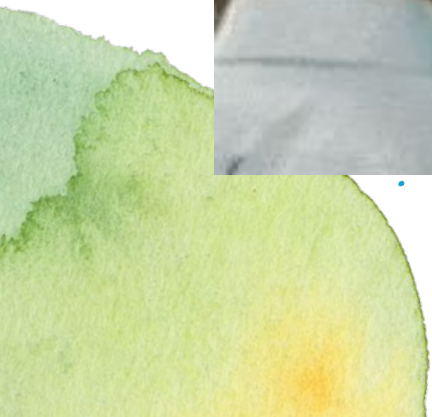


A large, irregular blue watercolor splash is centered in the upper half of the image. The bottom half of the image is filled with numerous small, scattered blue and teal splatters of varying sizes, creating a dynamic, artistic background.

# **The Evolution of Content Marketing**











# I Am Jason Schemmel

**Content Marketing Consultant**  
**Podcaster: Get Shit Done Chat**  
**Twitch Streamer**

You can find me on Twitter via:  
[@JasonSchemmel](https://twitter.com/JasonSchemmel)




# Topics We Will Cover

**1. What Has Worked In The  
Past**

**2. What Marketers Have  
Been Doing Now**

**3. Successful Content  
Marketing in 2020**





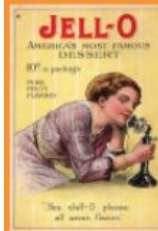
1

# **What Has Worked In The Past**



# Print

Source: CMI



1904

The Jell-O company distributes free copies of its first **Jell-O Recipe Book**, contributing to the company's sales of over \$1 million by 1906.

1987

LEGO launches its **Brick Kicks** magazine (Now LEGO Club magazine).



Source: CMI



1968

**Weight Watchers Magazine** is founded, becoming one of the first consumer magazines to be distributed via newsstands and at supermarkets.





# Billboards

Awareness campaigns,  
& nothing more.



# I Am Jason Schemmel

**Content Marketing Consultant  
Podcaster: Get Shit Done Chat  
Twitch Streamer**

**VOTED #1 CONSULTANT  
IN MICHIGAN\***

(\*Voted by Jason...and hopefully his wife)

You can find me on Twitter via:  
**@JasonSchemmel**

# Radio

Another medium for an awareness campaign.



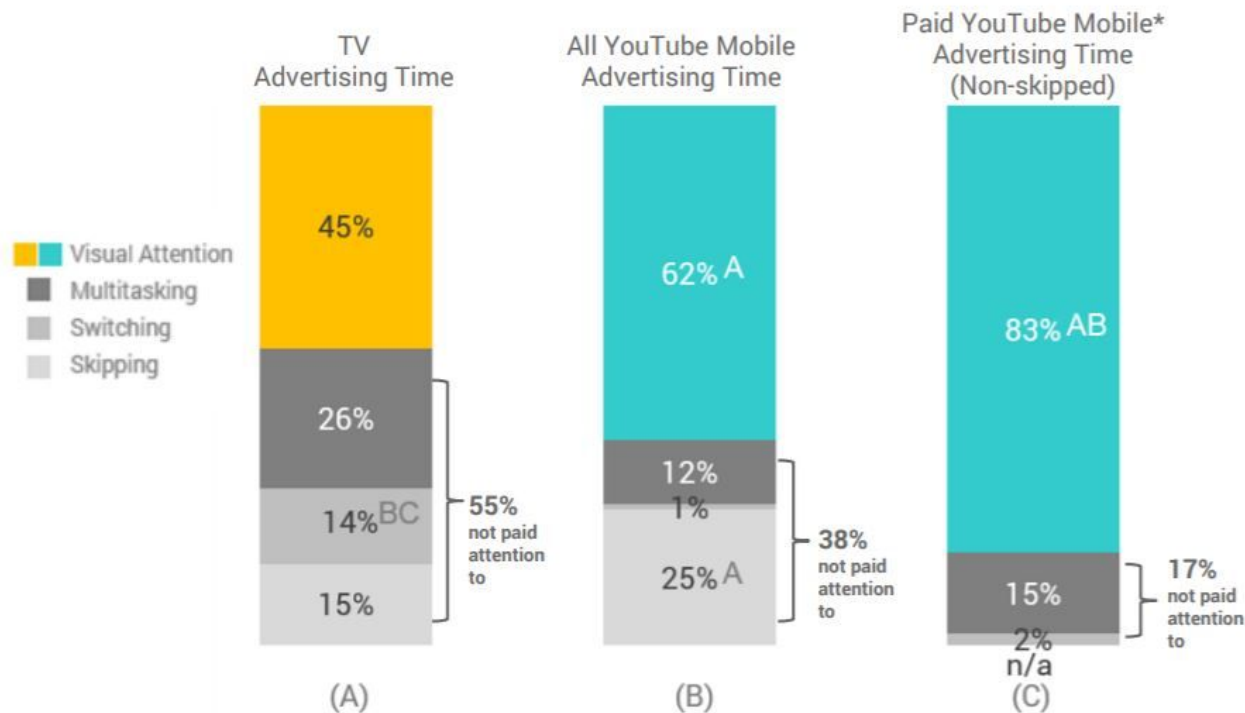


# Commercials

Another awareness campaign  
with a higher probability of  
conversions



# 55% of TV advertising time is NOT paid attention to



- The majority (62%) of all YouTube mobile advertising, paid and non-paid, receives viewers' attention compared to only 45% of TV
- Paid YouTube mobile advertising is 84% more likely to receive attention than TV advertising (83% for Paid YouTube mobile ads and 45% for TV ads)

\*Paid Mobile Advertising Time includes YouTube video ads that are played for at least :30, or in full if the ad is less than :30

Visual Attention is defined as: time looking at advertising as a percent of advertising time

