

2013

Content Marketing – Tips & Tricks

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Content Marketing is the art of developing, publishing and marketing great content that attracts and engages your target audience, without necessarily selling anything. The concept revolves around pulling people in and engaging them enough, such that over time you're able to drive profitable action. This e-guide serves some key tips to getting started with content marketing and putting you in the right direction.

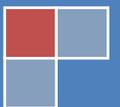


Table of Contents

Introduction: Content Marketing Tips and Tricks	Page 3
What is Content Marketing and Why is it so Powerful?	Page 5
Power Tips to Getting Started with Content Marketing	Page 7
How to get Links once you have Great Content	Page 14
Five Things You Should Never Do With Your Content	Page 18
Getting Help to Improve your Search Rankings	Page 22

Introduction: Content Marketing Tips and Tricks

There isn't any doubt that we are firmly immersed in the technological age. Every day, people rely upon computers and various mobile devices to stay connected to friends and family, find out about the latest news, and carry out important business. As such, online content has become an essential resource for many. Companies across the globe have begun to see the importance of providing their customers or clients with content that is not only valuable for the reader, but beneficial for their own bottom line as well.

Today, content marketing is not only being used by a myriad of Forbes 500 companies, but it is also being utilized by small businesses with even smaller budgets. Why? Because it works! It is a non-intrusive form of marketing that enables businesses of all sizes to keep their customer base informed, so that those customers can then learn the true value of the products or services that are being offered. In fact, it works so well that, according to a recent survey, marketers spend about a fourth of their marketing budgets on content marketing alone.

This e-book deals with numerous aspects of content marketing. We, as a business, understand how important it is to acquire new customers, and to keep them happy and satisfied. This is why we've decided to share some of the most important content marketing tips and tricks that we have used over the years to make our campaigns successful. You will then be able to use our in depth knowledge to your advantage, and create a content marketing campaign that truly thrives.

Herein, you'll find tips that have come from a breadth of experience in the internet marketing industry (and plenty of trial and error). You'll learn the basics and benefits of content marketing, and be guided through each of the top strategies that you can begin to use in your own marketing campaign. We're even going to provide you with the top mistakes that you should avoid when starting out.

We'd recommend you try out these content marketing tips in a phased manner. We're sure you won't be disappointed with the results. After all, we've been using them for countless clients in recent years, and know just how powerful content marketing can be. Not only can it boost profits and build customer loyalty, but it can allow for your business or site to become an authority in your niche.

When you are able to become the “go-to” site for information within your industry, you gain the power to reach a wider target audience and turn those visitors into potential customers. As a matter of fact, it's been found that roughly 61 percent of consumers say that they “feel better” about companies who offer them custom content, and are more likely to purchase goods or services from them (according to the Custom Content

Council). Simply put, if you aren't utilizing content marketing in your marketing strategy, you are missing out on an enormous opportunity.

So, if you're interested in finding out how to get the most out of your content marketing campaign, please read on. Once you're finished gathering our little jewels of online marketing wisdom, don't forget to share this eBook with your friends and colleagues. They are sure to thank you for all of the benefits that this invaluable guide has to offer 😊

What is Content Marketing and Why is it so Powerful?

Before we dive into the various tips and tricks that you can use to fully benefit from content marketing, we thought that it might be a good idea to talk a little bit about what, exactly, content marketing is and why it's worth your time and effort. Those who may be new to the world of content marketing and want to know why it is so very powerful will probably find this section particularly helpful.

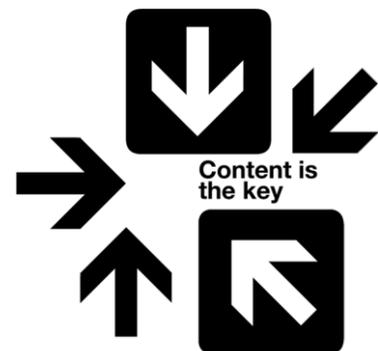
Content marketing is now the primary marketing tool used by businesses across the globe.

