

36 CONTENT MARKETERS WHO Rock



content
marketing
world 2013

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Online Marketing

For Those About To Rock...

We Salute You!

In just a few weeks the hottest marketing event in the industry will be coming to the hometown of the Rock and Roll Hall of Fame. What better theme than Rock and Roll?

Music is powerful because it motivates us to imagine, to feel, to get up and move. There's a harmonious parallel between music that inspires action and effective content marketing.

For this Content Marketing World 2013 eBook, [TopRank® Online Marketing](#) partnered with [Content Marketing Institute](#) and #CMWorld speakers to create a whole songbook of rock'n metaphors and practical advice. You'll find chart topping content marketing tips from Jay Baer, Ann Handley, Joe Pulizzi, Ardath Albee and Joe Chernov. Brands jammed too: Coca-Cola, Intel, Motorola, Four Seasons, Cisco and more – 36 content marketing rockers in all.

We invite you to read, share and connect with these content marketing rock stars' tips and also look forward to seeing you in person at the [Content Marketing World](#) conference Sept 9-12, 2013!



@JoePulizzi
Content Marketing Institute

@LeeOdden
TopRank® Online Marketing



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Content Marketing Rock Stars

Rock!

Jonathan Mildenhall – Coca-Cola
Jay Baer – Convince & Convert
Jennifer Mesenbrink – Motorola Solutions
Robert Rose – CMI, Big Blue Moose
Sarah Skerik – PR Newswire
Brian Clark – Copyblogger Media
Paolo Mottola – REI
Scott Abel – Content Wrangler
Kevin Cain – OpenView Venture Partners
Buddy Scalera - Ogilvy CommonHealth Global
Bernie Borges - Find & Convert
Heather Meza - Cisco
Ann Handley - MarketingProfs
Melissa Harrison - Allée
Carlos Hidalgo - ANNUITAS
Ardath Albee - Marketing Interactions
Michael Brenner - SAP
Adele Revella - Buyer Persona Institute

Roll!

Joe Chernov - Kinvey
Amanda Maksymiw - Lattice Engines
Ed Hadley - Neolane
Todd Wheatland - Kelly Services
Rohit Bhargava - Influential Marketing Group
Lauren Moler - National Instruments
Robert Simon - Four Seasons Hotels & Resorts
Lee Odden - TopRank Online Marketing
Chris Baggott - Compendium
Tom Webster - Edison Research
Chris Goward - WiderFunnel
Nancy Pardo - PTC
Marcus Sheridan - The Sales Lion
Ahava Leibtag - AHA Media Group
Pam Didner - Intel
Andrew Davis - monuMental Shift
Doug Kessley - Velocity Partners
Joe Pulizzi - Content Marketing Institute



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Jonathan MILDENHALL

VP of Global Advertising Strategy & Creative, Coca-Cola



Why Jonathan Rocks:

As leader of Coca-Cola Company's Global Creative Vision and Strategy, Jonathan rocks communication strategies, creative idea development and content.

Rock the Web with Jonathan At:

@Mildenhall
jonathanmildenhall.com

See Jonathan Live at #CMWorld

Sept 10th, 2:05pm – Keynote: From Happiness Factory to Content Factory – How Coca-Cola is Growing through Liquid Storytelling

Create Content Awesome

How do we rock Coke's content? We produced our album 'Content 2020'.



How did we make sure it was a 'hit'? We launched it on social media so our fans could engage and share and take it as their own.



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“Stop trying to be amazing
and start being useful.”

Jay Baer

@JayBaer

Author, Youtility; President, Convince and Convert

#CMWorld

Jay BAER

Author, Youtility



Why Jay Rocks:

He's a best selling author, popular keynote speaker, and consultant to 30 of the Fortune 500. Clearly, Jay is a shoe-in for the content marketing hall of fame!

Rock the Web with Jay At:

@JayBaer
ConvinceAndConvert.com

See Jay Live at #CMWorld

Sept 10th, 8:40am – Keynote: Why Smart Marketing is about Help not Hype

Cut the Bling & Be Useful

Rock and roll is noisy in a good way; marketing is noisy in a bad way. How can you break through the immense din that is modern marketing?

Just stop trying to be amazing and start being useful. Create marketing that has intrinsic value, so much so that people would pay for it if you asked them.

This is Youtility. Stop trying to create customer connections based on product and price alone, as customers are both tired of it and able to filter it out more than ever. It's time to transcend the transaction.

My family is useful. My friends are useful (most of them). Companies can be useful, too. Will yours be?



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Jennifer MESENBRINK

Senior Mgr Digital & Social Media Content, Motorola Solutions



Why Jennifer Rocks:

From being a journalist with the Chicago Tribune to building a team at Motorola Solutions Inc., Jennifer has pioneered and rocked the content marketing world.

