


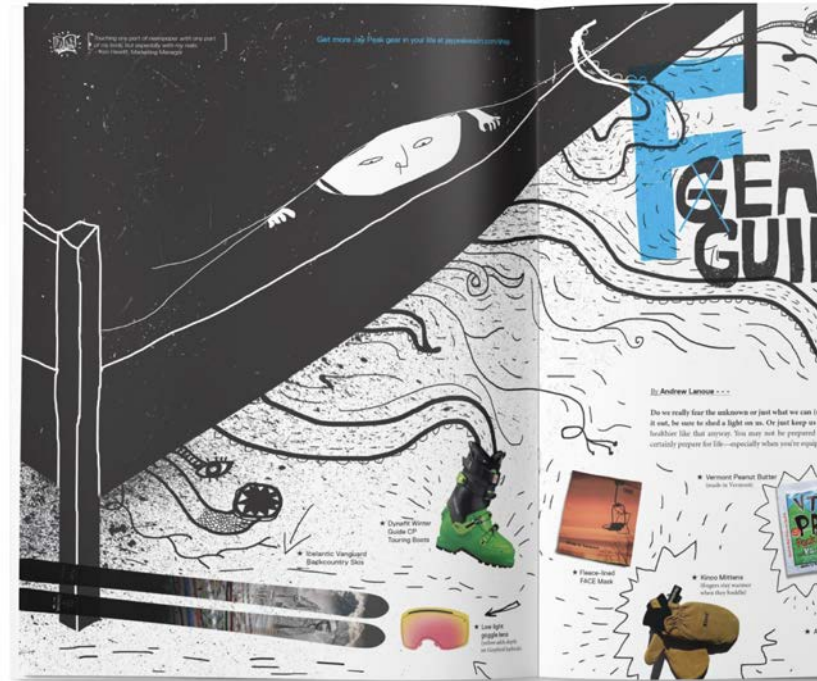
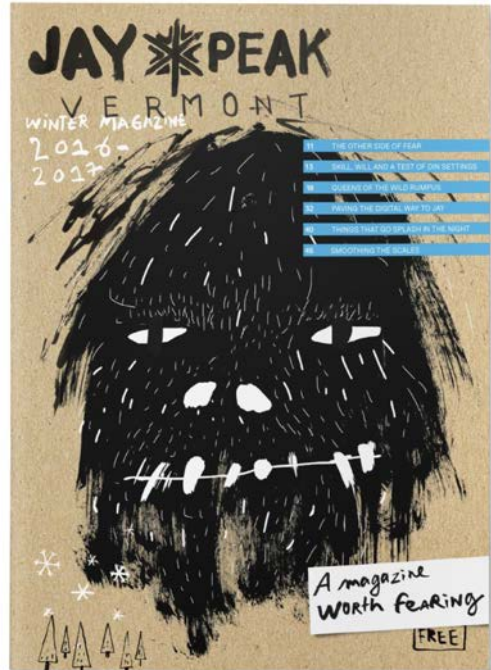
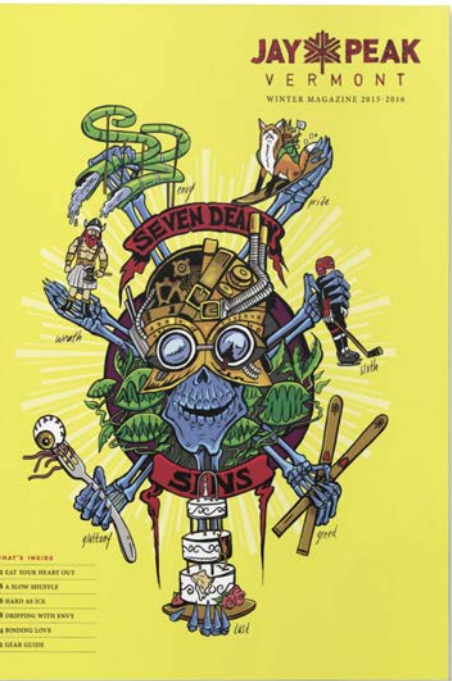
ORIGIN

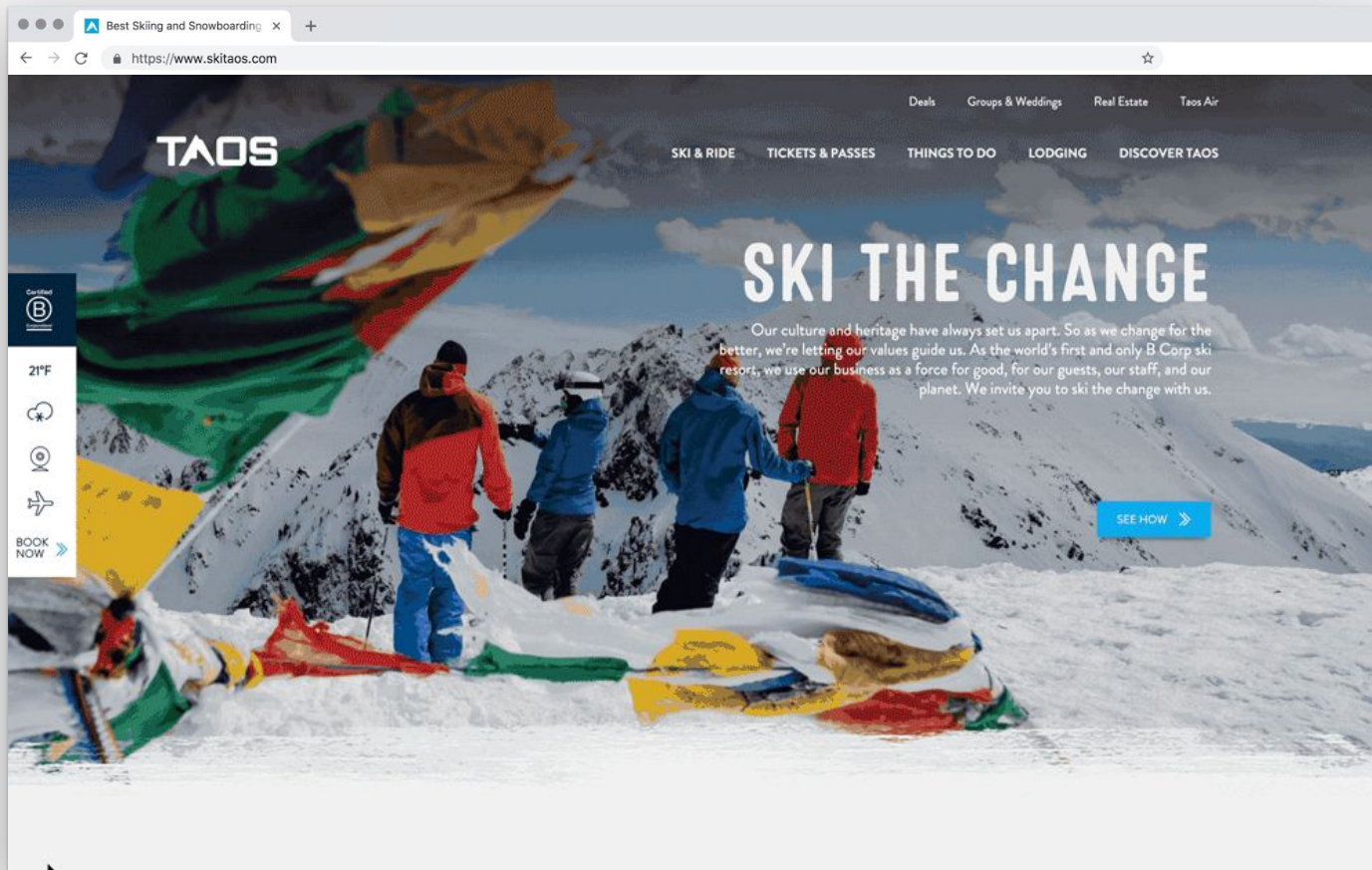
We think outside.



