

Brand

Good content marketing needs a strong brand

You need to have an ethos so people know what you are 'about'

Visitors should immediately understand the topic of your site

Don't try to please everyone!

Quality

Make sure your content offers 'some kind of value'

Have a USP - every post needs to be different

Storytelling is 'SEO for the human brain'

Be efficient in getting your point across

Marketing

Blog posts can be marketed just like websites

Build buzz prior to a big article

You can promote your articles more than once

Use guest posting!

Content Marketing

Types of Content

- * Written content
- * Video
- * Podcasts
- * Quizzes/Games/Surveys
- * Infographics
- * Lessons

Video

Invest in good studio equipment - camera, lighting, microphone

Think about backdrop and your own presentation

Always provide value

Let the viewers get to know 'you'

Frequency

The more you can post, the better

Ideal length is 1,800 words

If you can't manage multiple times per day, try for at least several per week

Outsource if necessary and write content in bulk to be 'scheduled'