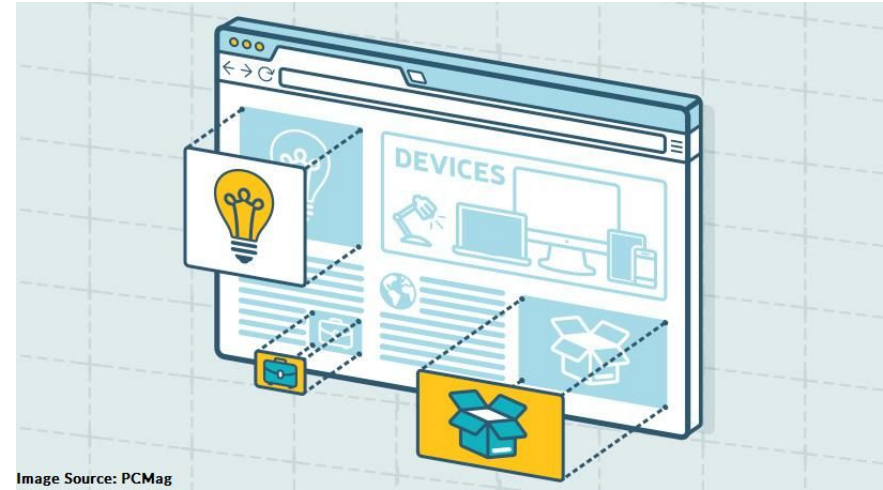


# 90s & 00's

**Lets. Get. CONNECTED!**

# Websites & Email

In the late 1990's and early  
2000's, if your business didn't  
have a website, it didn't exist.







# Blogging

Brands use blogging to share  
information and build  
authority



# Social Media

In the 2000's to today, if your  
brand doesn't have a social  
presence, it doesn't exist



Online presence helps build trust

## HOW MUCH DO YOU TRUST A COMPANY WITH...



### NO WEBSITE?

A little / DON'T TRUST AT ALL

Millennials

64%

35yrs+

42%



### NO SOCIAL MEDIA ACCOUNTS?

A little / DON'T TRUST AT ALL

Millennials

37%

35yrs+

19%

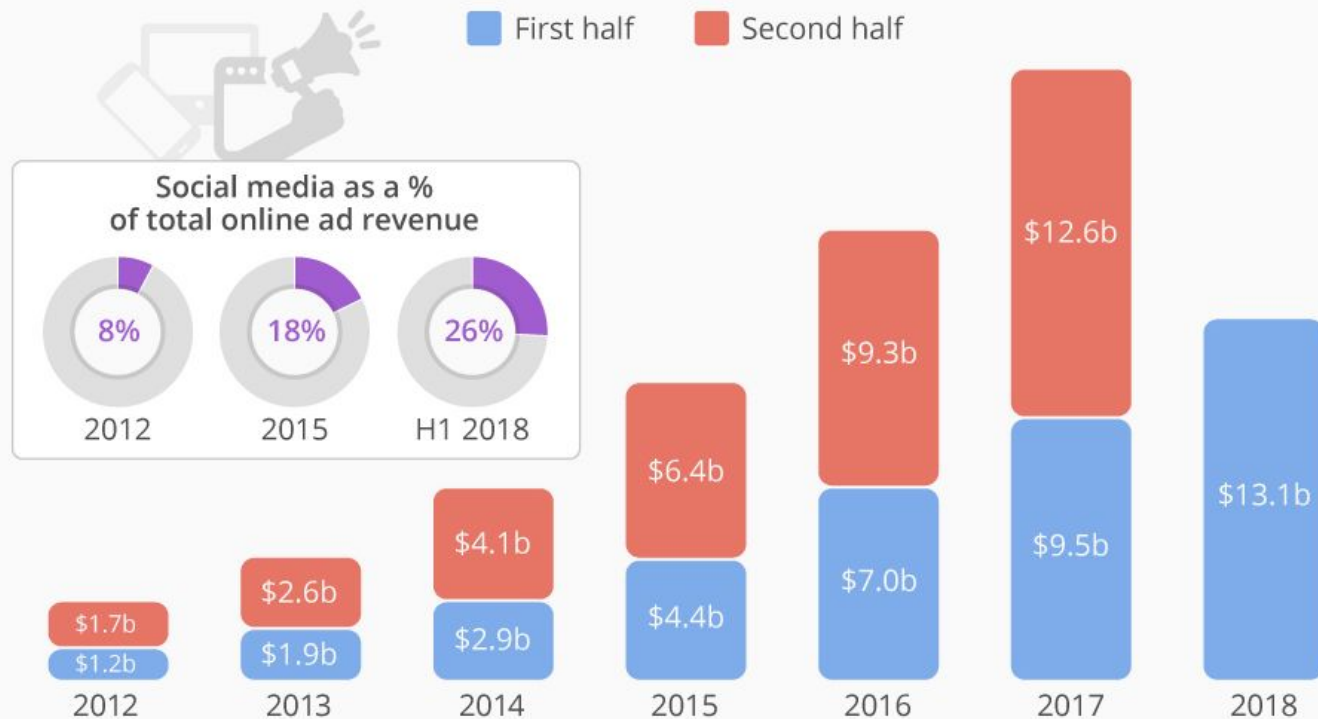


## Social Ads & PPC

Over the past decade, social advertising & Pay-Per-Click has become the primary advertising medium.

