

## Newly launched Content Marketing Institute Offers Practical Content Marketing Advice

*The newly launched Content Marketing Institute (CMI) offers B2B and B2C marketers practical, no-nonsense content marketing advice from the brightest content marketing professionals in the industry.*

**June 21, 2010 - [PRLog](#)** -- Kinnelon, NJ – The newly launched Content Marketing Institute (CMI) - <http://www.contentmarketinginstitute.com>, developed by Junta42, offers B2B and B2C marketers practical, no-nonsense content marketing advice from the brightest content marketing professionals in the industry. Christine B. Whittemore, chief simplifier of Simple Marketing Now LLC, is a contributor.

Content marketing, the art of communicating with customers and prospects without selling, is a form of non-interruption marketing. Instead of pitching products or services, a marketer delivers consistent, ongoing valuable information to buyers. In turn, buyers are more informed, and., they ultimately reward organizations with their business and loyalty.

The Content Marketing Institute focuses on content strategy, content creation, content promotion and distribution, content management, and content measurement and analysis. The site features a daily blog that shares how-to tips on executing content marketing, samples of great content and case studies of how companies are executing their content marketing strategies.

“The Content Marketing Institute offers marketers and business owners how-to information about content marketing in any venue: online, mobile, in-person and print,” says Joe Pulizzi, CMI founder, co-author of THE handbook on content marketing, Get Content Get Customers “Thanks to expert contributors such as Christine, the CMI is able to equip marketers with practical DIY advice that they can implement into their overall marketing programs.”

Content marketers and business owners can sign up for CMI posts for free. Simply go to <http://www.contentmarketinginstitute.com/email/>.

For more information about the Content Marketing Institute, contact Joe Pulizzi at [joejunta42.com](http://joejunta42.com).

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [ <http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [ <http://SimpleMarketingBlog.com>].

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About Simple Marketing Now LLC: Simple Marketing Now LLC is a marketing communications consultancy that helps organizations blend traditional marketing with social media and content marketing to improve the customer experience and build brand.

About Junta42: Junta42, the independent authority on content marketing, brings clients and vendors together through its custom publishing service, replacing the lengthy RFP process. Project posting is free and includes custom magazines, content microsites, blogs, white papers, newsletters and over 20 other custom content project categories.

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