

JOE PULIZZI

...

Founder, Content Marketing Institute

THE EVOLUTION OF CONTENT

5 Elements to Consider

Joe Pulizzi

Follow me @JoePulizzi

IT'S ALL **MARKETING**



**THERE IS ONE KEY
TO A SUCCESSFUL
PRESENTATION.**



*“Expectation is the root
of all heartache”*

—William Shakespeare



ONE

Content Marketing Institute

CMI teaches marketers how to effectively own their media channels to attract and retain customers.



CONTENT
MARKETING
INSTITUTE™



Events

Content Marketing World



Magazine

Chief Content Officer



Consulting

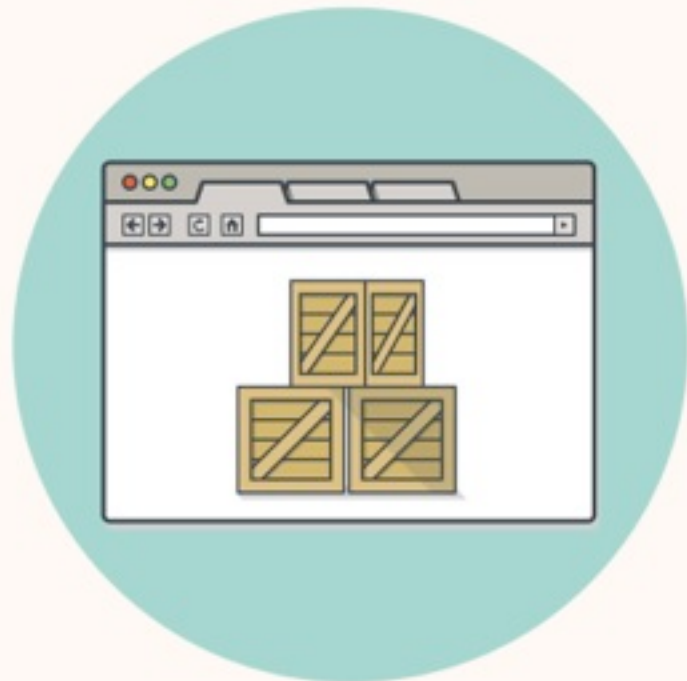
Education, Training, Advisory

THE EVOLUTION OF CONTENT MARKETING

