



Content Marketing Best Practices

*This is an extra resource to go along with the original article:
[Are You Making One of These Content Marketing Mistakes?](#)*

Be Valuable.

Value-filled content always wins the day. People are more willing to purchase from you if they've already received something of proven value from you.

Recycle Your Content.

Producing content is time-consuming. Repurposing it extends the life of your content. Turn blog posts into slideshows, videos, ebooks, downloadable audio files and more.

Be Consistent.

Produce content on a consistent basis, such as a weekly blog post or newsletter. This will help you get into a schedule.

Be Persistent.

Use paid advertising on Facebook to speak to people who've already been introduced to your content.

Be Patient.

Content marketing is a long-term strategy, and many brands give up before they've given it a good chance to work.