

### Introduction

Marketers have the potential for brands to act as publishers and media companies, going direct to their customers or consumers in the fight to earn attention. There are three drivers changing how we spend our time and attention:

#### 1. Mobile

Increasingly, we are getting our information from the smaller screen. It's always on us—it's portable and connected to the Web. It plays video and all other sorts of media and apps have transformed how we interact with it.

#### 2. Social

Specifically newsfeeds. In addition to e-mail, we increasingly get our information in a newsfeed format (arguably e-mail was the original mobile newsfeed). Today it's Facebook, Instagram, Linked In, Twitter... the list goes on. What each one of these has in common is that it's dominated by content, and sharing is only a button tap or click away.

#### 3. Search

Google continues to tweak its algorithm to favor quality content vs. redundant links and phrases which try to trick it. Because of this, it favors quality over quantity and becomes more difficult to game.

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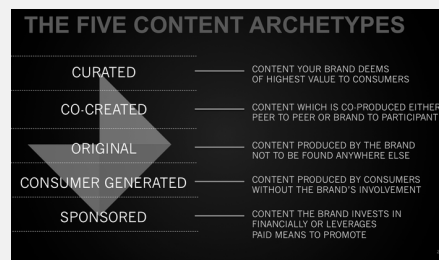
### Marketing Meets the Newsroom

Companies must build their own media empires or risk missing a window of opportunity that provides myriad benefits, whether it's telling their own stories or becoming more efficient with the media dollars they spend.

Trends in media consumption point to the convergence of savvy marketing tactics combined with a real-time newsroom approach for brands to be seen and heard in a collectively social, digital and mobile world.

It's all going to come down to this: **content, quality, frequency and relevancy**. If companies are to use media, they must master the art and science of merging marketing with a real-time news cycle. The content a company produces must be compelling and built for an audience with an itchy "like" finger

### Content Archetypes



### The Five Content Archetypes

#### Curated

Media companies have always curated the best information available and customized this for the audiences they want to grow and keep.

#### Co-Created

The biggest mistake I often see brands make when thinking about content, is forgetting that even content can be a participatory experience.

#### Original

Brands now have the opportunity to create original content that is own-able and can't be found anywhere else. This requires a great deal of planning as the content needs to be naturally connected to the brand.

#### Consumer Generated

Personal publishing which arguably came before brand publishing has empowered millions of people to post an infinite amount of content into the digital realm. Consumer generated media rivals that of media created by the professionals and when tapped appropriately can authentically reinforce what a brand stands for.

#### Sponsored

Likely the most hotly debated form of content, sponsored content also goes by the name "native advertising" or specific to social, promoted posts. Simply put, there are three versions of sponsored—the traditional version (like display ads) or paid options from digital platforms like Facebook or Twitter and sponsored editorial working with a media company ranging from BuzzFeed to the Atlantic.