



PREDICTIONS

**SOCIAL MEDIA &
CONTENT MARKETING
PREDICTIONS FOR 2013**



**CONTENT
MARKETING
INSTITUTE**



- 1. The Rise of the Chief Content Officer** - more and more organizations (such as Eloqua and Kelly Services) will hire a dedicated “chief storyteller” to work with marketing and PR departments to create a cohesive content strategy and unified customer experience around content.
- 2. The New Home for Journalists** - In 2013, more journalists will be hired by non-media companies than media companies.
- 3. Content M&A** - Google, like their purchase of Zagat, started acquiring smaller media companies over a year ago. In 2013, we'll start to see big brands in all industries start to purchase media companies. While many will still opt to build, many will just buy the media brand and talent as part of their content marketing initiatives.

My advice for 2013 - find your content marketing mission statement. Less than 5% of organizations have a written content marketing strategy. How can you develop winning content without a vision of what that content is supposed to do?

Joe Pulizzi

Joe Pulizzi (@juntajoe)

Founder, Content Marketing Institute

Co-Author, *Get Content Get Customers*; Co-Author, *Managing Content Marketing*

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Unfortunately I think we will see many of the same snake-oil social media consultants of a few years ago call themselves “content marketers” in 2013 and push poor process, products, and services into the marketplace. We will have to be vigilant to guard against backlash.

Damian Thompson
Managing Director
Linchpin



More time will be allocated towards re-purposing content, allowing marketers to do more with less. With all the mediums through which content can be distributed to an audience, making sure content is readily available in a variety of formats (visual, audio, and live interaction) will be vital for a sustainable content strategy. This will add towards the demand for personalized content, and benefit firms who can create an adaptive content strategy.

Jeremy Abel
Digital Marketing & Content Strategist
Mannix Marketing, Inc.



The way of the independent freelance writer will become harder and jobs will be more scarce. Agencies and large businesses will look to US writing services for the scalability and consistency. Unfortunately, international writing services will suffer even more than they already do now because Google’s quality standards will scare away their potential clients.

Amie Marse
Founder, Managing Partner
Content Equals Money



I think the phrase “content marketing” will become the accepted term for the majority of businesses (over phrases like “business blogging”) around the world, and will also be viewed as the “ying” to social media’s “yang” from a strategic marketing standpoint.

Marcus Sheridan
President
The Sales Lion



Content cooperations will become more and more interesting. Why dealing with all the content-production alone if there might be partners out there supporting your content strategy by developing mutual win-win-content.

Smart crossmedia-content-marketing could also experience a “come back”.

Miriam Löffler

Consultant and Lecturer for Content Marketing, Content Strategy & Webtext
Milo Medienmeisterei



More nonprofits will recognize the strategic value of publishing online content as a way to get the message out about their cause.

Geri Stengel

President
Ventureneer



My prediction is that the “Content Strategist” role will become an important part of the marketing department in more than just a handful of brands. Content Strategy will be seen as an integral part of the marketing planning

process as more marketing leaders look at their content marketing resources and ask if they are being deployed in the most effective way.

Michael Brenner

Sr. Director, Integrated Marketing and Content Strategy
SAP



Podcasts to explode in 2013! As more consumers begin to discover their smart phones can deliver on demand talk in the form of podcasts, we’ll see a virtual land grab as more experts begin publishing their own weekly

audio shows. A number of key thought leaders in the world of content and social media have recently started their own podcasts. This trend will only grow.

Michael Stelzner

Producer, Social Media Marketing podcast
Social Media Examiner





By the end of the year, marketers will start to realize they can't do content marketing without integrating print. They will slowly, though carefully and shyly, start incorporating it into their marketing activities, in the US especially in smaller, local markets: magazines, magalogues, mag-invitations. Content repurposed for online channels. By the end of the year, we'll enter the era of outernet for real, of comprehensive content marketing. Finally.