OR 2019

Content Marketing for the Outdoors





Best Skiing and Snowboarding x +

https://www.skitaos.com

Deals Groups & Weddings Real Estate Taos Air

TAOS

SKI & RIDE TICKETS & PASSES THINGS TO DO LODGING DISCOVER TAOS

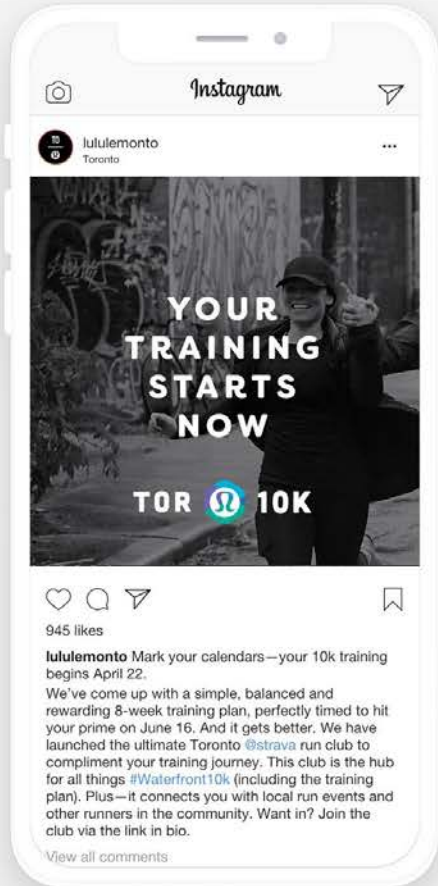
SKI THE CHANGE

Our culture and heritage have always set us apart. So as we change for the better, we're letting our values guide us. As the world's first and only B Corp ski resort, we use our business as a force for good, for our guests, our staff, and our planet. We invite you to ski the change with us.

SEE HOW >>

21°F

BOOK NOW >>





454 likes

lululemon And just like that, the #Waterfront10k is officially sold out. Just because tickets are no longer available, doesn't mean you have to miss out on the fun. We're looking for energetic volunteers to make every runner's race day a special one. To apply to volunteer (and cheer), click on the link in bio.

View all comments
3 HOURS AGO



945 likes

lululemon Hey Toronto, let's run this city. Feel the pulse as you run through the heart of the city on June 16th. Are you in? Registration for the Toronto 10K opens at 10am EST March 23. Join the journey by clicking the link in our story. #Waterfront10k

View all comments
3 HOURS AGO



1,045 likes

lululemon Mark your calendars—your 10k training begins April 22. We've come up with a simple, balanced and rewarding 8-week training plan, perfectly timed to hit your prime on June 16. And it gets better. We have launched the ultimate Toronto @strava run club to compliment your training journey. This club is the hub for all things #Waterfront10k (including the training plan). Plus—it connects you with local run events and other runners in the community. Want in? Join the club via the link in bio.

View all comments



What we'll look at today

01 What's changed?

02 How we address the
changes

03 The importance of
content distribution

04 Q & A

Content Marketing

What's changed?



Trust





The privacy, accuracy, and ethics of nearly every social network was called into question in 2018



60%

of people no longer trust
social media companies.

A hand holding a red pen is positioned over a tablet. The tablet screen shows a social media post with a blue background and a grid of white dots. The overall image has a semi-transparent dark overlay.

40%

say "I have deleted at least **one of my social media accounts** in the past year because I did not trust it to treat my personal information properly."

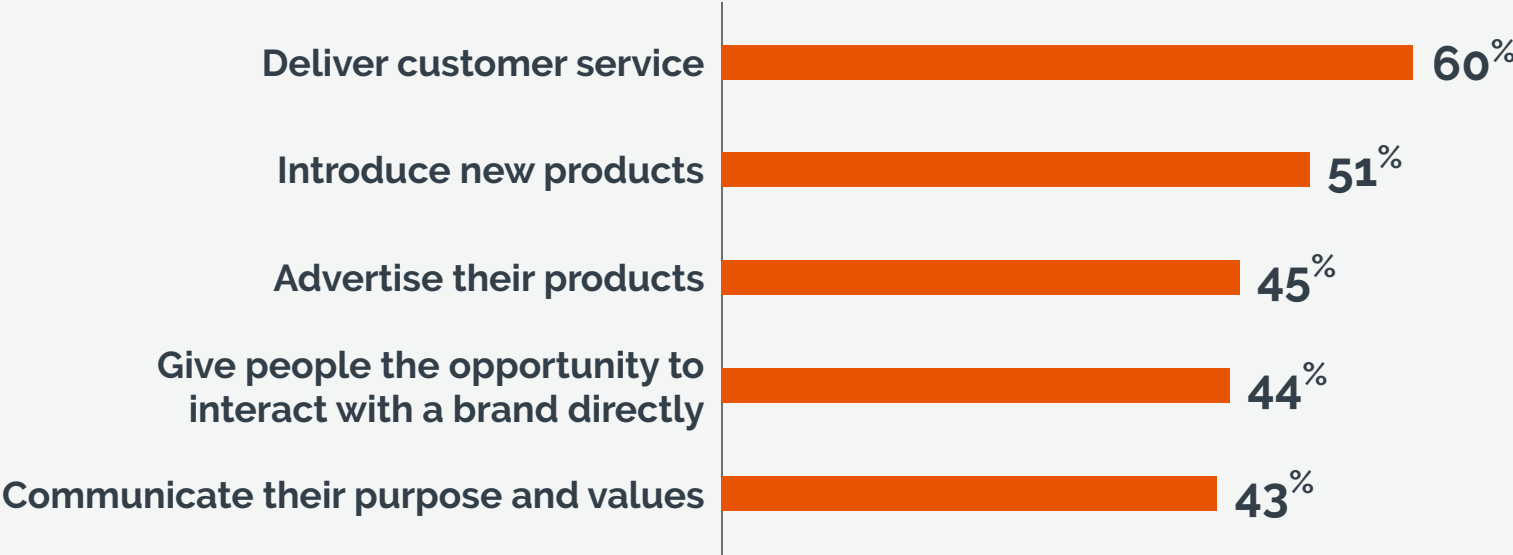
39%

I am unlikely to become emotionally attached to a brand unless we are interacting and communicating via social media



