

10 Tips for Creating a Successful Content Marketing Blueprint

Never begin developing a content marketing strategy without understanding the desires, needs, demographics and other characteristics of your ideal customer



Create a brief and descriptive statement that illustrates what sets your company apart from the competition, how your customers can benefit, and the specific types of materials and content you will be offering

Every individual piece of content you create should have a specific goal



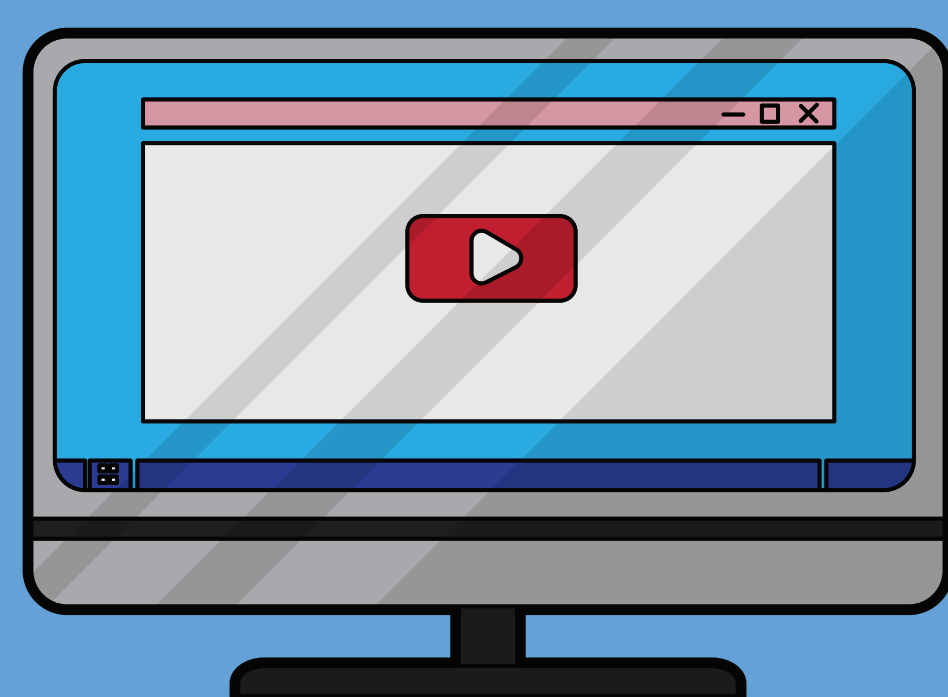
An editorial calendar helps you schedule content creation and delivery

You must use analytics to grade the effectiveness of each type of content in your marketing plan



Getting new customers is always nice, but don't forget to take care of your current client base

When you are just getting started creating your blueprint, don't try to do too many things at once



Consider getting started with video marketing sooner rather than later

Start out with the types of content you are most comfortable with



Don't expect a home run your first time at bat. You may have to work through the process several times before you discover the media and content types that are perfect for you and your customers