



85+

PREDICTIONS

ON CONTENT MARKETING IN 2019



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

2019 will be the year that we stop complaining about GDPR and start thanking the privacy gods for reinforcing the notion that our job as marketers is to earn someone's attention (and ultimately their loyalty). It will reinforce quality and creativity in content more than ever. That will mean several things: Great writers and editors will have new career opportunities (and higher paying ones, if Andy Crestodina's prediction is right!), and brands will take a closer look at their publishing schedules (cranking out a million mediocre pieces will only serve to hide your brilliant content).



STEPHANIE STAHL

@EditorStahl

General Manager

Content Marketing Institute



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Email newsletters will re-emerge as an important nurturing vehicle.

“Hold up,” you’re thinking. “EMAIL? Is this 1999... or is this 2019? Isn’t this the age of AI and Facebook Live and video and <insert BSO* here>?” (*bright shiny object).

Here’s why I believe in the power of email newsletters even more strongly today, as we head into 2019:

#1. An email newsletter is the only place where individuals – not algorithms – are in control. So what if marketing leaned into that inherently personal space?

#2. Most companies today use their email newsletter as a distribution strategy. What if we focused not on the news but on the letter?

In January I relaunched my personal newsletter (annhandley.com/newsletter) as a way to talk directly to my audience. It’s taught me a lot about what works and what doesn’t in content and in marketing. Because I think the best email newsletters are also a kind of proxy for the best marketing in 2019, period.



ANN HANDLEY

@annhandley

Chief Content Officer

MarketingProfs



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The flurry of acquisitions on the content marketing and cloud side (to this point) will be joined in 2019 by brands actively buying small to mid-sized media companies. Bezos buying the Post and Benioff buying Time means that non-media buying media is actually a thing. The only reason it hasn't been done to this point is that CFOs and M&A specialists at large enterprises haven't been thinking about it.



JOE PULIZZI

@JoePulizzi

Founder

CMI and Orange Effect Foundation



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To remain in the game, smaller companies will need to find ways to produce content at a cheaper price. They don't have budgets to compete with high-quality video campaigns and huge social media initiatives, and they cannot go for the trendy topics. But, if they focus on efficiency and evergreen content they will stand a chance. Here are some tested winning strategies that I think will come in handy in 2019:

#1: Publishing content that already exists – e.g., turning sales questions answered via email communication into useful FAQs, or turning answers to technical support tickets into a knowledge base.

#2: Using content created by your audience. Even b2b companies can use this strategy – the only trick is to manage to sync your goal with your clients' goals. An example here is to ask clients to record videos promoting their services while using your solution. A clear win-win situation.



LESLIE CARRUTHERS

@TheSearchGuru

President and Founder

The Search Guru



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Your brand voice will be more important than ever. No, not the overall “brand voice,” but the actual sound of your brand. Connected speakers, smart speakers, interactive audio, podcasting, and more. We’ve been so focused on video and images that many (if not all) brands are being caught flat-footed on the power of voice. Voice will be the main way that consumers navigate content and technology (typing will be relegated to just long-form writing... if that). So, create and distribute your content in a voice-based format. Find your brand voice. Think Alexa, think Google Home, think Siri, watch Apple (HomePod), and don’t dismiss Samsung either. Voice is (and will be) the new SEO. It’s a land-grab... it’s happening. Figure it out.



MITCH JOEL

@mitchjoel

Founder

Six Pixels Group



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More brands will begin to experiment with audio-based content such as podcasts, audiobooks, and content made for voice-first devices such as Amazon Echo and Google Home.



COURTNEY COX WAKEFIELD

@courtewakefield

Digital Marketing
Children's Health



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In 2019, immersive storytelling and location-based experiences will draw customers to brands like never before. As people crave the experiential, the brands that understand how to deliver them narratively will see explosive engagement.



JOHN BUCHER

@johnkbucher

Mythologist/Narrative Strategist

Telling A Better Story



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I think a growing number of businesses will stop thinking about content marketing as a separate discipline and instead realize that all good marketing involves content marketing. You can't have good demand generation, or good PR, or good product marketing without a commitment to meeting your audience's needs with valuable and interesting content – the essence of content marketing. Successful companies and marketing teams will increasingly blur the lines between these disciplines and learn to leverage best practices in content marketing and audience engagement in every customer- and buyer-facing interaction.



ALLISON WERT

@allisonwert

Content Marketing Manager

Frontline Education



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I see three primary trends in 2019 – all of which assume no broader, major distractions from economies, security, etc... The first is the continued meteoric rise (or buzz if you prefer) of artificial intelligence within the content tech stack. There will be a distinct need for marketers – and content practitioners specifically – to begin to understand where AI actually fits in the business. The second will be the need for scale of content operations. Businesses will finally take content seriously enough to invest in strategic operations. And, third, is the continued rise of the importance of content marketing and first-party data in the new era of GDPR and other privacy laws and regulations that are coming online elsewhere in the world. All in all, content (and specifically building audiences) continues to be an extraordinarily important part of the new marketer's mix.