Social Media at the Heart of Today's Consumer Relationship

Percent who say the following are among the best and most effective ways for brands to be using social media to reach people like them



41%

What a brand says
in its advertising
and marketing
materials



59%

What a brand says in
direct communications
with you over email,
instant messaging or in
response to a comment
you posted

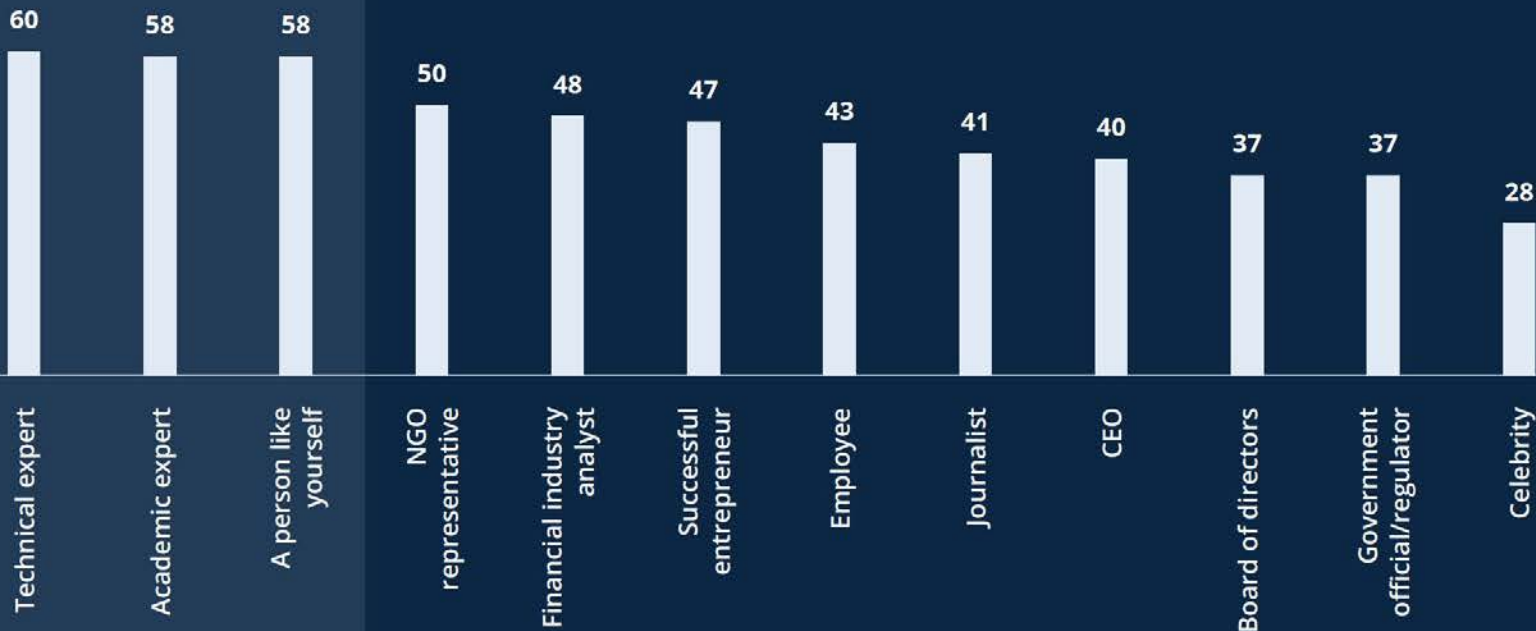


(Shallow) Influencer Marketing
Lost its Authenticity

Deploy Credible Expert and Peer Voices

Percent who rate each spokesperson as very/extremely credible for information about a brand

Experts, peers statistically tied in credibility





Fast paced, **always on.**

A black and white photograph of a woman with a distressed expression, her hands raised to her face, suggesting stress or frustration. The image is used as a background for the text.

Social Media moved from entertainment
to a stress factor in our customers' lives

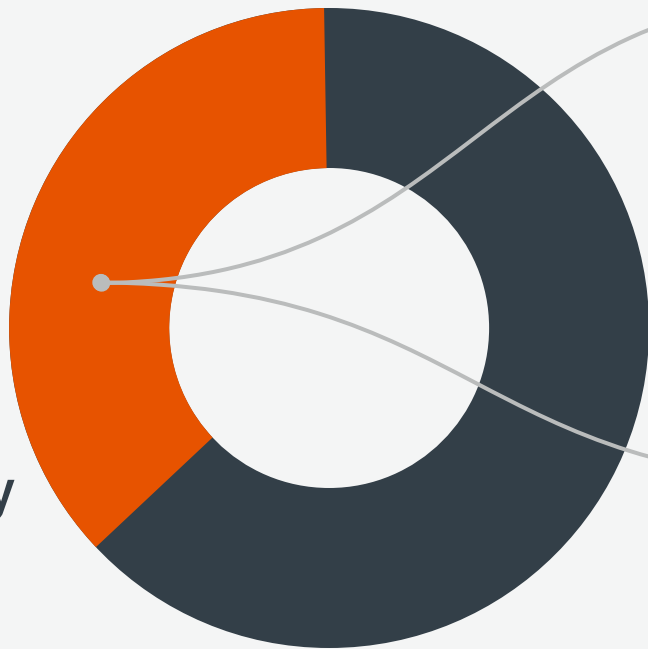
A man with a camera strap around his neck is looking down at his smartphone in a city street. The background shows buildings and a car, slightly blurred. The text is overlaid on the image.

“When people spend a lot of time passively consuming information — reading but not interacting with people — they report feeling worse afterward.”

- Facebook

34%

Generation Z
quitting social
media permanently



35%

saying there's
too much
negativity

29%

stating that it
"tears apart their
self-esteem"

Social well-being



Time to take a break?

