



The Content Marketeer 50: Brands to Watch in 2012

Sunday, March 4, 2012

By: Toby Murdock



(<http://marketeer.kapost.com/2012/03/the-content-marketeer-50-brands-to-watch-in-2012/top-50-brand-image/>)

“Content is king!” has been ringing in marketers’ ears ever since Bill Gates made the proclamation in a 1996 essay (<http://www.craigbailey.net/content-is-king-by-bill-gates/>). In it, he predicted all companies would eventually become Internet publishers. But only recently have many brands truly recognized the power of producing content about their customers’ interests as a way to attract them and grow their business. This

list of 50 Brands to Watch in 2012 is our way of honoring the pioneers who have built thriving content marketing operations, paving the way for the rest of us who are now taking up the strategy.

During 2011, our team members at Kapost were entrenched on the frontlines of Internet publishing, working with a diverse spectrum of content creators—legacy journalists, leading brands, industry influencers, and others—to meet their publishing needs. That work exposed us to various brands and businesses that were leading the charge in digital content marketing. We followed their efforts closely throughout the fourth quarter of 2011 to better understand their processes and operations.

While our initial selection of 75 brands to track was subjective, we used a variety of metrics to analyze and determine the top 50 rankings for this list. (Read about our full methodology here (<https://docs.google.com/document/d/1zxuqnGKnM7Ghz1egScjRjRiXwJvZyBlu1GIRYZ-Mh98/edit?pli=1>)). Our partners at Click Z (<http://www.clickz.com/clickz/news/2156596/brands-content-marketing>) have published the top 10, with the remaining 40 in our own slideshow.

Since the outset of this project and the launching of the Marketeer, we've been introduced to numerous other content marketing efforts that certainly deserve a mention here. But we stuck with our initial 50 for the sake of completing our research and sharing it with you, our readers. After all, a comprehensive list of content marketing efforts would be futile. Instead, our intention is to add new brands to this inaugural list throughout 2012 and share their stories with you regularly at the Marketeer. We'll be gathering information as the year moves along and look forward to researching an even larger sample of brands the next time around.

Until then, we hope you're as inspired as we are by the hard work and dedication of the brand publishers on this list. And we anticipate your nominations for others to consider for 2013. Please share them with us via the forms available after each entry here. Happy reading. *Research and reporting provided by Cameron Naish and Will Riseley.*

Click here to view The Content Marketeer 50: Brands to Watch in 2012, #11-50 →
(<http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/>)

The Full List

Rank	Brand	Content Marketing Index
1	American Express (http://www.clickz.com/clickz/news/2156596/brands-content-marketing)	400
2	Intuit (http://www.clickz.com/clickz/news/2156596/brands-content-marketing)	384
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12	Birchbox (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#12._Birchbox)	344
13	Unilever (Degree Men) (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#13._Unilever_Degree_Men)	342
14	Patagonia (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#14._Patagonia)	340
15	L'Oreal (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#15._L%27Oreal)	337
16	GE (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#16._GE)	336
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18	Bergdorf Goodman (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#18._Bergdorf_Goodman)	332

19	Tory Burch (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#19._Tony_Burch)	331
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22	The Boston Consulting Group (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#22._Boston_Consulting_Group)	318
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37	Radian 6 (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#37._Radian6)	292

38	Starbucks (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#38._Starbucks)	292
39	Dell (http://marketeer.kapost.com/2012/02/the-marketeer-50-brands-to-watch-in-2012/#39._Dell)	290
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About the Author

Toby Murdock



Toby is the co-founder and CEO of Kapost, managing the strategy and messaging of Kapost. Toby co-founded Kapost in late 2009, after co-founding and successfully selling Qloud, a social music service that allowed 25M users to share their musical identity and discover music from friends.

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Andre Van Kets • 3 years ago

I'm no Hubspot fanboy (nor hater), but I'm quite surprised that Hubspot is not on this list.

Regardless, still a great research list Toby.

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officialpolos • 4 years ago

Of course you like to get new clothes but when you are usually fighting against the credit recession it is usually challenging to find the money for interesting things Nike dunk shoes. Then it is good to check out and about for excellent accessories that can alter the seem of an exhausted clothing very quickly in any way. A good thing to do this, instead of add too out of pocket, is actually jewelry. When purchasing necklaces many people want types to be flexible so that they are really simple to combine with their clothes as well as may simply need to up-date their necklaces selection Aix Max Online. A lot of companies want to resource diamond jewelry which echo his or her valuations along with image and thus it is usually best if you shop around stores, get yourself a sense for the purpose impression they're trying to sell and to find out if his or her beliefs suit your own house MBT shoes sale. Additionally you could simply mix and match making a unique fashion by outfits derived from one of store and jewellery via an additional creating a more of an announcement along with your seem. While looking for necklaces this is a good idea to look at the foundation with the items MBT shoes sale. Many companies feel that this is a good plan to concentrate on this and so assist vendors whom they will talk about a good standing up romantic relationship using. This permits these phones completely focus their particular locating using ethically run producers and who develop gorgeous pieces for their customers Aix Max Online. Many organisations resource particular person parts with the aim to produce an contemporary selection making sure there's a mixture of fashionable and also ethnic. Stores need

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Rob Vogel • 4 years ago



Rob Yoegel • 4 years ago

My hunch is Monetate is #51, Toby?

^ | v • Reply • Share ›



tobymurdock → Rob Yoegel • 4 years ago

yep

coming on huge next year

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Rob Yoegel • 4 years ago

My hunch is Monetate is #51, Toby?

^ | v • Reply • Share ›



tobymurdock Mod → Rob Yoegel • 4 years ago

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Danaly Web Design • 4 years ago

Surprised not to see WebMD on this list or any mention of them in this article. They have tons of content that outside companies actually pay for to display on their sites.

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PYMW • 4 years ago

Nice Job !!!!!

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ImprentaPublicidad.com • 4 years ago

Nice Job !!!!!

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iWebSquare • 4 years ago

The great list of 50 brands.

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The great list of 50 brands.

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James McWhorter • 4 years ago



This is excellent. I will be following each of these companies closely!

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Amie Marse • 4 years ago

Thanks for the compilation - it's always great to see elbow grease in action. However, the real news about content marketing is that it has once again leveled the playing field for the little guy. Between SEO, social and content marketing clients can make huge strides with a tiny budget.

The kicker? The process, the steps... the strategy is essentially the same. Did you see that article on Forbes last week with the Head of Content Management from Kraft Foods? She had the same issues as everybody else... and she works for Kraft. It's a great time to be in business :)

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aboer • 4 years ago

Toby,

You have been so prolific lately! What a great piece.

Pleased to see MovableMedia with 3 clients in the top 20.

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