

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.



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.



1861
Samuel Wagner launches the **American Bee Journal** – a magazine that is still published today.



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.



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.



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.



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.



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.

1930s
Procter & Gamble begins its foray into producing radio content, in partnership with brands such as Duz & Oxydol – hence, the **"soap opera"** is born.



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.



1987
LEGO launches its **Brick Kicks** magazine (Now LEGO Club magazine).



1968
Weight Watchers Magazine is founded, becoming one of the first consumer magazines to be distributed via newsstands and at supermarkets.

2001
J&J buys **BabyCenter** from eToys.



2001
Penton Custom Media (founded in Cleveland, Ohio) begins using the term **"Content Marketing."**

2004
Sherwin-Williams launches **STIR** magazine, targeting commercial interior designers and architects.



2006
Blendtec uploads its first **Will it Blend?** series video on YouTube. It has received over 235 million views and 910,000 subscribers.

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.



2007
American Express launches **OPEN Forum**. Now a key resource for small business.

2010
Content Marketing Institute makes its debut.



2008
Get Content Get Customers, the handbook for content marketing, is released.



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.



2011
L'Oréal buys **Makeup.com** and relaunches it as a content platform.



2012
Joe Chernov is the first recipient of the **Content Marketer of the Year** award.



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.

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



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

2014
Marriott International launches an **internal creative and content marketing studio**, which partners with key influencers and creates original videos.



2014
The **LEGO Movie** debuts, arguably the first example of a feature-length, major-studio film that doubles as a branded content marketing effort.

2015
The first documentary film about content marketing, **The Story of Content: Rise of the New Marketing**, debuts.



2016
Arrow Electronics purchases UBM's electronics media portfolio, making it one of the **first major examples of a Fortune 500 company acquiring major media companies** (they also purchased media in 2015).



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