Rock the Web with Jennifer At:

@editorthink
motorolasolutions.com

See Jennifer Live at #CMWorld

Sept 12th, 2:45pm – Technology Summit: Motorola and Next Generation Thought Leadership Sites: A Concept

There is No “I” in Rock Star

One of my all-time favorite bands is the Dave Matthews Band. Though named after Dave, the band’s sound emerges from collaboration — intermingling of soaring sax, insistent bass, the bright shout of trumpets and, beneath it all, the rumble of drums and Dave’s guiding guitar.

My advice for a successful corporate blog: Don’t make it a solo act. Even the strongest leader can’t know or think of everything, and can’t be everywhere at once. Dave’s a genius with a guitar, but taking over for Boyd Tinsley at violin? Inconceivable.

Rock your content marketing by finding content artists who excel at collaboration, and never stop trying to make something different, something new and fresh, together.



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“Marketing is telling the world
you're a rock star. Content
Marketing is showing the world
that you are one.”

Robert Rose

@Robert_Rose

Chief Strategist, Content Marketing Institute

#CMWorld

Robert ROSE

Chief Strategist, Content Marketing Institute



Why Robert Rocks:

Content Marketing pioneer, author, thought leader, speaker and practitioner all make Robert a renaissance man of the content marketing world.

Rock the Web with Robert At:

@Robert_Rose
robert-rose.com

See Robert Live at #CMWorld

Sept 10th, 9:45am – The Three Models of Content Marketing Creation

Remarkable For the Win

Marketing is telling the world you're a rock star. Content Marketing is showing the world that you are one.

Here's two tab-charts to show the world:

The first is making sure you're measuring all the way down. Content Marketing is sometimes more expensive, and takes longer. But it often produces a much more valuable customer, who will spend more, stay longer and serve as a brand advocate.

The second is you don't have to be big - you have to be remarkable. How many doesn't matter as much as who, and what did they do.

Focus on rocking YOUR audience!



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Sarah SKERIK

VP Content Marketing, PRNewswire



Why Sarah Rocks:

A content marketing veteran, popular speaker and blogger, Sarah focuses on content distribution which inspires audiences to rock.

Rock the Web with Sarah At:

@SarahSkerik
blog.prnewswire.com

See Sarah Live at #CMWorld

Sept 11th, 10:45am – 10 Online Discovery Tips that Will Get You Promoted

Distribution for Discovery

You've carefully crafted your content. Now it's time to drive message discovery. How?

Distribute the content via relevant channels to seed the crucial initial awareness that is the foundation of long-term visibility.

To develop more visibility for high-value content, use a press release with online syndication for broader exposure. Capitalize on the social connections of internal experts, industry insiders and relevant bloggers by quoting or referencing them in related posts and articles. Build a distribution component into every aspect of content creation – you'll earn valuable media and lasting traction for your messages!



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Brian CLARK

Founder & CEO, Copyblogger Media



Why Brian Rocks:

Serial online entrepreneur and founder of one of the most influential and informative content marketing blogs today, Brian is a content marketing rock star.

Rock the Web with Brian At:

@copyblogger
copyblogger.com

See Brian Live at #CMWorld

Sept 10th, 3:45pm – 5 Proven Methods to Dominate Search Results through Strategic Content Creation

Content Rocks The Wall

Content marketing that rocks is like a concept album, such as Pink Floyd's The Wall or Arcade Fire's The Suburbs.

Your overall strategy is a series of stories, each with a definite beginning and middle that leads to your desired end goal. Content marketing is too often executed like a typical studio album -- a number of unconnected songs -- or worse, a bunch of random iTunes singles.

- What goal are you trying to achieve?
- What story do you need to tell?
- What content do you need?

This is how you create a content marketing “hit” for your business objective. Rock on.



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“We didn’t just create an infographic, we created one that depicted the proper etiquette for a releasing a snot rocket.”

Paolo Mottola

@paolojr

Digital Engagement Program Manager, REI

#CMWorld

Paolo MOTTOLA

Digital Engagement Program Manager, REI



Why Paolo Rocks:

As a specialist in digital brand management, media relations, social media and social commerce, Paolo rocks content around the clock and the block.

Rock the Web With Paolo At:

@paolojr
paolojr.com

See Paolo Live at #CMWorld

Sept 10th, 3:45pm – Content Creation Strategies for eCommerce Success

Rise Above the Noise

We approach content marketing as an opportunity to be disruptive and show our brand in new ways.

We are constantly looking at the “So what?” in a message or campaign and try to take it to whatever creative extreme we can to make the message sharable and share-worthy.

For supporting an urban cycling campaign, we didn’t just create an infographic, we created one that depicted the proper etiquette for a releasing a snot rocket.

