

AI-Powered Storytelling: Unleashing the Creative Potential for Content Marketing

AI故事營銷: 以AI釋放創意內容

Dr Bernie Wong, Social Stand x WordCamp



WordCamp Hong Kong 2023

Social
Stand

Digital Marketing | Social Media

Facebook | Instagram | Weibo | Wechat | Line | Youtube | Blogger Engagement



Dr Bernie Wong

Professional Experience

Social
Stand

15+

Media



明報

Lecturer



Previous Experience



Association



Social
Stand

A red graphic element consisting of a horizontal line that ends in a vertical line, which then turns diagonally downwards to the right.

MARKS &
SPENCER
LONDON

Disney

Tempo®

GAP

MUJI
無印良品

adidas

12
seconds



THE AVERAGE HUMAN
ATTENTION SPAN IN
2000

8
seconds



THE AVERAGE HUMAN
ATTENTION SPAN IN
2013

9
seconds



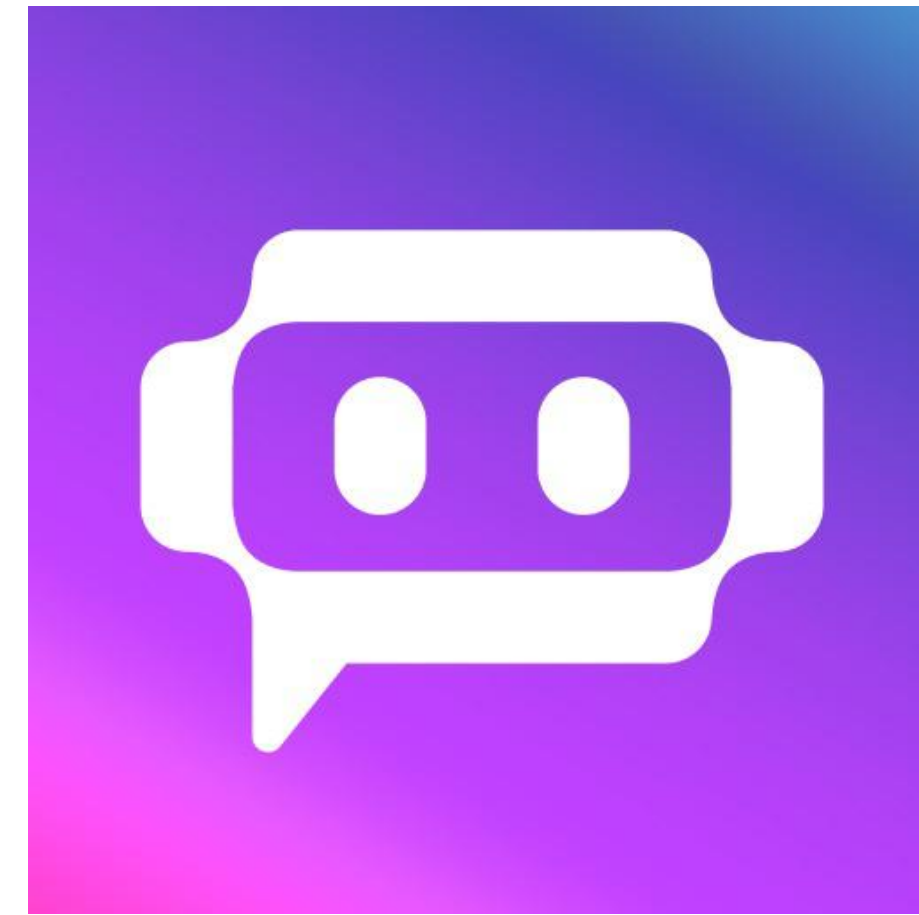
THE AVERAGE
ATTENTION SPAN OF A
GOLDFISH



Professor Allan Fels, AO and former dean of the Australia and New Zealand School of Government

Jennifer Aaker, a professor of marketing at Stanford's Graduate School of Business



