

AI-POWERED MARKETING
NATIVE ADVERTISING TOOLS
HIRING QUALITY CREATORS

CHIEF CONTENT OFFICER

# Scaling content production without sacrificing creativity.

**ALSO INSIDE:** THE MEGA LIST OF CONTENT AGENCIES



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To stay on top of content marketing trends, subscribe to Joe and Robert Rose's weekly podcast, PNR: This Old Marketing. http://cmi.media/pnr



### The Great Video Game Crash of 1983

o you remember the Great Video Game Crash?
The late '70s and early '80s marked the launch of the home video-game industry.
From Atari to Intellivision and Activision, the sale of home video games skyrocketed to \$3.2 billion in 1983. The market was hot!

Every game and media company wanted a piece of the action. Hundreds of companies entered the market after the original few found success. But instead of producing high-quality games, those rushing in only wanted to capitalize on the seeming windfall. Poorly designed games were the rule; even high-quality game producers shifted to producing as many games as possible, cutting corners to get games to market. In no time at all, retailers had hundreds of new games for consumers to choose from.

And a funny thing happened. Consumers didn't want to purchase poorly designed games. The industry plummeted from \$3.2 billion in sales in 1983 to just \$100 million in 1985, a drop of nearly 97 percent.

Over the next few years, most low-cost, rush-to-market game creators went in search of other opportunities or went out of business ... but a handful of game creators stayed. The ones that remained focused on creating the highest-quality games with compelling stories and captivating graphics.

In 1986, Nintendo president Hiroshi Yamauchi stated that "Atari collapsed because they gave too much freedom to third-party developers and the market was swamped with rubbish games." Nintendo began to promote its "Seal of Quality," which included a set of strict developing-quality standards. By 1988, the market was back up to \$2.3 billion—70  $percent\ of\ which\ was\ dominated\ by\ Nintendo.$ 

Today, Nintendo is worth \$30 billion.

This story fascinates me is because it feels similar to the evolution of content marketing. As the democratization of publishing occurred and everybody could publish and get their content found, there was a surge of low-quality content. Thousands of agencies pitched in to help in this race-to-the-bottom effort. Everything was about volume and speed. We saw brand after brand creating "content factories" to take advantage of the opportunity.

And here we are today; the content factories have either imploded or are on death's doorstep, while brands, publishers and agencies focused on quality content are building audiences and succeeding in their content marketing efforts.

If the Video Game Crash of 1983 is any indicator, those companies that institute seal-of-quality processes like Nintendo did—and truly focus on creating stories worth telling—will be the ones left standing.  $\infty$ 

"Atari collapsed because they gave too much freedom to third-party developers and the market was swamped with rubbish games." - Hiroshi Yamauchi

Yours in content,

Joe Pulizzi
Founder
Content Marketing Institute
@JoePulizzi



WHAT SUNLINE

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http://cmi.media/amplify



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**FOUNDER** JOE PULIZZI joe.pulizzi@ubm.com

**GENERAL MANAGER** STEPHANIE STAHL stephanie.stahl@ubm.com

VICE PRESIDENT OF SALES PETER LOIBL peter.loibl@ubm.com

CHIEF OPERATING OFFICER PAM KOZELKA
pam.kozelka@ubm.com

CHIEF CONTENT ADVISER ROBERT ROSE robert.rose@ubm.com

SENIOR EDITORIAL DIRECTOR MICHELE LINN michele.linn@ubm.com

**SENIOR MARKETING DIRECTOR** CATHY MCPHILLIPS cathy.mcphillips@ubm.com

CHIEF CONSULTING EDITOR CLARE MCDERMOTT clare@soloportfolio.com

CREATIVE DIRECTOR JOSEPH KALINOWSKI joseph.kalinowski@ubm.com

**CONSULTING GRAPHIC DESIGNER** CRYSTAL MADRILEJOS crystalmadrilejos@gmail.com

PROJECT MANAGEMENT CONSULTANT ANGELA VANNUCCI angela.vannucci@ubm.com

**STRATEGIC ACCOUNT MANAGER** KAREN SCHOPP karen.schopp@ubm.com

STRATEGIC ACCOUNT MANAGER WALLY KOVAL wally.koval@ubm.com

EDITORIAL CONSULTANT ANN GYNN ann.gynn@ubm.com

INTERNATIONAL CONSULTING EDITOR, AUSTRALIA SARAH MITCHELL
INTERNATIONAL CONSULTING EDITOR, EUROPE NENAD SENIC

IT CONSULTANT DAVE ANTHONY

dave.anthony@ubm.com

ADMINISTRATIVE ASSISTANT KIM BORDEN

kim.borden@ubm.com

**SR. BLOG AND COMMUNITY MANAGER** LISA DOUGHERTY lisa.dougherty@ubm.com

EMAIL MARKETING MANAGER JOHN HANSON

john.hanson@ubm.com

CONSULTING DIRECTOR OF EDITORIAL JODI HARRIS jodi.harris@ubm.com

E-MEDIA MANAGER LAURA KOZAK

laura.kozak@ubm.com

CONSULTANT - AWARDS PROGRAM MANAGER KRISSY LESKOVEC krissy.leskovec@ubm.com

RESEARCH DIRECTOR LISA MURTON BEETS

lisa.murtonbeets@ubm.com

CONTENT STRATEGY EDITORIAL CONSULTANT

MARCIA RIEFER JOHNSTON

marcia@writing.rocks

MEDIA PARTNER CONSULTANT

YATRI ROLESTON yatri.roleston@ubm.com

PR & VIDEO CONSULTANT AMANDA SUBLER

amanda.subler@ubm.com

COMMUNITY MANAGER MONINA WAGNER

monina.wagner@ubm.com

DIRECTOR OF EVENTS KELLEY WHETSELL

KELLEY WHETSELL kelley.whetsell@ubm.com

### **CCO CONTRIBUTORS**

**CAMERON CONAWAY** @CAMERONCONAWAY

JONATHAN CROSSFIELD @KIMOTA

ANDREW DAVIS @DREWDAVISHERE

TOM FISHBURNE @TOMFISHBURNE

ANN GYNN @ANNGYNN

JODI HARRIS @JODERAMA

**DOUG KESSLER** @DOUGKESSLER

NATALYA MINKOVSKY @HEJHEJNATALYA

SARA NOBLE

PAUL ROETZER @PAULROETZER

### **ADVERTISING INQUIRIES**

PETER LOIBL (347) 725-3565 • peter.loibl@ubm.com

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CCO is produced by the Content Marketing Institute, a UBM company, the leading provider of online and in-person education for the industry.

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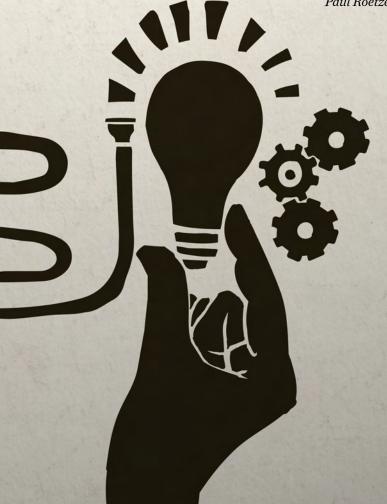


# Letting technology trample creativity? Fear not. Find

production without losing your individuality and soul.

### COGNITIVE CONTENT MARKETING: THE PATH TO A MORE (ARTIFICIALLY) INTELLIGENT

Paul Roetzer



n spring 2015 I launched an internal initiative named Project Copyscale to determine if it was possible to automate content creation with artificial intelligence. Specifically, I wanted to figure out, could we use machines to write blog posts at scale?

The idea was inspired by a SXSW session I attended that year featuring the managing editor of the Associated Press and the CEO of Automated Insights, a company that uses a form of artificial intelligence called natural-language generation (NLG) to create content. The presenters shared how the AP went from publishing 300 earnings reports per quarter written by humans to 3,000 per quarter written 100 percent by machines using Automated Insights technology. The implications to content marketing, in my mind, were immense.

Since that time, my agency, PR 20/20, has implemented NLG to produce Google Analytics reports (reducing analysis and production time by more than 80 percent), and begun building pilot programs to automate data-driven premium content. Along the way, we launched the Marketing Artificial Intelligence Institute to tell the story of AI through the technology leaders building the solutions and the marketers who are using AI to evolve their businesses and careers.

What we've learned has altered my view of what's possible today and in the years ahead.

### What is artificial intelligence?

Consider how much time your team spends discovering keywords; planning blog post topics; writing, optimizing, personalizing and automating content; testing landing pages;



scheduling social shares; reviewing analytics; and defining content strategies.

Now imagine if a machine performed the majority of those activities and a marketer's primary role was to enhance rather than create. Machines are not going to replace content marketers in the near term, but artificial intelligence is accelerating us toward a more intelligently automated future.

Artificial intelligence is a broad term that refers to the technologies and processes of making machines smart, which in turn augments human knowledge and capabilities. This includes increasingly popular terms such as machine learning, deep learning, image recognition, natural-language processing and cognitive computing.

Artificial intelligence may seem like a futuristic concept, but its use is widespread among companies we interact with daily. Netflix employs AI to recommend shows. Amazon uses it to power Alexa and create personalized online experiences for shoppers. UPS applies it to determine optimal delivery paths for its 55,000 daily routes around the world. Tesla powers its Autopilot autonomous-driving feature with deep learning. Facebook uses image recognition to identify faces in photos and machine learning to filter newsfeeds. Google's RankBrain algorithm drives search results. And, Apple uses natural-language processing to recognize questions and provide answers with Siri.

At its core, AI is powered by data and algorithms that enable machines to learn and evolve on their own. In traditional software, humans write algorithms or sets of instructions that tell a machine what to do. For example, in marketing automation software a marketer may instruct the machine to send a three-part email campaign once someone downloads an e-book. In isolation, this is a relatively simple task for a human to plan and perform.

But, what if there are 10,000 e-book downloads, across five personas, originating from multiple channels (social, paid, organic, direct) that require personalized emails and website experiences based on user history? No human brain is wired to solve that challenge and no existing software is optimized to visualize all the possibilities. This is where AI excels. It takes specific and complex data-driven problems, then devises and executes solutions.

Think about all the data flooding in from social media, CRM, sales, advertising, remarketing, e-commerce and mobile. Every source offers valuable information, but humans have a finite

Continued on 12



Want to learn more? Check out this podcast about the future of content marketing. http://cmi.media/ future-pnr



### THREE THINGS TO KNOW ABOUT AI

Artificial intelligence can be intimidating, but it does not have to be. You do not need to understand how it works to comprehend what it is capable of achieving.

The reality is that AI possesses the ability to dramatically enhance content marketers' capabilities and performance. As the technology advances, AI will become more accessible and prevalent in every software product that we use. Here are three quick insights to get you heading down the path to Al enlightenment:

It is still early. Many of the rising AI tech companies have significant venture-capital funding but limited market success to prove the products work and that the models are scalable. While there have been tremendous advances in Al capabilities, most marketing solutions are narrow in application and require tremendous amounts of human time and guidance to deliver on the value promised.

Artificial intelligence requires massive amounts of data (structured and unstructured) and customized solutions, so large enterprises are more likely to see short-term benefits from Al investments.

There is a push to make AI technology more affordable and accessible. As companies like Facebook, Google, Microsoft, Amazon and IBM continue to open up their AI technology, more businesses will explore the possibilities. The challenge will be finding technical talent capable of building and executing AI solutions.

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### Continued from 10

ability to process that data, build intelligent strategies, create content at scale and achieve performance potential. Artificial intelligence, in contrast, has an infinite ability to discover insights, deliver predictions, make strategic recommendations, and create content better, faster and cheaper.

While the content marketing AI space is in its infancy, there are dozens of emerging AI-powered tools built to help marketers plan, create, optimize, personalize, promote and measure content more effectively and efficiently.

### How to get started

The key thing to know about AI is that it is largely intended to augment human knowledge and capabilities, not replace them. What can content marketers do?

First, evaluate repetitive, manual marketing tasks that could be intelligently automated. Research the AI capabilities of your existing marketing technology stack, such as your automation and CRM platforms, and explore the potential of AI solutions dedicated to specific content marketing needs through a technology marketplace like G2 Crowd.

Second, assess opportunities to get more out of your data-discover insights, predict outcomes, devise strategies, personalize content across channels and tell stories at scale. Consider the free version of IBM Watson Analytics as a gateway to begin exploring data in new ways.

And, finally, gain a competitive advantage through constant learning. You are not alone if you feel overwhelmed and confused by AI and all its related terms. Be deliberate in your efforts to consume articles, blog posts, podcasts, presentations, reports and books on the topic.

Now is the time to begin learning about the present and future potential of artificial intelligence, and connect with AI-powered technologies that can drive marketing performance and transform your career.

Paul Roetzer is the founder and CEO of PR 20/20. Follow him @paulroetzer.

### **ARTIFICIAL INTELLIGENCE TECH**

### **Adgorithms**



Harley-Davidson NYC uses Adgorithms to optimize its ad spend in New York City.

### **Automated Insights**

to build the industry's first do-it-yourself natural-language-generation platform.



Car shopping website **Edmunds** uses Automated Insights' software



Real-estate website Homesnap crime and property value data.

### **Boomtrain**

### **OneSpot**

• OneSpot helps **Nestlé** serve hyper-personalized content for

### **Narrative Science**

Narrative Science's natural-language-generation software, Quill,

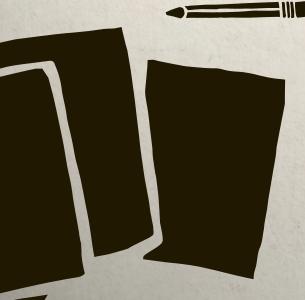
- **USAA** uses Quill to drive member engagement through
- **Deloitte** leverages natural-language generation to innovate
- Credit Suisse includes automated narratives in its investment-

### Persado









### THE CONTENT ASSEMBLY LINE IS BROKEN

Why content creation silos inhibit great work.

Doug Kessler

As companies turn their content marketing efforts up to 11, we're seeing our own little industrial revolution, moving the content-creation process from the craft workshop to the high-volume assembly line. The conditions are right:

**We have the division of labor**—research teams, copywriters, designers, developers, experts in search and social.

We have enormous pressure to create more content faster—to lubricate our lead-nurture flows and fill our virtual funnels.

**And we have a precedent**—as Henry Ford and earlier pioneers proved that assembly lines dramatically increase manufacturing productivity.

It's no surprise that we tend to make content the same way we make cars and coffee machines—in sequence.

The researchers hand the findings to the writer.