We know we can rise above the noise when our content makes our brand relatable to the customer. In the case of clearing your nose while riding, snot rockets were our disruptive, relatable angle – and it worked!



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Scott ABEL

Content Strategist, Content Wrangler



Why Scott Rocks:

Social network choreographer and content marketing strategist, Scott rocks at helping organizations improve content creation, management and distribution strategy.

Rock the Web with Scott At:

@contentwrangler
thecontentwrangler.com

See Scott Live at #CMWorld

Sept 11th, 10:45am – The Content Marketing Futurist –
5 Revolutionary Technologies Content Marketers Can't
Afford to Ignore

Master the Art: Manipulation

The trick to making your content marketing song a hit isn't a trick at all. It's a strategy. It's an admission that our job isn't really about content marketing as much as it is about manipulating people. Content marketers use content to influence prospects and customers to do something specific; to perform an action related to generating profit. To do that, we must master the art of manipulating humans.

Once you understand how humans operate (what attracts them, what repels them, what excites them, etc.) you can strategically implement a content marketing strategy loaded with compelling content designed to help you achieve your business goals.



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Kevin CAIN

Director of Content Strategy, OpenView Venture Partners



Why Kevin Rocks:

As an expert in content strategy, including thought leadership and PR efforts, Kevin is rocking content marketing all day and all night.

Rock the Web with Kevin At:

@kevinrcain
openviewpartners.com

See Kevin Live at #CMWorld

Sept 12th, 9:30am – Financial Summit: Developing a Financial Content Strategy that Works

Invest Time, Maximize Impact

The secret to creating content that rocks is investing the time it takes to maximize its impact. That means developing content that reflects your deep understanding of your target audience, aligns with your company's brand aspirations, and is designed to drive conversions.

Your content also has to be optimized for search engines and easy to find online, as well as have viral features built in.

Remember, if you work hard to create your content, your content will work hard for you. That should be music to everyone's ears.



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“As a content marketing rock star,
create harmony with your
audience by delivering
experiences that motivate people
to get out of their seats.”

Buddy Scalera

@MarketingBuddy

SVP Content Strategy & Media, Ogilvy CommonHealth WorldWide

#CMWorld

Buddy SCALERA

SVP Content Strategy & Media, Ogilvy CommonHealth



Why Buddy Rocks:

A veteran in content marketing, Buddy has spent the past 26 years orchestrating top of the charts content hits that inspire audiences to sing.

Rock the Web with Buddy At:

@MarketingBuddy
buddyscalera.com

See Buddy Live at #CMWorld

Sept 11th, 11:45am – Top Seven and a Half Tips to Jump Start Your Visual Content Strategy

Optimize for Audience Bliss

Hit songs rarely come out fully formed, so bands must be willing to tweak and optimize until they nail it. The best songs are tested on the road in front of a live audience.

Great bands aren't just performing for their own entertainment. Rather, they are absorbing audience feedback and playing the music that makes them scream for more.

As a content marketing rock star, create harmony with your audience by delivering experiences that motivate people to get out of their seats. Do this enough and listeners become your fans...and your viral network. Cue the encore and watch them wave their smartphone.



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Bernie BORGES

Author, Founder & CEO, Find & Convert



Why Bernie Rocks:

Popular author, digital marketing speaker and successful CEO, Bernie's play list includes transformational digital marketing strategy and training.

Rock the Web with Bernie At:

@bernieborges
findandconvert.com/blog/

See Bernie Live at #CMWorld

Sept 11th, 9:30am – From Content Marketing to Social Business: 5 Criteria that Work

Lights, Camera, Content!

Content marketing is like filming a movie. We have a "producer" who is responsible for the vision and recruiting the "technical" staff. The team interviews subject matter experts to create the content. After several iterations between "production" and SMEs, the content is completed in one final format, e.g., an e-book.

A movie gets distributed in theaters, on DVD, online sales, video games, etc. In business content, the original format will be re-purposed into other formats including blog posts, video, infographic or a webinar, all from "mother" content, and all of it linking to the desired online property.

Content marketers who take a "filming a movie" approach produce rock star results!



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Heather MEZA

Senior Manager of Inbound Marketing, Cisco Systems



Why Heather Rocks:

Passionate about inbound and content marketing, Heather was a leader of Cisco's Marketing Transformation Program. Rock on!

Rock the Web with Heather At:

@HeatherMeza
cisco.com

See Heather Live at #CMWorld

Sept 10th, 9:45am – How Cisco Systems Is Evolving the Website into a Storytelling Platforms

Leave It All Out On Stage

It sounds scary, but it really does work. Think about it. Who would've thought that some skinny-ass, big-lipped, bobble-headed guy doing a chicken dance on stage would rile up an audience!? Not me. But no one "Moves like Jagger"! Why do we respond? Because the man puts it all out there and shows us the real, unadulterated Mick.