Content marketing is a form of marketing that involves creation and sharing of published content, videos, images and other forms of media. This is usually done to acquire new customers, build long term relationships with the current ones, and to create a sense of engagement by providing valuable information that customers won't find elsewhere. Basically, instead of trying to sell your goods or services with a gimmick or sales pitch, you are delivering content that consistently informs the reader. In turn, that reader will rely upon your company when they are in need of the goods or services that you offer.

While many people may view content marketing as only an online promotional technique, printed content also falls under its purview. In fact, the content can be presented in a variety of forms, such as: infographics, eBooks, white papers, case studies, how-to and do-it-yourself guides, etc. As long as your content is geared toward educating your customers, while still promoting your business in a round-about way, then it is content marketing.

The main thing to understand here is if businesses are successful in connecting with their audiences, they are going to get rewarded with business and customer loyalty. It is so powerful (and effective) today, because customers are simply tired of the “same old” sales pitches that companies have been using for decades. Traditional marketing tactics, like commercials, printed ads, and even website banners, are not working anymore, because customers simply circumvent around them.

Content marketing, on the other hand, isn't the type of “in your face” marketing that turns customers off, and makes them want to go elsewhere. Instead, it appeals to their need for knowledge and information, and turns that need into a non-intrusive marketing technique. The old marketing tactics that were relied upon a decade ago just aren't as powerful as they were before, and can even serve to hinder your marketing campaign in today's internet-centric world.



Take a look at online pop-up ads, for example. Years ago, companies relied upon them to serve as an attention-grabbing way to raise awareness of their product or site. Today, however, a good majority of customers have simply installed pop-up blockers onto their computers, so that they can avoid the often intrusive advertisements. The same goes for television commercials. Instead of watching them, consumers just record their favorite shows and fast forward right through the commercials. There are even some devices that give you the option to omit commercials entirely when they are recording programming.

The simple truth is that people don't want to be inconvenienced by marketing. Instead, they want to receive information from the companies they know and trust, which will undoubtedly lead to an increased sense of customer loyalty. That is why content marketing is now the primary marketing tool used by businesses across the globe.

Power Tips to Getting Started with Content Marketing

Despite the fact that content marketing is one of the most powerful forms of marketing on the internet, it can also be one of the most challenging to get started. In fact, content marketing is a perfect example of the proverbial “snowball effect”. You begin with just a small snowball, maybe even a snowflake, which is a fragment of an idea or a plan that you want to put into action.

To get it started, you have to put in some effort and exert a great deal of force. It might only budge a millimeter. However, if you push it again, it will budge a little more. As you continue to work at it, it will continue to move and gain momentum. It may build slowly at first, but it is sure to gain speed and gradually build upon itself as it rushes down that hill toward success.

You may not get instant results, the key is to be patient and remain persistent with all your content marketing efforts.

As a matter of fact, the ball will eventually just start moving, seemingly, on its own. It will even begin to roll so fast that you couldn't stop it, even if you tried. That's the power of content marketing. It's slow to start, but once you become an authority site and once you build a reputation, it's next to impossible to stop it. Over time, you gain the power to create a successful marketing strategy, and increase your customer base exponentially.

So how do you get your site in motion? How do you give it the nudge that it needs to work its way down that hill, in order to pick up all of those visitors and potential customers? Here are twelve different strategies that you can use to begin your content marketing campaign.

Strategy #1: Answer the Important Questions

At some point or another each of us has found ourselves asking a question over and over again, only to hop onto the internet to try and look for the answer. This is because the internet has become a reliable destination for information-seekers, like a sort of virtual encyclopedia. It holds the solutions to problems and allows us to gather knowledge from limitless sources. So, why not become one of those reliable sources yourself? Why not turn those burning questions into content and provide information for others who may be looking for the answer? After all, if you've turned to a website to learn about a subject before, what's stopping you from becoming the go-to guru in your niche?

In addition, if you have a handful (or myriad) of questions that customers ask you on a continual basis, why not answer them on your website. Go into as much detail as possible. Make it so comprehensive that your page becomes the definitive source of information for that subject or question. Or, better yet, if it's a topic that you can cover at length, create an ebook for it.

