

JOE PULIZZI



Founder, Content Marketing Institute

THE EVOLUTION OF CONTENT

5 Elements to Consider

Joe Pulizzi

Follow me @JoePulizzi



**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.



Events

Content Marketing World



Magazine

Chief Content Officer



Consulting

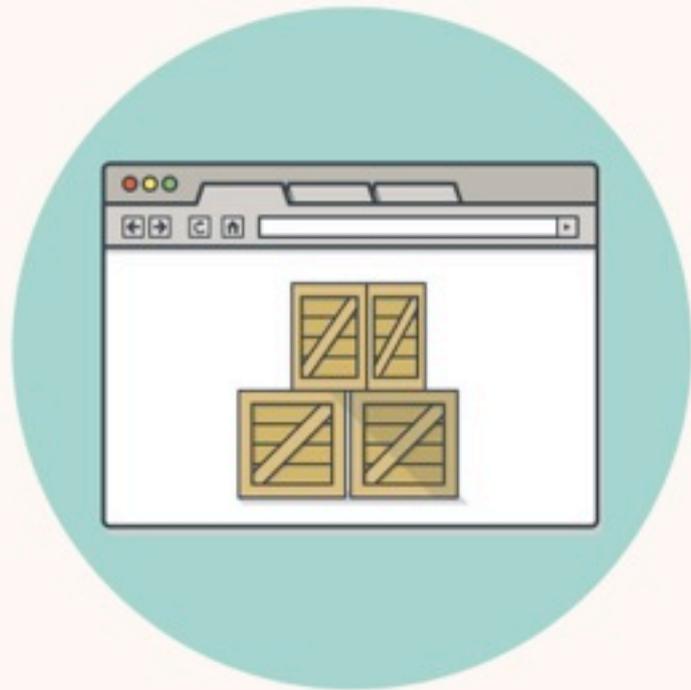
Education, Training, Advisory

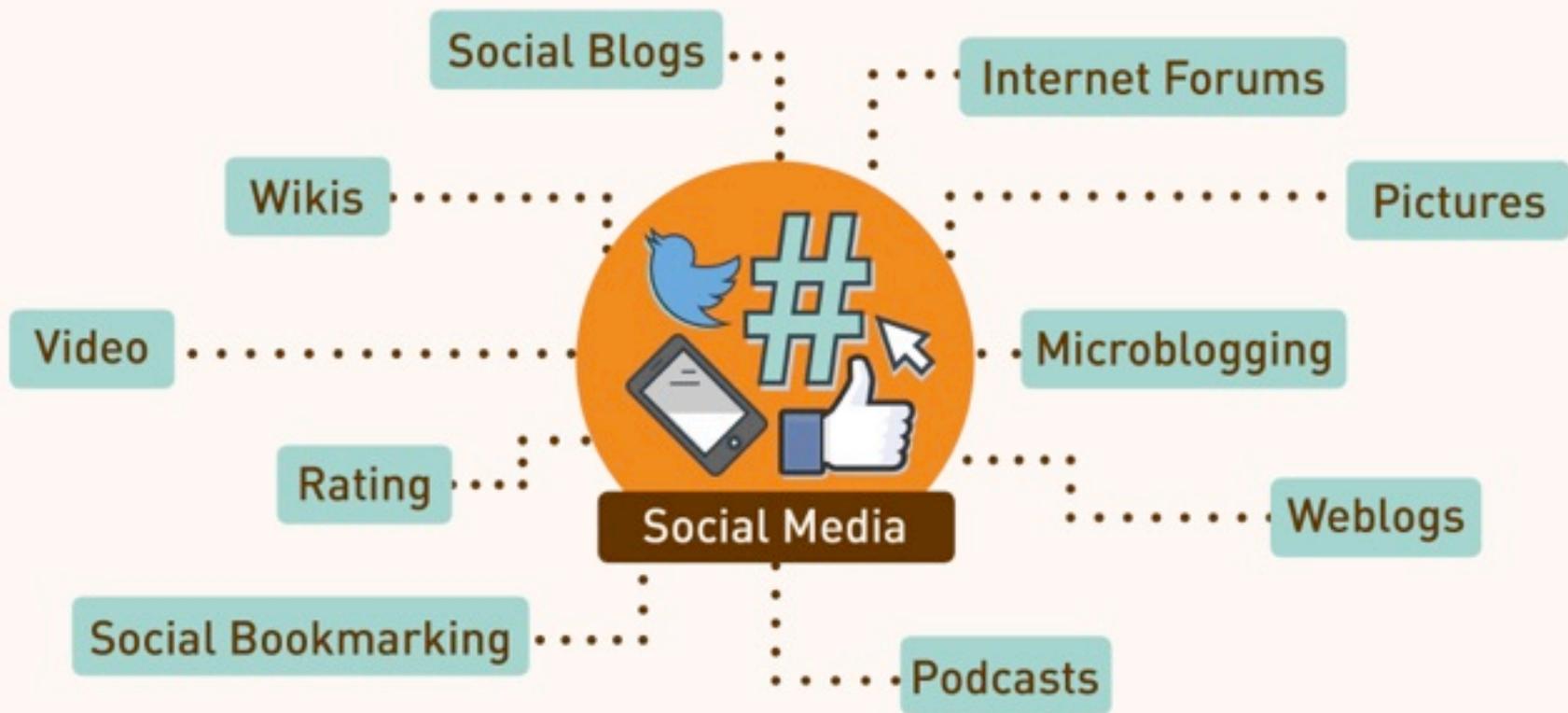
THE EVOLUTION OF CONTENT MARKETING

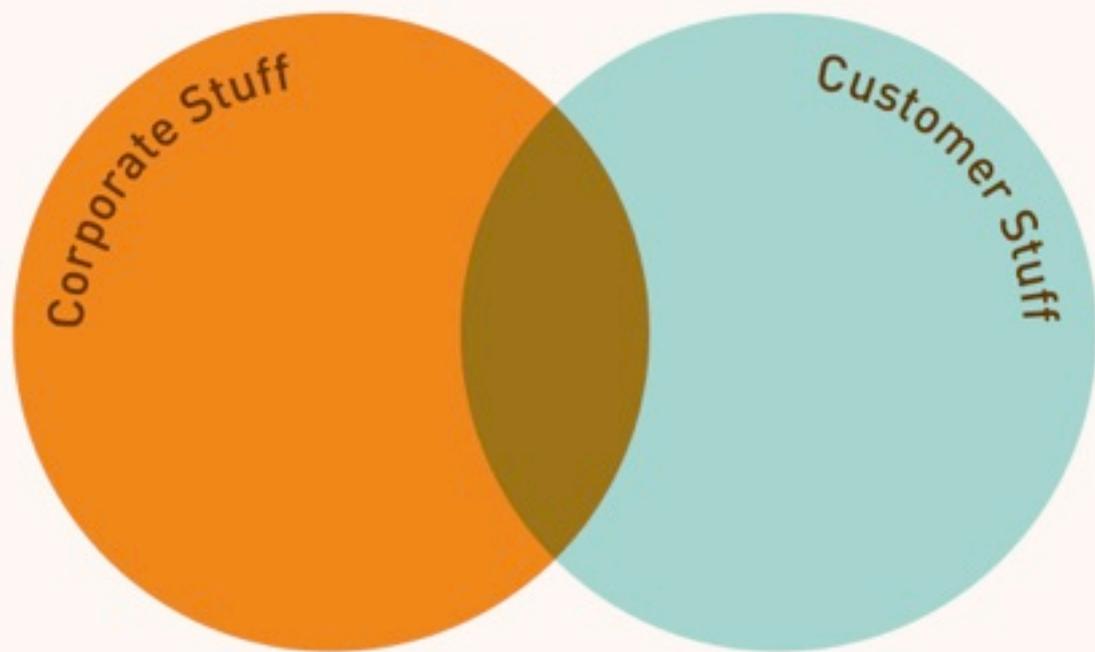




**Website =
infinite storage**



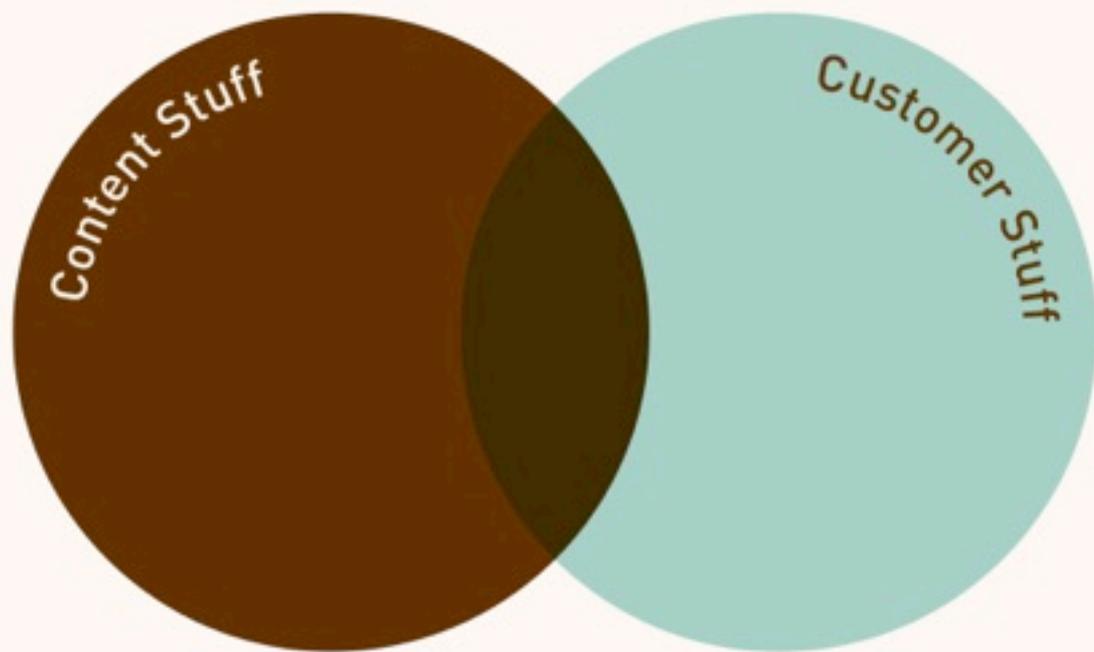




