

THE EVOLUTION OF CONTENT

5 Elements to Consider

Joe Pulizzi

Follow me @JoePulizzi

the
NAMM[®]
show¹⁵



Designed by



**Beutler
Ink**



**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



- Producing Enough Content
- Producing the Best of Content
- Lack of Budget
- Lack of Data

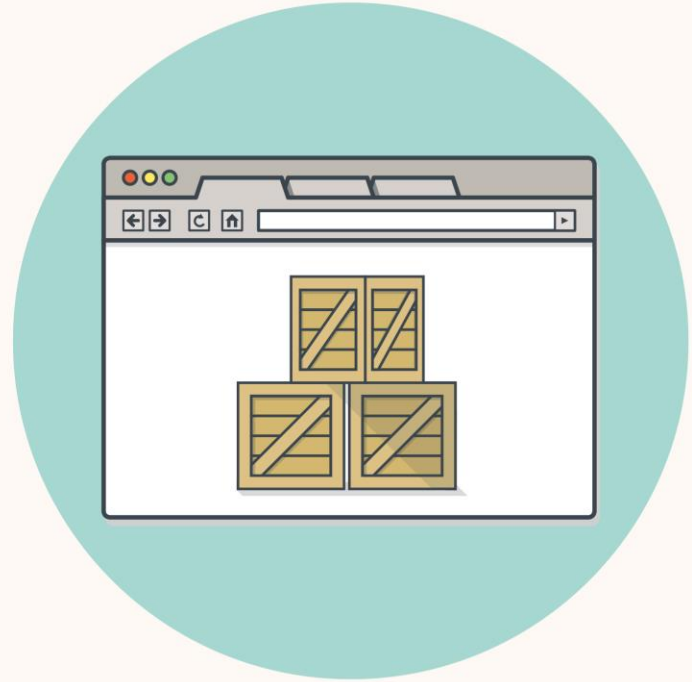


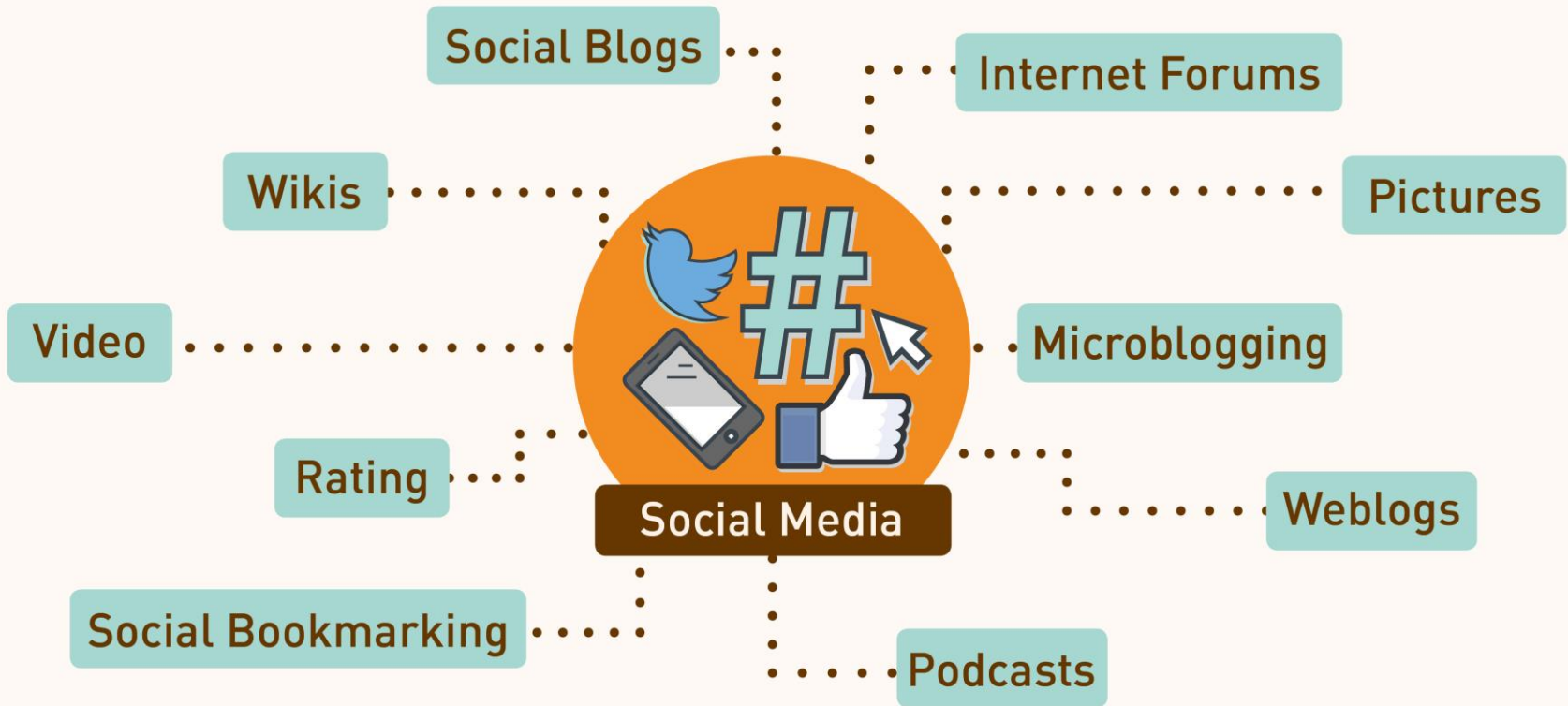
THE EVOLUTION OF CONTENT MARKETING

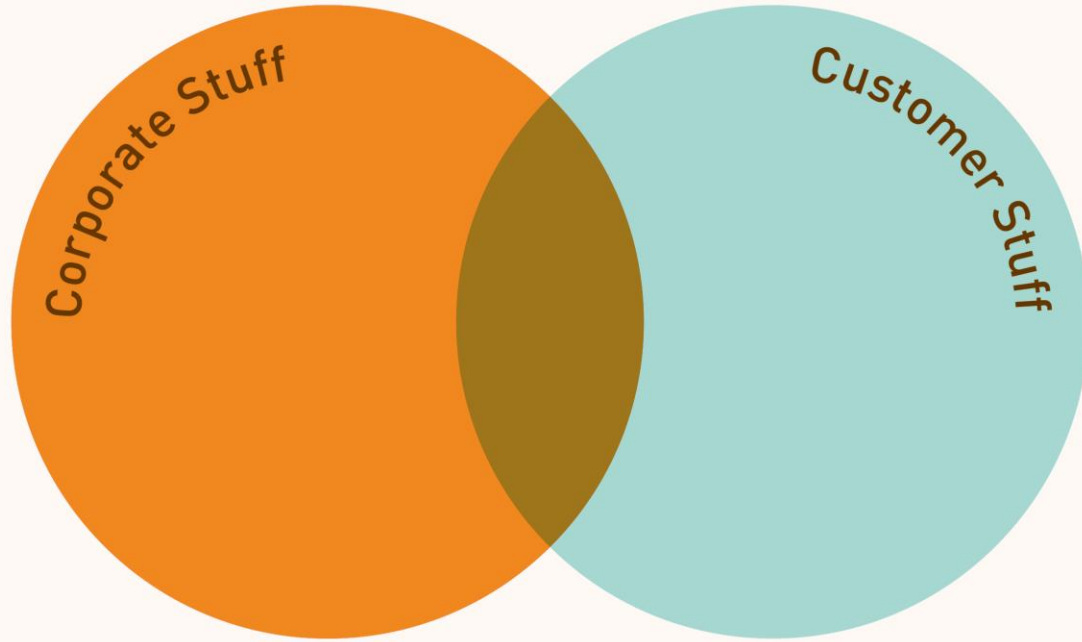




**Website =
infinite storage**



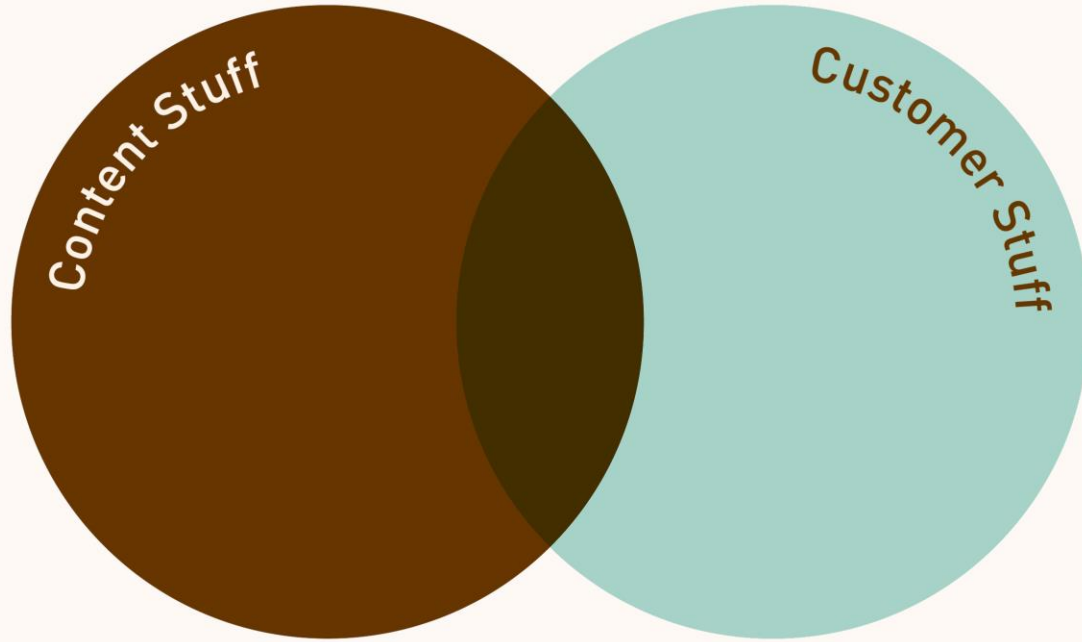




A meme featuring the character SpongeBob SquarePants. He is shown from the chest up, with a yellow, porous body and large blue eyes. He has a shrugging expression, with his right hand raised and palm up. The background is a simple blue sky and light-colored ground. The text "YOUR POST" is written in 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