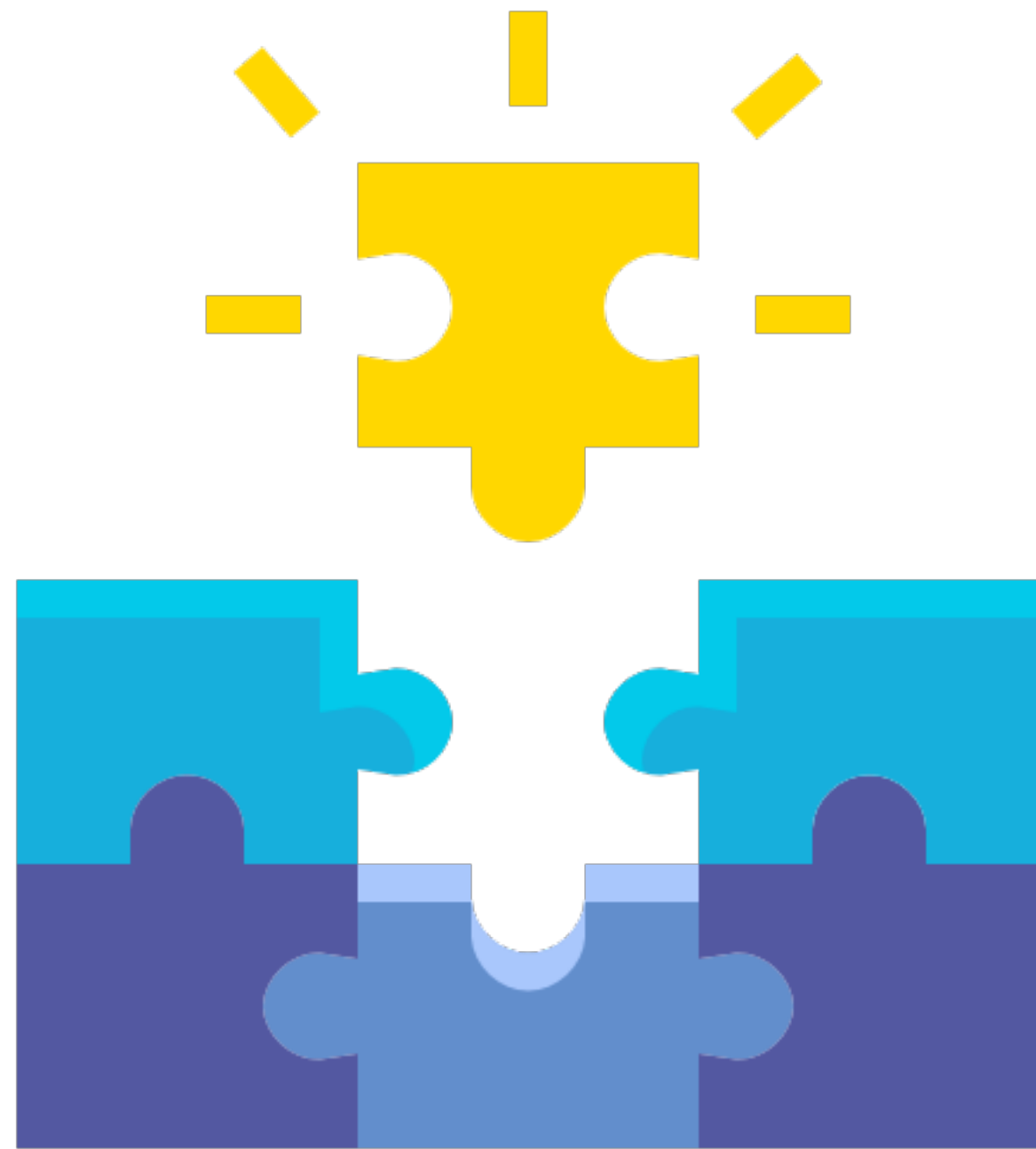


<https://poe.com/login>

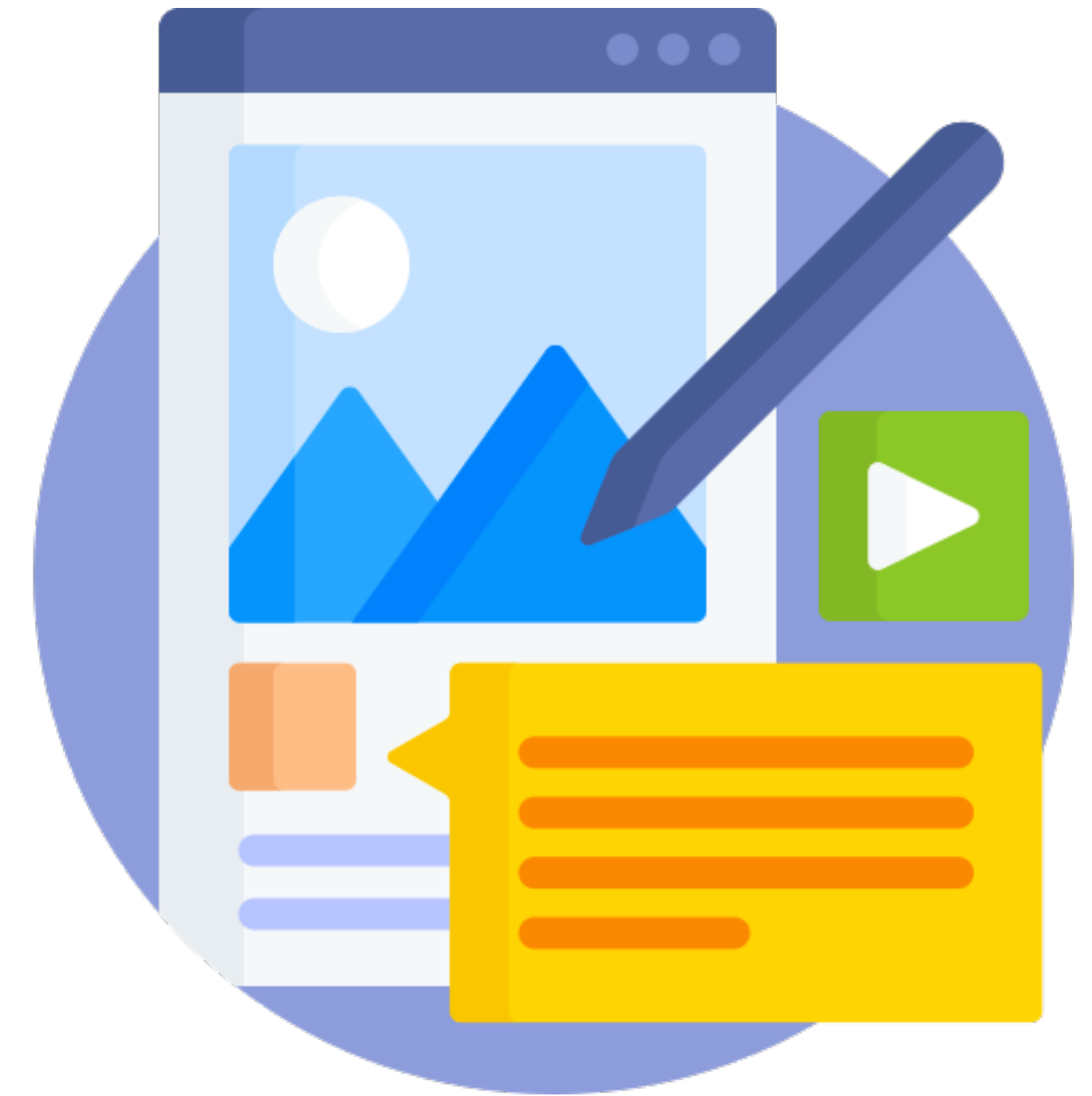


Content Marketing Effort Distribution Now, With AI





Relevance





Pain Killer



Roll over image to zoom in



Badger - Anti-Bug Shake & Spray, DEET-Free Natural Bug Spray, Eco-Friendly, Certified Organic Mosquito Spray, Great for Kids, Insect Repellent, 4 Fl Oz

[Visit the Badger Store](#)

4.3 3,225 ratings | [36 answered questions](#)

Amazon's Choice in Insect & Pest Repellent Body Sprays by Badger

Currently unavailable.