A meme featuring the character SpongeBob SquarePants. He is shown from the chest up, with a yellow, porous body and large blue eyes. He has a shrugging expression, with his right hand raised and palm up. The background is a simple blue sky with light blue circular patterns. The text "YOUR POST" is written in large, white, bold, sans-serif font with a black outline at the top. The text "NOBODY CARES" is written in the same font at the bottom.

YOUR POST

NOBODY CARES



90 out of 100

percentage of businesses
that use content marketing

bitly.com/cm-research





Unfortunately...

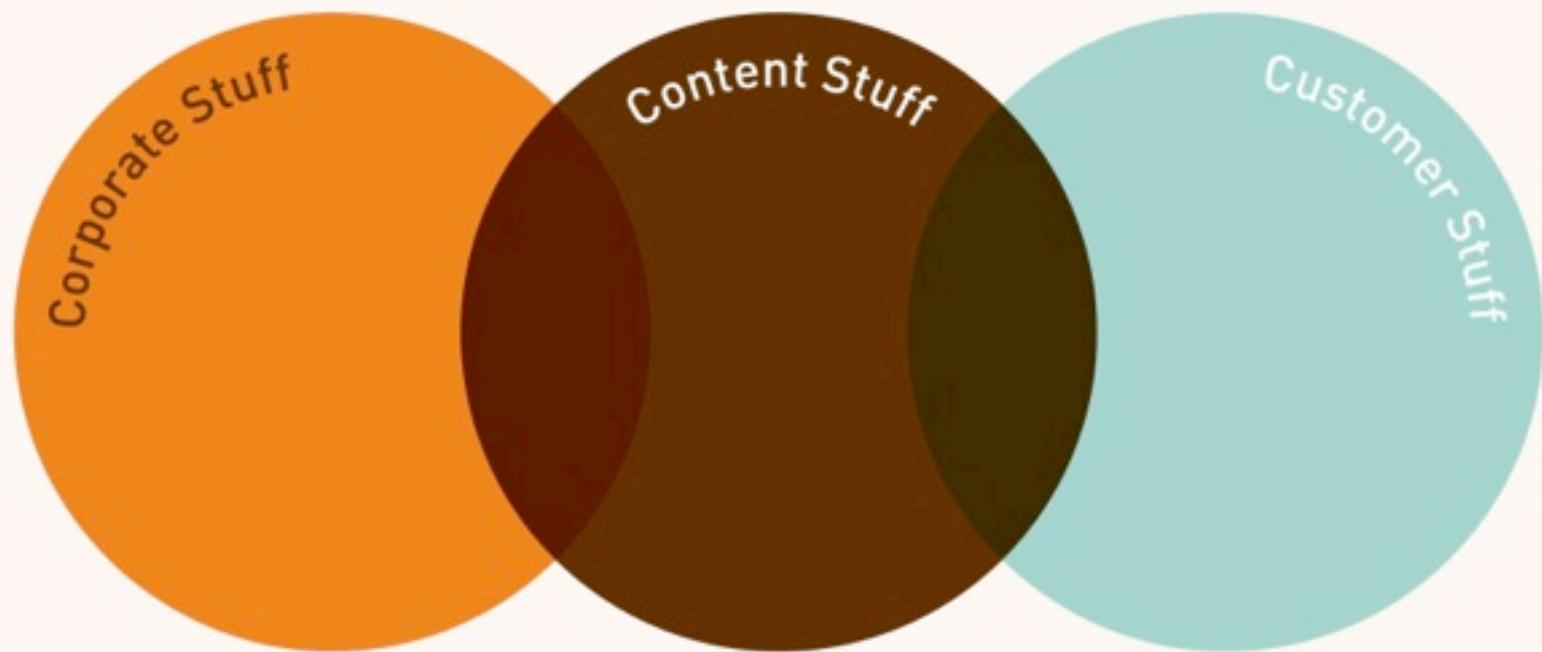
Just 40% believe their content marketing is effective