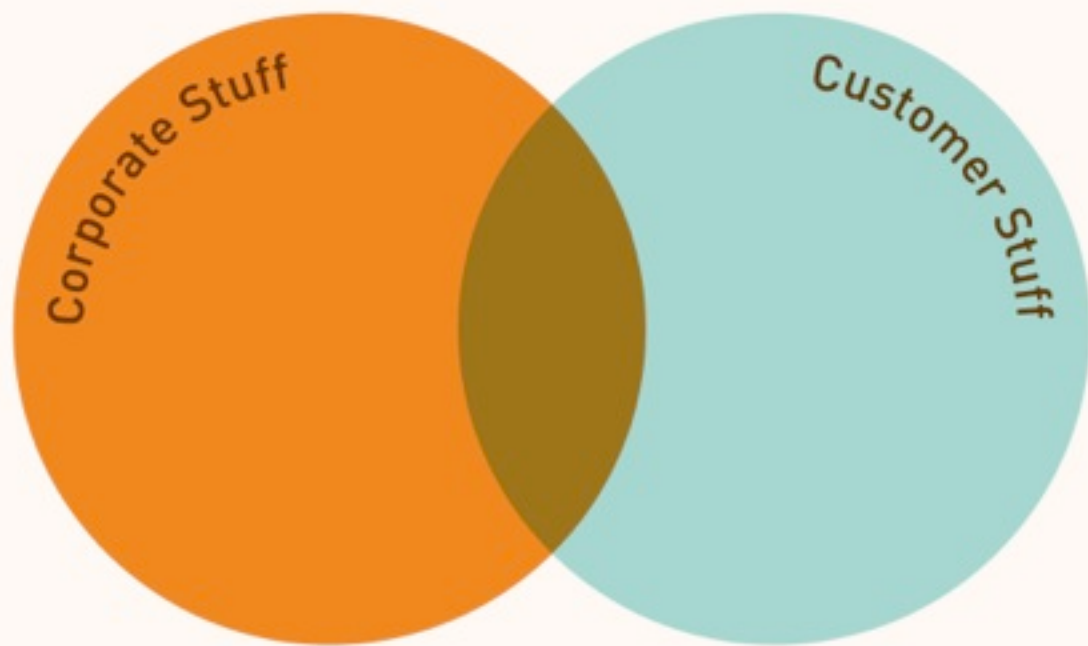




Website =
infinite storage

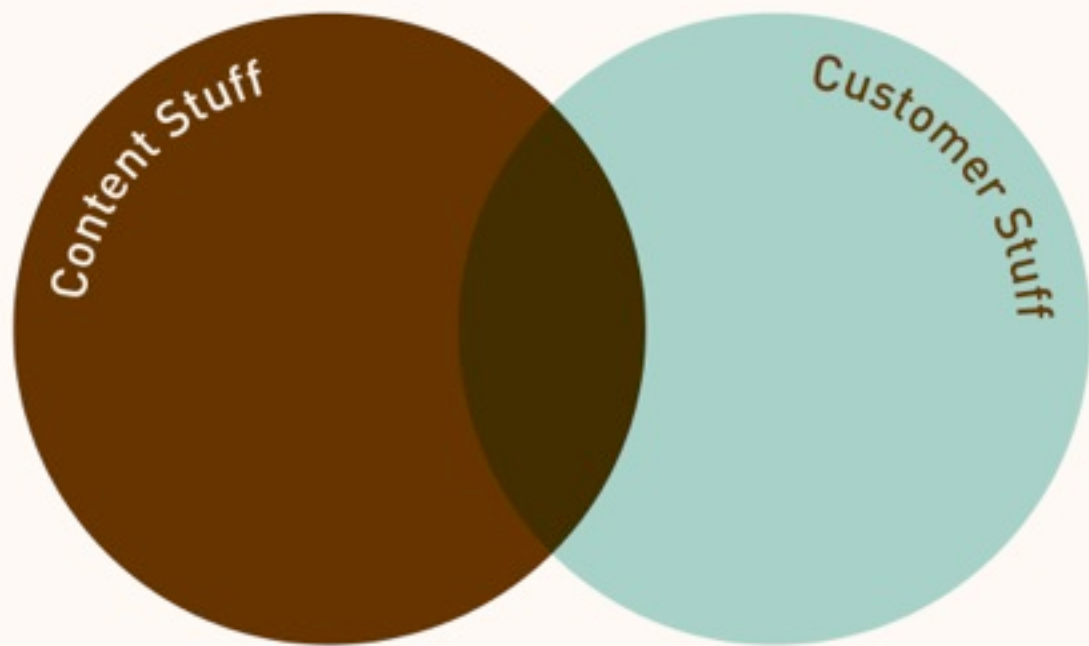






YOUR POST

NOBODY CARES



90 out of 100

percentage of businesses
that use content marketing

bitly.com/cm-research

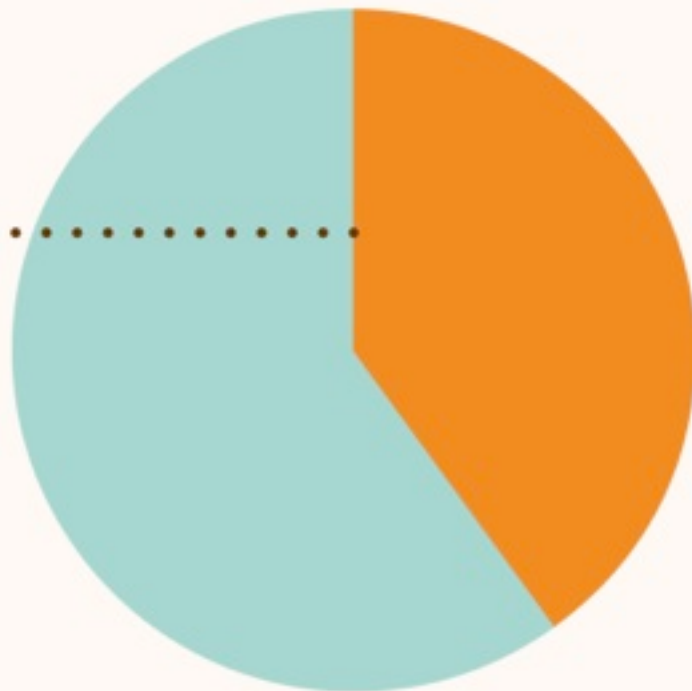




Unfortunately...

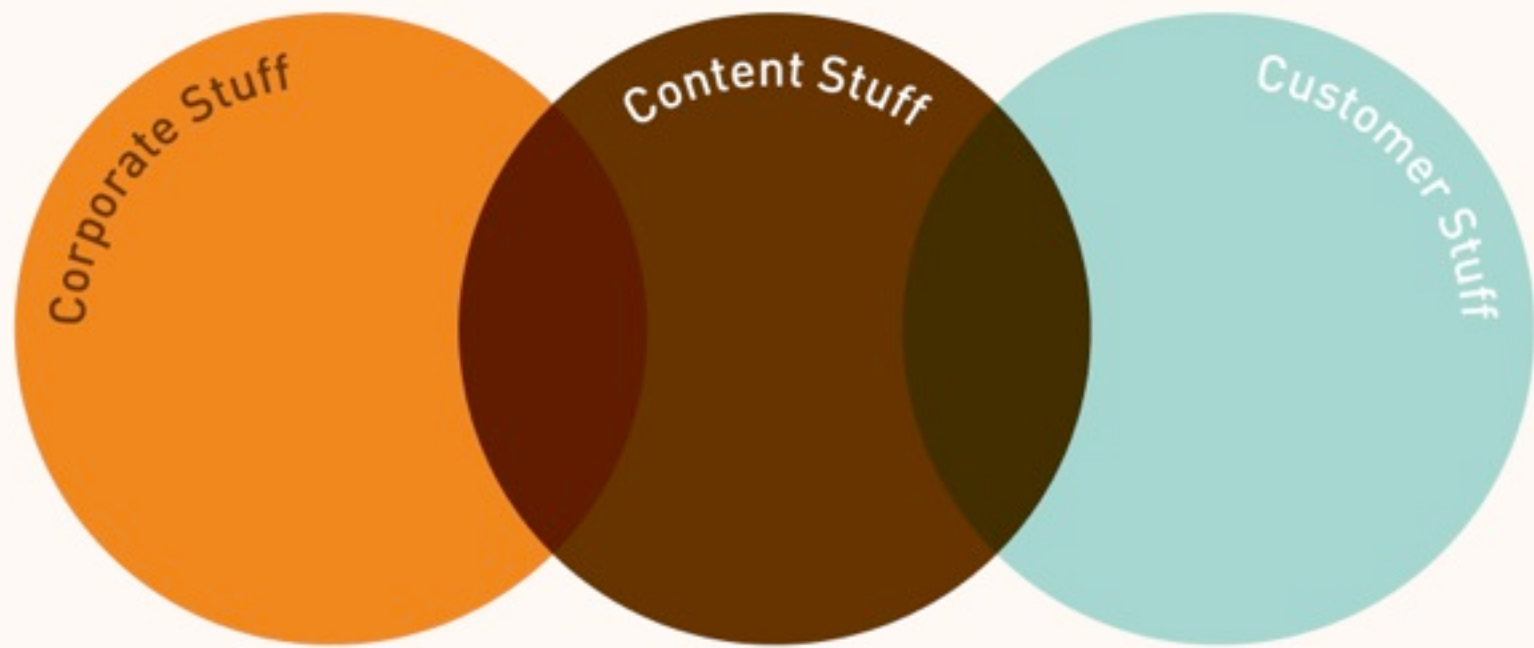
Just 40% believe their content marketing is effective

bitly.com/cm-research





How Many of You Have a Documented Content Marketing Strategy?



Valuable Compelling
Customers Change/Enhance Behavior
Create **Content Marketing** Media
Owning, Not Renting Attract and Retain
Consistent Curate

