

A CONTENT MARKETING INSTITUTE FILM



# THE STORY OF **CONTENT**

RISE OF THE NEW MARKETING

FEATURING JOE PULIZZI • JAY BAER • ANN HANDLEY • DAVID MEERMAN SCOTT  
KIRK CHEYFITZ • JULIE FLEISCHER • SCOTT STRATTEN • ROBERT ROSE • MARCUS SHERIDAN

THE CONTENT MARKETING INSTITUTE PRESENTS *THE STORY OF CONTENT: RISE OF THE NEW MARKETING*

EXECUTIVE PRODUCER BRIGHTCOVE PRODUCER AMANDA SUBLER PRODUCED BY ONSCENE PRODUCTIONS

## **SCREENING KIT**

# THE STORY OF CONTENT

RISE OF THE NEW MARKETING  
SCREENING KIT

## WELCOME!

I hope you enjoy The Story of Content!

On behalf of myself, Producer Amanda Subler, and Executive Producer Brightcove, we are proud to present our documentary, *The Story of Content: Rise of the New Marketing*. Creating this film has been a labor of love, and our team is so glad that you are taking time to view it - whether you are on your own, with colleagues or friends, or with a group of your industry peers.

Content marketing has already altered business and media forever, significantly changing the way marketers and customers communicate and interact.

The evolution of content marketing is a story I've been telling since 2007. But seeing it all put together in this documentary made me realize it has become much bigger than all of us - but it's because of all of us.

I hope this documentary inspires you to advance YOUR practice of content marketing - and share with your network the valuable role it plays in our professional lives today.

Thank you for being an integral part of "The Story," and please let me know how our team can be of assistance - today, or in the future.

In an effort to continue the dialogue, we've produced this short screening kit that will enable you to explore the documentary and its theme more deeply, and help you share the conversation with your executives, your colleagues, your associations and beyond. Enjoy!

**Yours in Content,**

**Joe Pulizzi**

Founder

Content Marketing Institute



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*The Story of Content* can be found easily in the following locations (click on the logos to view):

## [Story of Content website](#)



Need offline access to the film? You can purchase or rent the documentary for a nominal cost and download it via:



We've planned the perfect 60- or 90-minute meeting for you! The 43-minute documentary, along with discussion guides that are tailored to various special interests, make the perfect agenda for team meetings or association programming needs:

1. Marketers Seeking Buy-In
2. Documentary Film Enthusiasts
3. Trade Associations
4. Enterprise Businesses
5. Educators

Time stamps on the discussion guide pages are based on *The Story of Content* website. Amazon and YouTube times may vary by a few seconds.

# Documentary Discussion Guide:

## MARKETERS SEEKING BUY-IN

1. After seeing the “Will It Blend” series of videos, Roxberry Smoothies owner Holly Jackman was impressed enough to start using Blendtec blenders in her stores. How can an example like this be used to promote the use of content marketing in your own company?
2. What do you think would have a greater impact on a person’s decision to buy a product from a business like yours: a television or online ad, informational or educational content, or social media content? What evidence can you discuss to support your assertion?
3. Do you feel companies like Red Bull are doing a good job of giving audiences what they want when it comes to the content they share online? What techniques are they using that might also help your company increase its audience interest and/or engagement?
4. Throughout *The Story of Content*, several experts allude to the idea that traditional marketing *discusses* brand value, while content marketing actually *provides* it. *The Furrow* magazine is a great example of this, as it was built on the John Deere Company’s desire to provide farmers with an accurate, unbiased source of useful information. Do you agree with this comparison? How do you see your own business using content marketing to place a greater focus on meeting your customers’ needs, rather than on your brand’s interests?
5. In the film, Robert Rose (**01:06**) asserts that content is “*really the only way that a business, going forward, is going to be able to differentiate itself in a very crazy, noisy marketplace.*” Do you agree with this statement? What ways do you think your business could do a better job of distinguishing itself from the competition? What role do you see content playing in making that happen?
6. Marcus Sheridan (**26:30**) shares the story of how he saved his struggling pool business by using content to answer specific customer questions on fiberglass pools. Becoming known as the “Wikipedia of fiberglass swimming pools” gave Marcus’s business a significant advantage with customers when they were ready to make a purchase. What other opportunities and advantages do you think content marketing can provide for your business?
7. Doug Kessler (**28:50**) says that, through content marketing, businesses can transform themselves in unexpectedly positive ways — if they are willing to let go of the idea that they “own” everything about their brand. What resistance do you think you would encounter in convincing your executives to make a broad cultural change like this? In what ways would your organization benefit from enabling consumers to have greater control over the ways they interact with you?