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

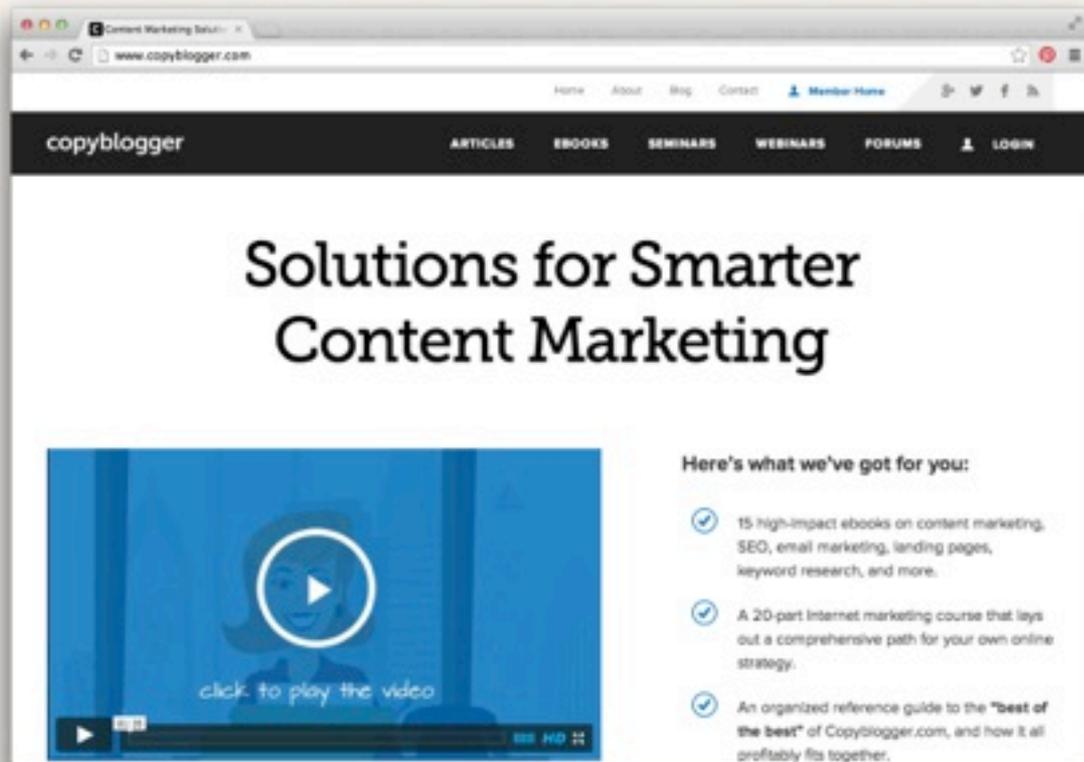
5 Elements

Element 1

Sales, Savings, Sunshine



Case Study copyblogger



The screenshot shows the Copyblogger website homepage. The browser address bar displays "www.copyblogger.com". The navigation menu includes "Home", "About", "Blog", "Contact", and "Member Home". The main navigation bar lists "ARTICLES", "EBOOKS", "SEMINARS", "WEBINARS", "FORUMS", and "LOGIN". The main heading reads "Solutions for Smarter Content Marketing". Below the heading is a video player with a play button and the text "click to play the video". To the right of the video player, under the heading "Here's what we've got for you:", there is a list of three items, each preceded by a checkmark icon:

- 15 high-impact ebooks on content marketing, SEO, email marketing, landing pages, keyword research, and more.
- A 20-part Internet marketing course that lays out a comprehensive path for your own online strategy.
- An organized reference guide to the "best of the best" of Copyblogger.com, and how it all profitably fits together.

MAY 12

Here's How Bestselling Author CJ Lyons Writes

by KELTON REID

[Twitter](#) 508 [StumbleUpon](#) 109 [Facebook](#) 141 [LinkedIn](#) 67 [Pinterest](#) 10



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

Jyксе Bank

The screenshot shows the website **en.jyskebank.tv** in a browser window. The page layout includes a navigation bar with links for HOME, ABOUT US, CONTACT, LOGIN, MOBILE, WEBSITE, FINITION, LOGO/AD, and NEWSLETTER. A search bar is located in the top right corner.

The main content area features a video player with the title **EUROPE'S BEST WEB TV STATION**. Below the video player is a featured article titled **The Senior Strategist: 150 US Earnings Reports might affect markets**, which includes a sub-headline: **Best work for S&P 500 in a long time. And the US Earnings Season continues with almost 150 companies reporting this week.** A "Watch video" link is provided below the article.

On the left side, there is a "LATEST NEWS" section with several articles, including "The Senior Strategist: 150 US Earnings Reports might affect markets" and "Will the interest rate increases leave the winter liberation?".

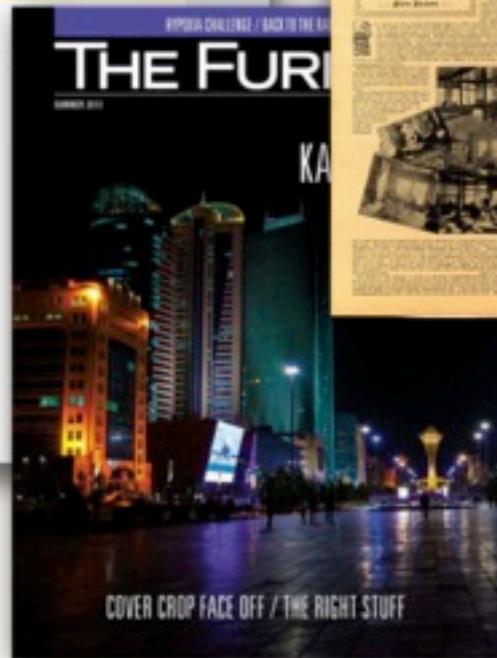
On the right side, there is a "Personalities of Jyксе Bank" section featuring a list of video thumbnails and titles, such as "Oil and the death of Globalisation" and "Danish company nominated to Eudaimia Award".



