

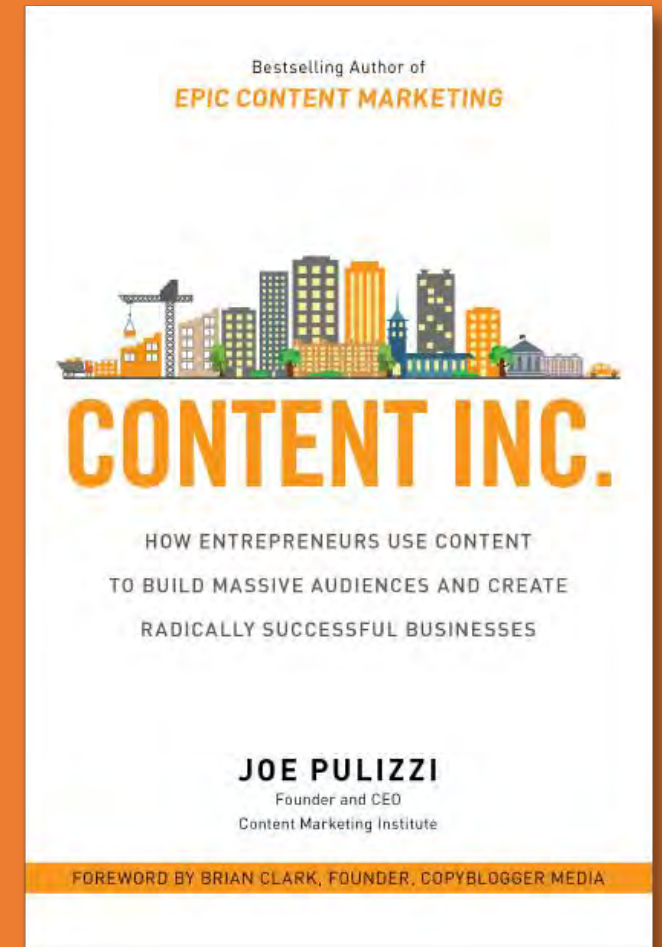
# CONTENT INC.

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Add-On Content Strategies that Increase  
the Value of Your Event

**Joe Pulizzi**

*Founder, Content Marketing Institute*



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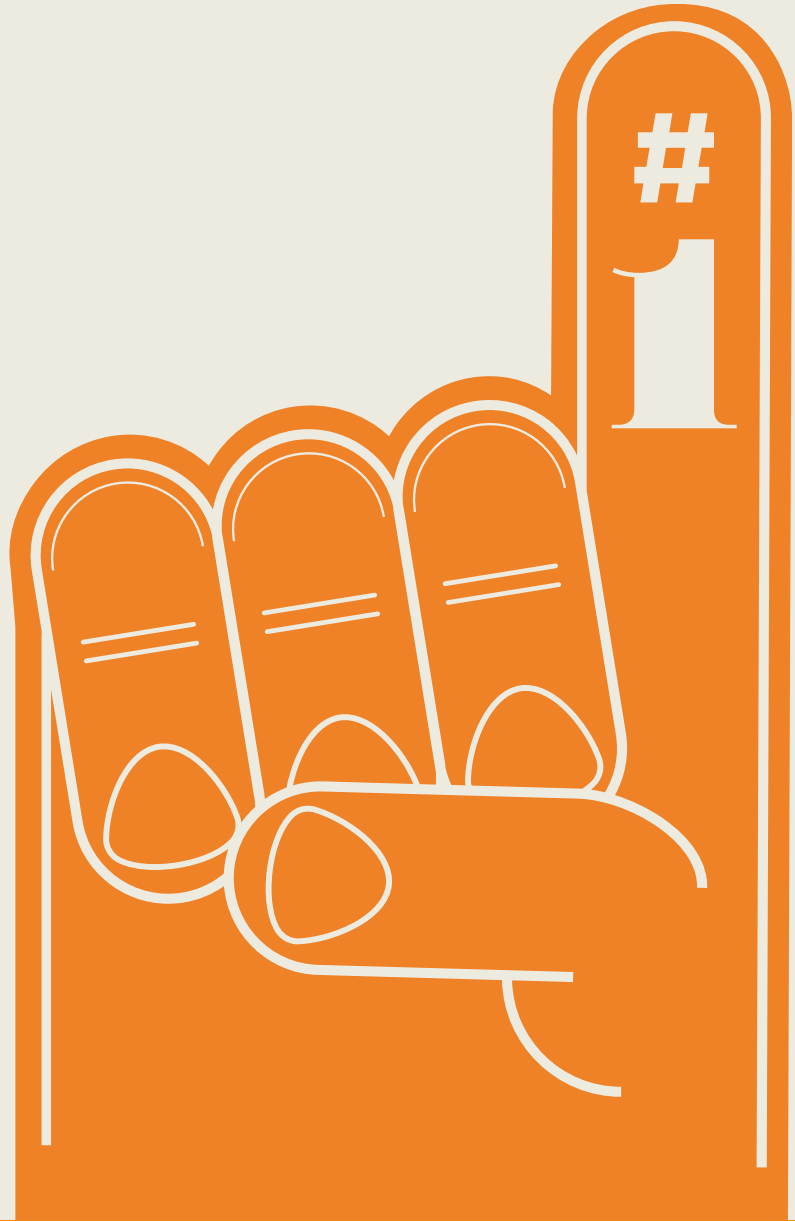
**THERE IS ONE KEY  
TO A SUCCESSFUL  
PRESENTATION**

