

Shane Snow

Chief Creative Officer of Contently

Author of *Smartcuts*

@ShaneSnow - www.shanesnow.com - www.contently.com

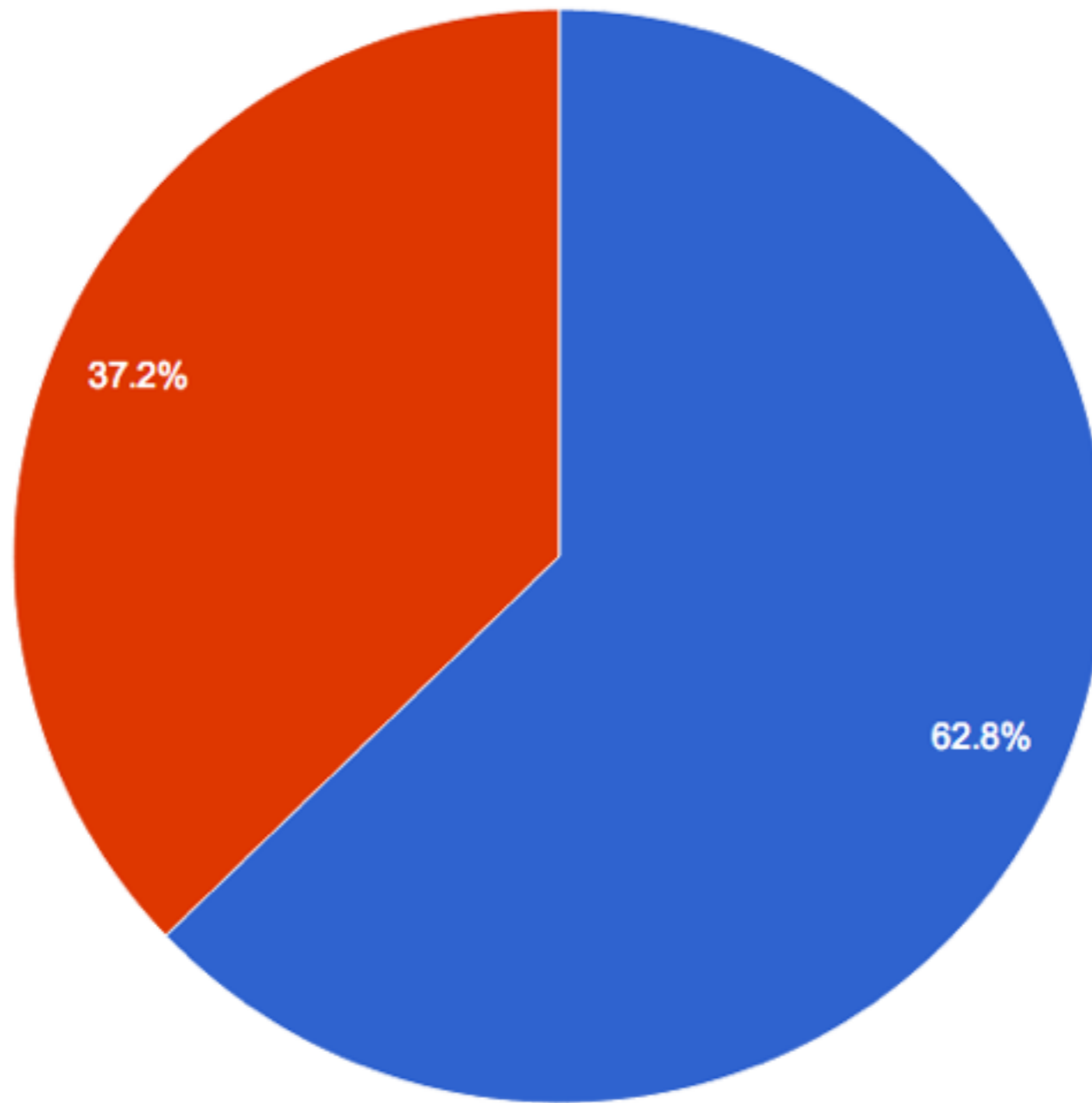
A question

Who do you trust more?



I created a poll...

Queen v. Rowling



Poll conducted March 2014. +/- appx 5% margin of error.

THOSE WHO TELL
Stories
THE
RULE THE WORLD

NATIVE AMERICAN PROVERB

A Story

Jacques Prevert and the beggar





I'm blind



**Spring is
coming,
but I won't
see it**

Contently

**Great stories
build
relationships.**



Contently

**Great stories
make us
care.**



Contently

We're programmed for stories.



Contently

Research:

“Storytelling can break down barriers to foster compassion, tolerance, and respect for difference.”



Contently

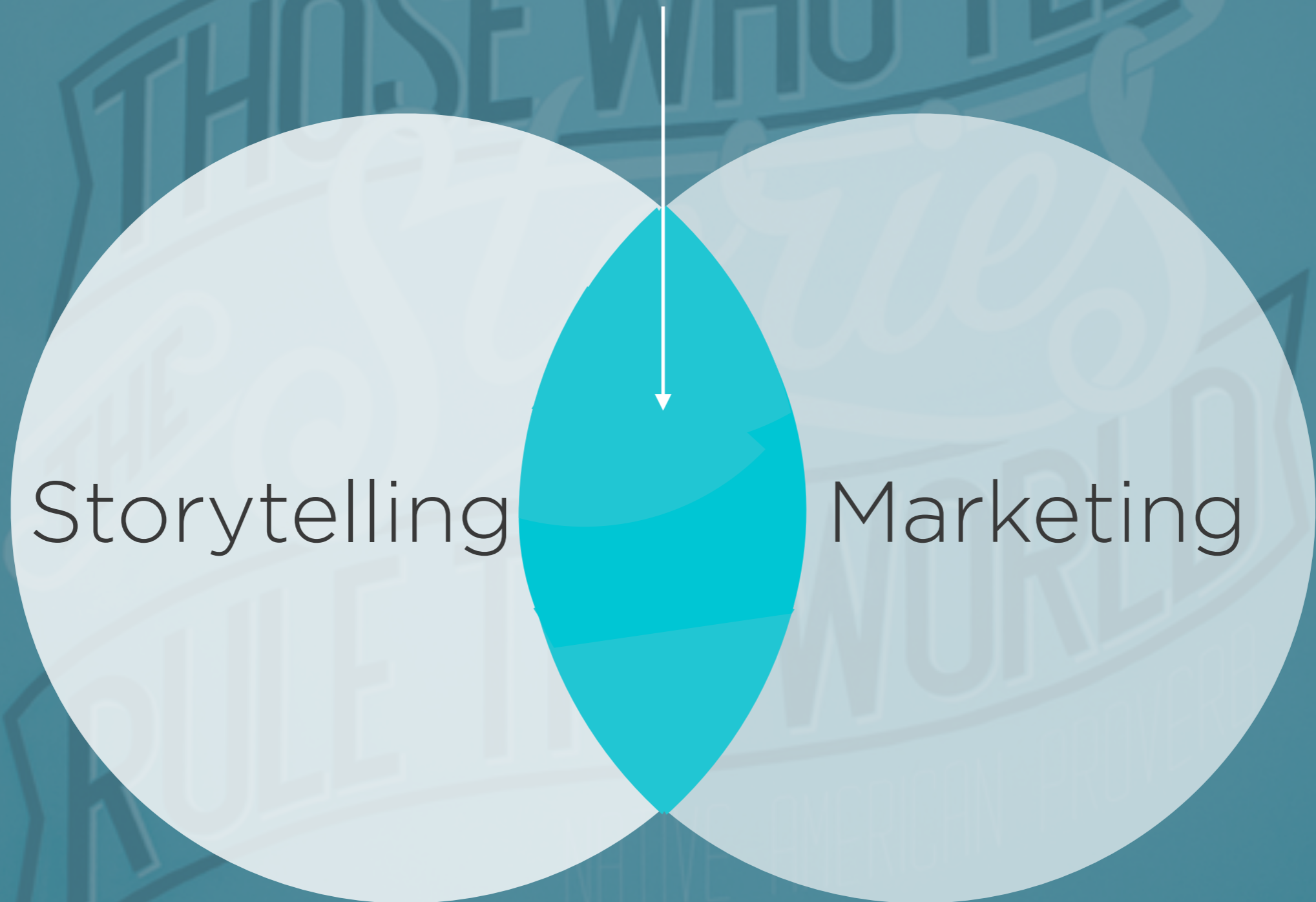
Research:

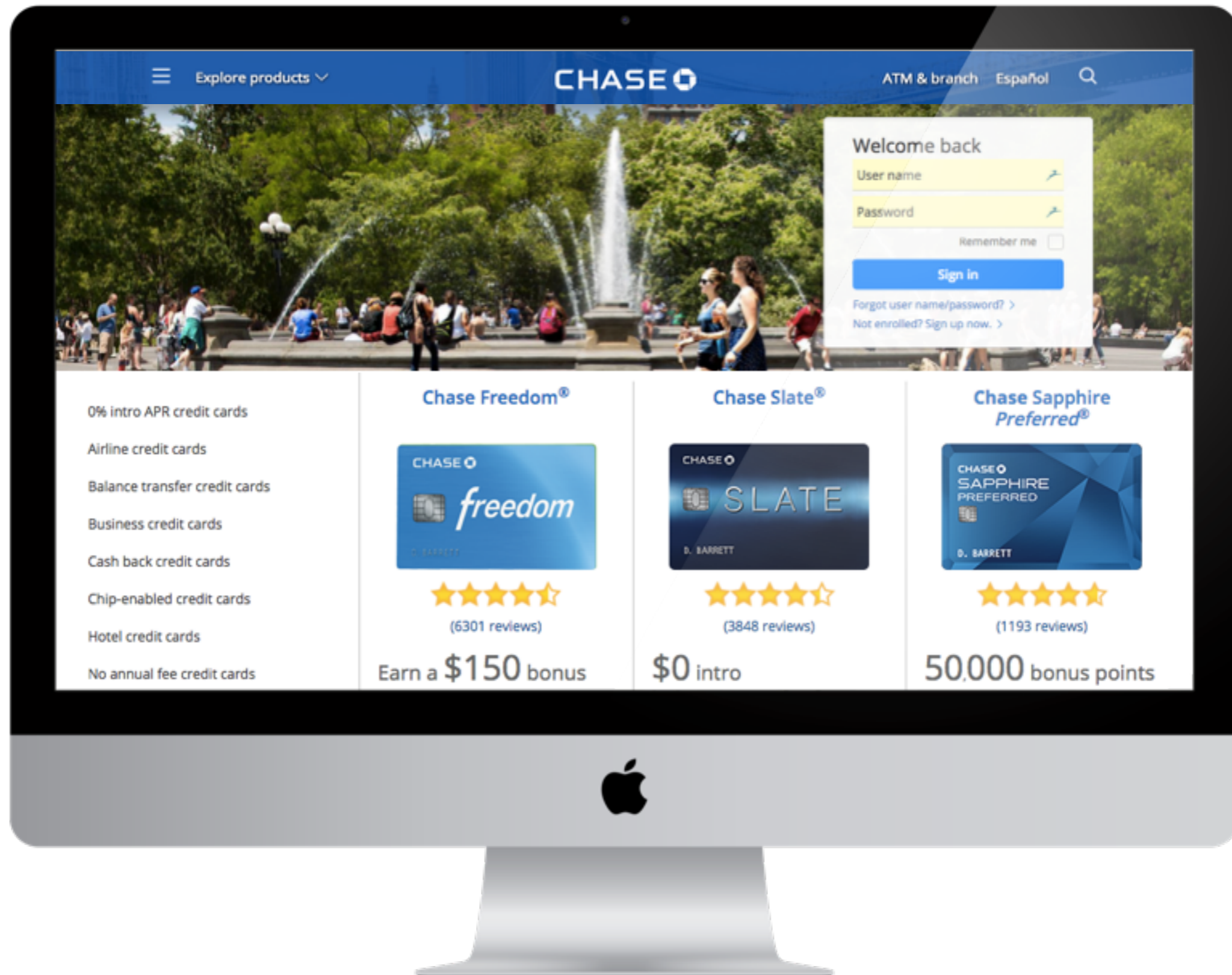
“Storytelling has an impact on participants’ interpersonal relationships, empathy, and sense of connectedness.”





Content Marketing











“We are a media company now.”

–David Beebe, Marriott vice president of global creative.

Contently

A \$50b industry

by 2019. –PQ Media Global Forecast

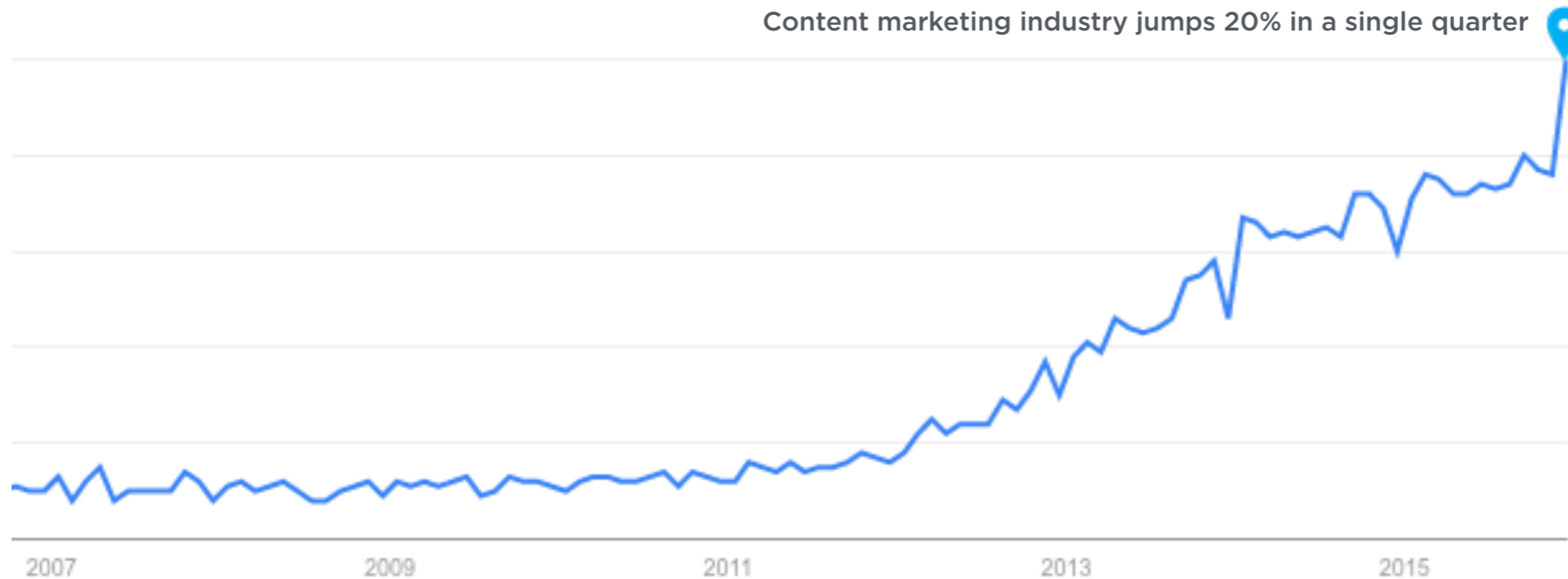
Google Trends



Content Marketing



Content marketing industry jumps 20% in a single quarter



Contently

How?



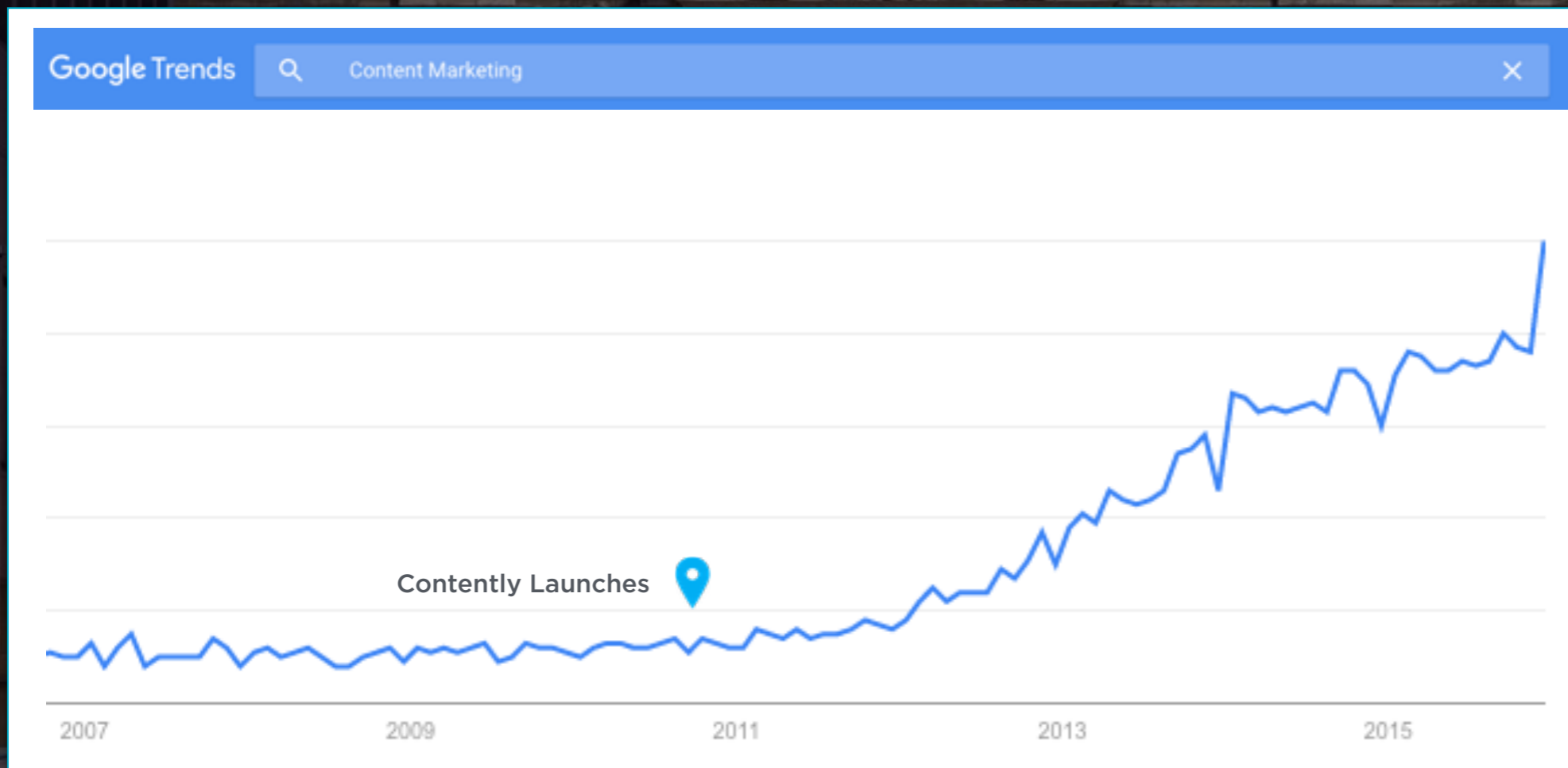
How do you win attention?

How do you get results?

Contently

We built Contently

to solve that problem.



Content that works.

The world's best content marketing runs on Contently's award-winning platform.

[LEARN MORE](#)[TALK TO US](#)[WATCH DEMO](#)

4x return on content investment

10x increase in content production

100% original content

Smart content marketing. Incredible results.

Our powerful enterprise technology, talent network, and services make us the industry leader in creating, distributing, and optimizing content. Create and manage all of your corporate content in one place, streamline your approval processes, and optimize every aspect of



The Content Strategist

Brands Media Social ROI Voices

f t in G+ | Q

CONTENTLY EBOOK

Contently Quarterly: The Winter 2016 Issue

In 2012, the first Contently Quarterly was 60 pages and illustrated with low-res photos from my uncle's Instagram. We've come a long way since then.