jyskebank  tv

Case Study

The Furrow by John Deere







**Create a why
for each channel.**



Element 2

**Create a Content
Marketing Mission
Statement**

Case Study

Home Made Simple

The screenshot shows a web browser window with the URL www.pgveryday.com/tag/home-garden. The navigation bar includes categories: FAMILY LIFE, FOOD, HEALTH & WELLBEING, HOME & GARDEN (highlighted), BEAUTY, and OUR BRANDS. The main banner features a photo of colorful eggs in nests with the text "Make the Most of Springtime" and the "HOME made simple" logo. Below the banner are social media icons and the text "Inspiration meets conversation. Join our communities for even more daily updates." The content area is divided into several tiles: "Looking for our Recipes & Cooking Tips?" with a photo of a vegetable platter; "HEALTHY LIVING" with a quote "Nothing great was ever achieved without enthusiasm." and a rainbow umbrella illustration; "Watch projects and recipes come to life!" with a photo of a woman; "Crafts" and "HOME DECOR" sections; and "Words to Live by: April 2014" with the text "Find monthly inspiration from our Words to Live By".

Case Study

Home Made Simple



Case Study

Indium Corporation Blogs

The screenshot shows the Indium Corporation website with a featured post titled "Weibull Analysis at Ivy U" by Dr. Ron Lesky. The post includes a Weibull plot with the following data points:

| Step | Scale |
|--------|--------|
| 229425 | 100488 |
| 412040 | 100712 |

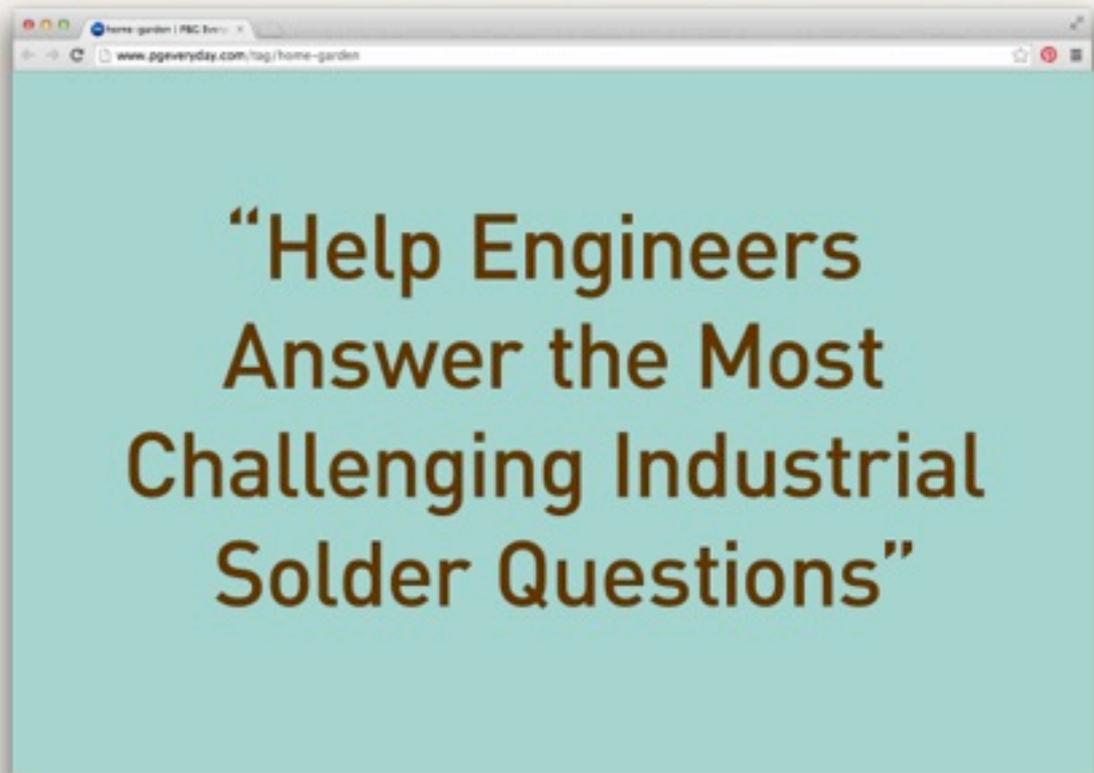
The graph shows a linear relationship between the variables on the x and y axes, with data points for Alloy 1 (blue) and Alloy 2 (red) clustered around a diagonal line. The plot is titled "Weibull Complete Data - LSXY Estimates".

Other featured posts include:

- "Voiding Reduction in Bottom Terminated Components (BTC) with Improved Flux Coating" with a "DOWNLOAD THIS WHITEPAPER" button.
- "High Reliability Solder Preform Flux Coating for the Telecom Industry" by Eric Sastor.
- "Does Lead-Free Assembly Use a Lot More Electricity and High Mel Lead-Free Solders?" by Dr. Ron Lesky.
- "Handbook of Electronic Assembly Now Available" by Dr. Ron Lesky.

The website also features a navigation menu (PEOPLE, PRODUCTS, APPLICATIONS, CONTACT US), a search bar, and a sidebar with "Subscribe" options (Feed, Email), "Translations" (Deutsch, Español, Français, 한국어, 简体中文, 繁體中文), and "Categories" (Alloys Solder, Antimony Solder, AuSn, etc.).

Case Study
Indium Corporation





Marcus Sheridan
River Pools & Spas

"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.

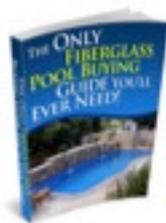


The purchase of a swimming pool is much like the purchase of a vehicle or even a home. With so many options available, price ranges can vary drastically. Just as a Ford F150 can start around 20k with just a basic package, it can quickly cost over 40k once a shopper adds such items as power windows, CD 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

