



2016



UNIVERSITY OF ILLINOIS

**SOCIAL MEDIA**  
CONFERENCE

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**You're More Interesting  
Than You Think.**

*Really.*

# **The Story of Content**

*From Betty Crocker to Red Bull*

# Betty Crocker's Recipe for Success



# Flour Power in the 1920s

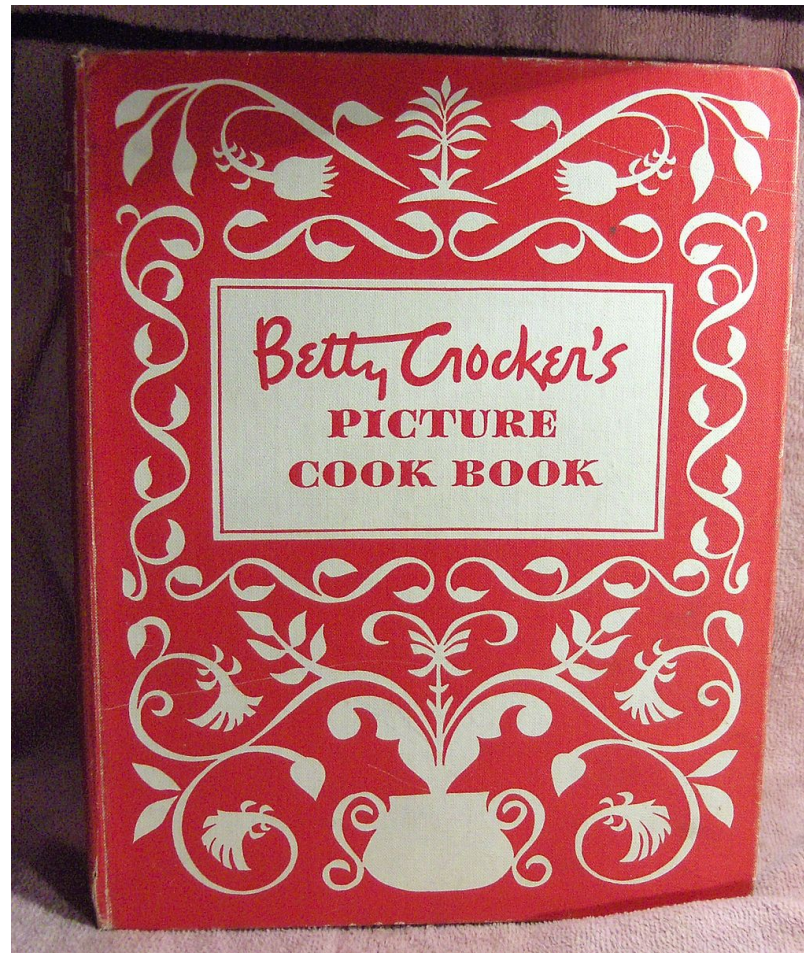


WASHBURN-CROSBY CO.

# Betty Crocker: On The Air



# Betty Crocker: In Print



**“I think a brand today can take a page out of Betty Crocker’s history and say, ‘How do I create my own little owned media empire?’”**

— Jason Miller, Head of Global Content  
LinkedIn Marketing Solutions



**“Smarter brands in general realize that their products are just enablers to a lifestyle. Great brands don’t ride shifts in culture, they contribute to them.”**

— Luke Sherwin, Chief Creative Officer, Casper

# Red Bull Media House



# Red Bull's Extreme Sports Empire

- 46 million Facebook fans
- 2 million Twitter followers
- A global network of correspondents in 160 countries
- Online media, print, TV, mobile, music, games and even movies
- “Media/News/Publishing” listing on Facebook

**“Companies like Red Bull rarely change their product but instead invest in changing lifestyles. Content is just one way to do that.”**

**— Luke Sherwin, Chief Creative Officer, Casper**

# Capturing the Culture of Sleep

## Van Winkle's

Monday, June 8, 2015

Exploring sleep with our eyes wide open

Sunrise 6:40 AM

SCIENCE

HEALTH

HOME

TRAVEL

CULTURE

PRODUCTS

RESOURCES

Follow:



It Bedtime for  
Benzodiazepines?