DOWNLOAD



VOICES

'A Poem Made Up Entirely of Actual Panels at SXSW' and 4 Other Stories You Should Read

By Contently



MEDIA

A Journalist's Guide to Sponsored Content Ethics

By Whitney Pipkin



ROI

Infographic: The 16 Hottest Travel Marketing Trends of 2016

By Nicole Dieker



VOICES

The Biggest Mistake



VOICES

Ignore Design at Your



MEDIA

The Mobile Web Sucks. Is

a.d. 1500





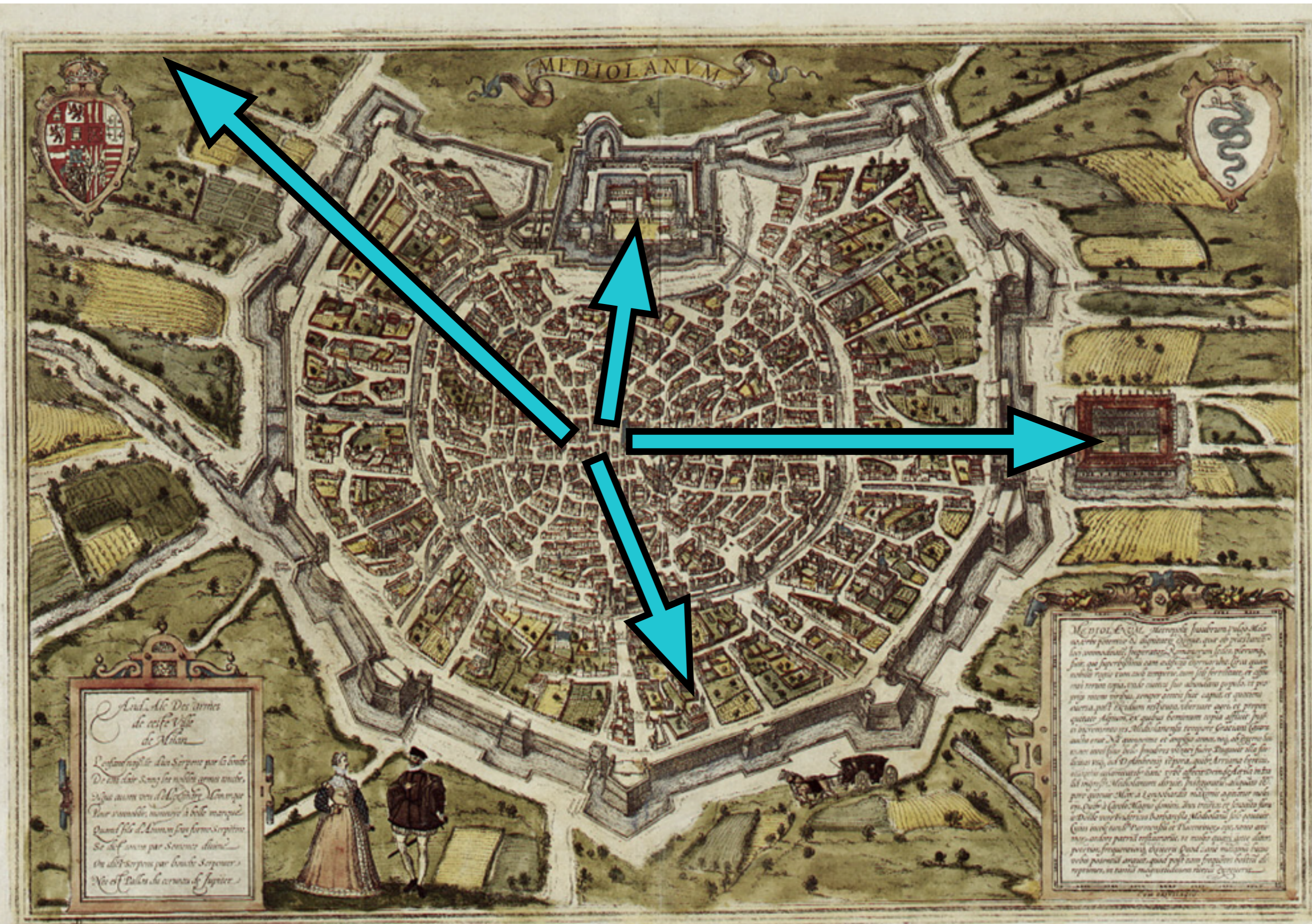
AVVISO AL

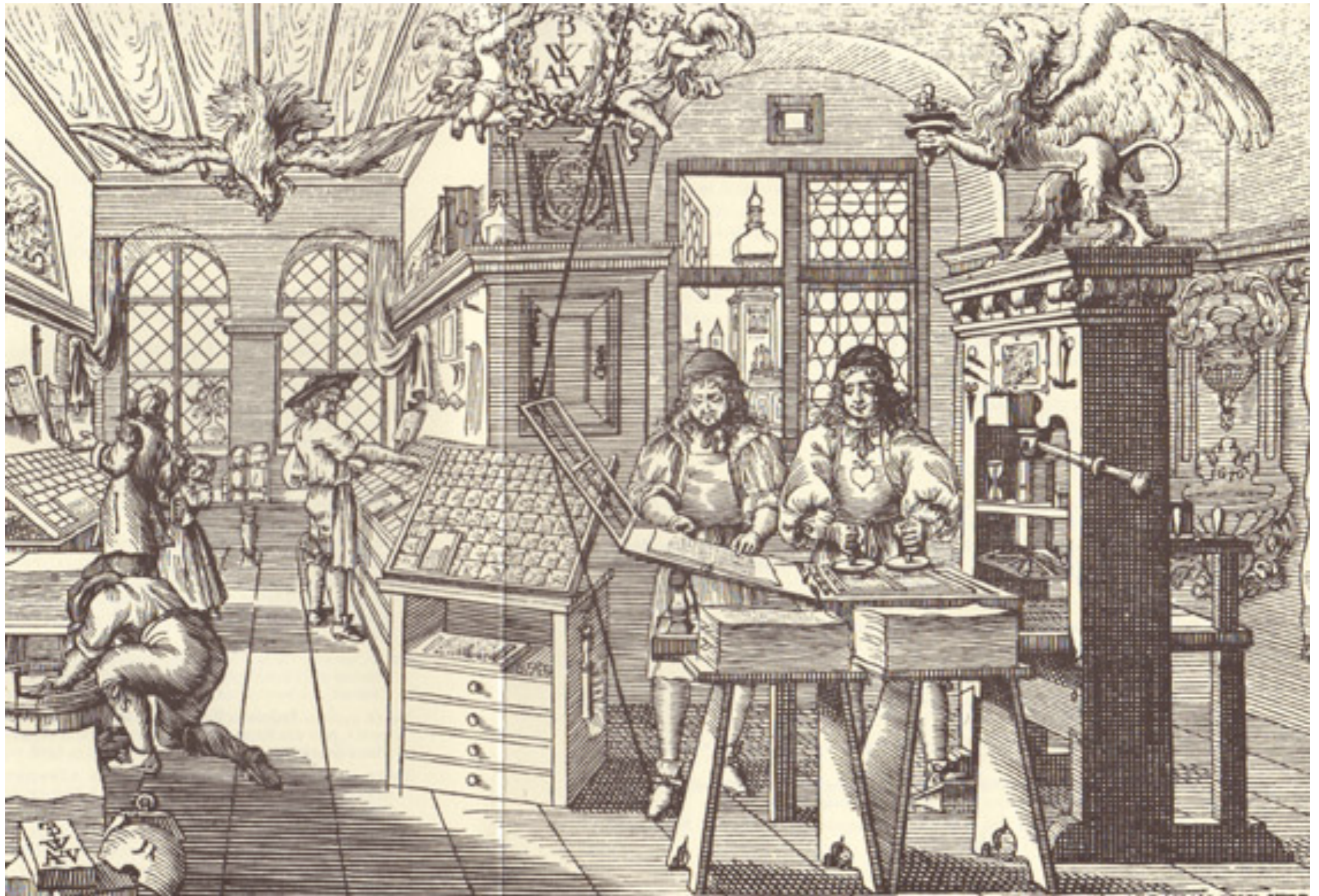


PUBBLICO.

E Ssendo giunto in questa Illustre Città di **BERGAMO** il CONTE OTNIP D'IRRAB
Citadin del Mondo, discendenza Portoghese, Celebre Escamoteur, Matematico, Geomo-
trico, Algebrista, Chimico, e Macchinista, Indovina i Pensieri, fa sparir le Carte dalle
mani in vista di tutti tenendole ben strette appresso di Se, facendole trasformare in altre
bene opposte. Vede quello che uno scrive in altre Stanze ben distante, e rinchiusi soli al
di dentro; indovina i Pensieri, e risponde ai Quesiti che li verranno dati in iscritto senza leggerli,
e dippiù risponderà alle Interrogaioni solamente nel vederli in faccia. Fà uscire cinque Estratti da
dentro il 90. numeri posti dentro una Tasca, e questi facendoli stare in vista di tutti da qualche
innocente Ragazzo a me non conosciuto, e questi cinque Numeri saranno da me scritti prima del
tiraggio, oppure fatti solamente pensare da qualche Persona, ed usciranno li cinque Numeri pensati
dal medesimo prima degli Estratti usciti, accompagnato pure di mille altre destrezze, le quali avrà
l'onore di esporle avanti al rispettabile Pubblico, sperando di renderli soddisfatti nella sera de' 10 del
presente mese nel Teatro della città della città di Bergamo alla ore 11. come si è fatto alla prima.

Alla Nobiltà non si fissa il prezzo, ed al rispettabile Pubblico lire. *due* ~~tre~~, e qualora qualche
Persona desiderasse, che si portasse nelle loro rispettive Case, si offre pure, sperando di renderli
soddisfatti, e contenti, avendo il medesimo CONTE OTNIP D'IRRAB esposte le sue destrezze in
varie Città dell'Europa, e parte dell'Asia avanti varj Sovrani, e Principi, dai quali è stato benignamente
lodato, ed accolto sotto le Loro Reali Protezione; il che ha luogo a sperare non incontrar meno
a chi vorrà onorarlo de' suoi Comandi. Alloggia in *all'Albergo detto la Giannina* si troverà
in Casa alle ore 10. della mattina, ed alle ore 3. al dopo pranzo.





Ego Guarinus Guarinius Diocesis Mutinensis Profiteor hodie
Deo domino, et Promitto Deo, ac B. Mariæ semp. uirgini, et B. Pet-
ro apostolo et uenerabili congregationi Pericorū regulariū eiusq.
Prælati suis successorib; canonicè intrantib; et tibi Reuerendo Pao-
ri superiori ecclesie S. Siluestri Montis Quirinalis Almq. Urbis
Romæ eodem nomine obedientiam ac reuerentiā debitam secundū
regulā triū uotū Paupertatis castitatis et Obidientie eiusdem
congregationis Pericorū Regulariū Hac ipsa die Quarta decima
mensis Aprilis Anno Millesimo sexcentesimo quadragesimo primo. in eadē
ecclesia S. Siluestri Montis Quirinalis Almq. Urbis Romæ

Ego Guarinus Guarinius suprascriptus manu propria scripsi et ipse
pronunciaui.



linear
americ

The Daily Gossip

By Antonio!

Ego Guarinus Guarinius Diocesis Mutinensis Profiteor hodie
Deo domino, et Promitto Deo, ac B. Mariæ semp. uirgini, et B. Pet-
ro apostolo et uenerabili congregationi Pericorū regulariū eiusq.
Prælati suis successorib; canonicè intrantib; et tibi Reuerendo Pao-
ri superiori ecclesie S. Siluestri Montis Quirinalis Almq. Urbis
Romæ eodem nomine obedientiam ac reuerentiā debitam secundū
regula triū uotū Purgatis castitatis et Obidientie eiusdem
congregationis Pericorū Regulariū Hac ipsa die quarta decima
mensis Aprilis M. M. C. LXX. Quadragesimo primo. in eadē
ecclesia S. Siluestri Montis Quirinalis Almq. Urbis Romæ.

Ego Guarinus Guarinius suprascriptus manu propria scripsi et ipse
pronunciaui.

The Daily Gossip

Ego Guarinus Guarinius Diocesis Mutinensis Profiteor hodie
Deo domino, et Promitto Deo, ac B. Mariæ semp virgini, et B. Pet-
ro apostolo et venerabili congregationi Pericorū regulariū eiusq
Præfato suis successoribz canonicè intrantibz et tibi Reuerendo Pao-
ri superiori ecclesie S. Siluestri Montis Quirinalis Almq Urbis
Romæ eodem nomine obedientiam ac reuerentiā debitam secundū
regula triū uotū Purgatis castitatis et Obdientie eiusdem
congregationis Pericorū Regulariū Hac ipsa die quarta decima
mensis Aprilis M. M. C. LXX. Quadragesimo primo. in eadē
ecclesia S. Siluestri Montis Quirinalis Almq Urbis Romæ

Ego Guarinus Guarinius suprascriptus manu propria scripsi et ipse
pronunciaui.

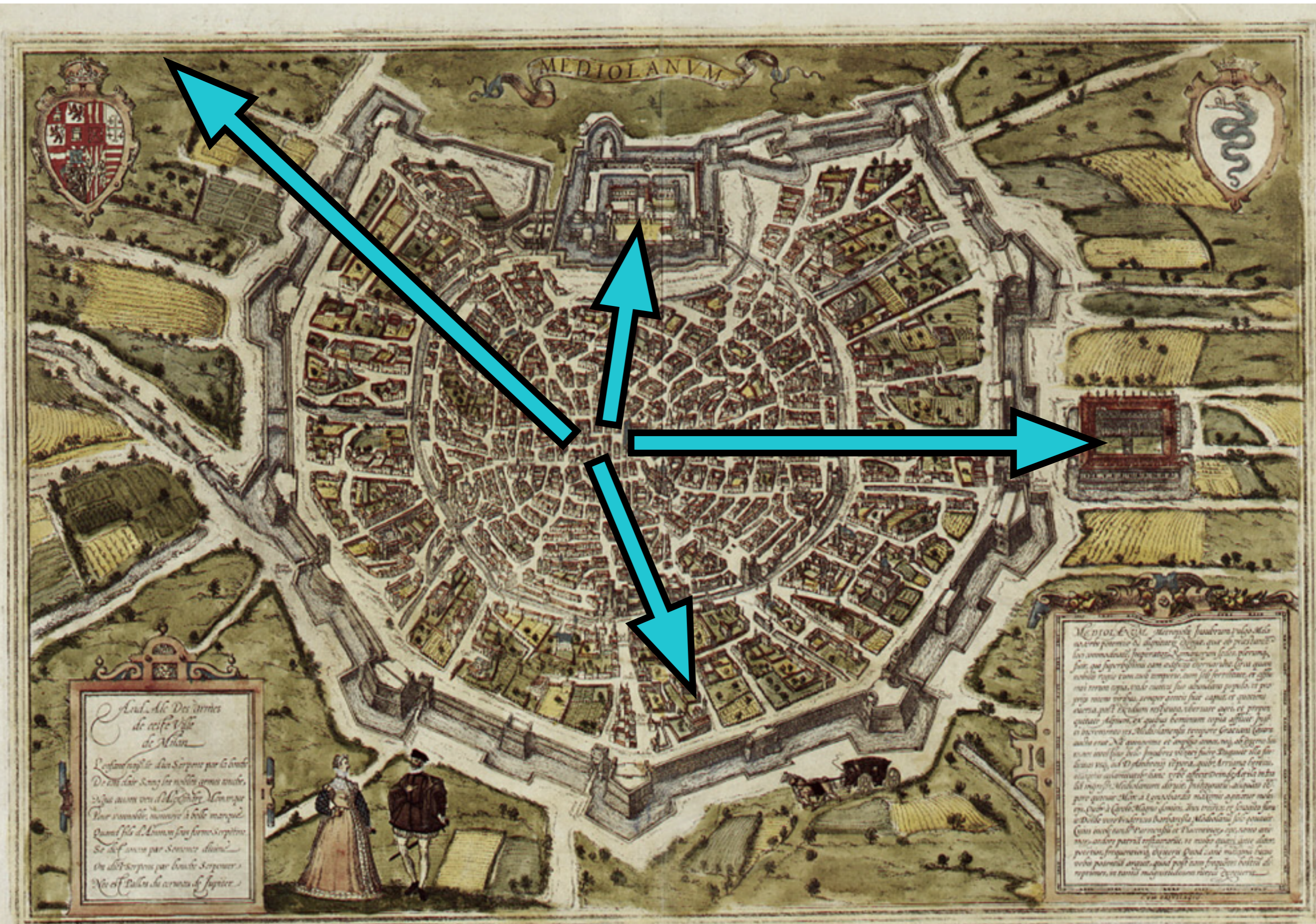




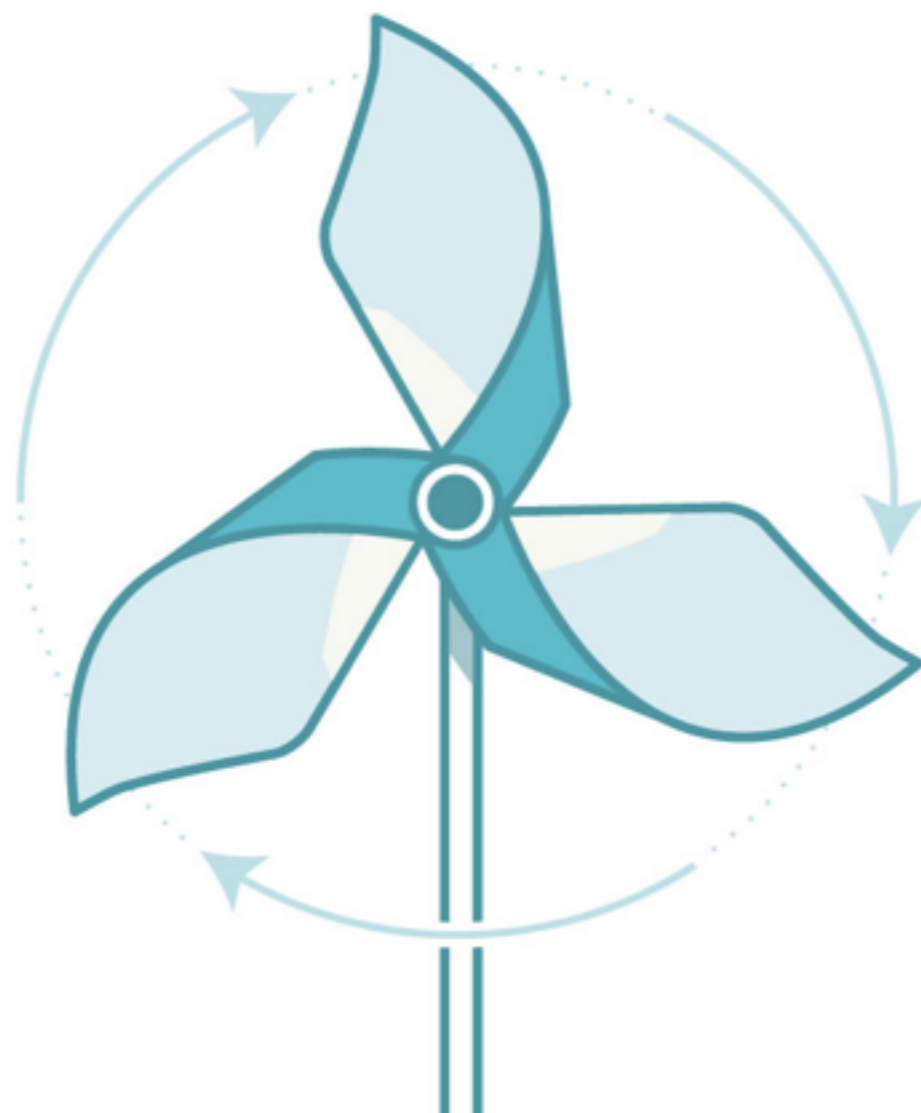
Figure out what the audience wants first, *then* figure out the technology and process to use.