The writer turns it into copy.

The designer makes it pretty (boy, am I going to get in trouble for that).

The illustrator adds the images.

The animator makes them wiggle (see above).

The developer codes it for the web.

The promotion team pushes it out.

The analytics geeks measure the impact.

And we do it all over again tomorrow.

It's not at all uncommon that this whole thing happens without any team member even *talking* to the person immediately to the right or left of them along the conveyor belt (much less skipping a level and talking to someone two steps away).

For an increasing number of content teams, this is only a slight exaggeration. A freelance writer may never even know who designed the piece. A research strategist may not even know that a social media pro will one day flog the findings on Facebook.

It's evolved this way because it's efficient. Because

### WHEN DESIGNERS, DEVELOPERS, WRITERS, RESEARCHERS AND GEEKS WORK TOGETHER ...

### IT'S BETTER BECAUSE A DIVERSE TEAM **WILL ALWAYS BE SMARTER AND MORE CREATIVE THAN ANY SINGLE SMART-ASS.**



MIXED TEAMS COME UP WITH WAY COOLER IDEAS.

it means a small team of specialists can churn out an awful lot of work to an acceptable standard.

And that's the problem.

Because assembly lines were created to put together identical products made from standardized parts. As my favorite smarty-pants, Gustav Wikipedia, says, an assembly line means that "a finished product can be assembled faster and with less labor than by having workers carry parts to a stationary piece for assembly." (How does he know so much?).

I've bold-faced the words that power the whole sentence-and the whole model: Faster. Less labor. That's what assembly lines are for.

If your content strategy is simply to generate more content faster and/or with fewer people, this series of hand-offs from one blindfolded specialist to the next is your go-to go-to-market model (your GTGTMM).

But if you actually want someone to enjoy the content experiences you create, to be changed by them, to learn from them and to recommend them to their friends ... maybe it's not such a great idea to produce your content the same way children and slaves produce smartphones. (No, I won't take that back. Look it up.)

Because great content is not like the billionth Ford Focus to roll of the line.

It's unique.

Crafted.

One-off.

Unlike toaster-ovens and leaf-blowers and photocopiers, it's different every time.

As a grey-haired, B2B agency guy, I've been



### IT'S BETTER BECAUSE ONE SPECIALIST MAY NOT EVEN KNOW WHAT'S POSSIBLE IN ANOTHER SPECIALIST'S DOMAIN.

A WRITER WILL WRITE FOR A STATIC PAGE UNTIL A DEVELOPER SHOWS HER WHAT JAVASCRIPT CAN DO.

IT'S BETTER BECAUSE EXPERTS IN A SILO DON'T FEEL EMPOWERED TO **CHANGE THEIR COLLEAGUES' WORK EVEN WHEN A CHANGE IS EXACTLY** WHAT'S NEEDED.



WHEN MATT CALLS HARRY OVER AND SAYS, "IF YOU SHORTEN THIS PARAGRAPH MY COLUMNS WILL LINE UP AND I'LL BUY YOU A CRONUT."

involved with both kinds of content creation processes: the assembly line and the agile, grouphug-based collaboration. And the latter runs circles around the former (while making that beep-beep roadrunner sound).

At Velocity, our best pieces are the ones where designers, developers, writers, researchers and geeks work together-from the start and all along the way, in cute little stand-up scrums.

That's my plea to all you chief content officers (and pretenders who somehow got a hold of this magazine): break up your assembly lines. Get your weird and wonderful teammates into the same room. Order in some cronuts (I recommend the Pumpkin Maple Cinna-munch Cashew Twirl™). Brief them to change the world.

And stand back.

Doug Kessler is creative director and co-founder of Velocity Partners. Follow him @dougkessler.

IT'S BETTER BECAUSE IT'S MORE FUN.



YOU HAVE A CHANCE OF RETAINING THOSE TAI FNTFD FOLKS INSTEAD OF WATCHING THEM SULK OFF TO WORK FOR SNAPCHAT.









# CREATIVE SPARKS THAT HIT THE CONTENT MARK

Want to know the secret to building creative, compelling, impactful content—the kinds of powerful, relatable experiences that memories, memes and Medium articles are all made from? Look to these four inspirational brands for lessons.

Jodi Harris

### **OUALITY CONTENT**



of marketers report their organizations are more successful at content marketing now than they were a year ago.



Of those who are more successful,

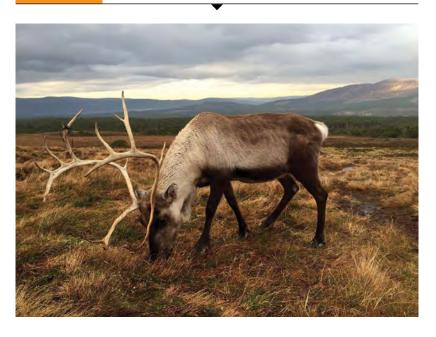
attribute their increased success to content creation factors like producing higher-quality content and/or doing so more efficiently.

2017 B2B Benchmarks, Budgets, and Trends-North America

### **LESSON 1: HELP FANS TELL THEIR STORIES**

What's more powerful than content that tells your brand story? Enabling your audience to share how your products and services are featured in their everyday lives. Apple combed through social media for outstanding photos taken with the iPhone, gathering shots from 77 people in 24 countries. The stunning showpieces were featured in an ongoing series of videos, TV spots and outdoor ads, with little to connect them to the brand, save for the tagline: "Shot on iPhone." Despite the minimalist approach to content creation, the campaign was able to tell complex and emotional stories-without saying a word.

### CASE IN POINT SHOT ON IPHONE



### LESSON 2: PLACE YOUR PRODUCTS IN A PRACTICAL CONTEXT

Creating content that provides exclusive tips, reveals hidden functionalities or offers helpful user hacks can deepen your customer engagement while helping your customers get more out of their investment in your brand. Did you know short links can help you track leads or find the best channel to push a particular product promotion? Bitly leveraged the e-book format to highlight the unexpected ways its link-shortening service can be used to make a big impact on branding, social media, metrics and content marketing efforts. The project showcased over 30 third-party examples, along with perspectives from marketers who are personally using the service for their business.

CASE IN POINT 37 WAYS BRANDS USE BITLY





### **LESSON 4: SPARK A MEANINGFUL CONVERSATION**

Though it may seem awkward to bring up some subjects-like personal hygiene and health-in content conversations, some brave brands push through it, helping consumers overcome stigmas, get reliable information and conduct open, honest discussions that they may be too uncomfortable initiating on their own. A play on the popular phrase "I can't even," used to express speechlessness, Allergan's #ActuallySheCan campaign for Lo Loestrin Fe birth-control pills uses illustration and pop-culture references as a means to empower millennial women to have meaningful conversations with each other on birth-control topics.





### **LESSON 3: IMMERSE YOUR AUDIENCE** IN AN UNFORGETTABLE EXPERIENCE

The best content campaigns are those that linger past the initial engagement and leave your audience wanting more. Those that are most compelling tell personal stories that your customers can relate to or enable them to experience those emotions firsthand. Cancer-stricken children undergoing treatment at St. Jude Children's Research Hospital may not be able to experience the energizing effects of travel firsthand, but Expedia found a way to bring the world to them. Through the use of virtual-reality technology, interactive live streaming and a specially built screening room, Expedia's Dream Adventures takes St. Jude patients on explorations of places like jungles and exotic seascapes, and helps them transcend their physical limitations by expanding the boundaries of their imagination.

CASE IN POINT

EXPEDIA + ST. JUDE CHILDREN'S HOSPITAL'S DREAM ADVENTURES





Want more? Read from Jodi Harris's library of e-books, including templates, tools and tips. http://cmi.media/jodiharris

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### **BRAND TO AUDIENCE**

As your content partner, we immerse ourselves in learning about your audience. What makes them tick? What do they need? How can we educate and inform? Even inspire. We channel them to create for them. Because ultimately, it's all about the audience.



Contact Kevin Dunn, VP, Digital Director: 612.336.9210 kdunn@msp-c.com / msp-c.com



### THE CONTENT AGENCY LIST

Ready to hire additional firepower? Check out these top content agencies from around the globe.

### 10x digital

10xdigitalinc.com Greenville, SC **Key Clients:** Couponbox.com, Fit2Run, MyQuest, CONA (healthcare)

### 13th Floor Studios

the13thfloorstudios.com San Antonio, TX

### **3degreeZ Marketing**

3degreez.com Fort Lauderdale, FL

### **3Q Digital** 3QDigital.com

San Mateo, CA **Key Clients:**Eventbrite, ModCloth,
SurveyMonkey

### 72andSunny

72andsunny.com Playa Vista, CA

### 919 Marketing Company

919marketing.com Holly Springs, NC **Key Clients:** Great Clips, Visiting Angels, CFNC - NC529 Plan, Golden Corral

### 97th Floor

97thfloor.com Lehi, UT **Key Clients:** Salesforce, Dell, Citrix / GoToMeeting, Adobe

### **Aberdeen**

aberdeen.com Waltham, MA

### **About Face Media**

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### **Accenture Digital**

accenture.com Global

### **Adhere Creative**

adherecreative.com Houston, TX **Key Clients:** XtraLight Manufacturing, Whitehat Virtual Technologies, Afflink

### adQuadrant

adquadrant.com Costa Mesa, CA **Key Clients:** General Assembly, Telebrands, Thomson Reuters, A Place For Mom

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anthonygaenzle.com Greenville, SC **Key Clients:** Skynet Security Integrations, Bairo Healthcare App,

### **TAHA**

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### **Artifact Studios**

artifactla.com Los Angeles, CA

### Ascend Integrated Media ascendmedia.com

Overland Park, KS **Key Clients:**American Heart
Association,
American Thoracic
Society, IMEX International Travel
Planners Show

**Produce Marketing** 

Association

### Atlantic Media Strategies

atlanticmedia strategies.com Washington, DC

### Audienz

Audienz.com Seattle, WA

### **Austin Lawrence Group**

austinlawrence.com Stamford, CT **Key Clients:** Vodafone, OpenText, Dell/EMC, KLAFFS

### **Avalaunch Media**

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### Avanade

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### **Ayzenberg Group**

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### BKA Content

bkacontent.com North Ogden, UT

### Babcock & Jenkins

bnj.com Portland, OR

### **Bader Rutter**

baderrutter.com Milwaukee, WI **Key Clients:** Dow AgroSciences, Butler Buildings, Eastman Chemical, InEight, Sauder Woodworking, The Standard

### **Bandolier Media**

Bandoliermedia.com Austin, TX **Key Clients:** Twang Beer Salt, Nada Moo Ice Cream, Oatmega Bars, Liquid Force Wakeboards

### **BankBound**

bankbound.com Newtown, PA

### Barkley

barkleyus.com Kansas City, MO

### **#** Behavior

behaviordesign.com New York, NY

### Berry – content marketing for small

**businesses** theberrycompany.com Dayton, OH

### AGENCIES BY INDUSTRY: Consumer | Retail

BauerWorks **BKA Content C3 Creative Code and Content** Content Science **Convince and Convert** DutchGiraffe **Erwin Penland** High Five Marketing (H5M) Imagination Influence & Co. Marcus Thomas MSP-C, a division of MSP Communications Mediaplanet **Red Door Interactive ROAR Groupe** Speakeasy Stryde

Zandbeek

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beutlerink.com Washington, DC **Key Clients:** Google, US Chamber of Commerce, Verizon, Amazon Web Services

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blastmedia.com Indianapolis, IN

### **Bloomberg Kinection**

bloombergmedia. com/creative New York, NY

### **Blu Pagoda**

blupagoda.com Des Moines, IA

### Blue Skies Marketing

blueskiesmktg.com Ft. Collins, CO

### AGENCIES BY INDUSTRY: EDUCATION

AHA
Content Science
DutchGiraffe
Fathom
FusionSpark Media
G/O Digital
Lush Digital Media
Manifest
Marcus Thomas
Nina Hale
Pace
Plot Content Agency
Stein IAS

T3 Custom

- 🏆 Content Marketing Awards 2016 Winner
- Content Marketing Awards 2016 Finalist

### **BlueBird Strategies**

bluebirdstrat.com Bend. OR

### Bluetext

bluetext.com Washington, DC

### Boomm Marketing & Communications

boomm.com
La Grange, IL **Key Clients:**Magnetrel

Magnetrol International, Coveris, RhinoDox, OSI

### Born Group

borngroup.com New York, NY

### Brafton

brafton.com Boston, MA

### **BrandGrew Strategies**

brandgrew strategies.com Newport Beach, CA

### **Brandpoint**

brandpoint.com Hopkins, MN **Key Clients:** Ogilvy Public Relations Worldwide, Carmichael Lynch Relate, Brewer Science, Dial 800

### **Brick Marketing**

brickmarketing.com Boston, MA

### broadhead.

broadheadco.com Minneapolis, MN

### **#** BroadPR

broadpr.com Global

### Brokaw

brokaw.com Cleveland, OH

### Brunner

brunnerworks.com Pittsburgh, PA

### **Burns Marketing**

burnsmarketing.com Denver, CO **Key Clients:** Hewlett Packard Enterprise, Coalfire, Gogo

### Business Aviation Business Online

businessol.com San Diego, CA

### # C+C

cplusc.com Seattle, WA

### Callahan Creek

callahancreek.com Lawrence, KS **Key Clients:** Sprint, Elanco, Tyson Pet Products, Westar Energy,

### Campbell Ewald

lowecampbellewald. com Detroit, MI

### Campfire at SapientNitro

campfirenyc.com New York, NY

### Captains of Industry captains of industry.

com
Boston, MA

### Carmichael Lynch Relate

carmichaellynchrelate. com Minneapolis, MN **Key Clients:** Arla, U.S. Bank, Jack Link's, Sherwin-Williams

### Carrot Creative - The Vice Digital Agency

carrot.is/creative Brooklyn, NY

### **Casual Astronaut**

casualastronaut.com Phoenix, AZ

### **CBD Marketing**

cbdmarketing.com Chicago, IL **Key Clients:** Whirlpool, Firestone, James Hardie Building Products

### # Centerline Digital

centerline.net Raleigh, NC **Key Clients:** IBM, Assurant, ADP, SAS, Quintiles

### Chandler Chicco Agency

ccapr.com New York, NY

### Chempetitive Group, life sciences marketing

chempetitive.com San Diego, CA

### Tie Digital Labs

ciedigital.com Irvine, CA **Key Clients:** Nitto Tire U.S.A., Pilot Flying J, Petco

### Clarity Quest Marketing

clarityqst.com Mystic, CT

### ClickSpring

clickspring.com Roseville, CA **Key Clients:** Canyon Creek Cabinet Company, Eva's Esthetics, Intercal Real Estate, Visit Rancho Cordova

### CMD

cmdagency.com Portland. OR

### **CNN Collection**

cnn.com/collection Atlanta, GA

### Colloquial, a WPP

colloquial.com New York, NY

### **Column Five**

columnfivemedia.com Irvine, CA

### ComBlu

comblu.com Chicago, IL

### Compelling Content Solutions

compellingcontent solutions.com Los Angeles, CA **Key Clients:** LA SEO Services, Softline Solutions, eBrandz, Local Search Group

### **Content Flair**

contentflair.com Cerritos, CA

### **Content Harmony**

contentharmony.com Seattle, WA **Key Clients:** Coastal Contacts, Camico Insurance, Atlas

### .

Informatics

**Content Launch** contentlaunch.com Bonsall, CA

### Content Ohana

contentohana.com Honolulu, HI

### **Content Science**

content-science.com Atlanta, GA **Key Clients:** AT&T, CFA Institute, Red Hat, American Cancer Society

### ContentBoost

contentboost.com Trumbull, CT

### **Convince and Convert**

convinceandconvert.com Bloomington, IN **Key Clients:** Cisco, 3M, Comcast, adidas

### CopyPress

copypress.com Tampa, FL **Key Clients:** Hipmunk, iProspect, Macy's, Uber



### **EFFECTS**:

Use Yesler if you're serious about growing your business and engaging more deeply and effectively with your customers. Working with Yesler may lead to greater activity in your sales pipeline, deeper insight into your sales funnel, and elevated marketing ROI. Yesler generates measurable results; even short-term use of Yesler may produce higher revenue, reduce customer churn, and optimize marketing performance. Yesler may cause a rapid increase in your web traffic. Recent users have experienced double-digit conversion lifts and millions in new sales from Yesler's award-winning B2B marketing.

