

Extraordinary Lessons on  
Creating Content That Will Help You Sell More  
and Gain More Customers

# 51 CONTENT MARKETING HACKS

— SCOTT AUGHTMON —



# **51 Content Marketing Hacks:** *Extraordinary Lessons on Creating Content That Will Help You Sell More and Gain More Customers*

**A compilation of my content marketing posts that reveal how you can tap into the amazing power of content marketing using methods that have been used in history, television, popular products, and more**

By Scott Aughtmon

## 51 Content Marketing Hacks

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*A compilation of my content marketing posts that reveal how you can tap into the amazing power of content marketing using methods that have been used in history, television, popular products, and more*

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*“Scott has consistently been one of our top authors at the Content Marketing Institute. His posts are timely, fact-driven and almost always drive a high-level of discussion. His ‘21 Types of Content We Crave’ infographic post on CMI was one of our most popular posts of the year!”*

**- Joe Pulizzi**

Founder of ContentMarketingInstitute.com  
(One of the prominent thought leaders behind the content marketing and social media movement)

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*“Scott Aughtmon is a masterful writer with a unique skill of engaging his audience through business storytelling. In today’s 24/7, over-messaged world, Scott is able to cut through the cacophony and create connection. Content marketing and business storytelling work. Learn how to do it from one of the best, Scott Aughtmon.”*

**- Sandra Zoratti**

Author, speaker and marketer  
SandraZoratti.com

# Table of Contents

## HOW TO NAVIGATE THIS DOCUMENT:

- **Click on any of the titles below** and you will be taken to that chapter.
- To quickly get back to this Table of Contents, **just click on the title of any chapter you're reading** and you'll be taken back to the first T.O.C. page.

**INTRODUCTION: What is content marketing? What is a hack? The Common Problem the Content in This Book and Who I Am..... 9**

1. [A 213 Year Old Business Reveals Two Content Marketing Secrets of Today's Publishing Empires..... 11](#)
2. [Nestle Toll House Cookies: Old School Content Marketing in Action..... 17](#)
3. [6 Content Marketing Strategies Learned from the Hobbit..... 20](#)
4. [6 More Content Marketing Strategies from the Hobbit Movie..... 28](#)
5. [Content Marketing Lessons from Snow White..... 37](#)
6. [Is NBC Using "Ninja" Content Marketing To Promote The Olympics?..... 41](#)
7. [5 Types of Content Marketing to Continuously Attract Prospects..... 44](#)
8. [5 Ways to Make Your Content Marketing More Memorable..... 51](#)
9. [4 Illuminating Lessons from One of History's Most Inventive Content Marketers..... 57](#)
10. [Content Marketing and Its Overlooked Ability to Influence Customer Experience..... 63](#)
11. [How Do You Come Up with New Content Marketing Ideas? You Might Not Really Want To Know..... 70](#)
12. [Did You Know That America's Favorite "Green-Bean Casserole" Came from Content Marketing?..... 74](#)

## 51 CONTENT MARKETING HACKS

13. <a href="#">How to Come Up with Great Content Marketing Topics: 3 Lessons from the Early 1900s.....</a>	77
14. <a href="#">Content Marketers: An Eye-Opening Lesson on Re-Purposing Content from Disney.....</a>	82
15. <a href="#">Latest Content Marketing Sighting: Honda Uses Ok Go’s New Video “I Won’t Let You Down” .....</a>	87
16. <a href="#">Magician David Blaine and the True Magic of Content Marketing.....</a>	91
17. <a href="#">Monsters University and a Creative Form of Content Marketing.....</a>	97
18. <a href="#">Could This Be the MAIN Secret of All Effective Content Marketing?.....</a>	101
19. <a href="#">How Compound Content Marketing Has Kept Star Wars Popular.....</a>	113
20. <a href="#">Content Marketers: How to Exploit Patterns to Effortlessly Produce Powerful Content.....</a>	111
21. <a href="#">The Power of “Content Collaboration” As a Content Marketing Tool.....</a>	119
22. <a href="#">Article Writing: A Subtle and Important Form of Content Marketing.....</a>	123
23. <a href="#">The Secret Behind the Real Purpose for Magazines That’ll Make Your Website or Blog More Effective.....</a>	126
24. <a href="#">NBC’s “American Dream Builders” and Content Marketing on TV.....</a>	132
25. <a href="#">Empathy and the Power of Content Marketing Focused On Others.....</a>	137
26. <a href="#">How Walt Disney Used Content Marketing to Launch and Finance Disneyland.....</a>	140
27. <a href="#">12 Most Effective Ways to Create Irresistible Content.....</a>	145
28. <a href="#">Disney’s Content Marketing Technique Used to Promote “Cars land” .....</a>	152
29. <a href="#">A Father’s Dream That Impacted the World and an Overlooked Content Marketing Form.....</a>	155
30. <a href="#">Popeye and the Impact That Accidental Content Marketing Had On the Spinach Industry.....</a>	160
31. <a href="#">Content Marketing Strategies of the 7 Media Giants.....</a>	164