ROBERT ROSE

@Robert_Rose

Chief Strategy Advisor

Content Marketing Institute



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While social platforms ‘clean up the online swamp,’ brand marketers will shift back to ‘owning’ their digital channels and platforms. This means interactive content experiences will take the main stage, as it allows marketers to own the brand experience and capture declared customer (precious!) data, while delivering personalized and customized customer experiences. Who wouldn’t want more of that?



CORINNE SCHMID

@itzCorinne

Head of Product Marketing

ScribbleLive



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The key to increased ROI will be how well companies can leverage content across departments. Finding ways to utilize content marketing assets in recruiting, sales, investor communications, and other areas of the company will be a surefire way to maximize that value of the content you create.



JOHN HALL

@johnhall

Co-Founder

Calendar.com



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There is power in representation. Diversity will be key in 2019. Focusing on inclusivity in our storytelling will open up new conversations that can make a lasting impact on our brands, as well as on our audiences. Now is the time for marketers to advocate for diverse voices to be heard – not just seen in stock photos. We must start thinking about ways to better represent race, gender, LGBTQ, disabilities, and more.



MONINA WAGNER

@MoninaW

Social Media Community Manager

Content Marketing Institute



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Email and owned platforms will see a resurgence, as social media platforms continue to deliver declining and even questionable results. Time-saving activities such as curation will also be seen as valuable.



SCOTT MONTY

@scottmonty

Principal

Scott Monty Strategies



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Creation will decrease, distribution will increase. We've answered our customers' questions on our blog, we've churned out post after post because we're adhering to the cadence we agreed to when we documented our content marketing strategy, so now what? In 2019, I predict these strategies will have a little shakeup and that publishing will decrease to a manageable consistency where there's actually something relevant and valuable to say. On the flip side, new, exciting and experiential distribution methods will emerge. Just because we've seen the content over and over, doesn't mean we've gotten it in the hands of our current and potential customers when and where they need it. We need to think about how we can refocus on the needs of our customers and think about how we can improve their experiences and their engagement with us through our content, and also through the technology necessary to help us share our message.



CATHY MCPHILLIPS

@cmcphillips

VP of Marketing

Content Marketing Institute



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Next year will be when culture becomes the catalyst for content marketing success. Leaders will grasp that the world's best tools, tips, and talent will never fully flourish without a culture of trust, empathy, and empowerment. It's time for leaders to invest in their people over technology and tactics.



LUKE KINTIGH

@lukekintigh

Head of Publishing, Intel iQ

Intel



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Content will continue to play a critical role in driving conversions. For outbound communications, it's about delivering a seamless customer experience through personalization and customization. Segmentation of your customers will also be key. For internal collaboration, we will need to expand content marketing to the sales side, understand sales' requirements, and remember that a piece of content can be repurposed or repackaged to meet multiple teams' needs. Content editorial planning will be aligned to serve both sales and marketing.



PAM DIDNER

@pamdidner

**Speaker, Author of Effective Sales Enablement
Relentless Pursuit**



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Brands will continue to find value in podcasting – look at the examples in 2018 from Trader Joe’s (Inside Trader Joe’s), eBay (Selling on eBay), and John Deere (On Life and Land) – to connect with their core customers. We are not talking about infomercials or content that’s way off-brand. But rather targeted content that offers valuable information on a market or insight into that brand that is of benefit for the customer. And, more importantly, the content will actually be created by the brand in-house, using internal experts that know both the market and the brand intimately.



ROB WALCH

@podcast411

VP Podcaster Relations

Libsyn



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Who would have thought that a conference with the playful theme Game On! would yield so many discussions about the bigger purpose behind the content we create and even the work our organizations do? Yet that emerged as a clear through-line at Content Marketing World. I think content marketers are ready to spend 2019 connecting with their audiences not as consumers or users or prospects or even customers, but as real live people who share certain jobs to be done, sure, but also hopes, dreams, and aspirations.



KIM MOUTSOS

@KMoutsos

VP of Editorial

Content Marketing Institute



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I think the solutions offered by the adoption of artificial intelligence will start making headway in 2019, but in addition, I think that brand marketers will also see some of the shortcomings that AI will still need to work out. AI will offer some exciting solutions across the board, but the need for the human element (experiences and emotions) will still be in demand for successful strategies that implement AI.



JK KALINOWSKI

@jkkalinowski

Creative Director

Content Marketing Institute



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The future of content marketing holds:

- More visuals – VR/AR, videos, images, infographics. Seeing is believing.
- More audio – podcasts, voice search. Thinking out loud.
- More brains – personalization, big data, AI, analytics. Smarter use of tools.
- More heart – marketers with empathy who teach, answer questions, and anticipate needs. Showing human compassion.



