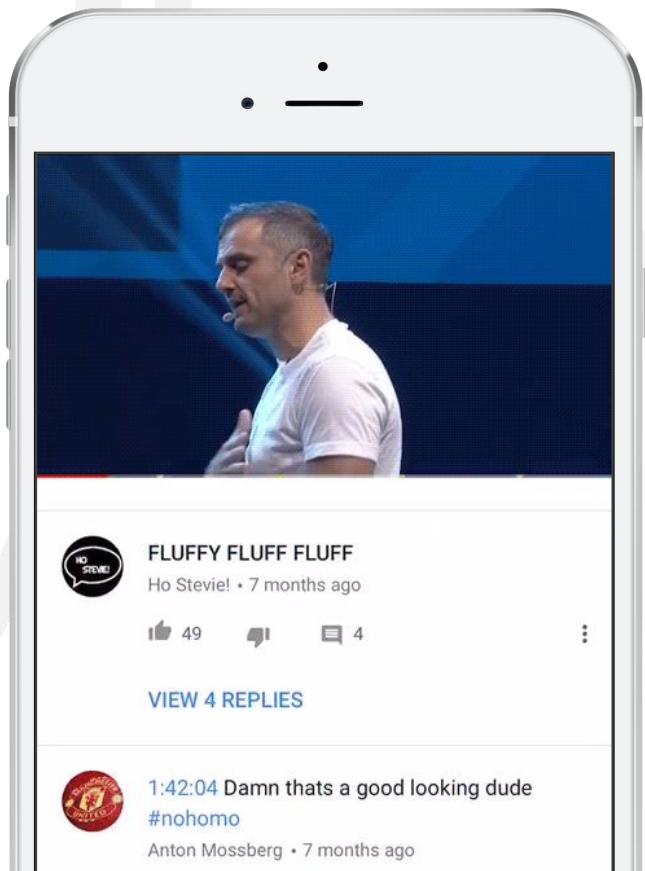
# GET COMMUNITY INSIGHTS

Document ➔ Create ➔ Distribute ➔ Listen ➔ Create ➔ Distribute

## GET COMMUNITY INSIGHTS

After you've distributed the pillar and micro content, listen to your audience to find out what pieces of content resonated with them.

# 4. GET COMMUNITY INSIGHTS FROM PILLAR CONTENT



**KEY COMMENTS**

Alexander Waage 7 months ago  
1:22:19! My body just froze up and tears started falling! Respect bro!  
1 like, 2 dislikes, 1 reply

Javier X de la Camara 7 months ago  
Best Section by far 1:48:14 - 1:48:54 (Loosing)  
Bigest fear instilled by my parents is being unemployed and not being able to pay my bills, and support myself.  
Play it safe. :/  
1 like, 1 dislike, 1 reply

# 4. GET COMMUNITY INSIGHTS FROM PILLAR CONTENT



KEY COMMENTS



Alexander Waage · 3 months ago

132 · 18 · My body just froze up and tears started falling! Respect bro!

P.S. As a way to engage with my community more,  
my team and I have been telling our audience to  
comment with a timestamp to a section of the video  
that they liked!

Javier X.

Best Section of the video

Commented 3 months ago

Bigest fear insulted by my parents is being unemployed and not being able to pay my bills, and support myself.  
Play it safe. :)

REPLY

# 4. GET COMMUNITY INSIGHTS FROM PILLAR CONTENT



KEY COMMENTS



Alexander Waage · 3 months ago

132 · 18 · My body just froze up and tears started falling! Respect bro!

This makes finding community insights in my comments much easier and allows me to make the content that my audience wants to see.

Javier X de la Torre · 3 months ago  
Best Series ever! I can't wait to see what's next!

Bigest fear instilled by my parents is being unemployed and not being able to pay my bills, and support myself.  
Play it safe. :)

REPLY

# COMMUNITY DRIVEN MICRO CONTENT

Document ➔ Create ➔ Distribute ➔ Listen ➔ **Create** ➔ Distribute

# COMMUNITY DRIVEN MICRO CONTENT

Apply the insights from your audience by making more micro content of the sections that stood out to your audience.

# 5. COMMUNITY DRIVEN MICRO CONTENT EXAMPLE



MICRO 1

Alexander Waage 7 months ago

1:22:19! My body just froze up and tears started falling! Respect bro!



REPLY

# DISTRIBUTE SECOND-ROUND OF MICRO CONTENT

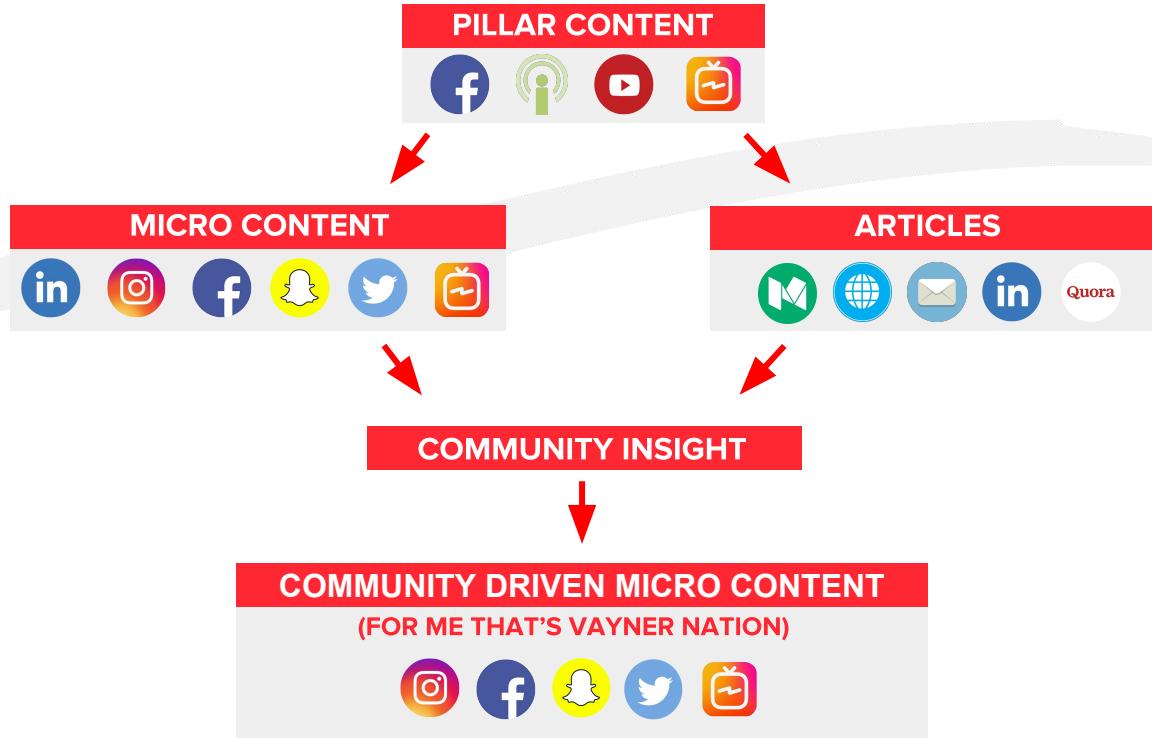
Document ➔ Create ➔ Distribute ➔ Listen ➔ Create ➔ **Distribute**