Nenad Senic
brand journalist
Disput



Convenience and connectivity are driving new behaviors and consumers tend to move faster than brands. They're using a myriad of devices in front of the TV to communicate with friends, look up information about specific shows or actors, or surf content that is completely unrelated to what's on the tube. Given the many devices and demographics that are converging, there is no one-size-fits-all approach to content... thus the year of the multiscreen focus.

Arnie Kuenn
Content in a Multiscreen World
Vertical Measures



I think in 2013 we need to redefine the words we use to describe what we do. It's too fragmented right now, inbound marketing, content marketing, social media marketing, etc etc. I find it hard for me to describe what we do to the uninitiated, even in redesigning our website I struggle with how to define what we do. It's all integrated digital marketing. It's no longer one channel, it's all of them.

Justin Lambert
Freelance Content Creator
Words That Begin With You

Many marketers will begin to use more sophisticated content marketing tactics in social media e.g. animation, infographics, ebooks. Many brands will understand that they have to be real brand publisher. A blog or channel with mems is too shallow a way of creating of brand value.

Christopher Szczepaniak
Chief Content Officer
Stratego Content House



As the volume of content continues to grow, content marketers will place increased emphasis on simplicity as a tool to cut through the clutter and enhance message retention. To achieve simplicity, there will be increased emphasis on simplicity tools like pre-writing (planning your content before starting to write) and an increased partnership between text and design.

Roger Parker

Founder

Published & Profitable



Marketers will scramble to meet the mobile content demands of Sales teams, as tablets are deployed in increasingly large numbers and Sales seeks tools to help advance buyer engagement. Just putting the same old presentations and white papers on a Tablet will be short term solution, but won't be enough to meet buyer expectations. Financially focused buyers reign, making Financial Justification content the #1 most value content to help frugal buyers make crucial purchase decisions.

Thomas Pisello

CEO and Founder

Alinean, Inc.



More B2B Marketers relying primarily on a good PR team to get the word out will also create a content strategy involving articles with less formal engagement tactics aimed at addressing known pain points of their target "personas", and will also connect up same with engagement tactics in social media. This is Content Marketing 101, but we still see some companies lagging at this vital "power of story" strategy.

Scott Frangos

President

Webdirexion LLC

Content in conjunction with BigData and linked data technologies will allow real-time prediction of broader and broader topics like economical waves, market evolution, product trends, ...

Walter Wartenweiler

Founder

linkonomics.com



As a content publisher/curator, I predict that the combination of video branding with gaming will be the biggest swing in delivering engaging content. All content must be mobile compatible, so desktop websites MUST be updated to either include mobile, or create a separate mobile site. The written word is well-received, but people learn more visually. Combine information and a fun atmosphere, and you have a home run.

David J Dunworth

Founder

BlueStone Networks LLC



I believe 2013 is going to be the year of the web journalist. Why? Businesses and brands are waking up to the importance of creating their own content. Google is putting immense pressure on producing original, high-quality content.

Who better to be on your payroll than someone who can tell a good story and crank out consistently good material? While traditional newspapers may be in trouble, journalists will easily transition to online, corporate environments.

Sarah Mitchell

Content Marketing Consultant

Global Copywriting

Investment by brands in video content will eclipse spending on words and images in the 2nd half of 2013.

Fergus Stoddart

Director

Edge



Marketers will pay more attention and put more funds to generating original content and developing a strategy for an augmented reality. Strategic content distributed through targeted channels will elevate the holistic brand experience. Eye candy is food for the imagination.

Cindy Denney

Owner

High Hat Management





Podcasting & Audio Content will gain new life and become even more mainstream in 2013. More companies will embrace launching their own “radio” stations by providing content through audio platforms. With the leverage capabilities audio provides (transcription, editing) along with the strong mobility factor, agencies and companies will add this to their content marketing plans as a true content player.

