



CONTENT MARKETING DOS & DON'TS

DO

DON'T

1 PLAN

Set objectives for your content marketing campaign. A campaign is more likely to bear fruit if objectives are clearly written and understood by all parties from the onset.

Wing it. Formulate concrete goals and keep those in mind from start to finish.

2 AUDIENCE

Keep your audience in mind. The most effective content marketing campaigns feature specially crafted messages that give your audience the tools to improve their lives.

Craft a sales piece. Your audience will be more receptive to content marketing messages that focus on educational information and subtly position sales.

3 STORY

Share your story in a creative, appealing manner. Consider the many factors that make your brand, product or message unique, and craft that message in a way that inspires.

Tell a never-ending story. Details that may stand out to a content marketer may not be relevant to the audience. Share necessary details and hold back those that aren't vital to your campaign objectives.

4 CHANNELS

Realize that some channels are more effective at delivering your message than others. Also consider the range of channels available to get your message out.

Be afraid to try a new channel. Your story may best be delivered on a platform with which you're unfamiliar.

5 PROCESS

Start early. A successful content marketing campaign often requires significant time to execute, as well as continuous communication between teams. The earlier your plan is implemented, the more likely your campaign will succeed.

Be afraid to ask questions. Leverage your professional contacts and your marketing partners throughout your campaign.

6 CONVERSATIONS

Engage with your audience after your campaign is complete. Respond to questions and comments from your audience.

Ignore feedback. This is especially important for the kind you receive via social media.

7 MEASUREMENTS

Utilize all of the metrics to guide your next steps. This goes beyond impressions and clicks and into time spent and engagement.

Think of measurements as the end of your campaign. View your campaign as part of a long-term content marketing strategy.