



KEY EXECUTIVES

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CONTENT MARKETING,

Beyond the Advertorial Box

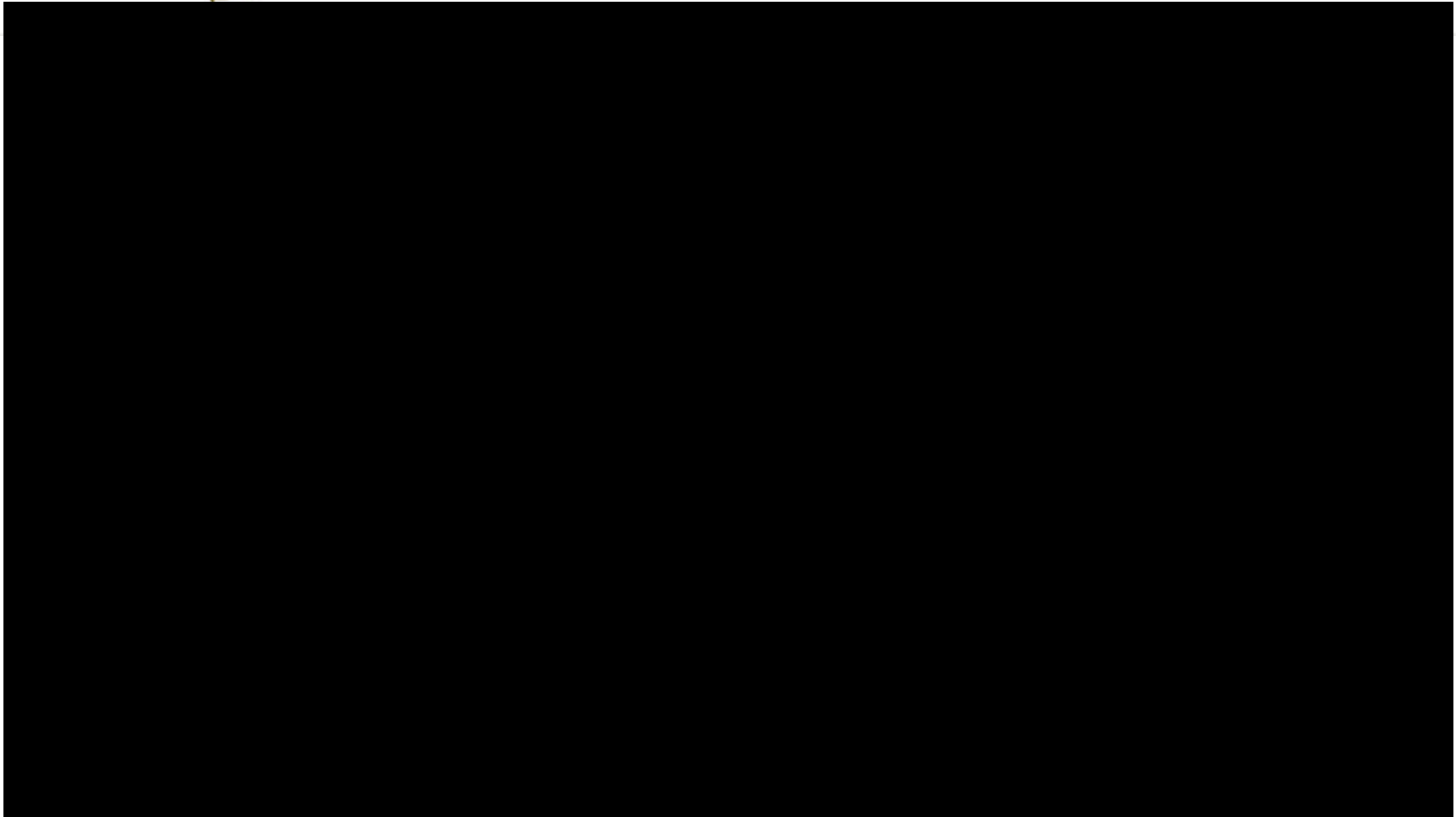
Monday, February 24, 2014



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THE ADVERTORIAL BOX

Like with many innovations, our legacy past often blocks our ability to take advantage of the new. We lock ourselves in a comfortable old box.





The New York Times

Saturday, February 22, 2014

Today's Paper

Personalize Your Weather



WORLD U.S. NEW YORK BUSINESS OPINION SPORTS SCIENCE ARTS FASHION & STYLE VIDEO OLYMPICS

All Sections

Ukraine Leader Flees Kiev; Vote Is Called

As Protesters Seize Palace, President's Archrival Is Freed

By ANDREW HIGGINS and ANDREW E. KRAMER 2:18 PM ET

Former Prime Minister Yulia V. Tymoshenko was released from prison, and Parliament found President Viktor F. Yanukovich unable to fulfill his duties and set an election for May 25 after he fled the capital.

145 Comments

RELATED COVERAGE

- **The Lede: Live Video and Social Media Updates From Ukraine** 18 minutes ago
- **A Broken Promise and a Cold War Fight: A Primer on Ukraine Conflict** 12:16 PM ET
- **Amid Fence-Mending, Another U.S.-Russia Rift**



Vasily Fedosenko/Reuters

Former Prime Minister Yulia V. Tymoshenko arrived at the airport.

NEWS ANALYSIS

Ukraine Faces Murky Future as President Departs

By ANDREW HIGGINS 12:03 PM ET

Gone along with President Viktor F. Yanukovich was any trace of a peace deal that had sought to freeze the tumult.

SOCHI 2014

Olympians Use Imagery as Mental Training

By CHRISTOPHER CLAREY 2:12 PM ET

Visualization has long been a part of elite sports, but the practice of mentally simulating competition has become increasingly sophisticated, essential and elaborate.