Pamela Muldoon
Principal
Next Stage Media Group



2013 will be the year that video hits the mainstream for brand marketers. Video engages multiple senses and works well on mobile, so brand marketers will downplay print and invest much more in video content. Buyers will also demand video content from brand marketers. And the ways brand marketers use video will get more creative and imaginative (I hope.)

Jeff Ogden
President
Find New Customers



2013 will be all about community managers, on the wall, personally executing the mashup of organic and paid social content distribution. The new hybrid community manager will run Facebook, LinkedIn, Twitter and other organic amplification units, following organic social broadcast (like wall posts and tweets). Without totally understanding paid paradigms (like Facebook Page Post Ads & Promoted Tweets), most CMs will be blogging to nobody. In 2013 truly mastering paid organic distribution will be essential.

Marty Weintraub
CEO
aimClear®



Organizations have data. Lots and lots of data. Freakishly large amounts of data. But that data is seldom used in content marketing. Blame it on organizational silos, overenthusiastic legal review or lack of accessibility, custom data is poised to change content marketing in a big way. Smart marketers are already learning how to mine the organization for customer and industry data and, through content marketing, make it more transparent to stakeholders.

Nicholas Kinports
Digital Strategy Lead, Founder
lonelybrand



2013 will be the year that “content” marketing becomes “valuable information” marketing. B2B brands will need to deliver information that has actual value in order to attract customers. If Drucker is right, that marketing and innovation are a business’s two basic functions, then here’s my warning for content marketers: marketing without innovation is snake oil; innovation without marketing is a hobby. Be sure your brands are focused on delivering value – then, write about that.

Evan Scott

Consultant / Owner

Terrain Strategic Integrated Marketing



I think 2013 will be the year of the content strategist. Brands will now start hiring them and content marketing agencies will need plenty of them to do all of the work. The flow of journalists from traditional media companies to brands and content marketing agencies will hit an all time high.

Craig Hodges

CEO

King Content



Brands will be socially designed before even thinking their campaigns and routine activities. Brands marketers will work with integrated teams of planners and creatives, in a more agile way. New monitoring tools, focusing on visual platforms, will complete the set of brand management capabilities.

Laurent Francois

Managing Director

French Ideas

Content marketing will start to be seen as a way to understand customers, as well as a way to engage customers. In order to facilitate this, Content Marketers will be more data focused and Content and CRM teams will join forces. Lead scoring will move out of B2B Automation tools to become a more standard practice - EG interest data and proximity to purchase will be calculated from content consumed.

Andrew Davies

Director

idio Ltd



An even larger influx of black-hat spam being passed off as content marketing. More and more people who thought they could unscrupulously link and keyword spam their way to success were stymied by Google's Panda menagerie, and will adapt a new set of tactics. These include unscrupulously spamming thin, automated, or scraped content, selling this spamming service to the naive or equally unscrupulous, and calling themselves content marketers.

JF Amprimoz
Consultant
Small Web Strategies

The percentage of videos distributed through email, blogs and social channels (particularly Twitter and LinkedIn) will increase 10%-15% by the end of 2013 as three trends take hold: 1) Continuing economic recovery at SMB level; 2) More B2B marketers investing in social channels; and, 3) B2B marketers seeking to differentiate, as the cost of video production continues to drop and network bandwidth continues to rise.

Bob Dirkes
Director of Account Services
Tech Image



2011 and 2012 brought on organizational titles like CCO and Content Marketing Director. These leaders are now accountable for maintaining and growing sustainable content marketing programs for their brand – and with aggressive schedules for publishing and production. In 2013, I believe we will see more companies internalize production-level content marketing personnel, adding titles like 'production manager', and 'managing editor' to the organizational chart. That's great news for displaced journalists and producers looking to reinvent!

Nate Riggs
Director of Social Business
The Karcher Group



Local content marketing is something to watch for 2013, with businesses using regionally-targeted content to compete in diverse geographic areas. This marketing strategy feeds several activities, especially mobile, where brands seek to gain share in long-tail search and local search for their services and products. Showing an understanding of local needs will become the defacto standard for anyone wanting to attract a strong customer base in their areas of operation.