5 Elements

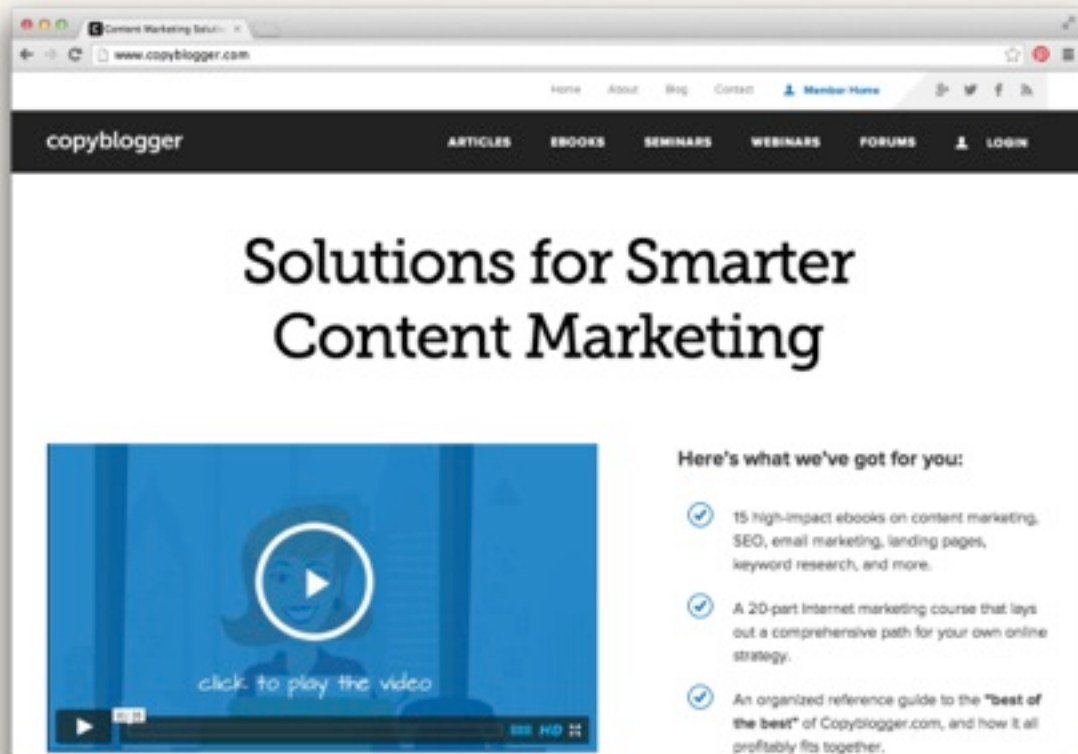
Element 1

Sales, Savings, Sunshine



Case Study

copyblogger



MAY 12

Here's How Bestselling Author CJ Lyons Writes

by KELTON REID



No matter what kind of writing you do, "write what you know" is a well-worn adage

[What to Do If Your Great Content Isn't Getting Found](#)

[3 Ways Your Web Design Can Better Connect You to Your Audience](#)

[12 Writing Exercises That Will Transform Your Copy Today](#)

[Matt Cutts Declares Guest Blogging "Done" ... Are We All Screwed?](#)

[How to Build an Audience with Story \(From America's Greatest Living Playwright\)](#)

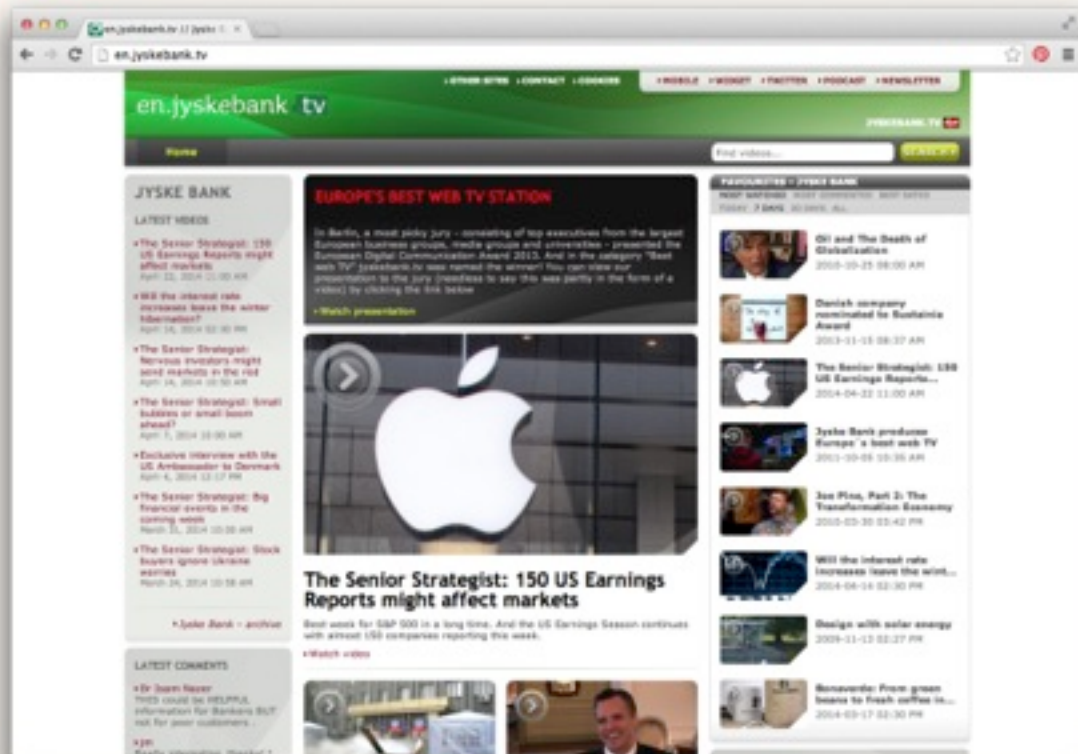
[Surviving "Content Shock" and the Impending Content Marketing Collapse](#)

[11 Essential Ingredients Every Blog Post Needs \[Infographic\]](#)

[The New Year's Writing Resolution You Can Actually Keep](#)

[6 Proven Ways to Boost the](#)

Case Study Jyske Bank





jyskebank tv

Case Study

The Furrow by John Deere



JOHN DEERE







Create a why for each channel.