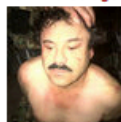


Finland Routs U.S. to Win Bronze in Hockey 43 minutes ago

Most-Wanted Drug Kingpin Is Arrested at Mexican Resort

By RANDAL C. ARCHIBOLD and GINGER THOMPSON 20 minutes ago

The leader of the Sinaloa drug cartel, Joaquín Guzmán Loera, known as El



OPINIONATOR | THE TASK

To Read or Not to Read?

By OLIVIA JUDSON

I adored my mother, gone 20 years now, but I didn't know her well. And here were her diaries.



The Opinion Pages

- **Editorial: Coping With Infectious Disease**
- **Blow: Accommodating Divisiveness**
- **Collins: Elections in Texas**
- **Nocera: Net Neutrality**
- **Disunion: Rewriting the Gettysburg Address**
- **Quick History: A Week of Fire and Ice**

BUSINESS DAY »

RETIRING

The Dream of Moving Abroad in Later Life

Retiring to sunnier shores often sounds lovely, but it can be tricky to get access to quality health care.



SPORTS »

Once Filled With Stars, Yankees Infield Now Hopes to Overachieve

The Yankees' infield, for so long the backbone of the team, is now filled with question marks.



Yankees' Top Starting Pitchers Impress Girardi

Collins Would Be an Asset on the Court

Deron Williams said that Jason Collins would be welcomed by the Nets.



