

# Content Marketing's Greatest Hits: 2012

It was a very good year, and a tremendous one for content about content marketing. These were some of the posts we loved most here at [Velocity Partners](#)...

Those OKTrends posts? Each took about six weeks to make...

How to build and operate a content marketing machine, by SEOMoz

Econsultancy  
Digital Marketers United™

Econsultancy shares its own nearest and dearest content marketing metrics



CMOs should focus on process, content & skills

- An interview of Jon Miller by Scott Brinker



10 B2B companies that create exceptional content

The essence of top of funnel content, in 140 characters

How to make a killer content marketing strategy

Lessons from the B2B content marketing trenches, by David Raab



How to fix the sad state of content marketing

FUNNEL: A review

More content marketing spend, less certainty - Eloqua

Hannah Smith of Distilled goes beyond the bullshit of content marketing

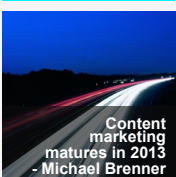


"Content marketing is not going to solve all your problems; it may add to them." - Searchbrat

Curata Survey: B2B content marketing surging, goalposts shifting

Content marketing's investments are frontloaded. - Ardath Albee

Top 47 content marketers on twitter



Content marketing matures in 2013 - Michael Brenner



Rene Power goes beyond the status update for content strategies

Five Content Marketing Truths



The CMI 2012 B2B content marketing status report

Inspiration from the B2B Conference, courtesy of @helentupper

The future of content, in a flash



Nodding and cringing from content marketing advice, says Marcus Sheridan (Sales Lion)

A new twist on content, by Scott Monty

Storytelling for B2B content marketing - Lee Odden