We don't know when or if this item will be back in stock.

Size: **4 Fl Oz (Pack of 1)**

4 Fl Oz (Pack of 1)	1.35 Fl Oz (Pack of 2)	2.7 Fl Oz (Pack of 1)	4 Fl Oz (Pack of 2)
3 options from \$11.04	1 option from \$18.99	3 options from \$9.99	2 options from \$19.99

Brand	Badger
Scent	Citronella & Lemongrass
Item Volume	4 Fluid Ounces
Material Feature	Organic, Gluten Free, Natural
Item Form	Organic Bug Spray in Aluminum Bottle

About this item

- MEET YOUR NEW FAVORITE BUG SPRAY** - All natural 3 hour protection from mosquitos. Contains no DEET or other synthetic chemicals. Gluten Free, Cruelty Free, & Vegan
- SMELLS GREAT & WORKS GREAT** - Repels with safe & effective Citronella, Rosemary, and Lemongrass. These pure essential oils naturally keep bugs, mosquitos, and insects away from you and your family



ChatGPT

Certainly! Here are five Facebook posts for the Badger Anti-Bug Shake & Spray:

Post 1:

🌿 Embrace the outdoors with Badger Anti-Bug Shake & Spray! Our DEET-Free, natural bug spray provides 3 hours of protection from mosquitoes. Say goodbye to synthetic chemicals and hello to a safe and effective blend of Citronella, Rosemary, and Lemongrass essential oils. Keep your family bug-free the natural way! 🦋🌿 #BugFreeNaturally #OutdoorAdventures

Post 2:

Protecting your family from bugs has never been easier! Badger Anti-Bug Shake & Spray is your go-to solution for a bug-free day out. It's gluten-free, cruelty-free, and vegan, making it suitable for everyone. Plus, it smells amazing thanks to its natural essential oils. Enjoy the great outdoors without the worry of pesky insects. 😊👨👩👧 #FamilyFriendlyProtection #OutdoorFun

Post 3:

Heading on a hiking or camping trip? Don't forget to pack Badger Anti-Bug Shake & Spray! Our eco-friendly aluminum bottle is lightweight and easy to carry. Whether you're indoors or outdoors, this plant-powered bug repellent has got you covered. Available in TSA-approved travel sizes, it's your perfect adventure companion. 🍷🌿 #AdventureAwaits #BugFreeTravel

Post 4:

Join the movement for a greener planet! Badger Anti-Bug Shake & Spray is proudly made in our solar-powered facility in the USA by a women-owned and run family business. We believe in the power of nature to protect us, and we're committed to eco-friendly practices. Choose Badger for a bug spray that's good for you and the Earth. 🌍☀️ #EcoFriendlyProtection #SustainableLiving

Post 5:

Did you know that Badger Anti-Bug Shake & Spray is safe for kids too? Keep your little ones protected from bugs with our DEET-Free and certified organic mosquito spray. It's gentle on their skin and effective against insects. Say goodbye to bug bites and hello to worry-free playtime! 🦋

😊 #KidsDeserveTheBest #NaturalProtection



Harris 5 min Bed Bug Killer, Odorless & Non Staining Formula (32oz)

★★★★☆ ~ 1,909

50+ bought in past month

No featured offers available

\$28.86 (11 new offers)



Ortho Home Defense Max Bed Bug, Flea and Tick Killer

★★★★☆ ~ 24,893

No featured offers available

\$44.31 (1 new offer)



JT Eaton 217 Bed Bug Killer Plus, Non-Staining Water-Based Insect Spray for Indoors (17.5 oz)

★★★★☆ ~ 293

50+ bought in past month



No featured offers available

\$18.80 (8 new offers)



Aspectek Safe and Practical Insect and Ant Killer Powder Sprayer, Powder Duster with Extension Nozzle

★★★★☆ ~ 2,940

100+ bought in past month

\$12.99

FREE delivery Tue, Nov 28 on \$49 of eligible items

Ships to Hong Kong



Badger - Anti-Bug Shake & Spray, DEET-Free Natural Bug Spray, Eco-Friendly, Certified.

