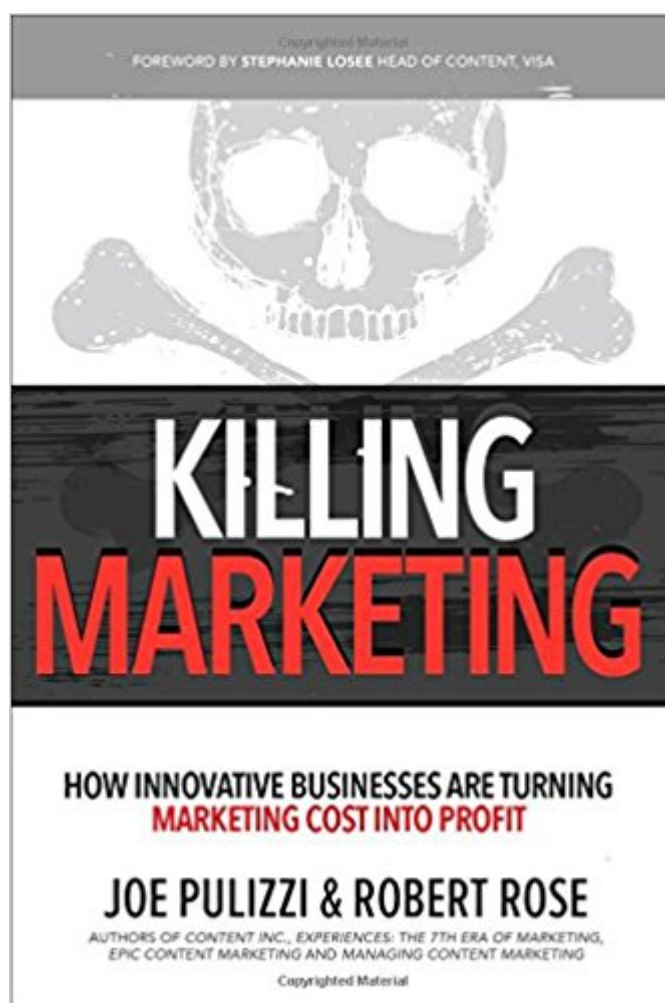


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# Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit



## Synopsis

Killing your current marketing structure may be the only way to save it! Two of the world's top marketing experts reveal the next level of breakthrough success—transforming your marketing strategy into a standalone profit center. What if everything we currently know about marketing is what is holding us back? Over the last two decades, we've watched the entire world change the way it buys and stays loyal to brands. But, marketing departments are still operating in the same, campaign-centric, product-led operation that they have been following for 75 years. The most innovative companies around the world have achieved remarkable marketing results by fundamentally changing their approach. By creating value for customers through the use of owned media and the savvy use of content, these businesses have dramatically increased customer loyalty and revenue. Some of them have even taken it to the next step and developed a marketing function that actually pays for itself. Killing Marketing explores how these companies are ending the marketing as we know it—in favor of this new, exciting model. Killing Marketing provides the insight, approaches, and examples you need to understand these disruptive forces in ways that turn your marketing from cost center to revenue creator. This book builds the case for, literally, transforming the purpose of marketing within your organization. Joe Pulizzi and Robert Rose of the Content Marketing Institute show how leading companies are able to sell the very content that propels their marketing strategy. You'll learn how to:

- \* Transform all or part of your marketing operation into a media company
- \* Integrate this new operation into traditional marketing efforts
- \* Develop best practices for attracting and retaining audiences
- \* Build a strategy for competing against traditional media companies
- \* Create a paid/earned media strategy fueled by an owned media strategy

Red Bull, Johnson & Johnson, Disney and Arrow Electronics have succeeded in what ten years ago would have been deemed impossible. They continue to market their products as they always have, and, through their content-driven and audience-building initiatives, they drive value outside the day-to-day products they sell—and monetize it directly. Killing Marketing rewrites the rules of marketing—enabling you to make the kind of transition that turns average companies into industry legends.