Derryck Strachan
Managing Director
Big Star Copywriting



We're going to move away from thinking about websites; instead, we're going to think about content cornerstones, collections of content created and curated in service to a topic.

Delivery of digital content is going to change, and while it may not happen in 2013, marketers are going to have to think about how to push content around the Web without chaining it to a specific site. See flu.gov and tablespoon.com for examples.

Ahava Leibtag

President
Aha Media Group, LLC



Understanding how to align the right content for each distinct point along the decision journey will be of increasing importance to both inbound marketing and social teams. More brands will go beyond digital user journeys and create detailed composite views of multiple decision makers and how each interacts with content along the buyer's journey. Brands will create detailed content journeys that include a robust ecosystem that includes more than owned digital assets.

Kathy Baughman

President
ComBlu Inc.

The growth of brand-sponsored content will continue to rise, and will integrate interactive elements for use on a 2nd screen. There aren't many content distribution channels available for brands to distribute content to televisions; however I believe this will change in 2013. Technology like WiiU, Apple TV, and Boxee will make sponsoring content and integrating interactive campaign elements possible. It's likely that brands already sponsoring content will be the initial adopters.

Jordan Julien

Freelance Experience Strategist



Content marketers will focus even more on driving traffic to their own blog pages in 2013 because this is where they ultimately exercise the most influence over what gets viewed by their target markets. Facebook's limiting uncompensated content distribution to fans is a wake up call to those who would prefer not to increase expenditures to play in the major leagues.

Robert Schrichte

Editorial Manager
Rent It Today



B2B marketers will learn how to create content that salespeople will actually be able to use successfully to motivate and support buying conversations - and they'll clamor for it. As this happens, the industry will make progress toward removing the obstructive divide between marketing and sales.

Ardath Albee

B2B Marketing Strategist
Marketing Interactions, Inc.



I just got back from a major Automotive tradeshow in Las Vegas and I spoke with one of the biggest paint manufacturers in the US. She said they are aware of content marketing but are slow to get there. I predict that more "massive"

US corporations will begin to seek content marketing providers to get on board. The proof is finally there, and now the big slow moving corporations are starting to look into it.

Thomas Zoebelein

Owner
Stratosphere Studio

Infographics will be all over most sites and content platforms. We'll wonder how we ever lived without them and wonder why we didn't have them 10 years ago, given so many preach "a picture speaks a thousand words" but still resort to word documents and PPT for key communications.

Lisa Grantham

VP Marketing
stepIN Marketing



"Brand media strategy" emerges as a practice and the PR industry finally wakes up and takes this on. Companies will set partnerships with compatible, yet separate, brands to get my content/story seen on their content marketing platforms. The second is that creative agencies will finally realize that managing a brand's blog and/or social channels is not content marketing strategy - and will adopt true content marketing planning as a formal practice.

Robert Rose

Lead Strategist
Content Marketing Institute



This is the year everyone starts calling themselves content marketers. SEO agencies becoming content agencies while delivering the same keyword-stuffed landing page copy. Social media gurus rebranding as content marketers to grab some of the buzz while not actually doing anything different. Just as the term ‘cloud’ became confused and distorted under the weight of opportunistic IT marketing, it’ll become tougher to keep content marketing a clearly defined and understood discipline.

Jonathan Crossfield

Writer and content marketing consultant
Self Employed



Creative agencies will hire journalists and editors to form new content teams who will focus on creating content hubs for brands designed for engagement and value-add. Media agencies will consolidate SEO and Social teams to form Content Amplification teams tasked with leveraging both free and paid tactics to effectively drive discovery and engagement with brands’ earned and owned content.

Gilad de Vries

SVP, Strategy
Outbrain



Images will be the “content du jour”, with Pinterest continuing its explosive growth. They’ll develop more new features and lucrative partnerships to help its users share visual content in creative ways. More new image-sharing platforms will emerge to compete, and more and more brands will hop on the bandwagon with image-based content strategies and campaigns.