---



“  
**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



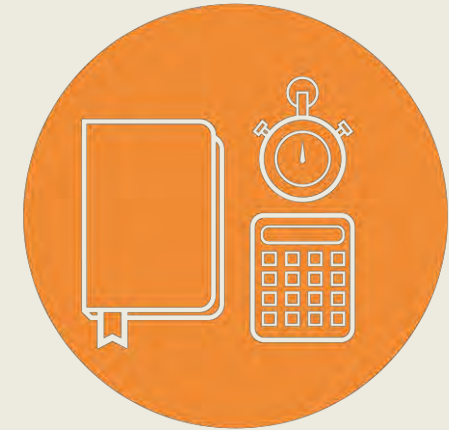
## EVENTS

Content Marketing World



## MAGAZINE

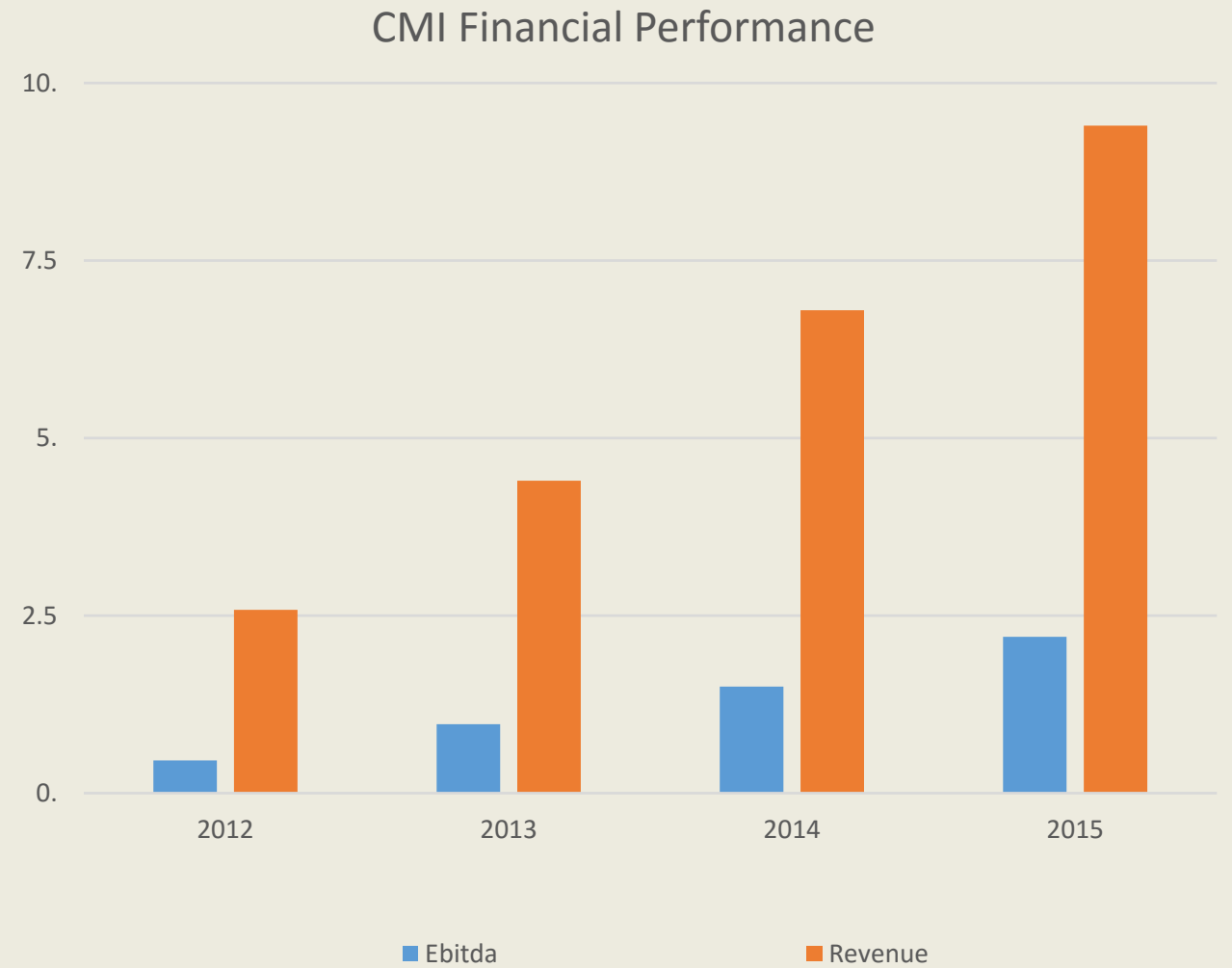
Chief Content Officer



## CONSULTATION

Education, Training, Advisory

# CMI GROWTH



# CONTENT MARKETING WORLD CONFERENCE AND EXPO

THE LARGEST CONTENT EVENT IS BACK!

[REGISTER NOW](#)

THE *NEW YORK TIMES* BESTSELLER

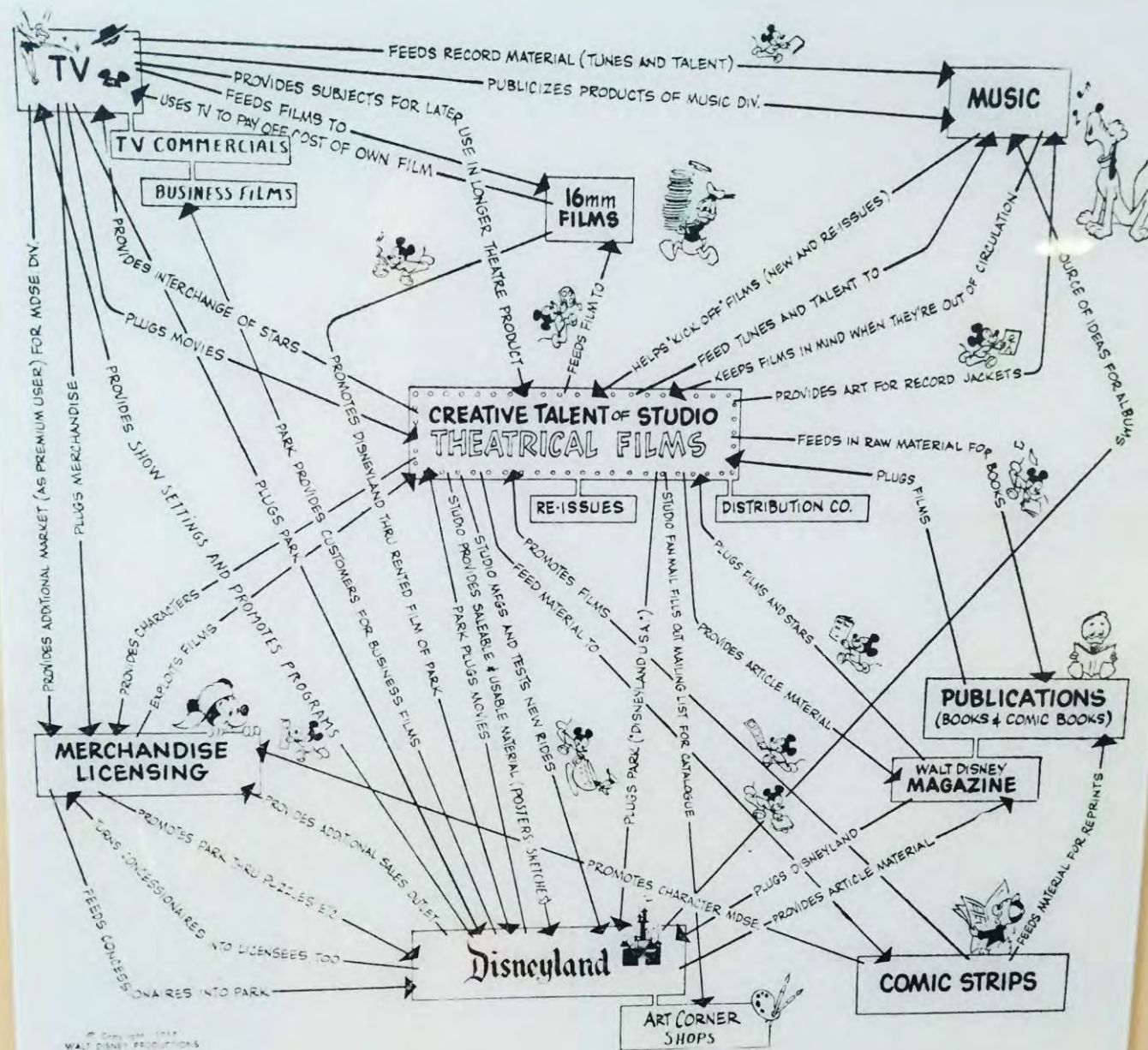
"Compelling and often brilliant . . . A monumental achievement."  
—*The Washington Post Book World*