# Social Media Ad Boom Continues

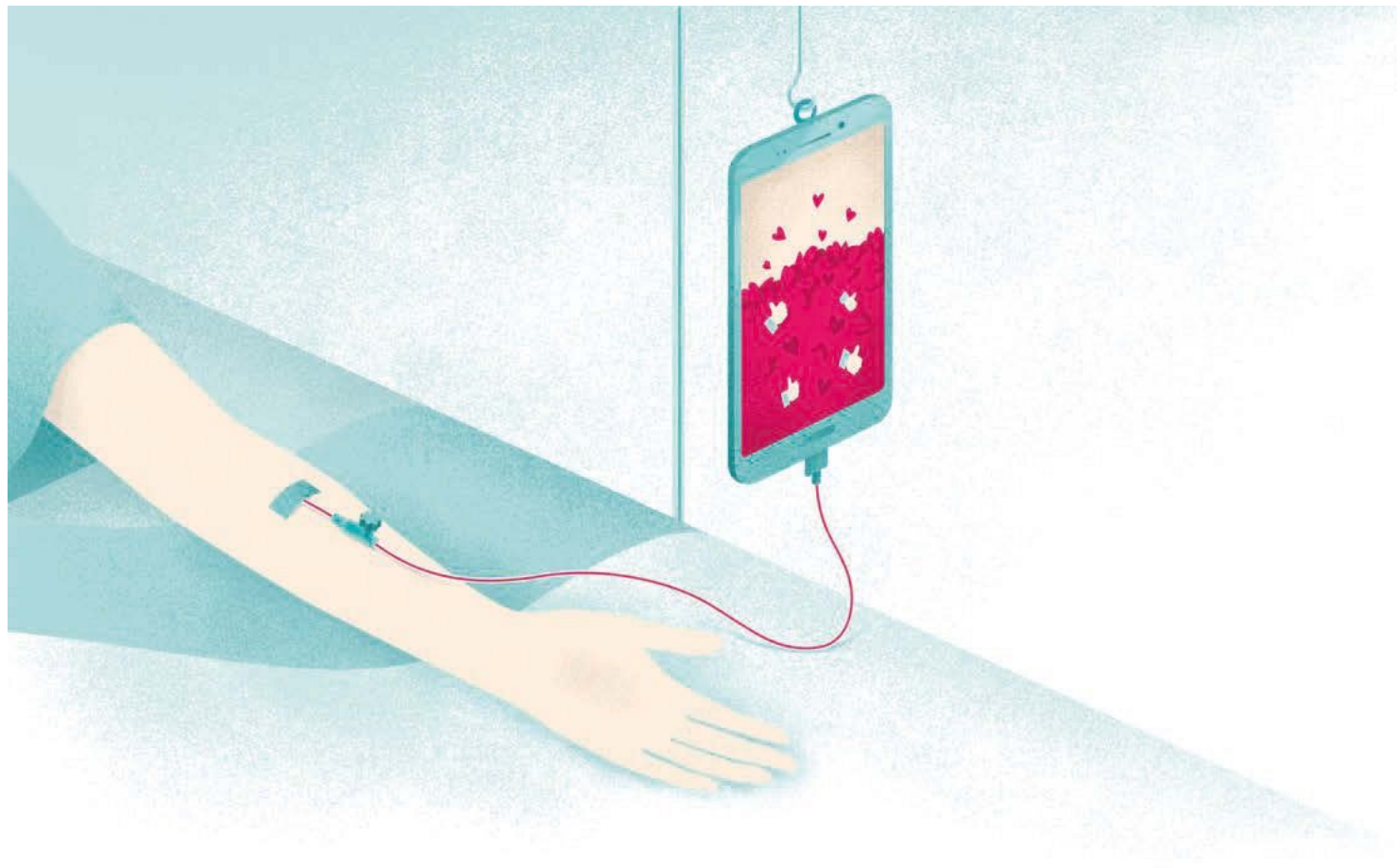
Social media advertising revenue in the United States



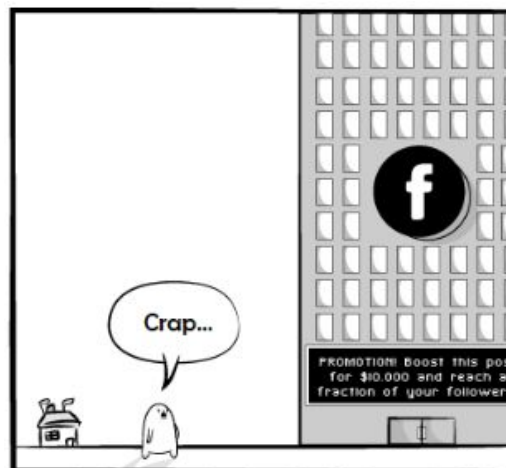
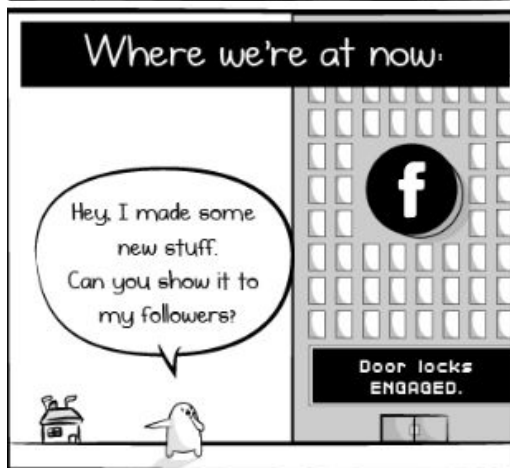
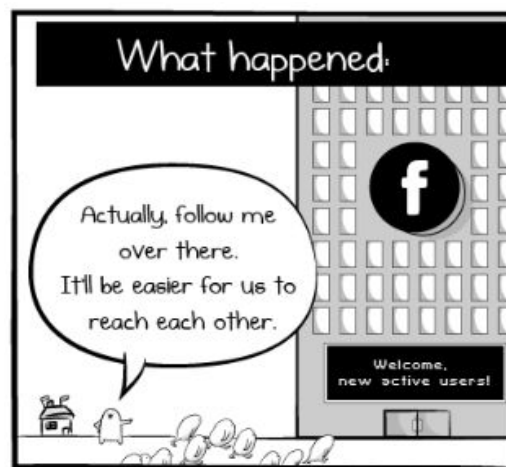
@StatistaCharts

