

# 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).

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



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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

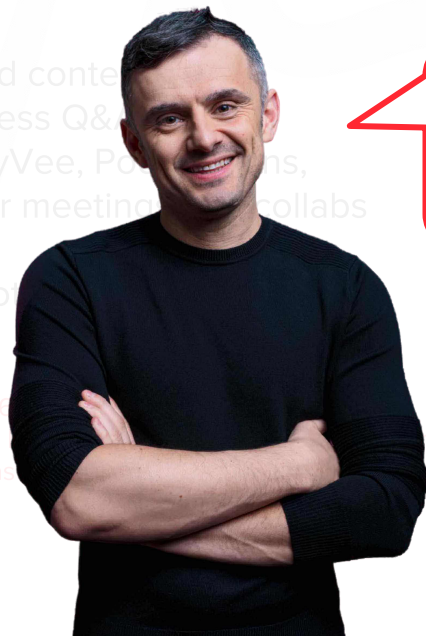
For me this is my:

A. Daily vlog "Dailyvee"

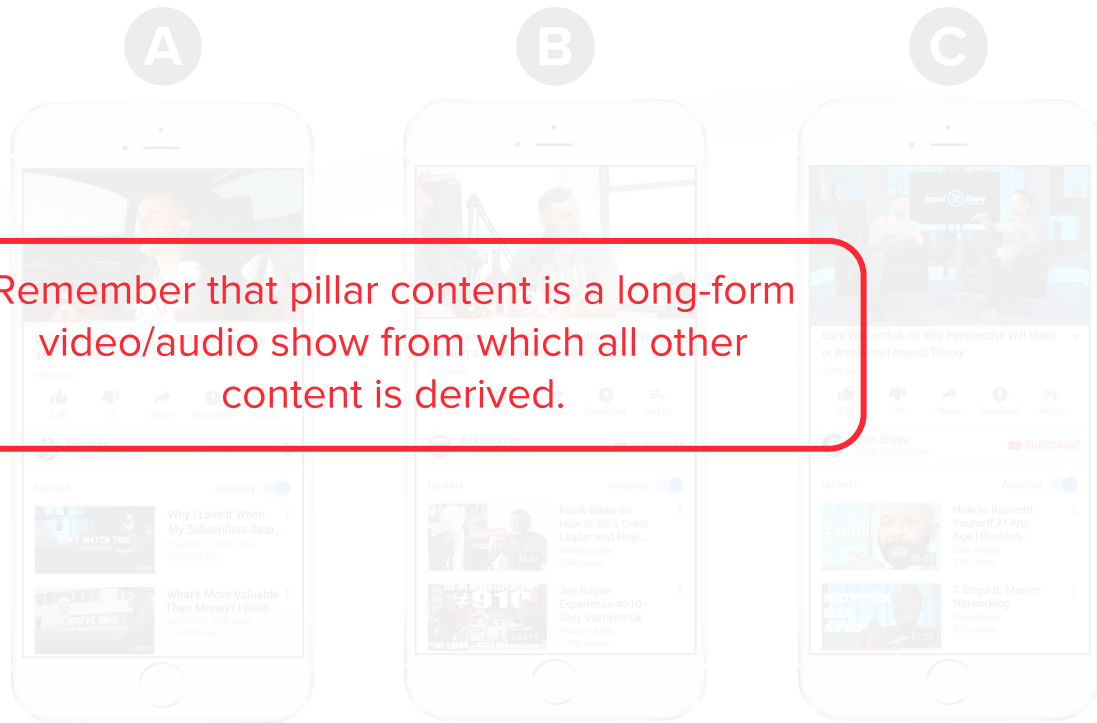
B. Dedicated content  
My business Q&A  
#AskGaryVee, Podcasts,  
Influencer meeting collabs

C. My Keynote  
chats

\*If this was 2006  
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

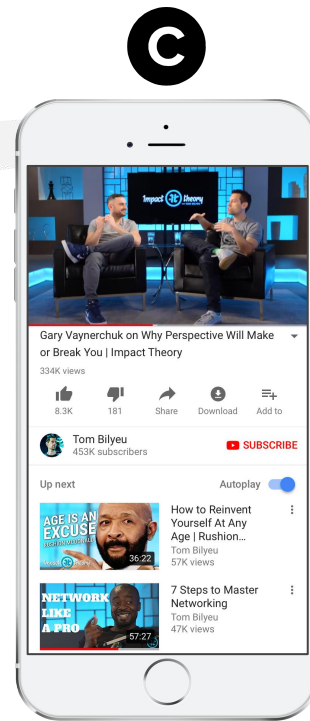
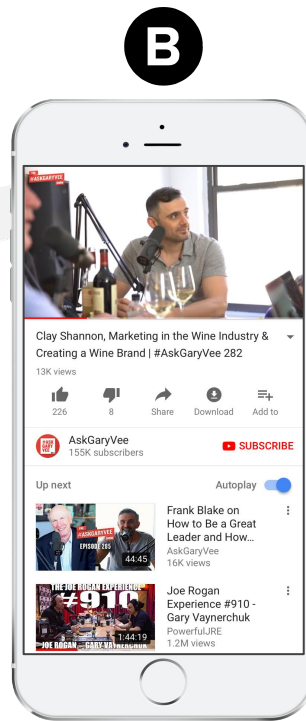
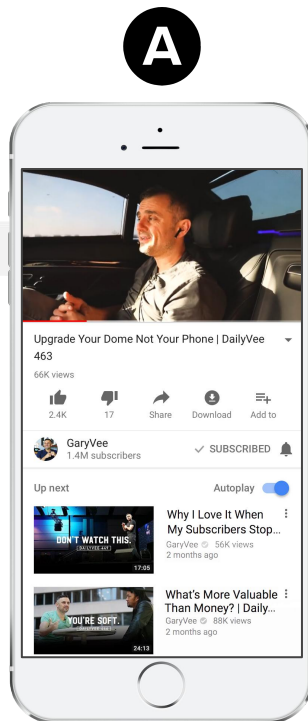
For me this is my:

**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.



# 2

## CREATE MICRO CONTENT

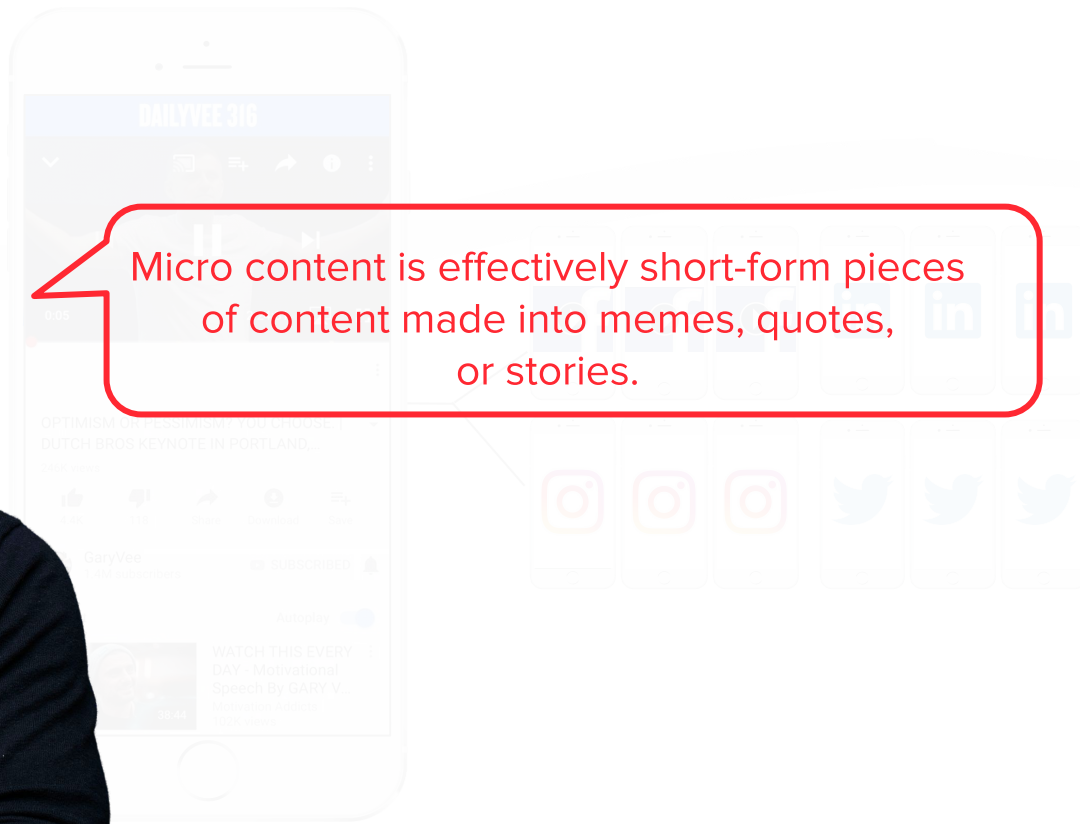
Document ➡ Create ➡ Distribute ➡ Listen ➡ Create ➡ Distribute