GEORGE STENITZER

@GeorgeStenitzer

Founder and Chief Content Officer

Crystal Clear Communications



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While it's already heading that way, it's going to be all about branded video content. I think we will see a lot of brands starting to develop their own episodic series like how-tos, educational, behind-the-scenes, and much more. Digital channels like Instagram, LinkedIn, Facebook, and of course YouTube have placed the power of content creation in the hands of users, which includes brands. Brands are going to really find new ways to push their message in a more thoughtful, editorial way.



DEVIKA RAO

@devika_vrao

President

O'Neill Communications



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There are two major trends in the content marketing industry I think everyone will be talking about. The first is AI. We will begin to realize the opportunity of an AI-driven content marketing strategy. If 60-70% of the content we create goes unused, AI will begin to force us to reconsider what we create and why.

Second is employee activation. AI will tell us what to create, but our best storytellers are our existing employees from across the business. Every company needs a strategy to activate these employees – as both creators and as the most effective distribution channel we have to share that content.

This is the paradox of AI. The more the robots tell us what to do, the more we will need our internal experts to create and share that content.



MICHAEL BRENNER

@BrennerMichael

**CEO - Marketing Insider Group;
Speaker, Author, CMO - Concured**



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Smart marketers will double down on paid and influencer programs to effectively distribute content. PLEASE STOP CREATING CONTENT JUST FOR CONTENT'S SAKE. If you don't have a powerful plan for distribution, you shouldn't be creating it.



MARK BOOTHE

@markboothe

Head of Social, Adobe Experience Cloud

Adobe



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Brand marketers will be completely replaced by an AI algorithm that will generate four blog posts, two infographics, a white paper, and a weekly podcast that starts with, “Hey guys...I’m soooo excited for this week’s episode...”



RON TITE

@rontite

CEO

Church+State



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2019 will, unfortunately, mark the return of intrusive marketing. A decade ago we witnessed the demise of “interruptive marketing” (i.e., advertising). If we created great content, they invited us in to their lives. Cue 2019: With a spike in competition for attention (everyone’s creating content) marketers are finding novel ways to intrude. Uninvited IMs on Facebook. In-app notifications. Chatbots that yell out self-interested messages. All this is painfully short-sighted, of course... they will tune us out again using ad-blocking and other attention-protecting mechanisms.



CLARE MCDERMOTT

@clare_mcd

Head of Research

Mantis Research



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I think 2019 will be a year of contrasts. We'll see some brands break out from the pack with new, original content that stands out. We'll also see other (and new) brands continue to struggle with mediocre, me-too content. I think we'll see the chasm between the two widen. In addition, taking a page from This Old Marketing, we'll continue to see mergers like TrackMaven and Skyword to consolidate a crowded market. Finally, AI and VR will continue to be heavy buzzwords without much actual implementation for most marketers. Still novel enough to be attention-getting, but still not quite there yet for most of us to implement.



JEREMY BEDNARSKI

@jeremybednarski

Marketing Director

Goldstein Group Communications



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We're starting to see more and more content marketers leverage original research in their content, and I expect that trend to continue in 2019. Seventy-four percent of U.S. adults think content that contains data is more trustworthy than content without data. Including data in content will become a requirement for brands looking to build trust with their readers, convey authority and expertise in their categories, and convert prospects into customers.



MORGAN MOLNAR

@MorganMLehmann

Sr. Product Marketing Manager

SurveyMonkey



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2019 will be the year of the specific stories. Content marketers cannot differentiate by using the same generic stories anymore. The way to stand out is by being clear, specific, and relevant. It sounds like common sense, I know; but I still see a lot of content marketers who don't follow this advice yet. The stories are too similar and generic. Fingers crossed that it will change in 2019.



CHRISTOPH TRAPPE

@Ctrappe

Chief Content Engagement Director

Stamats Business Media



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Is your people-media strategy as strong as your paid media strategy? All indicators are pointing to a watershed year in 2019 for marketers, companies, and brands that have consistently prioritized and invested in community and audience building the past 3-5 years. It's never too late to begin!



KELLY HUNGERFORD

@kdhungerford

Digital Strategy & Marketing Operations

CommunityWorks



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Many content marketing thought leaders have been talking about the necessity of quality content. Who can argue with that? But in 2019, content marketers will again realize the power of frequency (which has been a necessary approach since the dawn of advertising), especially when coupled with useful, well-executed content. The most effective content marketers in the future will adhere to the motto, “Quality content, often.”



SEAN CALLAHAN

[@sean_f_callahan](#)

Senior Manager-Content Marketing

LinkedIn



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There are nearly 2 billion websites online today; more than 440 million blogs exist on Tumblr alone; over 400 hours of video is uploaded to YouTube every minute; and practically every human on the planet (plus their dogs) is churning out a steady stream of social media content. Simply showing up and shouting your brand's stories from all its digital rooftops just won't cut it anymore. In 2019, businesses will start to wise up to the growing challenge of building an engaged audience and will compensate by experimenting with more immersive, participative, and personalized content experiences – ones that bridge the gaps that still exist between consumers' physical and virtual worlds and give them uniquely compelling reasons to spend their time (and their dollars) with your business.



