

# SPEED UP CONTENT EFFECTIVENESS (SIX IDEAS)



@JoePulizzi



**CONTENTJAM**  
BY ORBIT MEDIA





What's the  
easiest way to  
get \$1 million  
dollars?

Time





# One Million Dollars

Per Day

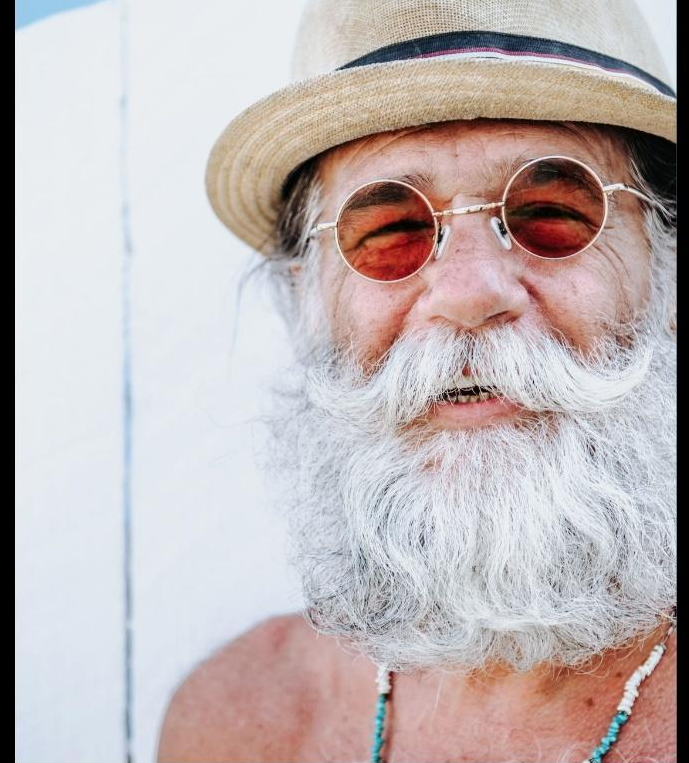
**\$14.00**

S&P Annual Return

**8.5%**

Years

**35 years**



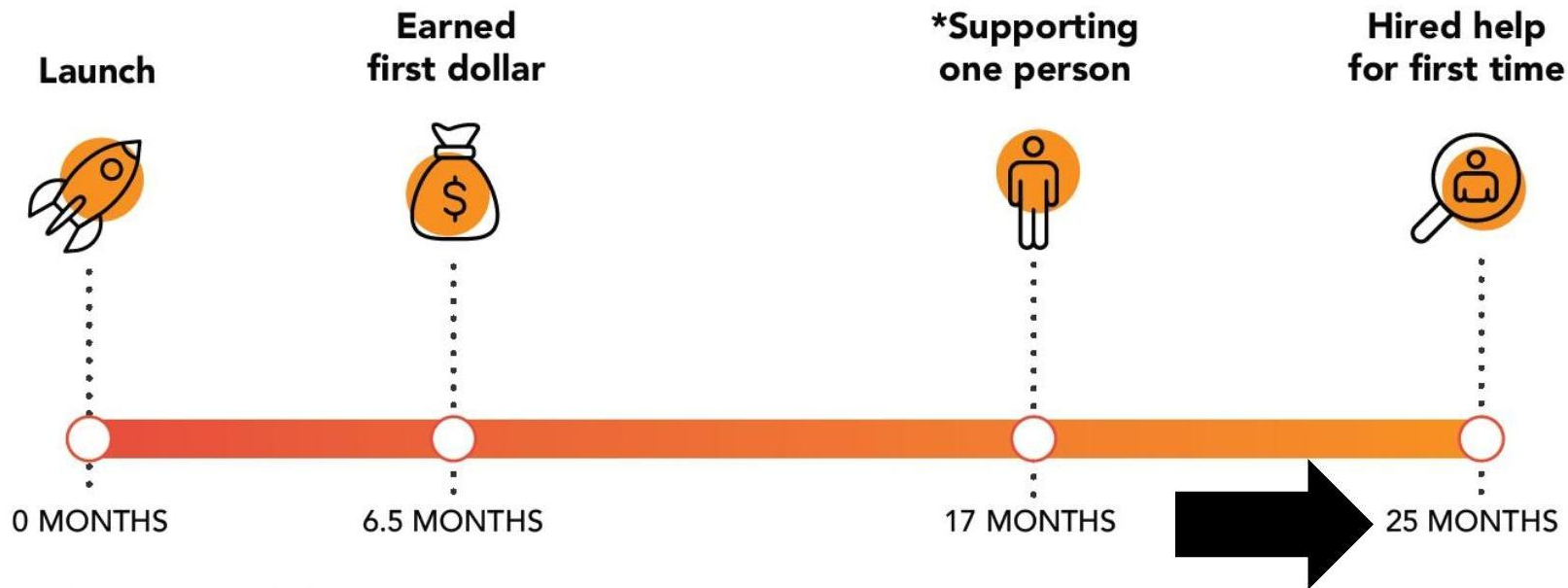


What's the #1  
Success Factor  
for Content  
Marketing?

Time



## HOW LONG DOES IT TAKE TO BUILD A SUCCESSFUL CONTENT BUSINESS?



*\*Supporting one person, usually the content entrepreneur*

Source:  
[TheTilt.com/research](https://TheTilt.com/research)





4

Years

AVERAGE STAY OF AN  
EMPLOYEE TODAY IN US

Bureau of Labor Statistics



3

Years

MID-LEVEL MARKETING  
ROLES

Burtch Works  
Research



2

Years

CMO LIFESPAN

Wall Street Journal



Image: Rolling  
Stone

“You are out of  
time.”

The Weeknd



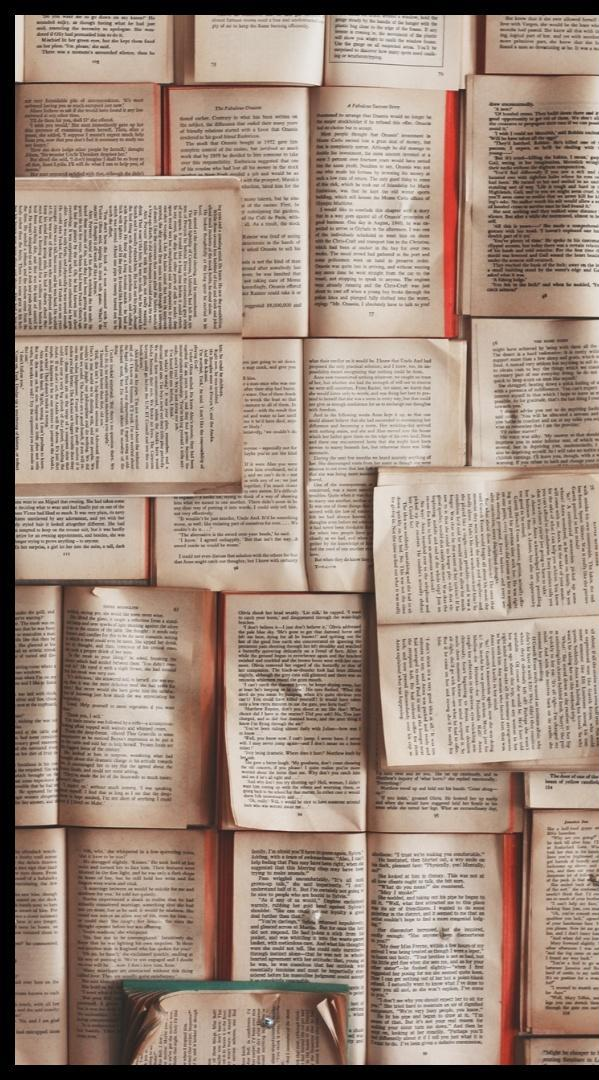
A Solid  
Strategy  
Is Not  
Enough



10/25/2022



**SPEED UP YOUR CONTENT EFFECTIVENESS**



# If you stopped producing all your content, would your customers notice?



We must need more content, right?

1

---

# START KILLING THINGS





# Content Creation Tactics



13 - 16

PER MID-SIZED & LARGE BUSINESSES



**Media companies  
build one great thing  
first, then diversify.**

A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top left. It is partially cut off by the right edge of the frame.

## PORTFOLIO



Friday, August 26, 2022  
Today's Paper

# The New York Times

75°F 79° 67°  
Dow -1.24% ↓

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

**LIVE** Trump Search Affidavit 2m ago Russia-Ukraine War 6m ago

**LIVE** 2m ago

## Justice Dept. Expected to Release Redacted Affidavit Used in Trump Search

The document, expected to be unsealed by noon Friday, could disclose details about the justification for searching former President Trump's Florida home.

It is unclear how extensive the redactions will be, but the affidavit's release could have significant legal, political and historical implications.

See more updates **9+**



Marco Bello/Reuters



**Maggie Haberman**

When the National Archives retrieved several boxes of highly sensitive material in January, some Trump advisers began to take the position privately that the real problem was not Trump having the documents, but that he had returned any at all, sparking an investigation. **13m ago**

• • •



Clara Mokri for The New York Times

## Disability Aid Rules Mean She Can't Afford to Marry Him

When one partner is disabled and the other isn't, getting married could mean giving up lifesaving health care and benefits from the government.



Chia seeds are everywhere again, and you might as well dig in, nutritionists say.