## 2. CREATE MICRO CONTENT



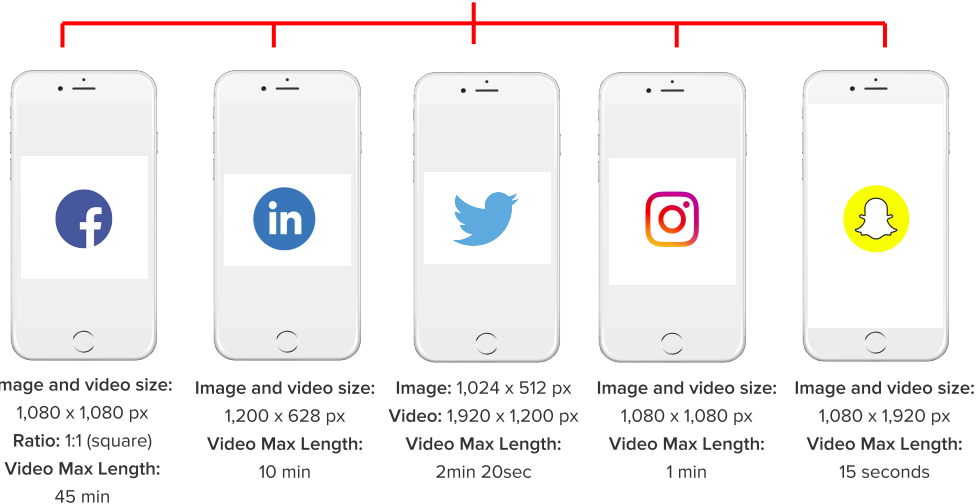
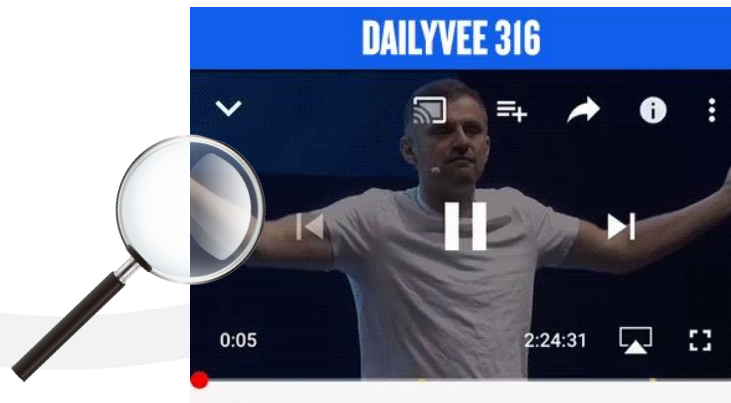
Once you have pillar content, you can repurpose “the best moments” into many pieces of “micro content.”

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”.

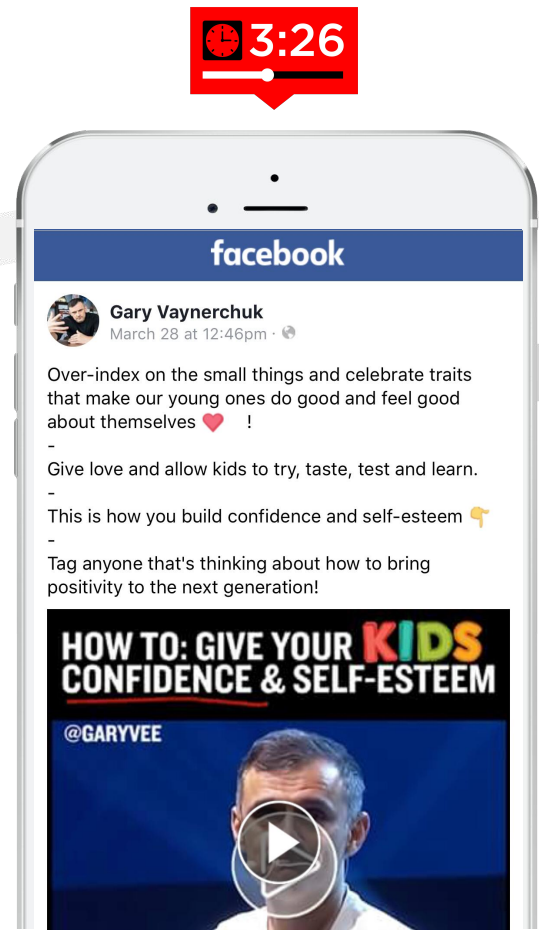
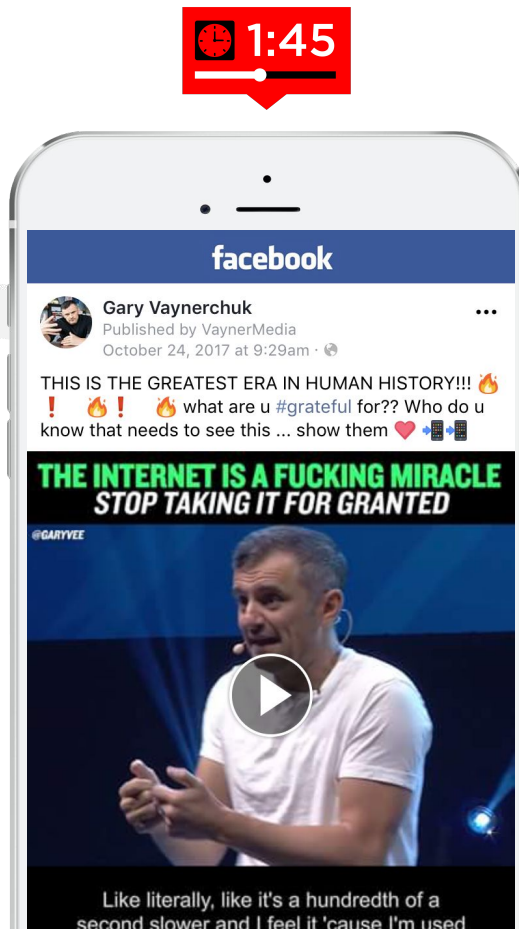




