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# Content and Analysis: Creator Playbooks

Meet The Marketing Genius Who Saved Ryanair

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<https://www.youtube.com/watch?v=apHETuX4R5g>



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## Goals

- To grow subscriber base
- To grow personal brand
- To generate leads for 7x content
- To grow email list

## Thoughts/Analysis

### Pros

- Fantastic production values on shorts and long-form videos
- Excellent use of timestamps and SEO driven summaries
- High-quality guests and great questions in interview

### Suggestions

- No links from YouTube to LinkedIn or other social channels - Make yourself and everything you do as easy to find as possible
- No link for your LinkTree anywhere on LinkedIn or podcast description
- Podcast link not on LinkedIn - You have a fantastic presence there and it's a shame not to use the clips you are already posting to drive people towards the full interviews
- Make a clips channel for your show on all networks - X/IG/TikTok - and post more clips from your podcasts. That way you don't clog up your main channels with clips, but you still allow for maximum content saturation that will help your brand and name recognition.

Everyone assumes that most of the work is creating a great show. Sadly that's only about 25% of the battle, most of the work is promoting it on social media, as I have discovered.

In the past, I have had huge people on my podcast (including 6 former JRE guests) and failed to get anywhere near the amount of views I believed that I should. Then other shows with much lower profile guests have blown up, because they were marketed correctly. And in 2024, that means short-form video.

Short-form video [delivers the highest ROI](#) compared to all other forms of content and [nearly a third \(30%\)](#) of all short-form videos are watched 81% of the way through.

Audiences hang out in different networks, one person might be a Twitter doom scroller and the next might like to see pretty pictures on Instagram. [52% of US online adults](#) say they use multiple social platforms. Of this group, 56% use four or more social platforms, and 23% use



seven or more. So in order to maximise your audience capture, you need to be posting your content in a least 2 or 3 different places and formats.

I can show you some pain free ways to create content for social media that will save you a massive amount of time and help to grow your podcast. **(Or you can hire me to do it for you from £15 an episode).**

You can read more here:

- <https://thejist.co.uk/explainer/supercharge-your-shorts-and-reels-with-automation/>
- <https://thejist.co.uk/podcast-automation/how-content-repurposing-brand/>

Here are some tasters of video content I can produce -

Some work that I've done for a trial recently with James Farnfield from Shake Media - Tailored for LinkedIn - <https://shorturl.at/7toSh>

## Suggested Titles

1. How Marketing Genius Michael Corcoran Transformed Ryanair's Social Media Strategy
2. Ryanair's Social Media Success: The Story of Michael Corcoran's Innovative Tactics
3. The Genius Behind Ryanair's Marketing Revolution: An Interview with Michael Corcoran
4. Meet Michael Corcoran: The Mastermind Who Reimagined Ryanair's Marketing Approach
5. Ryanair's Marketing Makeover: Insights from Expert Michael Corcoran
6. Innovative Marketing Strategies: Michael Corcoran's Impact on Ryanair's Brand
7. Transforming Airline Marketing: Michael Corcoran's Genius Moves at Ryanair
8. The Brilliant Mind That Revamped Ryanair's Social Media Presence
9. From Zero to Hero: Michael Corcoran's Marketing Triumph with Ryanair
10. Revolutionizing Airline Marketing: The Inside Story of Michael Corcoran's Success with Ryanair



## Suggested YouTube Tags

Ross Stewart, tactical changes, Alex McCarthy, Flynn Downs, Kyle Walker-Peters, Smallbone, Smallbone Productions, Armstrong, Chay Adams, defensive issues, game predictions, West Brom pressure, fans support, lineup changes, training session, stadium experience, warm weather impact, Adam Armstrong injury, Mario Alfie performance, upcoming match significance.

