

# VaynerX Presents: Marketing for the Now: Social Platforms & Culture!

<https://silosolo.com/644422>

## Summary

The video is about the marketing event called Von, which aims to make people friends with each other. Last year's event was successful, with speaker panels and a community that was nice to each other. Von differentiates itself by having one of the best speaker lineups and a genuinely nice community. The main struggle for big companies in creating good content on social media is the corporate element and a lack of common sense. It is important for brands to be comfortable with who they are and their purpose when creating content on social media.

## Silo sample questions

- What is Von's primary goal?
- What was the favorite part of last year's event?
- What makes Von different from other events?
- What is the main struggle for big companies in creating good content on social media?
- What is the core requirement for brands in creating good content on social media?

## Topics

- Von event
- Community
- Social media content
- Branding

## Key Takeaways

- To make people friends with each other
- Watching the speaker panels and the community being nice to each other
- It has one of the best lineups of speakers and a community that genuinely wants to be nice
- The corporate element and a lack of common sense
- Being comfortable with who they are and their purpose

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