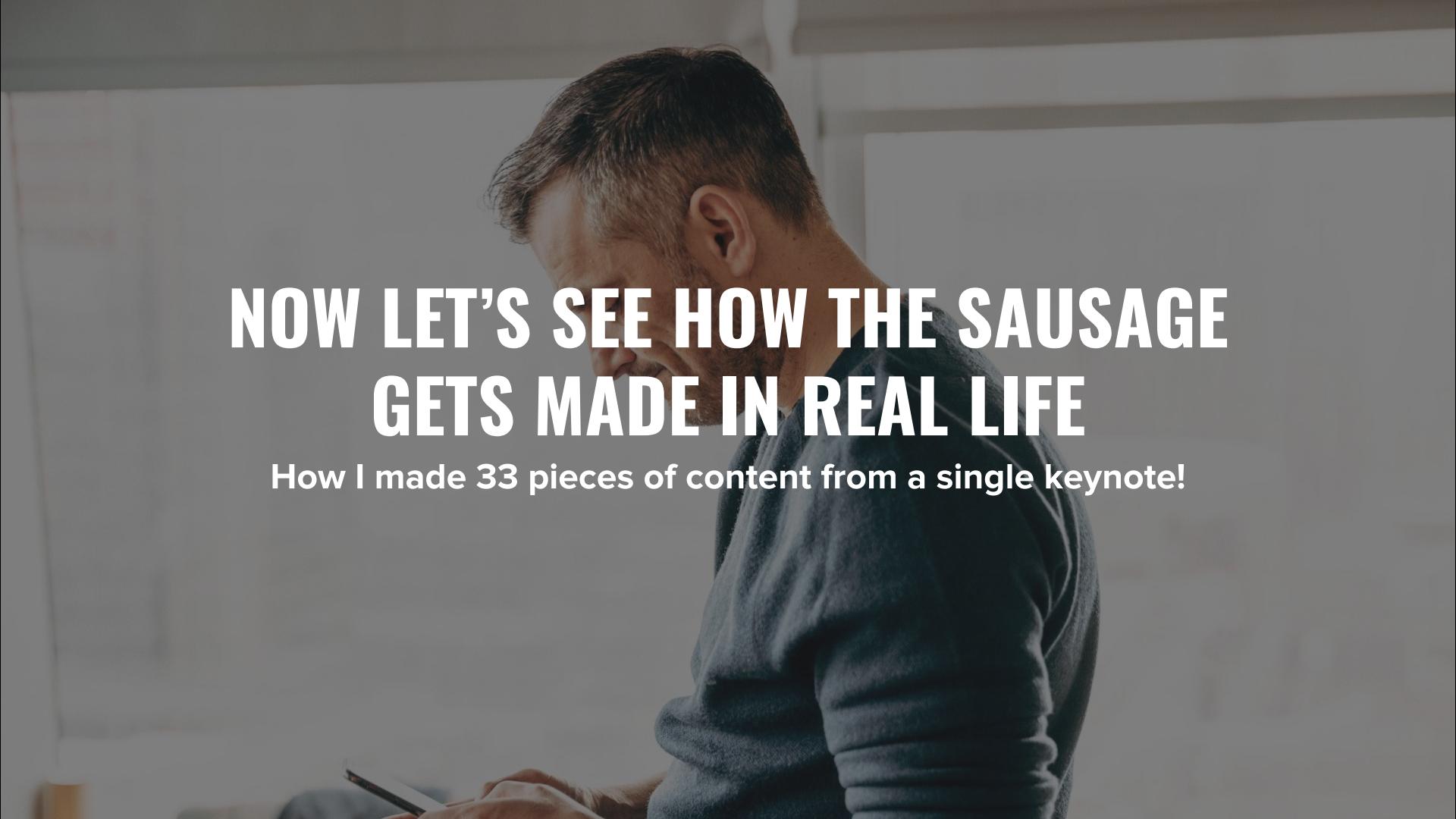
## DISTRIBUTE SECOND-ROUND OF MICRO CONTENT

Once you have your community driven micro content, distribute them across all your social platforms.

# 6. DISTRIBUTE SECOND-ROUND OF MICRO CONTENT

After you've created micro content of the best clips, distribute the content across all social platforms.



A photograph of a man with light brown hair, wearing a dark blue hoodie. He is looking down at a smartphone held in his hands. The background is a plain, light-colored wall.

# NOW LET'S SEE HOW THE SAUSAGE GETS MADE IN REAL LIFE

How I made 33 pieces of content from a single keynote!

A photograph of Gary Vaynerchuk, a man with short brown hair and a beard, wearing a light gray t-shirt. He is standing on a stage with his arms crossed over his chest, looking slightly to his left. The background is dark, and there are bright blue spotlights illuminating him from the side.

# NOW ENTERING THE GARYVEE CONTENT MACHINE:

The Dutch Bros Keynote

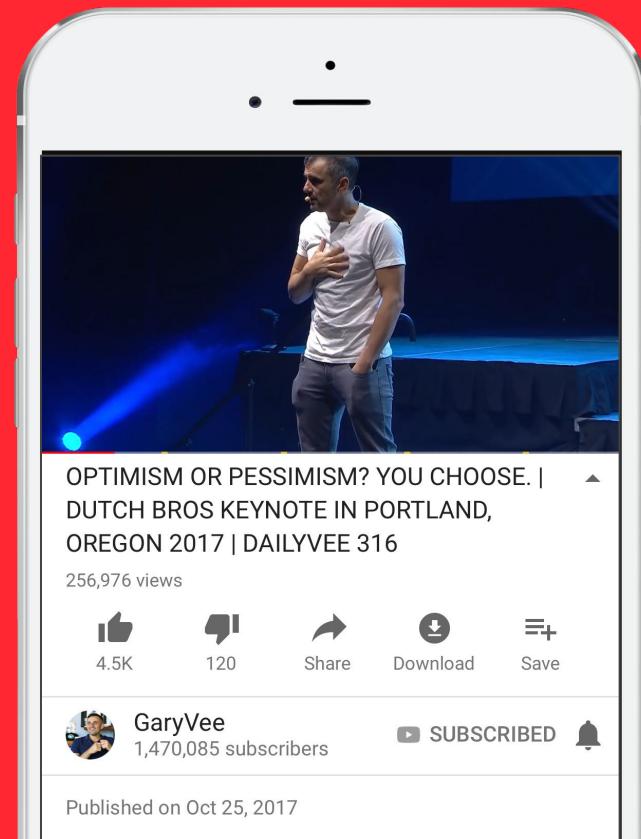
1

# THE GARYVEE VIDEO EXPERIENCE

# 1. GV VIDEO EXPERIENCE

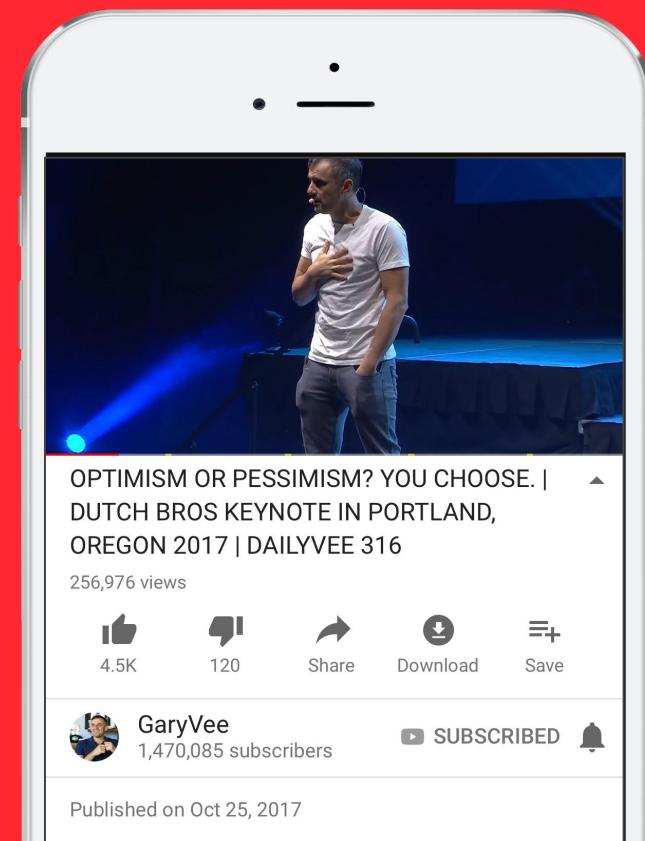
In late October, I gave a keynote in Portland, Oregon for a Dutch Bros event and had my videographer, DRock record it.