AUTHOR OF *DEN OF THIEVES*, WINNER OF THE PULITZER PRIZE

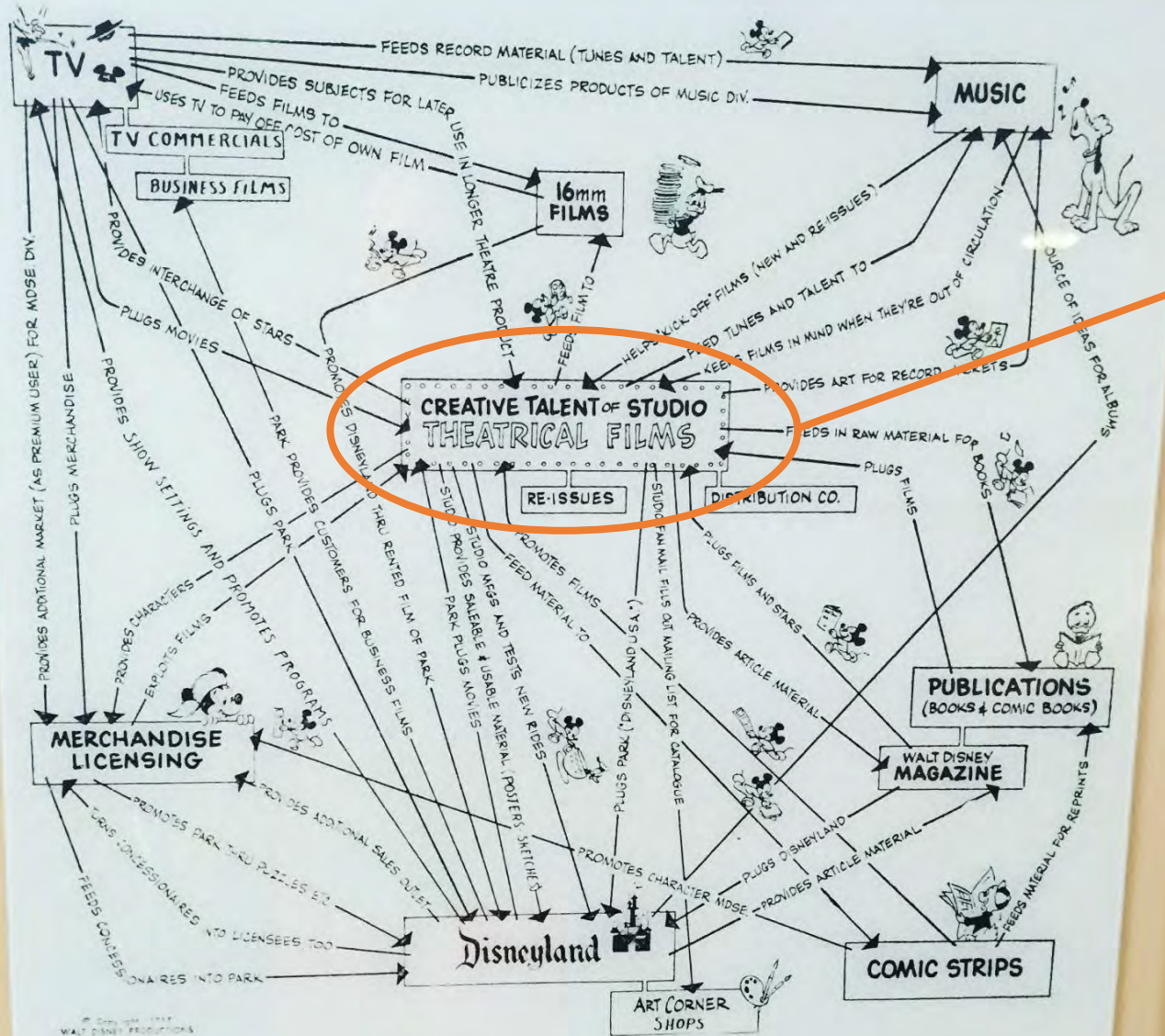
# JAMES B. STEWART DISNEY WAR

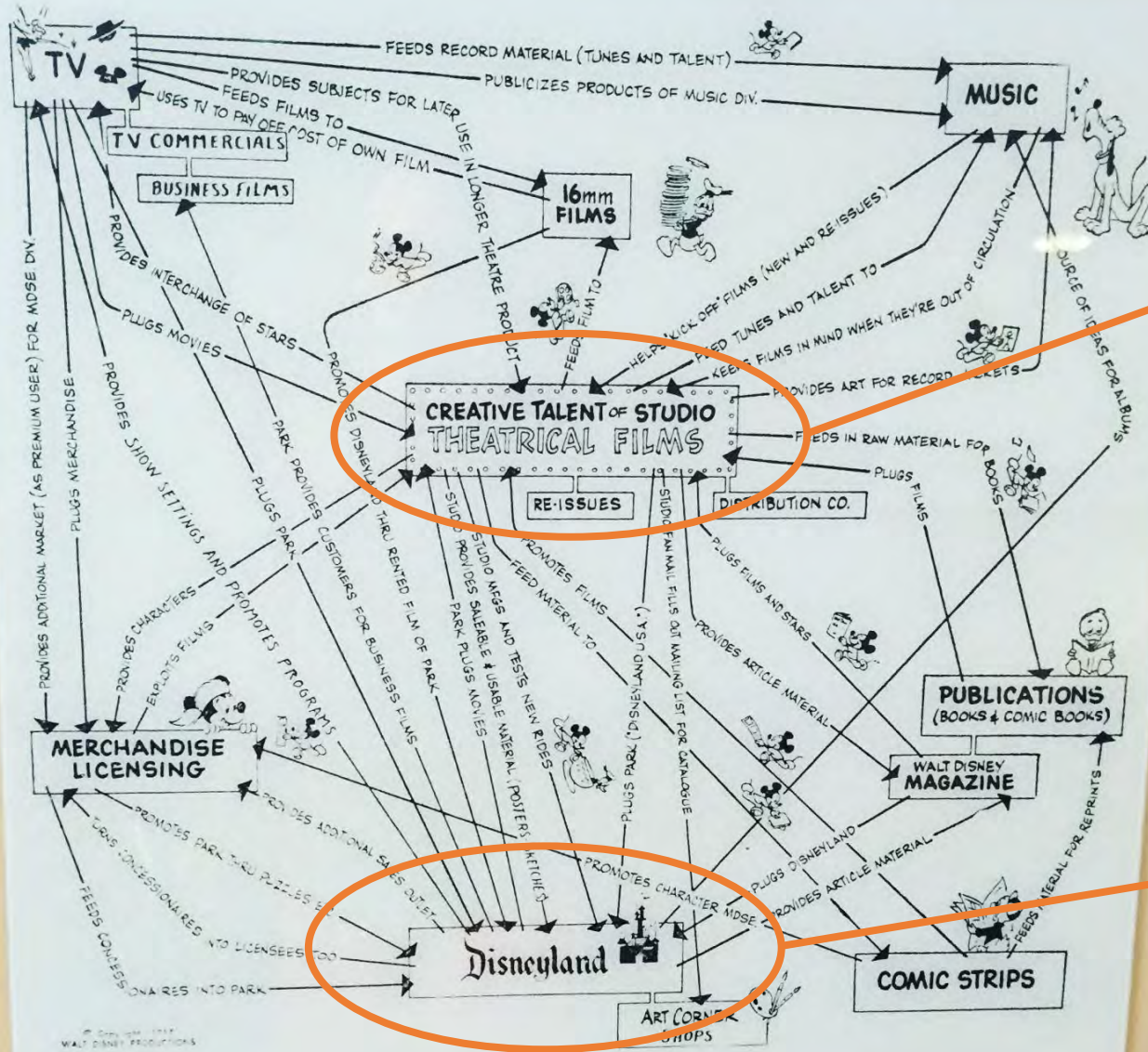
Once upon a time, one man ruled America's greatest entertainment company. This is the untold story.

