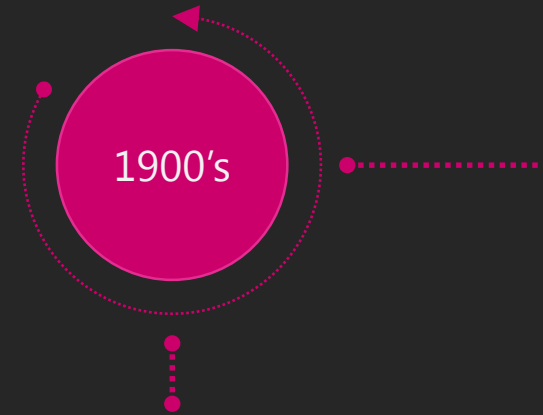# ALL MARKETING IS CONTENT MARKETING
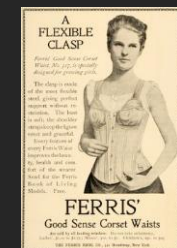
Truth & Honesty
Fighting for the Soul of Ad Tech

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HISTORY OF CONTENT MARKETING

● CONTENT MARKETING…CREATED MARKETING

1900's

NEWS SHEETS WITH A ONE LINE
PROMOTION ON BOTTOM

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HISTORY

TV PROGRAMMING
DEVELOPED BY ADVERTISERS
The soap opera is born!

1940's

1960's

MAGAZINE WITH CONTENT
FROM MANUFACTURERS
3,000 things to make with spam!

HISTORY

CUSTOMIZED DIRECT MAIL
Are you there Robert? It's me!

1980's

1990's

2000's

ADVERTORIALS
& INFOMERCIALS!
Who could forget
the Flo-bee?

PERSONALIZED DIRECT
MARKETING
Q Codes, really?

2016
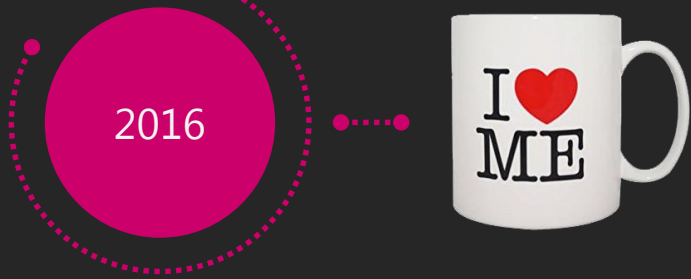
TODAY

PERSONALIZED USER EXPERIENCE ACROSS CHANNELS
It's all about me, everywhere.

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THE DIFFERENCE TODAY IS THAT CONTENT MARKETING CAN SCALE

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BEFORE WE FIND THAT IT'S GONE, WE COULD PULL IT BACK TOGETHER, TRUTH AND HONESTY

CONTENT MARKETING DONE RIGHT

Trust = Permission to Engage

TRUTH AND HONESTY, YOU KNOW WHAT WE NEED, SURE ENOUGH WITHIN

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WHAT'S MISFIRING?

Content is Not King , Engagement is Not King, Relevancy is Not King & Performance is Not King

TO THE GOOD STUFF WE BELIEVE IN, YOU GOT TO, YOU GOT TO

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Trade Desk CEO hopes IPO will rebuild 'trust' between ad tech companies and Wall Street
—BusinessInsider September 21, 2016

BUSINESS INSIDER

Content syndication blunders that will hurt your brand
—Marketing Insider Group, November 2016

MARKETING INSIDER GROUP

WSJ

Most Students Don't Know When News Is Fake, Stanford Study Find
—Wall Street Journal Nov 27, 2016

DIGIDAY

'The underbelly of the internet': How content ad networks fund fake news
—Digiday November 15, 2016