# Documentary Discussion Guide:

## QUESTIONS FOR DOCUMENTARY FILM ENTHUSIASTS

1. Julie Fleischer (06:17) asserts that the first ads were really just content that was connecting with people around value, with soap operas like *The Guiding Light* and *As the World Turns* serving as some of the earliest examples. What do you think caused the advertising industry to move away from this, in favor of product-focused messaging?
2. Why do you think it's now circling back to a focus on storytelling and entertainment content?
3. After seeing the "Will It Blend" series of videos, Roxberry Smoothies owner Holly Jackman was impressed enough to start using Blendtec blenders in her stores. Do you feel that this is a common result of viewing viral video content, or is this a unique case, and why?
4. What do you think has more impact on a person's decision to buy a product: a television ad, branded video content, or social media content? Why do you feel this way?
5. What would it take for you to read a company's content online and decide you want to learn more about the company, or would like to talk about it on social media?
6. Do you feel companies like Red Bull are doing a good job of giving audiences what they want when it comes to the content they share online? What suggestions would you offer to companies to help make their content more interesting to you?
7. Do you trust what brands say in advertisements? Does your opinion on this change when it comes to online content? Why (or why not)?
8. How do you recognize a good story? What are its characteristics? Do these rules change when the story comes from a company, rather than an individual storyteller? If so, how?

# Documentary Discussion Guide:

## TRADE ASSOCIATIONS

1. Do you feel companies like Red Bull and Marriott are doing a good job of giving audiences what they want when it comes to the content they share online? What suggestions would you offer to companies to help make their content more appealing to consumers?
2. What other examples can you think of when it comes to brands that do a good job of acting as a media company? What are they doing right, in your mind? What could they do better?
3. After seeing the “Will It Blend” series of videos, Roxberry Smoothies owner Holly Jackman was impressed enough to start using Blendtec blenders in her stores. Do you feel that this is a common result of viewing viral video content, or is this a unique case, and why?
4. Is there too much content being produced by marketers today? What can marketers do to create and distribute content more strategically and effectively, instead of just adding more noise?
5. Andrew Davis (**27:28**) contends that traditional marketing is broken, saying: “*You essentially have a fixed budget that is your pizza every single year, and you just keep slicing it in more and more ways... You end up with this giant pizza sliced a million different ways, hoping to a bigger impact than you did last year.*” Do you agree? Where do you think companies started to go wrong when it comes to marketing? What do you think it will take to get it back on track?
6. In the film, several marketers allude to the idea that advertising *discusses* brand value, while content actually *provides* it. *The Furrow* magazine is a great example of this, as it was built on the John Deere Company’s desire to provide farmers with an accurate, unbiased source of useful information. Do you agree with this assertion? What can businesses do to place a greater focus on their audience’s needs in their content, rather than their own?
7. Todd Wheatland (**31:48**) asserts that getting serious with content marketing starts with appointing someone, or understanding that there needs to be someone, who acts as custodian of the audience’s viewpoint within the organization. Do you believe that most companies already have someone who can fulfill this role? If not, what type of training or education do you think marketers need to be able to incorporate this function successfully within their organization? Does that kind of training exist?

# Documentary Discussion Guide:

## ENTERPRISE BUSINESSES

1. Throughout *The Story of Content*, several experts allude to the idea that traditional marketing *discusses* brand value, while content marketing actually *provides* it. *The Furrow* magazine is a great example of this, as it was built on the John Deere Company's desire to provide farmers with an accurate, unbiased source of useful information. Do you agree with this comparison? What can businesses like yours do to place a greater focus on your audience's needs in the content you create?
2. Robert Rose contends **(01:06)** that content is *"really the only way that a business, going forward, is going to be able to differentiate itself in a very crazy, noisy marketplace."* Do you agree with this statement? In what ways do you think your business could do a better job of using content marketing to distinguish itself from your competition?
3. Marcus Sheridan **(28:20)** describes the way to approach content marketing thusly: *"You can approach content marketing as a program or you can approach it as a culture. Programs, they live and then they die. They are forced; they are not enjoyed, typically. But a culture becomes who you are."* Would content be a good fit in your current organizational culture? What would need to change in order to implement the discipline strategically and effectively? Are these changes that are desirable to your business, on the whole?
4. Robert Rose also discusses his belief **(33:16)** that content marketing is a deliberately developed skill that brands are going to have to get good at: *"Whether they outsource the execution of it, or they actually develop the talent within to actually shoot video, create imagery I think is not as important as the business getting good at managing a marketing process that is at its heart, a media company like process."* What do you think it really means for a business to start functioning as a media company? What do you see as the barriers to your organization doing this? What resources or training would you likely need to make that happen