WITH A NEW AFTERWORD



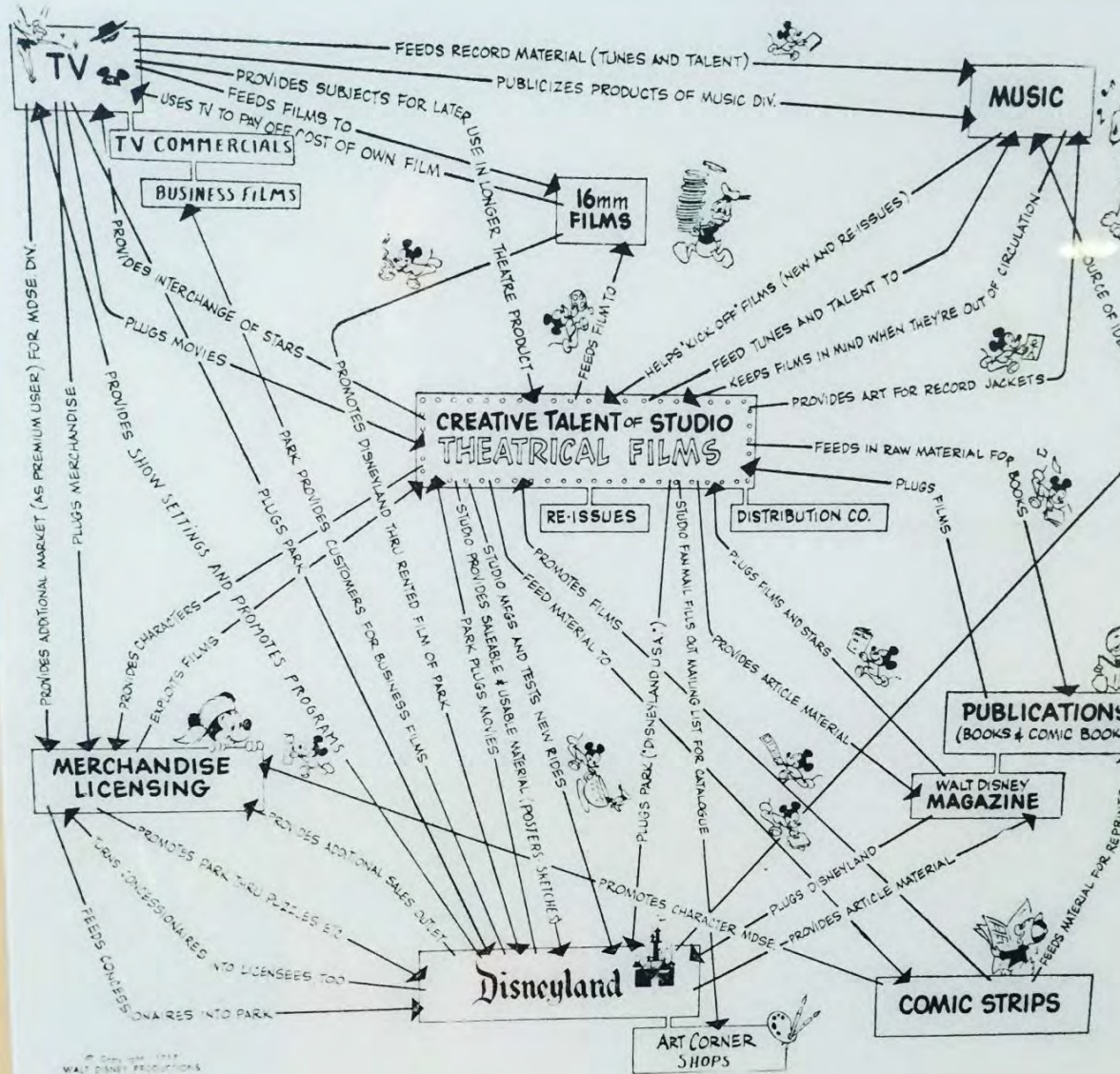
# Content Engine





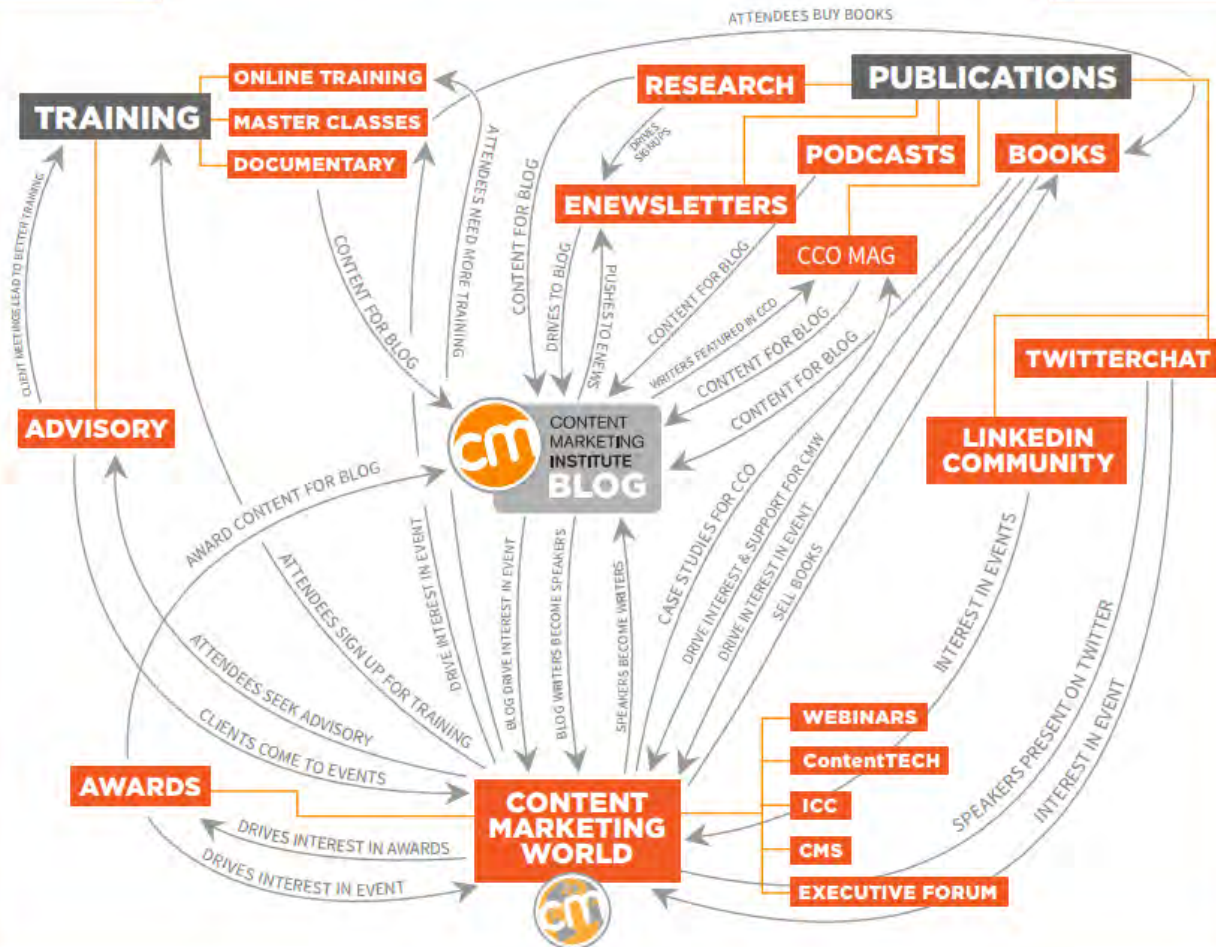
# Content Engine

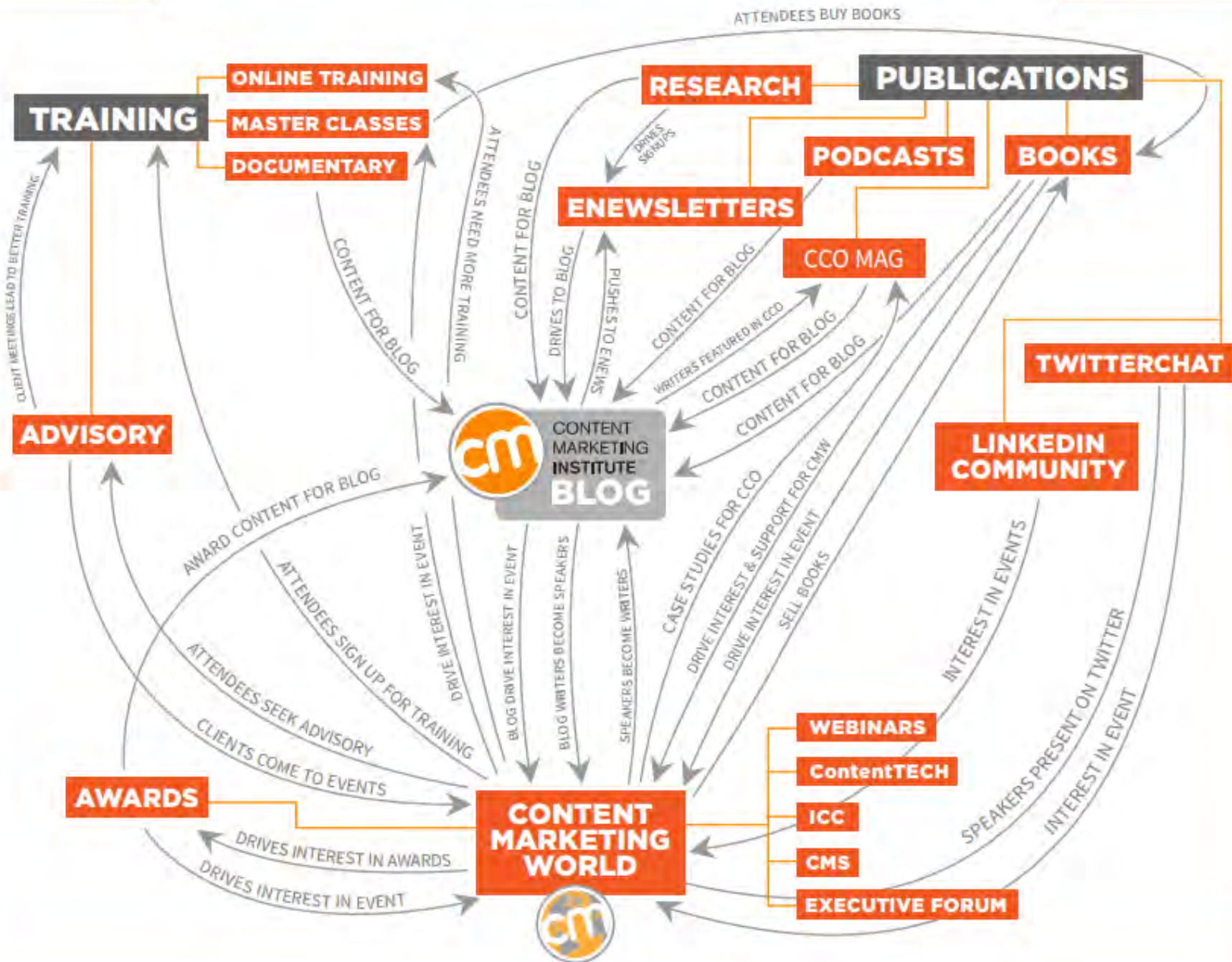
# Profit Driver



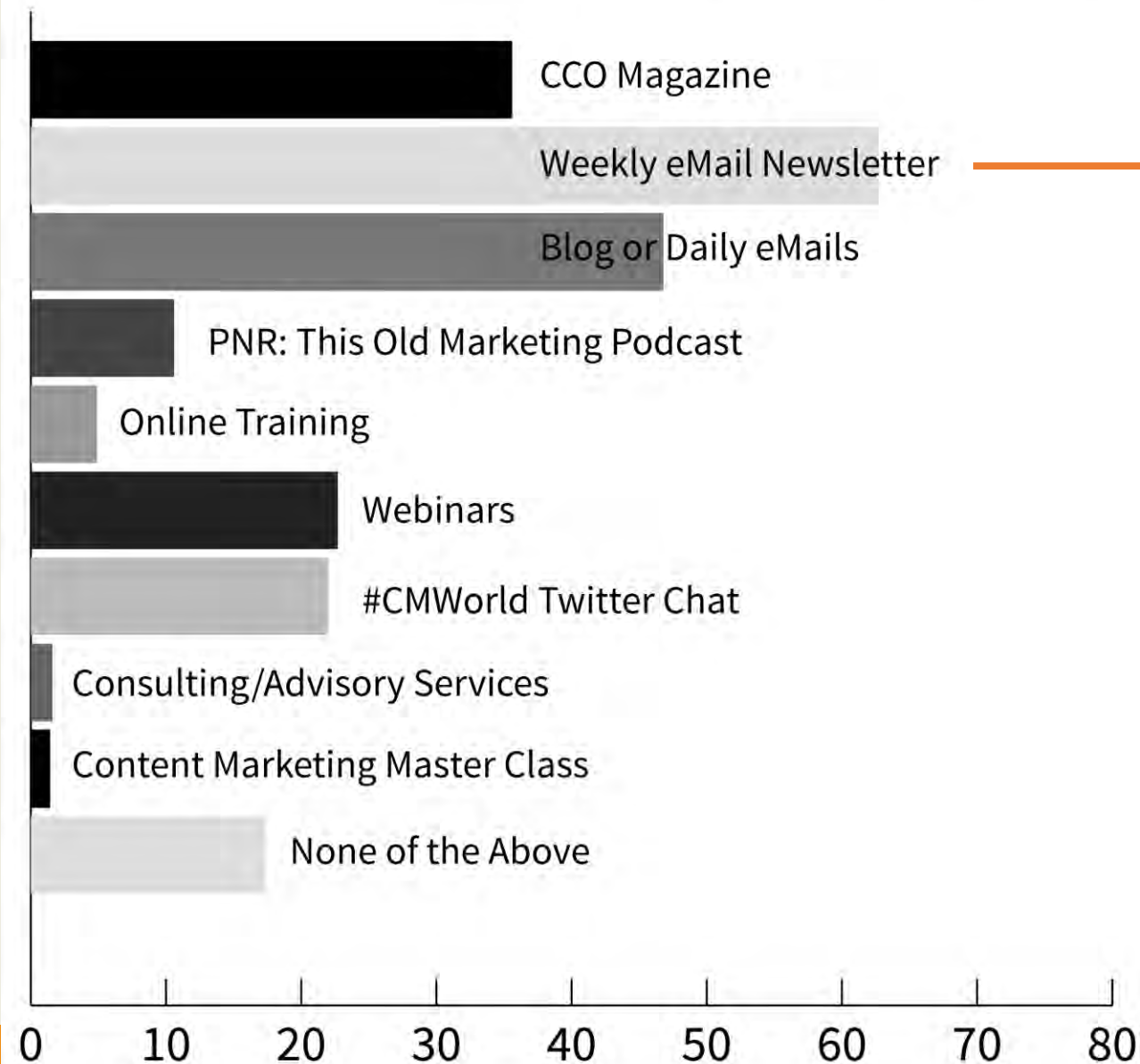
CONTENT  
MARKETING  
INSTITUTE™

# VISUAL STRATEGY 2016





# Attendees Also Engage with CMI:



65%

Magic Number = 3

# Chief Content Officer Archives

February 2016



PC/Mac Digital  
Edition

December 2015



PC/Mac Digital  
Edition

October 2015



PC/Mac Digital  
Edition

August 2015



PC/Mac Digital  
Edition

June 2015



PC/Mac Digital  
Edition

April 2015



PC/Mac Digital  
Edition

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Introducing the  
Demandbase B2B  
Marketing Cloud

Demand More >

# **STAFF QUESTION:**

**Does this activity help  
Content Marketing World?**

# WAIT FOR IT...



LOADING

# **QUESTION:**

**How do we continue to educate our audience throughout the year, in between events?**

**NUMBER 1 OF 5**

**Online Training**

1

## The Global eLearning Industry Market

**9.2%** Five year annual  
compound growth rate\*



### eLearning industry revenue



eLearningIndustry.com

# **DIPPING THE TOE TOWARD \$1 MILLION (Slow Start)**

# **DIPPING THE TOE IN**

**2014 - \$101k**

**2015 - \$221k**

# CONTENT MARKETING UNIVERSITY

TAKE THE NEXT STEP TO BECOMING A  
CONTENT MARKETING ROCK STAR!