(Most of us do this backwards.)

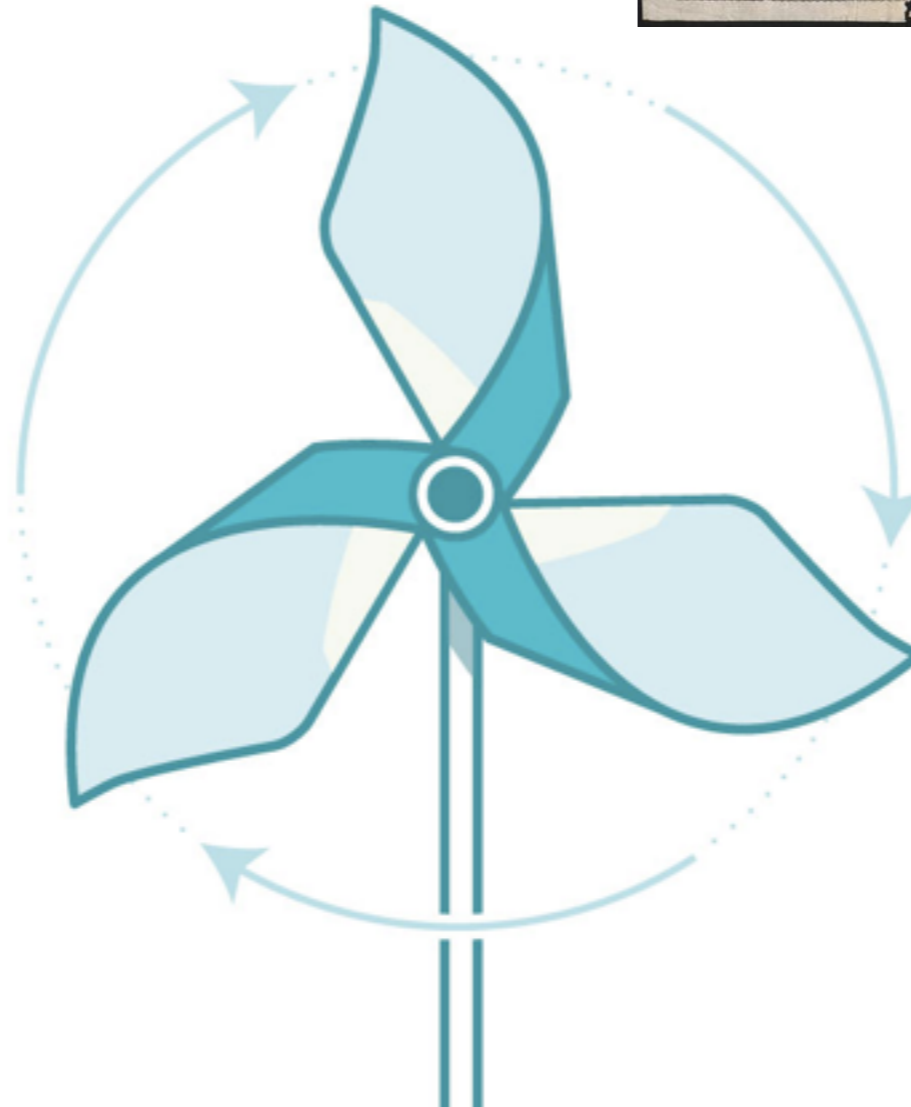
Strategy matters.

(How you publish is as important as what you publish.)

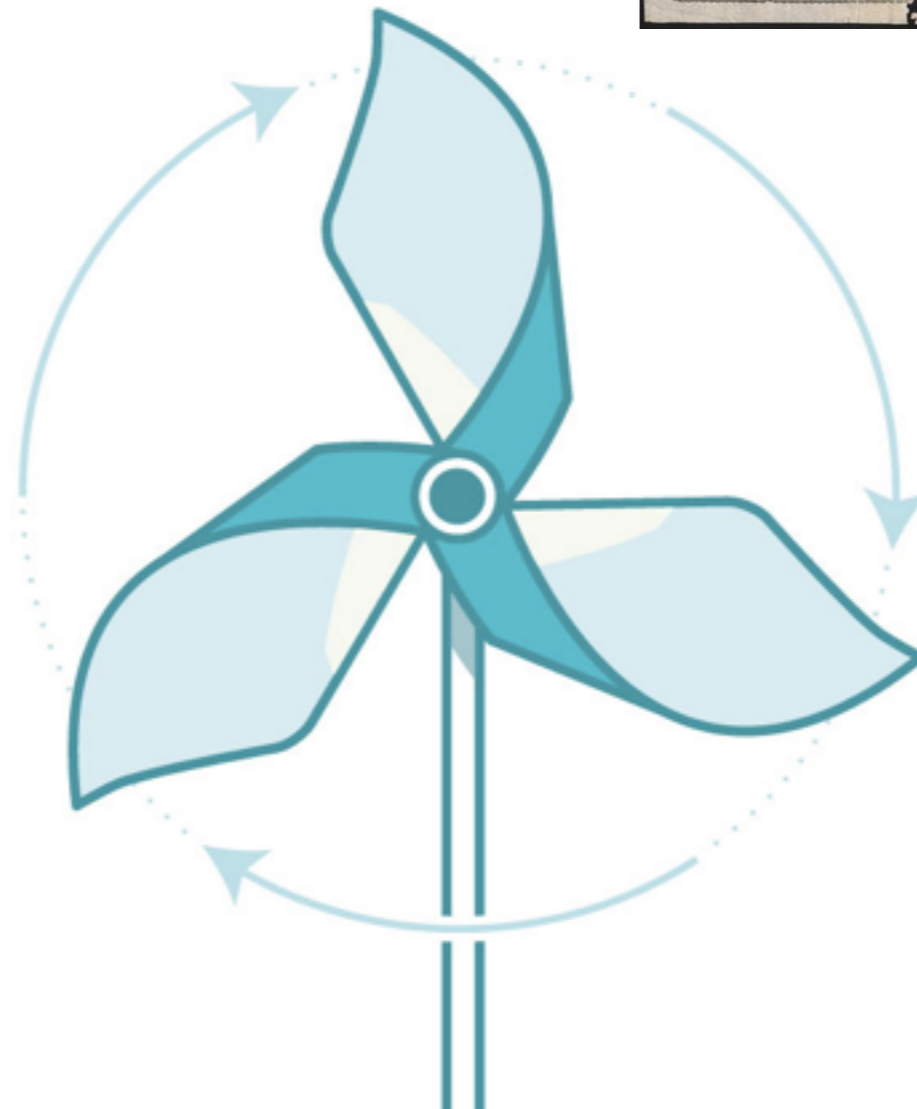
A deeper pattern...



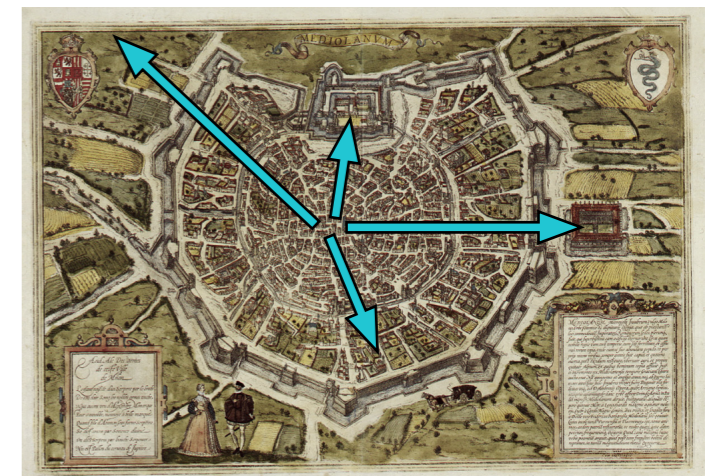
CREATE



CREATE



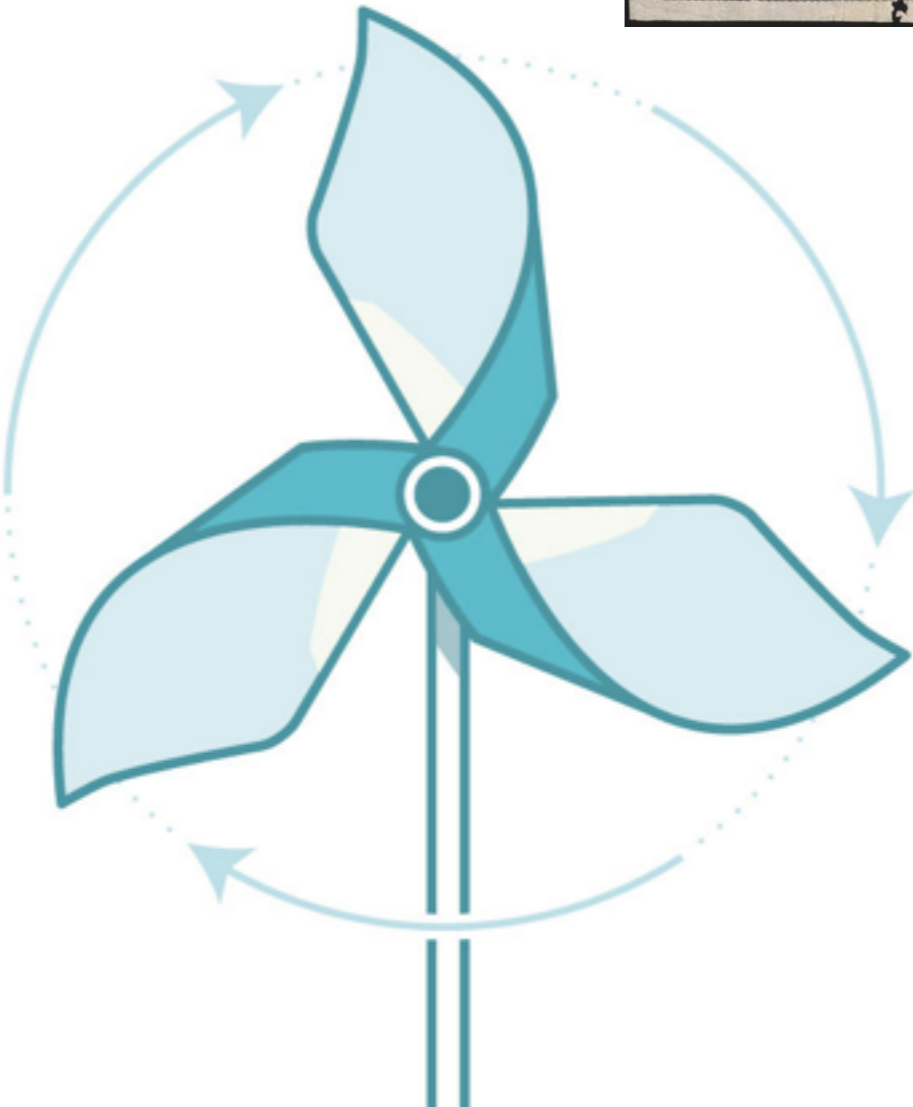
CONNECT



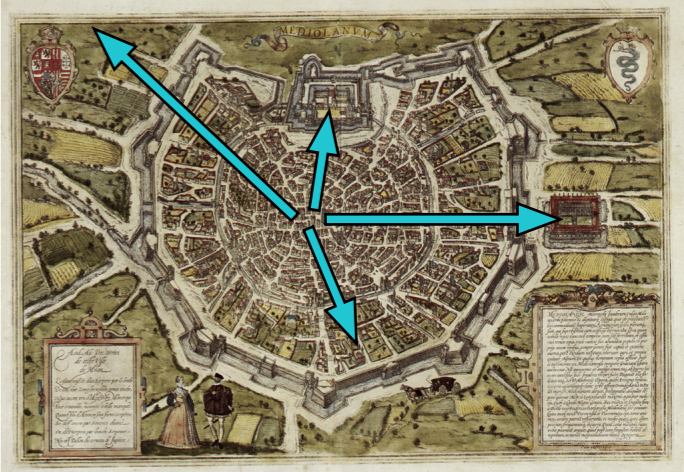


OPTIMIZE

CREATE



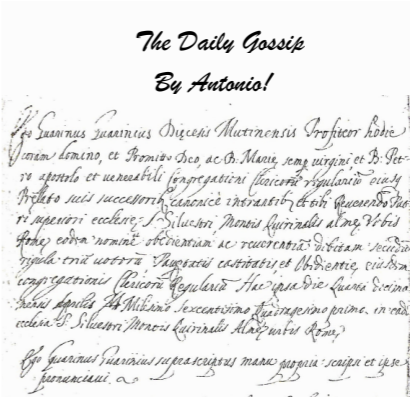
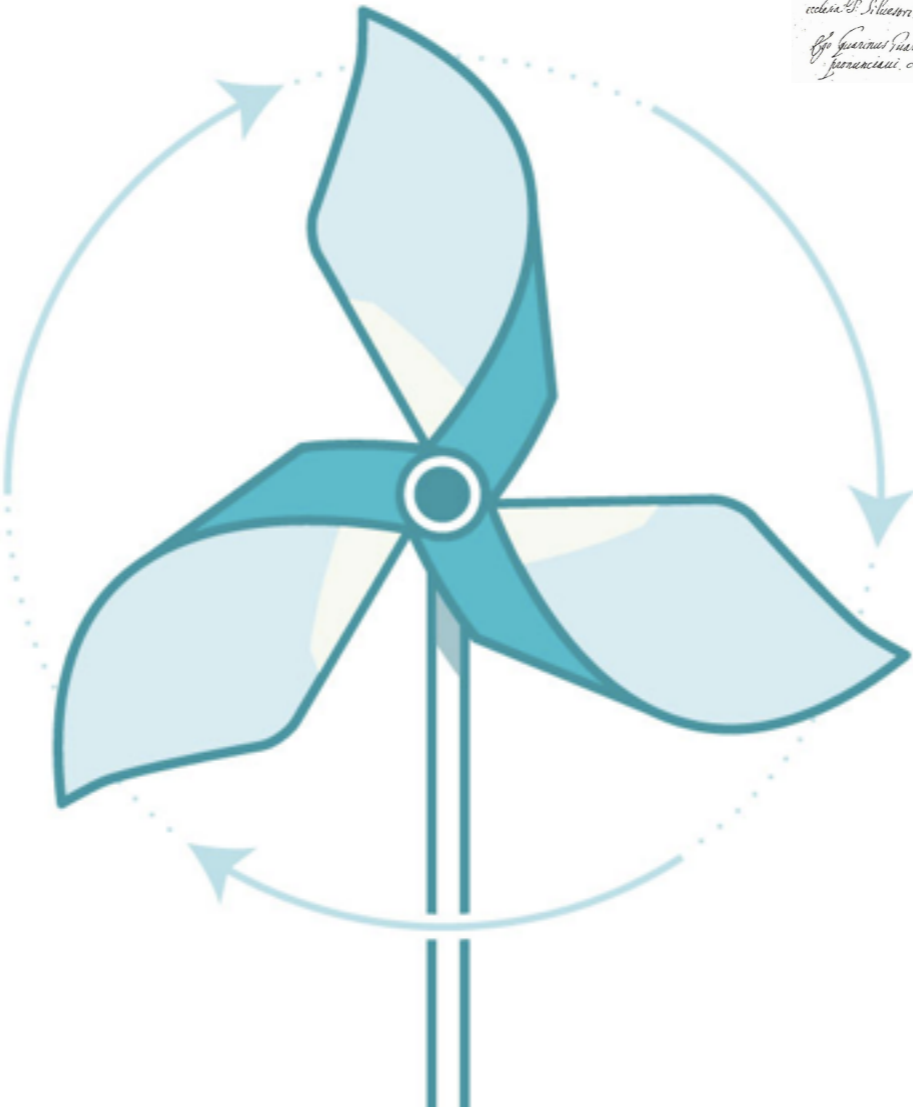
CONNECT



OPTIMIZE

CREATE

CONNECT



A stylized illustration of a three-bladed pinwheel. The blades are light blue with darker blue outlines and are arranged in a circular pattern around a central hub. A circular arrow with a dotted line indicates a clockwise direction of rotation. The pinwheel is mounted on a vertical pole.

A stylized illustration of a three-bladed pinwheel. The blades are light blue with darker blue outlines and are arranged in a circular pattern around a central hub. A circular arrow with a dotted line indicates a clockwise direction of rotation. The pinwheel is mounted on a vertical pole.

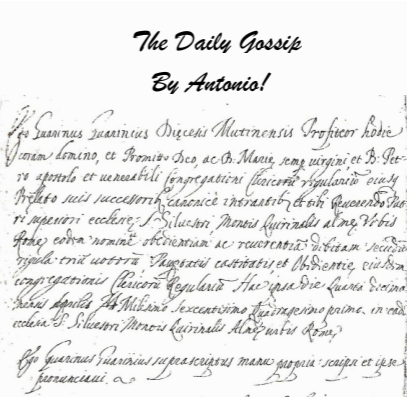
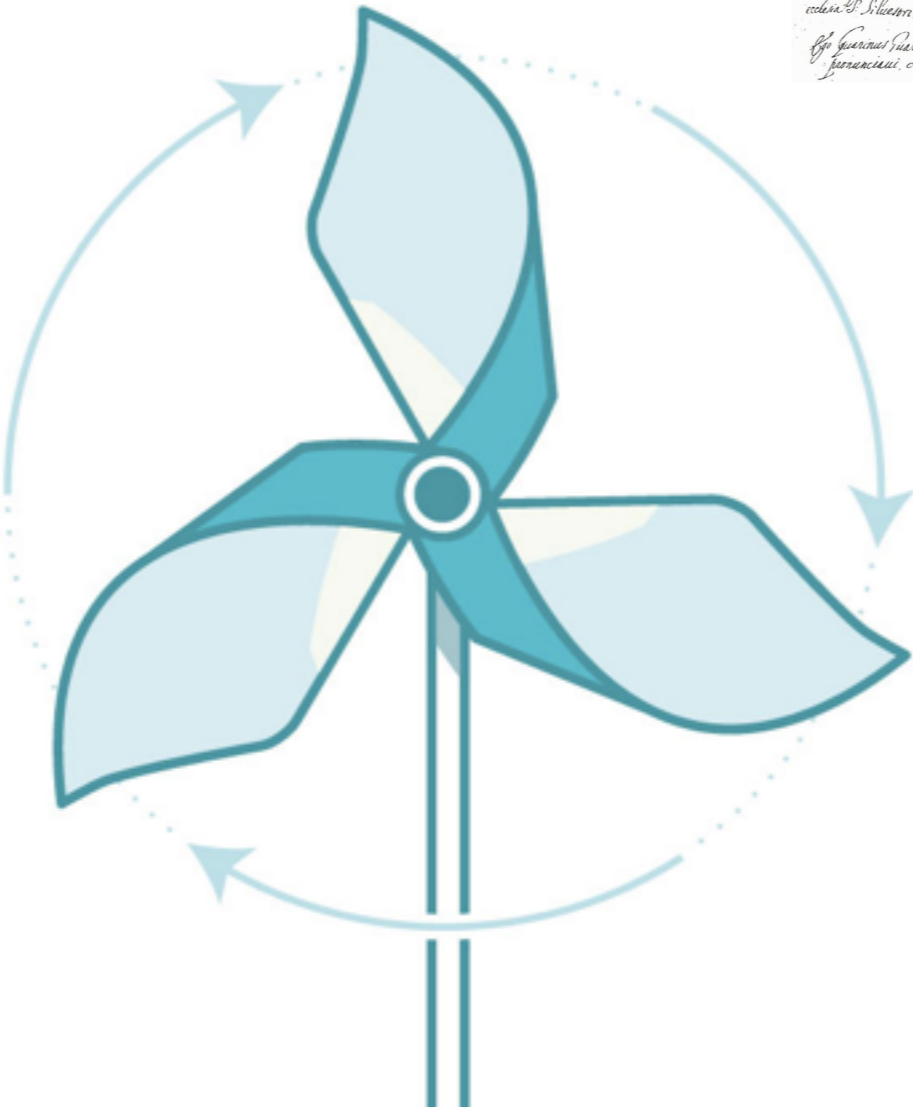
By Antonio!

