

Show & Tell: Examples of Content Marketing that Connects to the Bottom Line



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PRketing®



“Content creation and distribution to key publics to change behavior in a positive way.”

PRketing® starts with a five step process that goes far beyond brand journalism.

1. Identify the behavior you are trying to change
2. Identify the people who you are trying to reach and where they consume content
3. Create content that will be effective in changing their behavior
4. Place the content where they will find it, view it, share it, etc.
5. Measure, assess and revise

2014 Web Influencers Survey Results

How Web Influencers Are Using Video

	Bloggers	Newspapers	Radio	Television	Website Producers	Average
Use Video	73%	92%	55%	90%	81%	78%
Outside Video	90%	73%	78%	77%	86%	81%
B-Roll Footage	67%	65%	21%	67%	29%	50%
Sound Bites	50%	39%	71%	50%	25%	47%
Edited Package	21%	39%	21%	21%	50%	30%
IMT	21%	17%	21%	13%	4%	15%
SMT	21%	13%	8%	21%	4%	13%
Phone Interview	-	-	46%	-	-	46%
Embed Code	33%	56%	42%	33%	75%	48%
Links	63%	70%	58%	63%	58%	62%

Increasing Reliance on Social Media Content for Ideas

	Bloggers	Newspapers	Radio	Television	Website Producers	Average
Use It	91%	100%	87%	93%	87%	92%
Facebook	83%	92%	100%	96%	90%	92%
Twitter	83%	96%	92%	96%	80%	89%
LinkedIn	43%	65%	31%	15%	37%	38%
Google+	40%	58%	15%	4%	17%	27%
Pinterest	47%	46%	15%	15%	20%	29%
YouTube	47%	54%	50%	37%	37%	45%
Instagram	37%	54%	23%	30%	30%	35%
Vine	10%	35%	19%	26%	17%	21%
None	3%	0%	0%	0%	10%	3%

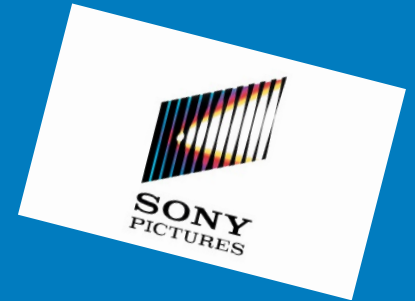
What some Brands Are Doing

Earned

Shared

Paid

Owned





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What Some Brands Are Doing

Lactaid® Scores Big with Deion Branch

USA TODAY Home News Travel Money Sports Life Tech Weather

GAME ON!

Bringing the buzz and the biz on sports

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Report: Phil Jackson ponders then rejects role with Magic What's next for Lidstrom-let's Red Wings?

Jun 01, 2012

Video: Deion Branch milks a cow to promote lactose free milk

Comments Facebook Twitter 5

By Reid Cherner, USA TODAY
Updated 2012-06-01 10:31 AM

Patriots wide receiver **Deion Branch** got a little out of his element here.

The New England star milked "Ripley the Cow" to promote the benefits of lactose-free milk.

The spot, done for the National Dairy Council, was filmed at Jordan Dairy Farms in Rutland, Mass.

The Patriots could hold their own film festival.

Just a few days ago, quarterback **Tom Brady** was shown in an ad on funnyordie.com in which he was mocked for his New England accent.



USAToday.com: <http://usat.ly/MM5YgN>

TMZ

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L.S. High School
Deion Branch

me NFL Star Deion Branch - Like Pulling Teat

SPORTS

DEION BRANCH Like Pulling Teat

EXCLUSIVE



UDDERLY RIDICULOUS PLAY VIDEO ▶

New England Patriots wide receiver Deion Branch got milk - and he proved it last week at a dairy farm in Massachusetts ... filling a fat bucket with some freshly-squeezed moo juice.

