

# The Evolution of Marketing

## Internet Bubble to Content Marketing

1997

**The Internet bubble is growing**



Sites like Pets.com enjoy a few years of success

Internet Bubble to Content Marketing

Stocks plummet in March of 2000



U.S. Bureau of Labor Statistics states that over 400,000 jobs were lost in the Silicon Valley alone

2000

**ROI becomes #1**

Market Resource Management begins trending...



unica

aprimo

**Leads are everything!**

...and then Marketing Automation

eloqua



neolane

acton

2014

HubSpot

Marketo

**Buyer 2.0 emerges**

These buyers are smarter & don't want to be treated like a lead

**Content Overload!**

Content marketing trend increases, resulting in too much content

Curata finds **71%** of marketers are increasing content marketing spend



**Content Management**

56% of marketers now use technology to cut through the noise and reach their audience

**The Future of Content Marketing**

Marketers get the right content to the right individuals at the right time, place & format



[bit.ly/ContentToolsMap](http://bit.ly/ContentToolsMap)

 **curata**  
© 2014 Curata, Inc.