Notify Me



**Teresa Basich**

Senior Content and Community Manager,  
Aetna



**Paul Biedermann**

Creative Director, re:DESIGN



**Margot Bloomstein**

Author and Principal, Appropriate Inc.



**Shelly Bowen**



**Melissa Breker**



**Michael Brenner**



Winter Enrollment

Currently Closed



Spring Enrollment Opens

March 1 - 31 2016

[UP](#)

# Content Marketing University

CMI University is your hub for all things related to content marketing education and training – your one-stop shop to help you do your job better and more effectively. You'll receive access to the full curriculum, and each month we'll roll out new resources – lessons, supplemental research, white papers and so much more to give you the most comprehensive content marketing education.

## Why CMI U?

This learn-at-your-own-pace curriculum gives you decreased disruption in your busy life, allowing you to learn WHEN you

## Who is enrolled in CMI U?

Enterprise brands and entire departments looking to hone their skills together, learning the same materials, as well as

## What should I expect?

Over 20 hours of curriculum plus a resource center, new content added monthly, badge and advancement

# TOOLS

- + LMS (Absorb)
- + Payment System (Authorize.net)
- + Video/GoToMeeting/PPT record
- + Speaker's Agreement

# **BUILDING MOMENTUM**

**2014 - \$101k**

**2015 - \$221k**

**2016 - ? (1<sup>st</sup> Quarter Only)**

# **QUESTION:**

**How do we keep our key sponsors active in our community in between events?**

**NUMBER 2 OF 5**

**Benefactor Program**

# **THE KEY: LIMITING ONLINE INVENTORY**



By **JOE PULIZZI** published FEBRUARY 17, 2016

Content Marketing Strategy / Editorial Strategy and Planning

## Content Marketers: Your WHAT Doesn't Matter if Your WHY Is Lacking

After listening to [This Old Marketing Episode 116](#), Professor Marc Resnick from Bentley University responded with the following commentary:

“Which would energize me (or anyone) more as a creative business professional?

1. Creating content that has the primary purpose of driving the sales pipeline and a secondary purpose of improving the life of my user.
2. Creating content that has the primary purpose of improving the life of my user and a secondary purpose of driving the sales pipeline.

Clearly #2.

I find this to be a great value proposition for why organizations should use your content

**CONTENT MARKETERS:**

Your **WHAT**  
Doesn't Matter  
if Your **WHY**  
Is Lacking

BY JOE PULIZZI



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← [CONFESSIONS FROM A \(FORMER\) CONTENT MARKETING CURMUDGEON](#)

[TAKE YOUR CONTENT FROM ALBATROSS TO ASSET: 18 EXPERTS TELL HOW](#) →

## OUR BENEFACTORS



CONNECT WITH CONTENT MARKETING INSTITUTE:



The guys discuss what the FTC's recent statement on native advertising means, Forbes' "light-ad" site, who chose "content marketing" as the phrase of the year, and why Medium's CEO is a master seducer, plus rants, raves and more.

By Joe Pulizzi

[READ THIS ARTICLE](#)

A Word from One of Our Benefactors:

### What's your story?

Earned media is far more trusted and more effective than paid media. Whether you're a content publisher or a brand that's been featured in someone else's content, there's a revenue generating, brand elevating success story to tell! Wright's Media specializes in content licensing that generates more revenue and extends brands. Call us at [877.652.5295](tel:877.652.5295) or visit us at [wrightsmedia.com](http://wrightsmedia.com) to tell us your story.

[TELL US YOUR STORY](#)



#### Events

[Content Marketing World](#)

[Intelligent Content Conference](#)

[Content Marketing Awards](#)

[Content Marketing Show](#)

#### Resources

[Chief Content Officer](#)

[CMI Podcast Network](#)

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By **PAWAN DESHPANDE** published NOVEMBER 23, 2014

Content Marketing Tools and Technology / Measurement and ROI

## 8 Metrics to Conquer a Content Marketer's Fear of Measurement

While creating and publishing content may be easy, **measuring content marketing** is a hard and daunting task. Earlier this year, I asked [24 content marketing experts](#) to name the one most important metric to which they pay attention. The responses were across the board. Clearly, there's no one way to measure content marketing.

Since there are so many metrics for content marketing, and even more tools used to measure them, I recently created a framework that covers eight types of possible metrics.