[illegible]

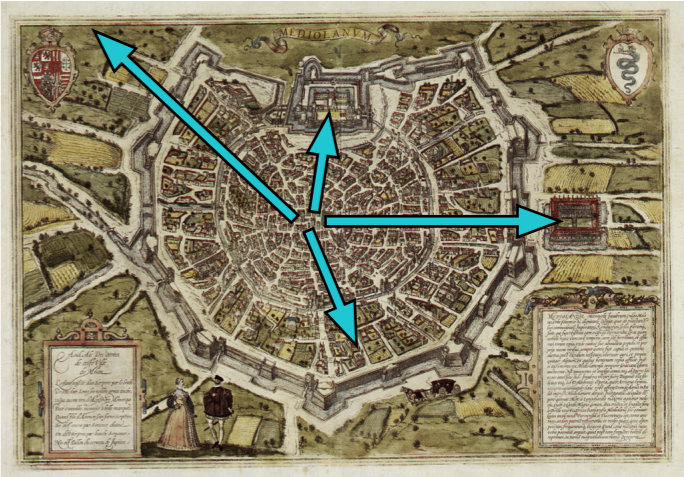


OPTIMIZE

CREATE



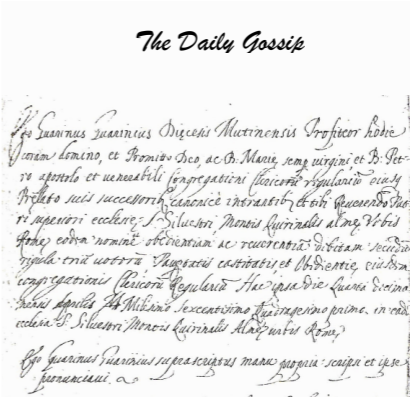
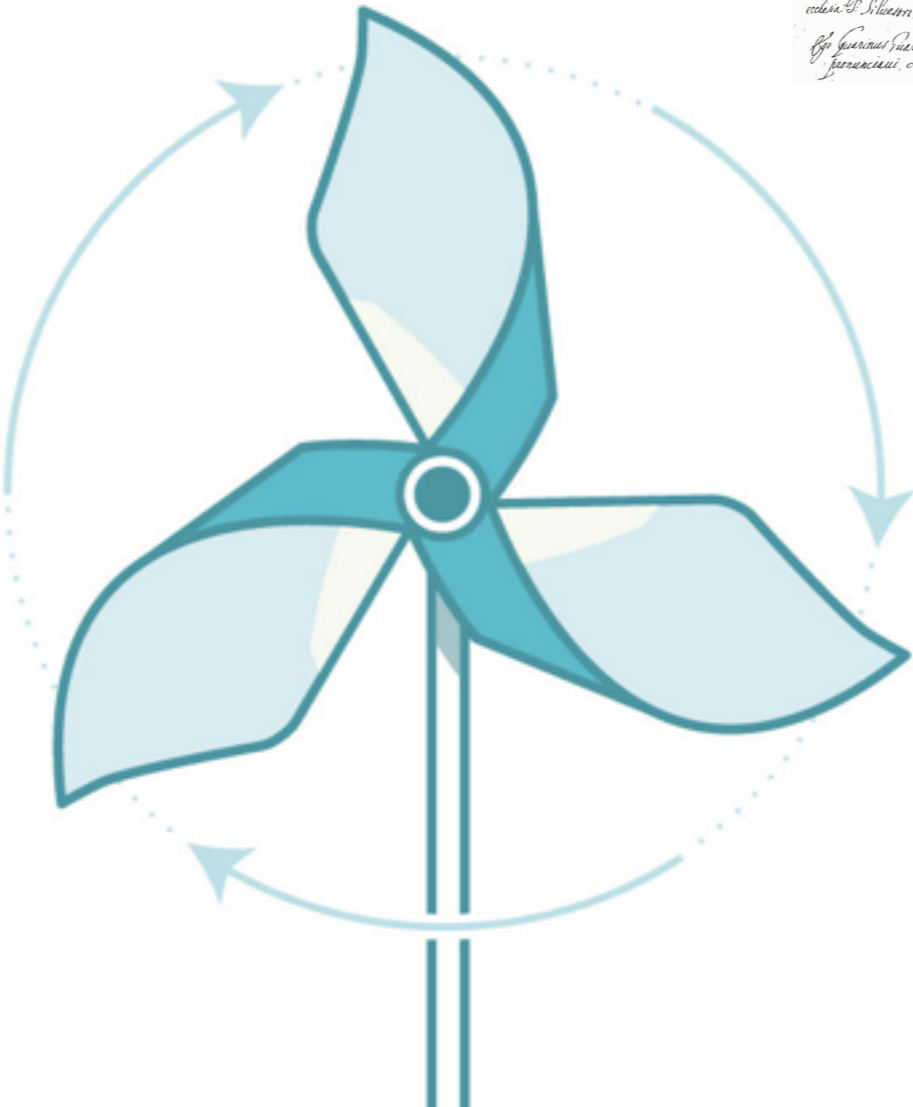
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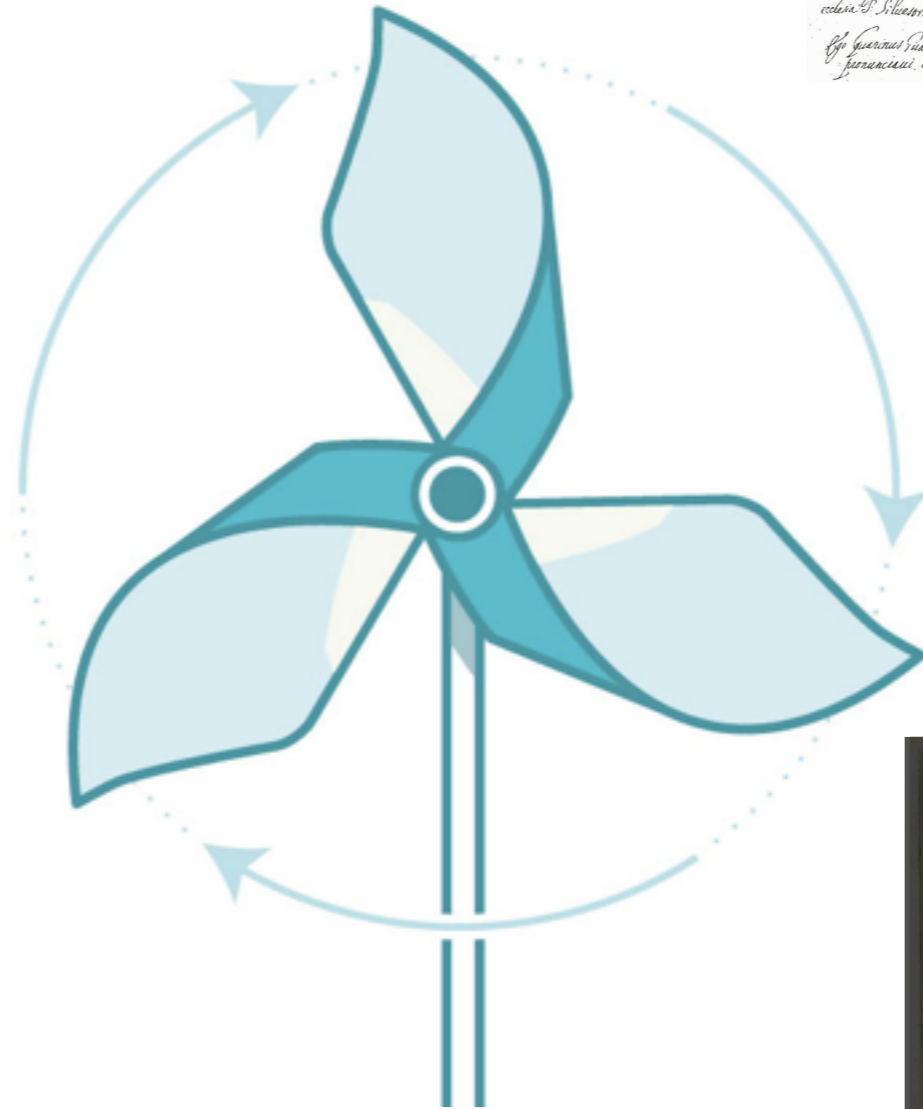
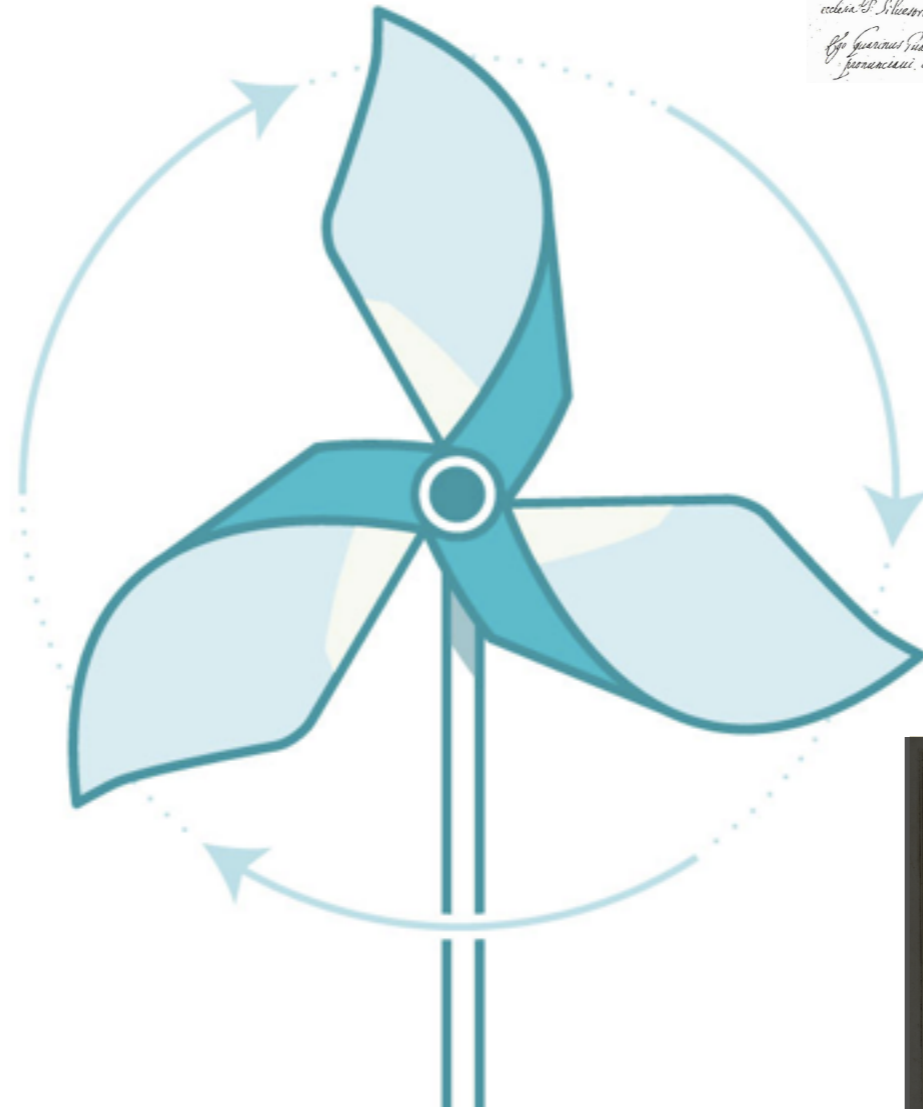


OPTIMIZE

CREATE

CONNECT

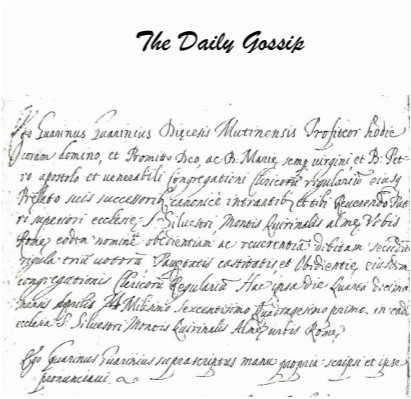
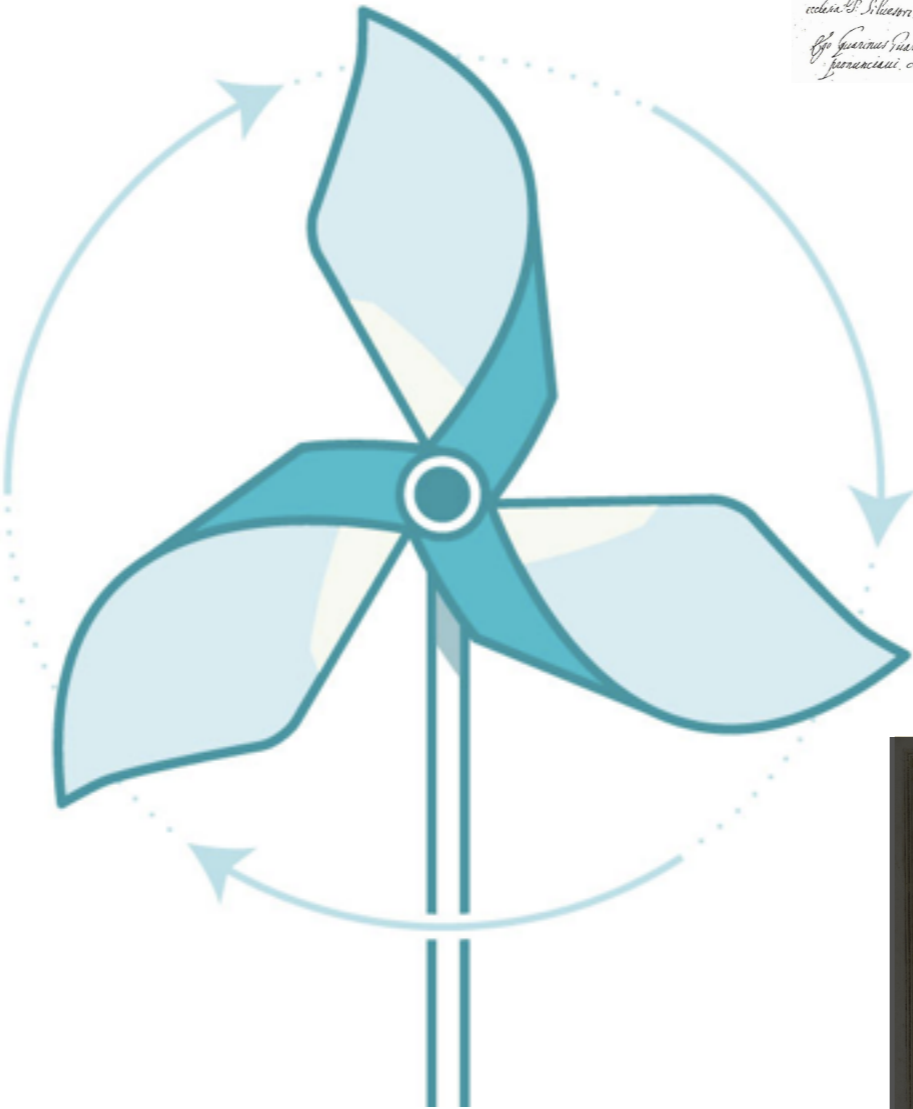