## Book Information

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## Customer Reviews

“Joe and Robert take us, once again, to the bleeding edge of marketing . . . but importantly help us understand how to stay there. Their bold thinking, matched only by their bold personalities, jumps off of each page.”  
—Jonathan Mildenhall, Chief Marketing Officer, Airbnb  
“Sometimes the manual needs to be thrown out the door. This book rewrites the rules of marketing, putting content front and center to create value and brand loyalists. Push the envelope, change the approach, and don’t be afraid to be disruptive.”  
—Jeffrey Hayzlett, primetime TV and radio host, speaker, author and part-time cowboy  
“Pulizzi and Rose have unlocked the puzzle of what marketing should be in the 21st century. Their focus on the two key elements, customers and the income flows those customers create, turns traditional product marketing thinking on its head.”  
—Don Schultz, Professor Emeritus of Service, Northwestern University  
“Loaded with ideas to turn content marketing into profit centers. Read it and you’ll become a believer, as I have.”  
—Al Ries, co-author, *Positioning: The Battle for Your Mind*  
“World renowned marketing experts Pulizzi and Rose partner to author prescriptive advice to help marketing executives transcend purchased media and ascend to owned media prominence.”  
—Kathy Button Bell, Senior Vice President and Chief Marketing Officer, Emerson  
“Killing Marketing is the senior executive handbook for what the marketing function should always have been and now can be.”  
—Stephanie Losee, Head of Content, Visa Corporate Communications, from the Foreword  
“Killing Marketing will challenge you to look beyond your known toolkit and change the structure of strategy that will fundamentally and profitably reshape the purpose of marketing in business.”  
—Timothy McDonough, Vice President Global Brand Marketing, Moen Incorporated  
“Killing Marketing is a controversial idea. But controversial marketing is exactly

what is needed to profit successfully in the killing crossroads of traditional and new age business. — Raj Munusamy, Vice President, Content Marketing & Messaging, Schneider Electric — “Imagine marketing as a profit center, not a cost center. Sound crazy? Nope. This is the blueprint you need to flip marketing on its head, drive innovation, and claim your spot as a business leader. — Ann Handley, Wall Street Journal bestselling author & Chief Content Officer, MarketingProfs — “Killing Marketing brilliantly demystifies the full implications of content as a pre-eminent force in customer experience and business transformation in the post-Internet era. — Carlos Abler, Global Content Marketing & Strategy Lead, 3M — “Buy this book and transform where the marketing budget lives on the balance sheet! — Rebecca Lieb, Analyst, Advisor and author of Content: The Atomic Particle of Marketing — “RIP marketing. It’s been real. Killing Marketing just put the final nail in your cost center coffin. — Jason Miller, Global Content Marketing Leader, LinkedIn

**JOE PULIZZI** Joe is an entrepreneur, speaker, author, and podcaster. He’s the founder of multiple startups, including the Content Marketing Institute (CMI), the leading content marketing educational resource for enterprise brands, recognized as the fastest growing business media company by Inc. magazine in 2014 and 2015. He began using the term “content marketing” back in 2001, now the fastest growing internet marketing industry. Joe is the winner of the 2014 John Caldwell Lifetime Achievement Award from the Content Council. Joe’s third book, Epic Content Marketing was named one of “Five Must Read Business Books of the Year” by Fortune Magazine. His fourth book, Content Inc., has been a top direct marketing best-seller since September of 2015. Joe has also co-authored two other books, Get Content Get Customers and Managing Content Marketing. Joe has spoken at more than 400 locations in 16 countries advancing the practice of content marketing.

**ROBERT ROSE** For more than 20 years, Robert has been helping marketers tell their story more effectively through digital media. Over the last five years, Robert has worked with more than 500 companies of all sizes, including 15 of the Fortune 100. He’s provided strategic marketing advice and counsel for global brands such as Capital One, Dell, Caterpillar, Hewlett Packard, Microsoft, The Bill & Melinda Gates Foundation and UPS. Robert is currently the Chief Strategy Officer for The Content Advisory, the education and consulting group for The Content Marketing Institute. Robert’s second book - Experiences: The Seventh Era of Marketing is a top seller and has been called a “treatise, and a call to arms for marketers to lead business innovation in the 21st century.” His first book, Managing Content Marketing, also written with Joe Pulizzi, spent two weeks as a top ten marketing book on .com and is generally

considered to be the "owners manual" of the Content Marketing process.