## 2. CREATE MICRO CONTENT

### MICRO CONTENT

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



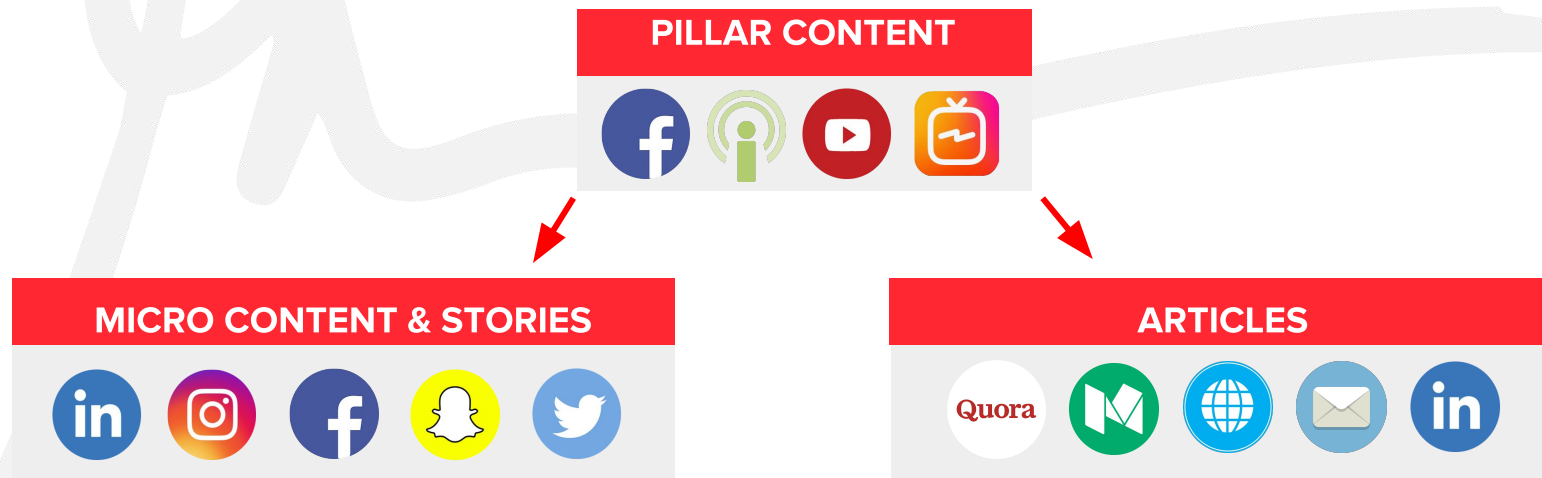
# DISTRIBUTE PILLAR & MICRO CONTENT

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!

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

# 4 GET COMMUNITY INSIGHTS

Document ➡ Create ➡ Distribute ➡ Listen ➡ Create ➡ Distribute



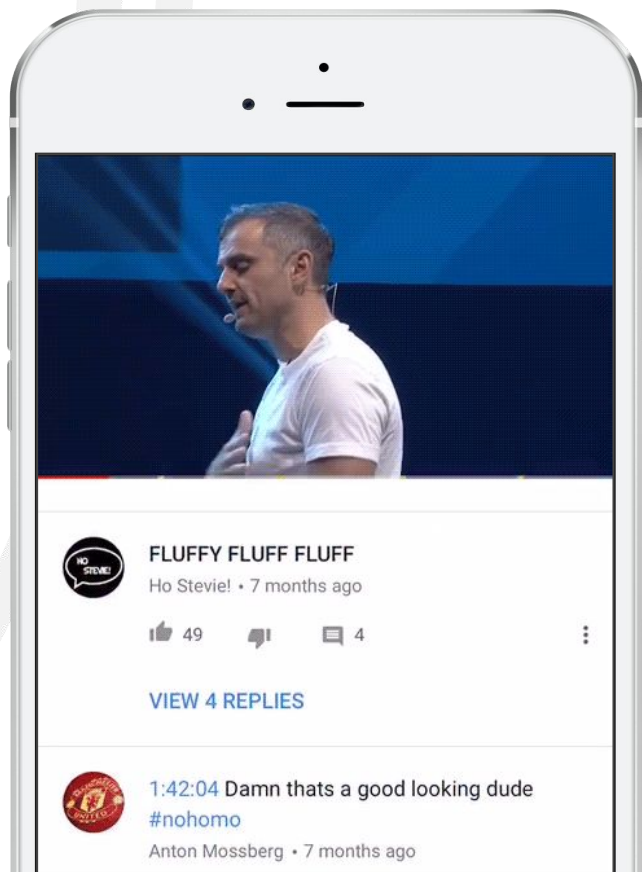


# GET COMMUNITY INSIGHTS

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!



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



KEY COMMENTS



Alexander Waage · 7 months ago

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



Javier X ·

Best Section by far! Love it! (Loading)

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

👍 🗨️ 🔄 REPLY

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



KEY COMMENTS



Alexander Waage · 7 months ago

1:22:19! 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 C · 7 months ago

Best YouTube video I've ever watched!

Biggest 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

# 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



Alexander Waage 7 months ago

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



2



REPLY

# DISTRIBUTE SECOND-ROUND OF MICRO CONTENT

Document ➡ Create ➡ Distribute ➡ Listen ➡ Create ➡ Distribute

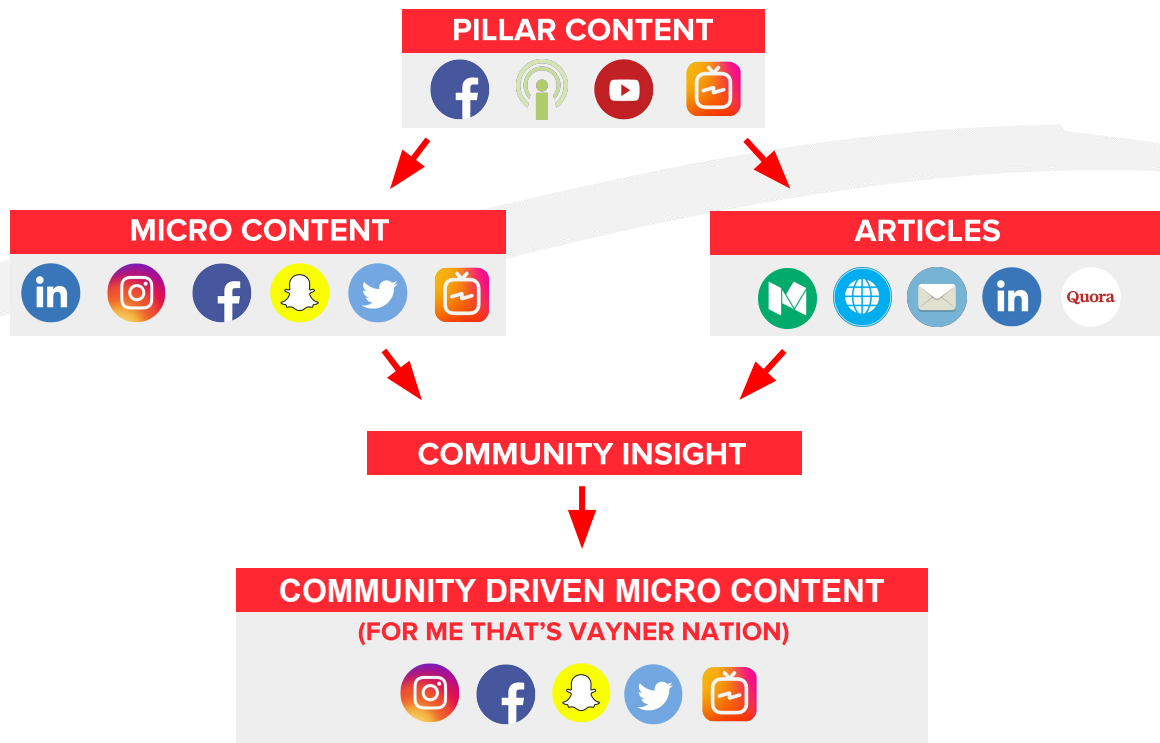


# **DISTRIBUTE SECOND-ROUND OF MICRO CONTENT**

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 man with short brown hair and a beard, wearing a dark blue or grey long-sleeved sweater, is shown from the chest up in profile, looking down at a smartphone he is holding in his hands. The background is a blurred indoor setting with light-colored walls and some papers or posters. Overlaid on the image is white text. The main title is in a large, bold, sans-serif font, and the subtitle is in a smaller, regular weight of the same font.