## Timestamps

00:00 Laid off, received compensation, found new role.  
06:19 Developing simple strategies by identifying key insights.  
15:30 Engaging content signals more visibility and reach.  
16:55 Creating engaging, relatable content to increase reach.  
23:55 Team divided for newsjacking and always-on strategy.  
32:11 Removing barriers to foster team creativity.  
34:13 Crafting a surprise concept without giving it away.  
41:36 Internet outrage and trolling have significant impact.  
46:44 Content should grab attention with low cost.  
52:52 Created content pillars, explained low-cost model creatively.  
56:09 Platforms play important role in converting customers.  
01:03:10 Expose fake social media tactics for real impact.  
01:06:55 Resigned from Ryanair due to toxic workplace.  
01:12:14 Evaluating team, coaching growth, and planning succession.  
01:19:15 Team understanding roles and gelling created best moment.  
01:22:14 From social media to farming for peace.

## Key Quotes

**Why People Really Use Social Media:** "The main two reasons people go to social media. One is to be entertained, and two is to get away from the shit show that's going on in their lives, whether that's their job. Crazyness of being a parent, the distress of being in college or just been broke, or even terrified of what's going on in the world, those small bursts between their chaotic and annoying days, is that little bit of escapism they look for on the platforms."

— Michael Corcoran [00:11:36 → 00:12:01]

**The Power of Reactive Content in Newsjacking:** "So by using reactive content in newsjacking, it allowed us to grab the attention of a small pool of high engage users that immediately engaged with it, that then carried it further, and we started to reach more and more





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low engage users getting as much reach as possible."

— Michael Corcoran [00:15:46 → 00:16:00]

**The Biggest Pyramid Scheme Since Tupperware:** "And one thing we failed to do on social, and I think this has made social the biggest pyramid scheme since Tupperware, in my opinion, is that if you went to a creative, or you say if you were a creative agency and you went to a marketing director and you told that marketing director, hey, I want to make a tv ad, but it's going to cost us a quarter of a million pounds. But here's the catch. It can only go on ITV one this Saturday and only be shown once and never used again. The market director go like, what the fuck are you talking about?"

— Michael Corcoran [00:47:09 → 00:47:40]

**"Stealing with Pride":** "There's nothing wrong with that in the Internet. It's just when people literally carbon copy the content, that's an issue. But what you need to do is take it as an inspiration, but put your own angle and spin on it."

— Michael Corcoran [00:53:34 → 00:53:43]

**"Social Media Strategy and PR":** "They came out a couple of years ago and said that we are no longer using social media because social media is bad, it's not good for people and it's not safe for children."

— Michael Corcoran [00:56:46 → 00:56:54]

**The Strategy Crisis in Business:** "And I asked them to put up their hand and tell me, can you honestly tell me that you have a documented strategy that is solving a problem or you spot a gap that's socially can help the business, that you know what that is, you have an articulation of that, and you have a set of guiding principles, or whatever you want to call it, that gets you from where you are now to where you want to be next. And in most cases, I also caveat that, do not put your hand up. If you're going to talk about how you're using the platforms, do not put your hand up. If you're talking about how you publish content, that's tactics, that's not strategy. And in most cases, when I did that, no more than three people put their hand up in the room. And that scares the shit out of me."

— Michael Corcoran [01:01:44 → 01:02:23]

**The Problem with Social Media and Viral Hacks:** "Because it's all tactical, it's all about viral hacks and downloading of playbooks. Because one person who gets popular on the Internet now becomes a. A guru or an expert and a self proclaimed one at that."

— Michael Corcoran [01:03:38 → 01:03:50]

**The Power of Strategy:** "I knew that's a skill set that I'm really good at, and it's probably the area of what I do that I enjoy the most. Like, being creative is great, but there's nothing I love



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more than finding a problem and shaping a strategy and then putting a team of people together to execute on it and seeing that click and seeing it work."

— Michael Corcoran [01:10:11 → 01:10:26]

**Developing Future Leaders:** "You guys are coming in as the future leaders here, but you're going to get the tutelage and the coaching of frankly, to try and get you to that point. When frankly goes, you guys are going to take over."

— Michael Corcoran [01:13:03 → 01:13:12]

**Best Moment in Team Development:** "The tension between them all was just hilarious. But by coaching and developing and explaining why they were there, why their strengths were important to the team, why I wanted to develop the areas that they wanted to develop, but the moment they all understood their role within the team and then within the process, across everything we did, it was probably, that's probably the best moment I've ever experienced."