Kari Rippetoe

Content Marketing Manager
Search Mojo



Companies will struggle with understanding their audience and hire more journalists because they can figure it out. Marketers cannot. Most brands will continue to imitate other successful social media marketing and content marketing success stories, but will fall flat and be disappointed because they didn’t first identify what’s truly unique and remarkable about what they can offer and instead are delivering someone else’s song to an audience that really wanted to hear the brand’s unique voice.

Jason Falls

CEO
Social Media Explorer



Earned media will become much more than just social. Marketers will turn to other highly credible sources of content distribution, like “wire” distribution to amplify their message in order to build authority and communicate their value proposition. Communities as a content marketing channel will gain more consideration.

Bob Seiler

SVP

PR Newswire



There has already been a slow increase in brands and agencies buying existing forums/blogs to ensure they have an instant audience for their content syndication. But as measurability of content marketing improves they need to ensure they have a guaranteed audience reach for their content and existing platforms are the only way they can ensure success every time.

David Iwanow

SEO Manager

Amnesia Razorfish



Brands will start realising there is more to social engagement beyond a standard Facebook page. Socially optimised businesses are the way forward. These are companies which use social technologies to effectively engage with customers to deliver real actionable service and product that benefit the bottom line.

Deb Wiseman

Senior Manager Social Business

Ripple Effect



You may think this is facetious, but it really isn't. Now that the online world has went back to giving people what they want and need, Google included, just be honest, help with info or a problem. If you can't help, shut up. You asked for my opinion, that's it. Thanks.

Dennis Smith

CEO

DennisDeanSmith



My prediction is that localized apps, gaming and discounts will become even more popular as brands realize they can push content to individuals as they are watching TV, in a restaurant or at an event- right on location.

The increase of impulse buys will also be seen through this channel.

Kim Kleeman

President

Sunbeam Marketing Solutions



We've only seen the start of the visual content marketing revolution so far. In 2013 and beyond, brand marketers will get increasingly creative with how they integrate elements such as infographics, animation, video, memes and photography in their content marketing strategies. It's not enough to create smart content; it needs to be well presented and beautiful to truly connect with audiences.

Karen Webber

Head of Marketing and Creative

NewsReach



2013 will be the year of going back to basics. Marketers have got enough of spending money on buying fans and then needing to continue paying to keep being in touch with those fans. Back to basics means owning your own platform and getting the eyeballs to come to you by creating amazing things that people want to consume instead of spending money to get the attention.

Marko Saric

Blogger



Personalized Mobile Contents and Offers. It's no longer enough to ensure that your site functions properly on mobile or build an app. As consumers adapt to living their lives from their mobile phones and tablets, they'll expect platform-specific content and offers that provide a better experience, geography-specific content, location-based offers and other elements that complement life on the go. Further, this mobile content experience can then be used to personalize the other marketing channels.

Paul Dunay

Global VP of Marketing

Maxymiser



Smart Marketers will need to be on top of their game with fresh content on their website to build authority, active interaction on social media, especially in terms of customer service and a continuous collaboration between these elements. Everything needs to be mobile friendly. Customers will continue to expect higher levels of engagement than ever before. Smart Marketers will also keep an eye on reviews on Social Sites such as FourSquare and Google+ in 2013.

Scott Howard

Founder

ScLoHo Marketing Solutions



Slideshare romps; Lame infographics die back – find new bandwagon • Facebook starts to slide; niche social networks rise – rethink social strategy • Marketing automation market consolidates – prepare for content marketing platforms • Google sucked into world’s biggest anti-trust case – SEO playbook changes • Internal content teams grow; skills gap widens – invest in talent • CMI bought by major player; Pulizzi buys NY Jets; orange retired as a color.

