

# THE GARYVEE

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

# MODEL





# 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



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

# THE CONTENT PYRAMID



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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

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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

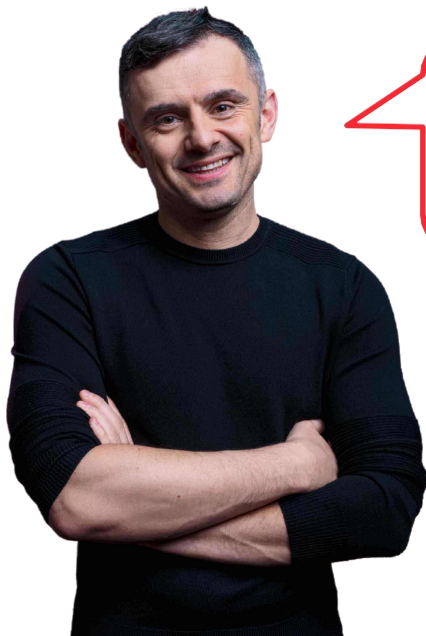


# ESTABLISH PILLAR CONTENT

**Document** → Create → Distribute → Listen → Create → Distribute

1

# ESTABLISH PILLAR CONTENT



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:

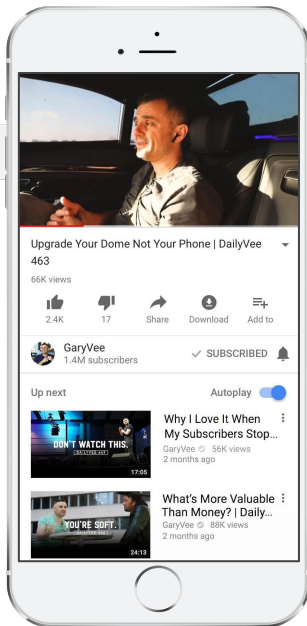
**A.** Daily vlog “Dailyvee”

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

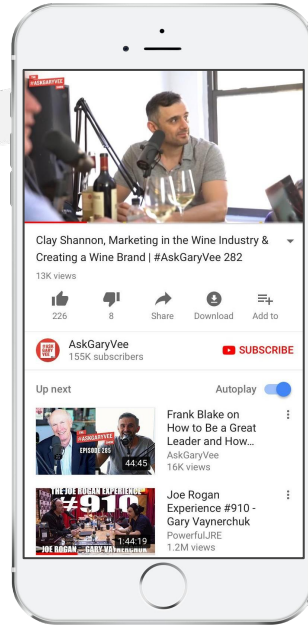
**C.** My keynotes, interviews, fireside chats

\*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.

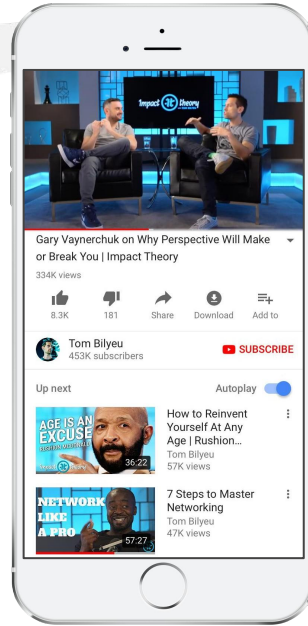
**A**



**B**



**C**



# CREATE MICRO CONTENT

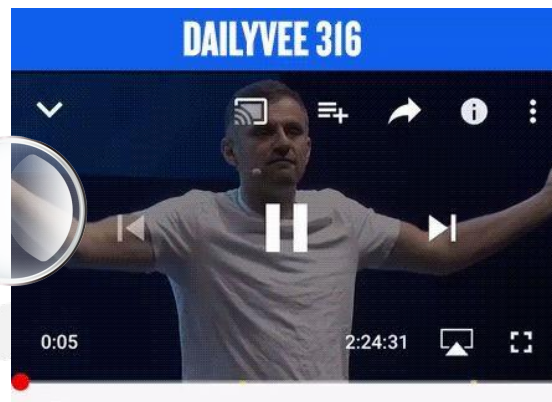
Document → Create → Distribute → Listen → Create → Distribute

## 2. CREATE MICRO CONTENT



Micro content is effectively short-form pieces of content made into memes, quotes, or stories.

## 2. CREATE MICRO CONTENT



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

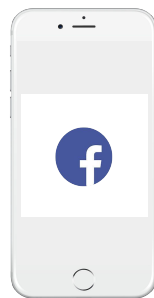


Image and video size:  
1,080 x 1,080 px  
Ratio: 1:1 (square)  
Video Max Length:  
45 min

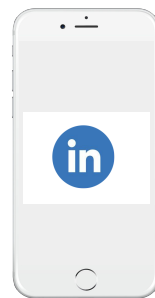


Image and video size:  
1,200 x 628 px  
Video Max Length:  
10 min

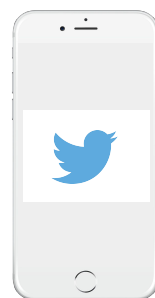


Image: 1,024 x 512 px  
Video: 1,920 x 1,200 px  
Video Max Length:  
2min 20sec

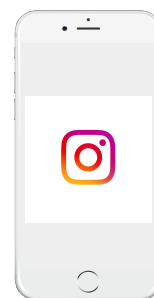


Image and video size:  
1,080 x 1,080 px  
Video Max Length:  
1 min

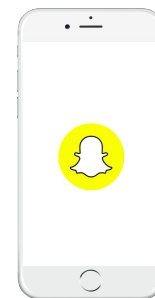
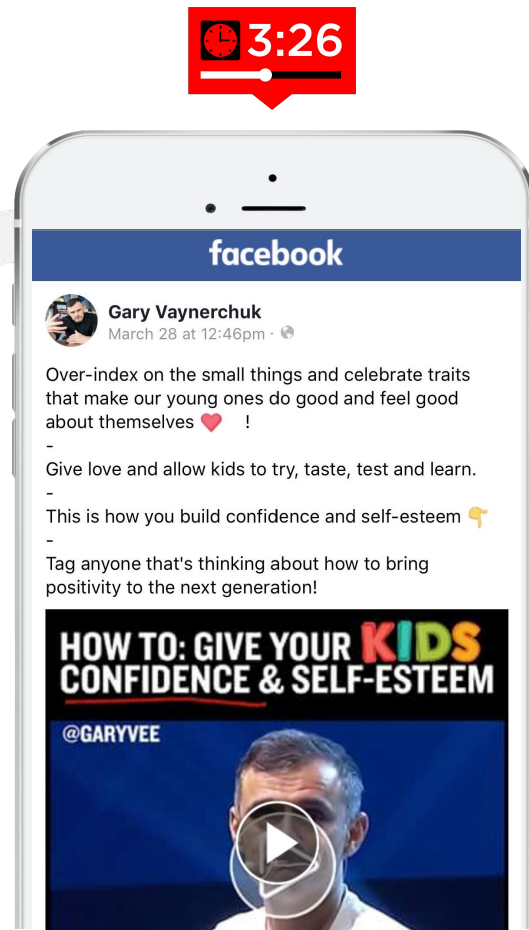