JODI HARRIS

@Joderama

**Consulting Director of Editorial Content & Curation
Content Marketing Institute**



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In 2019 brands must approach content marketing with a documented strategic approach. That requires defining your vision of what success looks like, then working towards it by aligning the effort with your brand objectives.



JUNTAE DELANE

@JuntaeDeLane

Founder/CEO

Digital DeLane / Digital Branding Institute



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Now that we have a few years of good content marketing under our belts (companies investing in content that adds value and connects with their customer base, not just making noise and waving arms), 2019 will be the year of reckoning for the ad industry. While content used to be a “nice to have” luxury, more and more brands are seeing this investment pay off in measurable ways, making them question the effectiveness of their advertising spend. While social media platforms are being taken to task for their fraudulent reporting, marketing departments are turning an eye towards content to be a TRUE, top-of-the-funnel ROI channel and seeing that their investments are driving more qualified leads, deeper loyalty, and more organic traffic. Sure, the cost-per-impression may be higher; but the cost-per-engagement and cost-per-qualified lead are looking like the winners. Advertising will have to share that marketing pie if it wants to remain effective.



TARA HUNT

@missrogue

CEO + Partner

Truly Social Inc.



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The KPI of relationship quality across customer journeys will rise above simple traffic. By centralizing a list of personas and journeys and correlating data across touchpoints, brands can be more client-centric and measure how engaged audiences behave vs. others. This will drive increased revenue, but, more vitally, it will allow for ROI measurement of content.



NOZ URBINA

@nozurbina

Founder & Content Strategist

Urbina Consulting // OmnichannelX



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Content will be developed strategically, rather than willy-nilly (at least, that's my hope). Also, automated content, largely fueled by AI, will begin to be used by marketers and media companies for everything from personalization to real-time events and even news.



REBECCA LIEB

@lieblink

**Analyst & Co-Founder
Kaleido Insights**



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I predict you'll get a raise in 2019, dearest content marketer. But only if you're doing strategic work (planning, measurement) and only if you're driving results. The job market is strong, the Fed says we're at "full employment" and content strategists are in demand. If you can prove your worth by connecting content to ROI, you'll see some of that ROI in your 2019 paychecks.

On the flip side, if you're an employer, you can expect the HR component of your marketing costs to rise. But you're probably used to this. Compensation for marketers has been climbing the last few years, especially for your content strategist.



ANDY CRESTODINA

@Crestodina

Co-Founder/Chief Marketing Officer

Orbit Media Studios



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I think there will be conflicting forces at work. There is the desire of marketers to be able to target narrowly and personalize, which requires users to give up their personal data. On the other hand, while consumers want relevant and engaging content, they have a desire to protect their identity and privacy and limit their exposure to spam. Consumers will need greater transparency about the usage and protection of their data from marketers. And while we want to gather data to continue our relationship with consumers, if we want higher engagement metrics, we may have to provide it ungated more often.

While AI and AR and VR are exciting new technologies that allow marketers to be more relevant and more engaging creatively, there has to be trust on the part of consumers if the price of admission is personal data. That's why we may see a sharp uptick in marketers using tactics such as micro-influencer marketing. These influencers enjoy something that many brands today don't: trust.

Because authenticity is key to building trust, I think we'll see more marketers using real people's experiences to tell the brand's story instead of actors. This means tapping brand subject matter experts and brand buyers will need to be willing to share their experiences. We'll need to be in the entertainment and production business more than ever if these stories are going to be told convincingly and compellingly. The talent to pull it off creatively thrives in agencies, which means there's really never been a more exciting time to be in this business.



LINDA BREMKAMP

@planningmaniac

VP Strategic Planning

Wyse



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Brands will increasingly look to influencers, not only as a means of content distribution but also as a source of product and service invention. Influencers almost never get the chance to create beyond their photo and video streams. Brands will bring influencers into the product development fold, giving them unique experiences that bake content into the process from the beginning.



ADAM RITCHIE

@aritchbrand

Principal

Adam Ritchie Brand Direction



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Chatbots and voice interfaces will continue to be a key way that we interact with our customers. Content marketing professionals will find innovative ways to use these technologies and other AI-based services that are finding their way to the market.



VAL SWISHER

@valswisher

CEO

Content Rules, Inc.



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Better content. There. My prediction in two words.

We publish so much content every minute that today's good enough is tomorrow's noise. I'm eager to see which brands will have the courage to seek out the novel instead of the standard, the experimental instead of the safe, the surprising instead of the predictable.