2:24:30



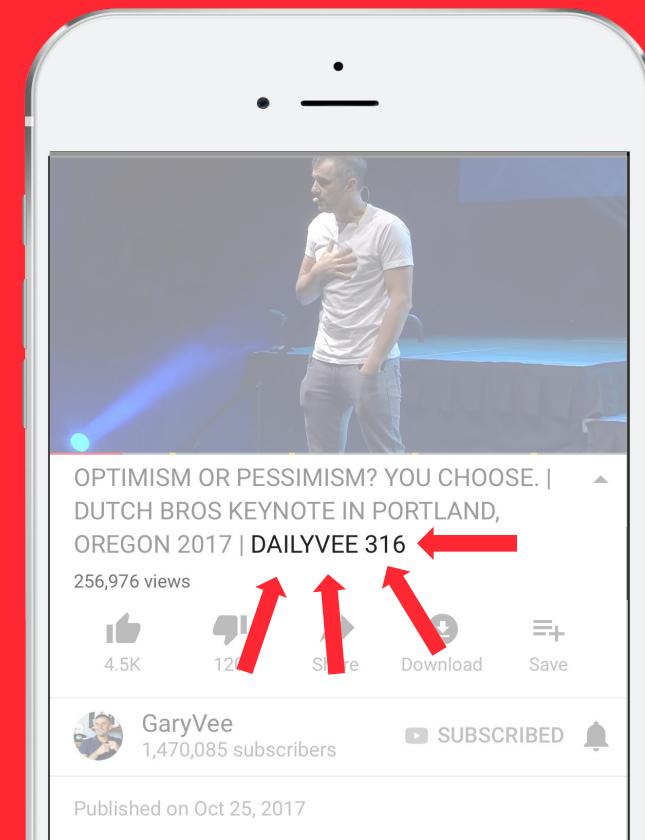
# 1. GV VIDEO EXPERIENCE

In the video, before showing the keynote itself, I recorded a short introduction where I gave context to the talk so that my audience would have a better understanding of what the content is about.



# 1. GV VIDEO EXPERIENCE

I format the keynote as an episode of my daily vlog titled “DailyVee”.





# THE GARYVEE AUDIO EXPERIENCE

## 2. GV AUDIO EXPERIENCE

I then immediately extract the audio from that DailyVee and made it into a podcast.

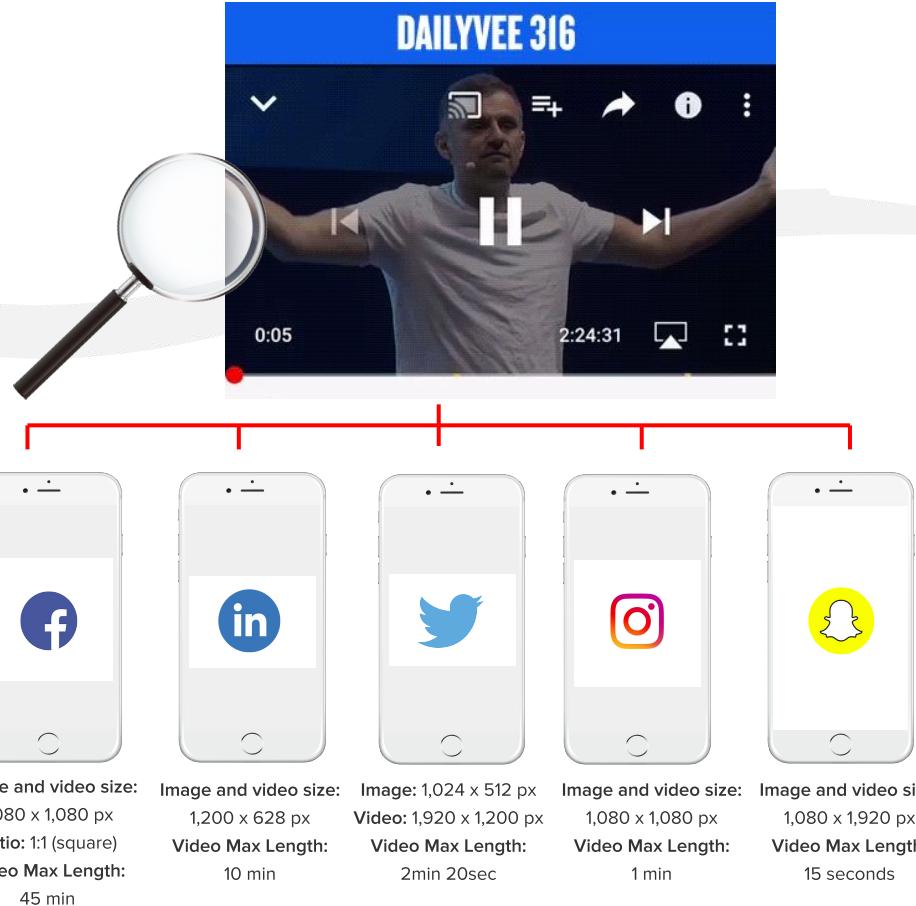




**FIRST ROUND OF STORIES &  
MICRO CONTENT**

# FIRST ROUND OF STORIES AND MICRO

My team grabs pieces of the keynote that they think will be good for driving viewership and downloads back to the pillar content.

