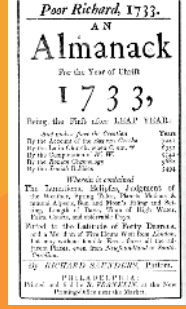


A BRIEF HISTORY OF CONTENT MARKETING

For years brands have been telling stories to attract & retain customers. Here are a few examples...

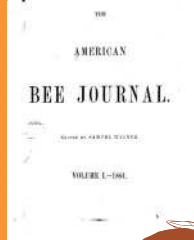
1732

Benjamin Franklin begins publishing his annual **Poor Richard's Almanack** to promote his printing business.



1861

Samuel Wagner launches the **American Bee Journal** – a magazine that is still published today.



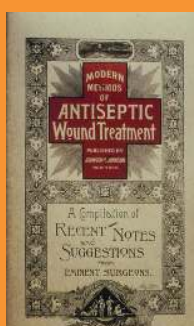
1882

The **Edison Electric Lighting Company Bulletin** is first published to spread the word about the benefits of electric lighting.



1888

Johnson & Johnson launches a publication called **Modern Methods of Antiseptic Wound Treatment**, aimed at the informational needs of the doctors to whom it sells bandages. The company also launches two additional publications to share helpful articles with the larger medical community.



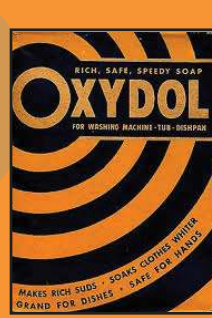
1900

Michelin develops **The Michelin Guide**. The 400-page guide (still published today with its iconic red cover) helps drivers maintain their cars and find decent lodging when traveling.



1930s

Procter & Gamble begins its foray into producing radio content, in partnership with brands such as Duz & Oxydol – hence, the **“soap opera”** is born.



1987

LEGO launches its **Brick Kicks** magazine (Now LEGO Club magazine).



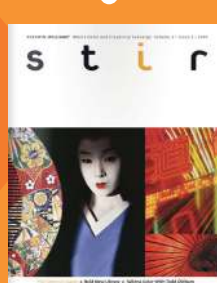
2001

J&J buys **BabyCenter** from eToys.



2004

Sherwin-Williams launches **STIR** magazine, targeting commercial interior designers and architects.



Magnum Opus Awards debut, celebrating exceptional content marketing. (Today, these are known as the Content Marketing Awards.)

2008

P&G launches **BeingGirl.com** – a content site for teen girls, which was found by Forrester to be four times more effective than similarly priced traditional media campaigns.



2010

Content Marketing Institute makes its debut.



CONTENT MARKETING INSTITUTE™

2011

CMI launches **Chief Content Officer** magazine and the **Content Marketing World** annual conference, which goes on to become the world's largest content marketing- focused event.



2012

Joe Chernov is the first recipient of the **Content Marketer of the Year** award.

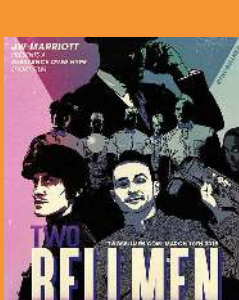


Intel debuts **Intel IQ**, a digital magazine focused on tech culture.



2014

Marriott International launches an **internal creative and content marketing studio**, which partners with key influencers and creates original videos.



2015

The first documentary film about content marketing, **The Story of Content: Rise of the New Marketing**, debuts.



1801

Paris bookstore **Librairie Galignani** starts to employ some very creative content strategies to grow its business, including opening a reading room, creating original books, and publishing its own newspaper featuring articles from influential authors.

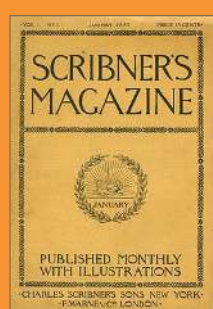


1867

Hartford Steam Boiler Inspection and Insurance Company debuts **The Locomotive**, which is now said to be the country's longest-running company magazine to be continuously published under the same name.

1887

Charles Scribner's Sons creates **Scribner's Magazine**, providing a look inside the lives of the publishing company's most famous authors. It competes with Harper's Monthly and Atlantic Monthly, but its main goal is to generate sales of its books.



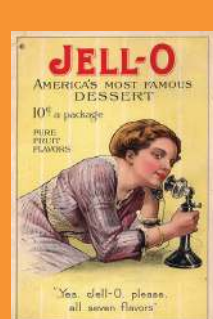
1895

John Deere launches its customer magazine, **The Furrow**. Still published today, it now has a circulation of 1.5 million, and is distributed in 40 countries and 12 different languages.



1904

The Jell-O company distributes free copies of its first **Jell-O Recipe Book**, contributing to the company's sales of over \$1 million by 1906.



1924

Sears launches its **World's Largest Store** radio program. With content supplied by Sears' Roebuck Agricultural Foundation, the station helps keep farmers informed during the deflation crisis.



1968

Weight Watchers Magazine is founded, becoming one of the first consumer magazines to be distributed via newsstands and at supermarkets.



2001

Penton Custom Media (founded in Cleveland, Ohio) begins using the term **“Content Marketing.”**



2006

Blendtec uploads its first **Will It Blend?** series video on YouTube. It has received over 235 million views and 910,000 subscribers.

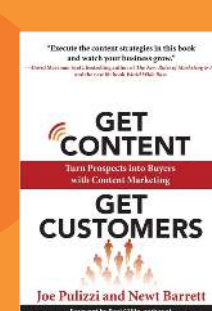


2007

American Express launches **OPEN Forum**. Now a key resource for small business.

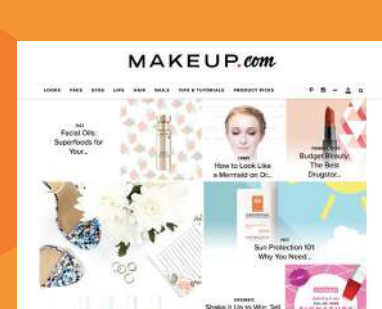
2008

Get Content Get Customers, the handbook for content marketing, is released.



2011

L'Oreal buys **Makeup.com** and relaunches it as a content platform.



2012

Kraft begins **focusing its entire marketing department around content** – a move that eventually leads to a fourfold increase in marketing ROI over what the company achieved with targeted advertising.



2013

Red Bull Media House continues major expansion, **launching 20 mini-movies** in 2013.



2014

The **LEGO Movie** debuts, arguably the first example of a feature-length, major-studio film that doubles as a branded content marketing effort.

2016

Arrow Electronics purchases UBM's electronics media portfolio, making it one of **the first major examples of a Fortune 500 company acquiring multiple media companies** (they also purchased media in 2015).



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SOURCES & RESOURCES:

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