

JOE PULIZZI

THE BUSINESS OF CONTENT AND IF I WERE YOU

5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

1 SUSTAINABLE CONTENT MARKETING DEPENDS ON ASSETS YOU CAN BRAND AND CONTROL.

Create or acquire relevant content on channels you can truly own, such as email lists, courses, podcasts and blogs.

2 YOUR EMPLOYEES COULD BE YOUR TOP INFLUENCERS—AND THEY'RE OFTEN READY TO DO IT.

Grow employee creators, supporting them as subject matter experts and setting them up to produce consistently.

3 AUDIENCES STILL TRAVEL WIDELY FOR UNIQUE, IN-PERSON EXPERIENCES.

Pair content programs with unforgettable physical experiences that reinforce your message and engage visitors directly.

4 THREE-QUARTERS OF AMERICANS READ PRINT MAGAZINES.

Double down on print, which gives 100% deliverability for the content you produce.

5 CONTENT MARKETING IS THE ONLY TYPE OF MARKETING THAT DELIVERS VALUE OUTSIDE OF PRODUCT.

Turn this value into audience loyalty and growth using assets you can control.