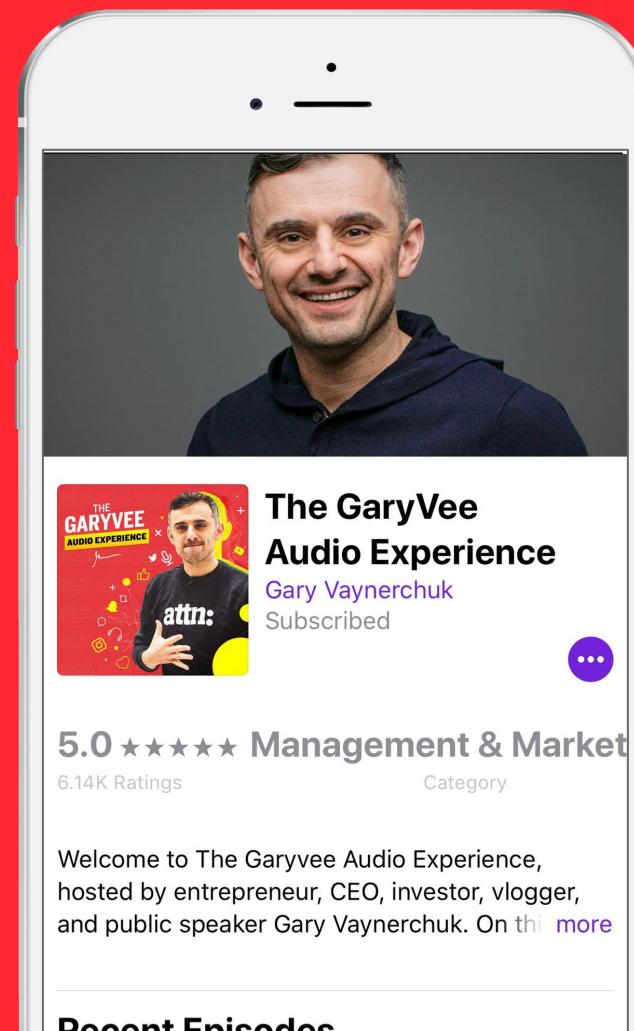




**DISTRIBUTION**

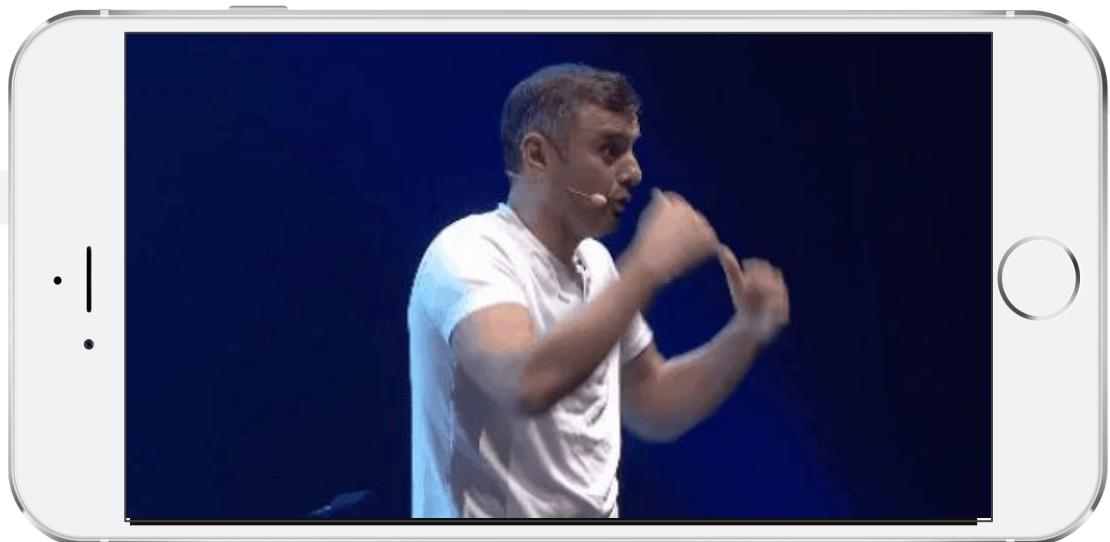
# 4. DISTRIBUTION: GV VIDEO EXPERIENCE

The pillar content itself is distributed to Facebook, YouTube & my podcast:



## 4. DISTRIBUTION: GV AUDIO EXPERIENCE

The podcast is then distributed over 10 audio centric platforms and garnering **over 200,000 listens!**



# 4. DISTRIBUTION: GV AUDIO EXPERIENCE

That podcast became one of  
my top most downloaded  
episodes of all-time.

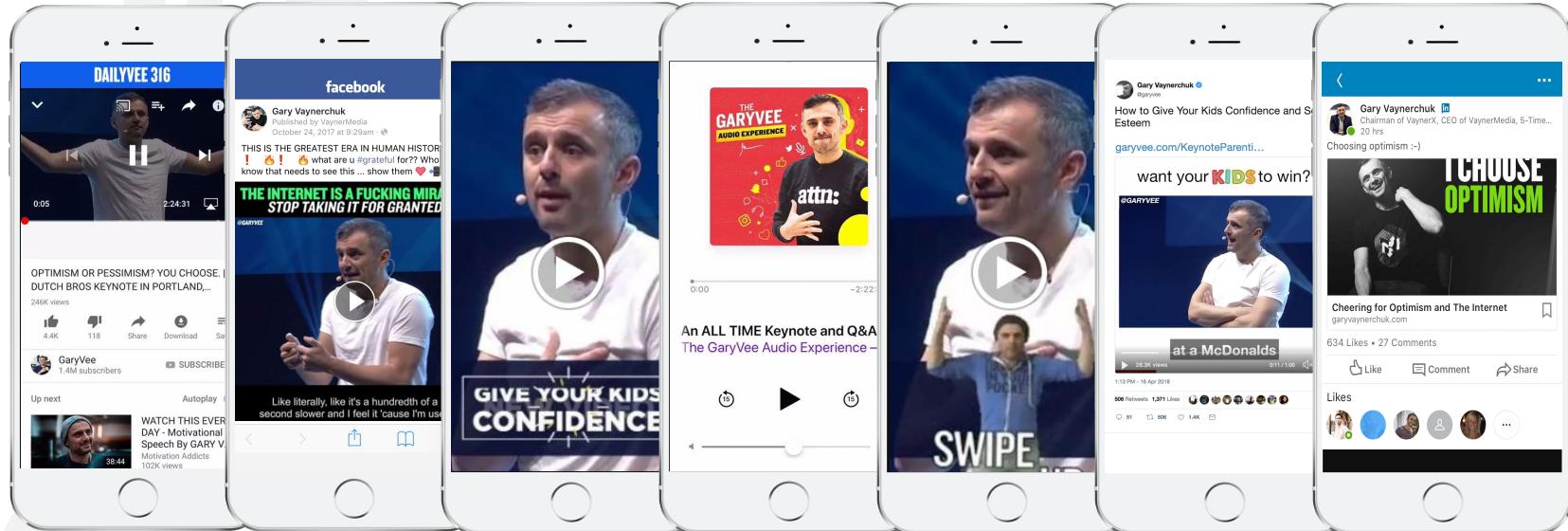


# 4. DISTRIBUTION: GV AUDIO EXPERIENCE

That podcast became one of  
my top most downloaded  
episodes of all-time.



# 4. DISTRIBUTION: MICRO CONTENT & STORIES

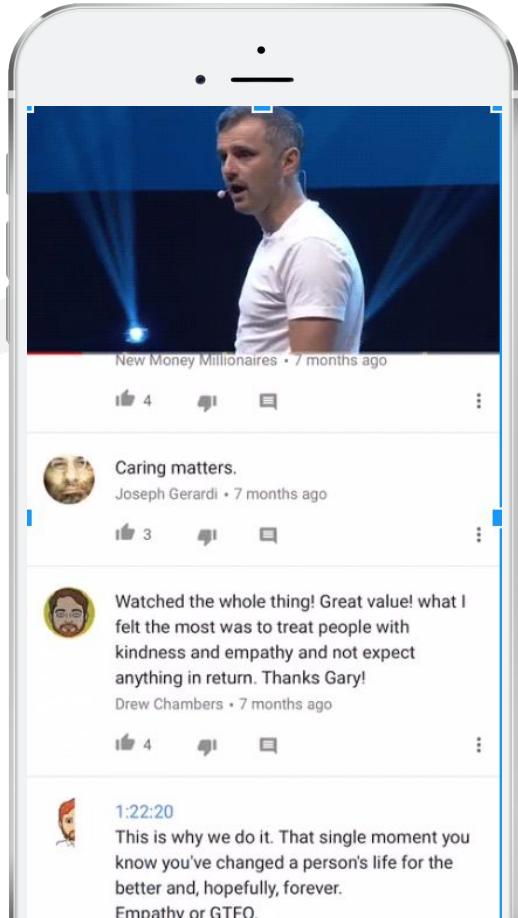


The first round of micro content and stories are then posted on Instagram, Facebook, Snapchat, and Twitter.

# COMMUNITY INSIGHTS

# 5. LISTEN LISTEN LISTEN

After the pillar content has been distributed, my team looks at the comments to get community insights on what aspects of the keynote resonated with our audience.



KEY COMMENTS



Alexander Waage 7 months ago

1:22:19! My body just froze up and tears started falling! Respect bro!

1 like 2 dislike REPLY



Javier X de la Camara 7 months ago

Best Section by far 1:48:14 - 1:48:54 (Loosing)

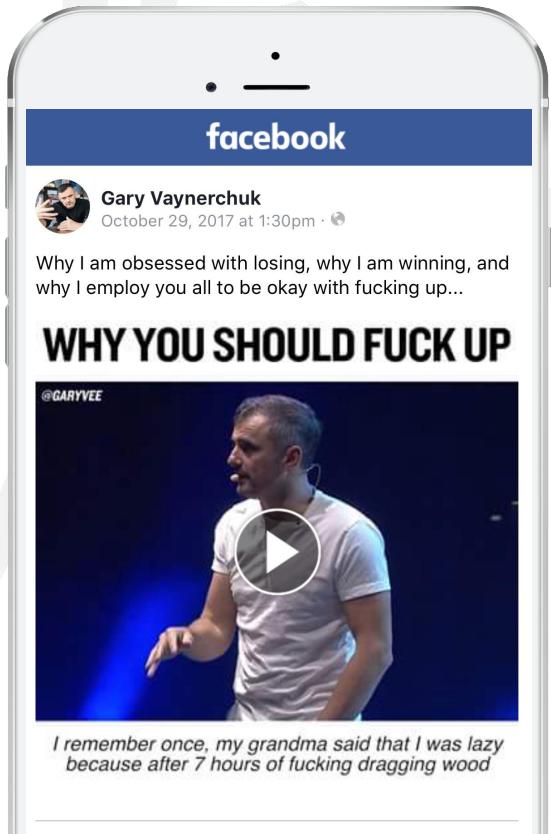
Biggest fear instilled by my parents is being unemployed and not being able to pay my bills, and support myself.  
Play it safe. :/