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### Coquí Content Marketing

coquicontent marketing.com Utuado, PR **Key Clients: Elements Behavioral** Health, Child and Family Support Services

### CoreElement

core-el.com Cleveland, OH

### Cramer

cramer.com Norwood, MA Key Clients: UPS, Caterpillar, IBM

### Cranberry

cranberry.com Ferndale, WA

### **Cultivate Communications**

cultivatecommunications.com Brookfield, WI

### **Curate Directive**

curatedirective.com New York, NY

### AGENCIES BY INDUSTRY: FINANCIAL SERVICES

AHA **BauerWorks Brandpoint C3 Creative Code and Content** CMD **Hanley Wood** Imagination inSegment **King Content** Mahlab Media **Marcus Thomas** MSP-C, a division of MSP Communications **Plot Content Agency Tomorrow People** 

Yesler

- Content Marketing Awards 2016 Winner
- Content Marketing Awards 2016 Finalist

### **Cursive Content** Marketing

cursivecontent.com North Haven, CT Key Clients: The **Quaker School** at Horsham, International School of Boston, Culver Academies

### Customer Magnetism

customermagnetism. Virginia Beach, VA

### **Cut to the Content**

cuttothecontent.com Santa Monica, CA Key Clients: North Western, Pacific Mattress Co, Prosper Group

### P D Custom

dcustom.com Dallas, TX

**Key Clients:** Hewlett Packard Enterprise, Texas Farm Bureau Insurance, Avocados From Mexico, GM **Financial** 

### **Davis Harrison Dion**

dhdchicago.com Chicago, IL

### **Deloitte Digital**

deloittedigital.com Seattle, WA

### **Demand Signals**

demandsignals.com Raleigh, NC

### T DemandLab

demandlab.com Jenkintown, PA

### **DeSantis Breindel**

desantisbreindel.com New York, NY

### **Diablo Custom Publishing**

dcpubs.com Walnut Creek, CA

### **Dialect**

dialectinc.com San Francisco, CA

### **Digital Remedy**

consumedmedia.com New York, NY

### # DigitasLBi

digitaslbi.com New York, NY

### **Dino Publishing**

dinopublishing.com Chicago, IL

### **Directive Consulting** directiveconsulting.com

Irvine, CA **Key Clients:** Allstate Insurance, Ultimate Ears, Liaison Technologies

### **DK New Media**

dknewmedia.com Indianapolis, IN

### DMI

dminc.com/ integrated-approach/ brand-marketing Bethesda, MD

### Droga5

droga5.com New York, NY Key Clients: Google, Reckitt Benckiser, Chase Bank

### early bird digital marketing

earlybirddigital marketing.com Cedar Rapids, IA

### **Eastwick Communications**

eastwick.com Sunnyvale, CA

### **EBYLINE**

ebyline.com Sherman Oaks, CA

### # Edelman edelman.com

Los Angeles, CA

### **Embryo Creative**

embryocreative.com Arlington, MA

### emfluence

emfluence.com Kansas City, MO

### emota, a video content agency

emota.com San Diego, CA

### **Empower** MediaMarketing

empowermm.com Cincinnati, OH

### **Endurance Marketing**

endurancemktg.com Decatur, GA Key Clients: Sage, Intacct, Harbor Club, Coldwell Banker

### # EnVeritas Group

enveritasgroup.com Greenville, SC

### **Key Clients:**

AccorHotels IHG, Robert Half, WIKA

### **Epic Presence**

epicpresence.com Chicago, IL **Key Clients:** Salesforce, Extra Space Storage, VisaNow, Ozobot

### Eric Mower + **Associates**

mower.com Syracuse, NY

### **Erwin Penland**

erwinpenland.com New York, NY

### **Ethology**

Floor 9

ethology.com Phoenix, AZ

### **Ethos Creative Group**

ethoscreate.com Burlington, NC **Key Clients:** Hallmark, Carlson Rezidor Hotel Group, Radisson Blu Hotels,

### **Eucalypt LLC**

eucalypt.co Scarborough, ME **Key Clients:** LinkedIn, Clari, DoubleDutch, Edcast

evb.com Oakland, CA

### **Extractable**

extractable.com San Francisco, CA

### # Fahlgren Mortine

fahlgren.com Columbus, OH

### # fama PR

famapr.com Boston, MA

### **Family Features**

familyfeatures.com Mission, KS

### Fathom, Digital Marketing

FathomDelivers.com Valley View, OH Key Clients: McGraw-Hill, Cleveland Clinic, Key Bank, The Ohio State University

### **Favorite Brother**

favoritebrother.com Cleveland, OH

### **Federated Media**

federatedmedia.net New York, NY

### # FH ContentWorks, powered by FleishmanHillard

fleishmanhillard. com/fh-contentworks St. Louis, MO

### **First Pointer**

firstpointer.com Mayfield Heights, OH

### **Focused Agency**

fcsd.agency Chicago, IL Key Clients: Unilever, Government of Dubai, Kimberly-Clark, Target

### **Forbes Media**

forbesmedia.com New York, NY

### **Forrester Consulting**

forrester.com Cambridge, MA

### **Forward Push**

forwardpush.com San Francisco, CA Key Clients: NetApp, Capriza, Jonathan Cohen Studio, Meets The Eye Studio

### **Four Dots**

fourdots.com New York, NY

### **Foxtail Marketing**

foxtailmarketing.com American Fork, UT Key Clients: Revere Health, A2B Tracking Weave, Salesfusion

### Fractl

frac.tl Delray Beach, FL **Key Clients:** Recovery Brands, **DIRECTV**, Fanatics

### **Frame Concepts**

frameconcepts.com New York, NY

### # FSC Interactive

fscinteractive.com New Orleans, LA

### **Full Tilt Consulting**

fulltiltconsulting.com Roswell, GA

### Fusion 360

fusion360agency.com Salt Lake City, UT

### **FusionSpark Media**

fusionspark.com Langley, WA

### **FVM**

thinkfvm.com Plymouth Meeting,

### **Key Clients:**

UNIVAR, Lightpath, Archdiocese of Philadelphia

### **G/O Digital**

godigitalmarketing. com Phoenix, AZ

### **G3 Communications**

gthreecom.com Hasbrouck Heights,

### **Gannett Custom**

Media gannett.com McLean, VA

### Gate6

gate6.com Phoenix, AZ

### TGLC, a marketing communications agency

glcdelivers.com Skokie, IL

### **Global Prairie**

global-prairie.com Kansas City, MO

### **GO! EXPERIENCE DESIGN**

goxd.com Atlanta, GA

### Grafik

Grafik.com Alexandria, VA **Key Clients:** 

### Cystic Fibrosos, NRTC, Waldron

Private Wealth, IAP Worldwide

### **Gravitate**

gravitatedesign.com Vancouver, WA

### **Grayton Integrated Publishing**

graytonpub.com Grosse Pointe, MI

### **Key Clients:**

Appraisal Institute, International Association of Business Communicators, Oracle Publishing

### Grey

grey.com New York, NY

### # Group SJR

groupsjr.com New York, NY

### TGS Design

gsdesign.com Milwaukee, WI Key Clients: Harley-Davidson/Harley Owners Group, Northwestern Mutual, Mercury Marine SRAM

### **GSW**

gsw-w.com New York, NY

### TGYK Antler

gykantler.com Manchester, NH Key Clients: Sweet Baby Ray's, Paypal, Bai, ESPN

### # gyro

gyro.com New York, NY

### H.O. Zimman

hozinc.com Lynn, MA

### Hammock

hammock.com Nashville, TN

### # Hanley Wood Marketing

hanleywood.com Minneapolis, MN **Key Clients:** 3M. Brookfield Residential, FedEx, Sherwin-Williams, Synchrony Financial

### **HB Agency**

hbagency.com Newton, MA

### **Hello Marketing Agency**

hellomarketing agency.com Butler, NJ

### THIGH Five Marketing (H5M)

h5marketing.com San Francisco, CA **Key Clients:** Liberty Mutual

Insurance, NBH Bank, Andrews McMeel Universal, Nor'wood **Development Group** 

### **Hileman Group**

hilemangroup.com Cleveland, OH **Key Clients:** American College of Radiology (ACR), Cleveland Clinic, Cooper Tires, Purell

### **HIMSS Media Lab**

himssmedialab.com Portland, ME

### Hinge

hingemarketing.com Reston, VA **Key Clients:** Cherry Bekaert, Data Clairvoyance,

Sightlines

RS&H

**Hop Online** hop-online.com New Orleans, LA **Key Clients:** Radius Fuel Cards, AIMS Education, Everten

**Hotwire PR** hotwirepr.com New York, NY Key Clients: Dell Boomi, Olik, Red Bull Media House

### **HubShout**

hubshout.com Washington, DC

### Huge

hugeinc.com Brooklyn, NY

### Huify

huify.com Wilmington, NC

### Hustlemo

hustlemo.re Chicago, IL

### **HyperX Media**

hyperxmedia.com Salt Lake City, UT

### **iAcquire**

iacquire.com New York, NY

### P IBM iX

ibm.com/ibmix Global

### iconiContent

iconicontent.com Klamath Falls, OR Key Clients: Shopify Plus, Polycom, GetResponse

### **iCrossing**

icrossing.com San Francisco, CA

### icuc.social

icuc.social Boston, MA

### **ICW Content**

icwcontent.com New York, NY

### **Idea Grove**

ideagrove.com Dallas, TX **Key Clients:** Omnitracs, Pivot3, Esker

### **IDG Enterprise**

idgenterprise.com Farmingham, MA

### AGENCIES BY INDUSTRY: HEALTHCARE | PHARMA

**Brandpoint Burns Marketing C3 Creative Code and Content Directive Consulting Fahlgren Mortine Fathom Hanley Wood** Hileman Group **King Content** Manifest

Yesler

MSP-C. a division of MSP Communications Nina Hale Speakeasy



### **IEEE Engineering360 Media Solutions**

engineering360.com/ advertising East Greenbush, NY

### # Imagination imaginepub.com

Chicago, IL **Key Clients:** Wells Fargo, Lowe's, US Foods, Project Management Institute

### **Imaginovation**

imaginovation.net Raleigh, NC

### **Immersion Active**

immersionactive.com Frederick, MD

### **Impression Marketing**

impression-marketing.com Richmond, VA

### # IMPRINT, a **Sullivan Content** Lab

imprintcontent.com New York, NY **Key Clients:** 

T. Rowe Price, Fidelity, Sodexo, TIAA

### # Indigo Slate

indigoslate.com Bellevue, WA

### Influence & Co.

influenceandco.com Columbia, MO

**Tomorrow People** 

### InkHouse

inkhouse.com Boston, MA

### inSegment

inSegment.com Newton, MA

### # Internet Marketing Inc.

internetmarketinginc.com San Diego, CA Key Clients: National University, Hard Rock International, Competitor Group Inc. I FGOLAND

### # ion interactive

ioninteractive.com Boca Raton, FL

### iostudio

iostudio.com Nashville, TN

### **iProspect**

iprospect.com Boston, MA

### Isadora

isadoradesign.com Manhattan Beach, CA

### Johnson

Portage, MI

**Communications** linkedin.com/in/ shelleymjohnson

### **Journey Group**

journeygroup.com Charlottesville, VA

### AGENCIES BY INDUSTRY: INSURANCE

**D** Custom **Directive Consulting** Influence & Co. **King Content Marcus Thomas** MSP-C, a division of MSP Communications Pace Speakeasy

- Tontent Marketing Awards 2016 Winner
- Content Marketing Awards 2016 Finalist

### **Just Media**

justmedia.com Emervville, CA Key Clients: Mozilla, Plantronics, Vmware, Cloudera

### Ken Cook Co.

kencook.com Milwaukee, WI

### **KEO Marketing**

keomarketing.com Tempe, AZ **Key Clients:** Isola, ComRent, ByteGrid, Cactus Semiconductor

### King Content

kingcontentagency.com Global

Key Clients: Lenovo, Primo Smallgoods, Intuit

### **King Fish Media**

kingfishmedia.com Salem, MA

### **#** KPMG **International**

kpmg.com Global

### **Kuno Creative**

kunocreative.com Avon, OH

### Latcha+Associates

latcha.com Farmington Hills, MI Key Clients: Ford Motor Company, Audi North America, Chris Craft, Subaru

