Beyond Peak Content
Exploring Trends and Tactics at Play
For content creators, winning at the internet used to be a game of scale.
500 HOURS OF YOUTUBE VIDEOS
51,000 INSTAGRAM PHOTOS
487,000 TWEETS
3,300,000 FACEBOOK POSTS
162,000,000 EMAILS

Source: Internet Live Stats / SmartInsights
Percent of people who check email during...

- **27%** A MEAL WITH OTHERS
- **17%** A FACE-TO-FACE CONVERSATION
- **14%** A DRIVE
- **9%** A FORMAL CEREMONY

Source: 2018 Adobe Consumer Email Survey
THE PROBLEM

All of this screen time isn’t making us any more informed or astute.

Today, we consume more, but understand less.
Organizational leaders are asking:

“To what end?”
Volume of Facebook posts from organizations is up **20%** over the past year.

Source: Buffer & Buzzsumo, “We analyzed 43 million Facebook Business Page posts”
Volume of Facebook posts from organizations is up 20% over the past year.

Yet average engagement per post by those organizations dropped by more than 65%.

Source: Buffer & Buzzsumo, “We analyzed 43 million Facebook Business Page posts”
In the pursuit of more, many organizations have lost focus.
84% of people expect organizations to produce content.

60% of all content created by organizations is poor, irrelevant, or fails to deliver.

Source: Havas Meaningful organizations
TODAY

Your **do not** list
01

Do not chase the viral lottery ticket.
PASSERSBY
CASUAL
RECURRING
SUPERFANS
PASSERSBY
CASUAL
RECURRING
SUPERFANS
Instead, let your **loyalists** guide you.
CityLab’s unique visitors

- Why Elon Musk’s Chicago Express Loop is Nuts
- I Hate-Watch ‘House Hunters’ to Understand Segregation
- Man of Letters
The question always on my mind when I’m writing is, ‘Am I being useful here?’

Alexis Madrigal
The Atlantic
Liberal Arts
Creativity and critical thinking to succeed in today’s job market
Faculty to Student Ratio

Real-life connections between students and faculty

St. Edward’s case study: The Family Dinner Comes to Campus
Do not chase every new conversation.
Every day The Atlantic cast[s] stones that create ripples of activity on the internet. Then, 10 times a year ... The Atlantic create[s] towering waves of online interest.
LESSON

Instead, own your core issues with a constellation of content.
TRUMP BUILDS HIS AUTOCRACY
by David Frum

IS DEMOCRACY DYING?

HOW AI COULD GIVE RISE TO TYRANNY
by Yael Schonfeld

THE SLOW-MOTION CRISIS IN AMERICA & THE WORLD

JAMES MADISON VS. THE MOB by Jeffrey Rosen

Amy O. Ding & Joshua Roth on "Marching into Prophecy"

Ernesto Zedillo on the "Threat to the American Idea"

Yale University on the "Secret to a Democratic Society"

Stephen Krupat on "American Exceptionalism"

2018

FALL ISSUE
Craft distinct points of entry with the needs of specific audiences in mind.
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Craft distinct points of entry with the needs of specific audiences in mind.
03

Do not “go big or go home.”
flip-the-switch approach

noun

: the act of launching all changes and ideas at once, without strategy or testing
Part of the problem comes with the attitude of having a single moment when you’ll launch the **new thing**. Suddenly that launch moment becomes everyone’s focus. Nobody wants to have their new feature or capability left out.

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**Jared Spool**
User Interface Engineering
3 million daily users left Snapchat.

Snapchat’s first major app redesign
Instead, launch and learn.
The Owl Thieves of Sweden
As the country ditches cash, criminals turn to stealing owls.

HERE'S A DEAD-END JOB: Swedish bank robber. In 2016, there were only two bank heists in all of Sweden, compared with 110 eight years earlier. Why the steep plunge? The country's bent on going cashless.

In 1661, Sweden became the first European country to print banknotes; several centuries later, it might become the first country to get rid of them. Card readers and mobile-payment apps are now used even in situations that were once reserved for dog-eared bills and pocket change, like donating in church. Buses in Sweden don't accept cash. Neither do many street vendors.

Though the government is still printing Sweden's national currency, the krona, two-thirds of Swedes say they feel that they could live without bills and coins. According to the Riksbank, Sweden's central bank, cold hard kronor accounted for barely 2 percent of the value of all payments made in Sweden in 2015. The bank projects that "cash will stick around until the 2030s," but not necessarily longer. Already, fewer than half of Swedish banks keep any on hand. Sweden also has the lowest rate of ATM withdrawals as a percentage of GDP in the world, at a measly 2.5 percent. The word is out among the brotherhood of muggers and pickpockets: In Sweden, crime doesn't pay like it used to.
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1. Improved readability
2. Faster load time
3. Brand cohesion
4. Deeper exploration
5. Customer loyalty

**The Owl Thieves of Sweden**

As the country ditches cash, criminals turn to stealing owls.

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15% Improvement in engaged time

66% Increase in signups for loyalty products

42% Decrease in load time from previous design

Source: Internal Atlantic Media data
Let your loyalists guide you
Do not chase the viral lottery ticket.

Create a constellation of content
Do not try to enter every conversation.

Launch & learn
Do not “go big or go home.”
Atlantic 57 is the consulting and creative division of The Atlantic.

We help organizations own their big ideas and evolve for a modern world.
Thank you!

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