— Michael Corcoran [01:19:37 → 01:19:57]

## LinkedIn Post

### Meet the Marketing Genius Who Saved Ryanair

In our latest episode of the *Creator Playbooks* podcast, I had the pleasure of chatting with Michael Corcoran, the visionary who revolutionized Ryanair's social media strategy. From an environment without a social media plan to becoming one of the most talked-about brands online, Michael's journey is an inspiring tale of creativity, resilience, and strategic brilliance.



Here are three key takeaways from our conversation:

- **Reactive Content is King:** Michael's team committed 50% of their time to reactive opportunities, leveraging timely trends to engage audiences effectively. Their 5-minute "shot clock" rule for rapid content approval exemplifies the importance of speed in today's fast-paced digital landscape.
- **Authenticity Over Perfection:** Embracing the imperfect, lo-fi nature of TikTok, Ryanair's social media strategy resonated deeply with Gen Z's preference for authenticity. This approach not only reflected Ryanair's low-cost model but also differentiated them from the fake, polished content prevalent on other platforms.
- **Strategy Over Tactics:** Michael emphasized the need for a documented strategy and rational thinking in social media. By understanding the problems and opportunities within the brand, category, and customer landscape, Ryanair crafted a focused mission to become the most talked-about brand on social media.

For a deeper dive into Michael's innovative strategies, the challenges he faced, and his exciting future with his new consultancy, Frankly, tune in to the full episode! 🎧 ✨



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Marketing #SocialMedia #Strategy #Podcast #CreatorPlaybooks #Ryanair #Innovation  
#BrandStrategy #GenZMarketing #ReactiveContent #Authenticity #DigitalMarketing  
#Consultancy

[🔗 \[Link to Episode\]](#)

Don't miss out on these invaluable insights from one of the best in the business! 🙌 🎧

## Newsletter

Subject: 🎧 Meet the Marketing Genius Who Saved Ryanair

Dear [Subscriber's Name],

Welcome to another exciting edition of Creator Playbooks! This week, we are diving into the captivating story of how one marketing genius transformed Ryanair from a brand often mocked into one of social media's standout disruptors. Don't miss our latest episode: **"Meet The Marketing Genius Who Saved Ryanair.mp4"**.

🎧 Listen to the Episode [\[Link to Episode\]](#)

### 🚀 Highlights from the Episode:

#### 1. The Man Behind the Transformation:

We sit down with Michael Corcoran, the mastermind behind Ryanair's viral social media success. Michael takes us on a journey through his innovative strategies and the pivotal moments that changed the game for Ryanair.

#### 2. Newsjacking and Real-time Content:

Learn how Ryanair capitalized on news trends and social media moments to create buzz. From witty tweets about royal visits to addressing customer complaints with humor, discover their recipe for relatable and shareable content.

#### 3. Authenticity Over Perfection:

In the age of polished social media, Ryanair chose a different path. By embracing lo-fi content that aligns with their low-cost model, they resonated deeply with Gen Z and tapped into the growing trend of authenticity in digital marketing.

#### 4. Creative Freedom and the Cutting Room Floor:

Michael discusses the importance of an environment where creativity can flourish without



barriers. Ryanair's "cutting room floor" is a testament to how ideas are nurtured and given the space to grow.

### **5. Strategic Insight and Operational Execution:**

Michael criticizes the lack of strategy in the industry and underscores the need for rational thinking in social media marketing. He shares his vision for sustainable strategies that provide real business impact, along with insights into his new consultancy, Franklin.

### **6. Behind the Scenes: The Ryanair Social Team:**

Get an inside look at how the social media team operated, divided into reactive and community teams, and their five-minute "shot clock" rule for rapid content approval.

## **Key Takeaways:**

- The importance of mitigating risks while being disruptive.
- The evolving preferences of Gen Z towards imperfect and authentic content.
- Strategies for engaging your audience with newsjacking.
- Efficient content creation systems that focus on quality and repetition.
- Understanding the balance between organic and paid social media strategies.

## **From Zero to Viral:**

Michael recounts how his team grew Ryanair's social media reach dramatically, with weekly impressions rising from 5 million to 30 million in just 18 months, influencing billions of people globally.

