CCO

CHIEF CONTENT OFFICER
CONTENT MARKETING STRATEGY FOR EXECUTIVES

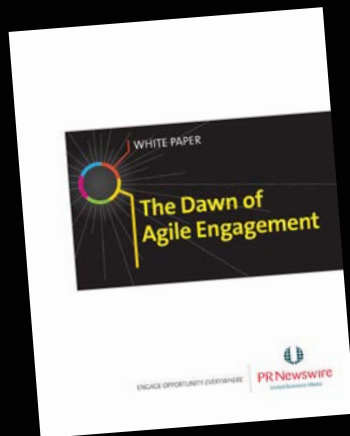# CONTENT MAVEN:
LESLIE BRADSHAW
FROM JESS3

PLUS: Responsive Design & Production Tools for Content Marketers

The Official Magazine of the Content Marketing Institute

@juntajoe Joe Pulizzi
Wait 'til you see what I'm wearing this year at #cmworld. Taking orange to a new level.

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LESSONS FROM
CONTENT MASTERS

Professional service firms have been honing the art of thought leadership for decades. Bernie Thiel and Susan Buddenbaum argue other content marketers may be too hung up on short-form, "real-time" content, and can learn a lot from the old masters. Read why content quality may be the most underappreciated marketing strategy, plus learn the *'Seven Hallmarks of Compelling Content.'* **http://dlvr.it/1vfMyy**

MEASURING SUCCESS

Learn what the experts advise. http://dlvr.it/1vfS6z

There are four types of content marketing metrics: consumption, sharing, leads and sales. Most marketers overvalue the first two (e.g. blog page views and retweets) and undervalue the last two (email subscriptions from people who first read the blog and, ultimately, sales from among that group). If you focus your metrics on behavior, rather than on data aggregation, you'll be measuring points of greater business value. **- JAY BAER (@JAYBAER)**

CONNECTING WITH THE C-SUITE:
HOW TO USE ORIGINAL RESEARCH.

Executives value data. Companies may think they are doing "research" when they launch a survey, but it often fails to connect with the toughest audience: the C-suite. Roanne Neuwirth explains what types of research cut through the clutter, and how to ensure the final product engages smart, time-starved executives. **http://dlvr.it/1vfQyd**

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JOE PULIZZI talks to Marcus Sheridan, pool entrepreneur and founder of the popular *Sales Lion* marketing blog.

Marcus Sheridan began his career as a pool entrepreneur, selling fiberglass pools in the Virginia-Maryland area. Five years ago, he embraced content marketing out of necessity to revive a business hit hard by the recession. In 2009 River Pools spent $250k in advertising to produce $4 million in sales. After two years of content marketing—and despite being in an industry where the average pool builder was down 50 to 75 percent—River Pools cut its advertising budget to just $20,000 while increasing its business to $5 million in sales. Now Marcus educates others about how to be scrappy and successful with content.

Joe: I've heard you say marketers tend to overthink content marketing. Rather than make all sorts of complicated plans, they should just get started and figure it out as they go. Where does that kind of no-nonsense attitude come from?

Marcus: I'm blessed to have come from the blue-collar world of a swimming pool company. I didn't go to school to become a marketer. If one of my kids came to me and said, "I want to be a marketer and I want to go to school for marketing," I would be scared to death it would ruin them.

I've written about the curse of knowledge more than any subject on my blog. The curse of knowledge is something I've thought a lot about and I see so many people suffering from it—especially online. Some of these "leaders" online that are talking about marketing, you can tell they've been wrapped up in their world too long. I read blog posts and don't know what the heck the person just said because it was so nebulous and in the clouds, saying nothing concrete and having no application. That's not who I want to be.

JP: You talk about respect and courtesy on your blog. Do you see examples of disrespect in business publishing or blogging? What kind of advice do you give to bloggers about that issue?

Marcus: Frankly, I don't see enough opinions. The majority of businesses, especially B2Bs, live in this world of gray. They're so afraid to have any opinion at all that their blogs stink. They're looking to appease everyone and so they don't get any traction.

People ask me all the time, "How did you take a subject that was not very sexy (i.e. swimming pools) and get such a huge following?" First, it's written in a personal voice. I write like I talk. Second, my blog is opinionated. I don't live in the world of gray. I live in black and white. We have a dearth of thought leadership because everyone is afraid to take a stand.

Now, you have to be respectful. I don't come out and say, "This guy is such an idiot." I'll never do something like that. But I will say, "I'm looking at this product, service or belief, and it doesn't make sense to me—and here's why."

If you're not causing people to raise eyebrows in your industry, I don't think you're going to make it big time. Not today. There's too much content. I talk about something I call CSI, the Content Saturation Index. The CSI in every industry is growing daily by leaps and bounds. It comes down to quality. Quality initiates the social side of things.

JP: You discuss the pros and cons of different tech platforms on your blog, like Alexa rankings and Livefyre. Which apps and platforms do you think bloggers need to know about—if not use—to be successful?

Marcus: The one that I talk a ton about is **Hubspot**. Hubspot was the first company that was a true all-in-one (e.g. blogging, analytics, email marketing, lead nurturing, social media). Hubspot goes way deeper in terms of getting to know your leads' behavior than Google Analytics.

TALKING
INNOVATION

with Joe Pulizzi

Here's the thing: If, as a blogger, you cannot say, "I know my blog made me at least 'this many' sales in the past year," there's a good chance you're not measuring stuff the right way. You need to do better than just **Google Analytics**. Google Analytics tracks traffic but it doesn't track people and names. There's so much more power in being able to say, "Jeff visited my site today and he filled out a form. And Jeff viewed these five pages of my website."

The reverse is that Google Analytics says today I got 1,000 visitors on my site and these are the pages they looked at, and this is the bounce rate, and these are the places they clicked. Well what the heck is that? As a salesperson I want to know what Jeff did; I don't care about the other 999. I really, really want to know what Jeff did. That's why we need to be good inbound marketers and we have to get people filling out forms on our website. We've got to be able to see true behavior, not have all these hypotheses based on what Google Analytics is telling us. Google Analytics is fine but it's clearly not the depth you need from a sales perspective.

I wrote a blog post a while back, "My blog made over 2-million dollars in sales: How's that for ROI?" That was an eye-opening moment for a lot of people because they saw, "Wow, you can actually close the whole loop. You can say this is a keyword phrase the person typed, this is the article that they landed on, these are the pages they visited, and this is the form they filled out to become a lead." Once that person became a lead (we'll call him "John"), we started the sales process and began tracking him, not just based on the website but all our communica-

▶ Meet Marcus Sheridan in person when he delivers his keynote at **Content Marketing World.**

Blog Commenting Platforms: Which One Works Best?

Marcus recommends using **CommentLuv** and **ReplyMe** as plugins to the standard **WordPress** comment box instead of more advanced solutions like **Livefyre** and **Disqus**—particularly if your audience is not up-to-date on all things social media. Why? Says Marcus,

1. CommentLuv allows you to "share the love" with those who comment by showing their blog feed under the comment. I can't say how many times I've clicked on someone's CommentLuv feed simply because it showed a great blog title.

2. ReplyMe sends your individual reply to a commenter. With this plugin, the individual is guaranteed to know you appreciate them stopping by and allows you to further the discussion, especially if you integrate questions to that person in your reply.

3. The standard WordPress comment box is easy. It doesn't require too many hoops to jump through. This is the reason I don't like Livefyre and Disqus, as they make it tough for non-techies and beginners to leave comments. For example, if your grandmother (assuming she's not all that tech savvy) was reading your blog for the first time, could she leave a comment without help? If not, then you need to ask yourself if you're missing a good part of your audience.

Excerpted from Sheridan's popular blog post, "10 Ways to Get Tons of Massive Comments on Your Blog Every Time.'

tions with John. When John eventually turns into a customer, we close him out in our analytics and track it back to that initial keyword and that initial article. At that point, you can say, "If I didn't write that blog article, John would never have visited the site and become a customer." Therefore that blog article is a direct reason for the sale. And that sale for that particular customer, John, was $75,000 for my company. That's a beautiful thing.