REAL ESTATE

AUTOS

JOB

ALL CLASSIFIEDS


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& more at nytimes.com.">
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Riots,Klitschko, Vitali,Ukraine,USSR (Former Soviet Union),Demonstrations, Protests, and Riots,Cold War Era,Yanukovych, Viktor F,Moscow (Russia),Putin, Vladimir V,Kiev
(Ukraine),United States International Relations,Obama, Barack,United States,Demonstrations, Protests, and Riots,Yanukovych, Viktor F,Ukraine,Guzman Loera, Joaquin,Mexico,Drug Abuse
and Traffic,Drug Cartels,Jordan,Humanitarian Aid,Australia,Security Council (UN),Middle East and North Africa Unrest (2010- ),Syria,Social Media,Spain,Alba Gonzalez
Camacho,Terrorism,Twitter,Long Island Rail Road Co,Cheating,Manhattan (NYC),Metropolitan Transportation Authority,Disability Insurance,United States Defense and Military
Forces,United States International Relations,Odierno, Raymond T,China,Olympic Games (2014),Senses and Sensation,Finland,Rask, Tuukka,Selanne, Teemu,Olympic Games (2014),United
States,Hockey, Ice,Immigration and Emigration,Law and Legislation,Mulvaney, Mick,Illegal Immigration,South Carolina,Hispanic-Americans,Tea Party Movement,Republican Party,Federal
Reserve System,Federal Open Market Committee,Yellen, Janet L,United States Economy,Recession and Depression,Smartphones,Social Media,WhatsApp Inc,Facebook Inc,Silicon Valley
(Calif),Google Inc,Twitter,Instant Messaging,Bedford-Stuyvesant (Brooklyn, NY),Real Estate and Housing (Residential),Brownstones,Historic Buildings and Sites,South America,Road
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40 <script class="kxct" data-id="HrUwtkcl" data-version="async:1.7" type="text/javascript">
41 window.Krux||(Krux=function(){Krux.q.push(arguments)}).q=[];
42 (function(){
43 var k=document.createElement('script');k.type='text/javascript';k.async=true;var m,src=(m=location.href.match(/bkxsrc=([^\&]+\b/))&&decodeURIComponent(m[1]));
44 k.src=src||((location.protocol==='https:'?'https':'http:')+'//cdn.krxd.net/controltag?confid=HrUwtkcl';
45 var s=document.getElementsByTagName('script')[0];s.parentNode.insertBefore(k,s);
46 })();
```



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MASS

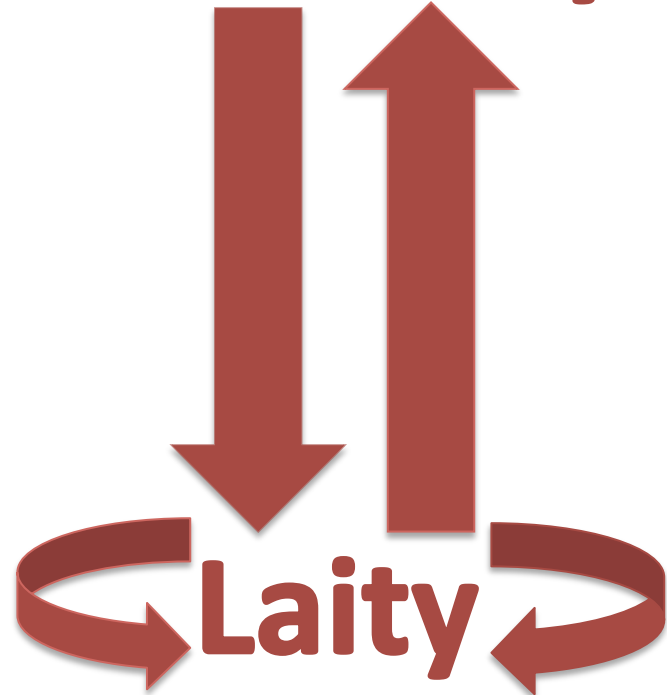
Hierarchy



Laity

NET

Hierarchy



Laity

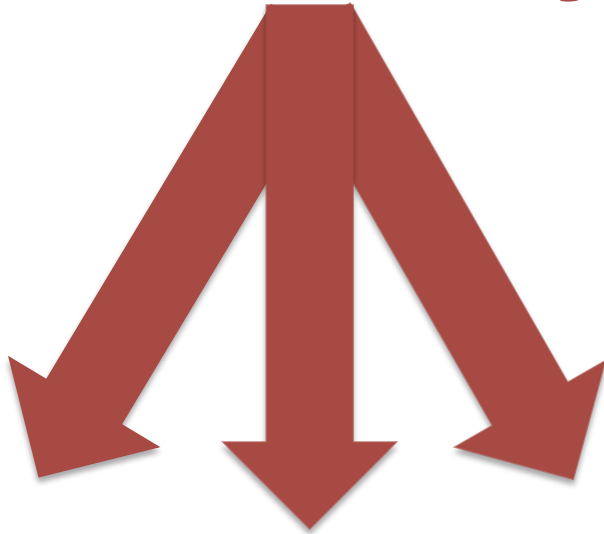


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MASS Hierarchy



Laity

NET Hierarchy

This is the key to understanding
business in the 21st Century.
Hierarchies/Stages don't belong in
the Network, so what do we do?





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The greatest cultural shift since Gutenberg. Its disruption of hierarchies alone will change things forever!