Strategy #2: Create an eBook

That leads us straight into our next content marketing strategy...creating an informative eBook for your visitors.

If you find that a variety of your customers are asking about the benefits of a product that you offer, you may want to consider writing a short eBook that can highlight the advantages of choosing your goods or services. There are a number of freelancing sites that you can turn to in order to find writers who can craft a great eBook that covers the topic at great length and promotes your business.



You can then offer the eBook for free on your site (or charge a small fee for it, if you like), which can give your customers the opportunity to get a substantial dose of information about your product, service, or niche. A customer that is well informed and educated about the subject will be more likely to understand the benefits that are associated with making the purchase.

Strategy #3: Look at the Long-Tail as Well

Are you lost amongst the countless other sites in your industry? Do you feel as though you have great content, but no one is able to actually find you in the crowd? If so, then you may be suffering from a simple lack of SEO. Don't be alarmed, however. There is a cure: doing

Targeting a long tail keyword will enable you to rank for that keyword more easily than trying to rank for a highly competitive keyword term.

some basic keyword researching and [targeting long tail keywords](#). Long tail keywords are essentially those terms/phrases that are more than 4-5 words long and where the search volumes might be low, but when combined to target multiple such terms, the outcome may prove to be more successful than just focusing on a single big term.

Keywords provide a sort of road map for your target audience. You see, they are most likely trying to search for the information that you've posted on your site, but simply aren't able to find it

because you haven't given them any road signs to go by. So, they'll spend a great deal of time trying to find the knowledge that they are seeking, but will miss your site entirely or go elsewhere for their information (despite the fact that your information may be more valuable or in depth).

By using the Google Keyword Tool to identify long tail keywords that you can target, you gain the power to reach your target audience and to then share your information with them. You would want to avoid keywords that are ranked too high on the “competition” scale, given that they can often already be over-saturated.

Targeting a long tail keyword will enable you to rank for that keyword very quickly. You won't get a horde of traffic from it, but you *will* get top rankings quickly. A few of these rankings can add up very quickly. It's that snowball effect again, you see. Slowly but surely you will notice that your traffic stats steadily increase, and eventually your carefully chosen keywords will be working autonomously to bring in new visitors and potential customers.

Higher search engine rankings equate to increased traffic and maximized online exposure. For instance, if you choose a long tail keyword that appeals to your target audience, they are more likely to find you, or your goods and services, more quickly. Given that so many sites exist today, long tail keywords can serve as a way to make you stand out from the rest.

Strategy #4: Turn to Your Own Analytics for Keyword-Driven Content



Dig through your analytics to look for keywords that people typed in to land on your site. Were there any that you didn't expect? If so, see if it makes sense to turn those keywords into pieces of content.

For example, if you had a website covering the latest news on phones and you discovered in your analytics that you've been getting 4-5 visitors a month for the term “best phone for music in 2013” without really targeting that term, it's a term you'd want to consider writing about. By doing so, you would not only improve your chances of having an article that would rank higher for that term since it would be more targeted, but you would also be able to successfully reach out to a whole new audience that you hadn't thought of before. Going through your analytics and looking through all those seemingly peculiar terms that give you just a few visitors a month is something you should do on a regular basis when coming up with content ideas for your site.

Strategy #5: Never Underestimate the Power of the Autocomplete Feature

This particular strategy goes hand-in-hand with the previous one, in that it can help you to create more unique and effective long tail keywords or keyword combinations...

Give this a try: go to Google and type in a word or part of a sentence. You'll immediately find that Google will complete the word or sentence for you, often at times giving you new ideas for content in the process. For example, if you type in "Create a Photo" in Google (without pressing enter,) Google might give you these suggestions:

"Create a Photo book", "Create a Photoshop image" "Create a Photo site" Etc.

For most internet users, this tool can help them to reach their destination much more quickly and enable them to learn about new topics that may be trending about a particular subject. However, for businesses who want to get the most out of their content marketing campaign, it's an opportunity that shouldn't be missed.