Content Marketing

Instead of communicating through someone else's channel, we create and distribute our own amazing information and build audiences.

Content Marketing

The content is closely related to what you sell – you are educating people so that they know, like and trust you enough to buy from you.

90 out of 100

percentage of businesses
that use content marketing

bitly.com/cm-research





38%



How Many of You Have a Documented Content Marketing Strategy?

Effective Content Marketers



Less Effective Content Marketers

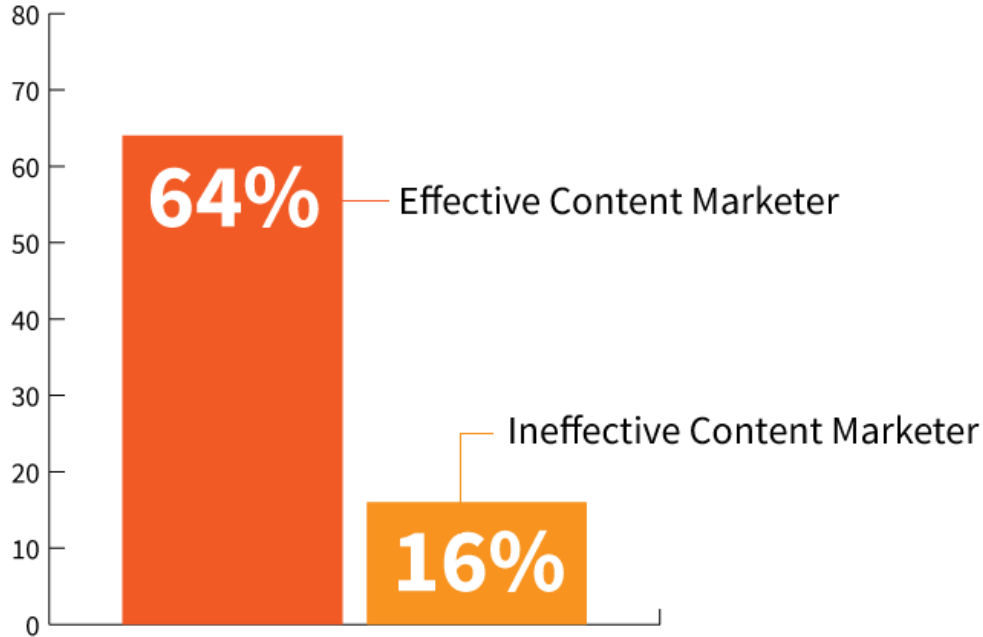


Effective Content Marketers



Less Effective Content Marketers





Closely
Follow
The
Strategy



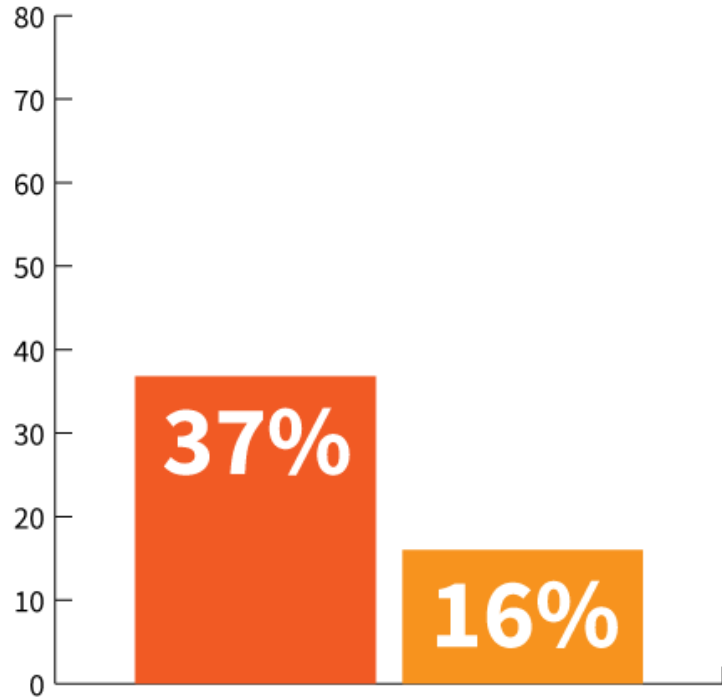
CRITICAL:

- Documented Content Marketing Strategy
- Follow It Consistently



METRICS:

- 8X More Successful
- More Metrics (6 versus 4)
- Less Emphasis on Web Traffic



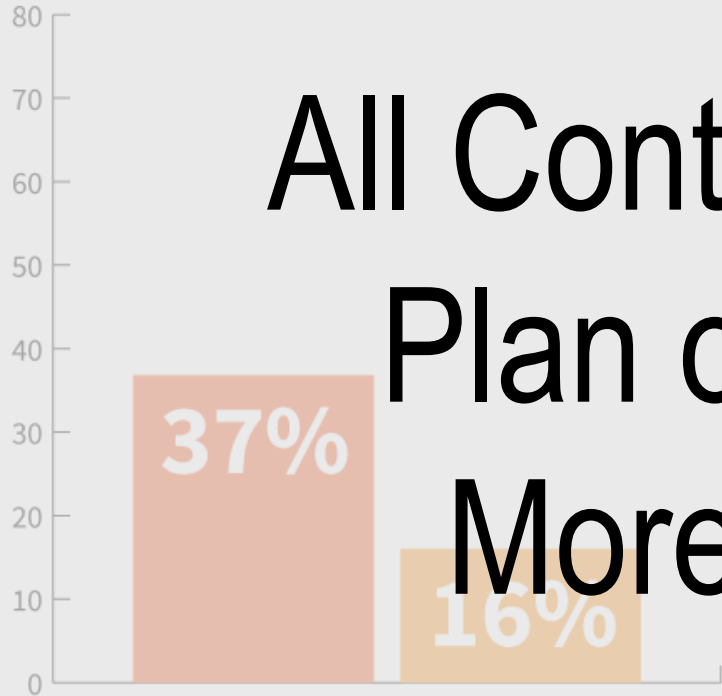
BUDGET

→ Effective = 37%

→ Ineffective = 16%

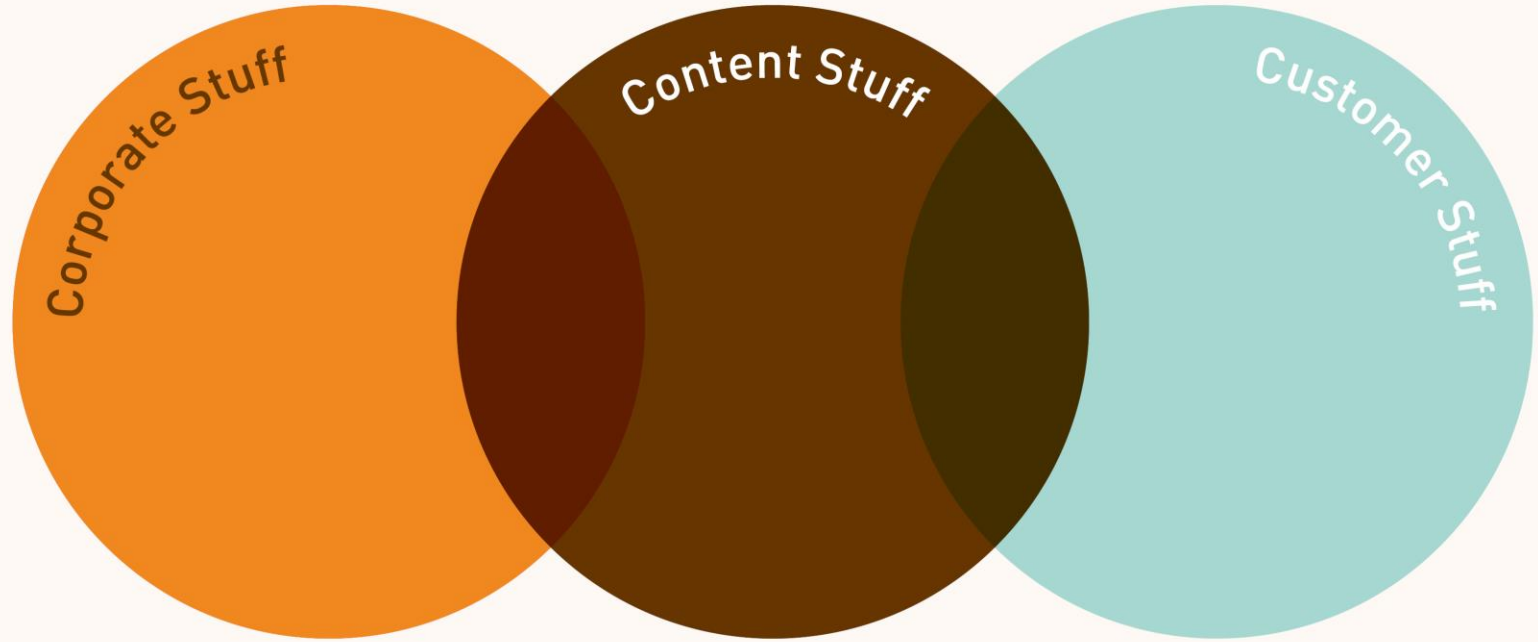
BUDGET

All Content Marketers
Plan on Spending
More Next Year



→ Effective = 37%

→ Ineffective = 16%



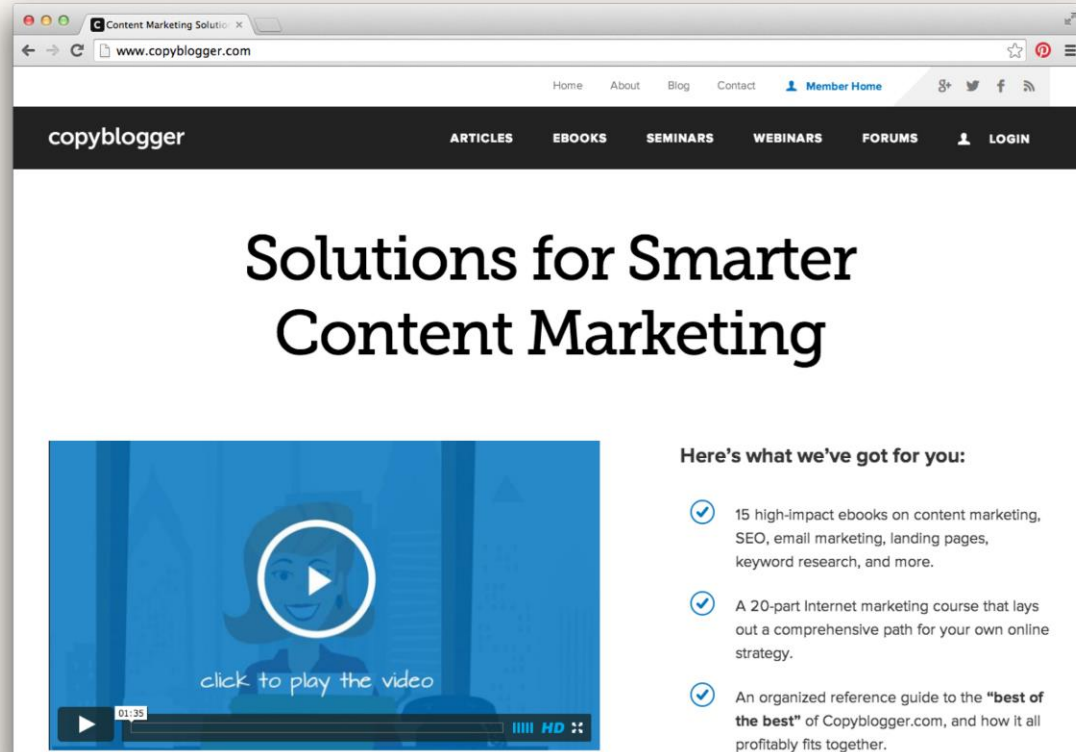
5 Elements

Element 1

Sales, Savings, Sunshine



Case Study copyblogger



The screenshot shows the homepage of Copyblogger.com. The browser address bar displays "www.copyblogger.com". The navigation menu includes "Home", "About", "Blog", "Contact", "Member Home", and social media icons for Google+, Twitter, Facebook, and RSS. The main navigation bar lists "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.

MAY 12

Here's How Bestselling Author CJ Lyons Writes

by KELTON REID



[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](#)

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

Case Study

Jyксе Bank

The screenshot shows the website en.jyskebank.tv. The browser address bar displays 'en.jyskebank.tv'. The website header includes navigation links for 'OTHER SITES', 'CONTACT', 'COOKIES', 'MOBILE', 'WIDGET', 'TWITTER', 'PODCAST', and 'NEWSLETTER'. A search bar is located in the top right corner.