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

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

A man with short, light-colored hair and a beard, wearing a light-colored short-sleeved button-down shirt, stands on a stage with his arms crossed. He is looking slightly to the right. The background is dark blue with some stage lighting effects, including a bright spot on the left and some diagonal light beams on the right.

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

**The Dutch Bros Keynote**

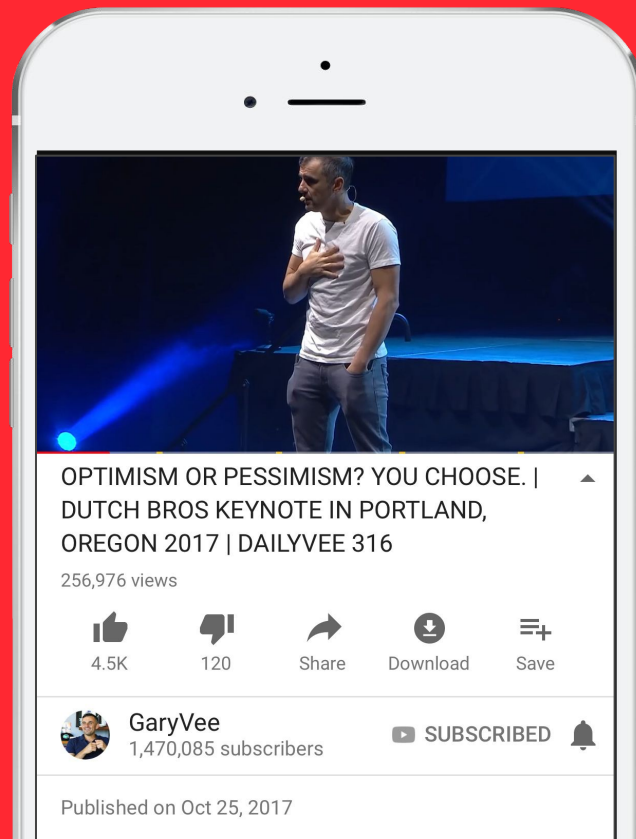
A large, bold, red number '1' that serves as a background element for the text.

# **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

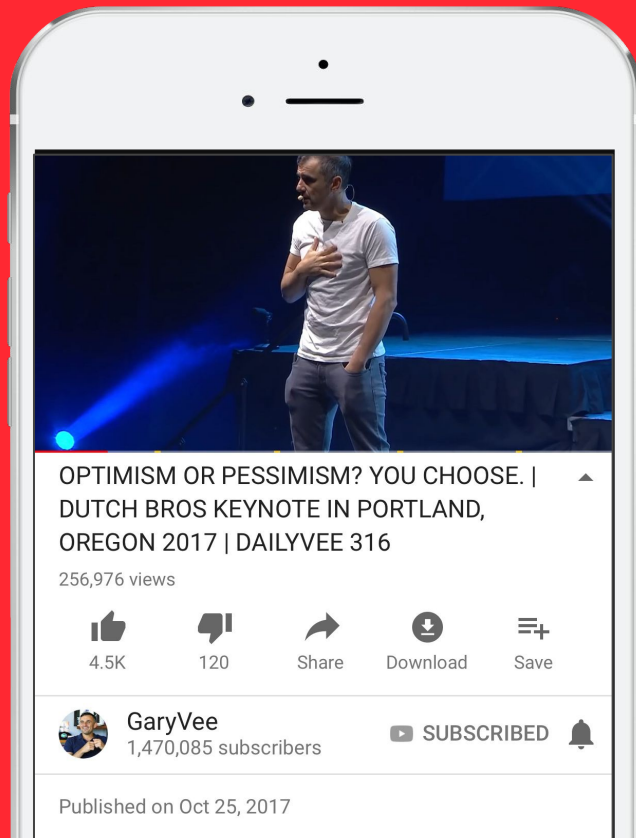


# 1.

# GV VIDEO EXPERIENCE

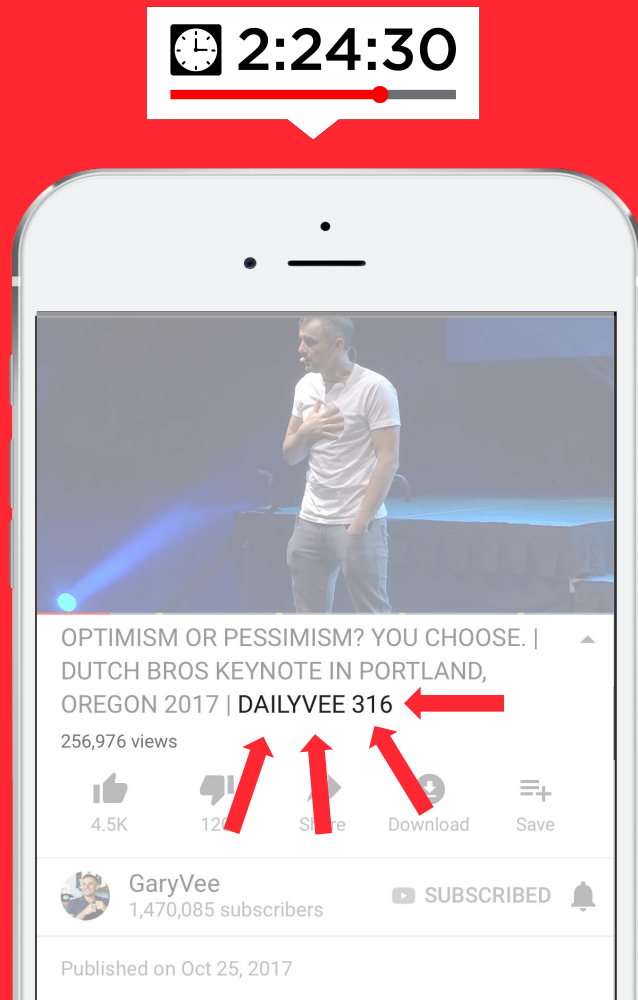
In the video, before showing the keynote itself, I recorded a short introduction where I gave context to the talk so that my audience would have a better understanding of what the content is about.