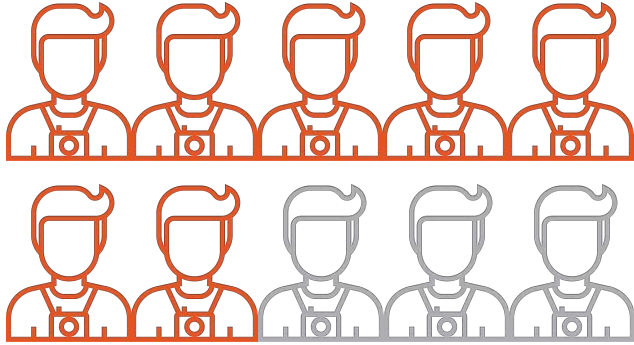
You've been watching for 5 minutes. Adjust or turn off this reminder in Settings.

[SETTINGS](#)

[DISMISS](#)



What's Changed?



70% More than **70%** of digital users access the internet across multiple devices

Multi Screen Content Penetration by Age



67%

18-24

78%

25-49

(Men)

80%

25-49

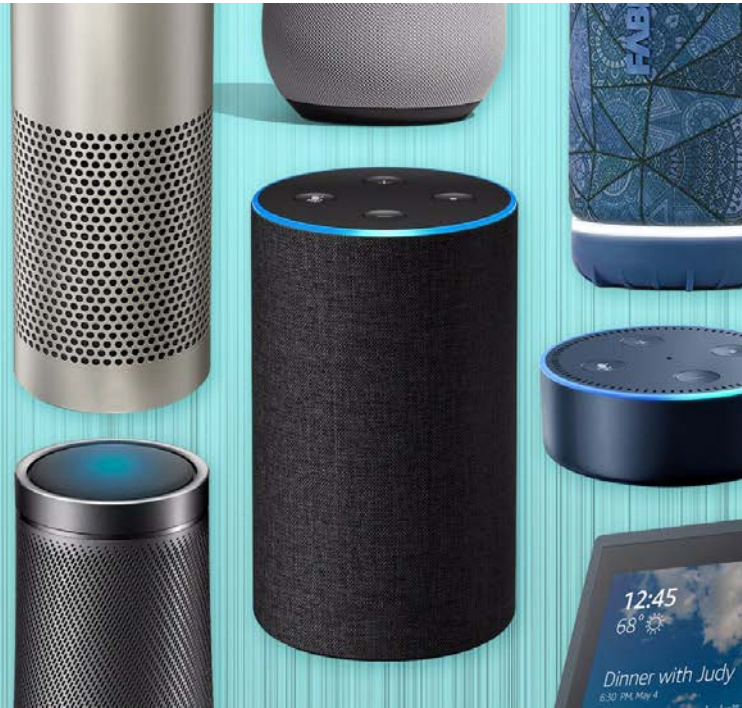
(Women)

62%

50+

What's Changed?

Growth in audio



A hand is holding a smartphone, which is the central focus of the image. The phone's screen is lit up with a vibrant, multi-colored bokeh pattern. The background is dark, with several large, out-of-focus circles of light in shades of blue, green, yellow, and red, creating a dreamy, artistic atmosphere. The text 'What's Changed?' is overlaid in the center of the phone's screen in a clean, white, sans-serif font.

What's Changed?



Content Strategy

How we can address
these changes?

Put strategy first.



**Business &
Marketing Goals**

+

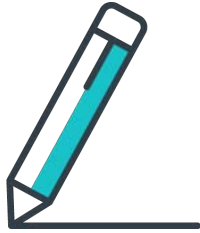


**Target
Audience**



Content Pillars / Topics





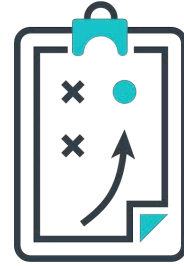
**Establish
Editorial Process
& Workflow**

+

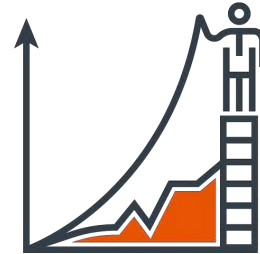


**Content Hub
& Channel**

+



**Distribution
Plan**



**Measurement &
Optimization**

Put strategy first.

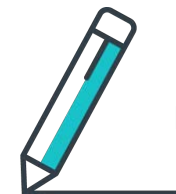


Business & Marketing Goals

+



Content Pillars /
Topics



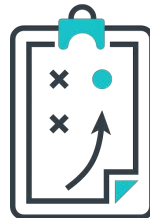
Establish
Editorial Process
& Workflow

+



Content Hub
& Channel

+



Distribution
Plan



Measurement &
Optimization

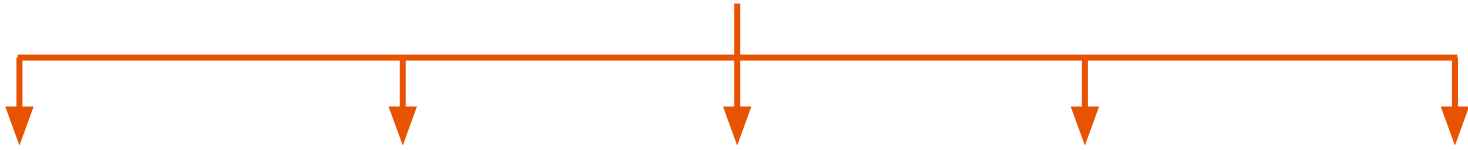


Target Audience

Put strategy first.



Marketing



**Customer
Service**



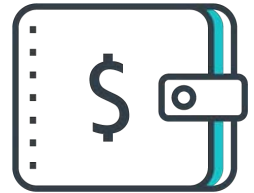
Production



R + D

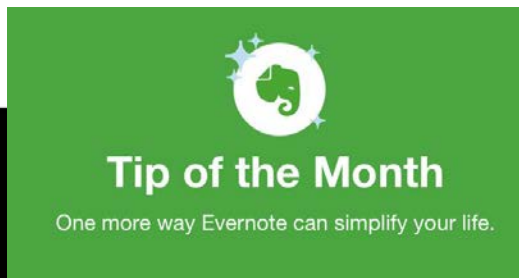


C-Suite



Purchasing

Put strategy first.



 NEWS & STORIES

Looking ahead: Evernote's priorities for 2019

Sixty days in, Evernote's new CEO, Ian Small, reviews the state of the company and outlines a path for the year ahead. His goal? Delivering on our core promise of making it easier for you to focus on what matters.