**Modern Love:** Lockdown was our romantic bubble, but bubbles burst.

**LIVE** 6m ago

## As Russia Seeks More Troops, Both Sides Dig In for War of Attrition

There has been little movement on the front line in recent weeks, even as the leaders of

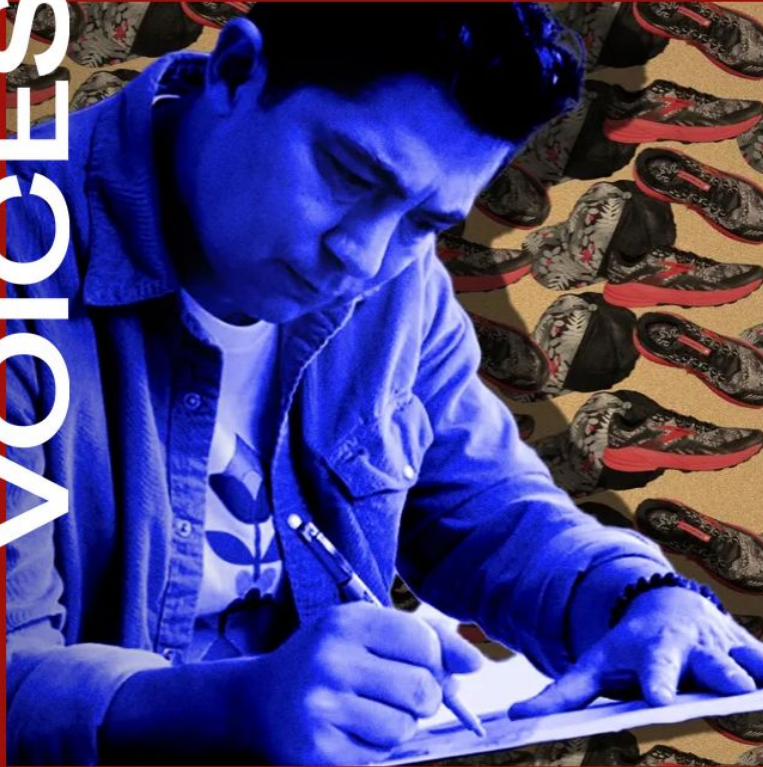
Latest Photos From Ukraine



Donbas region

Opinion

VOICES



## This Indigenous Artist Is Setting The Record Straight Through Design

American cities have been complicit in cultural erasure. For Louie Gong, the Sasquatch is a vehicle for truth.

By Ian Kumamoto



### This TikTokker Is Showing Queer





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By **ANN GYNN** published AUGUST 25, 2022

## Don't Waste Your Hard-Won Content Budget on These Avoidable Mistakes

More money shouldn't mean  
more money wasted.

**DON'T WASTE YOUR  
HARD-WON CONTENT**



### HOW-TO GUIDES



#### GETTING STARTED

Content Marketing 101 begins



#### PLAN

Build fundamentals of your plan



#### AUDIENCE

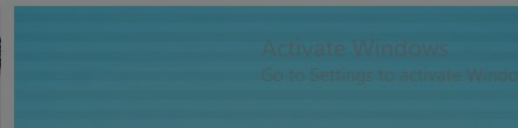
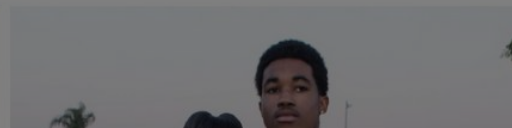
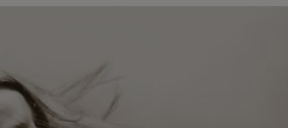
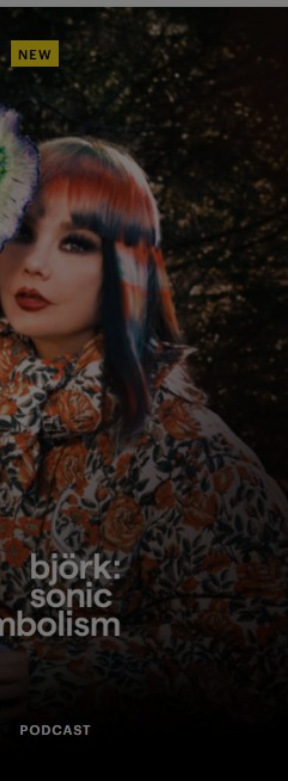
Understand your core audiences



#### STORY

Tell your brand story

# MARKETERS & IMMEDIATELY DIVERSIFY



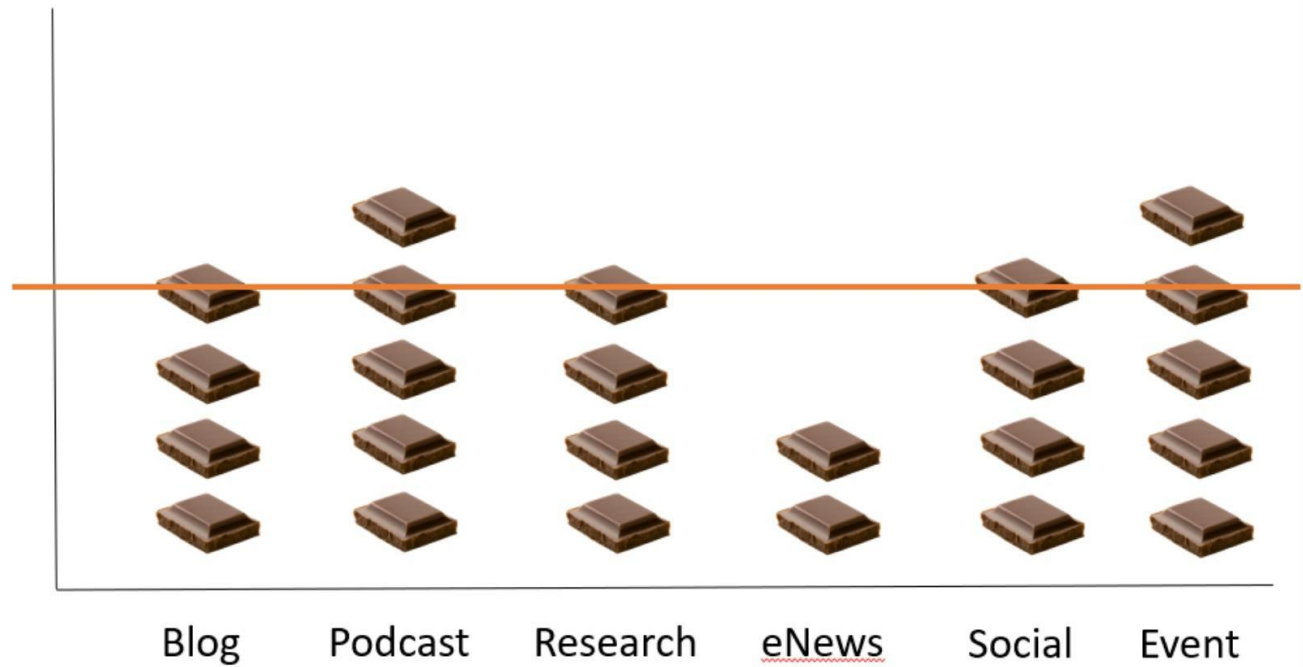




Content  
Energy



Content Energy



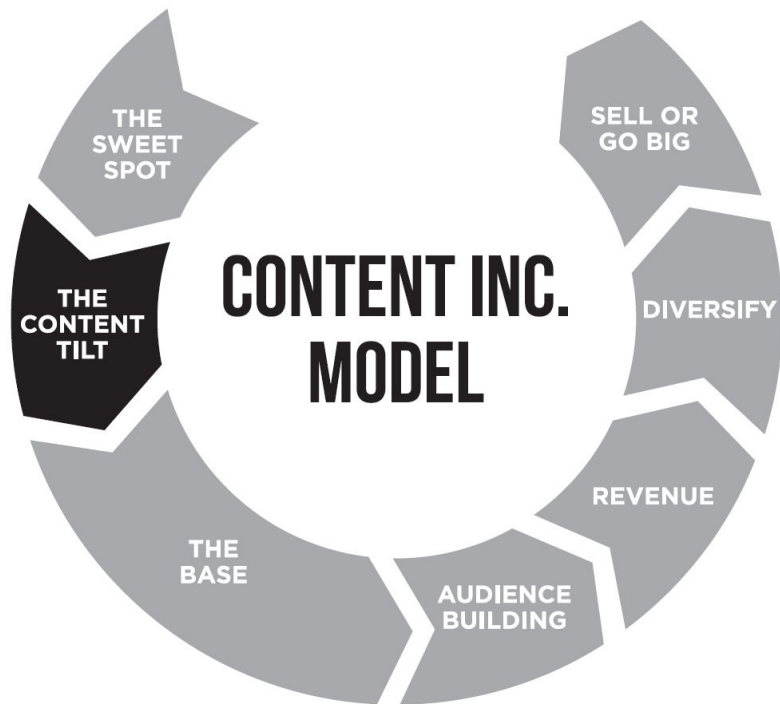


2

# STRONG DIFFERENTIATION







"THE #1 DIGITAL BUSINESS MODEL  
FOR THE NEXT DECADE" – ROBERT ROSE



# CONTENT INC.

COMPLETELY UPDATED AND EXPANDED SECOND EDITION

START A CONTENT-FIRST BUSINESS, BUILD A MASSIVE  
AUDIENCE, AND BECOME RADICALLY SUCCESSFUL  
(WITH LITTLE TO NO MONEY)

