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PRNews'
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NEXT PRACTICES FORUM
Social Media | Measurement | Media Training | Crisis Management

PR & The Content Marketing Revolution

Joe Pulizzi (@juntajoe)

Founder, Content Marketing Institute and
Content Marketing World

Co-Author, *Get Content Get Customers*
and *Managing Content Marketing*





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INNOVATIVE PROCESS

Grand Detour, IL - 1837



**INNOVATIVE
PROCESS**

**1.5 Million Subs.
14 Languages
#1 Circulated**

CONTENT MARKETING



CONTENT MARKETING

OWNING, NOT RENTING

MEDIA

Attract And Retain

CUSTOMERS

Create And Curate

Valuable. Compelling. Consistent.

CONTENT

To Change Or Enhance A Behavior

FIRST RULE

CONTENT MARKETING

IT DOES NOT
COMPETE
WITH OTHER MARKETING



THE DIFFERENCE?

MARKETERS



PUBLISHERS/MEDIA



THE DIFFERENCE?

MARKETERS

PUBLISHERS/MEDIA



WALL STREET JOURNAL

Washable

Mc
Graw
Hill



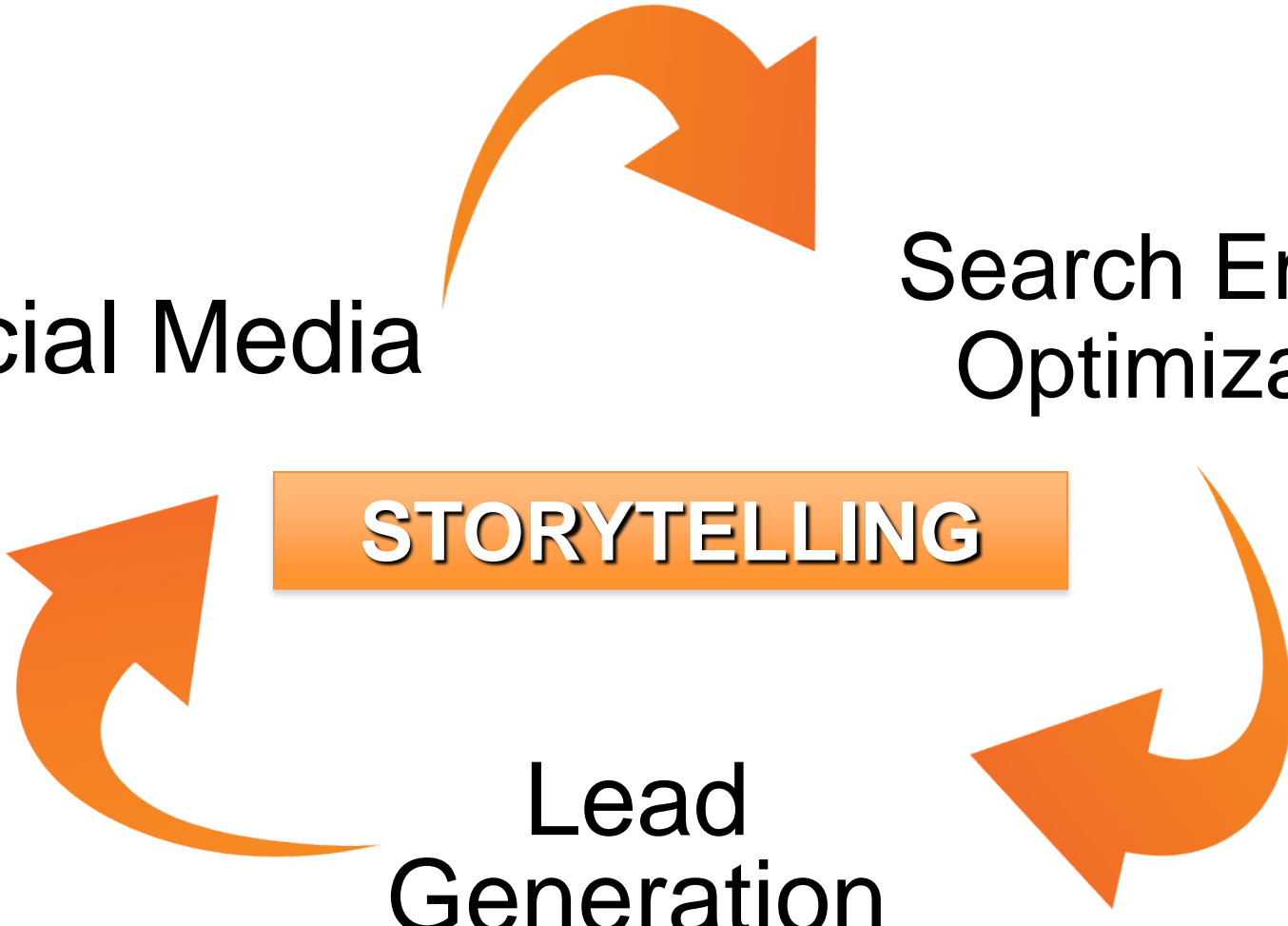


Social Media

Search Engine
Optimization

STORYTELLING

Lead
Generation





**Example of
trying...**




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Coca-Cola Content 2020 Part One

