

## **Authors: Avoid These 4 Publishing Pitfalls**

Brand publishing is a steadily rising priority for many businesses. People don't want ads anymore; they want content. Modern marketing is currently catching up to a market that loves social media and that only pays attention to content it finds valuable. With that said, many businesses are still learning and repeating mistakes that have been made many times before.

Understanding how to publish content that builds your brand is matter of changing your perspective to fit with modern marketing standards. Here are some of the obstacles that will keep you from publishing content that attracts customers.

### **You don't set goals**

Knowing what you want to achieve is the first step in publishing content that matters to your audience. If you don't have goals for your business and your publishing, you probably don't have a clear message you want to convey. Without a message, you don't know who you're targeting or what matters to them, and therefore are appealing to no one.

If you publish content before setting goals, you shouldn't be surprised when no one pays attention to your brand or your content.

### **You try to sell too often or too soon**

Branding and advertising are two very different processes. While brand publishing is ultimately about selling your product, that should not be the purpose of your content. You should be writing content that provides value to your audience and, incidentally, attracts them to your brand.

If your product or business is relevant to the content you are creating, it's perfectly fine to write about them or include a link, but their inclusion should provide some value, not just attempt to make a sale. With time, brand publishing will lead to sales. Trying to sell too often or too soon will push away more customers than it attracts.

### **You don't prioritize your audience**

When you are writing, your audience come first. When you are publishing, your audience comes first. In every aspect of brand publishing, your audience should be your priority.

Don't write about something just because it's a popular topic; write about it because it matters to your audience. Don't publish on Facebook just because you heard that's where everyone is publishing; publish on Facebook because that's where your actual audience is paying attention. Once you figure out how to watch, listen to, and understand your audience, your publishing strategy should start falling into place.

### **You worry about quantity before quality**

When considering the quantity of your content, always stay true to your brand. Don't try to match the Huffington Post or BuzzFeed if that isn't who you are. If you have a small content team, don't try to push the same volume as a large content team. There's a good chance no one would read it all anyway.

You are right to worry about quantity, but if you aren't publishing quality content, the amount won't matter. Your audience cares about quality. One weekly article that people share and comment on is far better than daily articles that no one cares about. If people are paying attention to your content, they'll eventually pay attention to your brand.