## 51 CONTENT MARKETING HACKS

32. <a href="#">The 4 Commandments of Socially-Created Content.....</a>	170
33. <a href="#">The Content Strategy that Made Justin Bieber a Star.....</a>	175
34. <a href="#">Without This All of Your Content Marketing, Products, and Services Are Useless.....</a>	179
35. <a href="#">GEICO’s Bold Content Marketing Move: A Book from a Gecko.....</a>	182
36. <a href="#">He-Man’s Content Marketing Secret and 3 Lessons for Your Business.....</a>	186
37. <a href="#">Game Apps for Cats and the Reason You Should Use Content Marketing.....</a>	191
38. <a href="#">How Trader Joe’s Uses Content Marketing To Keep Customers Coming Back.....</a>	196
39. <a href="#">5 Content Marketing Lessons from National Cinemedia’s Pre-Movie Show “FirstLook”.....</a>	203
40. <a href="#">Content Marketing Lessons from the Cake Boss.....</a>	207
41. <a href="#">The 2 Critical Ways to Make Your Content Marketing Stand Out.....</a>	212
42. <a href="#">How General Foods Used Content Marketing to Make German Chocolate Cake Popular.....</a>	215
43. <a href="#">Content Marketing and a New Purpose for Books.....</a>	218
44. <a href="#">Content Marketing Isn’t About Manipulation. It’s About Serving People.....</a>	224
45. <a href="#">Content Marketers: Think Like Steve Harvey.....</a>	227
46. <a href="#">How People Limit the Value, Usefulness, and Portability of Their Content Marketing.....</a>	231
47. <a href="#">The Little-Known Content Marketing Deal That Sears Made With Extreme Makeover: Home Edition.....</a>	235
48. <a href="#">How an Artist, a Journalist, and a Failed Government Official Used the Power of Words to Change the World.....</a>	239

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I just think that Amazon might as well cover an occasional Starbucks drink for me in exchange for sending people to buy books from them! 😊 [\\*If it bothers you that any of the links to books are affiliate links, then copy the title and go to Amazon.com.](#) No commission will be given if you use the link in the previous sentence.

## Special Thanks:

I wanted to acknowledge the following people who helped with the editing and proofing of this book: **Michelle Belarmino, Frank Johnson, Lena Temples, and Lisa Duke**. Thank so much for your help!

## Special \$56 Bonus:

If you purchased the **.PDF version of this book**, then you've already received access to this bonus. If you purchased this from **Amazon to read on your Kindle**, then you just need to forward me your receipt as "proof of purchase" and I will send you access to my [The 3 Keys to Increased Focus, Efficiency, and Creativity](#) video recording (screen capture) **valued at \$56**. Just forward your receipt to [recessionsolution@gmail.com](mailto:recessionsolution@gmail.com) with the subject: "**Bonus for 51 Content Marketing Hacks**".

### *The 3 Keys to Increased Focus, Efficiency, and Creativity Explained*

The "3 keys" are three things that will **help you to tap into the creativity that you need to create effective content marketing**. These three simple things are not something I made up. I **discovered** them.