Image and video size:  
1,080 x 1,920 px  
Video Max Length:  
15 seconds

## 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.



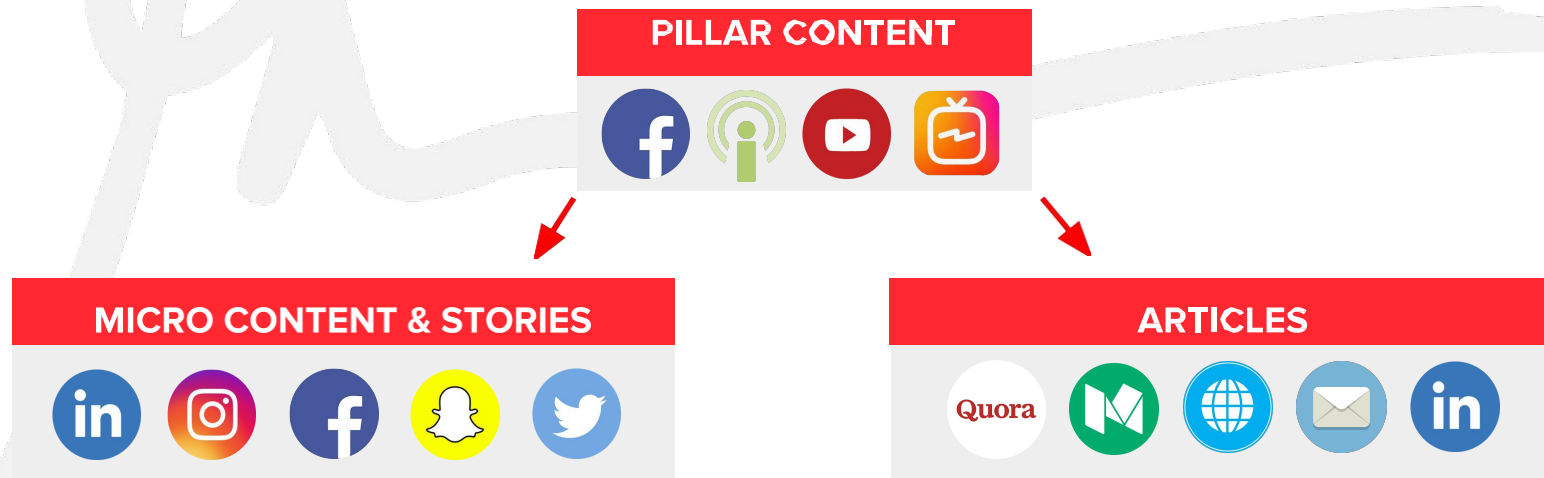
# DISTRIBUTE PILLAR & MICRO CONTENT

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



# 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!

# 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

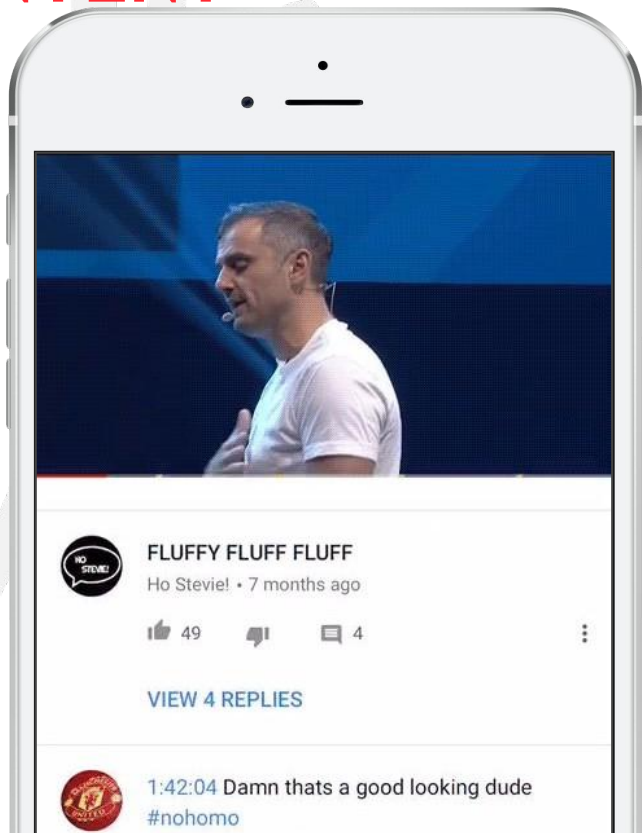
# GET COMMUNITY INSIGHTS

Document → Create → Distribute → Listen → Create → Distribute

# 4 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!

 2   [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. :/

   [REPLY](#)

4.

## GET COMMUNITY INSIGHTS FROM PILLAR CONTENT



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!

4.