1 like 1 dislike REPLY

# 5. APPLY INSIGHTS TO MICRO CONTENT



# 5. APPLY INSIGHTS TO MICRO CONTENT



## MICRO 2

Javier X de la Camara 7 months ago  
Best Section by far 1:48:14 - 1:48:54 (Loosing)

Bigest fear instilled by my parents is being unemployed and not being able to pay my bills, and support myself.  
Play it safe. :/

REPLY



**FACEBOOK MICRO**

# 6. FACEBOOK MICRO

After analyzing comments across my social channels, my team and I took the best moments that the community shared with us and made 2 more clips to first share on Facebook, which has a tendency to over-index for me on eyeballs and attention.



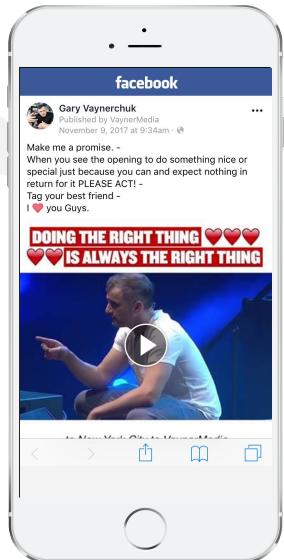
# 6. FACEBOOK MICRO

These clips become “new original content” as they are edited and presented in a new way with custom copy and titles.



# 6. FACEBOOK MICRO

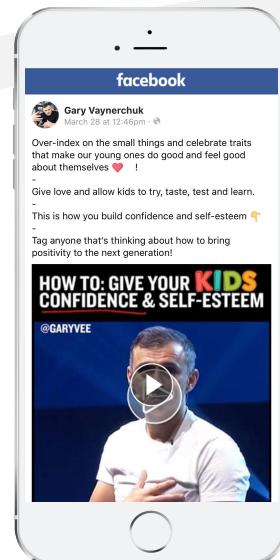
100K+ Views



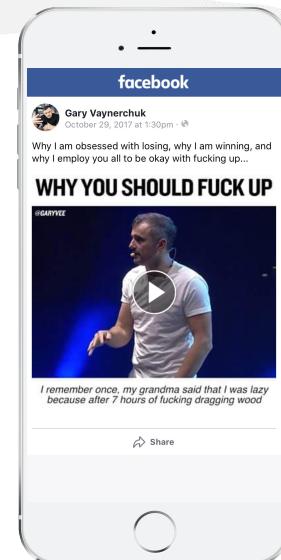
600K+ Views



4M+ Views



15M+ Views

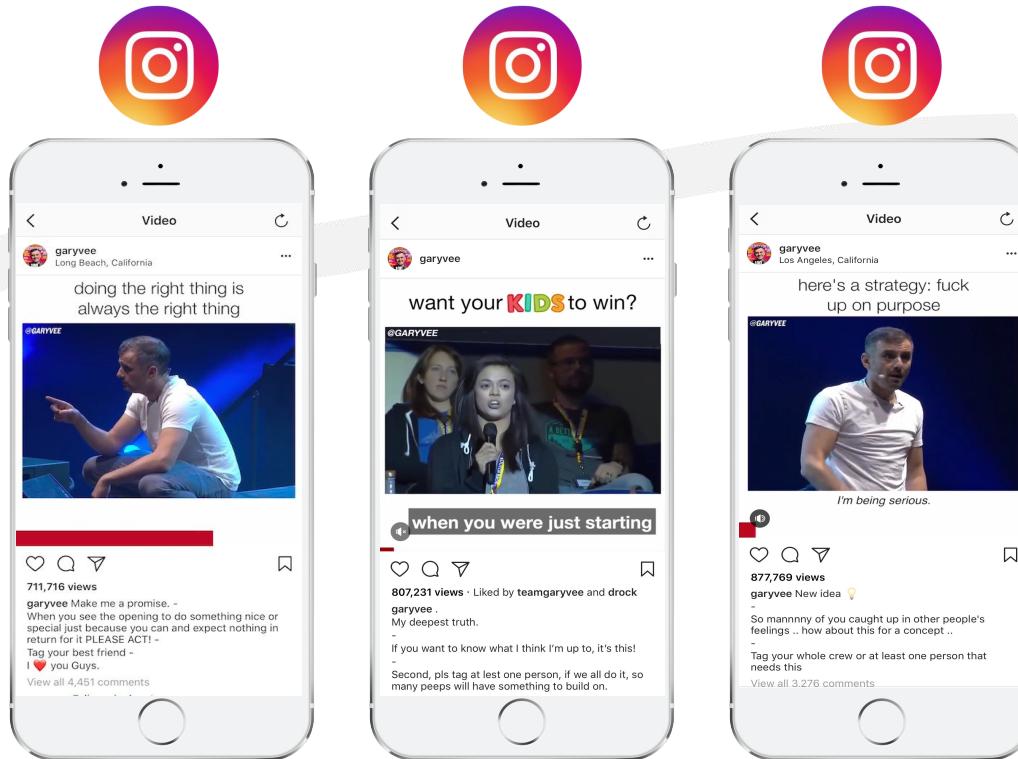


All 4 clips organically over-index on the platform.

# INSTAGRAM MICRO

# 7. INSTAGRAM MICRO

The Facebook clips are then re-purposed into 60-second versions for Instagram.



# 7. INSTAGRAM MICRO

Resulting in 3 more high-performing posts which were successfully re-shared multiple times.

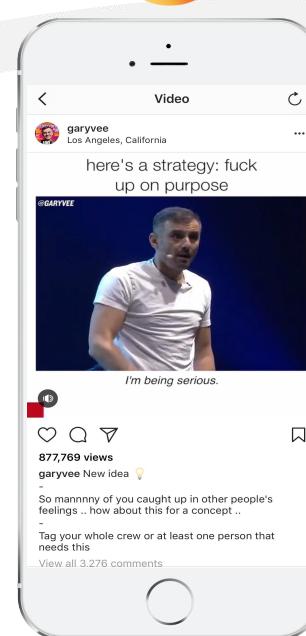
700K+ Views



1.4M+ Views



1.7M+ Views



# INSTAGRAM QUOTES

## 8. INSTAGRAM QUOTES

The best quotes from each top performing video are then selected by my team to be repurposed into images for me to post on Instagram and Twitter amplifying reach.