Doug Kessler

Creative Director, Co-Founder

Velocity



More brands are going to take on board the Simon Sinek approach of “Start with Why” (Why > How > What) and create compelling stories to connect to their consumers. Emotional selling and bringing consumers on board with what your brand stands for is going to build more brand awareness >> brand affinity >> brand advocates, which will lead to user generated content/media.

Kevin Dam

Mr / Digital Marketing Strategist

EWMD

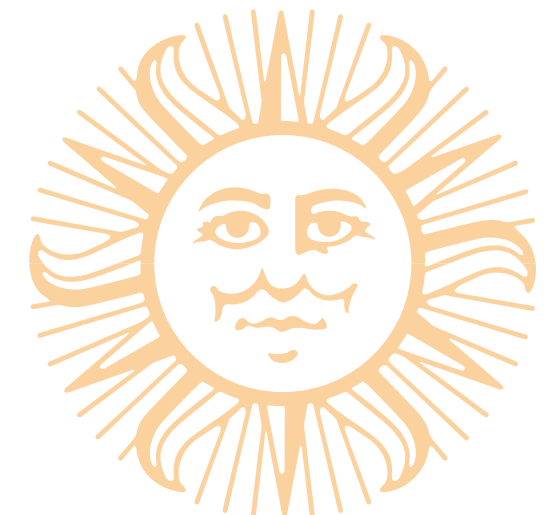


Google devalues links to infographics; backlash ensues, and the search company creates a process for “validating” high quality infographics. Crowdsourcing may be an option.

Frank Strong

Director of PR

Vocus





Companies that do an intelligent job of moving their content to mobile-friendly formats will kick the living poop out of companies that do not. Responsive design, apps, custom sites - doesn't matter. Smart mobile content strategy will win the day.

Ian Lurie
CEO
Portent



I predicted a rise in mobile in 2012; and cloud computing, virtualization, and open source the year before. They remain important as organizations enter the cloud, design cost-efficient tools, and cater to on-the-go customers. To pick one item for 2013, I think there will be less effort toward Facebook. With declines in F-Commerce and Zynga, Facebook's end is beginning. I predict increased mobile-friendly zero-friction photo/video sharing over the next 12 months: Pinterest, Instagram, and more.

Ari Herzog
Digital Media Strategist
Digital AH



2013 is the year big data becomes big insights. As social business technology continues to evolve, more marketers have access to tools that provide great insight into the impact of their content on customer perception, behavior and attitudes toward their brand. Marketers who use big insight to tailor their content to their audience's interests will be the biggest winners.

Bernie Borges
Chief Find Officer
Find and Convert



(Plug) I think more companies will move towards Cisco's model at <http://newsroom.cisco.com/take-share-engage> where we produce great technology content from brand-name journalists about the topics we care about. We then ask other outlets (bloggers, media and more) to syndicate this content on their sites. We aren't driven by eyeballs, but others are and we are happy to provide quality content (we only ask for citation). Nissan is also doing great things at: <http://nissannews.com/> Intel at: <http://www.intelfreepress.com/>

John Earnhardt
Director, Corporate Communications
Cisco



For marketers who haven't made a robust commitment in terms of budget dollars or strategy, content marketing will follow social media into the trough of disillusionment. Those that are committed will continue to rev up their content engines to churn out both more and more engaging content. Increasingly savvy customers will recognize the gaps between organizations with winning ideas and reward them with sales and market share growth. It's already happening, of course.

David Drickhamer
Principal
Drickhamer Enterprises LLC



Niche will be the name of the game in 2013. With content more voluminous and available than ever and search becoming more and more targeted, content will need to drill down to ever deeper levels and require more specialized expert input. This trend will create challenges for outsourced content "generalists" who will have to focus more closely on very specific industries and technologies in order to understand and write about them at a micro level.

Joanne Morrison
Manager, Marketing Communications
Aditya Birla Minacs



We're all going mobile. Say goodbye to rows of cubicles and say hello to chillin' at the coffeehouse creating content with tablets and streamlined apps that we'll use to write, design, publish, and share. There's a difference between creating for mobile and designing with mobile, and 2013 is when we'll know it. Tablets are already better for freehand graphics, so we're going to see a lot more of that as well.

