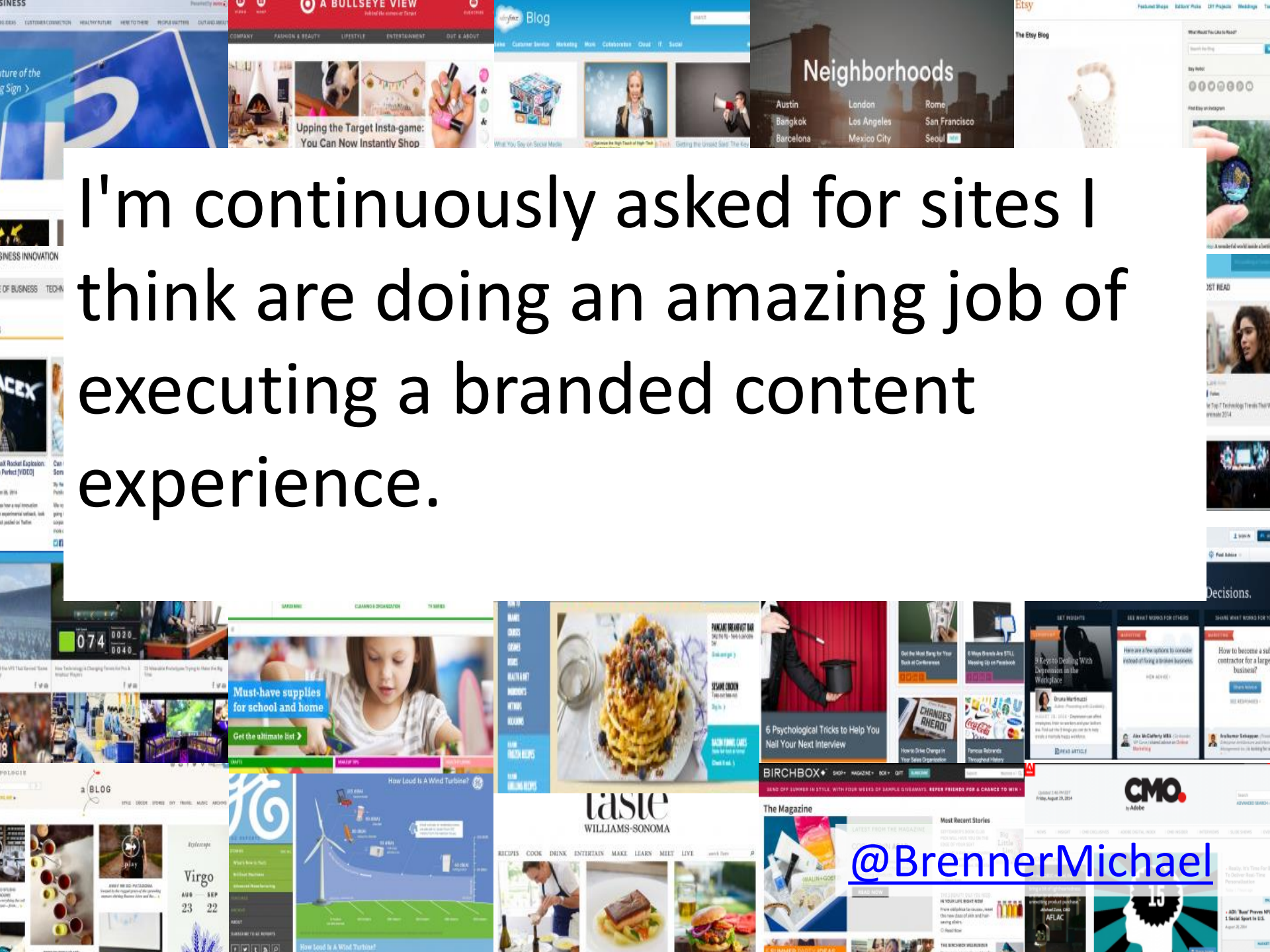




20 Amazing Examples of Content Marketing Hubs

Michael Brenner
Head of Strategy, NewsCred
@BrennerMichael

I'm continuously asked for sites I think are doing an amazing job of executing a branded content experience.