4 Fl Oz (Pack of 1)

★★★★☆ ~ 3,225

1K+ bought in past month

No featured offers available

\$11.04 (3 new offers)



Sleep Spray for Calming Sleep. Relaxing Lavender Pillow Spray. All Natural Sleep...

★★★★☆ ~ 111



Hygea Natural Lice and Bed Bug Laundry Additive - Non-Toxic, Odorless, Safe for...

100 Fl Oz (Pack of 1)



Raid Bed Bug Detector & Trap, 8 ct

★★★★☆ ~ 2,753

700+ bought in past month



Insect & Pest Control, Diatomaceous Earth Peppermint Powder, 1 lb

★★★★☆ ~ 20



Harris Bed Bug Early Detection Glue Traps (4/Pack)

★★★★☆ ~ 4,929

2K+ bought in past month

ral



1ax

Go

ns

Harris 5 min Bed Bug Killer,
Odorless & Non Staining
Formula (32oz)

ess

★★★★☆ 1,909

of Sto

★★★★☆ 4.2 out of 5

1,909 global ratings

5 star 63%

4 star 16%

3 star 10%

2 star 4%

1 star 7%

[See customer reviews >](#)

From the United States

 Donna Elbert

★★★★☆ **Nozzle doesn't spray**

Reviewed in the United States on October 7, 2023

Size: Pack of 1 (128oz) | **Verified Purchase**

Product works reasonably well but I am disappointed that the sprayer nozzle doesn't work. This is not the first time this has happened. I transferred product to a spray bottle. I don't have a problem with the product but this is a continuing problem and is frustrating.

Helpful

Report

 C.F.

★★★★☆ **Not too sure.**

Reviewed in the United States on June 25, 2023

Size: 32oz | **Verified Purchase**

I have purchased two of the 32 Oz bottles and 1 gallon jug. I live in senior housing and someone moved in across the hall who has an epidemic over there I hear, but mine are controllable because you hardly ever see one. I spray every few days but am not able to get rid of them. When I spray I don't get bitten for a few days and then I get a bite and spray again, but if I don't spray, it will happen again. What happens to the residual? It supposed to last at least one month. I sprayed one directly and it took so long to die, I ended up just killing it with a napkin. At first I used a common store brand and it did nothing, so I do see better results with this brand but I doubt it will get rid of completely even the few I have.

10 people found this helpful

Helpful

Report

 Sandra

★★★★☆ **Hard to pump, leaks out.**

Reviewed in the United States on June 6, 2023

Size: Pack of 1 (128oz) | **Verified Purchase**

I had to pour the liquid out and spread it with a foam paint brush. Hand spray was useless.

Helpful

Report

 G Michael

★★★★☆ **Doesn't do what it says**

Reviewed in the United States on October 21, 2022

Size: 32oz | **Verified Purchase**

Doesn't kill in 5 minutes

[Prompt]

Customer Analysis

- As customer experience professional, analyze the following user reviews identify the customer pain points from their experience: [Reviews]

Customer Pain Points:

1. **Defective Spray Nozzles:** Many customers reported issues with the spray nozzles. They mentioned problems such as the nozzle not working, leaking, or spraying in a stream instead of a mist. This issue makes it difficult to apply the product effectively.
2. **Residual Effectiveness:** Several customers expressed doubts about the product's claim of providing a long-lasting residual effect. They reported having to reapply the spray frequently, which can be frustrating.
3. **High Price:** Some users found the product to be expensive, especially considering the issues they experienced with the spray nozzle and its overall effectiveness.
4. **Ineffectiveness for Complete Elimination:** Several customers mentioned that the product did not completely eliminate their bug problems. They still observed live bugs even after using the product as directed.
5. **Difficulty in Use:** Some users found it challenging to use the product due to issues with the sprayer, making it less convenient for application.
6. **No Response from Customer Support:** A few customers mentioned that they reached out to the company's customer support regarding damaged or defective spray nozzles but did not receive a response, indicating poor customer service in some cases.