**JOE PULIZZI**

THE GODFATHER OF CONTENT MARKETING

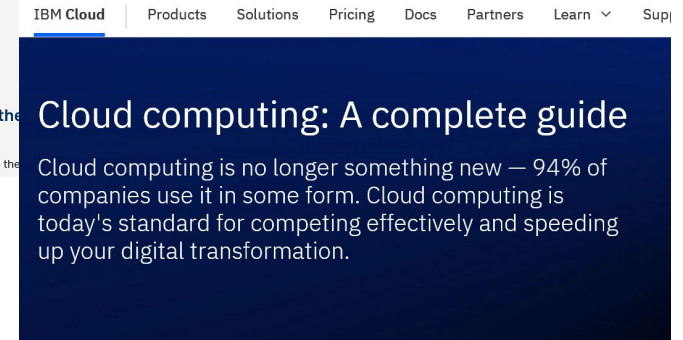
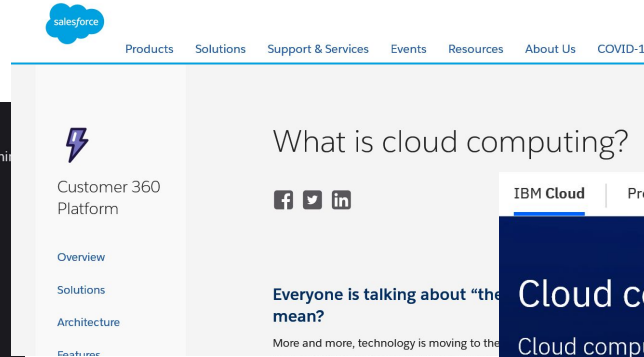
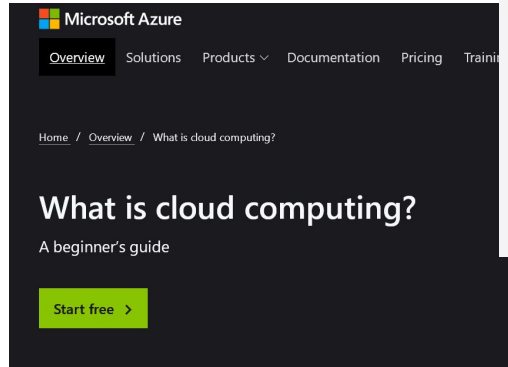
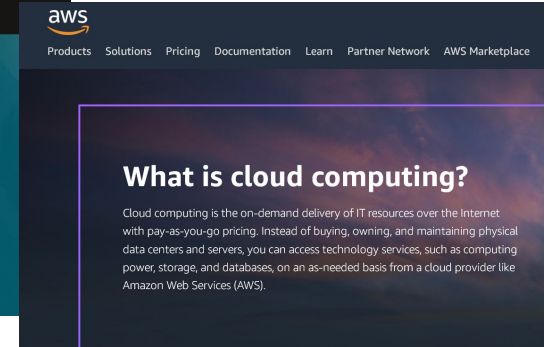
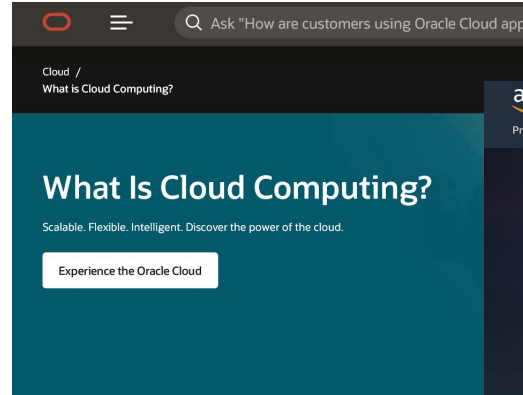


A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are arranged in a circular pattern, creating a sense of height and scale. The sky is a vibrant blue with scattered white clouds. The text "Cloud Computing" is centered in the middle of the image, overlaid on the sky and the upper parts of the buildings.

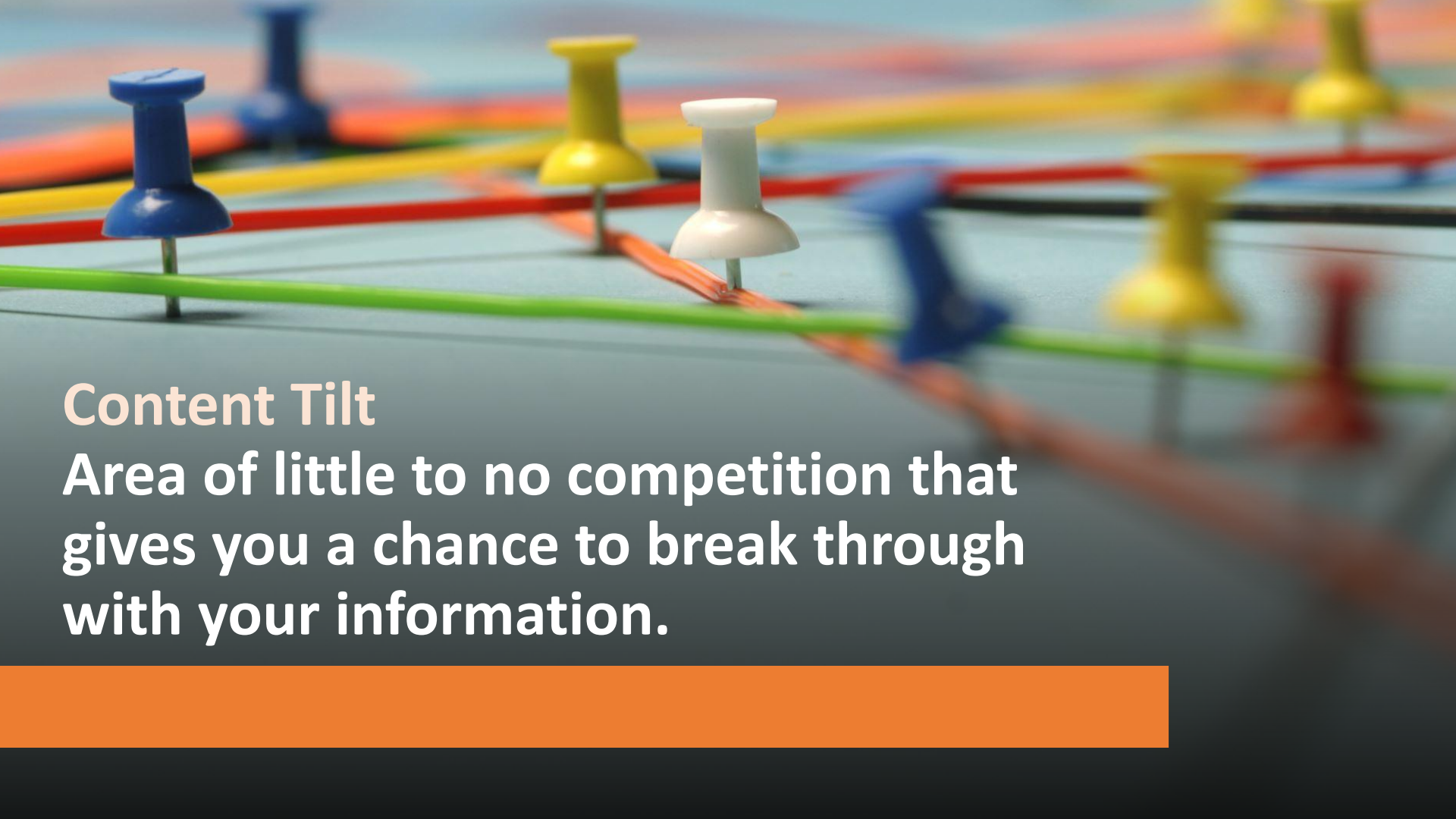
“Cloud Computing”

# Don't Do What Everyone Else Is Doing

- No differentiation.
- Practically identical content.





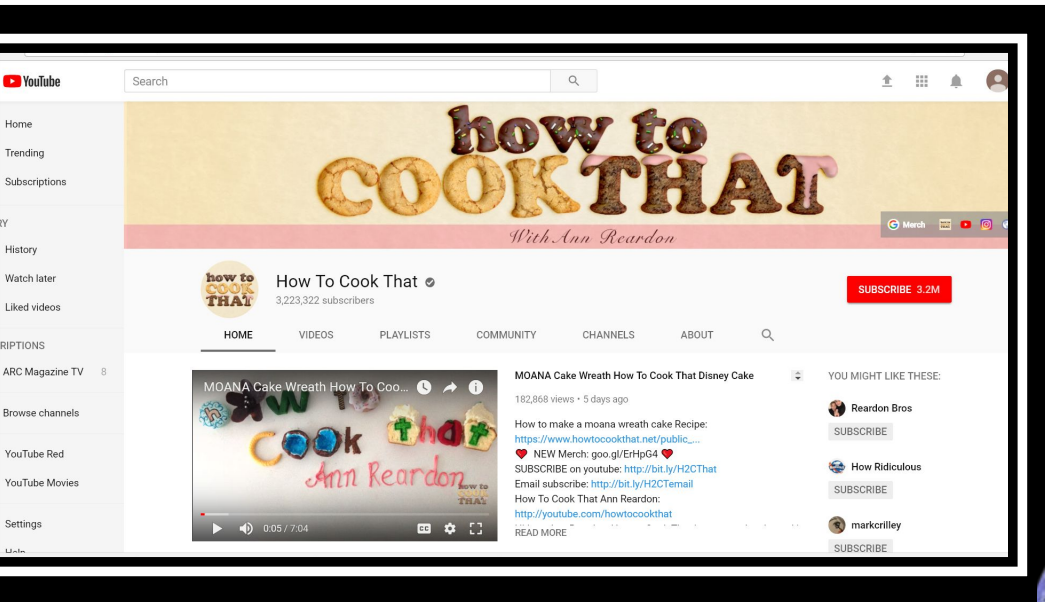


## Content Tilt

Area of little to no competition that gives you a chance to break through with your information.

# Ann Reardon

- January 2012  
100 YouTube Subscribers
- October 2022  
5 Million+ Subscribers



# CHOCOLATE

how to  
**COOK**  
**THAT**

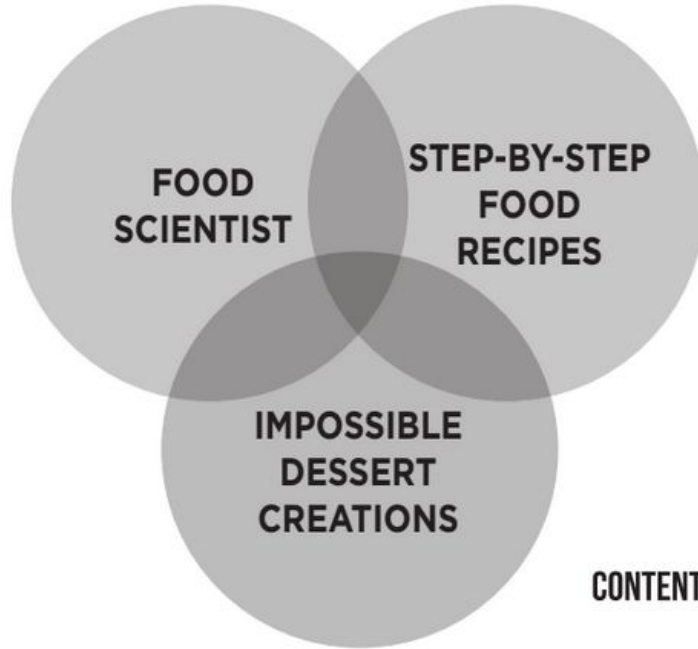




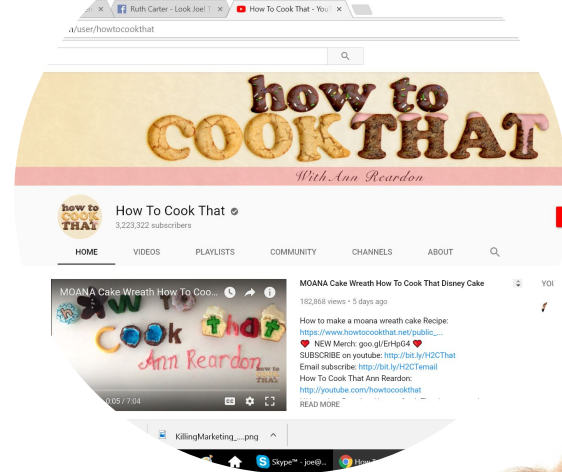
# Giant Snickers Recipe



# Ann Reardon



CONTENT INC.