JONATHAN CROSSFIELD

@Kimota

Chief Consulting Editor

Chief Content Officer magazine



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I think we'll see more approachable and transparent uses of artificial intelligence in content creation and content technology. Helping to give marketers context for how it's used now will frame the use for new ideas.



MAUREEN JANN

@SuperDeluxeMo

**Founder + Managing Director
SuperDeluxe Marketing**



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Our prediction last year has paid off – brands will be split between those that use content as a spam SEO filler and those that see the true merit in building their brand by engaging consumers in all touchpoints. So, this year's prediction follows that same vein: Brands will start to merge their content budget with their advertising budget to get more bang for their buck and focus more on brand building and high-quality engagement activities that are connected to their mainstream advertising campaigns, rather than fritter their small budgets away on thousands of meaningless pixels and posts.



MATT BATTEN

@mattbatten

Executive Creative Director

Edge



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Co-creation: I'd love to see it become the norm! Brands would no longer dream up products or solutions in a vacuum but would, instead, invite social communities to weigh in on how a product will best solve the needs in their own lives. Co-creation leads to buy-in and better, more authentic solutions.



JESSICA BEST

@bestofjess

Director of Data-Driven Marketing
Barkley



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Unfortunately, I predict the trend of short-form, disposable social content will continue to grow, and marketers will continue to label this approach content marketing. My hope is that 2019 will be the start of an ROI-focused season of content marketing, where teams will analyze their content with business-generating metrics and select content types that are best for the audience they are trying to build.



JEFF JULIAN

@jjulian

CEO/Co-Founder

Enterprise Marketer



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If content is king, distribution is queen. In 2019, content will become more authentic, personal, and interactive, with more widespread distribution via video, social channels, web, email, etc., in addition to increased personal distribution via employees and thought leaders. More is less, and the less will be targeted and personal.



BRITTA SCHELLENBERG

@mizzbritta

VP Brand Operations

Brightcove



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G DPR's (welcome) pressure to win permission to engage customers and leverage data will push content to two ends of the 'subscribe-ability spectrum' comprised of content depth and utility, and audience intent levels for content consumption and product purchase. On one end, businesses will double down on interruptive advertising and branded click-bait (the 'porn of relevance'). On the other, there will be increased subscribe-able information services generating first-party data and de facto opted-in engagement channels having high topical affinity to the service. The middle of this spectrum will erode.



CARLOS ABLER

@carlos_abler

Leader of Content Marketing Strategy

3M

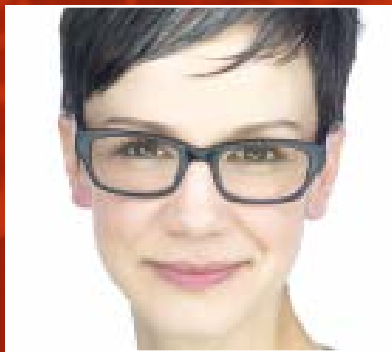


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I think we'll see a strong emphasis on story and storytelling in content. The brands that understand how to make *any* content feel like a story (even if it isn't one) will be the ones that gain an edge.



TAMSEN WEBSTER

@tamadear

Founder and Chief Idea Whisperer

Find the Red Thread



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In an era defined by endless choice and commoditization, customer experience (CX) will quickly emerge in 2019 as a key differentiator for retailers and brands. Audience and data are the foundation of a proper customer experience; both will become critical and inseparable pieces of a common marketing chain.

Audience: The lack of attention to the individual audience is still a common pain point; however, some companies are already starting to use data effectively in their marketing activities and are finally discovering – in a few cases consolidating – the relationship between data and customer needs.

Data: This is a concept content marketers understand well because there is no way to properly understand our audience without data analysis. Which brings me to the second point: Enterprises will have to learn how to tie data to insights to drive their audience-centric marketing strategy and, ultimately, their decision-making.

To summarize: While I do not think that CX will overtake price and product as a key differentiator for brands, as stated on the often-cited statistic from business consultancy Walker, I strongly believe that organizations will redirect their investments into innovative CX ideas, with a focus on audience and data.



GIUSEPPE CALTABIANO

@giusec

Head of Content Strategy for EMEA & APAC

Contently



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

In years past, being able to produce enough content to “feed the beast” was an end in itself. In 2019, I think we’ll see marketers re-allocate some of that content creation budget to processes and technologies that enable them to measure and optimize content performance.



HAYDEN JACKSON

@demandlab

Director of Content Strategy

DemandLab



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

2019 will be the year of “facts first” as brands awaken to discover that their smallest content — information about their business, people, products, and services in the moments that matter to consumers – has become their most critical in this age of “near me” mobile, voice search, and AI-powered discovery.



JEFFREY K. ROHRS

@jkrohrs

Global CMO & Author



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Voice is going to drive companies to recognize that silos must be torn down and abolished. Search, structured content, marketing, and programmers are going to have to come together in a way to solve the technology challenges of voice. We're moving into a multi-modality world of voice plus screens. Marketers will need to evolve how they think of search – it's about way MORE than keywords at this point. And back-end programmers and content ops teams will have to rethink what they know about marketing and editorial content. In the social space, we'll see even more adoption of Instastories and using influencer marketing to continue to promote products and services.