Top Articles

[Evernote for Small Business](#)

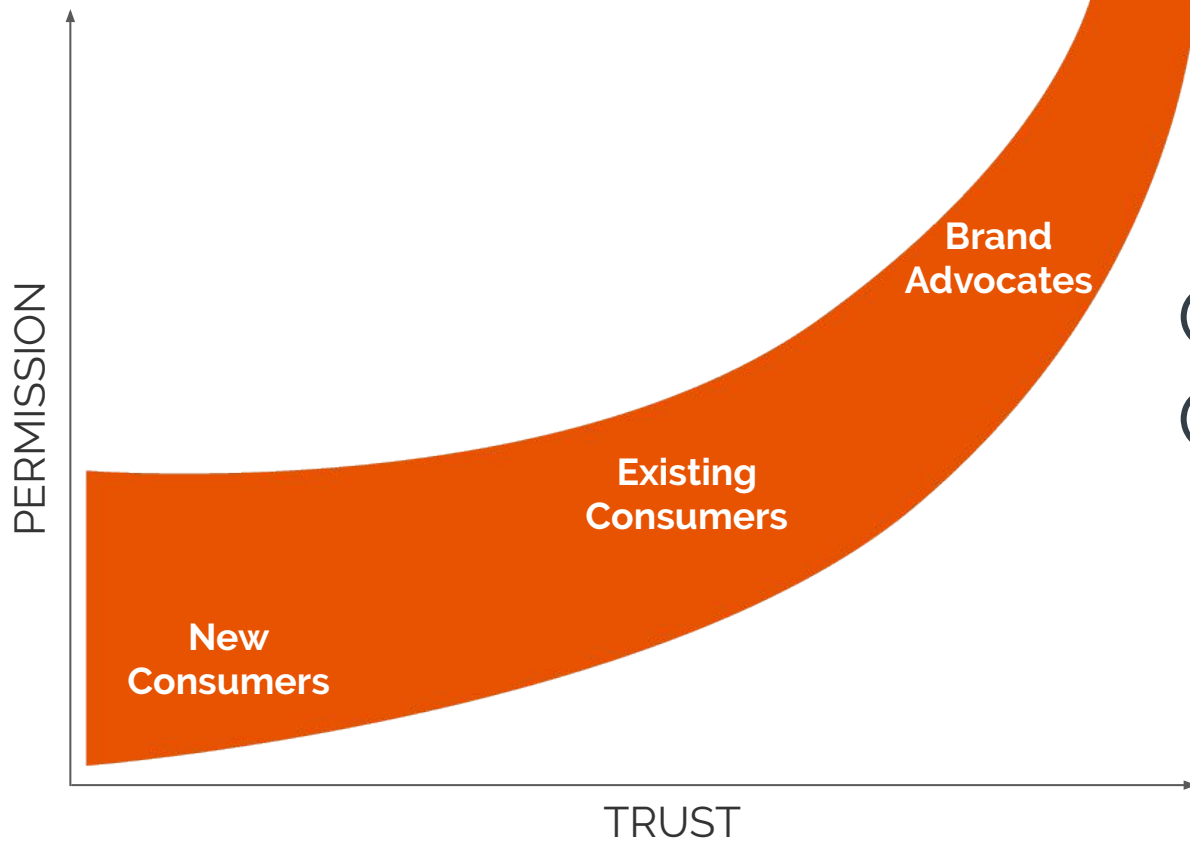
[How to sign up for Evernote Business](#)

[Compare Evernote subscription plans](#)

[How to purchase an Evernote subscription](#)

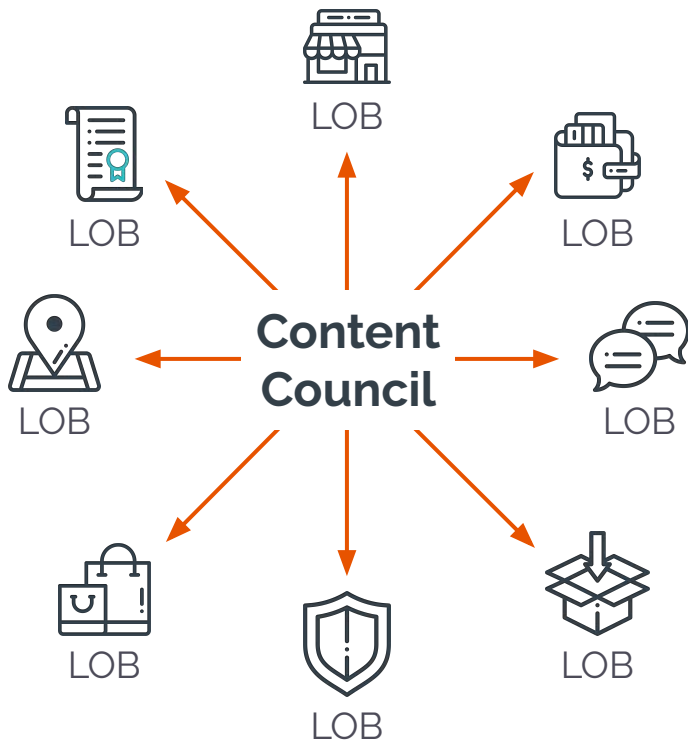
[How to manage your Evernote subscription](#)

Content Strategy



Communication
Continuum

Put strategy first.