Fake News and the Internet Shell Game
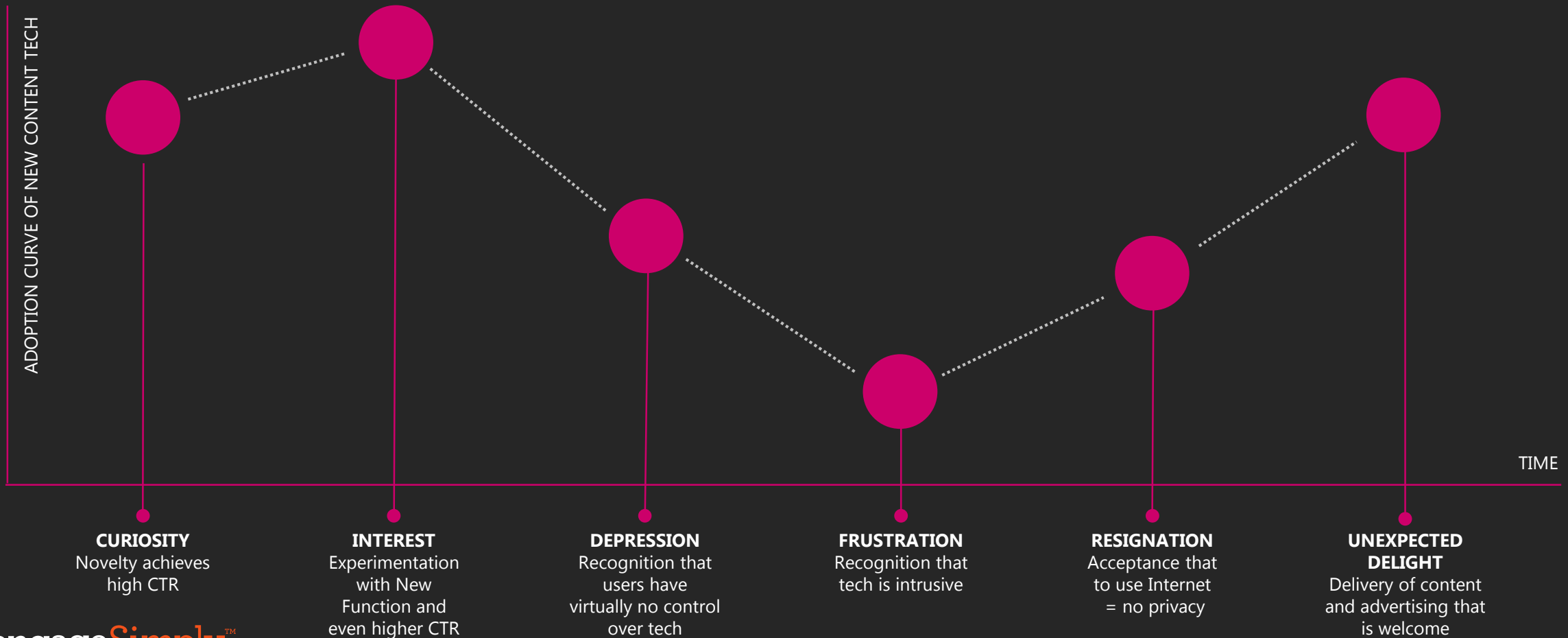—New York Times, November 28, 2016

The New York Times

The New York Times

Inside a Fake News Sausage Factory: 'This Is All About Income'
—New York Times, November 26, 2016

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CONSUMER ADOPTION
OF CONTENT TECHNOLOGY

ADOPTION CURVE OF NEW CONTENT TECH

TIME

CURIOSITY
Novelty achieves
high CTR

INTEREST
Experimentation
with New
Function and
even higher CTR

DEPRESSION
Recognition that
users have
virtually no control
over tech

FRUSTRATION
Recognition that
tech is intrusive

RESIGNATION
Acceptance that
to use Internet
= no privacy

**UNEXPECTED
DELIGHT**
Delivery of content
and advertising that
is welcome

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TRUST IS KING

WHAT'S ERODING TRUST TODAY?

Scaling Real Audiences, Scaling Monetizable Engagement
Efficiently & Scaling Big Data with Useful Insights

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CONTENT MARKETING DONE RIGHT
IS CONTENT MARKETING THAT CAN BE TRUSTED

I WOULD LIKE TO SEE A SHOW OF HANDS

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HOW TRUST WILL CHANGE CONTENT MARKETING IN NEXT 24 MONTHS

Content Authentication, Topic-based Programmatic,
Content Marketing & Trusted Media that Drives Quality "Human Sized" Scale

WE COULD PULL IT BACK TOGETHER, TRUTH AND HONESTY

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TRUST IN SCALABLE CONTENT MARKETING IS CONTENT MARKETING DONE RIGHT

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