**Media companies define  
their tilts by developing  
content mission statements.**

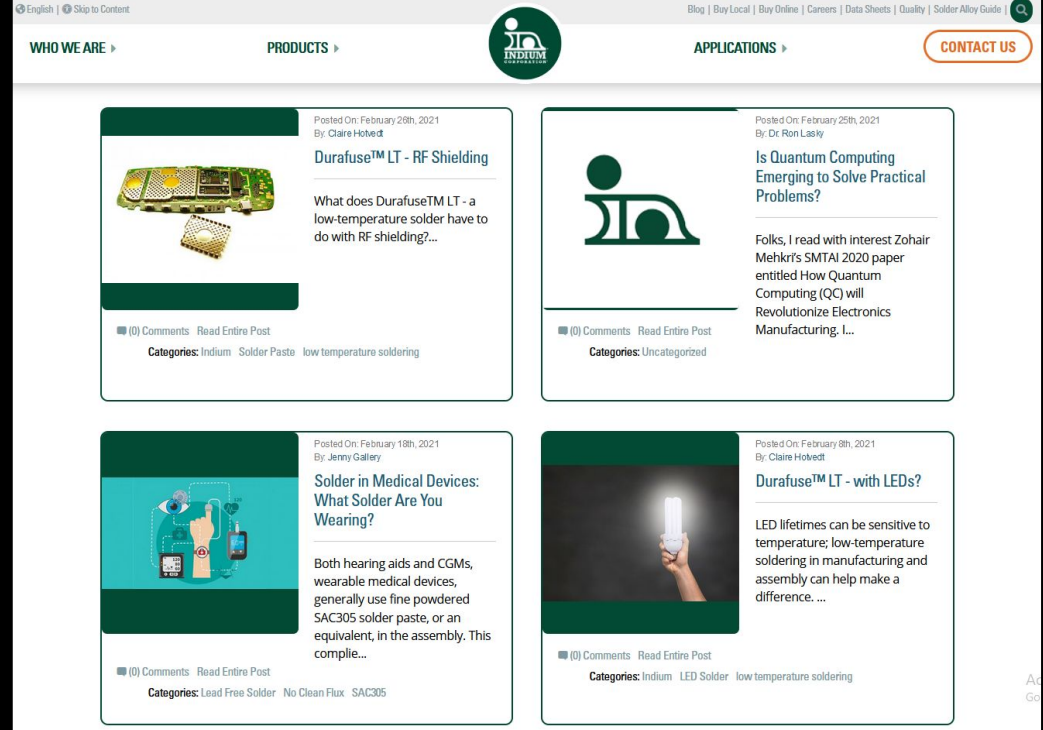


A content mission statement is not about who you are or what you sell...ever.



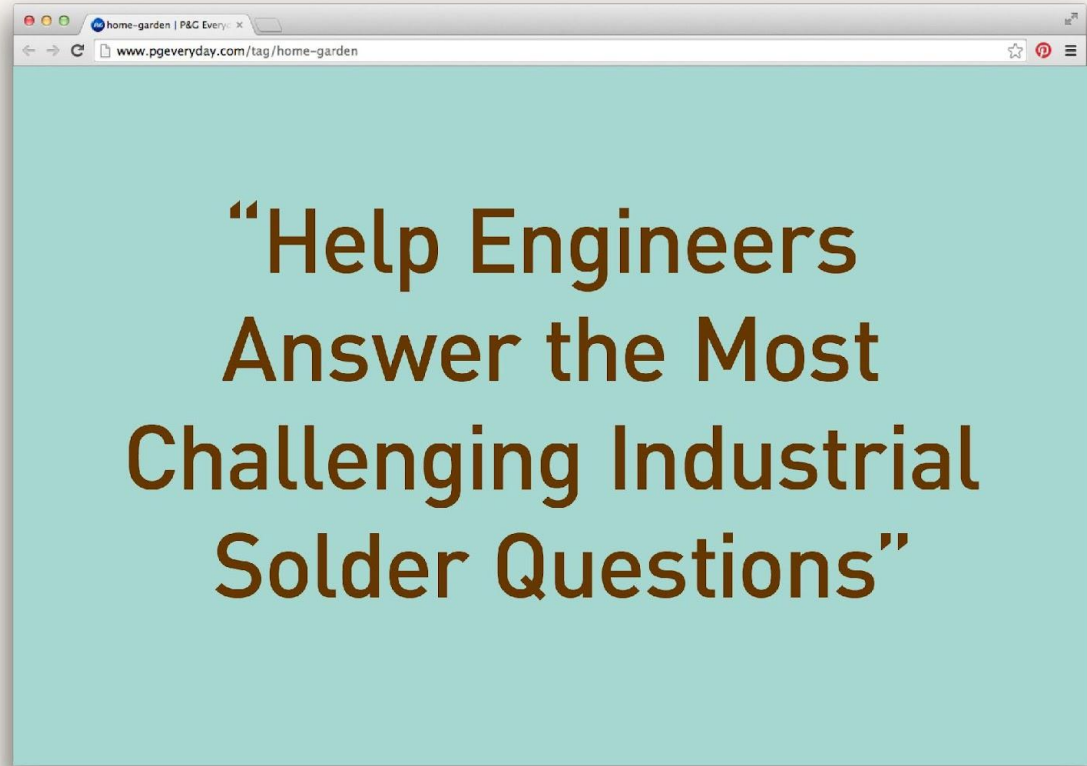
# CASE STUDY

## From One Engineer to Another By Indium





Case Study  
Indium Corporation



# CONTENT MISSION STATEMENT

## CASE STUDY



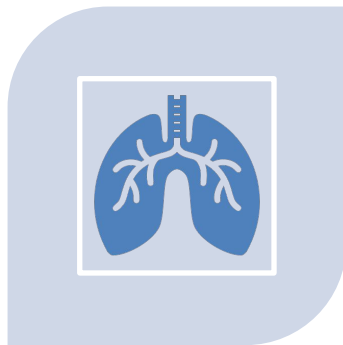
# CONTENT MISSION STATEMENT



**“Welcome to Digital Photography School – a website with simple tips to help digital camera owners get the most out of their cameras.”**



**REVIEW YOUR CONTENT MISSION  
WITH YOUR TEAM BEFORE EVERY  
MARKETING MEETING.**



**NEED A MISSION STATEMENT FOR  
EACH AUDIENCE INITIATIVE.**



**YOUR CONTENT MISSION IS A  
LIVING, BREATHING STATEMENT.  
YOU ARE ALLOWED TO CHANGE  
IT.**



Target Audience  
+  
Content Tilt  
+  
One Content Type  
+  
One Main  
Platform



3

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# EMAIL FIRST



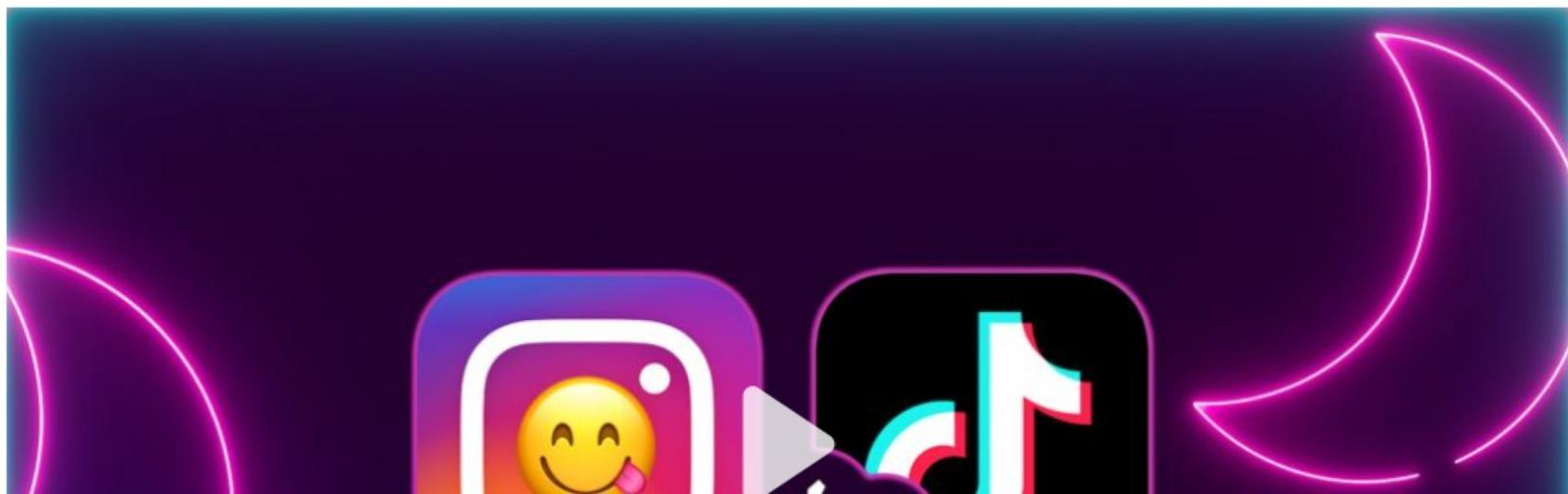


# They built their businesses on Instagram. Then the platform changed



By [Clare Duffy](#), CNN Business

Published 8:47 AM EDT, Sun August 21, 2022



HOME / OTHER

# Facebook has apparently been Zucked by an algorithm bug that has broken everyone's news feeds

Jamie Dunkin Aug 24, 2022 1:47 am



What is going on with Facebook? I don't want to see random peoples comments on pages I've liked. Make it stop 🙄

Credit: Drew Angerer/Getty Images + Twitter

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TECHNOLOGY

# Kicked off Facebook and Twitter, far-right groups lose online clout

January 6, 2022 · 3:41 PM ET

Heard on [All Things Considered](#)



SHANNON BOND



3-Minute Listen

+ PLAYLIST



# No control is bad for business

🌐 Distribution

📞 Content


🐦 Data








# Content Discovery

The words "SOCIAL MEDIA" are spelled out using 3D block letters with various patterns and colors. The letters are arranged in two rows: "SOCIAL" on top and "MEDIA" on the bottom. The patterns include black and white checkered, black and white geometric, solid colors like green and orange, and various abstract and floral designs. The letters are placed on a white rectangular background that is centered within the blue frame of the slide.