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So, I asked my Twitter followers:

What brand content marketing hubs do you LOVE?



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A man in a blue shirt stands between two Volvo trucks on a road at sunset. The trucks are facing each other, and the man is holding a white sheet or paper. The background shows a sunset sky over a road.

I was not looking for examples of great "campaign" content like the

[Chipotle Scarecrow,](#)

Dove's [Real Beauty Sketches,](#)

or the Volvo [Epic Split.](#)

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The criteria I used was pretty simple, I asked for:

Examples of brand-owned content hubs.

I was looking for examples of brands who ***continuously and consistently publish content on a site they own*** - like a media company.

I received some great feedback and so here is my list of

20 Amazing Examples of Brand Content Marketing Hubs

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Updated 1:46 PM EDT
Friday, August 29, 2014

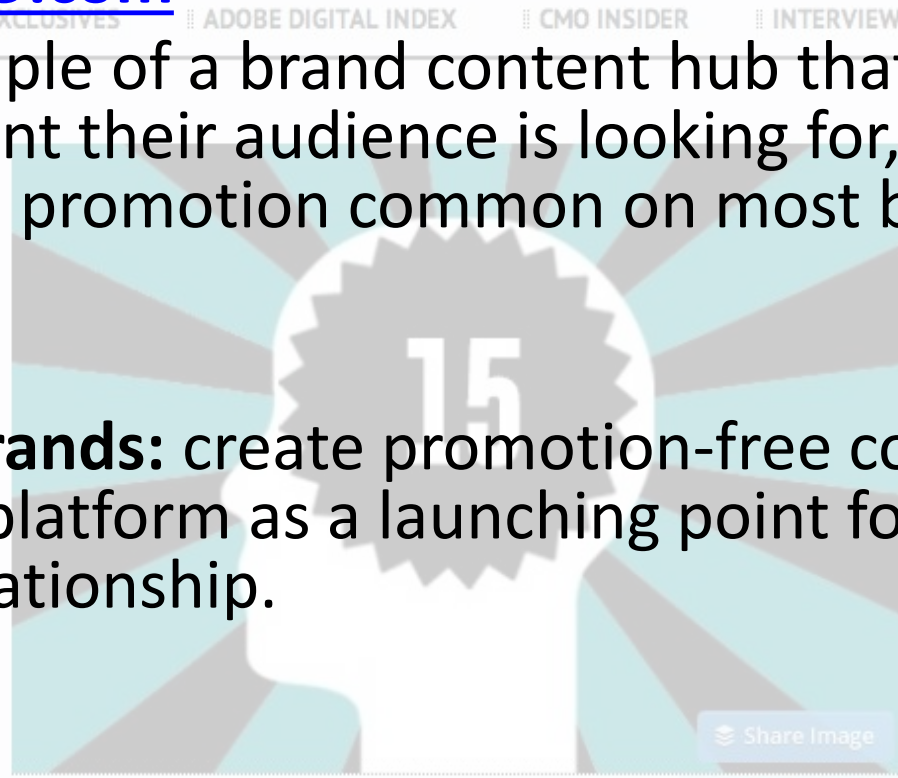
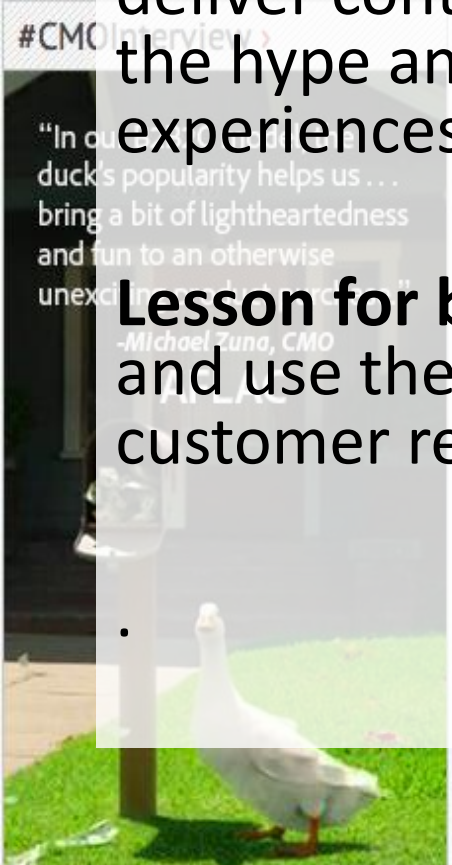


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[Adobe's CMO.com](#)

A great example of a brand content hub that seeks to deliver content their audience is looking for, without all the hype and promotion common on most brand experiences.