2:24:30



# 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.

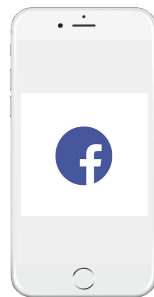
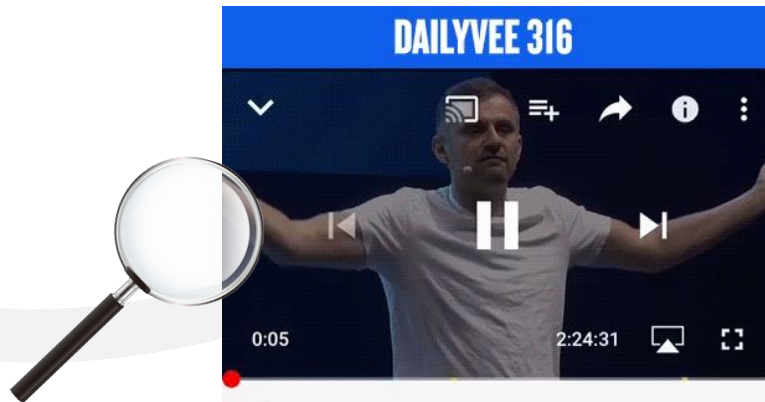


Image and video size:  
1,080 x 1,080 px  
Ratio: 1:1 (square)  
Video Max Length:  
45 min

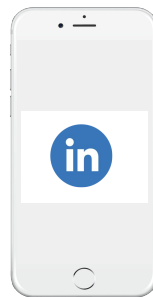


Image and video size:  
1,200 x 628 px  
Video Max Length:  
10 min

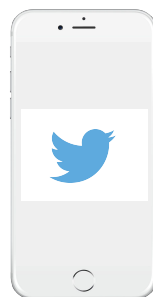


Image: 1,024 x 512 px  
Video: 1,920 x 1,200 px  
Video Max Length:  
2min 20sec

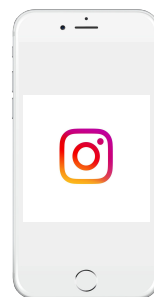


Image and video size:  
1,080 x 1,080 px  
Video Max Length:  
1 min

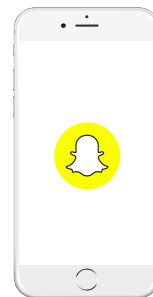


Image and video size:  
1,080 x 1,920 px  
Video Max Length:  
15 seconds

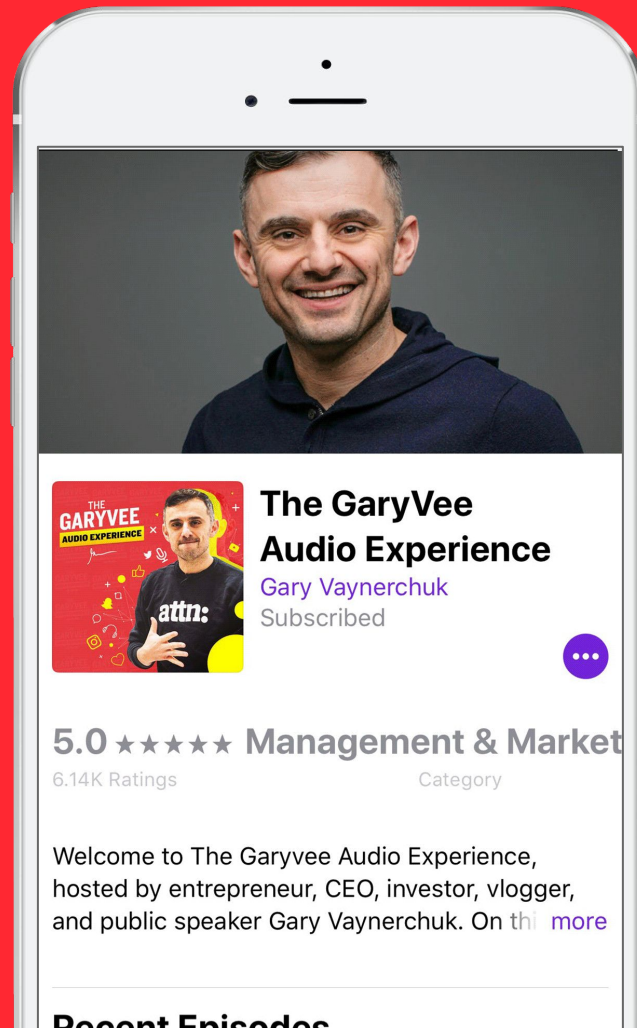
# 4

## 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

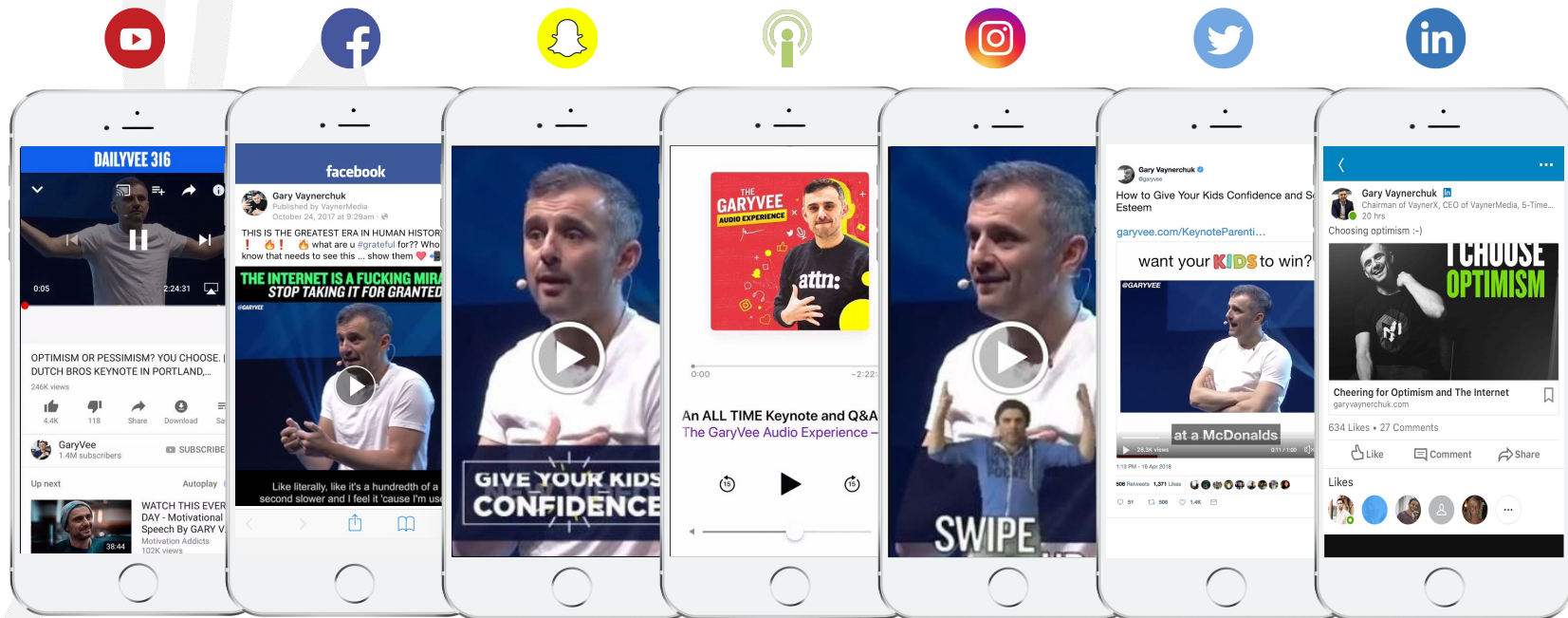
That podcast became one of my top most downloaded episodes of all-time.



\* HUMBLE BRAG \*



# 4. DISTRIBUTION: MICRO CONTENT & STORIES



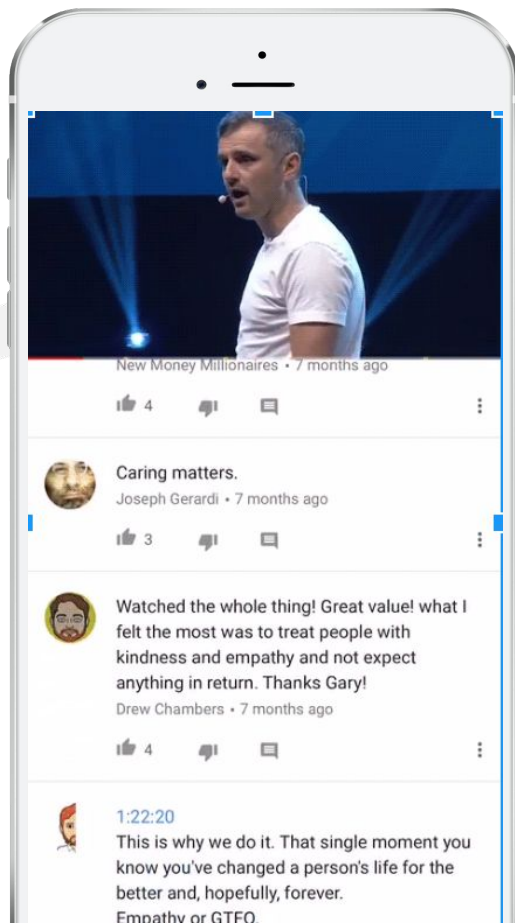
The first round of micro content and stories are then posted on Instagram, Facebook, Snapchat, and Twitter.