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DEMANDBASE

Introducing the

# **QUESTION:**

**How do we keep the community active on social media, around the key issues at the event?**

**NUMBER 3 OF 5**

**Twitter Chats/# Asset**

# Twitter Chat:

**Every Tuesday at Noon EST we have an educational conversation around a specific topic, lead by a CMW speaker.**

# 1<sup>st</sup> Chat in 2014

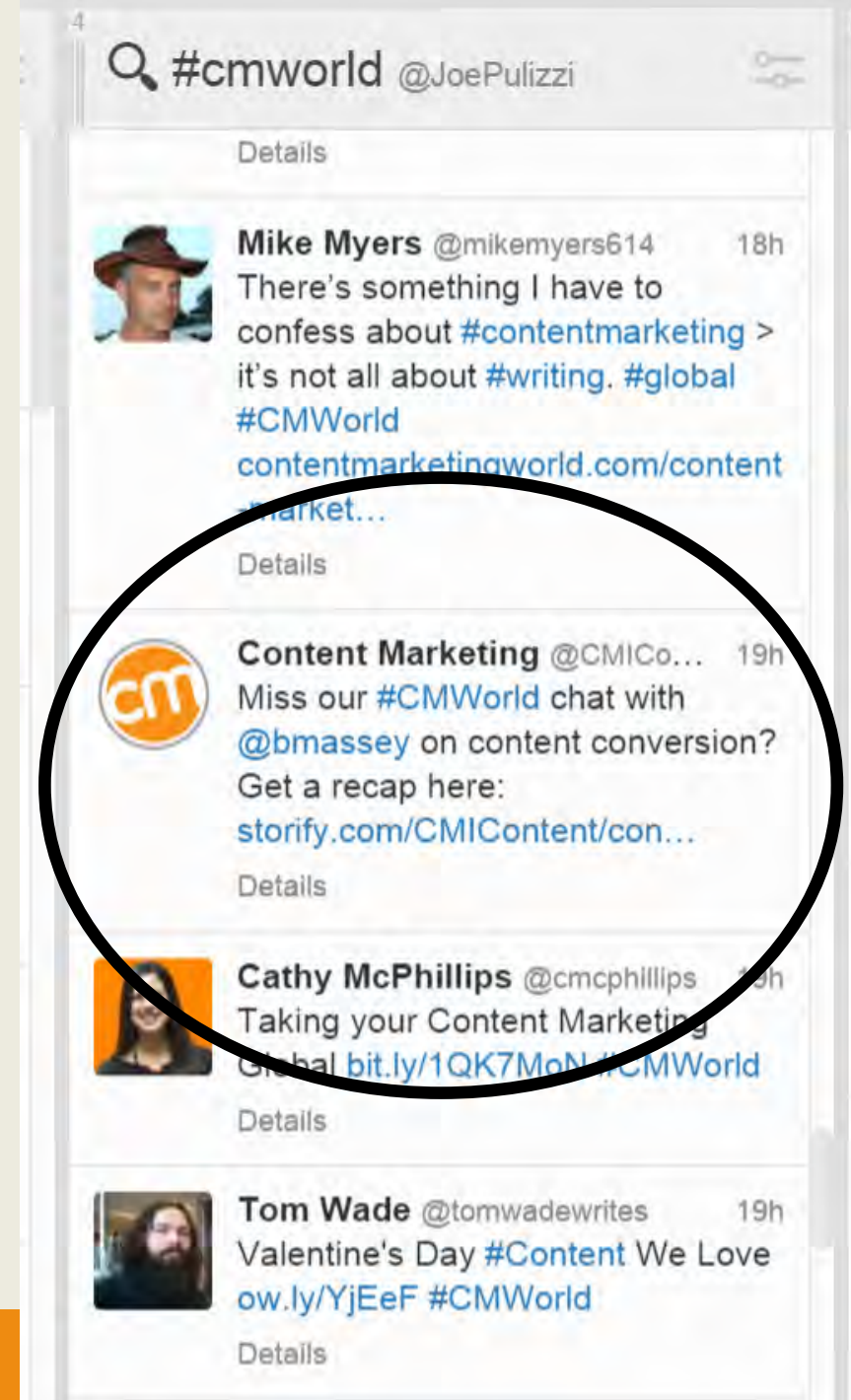
574 tweets

133 contributors

433,654 reach

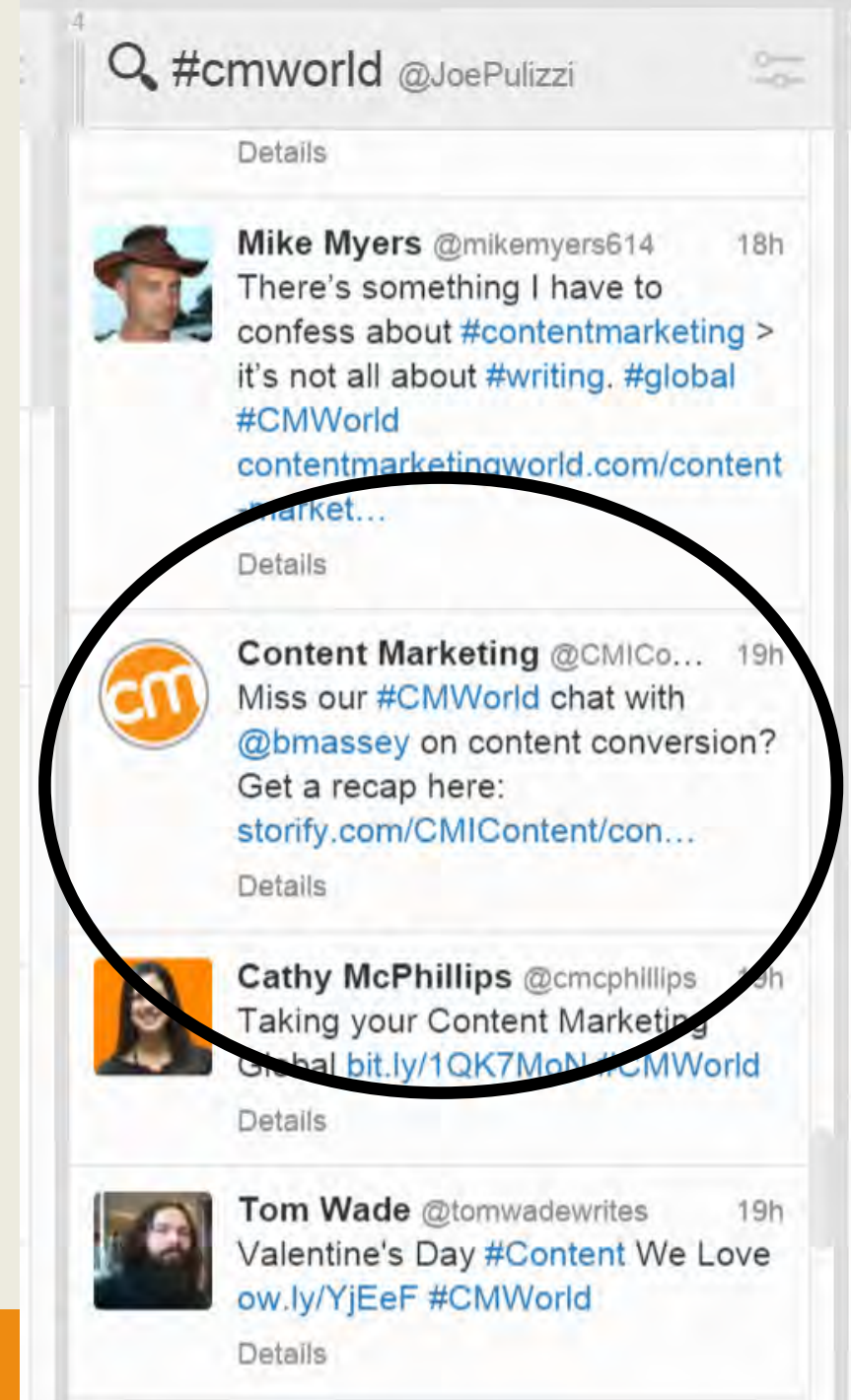
8.5mm timeline

deliveries



# 2016 AVG Chat

1,986 tweets (245% increase)  
229 contributors (72% increase)  
1,761,726 reach (306% increase)  
38.84mm timeline deliveries  
(356% increase)



# RESULTS

325% increase in Twitter Followers (170k)

121% Increase in Traffic from Twitter

3 in 4 #CMWorld Community Members are Attendees, and five from the first chat are speakers



