

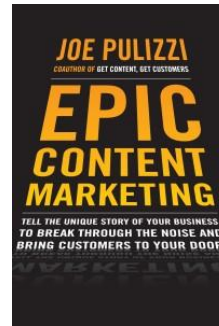
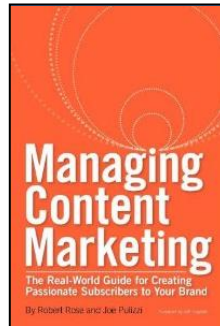
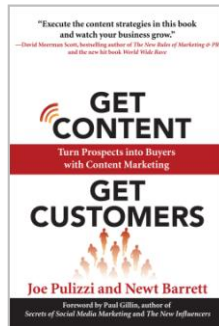
TODAY'S WEBINAR:

# **Reality Check: Crushing the 11 Big Myths About Social and Content Marketing**

# Before We Get Started

- Interact with the presenters anytime – ask questions!
- Type into the “ask a question” text area – click submit.
- The slides will advance automatically throughout the event.
- Having trouble? Click “Help” link below the media player.

# Hi, I'm Joe Pulizzi @joepulizzi



# Content Marketing Institute

CMI teaches marketers how to effectively own their media channels to attract and retain customers.



## EVENTS

CONTENT MARKETING WORLD



## MAGAZINE

CHIEF CONTENT OFFICER



## CONSULTING

EDUCATION, TRAINING & ADVISORY

***"The Only Must-Attend Content Marketing Event on the Planet"***

**Todd Wheatland**, Global Head of Marketing, Kelly Services



**September 9-12, 2013 | Cleveland**  
**Cleveland Convention Center • Cleveland, OH USA**



**Learn Proven Content Marketing Tactics and Strategies From:**

- |               |                    |                       |
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| ■ Coca-Cola   | ■ TD Ameritrade    | ■ Tellabs             |
| ■ Intel       | ■ The Four Seasons | ■ Cisco Systems       |
| ■ Caterpillar | ■ Forbes.com       | ■ Johns Hopkins       |
| ■ SAP         | ■ Staples          | ■ The Hershey Company |
| ■ Avaya       |                    |                       |

**REGISTER TODAY!**

**[www.contentmarketingworld.com](http://www.contentmarketingworld.com)**



# Today's Agenda

- Explore the 11 myths of social and content marketing
- Lots of time for Q&A – start submitting those questions

# Today's Speaker

Jay Baer  
[@jaybaer](#)



# REALITY CHECK

Crushing the 11 Big Myths  
About Social Media and  
Content Marketing



CONTENT  
MARKETING  
INSTITUTE™





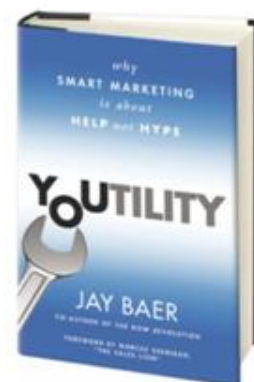


# Jay Baer

Digital marketing keynote speaker

President of social/content consultancy Convince & Convert

NYT Best-selling author

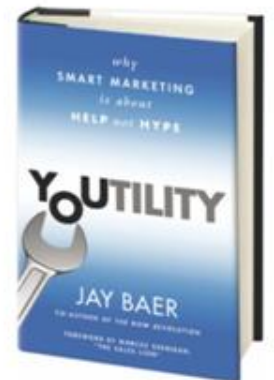


# Joe Pulizzi

Digital marketing keynote speaker

President of social/content consultancy Convince & Convert

NYT Best-selling author



# SOCIAL AND CONTENT MYTHS

**Good News:** we care about these topics a lot and we publish a lot of information about social and content

**Bad News:** some of what we believe is wrong...it's a myth

Let's crush those myths, shall we?