## GET COMMUNITY INSIGHTS FROM PILLAR CONTENT



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

# COMMUNITY DRIVEN MICRO CONTENT

Document ➡ Create ➡ Distribute ➡ Listen ➡ Create ➡ Distribute

# 5 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



# DISTRIBUTE SECOND-ROUND OF MICRO CONTENT

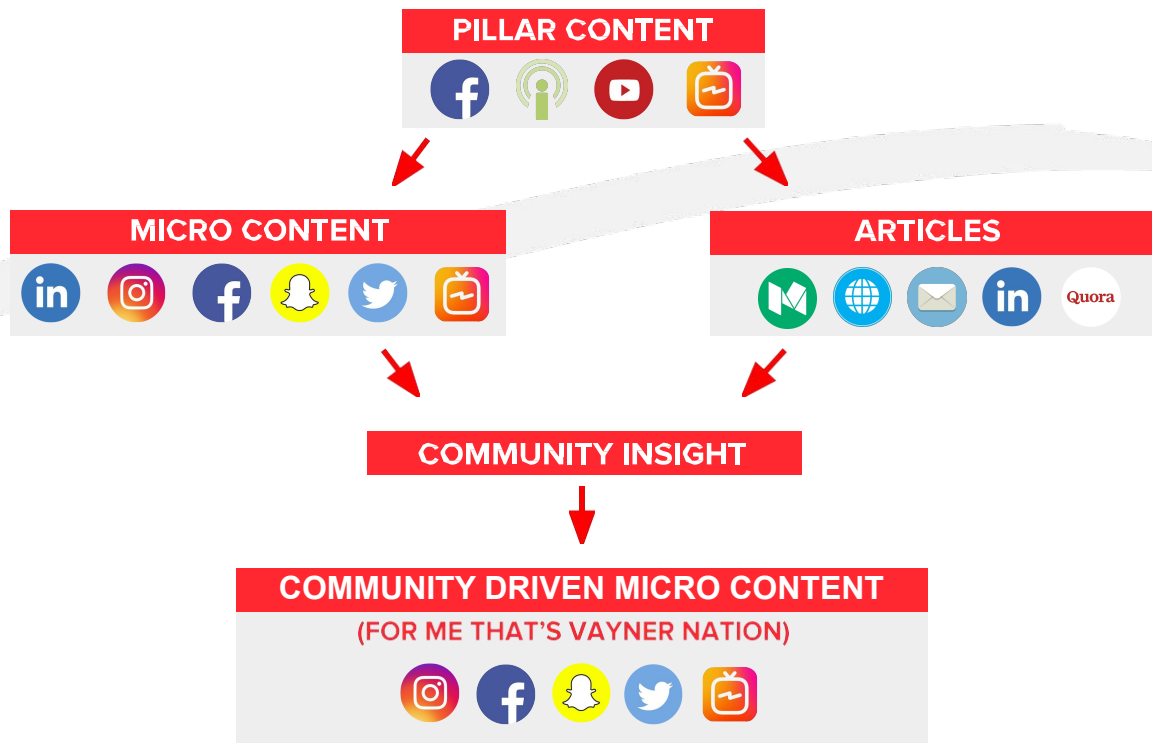
Document → Create → Distribute → Listen → Create → Distribute

# 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 man with short brown hair and a beard, wearing a dark blue sweater, is shown in profile from the chest up. He is looking down and writing on a notepad with a pen. The background is a blurred office setting with whiteboards and a window with blinds. The overall lighting is soft and natural.

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

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



**NOW ENTERING THE**  
**GARYVEE CONTENT**  
**MACHINE:**

**The Dutch Bros Keynote**

**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



OPTIMISM OR PESSIMISM? YOU CHOOSE. |  
DUTCH BROS KEYNOTE IN PORTLAND,  
OREGON 2017 | DAILYVEE 316

256,976 views



4.5K



120



Share



Download



Save



GaryVee

1,470,085 subscribers

📺 SUBSCRIBED

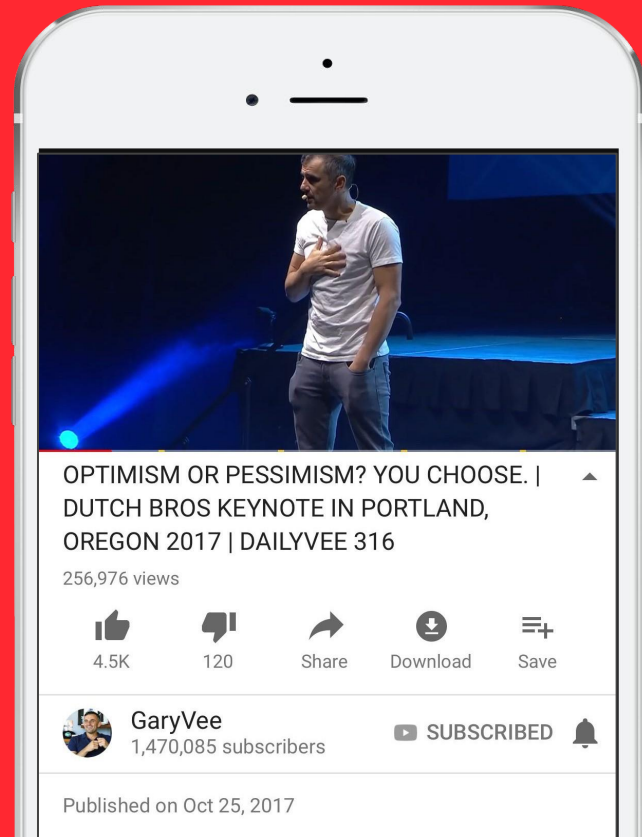


Published on Oct 25, 2017

1

# GV VIDEO EXPERIENCE

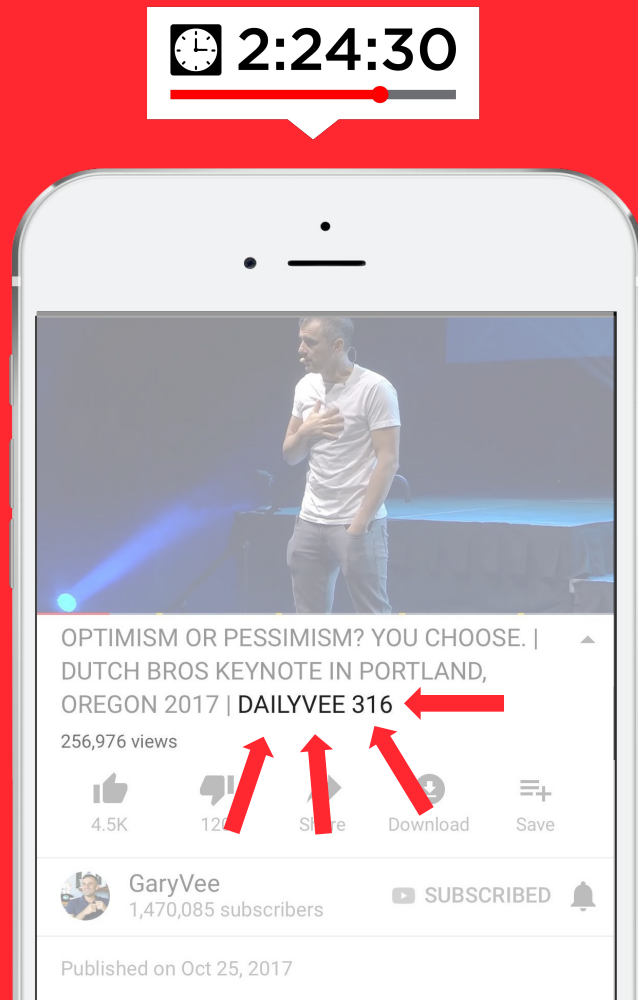
In the video, before showing the keynote itself, I recorded a short introduction where I gave context to the talk so that my audience would have a better understanding of what the content is about.



1

# GV VIDEO EXPERIENCE

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



A large, bold, red number '2' is positioned in the background, partially overlapping the text.