OPTIMIZE

CREATE

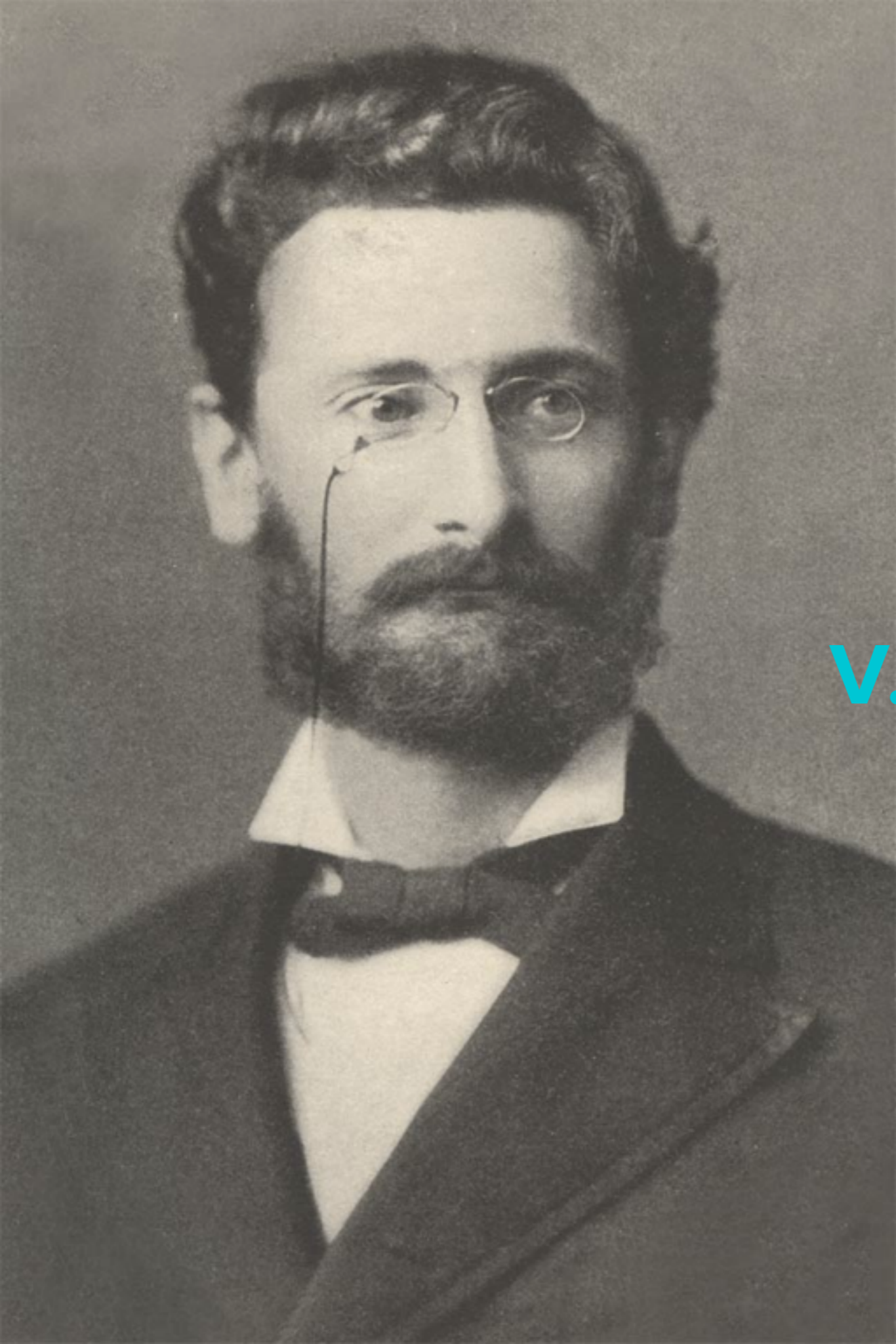


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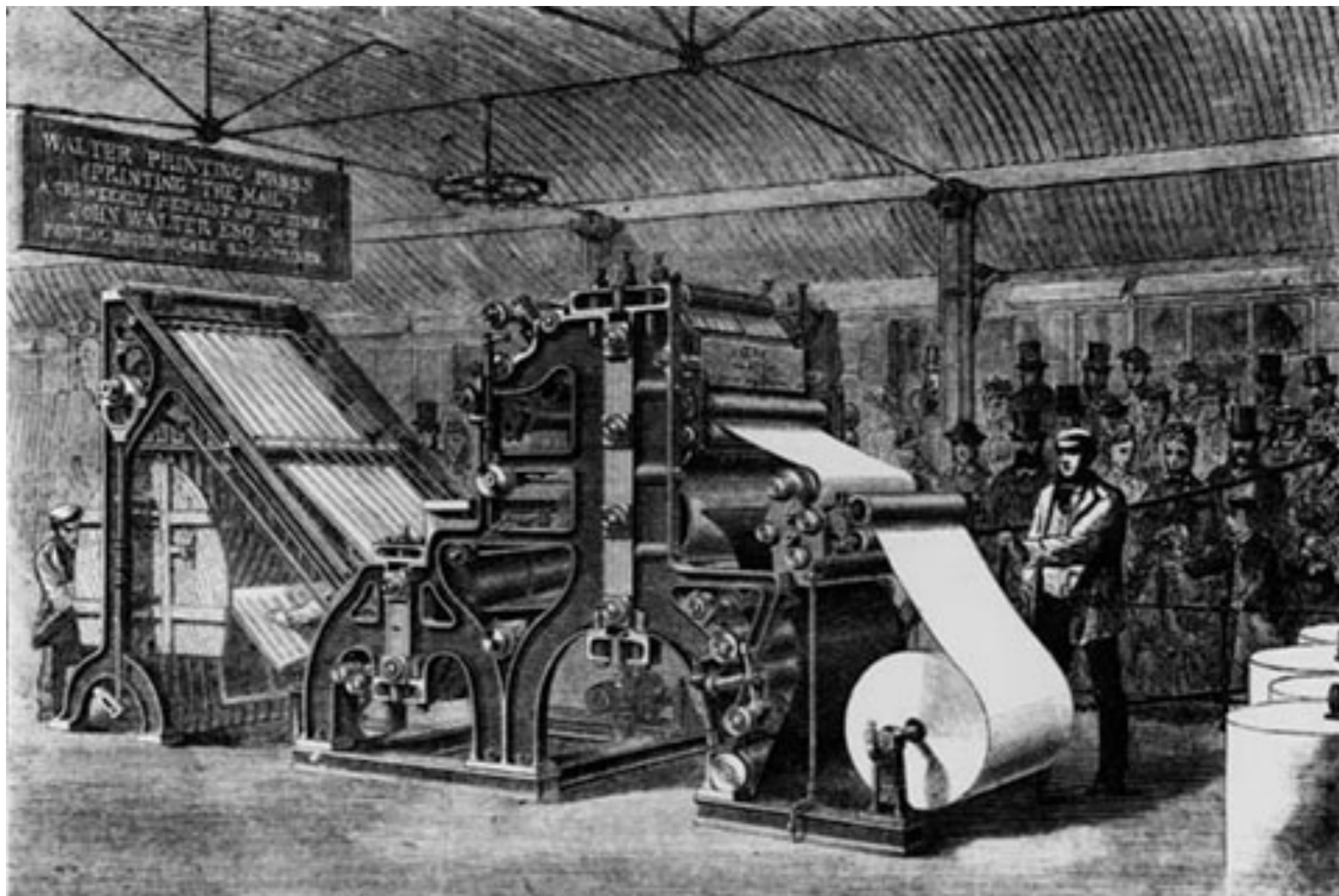




v.s.



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BY
J. E. P. U. A.
BOSTON
- 10 -







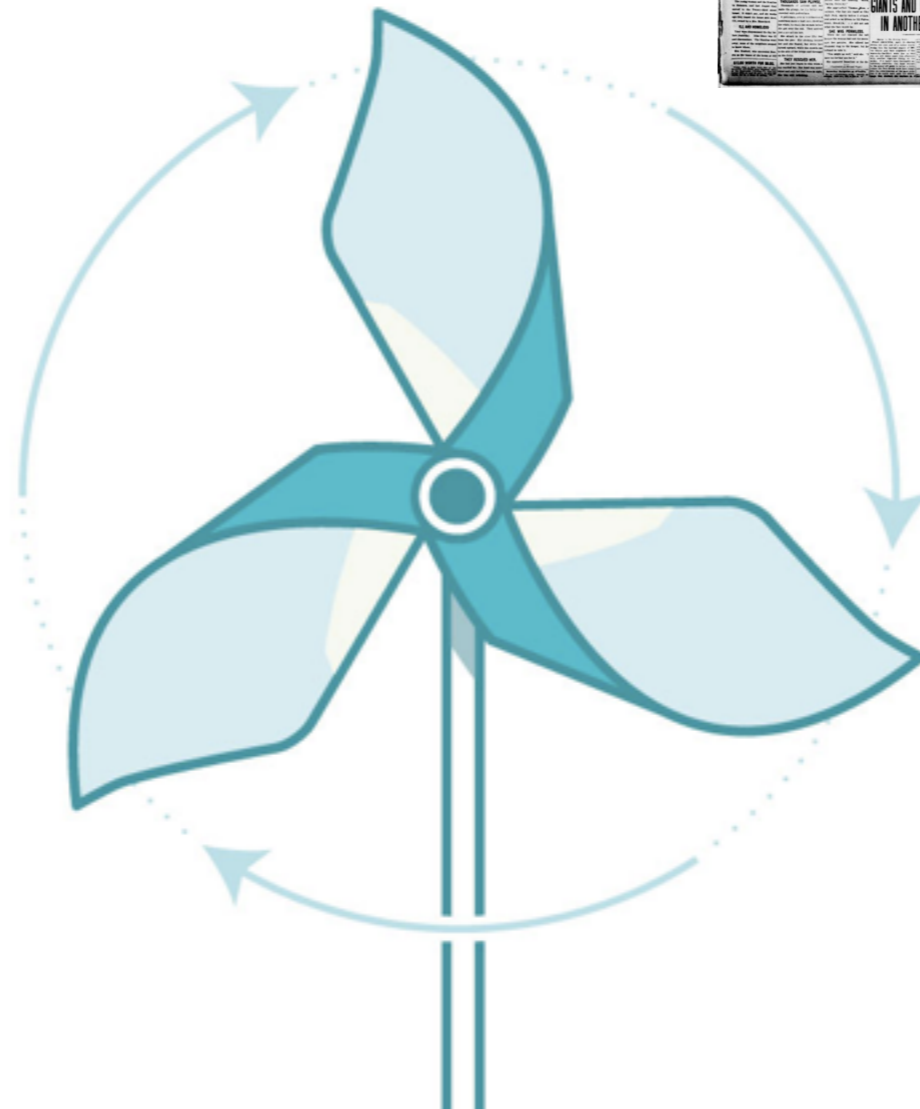


When content is everywhere,
go deep.

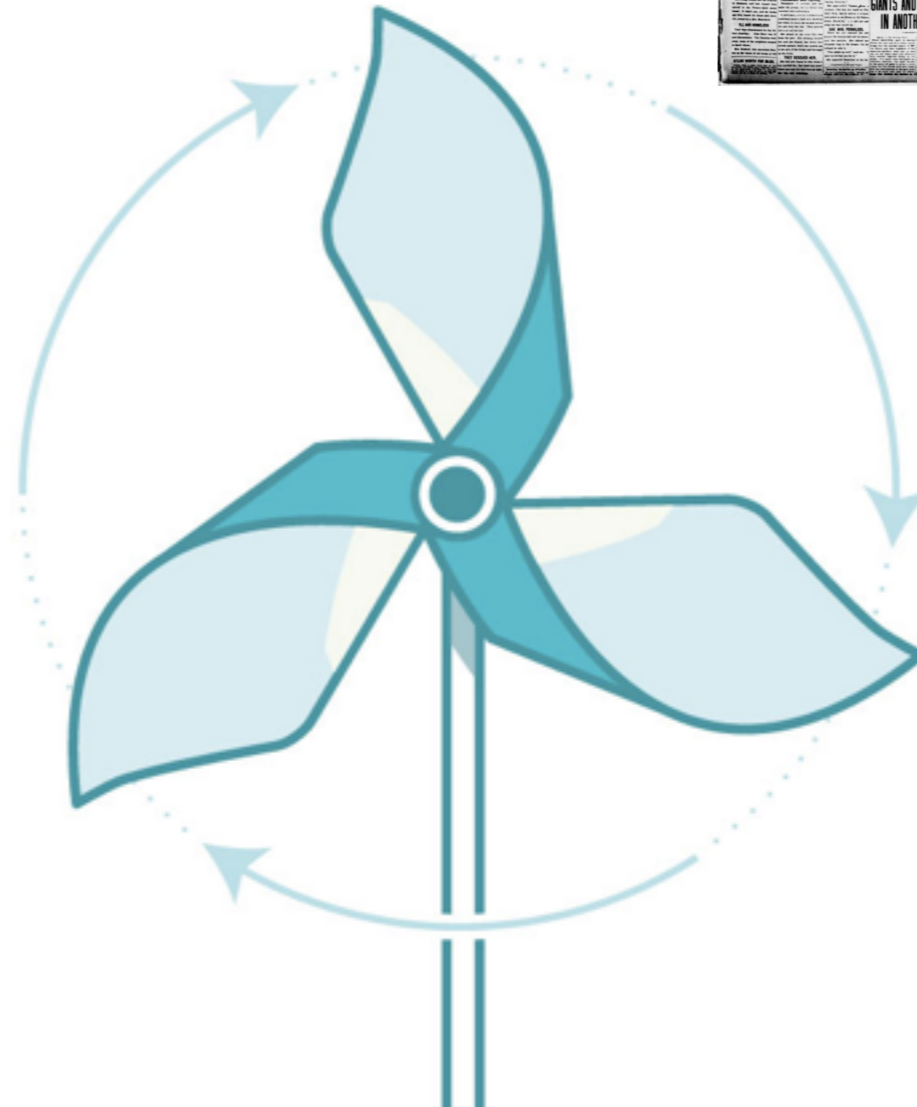
Gimmicks are fleeting.
BUT
Quality builds loyalty.

The pattern!

CREATE



CREATE



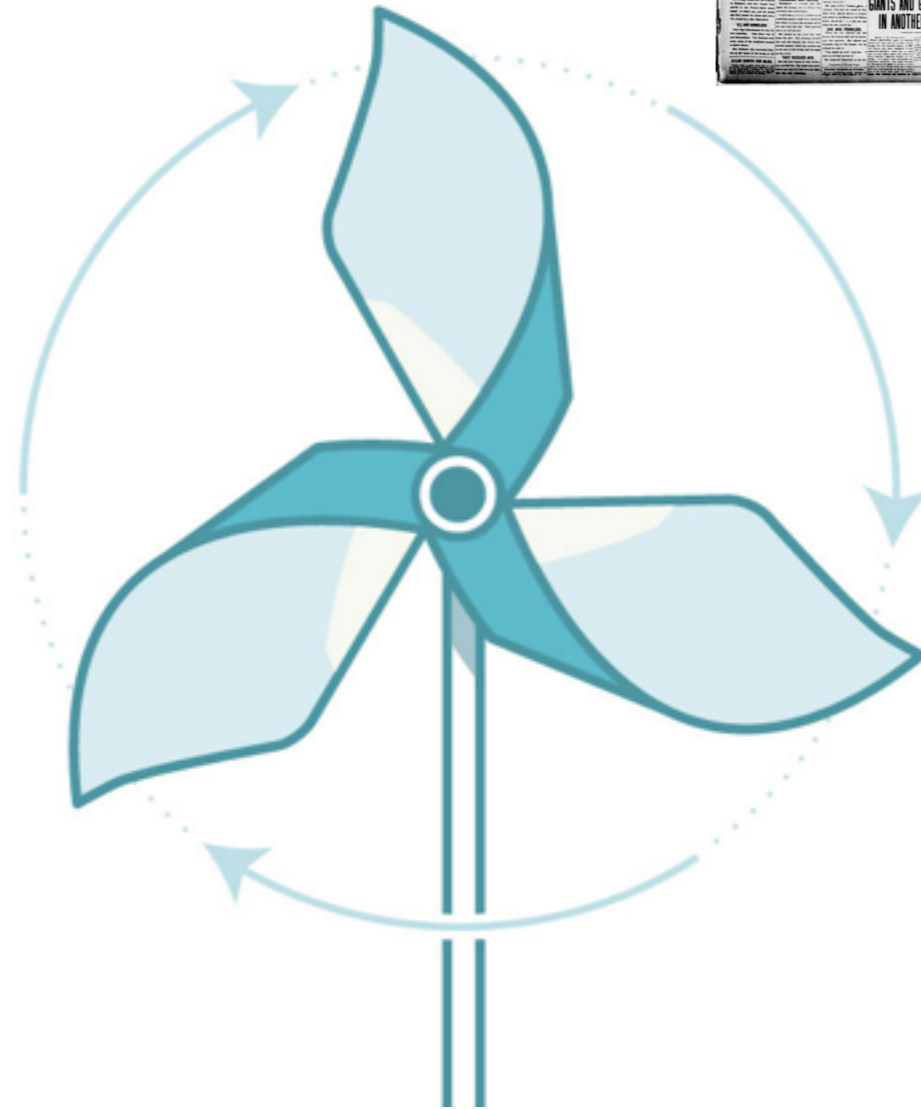
CONNECT





OPTIMIZE

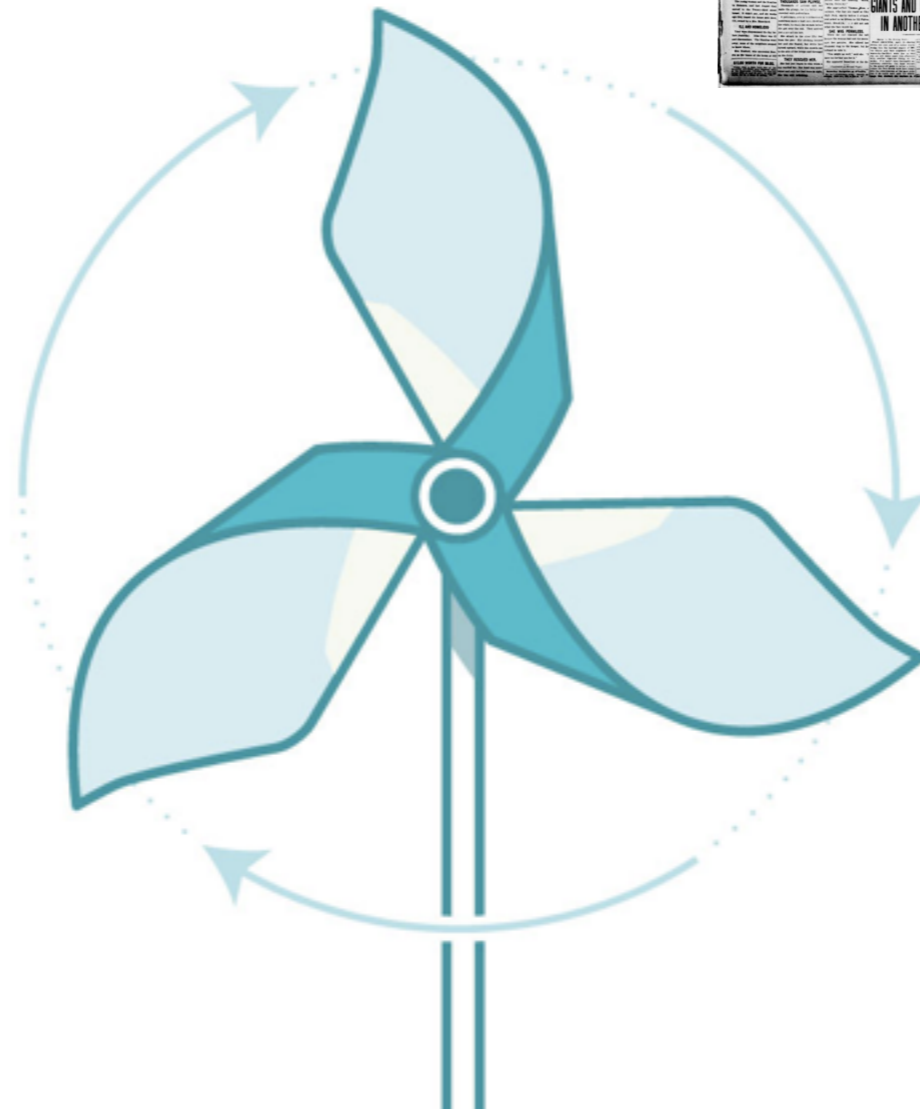
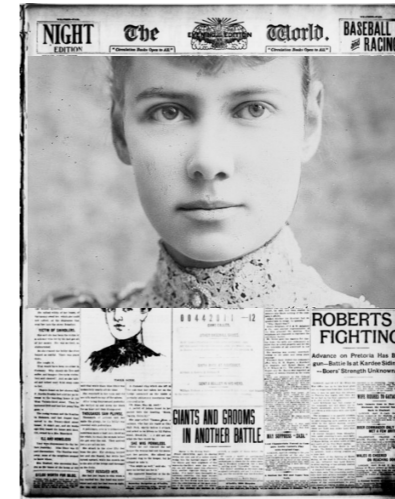
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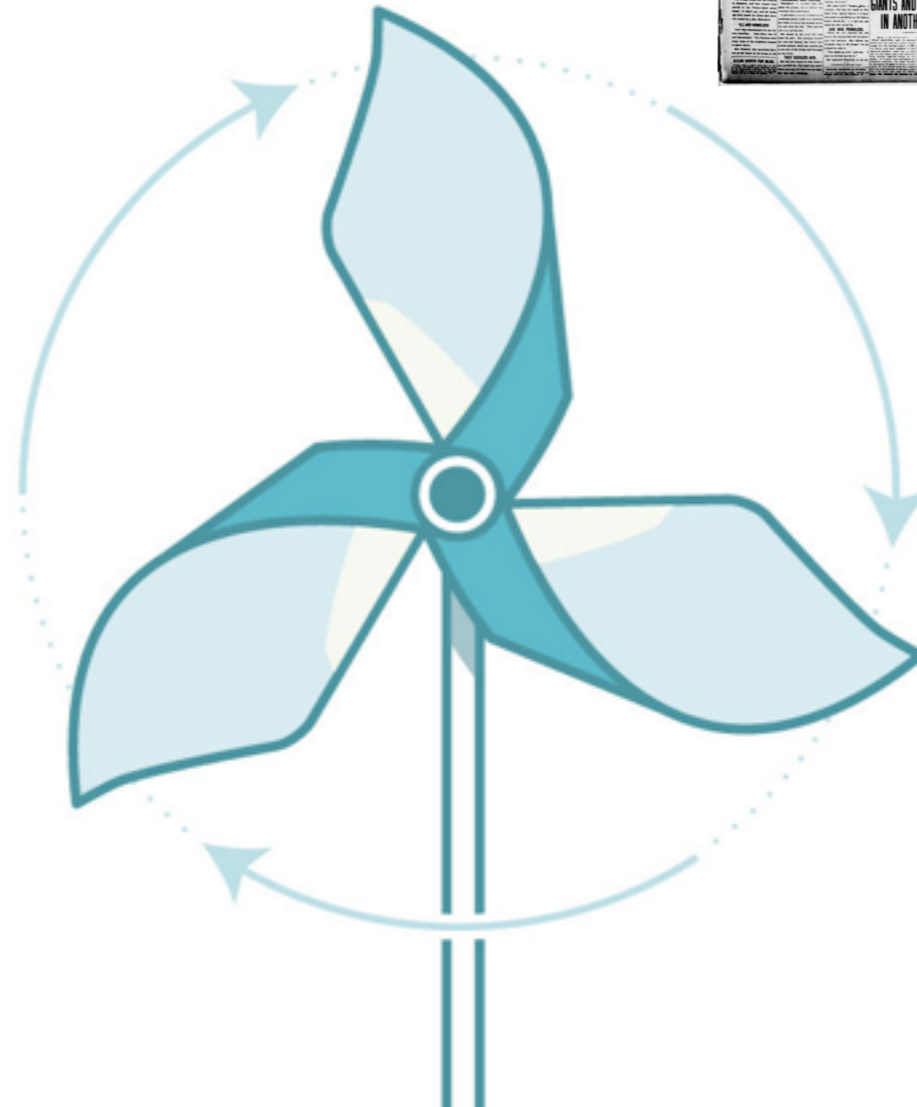
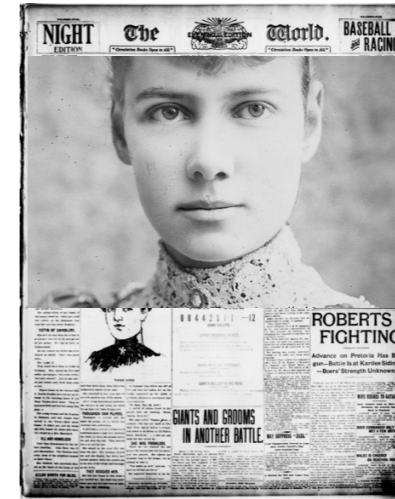
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CREATE