# MY CUSTOMERS ARE NOT SOCIAL



# MY CUSTOMERS ARE NOT SOCIAL

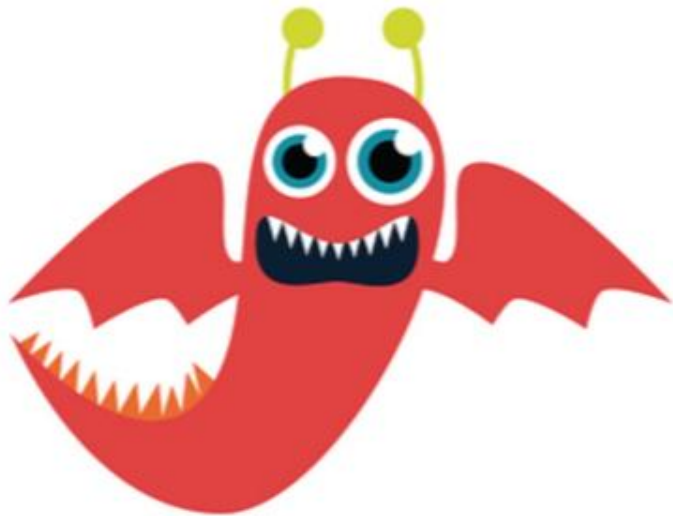
|                                |                   |
|--------------------------------|-------------------|
| Men (n=874)                    | 70                |
| Women (n=1,021)                | 74                |
| <b>Race/ethnicity</b>          |                   |
| White, Non-Hispanic (n=1,331)  | 70                |
| Black, Non-Hispanic (n=207)    | 75                |
| Hispanic (n=196)               | 80 <sup>a</sup>   |
| <b>Age</b>                     |                   |
| 18-29 (n=395)                  | 89 <sup>bcd</sup> |
| 30-49 (n=542)                  | 78 <sup>cd</sup>  |
| 50-64 (n=553)                  | 60 <sup>d</sup>   |
| 65+ (n=356)                    | 43                |
| <b>Education level</b>         |                   |
| No high school diploma (n=99)  | 67                |
| High school grad (n=473)       | 72                |
| Some College (n=517)           | 73                |
| College + (n=790)              | 72                |
| <b>Annual household income</b> |                   |
| Less than \$30,000/yr (n=417)  | 75                |
| \$30,000-\$49,999 (n=320)      | 72                |
| \$50,000-\$74,999 (n=279)      | 74                |
| \$75,000+ (n=559)              | 71                |
| <b>Urbanity</b>                |                   |
| Urban (n=649)                  | 74                |
| Suburban (n=893)               | 71                |
| Rural (n=351)                  | 69                |

Social media is air, not a lake

\* Pew Internet, May 2013



# SOCIAL IS NOT MEASURABLE





# SOCIAL IS NOT MEASURABLE



**california tortilla** Hi there face-bookers... It is a secret password day!! Say Fresh and get a free chips and queso with any Burrito purchase!  
📱 October 5 at 5:49am via Facebook for iPhone