JP: You share a lot about yourself, your family, your faith—a lot more than the average business owner. Tell me why.

Marcus: I want you to start to develop a relationship with me early on. I want you to know, first of all, what I look like. That's important because you have to be able to put a face with content. Second, I want you to get a feel that I'm just like you, a real person with a real family,

with real struggles, triumphs, tragedies, etc. … so when you read my stuff you can say, "I know who's talking to me." Even if I'm not a lot like you, you know that I'm a real person.

The number one need we have in life, in my opinion, is to feel understood. When I was just a "pool guy," I would knock on a customer's door and literally, the lady of the house would come out and give me a hug. She would address me like we'd known each other for years and talk about my kids. Sharing personal stories really tears down walls. This is deep. As marketers we talk about social media but yet we want to be anti-social; well screw that. I'm all in, literally. All chips in the middle of the table. I'm here to be social and this is who I am!

Joe Pulizzi is the founder of the **Content Marketing Institute** and *Chief Content Officer* magazine, as well as the co-author of *Managing Content Marketing.*

TECH TOOLS

ONLINE EVENTS

Andrea Vahl
@AndreaVahl
Social Media Consultant

I love the **Linqto** app, a Facebook video chat and conferencing service. We broadcast all our Expert Friday sessions at **Social Media Examiner** using the app. I watch the audience's questions in the chat and pose them to the expert for that week.

Google Hangouts is a way to connect with my co-authors, Amy Porterfield and Phyllis Khare, as we brainstorm on the writing (and rewriting) for *Facebook Marketing All-in-One for Dummies.* Hangouts let us share documents and screens. And because you can have multiple video windows open at once to see the people you're talking to, it makes it feel more like an in-person conversation. I also use **join.me** for screen-sharing. I prefer it when interacting with people who aren't on Google or Skype, or who aren't familiar with how they work.
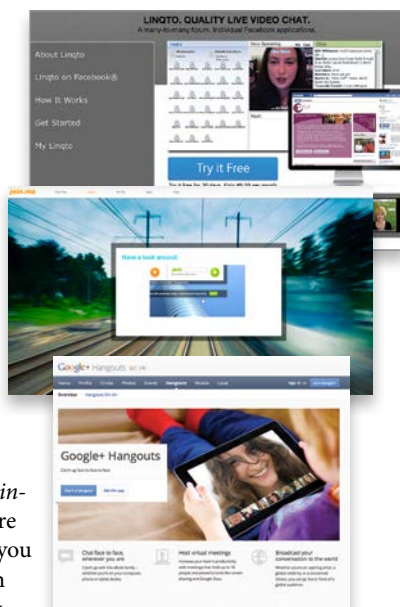
Dana Humphrey
@danakhumphrey
Whitegate PR

I use the online event registration site, **Eventbrite**, for my events such as *New York Dog Party Day 2012*. It works for virtual or in-person events. You also can use it to collect donations from people unable to attend, but who want to patronize the cause (we're doing that for a nonprofit raising money to rebuild Haiti.) It's easy to create events, manage lists, sync and republish on social media. It's free if your event is free.

Drew Davis
@TPLDrew
Tippingpoint Labs

I really like **LiveStream**. There's nothing like treating an online event like a television show to deliver an experience that transcends the normal. The technology is simple so you can be broadcasting live online. The company also touts that it's become a top destination for content on the web.
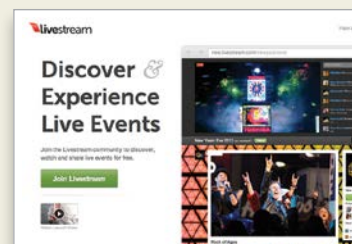
I've also become a fan of **Fuze Meeting**. It allows a meeting presenter to incorporate dynamic streaming content, along with video, audio and even real-time "sketches" with attendees, making the experience much more interesting, exciting and engaging. I feel like I'm directing a live show as part of an online event.

DEPARTMENT EDITOR
Ann Gynn works with amateurs and professionals in the content marketing world. She provides training so others can do it themselves, or creates the strategies and tactics to get the job done on behalf of her clients. Her high school nickname, Editor Ann, still rings true today (20+ years later). Follow her on Twitter @anngynn or www.content-marketing-coach.com.

▶ To submit your TECH TOOLS ideas, contact **techtools@contentinstitute.com.**

RESPONSIVE DESIGN

Responsive web design may offer marketers a solution to the gadget arms-race by promising a cost-effective, channel-agnostic approach to publishing digital content.

Marketers and technologists are buzzing about the field of responsive design because it promises to solve a critical problem: creating engaging content for a proliferating number of devices. But can responsive design deliver on such a tall order?

In essence, the responsive-design methodology makes certain all channels are designed as one using clear content prioritization. Whether you see a web page on a laptop or a mobile device, the experience is consistent and optimized for viewing on each device, essentially, "different but the same."

As more companies behave like publishers and rely on content to connect with customers, they must think about how to design an engaging content-based experience, from full-screen desktop to small-screen smartphone—without having to reinvent the experience with each new device that comes around.

Want to understand what responsive design looks like? Take a look at Starbucks' new website on a desktop, tablet and phone—and see how the company creates an optimal reading experience for each context. The *Boston Globe* site offers yet another example of what's possible.

Old technique, new technology

Responsive design has been around a long time, but has picked up steam lately because of device proliferation—ever heard of the "phablet"?—and because consumers behave differently with their devices than what was expected. The idea that consumers might shop on their smartphones was once considered ludicrous—but more than 60 percent of mobile users now make purchases while at home. And the idea of consumers engaging with "second" and "third" screens while viewing television is no longer novel.

All this means consumers need a consistent user experience across all devices, and want an optimal viewing experience for each device.

When to consider responsive design?

To put more of the content users want in their hands, companies must look across their entire portfolio of content and begin to prioritize the most important elements. If you are struggling over whether a piece of content is necessary, ask yourself, "If the content is not important in a mobile environment, is it really important at all?" Simply put, the smallest device will have the most important pieces of content. More content is introduced as you work your way up in resolution size from smartphone, to tablet, to laptop and finally desktop.

HOW IT'S DONE.

Content prioritization is the first step in a user-centric approach to responsive design. Break your web content into core elements or building blocks. To prioritize, ask yourself, "What do my customers need on a smartphone? Tablet? Desktop? How will they use each device to access information?"

The content your customers absolutely need for the most basic, useful experience is delivered on the smartphone. With each bigger screen (i.e. resolution), introduce more content. Your approach must take into account the most important content based on the context of each device, from the perspective of your users.

This "mobile-first" approach is important because it forces you to design for the most frustrating viewing experiences—a small screen and a slow connection—and zero in on what matters most. Not surprisingly, a mobile-first perspective often leads to a realization that your website is overfilled with content that doesn't support your objectives or lead to conversions. Also, research shows even small delays in load time can turn away viewers, and so a design that begins with the mobile experience prioritizes speed, leading to a better desktop experience as well.

What are the risks?

As with any large undertaking, responsive design can be expensive and tends to front-load costs when compared to investing in design on a device-by-device basis. It also requires a comprehensive, cross-channel content strategy—something that can be challenging for organizations with many silos. The best designs pull input from a multi-disciplinary team composed of content strategists, designers, developers and marketing technologists.

Some strategists caution a responsive design philosophy may mean marketers are making decisions about what their audience wants to view on mobile, instead of allowing users to make this decision themselves. What's more, mobile users are more likely to be forced to download too much data to view a page (something less likely to happen when sites are designed specifically for mobile-only). Companies intent on adopting responsive design should pay close attention to all of these issues.

What's the cost?

The immediate upfront investment, both in terms of time and cost, can be substantial. A responsive design project is more expensive than doing a single-device mobile implementation, but the cost is roughly the same as the aggregate of those individual projects.