**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.

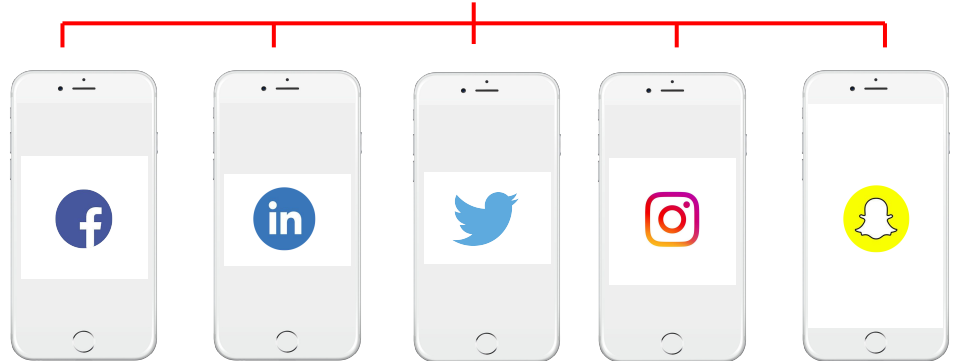
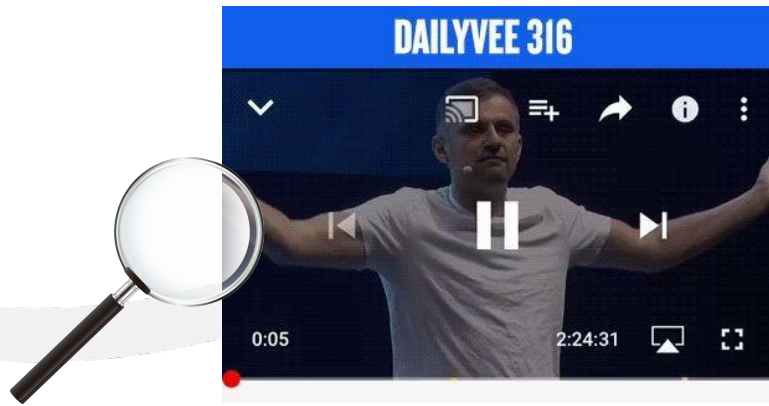


Image and video size:  
1,080 x 1,080 px  
Ratio: 1:1 (square)  
Video Max Length:  
45 min

Image and video size:  
1,200 x 628 px  
Video Max Length:  
10 min

Image: 1,024 x 512 px  
Video: 1,920 x 1,200 px  
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2min 20sec