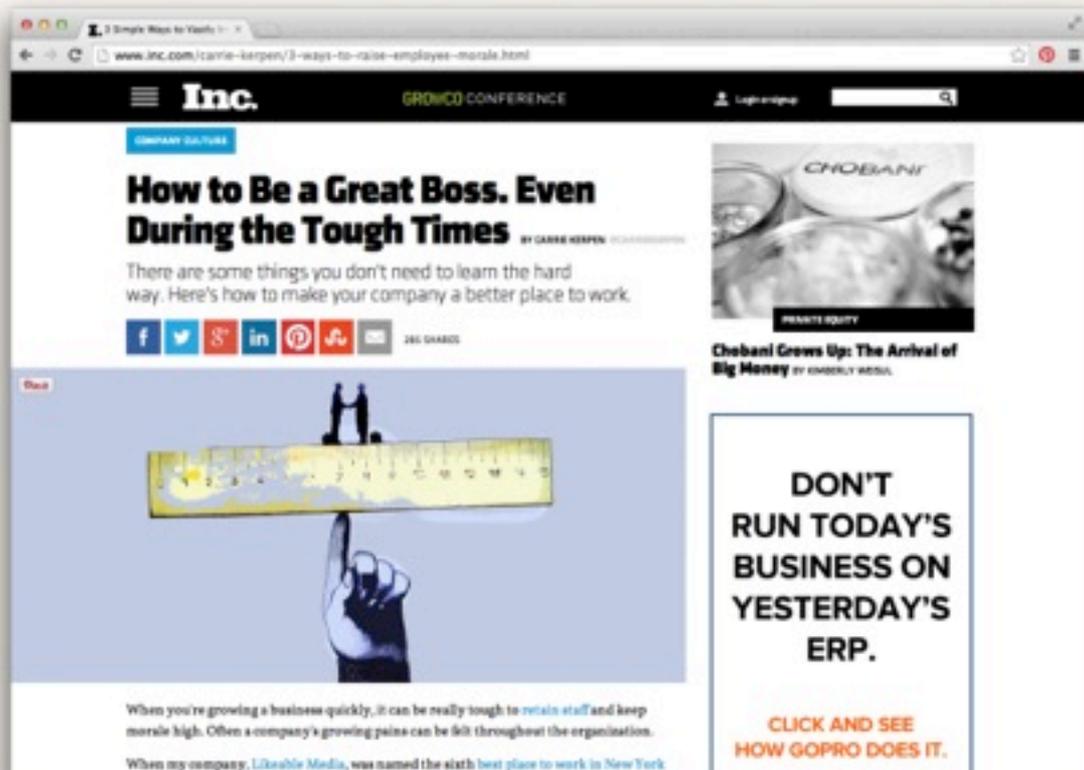
I Think I'm
 Ready For a
Pool Quote!

FREE FIBERGLASS POOL
 BUYING GUIDE!



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

Case Study Inc.



The screenshot shows a web browser window displaying an article on the Inc. website. The browser's address bar shows the URL: www.inc.com/carin-keppen/3-ways-to-raise-employee-morale.html. The page header includes the Inc. logo, "GROWCO CONFERENCE", and a search bar. The article title is "How to Be a Great Boss. Even During the Tough Times" by Carin Keppen. 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." Social media sharing icons for Facebook, Twitter, Google+, LinkedIn, Pinterest, and YouTube are visible. The main image shows a hand holding a ruler over a map of the United States. To the right, there is a section titled "Chobani Grows Up: The Arrival of Big Money" by Kimberly Hesse, featuring an image of Chobani yogurt containers. At the bottom right, there is a promotional box with the text: "DON'T RUN TODAY'S BUSINESS ON YESTERDAY'S ERP. CLICK AND SEE HOW GOPRO DOES IT."

3 Simple Ways to Yashy

www.inc.com/carin-keppen/3-ways-to-raise-employee-morale.html

Inc. GROWCO CONFERENCE Login

COMPANY CULTURE

How to Be a Great Boss. Even During the Tough Times

BY CARIN KEPPEN

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.

f t g+ in p v

260 SHARES

Photo



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

PRIVATE EQUITY

Chobani Grows Up: The Arrival of Big Money

BY KIMBERLY HESSE

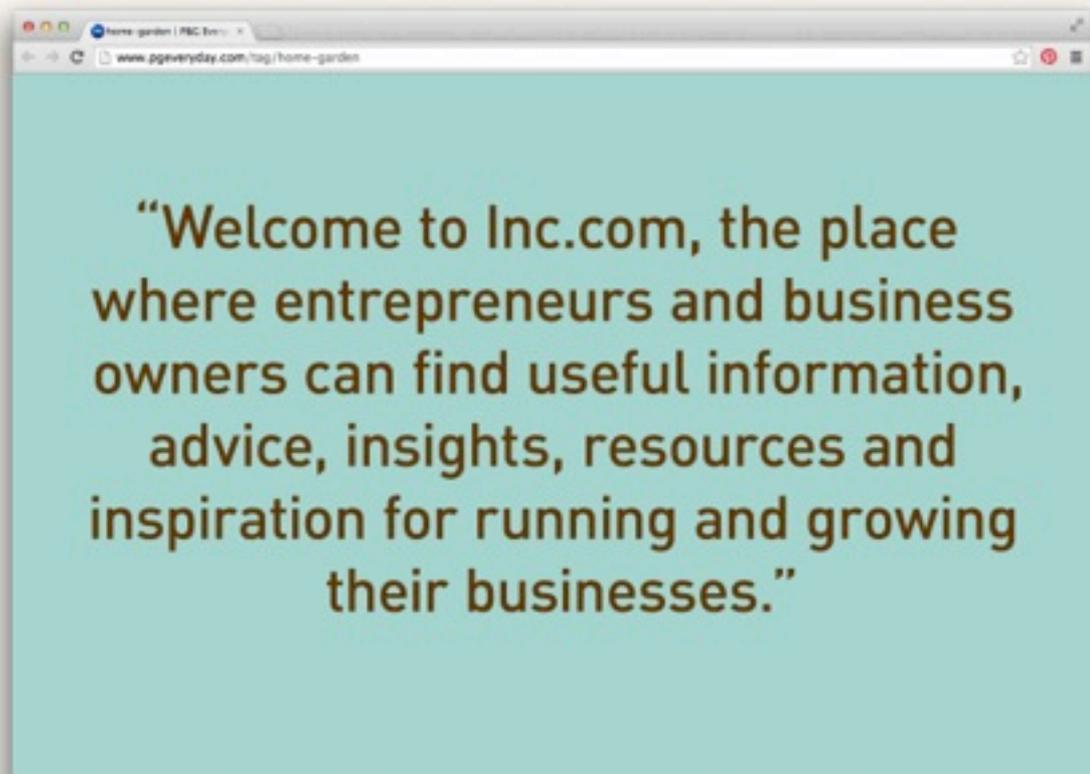
DON'T RUN TODAY'S BUSINESS ON YESTERDAY'S ERP.