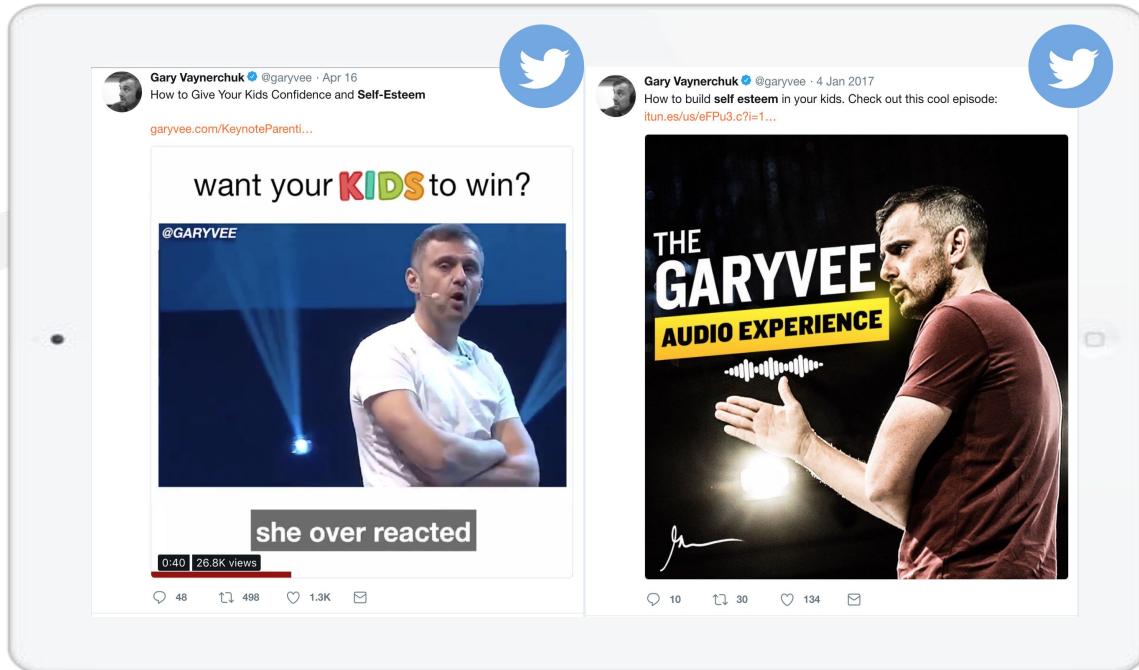




**TWITTER QUOTES**

# 9. TWITTER QUOTES

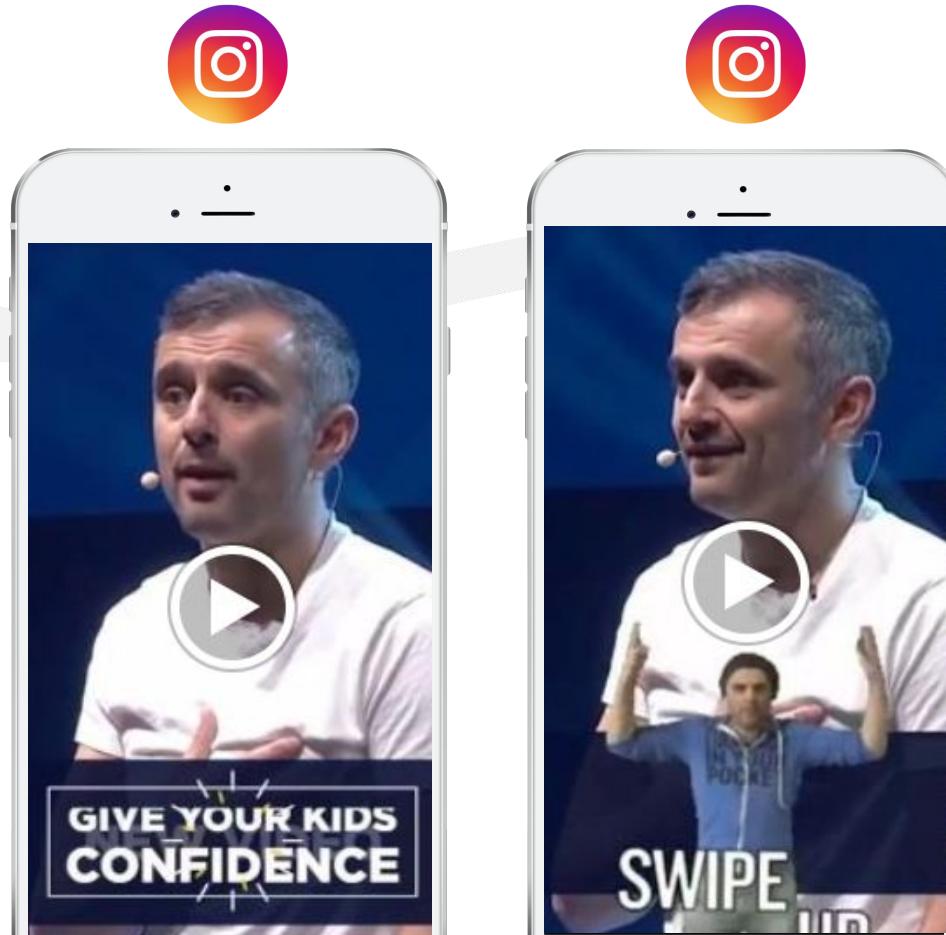
The new content is then repurposed in a format native to Twitter, which gives me new ammo to drive back to the original keynote or podcast for further promotion.



**10**  
**INSTAGRAM STORIES**

# 10. INSTAGRAM STORIES

The best 15 second clip is then used as an Instagram story to drive viewers back to the micro content to increase engagement.



# 10. INSTAGRAM STORIES



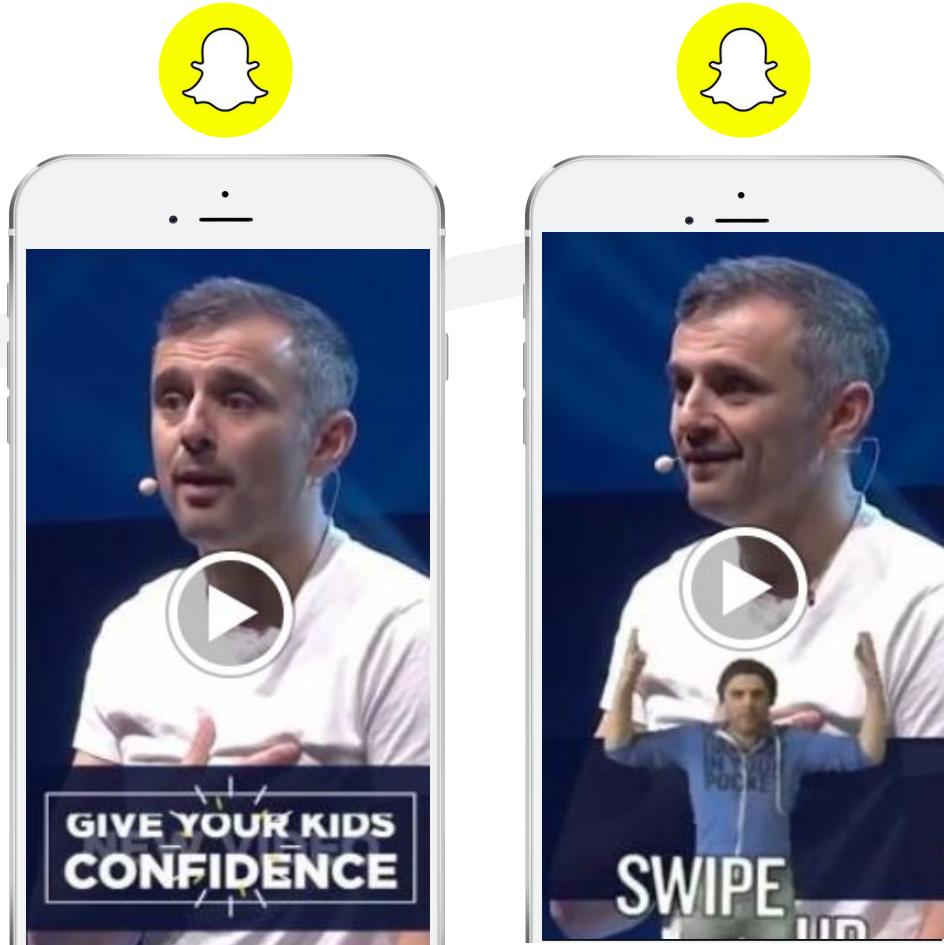
\*P.S. I believe that Instagram Stories are one of the most underpriced assets in a brand's current competition for attention.



# SNAPCHAT STORIES

# 11. SNAPCHAT STORIES

The same 15 second clip is then re-purposed as a Snapchat story driving further distribution to a new audience.