Unexpected and brave realness captures attention and sparks a connection. Your content must have a unique personality; be genuine and engaging if you're going to allure an audience away from all the noise.

Don't hold back, leave it all out there and rock it like no one else can. I wanna see those moves---not like Jagger; but like YOU!



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“The best content is worth sharing. It's worth passing along, because you find it so useful or enjoyable or inspired that you can't NOT share.”

Ann Handley

@MarketingProfs

Chief Content Officer, MarketingProfs

#CMWorld

Ann HANDLEY

Chief Content Officer, MarketingProfs



Why Ann Rocks:

Ann rocks you like a Hurricane as a best-selling author, entrepreneur and current queen of all marketing on the planet earth. Or at least at MarketingProfs.

Rock the Web with Ann At:

@marketingprofs
MarketingProfs.com

See Ann Live at #CMWorld

Sept 10th, 3:45pm – Content Creation Innovations that Separate the Good to Great

Content Inspires Action

The biggest thing is this: Is your content catchy? Will your audience sing along?

The best content doesn't simply strike a chord (although I could continue these cheesy metaphors all day!)

Rather, the best content is worth sharing. It's worth passing along, because you find it so useful or enjoyable or inspired that you can't NOT share.

So consider all of your content through that lens: Is this content catchy? Does it inspire sharing? Will our audience take our content and sing along -- ideally at the top of their lungs, with the windows rolled down?!



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Melissa HARRISON

CEO, Allée



Why Melissa Rocks:

Called a "Mover and a Shaker" in the industry, Melissa creates awesome content marketing and branding harmonies.

Rock the Web with Melissa At:

@alleecreative
alleecreative.com

See Melissa Live at #CMWorld

Sept 10th, 4:45pm – Creating a Content Plan for Social Media Engagement in 5 Steps

Rock the Spreadsheets

"My trick? Getting all the members of the band in one place at one time so the song (er, content) is a smash hit.

My true Type A personality shines through by way of spreadsheets and meticulous planning. I live by way of content calendars—for blogs, social media channels and traditional communication. Clients love them because it takes the pressure off; my team loves them because it's how we keep sane when strategizing for multiple channels at a time.

The bonus? Content built into spreadsheets makes it perfectly easy to track and add analytics as well. It's crucial to keep those music (content) reviews in check!"



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Carlos HIDALGO

CEO & Principal, ANNUITAS



Why Carlos Rocks:

Carlos rocks all day and all night by being a B2B marketing thought leader, visionary and influential .

Rock the Web with Carlos At:

@cahidalgo
annuitas.com

See Carlos Live at #CMWorld

Sept 11th, 10:45am – Improve the Value of Content Marketing by Generating Perpetual Demand

It's Not About You

If you really want to rock your content and make it a hit, you must ensure that the content that is about your buyer, not about your products or services.

One of the biggest complaints of today's B2B buyers is that content is too product focused or a sales pitch. Use your content to educate your buyers and align the content to their stages of their buying process – big difference in their buying process versus the stages of your sales process.

Rocking your content has nothing to do with you, but everything to do with your buyer!



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“Write content that makes the whole world sing. Content is really about connecting with people.”

Ardath Albee

@ardath421

CEO, Marketing Interactions

#CMWorld

Ardath ALBEE

CEO, Marketing Interactions



Why Ardath Rocks:

Ardath jams as a CEO, blogger and author, helping B2B companies create strategies that use contagious content platforms to inspire engagement.

Rock the Web with Ardath At:

@ardath421
marketinginteractions.com

See Ardath Live at #CMWorld

Sept 10th, 11:30am – Customer Retention: The Imperative for Creating Market Advantage

Connect with Readers

I strive to write content that makes the whole world sing. Content is really about connecting with people.

Whenever I'm writing content or creating a content strategy, I have to know the people I'm trying to engage and motivate. Whether they're sitting on the dock of the bay or being wild things, I need to be able to relate to them, what they want, need and their professional aspirations based on the business objectives of their roles.

What it all comes down to is being able to relate to your audience so well that they think they've done it their way when they choose to do business with you.



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Michael BRENNER

VP Marketing & Content Strategy, SAP



Why Michael Rocks:

Creator of an award winning inbound content destination, author, blog contributor and speaker, Michael is a content marketing rock star.

Rock the Web with Michael At:

@BrennerMichael
b2bmarketinginsider.com

See Michael Live at #CMWorld

Sept 10th, 4:45pm – Expert Panel: Quality vs. Quantity
– How Much Content is Enough? How Good Does It
Need To Be?

Take the Next Step

If you want to “rock” your content marketing, it’s not enough to just create great content.

It has to go the next step.