Lesson for brands: create promotion-free content hubs and use the platform as a launching point for a deeper customer relationship.



• 15 Mind-Blowing Stats About Inbound Marketing

By Giselle Abramovich | August 27, 2014

STATISTICS | CLOSED-LOOP MARKETING | DEMAND GENERATION

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TOOLS
• Really. It's Time For Brands To Deliver Real-Time Personalization
Today | 7 hours ago

ONLINE MEDIA
• All 'Buzz' Proves NFL No. 1 Status In U.S.
August 28, 2014

MARKET RESEARCH
• 15 Mind-Blowing Stats About Inbound Marketing
August 27, 2014

• Quick Chat: Attorney John

WELCOME TO OPEN FORUM

American Express OPEN Forum

The site provides an amazing customer experience, publishes great content every single day. And they have made no secret of the fact that this site is their largest source of inbound leads for their small business card division.

Lesson for brands: It may take some time to get it right, but branded content marketing hubs can provide a return on investment (ROI).



Alex McClafferty MBA (Co-founder, WP Curve) shared advice on **Online Marketing**



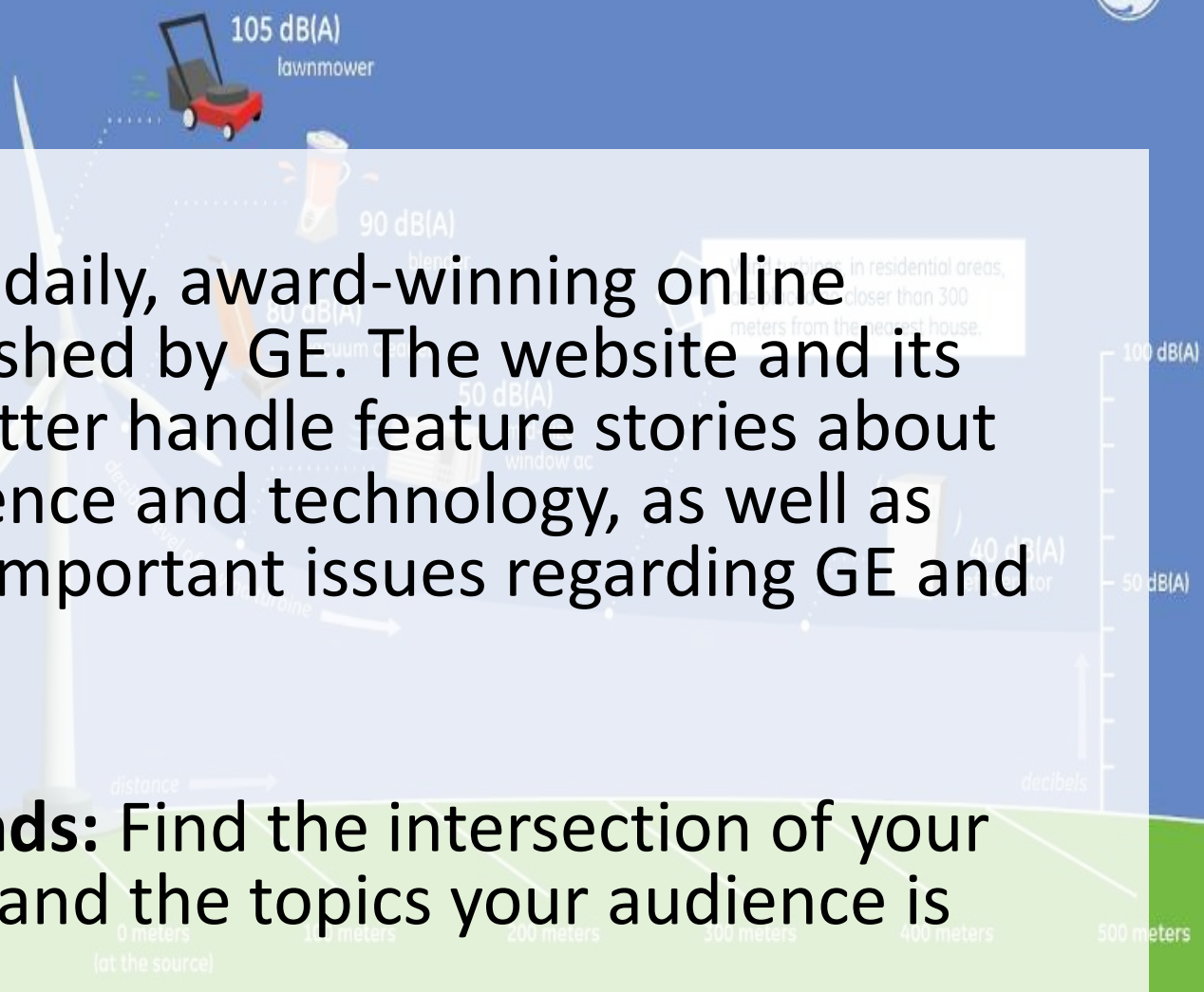
Aruikumar Seivappan (President, [Company]) is looking for advice on [Topic]