Source: IAB/PwC Internet Ad Revenue Report





# Reaching people on the internet.



# Social Marketing Strategies:



# Marketers in the 2010's








2

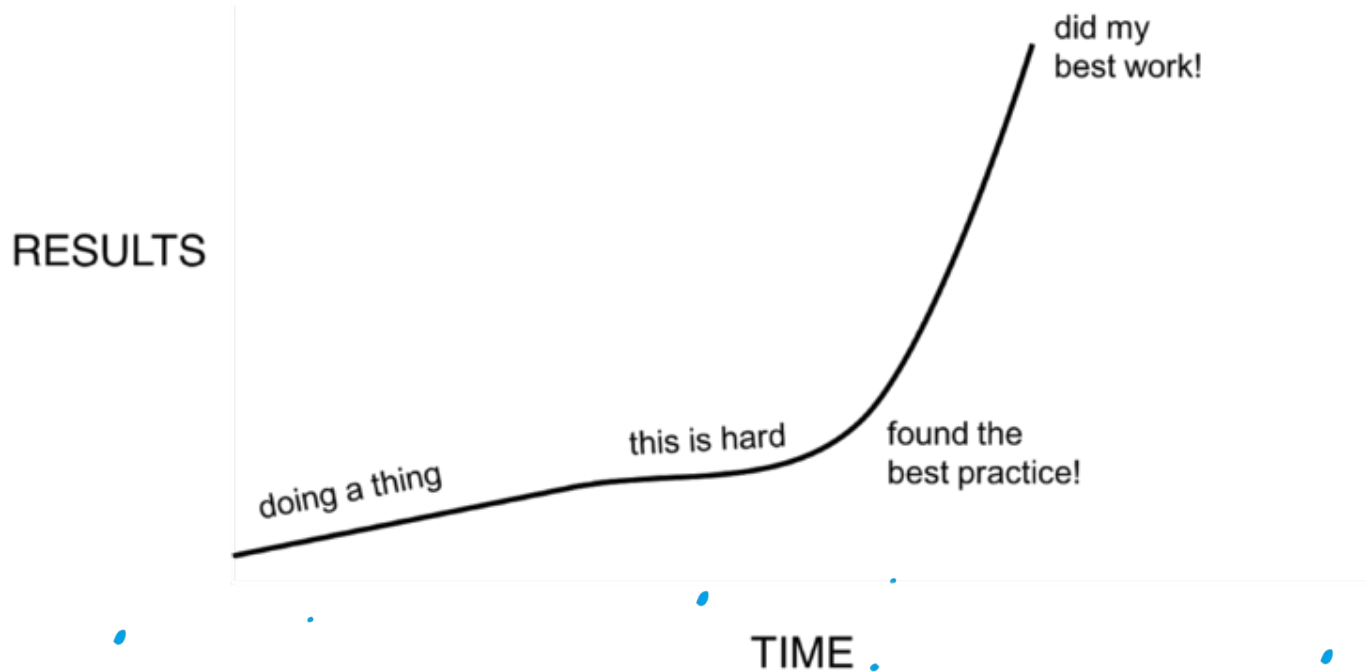
# **What Marketers Have Been Doing Now**

# Popular Content Strategies Over The Past 5 Years:

- Facebook/Instagram Stories
  - Facebook Groups
  - Video & Live-Streaming
  - ChatBots
  - “Best Practices” or Keeping Up With The Joneses
  - Gated Content
  - Podcasts
  - TikTok (or Vine 2.0)
- 



# How We Think Best Practices Should Work:



Jay Acunzo,  
Podcaster  
& Author



# How Best Practices Typically Work:



Jay Acunzo,  
Podcaster  
& Author

RESULTS

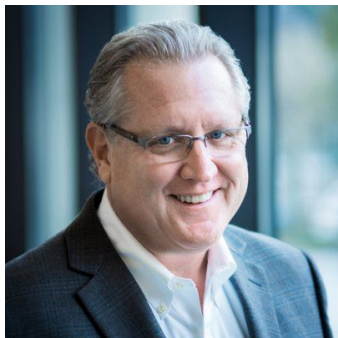


# GATED CONTENT

IS YOUR CONTENT  
WORTHY OF  
CAPTURING LEADS?



Image Source: LanderApp



“

“People hate gated content. Research shows *more than 90%* of the people interested in the content abandon the sign-up process because they don’t trust what happens next to the email address.”

- Mark Schaefer,  
Marketer & Keynote Speaker

A stylized illustration for podcasting. It features a pair of large, over-ear headphones with teal ear cups and a cream-colored headband. In front of the headphones is a cream-colored, capsule-shaped microphone mounted on a teal stand. The background is a solid orange color with a faint, repeating pattern of small squares. A teal wavy line, resembling a sound wave, is at the bottom left. The word "PODCASTING" is written in large, white, bold, sans-serif capital letters across the bottom center.

# PODCASTING

Image Source: CommPartners



80% LISTEN TO **ALL OR MOST** OF EACH PODCAST EPISODE  
AND LISTENS TO AN AVERAGE OF 7 SHOWS PER WEEK.

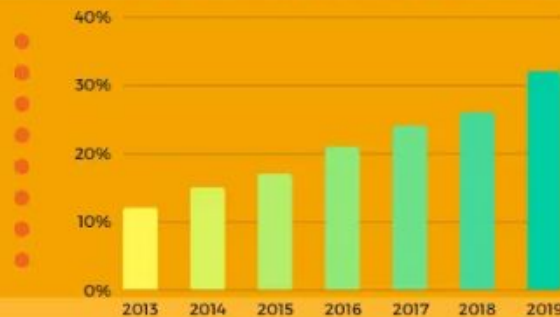


**Women**  
44%



**Men**  
56%

% OF US POP LISTENING MONTHLY



# New Social Media Platforms



Who's already using it?



The Washington Post



SAN DIEGO  
200

# Stretched so thin...





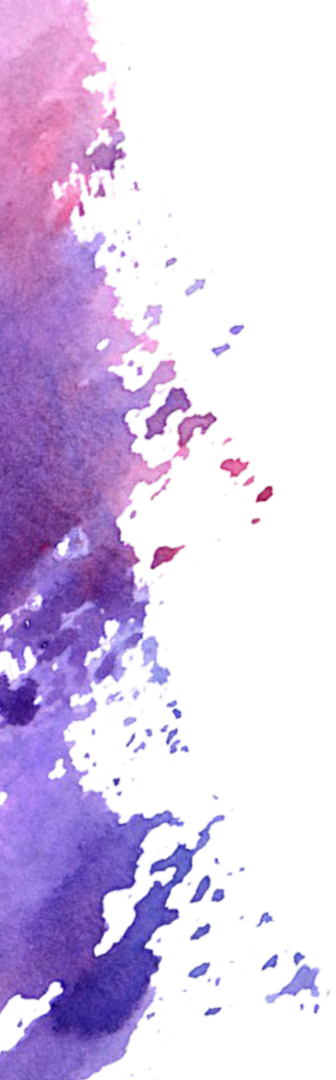


## *What are your company's top marketing challenges?*



**STATE of INBOUND**

Source: HubSpot





The  
pure goal of  
content marketing  
is to create better  
customers who  
stay longer.  
Not to sell  
more stuff.

