

# Content Marketing

Some definitions

“Since the historical beginning of trade and commerce, businesses have wanted to build relationships with customers. That’s the goal.”

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# How it used to be

**Challenge:** Get content in front of people when only a few people own the means to distribute

**Solution:** Piggyback on content people want to see, like print ads, 30-second TV ads, radio spots and sponsorships

# How it is now

**Challenge:** Get people to notice *your* content when anyone can flood the Internet with things

**Solution:** Make your content something people actually want to see (or at least look like it)

“All the inane Facebook posts like ‘Who loves summer?!?!’ might have been good at juicing interaction at first, but translated poorly into business results, even before consumers learned to ignore them.”

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“Hence, Alvey’s revolution: Brands telling stories that inspire and provoke consumers’ attention, imagination, time, and willingness to talk.”

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# Definitions

From Contently

# Content Marketing

The overarching practice of using information and entertainment to promote a brand or product. (Or cause)



# Brand Publishing

The practice of a brand telling stories about the things it cares about, its brand and its brand's products in a way that genuinely engaging (and often not self-promotional).

# Branded Content

Any original content with a brand's name or stamp on it.

# Native Advertising

Advertising that fits the medium in a way that does not interrupt users; i.e. the ad is as good or better than the expected non-ad content on that medium.

i.e. Ads that don't seem like ads

# Sponsored Content

When a brand pays to put its branded content on a media property that it does not own. (This is one type of native advertising.)

# ~~Brand Journalism~~

There is no such thing. ... Journalism is independent.

# Key questions to ask

1. Who created the content?
2. How did the content reach people?
3. Who paid for the content to be created?
4. Who paid for the content to be shared?
5. What is the goal of the content?



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