Responsive design offers a new ethos to help content marketers adapt to customer behavior online. Forty-three percent of mobile Internet usage now happens at home (InsightExpress, 2011); more than 60 percent of consumers make mobile purchases while at home (Ipsos and PayPal survey, 2011); and 86 percent use their mobile device while watching TV (Yahoo, 2011). Given the astounding rise of mobile, responsive design is no longer a UX-only discipline, but something all marketers must understand and consider as part of their strategic planning.

Giovanni Calabro has more than 13 years of experience leading interactive research and design efforts for a wide range of business sectors. At Siteworx, Giovanni leads the design team responsible for user experience strategy, brand analysis, search engine optimization (SEO), search and analytics integration. With clients as diverse as MTV Networks, NPR, and JPMorgan Chase, Giovanni provides expert strategy and advice in the areas of stakeholder and staff alignment and new publishing models for emerging platforms such as social media and mobile channels.

DIAGNOSIS

Hunting Hippos:
Winning Approval from the C-Level for Content Marketing

By Jonathan Crossfield

Incredibly thick skinned, almost impossible to move, yet extremely dangerous when throwing its weight about, the hippo is a difficult beast to hunt.

We're talking about the Highest Paid Person's Opinion. If your business has a hippo culture, where decisions always seem to defer to the most senior person in the room, just how do you get approval for your content marketing strategy?

I bear the scars of many hippo safaris, some successful and some that failed in dramatic, bone-crushing style. So let me share a few of the lessons I've learned along the way.

Approach slowly, with caution

Enthusiasm is a good thing. But excitement can also mean your pitch becomes overly ambitious—particularly if you have a hippo standing in front of you. A detailed 100-page proposal to conquer the web in three months might be a work of genius, but will most likely choke a hippo.

Every business I have ever worked for has described itself as fast moving, decisive and agile. This is never, ever true. The bigger the business, the slower it will be to turn. Plan small steps. Even if you only get approval for the first few tiny activities, you've started the turn. Once you can show results, the next steps may be easier to sell.

Present solutions, not diversions

Unless a new activity is directly related to a particular business challenge, it is viewed as a diversion. If the current climate is to reduce costs, outline how you'll support your social media strategy. If customer acquisition numbers are causing boardroom stress, introduce plans for an email program to prospective clients.

But beware. The problem you offer to solve will define your measurement of success, so choose wisely! It might be tempting to sell a blog strategy to management by explaining the

SEO benefits. I have worked with many bosses for whom those three letters have an almost supernatural influence. But within weeks all other benefits and strategic plans included in your pitch will be forgotten, overshadowed by those three letters. The blog transforms into merely an SEO tactic. And that means its success or failure is judged by the wrong metrics.

Get approval for the right reasons or the hippo will only come back to trample all over your KPIs.

Competitor analysis

There are two kinds of bosses; those who make decisions based on what competitors are doing and those who make decisions based on being first and getting out in front. If you understand which type describes your hippo, use competitor analysis to support your ideas.

Study competitor strategies. Subscribe to their blogs and newsletters. Download white papers. Analyze their social media activity. Break down the results to show your C-level managers where the opportunities and weaknesses are.

Best practice and case studies

We would all like to think our bosses should just trust our skills and experience. But if they push back, it's usually because our proposal takes them out of their comfort zone.

Back up claims and proposals with evidence, include references to relevant business leaders and build case studies to demonstrate best practice. If you can show proven and practical examples with numbers relevant to your market, you have a much greater chance.

Forgiveness, not permission

While not always advisable, sometimes the proof is in the doing. Depending on what you want to achieve, it may be possible to get started in an informal way and then seek official approval once you have some results.

Many a corporate **Twitter** account or **Facebook** page has been started by an enthusiastic staff member making a point. Ensure your tentative steps are responsible and professionally handled. Triggering a social media

incident with a rogue campaign could destroy any chances of getting your strategy implemented, and even cost you your job.

Returning from the hunt

There is no infallible way to hunt hippos. The best hunters usually have a few hippo-sized footprints on their back, scars from previous attempts. Don't give up. Get out of the mud, take time to heal and approach again from a different angle. You were hired for your skills and experience. It's your job to convince the hippo of the right course of action.

If it involves putting words in a row with the occasional punctuation, then Jonathan has most likely given it a bash; from copy writing to screenwriting, blogging to journalism. He has won awards for his articles on digital marketing and his over-opinionated blog, Atomik Soapbox. Follow Jonathan on Twitter @Kimota.

Convincing The C-Suite: Thoughts

Ardath Albee
CEO, **Marketing Interactions**, and Author
(@ardath421)

The C-suite doesn't care about clicks and opens; these executives care about increasing revenue and decreasing costs. Content marketing has plenty of research and use-case examples available. Search them out and build a business case for it within your organization.

Get the VP of sales on your side and have him/her go to bat for you. Work together to forecast what the impact could be to revenue if salespeople are able to increase close rate by "x" percent due to acquiring more qualified leads.

Jay Baer
Social Media Speaker, Author and Coach
(@jaybaer)

Near-universal Internet access has created an era of self-serve information. **Google's** *Zero Moment of Truth* research shows that consumers digest more than 10 pieces of online information before making a purchase decision (up from just five a year ago). Companies must provide comprehensive content assets that inform, educate, persuade and retain customers.

While resource-intensive, content marketing is fortunately quite efficient because every piece of content creates an information annuity that continues to generate visibility and persuasion indefinitely. This is in stark contrast to advertising, whose benefits fade quickly if the media buy stops.

Carla Johnson
B2B Corporate Writer
(@CarlaJohnson)

The best way to attract and retain customers is to educate them about the industry in general, where it's headed, pain points and solutions that address them, and how company offerings fit into this mix. This is the path for companies to shift away from the price-sensitive selling and become trusted advisers and strategic partners. What executive wouldn't want to sit in that seat?

Robert Rose
Author and Founder, Big Blue Moose
(@Robert_Rose)

Content marketing is an innovative, new process for most organizations. To reach the C-suite, you need to build a case for why an innovative new process can help solve a business goal. It might be more leads, a more efficient funnel or simply a decrease of customer service costs; but whatever the goal, make the case that a content-driven strategy will help achieve it (but not without some risk and, certainly, fine tuning over time).

DIGITAL CHOPS

LESLIE BRADSHAW:
CO-FOUNDER, JESS3

Fast Company named Leslie Bradshaw one among The Most Influential Women in Tech last year. Her Los Angeles-based agency, once known exclusively for its data-rich infographics and social data-driven interactive displays, is now a leading force in content development and visual storytelling with clients like Google, Nike and American Express.

CCO spoke to Bradshaw about what it takes to be a rising star in the competitive world of digital supercreatives, how to work with a creative agency and why some content breaks through the clutter.

CCO: How do you ensure your clients are not jumping straight to execute tactics (e.g. infographics) instead of thinking strategically?

LB: Thanks for asking this question—it's what helps us vet whether or not we want to work with a client. If a client comes to us with what we call "tactical enthusiasm," we typically turn the project down. If someone believes an infographic is going to solve all their communication needs, or that an infographic is going to go viral, we know we don't have the right match. We want our clients to look holistically and strategically over all communications goals, and study how visual storytelling and data-driven storytelling fit within that mix, and within what mediums.

Some clients will come and say, "We really liked your infographic. Will you make us one?" Those projects aren't that interesting to us because, yes, of course we could make the infographic, but we need to keep pushing ourselves as an agency to do larger, more programmatic engagements. What we're releasing now are projects that are much bigger, have a longer burn and tend to explore multimedia like video, analog, print, mural and reporting. Our skills transfer in a lot of different directions—including video, analog, print and murals—but I like to say just because you have a hammer doesn't mean everything is a nail.