It has to be extremely helpful.

Or really visual.

Or uniquely designed.

Or Funny.

It takes extra effort to do these things but this is what really separates the good from the great.



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Adele REVELLA

President, Buyer Persona Institute



Why Adele Rocks:

B2B marketing executive, keynote speaker, consultant, blogger and author, Adele has been helping clients create hits for more than two decades.

Rock the Web with Adele At:

@buyerpersona
buyerpersona.com

See Adele Live at #CMWorld

Sept 10th, 9:45am – Navigating the Road from Tactical to Strategic Marketing

Be a Buyer Expert

Marketers who have deep insights into how, when and why buyers choose their company's solutions are "Dancing in the Streets. Everywhere 'round the world."

Buyer-expert marketers are building content that is "sweet, sweet music" -- perfectly tuned to the way buyers think and talk about the 5 Rings of Buying Insight:

- Priority Initiatives
- Success Factors
- Perceived Barriers
- Buyer's Journey
- Decision Criteria



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“Create content that “speaks to”
your audience, and then hustle
like hell to get it discovered.”

Joe Chernov

@jchernov

VP of Marketing, Kinvey

#CMWorld

Joe CHERNOV

VP of Marketing, Kinvey



Why Joe Rocks:

Named "Content Marketer of the Year" in 2012 by CMI, Joe makes sweet music all over the world as a content marketing speaker and strategist.

Rock the Web with Joe At:

@jchernov
kinvey.com

See Joe Live at #CMWorld

Sept 11th, 11:45am – 12 Must-Know Tools to Scale
Your Content Marketing

Think Like a Musician

Here's the dirty little secret: rock-and-roll is a business.

While this doesn't mean musicians need to write commercial junk, they *do* need to "commercialize" their music - get air play, do a little PR, tour, and most of all marshal their fans. The work doesn't end when the song is published - in fact, that's when the hustle begins.

What does this have to do with my approach to content marketing? Everything. Like any musician, I try to create content that "speaks to" my audience, and then hustle like hell to get it discovered - advertising, social media, PR, and always relying on "fans" to get the word out!



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Amanda MAKSYMIW

Content Marketing Manager, Lattice Engines



Why Amanda Rocks:

Content marketing smartie Amanda helps Lattice Engines' content marketing and social media strategies sing all day and all night.

Rock the Web with Amanda At:

@amandamaks
lattice-engines.com

See Amanda Live at #CMWorld

Sept 12th, 10:45am – Tech Summit: How to Incorporate Influencers into Content Marketing Co-Creation

Answer the Right Questions

To ensure your content marketing is rockin', you should be able to answer the following questions with a "hell yes".

- Do you have a true understanding of your audience and their interests/challenges?
- Are your content marketing efforts tied back into a business goal?
- Do you have an interesting angle or story to set your brand and company apart from the other content producers?
- Do you have a process in place to measure your progress?
- Have you explored opportunities to co-create content with influencers?
- Do you have a defined distribution strategy in place for each type of content?

If so, rock on!



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Ed HADLEY

Senior Marketing Manager, Neolane



Why Ed Rocks:

A rock star at making marketing programs better with content, Ed Hadley is a content marketing hit maker.

Rock the Web with Ed At:

@edhadley
neolane.com

See Ed Live at #CMWorld

Sept 11th, 11:45am – Using Content to Amplify Event Marketing Investments and Deliver Rock-Star Results

Rock With Collaboration

Writing content marketing “hits” requires collaboration, especially between creators and designers. The two have to work together like The Beatles’ Lennon and McCartney, bringing their unique perspectives to the creative process while collaborating closely to produce something that is greater than the sum of its parts.

It wasn’t until Neolane hired an in-house designer that I truly understood the power of what Lennon called working “eyeball to eyeball.” We’ll sit and brainstorm 5-6 concepts for a piece, feeding off of each other until we find an idea that sings. This level of collaboration isn’t possible with freelancers, and it has led to a few “Revolvers,” as we like to call them.



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“To excel at content marketing, you need to dig much deeper than knowing customer profiles. You've got to know yourself. And not be afraid to show it.”

Todd Wheatland

@ToddWheatland

VP of Marketing, Kelly Services

#CMWorld

Todd WHEATLAND

VP of Marketing, Kelly Services



Why Todd Rocks:

Currently leading a content marketing revolution at Kelly Services, Todd is a serial content platform entrepreneur and all around content marketing rocker.

Rock the Web with Todd At:

@ToddWheatland
kellyservices.com

See Todd Live at #CMWorld

Sept 10th, 11:30am – Visual Content Marketing Strategies You Probably Aren't Using and Should

Look Inside & Bring Passion

Marketers have to deliver for their audience. In the boom of content marketing, that's never been more true. The importance of understanding customer profiles cannot be overstated. But to excel at content marketing, you need to dig much deeper. You've got to know yourself. And not be afraid to show it.