### **Laughlin Constable**

laughlin.com Chicago, IL

### **Launch Squad**

launchsquad.com San Francisco, CA

### **Layer One Media**

layeronemedia.com Milwaukee, WI

### Leopard, an Ogilvy & Mather Company

leopard.com Denver, CO

### **Leverage Media**

leveragemedia.com Hastings-on-Hudson, NY

### **Lewis PR**

teamlewis.com Global

### **Lexicon Content** Marketing

lexiconcontent marketing.com Des Moines, IA

### **Liquid Agency**

liquidagency.com San Jose, CA

### **Luckie & Company**

luckie.com Birmingham, AL

### 🟆 Lumeno Marketing

lumenomarketing.com Layton, UT

### **Lure Agency**

lureagency.com La Mesa, CA

### Madalana

madalana.com Glendale, CA

### **Madden Media**

maddenmedia.com Tucson, AZ

### Madison, Michigan & Market - a disruptive video marketing firm

MadisonToMarket.com Cleveland, OH

### madison/miles media

madisonmilesmedia. com Arlington, TX **Kev Clients:** Children's Health, Mended Hearts, **US Dermatology** Partners, Texas

Instruments

### Manifest

manifest.com New York, NY

### **Marccx Media**

marccx.com New York, NY

### MARCH COMMUNICATIONS

marchpr.com Boston, MA

### **Marcus Thomas**

marcusthomasllc.com Cleveland, OH **Key Clients:** Key Bank, MTD Products, Momentive

### **Marketing Insider** Group

marketinginsider group.com West Chester, PA **Key Clients:** Bloomberg, Fidelity, Gillette, SAP

### Matter

matternow.com Boston, MA

### McConnell Marketing mcconnell

marketing.com Canfield, OH **Key Clients:** Mandarin Oriental New York. InterContinental Hotel Times Square, Westin Austin

### McKee Wallwork + Co. mckeewallwork.com

Downtown

Albuquerque, NM **Key Clients:** Visit Albuquerque, Hyundai Construction Equipment, ParcelQuest, Hope Christian School

### # MEC Global

mecglobal.com Atlanta, GA

### **Media Link**

medialinkinc.com Rock Island, IL

### **Media Logic**

medialogic.com Colonie, NY

### MediaSource

mediasourcetv.com Columbus OH **Key Clients: UCLA** Health, State of Ohio: Ohio Development Services Agency, The Ohio State University Wexner Medical Center, American Society of Plastic Surgeons

### MedTouch

medtouch.com Somerville, MA **Key Clients: UT** Southwestern, Henry Ford Health Systems, **Edward Elmhurst** Healthcare, Hallmark Health Medical **Associates** 

### Meredith **Xcelerated** Marketing (MXM)

mxm.com New York, NY

### # MeringCarson meringcarson.com Sacramento, CA

Merkle merkleinc.com Columbia, MD

### **MESH Interactive**

**Agency** meshagency.com Boston, MA

### # Miles Partnership

milespartnership.com Sarasota, FL





### **Mills James**

millsjames.com Columbus, OH

mindgruve.com

### Mindgruve

San Diego, CA **Key Clients:**Martinelli's, MDVIP,
Agilent Technologies,
Opus Bank

### Mindshare

mindshareworld.com New York, NY

### Mirum

mirumagency.com San Diego, CA

### **Mobium**

mobium.com Chicago, IL

### Modern Marketing Partners

modernmarketing partners.com Naperville, IL

### Mojo Media Labs

mojomedialabs.com Irving, TX

### **Mother New York**

mothernewyork.com New York. NY

### **Movable Media**

movablemedia.com Greenwich, CT **Key Clients:** MasterCard, Intel, Gillette (P&G)

### **Moving Minds**

movingmindsllc.com Palm Coast, FL

### # MRM//McCann

mrm-mccann.com Global

### ▼ MSP-C, a division of MSP Communications

msp-c.com Minneapolis, MN **Key Clients:** Delta, IBM, 3M, UnitedHealthcare and McKesson

### # Mullen Lowe Profero

mullenloweprofero.com New York City, NY **Key Clients:** Western Union, Harley Davidson, Kaiser Permanente

### AGENCIES BY INDUSTRY: ENGINEERING | MANFACTURING

### C3 Creative Code and Content GmbH

Centerline Digital Directive Consulting

Fathom Group SJR

**Hanley Wood** 

IEEE Engineering360 Media Solutions

infogr8

Latcha+Associates

Lush Digital Media

MSP-C, a division of MSP Communications New Content

Original9 Media

PR 20/20

Stein IAS

Yesler

- Tontent Marketing Awards 2016 Winner
- Content Marketing Awards 2016 Finalist

### MullenLowe U.S.

us.mullenlowe.com Boston, MA

### nDash.Co

ndash.co Natick, MA **Key Clients:** Coldwell Banker, TechTarget, Aberdeen Group, NetApp

### **Nelson Schmidt**

nelsonschmidt.com Milwaukee, WI

### **Key Clients:**

McKesson Speed Queen, The Water Council, Wisconsin Economic Development Corp. (WEDC)

### Neo@Ogilvy

neoogilvy.com New York, NY

### Netmark.com

Netmark.com Idaho Falls, ID

### **New Digital Noise**

ndndigital.co New York,NY

### T Nina Hale

ninahale.com Minneapolis, MN

### Nomadic Agency

nomadicagency.com Scottsdale, AZ

### Nowspeed

nowspeed.com Westborough, MA **Key Clients:** Nokia, Hitachi Data System

Hitachi Data Systems, Dunkin' Franchise Brands

### NR Media Group

nrmedia.biz Columbus, OH

### O'Neill

**Communications** oneillcommunications.com

Atlanta, GA
Key Clients: North
Carolina Council
on Developmental
Disabilities, NW
Metro Atlanta Habitat
for Humanity,
Georgia Council
on Developmental
Disabilities, Milne

### OglivyOne Worldwide

Fruit

ogilvyone.com New York, NY

### Onion Labs

labs.theonion.com Chicago, IL

### TOriginal Media

original9.com San Francisco, CA

### Outlook Marketing

outlookmarketingsrv.com Chicago, IL

### 🏆 Pace

paceco.com Greensboro, NC **Key Clients:** Four Seasons Hotels & Resorts, Walmart, Southwest Airlines, Verizon

### PadillaCRT

padillacrt.com Minneapolis, MN

### PageLadder

pageladder.com San Diego, CA

### Palio, an inVentiv Health company

palio.com New York, NY

### Pappas Group - a DMI Company

pappasgroup.com Arlington, VA

### Park&Co

parkandco.com Phoenix, AZ

### Parthenon Publishing

parthenonpub.com Nashville, TN **Key Clients:** HCA Healthcare, BlueCross BlueShield of Tennessee, WEX

### Pepper Group

Fleet One

peppergroup.com Palatine, IL

### Petrol Advertising

petrolad.com Burbank, CA

### PJA Advertising + Marketing

agencypja.com Cambridge, MA

### **Pluck PR**

pluckpr.com Boston, MA

### **PM Digital**

pmdigital.com New York, NY

### РМІ

pmi.tv Pittsburgh, PA **Key Clients:** Dollar Bank, PPG, Garrison Hughes, UPMC

### PMX Agency

pmxagency.com New York, NY

### Point It

pointit.com Seattle, WA

### Point Taken

**Communications** pointtakenpr.com Jacksonville, FL

### Point To Point

pointtopoint.com Cleveland, OH

### Portal A portal-a.com

portal-a.com San Francisco, CA

### Position<sup>2</sup>

position2.com Santa Clara, CA

### **POSSIBLE**

possible.com New York, NY

### PR 20/20

pr2020.com Cleveland, OH

### **PropelGrowth**

propelgrowth.com Fort Collins, CO **Key Clients:** Object Trading, Synthesis Technology, Guerrero Howe, Usablenet

### **Publicitas**

publicitas.com Global

### # PwC

pwc.com Global

### Pvxl

thinkpyxl.com Scottsdale, AZ

### R2i

r2integrated.com Campbell, CA

### Racepoint Global

racepointglobal.com Boston, MA

### RAPP

rapp.com New York, NY

### Rauxa

rauxa.com Costa Mesa, CA

### Razorfish

razorfish.com New York, NY

### Ready State

readystate.com San Francisco, CA **Key Clients:** Airbnb, Google, Torani, Hewlett Packard Enterprise

### Readypens

readypens.com Los Angeles, CA **Key Clients:** Anadolu Sigorta, Smart Moderation, Merck

### **Red Chair** Communications, a division of AH

ahredchair.com Mount Laurel, NJ

### **Red Door Interactive**

reddoor.biz San Diego, CA Key Clients: ASICS, Bosch, Shea Homes Univision

### Redbird

redbirdgroup.com Culver City, CA

### Releventure

releventure.com Ladera Ranch, CA

### **Rem Custom Communications**

remcustom communications.com Scottsdale, AZ

### **Reputation Ink**

rep-ink.com Jacksonville, FL Key Clients: Stellar, Instructure, Frost Brown Todd, Susman Godfrey

### \* Response Capture

responsecapture.com Portland, OR **Key Clients:** Nuance Communications, Mentor Graphics. Zoomcare

### **Response Mine** Interactive

responsemine.com Atlanta, GA

### **Reuters News** Agency

agency.reuters.com New York, NY

### **Revelry Agency**

revelryagency.com Portland, OR Key Clients: Hershey FoodService, Nestle Waters North America, The Schwan **Food Company** 

### RevUnit

revunit.com Bentonville, AR Key Clients: Toll Brothers, School of Rock, AutoZone

### Right Source

rightsourcemarketing.com Baltimore, MD

### **Rise Interactive**

riseinteractive.com Chicago, IL

### ROAR Groupe

roargroupe.com New York, NY

### **Roberts Communications**

robertscomm.com Rochester, NY

### **RocketFuel**

gorocketfuel.com Memphis, TN

### **Rodale Grow**

rodale.com New York, NY

### \* Rodgers Townsend

rodgerstownsend.com St. Louis, MO

### Rosetta

rosetta.com Cleveland, OH

### **SCORCH** scorchagency.com

Saint Louis, MO **Key Clients:** Microsoft, Salesforce, Everstring, Marketo

### T SHIFT

**Communications** shiftcomm.com Boston, MA

### **Siege Media**

siegemedia.com San Diego, CA **Key Clients:** Shutterfly, TripAdvisor, Zillow, WineCountry

### Siegel+Gale

siegelgale.com New York, NY

### **Sigma Group**

sigmagroup.com Upper Saddle River, NJ

### **Slack and Company**

slackandcompany.com Chicago, IL

### **Key Clients:**

Ingredion, Dow Corning, GE, The Society of Actuaries

### Slicebread

slicedbread.agency Santa Monica, CA

### **Social Intensity Media**

socialintensitymedia.com Bethesda, MA

### **SPARK**

spark.us Tampa, FL

### Sparkloft Media

sparkloftmedia.com Portland, OR

### **Speakeasy**

yourspeakeasy.com Dallas, TX **Key Clients:** 

ServiceMaster (American Home Shield, Terminix), TCU - Neeley School of Business, Joe's Crab Shack, Galleria Dallas

### **SPROUT Content**

sproutcontent.com Denver, CO

### **Key Clients:**

BusinessesforSale.com, Service Logic, TransAct

### Stalwart **Communications**

stalwartcom.com San Diego, CA

### TStein IAS

steinias.com New York, NY

### **Stevens Strategic Communications**

stevensstrategic.com Westlake, OH

### **Story Worldwide**

storyworldwide.com New York, NY

### **Stripes Agency**

stripesagency.com Dallas, TX Key Clients: Stanford University, Hoover Institution, Ted Cruz Super PAC, Freethink

### Strvde

stryde.com Salt Lake City, UT **Key Clients:** Sports Illustrated, Intercontinental Hotels Group, Better **Body Foods** 

### **StudioOne**

studioone.com New York, NY

### Stunt and Gimmick's (S/G)

stuntandgimmicks. Charleston, SC

### Sümèr

writtenbysumer.com Charlotte, NC

### SyncShow

syncshow.com Rocky River, OH **Key Clients: RBB** Systems, Seaman Corp., Bil-Jac, Meaden & Moore

### **T Brand Studio**

tbrandstudio.com New York, NY

### T3 Custom

t3custom.com Woodinville, WA Key Clients: TD Ameritrade, Options **Industry Council** 

### Tane Digital Video

tanedv.com New York, NY **Kev Clients:** Weber Shandwick, Netflix, DDB, Remy Cointreau USA

### **TDA Group**

tdagroup.com Redwood City, CA Key Clients: IBM, Dell, Intel, VMware

### **TEKsystems**

teksystems.com/ services/it-staffingsolutions/digital-andcreative-services Hanover, MD

### **Tell Your Story**

tellyourstoryinc.com Chicago, IL **Key Clients:** Enlivant, L&W Supply, MAXDigital

### Tendo **Communications**

tendocom.com San Francisco, CA Key Clients: Cisco, HPE, VWware, Adobe

### Teresa Meek Communications

teresameek.com Seattle, WA

### **Textbroker** International

textbroker.com New York, NY

### **That's Nice**

thatsnice.com New York, NY

### The Adcom Group

theadcomgroup.com Cleveland, OH

### The Barbarian Group

barbariangroup.com New York, NY

### **The Content Factory**

contentfac.com Pittsburgh, PA

### The Foundry, a division of Time

thefoundry.nyc New York, NY

### **The Garrigan Lyman** Group

glg.com Seattle, WA Key Clients: T-Mobile, Babolat, Philips Healthcare

### AGENCIES BY INDUSTRY: TECHNOLOGY | SOFTWARE

**Arnold Worldwide BauerWorks C3 Creative Code and Content Content Launch Content Science Convince and Convert Editor Group** High Five Marketing (H5M) Huge Influence & Co. **Lexicon Content Marketing** MSP-C, a division of MSP Communications **Newmen Publishing House** Pace SCORCH Speakeasy Traction **Weber Shandwick** 

WITH/agency



### The Idea People

theideapeople.com Charlotte, NC Key Clients: Novant Health, World Finance, Lionel Trains, Sons of the American Revolution

### The Mx Group themxgroup.com

Burr Ridge, IL

### **The Pohly Company**

pohlyco.com Boston, MA

### **The Writer**

thewriter.com New York, NY Key Clients: Cisco Systems, HSBC, Google

### **Thinkhandy**

thinkhandy.com Fort Worth, TX

### # Third Door Media

thirddoormedia.com Redding, CT

### **Three Ships**

three-ships.com Raleigh, NC

### thunder::tech

thundertech.com Cleveland, OH **Key Clients:** Country Music Hall of Fame and Museum, Harden Furniture, Davey Tree, PPG

### **Tigerlily Consultants**

tigerlilyconsultants.com Los Angeles, CA

### **TopRank Marketing**

toprankmarketing. com Minneapolis, MN **Key Clients:** LinkedIn, Oracle, SAP

### **Torchlite**

torchlite.com Indianapolis, IN

### **Torque Digital**

torque.digital Chicago, IL Key Clients: Newell/ Jarden Corp, CBRE, Northwestern Medicine