The main content area is divided into several sections:

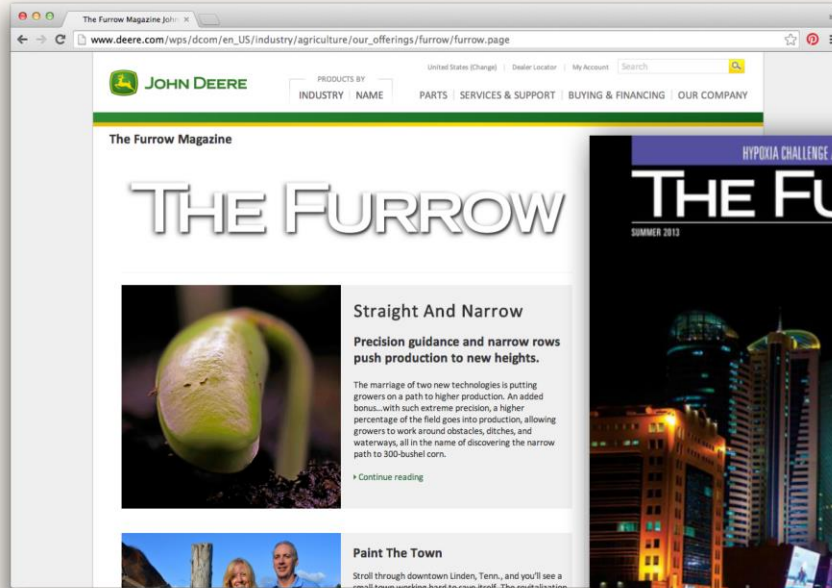
- LATEST VIDEOS:** A list of video titles and their upload dates, including 'The Senior Strategist: 150 US Earnings Reports might affect markets' (April 22, 2014) and 'Will the interest rate increases leave the winter hibernation?' (April 14, 2014).
- EUROPE'S BEST WEB TV STATION:** A featured article with a video player showing an Apple logo. The text states: 'In Berlin, a most picky jury - consisting of top executives from the largest European business groups, media groups and universities - presented the European Digital Communication Award 2013. And in the category "Best web TV" jyskebank.tv was named the winner! You can view our presentation to the jury (needless to say this was partly in the form of a video) by clicking the link below.' Below the video player is the title 'The Senior Strategist: 150 US Earnings Reports might affect markets' and a brief summary: 'Best week for S&P 500 in a long time. And the US Earnings Season continues with almost 150 companies reporting this week.'
- FAVOURITES - JYSKE BANK:** A list of popular videos, including 'Oil and The Death of Globalization' (2010-10-25) and 'Danish company nominated to Sustainia Award' (2013-11-15).
- LATEST COMMENTS:** A section for user feedback, with a comment from 'Dr Isam Nazer' dated 'THIS could be HELPFUL information for Bankers BUT not for poor customers.'



jyskebank tv

Case Study

The Furrow by John Deere







Create a why for each channel.



Element 2

**Create a Content
Marketing Mission
Statement**

**What do all media
companies do that you
do not with your
content?**

Case Study

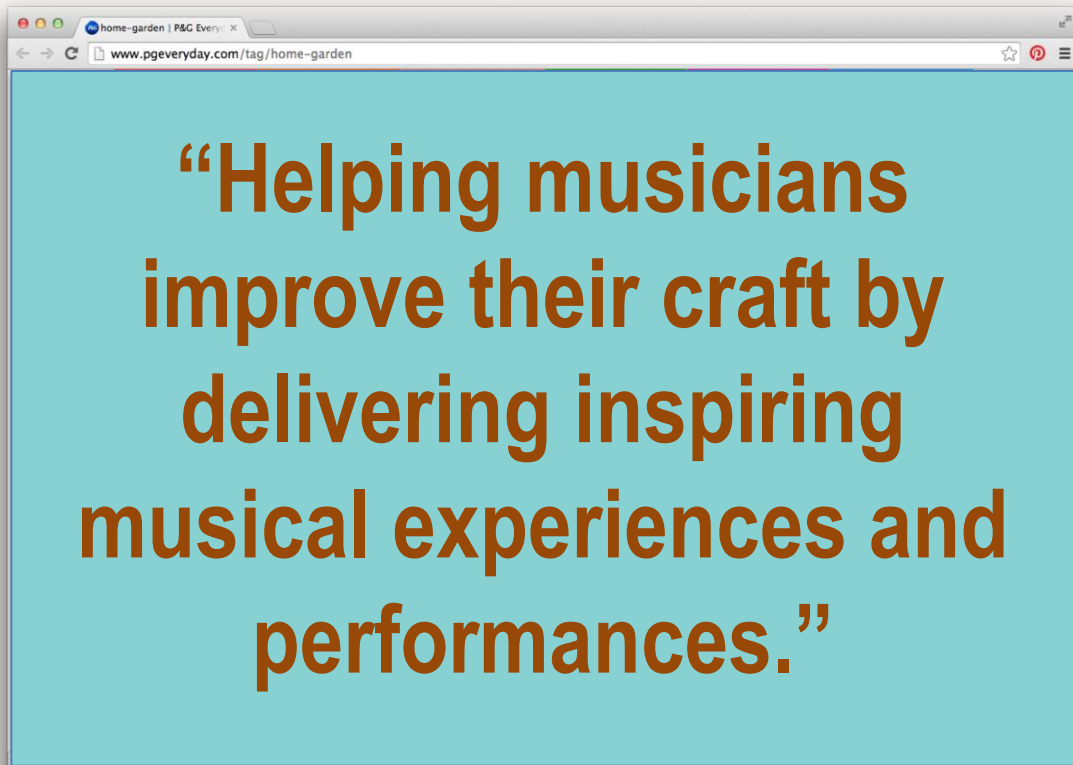
Guitar Center



The screenshot shows a web browser window displaying the YouTube channel page for "Guitar Center". The browser's address bar shows "www.pgeveryday.com/tag/home-garden". The channel banner features a woman playing a guitar with the text "ALL WE SELL IS THE GREATEST FEELING ON EARTH" and "COLBIE CAILLAT AT GUITAR CENTER". Below the banner, the channel name "Guitar Center" is displayed with a "Subscribe" button showing 274,567 subscribers. The main content area features a video titled "Wiz Khalifa EXPLICIT 'We Dem Boyz' Guitar Center Sessions on DIRECTV" with 20,991 views. The video player shows a progress bar at 0:17 / 3:54. To the right of the video, there is a description: "Wiz Khalifa EXPLICIT 'We Dem Boyz' Guitar Center Sessions on DIRECTV", "20,991 views 18 hours ago", "Explicit Content", "An exclusive clip of Wiz Khalifa performing 'We Dem Boyz' from Guitar Center Sessions presented by JBL with host Nic Harcourt. See an all-new episode on December 12th at 9pm on DIRECTV's AUDIENCE (channel 239).", "Order Wiz Khalifa's New Album 'Blacc Hollywood': Amazon: <http://amzn.to/1Vn0WB> iTunes: <http://bit.ly/1wr0xbj>", and "To see more Guitar Center Sessions exclusive clips and other episodes visit: <http://www.GuitarCenter.com...> Show less". A "Featured Channels" sidebar on the right lists several other channels with their respective subscriber counts and "Subscribe" buttons.