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READ ARTICLE



How Loud Is A Wind Turbine?



GE Reports

GE Reports is a daily, award-winning online magazine published by GE. The website and its companion Twitter handle feature stories about innovation, science and technology, as well as viewpoints on important issues regarding GE and the world.

Lesson for brands: Find the intersection of your brand purpose and the topics your audience is interested in.

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How Loud Is A Wind Turbine?



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GE txchnologist

This site is represents a good example of acting like a publisher and taking the brand almost completely out of the stories you publish.

Source: University of Central Florida

Lesson for brands: Sometimes thinking like a publisher means you have to take bold moves and big stands on today's biggest issues.

Every day, millions of Americans rely on electronic devices that have one thing in common: they must be charged. The process is pretty simple, but it does require a bit of time and forethought.

But what if there were a better way to store and create the power needed to run these gadgets?

Now, scientists have created a better way using a simple electrical cable wire.

Nano-Wire Packs Portable Power



Are Electricity-Eating Bacteria The Next Big Thing In Alternative Energy?

August 7th, 2014 | by Michael Keller

A long list of renewable energy projects pumping out cleaner electricity these days. Photovoltaic panels produce direct energy. Wind turbines drive steam turbines using sunlight. Wind turbines churning out megawatts of power dot the landscape of communities through tides, running rivers and even the heat of the Earth.

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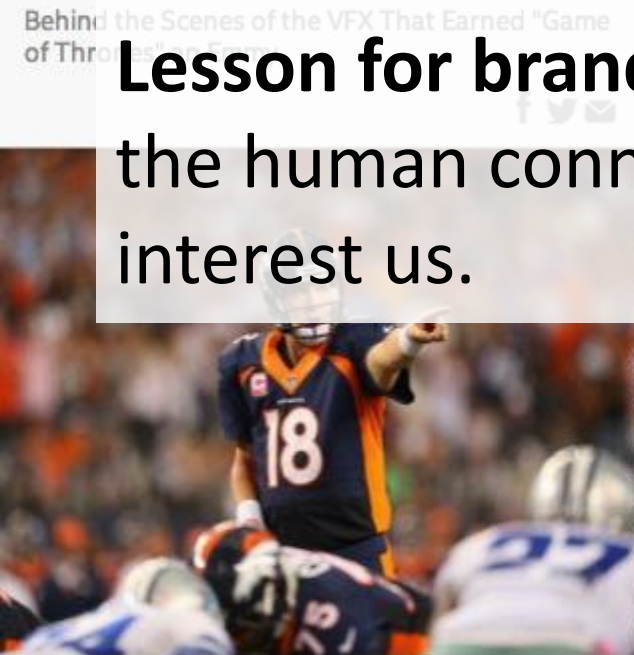
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ALL ST Intel IQ

Intel publishes personal stories behind technology and innovation. And have set themselves apart with a combination of great design, a personal storytelling approach and consistent distribution.