Image and video size:  
1,080 x 1,080 px  
Video Max Length:  
1 min

Image and video size:  
1,080 x 1,920 px  
Video Max Length:  
15 seconds

# DISTRIBUTION



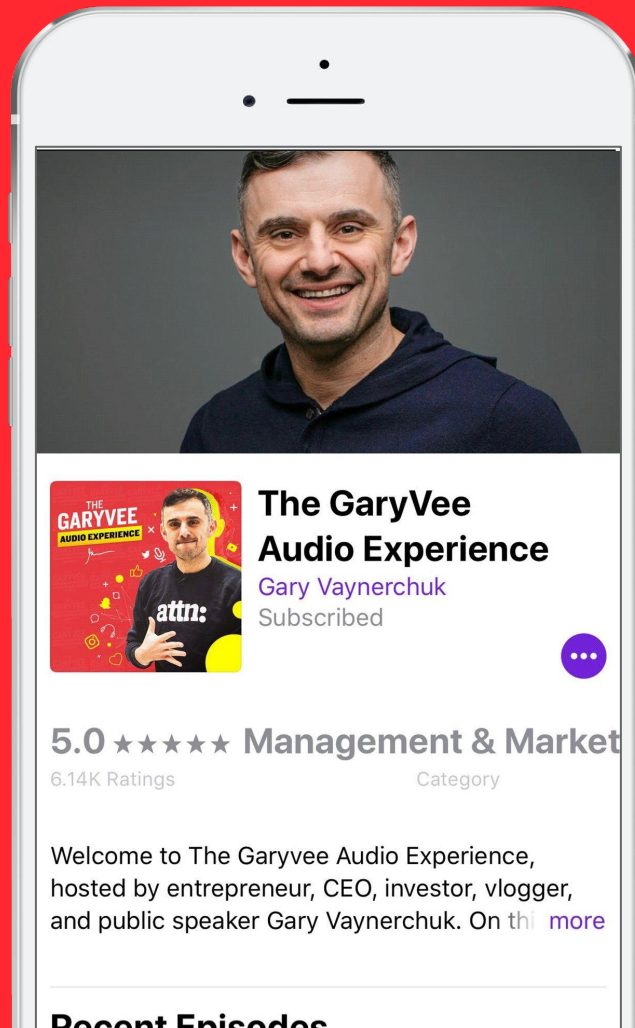
4

# DISTRIBUTIO

## N:

### GV VIDEO EXPERIENCE

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



# 4

## DISTRIBUTIO

### N:

### GV AUDIO EXPERIENCE

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





4

# DISTRIBUTIO

## N:

### GV AUDIO EXPERIENCE

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

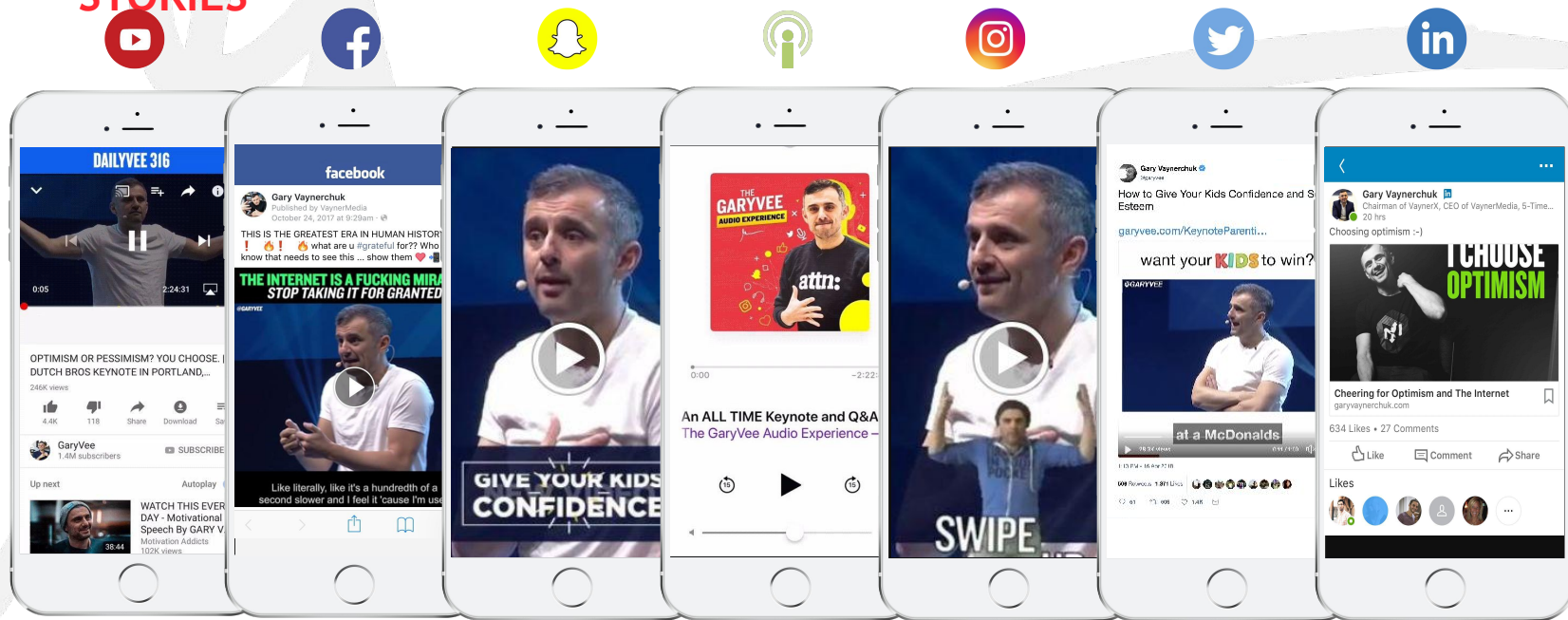


\* HUMBLE BRAG \*



# 4 DISTRIBUTION

## MICRO CONTENT & STORIES



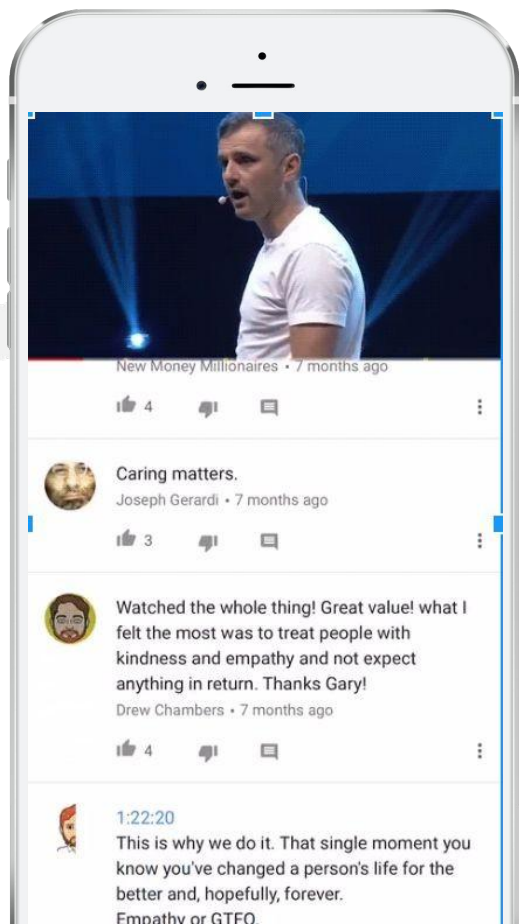
The first round of micro content and stories are then posted on Instagram, Facebook, Snapchat, and Twitter.

A large, semi-transparent red number '5' is positioned in the background, centered vertically and slightly to the left of the center.

**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 COMMENT

 **Alexander Waage** 7 months ago  
1:22:19! My body just froze up and tears started falling! Respect bro!  
👍 2 🗨️ ❤️ 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. ./  
👍 🗨️ ❤️ REPLY

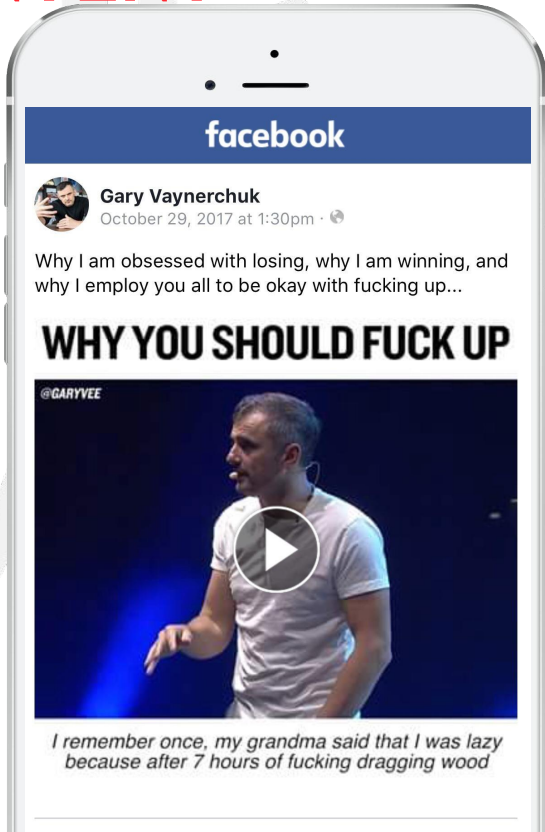
# 5. APPLY INSIGHTS TO MICRO CONTENT



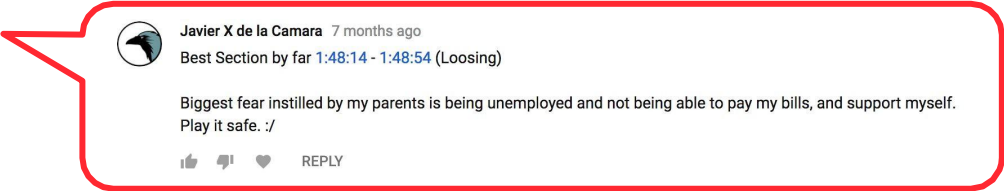
## MICRO 1



# 5. APPLY INSIGHTS TO MICRO CONTENT



## MICRO 2



A large, semi-transparent blue number '6' is positioned in the background, centered vertically and slightly to the right of the text.

**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.

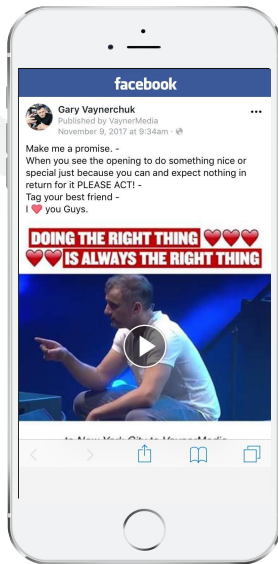


# 6

# FACEBOOK MICRO

All 4 clips organically  
over-index on the platform.