 Search


HomeMy NetworkJobsMessagingNotifications




**Andy Crestodina** (He/Him) · 1st  
Chief Marketing Officer and Co-Founder, Orbit Media Studios, Inc.  
Talks about #seo, #analytics, and #websiteoptimization  
Greater Chicago Area · [Contact info](#)  
37,420 followers · 500+ connections  
 1,038 mutual connections: Andrew Davis, Mike Allton, and 1,036 others

[1 Message](#) [More](#)

**Highlights**

 **2 mutual groups**  
You and Andy are both in Content Marketing Institute and Inbound Marketers - For Marketing Professionals

 **LinkedIn Collective Live: How to Win B2B Cannes Lions**  
Andy is attending this event

**Featured**

Image

Image

Link

Get in touch

# Rented Land

@JOEPULIZZI



# FOCUS ON EMAIL SUBSCRIBERS AS THE KEY METRIC

---



# Rent-to-Own Strategy

## Always Move Up the Hierarchy

### SUBSCRIBER HIERARCHY



**Membership**



**Email Newsletter**



**Print Subscribers**



**Podcast Subscribers**



**Twitter Followers**



**YouTube Subscribers**



**LinkedIn Connections**



**Instagram Followers**



**Twitch Followers**



**Pinterest Subscribers**



**TikTok Fans**



**Snapchat Followers**



**Reddit Followers**



**Facebook Fans**



Company	Raised	Est. annual revenue	Enterprise value at sale	Exit multiple
Politico	–	\$200m	\$1b 2021	5.0x
The Athletic	\$140m	\$65m	\$550m 2022	8.5x
Industry Dive	*	\$110m	\$550m 2022	5.0x
Axios	\$55m	\$100m	\$525m 2022	5.3x
Business Insider	\$56m	\$43m	\$442m 2015	10.3x
Refinery29	\$120m	\$100m	\$400m 2019	4.0x
HuffPost	\$37m	\$30m	\$315m 2011	10.5x
Bleacher Report	\$41m	\$40m	\$214m 2012	5.4x
Cheddar	\$54m	\$30m	\$200m 2019	6.7x
ATTN:	\$37m	\$40m	\$150m 2022	3.8x
The Hill	–	\$40m	\$130m 2021	3.3x
Quartz	–	\$35m	\$110m 2018	3.1x
Morning Brew	\$0.75m	\$20m	\$75m 2020	3.8x
Mashable	\$46m	\$42m	\$50m 2017	1.2x
The Hustle	\$1m	\$10m	\$27m 2021	2.7x

The most  
valuable content  
businesses run  
on email.

Data: Axios



The background is a vibrant blue digital composition. On the left, a portion of a globe is visible, showing cloud patterns. Overlaid on the globe and extending towards the right are several layers of binary code (0s and 1s) in a glowing blue-green hue, creating a sense of depth and data flow. A bright light source on the right edge emits a series of parallel rays that fan out across the upper half of the image. Faint, concentric circular lines are also visible on the right side, suggesting motion or signal waves.

# A Remarkable E-Newsletter



1. Show Up On  
Time Every Time

2. Be Interesting

---





Please enter your email address below:

Sign up

Select the newsletters you'd like dropped in your inbox.

By entering your email and clicking subscribe, you're agreeing to let us send you customized marketing messages about us and our advertising partners. You are also agreeing to our [Terms of Service](#) and [Privacy Policy](#).

## More BuzzFeed Newsletters

Discover even more across BuzzFeed and the internet.



### Parents

2 updates a week

Real talk about what it's like to be a parent.



### Dog A Day

daily updates

Adorable photo of a dog EVERY DAY.



### This Week In Cats

1 update a week

The best cat content from the internet.



## Courses

Learn something new or improve yourself with guided courses straight to your inbox.



### Tasty's Make-Ahead Meal Plan



### Spring Cleaning Challenge



### Goodful's Healthy Eating Challenge



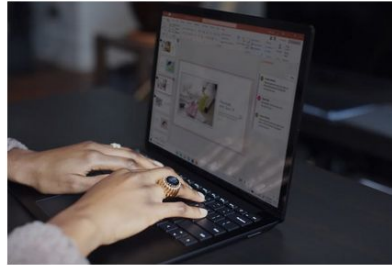
# Best social = 1 Platform and 2 Social Channels



APRIL 2021

Welcome to The Tilt, a twice-a-week newsletter, for content creators who want to be or already are content entrepreneurs. We talk aspiration, inspiration, revenue, audiences, tech, trends, and more to help your content business thrive.

full tilt



## Wally Koval 'accidentally' gets into content biz

A fan of filmmaker Wes Anderson, Wally Koval loved to view images that looked like they could be in one of his movies.

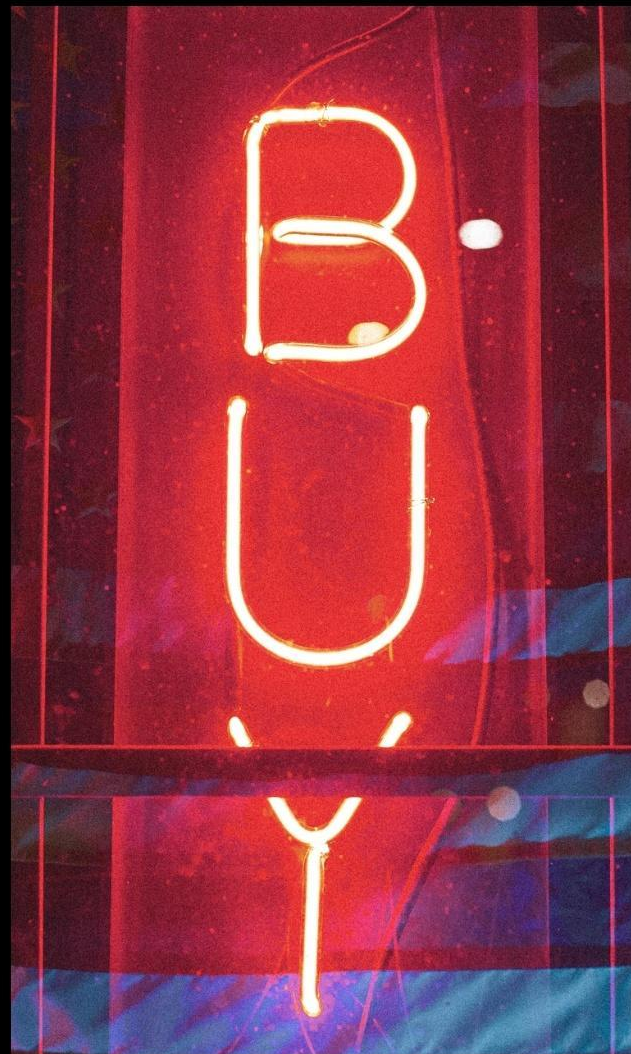
Wally scrolled through Instagram, searched Google, and dove into Reddit. And he found a lot of cool-looking places reminiscent of the distinct visual style of films like The Grand Budapest Hotel, The Royal Tennenbaums, and Rushmore.

But he couldn't find the one thing he wanted – the locations of those places. Without that information, he never could create his Wes Anderson travel bucket list. Instead of trolling every post, criticizing the posters for not sharing the location, Wally took on the challenge. He did the research and posted a Wes Anderson-inspired pic – with the helpful geographic context – every day to his Instagram account.





# ACQUIRE CONTENT ASSETS







B  
U  
Y

Organic  
Growth +  
Acquisitions

Friday, August 26, 2022  
Today's Paper

# The New York Times

75°F 79° 67°  
Dow -1.24% ↓

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**LIVE** Trump Search Affidavit 2m ago Russia-Ukraine War 6m ago

**LIVE** 2m ago

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Marco Bello/Reuters



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• • •

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Modern Love: Lockdown was our romantic bubble, but bubbles burst.

Opinion

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## New + updated

**When Is the Best Time to Buy a Mattress?**

YESTERDAY

**The Best Garden Hose, Hose Nozzle, and Hose Reel**

YESTERDAY

**The Best Carry-On Luggage**

YESTERDAY

**The Best OLED TV**

YESTERDAY

**How to Get Rid of Bedbugs**

YESTERDAY



# The Best Portable Vaporizer

by Beca Grimm

Experts, enthusiasts, and new cannabis users alike agree that the Pax 3 is a superb portable vaporizer.

## Related

[The Best Cannabis Grinder](#)

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Price drops on products we already love



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With store pickup



**\$100 IKEA Gift Card**

**\$80** ~~\$100~~ from IKEA

20% off



**Darn Tough Coolmax**

# Wordle

## HOW TO PLAY



Guess the **WORDLE** in 6 tries.

Each guess must be a valid 5-letter word. Hit the enter button to submit.

After each guess, the color of the tiles will change to show how close your guess was to the word.

### Examples

**W** E A R Y

The letter **W** is in the word and in the correct spot.

P **I** L L S

The letter **I** is in the word but in the wrong spot.

V A G **U** E

The letter **U** is not in the word in any spot.

**A new WORDLE will be available each day!**

Never miss a Wordle. **Sign up** for our daily reminder email.





# Access sports reporting that sets the standard.

SUBSCRIBE &gt;

<	MLB	6:40pm LAD MIA	86-37 54-70	7:05pm PIT PHI	47-77 70-55	7:05pm CIN WSH	48-75 42-83	7:07pm LAA TOR	52-73 68-55	NFL	7:00pm BUF CAR	0-0 0-0	8:00pm SEA DAL	0-0 0-0	8:00pm LAC NO	0-0 0-0	8:15pm NE LV	>
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Friday

August 26, 2022



## Bills punter Matt Araiza, former San Diego State teammates accused in rape lawsuit

The Athletic Staff

Hall of Famers had something to say on the state of baseball. And they said it to Rob Manfred.