1. The **first key** is something that many of the "Greats" from the past implemented daily in their lives.
2. The **second key** is based on an ancient concept which was unknowingly implemented by one of the greatest thinkers of the 20th century.
3. The **third key** is based on a mindset that both modern productivity experts and an ancient group of people agree upon. [Click here to learn more about the "3 Keys"](#).

# INTRODUCTION

Let's begin with some important definitions and an explanation of the common problem...

## What is “Content Marketing”?

Here are two definitions from [ContentMarketingInstitute.com](http://ContentMarketingInstitute.com):

1. **Formal Definition** - Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.
2. **Less Formal Definition** – Content Marketing is owning, as opposed to renting media. It's a marketing process to attract and retain customers by consistently creating and curating content in order to change or enhance a consumer behavior.

**My Personal Definition** – Content marketing is the creation (or curation) of engaging content for the express purpose of gaining the attention and favor of a certain group, so that they will be persuaded to do business with an individual, business, or organization.

## What is a “Hack”?

[UrbanDictionary.com](http://UrbanDictionary.com) defines “hack” as this: *a clever solution to a tricky problem.*  
*EXAMPLE: to hack is to modify or change something in an extraordinary way.*

## The Common Problem

Creating content to market your business or organization can be an incredibly powerful tool. **But there's a problem.** In a world where content has become a **commodity**, and there are pages of search results for any topic you choose, creating engaging content that **stands out from the generic norm** has become incredibly important.

With those definitions and this common problem in mind, the purpose of this book is to give you **51 “clever solutions”** to the problems that individuals, businesses, and organizations face when it comes to creating engaging content

that their audience will **notice, consume, and enjoy**. (\*Tweet your favorite of these hacks using **#51contentmarketinghacks** as a hashtag and I will RT them.)

### The Content in This Book

The 48 chapters you're about to read are all posts that I have written. They were originally seen on my site [RecessionSolution.com](http://RecessionSolution.com), as well as [ContentMarketingInstitute.com](http://ContentMarketingInstitute.com) and [12Most.com](http://12Most.com).

(NOTE: Some of these posts have also been featured on [Business2Community.com](http://Business2Community.com) and [YAHOO! Business Advisor](http://YAHOO! Business Advisor).)

The great thing about this book is that you will find that some of the chapters tell **completely different stories that apply the same hack**. This will give you a greater understanding of the many ways any one hack can be applied.

### Who I Am

I am the person behind the popular infographic [21 Types of Content We Crave](#). I am a regular contributor to [ContentMarketingInstitute.com](http://ContentMarketingInstitute.com) and I've also written for other sites such as [12Most.com](http://12Most.com) and [ProBlogger.net](http://ProBlogger.net).

I am a business strategist, content creation specialist, author, and a speaker. I've spent over 15 years studying effective marketing and business methods (both online and offline).

I am the author of two eBooks called [How Your Business Can Survive and Prosper in a Recession](#) (2 volumes) in which I interviewed **38 top business, marketing and sales experts** and got them to reveal their methods to help business owners survive and prosper in a recession. I've also been interviewed on radio shows and asked to share this wisdom to help business owners survive and prosper in a recession.

You can read more of my insights and ideas on content marketing, branding, marketing, and other topics on my site [RecessionSolution.com](http://RecessionSolution.com).

Follow me on Twitter at [@rampbusinesses](https://twitter.com/rampbusinesses) or LinkedIn at [Scott Aughtmon](http://ScottAughtmon).

# CHAPTER 1

## A 213 Year Old Business Reveals Two Content Marketing Secrets of Today's Publishing Empires

*June 26, 2014*

Just a week ago, I was in Paris for the first time in my life. My son and I were walking down Rue de Rivoli and we came across a bookstore that made a surprising claim. The bookstore was called Galignani and it said that it was "**the first English bookstore established on the continent.**"

I later discovered (from the man behind the counter inside) that this bookstore was **opened in 1801** and had been at its current location at **1856 at Rue de Rivoli since 1856**. I also learned that it was still owned and run by descendants of the Galignani family.