## **The Future Ahead:**

We explore Michael's next steps with his consultancy, Frankly, and how he plans to bring his expertise to help other businesses navigate the social media landscape with innovative strategies.

## **A Personal Touch:**

Michael also opens up about his future aspirations outside the digital world, including his desire to return to farming and enjoy a simpler, more gratifying life.

## **Join the Conversation:**


We'd love to hear your thoughts on this episode! Tweet us @CreatorPlaybooks or join our Facebook group to discuss your takeaways and how you can implement these strategies in your own projects.

Until next time, stay creative and keep pushing boundaries.

Warm Regards,

***The Creator Playbooks Team***

P.S. Don't forget to check out some of Michael's favorite books and creators mentioned in the episode, including "Shoe Dog" by Phil Knight, "Alchemy" by Rory Sutherland, and more!

 **Listen Now [Link to Episode]**

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  - Facebook: [Facebook Group Link]
  - Instagram: [@CreatorPlaybooksInsta]
- Unsubscribe [Link] if you no longer wish to receive our newsletters.



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## Promotional Tweets

1. 🚀 Ever wondered how to transform a brand? 🗣️ In our latest episode, @callummcdonnell interviews the marketing mastermind, Michael Corcoran, who saved Ryanair! Discover how they reach billions through clever content. Listen now! 🎧 ⚡ #MarketingGenius #CreatorPlaybooks #PodcastRecommendations
2. "Authenticity over perfection!" 🎙️ Join @callummcdonnell as he dives into Ryanair's viral content strategy with Michael Corcoran. Hear why Gen Z's demand for realness is reshaping social media. ⚡ #GenZMarketing #Podcast #CreatorPlaybooks
3. ⚡ "Repetition drives recognition!" 🧠 Michael Corcoran shares why frequency matters in marketing and breaks down Ryanair's 'banger bank' approach. Don't miss this episode for top-notch insights! 🎧 👁️ #BrandAwareness #CreatorPlaybooks #Podcast
4. 🤔 How do you handle social media backlash? 🌀 Tune in as Michael Corcoran recalls a tweet that spiraled and shares lessons learned. 🎙️ Find out how to turn social media pitfalls into triumphs! #SocialMediaStrategy #CreatorPlaybooks #PodcastRecommendations
5. Ready to laugh and learn? 😄📈 In this episode, Michael Corcoran tells the story behind Ryanair's viral Prince William tweet and how humor can captivate audiences. Listen now for a dose of marketing brilliance! #MarketingWithHumor #CreatorPlaybooks #Podcast
6. 🎙️ "Being on the line or a bit over defines a disruptive brand." Michael Corcoran reveals Ryanair's bold content approach! ✈️ Discover how they stay ahead in the marketing game. Catch the full episode now! 🎧 #DisruptiveMarketing #CreatorPlaybooks #Podcast
7. Curious about where social media strategy meets creativity? ⚡ Michael Corcoran shares secrets on reactive content and the 'shot clock' rule in this must-hear episode with @callummcdonnell! Tune in now: 🎧 #ContentCreation #CreatorPlaybooks #Podcast



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8. 🚀 How do you make a 'low-cost' brand go viral? 🛩️ Michael Corcoran explains Ryanair's lo-fi, high-reach tactics! Learn how this genius approach skyrocketed their fame. 🎧 Listen now and get inspired! #LoFiMarketing #CreatorPlaybooks #Podcast

9. 🔍 “Identify the problem, then craft the strategy!” 🛠️ Dive deep with Michael Corcoran into the art of strategic thinking in marketing. Find out how a clear plan saved Ryanair. 🎧 #MarketingStrategy #CreatorPlaybooks #PodcastRecommendations

10. 💡 Looking to tap into current trends? Michael Corcoran spills the secrets of newsjacking success and how Ryanair leverages it for massive reach. 🛩️ Discover the techniques that work! Tune in now: 🎧 #Newsjacking #CreatorPlaybooks #Podcast

## Blog Post/Article

### Meet The Marketing Genius Who Saved Ryanair: An Episode Recap of *Creator Playbooks*

Welcome back, listeners and readers, to another thrilling installment of *Creator Playbooks*! This time, our wonderful host Callum McDonnell sat down with none other than the marketing maestro, Michael Corcoran. In this eye-opening episode titled "Meet The Marketing Genius Who Saved Ryanair", we delve deep into the fascinating world of social media marketing, disruptive brand strategies, and the rise from a grounded start to soaring heights. If you missed the episode, don't fret—we've got a detailed recap just for you. So buckle up, and let's take off!