Tom Bishop
Director of Marketing and Communications
KnowledgeVision



Those who don't understand how content and search marketing fit together will miss out on many opportunities in content strategy, development and marketing, while those who are hyper-focused on search marketing tactics without regard to the importance of the branded content piece -- marrying content and the more "traditional" marketing -- will miss the point.

Jessica Lee
Content and Media Manager
Bruce Clay, Inc.



Picture this: 2013 will be the year of visuals (but the end of infographics). From Pinterest and Instagram to Slideshare and YouTube, visual appeal will rule content creation and curation. In an era of content overload, users will be looking for a fresh face and innovative presentation. Creative graphics, photos and videos will capture imagination and tired infographics will be replaced with something better.

Joellyn Sargent
Principal
BrandSprout Advisors



In 2013, brands leveraging content marketing will be focused on VOICE, and continue to humanize their messages, making their employees and partners the center of attention. Faces, not logos. You will also see more marketing tactics that focus on extreme authenticity, sometimes to a fault.

Dan Blank
Founder
WeGrowMedia.com



From 2008 to 2009, content marketing was a toddler. From 2009 to 2010, it was a scrappy adolescent. From 2010 to 2011, it was a hormonal teenager. From 2011 to 2012, content marketing went to college. In 2013, content marketing will finish grad school and cement the professional recognition it deserves. Recognition will be in the form of increasingly larger budgets, or portions of budgets, for the creation and ownership of content for marketing brands.

Russell Sparkman
CEO
FusionSpark Media, Inc.



Three big trends: 1. More e-books, thanks to Apple's iBooks. 2. More video, thanks to increasing ease of production & distribution, even to flat screens (e.g. Roku). 3. More blogs - yes, I said it - because a solid blog with original, niche news is a centralized place for all brand marketers to build their brand through content.

Katie McCaskey
Content Director
Six Estate



Content marketers have mastered much of journalism: analysis, profiles, how-to articles, etc. But no brand has attempted the most sacred form of journalism – the investigative piece. That changes in 2013. Some brand will do solid, hardcore investigative work – not of its industry, but of a tangential subject of interest to customers. (Imagine a baby-food company, for example, investigating the dangers to children of outgassing VOCs.) A Pulitzer, however, is still years away.

Paul Conley

Owner

Paul Conley Consulting

Print RIP? Not so fast. We believe there's going to be a print renaissance. For just as Amazon didn't kill bricks and mortar, we believe the iPad will not kill print. The world contains, and needs, more than just digital. And global brands continue to thrive in part through print channels, which remain part of long-term content strategies to grow customers, loyalty, and that coveted brand awareness.

Eileen Sutton and Kevin Lund

T3 Publishing



Brands will get serious about planning content marketing. At November's Content Marketing World Health Summit, just 10% of the people in the workshop that I led had a written Content Marketing plan, even though 100% are doing content marketing. Brands will finally get serious on the strategy and planning side and end the current "ready, fire, aim" approach.

Will Davis

Managing Partner

Right Source Marketing



In 2013, sponsored content will thrive as the #1 advertising engine. Content marketers will continue to create compelling content, but focus more on distribution models that are "integrated" with a user's web experience. To drive more meaningful engagement, brands will leverage "the social stream" via "promoted tweets" and "sponsored stories" as their #1 way to serve content and connect with audiences. Photos will continue to emerge as a highly effective and popular content marketing medium.

Barbra Gago

Head of Global Demand Generation

tibbr | TIBCO



Marketing automation and content creation platforms will continue to consolidate and integrate with one another, all leading towards the eventual existence of truly all-in-one platforms where marketers can perform all their marketing in one place - including content marketing, publishing, and distribution.