*Just because you see an infographic on **Mashable** doesn't mean it's the right solution. In fact, often it means an infographic isn't the solution because it's such a crowded, noisy landscape and infographics are very time intensive. To do them well, you have to do not only primary research, but secondary and tertiary research to produce a definitive story that has never been told before.*

- Leslie Bradshaw

Now, just because you see an infographic on **Mashable** doesn't mean it's the right solution. In fact, often it means an infographic isn't the solution because it's such a crowded, noisy landscape and infographics are very time-intensive. To do them well, you have to do not only primary research, but secondary and tertiary research to produce a definitive story that has never been told. You need to follow a process and have enough data points to make it interesting. Most people don't have the stomach for that whole process. They have the desire to be recognized by the media and have their voice heard, but data-driven storytelling is not always the best answer.

Infographics are a high-level tactic that are good for educated audiences; they are not actually good for consumer audiences. Consumer audiences are much more likely to share something on Facebook that's really "snackable." Think about **Pinterest**. Those are the pieces of content we call "snackable" content—short, bold statements. If we produce content that has just one or two data points, we call it a data graphic.

We've been producing data graphics for clients like **Nike** and **Google** over the last three years. We figure out how to produce a lot of interesting content that will be grabbed through **Google+**, **Facebook**, **Twitter**, Pinterest and **Instagram**. Instead of investing in a single anchor piece of content like an infographic or video, we're able to take that budget and apply it to 50 graphics and feed the masses through their social channels for many meals as opposed to one meal. So what we tend to do is, back to your question on strategy, look at overarching, communication goals that clients have, and how can data-driven storytelling and/or visual storytelling be a part of that.

What projects are you proudest of in your career?

I'm proud when we create something that never existed—projects that are innovative and meaningful. One of my favorites is the **C-SPAN** video library we completed a few years ago. We were asked to design a better experience for how information—including 30 years' worth of congressional testimony, and other important government files and data—is sorted and displayed. We won a Peabody for our work together, which was the highest honor we could have received from a very great group of people.

I also have projects that I'm personally interested in, both the outcome and the journey. When I was in high school and college, I wrote papers like, "Does God exist?" and "Why are there not more women in leadership roles in business or in politics?" I pursued those questions because I was fascinated by them. Some of the projects you'll see at JESS3 are personal interests I want to explore visually with my team. On that theme, I'm really proud of our **Foursquare** "I Voted" project.

We are always working to figure out how to best deliver a content-oriented experience to the end user, whether interactively, through video or a piece of static content like an infographic or white paper. We like projects that bring together different sources to say something in a new way, especially those that are complicated and difficult to solve—like *The State of Wikipedia* or our work with **Amnesty International** visualizing 50 years of human rights. We love to look at large data sets and complex topics across a spectrum of time or ideas, then pull them all together to deliver meaning and value.

JESS3's "I Voted" Foursquare Badge

"I've always been interested in seeing what a big impact technology has on civic participation," says Bradshaw. "Technology is great and it's fun, but sometimes it can be a little navel-gazing, a little like a 'techno-chamber,' where people are just talking about how awesome Twitter is while they're on Twitter."

Bradshaw collaborated with colleagues working across the spectrum of Washington politics—from political consultants and electoral mapping experts to journalists and technologists—to launch the "I Voted" social campaign. The idea: Use Foursquare to encourage voting by mimicking the "I Voted" sticker in the social realm.

Explains Bradshaw, "We worked with the Voting Information Project to determine all the voting locations and then converted that to XML and fed it to Foursquare. Then we validated the information against actual polling locations, and verified each with a physical address for geo-location. Essentially, it was a really complicated math problem that had never been done. We were amazed by the way it validated participation in the civic process and captured visually people's sense of pride in voting."

Some of your clients–Nike and Google–are very sophisticated partners. What about companies that just don't have the same resources and sophistication? How do they play in the big time?

I have two takes on this. One take is you have brands—our four biggest brand clients are **Intel**, **Nike**, **Google** and **American Express**—that have a clear sense of self and a clearly articulated brand. Those brands are so recognizable and people are passionate about them—to the point where some get the Nike swoosh tattooed on them. With that type of brand, we are focused on "brand maintenance." Whereas when we work with **Eloqua** and **Mindjet**, we are focused on brand building. Mindjet and Eloqua were not unsophisticated, but they also weren't at the level of a Nike.

The number-one thing we look for when brands like Mindjet or Eloqua come to us is humility. Having the humility to say, "Hey we don't know, but we want to learn." And, "We don't want to put so many constraints in place that you can't do creatively what we've seen you do for other people." Our employees love working on Eloqua and Mindjet, not because they're big well-known brands, but because the employees have greater freedom with those brands to express them in new and exciting ways.

That is my number-one recommendation: When you come to an expert, a consultant or an agency, you have to have that humility and willingness to offer runway.

When you take on a new client, what do you look for that signals the partnership will be successful?

We look for a clearly demarcated point of contact; someone who is either empowered with decision-making abilities themselves or can internally "socialize" ideas and come back to us. We've worked with clients where a committee of nine people gets on the phone and the voices are distributed. We come out of it feeling like we're in the United Nations—everybody is around the table but no one really has decision-making authority.

We also look for focus. We watch some projects fall out because our point of con-

tact is being splintered and stretched too thin, and it creates a bottleneck. I would say to a CMO, make sure when you are engaging with an agency that you have one single, clearly enunciated, articulated, punctuated point of contact at the onset. Empower that person with decision-making abilities or make clear how she or he fact-find and gather and come to that consensus before coming back to the agency so it isn't splintered and diluted feedback. And be sure the person has the appropriate time built into every single day to be part of the creative process, giving feedback, giving approvals, brainstorming and driving it forward.

Tell me about some of your favorite apps.

I call myself a "late-early" adopter because I'm not on the cutting edge. I love **Netflix**, **Hulu** and **HBO GO** to decompress because I don't have a television. I also love the default Yahoo Finance app that comes with the **iPhone**.

When Facebook and LinkedIn each went public, I tracked the IPOs with that app. I've always liked reading about business and economics, and keeping an eye on the markets.

Two or three others that I've really been jamming with I love **Shazam**. I upload a lot of music to my phone from that app. I love **Path**. I use it like Instagram. There's a fun, smaller group of people on Path. It's a little less noisy and higher quality than Facebook, plus I love Path's photo filters.

And last but not least, **Tumblr**. There are times when I have an interesting thought or come across a quotation—something that's a little more in depth or a little meatier than just a tweet—and I use Tumblr to talk about it.

Where do you find inspiration for your work?

I rely on three pillars for inspiration. Pillar number one is entrepreneurship and leadership. I look for entrepreneurial leaders that have been in my shoes at some point building a company, people like Sheryl Sandberg [COO of Facebook]. Seeing how other people are thriving and surviving inspires me.

The second pillar would be social sciences. I have a background in gender studies, anthropology, political science and economics, and they all frame how I think about approaching client problems.

The last pillar is agriculture. My mother comes from a long line of farmers, starting six generations ago coming across the Oregon Trail. Agriculture to me has always meant family, hard work, valuing nature, working long hours to get something done. Agriculture is about the literal nourishment of one's self and in the work that I do there is a nourishment of the web with content or

the nourishment of a client's goal. It keeps me very grounded; literally and metaphorically. I'm inspired by the hard work my parents put into our farm back in Oregon, and when I'm able to I love to chip in.

I have a younger sister, and she's a human rights advocate and activist. She works at Amnesty International on the human-trafficking and sex-trafficking issues. Her dedication and compassion also keep me grounded. It's easy as an entrepreneur to get lost in the stuff swirling around the industry like the Facebook IPO. You have to figure out what we're really here for. My sister reminds me there are bigger things out there beyond the money; it's about how you treat people and how you behave as a citizen of this world.

Experts Talk:

Content Marketing World's speakers weigh in on the key challenges and new opportunities marketers face.

Waynette Tubbs

Managing Editor sascom Magazine and Community Manager at SAS
@WaynetteTubbs

What advice would you offer a content marketing newbie?