# Documentary Discussion Guide:

## ENTERPRISE BUSINESSES

(continued)

5. Todd Wheatland **(31:48)** asserts that getting serious with content marketing starts with “*appointing someone, or understanding that there needs to be someone, who acts as custodian of the audience’s viewpoint within the organization.*” Does your organization have someone who can (or already does) fulfill this role? If not, what type of training or education do you think you would need to be able to incorporate this function successfully? Does that kind of training exist?
6. Kirk Cheyfitz asserts **(10:13)** that today’s companies need to integrate themselves into things that are valuable and important to the audience: “*You have to deliver that to them and manifest your interest — not just with words and pretty pictures, but by actually doing stuff that matters, as well.*” What stories might your organization be able to tell that would communicate what you stand for and help you connect with your audience without directly discussing your products and/or services?

# Documentary Discussion Guide:

## EDUCATORS

1. Kirk Cheyfitz (**12:51**) characterizes content marketing as more art than science: “*There’s no way around needing to have talent. You have to know a good story when you see one.*” How do you recognize a good story? What are its required components? Do these rules change when the story comes from a company, rather than an individual storyteller? If so, how?
2. Julie Fleischer (**06:17**) asserts that the first ads were really just content that was connecting with people around value. Soap operas like *The Guiding Light* and *As the World Turns* serve as some of the earliest examples. What do you think caused the advertising industry to move away from this, in favor of product-focused messaging? What factors do you think have led marketing to circle back to a focus on storytelling and entertainment content?
3. Do you feel that consumers trust what brands say in traditional advertising, such as on television, in print publications, or on billboards? Does it catch their attention, or influence their decision-making? Does your opinion on this change when it comes to online content marketing? Why (or why not)?
4. Roxberry Smoothies owner Holly Jackman (**20:00**) discussed how, after seeing Blendtec’s “Will It Blend” series of videos, she was inspired to start using Blendtec blenders in her stores. Do you feel that purchase decisions like this are a common result of viewing viral video content, or is this a unique case, and why?
5. Are you more interested, less interested, or just as interested in watching a video or reading an article on extreme sports if it comes from a company like Red Bull than if it comes from Sports Illustrated or another professional media outlet? Why do you feel this way?
6. David Beebe (**34:00**) discusses Marriott’s marketing transformation from a traditional brand into a media company and describes the storytelling efforts that Marriott Global Creative and Content Studio produces in partnership with influencers and Hollywood talent — including TV and film projects, animation, and online video.

What other examples can you think of when it comes to brands that do a good job of acting as a media company? Is this a role that you think companies should be playing? What are they doing right, in your mind? What do they need to get better at?

7. Is there too much content being produced by businesses today? What can marketers do to create content

# Documentary Discussion Guide:

## EDUCATORS

(continued)

more effectively and strategically, instead of just adding to the noise?

8. In the film, Marcus Sheridan (**24:00**) shares the story of how he saved his struggling pool business by using content to answer specific customer questions on fiberglass pools. Being known as the “Wikipedia of fiberglass swimming pools” gave River Pools a significant advantage with customers once they were ready to make a purchase. What other businesses opportunities and advantages do you think can arise from content marketing?

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## Thank you!

Thank you for spending some time with us to learn more about the history - and future - of content marketing.

If you have any questions or comments, please contact our producer, Amanda Subler.

### **Amanda Subler**

Media & PR Manager

Content Marketing Institute

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## We look forward to staying in touch!

### **About Content Marketing Institute**

[Content Marketing Institute](#) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the [Intelligent Content Conference](#) event is held every spring. CMI publishes the bi-monthly magazine [Chief Content Officer](#), and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012-2015 Inc. 500/5000 company. Watch this [video](#) to learn more about CMI.

