



102 Content Marketing Tips



1. Understand your target audience: Know what interests your audience before starting to produce content

2. Have a style guide: Create a guide to ensure consistency in presentation and formatting of all articles across your site.

3. Carry a notebook: Ideas do not come at once. You can get an inspiration while traveling or just browsing.

4. Repurpose content: From a post, you can create a video, an infographic, or even a series of tweets. This saves you much time.

5. Try aiming for evergreen content: Think of contents that have a longer shelf life

6. Make use of tools available: Use content marketing tools such as the Keyword Planner of Google to identify various valuable phrases or terms to target in SERPs.

7. Learn from others: Read widely about different tips and learn from them.

8. Aim for quality: Quality content is one of the things that turn your visitors into customers

9. Be original: Originality builds credibility.

10. Do not rely on news: Do not just report news, make your audience know how the news is relevant.



11. Create readable content: Ensure your texts are written well and the sentences are clear.
12. Think about SEO: Do not just write; optimize your articles for the search engines. You can also use the services of SEO companies
13. Measure and learn: Make use of Google Analytics to make sure your content is performing as well as it can possibly can.
14. Create a calendar for content marketing: This ensures timely creation of content
15. Identify what works: Use Webmaster Tools and Google Analytics to find top performing contents to give you inspiration.
16. Write on trending topics: Trending topics can trap millions of visitors into your site in a single day
17. Create a survey: Create a simple survey to understand consumer stance on a topic. The provided material for infographics and articles helps build credibility as it will be a primary source of data.
18. Utilize visual content: Add animated GIFs or still images to written content. Visual content engage audiences than plain texts.
19. Create a video blog: Studies show that videos persuade over 73% of consumers to make a purchase.



21. Use high quality images in your blog: This makes your content stand out and be attractive
22. Write a top 50+ relevant post in your niche: Your audience would love varied options.
23. Compile a list of industry research and statistics: This is useful for inbound links.
24. Write a post responding to some controversial video or article in your niche
25. Write a post that predicts trends in your industry or niche
26. Make sure each one of your existing posts has only one call to action.
27. Use tools such as Ubersuggest to find range of possible keywords and keyphrases for your next post.
28. Ask for a review of your product or service from your readers or customers.
29. Identify what is hot in your niche and create a viral info-graphic about it.
30. Use tools such as Sticky Top Bar Plugin of ProBlogger to display a call to action or an opt-in box at the top of every page of your website.
31. Write follow up posts for your top 3 blog posts. You can check this using Google Analytics.
32. Identify 3 key figures in your industry and contact them for cross promoting content opportunities via your guest posts, social media sharing, and email lists.
33. Turn your old newsletters into blog posts.
34. Turn your old blog posts into newsletter content.
35. Find new headlines or ideas for your next blog by use of Content Idea Generator of Portent.



36. Ask your readers, social media followers, and subscribers to submit ideas, images, or videos, then create a blog post around the best ones.

37. Find trending topics in your industry by subscribing to relevant subreddits.

38. See topics that your audience is interested in by joining 3 private Facebook groups.

39. Make it easier for your visitors to find your content by creating category pages that are optimized around specific topics or themes.

40. Create a landmark article that act as an ultimate guide or resource or about a particular topic.



41. When incorporating content curation into marketing, add your own thoughts and ideas to the content you are curating for best results.

42. Create an eBook and publish it on your site to help you grow your email list.

43. Create blog posts that include excerpts of your eBook and encourage your visitors to download the rest.

44. Know what people are asking in your industry or niche by use of Quora.

45. Compile a number of Top Ten resource lists for your industry: Top Ten blogs; Top Ten companies; Top Ten tools, etc.

46. Create a “fix” or “hack” post: A post having a list of workarounds for common problems or issues in your niche.

47. Write a post about a conversation that is taking place on social media: Find one lively debate in your niche going on in the social media, then write a post that summarizes the main arguments and offers a solution or answer.

48. Put your website name or URL on all original photos that you use on your site; this way you'll retain credit when they get shared or pinned.

49. Practice user-focused content strategies as they pay off well in the long term.

50. Identify relevant sub-topics for your visitors: Choose a relevant general topic then come up with at least 5 to 10 sub-topics related to the theme.

51. Create a post on beginner's guide with actionable, helpful information and tips.

52. Create a post on a popular movie and relate it to your audience or industry.

53. Create a controversial post inspired by a comment or comments left on your blog.

54. Write a post about some hypothetical situation in your industry, and ask your readers what they do in such situation.