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:

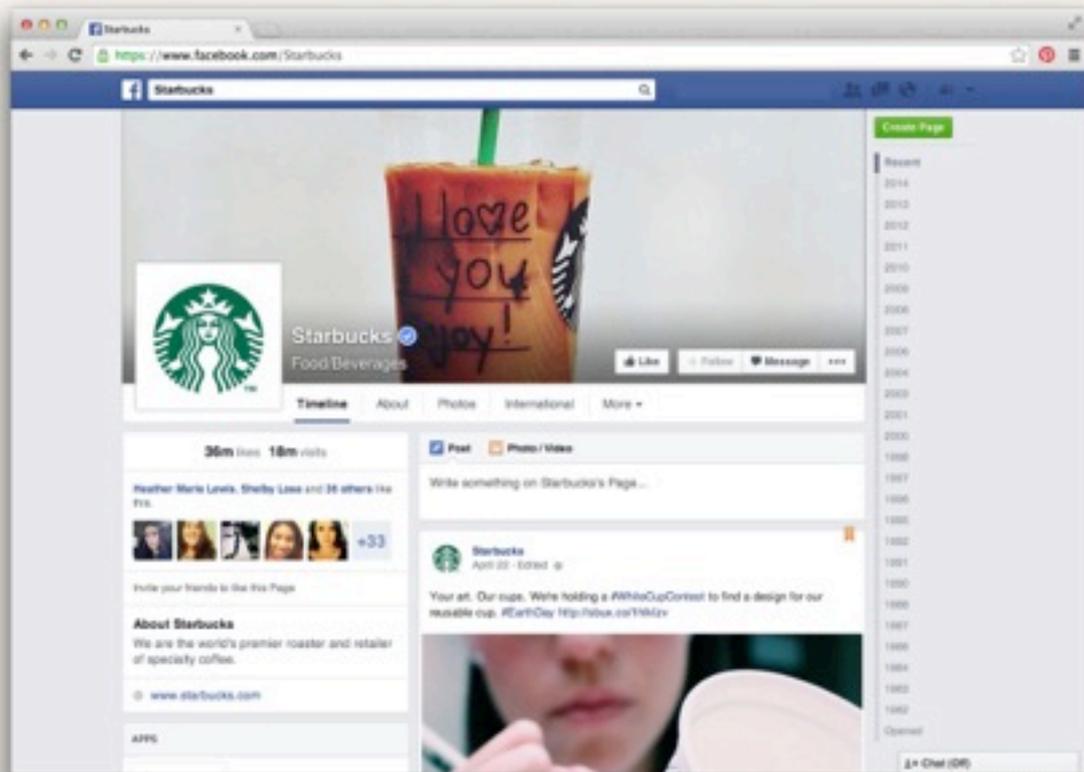
- Defined Audience
- Deliver
- Outcome



Element 3

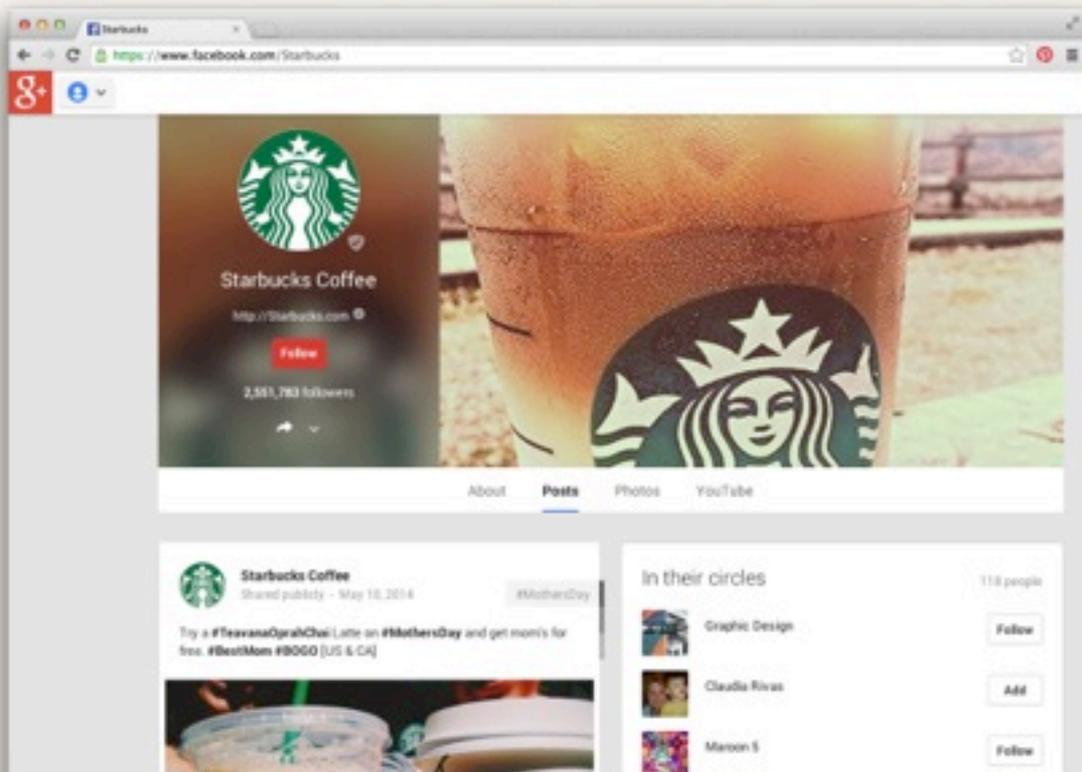
**Don't Build Your
Content Ship on
Rented Land**