As an American, whose country isn't much older than this store, it was amazing to be in a business that has been in existence for so long. And since I am a book-addict, I had to buy a book from this historical spot.

### **The Amazing Publishing History of the Galignani Family**

When I got home, I went to the store website and discovered some other very interesting things about the Galignani family.

1. They were some of **the first people to use, what was then, the recently invented printing press to distribute their books to a larger audience.**

Beginning in 1520, Simone Galignani published a Latin grammar book in Venice, which is the oldest known "Galignani".

**2. Their greatest success would come 77 years later. It was the *Geografia* by Ptolemaus, which was published in 1597.** It was a study on the making of maps and it focused on what was known of the world to Rome in the 2nd Century. This book was a big bestseller in both the 16th and 17th centuries.

But it was as I was looking into their amazing history that I discovered another surprise about this family: **they were using content marketing two hundred years ago!** And the content marketing methods they were using back then are **still being used by the top publishing empires today.**

## The 213 Year Old Content Marketing Examples

It was at the end of the 17th century that Giovanni Antonio Galignani, who was born near Brescia, left an economically declining Venice for London. Not long after, he left London for Paris. At this point, he seemed to make a key decision: **he decided to target the English-speaking population in Paris.**

In 1801 he **opened not only a bookstore, but also a reading room that specialized in the English language.** But that's not all. He still had his publishing business. *Now watch carefully how he used content marketing to help his publishing business and his store.*



He created *Galignani's Messenger*, which was a daily newspaper and reference point for the English-speaking community on the Continent. That was very smart, but he did something that took this form of content marketing to a whole other level.

He encouraged some of the greatest English authors of his time to contribute to the newspaper. Not only that, their books were also later published by Galignani. (He asked literary greats like Byron, Wordsworth, etc. to contribute to his paper.)

### The Two Galignani Content Marketing Lessons

I think there are two valuable content marketing lessons we can learn from Galignani:

#### ***1. Create a content channel for your target market.***

Galignani didn't just try advertising his store to the people he was hoping to reach, he had bigger and better ideas. Instead of creating ads, he created a content channel in which he provided his target market with information they needed and wanted. It wasn't all bookstore-related, either. He focused on their interests, not just his business.

He understood that once he created a valuable content channel for his audience, then he could indirectly and directly promote his own ventures. But that's not all. By creating a content channel instead of just an ad, he elevated his store and publishing business in the minds of his audience.

They became a loved and desired source of information to the English speaking community. (What ad could have done that?)

#### ***2. Invite leading authorities to create content for you.***

Galignani could have just tried to create all of the content himself and maybe he would have if he was trying to promote himself or his own authority. But he wasn't. His goal was to attract his target audience, benefit them, and promote English authors (whose works he published and sold.)

If you use your content to **help your target audience, help other authorities in your niche, and advance your industry**, then you and your business will be elevated in the process.

Not only does this method help others, but it **allows you to break through the barrier** that keeps so many businesses from harnessing the power of content marketing: **the problem of having to create all of the content yourself.**

This is a method I have used multiple times.

When I put together my ebooks [How Your Business Can Survive and Prosper in a Recession](#), I didn't just create all of the content myself. I instead interviewed [38 top business, sales, and marketing experts](#) and asked them to contribute and allowed each one to promote their website or books.

When I decided to create a [website for business owners in the San Francisco Bay Area](#), I again used this method. I didn't just decide to create all of the content myself. I **instead invited other local experts to share their knowledge.** And again, I made sure that the site is a platform that helps to elevate and promote them and their work, not just myself and my work.

## The Secret of Today's Publishing Empires

I'd encourage you to try Galignani's two content marketing methods yourself. They are the "secrets" of many of today's publishing empires such as: **HuffingtonPost.com, Mashable.com, ContentMarketingInstitute.com, CopyBlogger.com, SocialMediaExaminer.com**, and others.

- They focused on a **target market.**
- They created a **content channel** to help their audience and elevate their industry.
- And they **invited authorities to create content** for them.