The milking stunt was filmed at Jordan Dairy Farms in Rutland as part of a video campaign by Lactaid - to show people lactose-free milk comes from real cows.

The cow's name is Ripley - and Deion tells us his new lady friend "was bigger than the front seven on most NFL teams."

Unlike Tom, Deion didn't marry it.

What Some Brands Are Doing

Legoland® Hotel Grand Opening



Rich DeMuro
29,240 likes · 2,183 talking about this

Journalist
Tech Guy and Jersey Boy Living in the City of Angels (and traffic). Daily on KTLA-TV at 5:15, 7:50 & 9:20 AM. Syndicated nationwide. Email me here:
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Photos Likes Videos

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Consumer Electronic Association: CES



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STRATEGIC VIDEO COMMUNICATIONS

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EMAIL: NEWS@DSSIMON.COM

2013 INTERNATIONAL CES



CEA is making broadcast quality HD footage available for free and unrestricted use by accredited media of CES Highlights.

For More Information, contact: Tara Dunion, tdunion@CE.org, 703.907.7419

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Best of CES/Sight and Sounds at CES 2013



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What Some Brands Are Doing

Transmedia Content



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Greenbuild 2013

GREENBUILD
INTERNATIONAL CONFERENCE AND EXPO

Hillary Clinton Presents Keynote at Greenbuild 2013
Introduction of Ms. Clinton by Rick Fedrizzi, President, CEO & Founding Chairman of the USGBC
Speech excerpts from Ms. Clinton



What Some Brands are doing

Spokesperson Add Ons



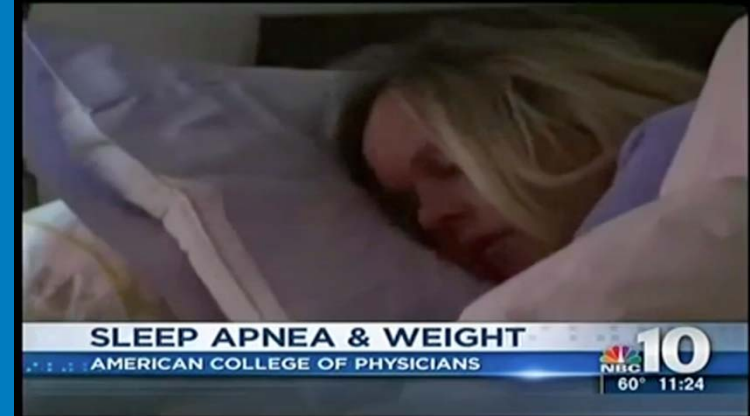
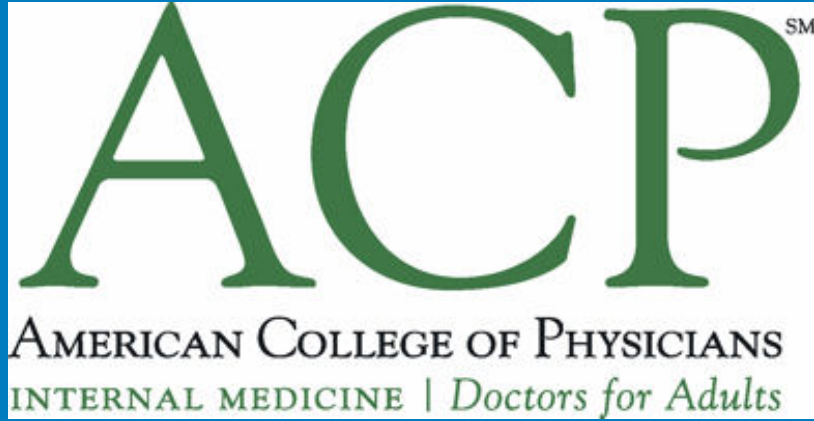
Expedia