DEFINITIONS

- Content marketing is comparable to what media companies do as their core business...
- Content Marketing is owning, as opposed to renting media.
- Traditional marketing and advertising is telling the world you're a rock star. Content Marketing is showing the world that you are one.

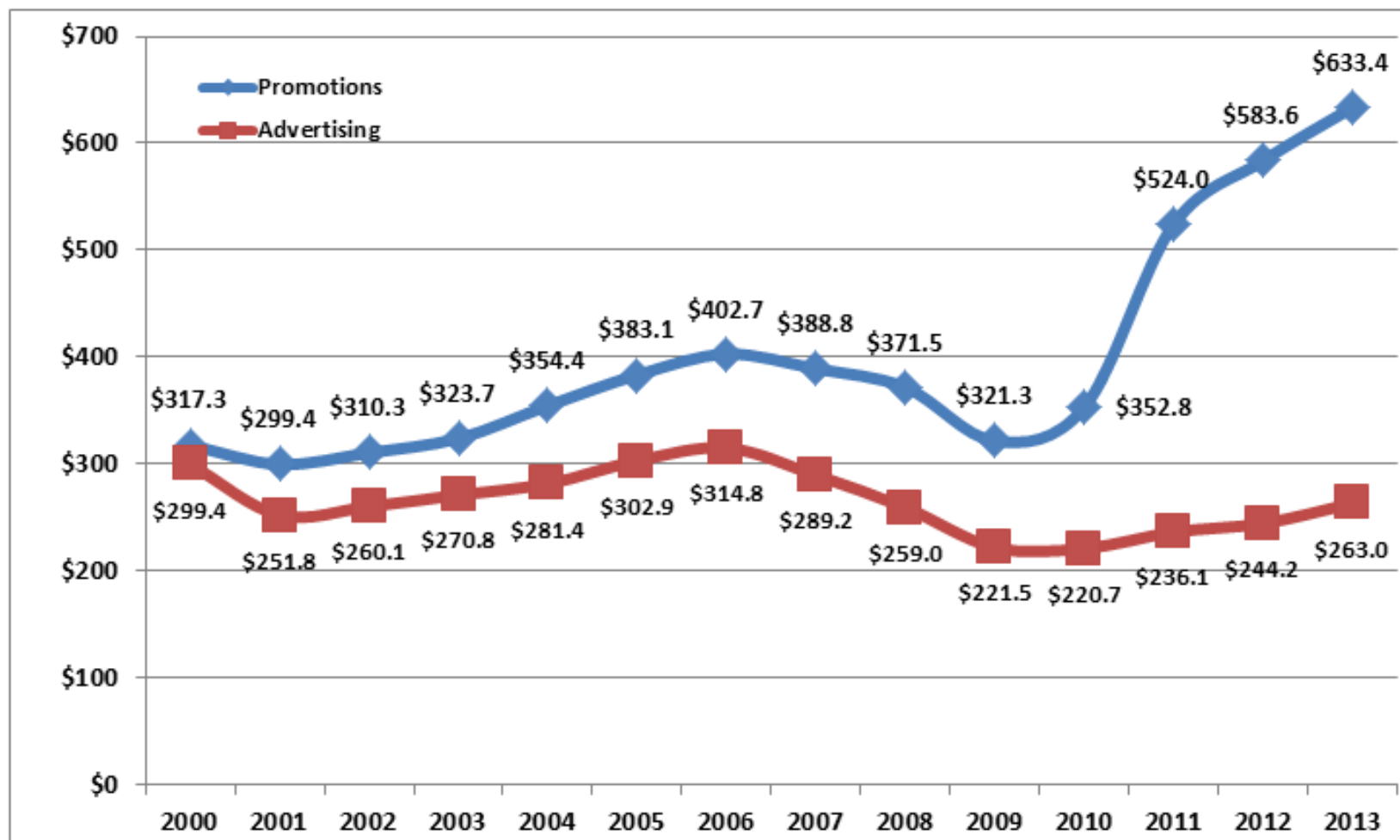


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Figure 1: U.S. Total Promotions Spending vs. Ad Spending, 2000 – 2013





YouTube, the hub of the Great Horizontal

- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
- 100 hours of video are uploaded to YouTube every minute
- 80% of YouTube traffic comes from outside the US
- YouTube is localized in 61 countries and across 61 languages
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network



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282

g+1

The LEGO Movie

“Sure, it's an hour and a half of advertising for Lego, but if this is the future of marketing, sign me up.”

David Pierce, *The Verge*



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“Everyone is a publisher today. Brands are now the new publishers.”



Pulizzi



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“So what happens
to us ‘old’
publishers then?”





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A DUAL PATH FOR NEWSPAPERS

- Where it mimics advertorial, it's Content Marketing as a sustaining innovation
- But the real growth is in Content Marketing as a disruptive innovation



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SUSTAINING INNOVATION:

- Sponsored posts
- Native advertising
- Ads as items in a news stream, grid or gallery format
- Any piece of content that exploits the legacy media audience model



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Omg.....

2 hours ago via mobile · Like · 1



Rachel Katherine Mellen That is so dumb. Why are you there?
Candy's big adventure?!? 😊

9 minutes ago via mobile · Like · 1



Write a comment...



MyPlates.com · Suggested Page

Like Page



Find the hidden plate and enter to win FREE MyPlates.
Click here!

26,936 people like this. · Sponsored



Elliott Potter

OK... I'm heading back to bed now. A horrific accident occurred about 50 yards from my bedroom window, but I did not hear it. I was awakened by the sound of helicopters landing in the open field across the street at Rock Creek. When I looked out the window, the whole area was flashing red. There were at least a dozen emergency vehicles on the scene.

Dansko

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Guitar Teachers Hate This



This weird "Cheat Sheet" is making expensive guitar teachers really upset...