According to search engine giant, Google, the results that appear in the autocomplete feature are "algorithmically determined based on a number of purely algorithmic factors (including popularity of search terms) without human intervention." This means that terms that may be trending right now are suggested to those who are searching for related content.

If you run a website about photography, these suggestions can be invaluable, because you can then create blogs, or even eBooks, that include the topics and long tail keywords that you've found via the Autocomplete feature. This tool can not only give you the ability to find new and creative keywords to use on your site, but to provide your visitors with content that is

Another way that you can benefit from the autocomplete feature is to research the competition. You can type in the name of your competitor in the search window, and see what the autocomplete feature suggests. For instance, if you type in "Smith Jewelers", and "Smith Jewelers Diamond Care" pops up, then you can find out what information about diamond maintenance they are offering. This will alert you to the fact that you may want to include content that features new and improved advice and tips for the popular topic.

Strategy #6: Take your Content Cues from Twitter and Facebook

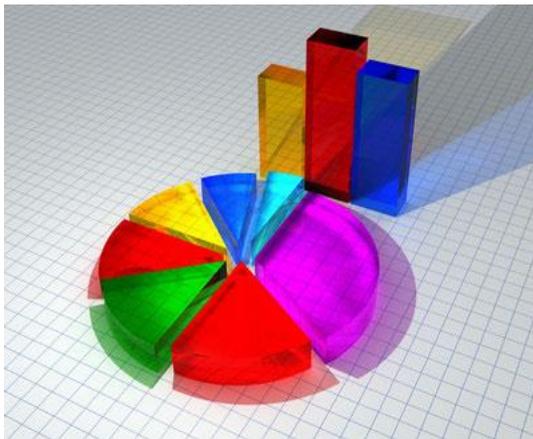
In many respects, business owners have a wealth of opportunities that simply weren't around for our predecessors. Not only do we now have technology to help us with our marketing pursuits, but a social media network that enables us to tap into the minds of

our target audience within a matter of seconds. These social media platforms also give us the power to take invaluable cues from the information that is being shared on a continual basis.

It's all about catching the trend while it's hot, and taking advantage of the need for knowledge about that trending topic.

This is why it's crucial that you participate in the Twitter and Facebook discussions in your industry as much as possible. Get to know the “movers and shakers” within your niche, and constantly be on the lookout for new ideas. When you notice an interesting tweet or a new idea pop up, turn it into content for your site. If you do it fast enough, you'll be the first and others will jump on the bandwagon to reference your content.

If you happen to notice that twitter is all abuzz with talk of a new electronic device, for example, why not talk about it on your technology site. If you find that there are thousands of tweets about a brand new supplement, mention it on your health and lifestyle blog. The possibilities are endless, as long as you know how to take full advantage of the chances that are being provided by social media networks.



Strategy #7: Social Media Monitoring

Since we're on the subject of social media, it's also important to keep a close eye on Twitter and Facebook to figure out what's hot in your industry. So, our next content marketing strategy is social media monitoring. These tools can allow you to create a piece of content discussing trending topics, and be confident in the fact that people are actually going to be interested in the posts you are providing.

You can also use Google Trends to seek out topics that are hot at the moment, and write content that will draw in new readers who may turn into return visitors. The idea is to draw in as many people as possible, because they are bound to keep coming back for more once they realize how informative your site truly is.

Make sure to tweet out your content and share it on Facebook, as these social media sites aren't just invaluable places to find information, but to share it as well. In fact, it's one of the best places to reach your audience (and their network), in order to expand your readership and potential customer base.

Strategy #8: Cover an Event

Go to an event, such as a conference, a competition, a seminar or a trade show, and give in depth details about it to your readers or followers. If you can give down to the minute breakdowns via Twitter, Facebook, or even your site, then that's even better.



This is called “liveblogging.” People who can’t attend the actual event *love* being able to stay in the loop. Use [event blogging](#) to build quality links, and transform your site into a reliable source of information that people can turn to for up-to-date news.