The problem isn't measurability, the problem is what measurement matters

If you want to track, do something trackable



SOCIAL IS FOR CREATING  
NEW CUSTOMERS



# SOCIAL IS FOR CREATING NEW CUSTOMERS

84%

84% of Facebook fans are  
current or former customers

We “like” what we like



\* DDB, 2011

# IGNORE NEGATIVE FEEDBACK



# IGNORE NEGATIVE FEEDBACK

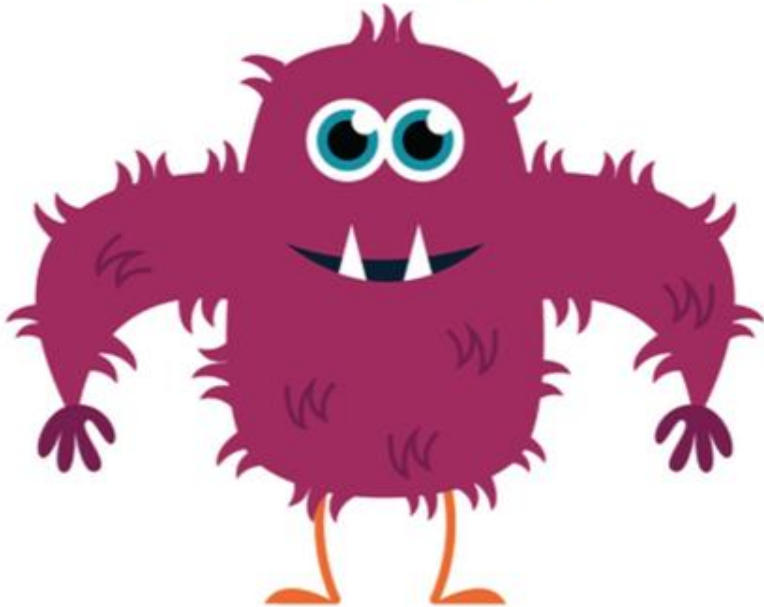
Silence is deafening

Social media is a  
spectator sport





# SOCIAL WILL KILL EMAIL





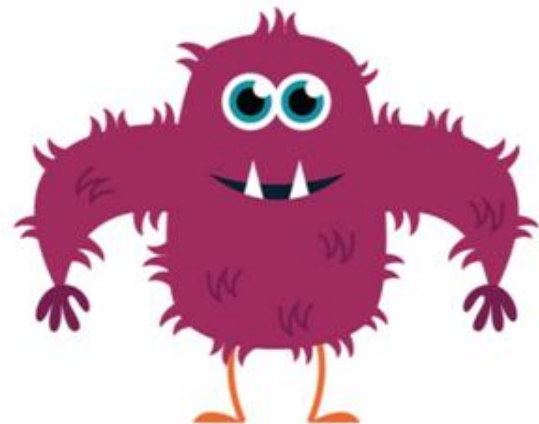
# SOCIAL WILL KILL EMAIL

|  | OVERALL |
|--|---------|
| Email  | 77%     |
| Direct mail (letters, catalogs, postcards, etc.) | 9%      |
| Text messaging (SMS) on a cell phone             | 5%      |
| Facebook   | 4%      |
| Telephone  | 2%      |
| Twitter  | 1%      |
| Mobile App                                       | 1%      |
| LinkedIn   | 0%      |

Email is required for social

77% of people prefer email for promotional messages

Strategically, very similar



\*ExactTarget, 2012

COMPANY CHANNELS ARE  
MOST IMPORTANT IN SOCIAL



# COMPANY CHANNELS ARE MOST IMPORTANT IN SOCIAL

~37,000 official company connections (FB + Twitter)

- 1,352 employees
- 54% on FB (229 avg. friends)
- 10% on Twitter (208 avg. followers)

= 194,579 employee connections



\* Edison Research, 2012 | Pew Internet Research, 2012 | Beevolve, 2012

CONTENT = THOUGHT LEADERSHIP





# CONTENT = THOUGHT LEADERSHIP



The screenshot shows the Gymboree Play & Music website. At the top, there's a navigation bar with links like 'My Membership', 'Customer Service', 'Find a location', and 'Zip / Postal Code'. Below this is a secondary navigation bar with links like 'Why Gymboree?', 'Classes', 'Parties', 'Enroll in a Class', 'Contact Us', 'Gymboree Buzz', and 'SHOP GYMBOREE CLOTHING'. The main content area features a section for 'Art Classes 18 months - 5 years' with a photo of children painting. Below this is a 'Jump to a Class' dropdown menu and a 'Share a Story' button. The 'Lovin it' section displays two user-generated posts. The first post, dated Thursday, August 1, 2013, is by 'Gymboree Play & Music Family and Friends' and describes a positive experience with a class. The second post, also dated Thursday, August 1, 2013, is by 'Gymboree Play & Music Family and Friends' and describes a family art class. Both posts include social media sharing icons (Facebook, Twitter, LinkedIn, Email) and a 'Comment' button. At the bottom, there's a 'Join Us On' section with icons for RSS, Facebook, and YouTube.

It's okay (often desirable) to mix high effort (custom), medium effort (Q&A) and low effort (UGC) content

Stop trying to be amazing, and start being useful



# CONTENT = THOUGHT LEADERSHIP

**GYMBORÉE PLAY & MUSIC** My Membership | Customer Service

## Share Your Story

The heart of our programs have always been about you and your little one, and supporting how you play and learn together. Providing you with the most memorable learning experiences at Gymboree Play & Music is what means the most to us. We want to thank you for being your child's best teacher, and for being a part of our global play community. We invite you to share what Gymboree Play & Music means to you and your child.