### AGENCIES BY INDUSTRY: TRAVEL ITOURISM I HOSPITALITY I **ENTERTAINMENT**

97th Floor **Brandpoint Fathom** G+J Custom Content **GYK Antler Hardie Grant Media** High Five Marketing (H5M) Influence & Co. infogr8 Latcha+Associates **Lush Digital Media Mediahuis Content Connections Publicitas Publishing** Torchlite Zandbeek

- Tontent Marketing Awards 2016 Winner
- Content Marketing Awards 2016 Finalist

### **Touchpoint Media**

touchpointmedia.com Minneapolis, MN

### **Traction**

tractionco.com San Francisco, CA Key Clients: Apple, Bank of America, Dolby, Lenovo

### **TrafficPRM**

traffic-prm.com St. Louis, MO

### **TREW Marketing**

trewmarketing.com Austin, TX **Key Clients:** Wineman Technology, Silex Technology, Panduit

### # Triad Retail Media

triadretail.com St. Petersburg, FL **Key Clients:** Walmart, Sam's Club, eBay

### **Tribune Content** Agency

tribunecontent agency.com Chicago, IL

### **True North Custom**

truenorthcustom.com Chattanooga, TN

### **Twist Creative**

twist-creative.com Cleveland, OH

### **Uproar Group Marketing**

uproargroup.com Tigard, OR

### **Upward Brand Interactions**

goupward.com Columbus, OH Key Clients: Comfort Keepers/Sodexo Home Care, Hobart Corporation, PolyOne Materion

### VaynerMedia

vaynermedia.com New York, NY

### **VERDINO &** CO | A Content Consultancy

verdino.co Commack, NY **Key Clients:** FIS Global, Blackbaud, **Great Hill Partners** 

### Vertical Measures

verticalmeasures.com Phoenix, AZ **Key Clients:** Microsoft, The Home Depot, U.S. Marines, CVS Pharmacy

### vh.AGENCY

vh.agency Norfolk, VA

### **ViMax Media**

vimaxmedia.com Southfield, MI

### **Viral Ideas** Marketing

viralideas marketing.com Southampton, PA

### **VIRGEN Digital Brand Marketing**

virgenlv.com

Henderson, NV **Key Clients:** Southern Nevada Health District, MGM Resorts International, United Health Group

### Visionista

visionista.tv Washington, DC

### Vivial

vivial.net Dayton, OH

### VML

vml.com Kansas City, MO

### **#** Wagstaff Worldwide

wagstaffworldwide.com Los Angeles, CA

### Walsworth

walsworth.com Marceline, MO

### **Wax Custom** Communications

waxcom.com Miami, FL Key Clients: AvMed, **Baylor Scott & White** Health, Humana

### **WE Communications**

we-worldwide.com Bellevue, WA Key Clients: Volvo, Allrecipes, Microsoft

### Weber Shandwick

webershandwick.com New York, NY

### webSURGE

websurgenow.com Webster, NY

### **Weill Media**

weillmedia.com Los Angeles, CA Key Clients: Disney, Mondelez

### # West Cary Group

westcarygroup.com Richmond, VA

### WhyteSpyder

whytespyder.com Fayetteville, AR

### Wieden + Kennedy

wk.com Portland, OR

### **WINDOWSEAT**

windowseat.com

Los Angeles, CA

### **#** Wired PR Group

wiredprgroup.com Phoenix, AZ Kev Clients: WebPT. LeadMD, Tallwave

### **Wired SEO**

wiredseo.com Fort Worth, TX Key Clients: Central Security Group, **Justin Sparks Law** Firm, VellemanStore, **PartCatalog** 

### WITH/agency

thewithagency.com Atlanta, GA Key Clients: AT&T, Neenah Paper, Pacific Gas & Electric, Southern Company

### **WP BrandStudio**

washingtonpost. com/sf/brandconnect/brandstudio Washington, DC

### WSJ. Custom **Studios**

wsjcustomcontent studios.com New York, NY

### # Yeager Marketing

yeagermarketing.com Phoenix, AZ

### Vesler

yesler.com Seattle, WA Key Clients: Google, Microsoft, Zillow, SAP

### Zehnder **Communications**

z-comm.com New Orleans, LA

### Zoomph

zoomph.com Reston, VA

### INTERNATIONAL

### **?** 256

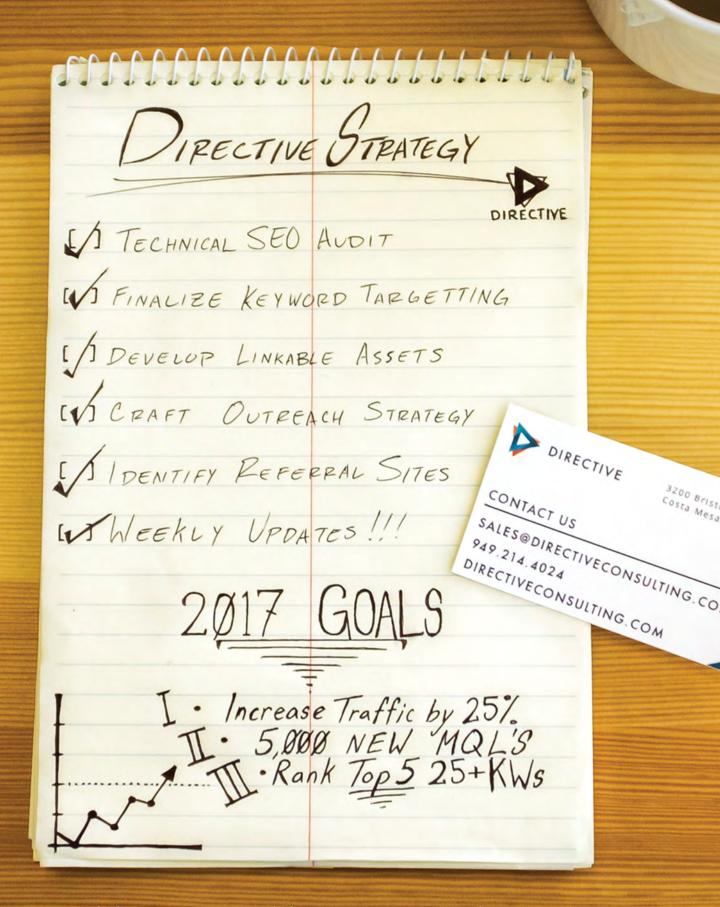
256media.ie Dublin, Ireland **Key Clients: EBS** (Bank) d.a.c, Symantec, AIB Bank plc

### 1000 Heads

1000heads.com London, United Kingdom

### A-lehdet Dialogi Oy

dialogi.fi Helsinki, Finland



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### Adagietto adagietto.pt

Lisboa, Portugal

### **#** ADBA

adba.com.tr Esentepe, Turkey

### **Agency Fish**

agencyfish.com London, United Kingdom

### Key Clients: Garuda Indonesia, Qatar Airways, REIW, Bank Central Asia

### **Agency Marou**

agencymarou.com.au Victoria, Australia

### **All Roads**

Indonesia

allroads.me Kingston, Canada **Key Clients: Sales** Plus Profit, CEO Tribe, Orange Tree Living, Abco Elevator

### # AnalogFolk

analogfolk.com London, United Kingdom

### **Ariad Communications**

ariad.ca Toronto, Canada

### **Aude**

aude.pl Warsaw, Poland Key Clients: ING, PepsiCo, Deutsche Bank, Grupa Żywiec

### **August Media**

augustmedia.com London, United Kingdom

### **Australian Doctor** Group

australiandoctor group.com.au Chatswood, Australia Key Clients: Pfizer, Novartis, Boehringer Ingelheim

### **Axon Garside**

axongarside.com Manchester, United Kingdom

### **Axonn Media**

axonn.co.uk London, United Kingdom

### BauerWorks

bauerworks.com.au Sydney, Australia

### **BlueGlass**

blueglass.co.uk London, United Kingdom

Key Clients: Expedia, Pottery Barn, Vistaprint, Huawei

### AGENCIES BY INDUSTRY: NON-PROFIT

**Burns Marketing C3 Creative Code and Content Editor Group Fusionspark Imagination Journey Group King Content** 

**Mahlab Media** 

- Tontent Marketing Awards 2016 Winner
- Content Marketing Awards 2016 Finalist

### **Bookmark** Content and **Communications**

bookmarkcontent.com Toronto, Canada Key Clients: Air Canada, Fairmont Hotels and Resorts, Mercedes Benz, Lindt

### Brand New Content

brandnewcontent.se Stockholm, Sweden

### **Brandalism**

brandalism.com.au Sydney, Austrailia

### **Branded3**

branded3.com West Yorkshire, **United Kingdom** 

### # Brilliant Content

casmccullough.com Chuwar, Australia

### **Business World**

businessworld.ie Dublin, Ireland

### **BUZZVALVE**

buzzvalve.com Bangalore, India

### C3 Creative Code and Content

c3.co Berlin, Germany **Key Clients:** Volkswagen, Deutsche Telekom, Sainsbury`s, Swarovski

### Canada Wide Media

canadawide.com Burnaby, Canada **Key Clients:** Tourism Vancouverm BC Hydro, British Columbia Automobile Association, St. Paul's **Hospital Foundation** 

### T Canvas Group

canvasgroup.com.au Sydney, Austrailia

### Carat

carat.com London, United Kingdom

### **Castleford Content** Marketing

castleford.com.au Sydney, Australia

### Chopsticks PR + Communication

chopstickspr.com Melbourne, Australia

### **Cirrus Media**

cirrusmedia.com.au New South Wales. Australia

### **Citizen Press**

citizen-press.fr London, United Kingdom

cohorts.net.au

### **Cohorts**

Womboota, Australia **Key Clients:** Australian Sheep & Wool Show, Independent Unit Management, Harris **Partners** 

### **Comnicate Media**

comnicate.com Melbourne, Australia

### **Consider Digital**

considerdigital.com Malaysia, Singapore

### **Contempo Media**

contempomedia.com Toronto, Canada Key Clients: Audi, Volkswagen, Timberland, Tudor

### Content **Connections**

contentconnections.be Brussels, Belgium

### contentgroup

contentgroup.com.au Canberra City, Australia

### **CPL**

cpl.co.uk Cambridge, United Kingdom

### Cypres

cypres.com/en Brabant, Belgium

### **DAC Group**

dacgroup.com Toronto, Canada

### **Datify**

datify.co.uk London, United Kingdom

### **Demand Spring**

demandspring.com Ottawa, Canada

### **Dentsu Aegis** Network

dentsuaegis network.com London, United Kingdom

### **#** Dentsu Singapore

dentsu.com.sg Singapore

### **Dialogue**

archantdialogue.co.uk London, United Kingdom

### Distilled

distilled.net London, United Kingdom

### **Done by Friday**

dbf.digital Auckland, New **7ealand** 

### **Dot Com Infoway**

dotcominfoway.com Chennai, India

### # dunnhumby

dunnhumby.com London, United Kingdom

### 🏆 DutchGiraffe 🖡

**Digital Creatives** 

dutchgiraffe.com The Hague, Netherlands Key Clients: Sodexo, SGS search, Unilever, **Ballast Nedam** 

### **E2M Solutions**

e2msolutions.com Ahmedbad, India Key Clients: Confirm Biosciences, Only Hangers, Cyfe, Rosenfeld Injury Lawyers

### **Edge**

edgecustom.com.au Manly, Australia

### **Editor Group**

editorgroup.com Sydney, Australia Key Clients: Optus, Deloitte, Russell Investments, INSEAD

### **#** Emotive

emotivecontent.com Clovelly, Australia

### **Engage Content**

engagecontent.com.au Pyrmont, Australia **Key Clients:** Restaurant & Catering Association, CSS Group, BOQ Specialist

### Eva Istanbul

evaistanbul.com.tr Istanbul, Turkey Key Clients: Shell, Fiat, g2m

### **Factory Media**

factorymedia.com London, United Kingdom

### Fairfax Media

fairfaxmedia.com.au Pyrmont, Australia

### **Filtered Media**

filteredmedia.com.au Chatswood, Australia

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### **Fleabark**

fleabark.com Vancouver, Canada

### **FSAP Creative Content Agency**

fsap.com.tr Istanbul, Turkey **Key Clients:** Vodafone, Redbull, Dimes, Atlantis

**Future Fusion** futurefusionagency.com

Bath, United Kingdom

### TG+J Custom Content

genj.nl/customcontent Amsterdam-Duivendrecht, Netherlands

Key Clients: KLM

(Royal Dutch Airlines), Bever (Outdoor & Travel Retail), NS (Dutch National Railways), Prominent (Furniture)

### Gemeinschaftswerk der Evangelischen Publizistik (GEP)

gep.de Frankfurt, Germany

### **GET LIFT Agency**

getlift.com Toronto, Canada

### # Globe Edge, a division of The **Globe and Mail**

globeedge.ca Toronto, Canada

### Grist

gristonline.com London, United Kingdom

### THATTIE Grant Media hardiegrant.com.au/

media Richmond, Australia **Key Clients:** Jetstar Airways, Dan Murphy's, Mercedes-Benz, Flight Centre

### **Hatchd Digital**

hatchd.com.au Perth, Australia **Key Clients: ATCO** Gas Australia, The Metropolitan Redevelopment Authority, Murdoch

University, Bedshed

### **Havas Media**

havasmedia.com Puteaux Cedex, France

### **Head Office**

headoffice.be Herent, Belgium

### **Hearst Made**

hearst.co.uk London, United Kingdom

### **Hey Sippy**

heysippy.com Sydney, Austrailia

### **High Profile Enterprises**

highprofile enterprises.com Whakatane, New Zealand

### **Key Clients:**

TrinityP3 Marketing Management, Olivado, Verve Portraits, Aeroqual

### THOFFMANN UND **CAMPE X**

hoca-x.de Hamburg, Germany Key Clients: BMW, Gaggenau, Hochtief

### Tontent Marketing Awards 2016 Winner

Content Marketing Awards 2016 Finalist

### If You Build It

ifyoubuildit.com.au Enmore, Austrailia

### # Igloo Media

igloomedia.com.au Crows Nest, Australia

### imageseven

imageseven.com.au Subiaco, Austrailia

### **Immediate Media**

imcontent.co.uk Bristol, United Kingdom

### **Impact Digital Marketing Ltd**

impactdigital. marketing London, United Kingdom

### **Impression Digital**

impression.co.uk Nottingham, United Kingdom

### # Influitive

influitive.com Toronto, Canada

### **!** infogr8 infogr8.com

London, United Kingdom Key Clients: Old Mutual Wealth, Macmillan Cancer Support, Sony