Strategy #9: Conduct an Interview or Invite Someone to Guest Blog

Interviewing someone who’s well known, or even someone who has a skill or bit of advice that your audience wants, is a fantastic way to produce great content and generate buzz. If its public figure who many people are familiar with, talk about the interview well in advance, to create some anticipation for the event. Also, if they are willing, why not ask the person to write a guest post on your blog.

If you want to interview someone or create an informative blog post for your site, just ask. You’d be surprised at how many people will say “yes”. If they are too busy to speak with you directly, then ask if it would be alright if you just sent them a list of questions via email that they can answer when they have a free minute. This will give you the chance to get all of the attention-grabbing content that an interview can offer, without having to conduct an actual interview.

Strategy #10: Offer a Free e-Newsletter

An e-Newsletter gives you the power to keep your customers informed on a regular basis, while allowing your business or site to stay fresh in their minds. Not only can you offer them the chance to get all of the latest information that you have to offer via a newsletter, but they are more likely to return to you for future business because you are remaining in constant contact with them.

It doesn't have to be anything fancy. In fact, it can be just a one page PDF document or relatively short email that lets them know about ground-breaking news in your industry, your latest promotions, or even tips that they may find useful. Remember, it's all about non-intrusive marketing, so don't be too “sales-pitchy” with your e-Newsletter. Instead,

offer them bits of wisdom that they will enjoy reading, and let their sense of gratitude and customer loyalty do the rest.

Strategy #11: Discover the Trending Topics and Hop on the Bandwagon

Look around your industry. Is there a trend you can see? Are people jumping on a certain “bandwagon”? Is a new tech gadget all the rage, or is there a buzz building about a low fat diet that everyone seems to be trying out (and talking about)?

Be sure to “strike while the iron's hot”, as they say, so that you don't miss out any site traffic.

If there's a trend, be the first to put your two cents in. People love a good in depth analysis of a current trend. If you're against it, say so. If you like it, explain why. Use trending topics to build links. However, be sure to “strike while the iron's hot”, as they say, so that you don't miss out any site traffic.

Also, try to get a new or fresh angle on the trend. For example, say there's a new diet that everyone is talking about online. You'd love to talk about it on your site, so that you can benefit from the hot trending topic. The trouble is that you've already found that a countless number of other blogs in your niche have already covered the subject at length. Why not talk about a different aspect of the product, such as what foods are included in the diet, or which body type the diet is best suited for.

Strategy #12: Transform Testimonials into Content

Testimonials can be a fantastic way to bring in new content. For example, someone used your weight loss product and lost 20 lbs in 20 days. They've emailed to tell you about it, and just can't stop raving about the benefits it offered them. You can use this as a case study to point out all the things your client did right, and how your product lived up to its claims. You build social proof while providing valuable content.

Customers generally like to see proof that something works before they buy it. This instills a sense of buyer confidence. Therefore, if you have shown that you are a reliable source within your particular niche, and combine that with a range of satisfied customer testimonials, then you're bound to see your sales skyrocket.

Using these twelve tips, you'll be able to quickly and easily get that ball rolling. Remember, it's best to use as many of them as possible, in order to get the most out of your content marketing campaign.

How to Get Links Once You Have Great Content

Now that we've gone over just how you can create informative content, let's talk about how you can get links that drive traffic to those noteworthy posts...

First and foremost, any good linking strategy begins with high quality content. Your content needs to be *so good* that anyone who reads it feels indebted to you for putting it out. They have to leave your site knowing that you are going to be a continual source of reliable information that they can visit again and again. So, you have to use the strategies that we've suggested to [create posts that are attention-grabbing](#) and altogether unique. But that's not enough.

In order for your site to garner real backlinks and real rankings, you need to actively market your links. You need to be able to get websites who've never heard of you to look at your content and give you a one-way backlink. If you can't do this, no matter how good your content is, it is most likely going to sit in the archives of Google, only to be found by a handful of people who accidentally stumble upon it.

So how do you market your content so it gets more links?