**Creating an Asset**

**#CMWorld**

**Leverage Social Like an Event!**

**NUMBER 4 OF 5**


**Podcasting**

**QUESTION:**  
**WHAT CAN WE DO IN AUDIO THAT**  
**WOULD FILL A CONTENT GAP?**

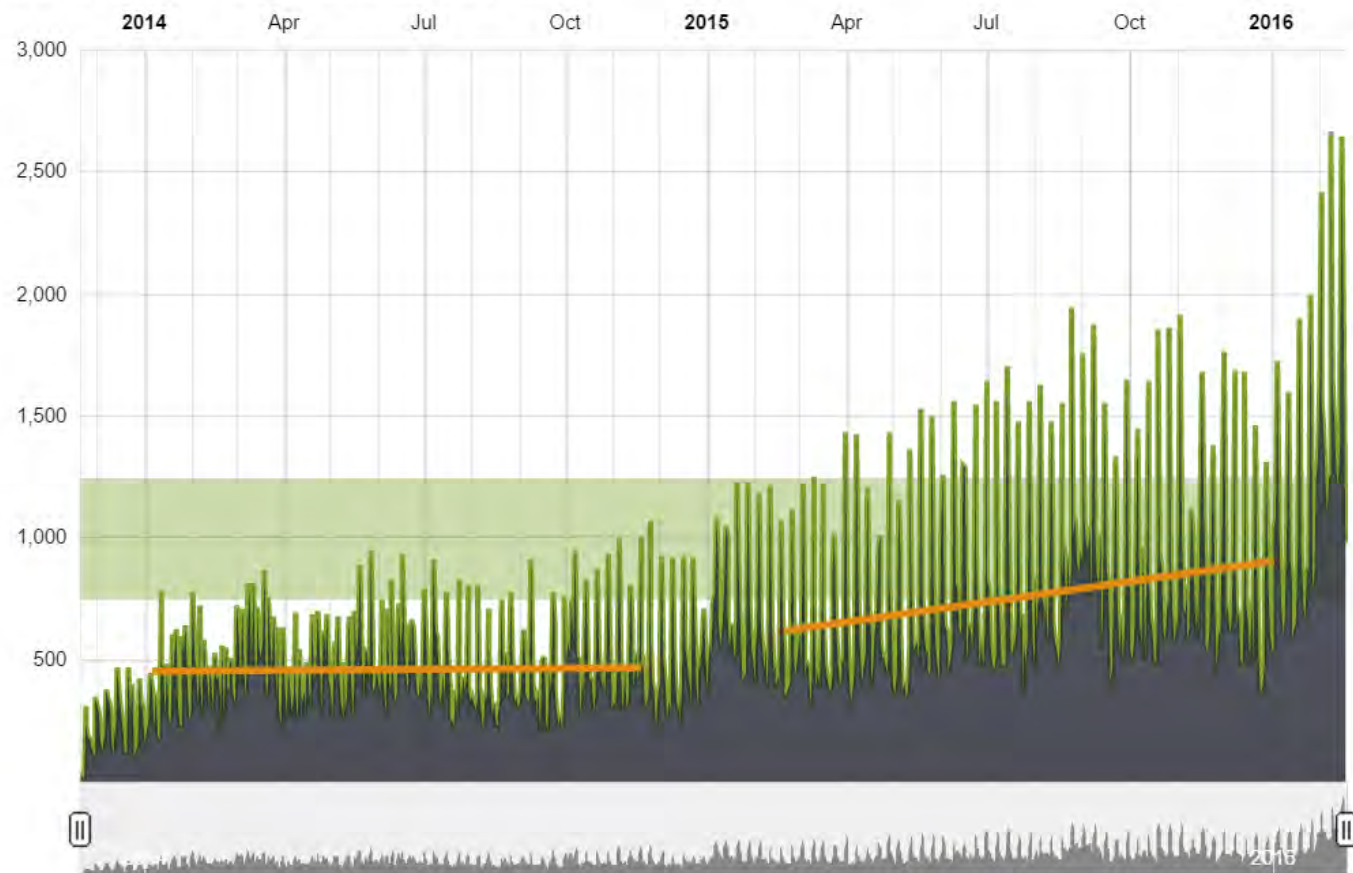
# INDUSTRY NEWS



## Downloads by Day

Click on a point or select for breakdown by episode: 

Total "Downloads" Displayed in Graph: 509,853



Custom period: 2013-11-20 - 2016-02-18

Zoom: 10 D 1 M 3 M 1 Y MAX

 EXPORT DISPLAYED RANGE  EXPORT ENTIRE RANGE

Trend Lines:  Avg Range:

**Jan – 29k**  
**Feb – 46k**  
**Mar – 100k+**

**2 YEAR MARK**



By **JOE PULIZZI** published FEBRUARY 13, 2016

[Content Marketing Examples](#) / [Industry News and Trends](#) / [LinkedIn](#) / [Paid Advertising](#) / [PNR](#)

# This Week in Content Marketing: WSJ Ditches LinkedIn, LinkedIn Ditches Bizo

*PNR: This Old Marketing with Joe Pulizzi and Robert Rose can be found on both [iTunes](#) and [Stitcher](#).*

In this week's episode, Robert and I discuss how much digital marketing you can really buy for the price of a Super Bowl ad and whether or not that's a fair comparison. Next, we ponder Gary Vaynerchuk's launch of three branded hub websites with and ask some important questions about the business



## EPISODE 117:

WSJ Ditches LinkedIn,  
LinkedIn Ditches Bizo



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★ curata

ethics

Right?

Wrong?

curation

copyright

## 2. Sponsor (37:48)

- AdStation: It's hard enough growing a large and loyal group of fans who follow your content. But what's even harder, is finding a way to make money from those users — to advertise to those users without driving them away. It's tough, and it takes a delicate touch. This week, we have a case study from Prime Publishing, a content publisher with over 6 million subscribers that used AdStation to send targeted, weekly advertising to its subscribers. It's a fascinating example of how to make money from your content in a safe and effective way. You can read the Prime Publishing case study here: <http://bit.ly/adstation-case-study>.



### One Thing is Killing Content Marketing and Everyone Is Ignoring It

February 3, 2016



### Content Marketing – It's Going to Get Weird

January 20, 2016



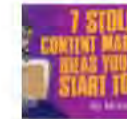
### 4 Tools to Create Interactive Content in Minutes

January 17, 2016



### How to Use Content That Isn't Yours

January 26, 2016



### 7 Stolen Content Marketing Ideas You Can Use Today

December 28, 2015

Next »

CONTENT  
MARKETING  
INSTITUTE™TODAY IN **CONTENT MARKETING**

Connect with CMI

[Forward to a Friend](#)**This Week in Content Marketing: FTC in No-Win Situation with Native Advertising**

The guys discuss what the **FTC's** recent statement on **native advertising** means, Forbes' "light-ad" site, who chose "content marketing" as the phrase of the year, and why Medium's CEO is a master seducer, plus rants, raves and more.

By Joe Pulizzi

[READ THIS ARTICLE](#)

# TOOLS

- + Libsyn (hosts, publishes to iTunes/Stitcher)
- + Audacity/Garageband/Skype to Record
- + Audacity to Produce
- + Levelator to Set Proper Levels
- + Audio-Technica 2020USB Microphone

**\$13,000/mo SPONSORSHIP**

**NUMBER 5 OF 5**

**Package Pricing**

# All-Access

An All-Access pass is by far the best value. The package includes everything below, all at a discounted bundled rate:

- (1) Tuesday Workshop
- Main Conference on Wednesday & Thursday
- Networking events on Tuesday & Wednesday evenings
- Friday Industry Lab
- CMWorld Post Show Video Access pass

<b><i>Discounted Price Schedule:</i></b>	<b><i>All Access Pass</i></b>
<del>2015 Rates — ends December 31, 2015</del>	<del>\$1,730.00</del>
<del>Super Early Bird — ends February 29, 2016</del>	<del>\$1,830.00</del>
<b>Early Bird – ends May 31, 2016</b>	<b>\$1,965.00</b>
Regular – ends September 2, 2016	\$2,235.00
Onsite (register in person starting September 6, 2016)	\$2,495.00

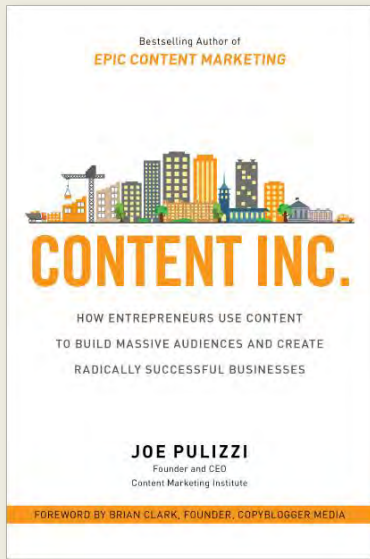
# TAKEAWAYS

- Understand how additional subscriptions affect your business.
- Consider running training like an event.
- With any new product, limited inventory is key to pricing the offering high enough.
- Get out of the CPM game with a Benefactor Offering
- Social media should be leveraged as an ongoing event.
- Treat your hashtag like an asset.
- Start with one podcast offering and fully integrate it into everything you offer.
- Getting traffic is the key.
- All-access pricing is a game changer.



**ONE**

# THANK YOU!



For Book & Podcast visit  
***Content-Inc.com***



**Joe Pulizzi**  
[joe@contentinstitute.com](mailto:joe@contentinstitute.com)