### **ITN Productions**

Playstation

itnproductions.co.uk London, United Kingdom

### **JBH The Content Marketing Agency**

jbh.co.uk Northampton, United Kingdom Key Clients: REED, Sonova, iProspect,

Reed in Partnership

(NFP)

**John Brown** johnbrownmedia.com London, United Kingdom

### **Journal** International

iournal-international.com Munich, Germany

### **Keplar Agency**

keplaragency.com Amsterdam, Netherlands Key Clients: Nike, Google+, RedBull, Heineken

### Kingspoint

kingspoint.no Oslo, Estonia

### **KKLD**

kkld.net Berlin, Germany

### **Knobly Media**

knoblymedia.com Bangalore, India

### Lobi

lobi.fr Courbevoie, France Key Clients: Edenred, Elior Services, Euler Hermes

### **Lotus Tech**

lotustech.online Hyderabad, India

### 🏆 Lush Digital Media lushdigital.com

Perth, Australia **Key Clients:** Tireweb Marketing, Ronald McDonald House, Acquire, Finbar Group

### Luxus

ajansluxus.com Istanbul, Turkey Key Clients: Turkish Airlines, Beko, Bayer, Arcelik

### # LVB Networks lvb.nl

Amersfoort, Netherlands **Kev Clients:** Ziggo, ABN AMRO MeesPierson, Sanguin, Jumbo

### **Magnificent Stuff**

magnificentstuff.net London, United Kingdom

Key Clients: Clifford Thames Ltd, KMD PWM, HDCC, The English Cream Tea Company

### # Mahlab

mahlab.co Balmain, Australia **Key Clients:** Salesforce, Randstad, Australian Institute of Company Directors, Engineers Australia

### **MATTER AB**

matter.se Gothenburg, Sweden

### **McCann Australia**

mccann.com.au Sydney, Australia

### MediaCom

mediacom.co.uk London, United Kingdom

### MediaCorp

mediacorp.sg Singapore

### T Mediahuis Content **Connections**

contentconnections.be Groot-Bijgaarden, Belgium Key Clients: Media Markt, Flemish Government, Essent, Jobat

### Mediaplanet

mediaplanet.com Stockholm, Sweden

### # Medium Rare **Content Agency**

mediumrarecontent.com Pyrmont, Australia **Key Clients:** Qantas Airways, Coles Supermarkets, David Jones, Foxtel

### Merkelijkheid

merkelijkheid.nl Amstelveen, New Zealand

### **Midas Media**

midasmedia.co.uk Melton Mowbray, United Kingdom

### Montage

**Communications** montagecomms.com Bury St Edmunds, **United Kingdom Key Clients:** Brabantia, Westminster Cheddar, Sphero, St Edmundsbury Lego

### muehlhausmoers

muehlhausmoers.com Berlin, Germany

### **Narrative**

project

narrativemedia.co.za Cape Town, South Africa

### **New Content**

newcontent.com.br São Paulo, Brazil Key Clients: Latam Airlines, Volkswagen, Electrolux

### **New Media Publishing**

newmediapub.co.za Cape Town, South Africa Key Clients: Sanlam, Woolworths, Ackermans. Multichoice

### **Newhall Publishing**

newhallpublishing.com Wirral, United Kingdom

### **Newmen Publishing** House

newmen.info Krasnodar, Russia



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### **News Corp Australia**

newscorpaustralia.com Surry Hills, Australia

### NewsLifeMedia

newscorpaustralia. com/newslifemedia Surry Hills, Australia **Key Clients:** 

Woolworths Group

### Northstar

thisisnorthstar.com London, United Kingdom

### **Notch Video**

notchvideo.com Toronto, Canada

### Novus

novusasia.com Singapore

### **One Productions**

oneproductions.com Dublin, Ireland **Key Clients:** Guinness, Primark, Linked-in, Citi

### **Origin Design & Marketing Limited**

origindesign.uk.com Amersham, United Kingdom

Key Clients: GSMA, Expedia, VMWare

### # OTW

otw.se Stockholm, Sweden **Key Clients:** Scandinavian

Airlines, IKEA, ICA, TV4

### **Percept Brand** Design

percept.com.au Sydney, Australia

### Plot Content **Agency**

plotcontent.com Lisbon, Portugal **Key Clients:** Jerónimo Martins/ Pingo Doce, Montepio, Lusadas, Caixa Geral de Depósitos

### # PM, poslovni mediji

p-m.si Ljubljana, Slovenia

### **POLISH CREATIVE GROUP**

polishcreativegroup.com Warsaw, Poland Key Clients: ERGO Hestia, Nobile Sports, Uniqa, KPMG

### **PopArt Studio**

popwebdesign.net Novi Sad. Serbia Key Clients: Nike, Schneider Electric, Schwarzkopf

### PostBeyond

postbeyond.com Toronto, Canada **Key Clients:** Scotiabank, Starbucks, Travelodge, Siemens

### **Primafila**

primafila-cm.com Zurich, Switzerland

### **Progressive Content**

progressivecontent.com London, United Kingdom Key Clients: KPMG, Royal Bank of Scotland Group,

CISCO, ICAEW

### **Propaganda**

propaganda.be Zaventem, Belgium **Key Clients:** Proximus, Carrefour, Delhaize, bpost

### **Publicis Worldwide**

publicis.com Paris, France

### **Publicitas Singapore**

publicitas.com/ singapore Singapore

### **Publitek**

publitek.com Bath, United Kingdom

### Quadripple

quarry.com

quadripple.ca Calgary, Canada

### Quarry

St Jacobs, Canada **Key Clients:** Windstream Enterprise, John Deere, American Century Investments, Broadridge Financial

### **Red Bee**

creativems. redbeemedia.com London, United Kingdom

### Redactive

redactive.co.uk London, United Kingdom

### RedPoint Media & **Marketing Solutions**

redpointmedia.ca Calgary, Canada

### Redwood

redwoodlondon.com London, United Kingdom

### **Remarkable Content**

remarkablegroup.co.uk Winchester, United Kingdom

### **Riverbed Marketing**

riverbedmarketing.com Vancouver, Canada

### Rubrik

rubrik.se Gothenburg, Sweden

### **Sandstorm Digital**

sandstormdigital. com Dubai, United Arab **Emirates** Key Clients: National

Bank of Abu Dhabi (NBAD), Etisalat, Meraas, Abdul Latif Jameel (Toyota KSA)

### SevenC3 seven.co.uk

London, United Kingdom **Key Clients:** Sainsbury's, Fujitsu, Bentley,

Weightwatchers

### **Sify Digital** Solutions

digitalsolutions. sify.com Taramani, India

### Siren Group

sirenltd.com Pfaeffikon, Switzerland **Key Clients:** Microsoft, American Income Life Insurance Company, Plarium, ZALORA

### Sonder

madebysonder.com Warwickshire, United Kingdom

### Southerly

hellosoutherly.com London, United Kingdom

### # Spafax

spafax.com Montreal, Canada

### **\* SPH Magazines**

sphmagazines.com.sg Media Centre, Singapore

### # Spoon

spoonagency.com Stockholm, Sweden **Key Clients:** Volvo Trucks, Sandvik, Xylem, Kia Motors

### **Squirrly**

squirrly.co Cluj-Napoca, Romania

### St. Joseph **Communications**

stjoseph.com Concord, Canada **Key Clients:** Walmart, General Motors, Sears, **Shoppers Drug Mart** 

### **Storyation**

storyation.com Sydney, Australia Key Clients: Tourism Australia, Bupa, Tourism New Zealand

### **Swhype**

swhype.com London, United Kingdom

### **Switched on Media**

switchedonmedia. com.au St. Leonards. Australia

### tbk Creative

tbkcreative.com London, Canada

### # TBWA\Singapore

tbwa.com.sg Singapore

### **TCOLondon**

tcolondon.com London, United Kingdom

### **The Content** Company

getawesomecontent.com Global, Canada

### The Dubs

thedubs.com Walsh Bay, Australia **Key Clients:** Aberdeen Asset Management, Commonwealth Bank of Australia, QBE Insurance BT Financial

### # The Economist

### Group

economistgroup.com London, United Kingdom

### **The Moment**

wearethemoment.com London, United Kingdom

### The Partners

the-partners.com London, United Kingdom

### The Yellow Ink

theyellowink.com Barcelona, Spain **Key Clients:** Estiluz S.A., kenogard S.A., RED aede, MH parquets S.A.

### **Tidalwave Marketing and** Design

tidalwavemarketing. com.au Melbourne, Australia

### # To The End

totheend.co.uk Norfolk, United Kingdom

### **Tomorrow People**

tomorrow-people.com Birmingham, United Kingdom Key Clients: Oracle, Unify, Three, Trustpilot

### # Top Lead

toplead.com.ua Kiyv, Ukraine

Tontent Marketing Awards 2016 Winner

Content Marketing Awards 2016 Finalist

### # Totem

totem.tc

Toronto, Canada **Key Clients:** CAA -Canadian Automoblie Association, Acura Car Maker, Porter Airline, British Airways

### **Tuber**

tuber.sg Singapore

### **Yelocity**

velocitypartners.com Richmond, United Kingdom

### **Vertical Leap**

vertical-leap.uk London, United Kingdom

### **VISIBILITII**

visibilitii.com Vancouver, Canada

### **Voicings**

voicings.fr Courbevoie, France **Key Clients:** Edenred, Elior Services, Euler Hermes

### Webcopy+

webcopylus.com Richmond, Canada

### Wingman

wingman.pt Lisbon, Portugal **Key Clients:** TAP Airlines, Brisa, FPF — Portuguese Football Federation

### **WiTH Collective**

withcollective.com Surry Hills, Australia

### **Word Waiter Digital**

wordwaiter.com Bristol, United Kingdom

### **WP Magazines**

wp-magazines.com London, United Kingdom

### **Tandbeek**

zandbeek.com Noord-Brabant, Netherlands

### Zazzle Media

zazzlemedia.co.uk London, United Kingdom

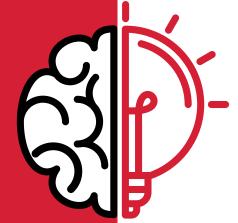
### Zimmermann Editorial

zimmermann editorial.de Cologne, Germany

### **Zoo Media Group**

zoomedia.ca London, Canada **Key Clients:** The City of London Ontario, Sykes Assistance Services Corporation, AtWork Office Furniture, Danby Appliances

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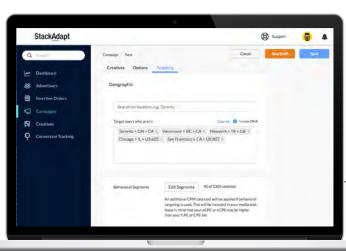


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### StackAdapt

### **STACKADAPT**

StackAdapt has great reach, solid targeting, and is affordable. It's agency friendly too. We've used it for everything from syndication to direct response. It recently added video and banner ads, so in addition to recommendation widgets, it's got more options.

CHRISTOPHER S. PENN, SHIFT COMMUNICATIONS, @CSPENN



### **OUTBRAIN**

I have found Outbrain to be useful for top-of-the-funnel content that has a pop culture tie-in in its premise. For example, the holidays can be a quiet time for B2B marketers, but by boosting blog content through Outbrain over that time, we kept a steady flow of traffic in what would have been a significant lull.

ERIKA HEALD, SPIN SUCKS, @SFERIKA





Tab‱la

### **TABOOLA**

Taboola is effective to drive high traffic and increase engagement. It offers an additional option to pay more per-click to access the platform's top publishers. Its visual-analyzing feature gives an upper-hand over its competitors to distribute content. It also provides real-time insights to my campaigns, which is helpful in analyzing performance and optimizing strategy.

DANYAL EFFENDI, PUREVPN, @DANEFFENDI



### **GOOGLE ADWORDS**

Many people do not realize responsive ads in AdWords serve natively. I like it because you can use the same targeting criteria as you would with any other AdWords Google Display Network campaign (including remarketing) while still serving ads natively.

RYAN LARK, POWER DIGITAL MARKETING, @RYLAR\_DIGITAL



### **NATIVO**

The platform helps Titlemax scale our branded content strategy. We have found a direct correlation between the level of engagement with our content and the propensity for a consumer to convert. By featuring our existing blog content on the pages of relevant publishers we can drive highly qualified traffic to our site for lead capture.

STEPHANIE LEUNG, TMX FAMILY OF COMPANIES, @TMXCOMPANIES

### **DEPARTMENT EDITOR**



Ann Gynn trains others to create successful content marketing or works to get the job done on behalf of her clients. Follow her at @anngynn.

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# HOW TO BUILD A HIGH-PERFORMANCE

Jolie Miller shares her experience building, managing and inspiring teams at LinkedIn.

By Cameron Conaway

The content marketing industry is flooded with "rock stars," and this has led many to think a content marketing strategy is about individual prowess.

But this couldn't be further from the truth. Peek behind great content marketing efforts and you'll nearly always find a driven, well-organized team.

Jolie Miller, content strategy and acquisitions leader at LinkedIn, has spent much of her career leading the quiet, disciplined work of highperformance content teams. Here are her practical tips for what it takes to build, manage and drive them.

CCO: Can you paint a picture of your personal content journey? When did you first take the creation of content seriously, and what about the process did you find (and do you still find) interesting?

I started in the content business over 10 years ago in the publishing world, where our product was educational content. One of the things I was most excited about then and have only grown more passionate about now at LinkedIn is the idea of over-delivering on value with the content you share.

It's content that truly exceeds users' expectations that creates those moments of delight with a brand.

What I love about content is it has the power to change people's lives for a second or for a day or forever. Great content creates space for people to pause and reflect, and that space is where transformation happens.

#### Not all teams are high-performance teams. In your mind, what's the difference?

A high-performance team has members that show up for each other because everyone wants to work together to deliver value. People do the small, little extra thing and the big, hard, amazing thing, and obsess about the details because they're creating relationships and outcomes they're willing to own. I've been fortunate to be on many teams like this.

In my experience, a team that's not high performing is a team that's in it for the transaction one project or one piece of content or one interaction, not the longer play of strong, healthy relationships, open communication, trust, and creating a better company together. It's more about



Stop Killing Your Content Team: 3 Ways to Scale Work With Existing Resources http://cmi.media/scale

how quickly can I cross this off my list or get through that conversation and back into my day; it's not about building something together with and for people. Needless to say, these teams quickly get toxic for people and can benefit from a fresh start and some turnaround leadership.