Collaborative

VS



Centralized



2

Personalization

Personalization



NIKEiD



DONE



Vamp & Tongue



Quarter



Tip / Eyestay / Foxing



Swoosh / Backtab



Laces



Lining

Personalization



StumbleUpon



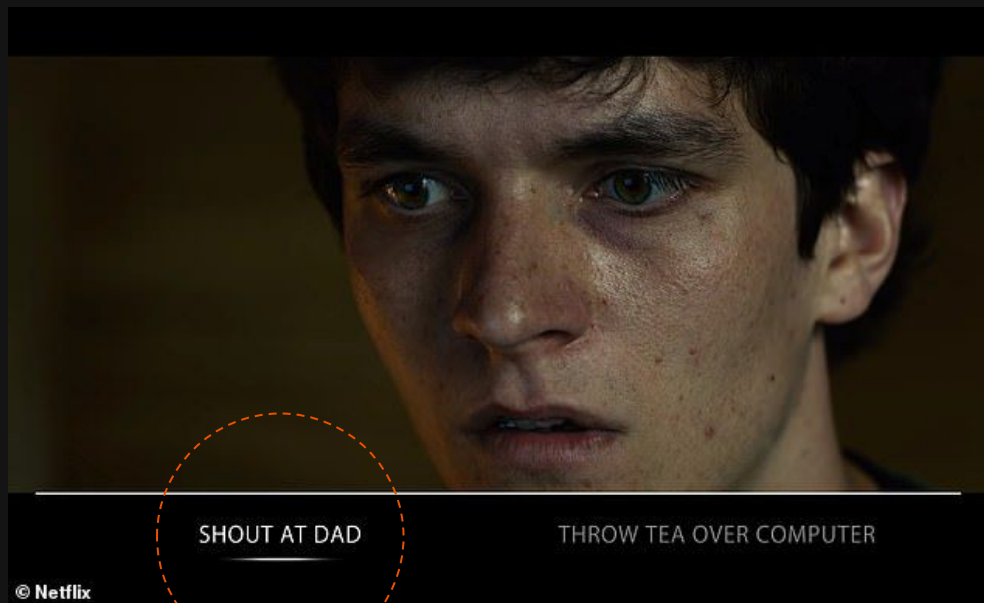
Personalization

NETFLIX

Home TV Shows Movies Recently Added My List

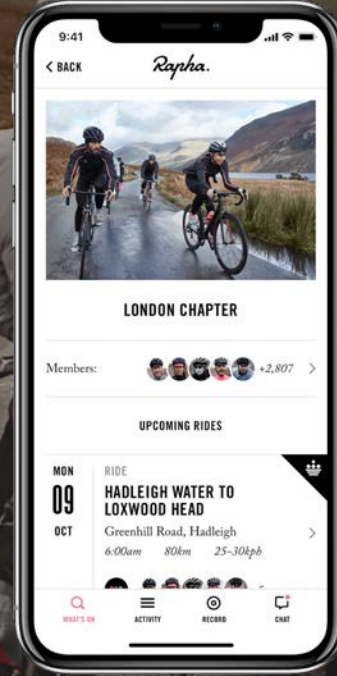
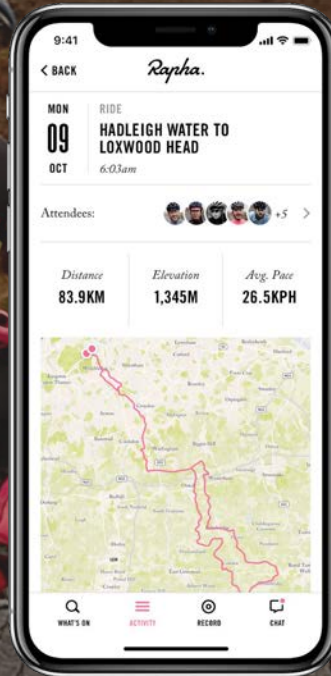
Q KIDS DVD 9+ 

Because you watched The Ranch



Personalization

Move beyond your product



Personalization

Here are some tips:

**Be a partner,
not a vendor**

**Create
interactive
content**

**Move beyond
your product
and add value**



3

Focus on creativity

Belief is the new benefit

What is a **belief**?

Belief is the new benefit



Welcome Wellness to Toothpaste

We believe your smile deserves better. Twice combines the most effective benefits without nasty ingredients. Instead, we infuse powerful antioxidants, vitamins, and soothing botanical extracts. Say hello to a healthier mouth and toothpaste reimagined.



GLUTEN FREE



VEGAN



NON GMO



CRUELTY FREE

SHOP

Originality of thought will win

Originality of thought



Lauren Chanel Allen
@MichelleHux

what's an adult problem nobody prepared you for?



Keep Blackness Black.
@Mayhemmys

Fruit and vegetables expire faster when you're the one paying for them.

WHOLESOME CULTURE



wholesomeculture • Follow
New York, New York

wholesomeculture Who can relate? 🥲

#healthy #vegetarian #plantbased #organic
#veganfoodshare #whatveganeat #food
#fitness #foodporn #veganfood #eatclean
#glutenfree #cleaneating #health #love
#crueltyfree #raw #healthyfood #breakfast
#govegan #instafood #foodie #fitfam
#horse #love #smoothie #coconut
#fruitbowl #fruit

Load more comments

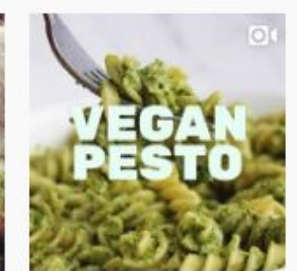
kiaragallagher @noconatucker
@elizawalden @kvrabromfield



16,531 likes

JANUARY 14

Add a comment...



Strike a chord

Strike a chord



wholesomeculture • Following
New York, New York

wholesomeculture Wishing the world could see this powerful story ❤️ See the joy on a cow's face during its first taste of freedom, running in the grass.

Wishing all animals could have a friend like Lincoln. This story gets to the heart of why we are vegan. It shows there is no difference between a dog and a cow - they can be part of the same family.... and even live the same life, if given the chance. ❤️
[@totes.the.goat](#)

⋮
⋮
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⋮

[#healthy](#) [#vegetarian](#) [#nlanthased](#) [#organic](#)



48,523 views

4 DAYS AGO

Add a comment...