Become a Guest Blogger

This is quickly becoming one of the most popular ways to build links. Simply ask a popular blog moderator if you can write a monthly (or even one-time) guest post for their site. In exchange, you'll only ask that they allow you to include a link to your site within the post. If you really give it some thought, it's a win-win situation. The blog owner gets new free content on their site, and you gain the ability to reach a whole new audience.

The more real people you get to your website, the higher your chances of getting more backlinks.

So, why not do some guest writing on other people's websites. Create a high quality content post about something that's relevant to both websites. Don't write your guest post just to get a backlink, because that won't really draw in new readers/customers. Instead, write it to attract real people to your website. Remember, the more real people you get to your website, the higher your chances of getting more backlinks. So, include information that they won't find elsewhere and posts that answer their key questions, rather than "fluff" pieces that provide little to no knowledge of the topic.

Also, be strategic about where you place links. In your author bio, link to your new content piece instead of your home page. This will give your content piece more link juice as well as more visitors. Alternatively, you can link to your home page in your bio section but link to your content page in the actual guest post itself.

You may even want to consider asking them to guest blog for you, in turn. This way you can get some new free content for your site, as well, and give them the same opportunity to backlink to their blog.

Build a Network of Contacts in Your Niche



If you're focusing on one key industry and are trying to rank, then it's a good idea to build as many relationships as possible within your niche. Don't hesitate to speak with other webmasters and website owners. [Connect with them on Twitter](#). Comment on their posts. Let them know that you exist and that you are involved in the community. You may even want to consider contributing to their communities.

There is no such thing as too many contacts. In fact, you should try to reach out to as many professionals within your industry as possible. You can't be shy here, especially if you want to get those links. So, don't hesitate to email them directly if you want to begin building a rapport with them, or even ask for any advice or help that they can offer to a new content marketer, such as yourself.

The main problem that holds many people back is the notion that reaching out to others within the same industry will lead to rejection. However, you may be surprised by how many blog moderators and site owners are willing to help, especially if they understand how rewarding a mutually beneficial business relationship can be.

Ultimately, you'll want to help them succeed in whatever way possible, because that will fuel your own content marketing success as well. When you have something that you want to promote, you can come to them and ask them for the favor. After all, you've been so helpful in the past; they probably won't hesitate to give you a hand, right?

Find Out How They Did It and Do the Same

Another way you can bump your content to the top is to take really analyze the current top listing's strategy and figure out how they did it. What did they do differently to rise in the ranks? Utilize tools like Open Site Explorer or Majestic SEO to probe into their linking structure. Who's linking to them? Does it look like a self-generated linking strategy, or was it done through relationships? Essentially, you are looking for key strategies that they have employed that you may not have even thought of when creating your link-building campaign.

If their strategy was self-generated, see if you can replicate it. If it was generated through relationships, see if you can find similar relationships to promote yours. If your content is outright better than theirs, you might even want to try getting those sites to replace their links altogether. Do anything within your power to discover the secret behind their success and use it to your own advantage.

Remember that customers who are relying upon them for their content (thanks to the links that they have achieved) are also probably relying upon them for their goods and

If your content is catchy enough, there's a good chance that other people will keep retweeting it.

services when it comes time to click that “buy” button. So, figure out how they are attracting those visitors and don't hesitate to copy their strategy (or even improve upon it).

In fact, you may want to take ideas from all of your major competitors and blend them into one amazing content marketing, link-building strategy.

Build the Buzz via Social Media Networks

Again, we cannot stress the importance of using social media in your content marketing strategy, even when it comes to building links. As a matter of fact, social media is practically a mecca for link builders, because you have the ability to reach so many people at once. Not to mention that these platforms make link integration within your posts simple and straightforward.

Go on your social media networks and start building the buzz for your content piece. Publish it on your Twitter account as well as your Facebook account. Spread the word about it as much as possible, so that it gains maximum exposure. Message other Twitter users who you have a strong relationship with and ask them to tweet out the link to your piece of content.

If your content is catchy enough, there's a good chance that other people will keep re-tweeting it, sharing it, or tweeting it across the multitude of social media networks. It will spread like wildfire, and your target audience will not only gain valuable information, but they will learn about your brand. This method can help drive a lot of traffic to the content and bring you a lot more backlinks.