Sure you can look at what your competitors are doing. You can predict and analyze how your target market is responding to your work. But so can everyone else.

Following the formula will only get you so far – you've got to look within to be a rock star. People can smell passion, whether it's in music, a blog post, or a presentation. In the end, the truly unique thing you can bring, is to be you.



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Rohit BHARGAVA

Founder, Influential Marketing Group



Why Rohit Rocks:

Independent marketing expert, non-boring keynote speaker and best-selling author, Rohit can sing solo or lead the band.

Rock the Web with Rohit At:

@rohitbhargava
rohitbhargava.com

See Rohit Live at #CMWorld

Sept 11th, 3:00pm – 5 Principles for Creating Content That Works Globally and Across Cultures

Sept 12th, 8:30am – Keynote: Tech Companies, Brand Storytelling and Why Content Matters More Than Creation

Focus on the Opening Line

Great readers don't judge a book by its cover ... they use its opening line instead. In the quest to create content marketing that answers questions and provides utility - it's easy to forget quality still matters. As a writer, I spend a lot of time finding the right words.

Here's an opening line I recently used in an article: "The wheel is a nearly perfect invention, except that it is round." The rest of that article was about innovation lessons, but the opening line captured attention.

Want your content marketing to rock? Always start with a great opening line. Then answer questions and be useful.



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Lauren MOLER

Web Content Producer, National Instruments



Why Lauren Rocks:

Awesome content strategist and information architect, Lauren rocks at creating customer focused web and rolls creating content experiences.

Rock the Web with Lauren At:

@merrymoler
ni.com

See Lauren Live at #CMWorld

Sept 10th, 11:30am – I'll Give You a Piece of My Mind!
Building Content Strategy with Mental Models

Sing in Harmony

At National Instruments, we rock our content marketing efforts by making sure we know what tune our audience wants to hear. Then we make sure all our content creators are singing in harmony!



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Robert SIMON

Director of Interactive, Four Seasons Hotels and Resorts



Why Robert Rocks:

As an interactive marketing leader and strategist, Robert helps Four Seasons Hotels and Resorts' content marketing inspire encore after encore performance.

Rock the Web with Robert At:

@RobbieCurious
fourseasons.com

See Robert Live at #CMWorld

Sept 10th, 11:30am – Five Star Content: One Week of Content Marketing in the Life of Four Seasons Hotel

Behold: Content Omniverse

Don't think of your content as fixed in time and place or even as perishable.

Get into the mindset of seeing your editorial and content experiences as contextually instant artifacts that can be associated wherever and whenever they are relevant. Think Web Services, APIs, not Web.

If anyone starts talking about web pages, ask them to leave.



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“Create great content and plan for amplification so your next hit will top the charts and drive fans wild.”

Lee Odden

@LeeOdden

CEO, TopRank® Online Marketing

#CMWorld

Lee ODDEN

Author, CEO, TopRank® Online Marketing



Why Lee Rocks:

Lee rocks all day and all night as an author, speaker, blogger, digital marketing strategist and content crazy CEO of TopRank® Online Marketing.

Rock the Web with Lee At:

@LeeOdden
MarketingBlog.com

See Lee Live at #CMWorld

Sept 10th, 9:45am – The Future of Content Marketing
on the Search & Social Web

Turn It Up & Drive Fans Wild!

Gone are the days of getting a hit just from radio play and so it is with content marketing "hits".

Modern music distribution channels extend to wherever consumers are eager to discover, consume and share or buy.

That lesson of understanding and proactively diversifying content distribution, formats and messaging across platforms is essential for content reach and engagement.

What good is a great song if no one knows about it? Create great content and plan for amplification so your next hit will top the charts and drive fans wild.



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Chris BAGGOTT

Co-Founder and CEO, Compendium



Why Chris Rocks:

Content marketing innovator and leader, Chris Baggott is a marketing futurist and entrepreneurial rock star.

Rock the Web with Chris At:

@chrisbaggot
compendium.com

See Chris Live at #CMWorld

Sept 11th, 10:45am – Managing High Volume Marketing Content Across Multiple Channels

One Hit Wonders Aren't #1

Would you rather be Dexys Midnight Runners or Bob Dylan?

Before you answer too quickly keep in mind that the Dexys were super viral back in the day. They had a number one hit that everyone in America knew and shared.

Bob Dylan never had a number one hit. Name a Dylan song to the average person and they will be challenged to come up with a tune.

My point here is that Bob is still writing and has published over 600 songs. Who's more influential? Bob is #1 most influential. Dexy is washing cars.

Don't try to make it perfect. Write a LOT. Volume trumps Perfect.



