

# THE EVOLUTION OF CONTENT

5 Elements to Consider

**THERE IS ONE KEY  
TO A SUCCESSFUL  
PRESENTATION.**



*“Expectation is the root  
of all heartache”*

—William Shakespeare



**ONE**

## Content Marketing Institute

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



CONTENT  
MARKETING  
INSTITUTE™



Events

Content Marketing World



Magazine

Chief Content Officer



Consulting

Education, Training, Advisory

# THE EVOLUTION OF CONTENT MARKETING

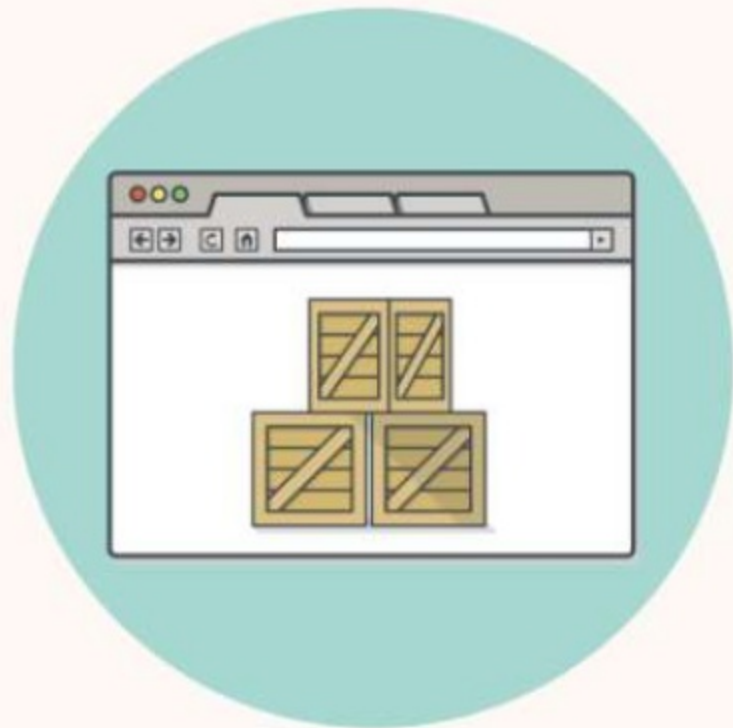


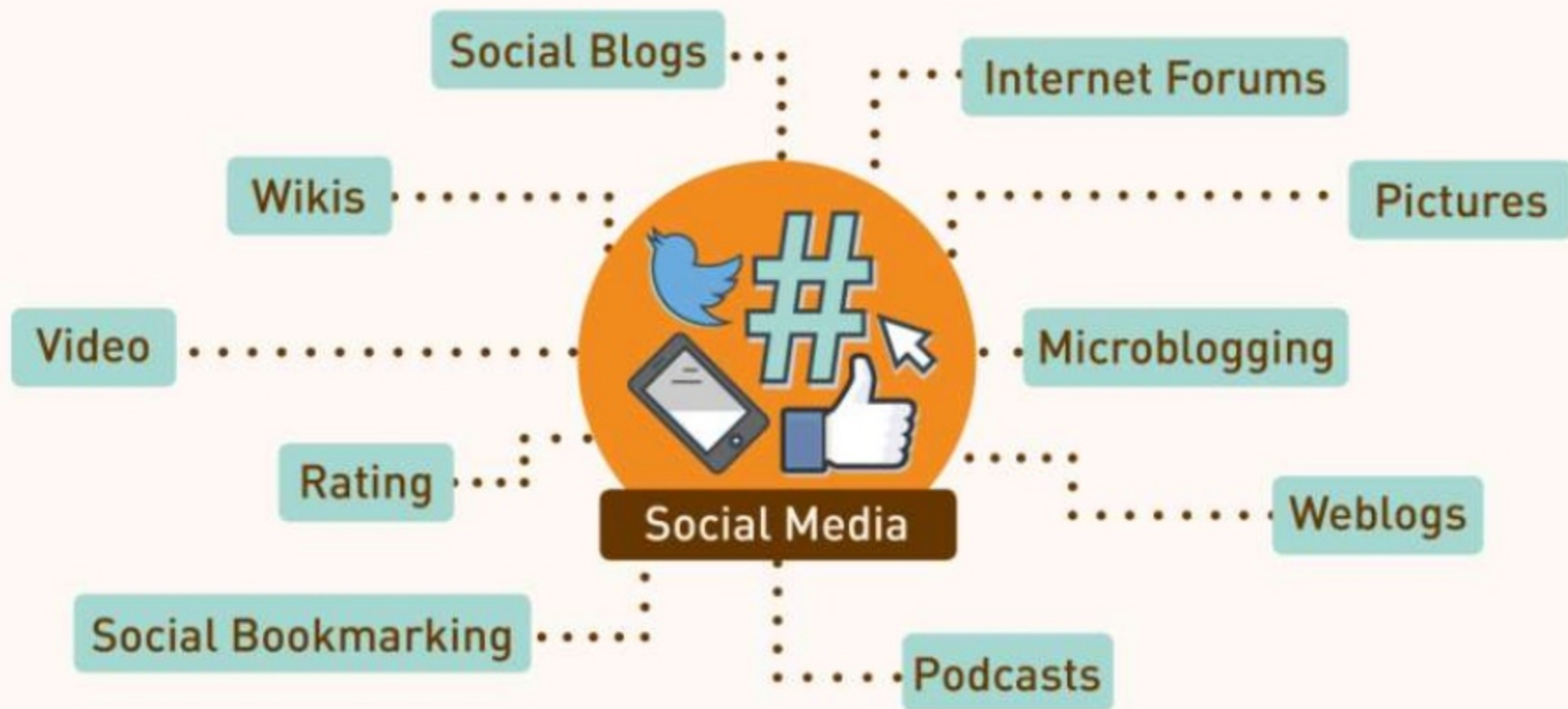


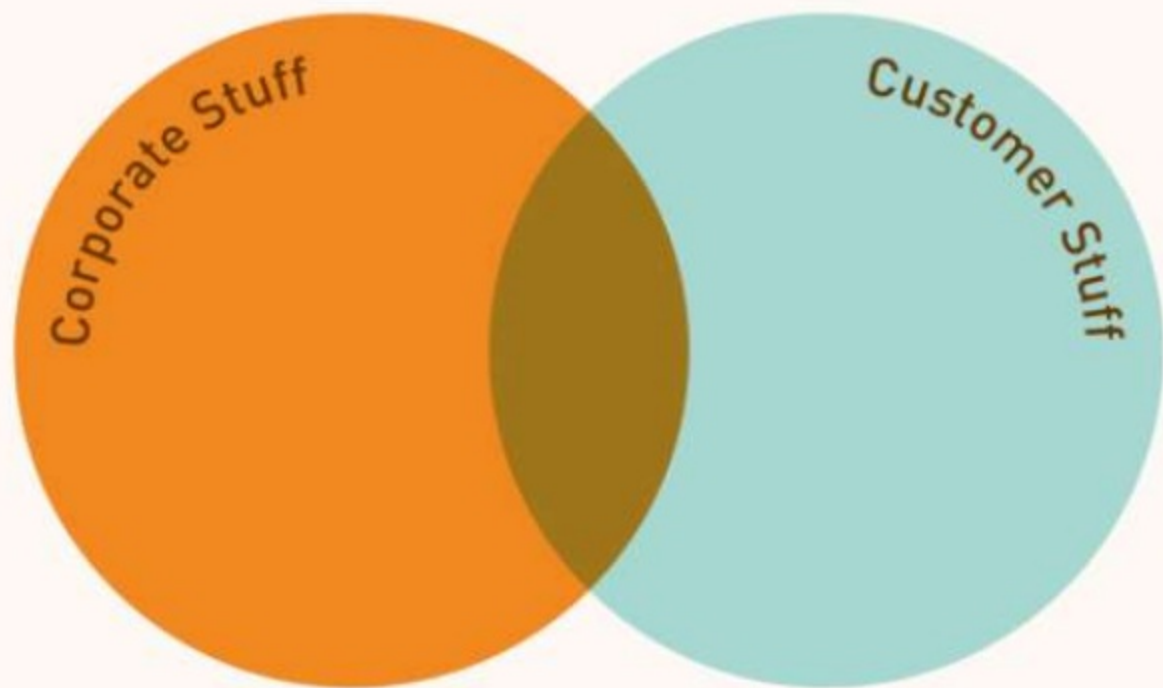




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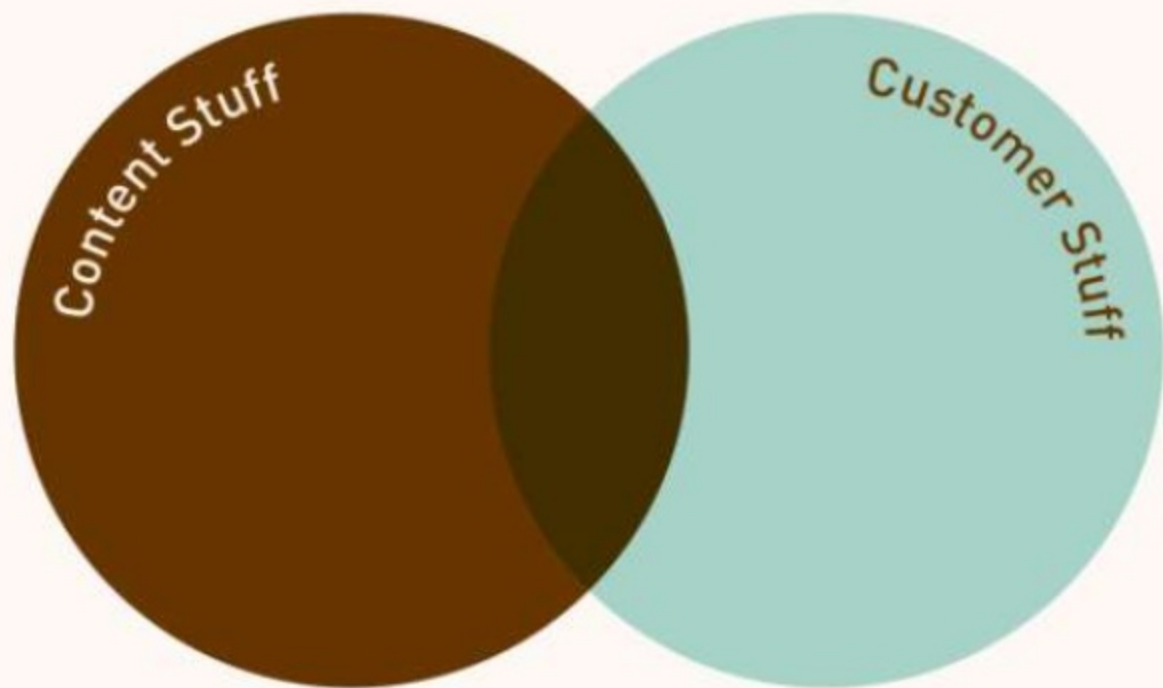




**YOUR POST**

**NOBODY CARES**





Valuable    Compelling  
Customers    Change/Enhance Behavior  
Create    **Content Marketing**    Media  
Owning, Not Renting    Attract and Retain  
Consistent    Curate

90 out of 100

percentage of businesses  
that use content marketing

[bitly.com/cm-research](https://bitly.com/cm-research)







38%



# How Many of You Have a Documented Content Marketing Strategy?

## Effective Content Marketers



## Ineffective Content Marketers