55. Review one or two recent books that are relevant to your audience.

56. Write an unfinished blog post and ask your readers to “help” you finish it in the comments section.

57. Compile a list of motivational or inspirational quotes in your niche your readers would enjoy.

58. Create a post listing all the most useful resources or articles on a particular topic in your niche.

59. Improve on poor quality content in your site or get rid of them to build credibility.

60. Have a post linking to all your articles on a particular theme or topic. This is important for SEO.

61. Align with Positive Parties

62. Challenge your Audience: Engage you audience by using different challenges

63. Engage with Other Brands: connect with powerful brands

64. Go Multi-Sensory: this gives your audience a more comprehensive scope, getting them to react

65. Get involved with popular hashtags related to your brand to instigate dialogue

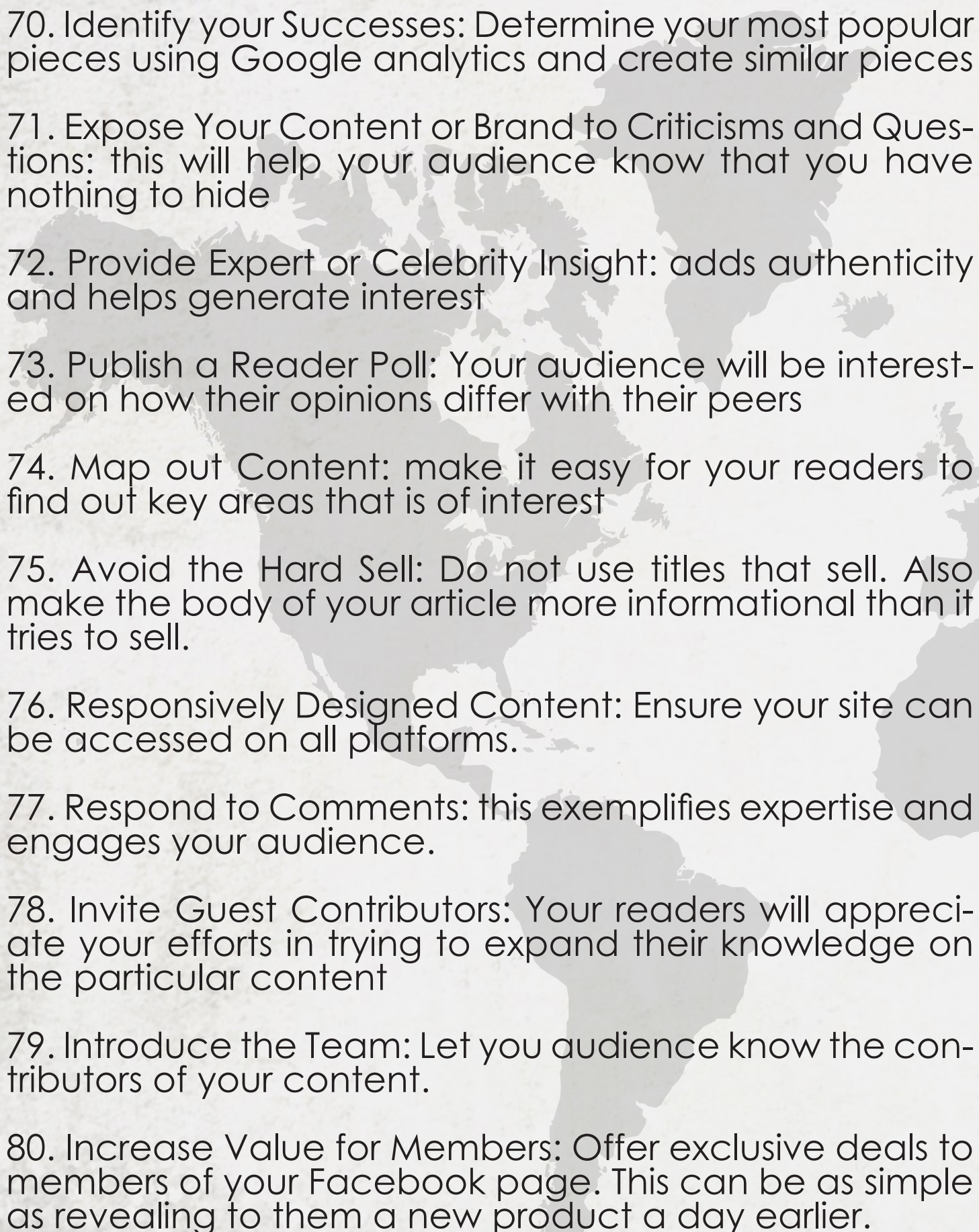
66. Simplify Sharing; make it easy for your audience to share your content across different social media

67. Interlink your Content: this helps with the SEO

68. Break up the written Content with Pictures to make it more digestible

69. Ensure Information instructions and Guides are Simple to Follow



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70. Identify your Successes: Determine your most popular pieces using Google analytics and create similar pieces
 71. Expose Your Content or Brand to Criticisms and Questions: this will help your audience know that you have nothing to hide
 72. Provide Expert or Celebrity Insight: adds authenticity and helps generate interest
 73. Publish a Reader Poll: Your audience will be interested on how their opinions differ with their peers
 74. Map out Content: make it easy for your readers to find out key areas that is of interest
 75. Avoid the Hard Sell: Do not use titles that sell. Also make the body of your article more informational than it tries to sell.
 76. Responsively Designed Content: Ensure your site can be accessed on all platforms.
 77. Respond to Comments: this exemplifies expertise and engages your audience.
 78. Invite Guest Contributors: Your readers will appreciate your efforts in trying to expand their knowledge on the particular content
 79. Introduce the Team: Let you audience know the contributors of your content.
 80. Increase Value for Members: Offer exclusive deals to members of your Facebook page. This can be as simple as revealing to them a new product a day earlier.

81. Play Games: Engage your audience by inviting them to play games with you

82. Reward Ability Instead of Participation: Reward your readers answering most questions

83. Make Bold Predictions: Bold predictions build your authority.

84. Dig up history: Your companies history can help generate interest in your visitors; they would like to get motivated by the humble beginning and the struggle through diversity

85. Carefully Incorporate Memes: Jokes can be good but can be harmful if used inappropriately, keep your audience in your mind when incorporating the memes.

86. Making Commenting Simple: Ensure your readers do not have trouble commenting

87. Use Titles Intelligently: Ensure your titles are attractive but related to your content

88. Produce Content for Other Similar Sites Too: Producing content for other sites builds your authority.

89. Go viral on hacker news

90. Syndicate your social updates



91. Join a comment tribe
92. Improve your titles
93. Auto follow on twitter
94. Create landing pages
95. Nominate for an award
96. Interact with influencers
97. Post content to forums
98. Use paid discovery
99. Post to social media groups
100. Send a “mentions” tweet
101. Use basic SEO techniques
102. Use advanced SEO techniques