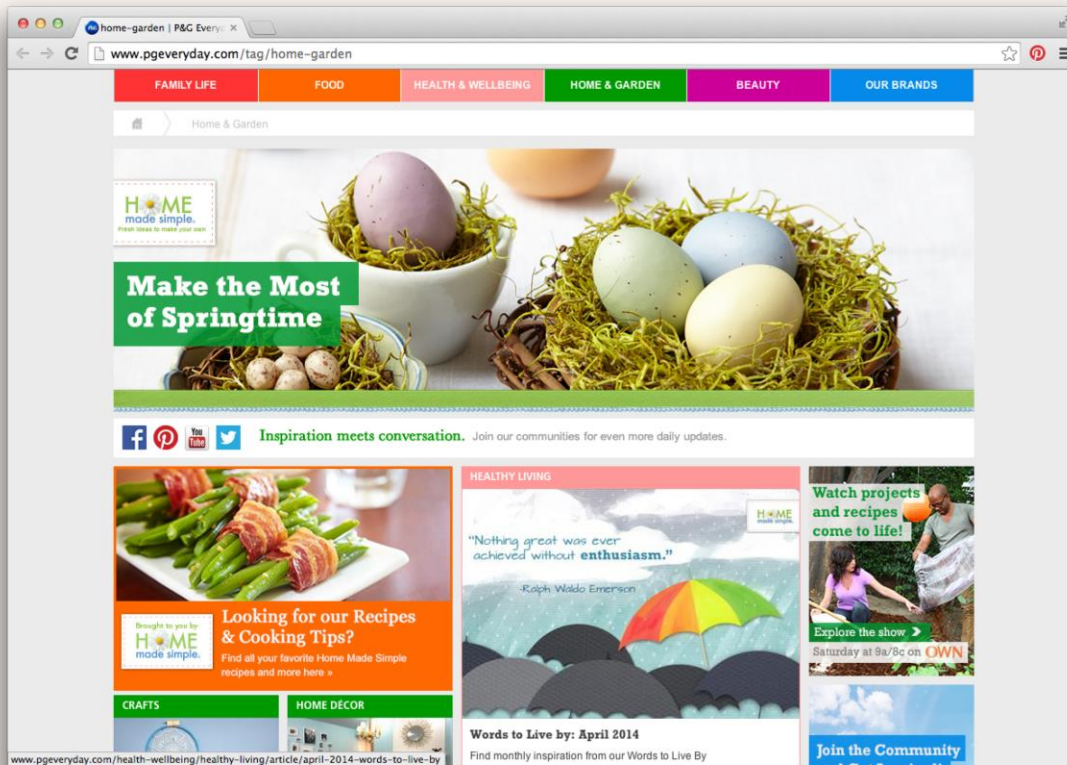
Case Study

Guitar Center



Case Study

Home Made Simple



Case Study
Home Made Simple



Case Study

Indium Corporation Blogs

The screenshot displays the Indium Corporation website interface. At the top, there is a navigation bar with the company logo and the text "Indium Corporation Blogs". Below this, a search bar is present with the placeholder text "Select an area to search" and "Blogs". The main navigation menu includes "PEOPLE", "PRODUCTS", "APPLICATIONS", and "CONTACT US".

A prominent banner for a "SUGGESTED WHITEPAPER DOWNLOAD" features the title "Voiding Reduction in Bottom Terminated Components (BTC) with Improved Flux Coating" and a "DOWNLOAD THIS WHITEPAPER" button.

The "Featured Posts" section highlights a "Weibull Analysis at Ivy U" by Dr. Ron Lasky. The main feature is a Weibull plot titled "Weibull Complete Data - LSXY Estimates". The plot shows two data series: "Alloy 1" (blue circles) and "Alloy 2" (red squares). Both series follow a similar upward trend on the log-log scale, with Alloy 1 generally showing higher values. A legend indicates the variable and table of star for each alloy.

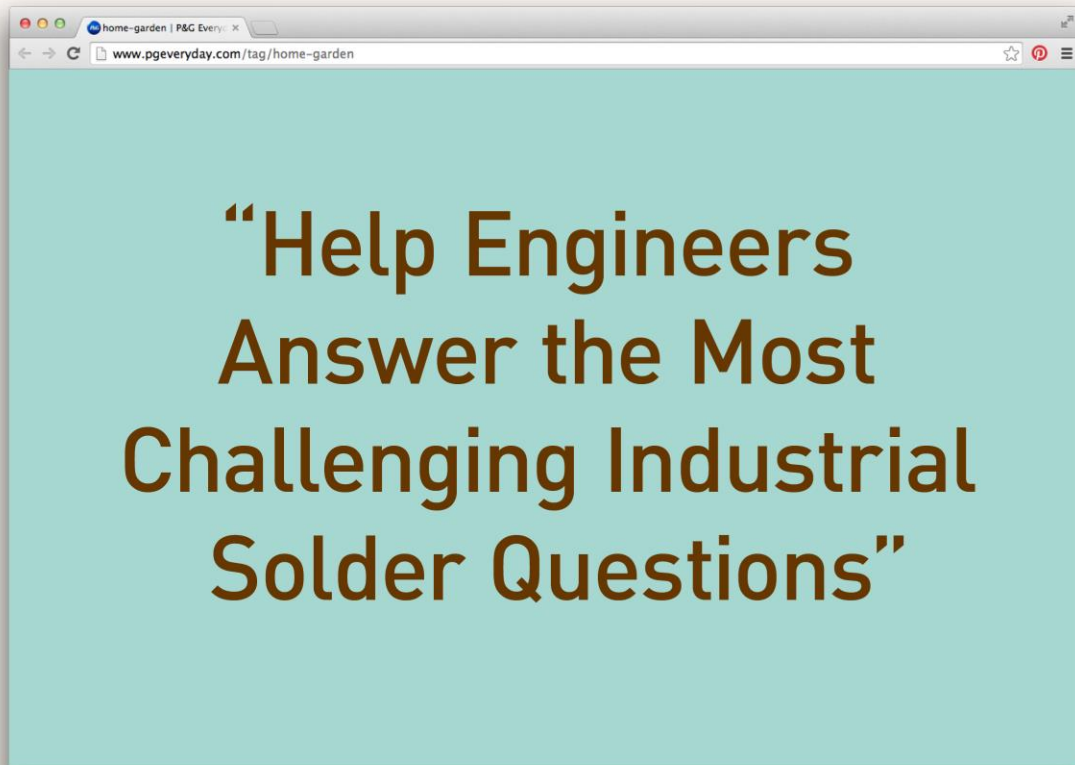
Variable	Shape	Scale
Alloy 1	2.34121	102.008
Alloy 2	4.15845	109.782

Other featured posts include "High Reliability Solder Preform Flux Coating for the Telecom Industry" by Eric Bastow and "Does Lead-Free Assembly Use a Lot More Electricity and High Melt Lead-Free Solders?" by Dr. Ron Lasky. A "Handbook of Electronic Assembly Now Available" is also mentioned.

The right sidebar contains a "Subscribe" section with "Feed" and "Email" options, a "Translations" section with buttons for Deutsch, Español, Français, 한국어, 简体中文, and 繁體中文, and a "Categories" section listing various soldering topics like "Alloys Solder", "Antimony Solder", "AuSn", "B2B Marcom", "Ball Attach", "Bar Flux", "Bar Solder", "Bar Wave", "BGA", and "BGA Process". A "View All Categories" link is provided.

At the bottom, there is a footer with links for "Home Online Store", "ISO and ITAR Corporate", "Tech Documents SDS", and "About Us Jobs".