---

Joe Pullizi





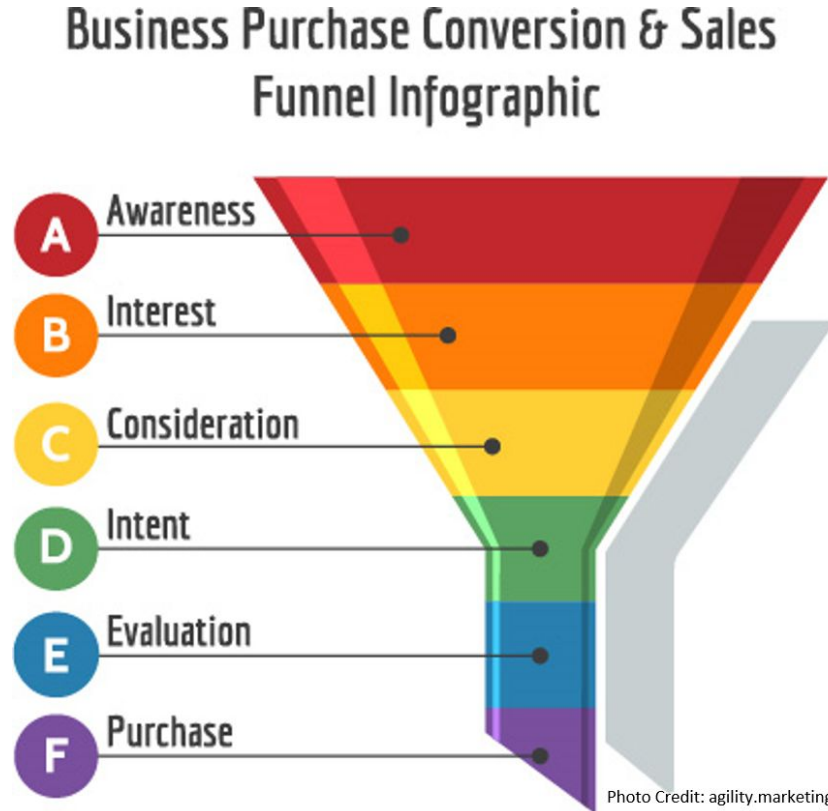


3

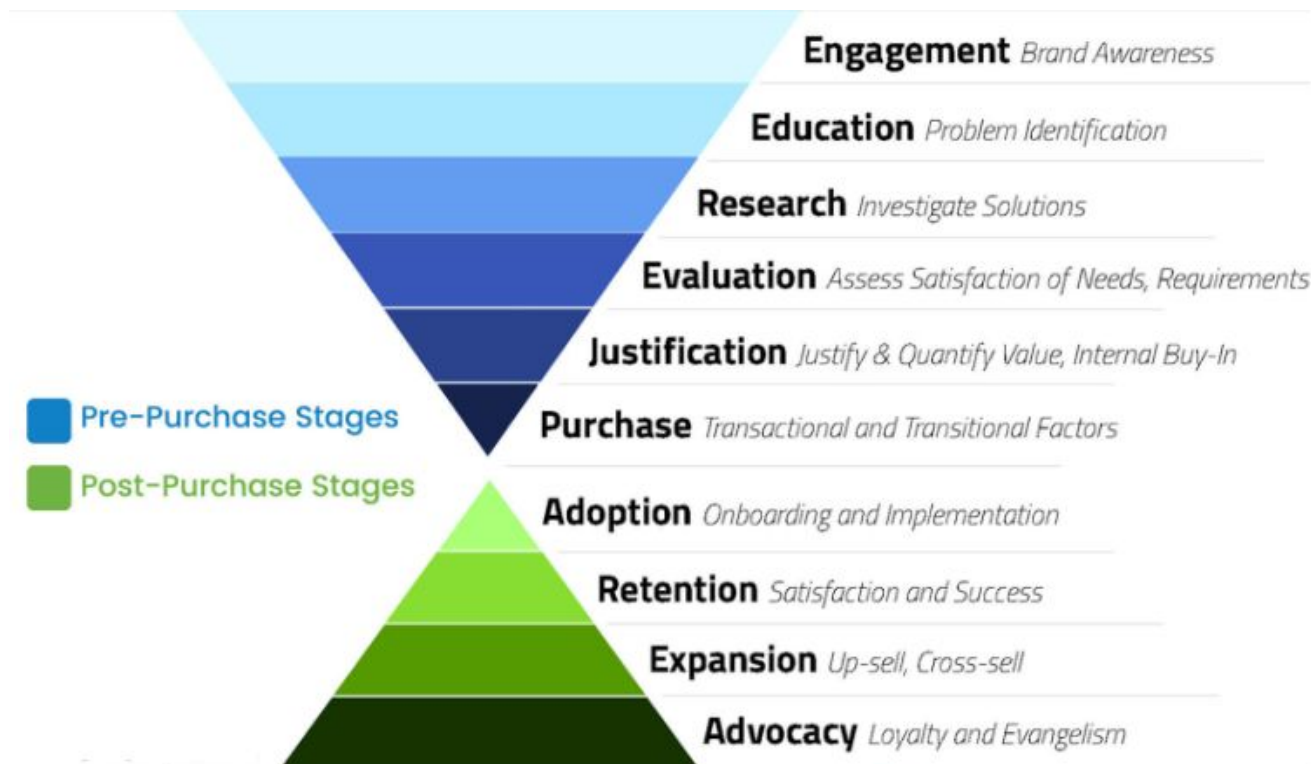
# **Successful Content Marketing in 2020**



# Traditional (yet, detailed) funnel



# The New Funnel





**How Do  
We Do  
It?**

# CONTENT LANDSCAPE

## RENTED

LinkedIn Connections  
Twitter Subscribers  
iTunes Subscribers  
Medium Subscribers  
Tumblr Subscribers  
Instagram Subscribers  
Pinterest Subscribers  
YouTube Subscribers  
Facebook Fans

## OWNED

Email Subscribers  
Brand Website  
Print Subscribers



CONTENT  
MARKETING  
INSTITUTE™



The image features a large, horizontal, irregular blue watercolor splash in the center. The splash has a gradient from light blue on the left to a deeper blue on the right, with soft, feathered edges. Overlaid on this splash is the text 'Website, Blogging, & SEO' in a bold, white, sans-serif font. The bottom of the image is decorated with a scattering of small, light blue and white paint splatters and dots, creating a dynamic, artistic feel.