AHAVA LEIBTAG

@ahaval

President

Aha Media Group



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Content marketing teams will adopt ways to improve their productivity. They will invest more in agile methods such as Scrum and COPE (create once publish everywhere) to produce better content with no extra costs.



CASSIO POLITI

@tractoBR

Founder

Tracto



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

I'd like to see 2019 as the year we, collectively, find an audience-centric focus for content delivery. Fewer messages going out via every possible channel and more precise, thoughtful distribution based on where we know we can find audiences that will find our messages valuable.



AMANDA CHANGURIS

@AmandaChanguris

**Associate Director, Corporate Communications
BNY Mellon**



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

The old marketing mandate used to be to acquire attention. But today, thanks to the buyer in every niche having more power, control, and choice, that's simply not sufficient. The marketing mandate has changed: Don't just acquire attention. Hold it. Today's top marketers care about minutes or even hours, not seconds; subscribers, not clicks; and a loyal, retained audience or community, not simply traffic. And oh by the way, there exists a vehicle with the express goal of holding attention. It's called a show.

Over the next few years, we're going to see an explosion of brands making shows, from podcasts with elevated production (read: not simple interviews) to video series on YouTube to brands partnering with OTT services and more.

Make shows, not just pieces. Don't just acquire attention. Hold it.



JAY ACUNZO

@jayacunzo

Author

**Break the Wheel: Question Best Practices,
Hone Your Intuition, Do Your Best Work**



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

The agency model for content marketing will continue to mature as marketing teams are under increasing pressure to prove ROI. Businesses of all sizes will look for new ways to develop content and expect their agencies to help them build internal capabilities or embed dedicated staff into their organizations. Margins will be lower for agencies, but the relationship between agencies and their customers will improve.



SARAH MITCHELL

@SarahMitchellOz

Founder, Managing Director

Global Copywriting



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Let's face it: Content marketing only works for companies that are serious about it and great at it. 2019 is bound to be the year where content marketers ask themselves: 1. Are we serious? 2. Are we great? Companies that hesitate to say yes twice – more so than before – will return to other forms of marketing. And an ambitious minority of companies will stare greatness in the eye and step it up on every level: planning, research, creation, promotion, and measurement.

It's hard and getting harder to succeed with content marketing. Fakers need not apply.



BARRY FELDMAN

@FeldmanCreative

Online Marketing Super Freak

Feldman Creative



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

I hope content marketers will see the value of connecting with other marketers outside of their organization. Make a commitment to have at least one phone or in-person, one-on-one conversation with a new marketer every month. I guarantee you'll learn a lot – and your content marketing will be richer!



MICHELE LINN

@michelelinn

Co-Founder and Head of Strategy

Mantis Research



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

In the B2C space, consumers find out about and evaluate products and services predominantly from friends and family. In the B2B space, it's from colleagues and industry peers. This is a bit nuanced, but in 2019, companies will build, package, and distribute content with the objective of getting target audiences to share and endorse it with their social and/or professional networks. So, rather than content marketing campaigns influencing purchasing decisions directly, they will instead be used as “recommendation currency” for people to distribute amongst their network – which, in a way, will transform content into a much more powerful, trusted third-party endorsement.



ANDREW STIEF

@chiefofstief

Chief Marketing Officer

PGIM Real Estate Finance



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Process is really the next evolutionary frontier for brand marketers. We know what we should be doing, and who we should be doing it for, but we still struggle with actually getting it done. Predictable yet agile workflows are the way forward.



ANDREA FRYREAR

@andrea Fryrear

President and Lead Trainer

AgileSherpas



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

I would like to think marketers will take the next step with their content marketing, which is focusing on what to do with all the traffic and interest they are generating. Every time someone bounces from your website without engaging, you have to pay or hope for their return. How many of you are proactively turning those visitors into an audience you own and control? And then nurturing them until they become a customer?



ARNIE KUENN

@arniek

CEO

Vertical Measures



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

In 2019, I see the traffic, leads, and trust going to brands and leaders that focus on creating content that will win their audience's love and support, build engagement, and bring a community together. Raw creativity, high quality, and originality of thought will be winning qualities in content creation. By now, most of us know the "how" and "what." Format, structure, platforms. But WHY do we do it? WHY should a consumer choose us? Two million blog posts go out a day. Over 1 billion websites exist. Marketers will need to dig in deep, and originality of thought will win. Besides covering all the basics of the right format, styles, platforms, etc., they'll need to work hard to come up with fun, unique, truly standout ideas to win and build trust in 2019.



JULIA MCCOY

@JuliaEMcCoy

CEO

Express Writers



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Smart content marketers will be creating content hubs (instead of blog posts) around their main topics to build both brand and SEO through content.



