



# Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit

*Joe Pulizzi , Robert Rose*

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**Killing your current marketing structure may be the only way to save it!**

*Two of the world's top marketing experts reveal the next level of breakthrough success--transforming your marketing strategy into a standalone profit center.*

What if everything we currently know about marketing is what is holding us back? Over the last two decades, we've watched the entire world change the way it buys and stays loyal to brands. But, marketing departments are still operating in the same, campaign-centric, product-led operation that they have been following for 75 years. The most innovative companies around the world have achieved remarkable marketing results by fundamentally changing their approach. By creating value for customers through the use of owned media and the savvy use of content, these businesses have dramatically increased customer loyalty and revenue. Some of them have even taken it to the next step and developed a marketing function that actually pays for itself.

*Killing Marketing* explores how these companies are ending the marketing as we know it--in favor of this new, exciting model.

*Killing Marketing* provides the insight, approaches, and examples you need to understand these disruptive forces in ways that turn your marketing from cost center to revenue creator. This book builds the case for, literally, transforming the purpose of marketing within your organization. Joe Pulizzi and Robert Rose of the Content Marketing Institute show how leading companies are able sell the very content that propels their marketing strategy. You'll learn how to:

- \* Transform all or part of your marketing operation into a media company
- \* Integrate this new operation into traditional marketing efforts
- \* Develop best practices for attracting and retaining audiences
- \* Build a strategy for competing against traditional media companies
- \* Create a paid/earned media strategy fueled by an owned media strategy

Red Bull, Johnson & Johnson, Disney and Arrow Electronics have succeeded in what ten years ago would have been deemed impossible. They continue to market their products as they always have, and, through their content-driven and audience-building initiatives, they drive value outside the day-to-day products they sell--and monetize it directly.

*Killing Marketing* rewrites the rules of marketing--enabling you to make the kind of transition that turns average companies into industry legends.

## **Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit Details**

Date : Published September 13th 2017 by McGraw-Hill Education

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# **From Reader Review Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit for online ebook**

**Tobin L Perry says**

**Great read!**

The book gives you a lot of to to think about. It won't be easy for marketers to try what this book suggests, but it may be a way to a more profitable future.

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**Anne Janzer says**

If you're looking for easy answers to content marketing conundrums, or three things you can do tomorrow to make an incremental change, then this isn't the book for you. But if you're passionate about the possibilities of marketing and genuinely want to contribute to business strategy, then this is absolutely the book you should read.

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**Jacob Sanders says**

Absolutely essential reading for anyone in marketing - Joe and Robert have been laying it down smooth for years, their podcast "This Old Marketing" is EXCELLENT, and this book is a chance for them to stretch out their legs and really dig into the problems facing marketing and advertising models today.

Applicable information, actionable insights, inspiring examples - This book is required going forward.

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**Jessica Gordon says**

Poorly written but brilliant ideas. This made me rethink everything I thought about marketing.

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**Jason says**

Business example and interview-heavy look into what the future of marketing might look like if businesses decide to own their content creation and turn it into an audience-building center. Plenty of real world cases for marketers to use as inspiration.

Maybe too reliant on quotes and examples at times, but if you're looking for a "big picture" overview of the next 5-10 years in content marketing, this is a great resource that will elevate your business' content strategy.

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## **Ross Jaynes says**

Maybe it's just me, or maybe I've read too much on content marketing but I didn't find anything new here. I'll re-read it and comb back through it but there's no strategy, no great insight that can't be had by just googling Content Marketing.

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## **Buddy Scalera says**

Smart stuff that will drive the future direction of marketing for the next few years. A must read for modern marketers.

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## **Rene Cizio says**

Basic of you have any experience at all

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## **Darren says**

Take your company's marketing activities to the next level and explicitly profit from it, instead of marketing just being viewed as a cost to be endured, such as an electricity bill or office costs. That is the core aim of this book, noting that possibly everything we know about marketing can be outdated and holding us back!

A strong claim, but do the authors do it credit? Possibly, albeit by focussing on the use of content as a tool for marketing. Maybe it won't account for everything, yet in any case a substantial amount. It may require a major sea change in the minds of many. The core is the greater use of content through so-called owned media, trying to get potential and actual customers to visit your own media platform(s) to consume content you have developed that is more than just advertising. For some companies it has led to them creating a specific media product. For others it might just be creating useful content that can be also shared on social media channels or provided to other media, but it offers authoritative commentary, branding and association benefits to your company nonetheless.

The authors seek to introduce this sea change before offering advice, insight and real-world examples to aid implementation. It is an interesting proposition and whilst not every company can be or will be suddenly their own media hub, as well as contributing to others around the world, elements of the advice can also be used in more traditional content-driven marketing opportunities and social media communications. You reap what you sow. There is a risk that it can appear a little too over-ambitious, but sometimes it is good to aim high and think a little outside-of-the-box too. Temper it with realism and remember your core business though!

In any case, the result is this interesting, accessible and engaging book, touching on a pertinent subject that should be keeping marketers busy. It is written in a clear, narrative style that can be picked up and put down if you can only snatch a few minutes here and there, although you may be advised to set aside a bit of quality time and do some deep, considered reading. It can be a very good investment.

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## **Katie Johnstone says**

An aggressive "meh." Interesting perspective but lacks foundation in testing and measurement strategies. For anyone who has tried content marketing, you know how difficult it is to measure indirect business impact of particular initiatives, or even to meaningfully convert an aggregated audience. Perhaps an idea for a sequel...

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## **Glenn Schmelzle says**

The book's main argument, as put by Robert Rose, is "What if we actually killed marketing and restructured it completely? What would happen if we completely flipped the idea of marketing on its head? What if, instead of starting by figuring out how the features and benefits of the product that we offer for sale, we approached the whole structure and function of marketing by leading from our media strategy?"

### 10 Monetization Strategies

#### DIRECT

- Advertising
- Conference and events
- Premium content
- Donations
- Subscriptions

#### INDIRECT

- Products – win revenue
- Services – win revenue
- Keep revenue (Loyalty/Retention)
- Yield increase – grow revenue
- Cross-sales – grow revenue

Nailing the messages our funnel is like having insider information, because with it, we know better than our competitors how to solve them.

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## **Ibrahim Ali says**

For all the marketers of tomorrow.

Own your content

Build your audience

Evolve the entire practice of marketing from being a cost center to a profit center.

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**Yoric says**

This book is about reinventing Marketing. Maybe it targets medium and large companies, I don't feel concerned after reading the Introduction.

Sure, things have changed, Internet has scrambled the rules, we need to reinvent ourselves, and any business. Adaptability is key.

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**Jeffrey Trull says**

Loved this book! Really insightful research without unsupported fluff. I devoured it in one day, and I feel invigorated in how I can apply what I learned here. Highly recommended.

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**Enes Sefer says**

Businesses must resist the urge to be everywhere all the time and instead focus on being in the right place at the right time

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