15,227 people like Guitar Control.

Social Media Lead-Gen



Generate real leads through Social Media. Download Sysomos' free tip sheet.

659 people like Sysomos Inc.

Facebook © 2013

English (US) · Privacy · Terms · Cookies · More ▾



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DEMANDS A USER-FRIENDLY UI

- Stream/Feed (Twitter, Facebook, Tumblr)
- Gallery (Pinterest, Chill, Digg)
- Grids (Devour, Etsy, Imgur)
- Each of these is very responsive design friendly.



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Here's Pauly Shore Interviewing Bruno Mars At 4 Years Old

But at the time he was just Bruno, The World's Youngest Elvis Impersonator™. And he had moves!

Whitney Jefferson an hour ago 16 responses

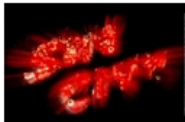


The Outrageous Sport Fusions You Didn't Know Existed

Playing one sport can get redundant, so why not switch it up by trying a new and exciting hybrid sport?

PRESENTED BY
FUZE
Fuze

FEATURED PARTNER



Five Movie Trailer Mash-Ups You'll Wish Were Real Movies

I'd watch all of these fims in a heartbeat.

robinhardwick 2 hour ago 7 responses



The Most Winter Wonderful College Campuses

These pictures almost make you want to go to school.

Kate Dries 2 hours ago 27 responses



11 Cincinnati Foods That Are Better Than Yours

Don't be jealous. The worst part about moving away from Cincy is leaving behind this regional feast.

Donna Dickens 2 hours ago 122 responses



What's The Deal With Caterpillars?

Metamorphosis? Sounds like witchcraft to me.

Sarah Karlan 3 hours ago 37 responses

Big Stories



"Argo" Will Win Best Picture, But Who Will Win Best Director?

Adam B. Vary respond



How "Golden Eagle Snatches Kid" Ruled The Internet

Chris Stokel-Walker 11 responses



Rush Limbaugh Is "Ashamed" Of His Country For The First Time In His Life

Dorsey Shaw 10 responses



Hot On The Web





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Pinterest

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Terry ▾

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Repin!



See something you like? Move your mouse over the pin and click **Repin** to add it to one of your boards.



Water Balloons, Stockings, and Glow Sticks

47 likes 170 repins



Tammy Dodd via Lori Box onto Why do I feel the need to have a Halloween party?



thunderstorm room....I want one of these

28 likes 106 repins



Amy Bertrand-Faimon via Kim Massay onto Outdoor Living!



Yorkie

296 likes 1 comment 616 repins



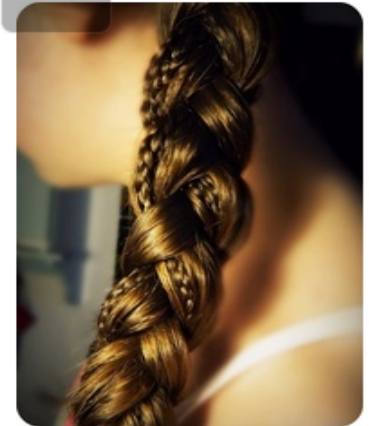
Integra Landings via Maria Cammisa onto Pets Big and Small We Love 'em All!



Maribel Manriquez Awh



Add a comment...

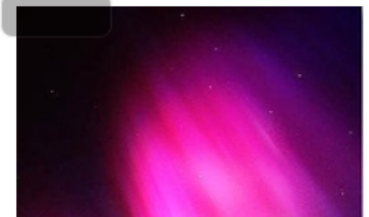
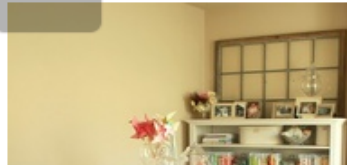