RY



**“Because of technological enablement, we’re in an unprecedented period in history where brands can rival ‘legitimate’ media publications.”**

— Rebecca Lieb,

VP of Content Marketing, Teradata

# Brands Owning Communities



**But I'm Not a Big  
Consumer Brand.**



Bestselling Author of  
**EPIC CONTENT MARKETING**



# CONTENT INC.

HOW ENTREPRENEURS USE CONTENT  
TO BUILD MASSIVE AUDIENCES AND CREATE  
RADICALLY SUCCESSFUL BUSINESSES

**JOE PULIZZI**

Founder and CEO  
Content Marketing Institute

FOREWORD BY BRIAN CLARK, FOUNDER, COPYBLOGGER MEDIA



**THE  
CONTENT INC.  
MODEL**

# SWEET SPOT



KNOWLEDGE / SKILL

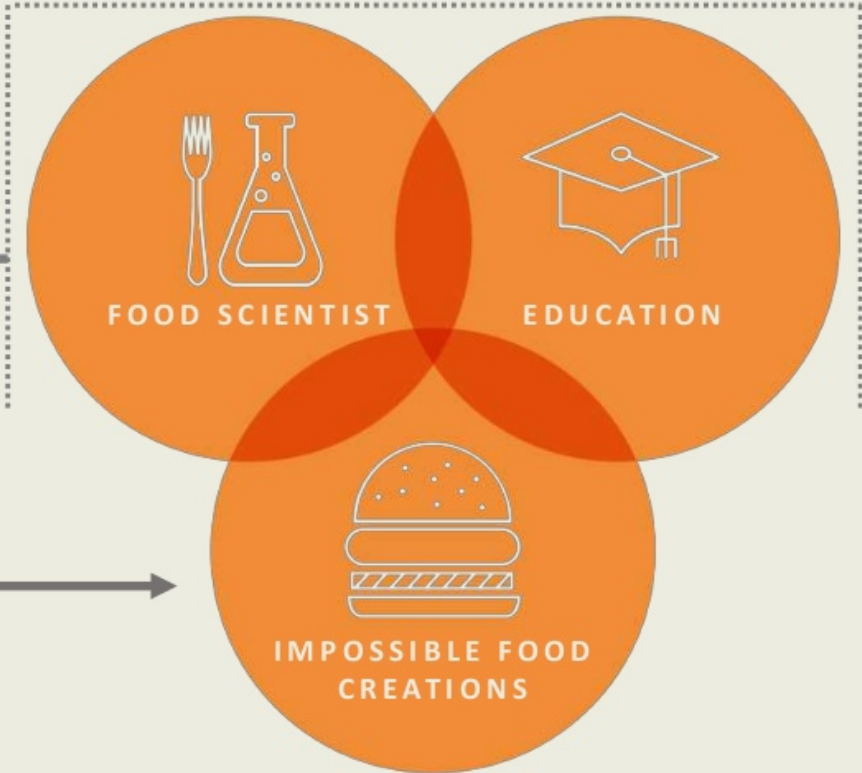


PASSION /  
CUSTOMER PAIN POINT

# The Chicken Whisperer



**AUDIENCE**



**CONTENT TILT**



# Denmark's Chili Klaus





# The Content Engine

**“Content is to inbound what the Arc Reactor is to Iron Man. Content drives search, search generates traffic, traffic yields readers, readers become leads ...”**

*— Joe Chernov,  
VP of Content, HubSpot*



# **Build Upon Your Base**

- **Share your knowledge**
- **Create conversations**
- **Be trusted & valued thought leaders who enlighten, educate and entertain**

**You *Are* More Interesting  
Than You Think.**

**Dave Wischnowsky**

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