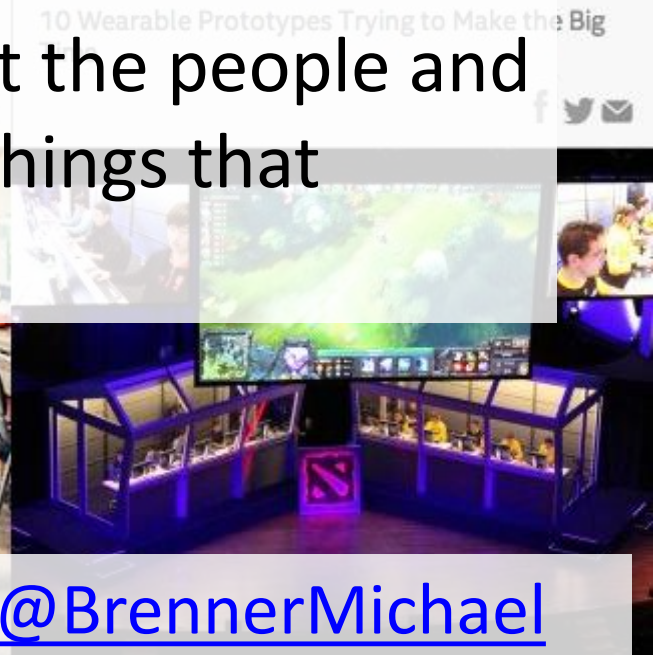
Lesson for brands: Tell stories about the people and the human connection behind the things that interest us.



NFL Playbooks Gone Digital: How Players &



Springboarding Maker Concepts To Market



The International Championship's Crowdfunded

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After experimenting with content marketing and the success of the [HealthBizDecoded](#) site, Xerox launched Real Business earlier this year. The expanded coverage proves that content marketing works and also demonstrates that effective content marketing starts with a deep understanding of your core value proposition as a brand - your brand's "higher purpose."

Lesson for brands: For complex businesses, it might make sense to start small and build on your successes.

RECENT ARTICLES



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[BufferApp Blog](#)

Some of us in are a bit obsessed with the BufferApp blog and their success. Or is that just me? I am also a loyal user of their tool. But it's hard NOT to read some of their posts like [10 Simple Things You Can Do Today That Will Make You Happier, Backed By Science](#). That post has 23,000 shares and more than 210,000 likes on Facebook! And that's their trick. Create content people can't NOT read.

 Tweet 260

 Buffer 139

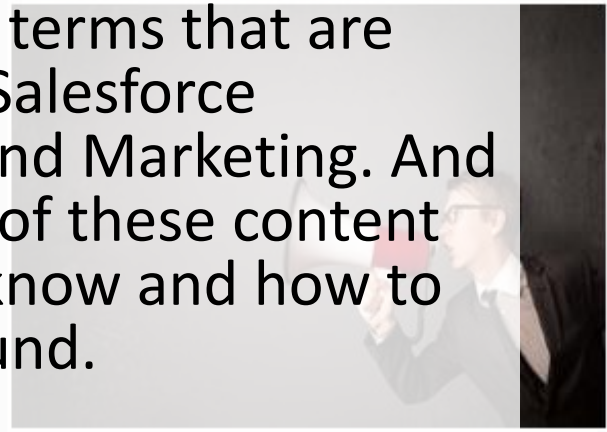
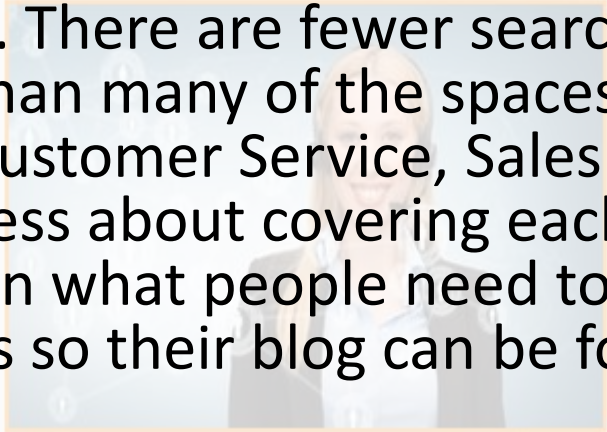
Lesson for brands: think bigger than yourself and what you sell. Help people with their biggest problems and you will earn their attention.