11 likes 14 repins



Gabby Shupe via Ellisons onto Beauty

AFTER





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DEVOUR[®]

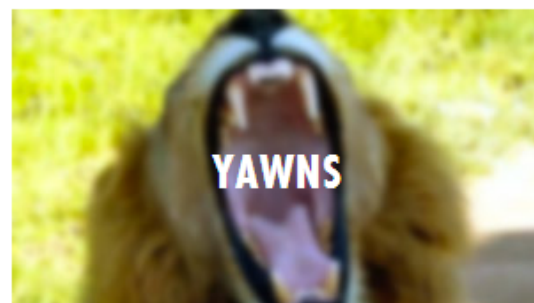
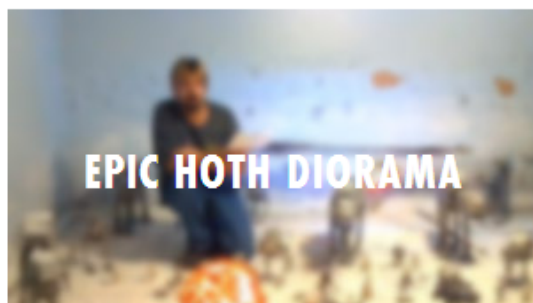
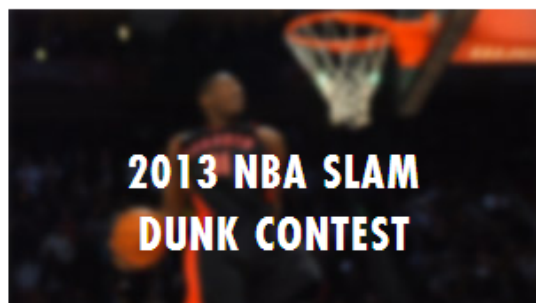
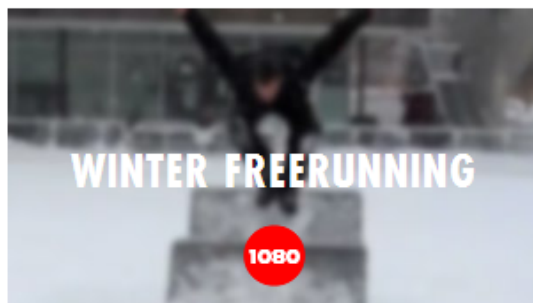
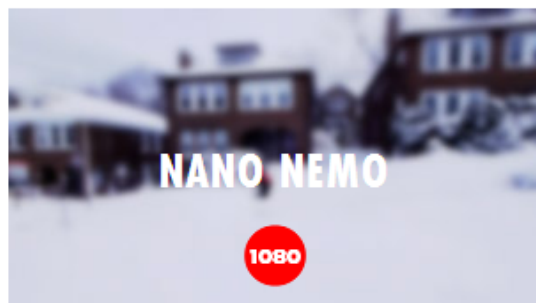


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SURF VIDEOS RANDOMLY. WATCH POPULAR VIDEOS. WATCH THE LEFTOVERS. GET THE DEVOUR APP.





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Top Posts



11 Things You Didn't Know About PlayStation

How much do you really know about the world's greatest gaming console? Make...



10 Awesome Downloadable Games You May Have Missed

Because even the best stuff can slip through the cracks. Make your voice heard...



The 10 Greatest Gaming Moments Of 2012

It's time to give props to the best of the best. Which games dominated your...

“Once you slip into the advertorial vortex at BuzzFeed, everything that is advertizing appears as non-advertizing.”

Andrew Sullivan



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the *Atlantic*



How to Protect
Workers From
the Rise of
Robots

'Sons of Apes
and Pigs':
Where Is the
Reaction?

Can Ohio
Handle the
Truth?

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Why Social
Media Matters for
Your Business

Politics | Business | Tech | National | Global | Health | Sexes | Entertainment | Magazine



Special Reports | Video | Photo | Ebook | Newsletters | **JUST IN** | Speak, Clarence, Speak! Andrew Cohen

SPONSOR CONTENT

What's This?

David Miscavige Leads Scientology to Milestone Year

Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.



3

Tweet

12:25 PM ET



TEL AVIV, ISRAEL

Ribbon Falls on Ideal Center of Scientology for the Middle East



>> READ

LOS ANGELES, CALIFORNIA

Groundbreaking Book-On-Film Answers the Question "What Is Scientology?"





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- Uphold your content standards.
- Would I consider running this content if it wasn't sponsored?
- If advertisers want the advantage of playing in your content space, they ought to rise to meet the higher standards it demands.
- Telling stories requires story-tellers.
- Do you have the imagination to run a native advertising infrastructure?



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CN AS A SUSTAINING INNOVATION

- Create a native advertising friendly UI for our websites
- Become a form of native ad agency
- Create content (pages) for the local business community
- Sell our reach and SEO for their content



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CN AS A DISRUPTIVE INNOVATION