The one thing I hear a lot is that people don't have the time. My advice is to produce only what you can market effectively. Honestly, if you have a good content marketing strategy, you don't need to produce as much content. Tell great stories about your business or product, and then take the time to promote it on the relevant channels. Take the time to develop a relationship with your audience. Comment on blog posts and be active in communities where your audience is already participating. Spend more time learning who they are than trying to tell them who you are. When you do that, they will spread your story for you.

How are you leveraging the popularity of visual media like Pinterest and Instagram?

I'm wholly committed, but we're experimenting with both. For SAS Global Forum, the largest SAS-ser event of the year, we ran a photo contest using Instagram. We encouraged SAS users to take conference photos using Instagram and tweet them using the conference hashtag. We were surprised by the number of tweeted photos from an audience that's not normally vocal on Twitter.

Amanda Maksymiw

Senior Associate at OpenView Labs / OpenView Venture Partners
@amandamaks

What tools/apps do you use at conferences?

A social media management/monitoring tool (e.g. HootSuite) to keep up with tweetable tidbits and hashtags, a note-taking app (e.g. Evernote) to capture all of the information, travel apps like TaxiMagic to help you get from the conference to the airport and a photo-sharing tool (pick your favorite) to create content while you are there.

Michael Brenner

Sr. Director, Global Marketing at SAP
@BrennerMichael

What advice would you offer a content marketing newbie?

Start by doing the analysis to show you are missing significant opportunities to capture customer attention. Analyze how many "early-stage" search terms are driving traffic to your site. Craft a plan to deliver the content that meets those needs, and then present the business case to the leadership team. Use average conversion rates to show how many leads or sales you could make. Subtract the cost and you can present a compelling ROI.

What kinds of brand-related videos really get you to sit up and take notice?

The ones that are not really about the brand but ones where the team tells a unique, creative or compelling story. Video offers an opportunity to entertain or to educate in a real human way. So we need to use those opportunities to highlight real people, with interesting challenges.

What tools/apps do you use at conferences?

Tweetchat. It lets me to tweet my conference notes, follow the hashtag conversation, and to connect with attendees and followers.

Content Marketing World
September 4-5-6, 2012
Columbus Convention Center • Columbus, OH USA
contentmarketingworld.com • #cmworld

Curt Porritt
SVP of Marketing at Master Control

What kinds of brand-related videos make you take notice?
Customer videos work really well. There's a big difference between a marketer telling someone the product is great, and a customer saying the same thing. I've seen two types work well. The first is a topical video in which multiple customers talk about a specific topic from their various experiences and perspectives. The other is more of a case study video in which one customer (or multiple people from the same company) discusses a broader range of topics as they apply to their specific situation.

Don't overlook a solid call to action at the end. Offer specific next steps to learn more, download something or contact you. The best method is to offer more related information at the end of the video, but ask viewers to fill out a form to get it. You've already given them something of value for "free," but if they're really interested they'll generally be willing to give their information to get more. Then you can follow up with the fairly qualified leads.

Pam Didner
Global Integrated Marketing Manager at Intel Corp.
@PamDidner

What advice would you give to a content marketing newbie?
Patience! Educate internal stakeholders and the various marketing functions about content marketing from the bottom-up. Get the CMO or senior managers to sponsor content marketing from the top-down. It takes time to get everyone aligned.

Joe Chernov
VP of Content Marketing at Eloqua
@jchernov

What advice would you give to a content marketing newbie?
Pretend you are paid by the prospect, not your employer.
If the buyer signed your check, how would that affect the substance, style and timeliness of the content you produce? I bet it would be a lot more about their needs and a lot less about yours.

How are you leveraging the popularity of visual media like Pinterest and Instagram?
I would flip-flop this question. Frankly, it's the importance of visual content that gave rise to Instagram and Pinterest. If a brand isn't investing in visual content, the popularity of these channels should convince them of their importance. Great design finds a way to spread.

Adele Revella
President
Buyer Persona Institute
@buyerpersona

What advice would you offer a content marketing newbie?
Develop the competencies that distinguish great journalists: be equal parts writer and investigative interviewer, with the latter focused on finding the hidden, high-impact insights that differentiate your stories from the generic blather that no one notices. Watch a good journalist at work and you'll see that listening and probing for non-obvious information is the key to creating great content.

Andrew Davis
Owner, Tippingpoint Labs
@TPLDrew

What advice would you give to a content marketing newbie?
If you're going to embrace the idea that content increases demand for the products and services you sell, then you need to do one thing: think like a television producer. Ask yourself one simple question: if you were going to create a television show for your audience that helped increase demand for your wares, what would that show be?

Thinking like a television producer frees you from the tactical execution and allows you to focus on the big ideas that will lead to content marketing success. What network would your show be on? Why would your audience be drawn to it? After you've created a great show idea, start small. It could be a blog, a tweet stream, a YouTube show or a podcast, but you're always building good content designed to increase demand for the products you bring to market.

An amazing lineup of over 70 content marketing experts including marketing professionals from
SAP, Intel, Dell, Google, IBM, MasterControl, Kelly Services, Cisco Systems, Kraft,
The Ohio State University, Sybase, Ricoh and thought leaders like these.
www.contentmarketingworld.com

LET'S GO
CONTENT MARKETING
CRAZY!

The Content Marketing World team is hitting the road. Here's where we'll be.

content marketing world
HEALTH SUMMIT
HOSTED BY MEDCITYNEWS.COM

NOVEMBER 7-8, 2012 • CLEVELAND OH USA

The innovative ways hospitals, life sciences companies and others are using content in healthcare are as important to changing patient behavior and driving referrals and innovating as the clinical innovations. The CMW Health Summit will bring the content discussion to that level.

content marketing world nyc

NOVEMBER 15, 2012 • NEW YORK, NY

A limited attendance workshop event covering the "how-to" of content marketing strategy. In this event, you'll learn the A to Z about developing a content marketing strategy, including content and story planning, creation, distribution (including social media), process and metrics... all in the Empire city.

content marketing world sydney

MARCH 4-5-6, 2013 • SYDNEY, AUSTRALIA

The largest content marketing event comes to Sydney and will feature a mixture of international content experts with local speakers from Asia Pacific.

content marketing world london

MAY 18-19-20, 2013 • LONDON, ENGLAND

Can I get a spot of tea with my content? The CMW tour makes a royal stop in London.

For more information about Content Marketing World events, go to http://contentmarketingworld.com.

IDEA GARAGE

THE WORKSHOP OF CONTENT MARKETING PROJECTS.

IQ by Intel

Intel's new digital magazine offers a peek at the outer edge of design, technology, social and big data. *CCO* magazine interviewed Bryan Rhoads, editor in chief, to find out why *IQ* matters.

CCO: What's different about *IQ*?

Bryan Rhoads: *IQ* has a very intelligent back-end. We developed an algorithm to curate social content in a way that leverages our employees. We want to publish what they're sharing and what's grabbing their attention. It's a combination of a social algorithm, plus an employee filter that crowdsources what they are saying and sharing, and uses that as a discovery tool.

Was employee-content crowdsourcing always part of the plan?

BR: We're blessed with a deep bench of very active social media practitioners across the world, driven in part by a very open social media policy. We decided to use our natural advantage—very smart and social engineers, scientists and visionaries—to build this new social property.

Tell us more about the strategy behind *IQ*.

BR: We already generate really interesting content, but it's never been aggregated and curated in one space. *IQ* grabs that really good content—including content our employees are sharing from sites like *Mashable, Wired* and *Spin*—and then feeds it through this new interface. *IQ* represents the zeitgeist of Intel.

Our strategy is not to create a destination, but to feed the social graph. You're not going to pour your morning cup of coffee and go dial up IQ.Intel.com. Instead you're going to see our stories on Facebook, Twitter, Google+. It's a platform built for sharing.

For such a technology-driven publication, what's the role of the chief editor?

BR: I'm looking at the demand side of the

Our strategy is not to create a destination, but to feed the social graph. You're not going to pour your morning cup of coffee and go dial up IQ.Intel.com. Instead you're going to see our stories on Facebook, Twitter, Google+. It's a platform built for sharing.

equation. What will the audience really want to consume? What do they want to share on Facebook? I'm always trying to think more like a publisher than a marketer.