Lays

What Some Brands are doing

American College of Physicians



What Some Brands are doing

American Optometric Association



American Optometric
Association



Waldorf Astoria Luxury Manifesto



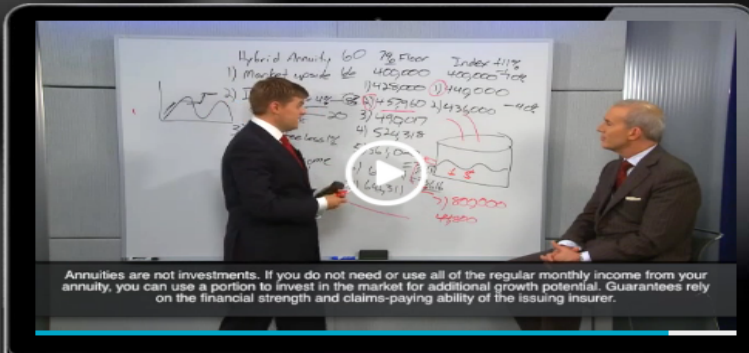
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TOP ANNUITY FLAWS



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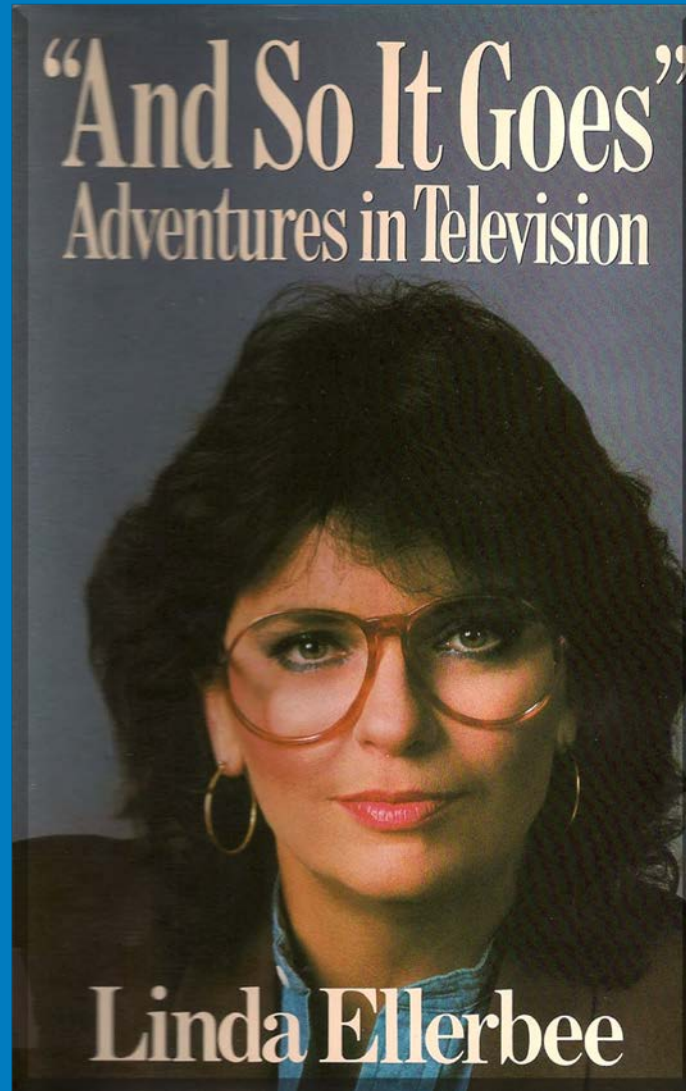
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Storytelling Tips



Storytelling Tips



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Prketing® Tactics Used

- Viral video with earned media distribution
- Satellite Media Tours, video press junkets, media pitch page
- Paid web distribution for lead generation
- Market specific distribution of paid content
- Internet Media Tours

Prketing® Tactics Used

- Social media video
- Video for news and iTunes channel for association members
- Vine and Instagram video as a spokesperson add on
- Event coverage and program syndication

Thank You



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