

Phillips MediaSource WhitePaper

What Are the 10 Essentials of Content Marketing?

“Content marketing is the only marketing left.”

-- Seth Godin

- 1. Content Strategy**
Brand awareness, lead generation, customer retention, thought Leadership, engagement, customer acquisition, website traffic
- 2. Technical Content Skills**
Web design, photo editing, video editing, infographics
- 3. Editorial Content Skills**
Writing
- 4. Social Presence**
- 5. Relationships with Influencers**
Link people back and forth between platforms...i.e. Facebook with LinkedIn, etc.
- 6. Digital Native Advertising**
Share everything you can
- 7. SEO (Search Engine Optimization)/SEM (Search Engine Marketing) Knowledge**
Use the right keywords and phrases when titling and writing
- 8. Optimize From the Top Down**
- 9. Content Curation**
Round up news from around the web...ie. newsletters; convince and convert
- 10. Measurement**
Set benchmarks, short and long

Let's talk.

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