What inspires you, and indirectly, inspires the project?

BR: *IQ* is inspired by Moore's Law, which says the number of transistors that can be placed on a circuit will double every two years. Moore's Law also defines every aspect

of our modern lives and how we live with technology. That's the story *IQ* is telling. We really take it for granted, how magical some of this everyday technology is. That's what inspires me also. I used to do research with MIT and every time I go to the MIT Media Lab, I'm inspired by that geeky, anything-is-possible attitude. That's what *IQ* is about and that's what Intel is about.

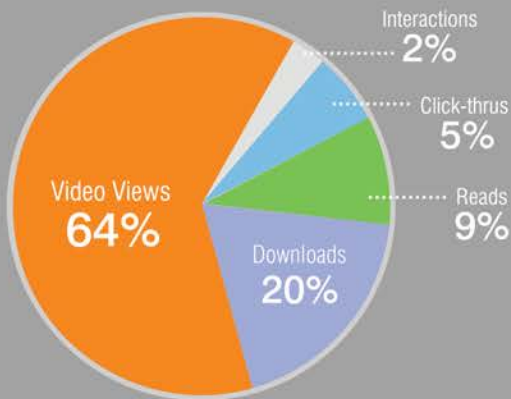# postrelease®

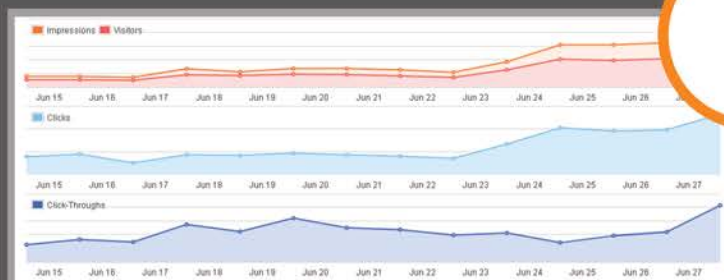## Your Content

Blogs

Forums

Content Sites

Mobile Devices

PostRelease Automates:

- Contextual relevancy
- Content insertion
- Optimization based on response rates
- Tracking and analytics: reads, video views, click-thrus, and shares
- Works on mobile and tablets

Interactions 2%

Click-thrus 5%

Reads 9%

Video Views 64%

Downloads 20%

Average time on content
01:25

CONTENT MARKETING AWARDS

RECOGNIZING THE BEST PEOPLE AND PROJECTS IN CONTENT MARKETING

Please join us on **Thursday, September 6th, 2012** in Columbus, Ohio for The Content Marketing Institute Awards celebration, a grand finale to the annual CMI Content Marketing World event. This gala dinner will recognize the best content marketing projects **(Magnum Opus)** and people **(Orange Awards)** in the industry.

MAGNUM OPUS AWARDS
Presented by **CONTENT MARKETING INSTITUTE** and **BECONTENTWISE.COM**

CONTENT MARKETING INSTITUTE ORANGE AWARDS

The Awards Celebration (reception, dinner, recognition ceremony) has limited reservations available so be sure to reserve your table now!

Greater Columbus Convention Center
Thursday, Sept. 6th, 2012 6:30 pm
$150 individual or $1000 table of eight.

For awards celebration and event details and reservations:
http://bit.ly/CMIawards

How do you measure whether *IQ* is meeting your goals?
BR: I'm less concerned with visits. I look at participation: sharing, comments, "likes" and retweets. That shows me the content was successful.

What's the next move for a publication on the forefront of technology?
BR: Being Intel, we have line of sight. We know what's next as far as devices, computing technology, even things like gesture recognition. Those are all advances being worked on in our labs, and that's what we want to capture in *IQ* . For example, we think new laptops this time next year will be touch-enabled through Windows 8, and that's why *IQ* is designed as it is. IQ functions like a mobile web/native app hybrid, and that's where things are going. That's where we're taking *IQ* .

IQ gets our attention for four big reasons:

1 The employee-driven curation engine: Intel counts top visionaries in social technology and engineering among its employees, along with a large army of social-savvy employees. Why not let these experts drive what content is interesting and new? The content that lands on *IQ* is based on what Intel's employees are reading and recommend. Some of it is Intel-authored, and other content is curated from sites like *Wired*, *Mashable* and *Spin*.

2 A "touch-optimized" design: Intel knows that with so much social media browsing taking place on smartphones and tablets, a touch-optimized design makes the most sense. The site, with its graphic "tiles" of content, looks a lot like a **Flipboard** interface and can be navigated easily whether you are browsing from a smartphone, tablet or desktop.

3 An understanding of visual content: Because *IQ* is designed for sharing through the social graph, each *IQ* article is paired with photography or artwork that shows up clearly when you see a preview through your social feed (i.e. shows up clearly whether it is viewed as a small-scale "thumbnail" or in a larger format).

4 The right measurement ethos: Bryan Rhoads, *IQ's* chief editor, explains the site is not intended to be a destination. "You're not going to pour your morning cup of coffee and go dial up IQ.Intel.com," says Rhoads. Instead, Intel measures social engagement through metrics like sharing, comments, 'likes' and 'retweets.' While some publications are still hung-up on traffic, Intel is more attuned to how well content travels through your social feeds.

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CONTENT MACHINE

Content production tools help ease the transformation from marketer to publisher achieve.

By Stephanie Tilton

Eight Enterprise Tools To Scale Your Content Marketing Activities.

In an era when content rules, marketers need to think and act like publishers. But it's one thing to say it and another to make it happen. Whether you're publishing a blog post or white paper, shooting a video or creating an infographic, the process can be complex and tedious. And the intricacies rapidly multiply when you're churning out lots of content.

Complexity soon dominates

To produce a steady stream of content, marketers often call upon a small army of writers and designers, sometimes pulling from in-house resources, sometimes outsourcing and sometimes relying on a combination of the two.

Besides rallying the right resources and keeping all on track, you need to ensure each content asset achieves its aim and incorporates targeted keywords. Managing the

---

Get Your Content Production Process Operating Like a Well-Oiled Machine

Blogging Workflow Tools:
- Compendium
- InnoBlogs

Content Workflow Tools:
- DivvyHQ
- InboundWriter
- Kapost

Content Workflow Tools Combined with Writer Networks:
- Contently
- Skyword
- Zerys

---

review process alone for multiple projects can easily bring an overwhelmed marketer to his or her knees.

Next, content must be distributed and promoted usually via multiple channels and often staggered over time. When the distribution plan includes social networks, someone needs to monitor and respond to comments about the content. And all marketers worth their salt know they need to measure the results and adjust strategy and tactics as necessary and relay and enforce these changes going forward.

Ad hoc tools don't cut it

Desperate to bring some measure of order to this chaotic world, most marketers turn to their old standby: spreadsheets. Or they force fit their process and workflow into tools intended for another use. Despite their best efforts, they usually find themselves still struggling to keep their heads above water.

Tap into purpose-built solutions

So what's a marketer to do? Fortunately, help is here. Recognizing a need to tame the chaos, a number of solution providers has developed tools and networks to address these very issues.

Research conducted by the Content Marketing Institute has found that these solutions fall into three general categories:

▶ **Blogging workflow tools:** Focused on editorial project management and search engine optimization

▶ **Content workflow tools:** Designed to help shepherd content projects along from start to finish

▶ **Content workflow tools combined with writer networks:** Built to support the end-to-end content development while providing access to a network of writers if needed

CONTENT MARKETING IS...

☑ ~~Complicated~~ Simple

☑ ~~Time-consuming~~ fast

☑ ~~Expensive~~ affordable

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the content marketplace

Z4A

Zerys Content Marketplace

- Hire talent from our network of 20,000+ writers.
- Manage content projects from start to finish through our intuitive, web-based software platform.
- Built-in optimization and publishing tools.
- No set-up or monthly fees. Pay only if you're 100% satisfied with content.
- More than 5,000 Zerys for Marketers users.

