



CONTENT MARKETING: *6 THINGS YOU ARE DOING WRONG*

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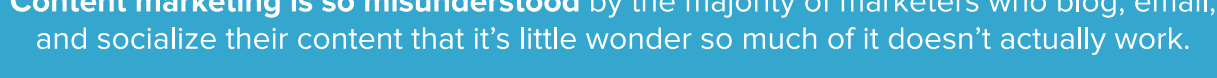
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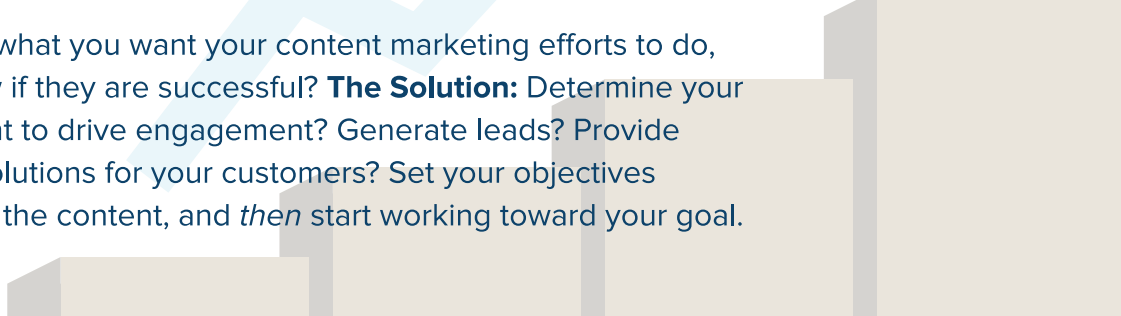


Content is like any other form of marketing: Unless it has a clear objective, and is carefully targeted and optimized, it will not work.

The first step to optimizing your content marketing strategy

HERE ARE 6 COMMON MISTAKES AND HOW YOU CAN FIX THEM

If you don't know what you want your content marketing efforts to do, how will you know if they are successful? **The Solution:** Determine your goals. Do you want to drive engagement? Generate leads? Provide unique value or solutions for your customers? Set your objectives before you create the content, and *then* start working toward your goal.



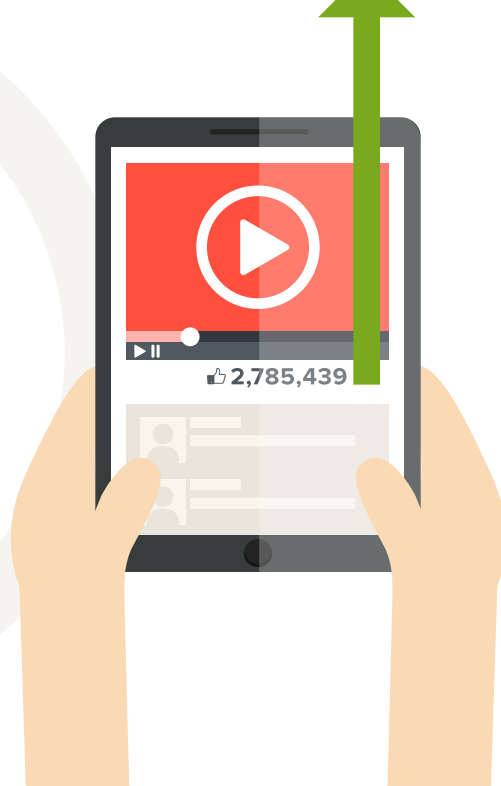
USING THE WRONG VOICE

So much great thought leadership is buried under impenetrable jargon that clients don't understand or don't want to wade through. Remember, clients choose you because they lack the expertise or resources to get a job done. Don't make it difficult for them to understand how you can help them.

The Solution: Simplify. Use language that everyone understands. Have a

conversation with your audience instead of lecturing at them.

In a perfect world, your content marketing campaigns go viral and you get thousands of incoming leads for next to nothing. In fact, it hardly ever works like this. **The Solution:** Position your content through your email marketing and social media activities. You may have to pay to drive traffic via paid search or sponsored ads on Facebook, Twitter or LinkedIn. Great content maximizes and works with your paid acquisition marketing



USING CONTENT ONLY ONCE

The best content is evergreen. A good blog post also provides excellent content for an email marketing campaign and social media activities, and can even be extended to form the basis of a white paper, an eBook, a presentation, a webinar or a monthly email newsletter. Potential clients will

can even be extended to form the basis of a white paper, an eBook, a presentation, a webinar or a monthly email newsletter. Potential clients will always be dropping into your sales funnel and seeing your content for the first time. As long as your content is relevant, timely, and engaging, it will

first time. As long as your content is relevant, timely, and engaging, it will always appear new to fresh eyes. **The Solution:** People consume content in many different ways. Recycle and repurpose your content wherever

possible. The same great content can come in many different packages.

Highly visible content marketing is like a healthy pulse: strong and steady. But leave too many gaps between your activities and potential clients might forget about you — or switch focus to more visible competitors with a stronger pulse. **The Solution:** Maintain a consistent schedule of blogging and producing content for your social and acquisitions channels. Don't be sporadic with your content.



GIVING UP

Two or three blog posts, a single email campaign, and a smattering of social media posts isn't a strategy — it's barely an effort. Content marketing is something you have to keep working on. The more you do, the better you will get.

something you have to keep working on. The more you do, the better you will get at it, and the better it will work for you. Remember: The more content marketing assets you put out there, the greater the chance your content will be found by the right people. **The Solution:** Put content development on your monthly calendar.

right people. **The Solution:** Put content development on your weekly calendar as a must-do. Start working on a new blog post, plan a series of themed posts to use on your social channels, or repurpose existing content into an infographic. Be

On your social channels, or repurpose existing content into an infographic. Be creative and be persistent. You won't get attention unless you cultivate it.

Get things right, and marketing becomes a lot easier.

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