- The people formerly known as the advertisers behaving like media companies
- Establishing their own niches and audiences.
- Updating their own websites
- Blogs
- Social media
- What role can/do we have with this?



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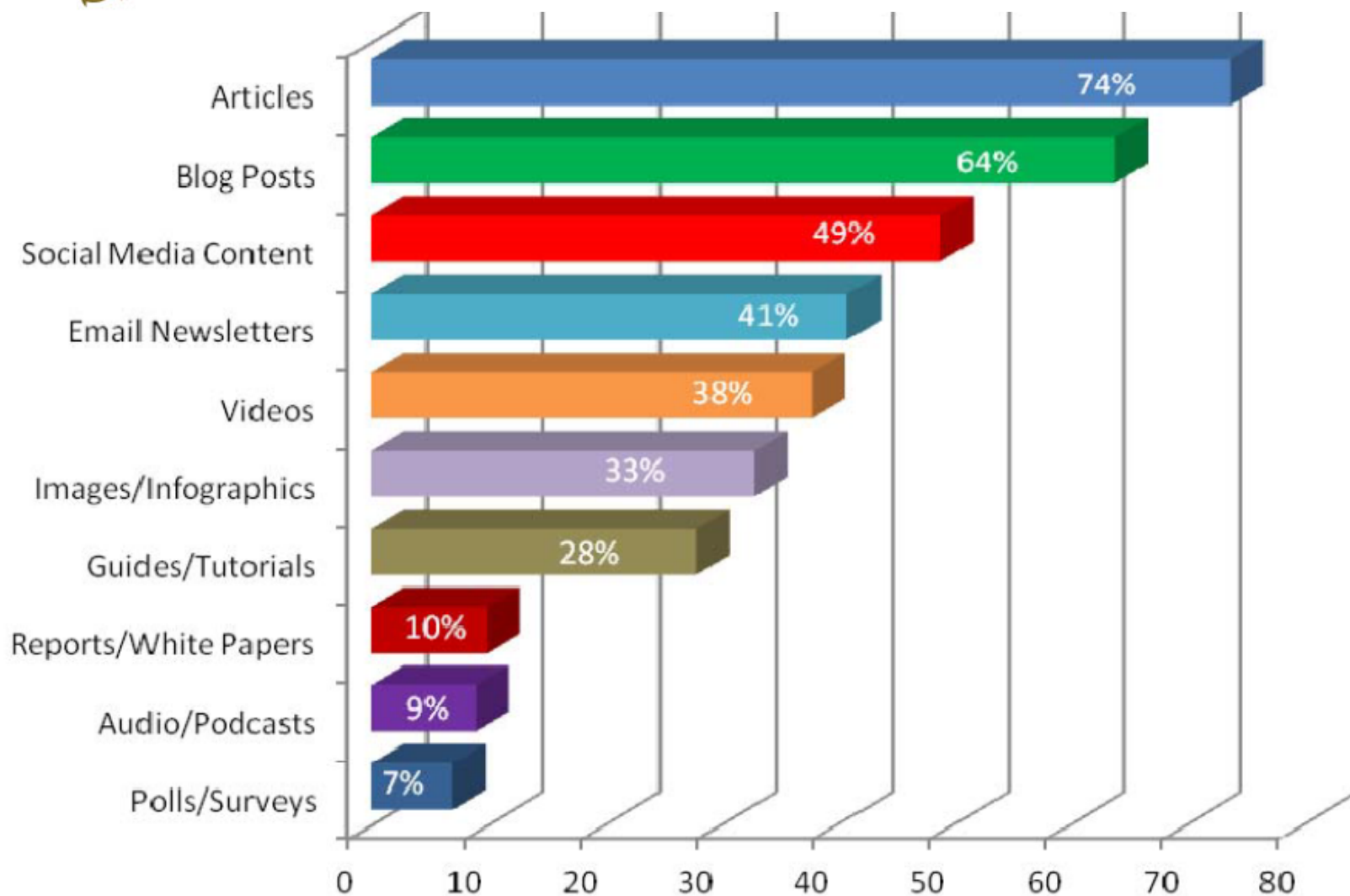




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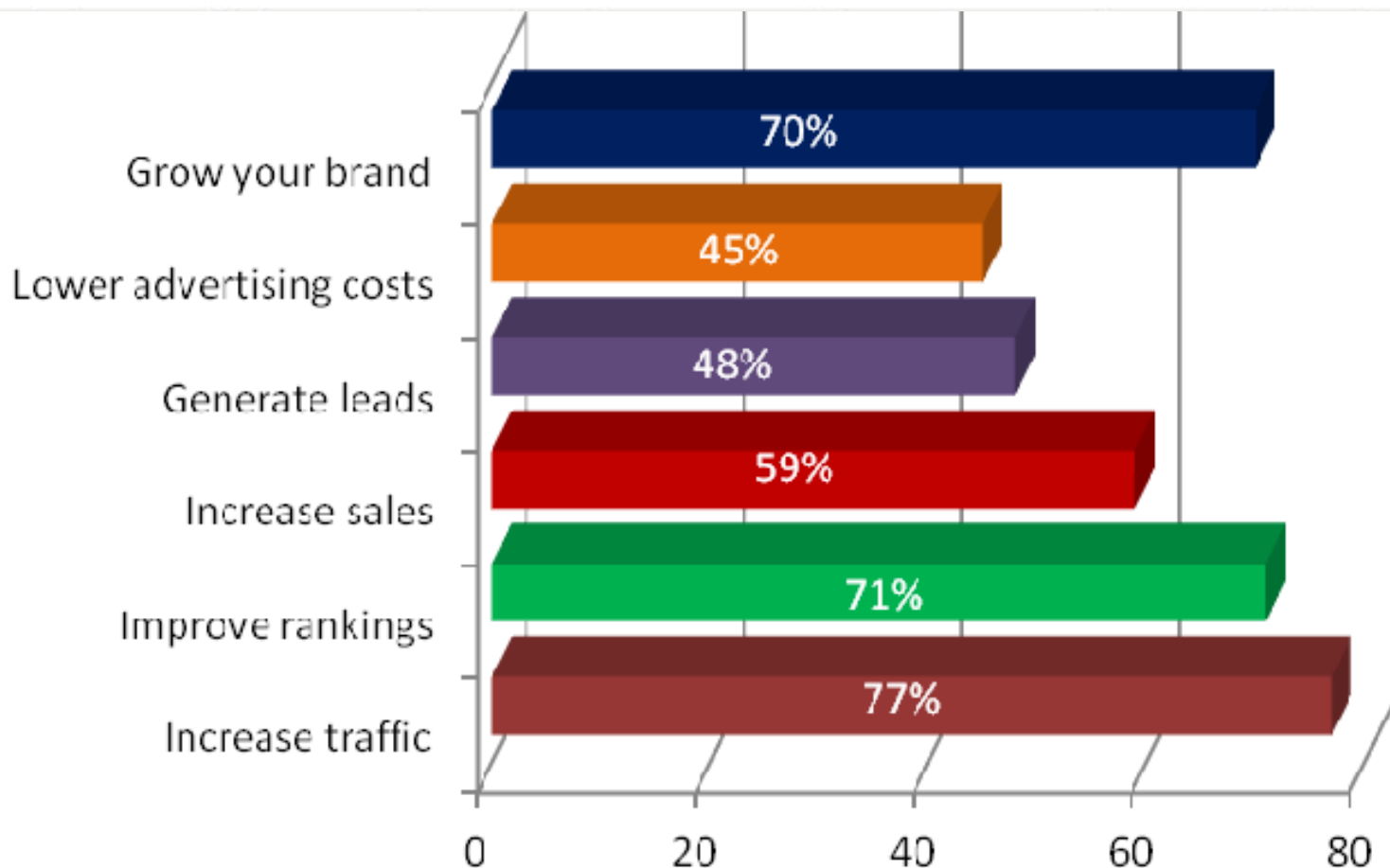




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B2C Content Marketing Usage (by Tactic)

Everybody's a media company today, including advertisers. Who best to show them how than a legacy media company?



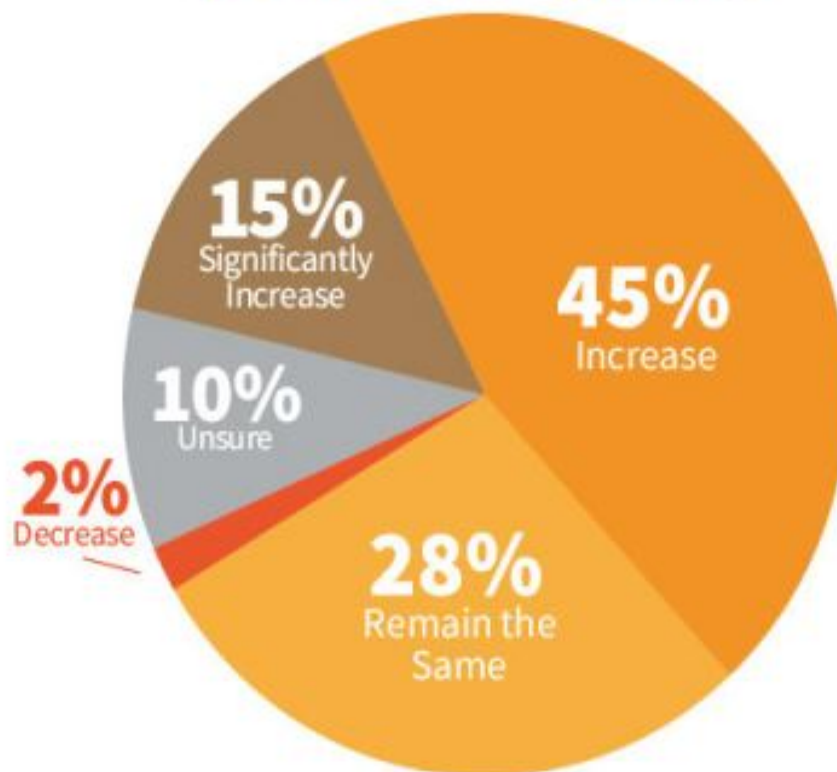


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B2C Content Marketing Spending (Over Next 12 Months)





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MY ACCOUNT



CARDS



TRAVEL



REWARDS



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Are Tech Entrepreneurs Becoming Pariahs?



Mark Henricks

Freelance Writer

FEBRUARY 12, 2014 • The tech industry's image gets more tarnished every day, and there's no telling where or when it will stop.

 [READ ARTICLE](#)



3 Steps to Fast-Tracking Your Marketing Efforts



Christopher (Chris) Litster

SVP, Sales & Marketing / Executi...

FEBRUARY 5, 2014 • Stop taking on tasks one at a time! Instead, group your marketing activities together to power through your to-do list and get the most bang for your buck.

 [READ ARTICLE](#)



Jack Dorsey: Entrepreneurial Innovator and His Passion for Small Business



JJ Ramberg

Host, MSNBC

FEBRUARY 2, 2014 • Twitter and Square founder Jack Dorsey shares his time, talent and expertise with New York entrepreneurs in Harlem.

 [WATCH VIDEO](#)



7 Super Business Lessons



Speed: The Secret Weapon for BaubleBar's Ecommerce



What the Academy Award Snubs Can Teach You

[feedback](#)



- Teach/consult with local businesses on how to be a media company, best practices, etc.
- Create smart aggregators in a variety of niches.
- Link their content efforts together via advertising
- Define the local web and create a local search engine/website
- Turn our employees loose. Their Personal Brands can be active where we cannot.



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Example: WSPA-TV, Spartanburg, SC



On Your Side



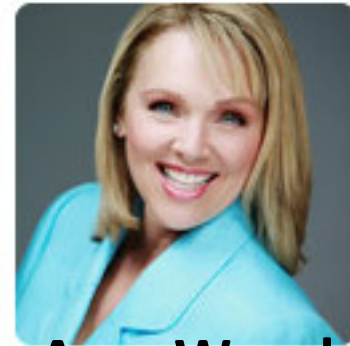
Follow



21,772 TWEETS

32 FOLLOWING

6,206 FOLLOWERS



Amy Wood



Follow



59,479 TWEETS

21,660 FOLLOWING

20,170 FOLLOWERS

Twitter



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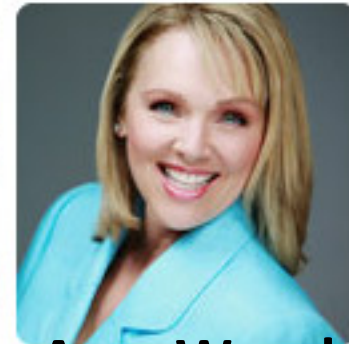
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Example: WSPA-TV, Spartanburg, SC



75,990 likes



Amy Wood

