

## F15: Beyond the Wall: Making the Leap from Journalism to Content Marketing

ASJA Writers Conference 2018 with speakers **Christine Parizo** and **Court Stroud**

### Christine Parizo

Twitter : [@cparizo](#)  
[christine@christineparizo.com](mailto:christine@christineparizo.com)

### Court Stroud

Twitter: [@CourtStroudNYC](#)  
[court@cledorgroup.com](mailto:court@cledorgroup.com)

### Content Marketing Definition

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

- Content Marketing Institute

### Types of Content Marketing

Blog Posts  
Case Studies  
White Papers  
Feature Articles

### Skills Needed for Content Marketing (You Already Have)

Interviewing  
Research  
Writing

### Court Stroud says — Content Marketing: Huge and Growing

- By 2019, Content Marketing Will Be A **US \$300 Billion** Industry  
Source: MarketingMag.com
- **Purpose of Content Marketing?**
- **Drive Leads, Engagement, Organic Search Lift and Revenue**  
SOURCE: Curata
- **30% of All Internet Users** Will Ad Block by 2018  
SOURCE: eMarketer
- **The Rise of Video**  
One Minute of Video is Equal to 1.8 Million Words  
  
SOURCE: Forrester researcher Dr. James McQuivey
- By 2019, Video Will Account For 80% of All Internet Traffic  
SOURCE: Cisco Visual Networking Index: Forecast and Methodology, 2016–2021
- Content Marketing Does NOT Mean:
  - :30 Commercial Ads
  - Display Banner Ads
  - Pre-Roll Video
  - Totally Self-Promotional Information on a Company
  - Direct Response Sales
- **RedBull Stratos Dive Example**
  - Watched by 8.3m live on YouTube, making it the most watched live stream of all time
  - Carried live by over 100 broadcast partners in 60 countries – estimated live global broadcast audience of 600m

- Over 8,000 individual pieces of global TV coverage in the week of the jump
  - Streamed by 280 digital media partners, comprised of the globe's biggest news sites
  
  - **Content Marketing Types:**
    - Text-Based Articles or Posts
    - Photos or Slideshows
    - Surveys or Polls
    - Stories
    - Videos
  - **Journalists are STORYTELLERS**
  - **Video Storytelling Skills Needed:**
    - Brainstorming
    - Creative Briefs
    - Scripts
    - Content Creators
    - On-Screen Talent
- 

## Christine Parizo says — Breaking into Content Marketing: The Print Writer's Point of View

Why?

- Fewer outlets for straight-up journalism
- Pays better
- Not that different from journalism, particularly when writing blog posts and case studies or custom feature articles for brand publications.

Skills needed (that you already have):

- Researching
- Interviewing
- Writing

How to market yourself:

- Pick a niche
- Set up a website (about, clips, contact info. Consider a "lead magnet" download)\*
- Choose relevant clips (e.g., to market myself as a case study writer, one of my clips was a case study feature article)
- Find former colleagues that went over to the "dark side" and let them know what you're doing
- Look for agencies that specialize in your niche and contact them

How to deal with ethical issues if you're still a journalist:

- The obvious: don't work for companies that you cover as a journalist
- Work a separate niche in content marketing that doesn't overlap with journalism gigs

Christine is currently working on a basic website package for new content marketing writers. Email her at [christine@christineparizo.com](mailto:christine@christineparizo.com) if you'd like to be notified when it goes live.