These strategies will help you get your new content ranked higher, which will garner more links for it. One of the biggest mistakes that webmasters fall prey to is assuming that great content will equate to great ranking stats. Don't ever assume that just because you have new, informative, well written content, you'll rank. You need to put in the work to build it backlinks. Once it hits a certain threshold, like hitting the front page, then the quality of your content can, indeed, carry it the rest of the way.

Five Things You Should Never Do With Your Content

Having a strong online content marketing campaign is essential to the success of any company or a website. Your content is what keeps people coming back to your site. It's



what gets people to tell their friends about you, to link to you, and it's why they “share” or “like” or “retweet” you on social media platforms.

That's why getting your content strategy right is so very important. If you're making any one of these five mistakes, chances are you're destroying your website's chances at success. So, take a minute to go through these top content marketing no-no's, in order to get the most out of your strategy.

Mistake #1 – Relinquishing the Rights to Your Best Content Pieces

It's very common for people to publish content on websites other than their own. For example, you might publish content on other people's sites through guest blogging or on article submission sites (such as e-zines).

There's nothing wrong with this. The mistake comes in when you don't own any of your best content. For example, if your top traffic generating post isn't on your site, but a blog that belongs to another reliable source within your niche, then this is a big content marketing faux pas.

The *majority* of your top notch content should be on *your own* website. It shouldn't be out on the internet. Your best content should be used to build your brand, not someone else's. The trouble is that, more often than not, you don't quite know which content is going to become a major traffic generator. As such, you should be very selective about which pieces you offer as guest blog posts, as well as what content you choose to upload to the various article submission sites. If you have an inkling that it may be a big traffic generator, then put it on your own site.

Mistake #2 – Not Making an Effort to Get to Know Your Target Audience

When you created the core content for your site, chances are that you had a specific type of reader in mind. You probably had, at least, a vague notion of who you were trying to attract, and/or the reasons why they would be visiting your site. As such, you developed that core content based upon these specifications, and went to great lengths to make your site an ideal destination for them, in particular. The same principles must also be applied

to your content marketing strategy...you have to make an effort to familiarize yourself with your desired readership.

Answering key questions will let you determine just *who* your target audience is, and *what* content they are looking for.

Who are you talking to? What are their needs? What have they already heard before and what are they dying to hear? What kind of words and language do they use? If you don't have a crystal clear sense of who your target audience is, you aren't going to be able to speak to them in a way that has them feel as though they are being understood. You have to let them know that you are willing and able to provide the information that they need, and that you care enough to conduct research into the demographics of your readership and their informational needs.

Try to get a solid sense of who your target audience is by asking them as many questions as possible. Browse internet forums to see what kind of questions they tend to ask. If a question keeps popping up (in forums or in direct emails), then that's a topic you should cover as soon as possible.

Once you are able to get a firm grasp on just who your target audience is, then, and only then, can you really begin to [develop a successful content marketing plan](#). This is because you will have the power to appeal to their need for knowledge that is specific to your target demographic and niche, rather than generalizing your posts.

Mistake #3 – Having Great Content Without an Effective Link-building Strategy

High quality content is important. We cannot stress that enough. However, webmasters who focus *only* on the quality of their content and not on SEO are probably going to be disappointed by their traffic stats.

The simple truth is that, no matter how good your content might be, it won't spread virally without a little nudge. You won't get ranked on the merits of your content alone. Even if your content is controversial, ground breaking, or fills an informational gap, you still need to understand the basics of SEO.

If you don't take the time to build those links and include those keywords, then how can you expect your readers to find you? Instead, you will get lost among all of the other blog sites, even if your site includes little gems of information. As we mentioned earlier, if you don't include road signs for your visitors to follow, they'll end up detouring to your competitor's site.

Therefore, you'll need to come up with a great link-building strategy to help get your high quality content in front of your readers. Then, and only then, will the great content that you're offering be able to gain the exposure that it so rightfully deserves.