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit by Joe Pulizzi and Robert Rose. As the authors explain, most books start with the answer to a question. Not this one. This book starts with questions like...- What if what we've been taught or experienced in marketing doesn't show us the full picture?- What if we've limited our view of marketing to one area (what we know), and that is not allowing us to see the full potential of what can be accomplished (what we do not know yet)?- What if placing marketing solely in the marketing department is killing the approach of marketing as a strategic business process? In other words, what if everything we know to be true about marketing is actually holding back our business? Killing Marketing explores how successful companies are ending the marketing as we know it in favor of an exciting new model. Rather than renting audiences through advertising (an increasingly ineffective model), companies are building their own audiences, known as "owned media." Doing so has helped them dramatically increase customer loyalty and revenue. But and this is where things are really getting different some companies have taken their marketing to the next step and developed a marketing function that actually pays for itself. Their marketing is becoming a product with multiple revenue streams that generates revenue in and of itself. It is transforming the meaning of what marketing actually is. Killing Marketing is the senior executive handbook for what the marketing function should always have been and now can be. Content is already transforming companies that provide products and services into media companies. Content will transform your business in another way. At the very least, it will serve as the mechanism that finally elevates marketing from a tax on the business to a true business itself.

Marketing has a marketing problem. Ask most people what marketing is and they think of one thing: Ads! And they don't think kindly of ads that interrupt the actual content we all want to read and watch and share. Today's marketers know that they need to put the customer at the center. They understand the demands of "digital transformation" and updated skills sets and even employer branding. But until now, no one has been able to define what marketing really means in today's digital age. Pulizzi and Rose have nailed it with "Killing Marketing." They help everyone see how we need to kill the traditional perspective of "marketing" and re-invent the term to be understood as a

business asset. One that has value. Value that can be defined, measured and presented to CFOs and CEOs. And one that has value for consumers (and employees I would argue) as well. If you feel the passion for customer-centric and value-driven marketing that I do, you should buy this book today.

When will we learn as marketers? We play an endless game of cat and mouse chasing potential customers with annoying ads. With DVR fast forward through commercials. So, we make commercials that can promote the product even at high speed. Video On Demand became another ad-free option...except for network channels. Their On Demand programming includes ads...and they disabled the fast forward option. Websites offer pop-up ads when you visit a page, when you move your cursor a certain way, or when you're about to leave a page. There are banner ads all over the place. Google searches offer more ads than actual search results. Social media feeds regulate what posts you can see from your friends and family, but cram in more and more ads. It's no wonder customers install pop-up blockers and ad blockers. But then we find a way around those or some websites restrict access if you block their ads! South Park even made fun of the whole practice in an episode in which they created a character who was really an ad. The joke being that it was the latest way around ad blockers. When are we going to wake up? It has to stop. Rather than waste our energy on more ways to annoy people with ads, why don't we listen to what they're telling us? THEY DON'T WANT OUR ADS!! Not on TV. Not on the Internet. Not on their smart phones. Wouldn't it be better to focus our messaging on the people that are actually interested in consuming it? Wouldn't it be smarter to provide helpful information instead of plastering "Buy This" messages everywhere? No surprise I'm talking about content marketing. In addition to creating content, you're developing an audience to which you consistently deliver relevant, useful information. But what if you could take it one step further? What if you could transform your marketing to develop multiple revenue streams from your audience? So much so that you turn the marketing department from a supporting function into a profit center for the business? This is the basis for *Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit*, the new book by Joe Pulizzi and Robert Rose. It builds off their past books, most notably Pulizzi's *Content, Inc.* and Rose's *Experiences: The Seventh Era of Marketing* (co-written with Carla Johnson), and moves the notions forward. With content marketing, successful marketers are changing. Instead of using advertising to pull in attention, they're speaking

directly to consumers. Killing Marketing tells you how to monetize your audience in a way that makes your marketing department a profit center for the business.