Steve Lazuka
President
Zerys



Content creation and distribution will certainly accelerate as companies realize they need to be first in their industry and overwhelming with their content to create competitive advantage.

Mark Schaefer
Executive Director
Schaefer Marketing Solutions



In 2013 content marketers will necessarily become choice-makers. Consumers will expect businesses to help them with cleaner content that is more thoroughly researched and tightly focused. This will create opportunities for businesses with local knowledge derived from extensive experience with defined communities. Their content will be more highly valued and sought after by consumers ready to make buying decisions.

Jeff Korhan
Author
True Nature Inc



Tablets, smartphones, laptops make up the buyer's multi-device ecosystem. Responsive Web design meets the challenge of not knowing which screen the user prefers by providing optimal viewing experience: easy reading and navigation with minimum resizing, panning, scrolling across a wide range of devices. Content needs to be structured in chunks that can be flowed into this architecture. Personalization addresses: 1) who I am – e.g., location, preferences; 2) what I'm doing – e.g., learning, buying.

Valeria Maltoni Sr.
Director of Strategy
Empathy Lab



2013 will be about demand generation. Brand marketers will build content sites specifically to capture customer/prospect data which will then be integrated with CRM and marketing-automation systems to allow targeted and intelligent content distribution. Beginner organisations will either build complementary content sites that don't sit on their main domain, or purchase a ready-made site+community. Advanced organisations will use display advertising and SEM to help capture and nurture new leads with written and video content.

Alana Fisher

Digital & Content Strategist
Brand New Directions



As a sports marketer based in London, I'm conscious that we won't have Olympic content to distribute in 2013. Sports content for 2013 will therefore be more about stimulating "social" discussion - rather than managing and reacting to Olympic events. The roll out of 4G initially across London and subsequently across the UK is going to speed up mobile / tablet as the primary browsing device and focus marketing minds on video quality.

Graeme Harrison

Head of Digital
Fast Track



More CMOs will co-brand by co-creating content in 2013. Co-branding is becoming less about two companies sharing money and more about sharing value through co-creation of compelling ideas.

David Deal

Vice President of Marketing
iCrossing





I think in 2013 we're going to start seeing a greater shift from traditional blogging platforms to customized publishing platforms (like Medium). I think we will see a greater appeal of small and medium businesses alike with platforms like these. Why? Both content readers and content distributors have greater control. Also, all many of these platforms will have themed content collections, so you won't need 1,000 fans to make your content successful.

Elizabeth Miller

[A] Intelligence Agent
Simple [A]



Although we have seen it emerging throughout 2012, 2013 will be the year in which content marketers truly embrace visual content. Whether it's always posting with an image to defeat Edgerank on Facebook, the creation of an infographic to lure in visitors from Pinterest, or crowdsourcing hashtagged photos on Instagram as part of a campaign, an important trend in content marketing in 2013 will be all about leveraging visual content.

Neal Schaffer

President
Windmills Marketing



2011: Content marketing explodes
2012: Content marketing becomes a marketing priority
2013: Content marketing becomes more targeted, contextual and interactive. Social media is providing targeting techniques to match to specific user locations and preferences. Smartphone and wearable cameras continue to proliferate. Augmented reality, mobile apps and geo-targeting are the predominant zeitgeist. Thus in 2013, content marketers must weave content into new frontiers in highly relevant, contextual and interactive ways.

Sandra Zoratti

Vice President, Marketing
Ricoh



ABOUT CONTENT MARKETING INSTITUTE

Our goal at the [Content Marketing Institute](#) is simple: **we want to help you out with the how-to of content marketing.** We believe the more you know about content marketing, and how to integrate it into your organization, the better you will market...attracting and retaining more and happier customers.

We teach marketers through educational events like [Content Marketing World](#) (the largest content marketing event in the world), media properties like [Chief Content Officer](#) magazine (the leading trade magazine), and strategic consulting and research for some of the best known brands in the world (like AT&T, Tyco, PTC and others).

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