# 5

## 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!

2 likes · 1 heart · 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 heart · REPLY

5.

# APPLY INSIGHTS TO MICRO CONTENT



## MICRO 1



Alexander Waage 7 months ago

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



2



REPLY

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)

Biggest 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

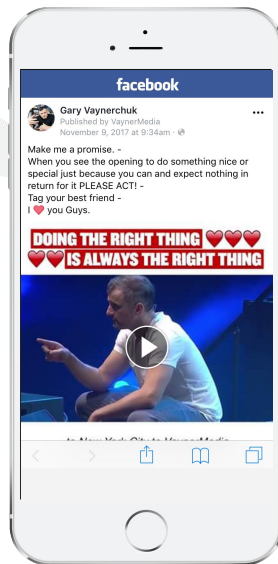
These clips become “new original content” as they are edited and presented in a new way with custom copy and titles.



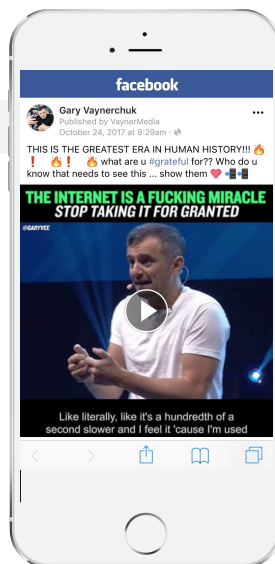
# 6. FACEBOOK MICRO

All 4 clips organically over-index on the platform.

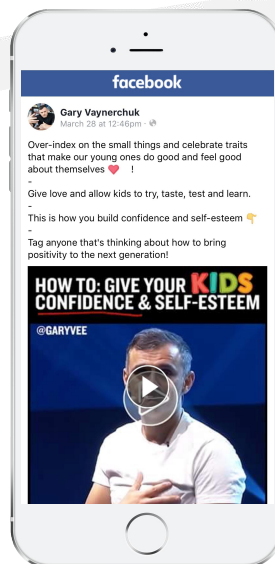
100K+ Views



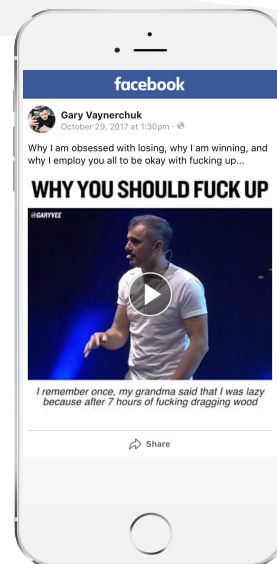
600K+ Views



4M+ Views



15M+ Views

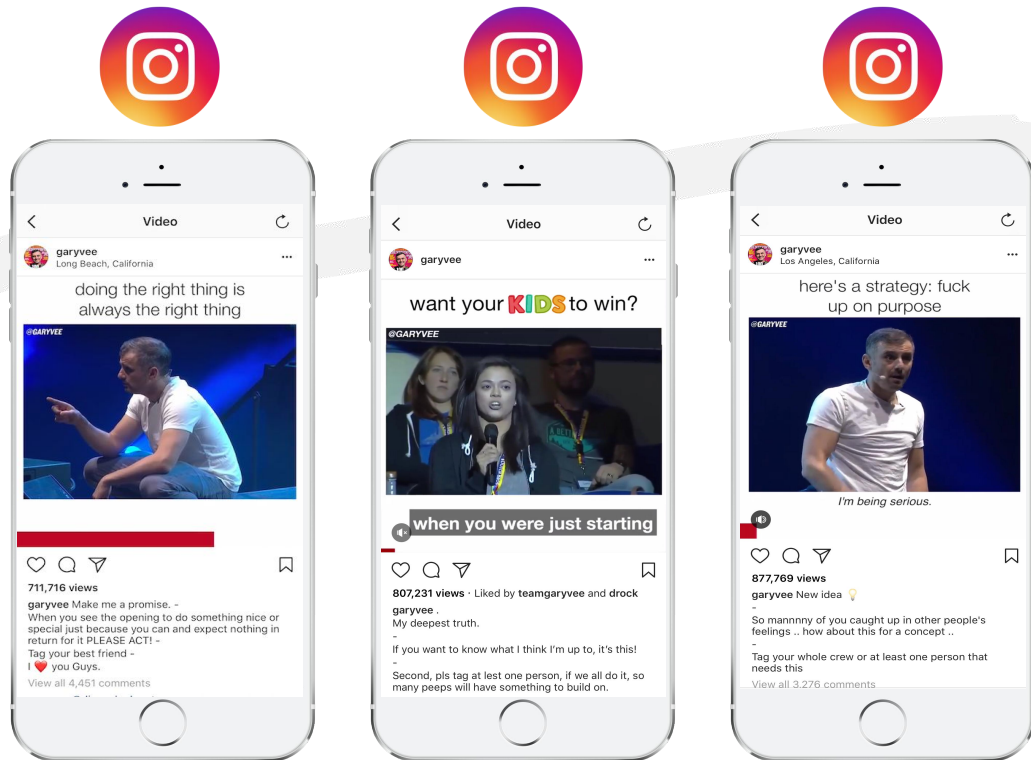


# 7

## INSTAGRAM MICRO

# 7. INSTAGRAM MICRO

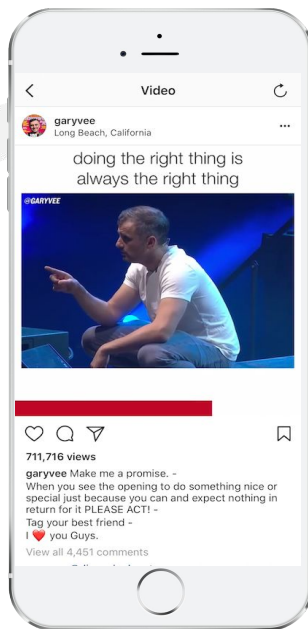
The Facebook clips are then re-purposed into 60-second versions for Instagram.