Ken Rosenthal ■ 130



For PGA Tour Commissioner Jay Monahan, now is the moment of truth

Brendan Quinn ■ 24



Jake Ciely's 2022 fantasy football rankings

Jake Ciely ■ 698



How Rams-Bengals practice devolved into brawls, Aaron Donald swinging helmets

Jourdan Rodriguez, Jay Morrison and more ■ 127



## HEADLINES

See all

- Brianna Decker joins PHF in advisory role
- Brawl ends Rams-Bengals joint practice
- Phillies place Zack Wheeler on injured list
- Thunder rookie Chet Holmgren out for season with Lisfranc injury in right foot
- Yankees' Nestor Cortes going on IL: Sources
- Phillies to activate Bryce Harper on Friday
- Tom Brady to start in Bucs' preseason finale



## Financials

### Quarterly financials

	JUN 2022	MAR 2022	DEC 2021	SEP 2021
(USD)			Dec 2021	Y/Y
Revenue			587.23M	16.9% ↑
Net income			69.89M	598.26% ↑
Diluted EPS			0.42	600% ↑
Net profit margin			11.9%	497.99% ↑
Operating income			91.43M	16.1% ↑

Source: Yahoo! Finance

Mostly  
Organic...until  
now



## DIGITAL

Bergwelten.com

Bühne

Carpediem.life

Red Bull Content Pool

Red Bull MOBILE

Red Bull.com

Servus.com

Speedweek.com

## TV & FILM

Red Bull Studios

Red Bull TV

Servus TV

## PRINT

Benevento Publishing

Bergwelten Magazine

Bühne Magazine

carpe diem Magazine

Servus Magazine

Terra Mater Magazine

The Red Bulletin Magazine

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[VIEW ALL](#)

**402990004**
**Seed Technology Co.,Ltd**

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**\$8.136**

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**Data connectors for all interfaces:**  
For reliable IIoT communication





# Heat for your inbox every morning

Check in for some hot topics to *bump up* that *bottom line*.

 Your email address

Join Free

## INBOX

☐ ★ 🐼 Weird purses are blowing up

☐ ★

☐ ★ 🐻 The other type of bear trap

☐ ★

☐ ★ 📺 TikTok + elections = headache

☐ ★



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## Daily Headlines



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HubSpot

CREATORS

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MARKETING  
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 See Bonin Bough at Content Marketing World 2022

**#CMWORLD2022 SPEAKER**

Watch later Share

 content marketing world 2022

**DRIVE FORWARD**

**BONIN BOUGH**

Watch on  **YouTube** 16 • Cleveland, OH | September 21-22 • Online

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This One Email KPI Still Matters

#### ATTEND:

Content Marketing World 2022

#### DOWNLOAD:

How To Write Better, Faster

[DISTRIBUTION AND PROMOTION](#) / [SEO](#) / [PRODUCTIVITY](#)

By **MIKE MURRAY** published SEPTEMBER 21, 2022

## Worried About Your SEO Future? Yes, You Will Survive the Google Helpful Content Update

### HOW-TO GUIDES



#### GETTING STARTED

Content Marketing 101 begins



#### PLAN

Build fundamentals of your plan



#### AUDIENCE

Understand your core audiences

[ENTRY RULES](#)[CATEGORIES](#)[FAQ](#)[ABOUT](#)[THE JUDGES](#)[WINNERS](#)

## Setting the Standard for Content Marketing Excellence

The 2022 Call for Entries is now closed.

Congratulations to our category winners and finalists!

The winners of the top awards will be announced in September at Content Marketing World.

[SEE THE 2022 WINNERS](#)

## What are the CMAs?

The Content Marketing Awards are presented and owned by the Content Marketing Institute to recognize and award the best content marketing projects, agencies and marketers in the industry each year. The 2022 Content Marketing Awards include 80 categories recognizing all aspects of content marketing, from strategy to distribution, from design to editorial. The Content Marketing Awards program is the leading international awards program for corporate content creation and distribution.

Read the secrets of success from previous Content Marketing Award winners:



ARTICLES

RESOURCES

RESEARCH

TOPICS

EVENTS

TRAINING

CONSULTING

MAGAZINE

STREAMING

AWARDS

CONTENT VOICES

## ContentTECH

### ContentTECH Summit

May 31 – June 2, 2022 | San Diego, CA

The right technology – and how you integrate it into your content operations – can be the difference-maker in getting your team to

work in harmony and your content to resonate with customers. At ContentTECH Summit, you'll learn about the most meaningful tech tools and strategies for your content program, and how to use them to their fullest potential.



This year's program is packed with solutions to common challenges of team communication, content production workflow, customer experience design, and so much more – with new ideas and tips you can implement immediately. Session tracks include:

- › **Content Strategy** – Discover the best practices to build a content strategy that delivers compelling content experiences, stands out from the competition, and drives business results.
- › **Content Operations** – Get actionable guidance to improve your operational effectiveness. Learn how to develop more efficient workflows and structure your

## Looking for Fresh Content Inspiration?

Sign up for CMI's Daily Alerts and get expert advice, standout examples, and creative ideas delivered directly to your inbox!

Business Email

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# The Creator Economy

The fastest growing business in the world?

Independent Creators

**50 million**

Average Revenue

**\$50k - \$100k**

Goal to earn

**50% more**

Want to Sell

**20%**

Source:  
[TheTilt.com/Research](https://TheTilt.com/Research)  
& Signalfire





# Simple Acquisitions Strategy

## Buy In

Get whoever owns the purse strings on budget working with you on a strategic plan.

## Make Wish List

Bloggers, podcasters, email newsletters that fill an audience gap for you.

## Test First

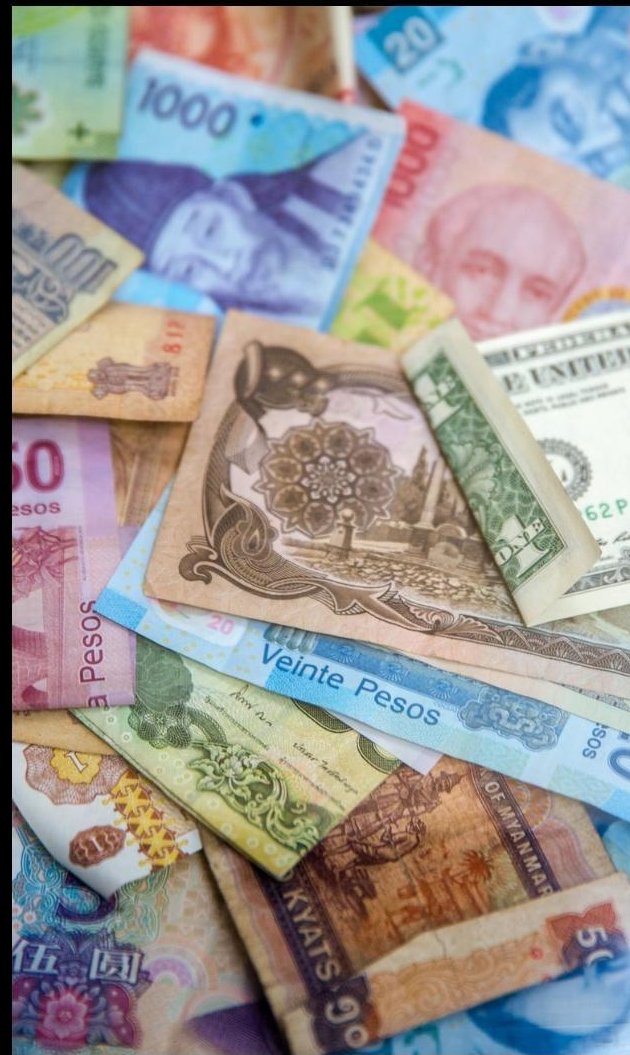
Sponsor or do a partner project first. Get a feel for the creator and the audience.

## Short List

Make a decision, go through financials, check intentions.

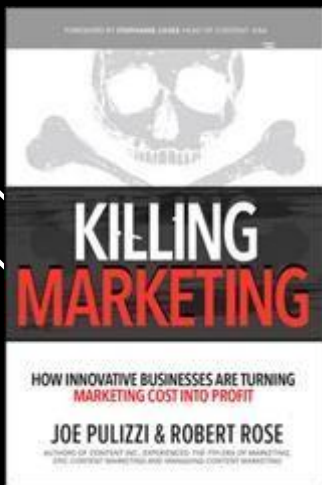
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# DRIVE DIVERSE REVENUE



# The Game Plan?



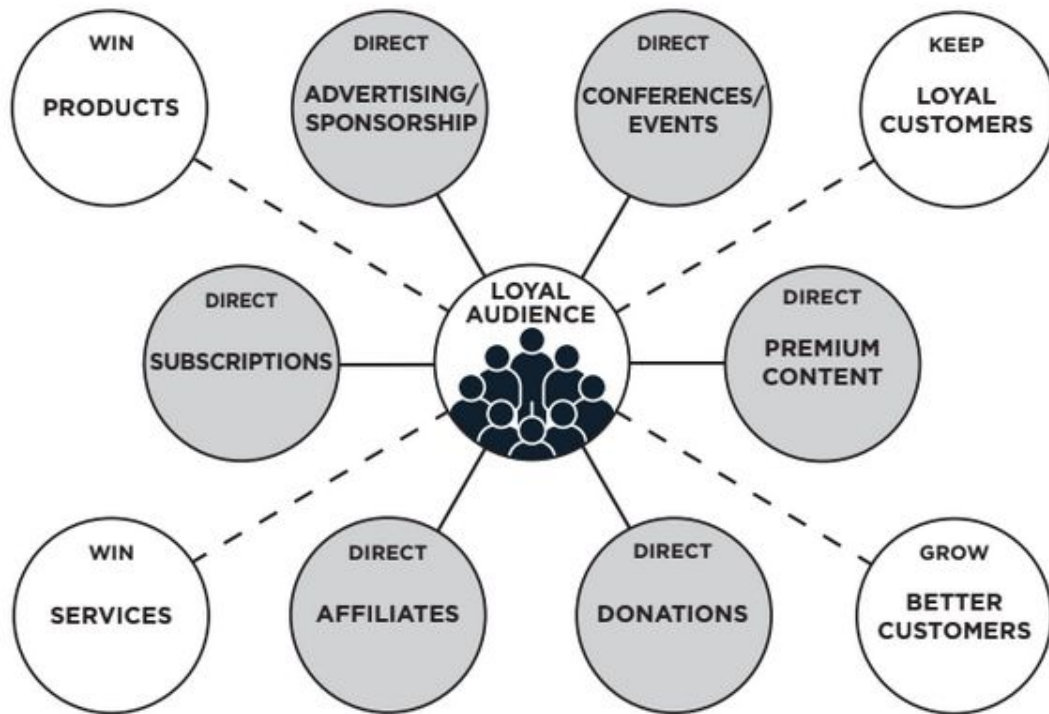


Marketing  
should be a  
profit center.