[Prompt]

Copywriter

- Base on competitor's Customer Pain Points, as a professional social media copywriter, write 5 Facebook posts for the product:
[Reviews]

Post 1:

🌿 Tired of bug sprays with harsh chemicals and a strong smell? Badger - Anti-Bug Shake & Spray is your natural solution! With pure Citronella, Rosemary, and Lemongrass essential oils, it effectively repels bugs while smelling great. Say goodbye to those pesky bugs and hello to a refreshing scent. 🌻🐛 #NaturalBugProtection #SmellGreatStayProtected

Post 2:

👪 At Badger, we prioritize your family's safety and comfort. Our DEET-free bug spray is suitable for everyone, from adults to toddlers and kids. No more worrying about harsh chemicals on your loved ones' skin. Stay protected together! ❤️ #FamilyFriendlyProtection #BugFreeOutings

Post 3:

🧑🏻‍🦉 Planning an outdoor adventure? Don't forget to pack Badger - Anti-Bug Shake & Spray! Our lightweight aluminum bottle is easy to carry and environmentally friendly. Plus, the pump spray makes application a breeze. Adventure awaits – bring your natural bug repellent! 🏞️🌲 #AdventureReady #EcoFriendly

Post 4:

☀️ Did you know that Badger - Anti-Bug Shake & Spray is powered by nature and the sun? Our plant-based ingredients are eco-friendly and sustainably sourced. We're proud to be a women-owned and run family business, making products that protect both you and the environment. 🌍 🧑🏻 #EcoWarriors #SustainableLiving

Post 5:

🌿 Looking for long-lasting bug protection? Badger - Anti-Bug Shake & Spray offers up to 3 hours of all-natural defense against mosquitos. It's time to say goodbye to bugs without compromising on your family's health and comfort. Try it today and experience the difference! 🦋 #EffectiveProtection #DEETFree



Roll over image to zoom in

Post 1:

🌿 Tired of bug sprays with harsh chemicals and a strong smell? Badger - Anti-Bug Shake & Spray is your natural solution! With pure Citronella, Rosemary, and Lemongrass essential oils, it effectively repels bugs while smelling great. Say goodbye to those pesky bugs and hello to a refreshing scent. 🌻🐛 #NaturalBugProtection #SmellGreatStayProtected

Post 2:

👨👩👧👦 At Badger, we prioritize your family's safety and comfort. Our DEET-free bug spray is suitable for everyone, from adults to toddlers and kids. No more worrying about harsh chemicals on your loved ones' skin. Stay protected together! ❤️ #FamilyFriendlyProtection #BugFreeOutings

Post 3:

👨👩👧👦 Planning an outdoor adventure? Don't forget to pack Badger - Anti-Bug Shake & Spray! Our lightweight aluminum bottle is easy to carry and environmentally friendly. Plus, the pump spray makes application a breeze. Adventure awaits – bring your natural bug repellent! 🌄🌲 #AdventureReady #EcoFriendly

Post 4:

☀️ Did you know that Badger - Anti-Bug Shake & Spray is powered by nature and the sun? Our plant-based ingredients are eco-friendly and sustainably sourced. We're proud to be a women-owned and run family business, making products that protect both you and the environment. 🌍 #EcoWarriors #SustainableLiving

Post 5:

🌿 Looking for long-lasting bug protection? Badger - Anti-Bug Shake & Spray offers up to 3 hours of all-natural defense against mosquitos. It's time to say goodbye to bugs without compromising on your family's health and comfort. Try it today and experience the difference! 🦋 #EffectiveProtection #DEETFree



Roll over image to zoom in

Competitor 🙄 : strong smell, difficulty with sprayers, and the need for effective bug protection

