

10 Steps to Great Content

1. Most Important! Great content is not selling, it is a trust building strategy.
2. Great content is like having a great conversation over dinner with friends. It’s not a brochure or a sales pitch, it is telling a story.
3. Great content is not just about the products or services you provide. It is about you, your employees, your outside activities, your employees outside activities. Think Connecting!
4. Don’t shy away from difficult topics or bold statements, it creates conversation. But don’t be offensive or slander your competitors
5. Great content does 5 things

* Provides relevant information
* Teaches how to do something
* Starts a conversation
* Inspires
* Entertains

1. Set up content strategy and goals. Content marketing can quickly go off the rails without an organized and defined strategy with goals.
2. Publish regularly and mix it up- Over time you will learn when and what your audience wants to hear. But be consistent…. ***Consistency wins***. And remember… this all takes time.
3. Use a content calendar- it will keep you from hitting the wall on what to post and it will guard against content gaps.
4. Use tools to help you save time in posting your content. Let them be your workhorse.
5. How do you measure success? Sales should not be the first thing you look at. You will be disappointed. But you can measure success by evaluating these actions and then building your content around them:

* Email subscribers
* RSS subscriptions
* Retweets/Likes
* Followers/Fans
* Client feedback
* Blob comments/social media discussion
* Traffic/analytics
* Ad clicks/revenue
* Sales and leads