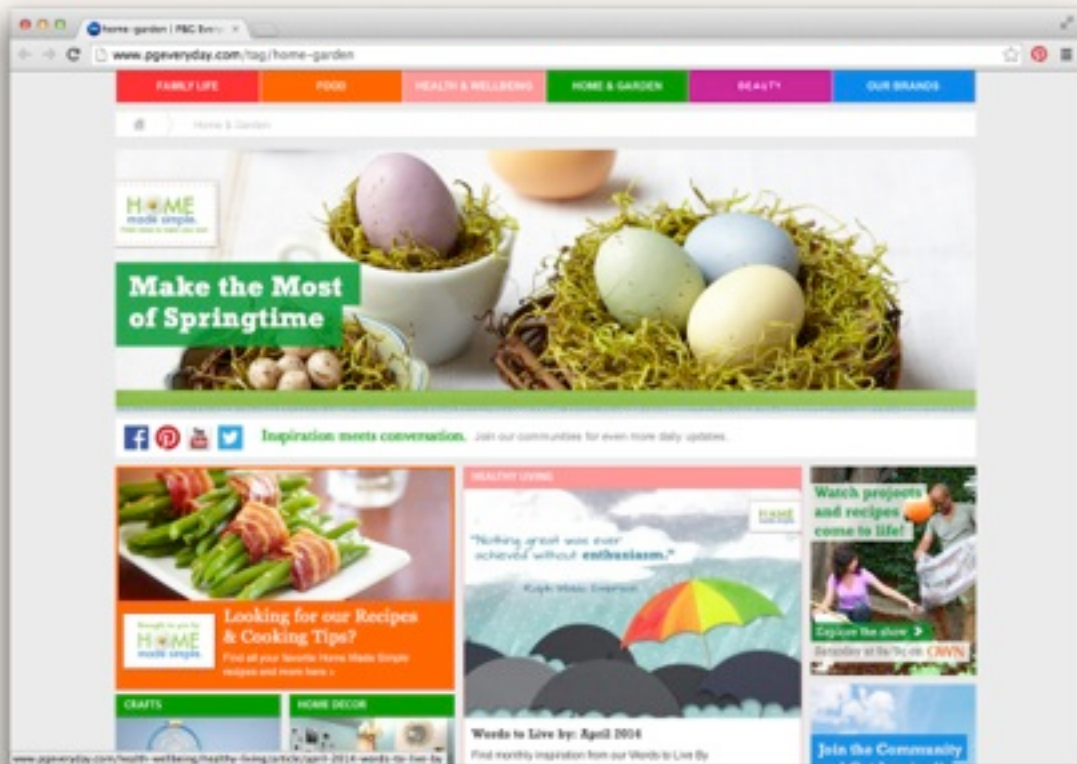


Element 2

**Create a Content
Marketing Mission
Statement**

Case Study

Home Made Simple



Case Study
Home Made Simple



Case Study

Indium Corporation Blogs

The screenshot shows the Indium Corporation website with a green header and navigation bar. The main content area features a 'SUGGESTED WHITEPAPER DOWNLOAD' section with a link to 'Voiding Reduction in Bottom Terminated Components (BTC) with Improved Flux Coating'. Below this is a 'Featured Posts' section with a Weibull Analysis graph and a list of blog posts. The right sidebar contains a 'Subscribe' section, 'Translations' in multiple languages, and a 'Categories' list. The footer includes links to 'Home', 'Online Store', 'BIO and ITAR Corporate', 'Tech Documents', 'SOS', and 'About Us Jobs'.

Indium Corporation Blogs

Select an area to search

PEOPLE PRODUCTS APPLICATIONS CONTACT US

Home Page

SUGGESTED WHITEPAPER DOWNLOAD

Voiding Reduction in Bottom Terminated Components (BTC) with Improved Flux Coating

DOWNLOAD THIS WHITEPAPER

Featured Posts

Weibull Complete Data - LSXY Estimates

Weibull Analysis at Ivy U Dr. Ron Lesky

High Reliability Solder Preform Flux Coating for the Telecom Industry Eric Bastow

Does Lead-Free Assembly Use a Lot More Electricity and High Mel Lead-Free Solders? Dr. Ron Lesky

Handbook of Electronic Assembly Now Available Dr. Ron Lesky

View All Blog Posts

Subscribe

Feed Email

Translations

Deutsch Español

Français 한국어

简体中文 繁體中文

Categories

Alloys Solder

Antimony Solder

AuSn

BGA Marcom

Ball Attach

Bar Flux

Bar Solder

Bar Wave

BGA

BGA Process

View All Categories

solder.com

SOS

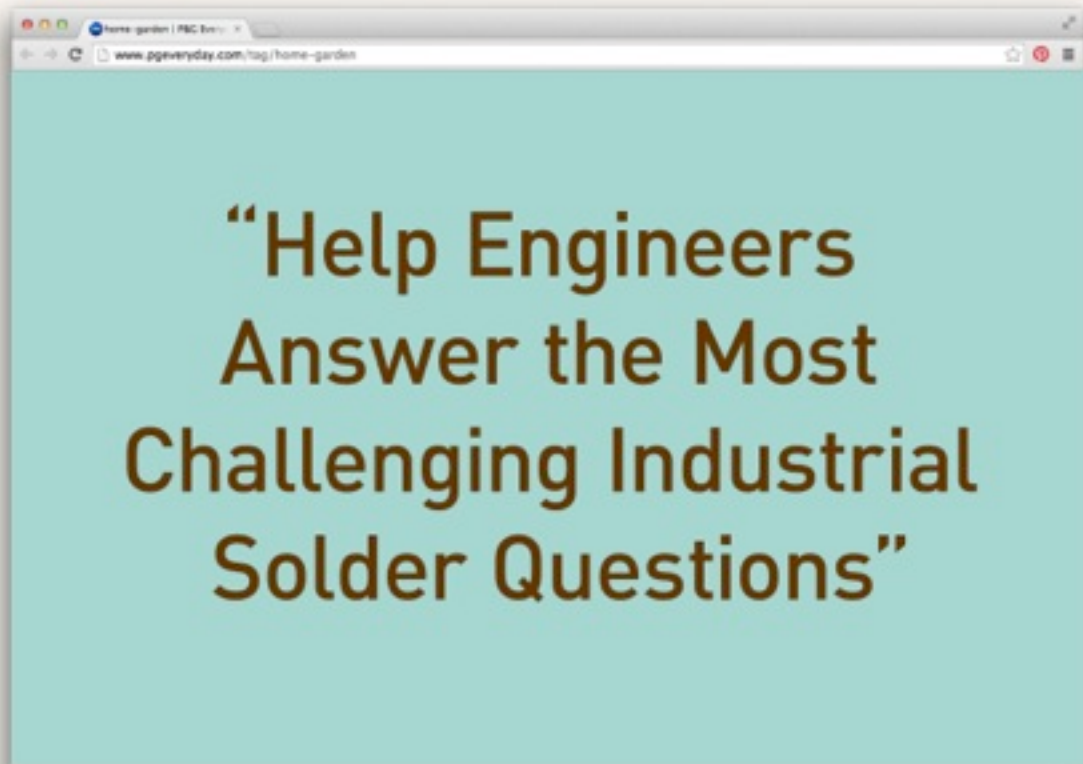
Home Online Store

BIO and ITAR Corporate

Tech Documents SOS

About Us Jobs

Case Study
Indium Corporation



Marcus Sheridan
River Pools & Spas

"I just wanted to let you guys know that me, Kathy and the boys absolutely love our Sierra. Pool ownership has been an absolute dream. Can't wait to jump in this year."
Randy Marshall Ashland Va. [Click here to read more Client Testimonials](#)

[To Learn Even More About Pool Costs and Prices See Our Blog](#)

How Much Does a Fiberglass Pool Cost?

One of the first questions potential pool owners want to know when they call our company is: **How much does a fiberglass pool cost?** Although this is a very difficult question to answer, I will try to do my best here to explain some general pricing guidelines.