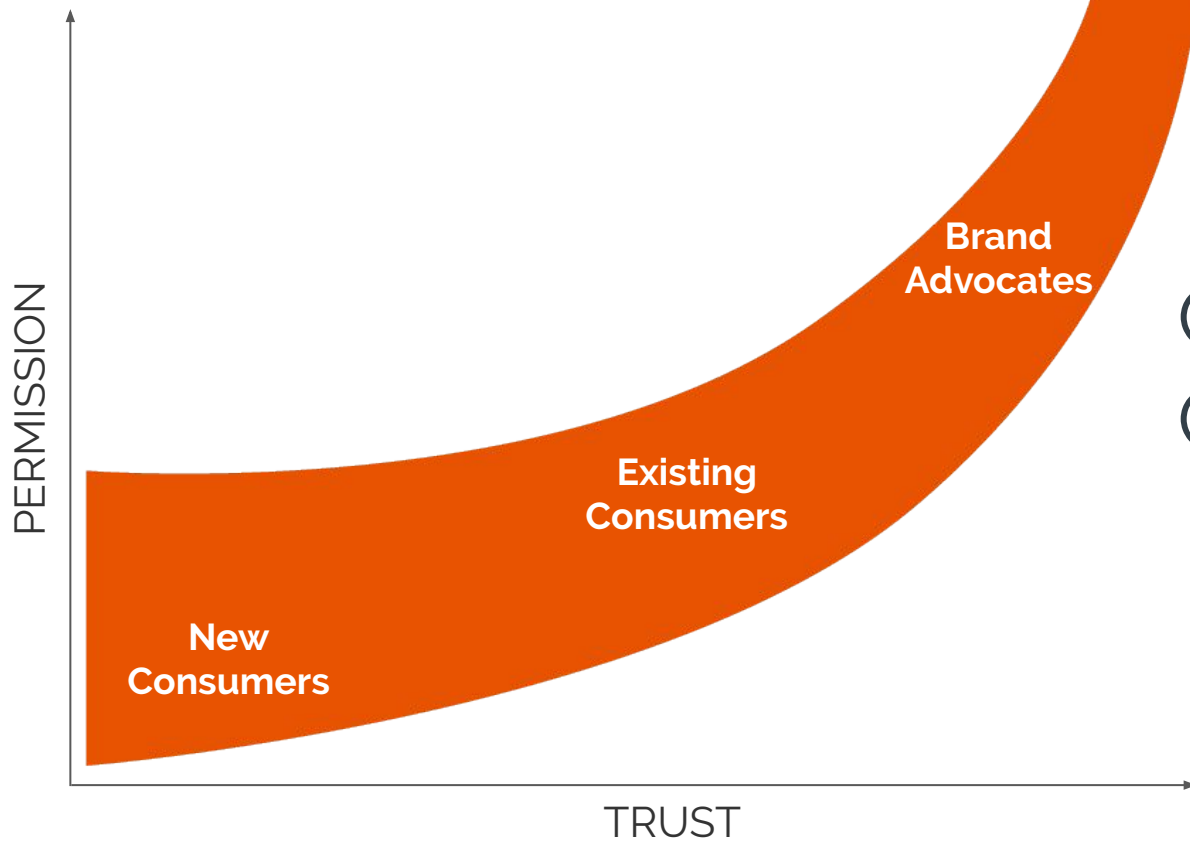


An aerial photograph of an airplane wing in flight, silhouetted against a bright sunset. The sun is low on the horizon, creating a golden glow over a cityscape below. The wing extends from the left side of the frame towards the center, with the wingtip curving upwards. The sky is filled with soft, wispy clouds, and the city below is visible as a dark, textured expanse of buildings and streets.