You've built high-performance content teams at all stages of a company's growth. Can you walk us through the crucial first steps a leader of any company size should take to begin building a world-class content team?

It really starts with knowing what markets you want to win and what kind of content, delivered in the right way, will help you win those markets. What the business is aiming to do and do well is at the heart of starting your team. Then you've got to find people who want to join the cause with you. I often tell candidates that this isn't a job, it's a calling, and we're looking for people who want to own and share that vision with us, people for whom it's not going to feel like work. Creating good content is about passion.

I also often tell candidates that it comes through in the content you make if you had fun making itthe company's culture bleeds through, and it has to be solid. So you've got to find folks who want to have fun growing a business with you.

Look for the people who you know will challenge what exists and what could be, and always seek out folks who will want your job. They'll drive hard toward company wins with you.

Once the core team is in place, what are some simple project management strategies that will help the team keep driving forward?

The first project management strategy for any team is really communication. Notice people. Notice things that are going right. Say something about those things, often. Have the tough conversations with candor and empathy, and have them earlier than you think you need to.

I'm also a big fan of documentation and detail to stay on top of projects-over-document if you need to get in the habit. You don't need a fancy CMS or tool to do this; it can be done in Google Sheets if that's what you've got. But keep track of all the little niggling things.

Next, it matters what you measure-so keep detailed records and monitor performance. I like to monitor the daily stuff: engagement and viewership, but also hunt for wild-card information that might start with

a random question, take you down a rabbit hole, and then kick you back out with some new insights.

Finally, have review meetings or post-mortems on a frequency that works for you. Stop to ask yourself: What's going well? What have we learned? What do we want to do next? This is key.

#### Where do you see most content marketing strategies faltering?

Content that misses the mark usually does so first by failing to know its audience, and second by failing to connect meaningfully with that audience, either with the wrong tone or wrong type of content or a combination. The miss often occurs long before the content is made.

The other mistake I see is applying a one-size-fitsall approach to all of your content without stopping to consider audience differences, such as: "This twominute clip worked well over here for this audience so we should obviously only do this for everyone going forward." Not so!

#### When do you know it's the right time to hire, and can you give us a glimpse into how you recruit the best-fit talent?

In my experience, the right time to hire is when you're in over your head with too much on your plate but still have the energy and passion to do it all—it's still early enough that you're not burned out but it's late enough that you hopefully have traction and cash flow to attract the kind of people to help you get to the next level.

Then, and this is the key thing, you have to fire yourself from your old job of doing it all. Hire someone who's amazing, train them really well and thoroughly, and then let them run, coach them and remove all the roadblocks they need cleared out of

If you give me \$100 to spend on hiring, I'm going to spend half of it finding the right person and the other half making sure my training documentation are compelling and set the person up for success. Without both of these, neither one will work.

Cameron Conaway is an award-winning investigative journalist and the content marketing manager at Klipfolio. He curates Content Land, a weekly resource for journalists and content marketers who want to work smarter by learning how both fields intersect. Follow him @CameronConaway.



- Jolie Miller -





# PRACTICAL HIRING ADVICE FROM **JOLIE MILLER AT LINKEDIN**

#### SEEK OUT PASSIVE JOB CANDIDATES

I'm a big fan of passive candidate recruiting—going out and finding the voices that should be shaping the content of tomorrow. See what's new and fresh on social and who's doing unique and game-changing things, the people who are thought highly of. Talk to those people. Network. Find the best and go to them, even if they're not looking and wouldn't consider leaving where they are. Start talking to these people before you have roles open so you can quickly hire when it's time.

#### DON'T HIDE FROM THE TOUGH STUFF

Explain the job in real talk, the good and the bad. Remember, you want people for whom this is a calling and a purpose, not just a paycheck. Let them know the obstacles and the upside. For example, I'll say things like, "This is a very intra-preneurial role where you're going to be able to write the rules, but with that comes a lot of question marks you're going to have to be comfortable playing with. If you see question marks as a challenge and like figuring out what they'll turn into, you'll love it; if they frustrate you, it's going to frustrate you."

#### HIRE PEOPLE WHO DELIGHT YOU

Whether it's their humor, their brilliance, their grasp of numbers or whatever it might be, you want a delight factor that they can bring to the team and the business. This is a daily relationship you're committing to, and it needs to work well and be able to drive results.

"A CONTENT MARKETING TEAM THAT'S **NOT HIGH PERFORMING IS A TEAM** THAT'S IN IT FOR THE TRANSACTION"

- @JOLIEMILLER

# "GREAT TEAMS HAVE THE TOUGH

- @JOLIEMILLER

LET INTERVIEWEES LEAD THE CONVERSATION

I've often interviewed people by letting them ask me questions rather than throwing a bunch of questions at them. This lets me see how their mind works, how curious they are, if they're prepared, and the way they'd think about working with me and the team. Their approach also lets me observe their analytical and emotional-intelligence skills up close and personal how are they reading what I'm asking, and are they catching how I'm responding to their answers and adjusting on the fly? It also ensures candidates are getting the full scoop on the job—they have ample opportunities to learn everything they want to know, and in the best circumstances, and also sell me on their big ideas that would let them hit the ground running.

Of course, I do throw in some questions of my own, but the goal is to get to know the candidate—are they nervous to fill the time with questions and their own thoughts, or are they eager to take charge? Do they use the time to try to get ideas for how to answer the next interviewer's questions or do they use the time as a blank canvas to brand themselves?

DOCUMENT THE HIRING PROCESS Set up clear onboarding plans for the first 60

days, including goals for the quarter or the year, and documentation on how to do what. No one remembers what they do in their first week, so have a document they can peruse at their leisure any time to refresh their memory.



# **ARE YOU READY TO HIRE**

Search Consultant Sara Noble uses these questions to determine if the right conditions are in place to support a top-quality content executive.

or the past 20 years, Sara Noble's Boston-based practice has supplied content talent to intellectual heavyweights such as Harvard Business Review, Fortune 500 CEOs, as well as more than half of the top 10 global management consulting firms, among others. On average, she turns away one in three prospects who get in touch requesting her services. Why? "Many companies just aren't ready to hire quality," she savs.

To gauge employer readiness—and to ensure the executives she places will be successful and satisfied—Noble asks these questions of chief marketing officers. (And she says these same questions apply to candidates interviewing prospective employers.)



#### WHAT MOTIVATES THE HIRE?

Content marketing is a discipline that requires sustained commitment. When a company calls me saying they are ready to hire a director of content marketing, chief content officer, or editorial director, I always ask to what extent they feel pressure to set up a content team to follow in the footsteps of competitors. I want to know if the move is genuine, or whether it's about keeping up with their peers.



For example, do they want to be news-driven and topical, or publish analyses of long-term trends. Do they want their content to have a social impact? All of these indicate how deeply they've thought about their strategy. It also helps me understand if they are interested in filling a content quota or making a lasting impact.



### WHAT TYPES OF CONTENT PROJECTS DO YOU ENVISION?

It's important to figure out whether a company plans to publish product-oriented content or idea-oriented content. I ask for specific examples of what they have in mind. If they are coming out of traditional marketing, they're programmed to think in terms of the 4Ps, but I also want to know about "perception" and "proficiency." Can they exhibit proficiency and knowledge, and in doing so build their brand as the smartest in that field? The only way to figure it out is to see if they recognize the difference between product-based marketing versus idea-based marketing. That shift requires a completely different mindset and skill set-a balance of rigorous critical thinking and storytelling expertise.

#### WHO IS BEHIND THE HIRING EFFORT?

Is it just the CMO who believes in the importance of the role, or is there a real commitment from the C-suite? I try to identify all the internal champions. If it's just the CMO, any candidate I send will be doomed from the start.

**HOW TO KEEP TOP TALENT?** EXPAND THEIR VIEW BEYOND THE CONTENT TEAM.

Sara Noble says the very best content creators have three key qualities: 1) a journalist's mentality for research, reporting and editing; 2) a marketer's approach to strategy, audience development and analytics; and 3) an archivist's ability to curate and repurpose content. If a company has at least one of these rare creatures, "Hang onto them for dear life because rarity also implies they will be in demand by others," says Noble.

But how do you keep top talent engaged when, realistically, great writers and editors often have little-to-no opportunity for advancement? Noble has seen a variety of ways organizations have addressed content talent retention.

#### A CULTURE OF IDEA GENERATION

Content creators want to work for companies that have idea generation imprinted on the culture of the organization. One of my clients, for example, runs classes for consultants that helps them to think like content creators. The company wants consultants, who are on the front lines of client engagements, to keep their eyes open to original ideas that can feed the content creation machinery. The same can be done in any company where employees have regular contact with their customers.

#### WHO'S ON THE TEAM?

Sometimes there are clear indicators of problems ahead. They might say, "We have a lot of writers internally we can move over to this group." Often they are referring to legacy marketing writers who are not always suited to developing thought leadership. (It explains why so many media companies have opened content studios. Many large companies just don't have the journalistic horsepower that traditional media has access to.)



## WHAT RESOURCES WILL YOU PUT TOWARD YOUR GOALS?

I want to know who is currently part of the team, and do they have future hiring plans. If there are plans to outsource, what is their freelance budget if in need of writers, editors, designers or social media people? I also ask about their dataviz and design resources specifically, since these skills are increasingly important to set companies apart. (As an aside, if you're a candidate for a job, these are critical questions.)



### ARE YOU PREPARED TO PAY FOR QUALITY?

Excellent content creators do not come cheap. I hire from The Wall Street Journal, Fortune, Financial Times, among many others. They are not only excellent writers and editors, but they bring subject-matter expertise—and their rates reflect their experience. True quality comes more expensively.



### ARE YOU READY TO DO ORIGINAL RESEARCH?

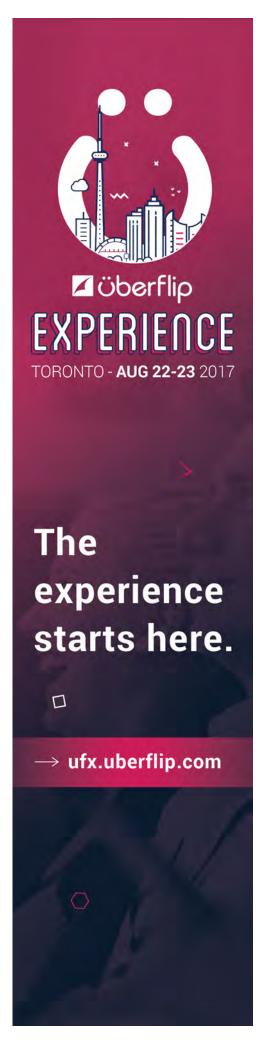
I want to know whether a company sees the value of rigorous research to back up its subject-matter expertise. This may come in the form of original research, or in a partnership with a university or media company. If you're publishing content devoid of research, you're missing a big opportunity to distinguish yourself.

#### **EXPOSURE TO BROADER STRATEGY**

It's critical to help content creators become involved with more strategic decision-making. This may mean putting them on certain committees or involving them in partnership discussions. Allow them to "see over the wall" to a larger landscape. The better creators have intellectual curiosity, which when tapped properly can provide fresh eyes and innovative approaches to product marketing, new product development, customer retention strategies, the list goes on. These are "creatives" after all.

#### A CLOSE CONNECTION TO THE CUSTOMER

Content creators should never lose distance with customers. I worked with a company that gave their content team a list of five customers each week who they were required to call. In these free-wheeling conversations, the team used their journalistic skills to discuss customers' needs, whether they were being met, and their perceptions of competitors. Honestly, the process was as important as the content. It helped the content team become much more engaged beyond their current assignments. They took their work more seriously and felt they had skin in the game.





More unsolicited advice from Andrew Davis: http://cmi. media/davis



You didn't ask for it, but we're

In his column, Andrew Davis dishes out content marketing advice to unsuspecting targets. In this issue, Davis serves up some unsolicited advice to long-winded agency account managers.

Account Managers Content Marketing Agencies Everywhere

#### Dear Account Managers,

Watching three dozen agency pitch meetings over the last two years, I have noticed one common problem: your pitch decks are too long. Which means your meetings are too long too; 45 minutes too long to be exact.

I love your content marketing enthusiasm; I adore the creative concepts you pitch. You are obviously good at what you do and believe in your pitch wholeheartedly. I get it. You know your stuff.

Here's the thing: I don't care about any of that ... yet.

Most pitches I attend spell out what the agency will do for us during the last 15 minutes of the meeting. The first 40 minutes are filled talking about amazing case studies and teaching us the value of content marketing. The agency team members talk about who they are and what exactly they do. They show off their client list, talk about their "unique" approach and even discuss their "patent-pending" process. The presenters do all of this before they tell us what they can do for us.

Maybe you should invert your pitch. What if you took the last 25 percent of your presentation and made it the first 25 percent? What if you told us how exactly you can help us before telling us who you are, what you do, how you do it, and for whom you have done it? What if your pitch is for us first so I care about you second?

Here's the deal: if you would like to invert your pitch but aren't exactly sure how to do it, give me a call. I will schedule a 30-minute phone call to help you (and your agency) try a new format. I guarantee your next prospect will thank you!

What do you say? Do we have a deal?

Whether you wanted it or not, Andrew Davis

#### DEPARTMENT COLUMNIST



Andrew Davis is the author of Brandscaping: Unleashing the Power of Partnerships. Follow him at @DrewDavisHere.

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# Social Media Advice from Mark Hamill

The iconic actor delivered a moving keynote at Content Marketing World, touching on his early love of comic heroes, the gratitude he feels toward fans, what it was like to reprise the role of Luke Skywalker in Star Wars: The Force Awakens, and his new show called Pop Culture Quest.

What stood out to us? Hamill's social media savvy (even while he professes to be a neophyte). Read on to hear about Hamill's foray into the Twitterverse and the lessons he's learned from his successes ... as well as his wrong turns.

Mark Hamill as told to Clare McDermott

#### On my hesitation to engage fans online.

I resisted Twitter for the longest time. It just wasn't on my radar. I did a low-budget film called Sushi Girl. The producers said, "It would really help us if you got on social media because we want to bring attention to the film." I did. Then I realized, "What did I get myself into?" Once the movie came and went ... now I'm on Twitter!?

My daughter would say, "Dad, you haven't been on Twitter for three weeks! People are worried about you." I said, "Hon, who cares what I think? No one cares whether I prefer boysenberry jam or strawberry jam on my English muffin." Her reaction? "Oh, if you tweeted that your followers would go right up!"