CREATE



CONNECT

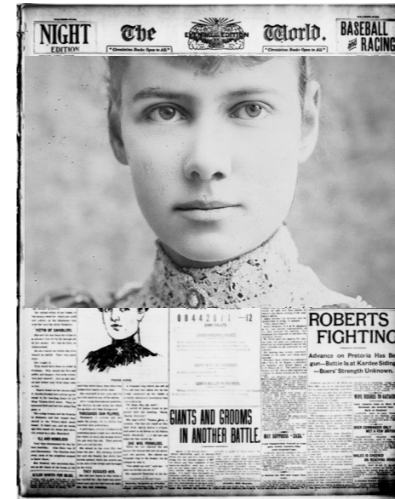
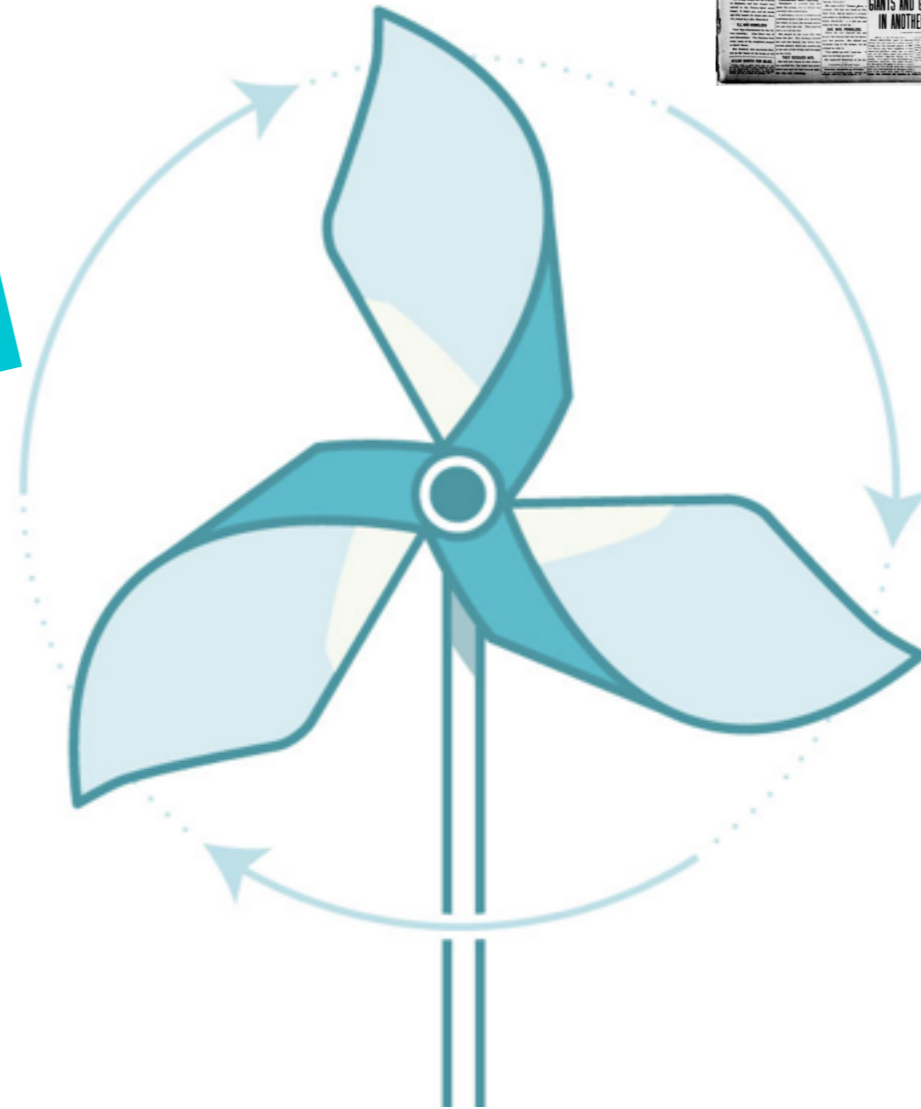


SUBSCRIBERS!



OPTIMIZE

CREATE



CONNECT





OUR REPUBLIC AND ITS PRESS WILL RISE OR
FALL TOGETHER. AN ABLE, DISINTERESTED, PUBLIC-
SPIRITED PRESS, WITH TRAINED INTELLIGENCE
TO KNOW THE RIGHT AND COURAGE TO DO IT,
CAN PRESERVE THAT PUBLIC VIRTUE WITHOUT
WHICH POPULAR GOVERNMENT IS A SHAM AND
A MOCKERY. A CYNICAL, MERCENARY, DEMA-
GOGIC PRESS WILL PRODUCE IN TIME A
PEOPLE AS BASE AS ITSELF. THE POWER TO
MOULD THE FUTURE OF THE REPUBLIC WILL
BE IN THE HANDS OF THE JOURNALISTS OF
FUTURE GENERATIONS.

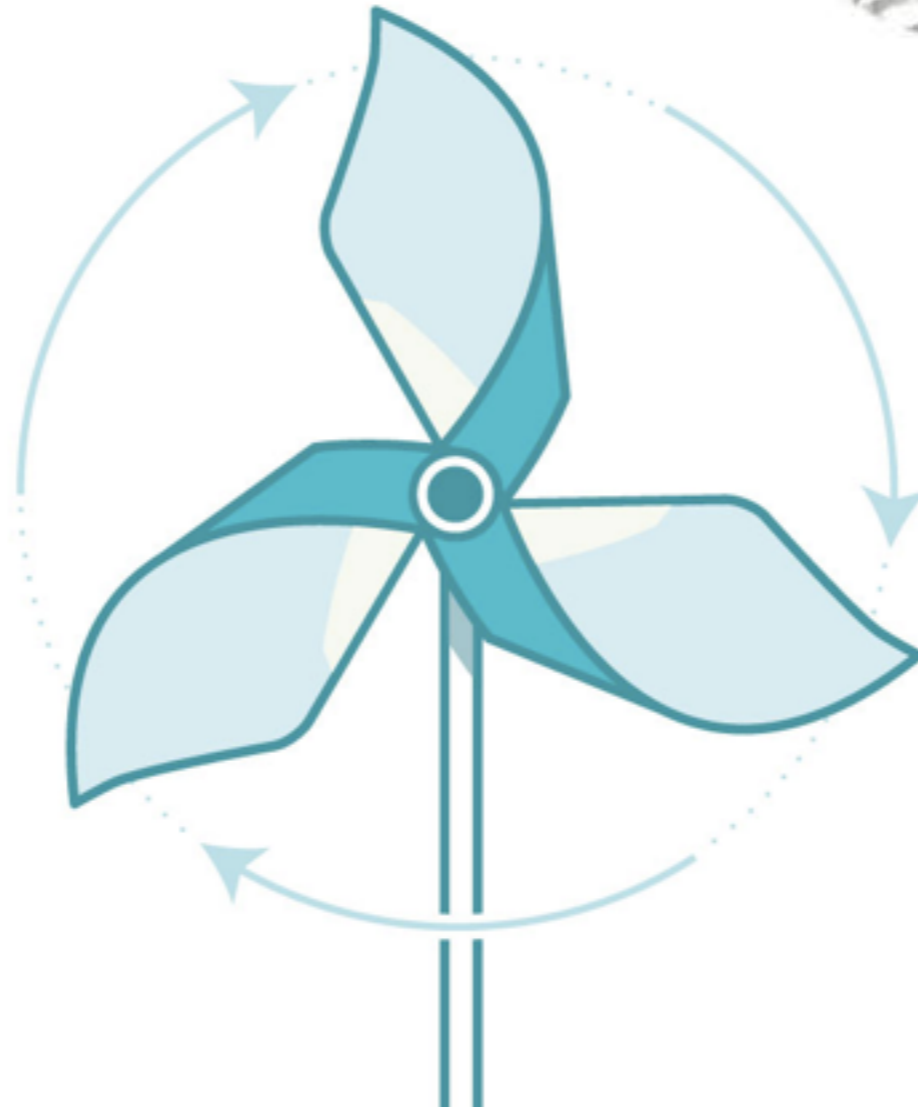
NORTH AMERICAN REVIEW
MAY 1904

JOSEPH PULITZER

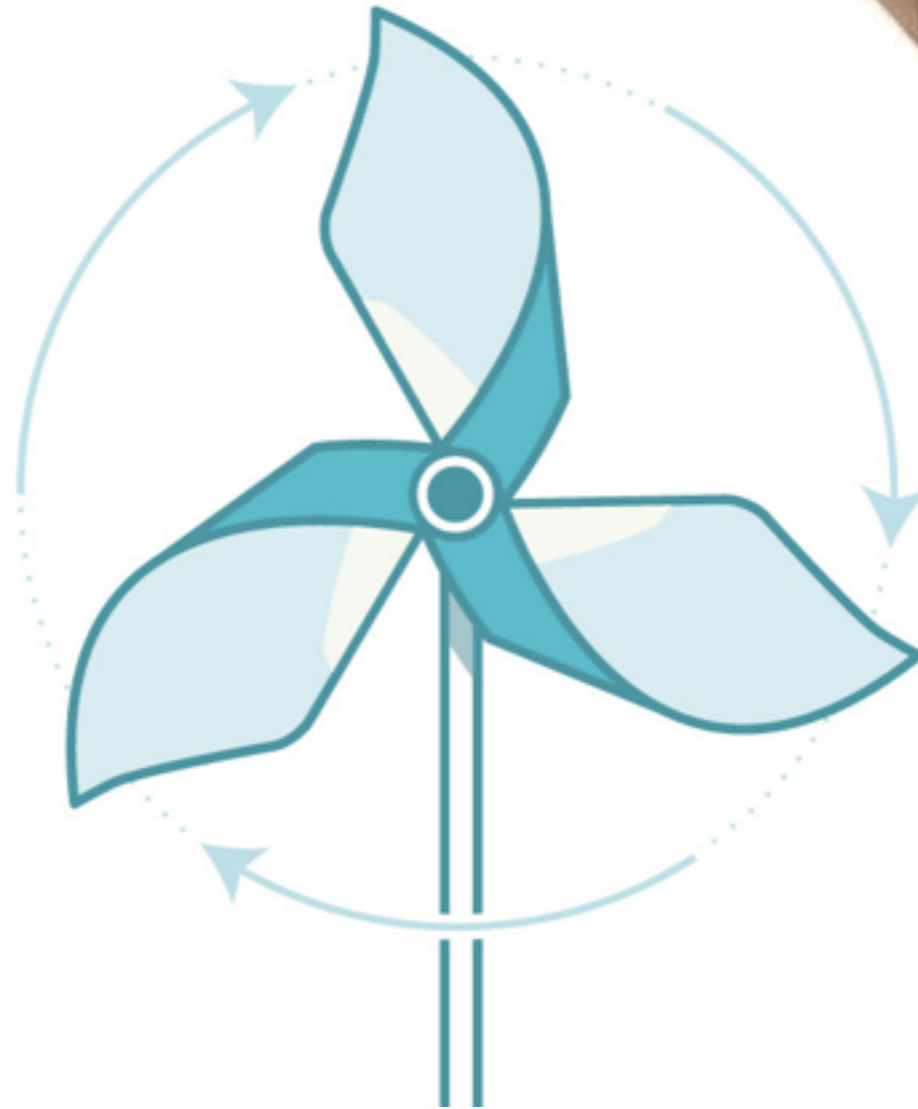
2012

UPWORTHY

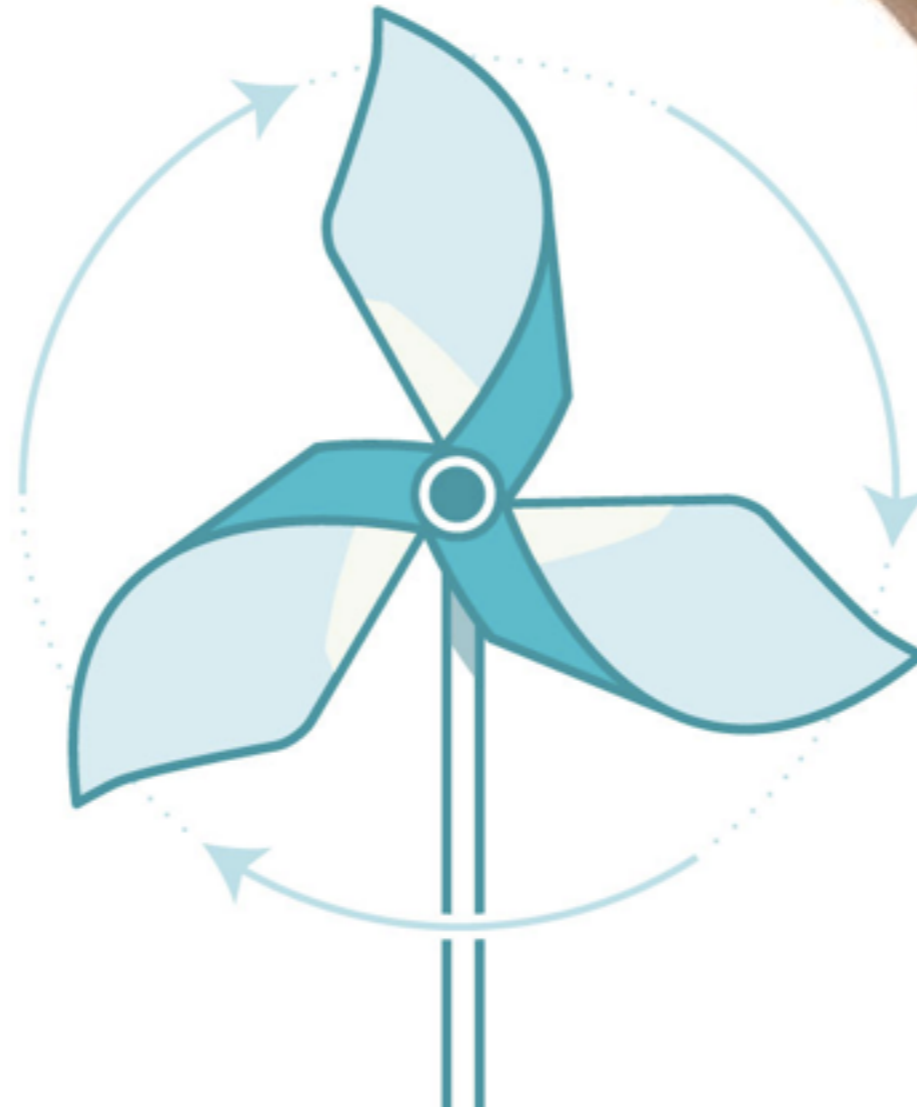
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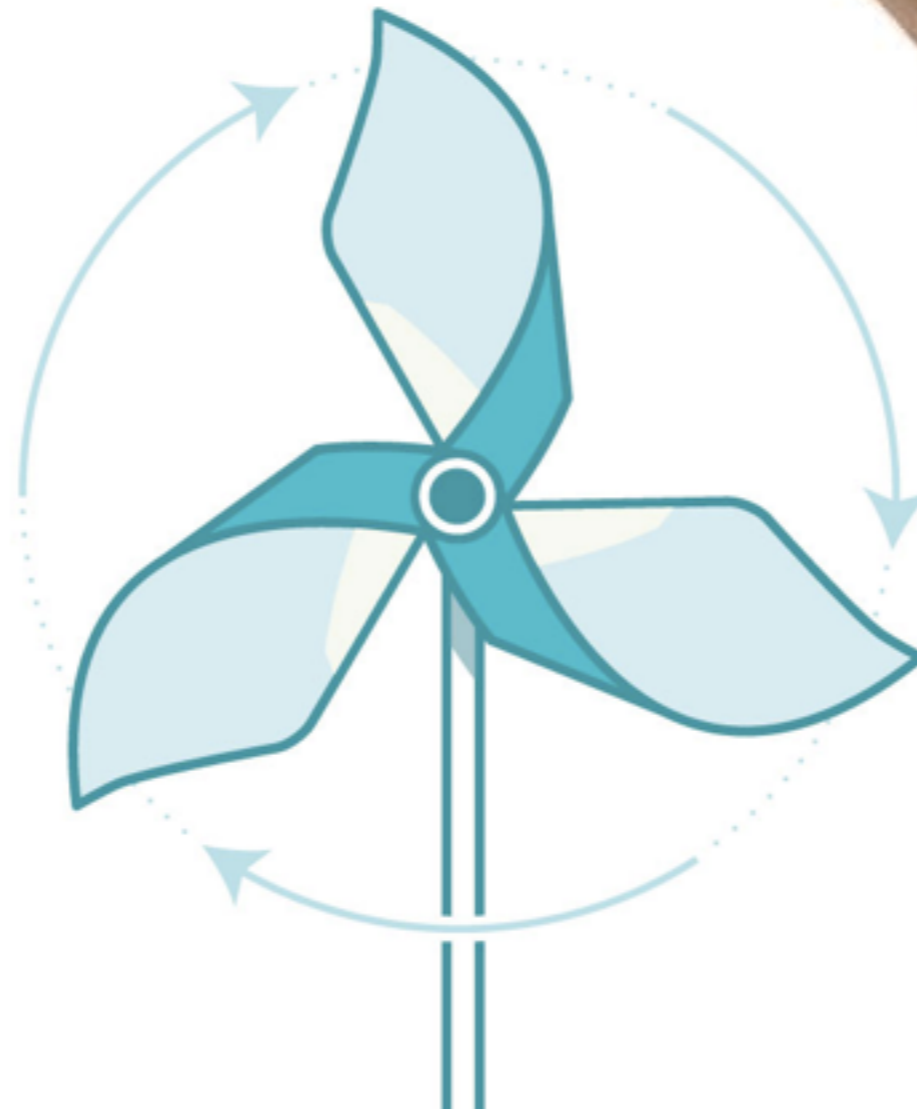
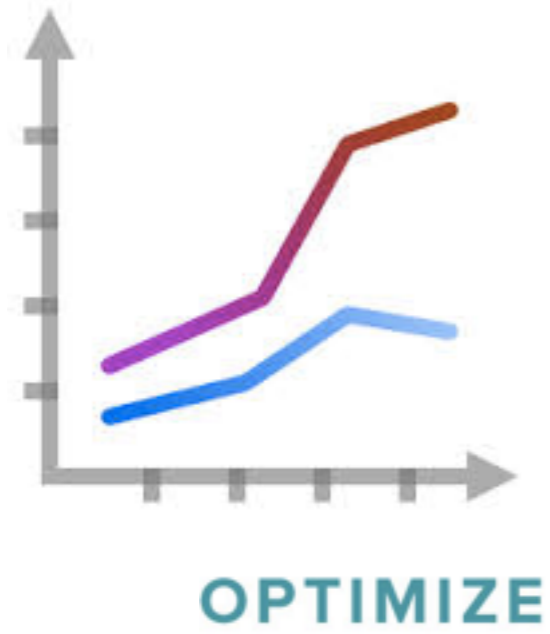