Content Marketing

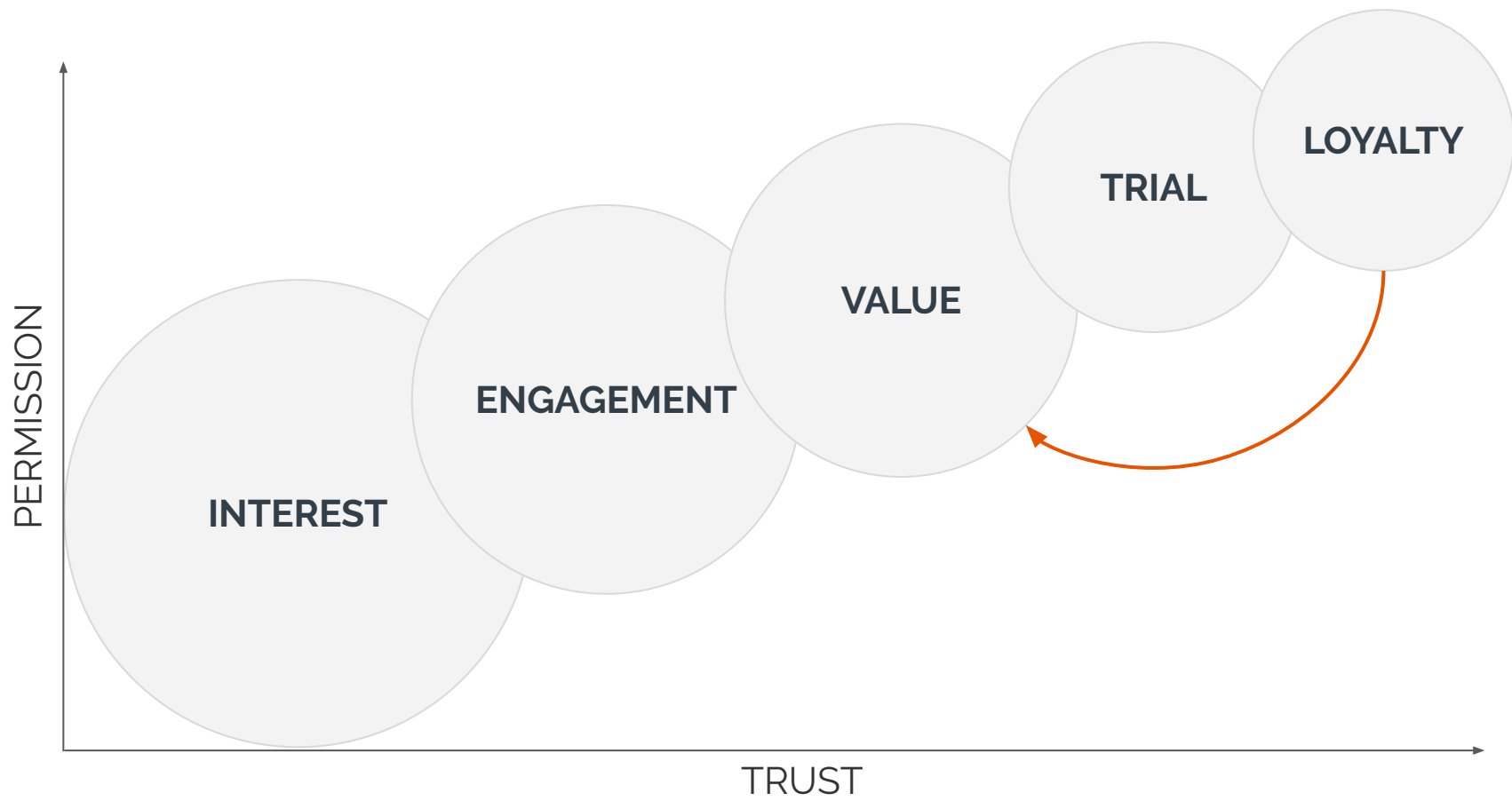
Strategic Distribution

Content Strategy

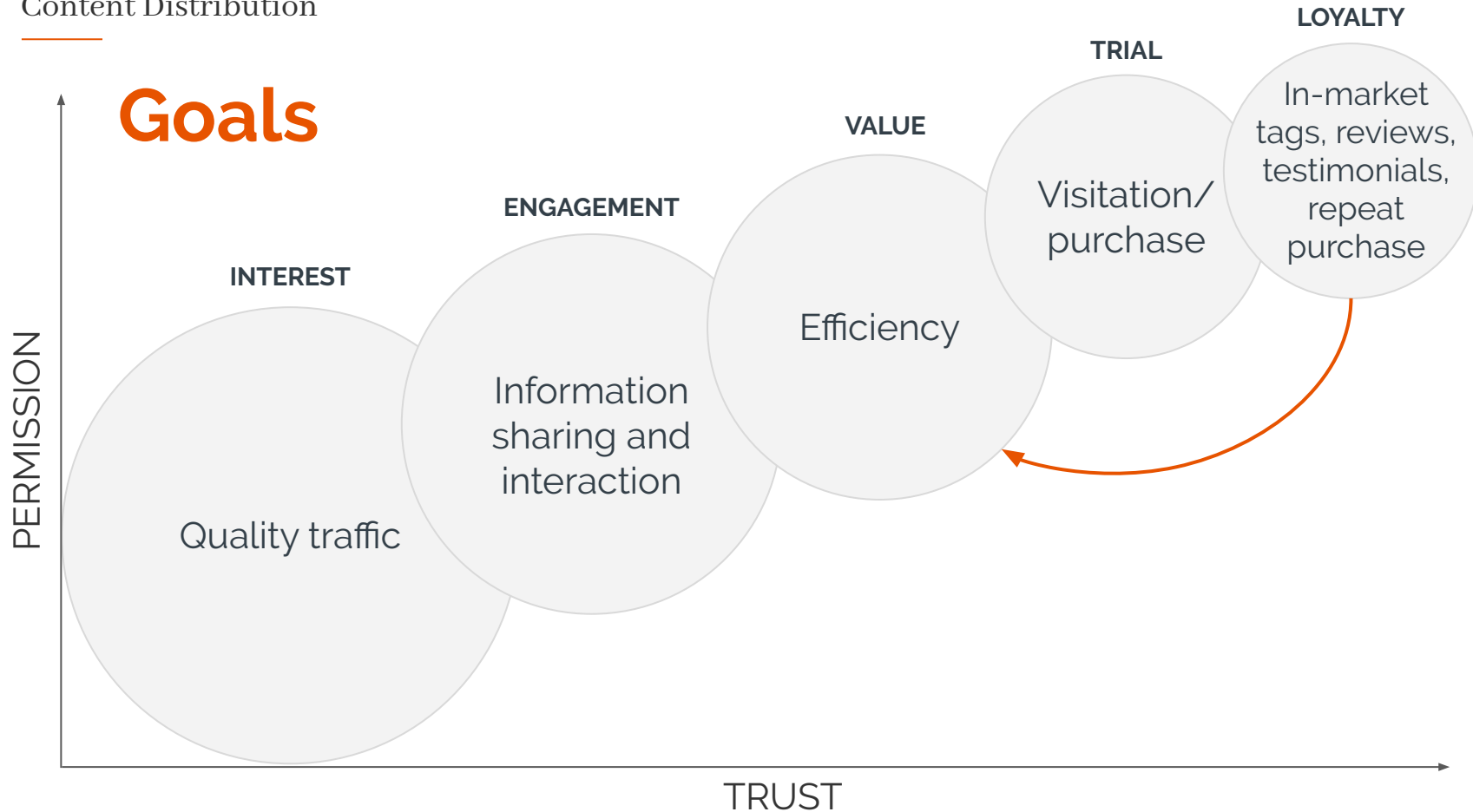


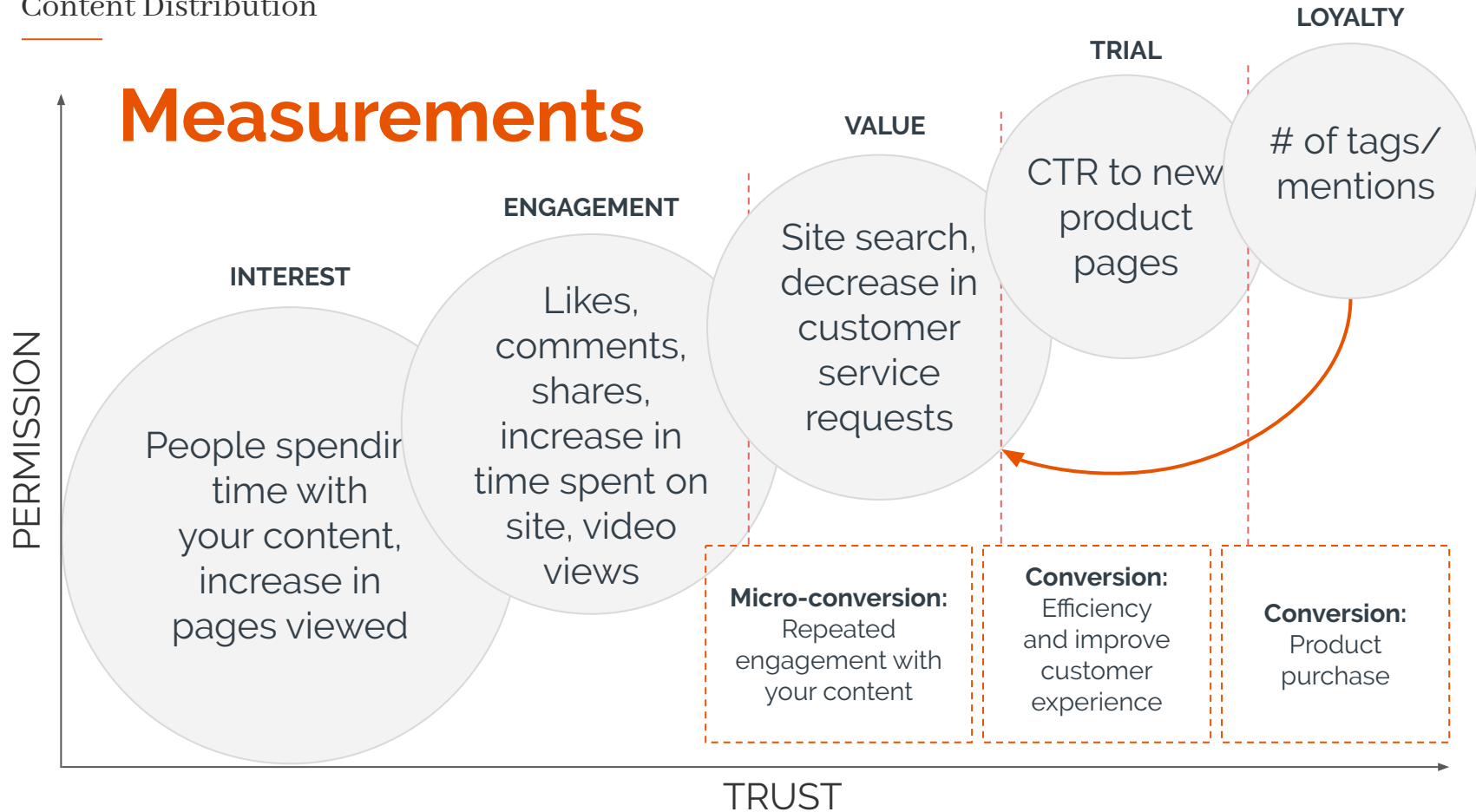
Communication
Continuum

Content Distribution



Content Distribution





Questions?

BEGIN.

To recap:



How do you build trust?



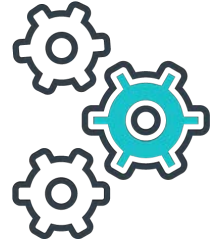
How do you adapt to the always-on culture of your consumers?



What's your strategy?



How do you get personal?



How is your distribution?

Merci.

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