Mistake #4 – Being Too “Gimmicky”

Your website's job should first and foremost be about providing high quality content. This is what will attract people to your website. Thus, Webmasters who spend a vast majority of their web space on promotions end up shooting themselves in the foot. Why? Because it alienates their customer base. Customers don't want to log on to your site to be barraged with sales gimmicks and forceful pitches.

Don't lock your content. Don't put it behind newsletter walls and squeeze pages. Don't make your customers work to view the quality of your content. Instead, put your best content right upfront, so people can see that you're the real deal. This builds credibility and increases reader loyalty. In turn, customers will be more informed about how your products or services can help them, and you will become the one they turn to for information within your given niche.

Mistake #5 – Not Taking Advantage of Multimedia

The internet isn't a text-based universe. It may have been ten years ago, but it certainly isn't today. In fact, if you're only getting your message out by text, you're going to get left behind, and your competitors are going to get all of that sought after traffic.

If you're skeptical about relying upon media within your content marketing campaign, then just take a look at your Facebook feed. How many articles are being shared? And how many YouTube videos are being shared? Chances are, you'll be able to see first hand how multimedia is becoming more and more prevalent, and it's only going to get more so in the future.

This doesn't mean that you have to come up with all new content. You can develop the right content strategy by taking your already existing content, and concepts, and packaging them into different forms of content. Take your blog posts and turn them into audio podcasts that people can listen to on their iPods and iPhones while they're driving in their cars or working out. Convert your comedic or controversial ideas into videos that can spread virally.



Multimedia also removes limitations that may have prevented you from truly marketing your business image or brand. You can now brainstorm new ideas to express your opinions and your brands that wouldn't have been possible in text, by taking full advantage of the power of new tech-based media that's available today.

The most common misconception about using multimedia marketing is that it is too expensive. Only large companies with sizable budgets can integrate diverse forms of modern media into their strategies. That is far from the truth, however. As a matter of fact, getting into media production today is cheaper than it has ever been before. A high definition camera costs under \$200. Professional grade video editing can be done at bargain prices. The level of investment simply shouldn't be a barrier for taking your company's content into the digital age.

These are five of the most common and fatal content strategy mistakes that people make. You should avoid these mistakes at all costs if you want your content marketing strategy to be a success.

Getting Help to Improve your Search Rankings

The rewards of content marketing are virtually limitless, especially for those who keep the basic principles of it in mind at all times. First and foremost, you should remember that the basis of content marketing is not to act as a sales pitch, but to keep your potential customers informed. It does not rely upon pushy tactics or gimmicks. Instead, it relies upon the fact that a well educated reader is more likely to be converted into a loyal customer.

If you follow the strategies that we've mentioned within this book, and steer clear of the top pitfalls, then you are sure to have a content marketing strategy that can transform itself from a snowflake of an idea to an avalanche of visitors and sales. You need only invest the time and effort that's required to get the ball rolling, then sit back and enjoy all of the benefits that a finely tuned content marketing campaign can bring.

Have you already gone to great lengths to get your site to rank, but just aren't having much success? Are you finding that you simply don't have the time to create and implement a content marketing strategy of your own, but still want all of the benefits that it can offer? If so, then there are a number of online marketing firms that can provide you with help that you need (you could also consider working with us).

If you found this e-book useful, please do share it!



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This content marketing ebook is an initiative of [Directory Maximizer](#) – a professional SEO company specializing in providing various link building solutions and [Social Maximizer](#) – a professional social bookmarking service.

Some of the services we offer are:

- General Directory Submissions
- Niche Directory Submissions
- Paid Directory Submissions
- Guest Blogging
- Local Directory Submissions
- Custom Link Building
- Content Writing Services



Over the last 7 years, Directory Maximizer and Social Maximizer have helped innumerable webmasters, businesses, small and medium enterprises, and entrepreneurs, reach to the top in their search engine rankings. We are a brand you can trust – each order is executed with precision & great care is taken to make sure that each submission is ‘perfect’. We are committed to giving you only the best results and services at all times, and we constantly fine-tune our system to incorporate the best industry practices.