Zerys for Agencies

- Scalable, web-based solution for agencies.
- Private-label to manage unlimited projects through your brand.
- Manage in-house and Zerys writers through one system.
- Choose your level of client involvement.
- More than 600 Zerys for Agencies users.

Awarded App of the Year by HubSpot

Check out the new Zerys Writer Marketplace Plugin for (W)

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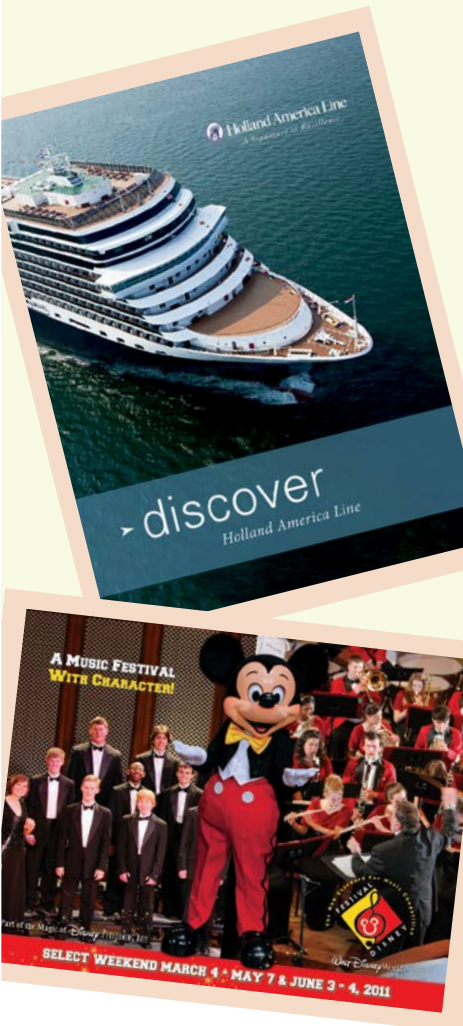
A division of
InteractMedia

In spite of their different focuses, all these solutions can help simplify the content-production process so you can better execute your strategy. The key is to choose the one that best fits your needs. While each marketer's requirements vary, the following set of questions will help you think through key considerations.

To get started, you may want to ask whether a solution will need to:

❏ Support the development of only blog posts, or all content types

❏ Provide access to outside writers

❏ Include guidance on best practices for content development

❏ Support your unique workflow

❏ Integrate with your existing blogging and/or content-management tools

❏ Display an editorial calendar in multiple views (such as by month or content theme)

❏ Provide a central spot for managing projects, drafts and related communications

❏ Support multiple languages

❏ Offer built-in support for keyword research and search engine optimization

❏ Include access to vendor personnel who can assist with content strategy, content development, and/or writer management

❏ Help manage your content budget and payment to writers

❏ Simplify content publishing and distribution

❏ Include tools for measuring content reach and consumption

TECH GUIDE SERIES

8 CONTENT PRODUCTION TOOLS
TO HELP MARKETERS TRANSFORM
INTO PUBLISHING MACHINES

Ready to evaluate your options and start publishing like a seasoned pro? The Content Marketing Institute's free technology guide offers a summary of each tool, how each is used and our "editor's choice" picks for favorite features.

Get your content marketing plan in full swing.

Smart Business Content Marketing puts 23 years of publishing expertise to work for clients in a broad range of industries, including banking & finance, consumer products, health & medical and manufacturing. From concept through execution, we create content strategies with impact.

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COLLAGE

Tasty Morsels Of Content

More than just a place to pick up groceries, **Whole Foods Market** draws in customers with personal stories about the food it sells and the people who grow and make it. With multiple blogs, social media profiles, email newsletters, hundreds of videos and a recipe library, Whole Foods is no stranger to content marketing.

Always looking for new ways to reach its audience, Whole Foods recently launched *Dark Rye*, an interactive multimedia publication that explores food, art, health and sustainable living through articles, recipes, videos and photography. The online magazine "brings together pioneers of unconventional ideas to explore the edges of the creative life. It's leisure storytelling steeped in a vision of a sustainable, decadent and curious life."

The inaugural issue of *Dark Rye* jumps between playful and edgy. An illustrated recipe for a pickled green tomato "Martina Martini" from a Brooklyn farmer named Martina follows a story about artist Julie Green, who hopes that her series of ceramic plates depicting final meal requests will help abolish the death penalty in the United States. We hope that future issues make it easier to share content with others through email and social media.

Want a bite? Check out www.darkrye.com.

Prove it, Smarty-Pants

smarterer

Sure, you're smart, but are you **Smarterer**? With timed, 10-question quizzes covering topics from social media to finance to Microsoft Office applications, Smarterer is an adaptive platform designed to score people on their technical and business skills.

The idea is simple: 1) Answer questions. 2) Get a score. 3) Share the results. Ways to share include connecting the Smarterer app with an **About.me** page or embedding a test widget into a blog or website.

Smarterer uses crowdsourced design—anyone can submit questions—and a scoring mechanism similar to the one developed to rank chess masters. Motivation comes in the form of leaderboards and badges—and maybe even an opportunity to land a new gig. Smarterer is being marketed to recruiters as a way to evaluate and compare job candidates' skills.

MARKETING CAMPAIGN OF THE
LIVING DEAD

Last year, when the **Centers for Disease Control and Prevention (CDC)** wanted to raise awareness of its preparedness message, the agency published a blog post about being ready for the zombie apocalypse. The post, a fun lesson on building an emergency kit and creating an emergency plan, drew unprecedented traffic. The "Preparedness 101: Zombie Apocalypse" content marketing campaign was born.

The CDC's Office of Public Health Preparedness and Response now maintains a "Zombie Products" web page that features posters, badges, widgets and e-cards. For Halloween, the CDC released a comic book about a zombie apocalypse, further strengthening the connection between the CDC and its message of being prepared for a pandemic outbreak.

Like a true zombie, the campaign lives on, achieving new "relevance" when several violent attacks triggered rumors of a real zombie outbreak (a synthetic drug called "bath salts" may be to blame.) This prompted a response from the experts: "CDC does not know of a virus or condition that would reanimate the dead (or one that would present zombie-like symptoms)," wrote agency spokesman David Daigle in an email to the *Huffington Post.*

PET STORIES
Boost Spending on Health Care and Pet Food

You've heard the old chestnut, "never work with animals," right? But, nothing beats the universal appeal of pet photos and videos. While pet owners have largely been an ad-hoc community, Australian company **Pet Pack** is harnessing its user-generated content to extend the fun into profit. Why? The biggest problems veterinarians face is lack of compliance when it comes to pet health care. And that puts a dent in the profits of multi-national Australian companies like **Eli Lilly's Elanco** and **Boehringer Ingelheim**.

Pet Pack provides private veterinarians with a pre-packaged, branded content marketing program—including a content-rich website, newsletters, care reminders and a new community forum called My Pet Stories. Dr. James Ramsden, co-founder of Pet Pack, believes content marketing can help veterinarians stay better connected with pet owners and improve the care of animals by educating owners—a win for all, including pet suppliers.

The collaboration is working so well that Pet Pack now provides monthly webinars to help vets go social. The real winners in all of this are the legions of pets enjoying better health care, which also may extend the life of their piano-playing **YouTube** careers.

DEPARTMENT EDITOR
Natalya Minkovsky (@hejhejnatalya) is a senior strategist and content strategy lead at **Rock Creek Strategic Marketing**, a branding and communications firm in the Washington, DC, metro area. She spends a lot of time thinking about grammar, plain language, open source and user experience.