MARK TRAPHAGEN

@marktraphagen

Content Strategy Director

Perficient Digital



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Given the boost in regulations and personal privacy awareness, we will see a shift in content that has personal value, not just product and pricing information. That means an increase in native advertising, as well as personal content delivery through augmented reality interactions, personal device interactions, and higher social touchpoints.



KRISTINA PODNAR

@kpodnar

Digital Policy Consultant

NativeTrust Consulting, LLC



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Marketers will shift their focus from leads to conversions, and their content will shift accordingly. We'll see better, more in depth content designed to create top-of-mind preference amongst targeted prospects and truly help these self-educating buyers arrive at a buying decision vs. just selling them on a solution.



TOM MARTIN

@TomMartin

President

Converse Digital



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Sales teams everywhere are going to start to leverage personalized video within their email communications – from prospecting emails to answering basic questions to sending out videos so as to better explain proposals. With the proliferation of free tools like GoVideo by Vidyard, Soapbox by Wistia, and others, even non-techies will soon fall in love with the efficacy and efficiency of personalized video in email.



MARCUS SHERIDAN

@thesaleslion

President/Owner

Marcus Sheridan International, Inc.



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Brand marketers will look beyond traditional editorial content. They'll become curators of the customer experience across sites and channels. They'll get greater access to audience data by taking on SEO and CRO. In 2019, we'll begin to see the customer experience become the brand marketer's true specialty.



CHARITY STEBBINS

@charitystebbins

Head of Content and Comms

Conductor

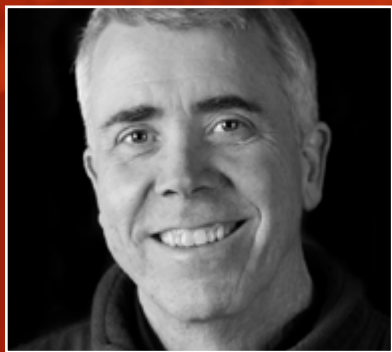


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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

In 2019, a small number of organizations will adopt a risky, highly controversial approach to content marketing that many have been fearful of pursuing: a written content strategy. Doing so will be the equivalent of voting for Pedro in the film Napoleon Dynamite: All of their dreams will come true.



DOUGLAS BURDETT

@MarketingBook

Host of The Marketing Book Podcast

ARTILLERY



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

I foresee more organizations ‘waking up’ to the reality that while content marketing shouldn’t be their ONLY digital marketing tactic, it truly is the most rewarding and valuable – if committed to. Differentiated, interesting, and genuinely helpful content programs/initiatives can be created by any organization or entrepreneur and serve as a built-in stamp of credibility that can build awareness, trust, and long-term affinity.



MICHAEL BECKER

@mjbecker_

Digital Content Manager

Emarsys



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Content is king but the king is dead: How do we deal with the rising numbers of digital content graveyards? Content creation needs more crowd involvement. Participation and experience are the best reasons for sharing content. And sharing is the most important weapon in the war of time and attention.



CLAUDIA LÜERSEN

@hejcompanions

Managing Director
COMPANIONS



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

We will see a significant shift in measuring content – from activity and views to impact and conversion. This means great content can have a much smaller audience but still have a huge impact for the business.



MATT HEINZ

@heinzmarketing

President

Heinz Marketing Inc.



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

I predict that brand marketers will continue to move heavily towards video. And these videos will be less high production and more authentic, personal branded videos from employees within companies giving value-added content/tips. Authenticity is everything and video is by far the best medium, hence the focus.



DAVID REIMHERR

@DavidReimherr

Founder

Magnificent Marketing



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Voice-activated search continues to play an important role with the need for marketers to better understand how to develop content for this search arena. This means not only being on page one of Google, but ensuring you are number one when Alexa or any other voice-activated search device calls up an answer to the question where your brand, product, service, or company is the answer.



PAMELA MULDOON

@pamelamuldoon

Content Strategist

The Pedowitz Group



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

We're in the first wave of marketing technology consolidation now, and this trend will only continue. Investors are acknowledging that martech is indispensable to large businesses because it allows marketers to keep finding new ways to communicate with consumers. This consolidation will allow marketers to clearly demonstrate ROI in 2019.



TOM GERACE

@tomgerace

Founder and CEO

Skyword



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Storytelling is not just about image. Storytelling enhances the whole customer journey. In 2018 B2B brands will finally embrace this. Especially with complex or abstract services, this is not an easy task. Let's tackle it anyway!



MATTHIAS BILL

@Billster77

Senior Communications Specialist

SIX



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Strategic one-to-one communication will win over automated or even “personalized” messaging. Those who can scale content with individual conversations will win in B2B sales. I’m especially excited to see technology that truly empowers sales and content teams to tackle these conversations together. You can’t automate relationships!