**Image:**  No file chosen [\[+\] Add another image](#)

**Story Title**

**Your Story**

**Class Type**

**First Name**  (will not be displayed with story)

**Last Name**  (will not be displayed with story)

**E-mail**  (will not be displayed with story)

☒ **Notify me when my story goes live**

**Join Us On** [RSS](#) [f](#) [Twitter](#)

**Welcome, welcome everyone, now you're here! Let's have some fun!**

**Share a Gymboree Play & Music class picture that says it all!**

**A favorite song or activity!**

**Gymbol That silly little down...**

**A milestone that occurred at Gymboree Play & Music!**

**We love our Gymboree Play & Music teacher because...**

**A new circle of friends found at Gymboree Play & Music.**

**Play & Music location, it was such a wonderful experience! Both of my children, ages 2 and 4, really responded to her and her kind nature. My son was more engaged with playdoh, tools, stamps, and crafts than he has ever been before and he even enjoyed storytime with her. He was so engaged and talkative, pointing to the shapes in the book. My daughter loved painting her hand red and making a crab. Ms. Bianca was so accommodating and sweet. We had such a fun time :) Both of my kids gave her a big hug when it was time to leave without prompting! So sweet :) Thank you Ms. Bianca!**

**0** **Replied** **0** **Comment**

It's okay (often desirable) to mix high effort (custom), medium effort (Q&A) and low effort (UGC) content

Stop trying to be amazing, and start being useful





# CONTENT AND SOCIAL ARE SEPARATE INITIATIVES



# CONTENT AND SOCIAL ARE SEPARATE INITIATIVES



Content is fire, social media  
is gasoline. – Jay Baer

You're competing  
against EVERYTHING

Social should be a  
discovery mechanism,  
not a press release



CONTENT SHOULD BE ABOUT  
YOUR PRODUCTS/SERVICES





# CONTENT SHOULD BE ABOUT YOUR PRODUCTS/SERVICES

**Taxi Mike's Dining Guide!**

**Where to EAT!**  
Where to DRINK!  
Where the ACTION is!  
Where the LOCALS go!

[www.TaxiMike.com](http://www.TaxiMike.com)

**MAP OF DOWNTOWN**

**COMPUTER REPAIR**  
+760-1052

**Best... Pub**

**Rose & Crown** (415) 362-3521 • 202 Bauff Ave.  
A cozy neighborhood in the pub with nightly live music.

**Melissa's - upstairs** (362) 4990 • 208 Lynn St.  
One of the oldest bars in Bauff! Local casual sports bar!

**Pump & Tap** (362) 4481 • 215 Bauff Ave.  
Cheap drinks and Karo Pub it chips in this cozy local bar.

**Bumper's Bar** (362) 3622 • 401 Bauff Ave.  
Riviera bar furniture and lots of old Bauff memorabilia.

**Maggie & Stump** (362) 4962 • 203 Caribou St.  
Pretentious drinks from Youngy, Babes, Spies or Nicky.

**The Beaver** (362) 4495 • 413 Bauff Ave.  
Backpackers prices at this cozy pub in the basement!

**Bauff Ave. Brewing Co.** (362) 4301 • 180 Bauff Ave.  
New Bauff Pub in the Clark Tower Mall Great food, Great beer!

**The Paddock** (362) 4343 • 112 Bauff Ave.  
A hot restaurant! Great food, great coffee, V.I.T. Great food and

**Tommy's** (362) 4444 • 120 Bauff Ave.  
Bauff's Neighborhood pub. Casual with great comfort food.

**The Devil's Gap** (362) 4401 • 306 Caribou St.  
No Top 40 here! Great alternative to the dance scene!

**St. James's Gate** (362) 4173 • 207 Lynn St.  
21 different beers on tap here all over the world, plus 90 different

**Lounge**

**Maple Leaf** (415) 360-3000 • 112 Bauff Ave.  
The best downtown! I like the new leather chairs!

**Bear Street Tavern** (362) 4990 • 215 Bauff Ave.  
Great live music in a bar and cooked in the comfortable room.

**Juniper** (362) 6201 • Juniper Way  
Great lounge with fireplace and real comfort chair!

**Tony Roma's Lounge** (362) 4540 • 136 Bauff Ave.  
Backed in the back of the Mt. Royal, Full menu available.

**The Eddie** (362) 2230 • 112 Bauff Ave.  
Great burgers, Babes & beer at this small burger bar!

**Boston Pizza** (362) 2992 • 2nd fl. 225 Bauff Ave.  
Spies for lunch with live of sports memorabilia. New prices and menu!