# CONTENT INC. REVENUE MODEL





Infectious Disease

## How Does Monkeypox Spread?

Transmission typically involves skin-to-skin contact, but the virus can also linger on surfaces

Men's Health

## Low Testosterone Treatments: What You Need To Know

Over-the-counter supplements aren't the answer

Oral Health

## Is Teeth Whitening Safe, and Does It Work?

Strips, gels and professional treatments can help you achieve a brighter smile

Nutrition

## What You Need To Know About Allulose

The new FDA-approved sugar substitute is a sweet alternative

Advertising

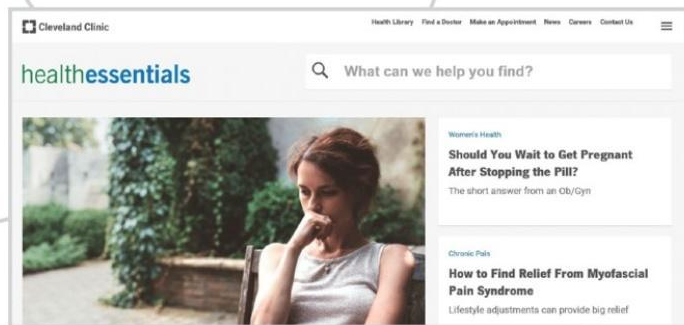
Sponsored  
Content

Syndication

Patient  
Volumes

Consulting

Content  
Creation



**LOYAL AUDIENCE**

- DIRECT ADVERTISING/ SPONSORSHIP** (highlighted)
- DIRECT CONFERENCES/ EVENTS**
- DIRECT SUBSCRIPTIONS**
- DIRECT PREMIUM CONTENT**
- WIN PRODUCTS**
- KEEP LOYAL CUSTOMERS**
- GROW BETTER CUSTOMERS**
- WIN SERVICES**



MARCH 25, 2022

*Welcome to The Tilt, a twice-weekly newsletter for content entrepreneurs. Each edition is packed with the latest news, strategies, and tactics, plus inspiring creator stories and exclusive education, all to help you create, grow, and monetize better.*

BROUGHT TO YOU BY:



---

Just one week until prices go up for Creator Economy Expo (CEX). [Register today!](#)

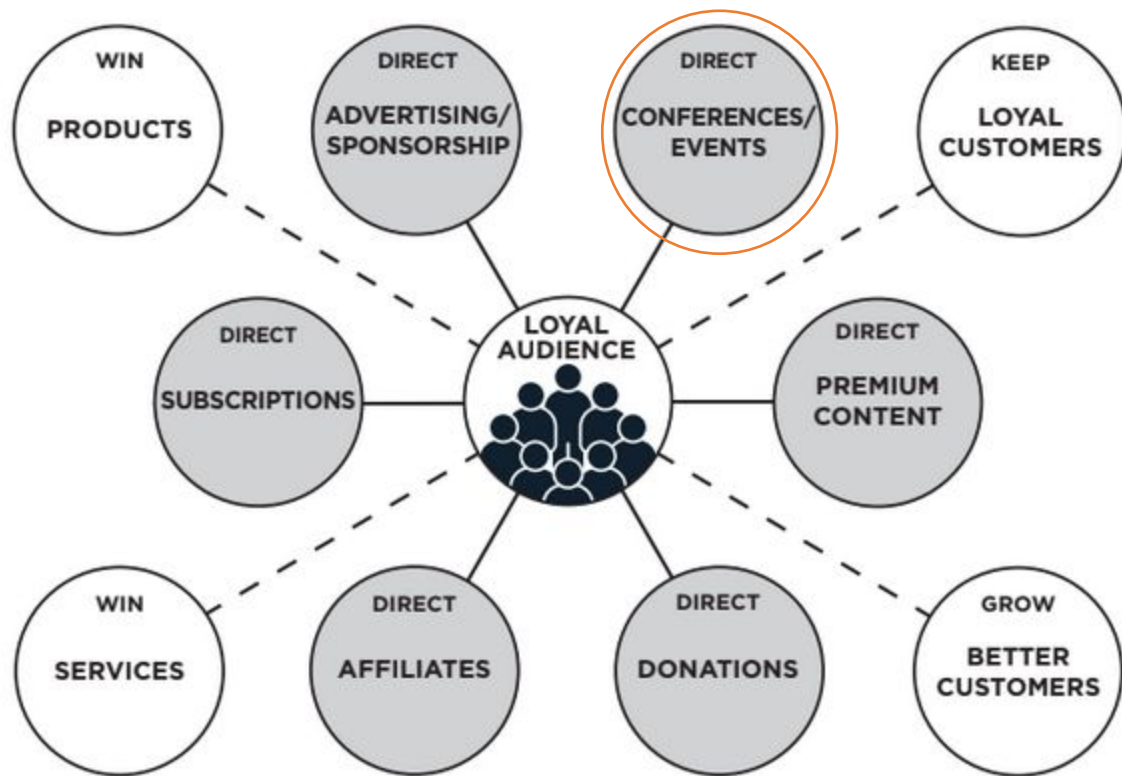
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**Features in this issue (view online):**

- Full Tilt: [Get Going on GA4](#)
- Stan: [Bestselling Author Dan Pink](#)



# CONTENT INC. REVENUE MODEL



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# THE IN-PERSON EXPERIENCE FOR SERIOUS CONTENT CREATORS

**MAY 1-3, 2023**

Huntington Convention Center, Cleveland, OH  
USA

[REGISTER TODAY](#)



## #CREATOREXPO

CEX 2023 is for content creators interested in building and growing their content businesses without relying on social platforms. Join 500+ bloggers, podcasters, authors, newsletter writers, speakers, coaches and consultants, freelancers, and