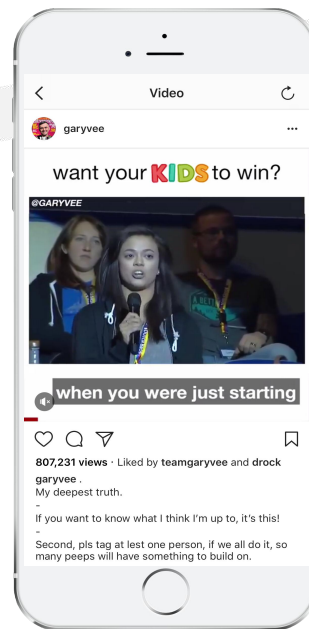
# 7. INSTAGRAM MICRO

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

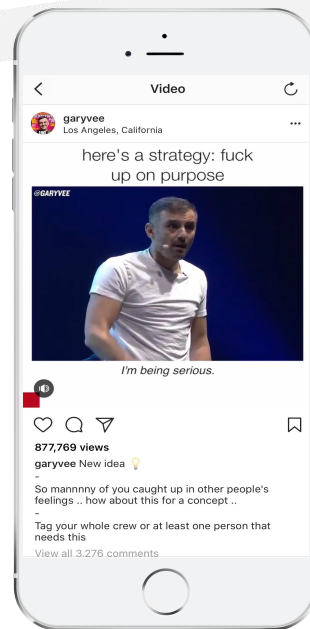
700K+ Views



1.4M+ Views



1.7M+ Views

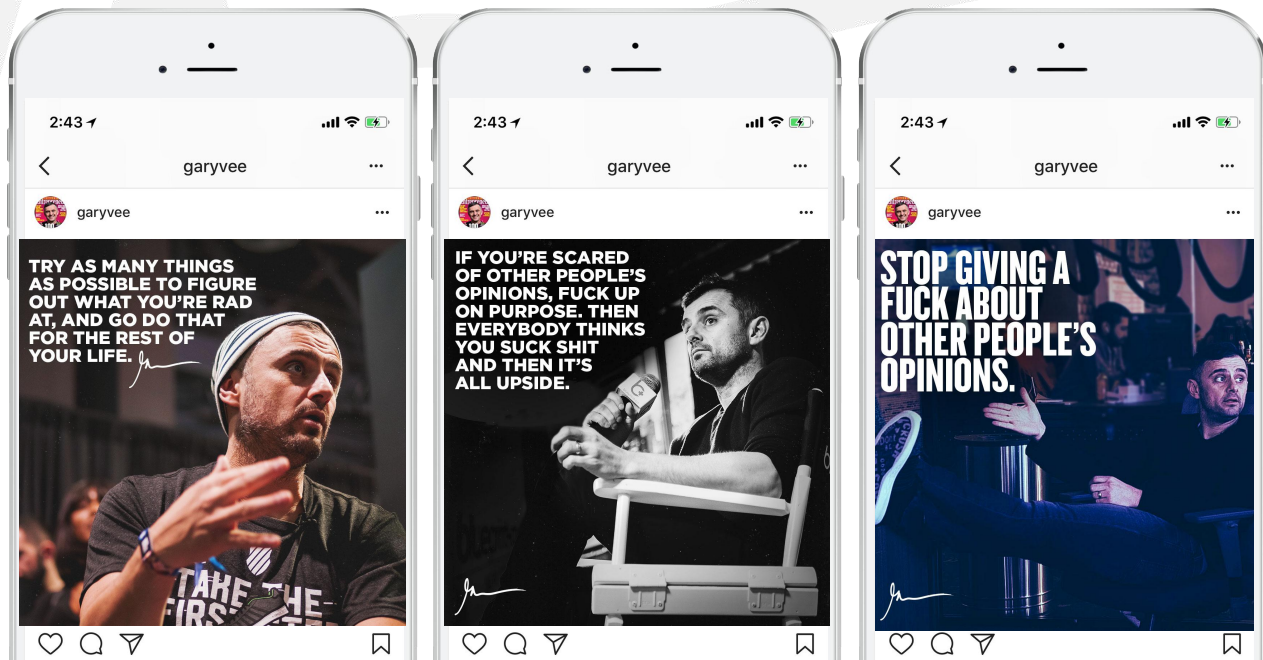


# 8

## 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.

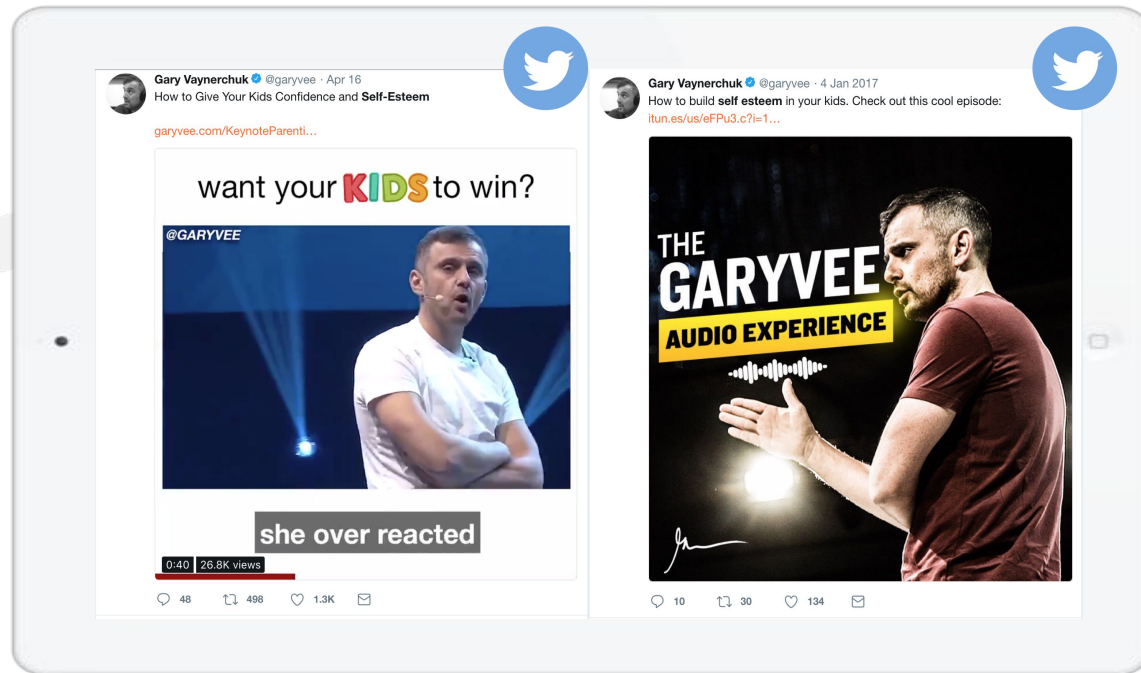


**TWITTER QUOTES**



## 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.

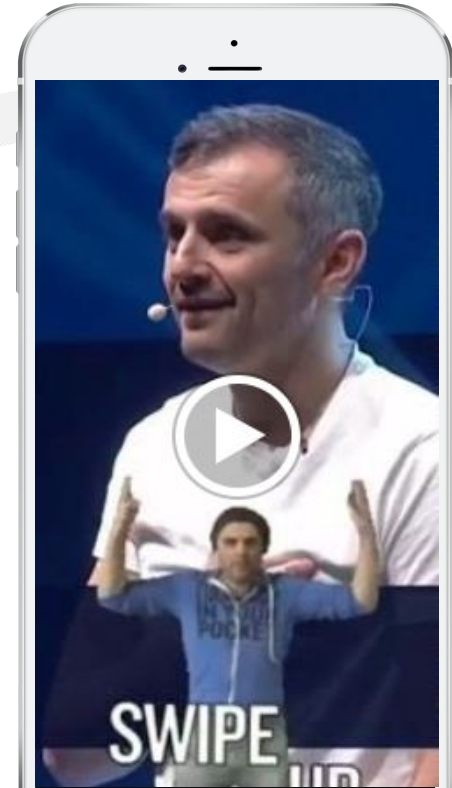
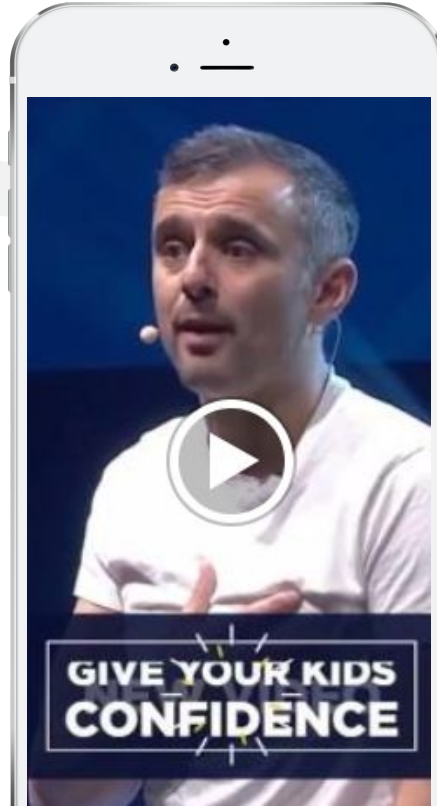