These two content marketing methods are **deceptively simple** in appearance.

But just remember that they have proven themselves to be effective for at least two centuries, they are still being harnessed today, and they will probably continue to work for (at least) another two centuries.

## 51 CONTENT MARKETING HACKS

\*Galignani's Messenger image from <http://gallica.bnf.fr>

\*Galignani's storefront image from <http://www.galignani.fr>

ORIGINAL CONTENT FROM LINKEDIN:

<https://www.linkedin.com/pulse/article/20140626215330-3546803-a-213-year-old-business-reveals-two-secrets-of-today-s-publishing-empires>

## **Content Marketing Hack #1**

**Instead of just focusing on advertising in someone else's space, create a content channel for your target market.**

## **Content Marketing Hack #2**

**Instead of creating all of the content yourself, invite experts to create content for you.**

## CHAPTER 2

# Nestle Toll House Cookies: Old School Content Marketing in Action

March 16, 2012

I want to tell you a quick story that should inspire you to use content marketing to sell your product. **Do you know how chocolate chip cookies were invented?** According to Nestle, **Mrs. Wakefield** (owner of the Toll House Inn) was making chocolate cookies one day, but ran out of regular baker's chocolate.

She didn't know what to do until she came up with the idea to substitute it with **broken pieces of semi-sweet chocolate**. She thought it would **melt and mix** into the batter, but it didn't, and that's how the chocolate chip cookie was born.

**What does that have to do with content marketing?** Nothing, at least at this part of the story. But what happened next matters to us as content marketers...

Wakefield **sold the recipe to Nestle in exchange for a lifetime supply of chocolate chips** (instead of patenting it and making billions!) And what genius thing did Nestle choose to do with that recipe?

Simple. On every bag of Nestle chocolate chips sold in North America ever since, **they included a variation of her original recipe printed on the back**.

They didn't **sell** the recipe. They didn't **lock it away in a safe for only a few to see** it. They **gave it away**... on the back of every bag of chocolate chips they sold. And what did those people with the chocolate chip cookie recipe need? **Chocolate chips**.

What happened when friends ate these cookies and asked where the recipe come from? They were told to go buy a bag of Nestle's chocolate chips. (That made

their chocolate chips unique and more desirable than other chocolate chips that would later be sold.)

**Content Marketing Lesson: What information (content) do your prospects or customers need to use your product *most effectively or in new and exciting ways?***

Now that you know that, go create that content (or get someone else to create it) and give it away!

This will do two important things:

- 1. Help your customers.**
- 2. Make your product/service more valuable and desirable.**

ORIGINAL CONTENT FROM RECESSIONSOLUTION.COM:

<http://recessionsolution.com/2012/03/16/nestle-toll-house-cookies-old-school-content-marketing-in-action/>

## Content Marketing Hack #3

**This is a powerful hack for you to implement. Don't just create content about your product or service. Create content that helps people to do something that they want to do and which includes your business, product, or service as a part of the process.**

# CHAPTER 3

## 6 Content Marketing Strategies Learned from The Hobbit

December 8, 2012

### How a Little-known English Professor Became a Literary Legend

As unbelievable as it sounds, it all started with a blank piece of paper, a moment of sudden inspiration, and one sentence jotted down onto that paper. **It all happened one day in the early 1930s.**

At this point in time, a little-known Oxford professor was in the middle of creating School Certificate papers when he came across the blank piece of paper and was hit with inspiration. Little did he know that that one sentence would change his life, and the literary world, forever.

What was the sentence? **“In a hole in the ground there lived a hobbit.”** That simple sentence sparked the idea for a story. A story that would be completed in late 1932. The finished manuscript was passed on to a few friends, one of them being another unknown young man at the time, C.S. Lewis.

The manuscript kept changing hands until it finally ended up in the hands of one of the professor’s students whose name was **Elaine Griffiths**. By this point in time it was 1936, and Elaine Griffiths was visited by Susan Dagnall, who was a staff member of a publishing house called George Allen & Unwin. It’s reported that Elaine either lent Susan the manuscript or suggested she borrow it from the professor.