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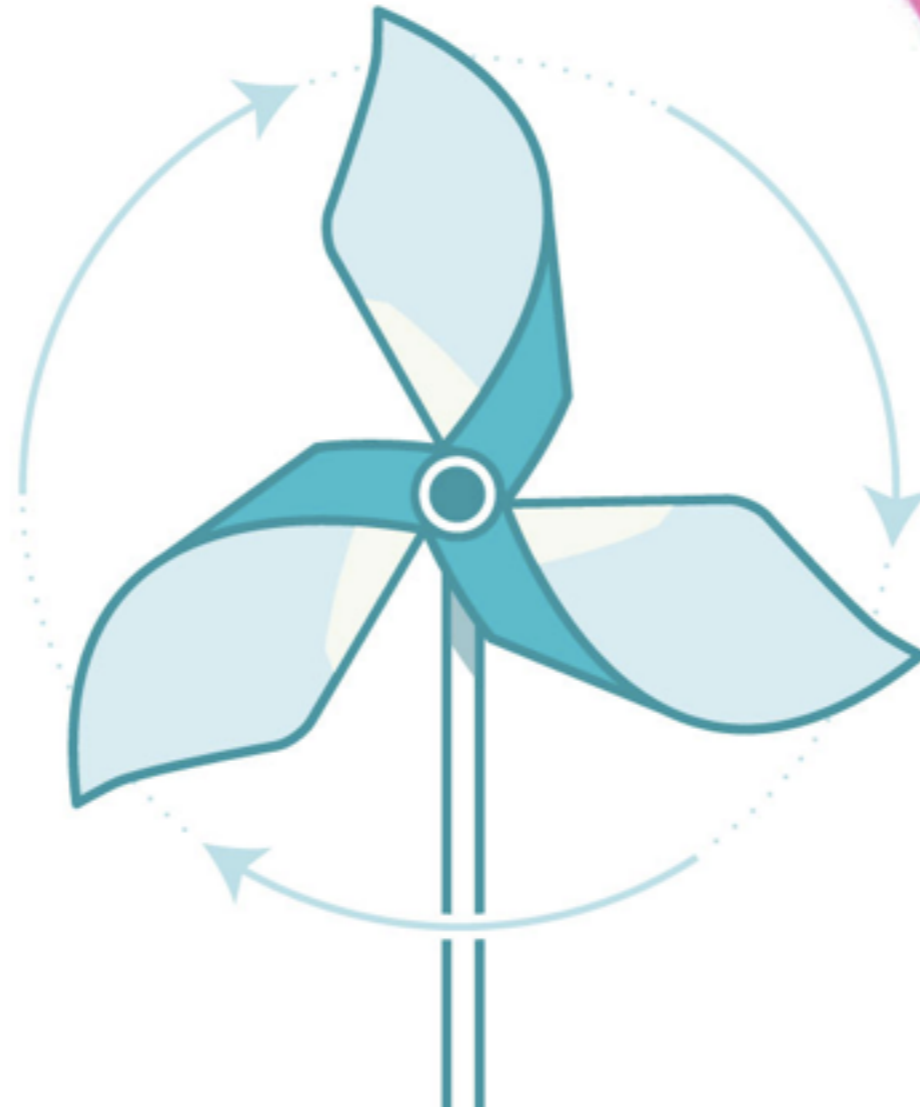


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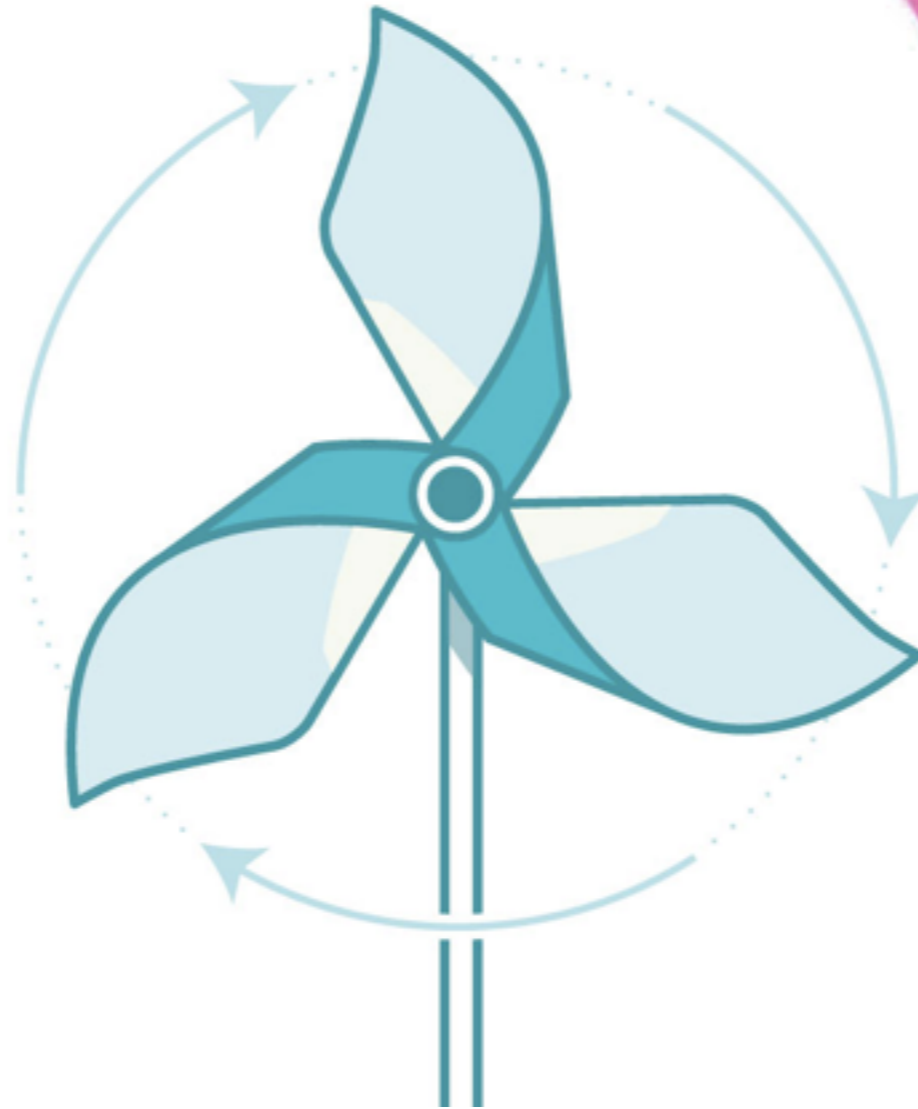
facebook



CREATE

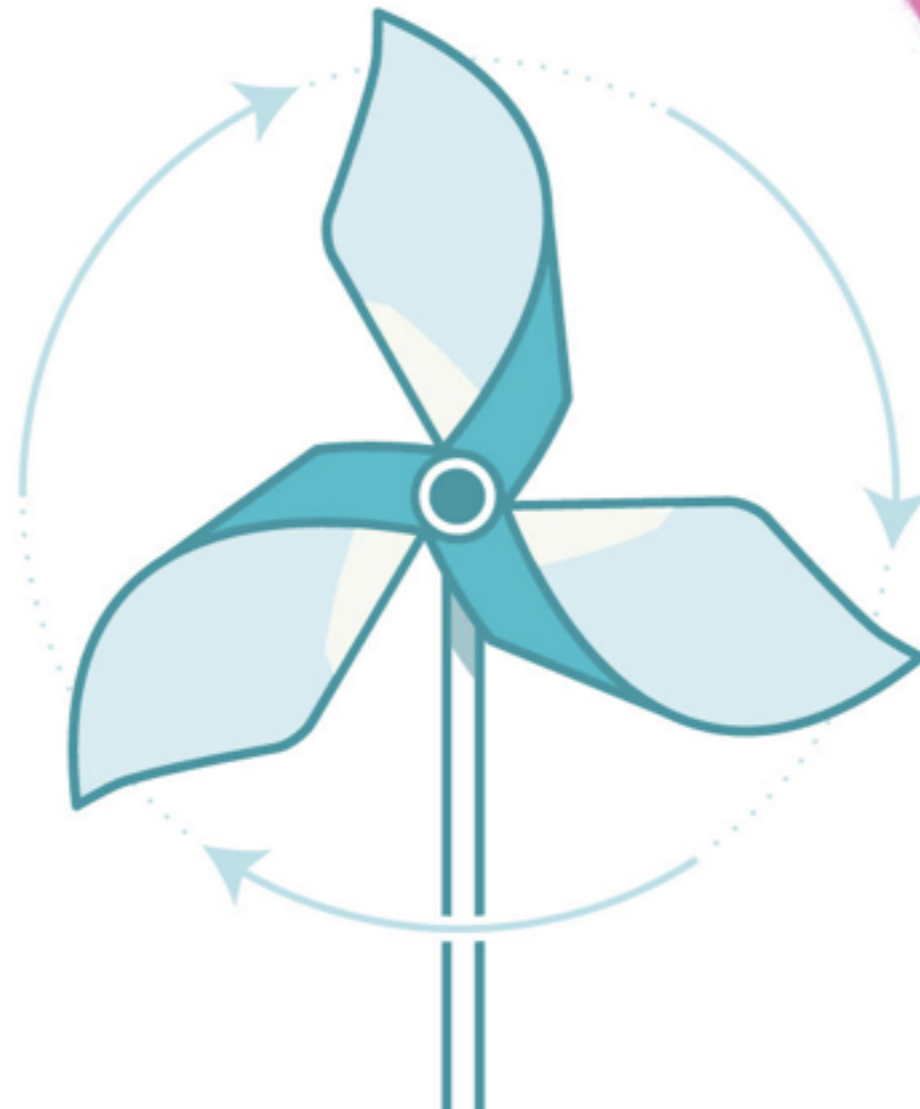
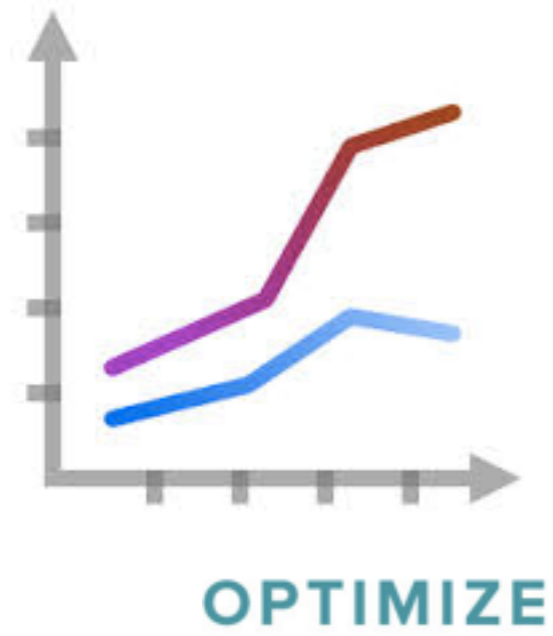


CREATE



CONNECT

facebook



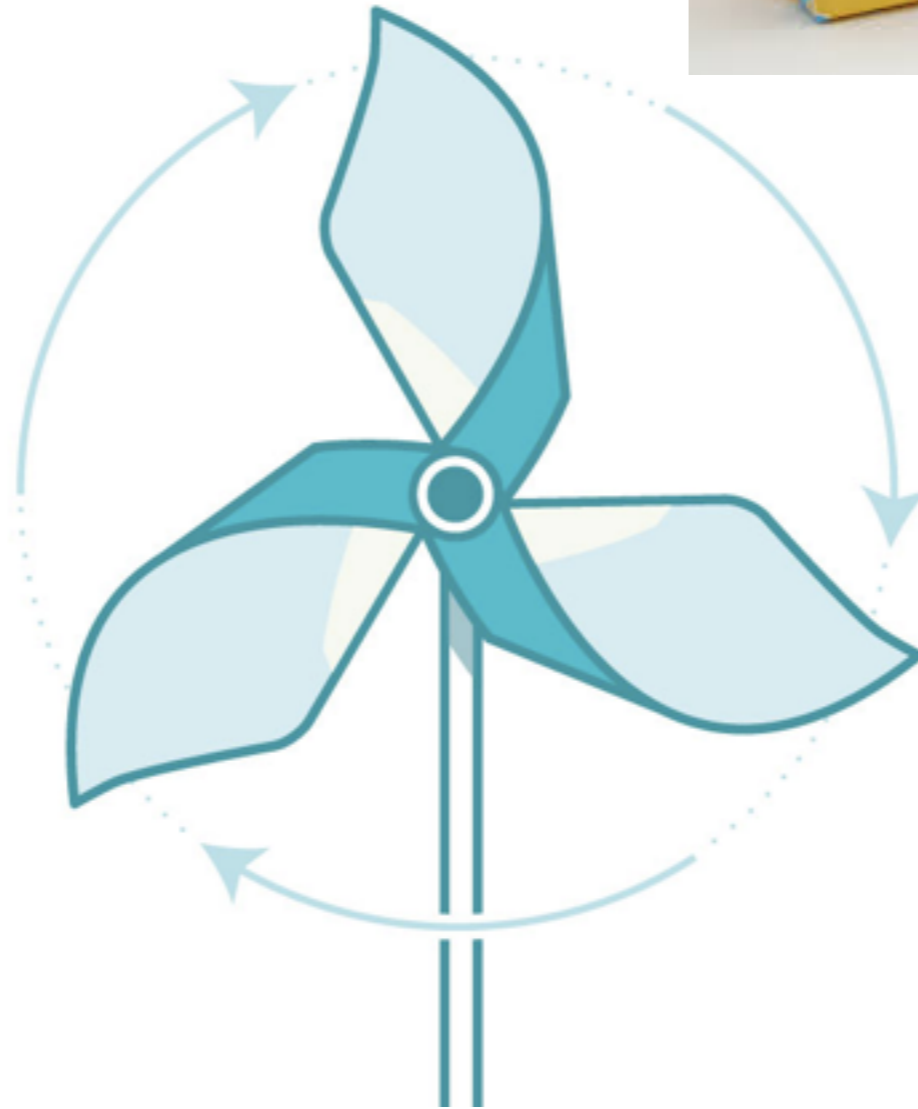
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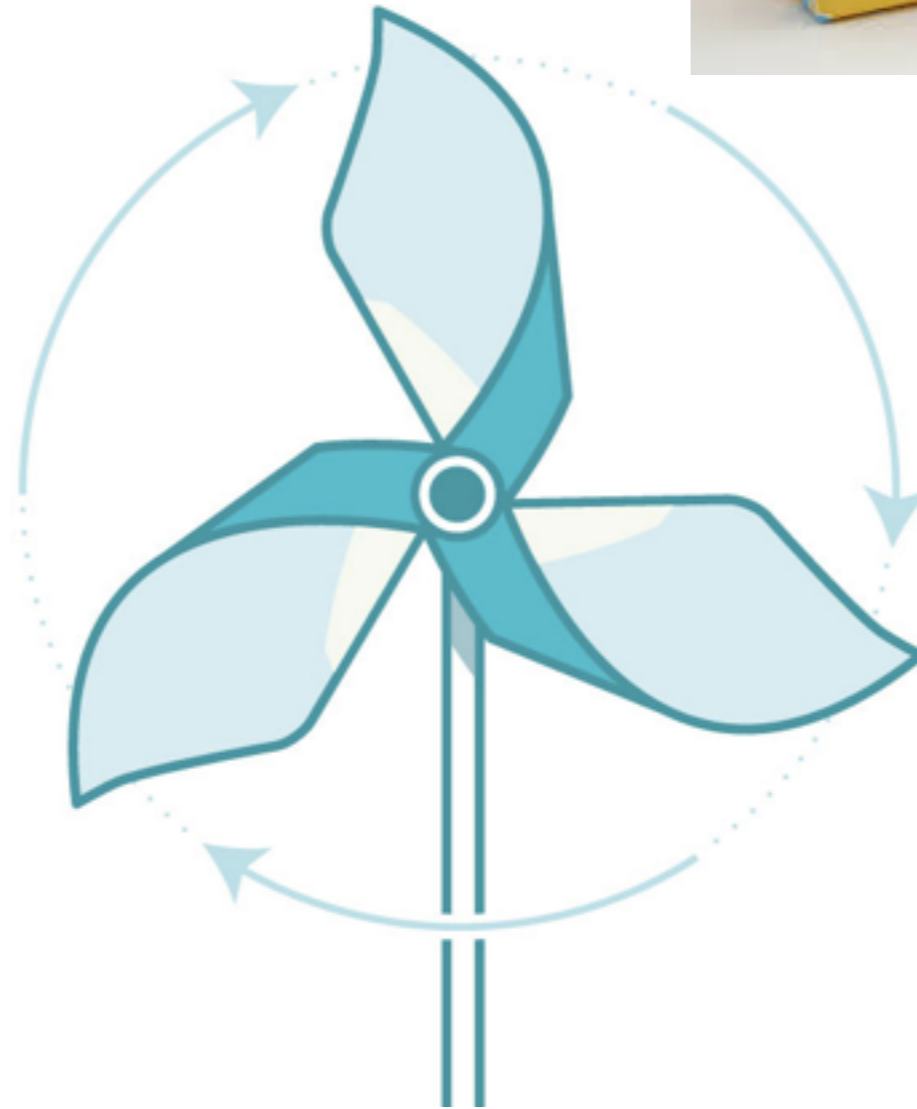
CONNECT

facebook

CREATE



CREATE



CONNECT

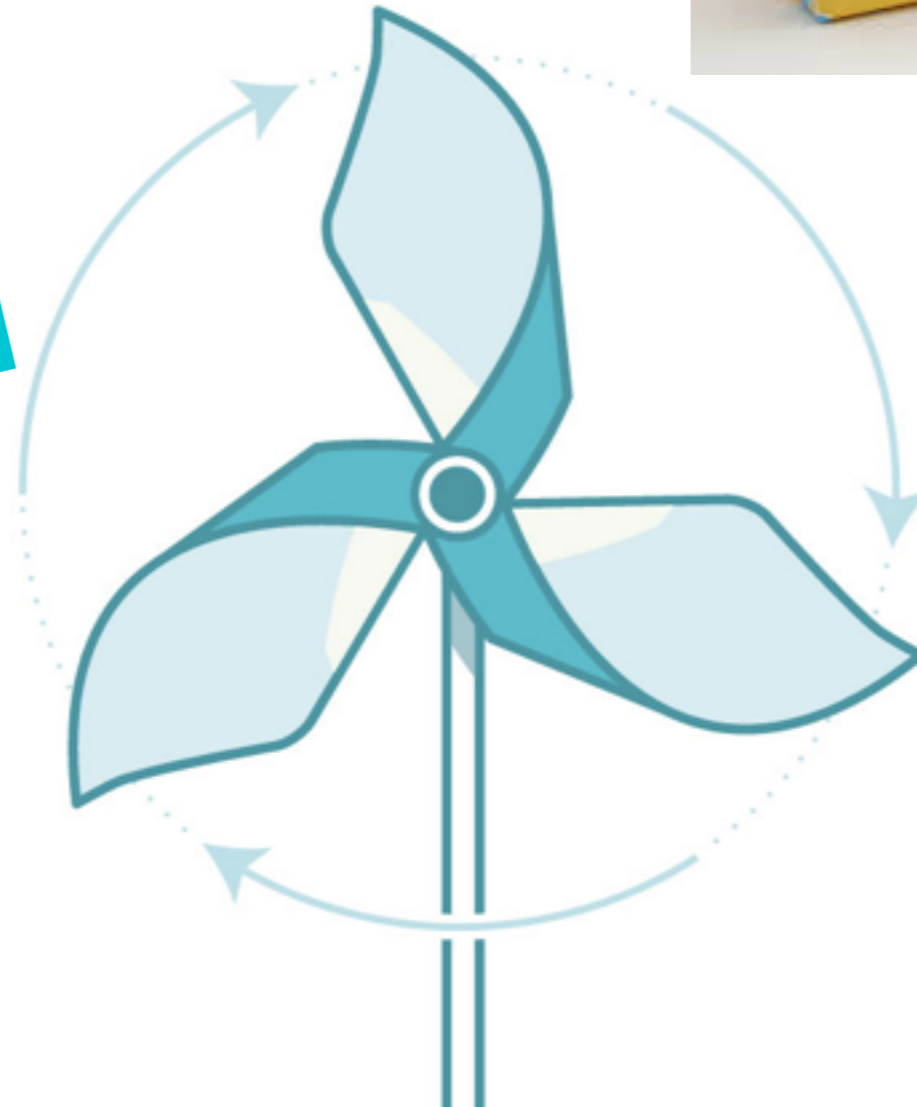




CREATE

CASH MONEY!