**GIF CONTENT**

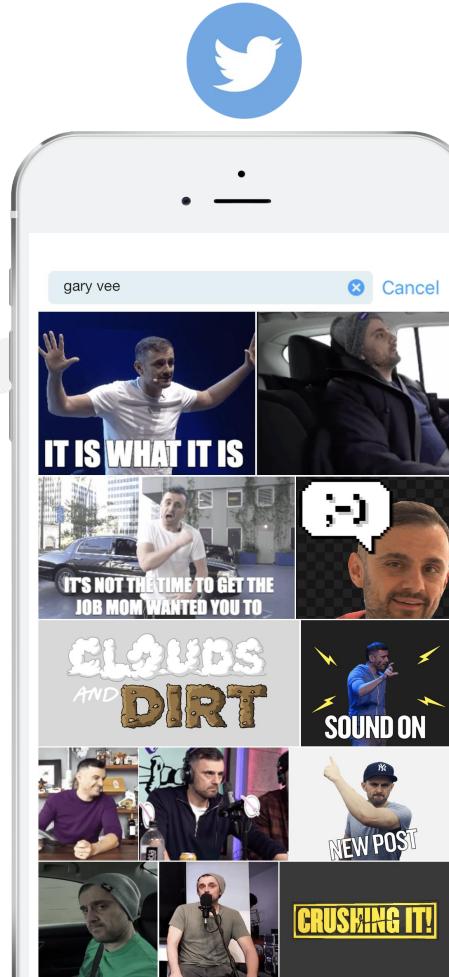
## 12. GIF CONTENT

Then my team creates GIFS for my community to reply with on Twitter, Facebook, or Instagram stories.



# 12. GIF CONTENT

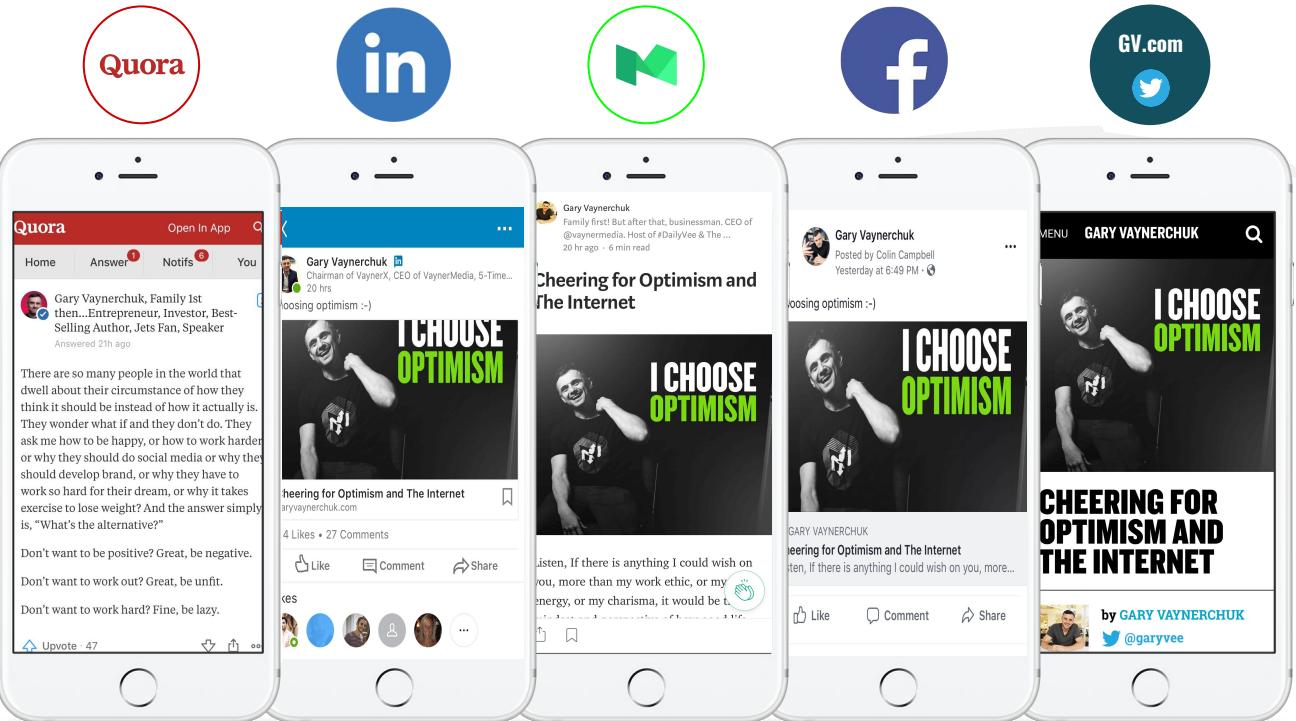
Then my team creates GIFS for my community to reply with on Twitter, Facebook, or Instagram stories.



19  
WRITTEN WORD  
19

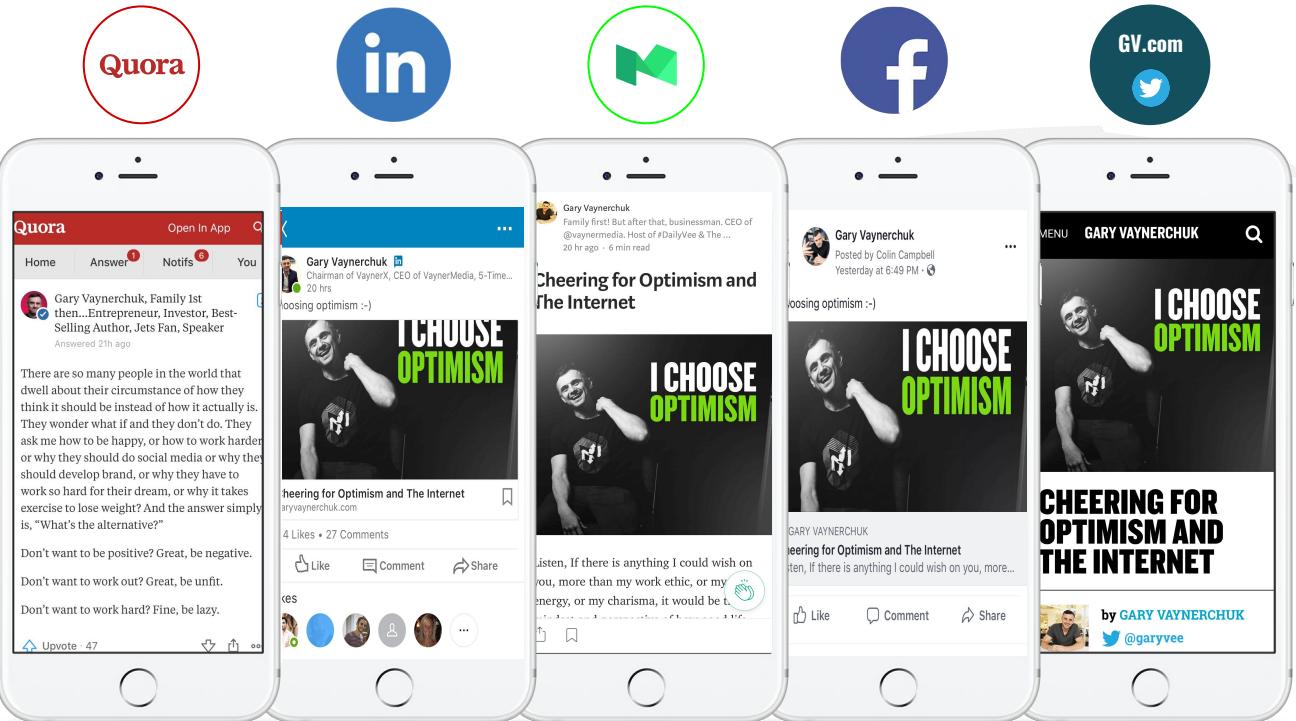
# 13. WRITTEN WORD

Now stay with me here cause I know we've already made more content than most brands have in the last month, but we then take the most important themes of each video and turn them into an article.



# 13. WRITTEN WORD

I often add 1-3 major points to expand or articulate something new.