[full Storify recap here](#), and continue reading for 32 web writing tips from Kevan and the community about how to write successful blogposts, tweets, status updates, and more.

[Continue Reading →](#)

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Salesforce is a fierce competitor in the best branded content marketing space for one main reason: they fully understand the power of delivering helpful content that people AND search engines love. There are fewer search terms that are more competitive than many of the spaces Salesforce operates in: CRM, Customer Service, Sales and Marketing. And Salesforce is relentless about covering each of these content areas with a focus on what people need to know and how to rank for those terms so their blog can be found.



Lesson for brands: when we have a question, we ask Google. SEO is still a very important.

What You Say on Social Media Influences How People Invest



Aug 29 2014 | By [Dionne Kasian-Lew](#) in [Cloud](#) , [Featured](#) , [Social](#)

Investors are influenced by research they find in social media—and companies that reach out can create

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Hubspot

Hubspot has been a shining example of content marketing from the very beginning. They have been consistently providing highly useful content, across many formats. The mantra at the heart of the Hubspot approach: answer all your customers' questions.

Lesson for brands: Identify your customers questions and publish content that answers them.

6 Psychological Tricks to Help You Nail Your Next Interview



How to Drive Change
Your Sales Organization



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Throughout History

(Disclosure: I started this blog while at SAP. And they are a NewsCred customer So yes, I might be a little biased.)

When we started this site, our goal was to emulate some of these awesome examples of brand content marketing hubs you see above. We sought to answer our customers' biggest early-stage search questions. We refused to publish promotional content. We continuously optimized the design for conversion. And we showed a solid business case for the shift from paid, to owned and earned media.

Lesson for brands: Define a solid business case and clear objectives up front and stick to your guns once the plan is approved.

Elon Musk SpaceX Rocket Explosion: His Response Is Perfect [VIDEO]

By Nick Skillicorn
Published on August 28, 2014

If you ever want to see how a real innovation leader responds to an experimental setback, look at what Elon Musk just posted on Twitter.



Can Corporate Learning Really Be Something Employees Crave?

By Nancy Langmeyer
Published on August 28, 2014

We normally equate learning at our jobs with going to the dentist. But that's all changing as corporate learning programs become easier and more convenient.



Signs That Your Financial Close Process May Be Broken

By Elizabeth Milne,
Published on August 29, 2014

Financial close has its complexities. But no matter the industry, size, or region, every company should pay attention to...

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TODAY'S LEAD ARTICLE

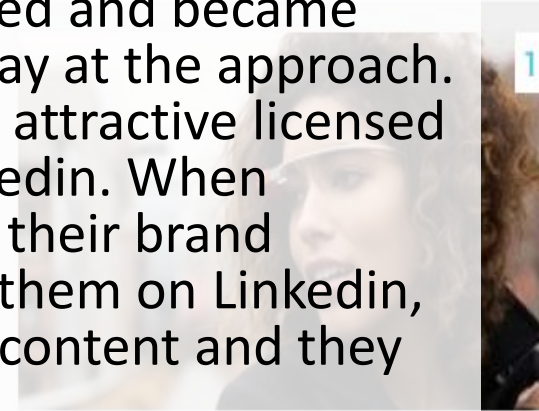
08/29/2014

MOST READ

[CapGemini's Content Loop](#)

(Disclosure: this is a NewsCred-powered site.) When I joined NewsCred and became exposed to the Content Loop, I was really blown away at the approach. But don't take my word for it. Check it out: they use attractive licensed content from well-known publishers to post on LinkedIn. When someone clicks on the article it brings them back to their brand content hub. The readers are then invited to follow them on LinkedIn, are exposed to deeper forms of thought leadership content and they are invited to **connect directly with consultants**.

Lesson for brands: great content can drive engagement, community and direct leads for sales.



