



Best Practices for Content Marketing

This is an extra resource to go along with the original article:

[The Only Content Marketing Strategy You Need](#)

- ★ Define your ideal customer and create content specifically for that person/company.
- ★ Create a realistic content calendar that you can stick to.
- ★ Be consistent with your content production.
- ★ Start off with one or two channels of content.
- ★ Write for humans, not for search engines or algorithms.
- ★ Understand that content marketing is a long-term strategy. It may take months to see any results.
- ★ Optimize your content for search engines (SEO). Use keywords intentionally.
- ★ Don't forget to include visual content.
- ★ Use a call-to-action in each and every piece of content you craft.

★ Interact with your audience-- answer questions, comments and complaints.

★ Stay relevant. Create fresh content that answers questions your customers have.