# 10

**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



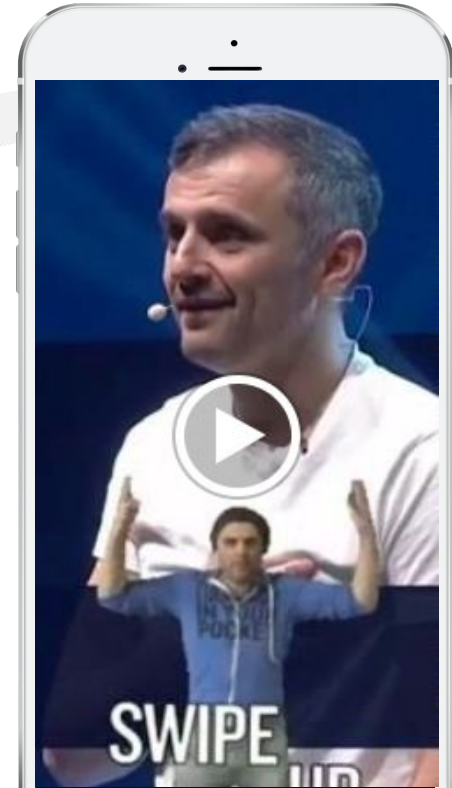
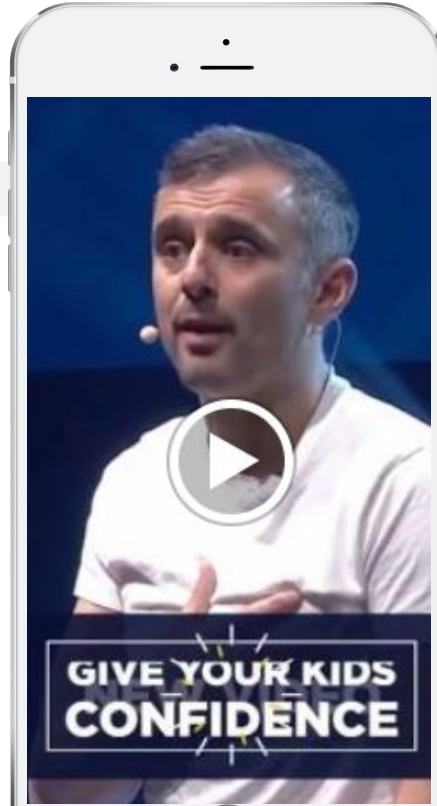
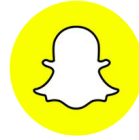
**\*P.S. I believe that Instagram Stories are one of the most underpriced assets in a brand's current competition for attention.**



**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.



# 12

**GIF CONTENT**

## 12. GIF CONTENT

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



**IT IS WHAT IT IS**

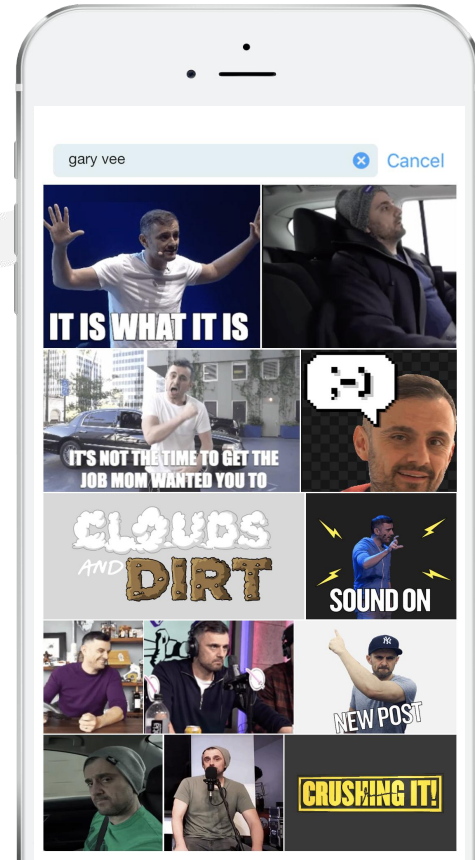


**WORK**



# 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, stands with his arms outstretched in a gesture of presentation or emphasis. He is looking slightly upwards and to the right. The background is dark with some blue stage lights visible at the top. The text "HERE ARE THE RESULTS ;)" is overlaid in the center in a bold, white, sans-serif font.

**HERE ARE THE RESULTS ;)**





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

A photograph of two men inside a car. The man in the center, wearing a maroon sweater, is smiling broadly and holding a smartphone. The man on the left, wearing a dark jacket, is partially visible in profile. The background shows a city street with buildings and trees. A large text overlay is centered on the image.

**RESULTING IN OVER  
35 MILLION VIEWS**



A man with short dark hair and a beard is smiling and looking off to the side. He is wearing a dark blue t-shirt and a white earbud. The background is a blurred city street with a large white construction crane and tall buildings. The text "ACROSS MORE THAN 20 DIFFERENT SOCIAL PLATFORMS" is overlaid in white, bold, sans-serif font.

**ACROSS MORE THAN 20 DIFFERENT  
SOCIAL PLATFORMS**

# CONTENT



A man with a beard and short hair, wearing a green t-shirt with the number 87, is sitting in the driver's seat of a car. He is looking directly at the camera with a surprised expression and has his right hand raised, palm facing forward. The car's interior, including the leather seats and dashboard, is visible. The word "CONTENT" is overlaid in large, white, bold, sans-serif capital letters twice, once above the other, in the center-right of the image.

**CONTENT**  
**CONTENT**



A man with a beard and short hair, wearing a teal t-shirt, is seated in the driver's seat of a car. He is looking directly at the camera with a slightly surprised or expressive face. His right hand is raised, palm facing forward, in a gesture. The car's interior, including the leather seats and window, is visible. Overlaid on the image are three instances of the word "CONTENT" in a large, bold, white, sans-serif font, stacked vertically. The text is semi-transparent, allowing the background image to be seen through it.

**CONTENT**  
**CONTENT**  
**CONTENT**

A man with a beard and short hair, wearing a green t-shirt with the number '87' on it, is sitting in the driver's seat of a car. He has a surprised or urgent expression on his face, with wide eyes and a slightly open mouth. His right hand is extended forward, palm facing the viewer. The car's interior, including the leather seats and windows, is visible in the background. The text 'OH WAIT...' is overlaid in large, white, bold letters across the center of the image.

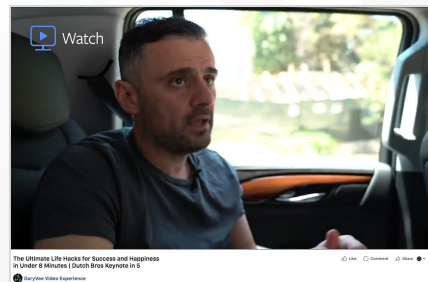
**OH WAIT...**

A man with a beard and short hair is sitting in the driver's seat of a car. He is wearing a green t-shirt with the number '87' on it and is pointing his right index finger directly at the camera. The car's interior, including the leather seats and windows, is visible in the background. Overlaid on the image is the text 'MORE CONTENT!' in large, white, bold, sans-serif capital letters.

**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”