Case Study
Indium Corporation



Case Study

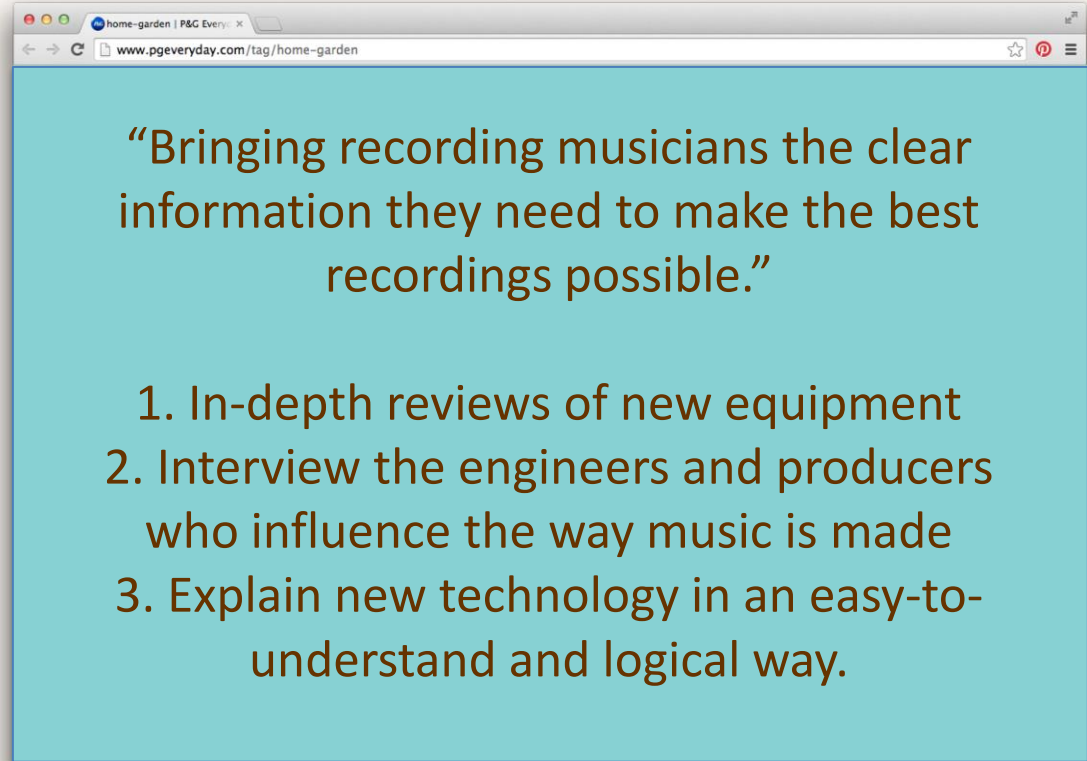
Recording Magazine

The screenshot shows the Recording Magazine website interface. At the top, there's a browser address bar with the URL www.inc.com/carrie-kerpen/3-ways-to-raise-employee-morale.html. The main header features the magazine's logo "RECORDING" and the tagline "The magazine for the recording musician". A "QUOTE OF THE DAY" section contains a quote by Patrick Leonard. Below this is a navigation bar with links for "THE MAGAZINE", "FEATURED REVIEW", "RESOURCES & VIDEOS", "READERS' TAPES", "EDITORS' BLOGS", "NEWS", "SHOP", and "ABOUT US". A search bar is positioned below the navigation. A large promotional banner for Shure SE215 and SE535 earphones is displayed, with a date range of "NOV 21, 2014 - JAN 11, 2015". The main content area is divided into sections: "CURRENT ISSUE" (December 2014), "DIGITAL SUBSCRIBERS READ HERE", and "FEATURED REVIEW". The featured review is for Focal Alpha 50 and Alpha 80 Monitors, written by Paul Vnuk Jr. The sidebar on the right includes "SUBSCRIPTIONS" and an "Apollo Promo" for UAD Plug-Ins, which is advertised as "FREE".

1. Core Target Audience

2. What Will Be Delivered

3. The Outcome for the Audience





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.

Create Your Mission Statement:

- Define Audience
- State Outcome
- What To Deliver



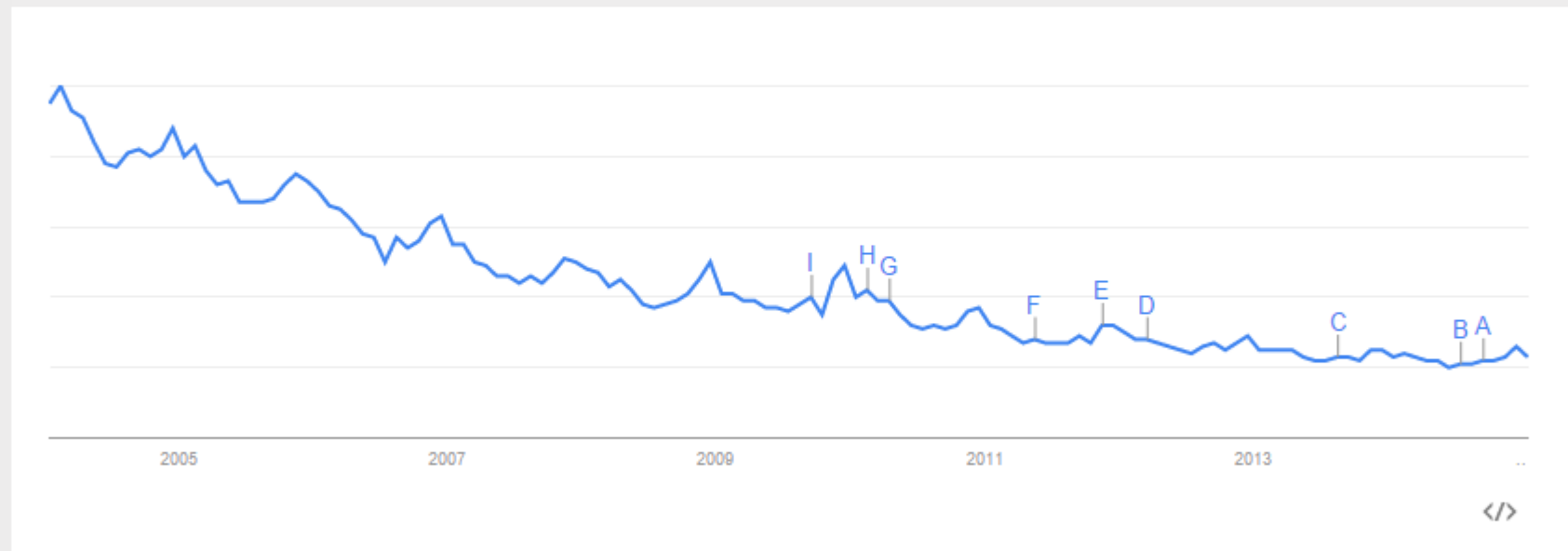
microphones

Search term

+ Add term

Interest over time ?

News headlines Forecast ?



Regional interest ?

Ireland

53



▶ View change over time ?



Related searches ?

Topics

Top

Rising

Microphone - Computer Periphe...	100	
Shure - Corporation	10	
Blue Microphones - Business Op...	5	
Røde Microphones - Business O...	5	
AKG Acoustics - Audio and Vide...	5	
The Microphones - Musical Group	0	

Queries

Top

Rising

usb microphone	Breakout
blue microphones	+400%
best microphones	+300%
usb microphones	+300%
microphones for recording	+200%
microphones for sale	+200%
wireless microphone	+130%

▶ View change over

</>

Queries

Top

Rising

usb microphone

Breakout

blue microphones

+400%

best microphones

+300%

usb microphones

+300%

microphones for recording

+200%

microphones for sale

+200%

wireless microphone

+130%

</>

Top

Rising

Breakout

+400%

+300%

+300%

+200%

+200%

+130%

Related searches

Topics

Microphone - Compu

Shure - Corporation

Blue Microphones - E

Røde Microphones - I

AKG Acoustics - Aud

The Microphones - M

Compare Search terms ▾

usb microphones

Search term

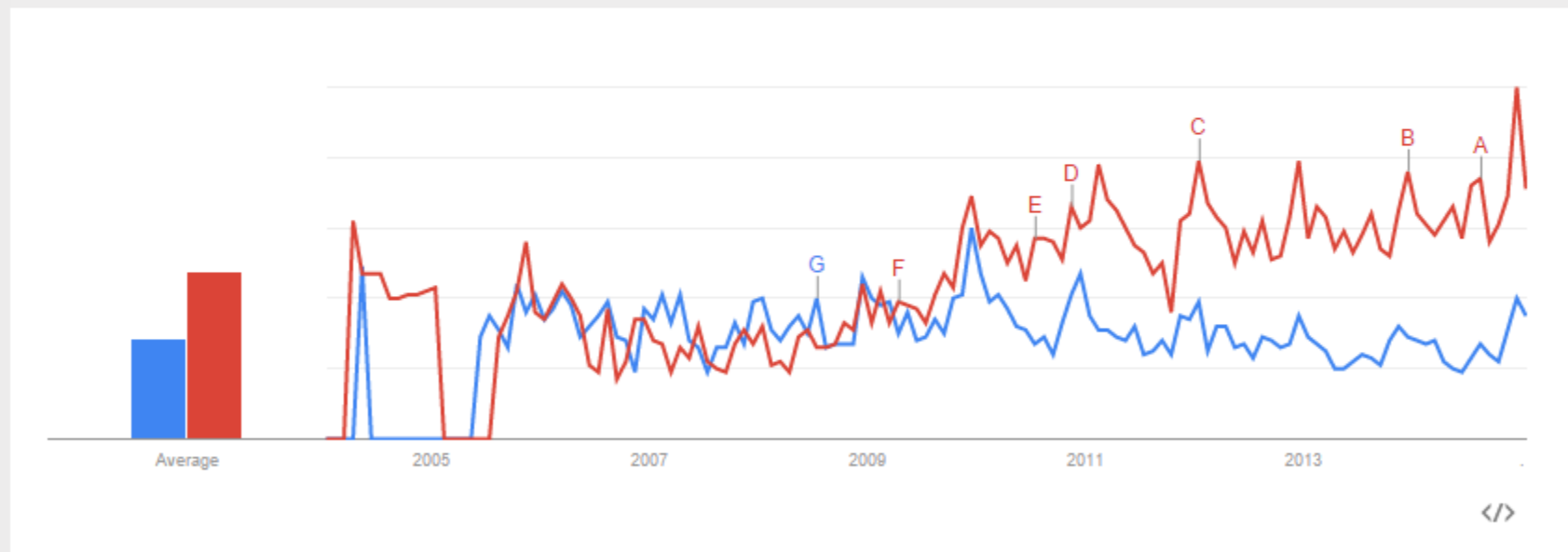
blue microphones

Search term

+ Add term

Interest over time ?