### Meet Michael Corcoran: The Marketing Maverick

Before diving into the nitty-gritty of the episode, let's get to know our guest. Michael Corcoran isn't just your average marketing professional. He's a disruptor, a strategist, and the key cog behind Ryanair's social media overhaul. With stints in various marketing roles, Michael transformed Ryanair's digital presence and reset the industry's expectations on what a bold social media strategy looks like.

His journey at Ryanair wasn't a walk in the park, especially when he inherited a post-COVID landscape with no social media plan in sight. But armed with his relentless attitude and cultural fit, Michael reimagined a strategy that didn't just repair Ryanair's reputation but catapulted it into the limelight.



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## **Navigating the Social Media Skies: Key Discussion Points**

### **1. The Discovery Process and Hyper-Focused Teams**

The episode kicked off with Michael detailing Ryanair's meticulous discovery process. Hyper-focused teams at Ryanair were responsible for filtering news and social media to extract viable topics quickly. The team then dedicated 50% of their time to reactive opportunities, feeding their creative process in an innovative environment called "the cutting room floor."

### **2. The Importance of Timing and Humor**

For Ryanair, timing was everything. Michael recounted the virality of a tweet that played on the idea of a royal visit, referencing Prince William in a clever, indirect manner. This tweet reached new heights of engagement even though Kensington Palace asked them to take it down. Similarly, a witty response to a passenger's complaint about a windowless extra legroom seat skyrocketed Ryanair's visibility, earning media mentions and even a spot on Jimmy Fallon's show.

### **3. Reactive Content and the "Five-Minute Shot Clock"**

Michael emphasized the potency of reactive content, explaining how the team used a five-minute "shot clock" to speed up approvals and respond swiftly to trending topics. This need for agility ensured their content always remained relevant and top-of-mind for their audience.

## **Lessons in Strategy and Authenticity: Significant Takeaways**

### **1. The Shift Towards Imperfection**

One of the most riveting insights from the episode was Michael's acknowledgment of the evolving social media landscape, largely driven by Gen Z. Ryanair tapped into this by embracing a lo-fi, authentic approach that resonated with their low-cost model. This trend toward imperfection was the antidote to the polished, filtered nature of traditional social media.

### **2. Strategy Over Tactics**

Michael's concerns about the industry's current state revealed how many brands mistake tactics for strategy. He stressed the need for clear, rational thinking to derive social media strategies that align with business objectives, urging brands to stop spreading themselves thin and focus on engaging their primary audience.

### **3. The Success of Repetition and Focus**

A crucial takeaway was the significance of consistency and focus. Ryanair's social media boom wasn't just a flash of creativity; it was a well-oiled machine prioritizing content quality and



alignment with the brand's values. They continuously honed in on what worked, eventually creating a formidable “banger bank” of reusable content that kept their audience engaged.

## **The Road Ahead: Michael's New Venture**

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In a heartfelt revelation, Michael shared his reasons for leaving Ryanair, citing a toxic work environment. He didn't just walk away; he leaped into a new venture by setting up his consultancy, Franklin. This initiative aims to address operational pain points and develop robust strategies for businesses, following the ethos of making itself redundant by empowering the client's team.

## **Final Thoughts: A Masterclass in Marketing**

This latest episode of *Creator Playbooks* was nothing short of a masterclass in marketing. Michael Corcoran's journey from rethinking Ryanair's strategy to setting up his own consultancy is filled with actionable insights and inspiring principles. Whether you're a burgeoning marketer or a seasoned professional, there's something to learn from Michael's approach to innovation, agility, and strategic thinking.

So, if you haven't already, tune in to this enlightening conversation on *Creator Playbooks*. It's packed with wisdom that could very well be your roadmap to creating the next big marketing success story.

Stay curious, stay disruptive, and always aim for the skies!