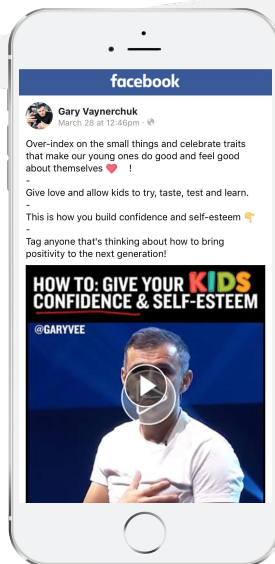
100K+ Views



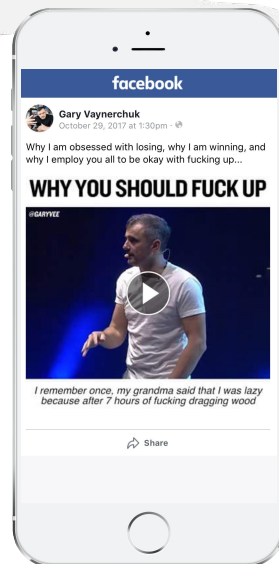
600K+ Views



4M+ Views



15M+ Views

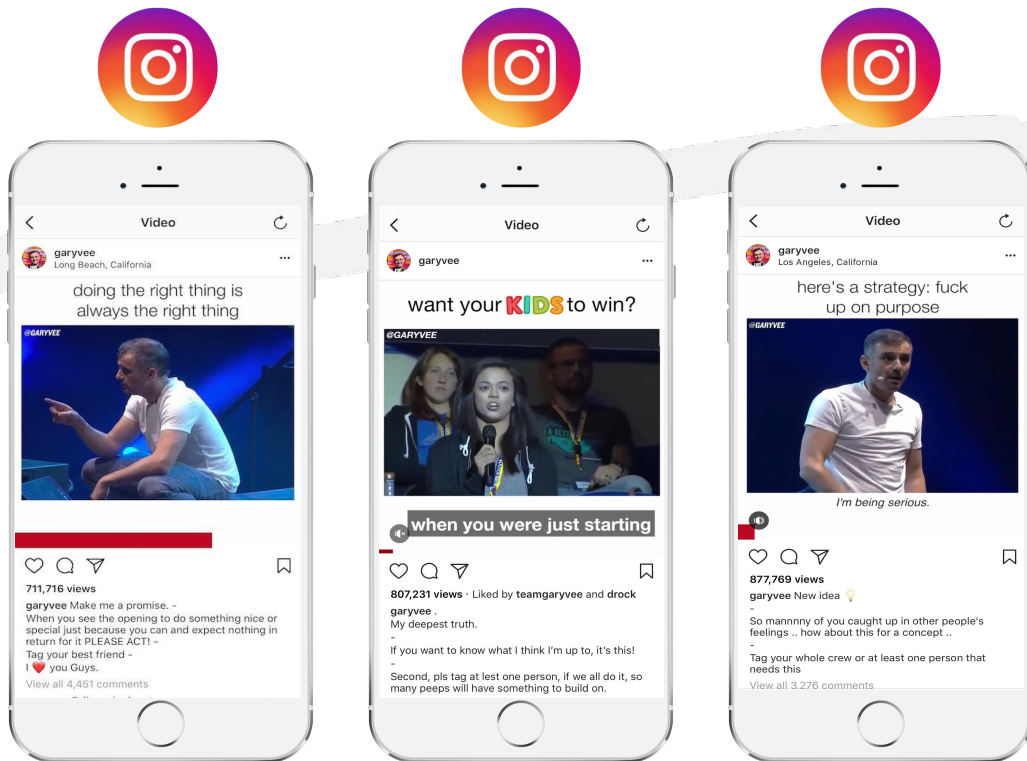


**INSTAGRAM  
MICRO**



# 7 INSTAGRAM MICRO

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



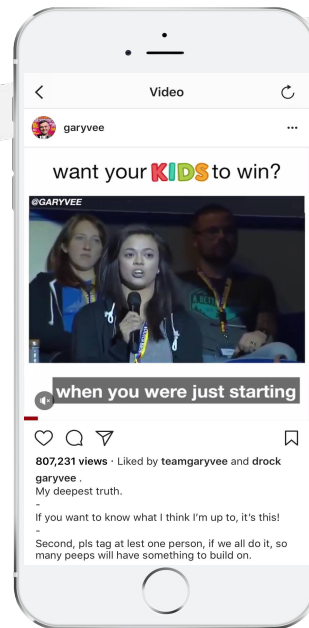
# 7 INSTAGRAM MICRO

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

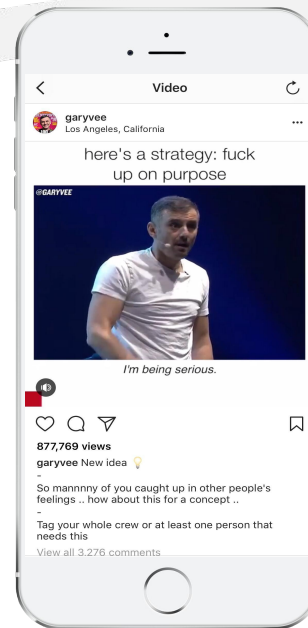
700K+ Views



1.4M+ Views



1.7M+ Views



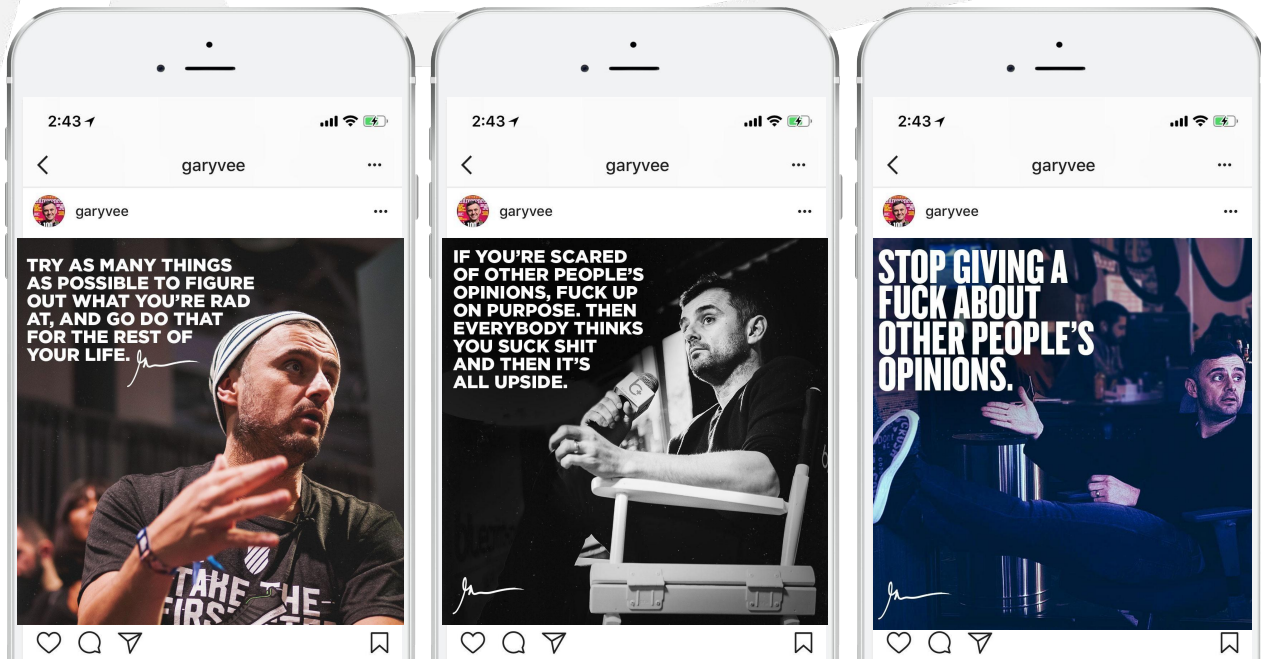


**INSTAGRAM  
QUOTES**

# 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.



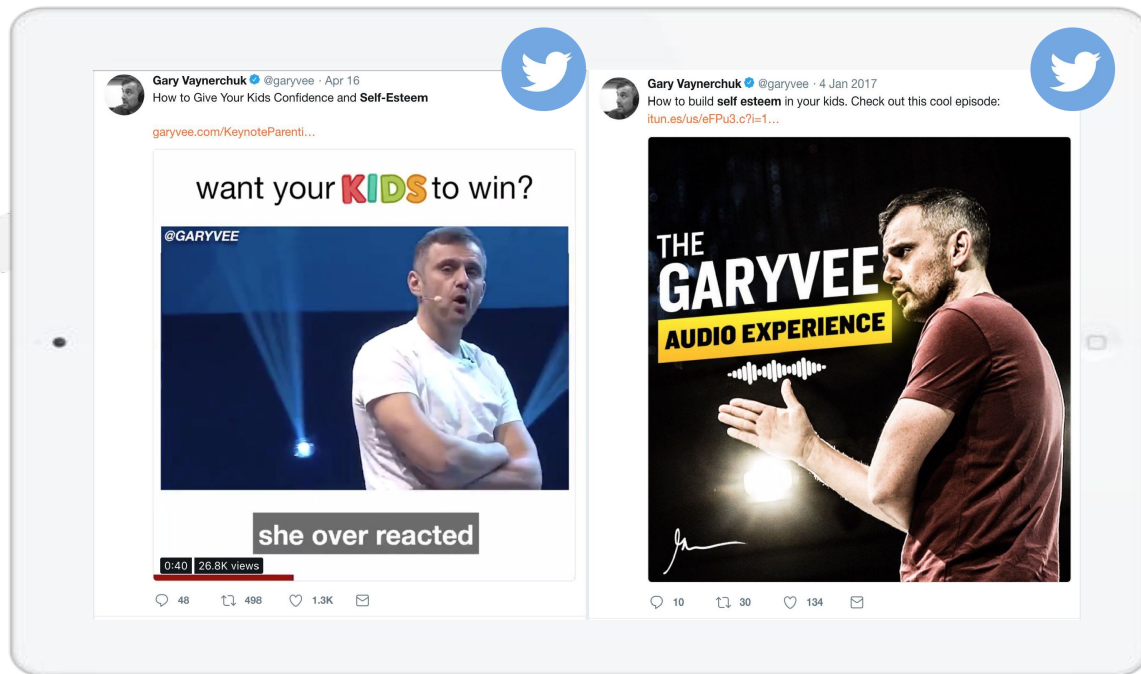


**TWITTER  
QUOTES**