News headlines Forecast ?



Element 3

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

Case Study Facebook

https://www.facebook.com/musicvilla?sk=wall

Music Villa

Create Page

Sponsored

#MTmusic

What's MTmusic look like to YOU?

Like Follow Message

Timeline About Photos Reviews More

PEOPLE

3,471 likes
257 visits

Invite your friends to like this Page

ABOUT

539 E Main St
Bozeman, Montana

Post Photo / Video

Write something on this Page...

Music Villa 47 minutes ago

[Question of the Week] Is there a Holiday Concert or Event that you're most looking forward to?

Like Comment Share

Music Villa December 8


#MTmusic looking good...once again! Thanks for tagging. See more at

Case Study


Google+

plus.google.com/+fullcompass/posts

Join Google+ Join Google+ to follow Full Compass.



Full Compass
www.fullcompass.com
Follow
165,574 views




About Posts Photos YouTube

Full Compass
Shared publicly · Yesterday 10:12 AM #Headphones

Headphone Month Featured Item of the Day: Sennheiser HD 280 Professional Closed-Back Headphones
<http://www.fullcompass.com/product/284456.html>


These rugged, comfortable headphones are designed for professional monitoring applications. They feature single-sided coiled cable, rotating ear cups and up to 32dB noise attenuation.



Full Compass
Shared publicly · Dec 8, 2014 #Headphones

Headphone Month Featured Item of the Day: Westone UM2 Dual Driver Clear In-Ear Monitors
<http://www.fullcompass.com/product/380840.html>

Built to the highest professional standards, the UM2 features dual-balanced armature drivers with a passive crossover. Using the same technology as their custom ES2, the UM2 is the earpiece of choice for performers desiring high-end Westone sound quality at an affordable price. Find it at Full Compass!



Build your following on Google+

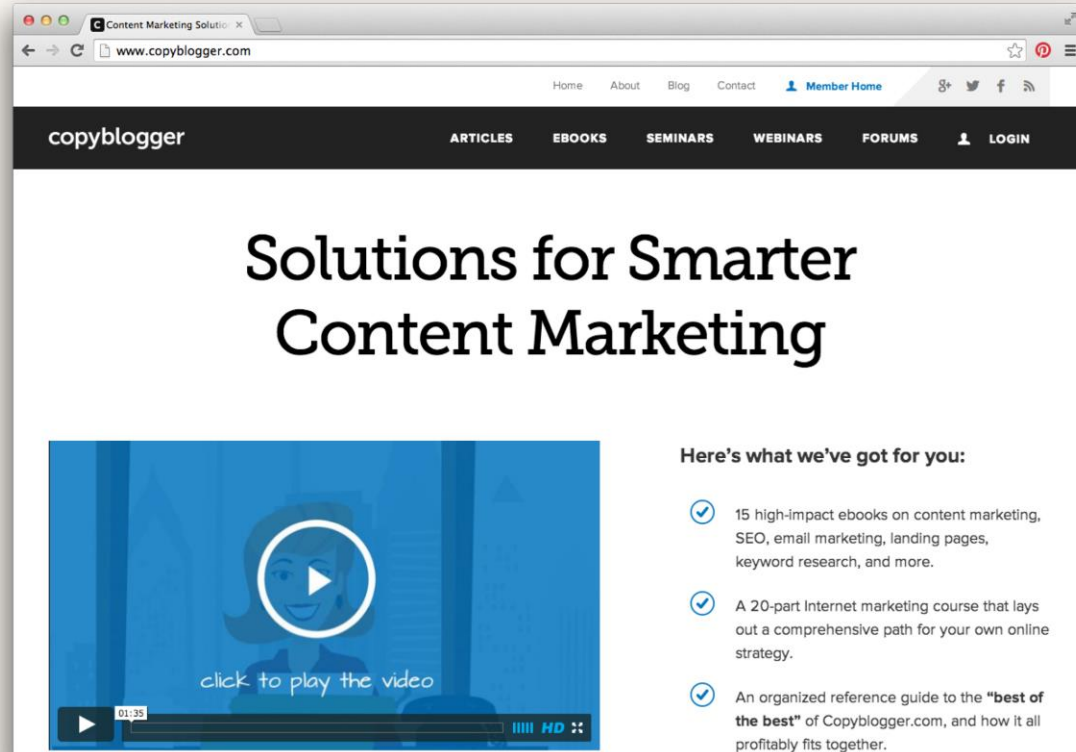
Create new page

Full Compass
Shared publicly · Dec 5, 2014 #Headphones

Headphone Month Featured Item of the Day: Sennheiser HD Series DJ Headphones
<http://www.fullcompass.com/category/Featured-Sennheiser-HD-Series-DJ-Headphones.html>
Read more

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

Case Study copyblogger



The screenshot shows the homepage of Copyblogger.com. The browser address bar displays "www.copyblogger.com". The navigation menu includes "Home", "About", "Blog", "Contact", "Member Home", and social media icons for Google+, Twitter, Facebook, and RSS. The main navigation bar lists "ARTICLES", "EBOOKS", "SEMINARS", "WEBINARS", "FORUMS", and "LOGIN".

Solutions for Smarter Content Marketing

click to play the video

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- ✓ An organized reference guide to the "best of the best" of Copyblogger.com, and how it all profitably fits together.

Case Study

Pro Guitar Shop's Tone Report

← → C tonereport.com

PRO GUITAR SHOP TR TONE REPORT

IT'S ALL TALK \$50 OFF!
TWA LITTLE DIPPER MKII ENTER CODE: TR-DIP14 TWA

FREE PEDAL FRIDAY
ENTER TO WIN

TONE REPORT MAGAZINE FEATURES REVIEWS LESSONS VIDEOS

ROCK AND ROLL SURVIVAL GUIDE TIPS FOR BUYING, SELLING, AND TRADING USED GEAR ONLINE SMARTPHONE APPS FOR GUITAR PLAYERS GREAT WAYS TO WRITE NEW RIFFS

WAMPLER CRANKED OD REVIEW
INTERVIEW WITH JOSH SCOTT OF JHS PEDALS BUILDER PROFILE
FIVE KILLER DUAL CHANNEL OVERDRIVE TONE TALK
XVIVE V8 CHORUS VIBRATO REVIEW
FOUR PEDALBOARDS YOU NEED TO KNOW ABOUT TONE TALK

Big Muff
FULL-DRIVE 2 MOSFET
F-6 OVERDRIVE
HANDMADE + BOUTIQUE + AFFORDABLE

NEWS REVIEWS CURRENT EDITION

INTRODUCING THE MAGNET: THE SMARTPHONE CAMERA MOUNT FOR GUITAR
DEMETER OPTO COMPULATOR
ISSUE 52
4 Pedalboards You Should Know About