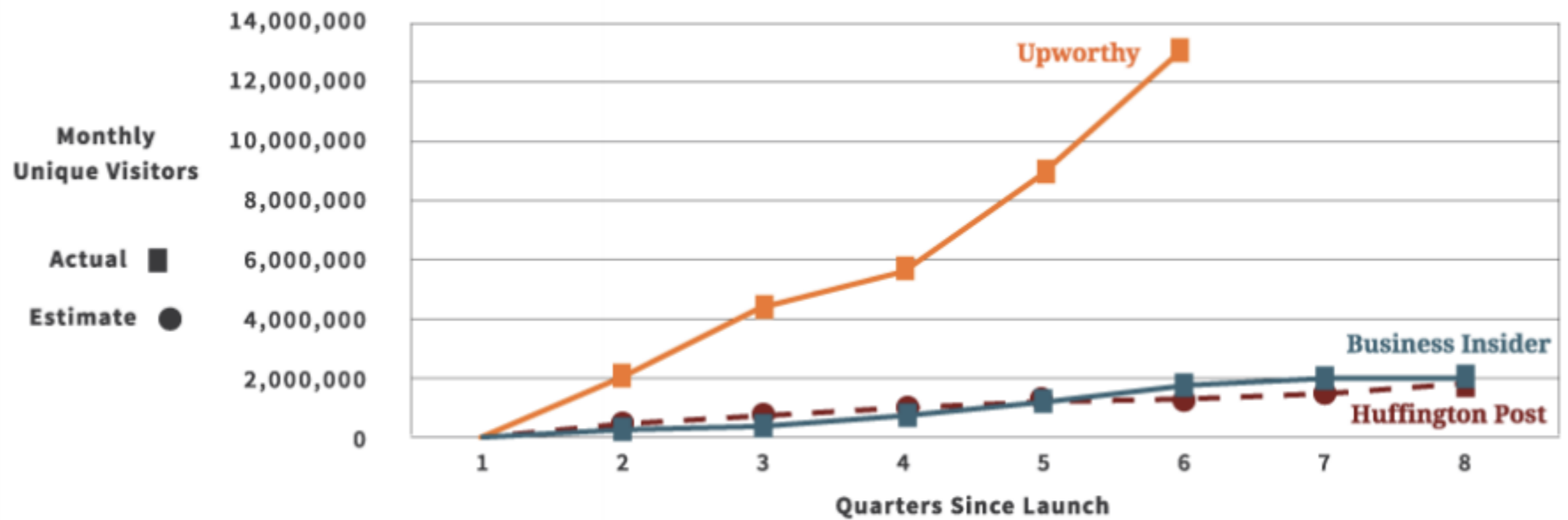
OPTIMIZE



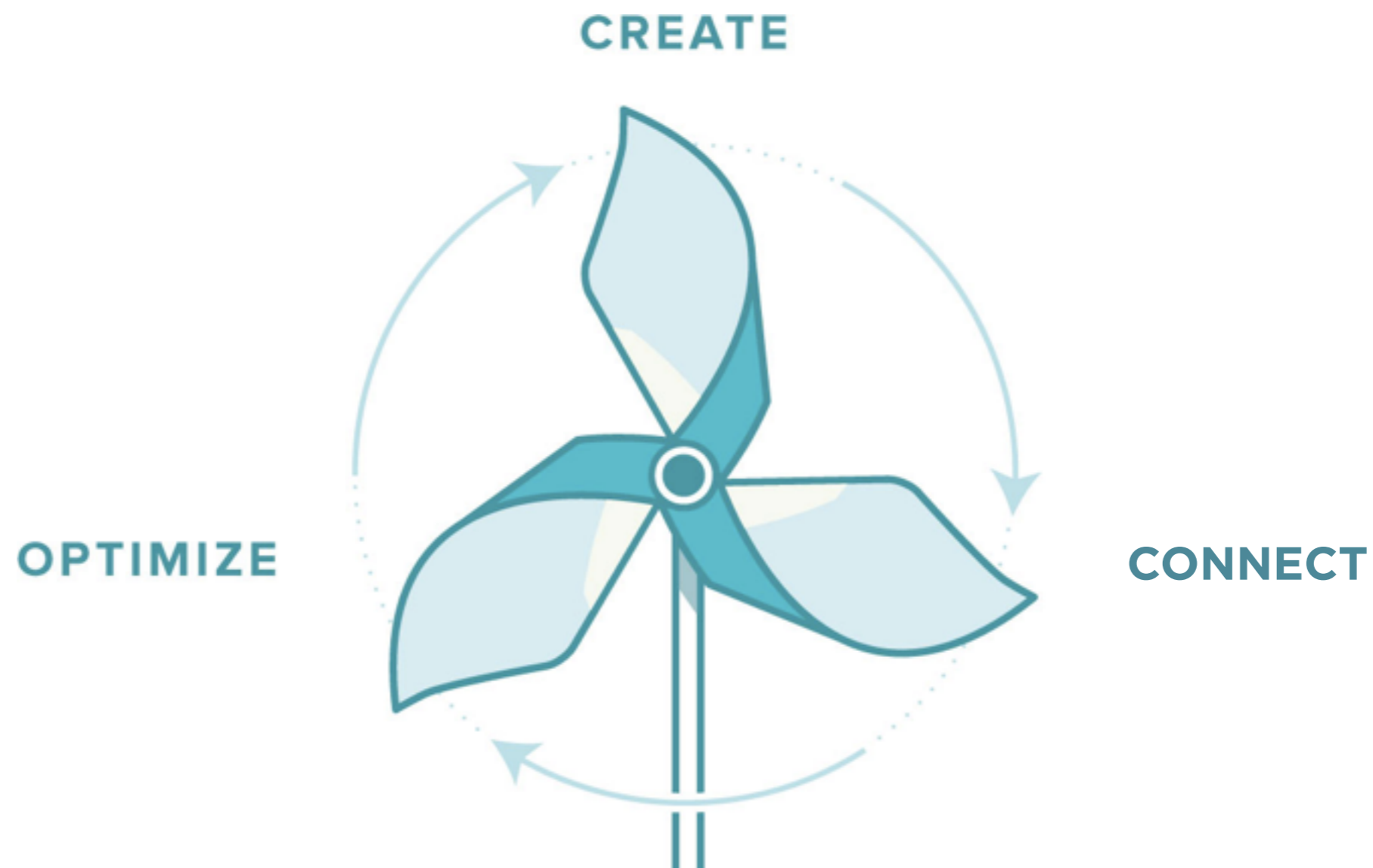
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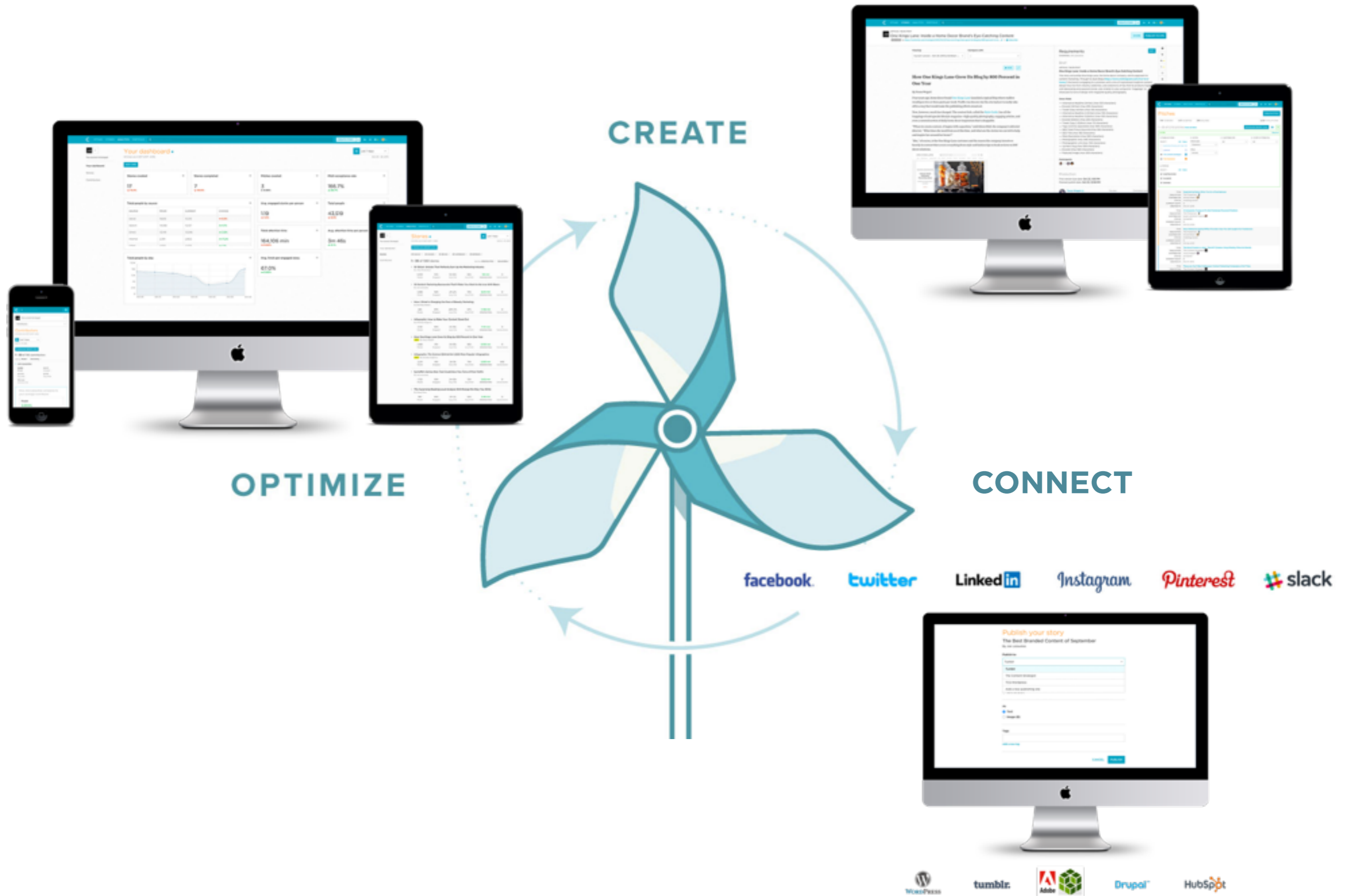


Avg Monthly Unique Visitors, by Quarter



The faster you crank The Flywheel, the faster you can create *content that works*.





One last story...



I created a poll....

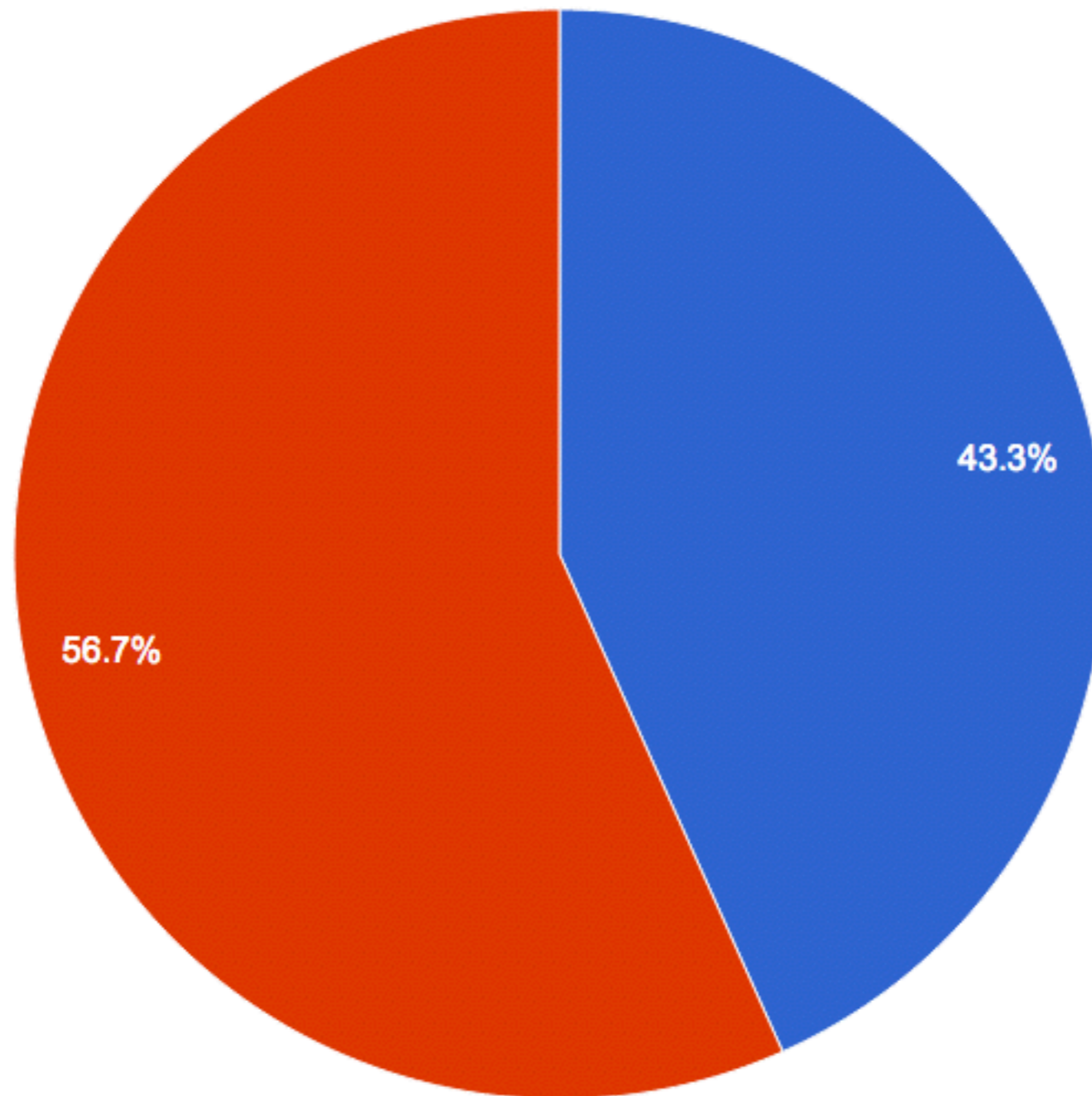
#1

Homeless
I
Need Help

#2

Mom told us to
wait Right Here
That was 10 Years
Ago...

Plea v. Story



Poll conducted March 2014. +/- appx 5% margin of error.

Not any story will do.

We're built to
discern.

To build **lasting** relationships and
make people truly care, we must
follow journalism's #1 tenet:

Don't deceive.

“It is better to tell the
truth.”

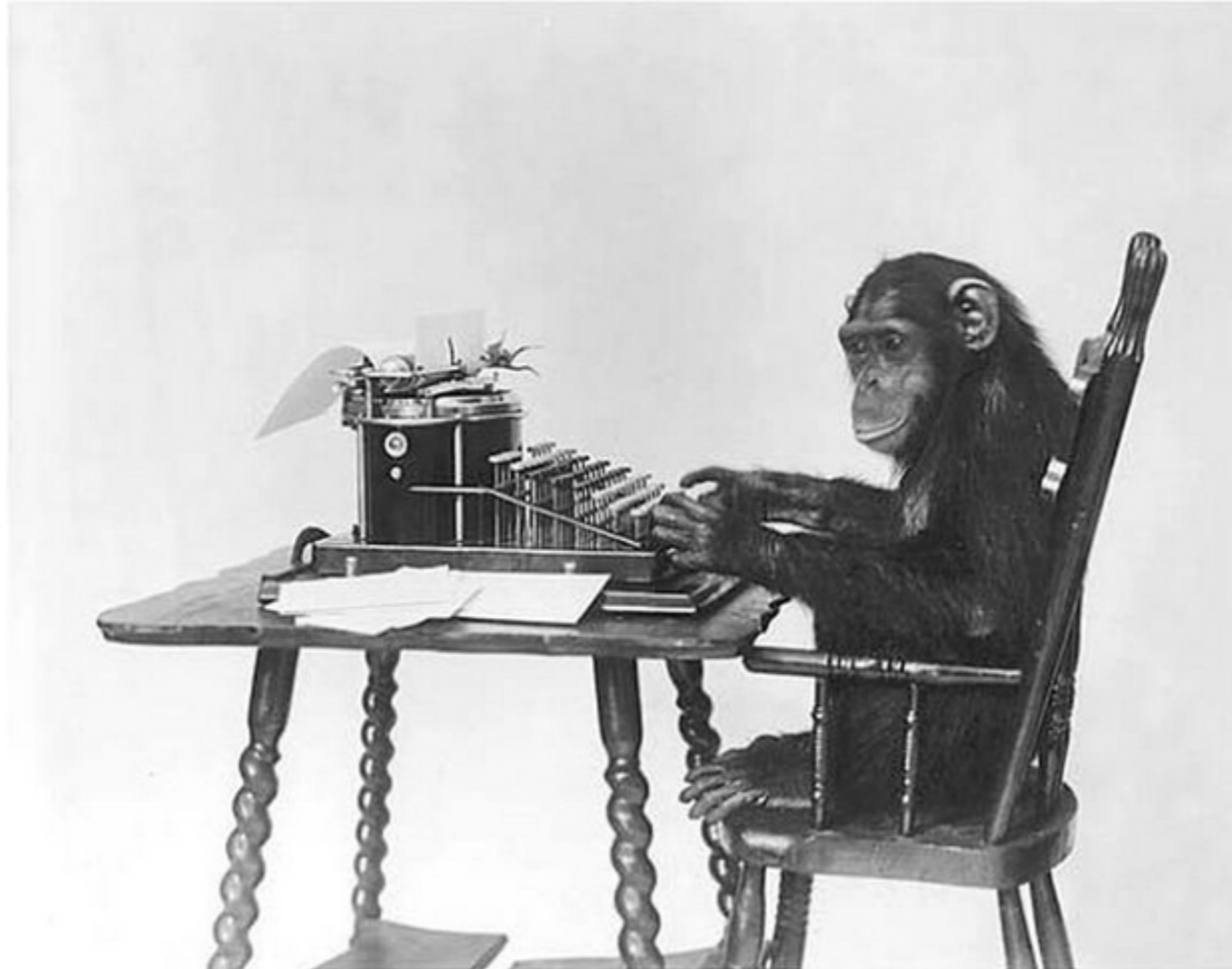
In the business of
storytelling,
congruence
is the only way to win.

Storytelling is not just a tool for marketing, it's an opportunity to change.

THOSE WHO TELL
Stories
THE
RULE THE WORLD

NATIVE AMERICAN PROVERB

Thank you!



shane@contently.com

Contently

TELL GREAT STORIES