**Website, Blogging, & SEO**

## Example 1:



**Cleveland Clinic**

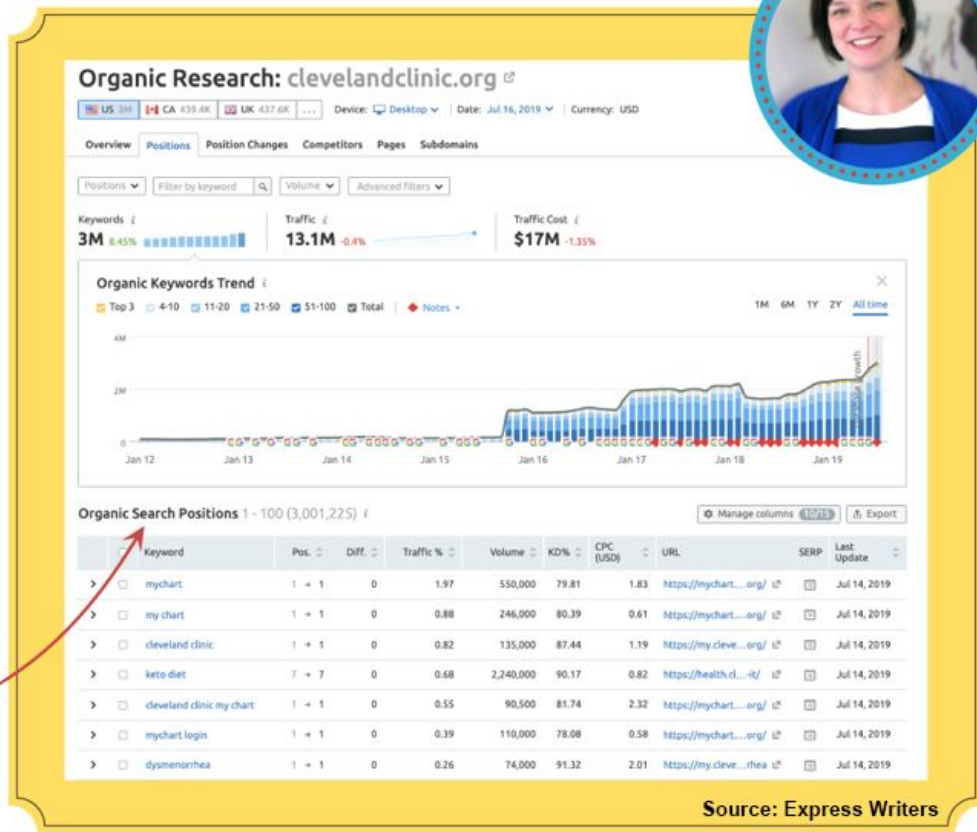


@AmandaTodo



Amanda Todorovich, Senior Director of Health Content for Cleveland Clinic, has led Cleveland Clinic's "Health Essentials" site to more than **7 million inbound visitors a month!**

This is just one of their sub domains, ranking for over **3 million keywords.**



Source: Express Writers

## Example 2:



Express Writers<sup>TM</sup>



@JuliaEMcCoy



# Express Writers<sup>TM</sup>



It takes 18 months of consistency to see real content success (Joe Pulizzi). "If you aren't delivering consistently to your audience, you are not content marketing," Joe says. **This is truth.**

**We've never missed our  
commitment to publish 1  
high quality blog/week  
in 8 years.**





## Example 3:

I WANNA BE A BLOGGER



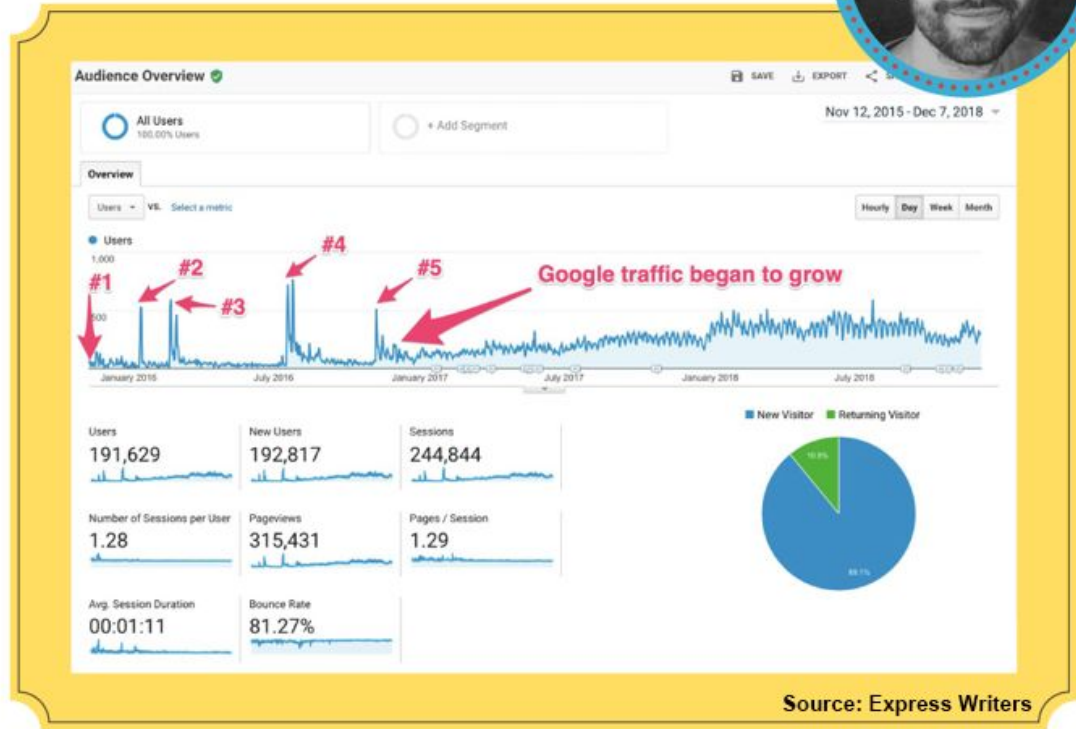
@MPozdnev



There are only 5 blog posts on his blog.