## 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.



11.

# SNAPCHAT STORIES

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



# 12

**GIF  
CONTENT**

12.

# GIF CONTENT

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

A man in a white polo shirt speaking on a stage with his arms outstretched.

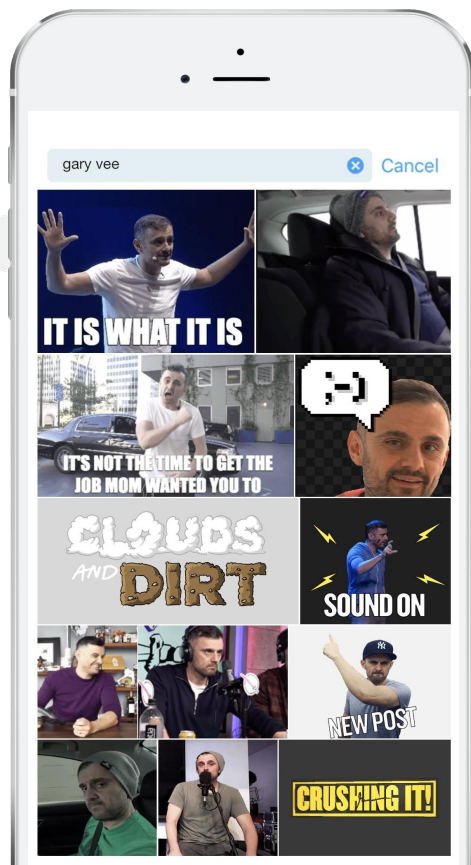
**IT IS WHAT IT IS**

A man in a white polo shirt speaking on a stage with his hands gesturing.

**WORK**

# 12. GIF CONTENT

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



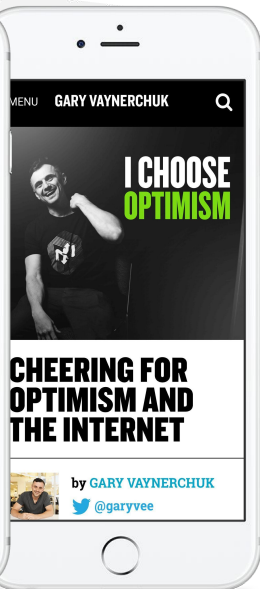
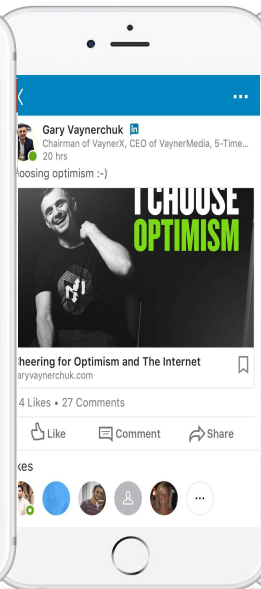
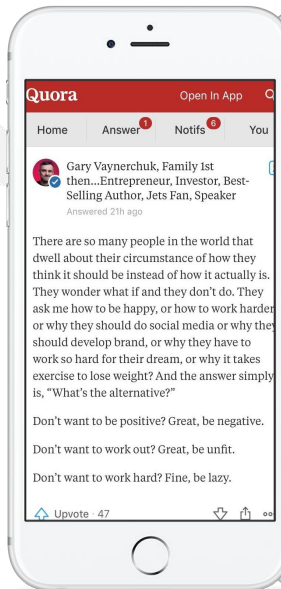
13

WRITTEN  
WORD

13.