However it happened, Susan ended up reading the manuscript and was very impressed by the story that had developed. She was so impressed with it that she showed the book to British publisher, Stanley Unwin. **He decided to get a second**

**opinion: He asked his 10-year-old son Rayner to take a look at it. Needless to say, Rayner really liked it.**

And the rest is history. Allen & Unwin decided to publish the professor's book and, of course, the name of the book was *The Hobbit* (also known as *There and Back Again*). The professor's name was John Ronald Reuel Tolkien, now known the world over as J. R. R. Tolkien.

**The book would go on to be one of the most popular books of all time.** Tolkien would later write a sequel, *The Lord of the Rings*. And, unless you've been living under a rock, you probably know that they just released a new movie of *The Hobbit*.

I first heard of the movie something like six months ago, and I couldn't believe they were promoting it so far ahead of its release. And that got me thinking: **"The movie industry really knows how to build momentum for their movies and they use many different types of content marketing to promote their movies."**

Because of this, I then wondered, **"What lessons can we as content marketers learn from *The Hobbit* movie launch and movie launch strategies in general?"** Today I want to begin revealing to you the lessons I've uncovered for content marketers.

## **Create Some Video Teasers to Promote Your Product or Services**

The trailer is usually the first chance the movie studios have to promote a film to its target audience. The idea is to give the audience a teaser of the story, the special effects, the laughs, the thrills and chills, etc., that will take place in the movie.

*The Hobbit* movie trailer started showing way back in January of this year. That's almost a year before the movie was released!

## There are two lessons content marketers can learn from this:

1. **We need to think much farther ahead with our content marketing strategies.** Studios have learned about the importance of building buzz and momentum. We need to do the same.

This has really been one of the keys to success for the “product launch formula” made popular by Jeff Walker. It’s since been overused, but the idea of building momentum is still very important for us to remember as content marketers.

2. **We need to consider the power of teasers and free samples, which is really what a movie trailer is.** The great advertising pioneer, Claude C. Hopkins, said this about the power of samples:

**“The hardest struggle of my life has been to educate advertisers in the use of samples, or to trials of some kind. They would not think of sending out a salesman without samples. But they will spend fortunes on advertising to urge people to buy without seeing or testing. Some say that samples cost too much. Some argue that repeaters will ask for them again and again. But persuasion alone is vastly more expensive.”**

Are you doubtful trailers can be used to promote things other than movies? Best-selling author Timothy Ferriss has used trailers to promote two of his books: **“The 4-Hour Body”** and **“The 4-Hour Chef.”** And if you’re wondering how effective his trailers are, his video currently has 1.4 million views.

As content marketers, we need to think of the videos that we create more as trailers than advertisements. And we also need to remember that they are only one small part of the whole strategy.

The point of the content we create for a trailer is not to sell. It’s just to whet audience members’ appetites. Don’t try to accomplish more than that with them.

Let’s look at another strategy that the studios use:

## Create a Teaser Website That Promotes Your Product or Service

Now you might think that this is so basic that it doesn't need to be mentioned. But you would be wrong. The websites that the studios create are different than those that most of us as content marketers would normally create.

I think the two key differences are:

1. **The website is focused on giving people tools to help them remember the movie.** They do that by offering things such as ringtones and screen savers.

2. **The website is focused on giving people tools to help spread the word.** They also do this by using tools such as ringtones and trailers. (I mentioned ringtones twice because they can be used to remind both the person who possesses it and the one who hears it.)

When the studios first put up a website, they aren't focused on selling tickets (yet). They are focused on helping you remember the movie and spread the word.

**How does *The Hobbit* website offer content that helps people to remember and spread the word?**

The website offers many cool features to achieve this goal, such as:

- **A wallpaper generator:** a tool that allows fans to customize their own desktops and mobile screens, and even create Facebook covers and profile images
- **Dwarf Combat Training:** a fun game where you can “master battle skills to defeat treacherous foes”
- **Join the Company:** a way for you to use your webcam to transform yourself into a member of “the company”
- **iOS app:** an iPhone and iPad app that allows fans to experience the epic adventure of *The Hobbit: An Unexpected Journey*. They can learn “about Bilbo Baggins’ quest to reclaim the lost Dwarf Kingdom of Erebor and the band of 13 dwarves that join him and Gandalf the Grey as they embark across the wastelands around the Lonely Mountain through exclusive

artwork, interactive character galleries, and production videos presented by director Peter Jackson.”