Yet just from these five, on average, Michael gets **12,000-15,000 page views every month!**

He also says that **engaging with his community**, having real **conversations**, fostering **friendships** is a big reason for his site growth.





Andy Crestodina of



Orbit Media Studios

## [New Research] How has Blogging Changed? 5 Years of Blogging Statistics, Data and Trends

ANALYTICS | DIGITAL STRATEGY | SEO & CONTENT MARKETING | [9 COMMENTS](#)

SHARE THIS



898

# [New Research] How has Blogging Changed? 5 Years of Blogging Statistics, Data and Trends

ANALYTICS | DIGITAL STRATEGY | SEO & CONTENT MARKETING | [9 COMMENTS](#)

Of respondents who reported “strong results”:

- 75% include 10+ images

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Of respondents who reported “strong results”:

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- 67% write 20+ draft headlines per article
  - Tool: <https://www.aminstitute.com/headline/>



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- 55% publish 2,000+ word articles
- 53% research keyphrases for every article
- 43% promote content using paid channels





2019 brazil traveler to usa need a visa

BEFORE

9:00

google.com

**top** Washington Post › 2019/03/21 ⓘ

**U.S. citizens can travel to Brazil without the red tape of a visa ...**

Mar 21, 2019 · Starting on June 17, you can go to Brazil without a visa and ... Australia, Japan and Canada will no longer need a visa to ... washingtonpost.com; © 1996-2019 The Washington Post ...

AFTER

9:00

google.com

 USEmbassy.gov › br › Visas

**Tourism & Visitor | U.S. Embassy & Consulates in Brazil**

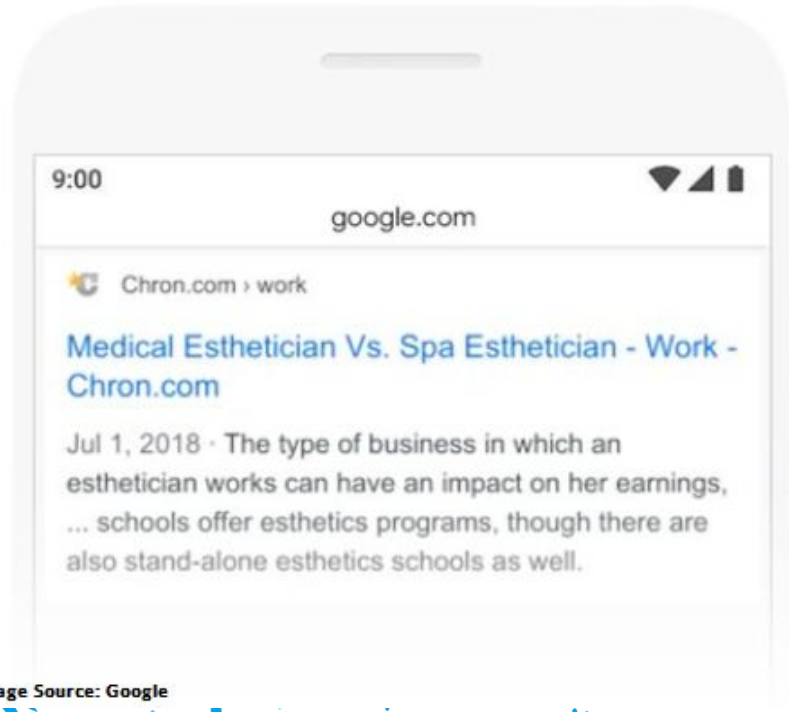
In general, tourists traveling to the United States require valid B-2 visas. That is unless they are eligible to travel visa ...



