

28 CONTENT MARKETING TIPS AND IDEAS

1. Go through your old material, asking yourself: “Would this make a strong infographic?” When your answer is “yes,” create one.
2. To paraphrase Oscar Wilde, sing a song only your target visitor can hear.
3. Don’t just ask yourself what your ideal reader’s biggest problem is – ask your ideal reader.
4. Target interests by studying FB Groups, magazine covers, Amazon best sellers, keywords, YouTube and...?
5. Good content depends on knowing what works for your target visitor and what doesn’t.
6. Most important in building a reader relationship through your content are emotional connection and trust. True or false?
7. Remember to share your content through your social networks. (Ask your readers to share it too.)
8. Don’t just put sharing icons on your website: Make them available for every post.
9. Do you use an editorial calendar? If so, how has it helped your business?
10. When writing content, keep in mind that disqualifying the wrong reader is as important as attracting the right one.
11. Find out your target visitor’s learning style and present most of your content in that format.
12. Analytics aren’t about statistics: They are about who your customers are and what they are eager to pay for.
13. How do you make sure you give your target visitor what he or she is looking for?
14. What is the one big reason your target customer opens your emails and reads your blog?
15. Read your content aloud. Doing this will help you ensure it flows properly.
16. Put your content away after writing for a day or so. When you re-read it, you’ll stumble over any incoherencies.

17. Ruthlessly remove any tangents from your content – but save these rogue paragraphs. They are the embryos of new content.
18. To make content flow successful, you need 5 things: An editorial calendar, a sales funnel, a plan, a dream and a goal.
19. When planning your content, also plan for re-use and repurposing: That way, you'll to cut your work in half.
20. If you're outsourcing, find a writer who understands your voice better than you do.
21. If you're outsourcing, make sure your content doesn't scream "outsourced!"
22. What works best for you? Video, the written word, audio, infographics, graphics or slides?
23. Provide content regularly and consistently. To do so is a commitment to success.
24. When you have nothing new to write, you always...
25. Content writing: Share your best tip.
26. Write a powerful FAQ section, using reader or client questions and problems you've encountered.
27. To write the best content, be the best listener.
28. Content marketing is dead without content sharing. Create a social media presence, keep up a steady content flow – and interact.