104,474 “subscribers”

Facebook

You might like **Amy Wood**.

Hide

115,968 People Reached



Amy Wood

Father God. My heart is breaking. I am losing my dad breath by breath. So unexpected. So terribly sad. Help me be strong. **#Amen**



about 2 weeks ago

Like **Comment** **Share**

5,307 Likes 2,437 Comments 176 Shares

115,968 people saw this post

Boost Post

9,449 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

5,307	2,437	176
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

1,025	492	12
Likes	Comments	Shares

TOTAL

6,332	2,929	188
Likes	Comments	Shares

10,250 Post Clicks

4,518	4	5,728
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	3 Unlike Page

You might like **Amy Wood**.

Hide

107,712 People Reached



Amy Wood

Our precious father - grandfather to my sweet girls - Richard Marsh passed away just as the heavens rumbled with a massive storm. I will miss you dad! Have fun!



about 2 weeks ago

Like Comment Share

4,594 Likes 2,551 Comments 123 Shares

107,712 people saw this post

Boost Post

7,945 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

4,594	2,551	123
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

451	215	11
Likes	Comments	Shares

TOTAL

5,045	2,766	134
Likes	Comments	Shares

8,605 Post Clicks

4,600	4	4,001
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	3 Unlike Page



The most significant new revenue opportunities are in providing the mechanisms that businesses and people can use to share *their* media with others.

Infrastructure is where the new money can be found, not the content itself.



KEY EXECUTIVES

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Upworthy - a year old smart aggregator with a mission to provide content that its editors deem important.

upworthy.com

UNIQUE VISITORS |  US DATA ONLY

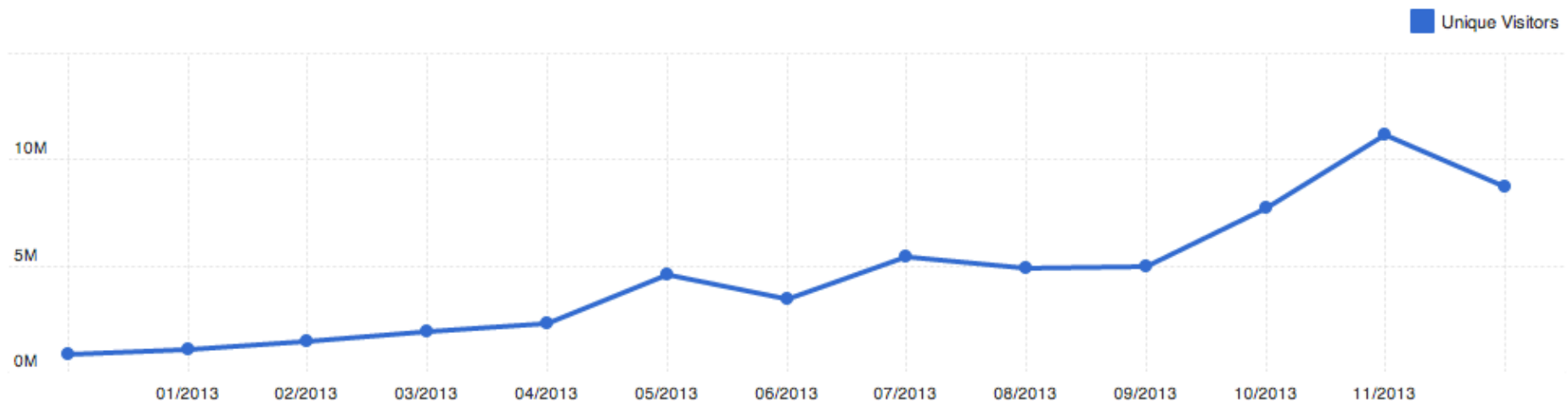
See traffic for...



Is this your site? [Sign up for Direct Measurement](#) to get a more complete picture of your website's traffic.

 **SAVE GRAPH IMAGE**  **EXPORT CSV**  **EMBED GRAPH**

SHARE THIS SITE:





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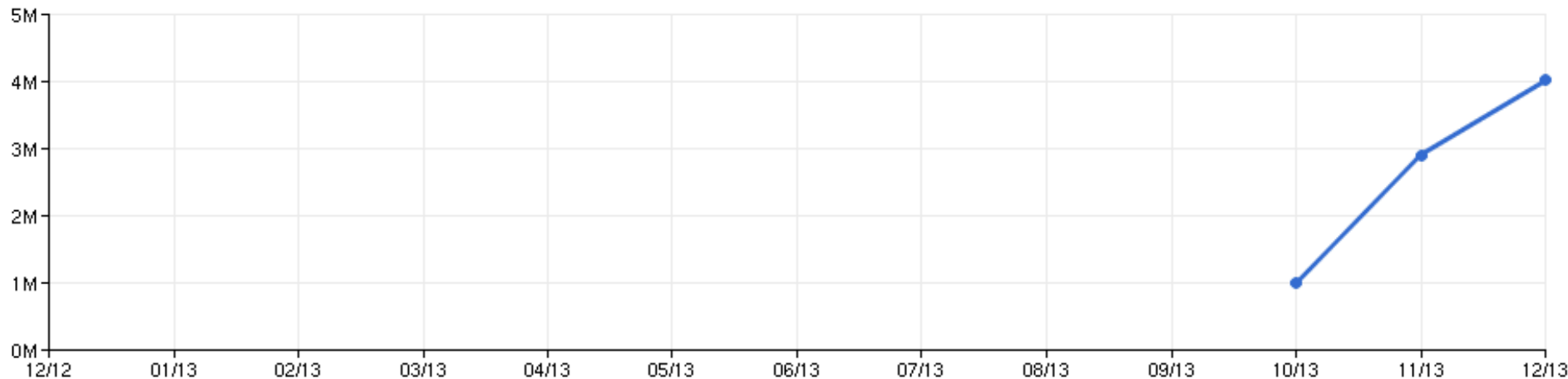
Vitaminl.tv owns none of its content

Most Popular Website # 1444 on the Internet Today!

Rank Effective February 21st, 2014 for "<http://www.vitaminl.tv>"



UVs for vitaminl.tv





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So open any boxes that
may be holding you back
from fully embracing a
prosperous future with
Content Marketing.





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Terry Heaton

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My 14-month old granddaughter, Alina, called me at 6:30 one morning a few weeks ago.