- ***Riddles in the Dark***: a separate website/app where fans can attempt to answer some of Gollum’s riddles or create their own
- ***Recipes from Middle-Earth***: a separate website/app where fans can learn authentic “Middle-Earth recipes”
- Plus more of the traditional types of tools such as downloads, videos, and pictures.

Do you see how so many of these things are provided to cause you to remember the movie or want to share it with your friends?

Now, can or should any company do every one of these types of features? No, of course not.

But why couldn’t you create some free apps or a way for people to easily spread the word on Facebook? And in some industries, why couldn’t you create some interactive apps to engage people?

Most importantly, the general idea of creating a site that helps your product or service to be easily remembered and shared can and should be a strategy used by all companies.

## Encourage Content to Be Created by Other Media Outlets

The studios do everything they can to get as much early positive press coverage as possible in magazines and on entertainment shows. The main tactic they use is something called a “**press junket.**”

A press junket is an event where journalists, entertainment reporters, and movie critics are flown to a special location for a day or weekend of interviews with the stars and creators of the film.

Many of us content marketers are so focused on the idea of creating content to market our products or services that we forget a very important tool in content

marketing: **content created by others**. We don't think about the importance and need for others to create content for us and about our products and services.

Here is just some of the media coverage that the filmmakers of *The Hobbit* have received:

[“Return of the Ring! The Hobbit An Unexpected Journey: Inside the Making of the New Epic Trilogy”](#) — Entertainment Weekly

The cover story features exclusive preview content about the movie.

[“A house fit for a Hobbit”](#) (Video) — CNN Money

This video features one man who is such a fan he had a house built like a hobbit's house.

[10 reasons we still love J.R.R. Tolkien's 'The Hobbit'](#) — USAToday

They reveal 10 reasons they're still hooked on *The Hobbit* even as it celebrates its 75th anniversary.

[‘Hobbit’ costume designer Ann Maskrey’s favorite look? Radagast](#) — LA Times

This features an interview with Britain-based designer Ann Maskrey, who had the job of creating costumes for all the characters in *The Hobbit*.

The studios know a fact that we sometimes forget as content marketers: **There is much more credibility given to what is said about your products or services by others as opposed to what is said by you.**

Am I suggesting that every company can get major news coverage like this? No, I am not. But in every industry there are smaller, lesser-known publications that are in constant need of content.

As content marketers, we must remember this and help them solve this problem by giving them content, and suggestions for content, that directly or indirectly feature the products or services we want to promote.

Why couldn't you do a virtual “press junket” (by webinar) for the niche media outlets in your industry?

## 51 CONTENT MARKETING HACKS

As you can see from these examples, the movie studios have developed a really powerful and strategic process for promoting their products.

It's a strategy that can really help us as content marketers to work more "out of the box" and break out of ruts we usually work in.

ORIGINAL CONTENT FROM CONTENTMARKETINGINSTITUTE.COM:

<http://contentmarketinginstitute.com/2012/12/content-marketing-strategies-the-hobbit/>

## **Content Marketing Hack #4**

**Start your content promotions much earlier than usual and plan out how to build momentum for your content marketing.**

## **Content Marketing Hack #5**

**Begin your campaign with content that can be thought of as samples and teasers.**

## **Content Marketing Hack #6**

**Create content that has the purpose of helping people remember your product or service.**

## **Content Marketing Hack #7**

**Create content that gets people to interact with your product or services.**

## **Content Marketing Hack #8**

**Create content that can be used as a tool to spread the word about your product or service.**

## **Content Marketing Hack #9**

**Encourage and help media outlets within your industry to produce content that their audience will enjoy and that will promote and give credibility to all your other content.**

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