Highlight 😊 : product's natural, family-friendly, and user-friendly qualities while highlighting its eco-friendliness and customer support

Content Marketing Effort Distribution

Now, With AI



Strategy



Research



Writing

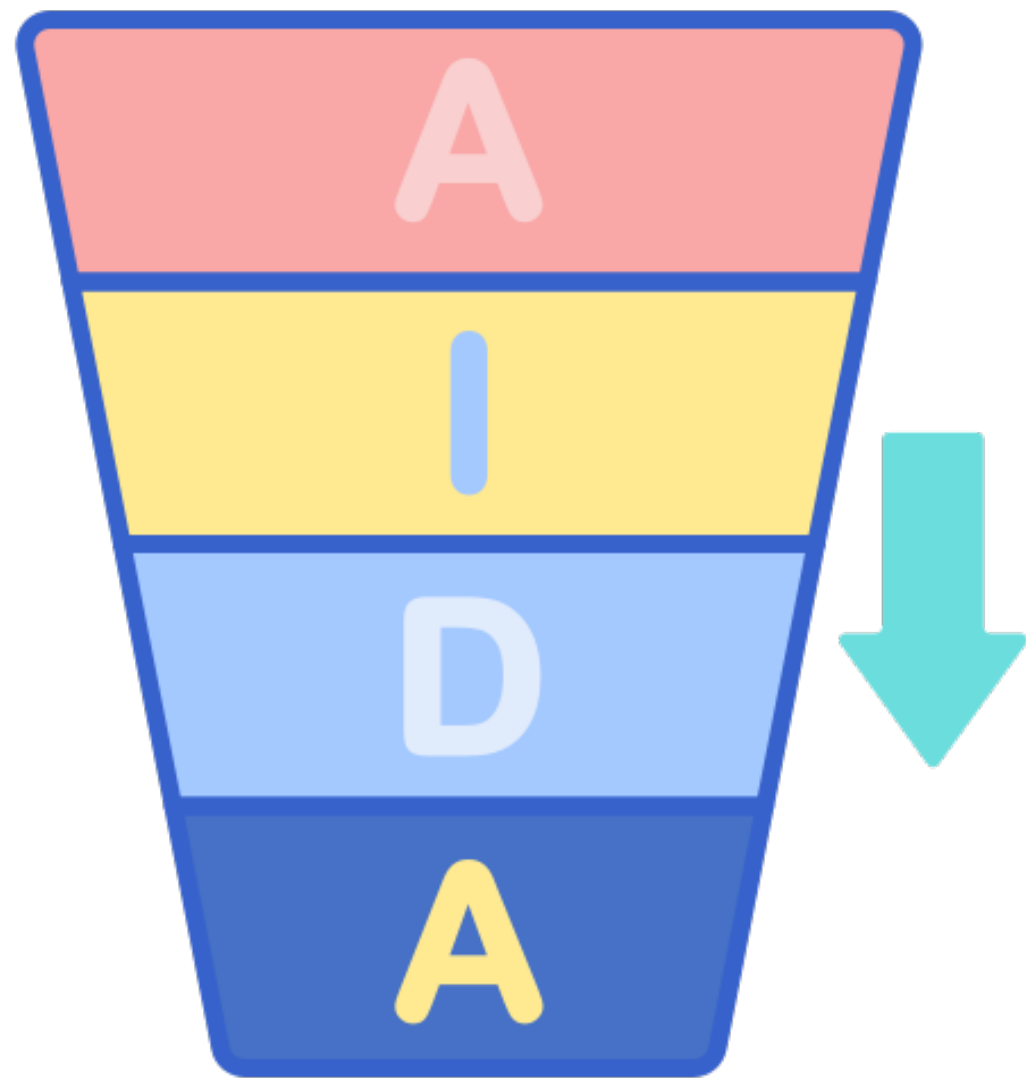


Editing



Distribution





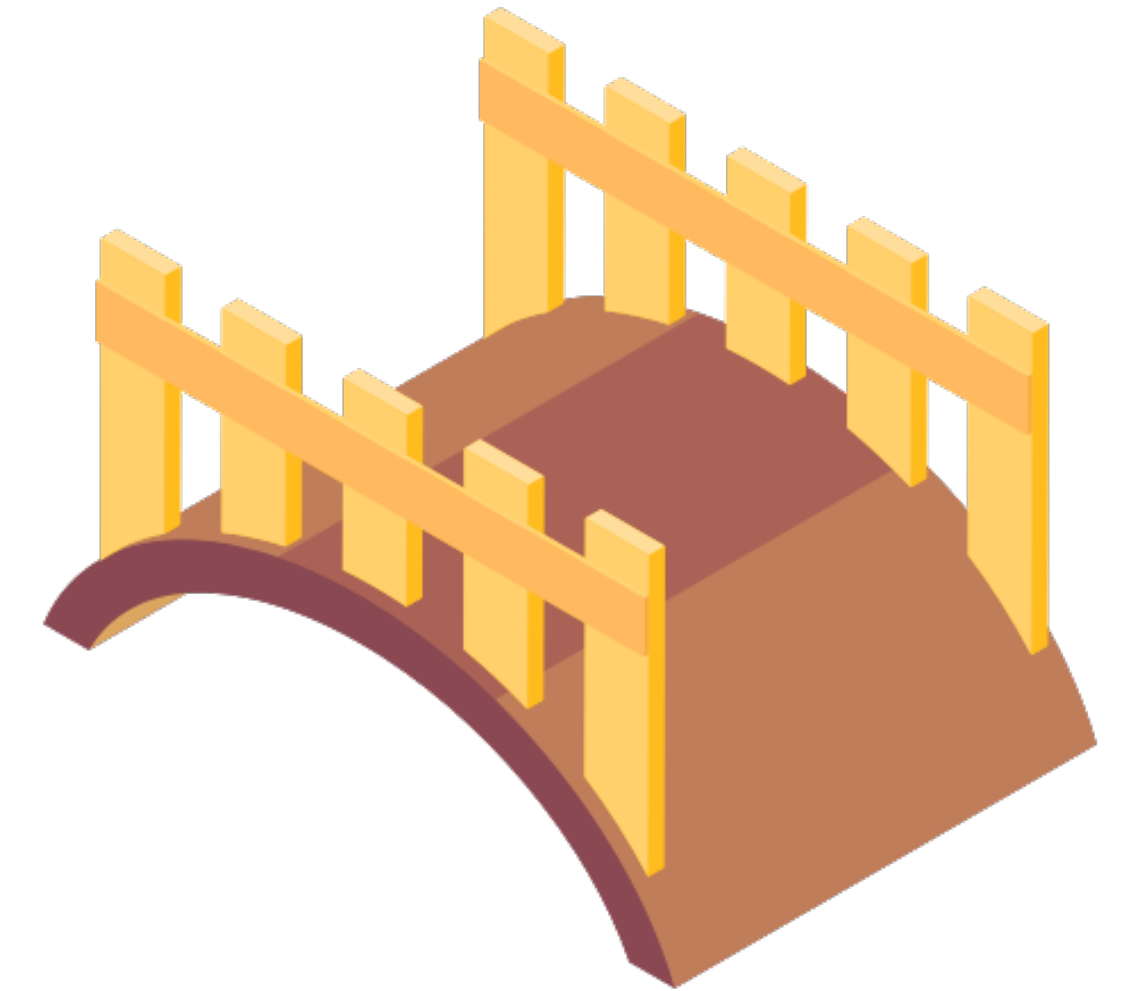
AIDA



PAS



FAB



BAB



Brand Persona



Storytelling Factors



It's not about the Tools, it's about the Strategy



<https://berniewo.ng/edm>



The Trending Social Media Marketing Tips



<http://berniewo.ng/hi>

Dr Bernie Wong

Founder, Social Stand Limited

E: bernie@social-stand.com

W: www.social-stand.com / www.berniewong.net

LinkedIn: <https://berniewo.ng/linkedin>