The purchase of a swimming pool is much like the purchase of a vehicle or even a home. With so many options available, price ranges can vary drastically. Just as a Ford F150 can start around 20k with just a basic package, it can quickly cost over 40k once a shopper adds such items as power windows, CD player, all-leather interior, chrome finishes, extended cab, 4-wheel drive, 4 doors versus two, upgraded wheels, dual exhaust, spray-on bedliner, built-in GPS system, etc., etc. Considering that the average American sells or trades-in their vehicle within the first five years of purchase, why do so many people elect to get so many upgrades? The answer is because most people understand the importance of getting what they want the first time so as to not have any regrets down the road. Because most Americans spend over 30 minutes a day in their vehicles, they want to make sure their vehicle will provide them with comfort, quality, longevity, and ease of use. These same principles typically apply to most inground swimming pool shoppers. Understanding that they are going to have to see their pool everyday for as long as they live in their home, as well as

the fact that picking the right pool with the right options the first time is critical as to ensure maximum enjoyment with minimum maintenance, most shoppers elect to get the pool that will make them happiest in

I Think I'm
Ready For a
Pool Quote!

FREE FIBERGLASS POOL
BUYING GUIDE!



Download Now! Simply click the
Book to get Your Copy.

Case Study

Inc.

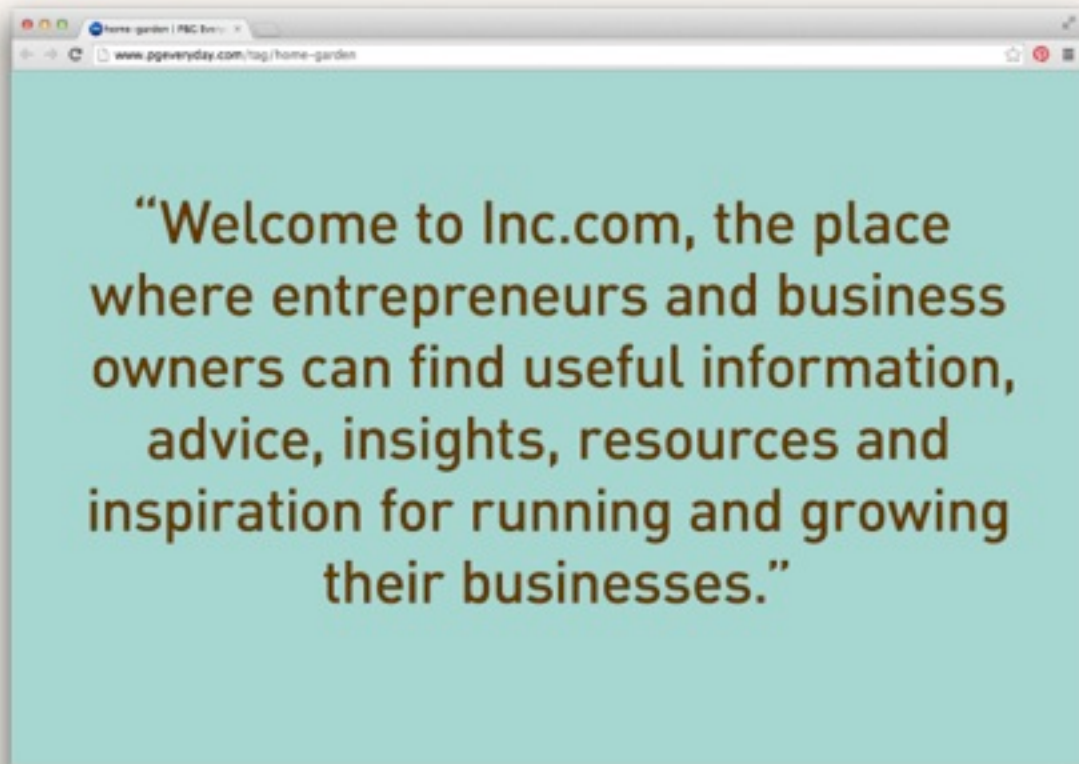
The screenshot shows a web browser displaying an article on the Inc. website. The browser's address bar shows the URL: www.inc.com/carrie-kerpen/3-ways-to-raise-employee-morale.html. The Inc. logo is in the top left, and 'GROWCO CONFERENCE' is in the top right. Below the logo is a 'COMPANY CULTURE' tag. The article title is 'How to Be a Great Boss. Even During the Tough Times' by Carrie Kerpen. Below the title is a sub-headline: 'There are some things you don't need to learn the hard way. Here's how to make your company a better place to work.' A row of social media sharing icons (Facebook, Twitter, Google+, LinkedIn, Pinterest, YouTube, Email) is below the sub-headline. The main image is a cartoon illustration of a hand holding a ruler up to a small figure of a person. Below the image is a paragraph of text: 'When you're growing a business quickly, it can be really tough to *retain staff* and keep morale high. Often a company's growing pains can be felt throughout the organization. When my company, *Likeable Media*, was named the sixth best place to work in New York'.

On the right side of the article, there is a section titled 'Chobani Grows Up: The Arrival of Big Money' by Kimberly Weiss. Below this is a large white box with the text: 'DON'T RUN TODAY'S BUSINESS ON YESTERDAY'S ERP.' and 'CLICK AND SEE HOW GOPRO DOES IT.'

1. Core Target Audience

2. What Will Be Delivered

3. The Outcome for the Audience



Create Your Mission Statement:

- Defined Audience
- Deliver
- Outcome

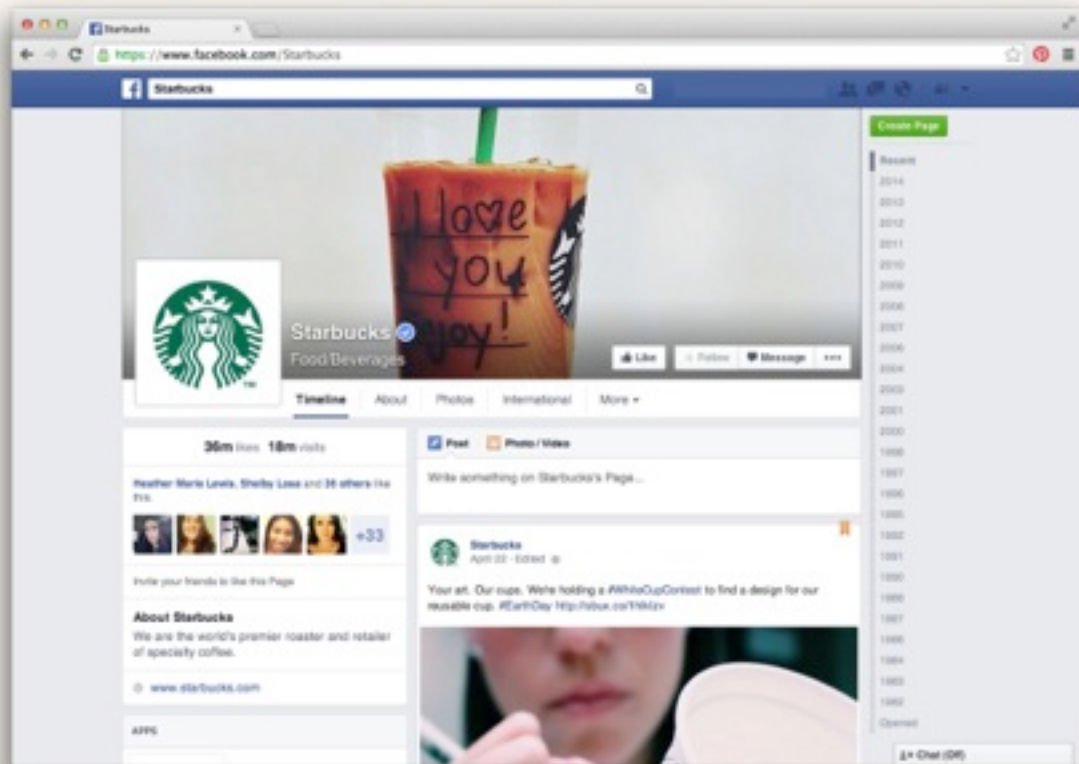


Element 3

**Don't Build Your
Content Ship on
Rented Land**

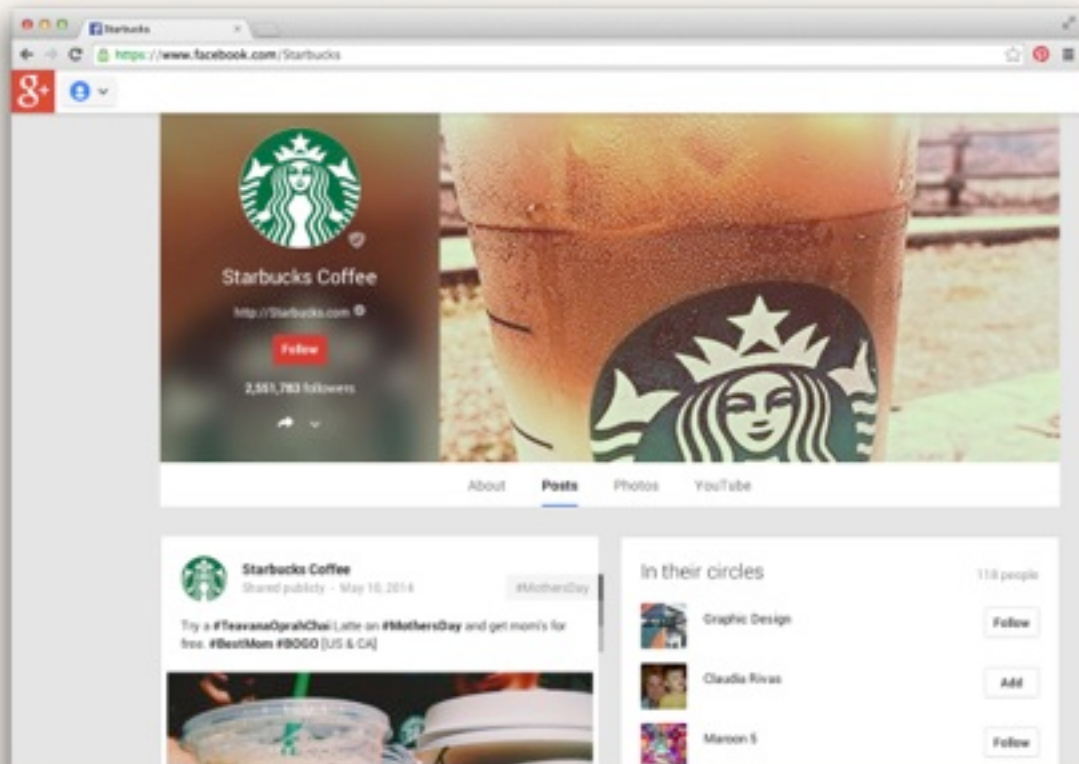
Case Study

Facebook

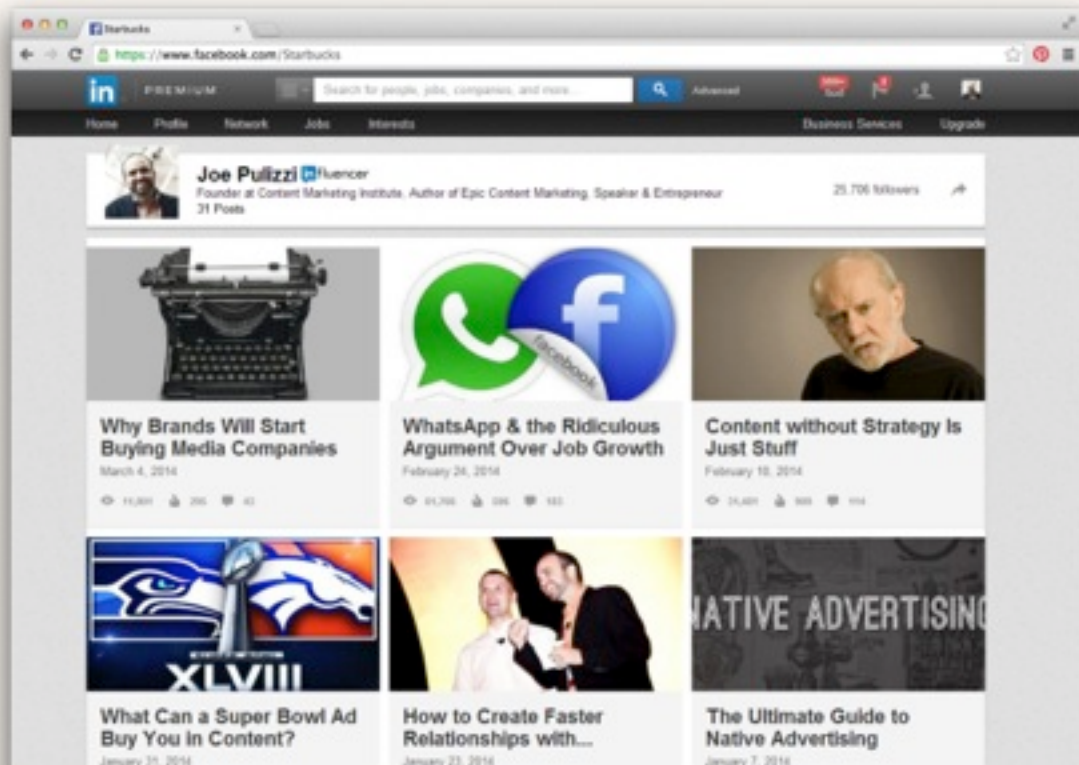


Case Study

Google+



Case Study LinkedIn



Case Study

IBM: A rent-to-own strategy

The screenshot shows a web browser displaying a CNN Money article. The URL in the address bar is management.fortune.cnn.com/2014/03/11/christian-madsbjerg-red/. The page features the CNN Money logo and navigation links for FORTUNE and Money. The article title is "The extremely expensive lies companies tell themselves" by Christian Madsbjerg, dated March 11, 2014. A sidebar on the left shows social media sharing options with a total of 312 shares. The main text discusses how companies often tell themselves expensive lies, such as "We need to hire more people" or "We need to invest in new technology," which can be costly and unnecessary. A black and white portrait of Christian Madsbjerg is included. On the right, there is a "Most Popular" section with various articles and a large advertisement for IBM's "Smarter Planet" initiative, which promotes the use of mobile technology in business.