83,406 views



The Top 7 Technology Trends That Will Dominate 2014



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VIDEO



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A BULLSEYE VIEW

behind the scenes at Target



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Target's A Bull's Eye View

Target does a great job creating a Life and Entertainment-style online magazine with great tips on recipes, fashion, and tips on managing major life events like back-to-school and the holidays. They bring their bold brand and fashion on a budget approach to life with the stories they tell. With tips like [9 Ramen Hacks For Your College Dorm](#), how could they go wrong?

Lesson for brands: Focus on serving your audience and bringing your brand to life in an authentic and engaging way.

Target and Target Style Instagram



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Red Bull's Red Bulletin

I've covered content marketing lessons from Red Bull Media House recently and so have so many others. There is a reason this brand is leading the way in building a publishing business that supports the reason behind the products they sell, and is the envy of many in marketing. Because these guys get the power of effective storytelling.

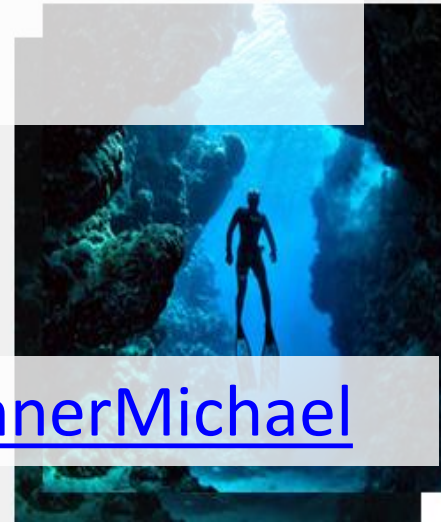
Lesson for brands: Take the buzz phrase "act like a publisher" literally. Divert paid media dollars to create in-house production resources and brand assets that will provide value in the long term.



CULTURE
TWIST AND SHOUT



CULTURE
PURE INSTINCT



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P&G Everyday

This blog from P&G is nothing flashy but it provides useful tips for that classic P&G target audience of "busy Moms on the go." The style is completely consistent with every television ad you may have seen or coupon insert you may have clipped way back in the day when families actually subscribed to the weekly newspaper.

Lesson for brands: know your target customer and deliver the things they want or need in a simple and useful way.

Must-haves
for school and home

Get the ultimate list >

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Williams-Sonoma Taste

This highly stylized blog from the provider of upscale cooking utensils, appliances and ingredients appeals to the high-end luxury market they are catering to.

RECIPES

COOK

DRINK

ENTERTAIN

MAKE

LEARN

MEET

LIVE

search Taste



Lesson for brands: support your brand image with design and delivery in your content marketing approach.

LEARN

Weekend Project: Thomas Keller's Risotto

COOK

Crispy-Skinned Fillet of Atlantic Salmon

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Barbecue

[AirBnB City Guides](#)

Ever heard of DUMBO? Short for "Down Under the Manhattan Bridge Overpass," DUMBO is hipster cool for Brooklynners and you can learn all about it with these trendy takes on the old city guide by AirBnB.

Lesson for brands: re-think the traditional ways people used to consume information while disrupting traditional industries

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Sign [Anthropologie Blog](#) a BLOG

The Anthropologie blog is a never-ending scroll of design, fashion, travel and music that is consistently lined up to their target market and brand essence.

Lesson for brands: You can separate e-commerce and content while creating value for the brand and traffic back to your stores.



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The Etsy Blog

The Etsy Blog This leader in the "maker movement" uses their blog to highlights the best "shops" they support through interesting stories, editors' picks and DIY projects. This site essentially re-imagines the way they merchandise their talent by focusing on the best stories and curating interesting and popular shops and shop owners.

Lesson for brands: think outside the traditional merchandising box and imagine how to highlight the stories behind what you sell.


Featured Shop: Barruntando

"The moment we touched clay for the first time, it stole our hearts." – Maite, Ana, Lola, Eva and Amelia

By Barruntando Published: August 29, 2014 86 comments



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 @etsy: A wonderful world inside a bottle



General Mills Tablespoon

Billed as "the place to feed your fix for recipes, food hacks, how-tos and party ideas" this site from General Mills is almost completely unbranded and serves to drive community around more than just recipes. The folksy approach gets to the heart of their target audience who is passionate about food and sharing recipes.