**Hoodoo Lounge** (362) 3636 • 112 Bauff Ave.  
Three bartenders and more whenever your heart desired!

**CHEAP DRINKS**

**Tommy's** (415) 362-4444 • 120 Bauff Ave.  
The local neighborhood pub with nice regular priced.

**The Beaver** (362) 4495 • 413 Bauff Ave.  
Come down for a vibrant Bauff beer and more!

**Voyager Lounge** (362) 7291 • 935 Bauff Ave.  
New Bauff beer and 11 or this local watering hole!

**Tell me! Famous that TRAVELER BEER, and more!**

**SHADES**

Ritz Bar, Amelie, Serengeti, Smith, Bala, Moul Jim, Amari, Gucci and Oakley.

The New Yorker's BIGGEST and BEST Selection  
415 742-4911 • 215 Bauff Ave. • Sundance Mall

**BEST... LIVE ENTERTAINMENT**

**Rose & Crown** (415) 362-3521 • 202 Bauff Ave.  
Live Friday week show. Reggae, Funk, Pop, Jazz, and more!

**Bruno's** (362) 4481 • 204 Caribou St.  
And Dave Mc. Then Local Night. Random weekend band!

**St. James's Gate** (362) 4173 • 207 Lynn St.  
Friday & Saturday Live Bands featuring Celtic Rock and more!

**The Beaver** (362) 4495 • 413 Bauff Ave.  
Thursday night live plus spontaneous live bands at the basement!

**Wild Bills** (362) 4173 • 207 Lynn St.  
Occasional popular live bands. Karaoke on Tuesday!

**SPORTS BAR**

**Melissa's - upstairs** (415) 362-5501 • 208 Lynn St.  
Big TVs for all the sports! NCAA, NFL, soccer, rugby and more.

**Pump & Tap** (362) 4481 • 215 Bauff Ave.  
The best place to watch world wide sports! Reggae, soccer...

**Elk & Oarsman** (362) 4444 • 109 Bauff Ave.  
Big TVs on every wall. Not a bad seat in the house!

**Saltlik Lounge** (362) 2992 • 225 Bauff Ave.  
This cozy lounge sports 6 big TVs for all the action!

**Boston Pizza** (362) 2992 • 2nd fl. 225 Bauff Ave.  
New lounge, great food and live of TVs for all the games!

**BEFORE THE NIGHTCLUB**

**Tommy's** (415) 362-4444 • 120 Bauff Ave.  
Putting the "T" in T.A.V. (Tommy's & Amari)

**Maggie & Stump** (362) 4962 • 203 Caribou St.  
Very popular from early afternoon to late night.

**Melissa's - upstairs** (362) 4173 • 208 Lynn St.  
Great local open for a drink and a dance! Free popcorn!

**HOTTEST NIGHTCLUB**

**The Aurora Club** (415) 362-5501 • 180 Bauff Ave.  
Bauff's Ultimate Night Club! Where the Action is!

**Hoodoo Lounge** (362) 3636 • 112 Bauff Ave.  
Funky lounge with a bigger dance floor!

**Dancing Sasquatch** (362) 4932 • 120 Bauff Ave.  
The best of Bauff! Live music, great food, and more!

Transcend the transactional, and use content to market SIDEWAYS



TOO MUCH CONTENT WILL  
GIVE AWAY YOUR SECRETS



# TOO MUCH CONTENT WILL GIVE AWAY YOUR SECRETS

“What is in the sauce that is in the Big Mac?”