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Online Marketing

Tom WEBSTER

VP of Strategy, Edison Research



Why Tom Rocks:

Smart rocker Tom has 20 years of experience researching consumer usage of technology, new media and social networking.

Rock the Web with Tom At:

@webby2001
brandsavant.com

See Tom Live at #CMWorld

Sept 10th, 4:45pm – Here's What's Wrong with Your Content Creation Strategy (and how to fix it)

Meet Audience Expectations

I don't know about "rocking" our content marketing, but I do know that our content strategy always starts with an intimate knowledge of our *audience* -- segments, motivations, and why they come to us for content.

If you figure out what your audience expects you to be, and then be that thing, you'll be successful.



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Online Marketing

Chris GOWARD

CEO, WiderFunnel



Why Chris Rocks:

Chris rocks around the click as a content marketing pioneer and testing evangelist. Chris's playlist inspires businesses to test to get more qualified leads.

Rock the Web with Chris At:

@chrisgoward
widerfunnel.com

See Chris Live at #CMWorld

Sept 11th, 11:45am – Content Without Conversion is Just Free

Optimize for Conversions

Content marketers increasingly have to justify their expenditures. The content marketing “garage band” stage is over and your free tunes need to turn those listeners into record sales.

The false promise of content marketing is that all this content will magically turn into revenue without effort. But the reality that content marketers now realize is that they don't just need more eyeballs, they need more customers. They have to produce revenue from all this content.

That's why the latest research shows that the 2 highest priorities for digital marketers in 2013 are content marketing and conversion optimization! (I'll show this research and how to take advantage of the trends in my session at CMWorld.)



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“It’s easy as marketers to become lost in our own messaging. To be great you have to first be a student of the world, reach out, explore, and listen.”

Nancy Pardo

@PTCPardo

Managing Editor, PTC

#CMWorld

Nancy PARDO

Managing Editor, PTC



Why Nancy Rocks:

Nancy is a content marketing song writer, editor and strategist with cheering fans at every performance.

Rock the Web with Nancy At:

@PTCPardo
blogs.ptc.com/author/nancypardo/

See Nancy Live at #CMWorld

Sept 11th, 10:45am – Finding Your Sweet Spot: What Works and Doesn't Work in B2B Blogging

Be a Student of the World

It's easy as marketers to become insulated, lost in our own messaging, working for weeks, months and even years in a very specialized area. The best content writers can see the bigger picture.

To be great you have to first be a student of the world, reach out, explore, and listen. Connect daily with strangers, hang out at coffee shops, listen to the radio, read newspapers, and pursue new ideas with vigor.



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Marcus SHERIDAN

Founder, The Sales Lion



Why Marcus Rocks:

Content marketing musician and founder of The Sales Lion - a brand synonymous with inbound and content marketing excellence.

Rock the Web with Marcus At:

@TheSalesLion
thesaleslion.com

See Marcus Live at #CMWorld

Sept 12th, 8:30am – How a Small Fiberglass Pool Business Escaped from Bankruptcy with Content Marketing

KISS – Keep It Simple Silly

How do I rock my content marketing? Simple---I never try to sound "smart." That's right, you read the words correctly.

You see, the truth is consumers don't go online looking for "smart." What they want is simple, clear, concise, intuitive, etc. In other words, they want to read thoughts from someone who is thinking as they do, on their level, and in a very easy to understand way.

And speaking of "rocking" content marketing, some of the greatest rock songs ever written consisted of incredibly simple language that we could all relate too.

To me, this is also the essence of great content marketing.



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Ahava LEIBTAG

President, AHA Media Group



Why Ahava Rocks:

With over 15 years of experience in the digital strategy space, Ahava is a virtuoso at content strategy.

Rock the Web with Ahava At:

@ahaval
ahamediagroup.com

See Ahava Live at #CMWorld

Sept 11th, 11:45am – Developing a Mobile Content Strategy That Works

Turn Feedback Into Song

To make content marketing truly rock, you need to pay attention to the feedback you get from your target audiences.

That means comments, reviews, analytics; any data you can gather.

By continually paying attention to the natural give and take of the content marketing conversation, you can ensure you're feeding the content beast the way your audiences really want and need.



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“Focus on your audience and use your content song to give them an experience.”

Pam Didner

@PamDidner

Global Integrated Marketing Strategist, Intel

#CMWorld

Pam DIDNER

Global Integrated Marketing Strategist, Intel



Why Pam Rocks:

Pam is an award-winning and results-oriented senior marketing professional with 18 years of diversified and global marketing experience. And she's a ROCK STAR!