DEANA GOLDASICH

@goldasich

CEO

Well Planned Web



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

2019 will be the year where content marketers start to value creativity over technology. The current trend of people abandoning social media combined with increased competition in the martech industry will force content marketers to focus on how their content is perceived by the audience. Chatbots will self-destruct, and we'll get back to basics.



JOAKIM DITLEV

@jditlev

Founder

Content Marketing DK



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

2019 is the year many brands will rationalize their social media use. A major U.K. publishing chain has already closed ALL its social accounts. Your customers have probably closed at least one of theirs. In 2019 we will stop trying to be everywhere and focus on being where it matters.



DAN HATCH

@daniel_hatch

Managing Editor

Lush - The Content Agency



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

In 2019, content will sit at the center of all marketing efforts. What brand marketers will come to find in the new year is that the most efficient way to execute a winning content strategy is to include aggregated insights and competitive benchmarking from start to finish across the content creation and activation workflows.



PATRICIA TRAVALINE

@travwin

Chief Marketing Officer

Skyword



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

To achieve measurable results for your 2019 content marketing, follow these actionable marketing tactics:

Earn share of audience attention (or SOAA) to support content distribution. Encourage readers and prospects to actively seek and expect your content by delivering regular portions of consistent content. This includes blog posts, newsletters, videos, and/or podcasts. In addition to entering their content inner circle, SOAA supports distribution of your other content offerings.

Extend content marketing beyond purchase (AKA: retention marketing). Use content to continue to nurture and retain customers after they've purchased. Focus on customer retention, the key element of the loyalty loop.

Evaluate your content marketing regularly using tailored metrics. Include calls to action, tailored landing pages, and tracking codes in your content marketing and distribution presentations. Use metrics your CEO and CFO understand to keep and grow your budget.

Expand content creation beyond initial publication based on past results and distribution options. Keep existing content visible and viable over time. Aid content findability with contextually relevant distribution presentation.

Engage everyone in your organization in content creation. This eliminates redundant work and saves budget. Involve sales, customer service, retail employees, HR, and management.



HEIDI COHEN

@HeidiCohen

Chief Content Officer

Actionable Marketing Guide



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

One of our guiding principles is “People, not just Pixels.” People power will continue to rise via companies encouraging employee advocacy, personal branding, and human-centric campaigns. By including real people – customers, employees, and executives – marketers will increase their brand’s halo-effect through AURA: authentic, useful, relevant, and actionable content.



MEL CARSON

@melcarson

Founder & Principal Strategist
Delightful Communications



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

I see integration as an important theme in 2019. Content marketers, public relations practitioners, and social media marketers will move closer together and work on integrating what they do. Successful brands will move away from siloing these teams, as what each function does feeds into the others. Strong writing will be a focus, as it plays into each of these areas. And we will all be sure to take advantage of PR techniques to help promote our content and get it out there. Content that's self-published by brands may NOT be found randomly. We will need to promote it to help the audience that can benefit from it find it.



MICHELLE GARRETT

@PRisUs

Writer and PR Consultant

Garrett Public Relations



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Getting the right piece of content to the right persona at the right time. We know we should create content to support different personas throughout their buyer journey, but challenges with data mean that many organizations can't make that dream a reality. 2019 will be no excuses – marketers have to start segmenting their database and getting results, especially as many businesses move toward an ABM approach.



JOHN FERNANDEZ

@jfernandez

VP, Revenue Marketing

Contently



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

2 019 will see another steep increase in pay for content strategy positions as the demand increases. Those who master both writing and marketing while creating a measurable strategy will excel. Those who can learn from their mistakes and grow on their successes will benefit.

The demand for quality content – and those who know how to do it well – will increase (and the demand for churning out a high quantity will decrease). We've become an information-seeking society, and products we once bought without much thought now involve research and comparisons. Content will continue to play a crucial role in this expanding part of the funnel, and so will content marketers.



EMILIE MORELAND

@writtenbyemilie

Content Manager

Digital Room



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Content marketing is making the shift toward sales. The metrics executives care most about are those that impact the business. Stakeholders want to know which content assets are being consumed by customers along their journey and which ones are most influential to their purchase decision (and repeat purchases). Content marketers who can measure influence on sales will be rewarded with budget and career growth.



BERNIE BORGES

@bernieborges

CMO

Vengreso



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Marketers will continue to strive to deliver personalized yet authentic content that's purposeful to their targets.



JILLIAN HILLARD

@jillianhillard

Director of Ownership Marketing
Electrolux North America



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85+ PREDICTIONS ON CONTENT MARKETING IN 2019

Companies will need to come up with their own best practices for content marketing.



OLLE LINDHOLM

@ollelindholm, @spoon_content

Marketing Project Manager

Spoon



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Make sure to stay on top of these trends – and others on the horizon – for content marketing in 2019.

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Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and ContentTECH Summit event is held every spring. CMI publishes the quarterly magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this video to learn more about CMI. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.



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