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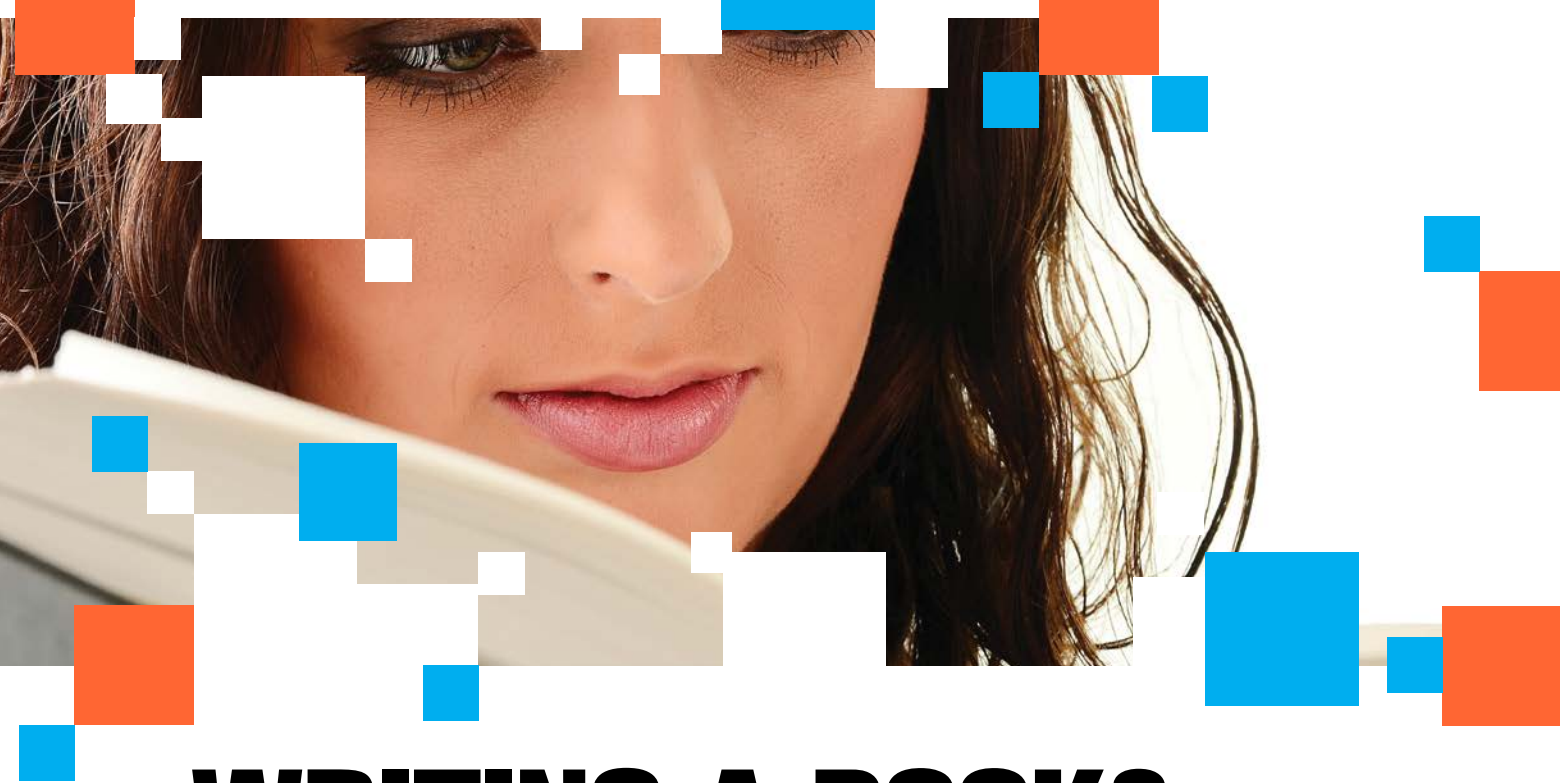
# WRITING A BOOK?

Consider a print/digital mash-up.

By Jennifer Fleming

Seasoned marketers-turned-authors are using interactive tools and strategies to publish their books. Here's a look at three marketing-focused books that use digital content in new and interesting ways.

1. *Do or Die,* Clark Kokich: *Do or Die* is the first business book published exclusively as a fully interactive app. The book outlines how businesses survive and thrive in a world of never-ending technological change.

What's cool? It offers hyperlinked video interviews with the likes of Carol Kruse of **ESPN**, Shiv Singh from **PepsiCo** and profiles case studies of big brands: **Nike**, **MillerCoors** and **Virgin America**, among others. Readers can comment on content in real time and review what others have written while reading the book.
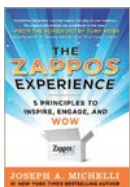
2. *The Zappos Experience*, Joseph Michelli: There are two reasons I want to work at **Zappos**. One, I love-love-love shoes (my husband just shuddered) and two, it sounds like fun! Cupcake competitions? Conga lines in the office?

What's cool? **McGraw Hill** says it best: "The book has been 'Zappified' using the Zapponian combination of technol-ogy, service and a heaping dose of humor." There are 17 QR codes throughout the book that link to digital content, including an epic Nerf battle at Zappos headquarters. Check out the "Do Not Click Here" QR code on page 90!

3. *Running the Gauntlet*, Jeffrey Hayzlett: His latest takes it to the next level using **SnapTags**, a customizable 2D mobile barcode.

What's cool? Like a QR code, SnapTags enable mobile activation. But unlike its sometimes-clumsy cousin, SnapTags are much cooler looking and easier to use. SnapTags can be created from a company's logo, a symbol or even a photo. Even better, a SnapTag is activated via any mobile device using the camera app. Simply "snap" a picture of the SnapTag and send it to a designated short code.

Jennifer Fleming is a content wordsmith and senior public relations director for TallGrass PR. She's been known to follow shiny objects. Follow her at @jkfleming.

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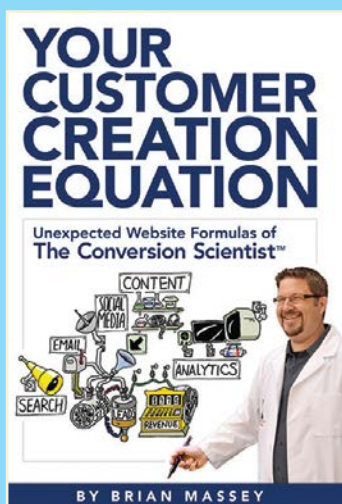Spafax has been doing content marketing since before we called it content marketing.

THE NEW BREED OF
INTERACTIVE EBOOKS

By Clare McDermott

If it's true that brands are becoming publishers, then the quiet revolution occurring in book publishing should make us all sit up and listen. Mention "digital book" and many still think of a print book viewed on a Kindle or iPad screen. Erase that thought.

Let's first run through what "eBook" means within the publishing industry in it's various forms:

eBook: A static, "print" book presented on a screen. Imagine the reading experience on the Kindle e-ink display. You can increase the size of your font or highlight sections of interest, but you generally read it much as you would read a print book, with very little (if any) interactivity.

Enhanced eBook: Just as the name suggests, an enhanced eBook offers greater interactivity and multimedia integration. Publishers can tie in video or audio, and readers share their annotations with other readers.

Interactive eBook: The interactive eBook takes advantage of the tablet's touch screen to deliver a wholly interactive "reading" experience. You direct the storyline and experience content not only in word, but in sight and sound as well. Interactive eBooks use videos, three-dimensional diagrams, interactive infographics, animation, text mark-ups and quizzes—among many other tricks.

Interactive eBooks use videos, 3-D diagrams, interactive infographics, animation, text markups and quizzes–among many other tricks.

With the advent of HTML5 and the fast-growing adoption of tablets, we expect interactive eBooks to move beyond niche markets like children's publishing, where they've gained a foothold. Apple's new *iBook Author* publishing platform helps developers—mainly in the educational textbook market—design interactive eBooks for the iPad.

Many brands-turned-publishers now have libraries of multimedia content—from video to podcasts and blogs—and should ask themselves whether these new forms can help tell their stories in new and compelling ways. Can touch-screen interactivity enhance the reading or educational experience, or is it simply a new shiny object to road test?

For more examples of this growing field, check out BestInteractiveEBooks.com.

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