
Weekly Alert: The Move to Long Form

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Fri, Jan 13, 2017 at 10:07 AM

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This Week - Shares Are Not Enough: How to Amplify Your Content and Build Links



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While shares are important, they are not enough to ensure content success. That requires a content amplification strategy to gain shares and links to build authority and drive traffic. Here's some help to do that. [Read more](#)
by Steve Rayson

Some more of this week's best stuff:

- [10 Ways to Save Time in Creating Content](#) by Mo Harake
- [15+ Worthless Words to Cut to Improve Your Readers' Experience](#) by Julia McCoy
- [Get Back to Reality: 9 Content Marketing Expectations Busted](#) by Neil Patel
- [Blogging Trends That Bring Content Marketing Down to Business](#) by Jodi Harris
- [How to Architect Your Content Strategy](#) by Marcia Riefer Johnston

A Note From Joe Pulizzi

The Move to Long Form

A few weeks ago I saw pictures and Facebook notes from a number of my friends regarding Seth Godin's new book project, *What Does It Sound Like When You Change Your Mind?*

The book is oversized and over 800 pages. From what I can find out, the book has sold very well.

I thought about this for a while, and then I couldn't help but remember reading an article from [Poynter](#) about the Huffington Post doubling down on its long-form content initiative. According to the article, "stories from Highline — the company's ambitious long-form journalism venture — are consistently among the site's best-read stories."

The article goes on to say: "Highline's success with long-form content fits into a growing consensus that readers are willing to consume (longer) content in the age of the smartphone. A report from the Pew Research Center ... noted that readers spend more than twice the amount of time reading and scrolling through articles longer than 1,000 words than they do on short-form stories."

And yet one more example, this time video. My friend and YouTuber Matthew Patrick (MatPat on YouTube) produces the ongoing series Game Theory and has over 5 million subscribers. Last year I asked him what the average video length should be for the best possible performance on YouTube. When I ask marketers this question, I generally get answers between 30 seconds and 2 minutes. Matt's answer? 12 minutes.

And now let's fast forward to the present day. Yesterday I received a requested book from the library recommended to me by a few friends. The book is *Tools of Titans* by Tim Ferriss. The page count? 671 pages.

Now how, in this world of "snackable" content, multiple smartphones, and no attention span, are we seeing these longer-form pillar collections of content cutting through the clutter?

The point I'm trying to make is that nearly every marketer we talk to has run to shorter posts, shorter social media updates, shorter videos, shorter podcasts ... thinking that audiences don't have the desire to invest themselves in content for a longer period of time. But they absolutely do ... if the content is worthwhile. Those marketers who take a longer-form approach can immediately position themselves and their stories as differentiated simply because of the length.

So, when all your competition is going small, maybe it's your time to go big – in-depth article series, hearty and detailed podcast interviews, a full-fledge custom print magazine, and possibly even a customer event. When everyone else zigs, you zag.

Good luck!

Yours in content,

Joe Pulizzi
Founder
Content Marketing Institute

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The Marketer's Guide to the Learning Economy

There's a revolution occurring where content marketing meets education. In this report, co-authored by branding visionary and CMO Mark Addicks, you'll discover 9 Ways Brands Can Win in the emerging \$91B Learning Economy. Plus, learn from top experts how to design,

A Word from One of Our Benefactors

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THE BIG KNOW

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what a content marketing platform is and if it's right for you. Identify your organization's needs, and learn what questions to ask!

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CMI Video of the Week



Using Improv Techniques to Improve Storytelling

By applying four principles from improv theater, every marketer can become an idea factory. In this clip from CMWorld 2016, Tim Washer shares advice on embracing improv in your marketing.

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