Does your kid have better technology than your business?

IBM Let's Build a Smarter Planet

Smarter enterprises use mobile to work more freely →

The extremely expensive lies companies tell themselves

March 11, 2014 1:31 PM ET

Fortune speaks with Red's Christian Madsbjerg about flawed business thinking, the emergence of Silicon Valley, and why he prefers to hire anthropology majors at his consulting firm.

Interview by Ryan Bradley

FORTUNE — Christian Madsbjerg likes to talk about how booze companies often forget who their customers really are. Madsbjerg's consulting firm, Red, had one such client that was spending \$100 million on the stuff it gave to bars, which bar owners eventually threw in booze, which then made their way to the basement.

After Red convinced its client to eliminate those costs, sales increased, simply because the company's marketing was less annoying. There's a huge gap between what's marketed to a

Christian Madsbjerg

Most Popular

- Married with kids vs. singles: Who pays higher taxes?
- Don't assume you're safe from heartbreak
- Movie stars & living paycheck to paycheck
- 3 rules from the Ultimate Irons
- George Stephanopoulos renews ABC contract

Leadership, by Geoff Colvin

Case Study

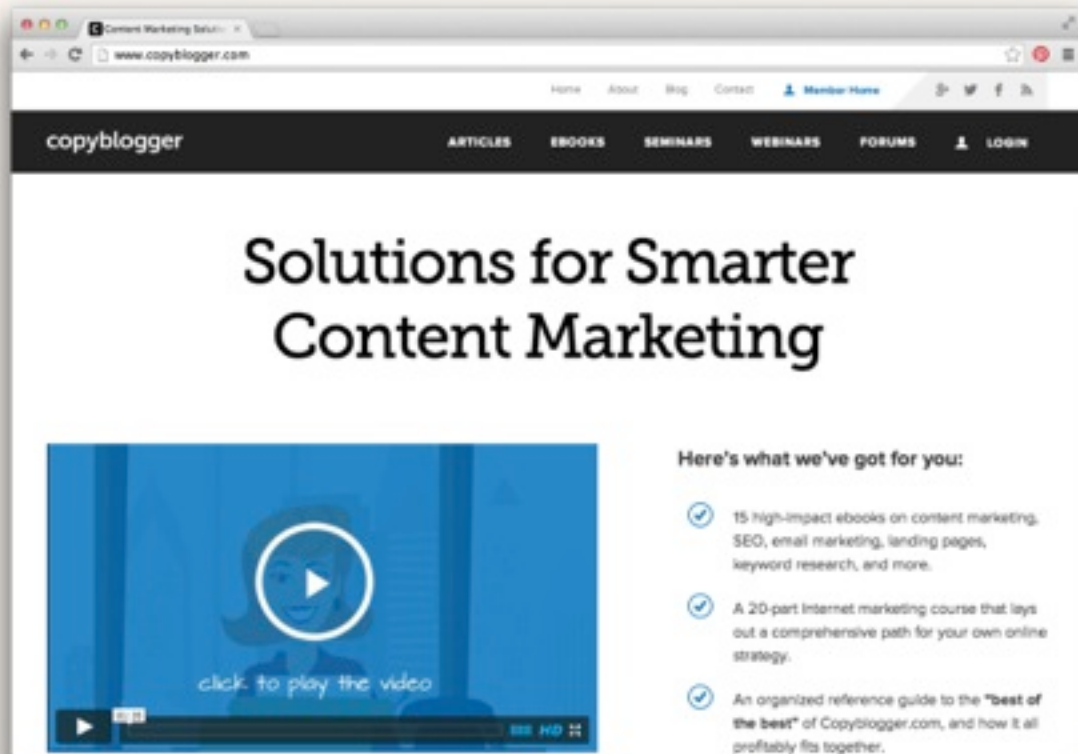
IBM: A rent-to-own strategy



**Focus on subscribers
as a key metric.**

Case Study

copyblogger



Case Study
Kraft Foods



Case Study thinkMoney



**What's the difference
between those who
subscribe to my content
and those that don't?**

Element 4

**Leverage Influencers,
Then Build an Audience**

Rank	Blog Name	Focus
1	Convince and Convert	Social Media
2	TopRankBlog	Online Marketing
3	Brian Solis	Social Media/Public Relations
4	Conversation Agent	Marketing – General
5	Marketing Experiments	Research
6	Copyblogger	Copywriting – Blogs/Blogging
7	Social Media Examiner	Social Media
8	Inbound Internet Marketing Blog	Internet
9	Social Media Explorer	Social Media
10	Heidi Cohen	Marketing – General



Influencer
Sharing

4 : 1 : 1



Sales



Content
Marketing



Follow

How to Go "All-In" with Content Marketing: 8 Experts Weigh In
contentmarketinginstitute.com/2014/05/go-all
... via @arniek w/@jonwuebben @Casieg

Reply Retweet Favorite More

RETWEETS 7 FAVORITES 2



11:14 AM - 7 May 2014

Assets

Helpful Tools from Content Marketing Institute



Assets Newsletter



The screenshot shows the Content Marketing Institute website. The header includes the CMI logo, navigation links for EVENTS, MAGAZINE, CONSULTING, and BOOKS, and a search bar. Below the header, there are links for LATEST ARTICLES, RESEARCH, FREE WEBINARS, WHITE PAPERS/EBOOKS, and CONTENT JOBS. A banner for "The Mathematics of Social Marketing" is visible. The main article is titled "12 Insights for Visual Content Success with Infographics" by Jason Miller, published on November 17, 2013. The article text begins with "Some marketing skeptics claim that infographics are dead. I disagree. I think *bad* infographics are dead, and always have been. Well-designed and executed infographics, on the other hand, are not just alive — they are a thriving and essential part of any integrated content marketing strategy." A social media sharing bar is present below the text. On the right, an orange circular overlay contains a sign-up form for the newsletter, stating "JOIN OVER 70,000 OF YOUR PEERS!" and offering a free ebook "The Essentials of a Documented Content Marketing Strategy". The form includes an email input field and a "SEND ME UPDATES" button.