TheCognitiveMedia

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Uploaded by [TheCognitiveMedia](#) on Aug 10, 2011


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The media landscape is a very different beast today than it was even 5 years ago. Then agency-led television commercials dominated how we channel our marketing. The very fact you are reading this here proves that things have



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Got Its Shape

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**I see the future
and it is**



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Red Bull MEDIA HOUSE





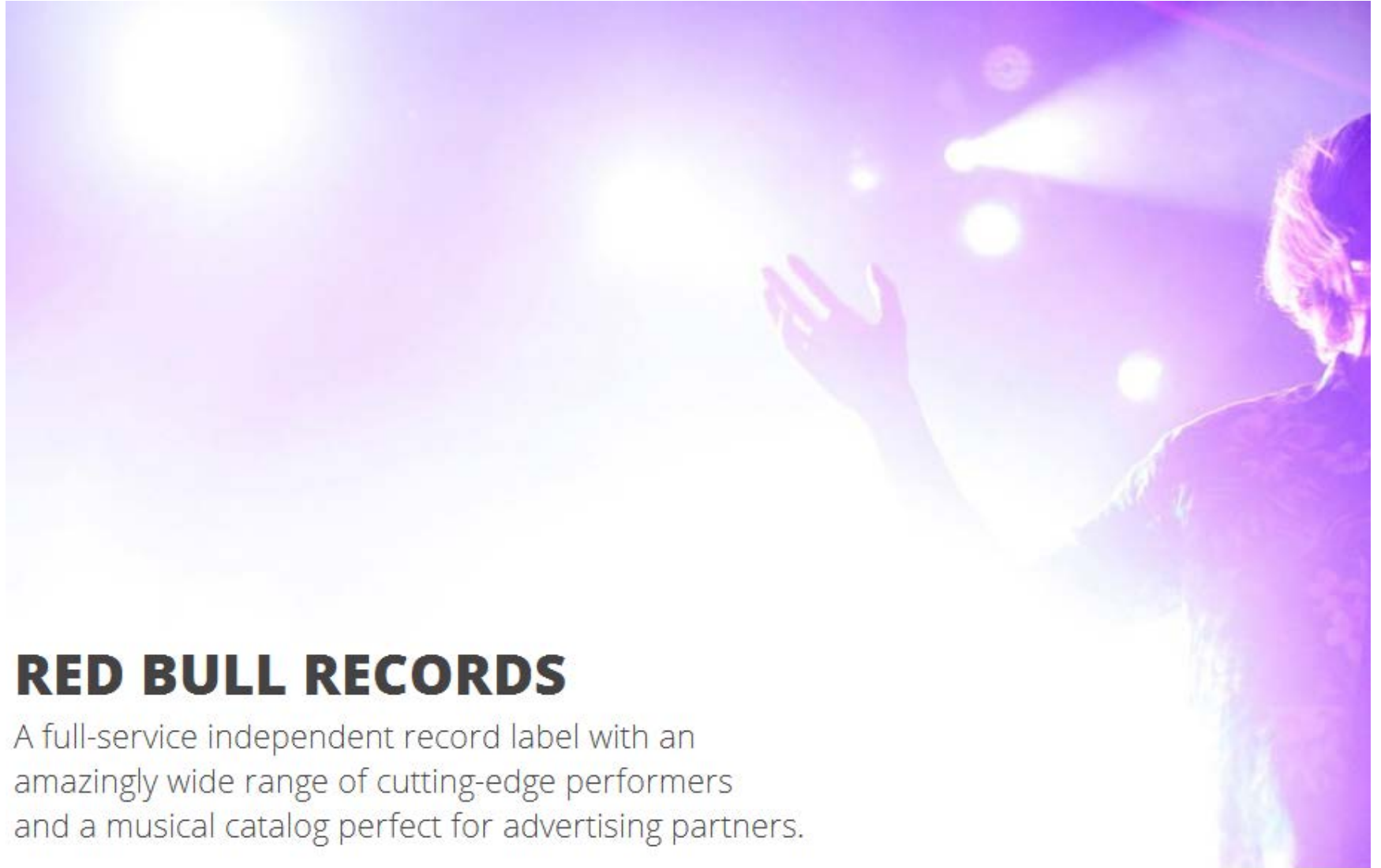
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The one-stop gateway to our media catalog with plug-and-play web clips, news pieces, photo shoots, and accompanying editorials. With 50,000 photos and 5,000 videos the finest global content source for sports, culture, and lifestyle media assets.



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THE RED BULLETIN

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Red Bull – The Media Co.



90%

33%

<5%



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Pear Hand Pies 3 Ways

October 25, 2011
1 Comments

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Pear Hand Pies 3 Ways

October 25, 2014

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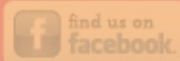


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SCOTT MAXWELL APRIL 6, 2011

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THE LAST SLIDE!

**Differentiate means telling
a *different* story; Not the
same one
incrementally better**



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THANK YOU

Joe Pulizzi

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Week of Sept. 9, 2013
CLEVELAND, OH