GROVER UNVEILS THE ULTRA CAPO
WAMPLER CRANKED OD

ARCHER ARCHER

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

Case Study thinkMoney



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

 **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

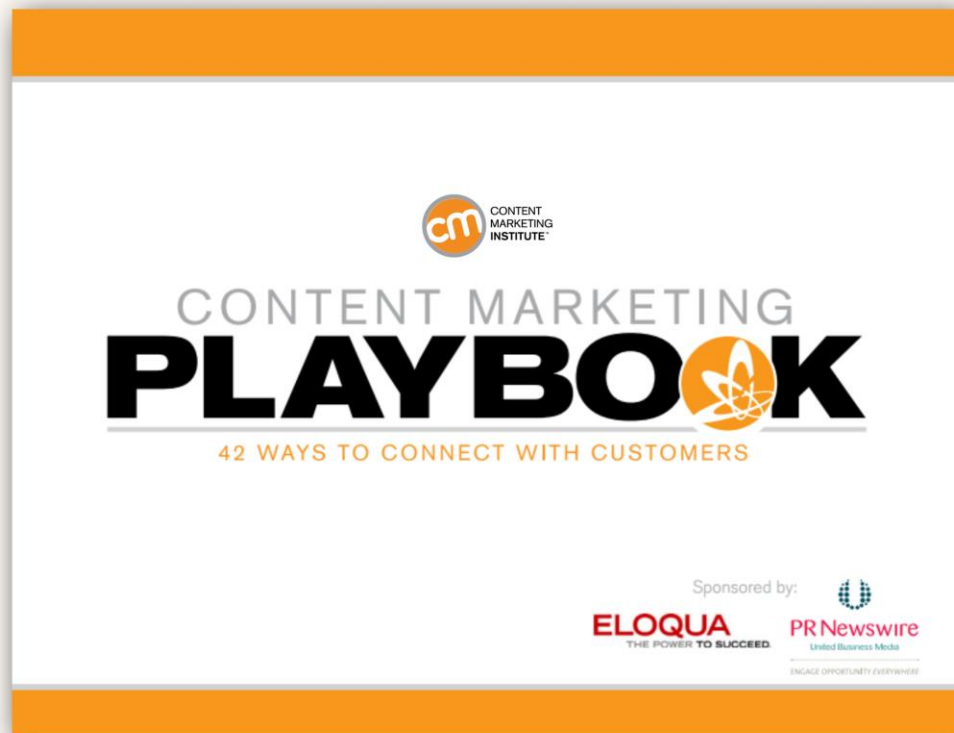
Reply Retweet Favorite More

RETWEETS 7 FAVORITES 2

11:14 AM - 7 May 2014

Assets

Helpful Tools from Content Marketing Institute



Assets Newsletter



The screenshot shows a web browser displaying the Content Marketing Institute website. The URL is www.copyblogger.com. The page features a navigation bar with links for EVENTS, MAGAZINE, CONSULTING, and BOOKS. Below the navigation bar, there are links for LATEST ARTICLES, RESEARCH, FREE WEBINARS, WHITE PAPERS/EBOOKS, and CONTENT JOBS, along with a search bar. A banner for "The Mathematics of Social Marketing" is visible, along with a promotion for "EPIC CONTENT MARKETING" by Joe Pulizzi. The main content area shows an article by Jason Miller titled "12 Insights for Visual Content Success with Infographics", published on November 17, 2013. The article text discusses marketing skeptics' views on infographics. A social media sharing bar is present below the article text. A large orange circular graphic is overlaid on the right side of the page, containing a newsletter sign-up form. The form includes the text "JOIN OVER 70,000 OF YOUR PEERS!", a description of the newsletter benefits, 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

ExactTarget
social media explorer

EPIC CONTENT MARKETING
A groundbreaking guide by Joe Pulizzi
Want to drive Epic Sales?
Order Joe's New Book Today!
CLICK HERE FOR MORE INFO!

By JASON MILLER published NOVEMBER 17, 2013

12 Insights for Visual Content Success with Infographics

Share CMI [Twitter 479](#) [LinkedIn 276](#) [Facebook 107](#) [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...

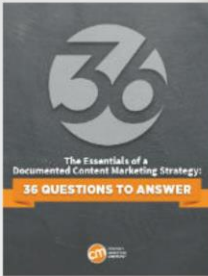
SEND ME UPDATES

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 475 LinkedIn 278 Facebook 107 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 buttons for 'Upload', 'Login', and 'Signup'. Below this is a banner for 'Welcome to the CMI Channel' with the CMI logo. The main content area displays a slide titled '20 EPIC EXAMPLES OF CONTENT MARKETING' in large, bold, white and orange letters on a dark, starry background. Below the slide is a video player with a progress bar at 1/25. To the right of the slide is a sidebar with a 'More' section listing several related presentations, each with a thumbnail and view count. At the bottom of the slide, there's a footer with the CMI logo, the title '20 Examples of Epic Content Marketing by Joe Pulizzi', and the view count '13,505 views'. Below the footer are social media sharing buttons for Like (25), Tweet (102), and +1 (5).

Element 5

Open Up Your Wallet



Build

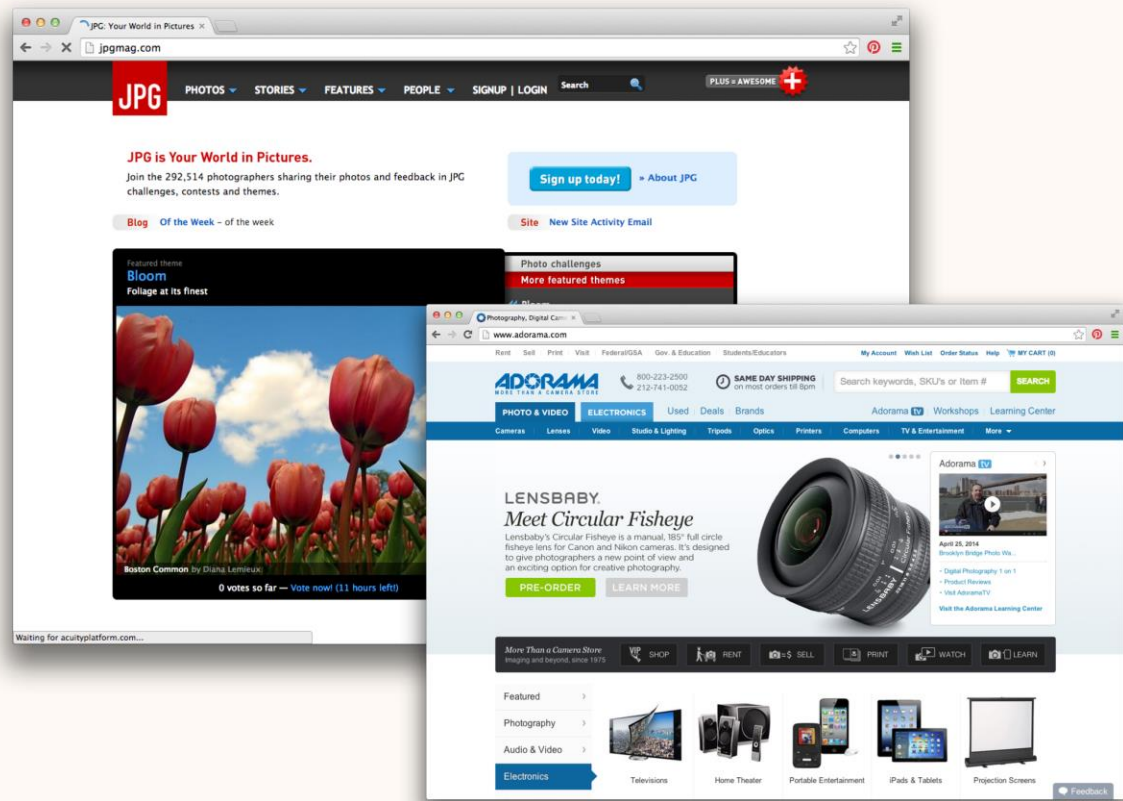
VS



Buy

Case Study

Adorama buys JPG magazine





• NEWCASTLE BROWN ALE'S •

BAND OF BRANDS

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!



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