Content Marketing Institute

EVENTS MAGAZINE CONSULTING BOOKS

LATEST ARTICLES RESEARCH FREE WEBINARS WHITE PAPERS/EBOOKS CONTENT JOBS

Search Content Marketing Institute

The Mathematics of Social Marketing
Creating Measurable Strategies for Social Media Customer Conversion
Download Now

EPIC CONTENT MARKETING
Applauding your Joe Pulizzi
Want to drive Epic Sales?
Order Joe's new book today!
Order Now

12 Insights for Visual Content Success with Infographics
By: JASON MILLER published NOVEMBER 17, 2013

Share CMI Twitter 470 LinkedIn 270 Facebook 127 Google+ Pinterest Print

Some marketing skeptics claim that infographics are dead. I disagree. I think *bad* infographics are dead, and always have been. Well-designed and executed infographics, on the other hand, are not just alive — they are a thriving and essential part of any integrated content marketing strategy.

With all the competition for consumer attention on

JOIN OVER 70,000 OF YOUR PEERS!
Get daily articles and news delivered to your email inbox and get CMI's exclusive ebook *The Essentials of a Documented Content Marketing Strategy* FREE!
Enter your email address...
SEND ME UPDATES

CONTENT MARKETING INSTITUTE™

EVENTS MAGAZINE CONSULTING BOOKS

Join Over 70,000 of Your Peers!

Get daily articles and news delivered to your email inbox and get CMI's exclusive ebook FREE.



Sign Up Now

Get The Essentials of a Documented Content Marketing Strategy Guide

your first name

your email

Sign Up Now

70,000 OF YOUR PEERS

Get daily articles and news delivered to your email inbox and get CMI's

Share CMI Twitter x18 LinkedIn 218 Facebook 187 Google+ Pinterest Print

Some marketing skeptics claim that infographics

Assets

Slideshare

The screenshot shows a Slideshare presentation page. At the top, there's a navigation bar with the Slideshare logo, 'Explore', a search bar, and 'Upload', 'Login', 'Signup' buttons. Below this is a large orange banner that says 'Welcome to the CMI Channel' with the CMI logo. The main content area features a large slide with a dark background and white and orange text that reads '20 EPIC EXAMPLES OF CONTENT MARKETING'. Below the slide, there's a video player interface with a progress bar and a '1:25' duration. To the right of the main slide, there's a sidebar with a 'More' section listing several related presentations with their respective thumbnails and view counts. At the bottom of the slide, there's a small orange banner that says '19 Epic Examples of Content Marketing' and 'Get it Now!'. Below the slide, there's a footer area with the CMI logo, the title '20 Examples of Epic Content Marketing by Joe Pulizzi', the view count '13,505', and social media sharing buttons for Facebook, Twitter, and Google+.

20 Examples of Epic Content Marketing by Joe Pulizzi

13,505 views

Facebook Twitter Google+

Assets

Slideshare



Discuss: Start Identifying the Influencers



Element 5

Open Up Your Wallet



Build

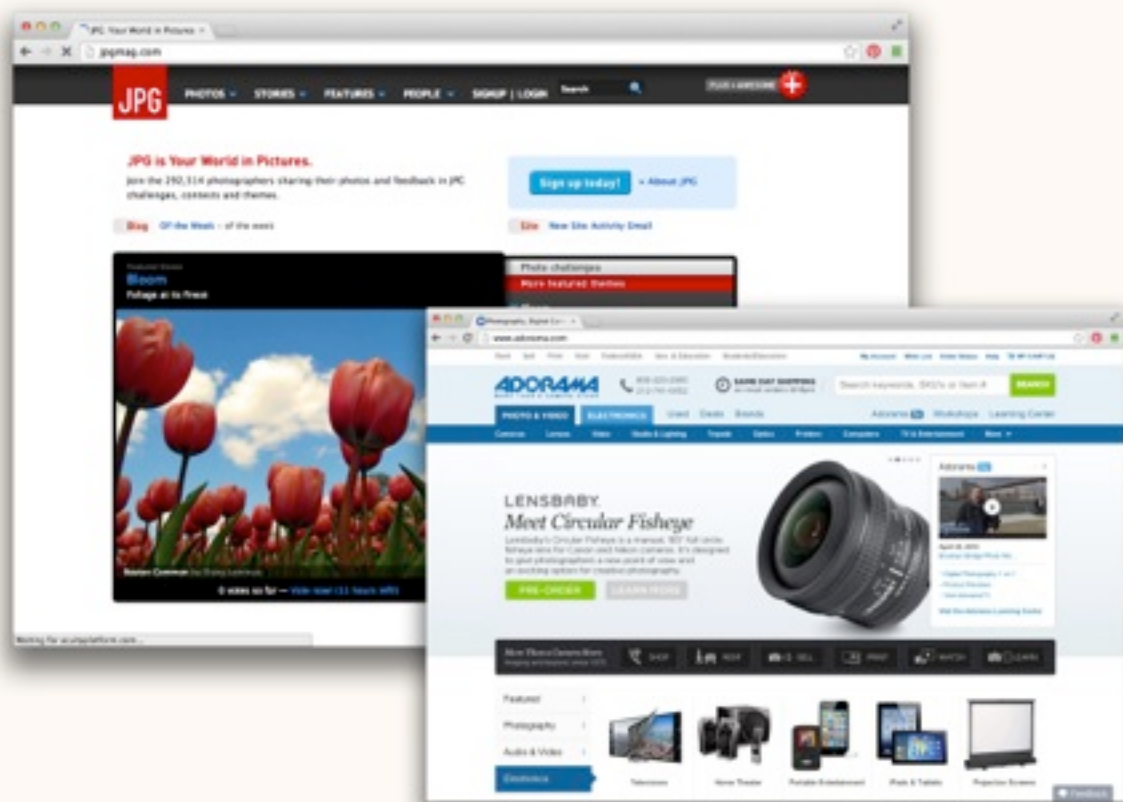
VS



Buy

Case Study

Adorama buys JPG magazine



Takeaways

1. Set Your Goals for Sales, Savings or Sunshine
2. Why Are You Using Each Channel?
3. Focus On the Reader's Outcome
4. Create a Content Marketing Mission Statement
5. Don't Build Your Content Ship on Rented Land
6. Focus on Subscribers as a Key Metric
7. Build an Influencer List to Build Audience
8. Bake Influencers Into Your Content
9. Create an Engine to Get and Keep Subscribers
10. Consider Buying!



ONE

Thank You!



Joe Pulizzi
joe@contentinstitute.com

IT'S ALL **MARKETING**



CONTENT
MARKETING
INSTITUTE™

Designed by



Beutler
Ink