Case Study Facebook



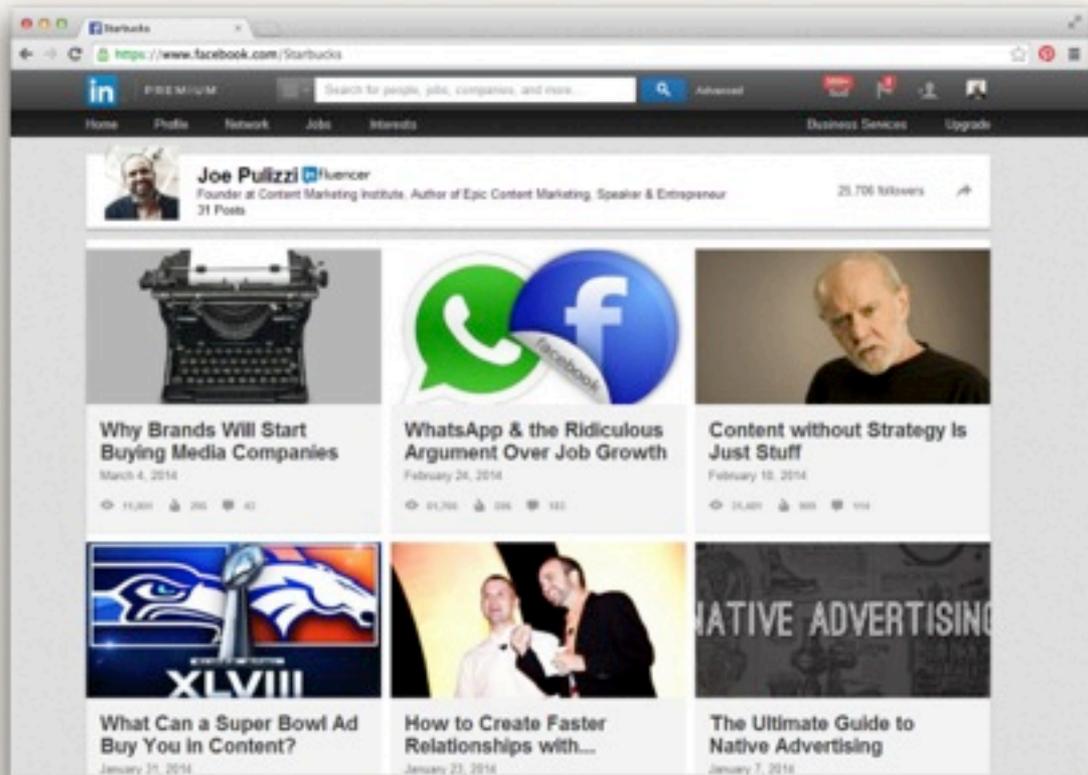
Case Study

Google+



A screenshot of a web browser displaying the Starbucks Coffee Facebook page. The browser's address bar shows the URL <https://www.facebook.com/Starbucks>. The page features the Starbucks logo and a large image of a Starbucks coffee cup. The profile information includes the name "Starbucks Coffee", the website <http://Starbucks.com>, and a "Follow" button. Below this, it shows "2,581,783 followers". The navigation tabs are "About", "Posts", "Photos", and "YouTube". A post from Starbucks Coffee, dated May 18, 2014, is visible, featuring the Starbucks logo and text: "Try a #TeavanaOprahChai Latte on #MothersDay and get mom's for free. #BestMom #BOGO (US & CA)". Below the post is an image of Starbucks coffee cups. To the right of the post, there is a section titled "In their circles" with 118 people, listing "Graphic Design" (Follow), "Claudia Rivas" (Add), and "Maroon S" (Follow).

Case Study Linkedin



The screenshot shows a LinkedIn profile for Joe Pulizzi. The profile header includes his name, title 'Founder at Content Marketing Institute, Author of Epic Content Marketing, Speaker & Entrepreneur', and '25,706 Members'. Below the header is a grid of six article cards:

- Why Brands Will Start Buying Media Companies** (March 4, 2014)
- WhatsApp & the Ridiculous Argument Over Job Growth** (February 24, 2014)
- Content without Strategy is Just Stuff** (February 15, 2014)
- What Can a Super Bowl Ad Buy You in Content?** (January 21, 2014)
- How to Create Faster Relationships with...** (January 23, 2014)
- The Ultimate Guide to Native Advertising** (January 7, 2014)

Case Study

IBM: A rent-to-own strategy

The screenshot shows a web browser displaying a CNN Money article. The browser's address bar shows the URL: `management.fortune.cnn.com/2014/03/11/christian-madsbjerg-red/`. The page header includes the CNN Money logo, the word "FORTUNE", and "Money". Below the header is a navigation menu with links for Home, Video, Business News, Markets, My Portfolio, Investing, Economy, Tech, Personal Finance, Small Business, and Leadership. The article title is "The extremely expensive lies companies tell themselves" by Fortune, dated March 11, 2014. The article text discusses how companies often forget their customers' needs and mentions a consulting firm, RedQ, and its CEO, Christian Madsbjerg. A portrait of Christian Madsbjerg is shown. To the right of the article is a "Most Popular" section with several articles listed. At the bottom of the article is a "Leadership, by Geoff Colvin" link. An IBM advertisement is visible at the top right of the article content, with the text "Does your kid have better technology than your business?" and "Smarter enterprises use mobile to work more freely".

Case Study

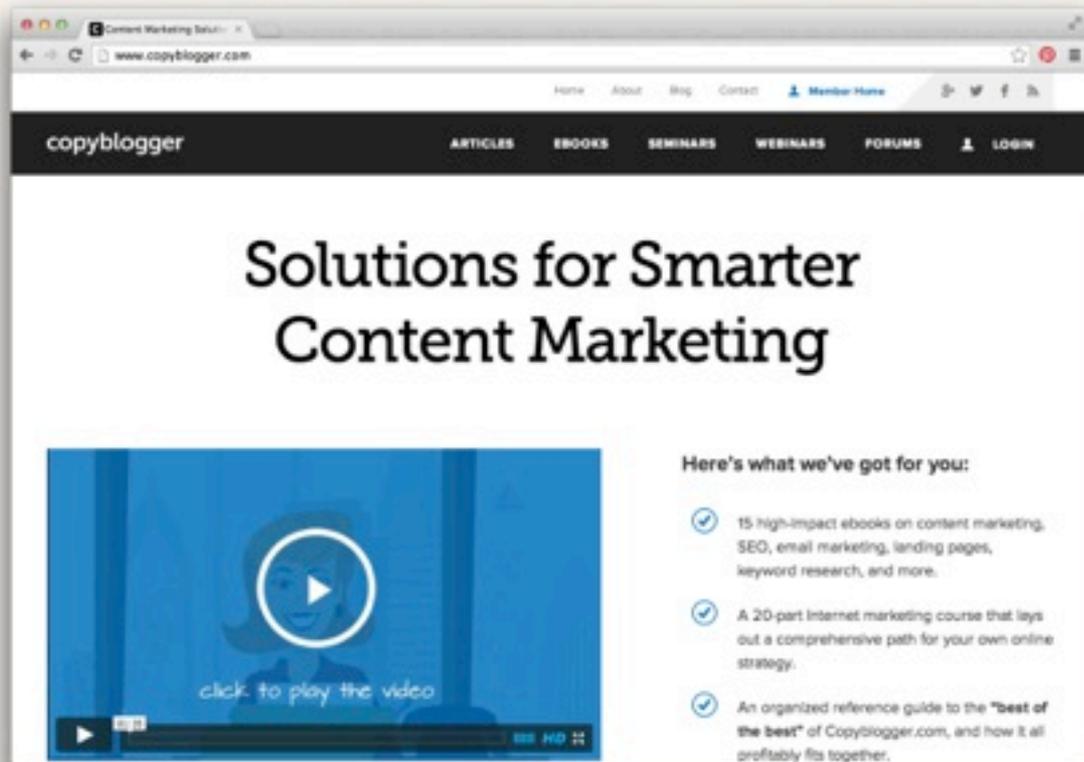
IBM: A rent-to-own strategy



The image shows a screenshot of an IBM website page. The browser's address bar displays the URL: www.ibm.com/smarterplanet/us/en/smarter-enterprise/solutions/enterprise-mobility/better-business-technology.html?mp=us&rdcm=sd&cr=.... The page features a dark navigation bar with the IBM logo and links for 'Industries & solutions', 'Service', 'Products', 'Support & downloads', and 'My IBM'. Below this is a secondary navigation bar with 'Smarter Enterprise', 'Perspectives', 'Case Studies', and 'Solutions'. The main content area has a yellow background and a breadcrumb trail: 'IBM > Smarter Enterprise > Solutions > Mobile > Does your kid have better technology than your business?'. A 'Mobile' button is visible on the left. The central text reads 'Does your kid have better technology than your business?' with 'better technology' in red. To the right is a circular graphic of a child at a desk with a sun-like border. Below the main text, the sub-headline 'Mobile security, mobile productivity' is displayed in orange. At the bottom, a small paragraph states: 'Today's employees want to work with the latest technologies and applications. And they want the option of having their smartphones in the office. Smarter solutions are...'.