**CHRISTINE HUARD LESSARD**  
*from Oshawa, ON*



When everyone has access to information, you cannot hide

A list of ingredients doesn't make someone a chef





THE RULES ARE DIFFERENT  
IN B2B



# THE RULES ARE DIFFERENT IN B2B

## B2C Content Marketing Usage (by Tactic)



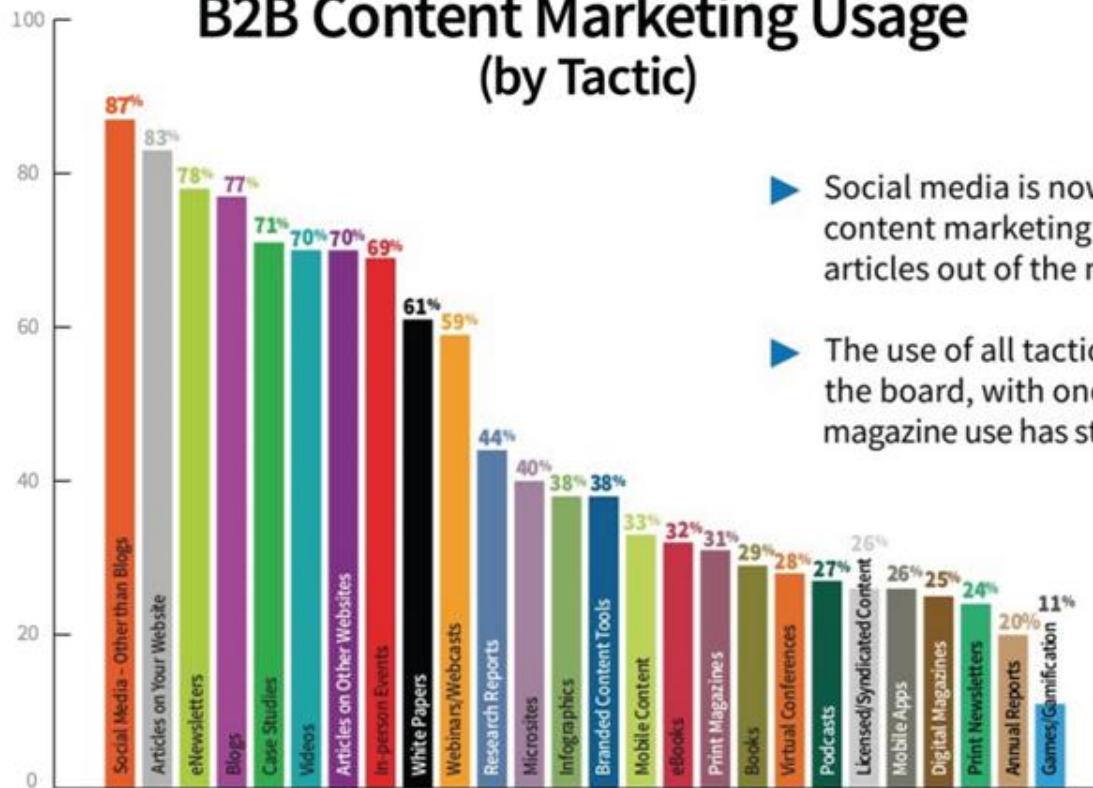
- ▶ Compared with their B2B counterparts, B2C marketers use more mobile content, mobile apps, print magazines, and print newsletters.
- ▶ Compared with their B2B counterparts, B2C marketers use far fewer case studies, white papers, webinars/webcasts, and research reports.

\* CMI/MarketingProfs, 2012



# THE RULES ARE DIFFERENT IN B2B

## B2B Content Marketing Usage (by Tactic)



- ▶ Social media is now the most popular content marketing tactic, knocking articles out of the number one spot.
- ▶ The use of all tactics has risen across the board, with one exception: Print magazine use has stayed the same at 31%.

\* CMI/MarketingProfs, 2012



# THE RULES ARE DIFFERENT IN B2B

B2B and B2C content marketing differs ONLY in:

- Tactics (some)
- Sales Funnel
- Measurement (some)







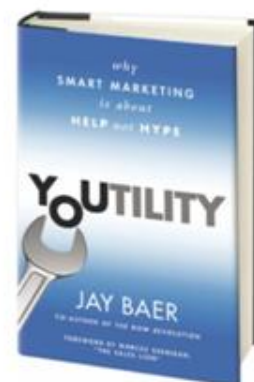
**ConvinceAndConvert.com**

# Jay Baer

Digital marketing keynote speaker

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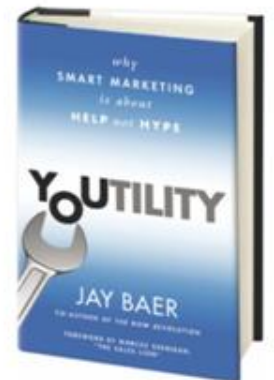


# Joe Pulizzi

Digital marketing keynote speaker

President of social/content consultancy Convince & Convert

NYT Best-selling author



THANKS TO:

act|on

BIGSTOCK (monsters)

# Questions & Answers

Keep your questions coming. Type into the “ask a question” text area and click submit.



# Thank you attending today's webinar!

A link to the archive will be sent to you in a day or two after the event.

For more on the **Content Marketing Institute**  
visit: <http://ContentMarketingInstitute.com>