# WRITTEN WORD

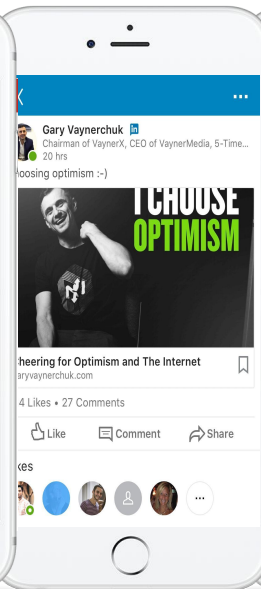
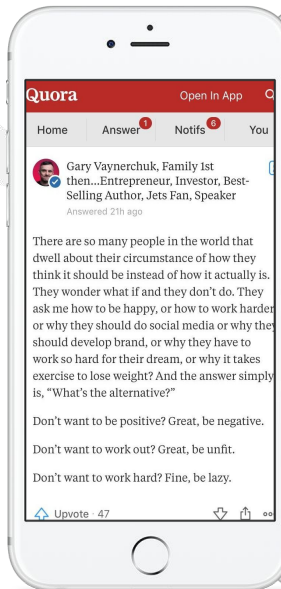
Now stay with me here cause I know we've already made more content than most brands have in the last month, but we then take the most important themes of each video and turn them into an article.



13.

# WRITTEN WORD

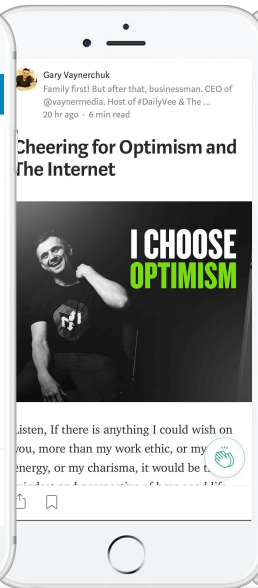
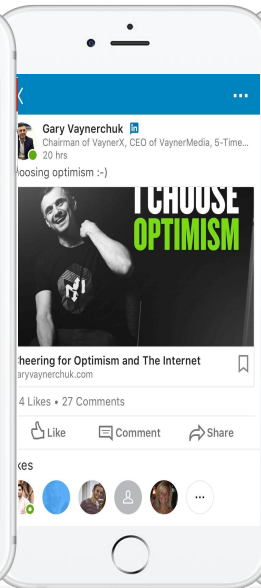
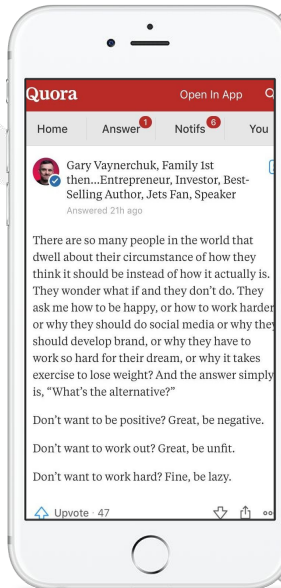
I often add 1-3 major points to expand or articulate something new.



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 man with short dark hair and a beard, wearing a purple long-sleeved shirt, is standing on a stage. He has his hands raised in a gesture, palms facing forward. The background is dark with some blue stage lights visible. The text "HERE ARE THE RESULTS ;)" is overlaid in white, bold, sans-serif font across the center of the image.

**HERE ARE THE  
RESULTS ;)**



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

A man in a purple sweater is sitting in the back of a car, smiling broadly while holding a smartphone. The car's interior, including the headrest with a screen and the window, is visible. The background shows a blurred outdoor scene with trees and buildings.

RESULTING IN OVER  
35 MILLION VIEWS



**ACROSS MORE THAN 20 DIFFERENT  
SOCIAL PLATFORMS**

# CONTENT



A man with short dark hair and a light beard, wearing a teal t-shirt and grey pants, is seated in the driver's seat of a car. He is looking directly at the camera with a slightly surprised or expressive face and has his right hand raised, palm facing forward. The car's interior, including the black leather seat and headrest, is visible. The word "CONTENT" is overlaid on the image in large, white, bold, sans-serif capital letters, appearing twice: once in the upper right and once in the center, partially overlapping the man's face and hand.

CONTENT  
CONTENT

A man with short dark hair and a light beard, wearing a teal t-shirt, is seated in the driver's seat of a car. He is looking towards the camera with a slightly surprised or expressive face and has his right hand raised, palm facing forward, in a gesturing motion. The car's interior, including the black leather seat and headrest, is visible. The background is slightly blurred, showing the car's window and interior panels. The word "CONTENT" is overlaid in large, bold, white, sans-serif capital letters, appearing three times in a vertical stack across the center of the image. The overall lighting is somewhat dim, and the image has a slightly desaturated, teal-tinted appearance.

CONTENT

CONTENT

CONTENT

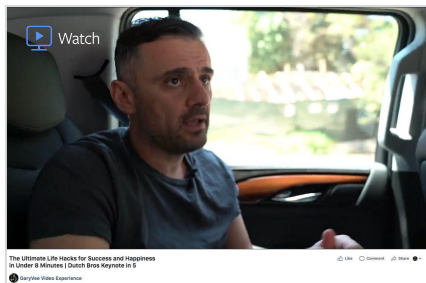
A man with a surprised expression is sitting in the driver's seat of a car. He is wearing a teal t-shirt and has his hand raised in a gesture. The text 'OH WAIT...' is overlaid in large white letters across the center of the image. The background shows the interior of the car, including the leather seats and windows.

**OH WAIT...**

A man with a beard and short hair, wearing a teal t-shirt and grey pants, is sitting in the driver's seat of a car. He is looking directly at the camera with a slightly surprised or excited expression. The car's interior, including the leather seats and window frame, is visible. The image has a dark, teal-tinted overlay.

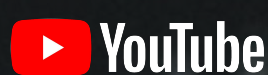
**MORE  
CONTENT!**

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



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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"