Lesson for brands: Focus on building community around your branded content marketing hub based on your audience's passions.



SKIP THE FLIP - HAVE A PANCAKE BAR.
Skip the flip - have a pancake bar.

Grab and go! >

SESAME CHICKEN
Take-out fake-out.

Dig in. >

BACON FUNNEL CAKES
State fair food at home!

Check it out. >

@BrennerMichael

FEATURE
FROZEN RECIPES

FEATURE
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SHOW ME HOW TO
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COOKING
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PARTY IDEAS
HOW TO
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PARTY IDEAS
OCCASIONS

SEND OFF SUMMER IN STYLE. WITH FOUR WEEKS OF SAMPLE GIVEAWAYS, REFER FRIENDS FOR A CHANCE TO WIN >

The Birchbox Magazine and [Men's Guide](#) provides original content that helps their customers get the most out of samples. They are offering "inspiration, advice, and information to master techniques and upgrade your daily routine with articles, expert interviews, and videos."

READ NOW

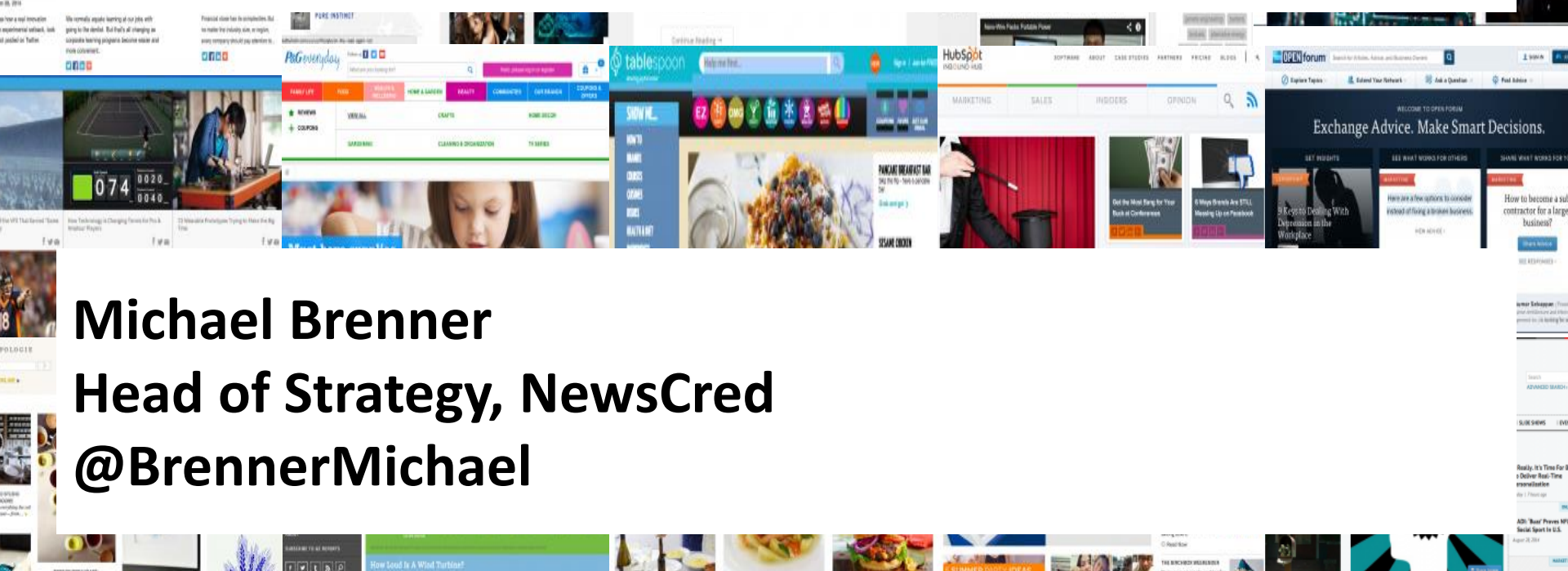
Lesson for brands: any business can be extended through a content marketing hub.



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Your Turn: What content marketing hubs do you love?



Michael Brenner
Head of Strategy, NewsCred
@BrennerMichael