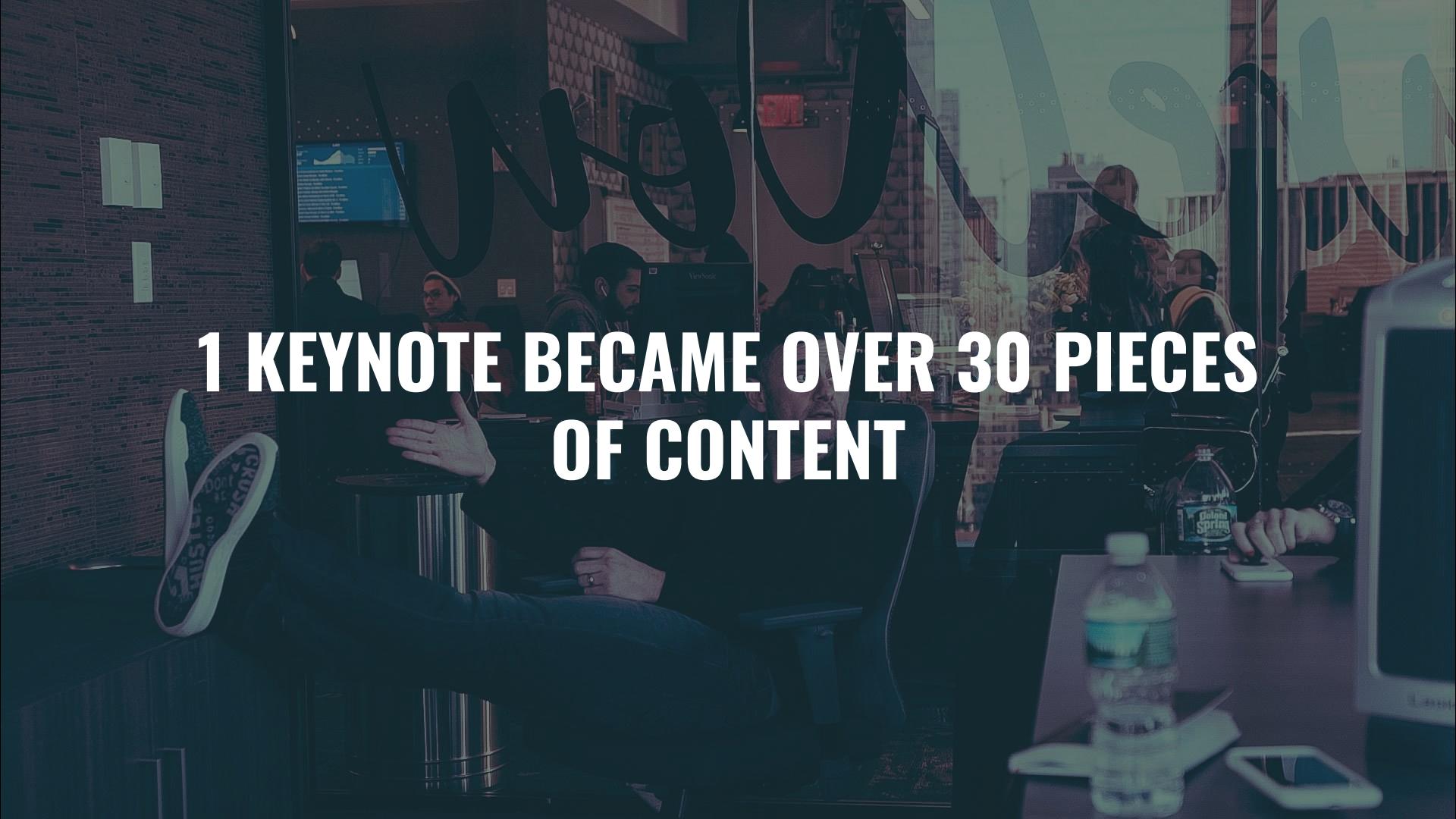
# 13. WRITTEN WORD

This makes the articles feel like new content, and allows me to go deeper and rehash the idea for my audience that adds more value.



A photograph of a man with dark hair and a beard, wearing a purple short-sleeved shirt. He is standing with his arms raised, palms facing forward, looking upwards with a neutral to slightly weary expression. The background is dark, and there are some blue lights visible at the top left.

**HERE ARE THE RESULTS ;)**



**1 KEYNOTE BECAME OVER 30 PIECES  
OF CONTENT**

A dark, grainy photograph of a man with short brown hair and a beard, smiling broadly. He is sitting in the driver's seat of a car, looking towards the camera. The interior of the car is visible, including the dashboard and a screen mounted on the back of the front seat. The background outside the window shows a blurred cityscape with buildings and trees, suggesting the car is in motion.

**RESULTING IN OVER  
35 MILLION VIEWS**

A photograph of a man with dark hair and a beard, smiling broadly. He is wearing white earbuds and a dark t-shirt. The background is blurred, showing city buildings and a bus stop sign.

ACROSS MORE THAN 20 DIFFERENT  
SOCIAL PLATFORMS

# CONTENT



A man with short brown hair and a beard, wearing a teal t-shirt with the number '87' on it, sits in the driver's seat of a car. He is looking directly at the camera with a slight smile and is giving a thumbs-up gesture with his right hand. The car's interior is visible, including the steering wheel and dashboard. The background shows the side window of the car.

CONTENT  
CONTENT

A man with short brown hair and a beard, wearing a teal t-shirt, sits in the driver's seat of a car. He is looking directly at the camera with a neutral expression and is giving a thumbs-up gesture with his right hand. The interior of the car is visible, including the steering wheel and dashboard. The background is slightly blurred.

**CONTENT**

**CONTENT**

**CONTENT**

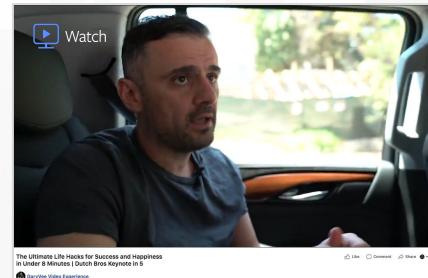


OH WAIT...



**MORE CONTENT!**

Today (7.24.18) I published content piece #31, a short film for the GaryVee Video Experience, which is a compilation of the top moments from the original pillar content.





# THANK YOU FOR YOUR ATTENTION



YouTube

GV.com



# GLOSSARY

My Medium article where I explain my content strategy: “[Content On Content On Content](#)”



The pillar content used in this case study: “[Optimism or Pessimism? You Choose. | Dutch Bros Keynote In Portland, Oregon](#)”

[2017 | DailyVee 316](#)



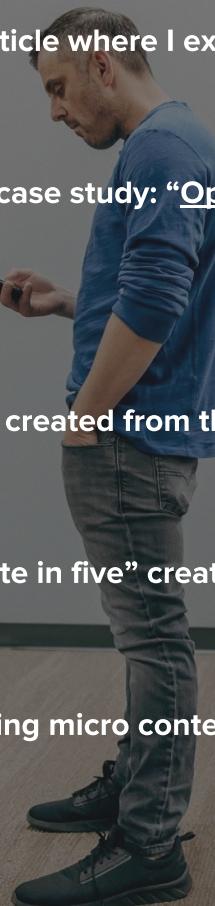
A blog post created from the pillar content: “[Cheering for Optimism and the Internet](#)”



A “keynote in five” created from the pillar content: “[Dutch Bros Keynote in Five](#)”



High-performing micro content created from the pillar content: “[The Internet is a Miracle](#)”



# GLOSSARY

High-performing micro content created from the pillar content: “How to Give Your Kids Confidence & Self-Esteem”



High-performing micro content created from the pillar content: “Doing the Right Thing is Always the Right Thing”



High-performing micro content create from the pillar content: “Why You Should Fuck Up”



An example of a GIF created from the pillar content: “It Is What It Is”



An example of a GIF created from the pillar content: “Done With School”