“Now Content Marketing is where organizations create relevant and compelling content, gear it toward specific audience groups, and then, over time, see positive behavior changes in the audience that, ultimately, are profitable to the business.” - Joe Pulizzi

Once you’ve built a loyal audience, you can add revenue streams based on what they need. As Pulizzi and Rose researched companies having success with content marketing, they realized the new marketing business model is now the same as the media business model: Create an audience and sell to that audience. Your audience relationship can create many lines of value including:

- Competency:** Use data to understand more about your customers.
- Campaign Value:** Create supporting transactional, promotional efforts to keep you top of mind when your audience is ready to buy.
- Customer Value:** Create more loyal, valuable customers through content.
- Cash:** Generate direct revenue through marketing programs that monetize your customer relationships.

Content Marketing Institute (CMI) built their revenue model around their daily blog. It follows Walt Disney’s model that centers around animated and live action movies. As CMI increased their blog subscribers, they were able to add revenue streams. These focus on four buckets:

- Events:** Content Marketing World.
- Digital:** Benefactor sponsorships, This Old Marketing podcast, email list rental, webinars, white papers, virtual events, etc.
- Print:** Chief Content Officer Magazine.
- Insights:** Online training, advisory services, research, Content Marketing Awards.

There are 10 ways to drive revenue from your loyal audience:

- Direct Revenue:**
  - Advertising/Sponsorship
  - Conferences and events
  - Premium Content: Direct-for-sale, funded, syndicated
  - Donations
  - Subscriptions
- Indirect Revenue:**
  - Products
  - Services
  - Recurring customers
  - Yield increase
  - Cross sales

Making this type of departmental (or organizational) change is a hard and long process. How do we do it? Pulizzi and Rose’s solution is to kill marketing as we know it. Then, rebuild the strategy to create valuable customer experiences with every interaction. The marketing team should build and manage the experiences the same way they do products. The companies that are succeeding have these common skill sets:

1. Create engaging events that inspire subscription. Instead of placing “stop points” along the buying journey that slow the process, remove as much friction as possible.
2. Be meaning-driven, not data-driven. Understand what data you need and the emotional aspect of it. Why do customers

give you their data?3. Organize for agility, not speed. It's not about how fast and how many times you can get your message out. It's about being where your customer needs you to be when they need you. These traits manifest themselves in the content. Content needs to be a strategic function of the business. Make sure you have the right strategy in place and that your content follows it. State your hypothesis and start with big picture questions. Then, get more focused and specific. I know what you're thinking: This is all great, but how do I actually do it? Well, I can't tell you everything. Otherwise you'd have no reason to buy the book. And buy it you should! Not to sound like Yoda, but this book is a must read for all marketers and entrepreneurs. Through a plethora of examples, advice and steps, you'll learn how to transform your marketing. You'll begin to see the many opportunities you never knew were there. Just like the \$12 billion foresight George Lucas had with Star Wars merchandise! As they note, Peter Drucker said "Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business." This version of marketing is in reach. They explain how to kill the function of marketing, so you can rebuild it to be more powerful than ever. Stop spending the budget you work so hard to secure on ads that people go out of their way to ignore. Start investing in building an audience that looks forward to your content, and will happily pay for new ways to engage with you. Kill your marketing today!

What if our content marketing not only educated buyers, but also generated a profit? Joe Pulizzi and Robert Rose raise fundamental questions like these about the future state of marketing in *Killing Marketing*. Marketing leaders and practitioners will find big new ideas to consider in this powerful work of thought leadership, which ranks among the top marketing books of 2017. Pulizzi and Rose point to signs that marketing is slowly killing itself. Their book proposes a radical cure for what ails marketing: Go way beyond describing value: create value with content. Companies like Arrow Electronics, Lego and Red Bull are illuminating a new path to profitable marketing. Others are sure to follow their lead to build a new model for marketing at a profit. For a glimpse of the future of marketing, read this book!

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