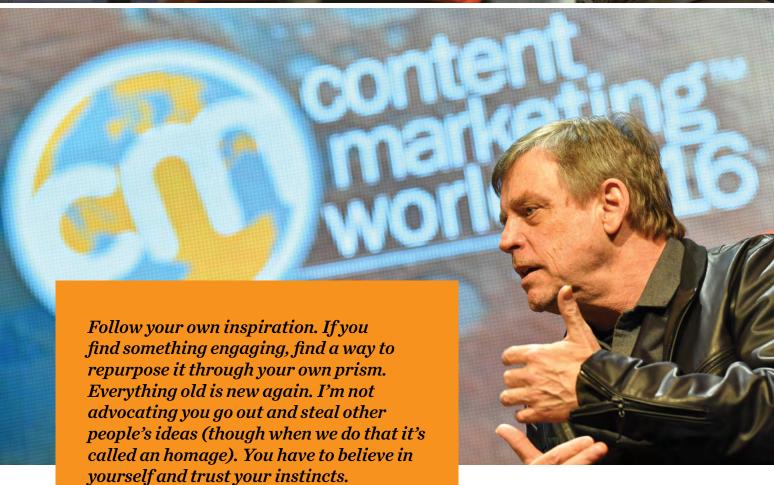
Now I enjoy it to a certain extent. I've gotten more into it. In old days, answering fan mail was like doing your homework. My wife would say, "Just do 50 and then we'll go watch The Sopranos." With Twitter it's like having electronic fan mail. You answer one person and there are many others who want to know the answer too.

### Why building anticipation (and Daisy Ridley) are keys to engagement.

I went on a Twitter campaign before Star Wars: The Force Awakens came out to boost my number of followers.

I asked for permission to say, "I have an exclusive behind-the-scenes look at an Episode





- Mark Hamill



VIII rehearsal!" I'd seen a cartoon online of Rey with Luke on her back. I thought that was a great idea. I saw Daisy (aka Rey) on the lot and said, "Do you think we can get a shot of you with me on your back?" She goes, "Bring it on!" Up I went. We took the picture.

I didn't tweet it right away. On a Thursday I tweeted, "This Sunday! 8 p.m. U.K. time!" (The PT Barnum came out in me.) On Friday, I tweeted, "Only 48 hours left!" Then the tweet comes out on a Sunday night. That tweet astonished everyone. I'd never gotten over 50,000 followers with one tweet. This one got 120,000! I thought the secret must be Daisy Ridley.

#### The Force Awakens producers also stoked fan anticipation to build excitement over the film.

The thing that worried me initially was they were advertising the movie series' three original actors in The Force Awakens—I should say, three original human actors—and by doing so, there's an implied reunion that's going to take place ... even though all I was going to do was remove my hood on screen. (Hamill's first and only appearance in The Force Awakens is a brief non-speaking role at the end.)

What I didn't realize was how they would use the mystery of Luke not appearing on the movie poster. They were so clever to fan speculation that way and it fueled the ad campaign.

#### When anticipation goes wrong.

I started backing off Twitter after one incident. I had another (Star Wars) idea, got permission as before. I promo'ed my message saying, "Thanks @rianjohnson for an exclusive look at the Episode VIII trailer."

This was just a shameless attempt to drive up my followers! It's like eating a bag of potato chips ... you can't have just one. Of course I built it all up. When I tweeted it ... it was just a photo of my trailer where I change my clothes. People weren't happy about that. (And) I was thinking, "Are we really going to put a trailer out two and half years before the film is released? C'mon!"

Why am I telling you this? You have to try to imagine what the people want. Usually if something interests me or makes me laugh, odds are it will make other people laugh as well.

#### Advice for marketers.

Follow your own inspiration. If you find something engaging, find a way to repurpose it through your own prism. Everything old is new again. I'm not advocating you go out and steal other people's ideas

(though when we do that it's called an homage). You have to believe in yourself and trust your instincts.

I love going into different departments—be it sculptors or costume designers—and watching the creative process. For example, I watched them pour foam into the Yoda mold. It's amazing to go out on that whole new frontier. That's what inspires me. co



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#### **HAMILL'S LATEST PROJECT: POP CULTURE QUEST**

Mark Hamill is a lifelong collector of memorabilia. He says the bug bit him as a child, when he collected Aurora plastic-model kits, board games and comic books. His latest project, a web show called Pop Culture Quest, celebrates collectors and their one-of-a-kind hobby.

Some episodes celebrate old Hollywood, such as a profile of Bob Burns, who has been collecting movie artifacts for over 60 years. (He has, for example, the armature from the original 1933 King Kong.) Others lean toward the quirky, such as a man who owns 20,000 pairs of Nikes. The most interesting part of each profile, says Hamill, is the person behind the collection.



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# Is it Time to Abolish Social Media?

The phrase "social media" may be doing more harm than good to the marketing industry. Why? Because it demands specialized treatment and we can't even agree on what it actually means.

Jonathan Crossfield

C ometimes I wonder how I'm still allowed to write a regular column on social media, never mind that it seems to be reasonably popular. I'm unlikely to ever write about Snapchat, for example, partly because I still can't get my head around the platform, but mainly because focusing on the technical minutiae of specific tools seems irrelevant. It's like discussing the art of the novel by analyzing the brand of typewriter George Orwell used.

I don't even like the term "social media" because it defines what we do by the tools with which we do it. Therefore, any discussion of social media can't help but emphasize the role of the typewriter while reducing the importance of the writer and his craft.

And then there's the buzzwordy-ness of the phrase. You're more likely to hear it thrown about marketing departments, newsrooms and tech startups than \*ahem\* normal conversation. My wife doesn't "share to social media;" she puts photos of our cats on Facebook. My daughter doesn't "update social media;" she chats with her friends. Whatever they're doing, the particular channel is largely irrelevant. If Facebook disappeared tomorrow, it would probably only slow down the cat photos and gossip for five minutes before they switched to alternative methods to continue the same behavior.

Of course they're both aware of social media as a concept, but I don't think I've ever heard them use the phrase to describe what they're doing.

(At this point in the original draft, my adorable editor commented that the only other time she hears parents using the term is to attack the concept. "Protect our children from the dangers of social media," they write, completely missing the irony of discussing their concern on Mumsnet Talk boards. Just like previous concerns about rock 'n' roll [enjoying music], horror comics [pulp fiction] and video gaming [ummm ... playing games], social media becomes a lazy categorization for what other people do, completely blind to the overlaps with our own normalized behavior.)

What is uniquely social about Facebook, Twitter, LinkedIn—and the hundreds of other platforms that somehow qualify for the label-that isn't true for just about any other form of media; digital or otherwise? Crikey, the telephone, letter writing, even prehistoric cave paintings are all media intended to communicate ideas and enable social interactions between two or more people.

As my editor's comment shows, we often end up using tracked changes and comments within Word documents to communicate and collaborate on the final version of an article. Even Microsoft Word can be a digital social medium.

Sure, that's a private social interaction between two people collaborating on a single document, whereas discussions of social media often emphasize the more public, broadcast nature of the

tools. Yet Whatsapp, Facebook Messenger and Twitter DMs are most commonly used for private interactions within small groups, often only two people. Meanwhile, a Google Doc can have as many as 200 collaborators and can be made public once published. Group size and whether something is public or private are far less important to understanding social media than you might think. We need to look elsewhere.

#### Creating the buzzword

There are at least three accounts of who first coined the phrase "social media" and how it came to be. As one of these explanations hinges on little more than someone being first to register the domain name, we'll skip to the other two claims, which are far more revealing.

According to then-AOL executive Ted Leonsis, the phrase was in use internally at AOL in the early 1990s. However, the first recorded use of the term is 1997 when Leonsis discussed providing internet users with "social media, places where they can be entertained, communicate, and participate in a social environment."

Writer and researcher Darrell Berry maintains that he coined the term in 1994 while developing an online media environment called Matisse. In a 1995 paper called Social Media Spaces, Berry argued the internet shouldn't just be an archive of static pages, but a network for users to connect, engage and interact with each other.

Who said it first matters less than what both tried to articulate. Neither describes definitive features—certainly not in the way most people think of social media. Leonsis' idea of online places to communicate and participate could just as easily describe the comments thread on a blog, the reviews on Amazon or even your webmail inbox, yet these are rarely included in discussions of social media today. And Berry's vision of the internet as one socially interactive network makes our modern usage of "social media" seem ridiculously parochial.

#### Social media is ... what exactly?

Social media has featured in many court cases over the years, and if there's one place that will not tolerate a vague, undefined concept to exist, it's a courtroom. Therefore, many lawyers have attempted to come up with a satisfactory legal definition of social media. In 2012, the California legislature settled on this gem of precision ...

"social media" means an electronic service or account, or electronic content, including, but not limited to, videos, still photographs, blogs, video blogs, podcasts, instant and text messages, email, online services or accounts, or Internet Web site profiles or locations.

The California legislature found it impossible to delineate between social media and every other form of digital or electronic media, online and off. By this definition, someone could legally argue those private and \*ahem\* "artistic" photographs stored on a celebrity's smartphone are social media.

California isn't alone. Every other social media policy or legal definition I have investigated is similarly broad, open ended and extremely unhelpful. In fact, the social media guidelines of the Australian Communications and Media Authority hedges further by stating, "Social media also includes all other emerging electronic/digital communication applications." Way to cover your ass there. There is no unique characteristic, feature or defining trait—or even a combination of such.

Social media as an idea, as a concept, clearly exists—if only subjectively. Your idea of social media may differ in small or large ways from mine. But social media as a thing, as something knowable that exists in the concrete rather than the abstract, is nothing more than a myth. It's a mirage.

And when you believe a mirage is real, bad things can happen.

#### Why this matters

By treating social media as somehow different (albeit, undefinably so) we fall into the trap of "social media exceptionalism." If social media is supposedly unique or otherwise distinct from other media, then all previous rules and practices don't apply. Its special nature requires us to develop new regulations, create separate workflows and focus on different metrics. How often have you heard or read someone argue that social media can't be held accountable or measured in the same way as other marketing activities? Exactly.

Some have exploited this exceptionalism by popularizing the idea that social media marketing is a kind of alchemy, beyond the ken of mere mortals. Only they can exploit the secret algorithm or access every obscure feature. So you invite in the social media shaman to utter strange incantations about engagement, ranking factors and influence, reinforcing the magical otherness of these tools.

This belief that certain technologies and platforms are inherently social while others are not reinforces the flawed notion that social interaction is a product of the tool and not the person using it. This risks absolve us from taking responsibility for our own creativity, civility and communication skills. Why bother if just by sharing an unimaginative branded meme or self-serving article to social it somehow magically becomes social content?

Just as buying a typewriter doesn't make you a novelist, setting up a Facebook page doesn't imbue you with professional social skills. They are still your responsibility. Ultimately, your skills as a communicator—your way with words, your empathy, your willingness to interact—are what should define your use of a medium, any medium, as truly social.

And then what use would we have for a phrase like "social media"? cco

#### **DEPARTMENT EDITOR**



Jonathan Crossfield is an award-winning writer, blogger and journalist. Find him at @Kimota.





# Get Behind the Turntables with Bacardi

Thile many marketers are tentatively experimenting with Instagram's Stories feature, Bacardi USA is among the first brands to show its creative mastery of the platform. Taking advantage of the format-quick, live content that comes with the capacity to fast forward or rewind from story to story-Bacardi USA turned its account into InstantDJ, a DJ simulator that allows users to take control of turntables. tapping left and right to control the music. The Instagram hack is perfectly on-brand for Bacardi USA, whose marketing already promotes "great music and great drinks" as key ingredients to a legendary party.

#### **H&M AND WES ANDERSON 'COME TOGETHER'**



When fans of director **Wes Anderson** heard he was reuniting with actor **Adrian Brody** for a short film, they were understandably excited; it had been more than two years since Anderson's last movie, The Grand Budapest Hotel, hit theaters. The four-minute film, "Come Together," was created to showcase **H&M**'s Christmas collection, featuring lone train travelers hoping to overcome winter weather to join loved ones for the holiday. The film is shot in the director's instantly identifiable, whimsical style. Sure, it's a marketing stunt, but a beautiful one that should help appease fans until Anderson's next movie is released in 2018.



# Lockheed Martin Takes Kids On The Field Trip to Mars

How do marketers take advantage of virtual reality? Aerospace company Lockheed Martin provides an extraordinary example with The Field Trip to Mars, a group virtualreality experience that takes elementary school students on a tour of Mars by outfitting a school bus with technology that makes the view look like a Martian landscape. As the bus drives the streets of Washington, D.C, the kids marveled at the unexpected out-of-thisworld experience.

For the resulting short film, Lockheed Martin captured footage of the ride, interviews with students and its employees who helped create the experience. The project won 19 Lions at the 2016 Cannes Lions, more than any other single piece of work, and it did so in 11 categories—including entertainment, public relations, cyber and innovation—showing how great B2B content can simultaneously ignite excitement across disciplines, capture the attention of business prospects and inspire future engineers who could one day take us to Mars.



#### TROPICANA WANTS TO START YOUR MORNING WITH A SPARK

Worried about high sugar and extra calories, consumers are shying away from a traditional breakfast beverage: orange juice. This is bad news for **Tropicana**, and has sparked a new content marketing endeavor from the juice makers. Published within A Plus, the positive journalism website founded by actor and technology investor Ashton Kutcher, Tropicana's Morning Spark channel features "inspiring stories to start your morning," like a video that investigates what happens when strangers start their day giving each other compliments. Morning Spark is part of Tropicana's larger efforts to boost orange-juice sales by "redefining its role in America's mornings from a functional beverage to an emotional catalyst for positivity." Wait a second, isn't that what coffee's for?

#### **HELLO** SUNSHINE: AT&T AND REESE WITHERSPOON LAUNCH A **MEDIA BRAND**

Looking for new ways to reach

its female customers, **AT&T** is

partnering with Oscar-winning actress and savvy businesswoman **Reese Witherspoon** to create a new media brand, Hello Sunshine. Hello Sunshine will "leverage the experience of its founders to create, curate and discover powerful content by and for women across all platforms, from daily social and short-form digital content to television shows and motion pictures, including Witherspoon's Academy Award-nominated film and television production company, Pacific Standard." In addition to a video-on-demand channel and website, Hello Sunshine has Facebook, Instagram, Twitter, Pinterest, YouTube and Snapchat profiles for publishing social and short-form content.

#### **DEPARTMENT EDITOR**



Natalya Minkovsky is a content strategist who lives and works in Washington, D.C. Follow her at @hejhejnatalya.







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