Rock the Web with Pam At:

@PamDidner
PamDidner.com

See Pam Live at #CMWorld

Sept 11th, 9:30am – Using Data Insights to Drive Content Marketing

Synchronize for Experiences

- Hold a big 'Pow Wow' with key stakeholders in the last quarter of the year.
- Host an annual face-to-face meeting to share upcoming marketing plans and challenges and also discuss the upcoming editorial planning.
- Share best practices among key stakeholders such as content creators, subject matter experts and agencies.
- Build strong relationships before the marketing cycle starts to facilitate working synchronizing efforts and direction.

Focus on your audience and use your content song to give them an experience. Most importantly, help them solve their problems.



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Andrew DAVIS

Author & Professional Speaker, monuMental Shift



Why Andrew Rocks:

Author of *Brandscaping: Unleashing the Powder of Partnerships*, Andrew rocks as a brand marketer and digital strategist.

Rock the Web with Andrew At:

@TPLDrew
monumentalshift.com

See Andrew Live at #CMWorld

Sept 11th, 9:30am – Bigger Success. Less Content.
Across More Platforms

Partner Up!

If you want to see your content marketing efforts deliver results, follow the strategy of one music genius: Tony Bennett.

In 8 years, Tony Bennett went from tired Las Vegas sideshow to hip cultural icon. How did he power his success? He partnered with other artists! He'd sung duets with the likes of K.D. Lang, The Dixie Chicks, James Taylor, Stevie Wonder, Paul McCartney, Christina Aguilera, and Bono. Every duet Tony recorded, exposed him to a new audience—the audience of his new singing partner.

Ask yourself, who has your next customer as their current customer? Who can you brandscape with?



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Doug KESSLER

Co-Founder and Creative Director, Velocity Partners



Why Doug Rocks:

Co-founder and creative director of a B2B content marketing agency, Doug's other hits include the B2B Marketing Manifesto.

Rock the Web with Doug At:

@dougkessler
velocitypartners.co.uk

See Doug Live at #CMWorld

Sept 10th, 11:30am – In Your Face Content Marketing:
How to Bring Out Your Best Customers with Attitude and Energy

Tune In & Rock Out

Classes in our School of Content Rock always start with tuning up: making sure you're in the same key as your target audience.

We also mix up the set list with lots of different tunes -- and let the audience tell us what to play (we welcome requests).

Finally, it's all about playing with passion. Just getting the notes right will never get the crowd on its feet.

See you at Content Marketing World. Get out there and trash some hotel rooms.



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“We deliver an epic piece of content every day, 365 days a year.”

Joe Pulizzi

@JoePulizzi

Founder, Content Marketing Institute & Content Marketing World

#CMWorld

Joe PULIZZI

Author, Founder Content Marketing Institute



Why Joe Rocks:

As an author, leader and founder of both Content Marketing Institute and Content Marketing World, Joe is the Dick Clark of content marketing.

Fans Can Find Joe's Greatest Hits At:

@JoePulizzi
ContentMarketingInstitute.com

See Joe Live at #CMWorld

Sept 9th, 8:15am – Opening Keynote
Sept 10th, 8:15am – Opening Keynote

Practice Makes Perfect

The best bands in the world consistently practice...so to take a page from that, we at Content Marketing Institute deliver an epic piece of content every day, 365 days a year (yes, including holidays).

Those daily posts drive subscriptions to our content. We've found that almost all of our customers first opt-in to our content, then buy.

So, the more we deliver the best content in the land to our subscribers, the more they are loyal to us and support what we do. Rock on!



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BONUS!

Award-winning actor, director, producer,
writer, and YES, a recording artist:
@WilliamShatner

Why Bill Rocks:

Captain James T. Kirk, T.J. Hooker, Boston Legal, Star Trek movies and his covers of Iron Man, Bohemian Rhapsody & Major Tom – a master storyteller.

See Bill Live at #CMWorld

Sept 11th, 4:15pm – Closing Keynote



WILLIAM SHATNER

at



content
marketing
world 2013

September 9-10-11, 2013
Cleveland, OH

**REGISTER
TODAY!**



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Who Rocked This eBook?

This is the second year we've created a speaker eBook for Content Marketing World and we hope you find it useful, entertaining and highly shareable! A BIG THANKS goes to the TopRank team for pulling this together and to Joe K. and Joe Pulizzi at Content Marketing Institute for working with us to bring you these future "greatest hits" tips from some of the world's top content marketing rock stars.

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If your event or company would like to tap into TopRank's smart, creative and results-focused digital marketing skills, check us out at TopRankMarketing.com, @TopRank, results@toprankmarketing.com or give us an old fashioned call at 1-877-872-6628.

Content Marketing Institute



There is no better resource on the web for content marketing knowledge than ContentMarketingInstitute.com. Bookmark, subscribe and read it daily! You can find more great content marketing hits from CMI at @cmicontent – Rock on!

For the best event on content marketing, check out ContentMarketingWorld.com



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