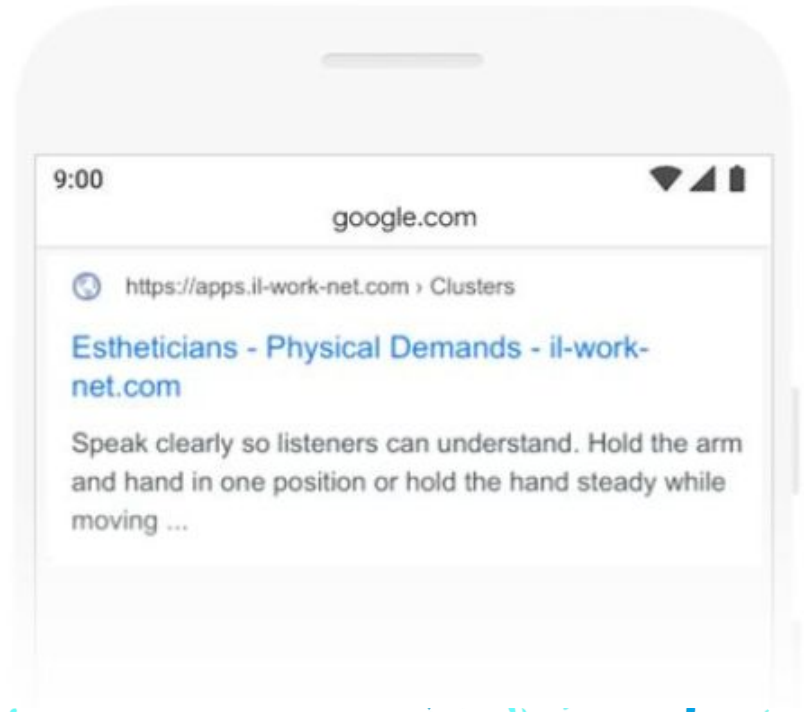


do estheticians stand a lot at work

BEFORE



AFTER



# New Age in Marketing...



RELATIONSHIP

MARKETING

CUSTOMER

INTERNAL

MARKET

COMPETITORS

INCREASE

SALES

PROCESS

PERSONALIZED

VALUE

MANAGEMENT

PRODUCTS

DEFENSIVE

MEANS

GROUPS

PLAN

BUSINESS

SERVICES

MARKETERS

EFFORTS

YEAR

TIME

DETERMINED

QUALITY

HIGH

REDUCE

LESS

EVEN

MODEL

REENGINEERING

REFERS

PRACTICES

OTHERS

CALLS

MUTUALLY

RELATED

COST

USE

SEE

OFFENSIVE

TIME

DEVELOPED

PROCESSES

PRACTICE

REFERENCES

CONSUMER

FUTURE

PLACEMENT

ACTIVITIES

PURCHASE

INCREASING

PROVIDING

INCLUDING

ANALYSIS

CONTACT

TRANSACTIONS

COSTS

RELATIONSHIPS

LIMIT

OVERALL

PROMOTIONS

ATTEMPTS

POTENTIAL

INFLUENCE

ALONGSIDE

DEMOGRAPHICS

ACQUISITION

ENGAGED

MIX

DEPARTMENT

INVOLVE

SIX

LOYALTY

CROSS-FUNCTIONAL

LONG-TERM

TWO

LADDER

BEYOND

RELATIVELY

MANY

INCENTIVES

WAY

DIRECT

FACT

USED

HOWEVER

NEW

RETENTION

PRODUCT

TECHNIQUE

ADVERTISING

EFFECTIVE

STRATEGY

INVOLVES

STILL

COMPANIES

COMPANIES

COMPETING

USING

CLIENTS

THEORY

ORGANIZATION

APPROACH

TERM

BACK

CROSS

EMPLOYEE

SERVICE

REVENUE

LIVE-IN

PREMISE

SCOPE

RATHER

CITATION

PERCENTAGE

CLAIMED

TARGET

STRATEGIC

TECHNOLOGY

BEGINNING

PROVIDE

PRICE

TRADITIONAL

COMPANY

COMPANIES

RESOURCES

SELLING

STILL

EXPERIENTIAL

HISTORY

SWITCHING

NEEDED

SATISFYING

TIMES

ONE

ASSOCIATIONS

RATE

COMMUNICATION

PROFITABILITY

GENERALLY

LIKELY

EVERY



# What Is It?



Defined -> Focusing on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales.

# Foster Relationships With Your Audience



**Provide  
Value  
Beyond  
Selling**



**Answer  
Questions**



**Build Trust  
(over time)**

“

Can I have  
your attention  
means: may I  
have your trust?

(Does the bunny  
like me?)

---

Ann Handley



Photo Credit: Ellen Kleinlangevelsloo

“Content needs to breed trust  
(do they understand my  
problems & needs best?)  
**AND** affinity (do I like them?).”







**“We found that minimum time from start to driving revenue for content marketing was nine months. The average was 18 months of consistent delivery. Why? Because it takes time to build an audience.”**

**- Joe Pulizzi**



# Examples of how to earn trust:



Content Marketing World  
1 hr · 🌐

A 2017 Spiegel Research study reports that displaying customer reviews can increase conversion rates by up to 270%. How can we incorporate them into our content marketing mix? Let's discuss with G2's Kristen McCabe.

Join the conversation on Twitter, beginning Tuesday at noon EDT.  
#CMWorld #contentmarketing #customerreviews

**#CMWorld Twitter Chat**

**Using Customer Reviews in Your Content**

Featuring:  
Kristen McCabe @ausmericangirl

Tuesday, Sept. 17 • 12:00 ET

cm content marketing world 2019

According to a recent study (AdWeek), 85% of consumers find UGC more influential than brand content.

- Jay Baer, Convince And Convert



Brandon Robert White  
September 24 at 12:01 PM

Burger King stopped selling the Whopper for one day in efforts to drive business to McDonald's to support their cause of raising money for cancer. Honestly, some of the most brilliant marketing I've seen in years. And all in the name of #fuckcancer! Love it.



Photo Credit: Municipal World



It requires more touchpoints  
than ever to earn a  
sale/conversion:

Anywhere from 20-500  
depending on what the  
customer/client is buying.

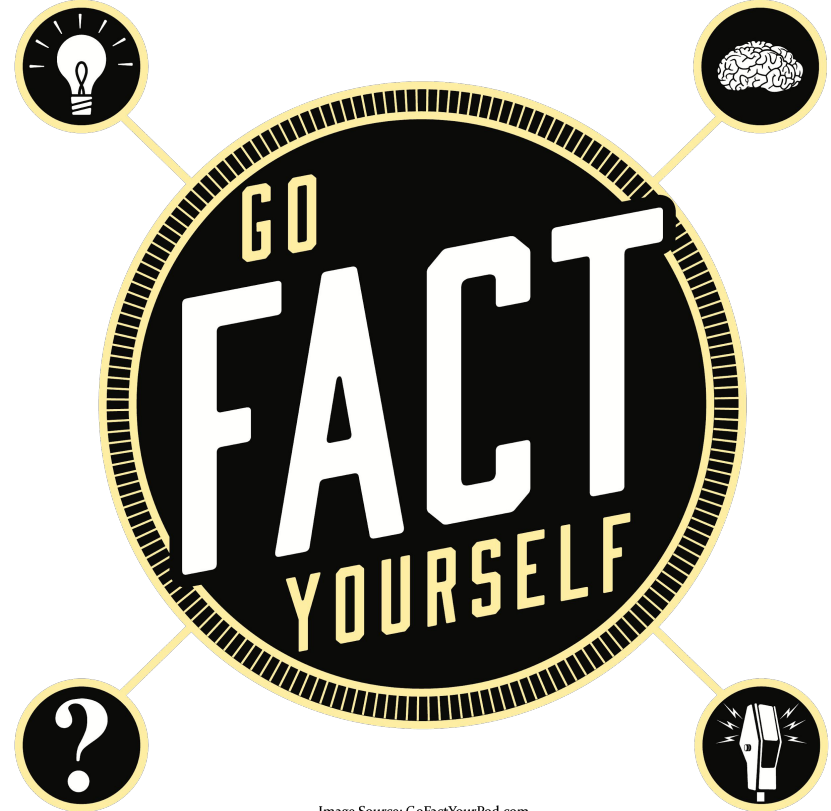


Image Source: GoFactYourPod.com

A decorative background featuring a large, stylized gear shape. The gear is filled with a watercolor-style gradient of colors, including shades of blue, teal, and purple, with irregular, organic edges. A large white circle is centered over the gear, containing the text.

# Thank You!

For a copy of the slide deck,  
notes, and links to resources  
go to: <http://bit.ly/ECM-JS>