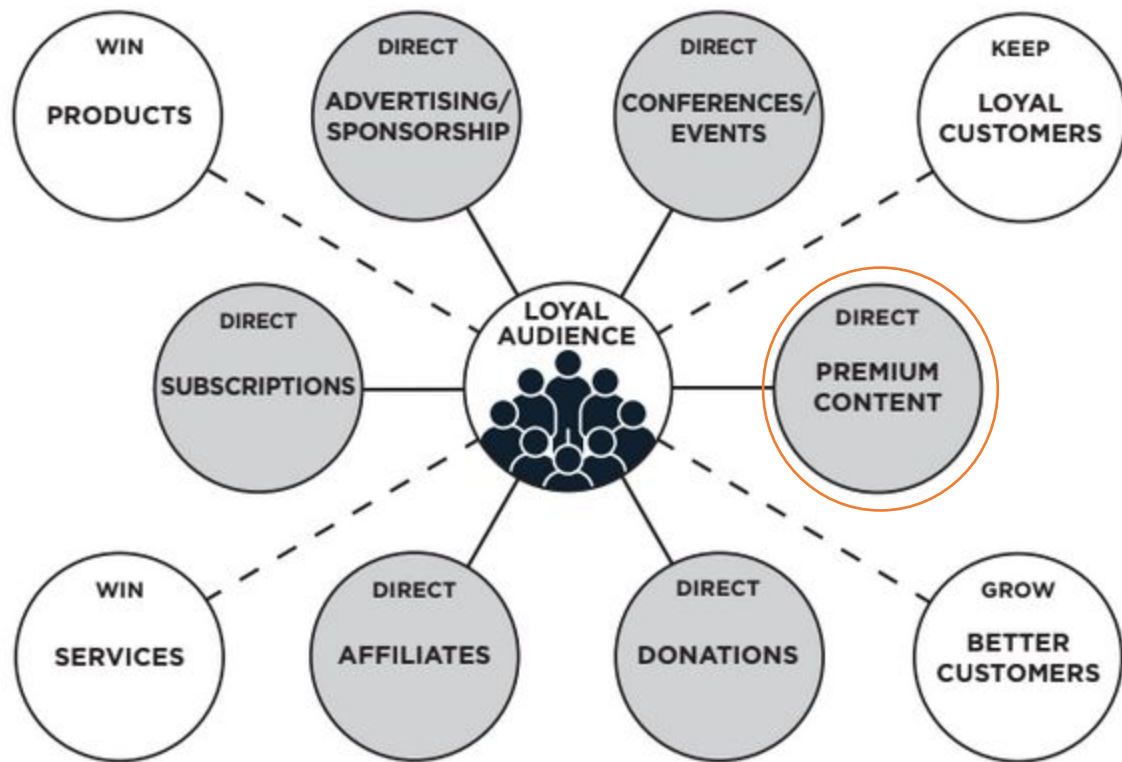


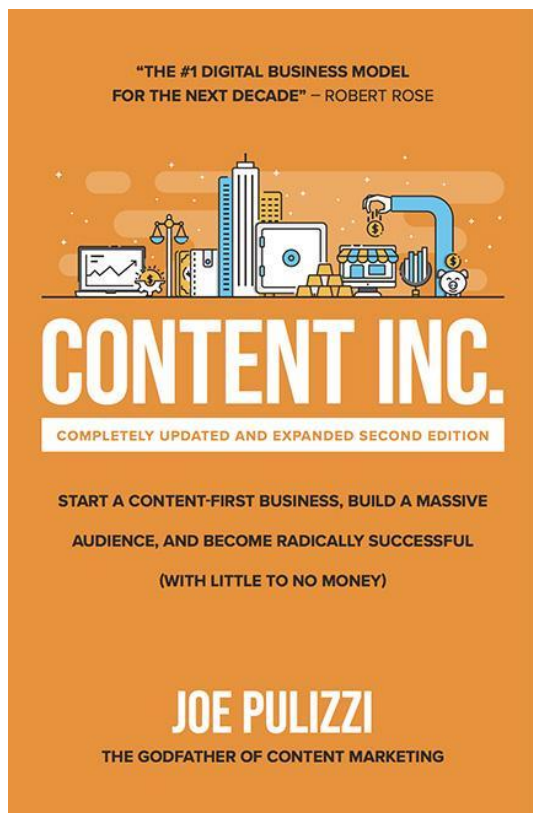
# dreamforce

→ NATIONAL PARK ←



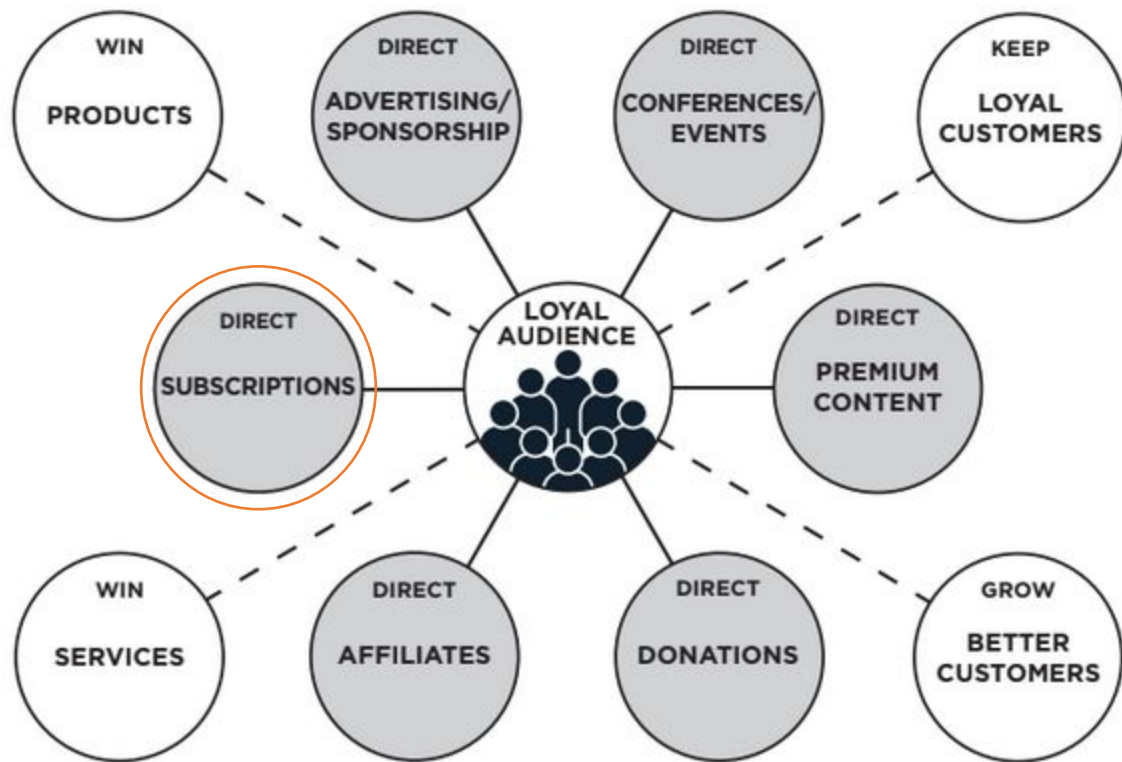
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**\$495 / Year**

Here's what you get

- ✓ \$600 of Foundational Training
- ✓ Expert Supplementary Sessions
- ✓ Action-Oriented Accountability Exercises
- ✓ Monthly Advanced Masterclasses
- ✓ Coaching Via Ask Us Anything Q&As
- ✓ A Vibrant Community and Networking

Join Now

# Simple Revenue Strategy

## MVA

On one platform, build your minimum viable audience.

## Make a List

Non-competitive partners who want to reach your audience and support your project.

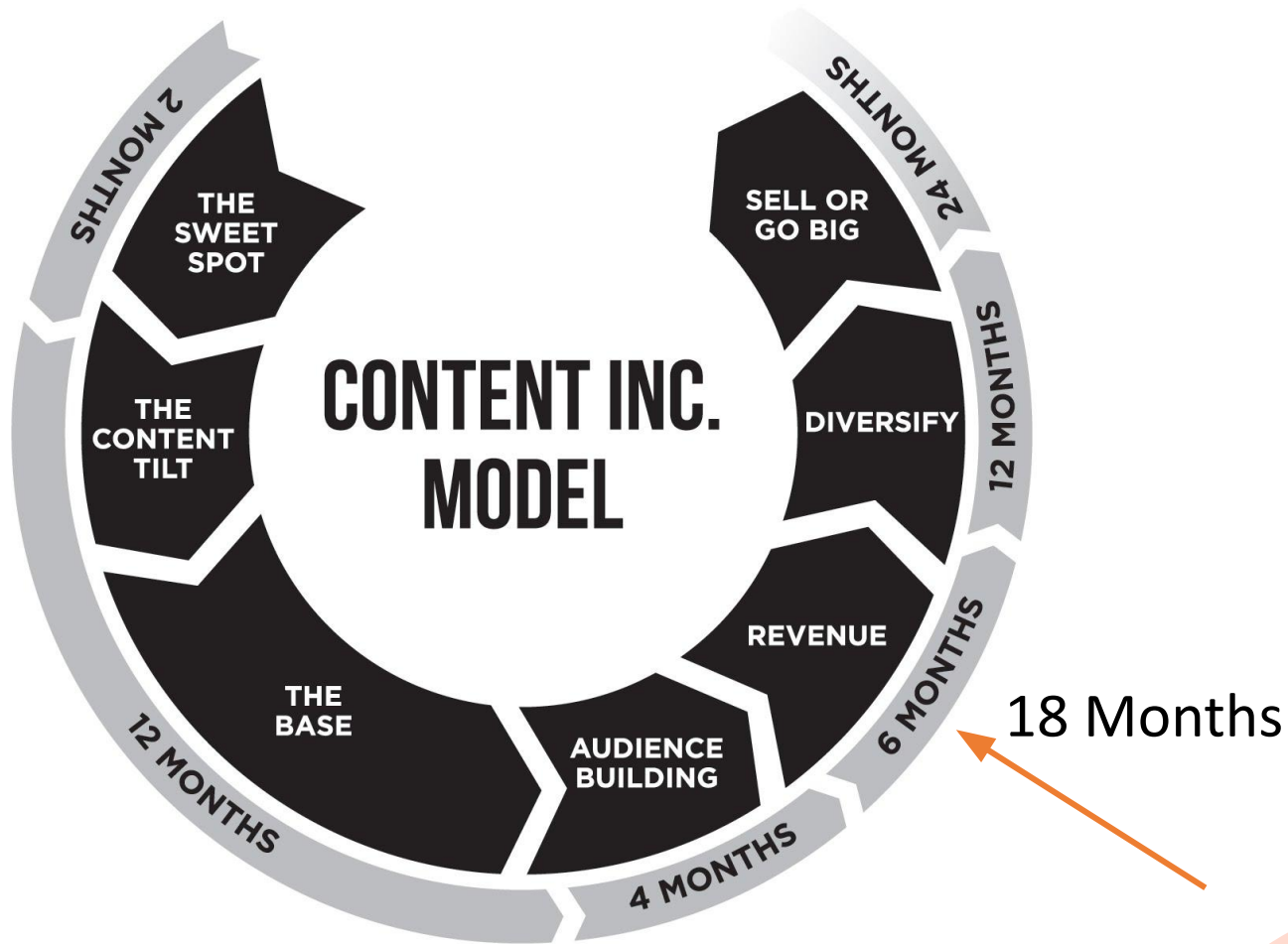
## Test First

Reach out to one for a test. Free or barter at first is fine.

## Media Kit

Put general pricing/packages together and have someone own it.





@JoePulizzi



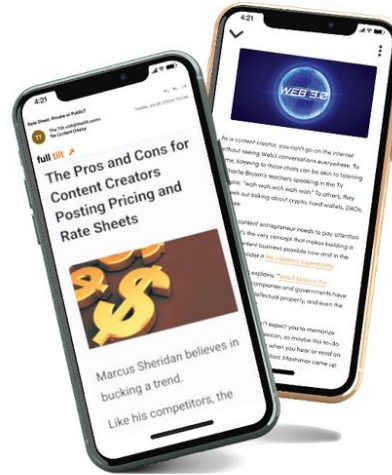
## We're Turning Content Creators into Content Entrepreneurs

Join over 16k creators growing full-time, independent content businesses that don't rely on social media platforms. Delivered to you twice a week.

YOUR BEST EMAIL ADDRESS



I'm in!



# Subscribe at [TheTilt.com/JP](https://TheTilt.com/JP)

Get \$25 in \$TILT coin.



6

# BONUS IDEA: LEAVE





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The new FDA-approved sugar substitute is a sweet alternative

PERSON

 Edit



## 🕒 Scott Linabarger

Senior Director, Multichannel Content Marketing at [Cleveland Clinic](#)

**Location:** Cleveland/Akron, OH

[ADD TO MY LISTS](#)

MORE ▾

Scott Linabarger is the Senior Director, Multichannel Content Marketing at Cleveland Clinic. His team is responsible for ClevelandClinic.org, the No. 1 most visited multi-specialty hospital website in the country, as well as Social Media, Mobile, Email and Search Engine Marketing. In 2012, Cleveland Clinic launched Health Hub from Cleveland Clinic, an enterprise-wide blog that delivers topical information about health, medicine and wellness to healthcare consumers, all written or approved by Cleveland Clinic doctors, nurses or other experts. He joined Cleveland Clinic in 2008, after 11 years at National City Corporation.

Groundwork  
for CC Health  
Hub in 2009 -  
launched 2012



**Amanda Todorovich**  · 1st

Digital Marketing & Content Executive

Talks about #hscsm, #hcmktg, #leadership, #contentmarketing, and #healthcaremarketing

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Cleveland Clinic



Find a company  
that buys in and  
is 3 years into  
their strategy.





# Deep final thoughts...

1

Think about what content initiatives you can kill.

2

Do you really have strong enough differentiation with your content?

3

In all things...rent-to-own content strategy.

4

Time is of the essence – consider buying audience.



@JoePulizzi

# CONTENT INC.

TURNING CONTENT CREATORS  
INTO CONTENT ENTREPRENEURS

with  
**Joe  
Pulizzi**