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

Case Study copyblogger



The screenshot shows a web browser displaying the Copyblogger website. The browser's address bar shows the URL www.copyblogger.com. The website's navigation menu includes links for Home, About, Blog, Contact, Member Home, and social media icons for Twitter, Facebook, and LinkedIn. Below the navigation is a dark header with the Copyblogger logo and a menu with links for ARTICLES, EBOOKS, SEMINARS, WEBINARS, FORUMS, and LOGIN.

Solutions for Smarter Content Marketing

click to play the video

Here's what we've got for you:

- ✓ 15 high-impact ebooks on content marketing, SEO, email marketing, landing pages, keyword research, and more.
- ✓ A 20-part Internet marketing course that lays out a comprehensive path for your own online strategy.
- ✓ An organized reference guide to the "best of the best" of Copyblogger.com, and how it all profitably fits together.

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



Sales

4 : 1 : 1



Content Marketing

 Content Marketing
@CMContent 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. At the top, there is a navigation bar with the CM logo and links for EVENTS, MAGAZINE, CONSULTING, and BOOKS. Below this is a secondary navigation bar with links for LATEST ARTICLES, RESEARCH, FREE WEBINARS, WHITE PAPERS/EBOOKS, and CONTENT JOBS, along with a search bar. The main content area features a featured article titled "The Mathematics of Social Marketing" by ExactTarget and another titled "EPIC CONTENT MARKETING" by Joe Pulizzi. Below these is an article by Jason Miller titled "12 Insights for Visual Content Success with Infographics", published on November 17, 2013. The article text discusses the effectiveness of infographics in marketing. To the right of the article is a large orange call-to-action box for a newsletter sign-up, stating "JOIN OVER 70,000 OF YOUR PEERS!" and offering a free ebook "The Essentials of a Documented Content Marketing Strategy". The sign-up 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
ExactTarget

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

By JASON MILLER published NOVEMBER 17, 2013

12 Insights for Visual Content Success with Infographics

Share CM | Twitter 476 | LinkedIn 275 | 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 CM'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 178 LinkedIn 218 Facebook 207 Google+ Pinterest Print

Some marketing skeptics claim that infographics

Assets
Slideshare



Assets

Slideshare

The screenshot shows a Slideshare presentation page. At the top, there is a navigation bar with the Slideshare logo, 'Explore', a search bar, and 'Upload', 'Login', and 'Signup' buttons. Below this is a large orange banner that reads 'Welcome to the CMI Channel'. The main content area features a central slide with a white background and a grey header that says 'Are you interested in learning more about content marketing?'. Below the header, it says 'Share your contact info and we will send you our best content every week right to your inbox' and '— Content Marketing Institute'. There are four input fields: 'First Name *', 'Last Name *', 'Email *', and 'Organization / Company *'. A 'Send message' button is at the bottom of the form. To the right of the main slide is a sidebar with a 'More' section containing several recommended slides with thumbnails and titles. At the bottom of the slide, there is a footer with the CMI logo, the title '20 Examples of Epic Content Marketing by Joe Pulizzi', the number '13,505', and social media icons for Like, Tweet, and +1.

Discuss: Start Identifying the Influencers



Element 5

Open Up Your Wallet



Build

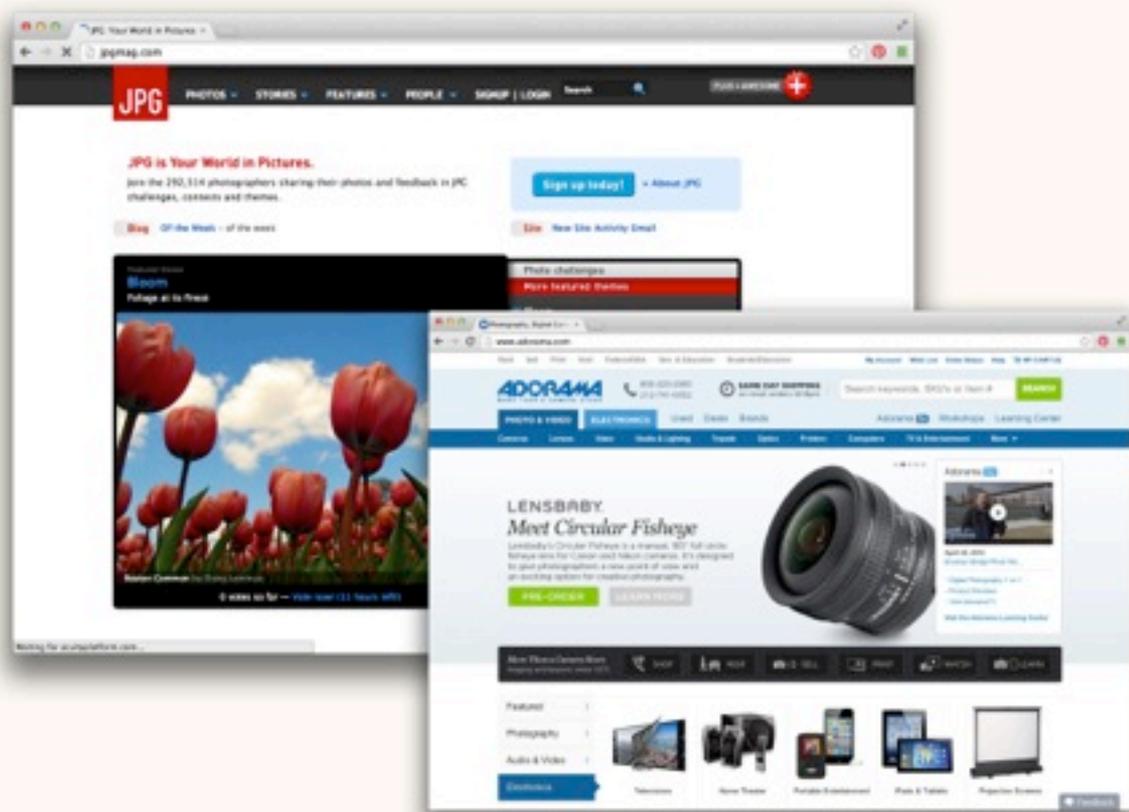
VS



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**



Designed by

